

ABOUT

I'm a hands on Digital Creative / UX /UI designer & animator.

I like to be involved in all parts of digital design starting with the entire UX process.

My specialties lie in UX, UI design for web, mobile and tablet which includes AI, wire-frames, storyboards, prototypes, visual design and art direction. I also enjoy creating motion graphics and audio production.

Over the last 15+ years I've had a fair share of recognition receiving awards from One Show Interactive, Promax, the Asia-Pacific Advertising Festival, Australian Direct Marketing Association (ADMA) and Desktop magazine's CREATE awards.

A few years ago I completed the UXD course at General Assembly and have been an active member of the GA Alumni.

I currently enjoy freelancing where I can deliver the full set of my skills to either digital agencies or in-house companies.

TRACK RECORD

LINTAS ONLINE, Sydney, 1997-1999
Junior Designer

Highlights: Concepted and created three 15 second 3D animated commercials for Mastercard which were shown in cinemas across Australia.

WALMAC INTERACTIVE, Sydney, 2000-2004
Senior Designer

Awards won:
-Indig.com, Macromedia site of the day
-Foxkids.com, silver at PROMAX for best website design and One Show merit award.

EURO RSCG 4D, Sydney, 2005-2006
Multimedia Director
Art direction and management of Flash projects, concentrating on work for Sony Australia.

Awards won:
-Sony Wega Theatre - ADMA & the Asia Pacific Advertising Festival.
-Sony DVD World: Finalist/Asia Pacific Advertising Festival
-Sony.com.au: Winner - Best Business/eCommerce - AIMIA
-Award nominated campaigns for Sony BRAVIA LCD televisions and Sony WALKMAN personal audio players.

FREELANCE, London, 2006-2008
Art Director/Designer

Freelancing at the following agencies:
Saatchi & Saatchi, Digital Outlook, Dare Digital, Agency.com, AKQA, Joshua Agency, RMG Connect, Tequila and Haygarth.

ACTIVE ASIA, Singapore, 2008-2009
Freelance Art Director/Designer

Working with Active Asia creating an interactive archive site for their hit TV show 'Hot Property'

CREATA, Sydney, 2009-2011
Digital Creative Director

Responsibilities - Creative direction, new business pitches & management of design team.

Pitch Wins:
McDonald's corporate website & EA Sports Global

FREELANCE, Sydney, 2012-2014
Digital Creative / UX / Designer & Animator

WESTPAC, Sydney, 2014-2018
UX / Senior UI Designer.
IA, User Flows, Wire-frames, Storyboards, Interactive prototypes, User testing, Visual design, animation and art directing two in house dev teams.

Education

BILLY BLUE, Graphic Arts & Advertising, 1994 -1996
Advanced Diploma

General Assembly, UXD, 2014

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