

Daniel Gardner



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@Danieltmcg

Skills & interests

Communications

Market Research

I have worked on various market research projects both in academic and corporate settings.

Data interpretation

I am able to effectively analyse data to create visual insights that are accessible to a wide audience.

Organisational storytelling

I have experience in using organisational storytelling to help drive changes within large and diverse government agencies.

Design

UX Design, Communication Design, Media Design

I have experience using customer data to develop user journeys which inform the design of new systems and services.

I have conducted user testing workshops as well as testing software myself to ensure accessibility, usability, and functionality requirements have been met.

Interpersonal

I am an empathetic person and can quickly build warm relationships with many people around an organisation. I have managed interviews with stakeholders to inform design decisions and worked closely with other staff members to understand their business needs and deliver them efficiently.

Interests

Keeping active is important to me. I enjoy going for lunchtime runs and after work gym visits. Photography is my main creative outlet and I can often be found wandering around Wellington, camera in hand.



Personal profile

I am an ambitious professional working in the New Zealand public sector searching for a new and challenging opportunity.

I have excellent skills in all aspects of design, backed up by practical and academic experience. Along with design, production, and marketing, I also have keen interests in sustainability, photography and contemporary art.

Work experience

Digital channel advisor - Department of Conservation (2019-Present)

In this role I advise the organisation on best practice in content writing and design. I create content for all DOC staff from new starters to top level management. I evaluate internal messaging and ensure all content is in line with the DOC branding conventions.

I am the subject matter expert for CMS functionality and hold training seminars for new staff.

Marketing Assistant - Primeproperty Group (Oct 2017 - 2019)

This role focused on digital media and production for a large team of diverse businesses. My responsibilities included management of social media, event photography, production of promotional material, and event organisation.

Content Producer Intern - Mahuki Innovation Hub (2018)

This role focused on digital media and production for a large team of diverse businesses. My responsibilities included management of social media, event photography, production of promotional material, podcasting and event organisation.

Freelance Photography

I have photographed events for multiple businesses such as Te Papa, MYOB, and Work in Progress Wellington, as well as wedding photography.

Education

Master of the Fine Arts (Creative Practice) in Design

Victoria University of Wellington, 2019
Graduated with Merit.

Bachelor of Design Innovation

Major in Media Design, Minor in Marketing
Victoria University of Wellington, 2018
Recipient of the Gordon Harris Prize for Innovation and Excellence in Media Design, 2017.

References

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More references can be provided upon request*