

PERSONAL DETAILS

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EMPLOYMENT HISTORY

Jan 2020
to current

CONFERENZ

Senior Designer

Graphic Design

Responsible for event branding and design of required print and digital event collateral including brochure, showguide, signage, publication ad, social media graphic etc. As well as managing the company brands and assets, I work closely with senior management team to create new brands as required.

UI/UX Design

I work with the web developer to maintain and develop the company websites and event websites as needed. From a small tweak on existing user interface elements to creating a new page by using tools like Sketch, Figma and Invision. I actively communicate design decisions both internally and with senior stakeholders.

Team lead/Management

Overall responsibility for inhouse studio management including managing the offshore designer and a contract designer. Not only managing their workflow, I also provide mentoring and training to the team, while reporting all information on my team to the Marketing Manager.

Video Editing

Responsible for producing 2+ insights videos each week for weekly newsletter. Also edit pre-recorded videos for digital conferences using Premiere Pro. Mostly simple video editing ; intro and outro, ticker tape, replacing greenscreen to a virtual background etc.

June 2017
to Jan 2020

BARFOOT & THOMPSON

Intermediate Graphic Designer

Graphic Design

Responsible for producing marketing collateral that helps salespeople and branches to secure listings. The briefs are taken from salespeople, branch, internal managers and marketing team. Marketing collateral includes; flyer, publication ad, signage, billboard, bus back ad, adshel, vehicle signage, stationery items, social media graphics etc. I am also responsible for looking after company's brand advertising, I work closely with advertising manager to build various brand campaign collateral and make sure the brand is consistent throughout all channels.

Rebranding

I was involved in the rebrand of Barfoot & Thompson's marketing collaterals along with 6 other in-house designers from May to October 2019. The logo and brand guidelines were created and supplied by our advertising agency, then the in-house team have designed and refined 4,000+ items across all divisions based on the initial guideline.

Designer Training, Supervision and Art Directing

Responsible for training new and temp designers. I've been training 7 designers for the last one year, supervising their work to make sure the guidelines are met. Also help them with various questions when needed. And I'm currently leading the internal stream, one of the four work streams in the design studio. Every morning at the work in progress meeting, I give the team a quick update on the workflow and go through any issues that needs to be escalated or roadblocks that can be sorted.

Project Management

As well as being the lead designer, I've managed a number of small to large-scale projects. From planning to budgeting based on the previous data if available, present the overview of the project to the stakeholders. International Property Awards 2019/2020 was the latest project I did along with our communications team.

Administration

I look after marketing team email when the studio manager is not available. Most of the design requests and general enquiries come through this channel. Once the brief is received, I read it thoroughly and ask for more details if necessary before I allocate the job to someone.

June 2012
to June 2017

HUSE HILL ASSOCIATES

Graphic Designer

Graphic Design

Huse Hill Associates focused on selling sales, business, and marketing training programs to small to large businesses. My main responsibility was to create various training materials including; text book, workbook, flyers and few personalised stationery items. Also responsible for creating and managing internal marketing collateral including brochures, flyers and posters. Huse Hill rebranded in 2016, I was involved in the rebrand process along with another in-house designer who was leading the project.

Video Production

When the training course is finished we used to film testimonials from our clients. I was responsible for creating a story board and directing interviews, filming and editing the finished product.

Administration

As well as being the primary designer within the business, my role includes day-to-day management of jobs and clients, communicating with suppliers. Administration includes data entry, dealing with telephone and email enquiries, creating and maintaining filling systems; scheduling meetings, agendas using Outlook.

Dec 2011
to June 2012

CHRISTIAN LIFE PUBLISHING

Junior Graphic Designer (Part-time)

Graphic Design

Responsible for editorial design, creating newspaper advertisements and website maintenance which includes designing website banners, managing social media, updating news articles and online events.

Administration

Handle telephone calls and relay messages, maintain inventory of office supplies, assist data entry tasks.

EDUCATION

Auckland University of Technology (AUT)

Postgraduate Diploma in Art and Design 2011

Auckland University of Technology (AUT)

Bachelor of Graphic Design 2008-2010

TECHNICAL SKILLS

Adobe Photoshop, Illustrator, Indesign, Premier, After Effect, Lightroom

Microsoft Office 365, Word, Powerpoint, Outlook, Excel

Sketch

Figma

Invision

REFEREES

Soomin Bae

Barfoot & Thompson Commercial

Intermediate Graphic Designer

021 0222 2771

Nicole Bradley

Heartland Bank

Graphic Designer

021 0233 4749

Jim Huse

Huse Hill Associates

Managing Director

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