

CONTACT

✉ corbin.featherstone@gmail.com

📞 021 748 171

🌐 corbin.nz

🏡 79 Kurahaupo Street
Orakei
Auckland

Corbin Featherstone

GRAPHIC DESIGNER / TEAM LEADER

I am a graphic design professional with international big-brand experience. I've spent the last four years within the FMCG industry, leading an in-house design team; creating sales and marketing materials for one of New Zealand's largest family-owned wineries. I'm fast and accurate, with a proven ability to push jobs through under testing conditions. Skilled in all major design software, with front end coding chops and a long history of up-skilling and mentoring.

CV / EXPERIENCE

Villa Maria

Mangere, Auckland

Design Studio Manager

New Zealand's most awarded winery.

- Managing a fast-paced team with large workloads
- High budget international clients, from brief to print
- Negotiating key supplier relationships
- Responsible for 20+ Villa Maria Family brands

2014 - 2018

Implemented job system
1000+ jobs per year

Paintmine Ltd

Willesden Green, London

Owner Operator

High street design studio.

- Project proposals and contract bidding
- Client management and ticketing support
- Training and consultancy for regional council
- Digital marketplace & multi-vendor ecommerce

2012 - 2014

Won 25 clients
Managed 110 websites

Mothers' Union

Westminster, London

Web Design and Print Branding

International charity with over 4 million members.

- Combined and centralized multiple web strategies
- Guided and coordinated department branding
- Built and administered central website network
- Provided training and support for new users

2009 - 2013

Sales up 30% per annum
Trebled website traffic

CV / EDUCATION

NZ College of Arts

Wellington, NZ

Diploma in Applied Performance Art

Visual arts

1997 - 1999

CV / SOFTWARE

Graphic Design

Adobe Creative Suite

CS3 | CS4 | CS6 | CC

Corel Draw

X6

Blender

2.69

AutoCAD

2013

Web development

Sublime Text

2.0.2 | 3 BETA

Netbeans

7.2 | 7.3 | 7.4

FogBugz

7 | 8

Git

GUI | Shell

Putty

SSH

CMS

WordPress

2.1 | 2.8 | 3.0 | 3.8 | 4.9

Drupal

6 | 7

Joomla

3.1

Opencart

1.5.5.1

Magento

CE 1.4 | CE 1.5 | GO

Frameworks

Bootstrap

2.3.2 | 3.0

HTML5 Boilerplate

3.8

Foundation

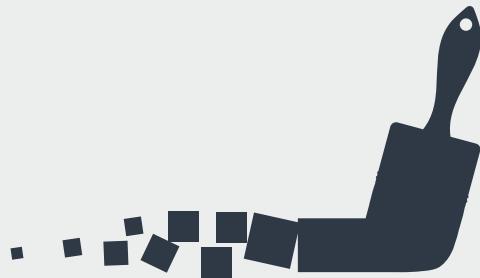
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References available on request

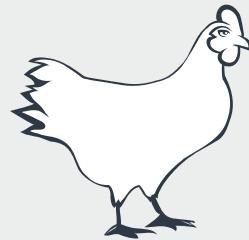
PORTRFOOLIO / BRANDING

Original branding and business identity work.

These are all new brands. Created in close consultation with the business owners, as part of a full design package which included font and colour guidelines for web and print. The designs have been reproduced here without ornamentation or colour.



Paintmine
Digital design



KITSCH



Willesden Green Team

Willesden Green Team
Community action & partnership

Rockossì

Rockossì
Clothing & accessories



Treehouse
Garden design

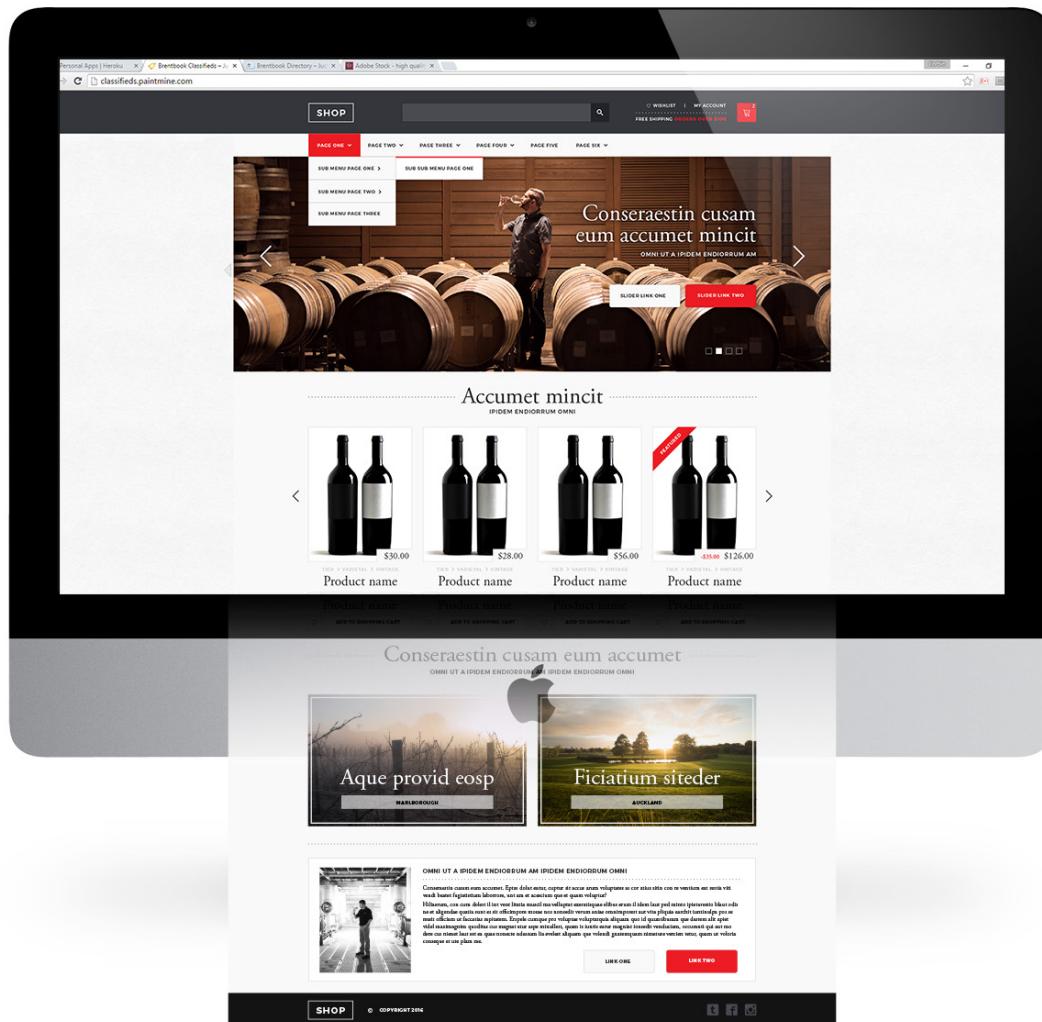


CURRY SEEDS

Curry Seeds
Spice merchant

PORTRFOOLIO / WEBSITE / FRONT-END

Responsive website and e-commerce projects. Work included UI layout, design and coding.



Shopify

Campaign Homepage
Contegra

PORTRFOIO / PHOTOSHOP

Image manipulation for a campaign launch.

A head and shoulders shot was signed off for the New Zealand campaign. The US launch required a full body shot, so I digitally stitched multiple images to form a new character, 'Cindy'.



A composite image for a Villa Maria campaign. It features a woman with blonde hair in a silver, strapless, knee-length dress with a black and white ruffled hem. She is blowing bubbles with a pink bubble wand. The background is a white studio backdrop with a diamond pattern. A large, circular frame surrounds the central image, containing the Villa Maria logo (a crown and the text 'VILLA MARIA NEW ZEALAND') and the slogan 'Lightly Sparkling'. There are also red triangular shapes at the top and bottom corners of the frame. The overall composition is a full-body shot of a character named Cindy, created by stitching multiple images together.

PORTRFOOLIO / PACKAGING

Branded collateral, stationery, point of sale and new product development.



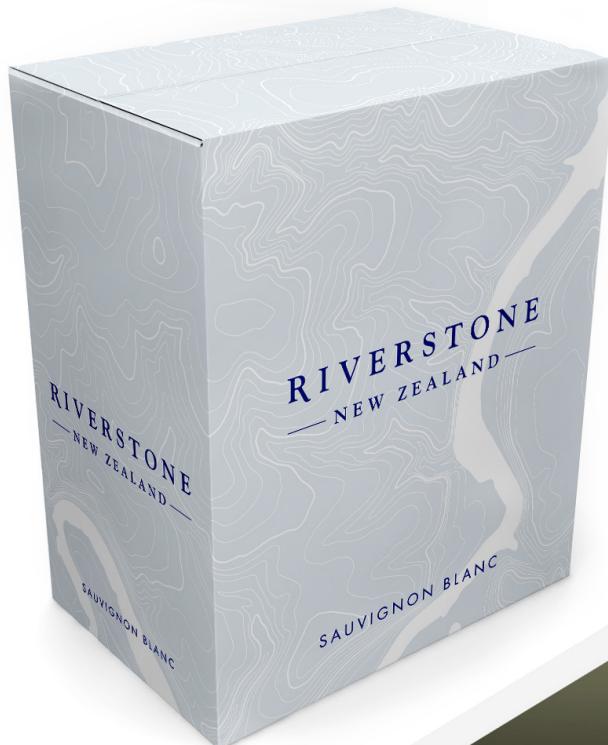
Pull up Banner Ps | Id
Esk Valley winemaker campaign



Kitsch Ai
Linen packaging



Queens Parade Ai | Id
Handout



Riverstone Ai
Wine case



Mary Sumner House Ai | Ps | Id
Brochure



Olive Tree Ps | Id
Stationery

PORTRFOOLIO / BRAND IDENTITY

Business branding package, new set of logos with printed collateral and responsive web design.



PLAN



DESIGN



BUILD



LAUNCH



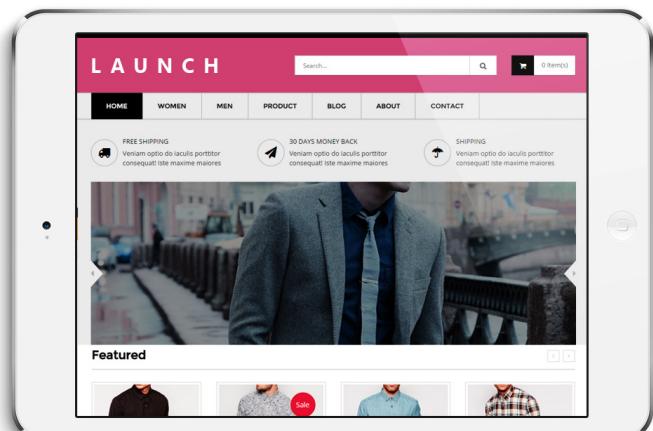
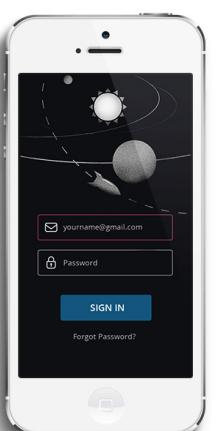
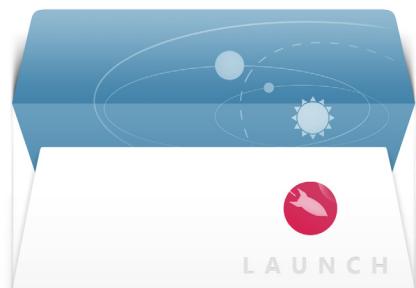
OUR MISSION

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Emma Doe

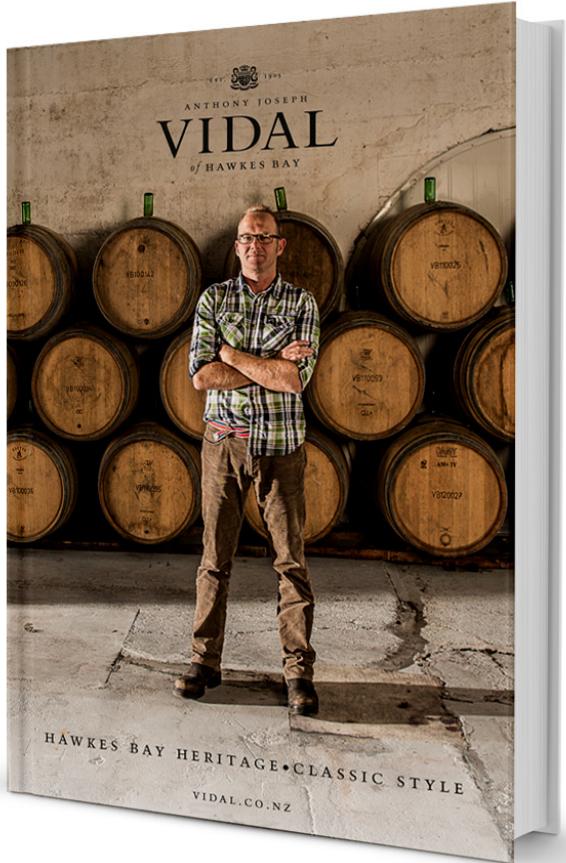
Emma Doe, Co-Founder & CEO

LAUNCH
(09 555-1234)
johndoe@paintmine.com
paintmine.com



PORTRAIT / BRAND IDENTITY

Vidal Estate communication material launching the brand redesign.



VIDAL
of HAWKES BAY

A MATCH MADE IN HAWKES BAY

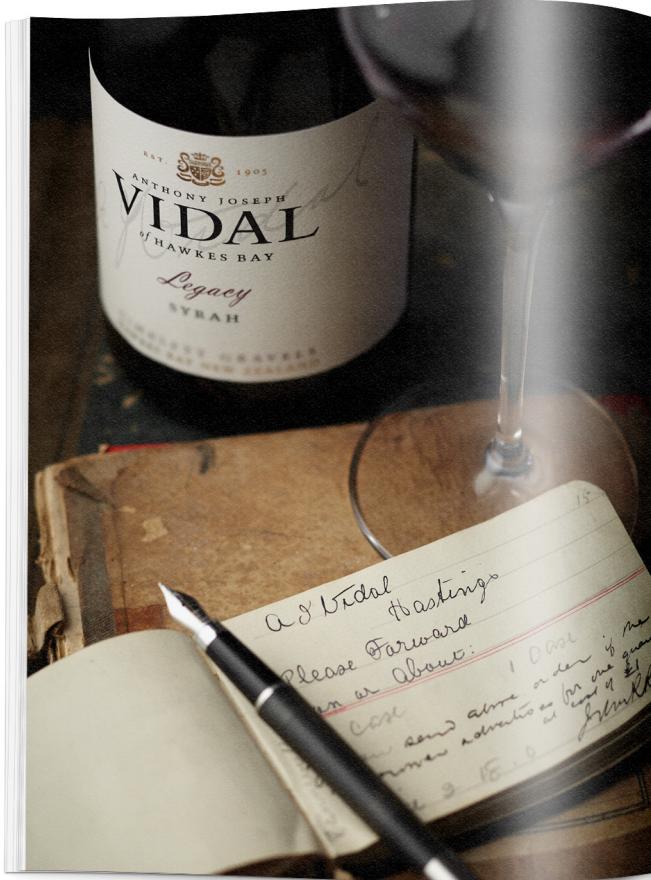
Crispy skin snapper with fennel, lemon and smoked almond salad

100ml (approx) extra virgin olive oil	15ml Lemon juice
4 X 170 gram skin-on snapper fillets	20 smoked almonds lightly crushed
2 large fennel bulbs	20 watercress sprigs
80ml extra virgin olive oil	Rocket flowers for garnish (optional)
	4 lemon cheeks

Make a simple vinaigrette with olive oil, lemon juice & a little salt:
Shave or slice fennel finely, mix watercress & fennel with vinaigrette and season with a little salt
Preheat oven to 200° Celsius
Score snapper skin with a very sharp knife, season snapper with falky salt
Heat a little olive oil in a non stick pan, place snapper fillets skin side down and fry until the skin crisps up
Transfer fish to a baking tray & cook skin side up for 2-4 minutes in the oven depending on thickness of the fish
Place snapper on four plates, divide salad and place on top of fish. Sprinkle with almonds and flowers.

Wine Match
The quintessential match – The elegant flavours of Vidal Legacy Hawkes Bay Chardonnay are complimented by the nutty smoky almonds and citrus. Combined with an infusion of fennel, delivers a delightful feast for the senses.

VIDAL ESTATE
913 ST. AUBYN STREET EAST, HASTINGS, HAWKES BAY, NEW ZEALAND
+64 6 872 7440 EMAIL: ENQUIRIES@VIDAL.CO.NZ



SACRED SOILS

Keltern Vineyard | Hawkes Bay

Hawkes Bay Vineyards
Hawkes Bay is New Zealand's oldest wine region and second largest.
Over thousands of years, four major Hawkes Bay rivers moved and formed valleys and terraces to create over 25 different soil types from clay loam and limestone, to sands and free draining gravels and red metal soils.

Gimblett Gravels
Vidal Estate has a number of premium vineyards in the Gimblett Gravels wine growing district, a particularly special area made up of gravelly soils laid down by the old Ngaruroro River, which were exposed after a huge flood in the 1860's.
Made up of red metal, free draining alluvial soils, gravel and stone terraces, these vineyards provide excellent free draining soils while the gravels hold the heat allowing many later ripening varieties such as Cabernet Sauvignon, Merlot and Syrah to develop complex, powerful flavours while the cool nights allow the fruit to retain freshness and elegance.

The Awana Valley gives us fresh, defined, ripe herbaceous flavours while the Waipara Valley provides warmer more tropical passion fruit and pome flavours. The combination of the two valleys offers a medley of aromatics that makes Marlborough wines, in particular Sauvignon Blanc, so unique.

NEW ZEALAND

PORTRAIT / BRAND IDENTITY

Left Field trade presenter, launching the brand redesign.

Advertising Support

- Street posters around Auckland, Wellington and Christchurch over March/April
- National Print adverts in Viva Magazine running over March/April

The consumer

- 50% female 50% male
- Mainly under 40
- Mid incomes
- Young professionals / technical /creative workers

DISCOVER OUR ENCHANTING MINIFILM HERE

TEAWACOLLECTION.COM/LEFTFIELD

The creators

Left Field wines are created by a skilled winemaking team, including Richard Painter and Ant Mackenzie. These guys have worked around the world and know a thing or two about wine. Along with the winemakers we have tractor drivers, leaf pluckers and grape whisperers to name but a few of the very important people working in and around the Left Field.

NPD DRIVES GROWTH
New SKUs are a core part of keeping the category in growth
Source | Actec Data, MAT to 28/12/2014

Still Wine Baseline and NPD Sales 2011 - 2014

Year	2011 Baseline Sales	2012 NPDs	2013 NPDs	2014 NPDs
2011	~550	~10	~10	~10
2012	~500	~10	~10	~10
2013	~450	~10	~10	~10
2014	~400	~10	~10	~10

-23% decrease in new SKUs in 2014 vs 2012

There has been no NPD to this price bracket since 2012

ENORMOUS GROWTH OPPORTUNITY FOR LEFT FIELD PINOT NOIR IN \$13.99 PRICE SEGMENT
Left Field fills a gap in the market left by lack of NPDs in the last two years and will offer consumers a unique wine experience

Dollar Sales (\$M)

Percent of Pinot Noir Dollar Sales 2014
Source | Actec Data, MAT to 28/12/2014

Price Range	Percentage	Growth Rate
\$0 - \$7.99	2%	+11.0%
\$8 - \$9.99	17%	+3.5%
\$10 - \$11.99	12%	+12.3%
\$12 - \$14.99	20%	+9.4%
Above \$15	28%	+23.1%
All (\$13.99)	21%	+11.8%

Pricing Left Field Pinot Noir at \$13.99 would help close the gap for a key Pinot Noir Price segment

Consumers are trading up from sub \$10 wines - Down 11.1% latest quarter*

LEFT FIELD COMPETITIVE SET
VNO | The Peoples Wine | Tuhu | St Clair Premium

*11/01/15 | Actec Data

LEFT FIELD

New Zealand Wines

Left Field wine, birthplace of the unexpected, the weird and the wonderful.

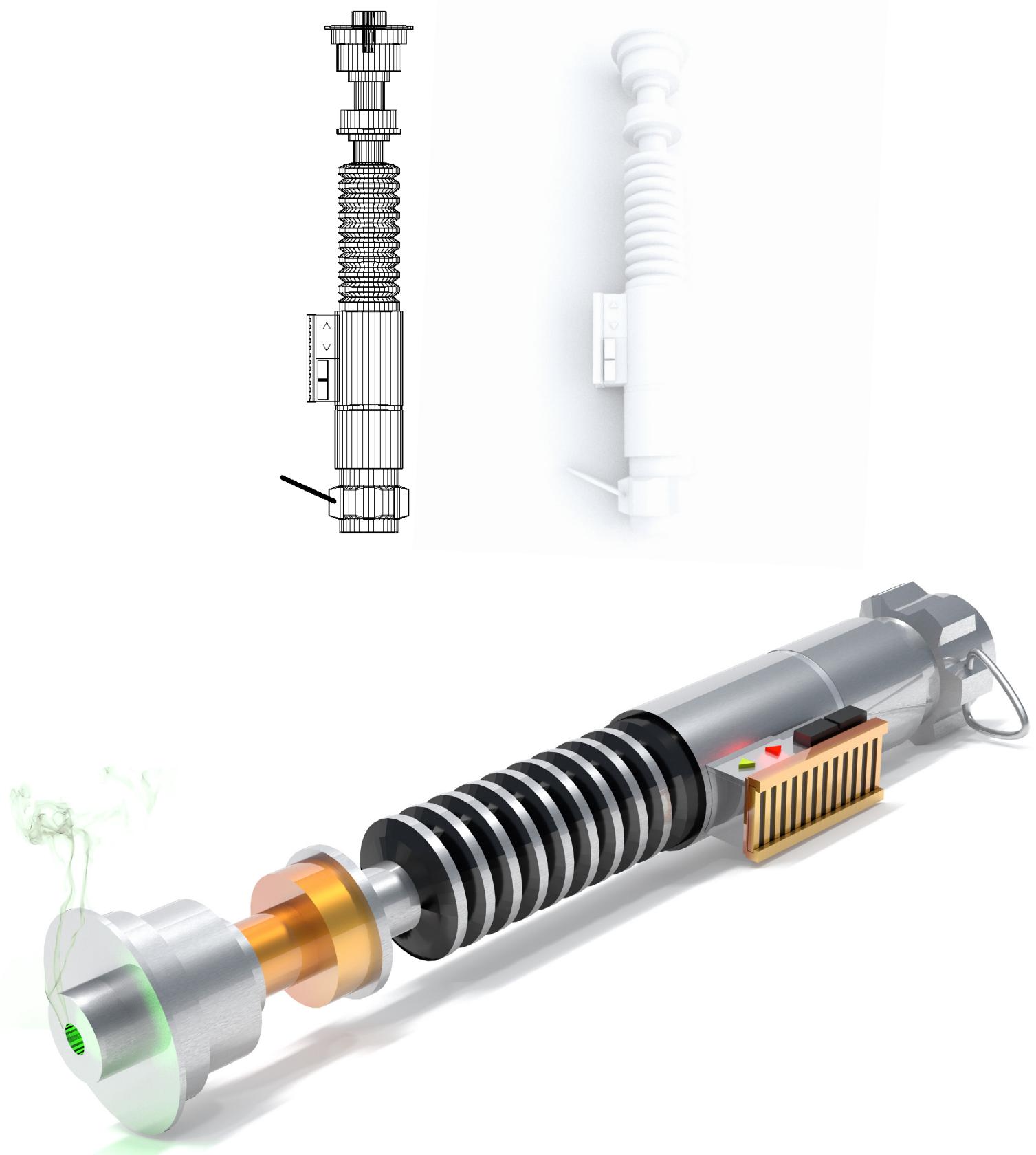
teawacollection.com

TEAWA COLLECTION



PORFOLIO / 3D

We'd been discussing using 3D prototypes within the NPD workflow. I set myself the task of creating an object of my choice from scratch, in four hours, having never used the software before.



PORTRAIT / FREEHAND

Project illustration & portrait sketches. Traditional methods still form part of my work process and it's handy to be able to create original work when needed.

