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RÉSUMÉ
SAMPLE FOLIO

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_OBJECTIVES

To obtain a position in a creative environment, where meaningful and innovative brand communication requires expertise in the entire creative process from conception to delivery.

To maintain multidimensional brand integrity by emphasizing the importance of meaningful design solutions across all forms of media communication.

_SUMMARY OF QUALIFICATIONS

- :: Extensive practice in brand development and corporate identity design for clientele in Australia, the USA and Europe.
- :: 8 years of experience managing the creative process from project brief to delivery through a variety of media-rich design solutions.
- :: Design leader of small 'team-approach' creative solutions for large corporate organizations such as Nestle, Kodak and Thales
- :: 3 years experience working as a designer in a senior role (2 yrs senior designer/business partner, 1 yr Assistant Art Director)
- :: Expert in the usage of a correct typographic hierarchy and the role of typography in effective communication.
- :: Extensive experience working with a broad client base including a variety of international clientele.
- :: 2 years of managing the entire visual brand structure of a local Skate Culture retail chain; Daily Grind Australia.
- :: Experience in brand communication through packaging design, corporate display and product placement.
- :: Demonstrated experience in packaging design for the retail market, coupled with university training in fiberboard packaging design and printing.
- :: Worked in collaboration on many brand development projects with various other creative communication disciplines including; post production and special effects organizations.
- :: A high standard of creative, analytical and communication skills required for not only brand communication, but for effective inter-personal relations.
- :: 5 years experience in the development and production of information interaction in a new media context.
- :: Solid understanding of the technology involved in information architecture and delivery.

_EXPERIENCE

FREELANCE DESIGN CONSULTANT : thisis@DESIGN January 2003 > Present
Portland, OR, USA
Vancouver, BC, CANADA
Graphic Designer, Web Branding Development

PLANNING SA March 2002 > Dec 2002
Adelaide AUSTRALIA
Graphic Designer

KALEIDO CONSULTING DESIGN April 2001 > Jan 2002
Paris FRANCE
Assistant Art Director.

SEENK DesignMixMedias Jan 2001 > May 2002
Paris FRANCE
Assistant to Art Director.

CLINIC DESIGN & NEW MEDIA, Jun 1998 > Dec 2000
Adelaide AUSTRALIA
Business partner and Senior Designer



_DESIGN & CONCEPTUALIZATION EXPERTISE

- :: 8 years of industry experience in a freelance setting, under art direction and as a senior design studio partner.
- :: Ability to adapt a design style to a broad range of business sectors including building, manufacturing and viticulture.
- :: Proven expertise in print design and a solid understanding of printing technologies available to enhance brand perception through graphic design.
- :: Designed, coordinated and implemented corporate branding projects in commercial, governmental and emerging business fields, including work for clients such as Lacoste, Nestle and Orlando Wyndham
- :: Extensive experience using multiple page layout tools in producing catalogues and annual reports.
- :: Designed several large Internet based projects for clients in the retail and on-line learning industries, from this I have developed an advanced understanding of the role of design in an information rich environment.
- :: Experience working with various interactive techniques to bring creativity to information design in an on-line learning environment.
- :: Experience working with Macromedia Flash as a dynamic tool for the delivery of interactive content.
- :: A unique insight into the cultural aspects of design, as learned from professional experience in various regions of the world.

_PROJECT MANAGEMENT EXPERIENCE AND CLIENT RELATIONS

- :: Several years experience as a freelance designer working for a variety of clients with strict budgetary and time restrictions.
- :: Proven ability to work with industrial designers on product placement, display systems and corporate signage requirements.
- :: Oversaw the design and management of many 'global' brand structure projects. This type of project generally involved print and web collateral, product placement and environmental communication design.
- :: As a partner of a small business specializing in both traditional and interactive forms of mass communication, many of the above mentioned 'global' brand initiatives resulted in high profile exposure of the business as a local leader in design and new media.
- :: Management and design of visual promotion processes including sponsorship and event management for the design and retail industries.
- :: Successful in team orientated approach to the design process, having worked as project director to teams of up to 5 designers/studio managers.
- :: Exceeded expectations in client-designer relations, resulting in a positive professional reputation throughout local industry for the delivery of high quality brand communication.
- :: Entrusted with a variety of projects for clients throughout Europe and the North Africa because of unique ability to communicate effectively to a foreign culture in a non-native tongue allowing an insight into the mindset of various types of consumers.

_CREATIVE & TECHNOLOGY FOCUS

- :: Innovative approach to the development of brand structure and ensuing brand communication; on-line and in print.
- :: A strong emphasis on the conceptualization stage of design and traditional theory of visual communication in solving design and marketing problems in ways effective and unseen.
- :: Strength of focus in typographic communication, research and development for reflected and illuminated view.
- :: Extensive knowledge of design production tools Quark Express, InDesign, Photoshop, Illustrator, Freehand, Dreamweaver, Flash.
- :: Strong understanding of where graphic design fits into information architecture and its construction (and vice versa); with skills in Javascript, DHTML, PHP, Actionscript and CSS.
- :: Strong knowledge of information communication and information management in the Internet realm.

_EDUCATION

- :: 1994 - 1997: Bachelor degree of Design, Graphic Design
University of South Australia, Adelaide
- :: 1998 - 2002 : Bachelor degree of Arts; French, Latin American Studies
Flinders University of South Australia, Adelaide

_LANGUAGES

- English (native)
- French (fluent oral and written)
- Spanish (intermediate)

_LACOSTE : FRANCE : 2001

Typographic re-branding of the familiar french sports clothing brand; done in collaboration with SEENK Design MIX Medias.

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LACOSTE

_INTERNATIONAL PAPER : FRANCE : 2001

Branding solution for the MANAGER series of watermarked stationery paper, including identity, paper sampler, brand structure and copywriting.

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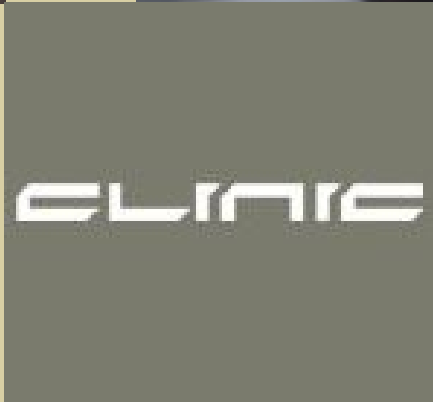
 **MANAGER**



_CLINIC NEW MEDIA : AUSTRALIA : 1999

Identity, marketing and corporate livery design for a design and new media studio in Adelaide, in which I was an inaugural business partner.

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_WHERE-U_LEARN : AUSTRALIA : 2000

Complete brand rollout for an online learning portal used by several of Australia's Fortune 100 organizations.

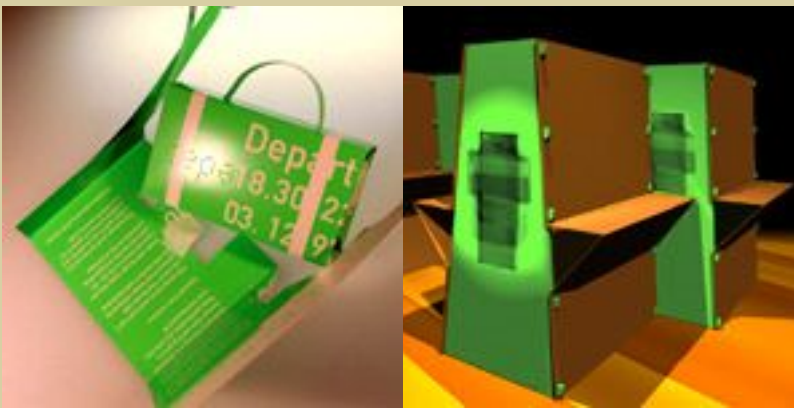
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_DEPARTURE : AUSTRALIA : 1997

Identity, exhibition design and management and sponsorship for a graduating class of 26 students, held at the Adelaide International Airport.

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- 1 Invitation that was send as an envelope and the receiver tore out the bag and used the instructions to put it together.
- 2 Exhibition system design, built by AMCOR Fibre Packaging in Australia.
- 3 Poster used as promotion and received folded into the invitation package.

1 2 3



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_APPLETON LLOYD : USA : 2003

WWW.APPLETONLLOYD.COM (click on 'Flash version')

Online branding solution and development of a new range of corporate marketing collateral.



_TAYLOR & TAYLOR : AUSTRALIA : 2003

WWW.TAYLORANDTAYLORDESIGN.COM

Online branding solution for a Melbourne based Interior Design collaborative.



_GOVERNMENT OF SOUTH AUSTRALIA : 2002

Streamlined corporate communication material for the Department of Transport and Urban Planning.

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_ADELAIDE EXPO HIRE : 2000

Corporate re-branding for Adelaide Expo Hire; an organization with a strong legacy in the exhibition and interior design industry throughout Australia.



_HEINEKEN : FRANCE : 2001

Product branding for OLD LAGER. Evolution of the old lager brand to become more in tune with the contemporary brand development of its parent company; Heineken.

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_ENNIO : AUSTRALIA : 2000-2002

Identity redesign and brand evolution, including all marketing, product and corporate collateral.
Ennio International is a multi-national organization based in Adelaide, Australia exporting packaging and preservation technology to the food industry since 1960.

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