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## Professional summary

Creative leader with over 15 years experience in design and art direction and team leadership. Proven success in brand development and aligning to brand frameworks through consistency in design and tone of voice. Passionate about craft and powerful story-telling with an omnichannel approach. Highly skilled at building and guiding multidisciplinary teams through collaboration and strong cultural values. Experience at building relationships with stakeholders both internally and externally, bringing those on the journey, through collaboration and open conversation.

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## Skills

Graphic design, copy writing and art direction	Brand guardianship, development
Team leadership and coaching	Creative direction, ideation & concepting
Case studies and educational documents	Campaign execution & project management
Leading creative brainstorming and think tank sessions	Stakeholder relationship building
Photography & motion direction	Creative strategy
Social content strategy and creative	Accessibility compliance and guidelines
Production processes	

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## Technical skills

Adobe Creative Suite (Photoshop, Illustrator, InDesign)	Motion design
Figma	GenAI tools - Firefly, Gemini, Midjourney
Workflow management software	Retouching and finished art

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## Professional experience

### Freelance Design and Art Direction

#### BMF

#### KPMG Clients and Markets division

June 2025 to present

- Freelance roles developing highly crafted design and art direction for a range of different projects. Those projects include Futuresphere, KPMG's interactive experience for SXSW 2025, event themes for an upcoming Graduate Induction Day, a national event hosted across various different event locations across Australia and Powerpoint case studies for KPMG's flagship Agentic AI products and services.
- Creative and art direction across the Aldi retail and catalogue calendar. Concepting and directing photography for print and digital.

### Creative Lead | Telstra in house Studio

July 2019 to December 2024

Creative Lead combining hands-on with creative direction. Leading a team of designers, copywriters and motion designers to produce high-quality crafted work across a range of print and digital channels. Setting the creative vision, ensuring brand consistency, and pushing for innovative storytelling that resonates with audiences. Provide strategic direction, oversee concept development and collaborate with stakeholders to align creative output with business goals. Close mentorship with my team fostered a culture of empowerment and fearless creative thinking to deliver engaging and impactful design. Developing and implementing, in collaboration with production manager, better workflow processes and delivery time lines. Building seamless asset and file management processes.

## Achievements

- Awarded the Telstra Best Team Award in 2021 by consistently delivering high-quality design and creative, mandatory communications, and integrated creative projects in collaboration with our external brand agency.
- Enabled Telstra Studio to expand from 11 to 38 team members by consolidating external agency work to in-house, saving approximately \$10m annually.

- Scored a performance rating of 5 for 2021 sitting in top 3% of Telstra high performers company-wide, High performance 4 ratings (Top 20%) for every other year.
- Developed team member skill sets leading to lateral moves to different disciplines and leadership roles.
- Transformed remote work by transitioning the team to Figma, facilitating cloud-based collaboration to maintain consistency and transparency across projects.
- Positioned the team through building strong stakeholder relationships as an extension to the brand agency delivering on creative campaign integration.

### **Creative Lead | WooliesX**

July 2016 to May 2019

Multi-faceted lead role as Creative Lead, Studio Manager, Brand Guardian, Production Lead and Project Manager. Leading a team of 8 designers, copywriters and producers in a dynamic, fast-paced environment, producing engaging campaigns for Everyday Rewards and its key partner brands ensuring brand consistency and crafted creative and design content for targeted offers through the right channels, digital and in-store utilizing a highly personalized data engine. Developing processes and ways of working to deliver large volumes of work on time.

#### **Achievements**

- Oversaw the evolution of the Rewards Loyalty program from an email-based communications platform to a fully integrated multi-channel system, including email, programmatic, social and display, digital wallet, Gmail promotions, YouTube, and a digital hub.
- Contributed to the Rewards Program's success since joining in 2016, achieving 25% yearly incremental memberships taking memberships from 7 million to over 12 million in two years.
- Played a key role in the Rewards program's success, accounting for over 20% of Woolworths Supermarket's revenue within 2 years.
- Recruited a team of 6 skilled professionals, including copywriters and designers with motion expertise, within 6 months, delivering capabilities to expand Everyday Rewards into new channels.
- Demonstrated expertise in combining customer data with creative executions, resulting in doubled membership within 2 years and building a competitive portfolio of partners to challenge Flybuys.
- Transitioned from a creative agency background into a data-driven marketing space, gaining expertise in personalized channels to engage customers with the right offer.

### **Freelance Art/Creative Director**

April 2015 to July 2016

Freelance Art Director and designer, showcasing proficiency as a collaborative team member and independent creator to adapt to various needs and time lines. Collaborated with a variety of different clients such as The Star Darling Harbour, Reborn, Saatchi & Saatchi and TBWA delivering on a variety of different projects from creative ideation to high-end design work.

#### **Achievements**

- Won two consecutive pitches for Reborn digital agency. Adding to its health and wellness client roster.
- Won a Volvo national retail pitch for (formerly) WhiteGREY during a two week assignment.

### **Deputy Creative Director | Saatchi & Saatchi**

March 2012 to April 2015

Hands-on Art Director and designer creating engaging multi-channel campaigns for the different retail events in the Big W calendar. Developing creative and concepting across full-vertical spectrum from TV to catalogue, web advertising and in-store retail signage. Also worked on briefs and pitch work for the roster of Saatchi clients including St George, Cadbury, Toyota, OPSM, RSPCA and NIB across TV, print, experiential and digital in the retail space.

#### **Achievements**

- Built the Big W brand to elevate against rivals Target and Kmart.
- Created the Total Toy Domination campaign that toppled Target's 10 year sales figure dominance in the July Toy Sale event. This event accrues the highest revenue of the year for discount department stores as layby accounts for a significant proportion of Christmas sales. Further building that brand dominance with a sequel the following year.
- Won effectiveness awards in the retail catalogue category.

- Built strong, collaborative relationships with the Big W marketing team across all its product categories.
- Developed a very successful catalogue briefing process with the Big W team of product buyers to ensure creative representation was in the initial stages of each catalogue to ensure YOY sales met targets and customer experience and creative execution was part of the full journey.

### **Creative Head | Ideaworks**

November 2010 to March 2012

Head of art for Ideaworks across client roster Big W, Dymocks, Petbarn and Landcom delivering on print and digital projects. Heading up a team of 4 designers working in close collaboration with the finished art studio. Client facing role for presentations and integrated catalogue functions.

#### **Achievements**

- Played a key role in the win of the Dymocks account.
- Won an Effectiveness award for Big W Baby Sale catalogue.

### **Creative Director | Tribe Advertising**

September 2007 to November 2010

Managing the creative, design, delivery and production time lines in a boutique creative and production agency. Mentoring a small team of designers on a range of different clients such as Fuji Xerox, Baby Village, BlueDoor Technologies, Boehringer Ingelheim, Avery Graphics, Sydney FC and Schneider Electric.

#### **Achievements**

- Managed the design and launch of the Baby Village brand building a brand new website, in store POS and marketing collateral
- Won pitches bringing a number of clients to the roster including Fuji Xerox, Baby Village, Boehringer Ingelheim, Avery Graphics and Sydney FC.

### **Senior Art Director | Saatchi and Saatchi**

November 2000 to September 2007

As part of a newly formed Saatchi Health division, delivering on design and art direction for a number of different clients such as Boehringer Ingelheim, Transitions Lenses, Pfizer, Johnson and Johnson, Merck, Sharp and Dohme. Also helping out with wider agency clients such as RTA, Soccer Australia, Fox Sports and Toyota.

#### **Achievements**

- My work on Transitions directly attributed to being appointed Asia-Pacific hub for all advertising and design work for the brand
- Awarded a gold at One Show for 'Crash helmet' meningococcal vaccines for kids and infants.
- Won pitches for Boehringer Ingelheim, Transitions Lenses, Johnson and Johnson and Merck, Sharp and Dohme.
- Finalist in AWARD show for Singulair, 'Let's celebrate' DM campaign

## **Education**

### **MiniMBA in Marketing**

### **National Diploma in Typographic Design**

London College of Communication

### **Bachelor of the Arts in Graphic Design**

London College of Communication

### **Foundation Arts diploma**

Camberwell School of Art, London

## **Awards**

**AWARD Finalist** - Direct marketing category. Singulair 'Let's celebrate'.

**EFFIES Gold** - Retail category - Best catalogue award Baby Sale.

**One Show Gold** - Healthcare category, 'Crash Helmet' meningococcal vaccines for kids and infants print campaign.

## **References**

References are available upon request.