



With over 17 years in the creative industry, my career has spanned across print, digital, illustration, branding, events and insight-led campaigns. The past 10 years have been predominately healthcare focused and I currently work as an Art Director at Lucid Group, a medical communications agency.

CONTACT

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EDUCATION

Diploma of Graphic Arts
RMIT TAFE,
Melbourne, Australia
Awarded Best Folio 2004
(2003 – 2004)

Bachelor of Industrial
Design (deferred)
Monash University,
Melbourne, Australia
(2002)

TRAINING

Mindscapes Summer School
Creative Training
June 2021

The Art of Presentations
with Jack Milner
June 2021

Lucid Management Magic
Line Manager Training
2020-2021

WHAT I LOVE

Child-free nights out
Park walks with the family
Festival days
Biro Illustrating

REFERENCES

References available
on request

EXPERIENCE

ART DIRECTOR

Lucid Group (previously Bluedog Design) | April 2020 – Present
(Senior Designer July 2013 – March 2020)

After moving to London I began work at Bluedog Design, a creative and digital agency with a healthcare focus. In 2019 they merged with Lucid Group, a global healthcare consultancy on a mission to advance health outcomes and transform patient lives. As an Art Director, my role includes client kickoff calls to understand the problem/ask, designer briefings, internal reviews, concept pitching and presentations; all while maintaining the brand consistency and unique goal of each client and/or project. Whilst always leading with insightful and compelling ideas, my past experience as a senior designer ensures I can bring ideas to life through engaging and high-quality executions. I regularly champion creativity, sharing case studies and award winning work to inspire and excite the wider team. I line manage a junior copywriter, as well as providing mentorship to a mid-weight designer. In the past I have also assisted with resourcing and managing freelance talent.

FREELANCE SENIOR GRAPHIC DESIGNER

December 2010 – June 2013

During this time I worked freelance for a variety of agencies including ST&P Advertising and Kit Digital whilst also building my own client base. Clients included Parkes Property, My Endless Wardrobe, I AM, Century 21 and Dolomiti Bikes. I also worked on a number of residential development projects, which involved branding, print collateral, copywriting, web design and signage.

SENIOR GRAPHIC DESIGNER

Dig Creative (now Malt Creative) | September 2009 – November 2010

I worked for a Melbourne-based boutique design studio, with a strong focus on branding and digital. As part of a small team, I was responsible for producing a broad range of print and digital materials for clients such as Symbion Health, Griffiths Coffee, Trios Wraps, and National Australia Bank. I also supervised and trained a junior designer, regularly liaised with production vendors and regularly met with clients for kickoff briefings and project reviews.

IN-HOUSE GRAPHIC DESIGNER

Pioneer Investments (now Amundi) | 2007 – 2008

Pioneer Investments is a world class asset management firm based in Dublin with a network of offices in the US, Germany and Singapore. Working with the in-house design team, I was responsible for ensuring brand consistency across all marketing comms, designing print collateral and staging for global events. I also designed and artworked data-heavy factsheets, newsletters and presentation decks. After I left Ireland to return home to Australia, I continued to work for Pioneer Investments on a freelance basis.

JUNIOR GRAPHIC DESIGNER

ST&P Advertising (now M&C Saatchi Melbourne) | 2005 – 2006 (Freelance Designer 2012)

My first role in the industry was at Samuelson Talbot & Partners, an advertising agency whose clients included The Age Newspaper, Swinburne University, Adairs, Melbourne International Motor Show, Yarra Trail, AMP, Siemens, Westin Hotels and Brown Brothers.