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Education	1996	Graduate Diploma (Animation and Interactive Media) Royal Melbourne Institute of Technology
	1995	Bachelor of Design (Graphic Design) National School of Design, Swinburne University of Technology
Recent Employment	2008-	Australian Centre for the Moving Image , Melbourne Head of Design <ul style="list-style-type: none">- Managing all aspects of design unit including strategy, processes, briefing, daily scheduling, resources, project management, procurement and promotions- Creative director across all organisational design unit outputs across corporate, film programs, public programs, marketing, web and exhibitions marketing including print, interactive and motion graphics, TVCs and exhibition graphic design- Major projects include; corporate identity refresh and application across all organisational outputs, wayfinding & signage project, staff uniform design, and major exhibitions including <i>Game On</i>, <i>Setting the Scene</i>, <i>Len Lye</i>, <i>Dennis Hopper & The New Hollywood</i> and <i>Tim Burton: The Exhibition</i>
	2003-07	Australian Centre for the Moving Image , Melbourne Interactive/Web Designer <ul style="list-style-type: none">- Design lead on major exhibitions; <i>Games Lab</i>, <i>Sense Surround</i>, <i>TV50</i>, <i>Game On</i>- Designed print, signage, web, interactive and motion graphics applications for exhibitions, film programs and public events- Managed development, design and documentation of major template-driven interactive applications- Ongoing design of ACMI website and E-newsletter- Reviewed and conducted user-testing for ACMI website redevelopment- Designed graphics for experimental augmented reality mobile phone games with HiTLabNZ for <i>Games Lab</i>
	2001-02	Whybin TBWA, Tequila \ Melbourne , South Melbourne Creative Lead <ul style="list-style-type: none">- Managed all aspects of design from concept to production for online media, direct marketing and advertising. Clients included Nissan, Shell, Yogo/National Foods, I&J/Simplot Foods, Libra/Sancella, Office for the Commissioner of Complaints- <i>Interactive Agency of the Year</i> (Australia), B&T Weekly, 2002
	1999-2000	Razorfish (San Francisco), South Yarra Senior Designer <ul style="list-style-type: none">- Produced and art-directed branding for <i>Scape</i> internet portal across corporate, online commercial and offline promotional applications- Managed two junior designers, reported to San Francisco Creative Director
	1998-1999	NineMSN , South Yarra Lead Designer <ul style="list-style-type: none">- Designed sub-brands and interfaces for NineMSN internet portal including CarPoint, BoatPoint, NineMSN Shopping, NineMSN Sidewalk, Finance and Travel



Skills

Management

- design research, strategy & implementation
- studio management, processes, briefing, daily scheduling, resources, procurement and promotions
- major project management

Interactive & Web Design

- interface and banner design and production
- application and interface coding
- usability testing
- platforms; internet, desktop, touchscreen, mobile phones, web, CD-ROM, DVD

Animation & Motion Graphics

- animation techniques including hand-drawn cell, paint on glass, stop-motion, Flash, basic 3D
- sound production
- outputs for web, film, DVD, CD-ROM, tape

Print Design

- artwork production for catalogues, brochures, posters, stationery, signage, merchandise
- printing techniques using full and spot colour, varnishes, dyecuts, folds, embossing and debossing, binding and finishing and specialty stocks and materials

Software

Photoshop, Illustrator, Indesign, Acrobat, Quark Xpress, Flash, Dreamweaver, Final Cut Pro, After Effects, DVD Studio Pro, Word, Powerpoint, Excel, Project

Languages (some)

Actionscript, HTML, Javascript, CSS

Recent Awards

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| 2008 | Nominee People's Choice Award, <i>Game On Viral Game</i> , Create Awards |
| 2006 | Multimedia Award (non interactive), <i>White Noise</i> , Australian Graphic Design Association Awards |
| 2005 | Nominee Best Music Video of the Year, <i>Easily Broken</i> , Digital Media Awards |
| 2002 | Best of Show, <i>yogoalley.com</i> , Australian Internet Awwwards
Best Relationship Marketing, <i>yogoalley.com</i> , Australian Internet Awwwards
Most Strategic Integration of Online Creative, <i>yogoalley.com</i> , Australian Internet Awwwards
Best Online Creative Concept, <i>libragirl.com</i> , Australian Internet Awwwards
Best Children's Website, <i>yogoalley.com</i> , AXIEM Absolute Excellence in Electronic Media Awards, USA, |



Recent Exhibitions Screenings Performances

- 2007 Boiler Room, Performance, Big Day Out, Melbourne
- 2006 *Easily Broken*, Screening, Resfest - Australian Program, Dendy, Sydney & ACMI, Melbourne
Boiler Room, Performance, Big Day Out, Melbourne
- 2005 *Chinese Whispers*, Performance, Melbourne Fringe Festival
Chinese Whispers, Performance, Bairnsdale Art Gallery
Hothouse, Performance, Big Day Out, Melbourne
- 2004 *Kiss My After Effects*, Performance, Melbourne Fringe Festival
Hothouse, Performance, Big Day Out, Melbourne
- 2003 *Sex Pixels*, Performance, Agari Nassai Festival, Nagano, Japan
Chinese Whispers, Performance, This Is Not Art Festival, Newcastle
Vision, Performance, St Kilda Film Festival
Club Electronische, Performance, Melbourne Fringe Festival
Boiler Room & Hothouse, Performance, Big Day Out, Melbourne
- 2002 *Pink Spunk*, Screening, Brisbane International Animation Festival
Vision, Performance, St Kilda Film Festival
Club Electronische, Performance, Melbourne Fringe Festival
Boiler Room & Hothouse, Performance, Big Day Out, Melbourne
- 2001 *Dust* Fashion Parade, Performance, Melbourne Spring Fashion Festival
- 2000 *Muto*, Group Exhibition, Ars Electronica, Life Science, Linz, Austria
Muto, Group Exhibition, Cybercultures: New Life, Sydney & toured throughout regional Australia
Boiler Room, Performance, Big Day Out, Melbourne
- 1999 *Muto*, Group Exhibition, F1 Digital Arts Festival, Melbourne
Muto, Group Exhibition, d.Art 99, Sydney
- 1998 *Muto*, Group Exhibition, Downloading DownUnder, Amsterdam, The Netherlands

Referees

Elly Bloom

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