

Chronology of Work

July 2003 to current 2007: part time freelance design

Freelance design mainly at *Firefly Interactive*

- 07, I am currently looking for more consistent work in a friendly environment that will utilise my existing creative design skills and that I hope will also ultimately help me to extend and develop myself into a more valuable resource.
 - 07, Initiated and currently running the not-for-profit *Summer Hill Life Drawing Group* (35 members).
 - 06, continuing *Hotmaths* K to 6 Flash widgets (educational interactive maths puzzles) and *Hotmaths* Flash widget production, <http://staging.fireflyinteractive.net/hotmaths/k-6>
 - 06, various freelance web design and image processing at *Firefly Interactive*.
 - 06, *Antonia Pesenti*, architect and illustrator, CSS/DHTML portfolio website design and construction, <http://www.antoniapesenti.com>
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- 05, *ABC TV New Media*, *Roller Coaster* (kids TV), game graphics production, character and background design, <http://www2b.abc.net.au/rollercoaster/rollertoaster/default.htm>
 - 05, *Carlson Marketing Group*, website graphics production.
 - 05, *Hotmaths* K to 6 Flash widgets (educational interactive maths puzzles) and *Hotmaths* Flash widget production, <http://staging.fireflyinteractive.net/hotmaths/k-6>
 - 05, *ING Australia* 'Australia Easy Transact' and 'Super Choice' tour, http://www.ing.com.au/sitetours/Other/easytransact_edts/index.htm
 - 05, *ING Australia* 'ANZ Learn' pages update, http://www.ing.com.au/public/ms_anzlearn/8333.asp
 - 05, *MIP* (IT consultants) 'Seminar Series Invitation' print poster.
 - 05, *Sakkara Living*, website Flash graphics production, <http://www.sakkaraliving.com.au>
 - 05, *ANZ* 'Superchoice', CD packaging.
 - 05, *Allam Group*, graphics production for website, <http://www.allam.com.au/default.asp>
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Aug 2004 to Sept 2005: career break to have a baby

- 04, V1 of *Go Student mobile* website.
- 04, *Arcady* holiday Cottage, website design and production, <http://www.arcady.com.au/>
- 04, Electronic artwork installation at 'Drift' exhibition at *PICA*, the Perth Institute of Contemporary Art in WA <http://www.pica.org.au/art04/Drift-04.html>
- 04, Interview and article about my digital artwork on *THE PROGRAM* website in the insight section, <http://www.theprogram.net.au/> (Australia Council).
- 04, video animation piece from *Pendulums: 360 degrees* series displayed at the *Hatched* exhibition at *PICA* in Western Australia. Artwork published in catalogue and online, <http://www.pica.org.au/art04/Hatched04.html>
- 04, video animation *Pendulums: 360 degrees* shown at *Freeform Cinema* at *theloft* Bar, King Street Wharf in Sydney.
- 04, my photomontage purchased for use in *USYD CC magazine*, distributed in the *SMH*.

*Jan 2002 to Dec 2003: student of Masters of Visual Arts (in electronic and temporal arts)
SCA, Sydney College of the Arts*

- The course included two 2000 word Essays, two informal 1hr presentations, one formal 2hr presentation, a 12,000 word Dissertation and finally an exhibition and verbal exam.
- December-2003, Postgraduate Degree Show at the Sydney College of the Arts, Sydney. First exhibition of the installation *Pendulums: 360 degrees* that featured large format colour photomontages and an animated video, with a soundtrack etc.
- *Pendulums: 360 degrees* photomontage was published in *Photofile* Magazine, produced by the Australian Centre for Photography, to promote the SCA Postgraduate Degree Show.

Jan 2002 to Dec 2003: part time freelance design during study

- 03, *Waterpoint* website for *BilBergia real estate*, <http://www.waterpoint.com.au>
- 03, *Sydney College of the Arts Graduation CD-ROM*, I developed the CD-ROM student showcase concept and pitched it to the dean and staff of SCA was successful. Producer role with ongoing Liaison with university staff team for student materials and media includes and also designed the CD-ROM graphics.
- 03, *Pelactiv* print adds for *9 to 5 magazine*.
- 01-02, Part-time web design such as for *PipWillly* art and textiles website (while caring for sick parent).

June 2000 - Jan 2001: art director, at Murdoch Media Interactive (MMI)

The Murdoch Media team was set up to develop relationships with the current successful print and TV and audiences and unsatisfied online audiences.

My work included:

- Developed and maintained a high standard of design for the two database driven web sights for the established *Better Homes & Gardens* and, (new to launch), *live this* TV shows and magazines.
 - Creative strategy, ideas, design and production of the *Better Homes & Gardens* and *live this* web sites.
 - Briefing and managing two outsourced art directors for initial launch designs.
 - Hiring, training and managing one internal senior designer and two design and production assistants.
 - Establishing design standards and online production processes for *MMI* for current and future brands online.
 - Initial producer role ensuring projects were on target with the development timeline by highlighting any issues to out sourced team and in-house team.
 - Delivering creative advertising clients solutions to the web sales/business development executive.
 - Educating editorial, art direction and marketing magazine staff about the web and the needs of web users.
 - Production and design for the constant monthly updates and further design evolutions to keep the sites dynamic.
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Feb 1999 - June 2000: art director, IBM Global Services Australasia e-business Services

IBM's GSA e-business Services were an e-commerce multimedia production studio specialising in innovative Internet and intranet sites for their clients often on a massive scale involving many departments.

My work included:

- My design concepts and presentations were a key factor in *IBM* winning the *CSR* and *Vodafone* intranet and website redesigns.
- My role involved defining the approach for websites and translating and delivering the client's requirements via an innovative graphic solution.
- I participated in projects from creation to delivery, providing expertise and skills in interactive design, web graphics and user-centred interface design based on a good understanding of information architecture and technical specifications.
- I helped create a productive studio environment by contributing and sometimes initiating team building experiences and also by the mentoring of new team members.
- In addition I had commercial experience in template design and HTML, web palettes, optimising download times, overcoming programming limitations, functional design for database driven sites and CMS, content management systems.

Clients included: *Employment National (job seeker kiosk)*, *Telstra Business Solutions*, *Contact Energy NZ*, *Westpac*, *Lend Lease/MLC*, *North Power*, *Australian Open*, *Vodafone*, *CSR* and *Ansett Airlines*.

Oct 1997 - Feb 1999: art director & project manager, Quinn Technology

- My work comprised of Art direction, graphics production and project management of many boutique interactive Internet and intranet sites and a flash animated CD-ROM for *P&O*.
 - Designed action sheets and a briefing process and educated the sales and technical team members to increase understanding of web design and the creative and technical coordinated design process.
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April 1997 - Sept 1997: freelance web designer

I initiated and managed many successful design commissions for many different clients.

- Designed the exhibition booth for *Morgan & Banks* at the *IT PC Show*, including promotional material, flags, polo shirts and registration web form, graphic concepts and project management.
 - Various business stationery and corporate identity concepts.
 - Designed various web sites for the *Zoo Communications Group*. Clients included *Integrand Solutions*, *Media Tech Pacific*, *Boral Energy* and *Chilli Hot*.
 - Intranet design concepts via *Morgan & Banks* for *Pirelli*.
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March 1996 - Mar 1997: art director, Tech Talk Australia

- I was involved in the art direction of many websites and also collaborated with other designers on various other websites.

- I achieved high creative standards of design including illustrations, animations, character design and game designs on the *OzEmail-CyberPuzzles* 220-page web site in 3-months. Also outsourcing and briefing comic artists to help complete character designs.
- Website production including concept designs and image production, often including the IA, information architecture of websites.
- Creation of storyboards, illustrations, templates, slides, animations, and interactive web site presentations.

Clients included: *OzEmail-CyberPuzzles*, *OzEmail-Web Show* and other pieces, assisting on *Microsoft Splat TV* and *Mad-About-Science*, *ninemsn PBL* (Publishing and broadcasting Limited), for *ninemsn TV and Magazines web sites* (a joint venture by the Packer Group and Microsoft).

Nov 1995 - March 1996: solo world travel

Feb 1993 - Oct 1995: CDrom, presentation and web designer, Harrow Media

I started here as a junior graphic designer training up over the years to a senior multimedia designer

- My work involved the design and production of many storyboards, illustrations, print graphics, *PowerPoint* slide presentations for touring commercial shows, computer animations, websites and CD-ROM based interactive multimedia presentations.
 - I worked with other designers and technical staff on two of the first commercial websites produced in NSW, one for *Westpac Bank* and one for the *Smith's Snack Food Company*. The *Smith's* website was featured in the *Australian Personal Computer Magazine*.
 - Art director for *Interactive planet*, an interactive CD-ROM based travel system produced for *Harvey World Travel*.
 - Briefly mentored two new designers hired to replace me while travelling.
 - There were many other clients such as; *Streets, Pepsi, NEC, and Kimberly-Clark*.
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Jan 1990 - Jan 1993: undergraduate BFA student at UNSW COFA

- Part-time work: 1 yr at *Hotmaths Books*, Haymarket and 1.5 yrs at *McDonalds* while at *UNSW COFA*.
 - My medieval-style book design concepts selected to tour with the *Dante in Australia* exhibition around Australia and Italy.
 - Mickey Mouse sculpture exhibited in *East Sydney Tech Mickey Mouse* exhibition.
 - Exhibited five paintings in a group exhibition that I also curated and managed and for which I designed the promotional material at *Arthus* student gallery in Paddington.
 - Designed concepts and business stationery for *Organon Environments*.
 - Books cover design for *Media group* report.
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1986 - 1989: part-time work during high school

- Participant in *Young Achievers* In year 11, we won *Young Achievers' Blue Chip Award* for business excellence. I was the marketing manager and graphics designer for the test company with mentoring from *ESSO Australia* in 1988.
 - 2yrs of weekend work at *Lamella Books*, Paddington. Weekends and holidays as junior builders' labourer in the family business.
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Education

2003 *Masters of Fine Arts* postgraduate degree at *Sydney College of Fine Arts*
2003 1 year *Live modelling with clay* at *National Art School* with Jennifer Johnson
2002 Summer school at *NAS* in *Clay sculpture modelling*
2001 Summer school at Julian Ashton in oil painting
2001 *Colour photography composition* course at *WEA* community college
2000 Accredited, *Training Adults Certificate*, at *SCC*
1999 *Sculpture carving* course with the artist Vince Vozzo, via *SCC*
1999 *Dream Weaver 2* and *Advanced Flash 4* certificates (web animation and website construction)
1998 *HTML for Windows* and *Interactive Design and Useability* accredited certificate.
1994 *Advertising Certificate* at *Meadowbank TAFE*
1993 *Computer applications* certificate at *Randwick TAFE*.
1992 *Bachelor of Fine Arts* majoring in Design
1988 to 1992 two semesters of *life drawing*, and one semester of *etching* classes at *Julian Ashton*
1989 *HSC* at *Riverside Girls High school* (Gladesville, Sydney)
1986 Summer school at *COFA*, for all high school students, in drawing (won the best drawing in competition).
Professional Associations: NAVA, ANAT and AGDA

References

For design:

- Chris Frost and Ellie Louie, Art Directors/directors, Firefly Interactive, ph: 02 9280 0101.
- Ben Mercer, Murdoch Media, (phone no# available on request).
- Leila Chang, project manager at Platinion in the UK. She was head project manager at IBM when I was working there. Mob: 0403 868765.
- Janine Barron, Australasian marketing manager at Asia Online. She was Australasian e-business manager at IBM when I was working there. She is currently on leave, mob: 0413 677352.
- Deborah Murray - producer and interactive architect at MMI. She was a producer at Murdoch Magazines when I was creative director there. Mob: 0411 859998.
- Toni Eats, editor of Family Circle Magazine. She was the long-time editor of Better Homes and Gardens while I was at Murdoch Magazines. Ph: 8220 2000.

For art and MVA:

- John Conomos - supervisor and professor of *ETA* at *Sydney College of the Arts* (contact details can be provided on request).
- Mr Michael Goldberg - Sub-Dean, (Postgraduate Coursework) at *SCA*, (can be provided on request).
- Marilyn Fairskye - Lecturer, (*ETA*), at *SCA*, (can be provided on request).
- Pia Larson - printmaking artist and teacher (can be provided on request).
- *ACP* Curator, Bec Dean, previously curator at *PICA* (can be provided on request).

+Resume+

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