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digital and print media, creative concept development, campaigns, branding, graphic design, direct mail, long-form documents, publications, story-boarding, wayfinding, retouching, compositing, finished art



hello. I think, design, and create across digital, print and outdoor. From conception through to final production I deliver results on time and to brief. Get in touch or hire me to help with your marketing communications needs. designbydavid.net

Experience

Graphic Designer, Busways Group Jun 2023 – Jun 2024

Creation of DM/EDM campaigns resulting in customer education, behavioral change and increased brand awareness. Development of brand/studio guidelines.

Graphic Designer,

Healthcare Australia May 2021 – Sep 2022

Development of marketing materials resulting in increased customer base and brand awareness. Traffic/project management including internal/external stakeholders.

Swimming Pool Service Technician,

Pool And Spa Warehouse Jan 2021 – Apr 2021

Chemical treatment of water, restoration of correct water balance, maintenance and repairs for swimming pool and spas. Invoicing, quotations, sales, customer service.

Customer Service Representative,

Datacom Connect Mar 2020 – Nov 2020

Provision of essential services to the Australian public in a fast-paced team environment, working to meet KPIs focused on quality outcomes for customers.

Freelance Designer, Dec 2018 – Dec 2019

Provision of graphic design services to creative agencies across Sydney.

Designer, Pareto Fundraising Aug 2017 – Nov 2018

Creation of DM/EDM campaigns for not-for-profit clients in a studio environment from conception through to final production resulting in increased fundraising revenue and brand awareness.

Senior Designer, YMCA NSW Jul 2016 – Aug 2017

Development of marketing materials resulting in increased memberships and brand awareness. Traffic/project management including internal/external stakeholders. Oversight of junior and freelance designers.

Senior Designer, Wesley Mission Sep 2006 – May 2016

Working within Marcomms I answered communications and business briefs that raised brand awareness and influenced government policy creating media across multiple mediums. Oversight of junior and freelance designers.

Designer/Finished Artist,

Valentine Associates Sep 2005 – May 2006

Production of template driven advertising for real estate agencies across Sydney in a small studio environment.

Freelance Designer, Jan 2005 – Aug 2005

Provision of graphic design services to creative agencies across Sydney.

Art Director, Japan Inc magazine Jan 2002 – Dec 2004

Layout and design of monthly business and technology magazine, Japan Inc.

English Language Teacher, Hearts Kids Jan 02 – Dec 03

Group and private English language lessons delivered to students of all ages.

Designer, Access Technology Oct 2000 – Dec 2001

Layout and design of business forms, marketing collateral and advertising in an in-house corporate environment.

Designer/Editor,

Japan Select magazine Jan 1999 – Sept 2000

Layout and design of monthly lifestyle/infotainment magazine, Japan Select.

Graphic Artist/Macintosh Operator,

Sensis June 1997 – Dec 1998

Layout and design of advertising for The Australian Yellow Pages telephone directory.

Scanner/Painter/Inbetweener/Clean-up Artist/Director's

Assistant, Energee Entertainment Oct 1995 – Apr 1997

Production of digital and traditional artwork for the Australian animated TV series Crocodile.

Pre-press Macintosh Operator,

Robin Drew Computerprint Dec 1994 – Oct 1995

Production of finished art in a pre-press environment.

Skills

Adobe Creative Suite

InDesign, Photoshop, Illustrator, Acrobat, Adobe Express — ADVANCED
Premier Pro, After Effects — BASIC

Canva — HIGH **Microsoft Office Suite** — HIGH

Wordpress — INTERMEDIATE **HTML/CSS** — BASIC

Education

Industry Digital Design Tractor Design School 2016

Brand Experience Strategy AFA Ad School 2012

Art Direction Principles (Distinction)

AFA Ad School 2007

CELTA (Grade B Pass)

University of Cambridge, International House Sydney 2006

Upper Intermediate Japanese

La Lingua Language School 1997

Associate Diploma Graphic Design

Hornsby College of TAFE 1992 – 1994