



HELLO THERE

My name is Keith and I am a fresh, easy-going designer from Brisvegas with a passion for all things design. If you have an upcoming project I would love to have a chat about the possibility of working with you and your organisation.

I enjoy all things creative and I consider myself an active and productive team member. I have 3 years experience as a mac operator and at present I am more print and advertising focused, but I am eager to learn more about other disciplines. I hope this brief cv answers some or all of your questions about my background in design, and if you would still like to know more, please just shoot me an email or call me during business hours.

CORE VALUES

Anyone can whip up a design of some kind, but not everyone can generate that brilliant idea that inspires the design, realises the brief and resolves the problem. I believe in ideas. And this sets me apart. I also believe in my core values:

- Imagination
- Design with a purpose
- The KISS Philosophy
- Working Smarter, Not Harder

WORK HISTORY

Position: Mac Operator (Feb 2004 - Feb 2007)

Employer: Bayside Star Newspaper

(www.baystar.com.au)

Duties: Liaison with ad reps, designing & building advertisements to deadlines, deep etching, scanning, colour correction, minor photographic retouching, image manipulation, proofing, type-setting, pre-press trapping (knockout), email correspondence, proof-reading, daily backup of files. (35,300 weekly print run)

Accomplishments: Produced 4000+ ads. Successfully published largest newspaper in 18 years of operation (7/12/05 edition). Created a client's sole advertising that turned over \$40,000+ in one weekend (8/11/06 edition).

Position: Freelance Designer (April 2005 - Current)

Employer: Sweeke Creative (self-employed sole trader)

(www.sweekecreative.com.au)

Duties: Client meetings, administration, time management, research, design, approvals, maintenance of website, email and telephone correspondence.

Clients: Northside Musculoskeletal Health Clinic, Free the Walls, Nutshell Creative.

Positions: Waiter, Kitchenhand, Order-Picker/Packer, Labourer, Tablehand, General Hand (1999 - 2004)

Employers: Gillhooleys, Sunset Blue, Viva Italia, Perfect Potion, BayTech, CopyPrintXpress, Inform (the printers).

Duties: Customer service, teamwork, deadlines, attention to detail, money handling, communication.

DESIGN EXPERIENCE

Attended a Ken Cato 4 day intensive workshop in Aug '07 (www.catopartners.com)

Attended Semi-Permanent design conferences in '05 & '08 and have produced various personal design projects: custom teeshirts, invitations, drink coasters, posters, name tags, etc (www.semipermanent.com)

Artwork displayed on Australian InFront and Design Graphics websites and have exhibited at various art galleries

Head designer for the redesign of the University of the Sunshine Coast publication "ISM" (3000+ print run)

EDUCATION **HISTORY**

University of the Sunshine Coast
BA (Design and Marketing)
major - computer-based art & design
minor - marketing
minor - advertising
(currently in final semester of study)

Southbank Institute of TAFE
(OLD School of Printing and Graphic Arts)
Certificate II in Printing and Graphic Arts
(General) - completed 2001

Bracken Ridge State High School
Partial completion of Certificate II in Business
(Office Administration) - completed 2001
Yr 12 Senior Certificate - completed 2001

INDUSTRY **MEMBERSHIP**

Australian Graphic Design Association
(www.agda.com.au)
Brisbane Art Director's Club
(www.badclub.com.au)

OTHER **INFORMATION**

I'm looking for a long term creative career, not just another job to pay the bills because I enjoy what I do and I'm passionate about it. I believe that a happy employee is a productive employee.

I am also a devoted reader of the Australian InFront designer web forums, which keeps me up to date with what's going on in the Australian design scene.

I do have a life outside of design and as such, show a keen interest in music and movies, sports, playing (air) guitar, getting out & about, travelling, learning to cook and generally misbehaving...

I am also available to undertake contract, freelance or overflow work as i have an ABN.

Referees available on request.

SKILL **SET**

Non-Technical Skills:

Team-player
Idea generation (brainstorming)
Concept development/visual design skills
Excellent attention to detail
Good communication skills
Customer service skills
Time management/project management skills
Ability to prioritise, multi-task and work to deadlines
Problem-solving/trouble-shooting skills
Good understanding of design philosophies & principles
Sufficient understanding of marketing theories & practices
Actively seeking to learn and enhance knowledge base

Technical Skills:

Adept in both PC & Mac (OS9-OSX) environments
Working knowledge of computer hardware & equipment
Internet and Email proficient
Digital Photography
Pen & Paper (Thumbnails/Sketches/Concept Roughs)
Deep Etching/Clipping Paths
Basic HTML coding
Pre-Press (Basic Working Knowledge)

Software Skills:

Adobe Software Suite
Photoshop/ImageReady 5.0 - CS3
Illustrator 7.0 - CS3
InDesign CS - CS3
Acrobat/Distiller 4.0 - 8.0
Dreamweaver 8 - CS3
Flash Pro 8 - CS3

Other Software

QuarkXpress 4.0 - 7.0
Coral Draw
Macromedia Freehand
Macromedia Fireworks
ClickArt Stock Photography Library
Microsoft Office Suite (Word, Powerpoint, Excel, Access)
Outlook Express/Microsoft Outlook/Apple Mail
Extensis Suitcase Fusion (Font Management Software)