



Sydney, Australia
szelokho.com
szelokho@gmail.com

SKILLS

Art Direction

- broadcast, digital, print
- marketing campaigns
- conceptual artwork
- production design
- studio / location shoots
- project/team management (onsite & remote)

Motion Graphic Design

- style frames
- typography design
- animation

Brand Design

- logo design
- style guides
- marketing collateral

Pre-Production Design

- storyboarding
- set design
- design pitches

Post-Production Design

- visual effects
- colour grading
- motion graphics
- video editing

Social Media Content

- static & motion graphics
- graphic templates
- multiple aspect ratios

Large Scale Projections

- looping animations
- in situ mockups

Adobe Creative Suite

- Adobe After Effects
- Adobe Photoshop
- Adobe Illustrator
- Adobe Indesign
- Adobe Premiere

Online & Offline Software

- Canva, Google Suite, Wix, Miro
- Microsoft Suite

HELLO, I'M SIZE LOK HO

I am an all-in-one Art Director, Motion Graphic Designer and Brand Expert who lives in creativity and believes in the design of life. With nearly two decades of professional experience in broadcast, digital and print media, I have extensive experience in providing art direction, production design, motion graphics design, visual effects, branding design, project management and client communication across a broad range of sectors. I believe that every visual is a chance to tell a story, and to offer effective visual communication with style, performance, purpose and magic.

EDUCATION & TRAINING

Bachelor of Design (Visual Communications), First Class Honours

2003 - 2006 (Graduated 2007)

UTS (University of Technology, Sydney)

CAREER HISTORY

Freelance Art Director / Senior Designer

Apr 2012 - Present (13 years)

Clients have included Network 10, Foxtel, Disney, Nine Network, ABC, SBS, Redbull, Discovery Channel, Kayo Sports, Eurosport, and HBO as well as various Australian production studios such as Clockwork Films, Spectre Studios, Supafly, Studio 35 GPY&R, DD8, and The Gingerbread Man. My versatility spans across big budget commercials and branding large franchises, launching startups and new businesses, collaborating with large crews, art directing design teams of other artists, as well as working autonomously. On top of my skills in art direction and design, my strengths in clear communication help to truly understand my clients and form articulate briefs, and my precise attention to detail offer maximum efficiency, resulting in design solutions that deliver form and function. Some of these works include art directing shoots for Disney Australia, rebranding Arena, launch of Nine Life, launch of Kayo Sports, launch of SoHo, the Sydney Gay and Lesbian Mardi Gras broadcast package, projection animations for events such as the internationally televised UCI Track Champions League opening, and art installations at the Parrtjima Festival in Light, Alice Springs.

Art Director at Spectre Studios / Virtually Human Studio

Feb 2022 - Jun 2022 (5 months)

Providing art direction for the metaverse project Human Park, in collaboration with Virtually Human Studio and Spectre Studios, I managed a team of 3D graphic artists both onsite and remotely, using collaboration graphic software such as Figma, Miro, and Canva. Beyond providing feedback and art direction for the team, I created deliverables such as designs for social media campaigns, branding style guides, templates for presentations, logo designs for various themes, website design and games interface design, as well as research and conceptual designs for the direction of characters, story telling, and metaverse environments, while understanding user profiles and communities on Discord to bridge the world of NFT users and traditional gamers through Human Park.

Art Director at Kayo Sports

Oct 2018 - Apr 2019 (7 months)

I was scouted to provide art direction and branding design for the launch of Kayo Sports, the first sports streaming service of its kind in Australia. Working in a startup style team within Foxtel Streamotion, I designed and provided the first motion graphics package look for the launch of Kayo. This included the motion graphic branding package, promo graphics, social media graphics, motion graphic templates for video producers, style guides, colour grading of footage, concept designs for shoots, and collaborating with the Marketing team for a unified brand across all platforms.

Senior Graphic Designer at Network 10 / Paramount

Sep 2006 - Apr 2012 (5 years 8 months)

As the Senior Graphic Designer of the Promotions Department of Network Ten / Paramount, and reporting directly to the Art Director and Creative Director, I was in charge of promo projects of large and popular franchises such as Masterchef, The Biggest Loser, Australian Idol, So You Think You Can Dance, I'm a Celebrity, Get Me Out of Here!, Big Brother and many more. I worked with Producers/Directors from conception to on-air delivery in campaigns for TV launches. These include concept designs, storyboarding, pre-production design, art direction on set, post production of visual affects, editing, colour grading and motion graphic design and animation. I have been part of projects that have won Promax awards and international recognition.