



Sydney, Australia
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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, Figma
- Microsoft Suite

PROFILE

Senior Art Director, Motion Graphic Designer, and Brand Expert with nearly two decades of experience across broadcast, streaming, digital, and print media. Specialising in art direction, brand design, motion graphics, production design, and visual effects — from concept through final delivery, including project management and client communication. Known for working across large-scale broadcast campaigns, brand launches, and indie productions with equal rigour and creative instinct. I believe every visual is a chance to tell a story, and bring that belief to every project with style, purpose, and a little magic.

EDUCATION & TRAINING

Bachelor of Design (Visual Communications), First Class Honours
2003 - 2006 University of Technology, Sydney (UTS)

CAREER HISTORY

Freelance Art Director / Senior Designer

Apr 2012 - Present

Clients include Kayo Sports, Foxtel, Disney, Nine Network, Network Ten, ABC, SBS, HBO, Eurosport, Discovery Channel, and Red Bull, as well as Australian production studios such as Spectre Studios, Supaflr, Clockwork Films, DD8, GPY&R (Y&R ANZ) and The Gingerbread Man. Selected projects:

- Art directed shoots for Network Ten, Foxtel and Disney Australia
- Brand design and motion graphics for the launch of Kayo Sports
- Art direction and brand design for Singapore Food Festival
- Launch of Nine Life, Soho and channel rebrands for ABC and Arena
- Sydney Gay and Lesbian Mardi Gras broadcast package
- Art installations at the Parrtjima Festival in Light, Alice Springs
- Projection animations for the internationally televised UCI Track Champions League opening

Versatility spans large-scale broadcast campaigns and franchise branding through to startup launches and indie productions — collaborating with large crews, art directing design teams, and delivering projects autonomously end-to-end. Strengths in clear client communication, articulate brief-writing, and precise attention to detail consistently deliver design solutions that balance form and function.

Art Director at Spectre Studios / Virtually Human Studio

Feb 2022 - Jun 2022

Scouted to provide art direction for the metaverse project Human Park, managing a team of 3D graphic artists both onsite and remotely using Figma, Miro, and Canva. Delivered social media campaign designs, branding style guides, presentation templates, logo designs, website design, and games interface design. Led research and conceptual direction for characters, storytelling, and metaverse environments, bridging the NFT and traditional gaming communities.

Art Director at Kayo Sports

Oct 2018 - Apr 2019

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 within Foxtel's Streamotion startup team, I designed the founding motion graphics package for the platform, including the full branding suite, promo graphics, social media graphics, motion graphic templates for video producers, style guides, colour grading, and concept designs for shoots. Collaborated closely with the Marketing team to establish a unified brand across all platforms.

Senior Graphic Designer at Network 10 / Paramount

Sep 2006 - Apr 2012

Senior Graphic Designer in the Promotions Department, reporting directly to the Art Director and Creative Director. Led designs for promo campaigns across major franchises including MasterChef, The Biggest Loser, Australian Idol, So You Think You Can Dance, I'm a Celebrity Get Me Out of Here!, and Big Brother. Worked with Producers and Directors from conception to on-air delivery across TV launch campaigns, covering concept design, storyboarding, pre-production, on-set art direction, post-production visual effects, editing, colour grading, and motion graphic animation. Contributed to Promax award-winning campaigns with international recognition.