

TWIST POP FIZZ

COM.AU

graphic design & art direction
RUSSELL EDMUNDSON

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my CV

nationality Australian (with British and Australian Passports)

DOB 22.11.1974

skills

- Advertising creative and short copywriting
- Visual creative, print design & finished artwork
- Adobe Photoshop, Illustrator, Indesign, Powerpoint, Wordpress, Mailchimp, Microsoft Word
- High-level retouching
- Packaging design & finished artwork
- Print broking and management
- Art direction of photo shoots
- Web design and content management
- Gif animation
- Editorial (English)

experience

- Highly experienced in the retail, publishing, automotive, tourism, finance and health industries.
- I've worked in the UK, Ireland, New Zealand, Australia and Poland.

qualifications

1995-1996 Northern Sydney Institute of TAFE, Australia

Diploma of Graphic Design

2002 & 2006 Wellington Institute of Technology, NZ

Completion of 2 papers of the **Marketing and Business Diploma**

1994 KvB College of Visual Communication, Sydney

Certificate of Graphic Design

employment history

2018 to 2019 – Senior Art Director, GSL Promotus, Wellington NZ

- Creative, design and finished artwork for Suzuki Automotive, Motorcycles and Marine (outboard motors). Advertising and promotional creative. Design implementation. Finished artwork for newspapers, traditional press and web.
- Creative, design and finished artwork for The Ministry of Primary Industries - Fisheries and Biosecurity divisions.
- Web banner design for Mountain Safety Council.
- Design for Heartland Bank - live PDF form creation.

2015 to 2017 – Art Director, A Royale & Co. Sydney

- Creative, design and finished artwork for packaging of hard-goods for Big W, The Reject Shop, Target and Spotlight. Working within the impulse buy and gifting sectors. Involved in the rebrand and producing finished packaging artwork for the relaunch of iconic Australian luggage brand "Globite". Globite has been recently relaunched and now offers a wide range of travel accessories to the budget-conscious traveller.
- Working on a daily basis with 4 colour, multiple pantone colours and foils. Artwork prep for Chinese producers.
- Working with PVC, metal, ceramics and card/corrugated cardboard.
- Creative fabric design for mens ties and hats. Produced clothing labels, swing tags, care instruction sew-in labels.
- Branding, packaging design and POS for new storage product line.

2015 to 2019 – Casual Art/Creative Director, Syneron Candela Pty Ltd. Sydney

- Creative, design and finished artwork for Syneron Candela Aust. & NZ (global leader in medical aesthetics).
- Producing all marketing needs including advertising, product brochures, sales kits, large scale event graphics and POS.

2014-2015 – Online Art Director, Masters Home Improvement. Sydney

- Placed by Wellcom Group, I've autonomously designed retail sales promotions for www.masters.com.au - Woolworths Group home improvement and hardware store website (Responsive desktop down to tablet and separate mobile site). I've steered the online brand identity and been responsible for the look and feel of all their online offerings.
- High level of retouching required on all product photography.
- Designed regular electronic direct mails and created gif animations for Masters social media posts.
- Worked along side the marketing dept, web developers and supported the print catalogue design team when required.

2009-2013 – Freelance Senior Graphic Designer, Art Director and Retoucher. Sydney

- Promotional creative at Retail25 for ACP Magazines. Promotion artwork in collaboration with Coles, Woolworths and Channel 9 flagship shows - The Block and The Voice.
- Creative and artwork for Brighter² (Creative arm of Talent²) and EightStepsWest. Agencies specialising in employer branding and value propositions, staff retention and incentives for major internationals. I have designed campaigns for many companies including Cathay Pacific, Optus, AMP, Startrack, Transgrid and Bunnings. Art directed photoshoots.
- Working with TVU Film Production on Sydney Water and WestlinkM7 projects.
- Marketing design and production for 4Community - artwork for non-profit, social services and aged-care providers.
- Ongoing ad/promo creative, e-news for Velosophy bikes. Strong visual identity across all media. www.velosophy.com.au
- Website design for BHive Network. Bhive is a new business network offering more than LinkedIn. Launched in June 2013.
- Branding, website design and marketing collateral for CLIA (Cruise Lines Industry Assoc.)
- Magazine / travel brochure design, advertising, e-newsletters and website graphics for Evergreen Tours.
- Website design, branding, product brochures and forms for Mortgageport home loans.
- Reliant Healthcare designer. Marketing and responsive website design for the aged www.relianthealthcare.com.au
- 3 Month placement at Bonds clothing. Designed packaging and graphics for garments in store and sales support POS. Photo retouching of models and clothing.

- Art Directed AFRA 'On the Move' Magazine for 3 years. Publication for the furniture removal industry.
- Studio Manager at Fuel Creative (2 month holiday leave contract). Managed workflow between accounts and studio of 6 people. Major clients Coke Amatil, Canon, Wests Tigers. Fuel is primarily a BTL agency with a lot of POS. Role included people, time and workflow management, design and finished art.
- Designer of Electrain - online OH&S training programs. Designed training program interface's. Directed and performed photoshoots on location. Filming and post production of OH&S procedure video's.
- Graphic Designer at Taurus Marketing and PR Agency. Design of Corporate identity for clients ranging from IT, industrial businesses to sports people. Creation of web artwork and e-newsletters for a range of clients including PCA Architects, Gen-i IT Solutions, TrustDefender internet security, and Platform Networks.
- Rebranded aged-care exclusive service provider "Private Care" reflecting their position at the top end of the industry. Produced marketing materials and managed all printing needs.
- Freelance 2D at GPJ event management. High profile clients such as: Hyundai, Harley Davidson, Nissan, VMware. Designed exhibition stand graphics and supplied finished artwork.
- Graphic Designer of the Royal Rehabilitation Centre Sydney. Rebranded hospital identity and produced marketing needs.
- Designed websites for Spinal Talk support network and Royal Rehabilitation College.
- Retoucher at CI Studios (Photography studio). Retouched skin, clothes, products. Major clients Soccer Australia & ALDI.
- Designed POS & packaging artwork at Pharmacare Laboratories. Produced aerosol & box artwork with knifelines in Illustrator and Photoshop. Worked on the supermarket brands Brut, Norsca, Rosken and Nature's Way.

2008 – Senior Graphic Designer at ARDO Group. Poznan, Poland

- Launched, designed and art directed "Dachy Plaskie i Tarasy" (Flat Roofs & Terraces) bi-monthly engineers magazine.
- Designed marketing material, POS, vehicle graphics and trade show stands for Volkswagen Commercial Vehicles.
- Creative and design for Kingspan Insulation advertising campaigns.
- Branding and all artwork for the Polish learner drivers starter kit and Poznan "Piwo i Muzyka" (beer & music festival).
- Produced marketing material for Torggler (building products) and Pilkington Auto Glass.

2006-2007 – Freelance Art Director. Wellington NZ & Sydney

- Art director of Suzuki NZ auto and motorcycles at Promotus Advertising. Rebranded Suzuki marketing collateral and point of sale for New Zealand & was internationally recognised for the design. Directed new vehicle photo shoots & designed www.myswift.co.nz website. Produced web, magazine and newspaper advertising.
- Other clients at Promotus were Strategic Finance, New World Supermarket and the MTA.
- At GPJ designed event artwork for Intel, Harley Davidson, Nissan & Skoda Automobiles.
- Branded and art directed PrivateBox NZ (postal service).
- Other clients: Telstra, Goodman, MTA, Vetalogica, Carlton & United Breweries, Dairy Farmers Ltd & Strategic Finance.

2001-2005 – Designer in London & Dublin

- Retoucher at Nexus/H on the Honda account. Created print artwork for the 2005 Honda Accord from camera raw to finished art for newspapers and magazines.
- Graphic Designer & Photographer at Lindsey Teak Furniture. Photographed and retouched entire range of wooden furniture. Designed their sales catalogue. Supplied all web artwork.
- Advertising creative & design at Emap Automotive publishing (Max Power & other publications).
- Other short term freelance clients: Worked at PCI Fitch on BP events and at a small agency for Nintendo & Shoie motorcycle gear on packaging & advertising.
- One year contract as Senior Designer at O'Sullivan Ryan Advertising, Dublin. Conceived, designed & dispatched Lexus / Toyota advertising for magazines, the web & newspapers. Studio also had two midweight and one junior designer who I upskilled in Adobe software. Designed and implimented a new work flow and filing system for jobs through the art department and accounts management.

1997-2000 – Designer / Art Director at Universal Magazines, Sydney

- Art Director of Gourmet Vegetarian, Complete Wedding, 4WD Australia, New Car Buyer, Luxury Home Design & Dog's Life magazines. Lead a team of designers on larger publications.
- Part-time photographer for Street Heat (motoring) & editorial in CheapEats (restaurant reviews).
- Designed the new corporate identity for Universal. Designed posters, flyers, stationery, point-of-sale, sales kits and conceived sales promotions for individual titles.

references

19th June, 2018

I have had the pleasure of working with Russ since 2013 and he has helped us on many projects for Mortgageport. Apart from always delivering quality work, I have found Russ easy to work with and accessible, he understands us and continues to help us improve our brand. Russ is responsive, customer focused, takes pride in his work and is flexible in his approach, he understands that I am not an expert and is happy to work with me in this way.

I have referred Russ onto other business associates and they've received the same quality and value that I have.

Glen Spratt, Managing Director, Mortgageport

GSpratt@mortgageport.com.au ph: +612 9466 8200

15th January, 2019

This is to confirm that Russell worked at GSL Promotus in 2005-2007 as a Graphic designer and in 2018 as a Senior Art Director. His main responsibility was working on the Suzuki account (Automotive, Motorcycles and Marine) with copywriters and the account service team. In this role Russ developed a new brand identity for all our Suzuki collateral and print advertising, key components of which were recognised by Suzuki Japan and circulated for implementation as standards to be followed internationally. Russ designed and brought to fruition promotions, sales brochures and press/magazine ads for which he would plan and direct product and talent photoshoots with recognised industry photographers.

Most recently Russ was key to developing brand assets for the promotion of the 2019 Vitara and Jimny in the NZ market.

Russ has been a valued member of our team and we wish him well for the future – he fits in easily and has a pleasant, conscientious work ethic.

Warwick Fish, Account Director, Suzuki NZ. GSL Promotus

warwick.fish@gslpromotus.co.nz ph: +64 275477553

17th January, 2019

Russell worked with me on various creative projects for the Ministry of Primary Industries, NZ.
Verbal or email reference offered.

Fiona Gore, Account Director, Ministry for Primary Industries. GSL Promotus
mgore@extra.co.nz ph: +64 212749078

4th March, 2015

Russell Edmundson was employed as the Online Art Director with Wellcom Worldwide from 1st November 2013 to 31st March 2015. He worked with the "Masters Home Improvement" Marketing team on-site, producing digital assets required for their website. Masters Home Improvement is the "hardware" arm of the Woolworths Group. It is a very demanding, high speed and aggressive retail account. This client has very high expectations and demands that we meet them.

His job as the Online Art Director carried the following responsibilities.

- Understanding the brief from the client and conceptualising "high-impact" creative.
- Producing the creative within the various confines of the space on the website.
- Being able to discuss and debate with the Marketing team the most effective way to convey the offer.

Russell has strong skills in using the Adobe Suite. He has a keen eye and has good understanding of how retail works in the digital space. He is reliable, dependable and a good communicator. He has a wonderful demeanour and sense of humour.

I would happily re-employ Russell as I consider him to be a valuable member of our team, who consistently achieves good results and delivers on all expectations.

Chris Vallejo, Wellcom Hub Manager, Masters Home Improvement Hub, Wellcom Worldwide
chris.vallejo@wellcom.com.au ph: +61 403 120 241

10th May, 2016

Russell Edmundson was employed on a casual contract basis from 2013-2014 at Scenic and Evergreen Tours. His responsibilities were to design and prepare finished artwork for the many tour brochures and magazines that the two companies produce. Russell also prepared finished artwork for online publications and the company websites. The work requires a very high level of skill and knowledge in Adobe Illustrator (map creation) and Indesign (long documents).

He also prepared advertising for newspapers and magazines, creating artwork and passing it to publications through Quickcut.

Russ was a dependable and vital part of our design studio, performing relief work when we needed it. His extensive travel and knowledge of countries were an added value that was regularly drawn upon.

Angus Crichton, General Manager - Evergreen Tours
angus.crichton@evergreentours.com
