

THINK FABIAN

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SKILLS

MARKETING STRATEGY
CONCEPT DEVELOPMENT
GRAPHIC DESIGN
TYPOGRAPHY
IDEATION
WEB DESIGN
CONTENT STRATEGY
USER CENTERED DESIGN
USER EXPERIENCE
RESEARCH
PRODUCTION
PROTOTYPING
INTERACTION DESIGN

TOOLS

PHOTOSHOP CC
ILLUSTRATOR CC
INDESIGN CC
DREAMWEAVER CC
ANIMATE CC
AXURE
SKETCH
INVISION
HTML5
CSS3

ACCOLADES

2016 INMA AWARDS
2016 PANPA AWARDS
2015 NEWS FOUNDRY
2009 ADMA - BRONZE

EXECUTIVE SUMMARY

“As both a designer and a creative technologist it’s my mission to deliver moments of joy between brands and audiences alike. Whether it is through unique advertising campaigns or delightful interactive experiences.” - Andres F.

WORK EXPERIENCE

Snr. Digital Art Director / Experience Designer

News Corp Australia | May 2014 to Current

ABOUT THE COMPANY: News Corp Australia is the country’s leading media company and a subsidiary of News Corp, a global leader in media and information services. The company reaches almost 15 million Australians each month with a diverse portfolio of websites, mobile sites and apps. Plus national, metropolitan, regional and community newspapers

MY ROLE: Managing News Corp Australia’s Internal digital team nationally.

- ▶ Building/mentoring the growing interactive creative team and to broaden their capability to design digital products and services that deliver great value to the business, consumers and commercial partners
- ▶ To ideate, design, user test, validate and deliver innovative digital product solutions for the News Corp digital road map
- ▶ Developing the UX strategy, standards and protocols ensuring that Design and UX Research/Insight processes are robust
- ▶ Responsible for envisioning, conceptualizing, defining and creating digital user experiences

ACHIEVEMENTS

- ▶ Worked with a range of stakeholders and the Product Delivery Teams delivering value to the business and our customers.
- ▶ Actively performed as ambassador for the UX Design team and network with the wider digital, sales, marketing and editorial businesses to champion digital customer centric creative solutions
- ▶ Launched the first Augmented Reality app in News Corp Australia’s history aimed for children’s education within the Publishing industry in Australia
- ▶ Redesigned the shopping cart experience for all metro newspapers +Rewards Sites resulting in an increased revenue of 7% in 2016
- ▶ Successfully managed a team of 12 creative designers, developers, motion graphic artist across the country
- ▶ Spearheaded an overseas production studio workflow, which ended up saving the company over \$1,020,000 at the end of the 2015 financial year.

Snr. Digital Art Director / Interactive Designer

Southern Cross Austereo | January 2010 to May 2014

ABOUT THE COMPANY: Reaching over 95% of Australia across national radio, regional free to air television and digital platforms Southern Cross Austereo (SCA) is one of Australia's most progressive and exciting entertainment based media companies in the world. SCA delivers a powerful combination of traditional and new media platforms on which to communicate with their audience.

MY ROLE: To work alongside the sales and marketing teams delivering razor-sharp HTML5 and marketing concepts to bring advertising partners in close.

- ▶ Responsible for design executions within the Advertising and Marketing Departments across all local markets
- ▶ Charged with developing all types of creative, and digitally integrated media responses throughout the entire southern cross austereo radio network and its multiple television and digital media partners.
- ▶ Uncover custom and unique digital extensions for advertisers
- ▶ Charged with overall UI/UX Design for various Digital Campaigns including: Products, Promotional Creative Campaigns, Network Advertising Clients Campaigns, Internal Marketing & Collateral Design, Mobile App. for both Iphone and Android.
- ▶ Worked through the User Experience process, including persona research and usability testing for 2Dayfm.com.au, and several of their digital products
- ▶ Collaborate with the Creative Director and other designers to leverage established digital best practices.
- ▶ Pitched and won projects for many major clients, including Hyundai, Cricket Australia, Holden, Tinder.

Art Director / Graphic Designer

Leo Burnett Sydney | Jan 2008 to May 2009

ABOUT THE COMPANY: Leo Burnett in Syd was the first Australian agency to rank in the Top 10 Most Creative Companies in the world and also the first to win both the prestigious Global Cannes Lion for Effectiveness and Media Agency of the Year.

As an **ART DIRECTOR** I had the opportunity to develop multiple concepts and campaigns for various international blue chip accounts such as: Canon, Samsung and Heinken as well as some local brand such as: Tourism Tasmania
*Winner of the 2009 ADMA awards for best integrated campaign.

As a **SHOPPER MARKETING GRAPHIC DESIGNER** my job consisted in developing the concept and execution for Point of Purchase and Promotional elements for various brands such as: DIAGEO, Colgate, Procter & Gamble, Heineken, Amstel Beer, Samsung and Palmolive

Graphic Designer / Production Artist

Affinity, Australia | Jan 2007 to May 2009

MY ROLE: Employed as the sole designer / finished artist at this boutique healthcare specialised agency was a real challenge.

I worked closely with the Creative Director and Managing Partners bringing to life the various concepts and executions for their different clients. Main clients included: Boehringer-Ingelheim, Metacam, Bisolvon, and more.

Creative Internship

DDB Sydney | January 2006 to July 2006

MY ROLE: Working together in partnership with a Copywriter we were charged with the development of various print Campaigns for McDonald's, Campbell Soups, Hubba Bubba, Volkswagen and Gatorade.

Our Duties included: Meeting with account executives. Receiving a creative brief from the accounts/ strategy department. As a junior team we developed initial concepts and ideas, delivered presentations to pitch the agency's concepts to current clients, Assisted senior creatives on design and conceptual tasks.

Creative Contractor

Th!nk Creative Design | 2006 to Present Day

Over the past 10 years I have worked in multiple capacities as an independent creative contractor and consultant for various Australian companies both within an agency or as part as an internal creative department.

Providing an extensive variety of services ranging from 360° marketing campaigns strategcreative direction and execution including; art direction, concept development, front end web design, banner campaign design, html5 banner development, Product design including user experience,

FREELANCE CLIENTS INCLUDE

HYUNDAI MOTORS — Creative strategy consulting + Art Direction for the launch of various models including: 2017 Elantra, 2016 Genesis, 30th Anniversary Celebration, Veloster Facebook App. work included: Keynote Template Designs, Style Guide Design, Layout Design, Photoshoot Art Direction, Typography, Interactive Design.

SAMSUNG – Shopper Marketing concept development Ideation and pitching. Plus Promotional Marketing Design, included In-store and On-Premise visual. Experiential Design and stand Exhibition Designs.

COLGATE – Shopper Marketing concept development Ideation and pitching. Plus Promotional Marketing Design, included In-store and On-Premise visual. Experiential Design and stand Exhibition Designs.

HEINEKEN – Shopper Marketing and Promotional marketing Design, included packaging, Display POP, Digital, In-store and On-Premise visual. Experiential Design and stand Exhibition Designs.

SURF LIFE SAVING AUSTRALIA – Creative direction and design for the "Rips" Campaign Surf Life Saving Australia (SLSA), Australia's peak coastal water safety, drowning prevention and rescue authority, the largest volunteer movement of its kind in the world.

TECHNICAL SKILLS

- ▶ Working knowledge of HTML, CSS, and Javascript
- ▶ Rapid Prototyping
- ▶ Working knowledge of Agile Methodologies
- ▶ Specialised in User Centered Design Solutions
- ▶ Iteration through User testing and validation
- ▶ Strong knowledge of the complete suite of Adobe CC products including: Illustrator, InDesign, Photoshop, Dreamweaver, Animate, Flash, Muse, Fireworks, Adobe XD, After Effects
- ▶ 3D Typography design skills working in Cinema 4D and 3DS
- ▶ Illustration and Sketching
- ▶ Photography and Film Art Direction
- ▶ Print Production knowledge including photo compositing and retouching

SOFT SKILLS

- ▶ The ability to bring ideas from concept to realization
- ▶ International work experience in both English and Spanish
- ▶ Over 6+ years professional experience in the advertising space
- ▶ Strong communication skills
- ▶ Strong leadership
- ▶ Ability to take feedback and communicate on interactive concepts with clients, developers and other internal partners
- ▶ Ability to work independently or in collaboration with a team
- ▶ Ability to oversee a project from concept to completion
- ▶ Experience with Online contesting, social and viral campaigns
- ▶ Qualified and able to deliver creative executions in line with client brand and goals

EDUCATION

USER EXPERIENCE DESIGN	ACADEMY XI	SYD, AU
UI FRONT END WEB DESIGN	SHILLINGTON COLLEGE	SYD, AU
BRANDING MASTERCLASS	SHILLINGTON COLLEGE	SYD, AU
CERT IV – MULTIMEDIA DESIGN	SHILLINGTON COLLEGE	SYD, AU
AUSTRALIAN AD SCHOOL	A.W.A.R.D SCHOOL	SYD, AU
B-COMM ADVERTISING	UNIVERSITY OF IBEROAMERICA	SD, D.R

REFERENCES

- ▶ Available upon request