

Education 1997-02

B. Design (Honours I) Visual Communications

University of Technology, Sydney
Escola Massana, Barcelona

B. Arts, International Studies

University of Technology, Sydney
Universitat Autònoma, Barcelona

'The Narrative Nexus: Photography, Time and Identity'

Honours thesis published in 2002 by the University of Technology, Sydney. ISBN 0-646-41869-6

Skills Summary

Conceptual Development

Channel independent brainstorming and conceptual refinement, precedes the confident rollout of integrated campaigns.

Art Direction

Extensive experience creating look & feel across all screen based media as well as directing film shoots, photographers, Flash developers, animators, physical installation teams, 3D modellers and sound designers.

Strategy

Cross-channel strategic development focussing on digital but encompassing all consumer touch-points from retail to POS, online and PR, print and TV.

Naming & Branding

From product naming through to identity design, I have global experience in creating and delivering brand values onscreen.

Client Presentation

Excellent verbal communication skills and extensive experience both presenting to client as well as pitching new business.

Employment

Jan 2009 / Present

R/GA, London

. Associate Creative Director

Creative digital agency, working across all clients.

March 2008 / October 2008

de-construct Amsterdam, NL

. Creative Lead

Creative digital agency, working on: Adidas, Panasonic, and Tommy Hilfiger.

Jan 2007 / Present

the-affair London, UK

. Partner

Naming, branding, creative direction, sales and marketing for my own t-shirt brand.

July 2006 / March 2008

de-construct London, UK

. Art Direction

Creative digital agency, working on: Adidas, Panasonic, Toyota Sony PSP / Sky, Eurostar and the Museum of Illustration.

March 2005 / June 2006

TribalDDB Worldwide London, UK

. Senior Creative Design

Integrated global advertising agency, working on: Volkswagen, Philips, The Guardian and Marmite.

October 2004 / January 2005

DiscoveryNet Barcelona, Spain

. Freelance Design

Digital advertising agency, working on: Caixa de Catalunya and Esprit.

June 2003 / May 2004

EuroRSCG Worldwide Sydney, Australia

. Creative Design

Integrated global advertising agency, working on: Sony, Mitsubishi, MSN, Intel and Dell.

Contact

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Languages

English / native
Spanish / fluent
French / survival

Nationality

Australian
Hungarian

