

Resume of Peter Chen

<http://www.peterchen.co.nz/portfolio>

EXPERIENCE

Holler Sydney - Digital Design Director

Full time (February 2012 – Current)

Holler Sydney is an award winning Sydney & London based digital marketing agency.

Responsibilities

- Liaising with the Digital Creative Director in the execution of integrated online campaign solutions.
- Design lead and direction for major international clients on key projects.
- Present at key client design presentations.
- Oversee design output from the design team.
- Design directing effective brand/promo websites and creatives for brand launches.

Clients include

Reckitt Benckiser, Lion Nathan, Unilever, Tourism Australia.

Highlights

- Lead winning design pitches on Tourism Australia.

HappyCow.net - Senior Design Consultant / Designer

Part time (April 2012– Current)

HappyCow is the world's largest and most detailed Online Vegetarian Restaurant Directory listing & Healthy Eating Guide - Company based in Santa Monica, CA

Responsibilities

- Lead Website Redesign process and output (Work in progress).

Creative Helpers - Founder & Design Director

Part time (December 2011 – Current)

Creative Helpers are a team of passionate design & digital communications professionals volunteering their time for causes we believe & stand for. Design and build for good. <http://www.creativehelpers.org/>

Responsibilities

- Strategy, design and IA lead of projects.
- Dealing directly with clients to assess their creative needs & ensure their expectations are met.

Clients include

Animal Liberation NSW, Vegan Australia, Vegan Society NSW, Sydney Story Factory, The Branch Foundation.

TBWA \ TEQUILA Sydney - Digital Design Director

Full time (March 2010 – February 2012)

TBWA \ TEQUILA is a top worldwide digital marketing agency.

Responsibilities

- Liaising with the Digital Creative Director, Above the Line creative teams in the execution of integrated online campaign solutions.
- Design lead and direction for major international clients on key projects.
- Present at key client design presentations.
- Oversee design output from the design team.
- Design directing effective brand/promo websites and creatives for brand launches.
- Managing a design team of 8 designers on a day to day basis with work reviews and resource allocations.
- Setting clear goals for designers and ensure a clear path and KPI's is set to achieve them.

Highlights

- Lead winning design pitches on RBA, CSR and Optimum Pet.
- Lead and direct online brand design overhaul for Sydney Opera House.
- Lead online brand refresh of IAG NRMA, Rabodirect and Rabodirect Ireland.

Clients include

Nissan, Tourism New Zealand, ANZ, IAG, RaboBank Australia, RaboBank International, NAB, Coopers, CSR Australia, Sydney Opera House, Reserve Bank of Australia, GSK, IVF Australia.

Achievements

- 2012 Cannes Silver & Bronze Lion - NRMA Car Creation Campaign
- 2012 IAB Creative Showcase Winner - Nissan 370 Zen to Z

Soap Creative Sydney - Senior Designer

Full time (February 2009 – March 2010)

Soap Creative is an award winning Sydney based interactive agency.

Responsibilities

- Lead UI / Game design for major international clients.
- Craft & Designing effective brand/promo websites for major movie/product launches.

Clients include

20th Century FOX, Unilever, Foxtel, Ubisoft, Activision, ASUS.

Tribal DDB New Zealand - Interactive Designer

Full time (July 2006 - February 2009)

Tribal DDB Worldwide is a top digital marketing agency.

Responsibilities

- Liaising with the Digital Creative Director, Above the Line & Direct Marketing creative teams in the execution of integrated online campaign solutions.
- Art directing and designing effective brand level websites and campaigns for key accounts some with budgets of \$250,000.
- Actively involved from idea conception to go live: Wireframes, sitemaps, art direction, design, front-end build, flash animation, CMS integration, and user testing.
- Educating various stakeholders on best interactive practices & industry standards.

Highlights

- Designed The Warehouse HR site. It was a major success in registering potential employee interest with 600+ submissions and enquiries within the first 2 weeks of launch.
- Successfully provided flexible design solutions for websites with existing technically limited framework. e.g. Warehouse Stationery and Pink Batts.

Achievements

- 2008 Webby Awards Official Nominee - The Warehouse Careers
- 2008 Asia DigitalMedia Best Online Campaign Silver - VW R-Series: Not for Everyone
- 2008 Axis Award Gold - VW R-Series: Not for Everyone
- 2008 Axis Interactive Finalist - SKY Mark & Marty
- 2008 Yahoo!Xtra July Banner of the Month - VW r36

Clients include

Volkswagen, Lion Nathan, Mobil, Telecom, ANZ, The Warehouse, The National Bank, Cadbury, and SKY TV.

Bunker Media - New Media Designer/Developer

Full time (December 2004 - July 2006)

Bunker is a boutique post production & design studio.

Responsibilities

- Art directing & designing websites, brochures, motion graphics, TV identities and music videos.
- Developing websites to industry web standards.
- Dealing directly with clients to assess their creative needs & ensure their expectations are met.

Highlights

- Art directed and set designed for Beatrootz - 'You Know' music video, which was nominated for Juice TV's 2006 best urban music video award.
- Art directed and set designed Che Fu - 'Chains Reloaded Ft. Savage' music video, which was shot entirely on green screen.

Clients include

C4TV, New Zealand Writers Guild, RCP, NZ on Air

TECHNICAL SKILLS

Advanced

Adobe Photoshop, Flash Animation, Adobe Illustrator, Adobe InDesign.

EDUCATION & QUALIFICATION

2004

Media Design School

Diploma Of Digital Media + Digital Media

Industry Panel - Excellence in Design Award

2000 - 2003

Rosehill Highschool

Bursary Art Design

Bursary Graphic Design

REFERENCES

Available on request