

Resu me





Shane Blackwell

Graphic & Web Designer / Visual Communicator + Mentor

84/125 Santa Cruz Boulevard
Clear Island Waters, Qld 4226

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m 0401 796 170

Dear Sir/Madam,

Please accept this application for your advertised position. My Resume is included for your perusal. Overall, I believe that my experience and knowledge makes me highly suitable for the available position. I believe that I would be able to effectively utilize my years of experience in many areas of design, design education and people skills resulting in excellent and timely outcomes for your company.

As outlined in my Resume, I am currently employed as a UX Designer for Localsearch. This senior role allows me to extend my knowledge on a daily basis where I regularly participate in, and manage, web, app and print based projects to ensuring a user centric approach to design. Facilitate idea generation via creative conceptualisation, brainstorming and all aspects of solution design. Produce and managing interactive prototypes, illustrations and storyboards in appropriate UX technologies. Select cross-browser CSS code and UI frameworks for implementation and assisting in the development of internal standards for CSS techniques and solutions. Develop interaction designs, user interfaces, information architectures for specific user experience strategies, and user journeys. Reviewing designs to identify possible usability issues and recommend solutions.

Previously I had been in a dual role as a designer and trainer, producing, writing and lecturing creative print, web and multimedia/online material, including software simulations for the College of Creative Design & Arts.

I have a natural aptitude for teaching in the IT & creative industries and extensive experience in producing design materials for my own clients, previous employers, graphic design students and co-workers. I have covered all types tasks through to designing high quality marketing, educational and informative materials for clients in the advertising and vocational sectors up to standards expected by private sector, organisations and government bodies.

I have been using Adobe Creative Cloud in my current employment and have considerable experience in utilising Adobe Master Collection and other software in conducting my freelance work. By keeping in touch with industry trends, I have maintained a current knowledge of 'best practice' in graphic design which has given me a creative edge in designing effective marketing campaigns, developing brands and sub-brands, brochures, signage, web sites, publications, manuals, guidelines, program guides, student handbooks and advertisements.

One of my main specialisations is in print production, which entails the coordination of a number of related activities, such as liaising with clients and local and international printers so as to ensure excellent quality outcomes and appropriate pricing. My workflow management approaches encompass all stages of development from conception through to completion, distribution, and contingency/backup strategies.

I am aware of the need to build a team environment where excellence, service, respect, care, consideration and (most importantly) accountability is fostered and implemented. I believe it is essential to surround yourself with a great team so as to ensure that we can take on additional (often urgent) design work, without effecting current scheduled work deadlines. Although I believe that I can fit into any work environment, I relish any opportunity to work independently if needed.

I feel confident that I am the right person for the position, and will be an asset to your company.

Sincerely yours,

Shane Blackwell



Qualifications

Advanced Diploma of Arts (Electronic Design and Interactive Media) 30321QLD
Diploma of Arts (Graphic Art) 12861
CUF50207 – Diploma of Interactive Digital Media
Certificate IV in Training and Assessment - TAELLN411

Program Knowledge

Expert knowledge of Adobe Creative Cloud and beyond
Intermediate knowledge of Production Studio CS5 Production Premium
Advanced Knowledge of Macromedia Studio MX and Corel CoreIDRAW
intermediate knowledge of Discreet 3ds Max7, QuarkXPress QuarkXPress 7,
Microsoft Microsoft Office and Dantz Retrospect (Backup)
Advanced knowledge of HTML, CSS and various responsive Frameworks

Employment History

From March 2016 - Current - UX Designer
Localsearch - Robina QLD
Senior Designer role, leading all projects across print and web including a full national corporate rebrand.

From April 2013 - Feb 2016 - Senior Designer & Lecturer
College of Creative Design & Arts
Delivering Certificate III and Diploma in Interactive Digital Media

From February 2012 - March 2013 - Senior Designer & Lecturer
bcreative
Delivering Certificate III and Certificate IV in Interactive Digital Media

From September 2011 - December - 2011
Earthnymph Design
producing creative print and multimedia/online material & product photography

From May 2011 - September 2011 - Senior Graphic Designer
FREECHOICE Tobacco
Creating brand consistent print, online and multimedia material with Adobe
CS4, meeting campaign schedules with cost effective production management

From March - May 2011 - Graphic Design Freelance
Energize Design
Following creative briefs to complete and exceed the client's needs,
in a timely cost effective manner with Adobe CS5



From December 2009 to March 2011 - Senior Graphic Designer/Production Manager

Sharples Enterprises

Creative direction, scheduling production, work flow management and outputting of telesales advertising material by a team of graphic designers

From June 2005 to December 2009 - Senior Graphic Design Lecturer

Commercial Arts Training College

Lecturing creative development in all key areas of graphic design, mentoring students, developing course curriculum and all in-house advertising material

January 2005 - June 2005 - Graphic Designer - Pre press Production

Foyer Printing

Following creative briefs to completion for output including press checks and imposition in-house and supplied artwork in Adobe CS5

January - April 2005 - On-site Graphic Design Freelance

BPA advert

Following creative briefs to completion for both print and online material using Adobe Dreamweaver Flash and Macromedia Freehand MX

October 2002 - December 2004 - Art Director

Power Pacific International Media

Creative direction, scheduling production, work flow management and outputting of telesales advertising material by a team of graphic designers

June 2000 - February 2003 - Part Time Graphic Designer

King's International College

Following creative briefs to completion for all sectors of the King's group

June 2000 - February 2003 - Part Time Graphic Designer

Colour on Colour Pty Ltd

Creative production of promotional material including mugs, keyrings, t-shirts & novelty Products with Adobe PS 7, Illustrator 8 and Corel Draw 10

References

Heath Fitzpatrick - former owner - The Commercial Arts Training College

0412 805 785

David Devey - Energize Design

07 5580 1827

Ron Rankin - Foyer Printing

(07) 5598 1005

Matt Ross-Smith
12 Condor Drive,
Coomera, QLD, 4209
0416152214

To whom it may concern,

I'm writing to overview Mr Shane Blackwell's pivotal contribution to the initial registration, academic and operational planning, product development, administration, promotion, facilitation and assessment needs of Keystone College's Diploma of Interactive Digital Media since late 2013.

Shane was listed as the program's initial trainer and assessor in the very first Training & Assessment document dated 22/08/2013. This document was crucial to the program's registration and setup process. Please see attached.

Shane is a founding member of the Dip IDM training team since late 2013, Shane contributed greatly to the following aspects of academic planning & development:

- Workshopping activities to conceptualise the program's structure including unit selection, unit statement unpacking, assessment requirements, assessment project components and initial mapping to critical aspects of assessment.
- Throughout December 2013 and January 2014, Shane worked meticulously to write and develop our very first learning sessions which included detailed theoretical material and practical activities for basic graphic design, program overview, colour theory, typography, layout & composition, copyright and creative thinking skills and knowledge. These sessions formed the basis of the program's very first printed workbook which was designed and implemented to cater for students initiation to the program.
- Moodle's online learning course setup, data entry, learning activities & assessment tasks all benefitted immensely from Shane's expertise in Graphic design and interactive digital media.

Shane also contributed greatly to the promotion of our program in both internal and external organisational capacities. Shane regularly pitched the program to prospective students and educated fellow staff members on the intricacies of our Diploma of Interactive Media program. Shane also facilitated such training sessions to sales and administrative staff to enable them to confidently understand and speak highly of the program. Shane also produced many promotional posters and graphic elements to compliment such promotion.

As a trainer & assessor from late 2013, Shane has proved himself to be in high demand at our Southport Learning Lounge where he has established educational relationships with many local students who in turn regularly attend the campus specifically to learn IDM from Shane.

More recently, Shane was engaged by management to produce a full compliment of Digital simulations, which was approved as an interactive alternative to traditional online video tutorials.

Overall, Shane is very knowledgeable and technically skilled in both Graphic Design and Interactive Digital Media. I would highly recommend him for any educational and/or creative employment endeavours he may pursue in the future.

Yours sincerely



Matt Ross-Smith

10/12/2015

To Whom It May Concern

14th December 2015

Regards: Mr Shane Blackwell

Dear Mssrs,

Shane worked for Foyer Printing as our Head Greaphic Designer for over 4 years, providing invaluable leadership and expertise that encouraged our design department to grow and succeed in this ever changing and challenging industry.

Working with authority and professionalism, Shane delegated tasks and offered feedback to team members, ensuring the highest quality of digital design work was provided to impress our clientelle.

Utilising his comprehensive understanding of graphic design and typography, Shane consistently developed our digital design capability through leadership and inventive concepts, with the aim to set both published and online design campaigns apart from those of our competitors.

Shane remained resourceful and dedicated to our company, providing his invaluable experience across projects of all sizes. His knowledge of the entire Adobe suite was beyond reproach, including but not limited to the following software:

- InDesign
- Illustrator
- Photoshop
- Flash
- MySQL
- HTML Coding
- CSS

As our senior designer he was the most important contact point in the company, always availing himself to offer advice and sharing knowledge with fellow colleagues. Shane's common activities included:

- Staying up to date with industry trends
- Forging and executing exciting digital ideas
- Generating ideas and selling them to clients and other members of the team
- Encouraging others to share and explore their ideas
- Delegating tasks and providing support for less senior members of the team
- Maintaining high standards and ensuring only the best work is released to the client
- Collaborating across the agency to drive up standards of digital creativity

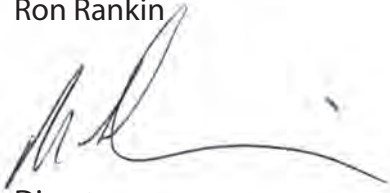
Shane offered a wide range of capabilities that we relied on regularly. These include:

- Strong written and verbal communication skills
- In-depth digital design capabilities
- Confidence to delegate tasks
- Significant industry experience
- The ability to keep a cool head and meet deadlines
- Problem solving skills
- The ability to think creatively and deliver clever concepts
- The foresight to put himself in the shoes of the user
- Meticulous attention to detail
- Significant graphic design experience

He always made sure that all impromptu and demanding orders were met with punctuality and professionalism, occasionally working outside of regular hours to make deadlines.

If you need any further information on Shane's employment details, please do not hesitate to contact me.

Ron Rankin



Director
Foyer Printing.



5/12/2015

To whom it may concern,

I have contracted Mr Shane Blackwell to research, direct, create, plan and develop various design, web and print based media Keeping across time lines and budgets.

Such as:

Complete rebrand of my corporate identities.

- Supplied files for online and print reproduction in numerous formats.

New print based material

- Gig posters
- Full compliment of customised stationary

Complete redesign of my website with specific functionality.

- Events Calendar with Google location information
- Photo and Video Gallery - embedded and linked to services such as newly created youtube channel.
- Audio samples - embedded and linked to services such as sound cloud
- Facebook feed
- Song list
- Contact page and custom booking form.
- Biography
- SEO

Custom intro page

- Interactive tape player with samples of my album

Regular Social media campaigns, updates and posts

- Facebook

I have found his attention to detail and knowledge within his field has translated through in to my business by:

- Positively participating in each collaborative creative research process that generates, expands and develops ideas into a well-conceived solution
- Communicates creative-thinking skills that make a positive contribution to the collaboration
- Understanding and knowledge of the ethical standard

I doubling bookings within weeks and with his continued support , my business continues to grow.

Please contacted by phone or email.

Kind Regards,



Tracy Leigh
Ph: 0413 945 385

<http://www.champagnejam.com.au/>
tracyhampson@gmail.com

7/12.2015

To Whom it may concern

I have known Shane since 1998 as both a friend and work colleague. During this time Shane constantly demonstrated not only a passion for design but for teaching design. Shane also demonstrated an ability to adapt to new and current industry knowledge, skills, standards and requirements and pass this onto his students.

Shane's qualification comes from a fully Government accredited privately funded, copyrighted nested course, in which I was the developer. The course ranged from a Certificate 3 in Commercial Arts (Graphic Design and Desktop Publishing) through to an Advanced Diploma of Commercial Arts (Electronic Design and Interactive Media), with the latter being Shane's area of expertise. This course also not only assessed certain performance criteria once but reassessed criteria to ensure the elements and principles of design, software skills and multimedia skills were constantly reinforced to students.

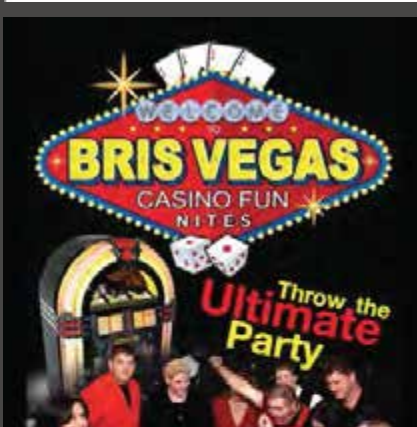
It is my opinion that with Shane's qualification, industry experience, skills, knowledge and currency, that he is more than qualified to undertake the teaching of any design and multimedia course.

Kind regards
Lynne Charlesworth
Graphic Design Teacher and Course Developer



Portfolio

shaneblackwell.com



Call me

