

OLLIE MOON

Website. www.olliemoon.com
Email. ollie@olliemoon.com
WhatsApp. +54 9 11 6960 5129

Place of birth. Wellington, New Zealand
Currently based. Buenos Aires, Argentina

Date of birth. 12 June 1983

Marital Status. Married

Languages Spoken. English, Cantonese, Spanish (Basic - Am currently on an intensive course)



PERSONAL PROFILE

I am a multidisciplinary designer with a demonstrated history of producing successful, innovative and human-centred creative solutions, services and experiences in the corporate, retail and agency environment. I produce effective and exceptional print, motion and web solutions to effectively communicate and achieve strategic, business and brand initiatives.

I have worked with an award winning start up technology company, an established multinational fashion and sportswear company as well as a small agency and have excelled in the fast paced environments that they all had to offer. I am experienced in working in different sized marketing teams and am confident and persuasive with the ability to motivate and communicate effectively to the team and also through my work.

Having dealt with a lot of projects I am able to come up with creative solutions quickly to find the right balance between the strategy and business objectives and the right creative platform. Being able to work with both print, web and motion platforms, I have been an integral part for a lot of teams with the ability to quickly conceptualise and develop ideas before creating content ranging from trade show sized displays and traditional print material to innovative digital content.

I effectively target all levels of consumers from suppliers and distributors to the end user and feel that I communicate the objectives clearly to create a superior brand and user experience.

EXPERIENCE

August 2017 - April 2019 **Mixt Studio** (www.mixtstudio.co.nz)
Lead Designer for UI/UX

Mixt is a leading technology and production company which develops and produces augmented reality, virtual reality and interactive 360 applications for private clients, government departments and design agencies.

These applications range from phone applications to virtual reality and wearable technology and include immersive experiences for training, sales, entertainment and promotional. Mixt works closely with the clients to ensure that we execute positive user experiences and tell their story while being in line with their key marketing strategies.

I work directly with the project manager, design team and developers to create customer focused experiences and journeys, and user interfaces for a positive, immersive experience which takes the user away from the real world.

June 2013 - April 2019 **Audience Graphic Design** (www.audience.design.co.nz)
Lead Designer for Graphic, Web and Motion

Audience Graphic Design is a small award winning print, motion and web design agency that has been operating for over 20 years in Wellington.

Clients range from corporate clients to small privately owned companies and large government departments. These including Department of Internal Affairs, Broadcasting Standards Authority, New Zealand Film Commission, NZ On Air, Te Mangai Paho, World Press Photo Exhibition, Ray White Real Estate, National Library of New Zealand, VX Sport as well as a number of non-profit organisations and start up companies.

I was a lead designer whose responsibilities included taking care of all aspects of the print, motion, digital content creation and web design process from design thinking to production. Lead design teams and contractors so they met creative and client requirements, and general running of the studio.

Worked directly with clients from start to finish so their needs were met while ensuring that everyone in the studio were well caffeinated.

2012 - 2013

Trimark Sportswear, Canada (www.trimarksportswear.com)
Graphic Designer

Trimark Sportswear is an international company with distribution throughout North America and Europe. I was required to work in a very high pressure environment with my Creative Director and Marketing Manager to create solutions for effective communications on to push sales, specific products and also for special events. These included working with the team to create seasonal catalogues which showcased the latest fashion styles, image touch ups and colour grading to ensure consistency across all model shots, various flyers for different end users, brochures, advertising for magazines and various retail related collateral. Digital production was also a big part of the position where I was creating content for the website, building promotional microsites, e-newsletters and creating downloadable content for sale representatives. Having to work in a bilingual work environment and an environment where stock levels and prices are constantly changing has had its challenges but has developed my eye for detail and has taught me to work efficiently and accurately.

2007 - 2012

Say Systems Ltd (www.heyrex.com)
In-house Designer

My role at Say Systems Ltd was to turn the needs of the veterinarians into functional products and intuitive systems, which they were able to use in the clinic. I was also required to create unique, simple but smart products for the everyday animal owner under the brand Heyrex™. I was heavily involved in all of the stages of the design process whether it was for packaging or digital content, from idea and concept generation to development and prototyping, to creation of the final files and liaising with overseas manufacturers. The nature of my role required me to be proficient at graphic, product and also user interface design, therefore I have gained a vast amount of knowledge and skill through working with software developers, marketing managers and also manufacturers of all sizes. As a start-up company Say Systems Ltd did not have a defined brand or identity, so I was heavily involved in creating a brand guide, which the company still use.

DESIGN

Experience in a vast array of products including

Professional: Mixt Studios - Strategy & UX & UI

Working with clients to develop their concept to meet their business goals. Leading project from initial project planning to user research, wireframes and prototypes to creating and overseeing UI design style. Working with and leading design and development teams to ensure that deadlines are met and that all artwork they receive from contractors or other agencies are correct and make any necessary adjustments.

Professional: Audience Graphic Design - Print & Digital & Motion

Design and layout for all printed materials ranging from billboards to magazines, including annual reports, financial reports and publications for print and online. Creation of explanatory infographics and motion infographics for uses in printed publications and digital platforms. Designing and developing websites, advertising web content, motion for advertising and eblasts. Creating new brands, but also being able to quickly understand the brand requirements from existing clients and apply it to printed and digital material.

Professional: Trimark Sportswear Limited - Print & Digital

Creating various print and digital collateral to push sales, clearance items and new stock. Assisted with design and development of seasonal catalogues. Advertising to promote current sale and range of new product. Trade show display and imagery for annual North American trade show circuit including the largest trade show in Las Vegas. Coordinating photography shoots. Brand strategy and creation for use on new ranges which would be stocked internationally. Information and instruction content and icons

Designing and developing web content including web pages for sales and promotion. Creating animated web banners to link to the Trimark Sportswear home page from other websites. Weekly e-blasts which were sent to customers and within the company and home page sliders to push latest promotions and brand awareness. Content for social media including short videos and imagery. Converting printed material for online download and creating editable content for Sales team.

Professional: Heyrex™ - Animal Wellbeing Monitor System

Design web-based user interface for clinician and for home users. Create graphical representation directed at desired user of received data as infographic. Printed material for sales representatives, including folders, promotional brochures, information brochures and instructional guides. Drawing instructional diagrams to assist in installation and use of Heyrex™ System.

DESIGN SKILLS

Computer Software (10+ Years Experience unless stated)

Working with both Mac and PC platforms. Adobe Suite and below including Photoshop, Illustrator, InDesign, After Effects, Premiere, XD (4 years) and Acrobat. InVision. Cinema 4D (4 years experience). HTML and CSS (5 years).

Microsoft Office Professional including Word, Powerpoint, Excel.

3D, Motion & Interactive

Experience in building and updating websites, motion applications and online software. Creating explanatory 2D and 3D animation for use on web application or presentation material. Understanding the importance of human interaction with a digital environment.

Visual

Experience in creating visually engaging printed and digital marketing material while keeping inline with the company or client's established brand, look and feel. I always form great relationships with supplier and have a strong understanding of the production process (digital and offset), types of stocks and finishes and dealing with both local and international suppliers. I have taken many projects from the conceptual stage to production ensuring that deadlines are always met. Including a strong understanding of layout, composition, colour and typography to created simple, well thought out ideas.

Organisation

Committed to completion of projects and excellent time management skills and have experience in the fast-paced fashion industry. Ability to multi-task. Able to manage multiple and frequent deadlines, and a large workload with a calm and patient manner but also with the required attention to detail.

Interpersonal Skills

Enjoy interacting with a diverse range of people in both employment and also in social settings as well as those linked with the design process and those outside of the design process. Enthusiastic and genuine demeanour with the ethos that anything is possible. I understand that a cohesive team is essential in group projects and can take ownership of the task that is given to me. I am experienced in working on group projects with sizes ranging from 1 to 25 people and have always been a key personnel in each project.

Determination

Desire for new challenges and experiences. Drive to achieve goals and an ability to remain focused and work under pressure. Career orientated and want to take charge of projects. Always seeking to gain a high level of detail and accuracy in everything I do.

INTERESTS

I enjoy all aspects of the creative arts, from photography, fashion and music to graphical, motion, web and product design. My interest in the arts has taken me around the world to work and to visit many art exhibitions, museums and libraries. I enjoy meeting new people and experience new sights, flavours and sounds.

I have a real passion for food, coffee, bread making and beer. Although some might call it a bit of an obsession with food. Outside of my design life, I am an avid drummer who used to be in a band in Wellington, and a total rugby nut!

EDUCATION

2002 – 2006 Victoria University of Wellington, New Zealand
Bachelor of Design (Industrial)

1997 – 2001 Saint Patrick's College, Silverstream, New Zealand