

Resume Philip Philips

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summary strengths & attributes

- Over **20 years Graphic Design Experience** in the Printing Industry. Focused on Layout Design for Publishing / Retail / Packaging / Advertising / Point of Sale / Image Handling / Illustration / Typography and Digital Preparation.
- Strong working knowledge of the latest Adobe CS to an advanced level, with invaluable finished art skills for final print.
- Strong knowledge in Video Editing and Motion Graphics.
- Solid knowledge in iPad or other tablet device development.
- Solid working knowledge of Photography and Retouching skills.
- Solid working knowledge of Web Design, including WordPress / HTML / EDMs
- Low to medium knowledge as a 3D Artist using Maya.
- Well developed communication and negotiation skills at all levels and effective customer relationships, able to liaise with clients from the initial brief, storyboarding stage through to the final finished artwork.
- Able to multitask and prioritise projects in order to meet tight deadlines.

education



Certified
Associate
Final Cut Pro X

- 2012 - 13 **Academy of Interactive Entertainment**
Certificate 3, Interactive Digital Media focusing on 3D, CGI.
- 2012 - **City Desktop Training College**
Certified Associate with Apple in Final Cut Pro X.
- 2012 - **City Desktop Training College**
Certificates in Video Editing using Final Cut Pro X, Motion & Compressor.
- 2009 - **TAFE NSW - South Western Sydney Institute**
Certificate 3, Web Design & Web Development
using Adobe Dreamweaver and Flash.
- 2002 - **Creoscitex**
Certificate in Prinergy Operations & Preps impositions.
- 1999 - **Multimedia Tree - North Sydney**
Certificates in Advanced Photoshop, Preps and Acrobat.
- 1997 - 98 **The Computer Graphics College**
Trade Certificate in Desktop Publishing / Graphic Design
- 1996 - Completed Higher School Certificate.
Kingsgrove High School

work experience

Jan 1998 – Sep 2014

Show Ads Omega / PMP Digital / Dimension Studios

Graphic Designer / Senior Finished Artist / Video Editor / Art Director

I have accrued 16 years of invaluable experience with the aforementioned organization, which has undergone several name changes during my tenure. Throughout my career, I have had the privilege of contributing my expertise to numerous company sites. My professional background encompasses an extensive breadth of knowledge within the realms of both retail and corporate advertising. Additionally, I have had the privilege of collaborating with esteemed advertising agencies, including notable names such as Leo Burnett and Moon Design, during my on-site assignments.

Lane Cove (Show-ads) I worked on many accounts as a Graphic Designer such as: Woolworths, Toys R Us, Modern Wedding, CBA, Camping World, Viking, Leading Edge Jewellers, Heineken, Subaru, Hyundai, AMP, Zurich and David Jones to name a few.

GSP (Graphic Screen Printing company) I helped set up the site, organised all the templates and implemented procedures to be followed by all staff.

Moorebank (PMP Print head office) I worked on the Franklins account as an Art Director for 5 years. Meeting with clients directly to discuss and develop initial concepts.

Alexandria (Dimension Studios) I worked on the Big W account. I helped the team win the 2011 catalogue award for the Toy Spectacular Catalogue. We also created digital files for a facebook interactive promotional game plus the iPhone/iPad Catalogue app.

Digital Work:

- One of the successful apps I created was for **oo.com.au**. I was the key person who did the production work, dealt with the client, storyboarded the look and feel for the app, and designed and implemented the interactivity, uploading it to the apple store.
- I created many videos for Big W, and worked personally with their ambassadors Michelle Bridges and Guy Leech, which followed many videos to be played on all Social Media sites, TV, plus in Big W stores nationally around Australia. This included multiple radio recordings to be played on air and on the PA mic.
- Some of the advertising projects that I have produced ranged from branding, newsletters, annual reports, brochures, packaging, magazines, catalogues, posters, banners, EDMs, booklets, POS and press advertising.

Nov 2014 - Sept 2015

BMF Studios & Loop Brands

I Freelanced at many agency such as BMF Studios and Loop Brands as a Creative Designer. At Loop Brands I was the in-house designer at **Kellogg's** and my role was to manage the site. This included designing catalogues, press art, flyers, packaging files, POS elements, 3D renders, In-store stands and lots of retouching.

work experience

Oct 2015 – Oct 2023

Proline Floors **Marketing Manager**

During my tenure at Proline Floors, I assumed a pivotal role in spearheading the company's comprehensive marketing efforts. As the head of the marketing division, I orchestrated the development and execution of all advertising collateral, encompassing brochures, stickers, and point-of-sale materials. My responsibilities extended to managing and optimizing four distinct WordPress websites, ensuring their optimal functionality and user experience.

In addition, I played a central role in curating content across our various social media platforms, leveraging my creativity and strategic acumen to engage and captivate our audience effectively. My skillset extended to video editing, where I meticulously edited all promotional videos, and I also undertook the task of crafting bespoke imagery from scratch using 3D Max, demonstrating my proficiency in graphic design and cgi.

Moreover, I served as the primary point of contact for our sales representatives, offering unwavering support and fulfilling their requests to enhance their sales initiatives. My dedication to facilitating the sales team's success was instrumental in driving increased sales of our flooring products.

Special Note

Throughout my professional journey, my work ethic has consistently garnered praise, and I have never been let go from any position due to performance-related issues. On two occasions, however, circumstances beyond my control led to my redundancy:

1. The first instance occurred after dedicating 16 years of unwavering commitment to a company that ultimately faced closure.
2. More recently, the global impact of the COVID-19 pandemic significantly impacted the sales performance of my most recent employer. Regrettably, as a result of these challenging circumstances, the organization had to make the difficult decision to reduce its workforce, leading to my redundancy.

achievements

- I have written Four Thriller Novels / Screenplays and hope to see them on the big screen or Netflix one day.

<http://philphilips.com/>

- My School Art work was placed in the Rockdale Council for display.

I'm passionate about oil painting and continue to paint to this day.

examples of my work: <http://philphilips.com/philips-creative-hand/>

- While working in Big W, we won the the 2011 Catalogue Award for the **Toy Spectacular** Catalogue.



- In 2012, I was awarded: **The employee of the year award**, voted by my peers.



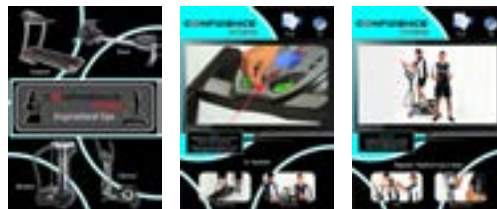
Developer

- I am Registered as an Apple Developer.

iPad app I created for client "**Confidence Fitness**" can be downloaded from itunes.



Virtual PT

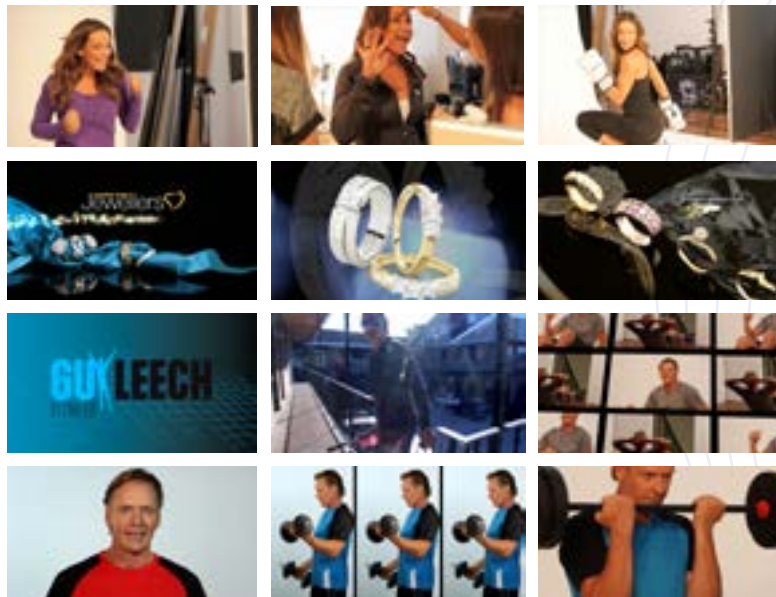


Certified Associate
Final Cut Pro X

- i Apple Certified Associate in the latest Final Cut Pro X.

My name can be found in the apple certification registry.

Below are some of the successful videos I edited for Dimension Studios.



references

Proline Floors - Director

Paul Ronzon

0414 329 267

PMP Digital - Co Worker

Jonathan Dewal

0437 049 558

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