

# resume

## craig burtenshaw

[www.cravingsushi.com](http://www.cravingsushi.com)

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## key competencies

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### *Web 2.0/Social Network Marketing*

With the meteoric rise in popularity of Social Networking it can be, given the right criteria, an excellent marketing tool. I have broad experience in this niche market utilising multiple platform including, Windows Live Spaces, Facebook and Wordpress etc.

### *Search Engine Optimisation*

There are minimum things that should be observed when developing a website to ensure it is optimised for search engine interaction. Beyond this I have a wealth of experience in providing solutions for increasing web presence and driving site traffic, including experience with advertising solutions such as; AdSense, DoubleClick, Omniture and Kontera.

### *Strategic Creative*

With my broad experience and personal interest in many creative areas I excel at strategic thinking. I take the opportunity to research a clients business, understand their requirements and interpret their brief. Then I go about brainstorming strategic solutions and investigating broader opportunities; which could be experiential, viral, social or mobile for instance. It's all part of the process in developing compelling communication solutions.

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## personal profile

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I have been working in design related industries for over 15 years. I'm passionate about and relish working in a creative field. I have a wealth of experience in multimedia, digital and online design. Also I have experience in brand management and development, search engine optimisation, traditional off-line; print, packaging and graphic design, video production, photography and photo shoot direction, experiential, viral and social media.

With my broader experience with architecture, interior design, IT and 3D Graphics and my keen interest in photography and illustration I don't see myself as just a digital or graphic designer. I instead prefer to see the broader picture when developing a solution for a client and focus on the opportunities.

One of my key strengths is my adaptability. I am able to jump easily from being a designer, to a coder, to art director, to project manager and to decision maker.

Most recently I was Creative Director at On Que, a digital communications agency based in, Ultimo, Sydney. I've been Creative Director of my own successful boutique design studio. I was the Studio Manager and a Senior Designer for one of the UK's top 100 design agencies. And I have freelanced or been a consultant for some of the most recognisable multinational brands.

### *personal milestones*

**22 years**

*using computers*

**15 years**

*in the design industry*

**3 years**

*self employed*

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## work experience

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### *On Que*

Creative Director

October 2009 to March 2010

Sydney, NSW, Australia

On Que are an up and coming digital communications agency, based in Ultimo, Sydney. I was employed as the Creative Director to oversee the Studio production and creative output. Being such a small firm and rapidly evolving, it was a challenging and diverse role which I undertook with passion and determination.

### *Hot Graphics*

Creative Consultant

May 2009 to August 2009

Port Macquarie, NSW, Australia

I have been providing creative direction, technical consultation and business development consulting services to a rapidly growing graphic design studio. I have helped them expand the services they provide, streamline their work procedures, and add positively to their already growing reputation. My services have helped the business grow both financially and physically.

### *Craving Sushi Design*

Creative Director

September 2006 to April 2008

Southend, United Kingdom

I made the decision to set up Craving Sushi Design because I wanted the flexibility, variety and challenge of running my own business. With connections I had made over the years I was able to assemble teams of trusted freelancers to work on large projects, which further enhanced the flexibility I desired.

It's no easy task establishing a company, building the brand, managing staff and sourcing work, all the while maintaining a high level of professionalism and still delivering the expected quality of work, but it's something that I was able to maintain and I am sure my many returning clients would concur.

### *Thin Martian*

Senior Designer & Studio Manager

January 2002 to September 2006

London, United Kingdom

Thin Martian is a full service Creative Agency specialising in Multimedia Interactive Web Design. It is listed as one of the UK's top 100 design consultancies, with a varied list of top name clients.

As Studio Manager I was responsible for managing staff, allocating projects and resources, project management and client liaison. My role as Senior Designer gave me the responsibility for creative direction and project management on a vast array of projects. I also had the privilege of mentoring a number of Junior Designers

### *Microsoft (MSN EMEA)*

Graphic Designer

June 2001 to January 2002

London, United Kingdom

As a member of the MSN EMEA (Europe, Middle East & Africa) in-house design department, I was responsible for web, graphic, print and packaging design, HTML production and CMS management on a wide array of projects.

#### *selected urls*

[www.thecommonwealth.org](http://www.thecommonwealth.org)

[www.moreeco.com](http://www.moreeco.com)

[www.netmums.com](http://www.netmums.com)

[www.ozbus.co.uk](http://www.ozbus.co.uk)

[www.carobandco.com](http://www.carobandco.com)

[www.moviestorm.co.uk](http://www.moviestorm.co.uk)

#### *selected clients*

Microsoft

The Commonwealth

Xbox

Netmums

Sony

Pioneer

Colgate

Nickleodeon

Vodafone

Samsung

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## software proficiency

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I am proficient on both Apple Mac OSX and Windows PC. I have extensive knowledge of many software applications. Listed are those which I use on a regular basis:

### *Adobe Photoshop*

I have been using Photoshop extensively since 1999 and consider myself to be an expert user. I use Photoshop for creating layouts for most of my designs as well as retouching and manipulating photos.

### *Adobe Dreamweaver*

Initially I started web building by handcoding so I have an excellent appreciation for well coded web development. For me the most efficient way to code HTML is using a combination of the WYSIWYG features of Dreamweaver and handcoding.

### *Adobe Flash*

I have created many diverse projects in Flash including websites, galleries, banner advertisements, CDROMs, DVDs and Presentations.

### *Adobe Illustrator*

I use Adobe Illustrator mainly for creating vector illustrations, often for use in Adobe Flash. I have also had plenty of experience creating layouts and designing for print using Illustrator.

### *Adobe InDesign*

This is my preferred application when it comes to laying out multiple page print documents, though I have some knowledge using Quark as well.

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## qualifications

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Certificate IV in Training & Assessment  
NZCAD - New Zealand Certificate Architectural Design  
Diploma in Architectural Technology

*currently studying part-time via correspondence;*  
Masters in Design (Visual Communication) *with* RMIT

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## industry certifications

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## referees

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**Mrs Kylie Morris**  
Managing Director  
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**Mr Anthony Pisano**  
Owner/Director  
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written references can be supplied on request.

*publicity*  
Site Mechanic  
.net magazine, UK