

# Curriculum Vitae

## Personal Details

**Name:** David Byrne

**Date of Birth:** 19<sup>th</sup> of August 1981

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## Candidate Summary

With over 10 years industry experience in advertising and design David has cooperated in productions for the Canadian Tourism Commission, Cathay Pacific, Air North, Expedia, and the Australian Government, with key expertise in on-line and new media campaigns providing solutions for small business, government, public listed companies locally and internationally.

David has knowledge of all avenues of design from the kickoff meeting to the final launch with strong creative flair and eye for detail, making him an asset to any team or project.

## Work History

### FCV Technologies

August 2007 - December 2007

#### Senior Designer

- Collaborated with the principal and senior staff for the conceptualisation and creating of all visual direction for internal and external projects.
- Provided creative direction for design team.
- Gathered requirements and liaised with clients.
- Provided support and direction for programming and design team.

Cooperated in the Production for:

- Spirit of Vancouver
- Jamaica On-line
- Caribbean On-line
- Muzi Tea
- Dreambank
- Canada Tourism Commission
- Girls Vacay
- Good Earth Holidays
- Tours Your Way

## **Equinox**

July 2007 – August 2007

### **Senior Designer**

- Collaborated with international marketing teams for on-line campaigns.
- Created advertising concepts for on-line campaigns.
- Created visual and programming direction for web development.
- Revised previous on-line solutions to comply with industry standards.

Cooperated in Productions for:

- Cathay Pacific
- Air North
- Alaska Airlines
- Dragon Air

## **Kalhaven Holdings Group**

December 2006 – July 2007

### **Senior Brand Developer**

- Consulted with senior management to develop and restructure market position of all Kalhaven Group companies.
- Created and revised on-line style guides to better reflect current and future brand growth.
- Undertook advanced JavaScript and ActionScript development with server-side application.
- Revised and updated all company sites to adhere to the W3C and branding standards.
- Undertook all HTML, CSS, ActionScript and JavaScript developments.
- Researched and trialled new media technologies for future implementation.

Cooperated in Productions for:

- Discover West Holidays
- Discover Australia Holidays
- Discover Australia Interactive Map System
- Kalhaven Group

## **JAM 360**

June 2006 – December 2006

### **Senior Web / Graphic Designer**

- Met with clients to discuss creative and advertising solutions in web, television, radio, print, new media, multimedia, corporate events, and creative service for their business.
- Conceptualised and created all graphic mock-ups and site tests for client approval.
- Project Managed all graphic, web, multimedia designs contracted.
- Developed all graphics, CSS, XHTML, Flash and ActionScript within JAM360.

- Worked as a part of a team for creative direction and production of logo, stationery and print design.
- Provided technical support to all staff within JAM360 whilst installing and initiating new work procedures and systems.
- Liaised with third party service providers on behalf of clients.
- Brainstormed with directors to conceptualise solutions to current and future clients.
- Offered expertise and consulting in fields such as print, TV, 3d design.

#### Cooperated in Productions for:

- PKF
- Western Australian Institute of Sport
- Drake Resources
- Watershed Winery
- Heritage Park
- Healthy Life Fitness Centres
- Insite Commercial Interiors
- Wolfstar
- Digirock
- Paragon Consultants
- Precise Business Solutions
- Royal Fresh Water Bay Yacht Club
- Werrett Property Group
- Weddings with a view
- Black Sheep Studios
- Hartley Estate Winery
- Frasers Restaurants
- IMFS

## **Internet Business Corporation**

August 2005 – June 2006

### **Head Graphic Designer**

- Met with clients to discuss creative solutions for on-line campaigns.
- Conceptualised and created all graphic visuals for client approval.
- Created and supervised all graphic, web and multimedia designs produced within IBC.
- Developed all creative graphic and Flash designs within IBC.
- Worked with the development team to create and test CSS, XHTML, and ActionScript programming.
- Brainstormed with directors to conceptualise creative solutions for current and future clients.

Cooperated in Productions for:

- Hobsons Publishing / Australian Government – Jobguide
- Spotless Group
- Perth Exhibition and Convention Centre
- Disabilities Services Commission – WA Government
- Ashley & Martin
- Rotary Australia
- Nurses Board of WA – WA Government
- Activ Industries
- Western Power – WA Government
- Georgiou Group
- Australian Institute of Management
- Securus
- Momentum Wealth
- City of Nedlands, Perth – Local Government
- City of Vincent, Perth – Local Government
- Simply Stainless
- Ferrari Formalwear
- Termimesh Australia Corporation
- Zinc – Federation Square

### Software Knowledge:

- Adobe Dreamweaver
- Adobe Flash
- Adobe Fireworks
- Adobe Illustrator
- Adobe Photo Shop
- Adobe InDesign

### Language Knowledge:

- CSS / CSS2
- ActionScript
- JavaScript
- HTML / XHTML

### Education

**Institution:** Newton Moore Senior High School

**City/Country:** Bunbury / Australia

**Qualifications:** Year 12 Graduation

## Interests

Volleyball, Beach Volleyball, Illustration, Music

## Referees

**Name:** Josh Williams  
**Company:** Mortar 4 Marketing  
**Position:** Manager  
**Mobile:** 0432 932 904  
**Email:** [josh@mortar4marketing.com.au](mailto:josh@mortar4marketing.com.au)

**Name:** Paul Cikatricis  
**Company:** FCV Technologies  
**Position:** Creative Director  
**Mobile:** 604 671 3372  
**Email:** [cikatricis@gmail.com](mailto:cikatricis@gmail.com)

**Name:** Matt Sterne  
**Company:** Massmedia Studio  
**Position:** Art Director  
**Mobile:** 0416 007 115  
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