

RESUME

PERSONAL DETAILS

Name: David Kneale
D.O.B: 10th October 1976
Address: PO Box 1224, Carlton Vic 3053
Mobile Phone: 0430 450 854
Email Address: design@davidkneale.com
Website Address: www.davidkneale.com

EDUCATION

Royal Melbourne Institute of Technology Diploma- Multi Media & Digital Imaging	2001
Royal Melbourne Institute of Technology Certificate IV- Electronic Publishing.	2000
La Trobe University Melbourne Bachelor of Arts	1998
Kingswood College Melbourne VCE (Received award for Media Arts Excellence).	1994

AWARDS

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| • AMAC Award for Best Supplier Website Design | 2004 |
| • Designwyse Award for Outstanding Initiative and Application in Digital Design | 2001 |
| • Kingswood College Awards for Excellence in Media Arts & Graphic Arts | 1994 |
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SKILLS SUMMARY

- Extremely confident and capable with all computer hardware and software relevant to my graphic design including the Adobe Creative Suite 2, Macromedia Studio 8, QuarkXPress, the Microsoft Office Suite, as well both MAC OS and Windows based platforms.
 - Print design for offset, web-fed, screen & digital output including logo/ ID design, multi-page layout such as catalogues, reports and brochures, billboards & banners, posters, print advertisements & flyers, business cards, packaging, signage & POS devices.
 - Photography, illustration, copy writing, budgeting, marketing development, press & project Management.
 - Web design, banner ad design & web-marketing development.
 - Extensive experience with media relations and public presentations, arts, film and music group management.
 - A capacity to functioning in a quick, and logical manner.
 - An eye for detail, precision and accuracy.
 - Deadline orientated.
 - Excellent organisational and communication skills.
 - Problem solving skills.
 - Planning and co-ordination skills.
 - Strong and dedicated work ethic.
 - Can be a team player, or work autonomously.
 - Possess the ability to multi-task across simultaneous projects whilst meeting tight deadlines.
 - Have a flair for originality and creativity within design.
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RELEVANT EMPLOYMENT HISTORY

CMI Australia Head of Graphic Design & Web Development for premium musical instrument wholesaler Full creative layout and design of maildrop and product catalogues, brochures, magazine advertisements, point-of-sale devices and packaging, photography and photo manipulation, illustration, all pre-press file preparations, project management, copy writing, proof reading, budgeting, and all production involved in executing a finished project. Web design role incorporated all design & development including HTML & CSS coding, Flash Action Scripting and site management. Additional duties included marketing development of 18 international and local brands.	August 2001 – July 2006
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Effective Change **October 1999 – December 2001**
Graphic & Web Design
Casual contract position incorporating design and development of their corporate id, on-going design of monthly report, style sheet development and public survey design, pre-press, as well as design and development of their website.

I.D.E.A. **March 2000 – July 2000**
Graphic Design, Layout and Pre Press
Full time fixed contract position incorporating development of corporate ID, report design and template development for ongoing in-house print production.

Spowers Architects **September 1999 – December 1999**
Graphic Design, Layout and Pre Press
Full time fixed contract position incorporating design & development of company project proposals, report template design.

G.E. Capital Finance **June 1999 – September 1999**
Graphic Design, Layout and Pre Press
Full time fixed contract position incorporating design & development of company employee's handbook & template design for ongoing use.

Holden / Miracle Picture Company **April 1999 – June 1999**
Design for Screen
Full time fixed contract position incorporating design & development of PowerPoint presentations to accompany trade shows and car launches.

FREELANCE OVERVIEW

David Kneale Design **November 1995 – Present**
Freelance Graphic Design for Print and Web
Broad range of on and off site contract positions incorporating layout and design for print projects including digital, sheet fed and web press productions, photo manipulation, illustration, pre-press, project management, copy writing, proof reading, budgeting, web design & development including HTML & CSS coding, product marketing development & design for screen presentation. Current clients include Frankston City Council, Bhutan Travel Bureau & Golden Creek Olives.

REFERRALS

Peter Trojkovic – CMI Australia
(03) 9315 2244
peter@cmi.com.au

Glenn McDonald – DPrint
(03) 9315 2115
dprint@bigpond.com.au

Craig Duff – Colour Plus Printing
0412 838 337
craig@duffscopycentre.com.au

Tshering Tashi – Bhutan Travel Bureau Executive Director
tashi@btb.com.bt

Gus Mileto – Guni Media Group
0413 995 082
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