

## CONTACT:

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## QUALIFICATIONS:

BA (HONS) Graphic Design - 1998  
Southampton Institute, Hampshire

BTEC HND Graphic Design - 1996  
Southampton Institute, Hampshire

## BRAND EXPERIENCE:

- AON
- Accenture
- Avanade
- Bircham  
Dyson Bell
- Cochlear
- Deloitte
- E&Y
- FJORD
- FerriCarrig
- Football Australia
- Google
- Grosvenor
- HCLTech
- JLL
- Lion
- Lockheed Martin
- London Boat Shows
- Microsoft
- Ninja
- PWC
- Philips
- Shark
- Telstra
- Unisys

## OTHER LINKS:

- Hype reel
- YouTube Channel
- 33yelverton.com

## SUMMARY:

**Dynamic, multi-disciplined creative professional with over two decades of experience in design, branding, and video production. Known for blending strategic leadership with hands-on creativity to deliver impactful work across print, digital, motion, events, and social. As a seasoned Art Director and freelance Creative Director, I thrive on transforming complex business needs into powerful marketing strategies that deliver measurable results. My extensive experience with renowned brands equips me to tackle creative challenges with fresh ideas and strategic precision, consistently delivering solutions that resonate and drive impact.**

## KEY ACHIEVEMENTS:

### Led and developed high-performing creative teams

Mentored and upskilled over 20+ designers, implemented efficient workflows, and completed leadership training to enhance creative output, storytelling, and design quality across the agency.

### Spearheaded global campaigns and brand partnerships

Conceived and led global campaigns for clients like Accenture, Microsoft, and HCLTech, notably securing and maintaining Accenture's creative presence at MWC for four consecutive years.

### Created strategic solutions to reduce costs and increase efficiency

Developed and implemented a motion design system that cut production time and costs while enhancing accessibility for non-motion designers and provided training to streamline creative output.

### Established and secured large-scale global events

Developed an events team that secured and managed major Accenture events like MWC, Google Next, and Microsoft Ignite, leading to long-term collaborations and global exposure.

### Award-winning creative work for global clients

Produced award-winning creative work, including Accenture's Inclusion and Diversity initiative, and launched HCLTech's new brand at Davos in 2023, earning praise for impact, innovation, and resonance with global audiences.

## WORK EXPERIENCE:

### Senior Art Director/Group Head—Designlogic

Oct 2014—Present

Leading a team of senior designers and video editors whilst collaborating with the Creative Director and Copywriter, ensuring successful campaigns across a variety of platforms and channels for major B2B tech brands.

- Delivered strategic thought leadership, drove ideation and concept development, and built strong client relationships.
- Applied hands-on creativity to design and execute compelling print, digital, motion, event, social, and presentation materials.
- My diverse skillset enabled me to lead and manage each department—print, digital, motion, and presentations—over several years, overseeing designers and providing creative direction, eventually becoming group head of all departments.



## KEY STRENGTHS:

- Creative Direction
- Art Direction
- Advertising
- Copywriting
- Concept Development
- Branding
- Logo Design
- Print
- Brochure Design
- Environmental Design
- Event Design
- Experience
- Digital
- Social
- Web Design
- Presentation Design
- Motion Graphics
- Video Editing
- Videography
- Photography

## TECHNICAL SKILLS:

- InDesign
- Photoshop
- Illustrator
- Lightroom
- After Effects
- Premiere
- Davinci Resolve
- Final Cut X
- PowerPoint
- Google Sheets
- Adobe XD and Figma
- WordPress
- HTML 5 (Basic)

**Craft**  
**—Passion**  
**Creativity**

## WORK EXPERIENCE CONTINUED:

### Freelance Creative Director—Mann & Noble Pty Ltd

Jul 2022—Apr 2023

A freelance role aimed at collaborating with Mann & Noble Pty Ltd, focusing on elevating the design quality of their in-house studio.

- Spearheaded the development and execution of ad campaigns, key visuals, and product launches for prominent clients, including Shark, Ninja, and Philips.
- Oversaw copywriting and design, and crafted content for clients' online platforms, including websites and social media channels.

### Senior Designer—Designlogic

Nov 2012—Sept 2014

After completing a sabbatical, I had the opportunity to partner with Designlogic, which enabled me to achieve a professional goal, and relocate to Australia. In this role, I was able to leverage a multi-disciplinary approach to deliver innovative solutions across various platforms and channels.

### Professional Sabbatical

Nov 2011—Sept 2012

Decided to take a year out and see the world, which was a fantastic way to explore new cultures and different approaches to design.

### Senior Designer/Art Director—Fresh01

Sept 2005—Oct 2011

As the design team leader/Art Director, I served as the creative lead on a number of successful pitches for key clients, collaborating closely with the Creative Director. This role allowed me to harness my creativity and strategic vision to drive impactful and innovative solutions across a variety of high-profile projects.

- Enhanced expertise in event design, video editing, and motion graphics through continuous development and refinement.
- Fostered a collaborative and people-centric leadership style, driving team success across diverse projects and ensuring consistent high performance.
- Spent two years as a motion designer (2006-2008), producing videos and motion graphics for Lockheed Martin's online learning platforms.

### Junior/Midweight Designer—Knibbs Associates

Sept 1998—Aug 2005

Began as a print and branding designer at a small agency, gaining hands-on experience that quickly developed a strong foundation in commercial design.

## REFERENCES:

Will be provided upon request.