

# JACK DREWE

## MARKETING & EDITORIAL DESIGNER

### KEY SKILLS

#### Adobe Creative Cloud

In-depth knowledge of Adobe CC, primarily the following programs:

InDesign



Photoshop



Illustrator



After Effects



Premiere Pro



Dreamweaver



#### Print Design

In-depth knowledge of Print design such as magazines, signage, posters, newsprint, brochures and 3D objects.

#### Digital Design

In-depth knowledge of Digital formats such as web/online graphics, EDMs, CRM, Social media, digital signage and TV graphics.

#### Post-Photography

Highly skilled at Colour and imaging correction, retouching and digitisation of photography.

#### Motion Graphics

Experienced creating animations for Web HTML placements, Social Media and Retail spaces.

### ABOUT ME

Marketing & Editorial Designer with over 20 years experience working on Digital, Social, Print Media, Motion Graphics/Animation and Post-Photography/Retouching. Highly competent with the ability to produce conceptual design/ideation and have an in-depth knowledge of industry standard design software.

### CAREER HISTORY

#### SENIOR GRAPHIC DESIGNER & PHOTOGRAPHIC POST-PRODUCTION

FREELANCE (September 2022-Present)

Creating design for Digital and Social Media (static and animated), Signage and OOH (static and animated), Retail venues (static and animated), Logo and Product Icon design, Photographic Post-Production/Image Retouching, Print design (posters, press ads, 3D objects, signage and other advertorial).

#### TABCORP

Assisting in the Rebrand of the TAB business element of Tabcorp, creating new design and roll-out of concepts across various platforms. Others duties included creating design for the SKY brand (static and animated), and Tabcorp internal communications.

#### MUSEUM OF APPLIED ARTS & SCIENCES (POWERHOUSE)

Photographic Post-Production of Museum collections. Work involved: Colour and imaging correction, retouching and digitisation of photography from various exhibitions including Fashion, Artwork, Technology, Antiques, Ceramics, Glassware and other 3D objects.

#### SENIOR GRAPHIC DESIGNER

TABCORP (2012-2022)

#### BRANDS: TAB, SKY, LUXBET, TRACKSIDE, KENO, RACING NSW, UBET.

Creating design and animation for Digital and Social Media, Retail and On-Course venues, OOH, Print Media including magazines, newsprint and packaging, Image retouching, and Layout and design of presentations and reports. Achievements include increasing account registrations via Social Media/Digital/Print advertising, replacing Facebook static designs with animations- helping the marketing team to increase acquisition, and mentoring junior team members.

## KEY SKILLS

### Bannerflow

In-depth knowledge of the Bannerflow platform used to create dynamic animated HTML5 banners for web/online viewing.

### PowerPoint

Ability to design stylish presentations/decks that can be edited by non-designers.

### Additional Software Knowledge

Microsoft Office, FTP software, DAM systems ie Intelligence Bank & Simple, Adsend, Quickcut, Figma, Monday.com.

### Marketing

10+ years experience working in marketing teams covering Digital, Social, Retail, Print, OOH and CRM spaces.

### Editorial & Publishing

10+ years experience working in Editorial/Publishing teams liaising with photographers, writers, editors, printers and other external stakeholders.

## EDUCATION

### Martin College

Diploma, Graphic Design  
1998 – 1999

### The Scots College

Higher School Certificate  
1990 – 1995

## CONTACT



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## CAREER HISTORY

### GRAPHIC DESIGNER

#### THE SUNDAY TELEGRAPH (2008–2011)

Produced design to support current events, fashion, lifestyle, entertainment liftouts such as Homeowner, Body+Soul, Carsguide and Sport.

#### HOMEOWNER – ART DIRECTOR

Design and page layout for property liftout liaising with developers, architects, photographers, and writers.

### GRAPHIC DESIGNER

#### THE DAILY TELEGRAPH (2005–2008)

#### HOMES MAGAZINE – ART DIRECTOR

Producing design and infographics and liaising with editors, developers and external stakeholders, photographers and writers.

#### SYDNEY LIVE & SEVEN DAYS – GRAPHIC DESIGNER

Music and Entertainment designer creating page layouts/graphic design and hi-res Photoshop builds/retouching.

#### MAINGAME – GRAPHIC DESIGNER

Sports liftout creating page layouts/graphic design, infographics and hi-res Photoshop builds/retouching.

#### CLASSMATE – GRAPHIC ARTIST

Editorial liftout for students designing digital illustrations and infographics for educational purposes.

#### SPORT – GRAPHIC ARTIST

Backpage cover design and internal sports graphics.

### DIGITAL GRAPHIC ARTIST

#### THE AUSTRALIAN (2002–2004)

Created design, mastheads and infographics for news stories and liftouts as well as business, sports and features sections.

### DIGITAL GRAPHIC ARTIST

#### THE DAILY TELEGRAPH (2000–2002)

Graphic artist producing infographics, diagrams, maps and front page design supporting current news and events. Worked on big events such as the September 11 tragedy and the Sydney Olympics.

### JUNIOR GRAPHIC DESIGNER

#### THE WEEKEND AUSTRALIAN MAGAZINE (1998–2000)

Junior Graphic designer creating page layouts and infographics, supporting the Senior designers and Art director with imaging, photo editing and other design duties.

### OTHER WORK/FREELANCE DESIGN

Freelance work for University of Technology, Sydney and Woollahra Council creating editorial design and page layout. Branding for personal clients. Various print advertorial for Revolver magazine, Home Bar, Chinese Laundry, Central Station Records and The Globe.



# REFERENCES

## KEIRA TANKO

Creative Services Manager, Tabcorp  
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## TERRY BARRIDGE

Design, Art Direction and Marketing  
terry@creativesoldier.com.au  
0432 511 300

## LAURA MOORE

Photographic Post Production, MAAS (Powerhouse Museum)  
Laura.Moore@maas.museum  
0414 668 096

## LEE TITCHNER

Director of CRM, Data & Marketing  
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# WEB LINKS

## Retail Animation Reel

<https://vimeo.com/926503029?share=copy>

## Social Media Animation Reel

<https://vimeo.com/926505406?share=copy>