



# Dylan Cole

Hello, I am a New Zealand-born multidisciplinary designer with over eight years of commercial design experience.

With a foundation in print design, I quickly expanded into art direction, animation, and app design. At a Melbourne-based agency, I merged design with immersive live events. Later, in a digital-focused agency, I led a design team of five and worked on animation, innovative dynamic digital billboards & display ads, TV commercials, and social media content. Experienced in developing and executing innovative design strategies, overseeing visual aspects for cohesive outcomes, and adept in fast-paced environments, I also possess strong leadership skills, guiding teams and mentoring junior designers. As the lead designer at an advertising agency, my contributions led to a fourfold increase in projects from our biggest client, JB Hi-Fi.

## Proficiencies

**Creative Programs: Adobe Creative Suite** (Illustrator, Photoshop, InDesign, AfterEffects, Premiere Pro, Acrobat), Tumult Hype.

**Microsoft:** PowerPoint, Word.

**Experience with:** Webflow, Framer, Squarespace, WordPress, Shopify, Blender, Adobe Dimension, Adobe XD, Canva, Figma.

## Education

2011 - 2015

Massey University - Bachelors of Visual Communication Design w/Honours.

## Experience

2021 - 2024

### Electric Art & AdTrek - Lead Designer

Led a team of five designers, managed studio outputs, and mentored junior to intermediate designers. Delivered high-quality work for clients such as JB Hi-Fi. Worked with AdTrek to develop and produce innovative display banners and digital billboards for clients like Samoa Tourism, Super Rugby and the Women's FIFA World Cup.

2020 - 2021

### Freelance

Transitioned to freelancing due to the pandemic's impact on live events. Secured clients like the 'Well... Basically' podcast, creating their brand, web, and digital OOH. Completed web and print projects for Podis Promotions, collaborated with my former boss at EMG - Peter Jack on a digital project for Biogen, and undertook freelance work with Brown Partners and Electric Art.

2019 - 2020

### EMG - Graphic Designer

Designed proposals, branding, front-end web development, video editing, and event assets at EMG. Worked on projects ranging from coffee cups to large multi-screen event displays.

2017 - 2019

### Hunch - Designer

Developed skills in concepting, photographic direction, design, Mac Op work, and client liaison. Responded quickly to briefs, thriving in a dynamic and creative environment.

2016 - 2017

### Roycroftbrown - Studio Artist

Produced work for clients such as Metro Performance Glass, Hobsonville Point, and Les Mills. Outputs primarily in Print design, Large format Billboards to catalogue and newspaper advertisements.