



Dylan Cole

Senior Multi-Disciplinary Designer

Born March 11, 1992, I'm a battle-tested multi-disciplinary designer with nearly a decade of commercial design experience.

I've worked with individuals, small businesses, major retailers, and global corporations, spanning everything from streetwear to national banks.

Skills

Creative Strategy: Experienced in developing and executing innovative design and creative thought behind strategies that align with client goals.

Art Direction: Skilled in overseeing visual execution, ensuring consistency and alignment with brand identity and brief.

Adaptability: Thrives in fast-paced environments, consistently delivering high-quality work under tight deadlines.

Leadership: Ability to lead design teams, manage timelines, and take pride in mentoring.

Curiosity: A deep curiosity and a "anything is possible" mindset have led to incredible opportunities—from launching a sellout apparel to collaborating on a project with a friend of Drake's (yes, the rapper) to confidently diving into new challenges, with a mindset that there is always a solution.

Passion

Outside of design, I'm passionate about boxing. Having trained for several years, I appreciate the sport not just for its physicality but for the strategy and skill behind it.

Portfolio: www.designby-dc.com



Experience

2024 - 2025 | Freelance / Foster Studio

2021 - 2024 | Electric Art & AdTrek - Lead Designer

2020 - 2021 | Freelance Designer

2019 - 2020 | EMG - Graphic Designer

2019 | Freelance

2017 - 2019 | Hunch - Designer

2016 - 2017 | Roycroftbrown - Studio Artist

Education

2011 - 2015

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

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.

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Experience

2024 - 2025 | Freelance

- Partnered with **Same Old Suspects**, a creative agency founded by the former Creative Director of Culture Kings, building their website and creating content for clients.
- Designed graphic tee concepts for **Universal Music Studio**.
- Became a **Framer Partner**, launched a print-on-demand store, and expanded my personal brand Foster Studio, initiating another round of apparel production, became a Top Rated freelancer on upwork with a 100 job score.
- Contracted with Electric Art & AdTrek, delivering creative design work, including the **JB Hi-Fi** and Skinny's "Crack the Code" campaign.

2021 – 2024 | Electric Art & AdTrek – Lead Designer

- Led a team of four designers, mentoring talent and streamlining workflows.
- Delivered weekly theme design, print, digital, motion graphics, social content and TVC's for **JB Hi-Fi**.
- Designed dynamic digital billboards, display banners for **Super Rugby**, **FIFA Women's World Cup**, **Samoa Tourism** and more.
- Conceptualized and executed campaigns for **Vanuatu Tourism**, **Samoa Tourism**.

2020 – 2021 | Freelance Designer

- Developed branding, web, and digital OOH for clients including **Well... Basically Podcast**, **Podis Promotions**, and digital event design for **Biogen**.
- Partnered with agencies like Brown Partners and lead creative direction and execution on promotional assets for **Māori Television** and campaigns for **Whatta Beauty**.
- Worked with a range of businesses spanning health, media, fashion, and corporate sectors.

2019 – 2020 | EMG – Graphic Designer

- Specialized in event design, crafting branding, websites, animations, client and speaker presentations, and multi-screen experiences for clients such as **The Bill Gates Foundation**, **Barry Plant** and many more.
- Key projects included **AgriFutures**, one of APAC's largest agricultural events, alongside various clients in tech, energy, and corporate events.

2019 | Freelance

- Freelanced for streetwear brand **YKTR** in Sydney, Australia where I created tech packs, look books, season concepts and graphics for apparel as well as **Stone Paper Packaging**, and various agencies across Melbourne Australia.

2017 – 2019 | Hunch – Designer

- Directed photoshoots and created digital and print collateral for clients including **Diocesan School for Girls**.
- Designed print and digital collateral for **Spark NZ**, **Bank of New Zealand**, and other corporate, chartiy, and B2B businesses.

2016 – 2017 | Roycroftbrown – Studio Artist

- Created print, large-format, and commercial collateral for **Metro Performance Glass**, **Hobsonville Point / Hobsonville Point Land Company**, **Les Mills International**, **Phantom Billstickers** and more.
- Designed brochures, advertisements, Newspaper Advertisements, booklets and technical sheets for **Metro Performance** and **Hobsonville Point / Hobsonville Point Land Company**.