

Mark Anderson Résumé

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Synopsis of Experience – Mark Anderson (Mandos Design)

The following pages highlight the key areas of experience I have gained since attending the Croydon Commercial Art College (1984-88), travelling/working overseas. Relocating from Adelaide to Melbourne. Being successful in acquiring positions as graphic design within multi-national corporate companies such as PWC (Price Waterhouse Coopers) and KPMG Australia.

Ten years later, I relocated (within KPMG) to Sydney and started the role as Studio Manager, overseeing a team of designers which varied from 4 to 6 designers and allocating freelancers when work demanded the need.

In 2003, I was invited to represent KPMG Oceania for the KPMG International Branding campaign based in New York and London, over a period of 12 months. I returned to Sydney to assist with the launch and roll-out nationally and also acted as the Brand Representative to ensure the Brand was adhered over 18 months.

In late 2004, after leaving KPMG, I launched a graphic design business called Mandos Design.

Over the last 17 years, I have provided graphic design services to multi-national businesses and many SMEs, which were based mainly in Sydney, with some clients located in other States of Australia and also in New Zealand. I have directed and maintained five major Rebranding Campaigns.

I have managed Branding & Marketing collateral for various businesses. Also I have designed, built and maintained websites and designed multiple annual reports. I have directed multitude of advertising campaigns. Assisted in promotional campaigns, presentations and general day-to-day graphical needs delivering to all types of businesses.

I currently hold Australian and UK passports.

As you will see in the following resume, I am very experienced in many fields and roles, and hopefully these will resonate with you.

I am a very much a hands-on person, I have a great eye for detail and I am very passionate about good design.

Whilst the experience for Mandos Design is laid out in the following pages highlighting the major commissions secured over the years from 2004 to present day, there is a need to clarify that there were many other clients and projects in between.

To include samples of all of these would expand this CV significantly so to keep it succinct and easy on the eye. Additionally I have created a detailed portfolio summary (with explanatory notes) that provides more of a background to my resume.

Experience – Industry Sectors

ADVERTISING

BWM Dentsu – Marketing/Creative Services (Australia)

ElevenCom (Australia)

BUSINESS DEVELOPMENT

Australian Business Consulting (Australia)

Australian Business Foundation (Australia)

Australian Apprenticeship Centre (Australia)

NSW Business Chamber (Australia)

CHARITY

The Benevolent Society (Australia)
Secure Beginnings (Australia)
Sydney Childrens Hospital (Australia)
Voiceless (Australia)

FINANCE

BDO (Australia)
Clayton Utz (Australia)
Commonwealth Bank of Australia (Australia)
KPMG (Australia)
PPB Advisory (Australia)
PSK Performance (Australia)
Radar Promotions (Australia)
VISA (Australia)

GOVERNMENT

Canada Bay Council (Australia)
NSW Parliament House (Australia)
Western Sydney University (Australia)
Dept of State & Regional Development (Australia)

HEALTH

The Royal Australian & New Zealand College
of Radiologists (Australia)

HOSPITALITY

Byrnes Restaurant (Ireland)
MatchPoint International (Australia)
The Abbey Tavern (Ireland)
Sydney Cricket Ground Hospitality (Australia)
Sweet 'n' Green Cafe (Ireland)

PROFESSIONAL SERVICES

SNP Security (Australia)
NRMA Motoring + Services (Australia)

PHARMACEUTICAL

Johnson & Johnson (Australia)
Vivacity Health (Australia)

PACKAGING

JJ O'Toole (Ireland)

PERSONAL SERVICES

The MatchMakers Daughter (Ireland)
PowerStrokes Mountainbike Tours (Ireland)

RETAIL

BMW (Australia)
Omorfia Day spa (Australia)
Re-Load Power Tools (Australia)

TOURISM

Cathay Pacific (Australia)
EPIC Attractions (Australia)
Henry's Restaurant & Wine Bar (Ireland)
Sydney Convention & Visitors Bureau (Australia)
Swiss Grand Resort & Spa (Australia)

RECENT EXPERIENCE, DESCRIPTIONS AND ACHIEVEMENTS

October 2019 Mandos Design Pty Ltd

Position: Freelancing – Ongoing

University of Western Sydney

Job description: The client contacted me as they needed to submit multiple quotes with applying for a grant to promote their business after the CoVid-19 lockdown.

Achievements: My quote was successful. I have designed the website to the client's brief and this project is currently still ongoing.

February 2030 Mandos Design Pty Ltd

Position: Freelancing – Ongoing

The Abbey Tavern, Quin, Co Clare

Job description: The client wanted to refresh their old website.

Achievements: Designed and built the website within 2 weeks. I consult with the owner on a regular basis to discuss ideas to promote the establishment.

November 2019 Mark Anderson

Position: Full-Time – Ongoing

ScreenGrafix – Screen Printers and Sign-makers

Job description: I am a full-time in-house designer for a company which creates signage for hospitality, , construction, pharmaceuticals plus more many more types of industries.

Achievements: I have introduced an efficient system to assist with project managing processes for the studio. I have redesigned a new logo and designed / built a new website – increasing the online presence and purchasing by 1200%*.

(* based on recent Google Analytical reports)

October 2019 Mandos Design Pty Ltd

Position: Freelancing – Ongoing

University of Western Sydney

Job description: To modernise and ensure a consistent look overall to a presentation deck for the CSEO.

Achievements: I received a brief via video conference to create a new look to be similar but different from the University's Branding. The client was very pleased with the outcome.

September 2019 Mandos Design Pty Ltd

Position: Freelancing – Ongoing

Inovec T/A ReLoad Tools

Job description: A client wanted to start a business based on his idea of mountain bike touring around the Irish West Coast Countryside.

Achievements: A logo, animated logo, intro / outro video were designed and created for a YouTube Channel, advice and consulting provided and all were well received by the client.

August 2019 Mandos Design Pty Ltd

Position: Freelancing – Completed

The MatchMakers Daughter

Job description: A client wanted to 'kick off' a new business venture, following in the footsteps of her father, her Grandfather, and Great Grandfather – Four Generations.

Achievements: I can say the client was one of the most agreeable clients I have worked with.

Within a 7 days, the website, logo, and business cards were completed.

July 2019 Mandos Design Pty Ltd

Position: Freelancing – Completed

PowerStrokes Mountain Bike Tours

Job description: A client wanted to start a business based on his idea of mountain bike touring around the Irish West Coast Countryside.

Achievements: A logo, animated logo, intro / outro video were designed and created for YouTube Channel, advice & consulting provided and was well received by the client.

May 2019 Mandos Design Pty Ltd

Position: Freelancing – Completed

Byrnes Restaurant – Ennistimon, Co. Clare

Job description: I met with the owner of the restaurant in the restaurant itself. The brief was to change the street presence around from dull, inconsistent and a sense of no direction to the passerby and to bring a strength back to the clarity as to what services were offered.

Achievements: I created very detailed mood boards to highlight to the owner where the restaurant was and where it could be with an external face-lift involving contemporary additions to signage, colours and lighting.

The project is still progressing and the owner is very happy with the goals achieved so far.

May 2019 Mandos Design Pty Ltd

Position: Freelancing – Ongoing

Henry's Restaurant & Wine Bar – Ennis, Co. Clare

Job description: The new owner of the restaurant contacted me to discuss how I could assist with the promotion to of the restaurant to local, county, national and tourism online and through advertising.

Achievements: After completing extensive research, I assisted in raising the online presence from approx 900,000 to 25 million readers, with the majority from locations deemed to be high on the Irish tourism list.

The owner scaled the restaurant's popularity by TripAdvisor and certain organic key words– the restaurant was originally listed 19th and after

3 months of raising the presence of the restaurant, it was now listing as 2nd.

The next campaign is for the Winter 2020 advertising.

EXPERIENCE

Aug 2018 – Feb 2019 JJ O'Toole Packaging – Raheen, Co Limerick, Ireland

Position: Creative Lead

JJ O'Toole, Ireland's leading packaging supplier are distributors and manufacturers of innovative packaging solutions to Ireland's most premium brands. Working in the industrial, retail and food sectors, with the in-house graphic design team.

Responsibilities and achievements:

I planned a Creative Strategy for JJ O'Toole (working hand-in-hand with the management team).

I was a inspirational leader to the creative team.

I developed presentation approaches / solutions by reviewing materials and information presented by client(s).

I determined production requirements by reviewing client requirements whilst considering scheduling factors.

I reviewed project content and approving art and copy materials developed by designers.

I vastly improved the efficiency and effectiveness of the Studio with my management skills to ensure competitiveness and customer service standards.

I managed expertise and reputation for delivering high quality and creative deliverables as per client's expectations.

May 2018 Mandos Design Pty Ltd

Position: Contract – 2 months

Western Sydney University

Responsibilities and achievements: I designed a RoadMap 200+ page presentation for the Chief Student Experience Officer and delivered before the set deadline.

2017 – 2018 Mandos Design Pty Ltd

Position: Contract – 4 months

VISA AUSTRALIA

Responsibilities and achievements: I designed a template, compliant with the branding's global look & feel, to be applied in a multi-million proposal, which I used to create a 300 page document. Involved in the overall design and formatting through to project management and delivery of printed documents.

2015 - 2017 Mandos Design Pty Ltd

Position: Contract – 18 months

BDO Australia

Responsibilities and achievements: I created processes and templates to meet the growing demand of marketing collateral from an expanding international business. I managed the work-flow ensuring deadlines were met. I achieved a level of balance with the Studio input / output, bringing a sense of confidence to the department by being able to deliver any request asked of them.

2014 - 2015 Mandos Design Pty Ltd

Position: Contract – 14 months

KPMG Australia

Responsibilities and achievements: I covered maternity leave for 12 months in the Sydney office, managing the everyday business requests and reporting to the National Design Studio Manager in Melbourne.

2006 - 2009 Mandos Design Pty Ltd

Position: Contract – 3 years

NRMA Motoring & Services

Responsibilities and achievements: I assisted with the design / formatting / project management of the monthly magazine – MyNRMA plus all graphic design requests received from the administration section of the company.

2004 - 2008 Mandos Design Pty Ltd

Position: Contract – 4 years

NSW Business Chamber

Responsibilities and achievements: I was initially contracted for the Company's Re-Branding Campaign. After a successful roll-out, my contract was extended for an additional three years, I managed the Brand and employed / educated designers to assist with the everyday business marketing needs.

SEPTEMBER 2004 LAUNCH OF MANDOS DESIGN PTY LTD

1996 – 2004 KPMG (Melbourne – Sydney – London – New York)

Position: Studio Traffic Manager / Senior Designer

Traffic managing a design studio of 5 designers to deliver:

Daily business needs and support

Marketing collateral development

Designing proposals to win new business.

Responsibilities:

Daily administration, budget reporting, KPI assessment, weekly WIP meetings with staff and upper management.

Supporting the marketing needs for 2000+ staff (national / international).

Project managing print and digital projects.

Employing / delegating / assessing contractual staff.

Assessing hardware and software needs to keep updated with current technology.

Organising technological maintenance and back-up.

Achievements:

Promoted to Marketing Studio Manager (Sydney)

Promoted to Brand Identity officer, part of the International Rebrand Team in New York / London, representing Asia Pacific, to design, develop, evaluate and maintain a new Look & Feel for KPMG International.

1988 – 1996 Coopers & Lybrand (Melbourne)

Position: Graphic Designer

Period of time employed: 5 years

Argos Home Retail Group (London)

Position: Illustrator / Designer

Period of time employed: 12 months

Turner's Printing (London)

Position: Paste up artist / Darkroom operator

Period of time employed: 18 months

EDUCATION

Croydon College of Commercial Art

Design: magazine layout, logo design, branding identity, packaging and publication design.

Fine Art: painting, sculpture, life drawing and art history.

The Modbury Heights High School

Completed: High School Certificate.

High achievement subjects: Art, Technical drawing / studies, Photography, Geography and A Grade Maths.

SKILLS

Proficient in the following applications:

- InDesign
- Photoshop
- Illustrator
- Premiere Pro
- Acrobat Pro
- Dreamweaver
- WordPress
- PowerPoint
- CorelDraw

PERSONAL INTERESTS AND PASSIONS

- I enjoy observing design in all aspects of society from graphics design to architecture
- I challenge myself with repairing and maintaining technology
- I have an interest in all things cultural, humanity, cosmic and geological
- I like doing pro bono community work – eg; Rotary Club NSW and Voiceless Animal Protection Institute
- I support charities
- I love being a dad
- I value listening to music for my mind & soul
- I regularly walk and exercise
- I need to paint more
- I am a keen traveller.

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