



# SCOTT FRASER

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## QUALIFICATIONS

### **Bachelor of Arts (Visual Arts)**

University of Newcastle, NSW

1994-1996

### **Certificate IV Design**

Shillington College, Melbourne

2009

## SPECIALTY SKILLS

- Graphic Design (art direction, print, packaging, typography, advertising and social media).
- Photography and photo retouching.
- Illustration (art direction, storyboards, comic art and character design).

## SOFTWARE EXPERIENCE

Adobe Creative Suite (Photoshop, Illustrator, Flash and Indesign).

Introductory HTML and CSS coding. Microsoft Office. Mac and PC platforms.

## EMPLOYMENT HISTORY

### **Freelancer, Northern Beaches, Sydney**

#### **May 2014- current**

After relocating from Melbourne to Sydney, I set up a freelance practise designing for film and home entertainment (posters, media campaigns, pitch documents), social media artworks, press ads, EDM design, corporate reports, brochures and buisness logos. I also provide illustrations for educational and comic book publications.

### **Graphic Designer, Umbrella Entertainment, Melbourne**

#### **March 2010- May 2014**

Umbrella Entertainment is an independent theatrical film and DVD distribution company. My role as *Graphic Designer* was new to the company. In my time there I brought many design aspects in-house, introduced digital formats, briefing processes and weekly WIP meetings with key stakeholders.

Responsibilities:

- Design and management of DVD sleeve and disc artwork.

- Theatrical release campaigns across multiple platforms (posters, flyers, print and web advertisement, social media, event collateral).
- Design and co-ordination of the monthly sales Dealer Guide.
- Manage transition of the Dealer Guide from print to digital format.
- Design and co-ordination of all company advertisements.
- Management of the asset image library.
- Manage company rebrand rollout, co-ordinate project and work closely with marketing, sales and management teams to achieve project outcomes. Created brand and style guidelines and templates.
- Design, print and web publishing advice to the Production, Sales & Marketing teams.
- Liaise with external suppliers and printers to ensure product delivery.
- Manage production timelines and schedules.

### **Freelancer, Design & Illustration, Melbourne**

**2007- 2010**

Graphic design for print, web and branding projects, illustration for magazine and books, children's graphic novels, multi-media projects, storyboards, advertising campaigns and gallery shows.

Clients: BBC (UK), Honda, Red Rooster, VIC Roads, Penguin Publishing, Macmillan Education Australia, EPS America, Cengage Learning, Pearson Education, Child Magazine.

### **Lead Illustrator, Attic Media, London UK**

**February 2006- December 2006**

Contracted to work on large interactive educational animation projects for the BBC (UK) and provide mentorship to the junior art team.

### **Art Director, Blue Rocket Productions, Hobart**

**March 2002- June 2005**

A digital media studio producing animations for film, television and cross-platforms.

- Animation screen credits as *Art Director, Production Designer, Storyboard Artist, Flash Animator* and *2D Artist* on a range of TV series broadcast on ABC TV and throughout Europe.
- *Designer* and *2D animator* for multi-level Flash websites *The Hoota & Snoz Website* and *The Dog & Cat News Website* (Winner of the 2006 Australian Interactive Multimedia Industry Awards for *Best Children's* and *Best of the Best*).
- Mentored young animators.

### **Communications & Media Assistant, Australian Antarctic Division, Hobart**

**April 2003- June 2003**

Short-term contract to help in running internal & external communications.

### **Designer, Roar Film, Hobart**

**March 2005- May 2005**

E-Learning Flash animation and interface designs.

**Consultant, Remedia, Hobart**

**November 2001- November 2004**

Creation and consulting on Flash animations, online games, illustrated and animated websites.

**Production Artist, Living Imaging PTY LTD, Hobart**

**September 2000- October 2001**

Full time *Production Artist*. Duties included managing 12 multi-media trainees, handling of animation projects and providing conceptual and finished artworks.

**Comic artist/publisher, Hey Day Comics, Sydney**

**October 1997- 2001**

Starting my career after artschool I formed a self-publishing company and released a comic series, written and illustrated by myself, along with an anthology to newsagents and comic stores nationally.

Tasked with juggling deadlines, finances, marketing and creative duties while negotiating with printers, distributors, retailers and creatives proved to be an invaluable formative lesson in the creative industries.

**REFEREES**

Available on request.