

SHAUN JARVIE

CV & Portfolio.

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Shaun Jarvie

DESIGNER, MARKETER
& CREATIVE MANAGER

Leading the creative direction to deliver solutions across multiple industries ranging from sport, entertainment, events, FMCG, food, software and construction. My ability to adapt across a range of disciplines allows me to work in any environment with proven experience running in-house multidisciplinary teams.

My passion for design coupled with the ability to apply my learned skills in communication design, experience design, project management, team management, marketing, branding and product development allows me to work competently in both large and small organisations.

Experience

Apr 2021 - Present

Design Manager

Harry The Hirer

Apr 2020 - Apr 2021

Senior Graphic Designer (Contract)

Durokleen Global

Apr 2018 - Oct 2020

Design & Creative Manager

Melbourne Stadiums Limited / Marvel Stadium

Feb 2017 - Apr 2018

Brand And Creative Manager

Zuuse / Payapps.com / Progressclaim.com

Nov 2014 - Feb 2017

Ui/Ux Designer / Marketing Executive

7-Ym / Scoleri-Williams

Feb 2014 - Feb 2015

Lead Graphic Designer - Print Production

Letsgokids

Education

Bachelor Of Communication Design

Swinburne University Of Technology

February 2011 - December 2013

Expertise

Creative Direction

Marketing

Digital Design

Print

UI/UX Design

Branding

Art Direction

Market Research

Team Management

Experience Design

Packaging

Video Editing/Animation

Forecasting

Stakeholder Management

Software

Adobe Illustrator

Adobe Photoshop

Adobe InDesign

Adobe Premiere Pro

Adobe After Effects

Microsoft Office

Figma

Monday.com

Mailchimp

Apr 2021 - Present

Design Manager

Harry The Hirer

Managing the in-house creative studio of photographers, video editors, designers and marketers to create marketing and sales initiatives that support the business. These vary from product launch events, print, digital and social across Harry the Hirer's portfolio of brands.

- Brand design and guideline management
- Implementing key marketing initiatives
- Company tenders and presentations
- Event Signage
- Web design
- Trend forecasting
- Product release collateral
- Stakeholder management
- Studio management
- Budgeting
- Client collaboration

Apr 2020 - Apr 2021

Senior Graphic Designer (Contract)

DuroKleen Global

DuroKleen Global is a Australian business manufacturing antimicrobial water based disinfectants and sanitisers for the global market with a focus in passenger transport, airline, aged care and government.

Managing the creative suite of DuroKleen products from social media design, sales tools, packaging and marketing assets.

- Redesigning the creative suite of consumer goods for global launch
- Develop new brand guidelines for DuroKleen and it's sub brands
- Coordinate with sales and marketing teams to create relevant creative solutions for various online and offline channels
- Oversee the full design process from design brief to roll out of print and follow up marketing resources

Apr 2018 – Oct 2020

Design & Creative Manager

Melbourne Stadiums Limited / Marvel Stadium

Oversee the design guidelines for the company as a core member of the Marketing & Communications team. Responsible for overseeing the visual representation of Marvel Stadium's creative content as well as its portfolio of membership brands.

- Implemented creative design strategy for the naming rights changeover of Etihad to Marvel Stadium
- Overseeing creative direction and development of print and digital media for multi platform, campaign and promotional material
- Managing in-house creative requirements across multiple business units
- Implementing and developing brand guidelines for the Stadium
- Provide design support for internal and external sales presentations and requirements for functions and events
- Overhauled the entire digital and physical way-finding signage (1000 individual custom signs) throughout the Stadium
- Coordinated with 7 tenant clubs introducing a new design processes to enhance game day experience and cohesion between IPTV, scoreboard, social media channels and ticketing

Feb 2017 – Apr 2018

Brand & Creative Manager

Zuuse / Payapps.com / Progressclaim.com

Overseeing the production of all marketing, sales, social media, design and management collateral.

- Running the in house creative studio, working with developers, sales and marketing teams to produce on brand creative
- Assisting the development team in UI/UX design for their software application
- Directing and creating video interviews and tutorials with business stakeholders and partners

Nov 2014 - Feb 2017

Ui/Ux Designer / Marketing Executive

7-YM / Scoleri-Williams

Working as a UI/UX designer creating front end digital creative for software applications. A project lead for Scoleri-Williams flagship iOS game Battle Digits.

- Design and assist in front-end app development
- Website creative design
- Create assets for sales presentations and development guides
- Involved in creative strategy throughout the business

Feb 2014 - Feb 2015

Lead Graphic Designer

LETSGOKIDS

Manage all print traffic, advertisements, suppliers and design publications according to brand guidelines.

- Creation of full, half and quarter page advertisements
- Design and prepared the publication for print
- Coordinate with suppliers and printers

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Portfolio.



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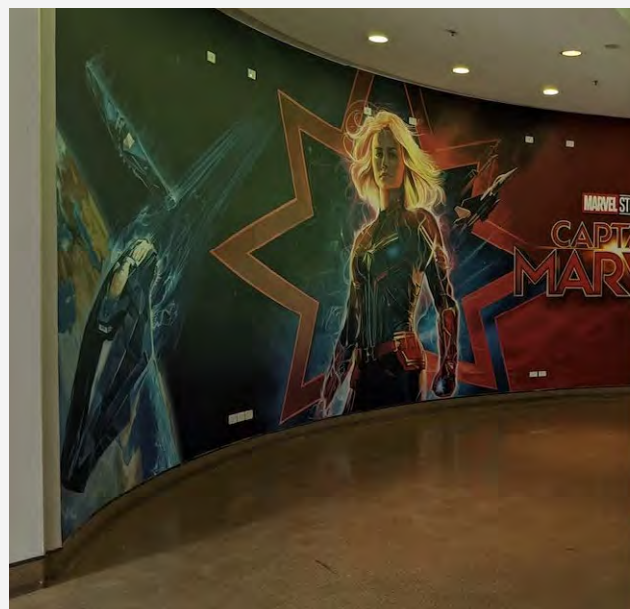
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01

Branding.

Marvel Stadium

Graphic Design, Branding
& Print Management



Working closely with Disney AU to manage the Etihad Stadium to Marvel Stadium rebrand. The Stadium wayfinding consisted of over 1000 individual signs that needed updating to allow patrons at the stadium to easily find their way to their seats, food outlets, accessibility areas and function rooms.

Successfully worked with signwriters and stakeholders to created a new wayfinding design/layout whilst creating and maintaining the Marvel brand guidelines.

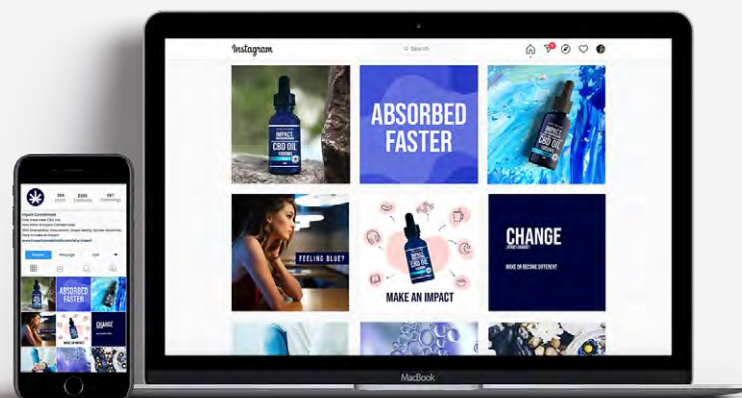
[View more](#)

Impact Cannabinoids

Package Design, Social Media & Branding

Working with a USA based brand, IMPACT Cannabinoids to help grow their social platform and create sales tools for their ambassadors to expand to other Tier 1 global markets such as UK, Switzerland, Italy and Ireland. Building off their current CBD oil product adding in topical's and other products to build out their range. A combination of new catalogues, sales tools, social strategy, and flyers to align their products and brand while getting their name known throughout the industry.

[View more](#)



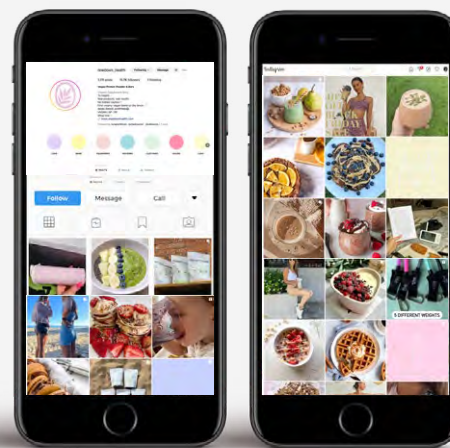


Onedown Health

Package Design, Social Media & Branding

Approached by an established personal trainer to help bring her brand to life in the form of a healthy protein powder that is organic and vegan friendly. I created a logo and the packaging, coordinated with supplement suppliers and printers to bring the product to market.

Now successfully launched we have redesigned the packets to be more minimal and in line with the brand as well as introduced protein bar to complement the already successful powder



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02

**Digital
Design.**

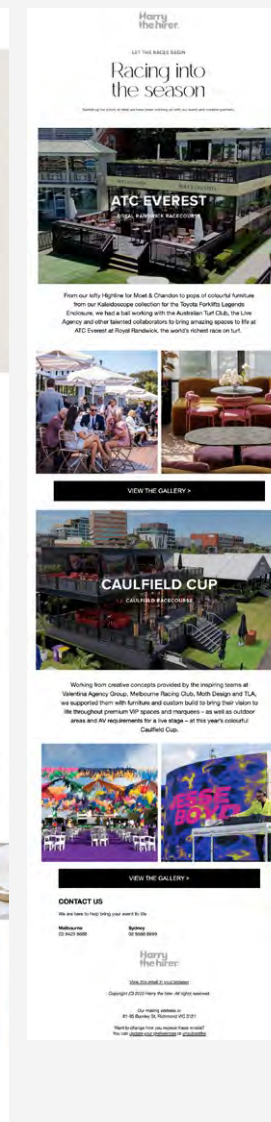
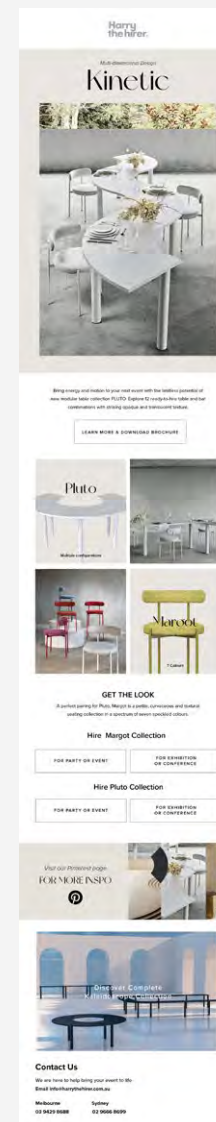
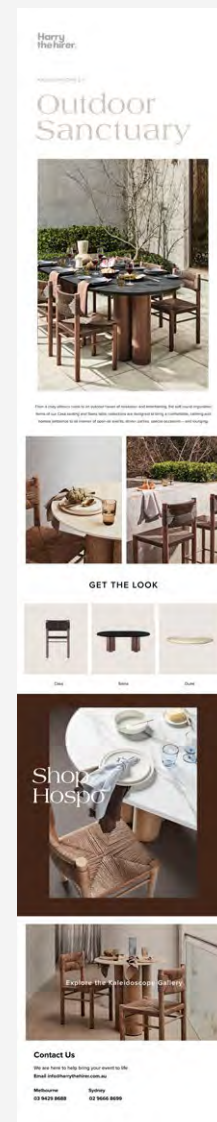
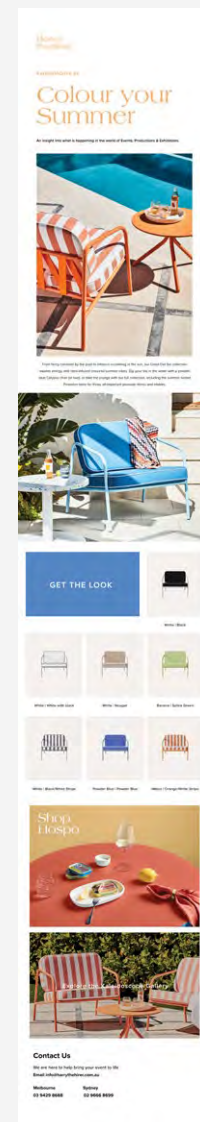
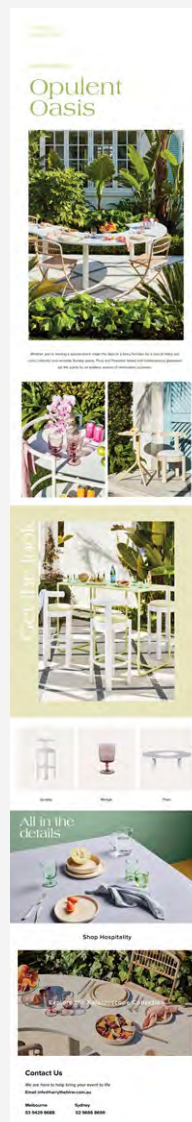
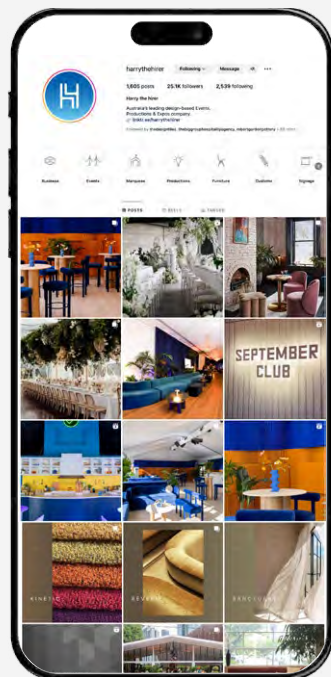


Harry the Hirer.

Marketing & Social Media

Working closely with the marketing team and creative director to launch the new product ranges to market and coordinate the roll-out of collateral. Manage the design of marketing comms and animating social tiles.

[Click images to view live](#)



Marketing Comms.

Marketing emails

Working with multiple companies such as the Marvel Stadium, UFC, Cricket Australia, Frontier X and Live Nation to bring responsive email campaigns to life to convert sales or inform patrons of upcoming events.

[View more](#)



03

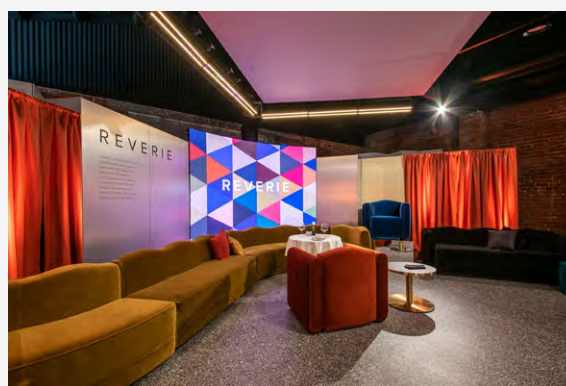
Event Design.

Kaleidoscope Product Launch.

Marketing & Social Media

Created all signage, animation and digital presentation assets for the Harry the hirer Kaleidoscope new product collection launch events in Melbourne and Sydney.

[View more](#)



04

Editorial.



SXSW Tender.

Layout, Print & Corporate

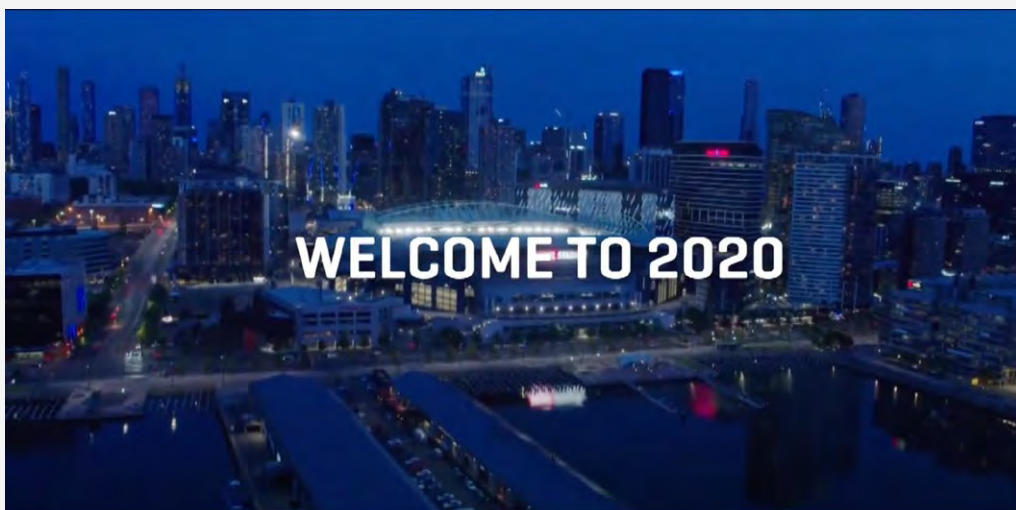
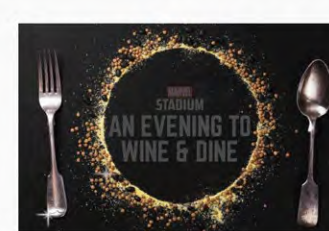
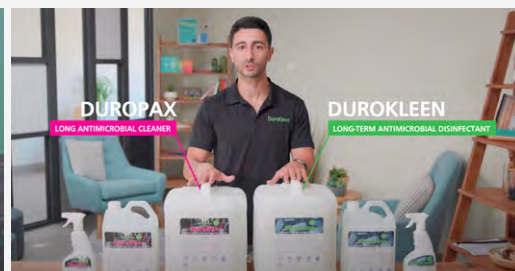
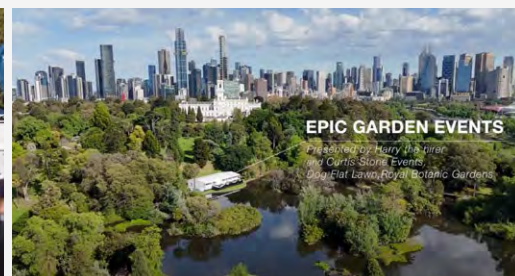
A 65 page submission for tender to win upcoming works for the South By South West event in Sydney. Coordinated with many internal stakeholders to gather relevant information and create the look and feel to suit the event and deliver an engaging proposal.

[View full document](#)



05

Animation & Video Production



Bespoke Video Content.

*Art Direction,
Production & Animation*

A range of custom video content including hype reels and interviews to elevate brands or products, create a feeling for customers and was used across various brands, websites and social channels.

[Best viewed online click the images or here to view more](#)

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sjarvie.com

