

MARC GUNDESEN

MULTIDISCIPLINARY
DESIGNER



e marcgundesen@gmail.com

m +44 7846 373586

☎ +61 455 899 447

p mgundesen.com

li <https://www.linkedin.com/in/marc-gundesen-6b9O21b3/>

PROFILE

Highly creative multidisciplinary designer experienced in web, rich media advertising, UX/UI, and print design. Exceptional collaborative and interpersonal skills, dynamic team player with well developed written and verbal communication abilities. Thriving on new challenges. I am your **Swiss Army Human** for design solutions.

KEY SKILLS

Adobe Photoshop

Adobe Illustrator

Adobe InDesign

After Effects | Premier Pro

HTML | CSS | JS

Figma

Presentation

EDUCATION

Bachelor of Computer Graphic Design

The University of Waikato

Diploma in Graphic Design

BOP Polytechnic

EXPERTISE

Creative Ideation

Animation

Communication and cohesion

EMPLOYMENT HISTORY

Senior Creative Technologist

2021 - 2024

Playground XYZ - Sydney, AU

Major Clients: Netflix | Vodafone | Unilever | BUPA | McDonalds | Sony

Major Agencies I work with: Omnicom Media Group | Group M

- Designing and developing interactive digital content for both desktop and smartphone. Built across a wide variety of formats.
- Servicing our sales team with multiple, high functioning builds for a large variety of clients/verticals to win briefs on a daily basis. A recent noteworthy success was winning Netflix as a client through creative executions.
- Incorporating user feedback into IT solution designs.
- Building (Blueprints) advanced templates, in an agile environment generating autonomy in our teams workflow.
- Providing clients and internal departments with end-user support.
- Performing debugging procedures, code improvement, and re-designing tasks.
- Keeping abreast with advancements in application design and new technologies, including working with multiple JS libraries
- Supporting creative strategy to improve workflow and resource efficiencies as well as educating key stakeholders.
- Co-lead Roadshows in Australia and New Zealand with sale team representatives to help educate prospective clients on our technology and services and generate business.
- Ability to function effectively under pressure, manage various tasks concurrently, adhere to timelines and budgets
- Demonstrated ability to communicate clearly and effectively with a diverse workforce

Digital Designer

2017 - 2021

Inskin Media - Sydney, AU

Major Clients I work with: Disney | Nike | Adidas | Toyota | Samsung | CBA

Major Agencies I work with: Omnicom Media Group | Group M

- Designing and developing static and interactive digital content across multiple devices e.g. desktop, tablet, smartphone
- Working across multiple projects of varying complexities and deadlines
- End to end management of projects from brief to fulfillment (including translating concepts effectively against objectives and deadlines)
- Collaborating with clients, agencies, sales teams and ad operations teams to ensure high quality creatives are delivered to specification and deadlines
- Providing creative direction for commercial clients
- Producing mock-ups, video presentations and pitches supporting the sales team in converting new clients.
- Supporting international design teams to ensure design deadlines are met
- Training and supporting junior members of the design team
- Knowledge and proficiency using a range of applications/platforms e.g. Adobe Photoshop, Illustrator, InDesign, After Effects and IDE Software
- Troubleshooting technical issues for web and digital platforms
- Streamlining BAU process, creating efficiencies in work flow
- Creation of in-house collateral to help support and educate best practice across the team and grow the organisations capabilities
- Created templates for both design and development processes including automating code to generate various aspects within the templates

- Brainstorming creative and strategic solutions with ad operations team
- Review and testing of creatives before going live
- Implementation of systems used for tracking creative performance
- Keeping abreast of digital creative standards and capabilities

Graphic Designer

2015 - December - June

David Forman - Auckland, NZ

- Collaborating with the CEO, in-house facilitators and Corporate clients to understand and translate training content into high quality, creative, engaging and visually appealing designs / packs for use in Corporate client training and workshops
- Creating custom training solutions including designing workbooks, print material, PowerPoint presentations and stationary, utilising both internal and client branding for major clients such as Z Energy & Turners
- Designing sales eDM's using InDesign and Mail Chimp to promote the David Forman Brand and training courses / workshops offered (working directly with the CEO to convert sales content into engaging and convincing sales eDM's).
- Applying digital prepress to ensure scalability and accuracy of finish
- Working within strict timeframes to meet internal and external deadlines
- Company branding including designing decal for office interior and company vehicle

Web Design & Account Management

2017

Magic Dust - Sydney, AU

- Conceptualising and designing web page layouts for over 20 unique clients during my 4 month contract (including those in the film, tech, fitness, hospitality, trade and veterinary industries)
- Acting as the Account Manager for each of my clients (directly leasing and consulting with clients to understand their brand / target audience / requirements and translating these into creative designs)
- Creation of storyboards to visually translate creative ideas for preproduction
- Working within client specification / constraints and Brand Guidelines to ensure websites are fulfilled in accordance with briefs and to high quality standards
- Producing in-house collateral and templates to help support web design efficiency and trends
- Constant communication with clients throughout the planning, design and post-production phases to build and strengthen client relationships
- Proficient use of the Adobe Suite predominately Adobe InDesign and Illustrator
- Demonstrated exceptional communication skills through collaboration with clients, sales team, operations and development teams
- Proficient use of the Adobe Suite predominately Adobe InDesign and Illustrator

Graphic & Digital Design

2012 - Present

Freelance

- Branding
- Logo design
- Print design
- Digital photography, including post production using Adobe Photoshop and Lightroom
- Web design

CERTIFICATES & AWARDS

Marketing Excellence Awards | Singapore 2024

Silver in Excellence in Marketing Innovation

Fundamentals of Digital Marketing

Google Digital Garage

Sales Performer

A programme where I developed the core skills & attitudes of buyer focused selling

Franklin Coveys 7 Habits of Highly Effective People

A programme, setting the foundation for professional effectiveness - increasing productivity, restoring balance, and developing greater maturity and responsibility

Certified Swell Guy

Life

REFERENCES

Available on request

.

Graphic & Pattern Designer

2017

Budgy Smuggler Sydney, AU

- Creating custom designs to be included on men's, women and children's swimwear (from scratch and utilising assets from clients)
- End to end management of projects from brief to fulfillment
- Strong understanding of design principles and expertise in effectively applying graphic and typographic visuals to a unique canvas
- Management and application of digital prepress processes to ensure accurate finish (ensuring scalability across products, colour match etc.)
- Applying digital prepress to ensure scalability and accuracy of finish
- Honing my spin bowl and batting skills on the office cricket pitch`

