

Peter Chen

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DESIGN WORK

Please see <http://www.peterchen.co.nz/folio>

WORK EXPERIENCES

Tribal DDB New Zealand – Interactive Designer

Full time (24 July 2006 - Current)

Tribal DDB Worldwide is a top digital marketing agency.

Responsibilities

- Liaising with the Interactive Creative Director, Above the Line & Direct Marketing creative teams in the execution of integrated online campaign solutions.
- Art directing & designing effective brand level websites and campaigns for key accounts some with budgets of \$250,000.
- Actively involved from idea conception to go live: Wireframes, sitemaps, art direction, design, front-end build, flash animation, CMS integration, and user testing.
- Educating various stakeholders on best interactive practices & industry standards.

Highlights

- Art directed and designed one of the most popular interactive banners on Yahoo.co.nz & Stuff.co.nz with a click through rate of 1.75% (industry standard is 0.2%).
- Designed The Warehouse HR site. It was a major success in registering potential employee interest with 600+ submissions and enquiries within the first 2 weeks of launch.
- Successfully provided flexible design solutions for websites with existing technically limited framework. e.g. MyLotto.co.nz (NZ Lotteries) Warehouse Stationery and Pink Batts.

Clients include

Volkswagen, McDonald's, Mobil, Telecom, The National Bank, Cadbury, and SKY TV.

Achievements

- 2008 Webby Awards Nominee - The Warehouse Careers
- 2008 Asia DigitalMedia Best Online Campaign Silver - VW r36
- 2008 Axis Interactive Finalist - SKY Mark & Marty
- 2008 Yahoo!Xtra July Banner of the Month - VW r36

Bunker Media – New Media Designer/Developer

Full time (16 December 2004 - 20 July 2006)

Bunker is a boutique post production & design studio.

Responsibilities

- Art directing & designing websites, brochures, motion graphics, TV identities and music videos.
- Developing websites to industry web standards.
- Dealing directly with clients to assess their creative needs & ensure their expectations are met.

Highlights

- Art directed and set designed for Beatrootz - 'You Know' music video, which was nominated for Juice TV's 2006 best urban music video award.
- Art directed and set designed Che Fu - 'Chains Reloaded Ft. Savage' music video, which was shot entirely on green screen.

Clients include

- C4TV, New Zealand Writers Guild, RCP, Che Fu (NZ on Air)

TECHNICAL SKILLS

Advanced

XHTML, CSS, Adobe Photoshop, Flash Animation, Adobe Illustrator, Dreamweaver, Adobe InDesign.

Medium

Adobe Fireworks, Actionscript, Adobe After Effects.

EDUCATION & QUALIFICATION

2004

Media Design School

Diploma Of Digital Media + Digital Media Industry Panel - Excellence in Design Award

2000 - 2003

Rosehill College

Bursary Art Design
Six Form Certificate

REFERENCES

Available on request