



TANE POTAKA CV

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▼ Example work



Client: WhyPayFullPrice
Contract for: WiTH Collective
Date: July, 2011
Tasks: Design site look and feel in line with clients target market. Design all site pages and edm.

URL: <http://whypayfullprice.com.au>



Client: Bundaberg Rum
Contract for: Leo Burnett Sydney
Date: September, 2010
Tasks: Flash / AS2 / Design and build custom flash banner to be used on Facebook as part of the Bundaberg Redtree promotion.

URL: <http://www.facebook.com/bundyredtree>



Client: Green Park Productions
Contract for: Code and Visual
Date: March, 2010
Tasks: Design and Build various 'surveillance style' screens for the film 'Griff the Invisible'.



Client: Specix ID
Contract for: Bapple Creative
Date: January, 2010
Tasks: Develop and build a dynamic flash banner allowing users to search, filter and save results of suppliers and materials.

URL: <http://id.specix.com.au>



Client: SNATCH Food London
Employer: Siren Design Ltd.
Date: December, 2008
Tasks: Site design and illustration.
Flash / AS2 / HTML / CSS
Integration with .NET CMS backend allowing client to update both HTML and FLASH content.

URL: <http://snatchfood.co.uk>

▼ Previous employment

Employer: ACP Magazines [acpmagazines.com.au] **Dates:** July - Aug 2011
Position: Freelance digital designer Feb - Mar 2010

Details:

Recently I designed a online web campaign to be run within the Cosmopolitan Magazine site. Previously I have designed web pages , edms and flash banners for a variety of online magazines operated by ACP Magazines.

Employer: WITH Collective **Dates:** June - Aug 2011
Position: Freelance digital designer

Details:

My main role was to design a new site for WhyPayFullPrice. This included overall look and feel, all pages and edm. I also designed flash banners, and worked on a variety of other website projects.

Employer: Leo Burnett Sydney **Dates:** May - June 2011
Position: Freelance digital designer Apr 2010 - Jan 2011

Details:

My roles included website design, flash design, animation and build, using a variety of distribution companies such as Mediamind (formerly Eyeblander). My position also included designing edms.

Employer: Code and Visual for Green Park Pictures **Dates:** Mar 2010
Position: Freelance flash designer/developer

Details:

Griff The Invisible is a high profile Australian film, starring True Blood's Ryan Kwanten. I designed and built various animated screens for the main character's digital surveillance system . Each screen required several user controlled states, as needed for various parts in the film.

Employer: Bapple Inc. [bapple.com.au] **Dates:** Sep 2009 - Jan 2010
Position: Freelance web/flash designer/developer

Details:

I was contracted to work on several projects during this time including web page design and layout, flash banner build. I developed and built a flash search and filter system to be used as a primary method of navigation for Specix ID and I also built a dynamic slide show used for the award presentation of the Sydney Business Awards 2009.

Employer: Siren Design (sirendesign.co.uk) **Dates:** May 2008 - Jun 2009
Position: Interactive & web designer/developer

Details:

Working often in conjunction with the print department, my roles were to design and build websites, emailers and teasers. The company specialised in media for property development firms, insurance companies and banks. The interactive department also had clients ranging form eateries, to boutique jewellers and retail outlets.

▼ Skills set**Software Proficiency**

Adobe Photoshop CS4 / Adobe Illustrator CS4 / Adobe Flash CS4 / Dreamweaver CS4 / Microsoft Office

Software Familiarity

Fireworks CS3 / Adobe After Effects 6.5 / Maya 5 / Finalcut Pro 5

Coding Proficiency

Actionscript 3.0 / CSS2 / HTML4

Coding Familiarity

Javascript / Unix shell scripting

▼ Education**Tertiary**

Degree: Bachelor of Fine Arts
Institution: College of Fine Arts (COFA), University of New South Wales
Duration: 1996 – 1998
Major: Photomedia (Analogue / Digital Photography)
Extended: Design Coursework (Design Semina, Design Computing)

Secondary

Level: Higher School Certificate
School: Kirrawee High School
Duration: 1990 – 1995

▼ Referees

Name: Amir Mireskandari
Position: Head of Multimedia Craft
Employer: Leo Burnett Australia
p: +61 [2] 9925-3505
e: amir.mireskandari@leoburnett.com.au
timezone: (GMT – 8 hours)

Name: Peter Kawecki
Position: Designer / Director
Employer: Bapple
p: +61 [0] 419-144-829
e: pete@bapple.com.au
timezone: (GMT – 8 hours)

Name: Richard Bultitude
Position: Senior designer / project manager
Employer: Richard Bultitude Design & Consultancy
p: +44 [0] 79-8959-9867
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