

JAMES BUTTERY

Digital / Media / Print

Specialising in conceptualising, developing and managing creative campaigns across international brands. I'm passionate about providing innovative, creative design both in-house and for clients.

My portfolio can be viewed at www.jamesbuttery.com



Branding & Identity



Campaign Ideation



Design & Development



Digital Marketing



Print Media

Skillsets

Campaign Development	● ● ● ● ● ● ● ● ● ●
Prepress & Finished Art	● ● ● ● ● ● ● ● ● ●
Catalogue Design	● ● ● ● ● ● ● ● ● ●
Content Management Systems	● ● ● ● ● ● ● ● ● ●
Branding & Identity	● ● ● ● ● ● ● ● ● ●
E-Marketing & Reporting	● ● ● ● ● ● ● ● ● ●
Interactive Design (Television)	● ● ● ● ● ● ● ● ● ●
Code & Web Design	● ● ● ● ● ● ● ● ● ●
Product Development	● ● ● ● ● ● ● ● ● ●
Social Media Strategy	● ● ● ● ● ● ● ● ● ●

Background

Global Retail Brands
Lead Designer and Brand Guardian - Melbourne
September 2013 - September 2016 (Freelance October 2016 - Present)

Ideation, creation and implementation of artwork for multiple international brands.

Overseeing the design, development and roll out of all collateral for print, broadcast, digital campaigns and branding and I'm currently expanding my skillset into Marketing and campaign strategy.

I collaborate with Art Directors, Merchandise Managers and the Head of Marketing to manage the creative process end-to-end.

Responsible for ensuring that the branding and story for each campaign is fluid and cohesive across multiple channels, media and platforms.

House
Graphic Designer - Melbourne
May 2010 - September 2013

Creation of artwork and collateral for Australia's Largest Speciality Homewares Retailer.

Working with Product Developers and Art Directors, I built on my skills to keep a cool head in an extremely fast paced environment while producing high quality artwork across digital and print media.

This work was fundamental to changing the House brand, taking it in a direction more consistent with current purchasing trends.

James Moran Furniture & Mini Party People
Graphic Designer & Social Media Manager - Melbourne
June 2013 - Present

As a freelancer for these brands, I am responsible for the complete rebrand and website refresh for both James Moran Furniture and Mini Party People.

Working with both clients to create a website and supporting collateral for responsive websites, social media and print media.

This involves understanding the client's needs as well as their customer base and working one-on-one with the directors of each company to ideate, conceptualise and iterate through the new branding and user experience prior to development.

The Fletcher Construction Company
Junior Graphic Designer - Auckland
August 2008 - March 2010

Professional infographics, large volume document design of tender documents, creative collateral for bid work, and various point of sale material.

Worked on Content Management Systems to streamline the design process and tailor material to particular audiences.

As part of my work, I quickly expanded my ability to communicate clearly and concisely to multiple levels of stakeholders using industry standard design principles.

Education

Crash Course in User Interface Design
UX Design Methodology & Practice - March 2017

Certificates in Web Design
HTML, CSS3 and Dreamweaver CC - March 2015

Certificate in Advanced Print Processes
Bluestar Print Group - June 2014

Content Management Systems Training - May 2013

Large Format Print & Prepress Management
RIP Management - January 2012

Graduate Diploma in Digital Media
Natcoll Design College - August 2008

Diploma in Graphic Design
Natcoll Design College - August 2007

Technical

Adobe Creative Suite
InDesign, Photoshop, Illustrator, Muse, LifeCycle, Acrobat, Bridge, Muse, Dreamweaver

HTML, CSS, Basic JavaScript

UX Design Methodology

Mobile App Development
Android MIT App Inventor

Microsoft Office Suite

Content Management Systems
Lyris HQ, Powerfront, SharePoint

Archival & Barcoding Software
Disktracker, Barcode Producer

SMS Marketing Tools
Oxygen

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