



Lawrence Eastland

Dip Grad

Advertising, Brand Development, Marketing, Graphic Design, Creative Direction

2021

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Personality

Name	Lawrence Eastland
D.O.B	11-06-1971
Born	Australia
Pass ports	EEC and Australian
Location	Byron Bay
Contact	0421 181 018
Linked in	https://www.linkedin.com/in/lawrenceeastland/
Website	http://www.eyedesign.com.au/

I am a highly accomplished and results-driven creative director with over 25 years experience in the field. I'm a passionate developer of hi-end graphic applications for use in Brand Development, Web Development, Advertising, Marketing and design with experience in film, video editing and conceptual development, to full graphic representation of advertising campaigns, corporate identity and integrated social media platforms.

My skills demonstrate a thorough knowledge of the tools needed to produce finished graphics from concept and development through to press quality artwork and fast and liaising directly with suppliers and company divisions.

Key Achievements

- Starting the first legal download company for independent artists in Australia in 2006
- Designed and developed complete CMS for online business using Ruby on Rails
- Creating "Red Heads for Red Heads" and going to Borneo with my mother to help save the orangutans and raising 250k
- Receiving two scholarships into AWARD School
- Designing and creating HAHN ICE
- Designing collateral and working on the 2000 Sydney Olympic bid
- Becoming one of the youngest senior designer/art directors in advertising at Clemenger Sydney by 21
- Reducing SAE Institutes print and production costs by more than 50%
- Successfully supporting SAE Institutes International Brand rollout in over 5 countries
- Making a film with Dave Rastovich called "Life Like Liquid" about Surfing and Music that was sponsored by Billabong

Above the line clients





Skills

- Prod management** - Qualified in all print mediums, both digital and film to press checks.
- Graphic design** - Brand development and integration into both printed and digital collateral
- Art direction** - Art directing for effective advertising for Magazine's, newspaper's, billboard's, bus sides, point of sale, merchandising, photography, web design, UI interfaces for intra net facilities, online campaigns. Content management portal design and facilitation.
- Photography** - People, fashion, nature, packaging, creative, advertising sport & promotional.
- Client service** - Liaising with clients and delivering a higher than expected result.
- Web design** - Full web design ability from functionality specifications and CMS architecture and UI & EDM
- Mobile** - Through knowledge of sms and mobile phone delivery systems and integration for promotion and delivery of content.
- Advertising** - Structured planning, online marketing tools, .
- Illustration** - Solid illustration skills in animation and cartooning.
- Social Networking** - Overall business integration into social media for both PR and driven sales.
- Portal Development** - Design and develop customised collateral banks for national and international company access
- Brand Development** - Create and maintain a companies brand look book and guidelines including disseminate international collateral in line with the brand guidelines and current marketing campaigns to maintain a congruent company voice.

Applications

Illustrator CC
Photoshop CC
InDesign CC
Final Cut Pro
Screen Flow

After Effects
Power point
Media Fork
Quick time
Transmit FTP

Acrobat Pro
Aperture
Garage Band
Audacity
Microsoft Office

Online Facilities

Amazon Web Services (AWS)
Drop Box
Base camp
Mail Chimp
Istock
Shutter stock
Getty Images
Git Hub
Google analytics
Facebook pixel
digital youtube marketing

Weebly
Wix
Word Press
Square Spaces
Skype
Mambo
SEO
Keywords
Image optermisation
Social media intergration
online demographic targeting



Professional Experience

2015 - 2021 - SB8 - SKULLCANDY - SMITH OPTICS - TRAEGER GRILLS

Senior Art Director/Designer

KEY RESPONSIBILITIES

- Web design and development and management of online shop, CMS management, Advertising, marketing collateral, production management and Art Direction from corporate identity and brand development whilst maintaining global brand identity for the asia pacific market for each brand listed above. Regular EDM Creation and management working with brand manager, Social media advertising and marketing design and strategy. *(See next page for more information)*
- Web site <https://www.sb8.com.au/> - <https://www.skullcandy.com.au/>

2017 - 2017 - VIM AND ZEST - BYRON BAY

Senior Art Director

KEY RESPONSIBILITIES

- Web development including CMS management, Advertising, marketing collateral, production management and Art Direction from corporate identity and brand development to film and photographic shoots. EDM Creation and management, Social media advertising and marketing design and strategy.
- Web site <http://www.vimandzest.com/>

2013 - 2016 - SAE INSTITUTE

National Graphic Designer

KEY RESPONSIBILITIES

- Develop creative advertising campaigns with multiple executions, in line with the SAE Marketing and Communications strategies and brand guidelines for Australia and supporting Dubai, Hong kong, India, New Zealand, Singapore, United Kingdom and USA. *(See next page for more information)*
- Web site <https://sae.edu.au/>

2001 - 2019 - EYE DESIGN ADVERTISING - BYRON BAY

Creative Director

KEY RESPONSIBILITIES

- Advertising, marketing, photography, web development, brand management and development, graphic design Production management, client service.
- Web site <http://www.eyedesign.com.au/>

2004 - 2019 - SOUNDFOUNDATION.COM.AU

Founder / CEO

- Founder and Creative Director of one of the first independent music download web sites in Australia, fully licensed by APRA and now selling films and e-books
- web site <http://www.soundfoundation.com>
- Design and develop an interactive mobile market for the involvement and delivery of mobile content. <http://www.soundfoundation.com/mobile/>

2006 - 2007 - COMBUSTION ADVERTISING - BYRON BAY

Senior Designer / Art Director.

- Advertising, marketing, photography, web development, brand management and development, graphic design.
- Web site <http://www.combustionadvertising.com.au/>

2004 - 2005 - BAY FM 99.9 COMMUNITY RADIO - BYRON BAY

Radio Announcer / Assistant Music Director.

- Host live radio show from 6pm - 8pm on Fridays, support and conduct advertising campaigns and voice overs
- Web site <http://www.bayfm.org/>

2000 - 2001 - THE NORTH COAST ADVERTISING AGENCY - LISMORE

Senior Designer / Art Director.

- Advertising, marketing, brand management and development, graphic design.
- Web site <http://www.adagency.com.au/>



Professional Experience

1998 - 2000 - UTOPIA CREATIVE - BYRON BAY

Senior Designer / Art Director.

- Advertising, marketing, photography, brand management and development, graphic design.
- Web site <http://www.utopiacreative.com/>

1995 - 1998 - CLEMENGER BBDO PTY LTD - SYDNEY

Senior Designer / Art Director

- Design and develop all communication assets, both in digital and print formats, for various projects and campaigns
- Clients include : Pepsi Max, Sega world, Hahn ICE, Tooheys, Pizza Hut, Ingham, 2000 Olympic bid, VISA, Arnott's.
- Web site <http://www.clemengerbbdo.com.au/>

1994 - 1995 - ABOUT FACE ADVERTISING - PYRMONT SYDNEY

Production Manager.

- Production management including Press checks
- Job quoting and budgeting
- Stock, ink and specials management

1993 - 1994 - HOLLOWAY AND ASSOCIATES PTY LTD - PYRMONT SYDNEY

Photographer / Assistant

- Photography in traditional film and digital photography.
- Set building in studio and on location
- Lab assistant and camera technician 5x4 and 6x9

1991 - 1993 - STYROX AUSTRALIA PTY LTD - NEWPORT SYDNEY

Graphic designer

- Pre press including bromide camera operation and film production
- Screen printing
- web site <http://www.millsstyrox.com.au/>

1990 - 1991 - ZAP PRODUCTIONS PTY LTD - ARTARMON SYDNEY

Production assistant

- TVC Production, IMC Camera assistant, Paint Box assistant / Runner.
- Blue screen construction and set building.

Education

1997 - 1997 - AWARD SCHOOL - SYDNEY

- Scholarship into AWARD advertising school - graduate.
- Web site <http://www.awardschool.com.au/>

1996 - 1996 - AWARD SCHOOL - SYDNEY

- Scholarship into AWARD advertising school graduate.
- Web site <http://www.awardschool.com.au/>

1989 - 1990 - SCHOOL OF VISUAL ARTS - DARLINGHURST

- Graphic design, marketing and photography diploma. (GRA DIP)

1981 - 1988 - MARIST COLLEGE NORTH SHORE

- Years 4 - 12 Majoring in art.



Current freelance client

SMITH

 **Skullcandy**


TRAEGER

Company : Seabreeze Oz / The Seabreeze Supply Co.

Brands : Smith Optics - Skullcandy - Traeger Grills - SOUNDBOKS

Title : Graphic Designer / Web Developer

Title : Brand custodian / Graphic Designer / Web designer & management

Duration : 2015 - 2021

Location : Byron Bay

KEY RESPONSIBILITIES

- Take a lead role in the development of the art and creative direction for the company in relation to brand building, products, events and special projects.
- Design and develop all communication assets, both in digital and print formats, for various projects and campaigns from concept to finished work.
- Assist in developing of all online advertising, social media, website and EDM content, ensuring it meets the highest of qualities in line with brand DNA.
- Design brand and products Point-Of-Sale assets to assist in the support of merchandising products and company in various retail environments.
- Procure and liaise with various service providers such as printers, photographers, filmmakers and other creative to deliver the best outcomes for the brand and within budget parameters and support the production management and quality control.



Company : SAE Institute
Market : Education
Courses : Audio, Graphic design, Games, Film, Animation
Title : National Graphic Designer
Duration : 2013 - 2016
Location : Byron Bay

KEY RESPONSIBILITIES

- Develop creative advertising campaigns with multiple executions, in line with the SAE Marketing and Communications strategies and brand guidelines for Australia and supporting Dubai, Hong Kong, India, New Zealand, Singapore, United Kingdom and USA.
- Produce engaging, relevant, accurate and consistent print and online designs in the company voice;
- Design and publish print materials required for SAE marketing – including but not limited to: advertising to appear in 3rd party publications, prospectus, brochures, stationery, flyers, banners, posters, outdoor billboards, reports, certificates, newsletters;
- Build a useful asset bank of images and rich media to ensure our Creative Media focus is reflected in our advertising materials; and Use the required systems and processes to ensure all work can be managed in a timely manner.
- Take responsibility for all pre-press activities to ensure that files provided to printers and publishers are complete and quality-optimised.
- Develop and implement design materials to be used in internal and external strategies;
- Source, graphic images and other rich media including video, audio, animation clips including portfolio materials and photographs from SAE campuses, external sources and create images and other rich media where required;
- Work with the National Marketing Communications Manager, National Marketing Officer and National Marketing Director and the local Campus Marketing Officers to produce accompanying graphic materials for promotional items as necessary;
- Successfully conduct and develop marketing and promotional activities to improve the profile of and revenue for the Institute.

INTERNATIONAL SUPPORT

Liaise between some of International divisions to roll out our new branding.

These countries include, New Zealand, Singapore: Hong Kong: UK: USA and Dubai. My role in this was to hold their hands in the new brand rollout and make sure they were all able to stick within the brand guidelines that were set out. I assisted as well by supporting to develop new advertising campaigns using their imagery which would be more appealing to their specific target audience and demographic.



testimonials

ALICE AYLING

Marketing Officer at SAE Institute

"Lawrence is a highly passionate individual, with great attention to detail and dedication to the task at hand. During our time working together, he has developed some truly innovative and stunning creative, and encourages collaboration. He is also fun to be around - his positive and upbeat demeanor is infectious."

Philip Poole

Problem Solver at SAE New Zealand

"I have worked with Lawrence for nearly a year on re branding and localisation projects for SAE New Zealand. I have found him to be both a pleasure to work with and an invaluable asset in enabling challenging objectives to be met.

The design work Lawrence has produced is consistently of the highest quality, with excellent attention to detail and to the specifications of the design briefs. He has approached each task in an organised, enthusiastic, and efficient manner, often resulting in tasks being completed ahead of schedule.

In addition to his ability to work independently, Lawrence has demonstrated an outstanding team spirit and has been willing to provide assistance both to myself and others; including taking the time to explain and demonstrate techniques. He has listened to my ideas and suggestions and worked with me to ensure that they fit well within the overall brand strategies and guidelines. Lawrence has my highest recommendations and best wishes for his future endeavours"

Monique Emilio

Directional Life Coaching Services

I have engaged in Lawrence's expertise within 3 different business concepts. Software, Marketing & Hospitality. This has implemented his skills within networking, creative web design, and just wonderful connection and mutual creation... He has been a shining star every time and has proven to be worth every dollar!.... Thanks Lawrence.

Jeff McLeod

Business Marketing Development

Lawrence is a creative force and I highly recommend him as a person of high integrity ,great people skills and will always deliver above and beyond the client's expectations.

Mel Wilkinson

Head Of Sales - Yatango

Lawrence is a true visionary, creative, innovative with an eye for design. He is also an ideas man and an entrepreneur which makes him rare. Having known him for 25 years I have seen his passion for ideas come to life! and would also count him as one of my true friends. Sound foundation is a superb culmination of years of experience and testament to his ability to create.

For more testimonials visit linked in - <https://www.linkedin.com/in/lawrenceeastland>



references

Greg Buckman - Manager Information Services

ON-Q Human Resources

In my 20 years of corporate experience (Clemenger BBDO, CBA, Westpac, HSBC, ON-Q) Lawrence Eastland is the most outstanding visual design professional with whom I have had the pleasure of working. His love of both traditional and new media, understanding of socio-economic trends and ability to "grasp the brief" (honed through many years experience in advertising) combined with what might best be described as "high-energy, switched-on entrepreneurial altruism." The world needs more Lawrence Eastlands.

0419 925 255

Leigh Cail | CEO

Radiate Films

"As a long time associate of Lawrence Eastland, I am writing to say that I consider his work to be fresh, inspired and extremely professional. Our 8 year association has brought about many inspired ideas, designs and professional applications. I find him to be honest, fair and that he operates with the utmost integrity. He is easy to work with and always responds promptly.

0408 008 376

Mira Eady | Media Manager

Wicked Weasel

"Lawrence is an outstanding individual with remarkable creative talents. His design skills are of first-class quality, always demonstrating individuality and class. Having known and worked with Lawrence for many years, I believe him to be a deep thinker with a wealth of extraordinary ideas. I have no doubt he will succeed in all he aims to achieve."

www.wickedweasel.com - 0407 747 628

Andrew Crockett

Switch-Foot

"I have worked with Lawrence Eastland on several independent projects, including designing packaging for cd's and dvd's, designing booklets for cd's and dvd's and most recently the layout of a 368 page coffee table book and a non fiction trade paperback. Lawrence is an extremely fast worker and highly skilled on the computer, more so than any other designer I have worked with, his speed and flexibility are outstanding. Be it a website design, a cd package or an entire book Lawrence has the skill and talent for any design application."

www.switch-foot.com - 0404 324 955

Brett Munro | Owner

Munroe Surfboards

"I have engaged Lawrence to create promotional material for my marketing campaigns for my business over the last 12 years. He is a true professional, fun to work with and has never failed to deliver a quality product."

www.munrosurfboards.com.au - 6685 6211