

# JAMES BUTTERY

Digital / Media / Print

Specialising in conceptualising, managing and developing creative work across international brands. I'm passionate about creating strong, simple, functional design.

My portfolio can be viewed at [www.jamesbuttery.com](http://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 - Wellington & Melbourne  
January 2017 - Present

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

Overseeing the design, development and roll out of collateral for print, digital campaigns and branding. On a daily basis I collaborate with Art Directors, Merchandise Managers and the Head of Marketing to manage the creative process end-to-end across multiple brands.

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 2013 - December 2016

Creation and maintenance 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 trends.

### The Fletcher Construction Company

Junior Graphic Designer - Auckland  
August 2009 - March 2012

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

Maintenance and updating of Content Management Systems to streamline the design process and tailor material to particular audiences.

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

### Ongoing Freelance Design

Graphic Designer & Social Media Manager  
June 2017 - Present

Over the years I have built up a network of clients that I consistently do freelance work for, this is a combination of passion work for friends, and businesses across Australia and New Zealand including local councils, garden centres, property styling agencies, tenancy agencies. I have also built up a solid reputation and come a Preferred Freelancer on [freelancer.com](http://freelancer.com).

Creating freelance work allows to keep my designs flexible and eyes open to solving new design challenges for a variety of client types and needs.

## EDUCATION

Graduate Diploma in Digital Media  
Natcoll Design College

Diploma in Graphic Design  
Natcoll Design College

Certificates in Web Design  
HTML, CSS3 and Dreamweaver CC

Certificate in Advanced Print Processes  
Bluestar Print Group

Training in Large Format Print Management & Prepress  
RIP Management

Content Management Systems Training

## TECHNICAL

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

Web  
Wordpress (Basic), Squarespace

HTML, CSS, Basic JavaScript

Mobile App Development  
Android MIT App Inventor

Microsoft Office Suite

Content Management Systems  
Powerfront, SharePoint, Lastyard

Archival & Barcoding Software  
Disktracker, Barcode Producer

SMS Marketing Tools  
Oxygen

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