

Dani Hunt

CREATIVE DIRECTOR + DESIGNER

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Sydney + London

freedomtobe.net.au



Education

BACHELOR OF DESIGN (GRAPHIC DESIGN)

SYDNEY GRAPHICS COLLEGE

SYDNEY, AUSTRALIA | FEB 2002 – DEC 2014

Talents

- Creative Director + Designer
- Brand Strategist + Marketer
- Brand Guardian + Consistency Queen
- Tech head + Innovator
- Outcome Oriented Obsessed Commercially Minded Creative
- Project Manager + Task Master
- Curious World Traveller + Explorer
- Team Player + Cocktail Drinker
- Positive Viber + Dancefloor Maniac

Projects

CREATIVE LEAD - CANNES LIONS FESTIVALS

TEADS

CANNES, FRANCE | 2014 – 2019

Proud to have managed, designed and produced event branding and marketing comms for 5 successful years. The Teads yacht and cabana hosting over 300 plus meeting, daily content sessions, nightly parties, and workshops over a week. I worked directly with an external event agency 23 Layers and the phenomenal EU Teads Marketing Team leads to produce the highest quality event.

CREATIVE LEAD - DMEXCO FESTIVALS

TEADS

KLON, GERMANY | 2014 – 2019

Teads partnered with a brand architecture agency ATE in recent years to produce the WOW factor and execute the ambitious results they wanted. I was the creative lead and artworked the exhibition stand for Teads for 6 years. I was tasked with creating a premium branded experience that met the business objectives for the time, and created an environment clients and staff could do business. Teads year after year challenged expectations and produced innovative ways for new and existing clients to interact with the products and technology.

Tools

- Adobe Suite (InDesign, Illustrator, Photoshop, Professional Acrobat and Lightroom)
- Microsoft Office (Powerpoint and Word)
- SplashThat Event Software
- Ceros
- HubSpot CMS
- Squarespace and Wordpress
- Asana

CURRENT UPSKILLING:

Plann, After Effects

Experience

GLOBAL CREATIVE DIRECTOR, MARKETING

TEADS

LONDON, UK | DEC 2012 – MAR 2020

I was the global brand guardian and creative team leader. Under direction of the CMO & leadership, worked with global marketing and design teams to execute marketing and brand activations that drove results and understanding, within a range of budgets. Ensuring the success of numerous initiatives, stands, events, research and campaigns across all markets globally within the media and advertising industry.

My role as a lead creative thinker, wore many hats and adapted the brand to the fast moving industry during my 7 years at Teads. Creating impactful & memorable brand experiences was at its core. Connecting good strategy and good creativity, with a splash of innovation in order to see the best ROI.

teads.com

SENIOR FREELANCE DESIGNER / CREATIVE ARTWORKER / POWERPOINT SPECIALIST

VARIOUS

LONDON, UK | OCT 2012 – NOV 2013

Various contracts as a graphic designer, powerpoint expert and presentation designer, creative artwork and illustrator in a range of industries including start-ups, ad and web/interactive development agencies, fashion, entertainment and consumer products for short and long term projects.

MID/SENIOR DESIGNER

L&L DESIGN AND PRODUCTION

SYDNEY, AUSTRALIA | MAR 2007 – OCT 2012

My role evolved from a junior to mid-weight/senior designer over 6 years. Working closely with the creative director, senior designers and production team to implement perfection, as well as confidently take projects from concept to final production and proofing.

I explored a wide variety of design disciplines including brochures, annual reports (print and online), corporate identities, campaigns, resource kits, flyers, posters, interactive and editable pdfs, advertising, packaging, illustration, signage, environmental and event displays, Microsoft office templates, email newsletters, invitations and web design.

l-design.com.au

GRAPHIC / WEB DESIGNER

SUPRE

SYDNEY, AUSTRALIA | SEPT 2005 – JAN 2007

My role was to maintain and design content for the SUPRÉ website. A commercially focused design role and online marketing role. A fast moving youth fashion brand with new daily products and sales to visualise, advertise and share.

During my time at SUPRÉ I developed and designed a new SUPRÉ website, however this has now been replaced. I worked with an external IT team to execute.

supre.com.au

Skills

- Brand development and guidelines
- Brand implementation and maintenance
- Creative direction, execution and graphic design
- Corporate branding
- Marketing
- Product marketing
- Social media marketing and advertising strategies
- Concept development
- Campaign development
- Project management
- Strategic brainstorming
- Advertising design (print and online)
- Illustration, technical drawing and mapping
- Environmental graphics and exhibition stand design
- Finished art and artworking
- Retouching
- Product design
- Microsoft templates
- Powerpoint presentations and templates
- Creative pitch presentation support
- Web layout design
- HTML and Online mailouts
- Basic CSS
- Wordpress and squarespace template adaptations