



Drawing is the first step to great ideas and thoughtful design, and in this age of digital dependency it becomes a great way to break out of pixel pushing. I've been working in the design and advertising arena for 13 years. From branding to hand-coding websites, my skill set is well rounded. I love the challenge of an obtuse brief, as well as showing my clients the potential of their business through well thought out solutions.

Hello I'm

Imogen Greenfield

Education

B.Des. AUT, Auckland, New Zealand 1998

Attributes

leadership, teamwork, commitment, loyalty, organization, humour

Proficient in

**Adobe InDesign, Adobe Illustrator, Adobe Photoshop,
Adobe Dreamweaver, html/css/jquery hacking, Wordpress**

Downtime

guitar, painting, illustrating, yoga, swimming, dreaming, reading

Experience

Publiceye Advertising and Design - Senior Designer/Creative

2006 -

Since joining in 2006 my position at Publiceye has evolved from intermediate designer to a fully integral part of the clockwork of Publiceye. From managing clients to making coffee. I have built up the trust and confidence of all the clients I have worked with. I have an outstanding relationship with suppliers and enjoy the position of a seasoned player on the studio team. From mentoring junior members and working beside some great talent, Publiceye has been the stepping stone to pushing me forward in my career.

Avantgarde GmbH, Munich - Contract graphic designer

07.2005 - 02.2006

Successfully delivered promotional material (concept to pre-press) for clients including Audi and Microsoft. Worked to tight deadlines and provided on-call support at busy times for events projects.

Niemi Productions, Munich - Illustrator

2004 - 2005

Illustrated and designed children's story book "Polpy - Der kleine Tintenfisch" by Patricia Niemi Mestanza.

Dignum GmbH, Munich D - Freelance design work

05.2004 - 06.2004

Designed and developed corporate website's new "client only" area.

Archaeus Quartet, London - Freelance design work

09.2003 - 01.2004

Designed, developed and currently maintain Archaeus Quartet's first online presence enabling for more widespread publicity.

Softcon AG, Munich - Freelance design work

09.2003 - 10.2003

Translated and formatted German website into English enabling an international presence.

Dignum GmbH, Munich - Freelance design work

04.2003 - 05.2003

Designed and developed Dignum's first online presence to attract broader market in Europe.

Softcon IT GmbH, Munich - Freelance design work

02.2003 - 03.2003

Designed and developed website for strongly technical company in order to attract broader interest.

Archaeus Quartet, London - Freelance design work 10.2002 - 11.2002
Designed and printed Archaeus Quartet's logo, stationery and personal business cards.

Pogo Technology Ltd, London - Senior GUI designer /Graphic designer 04.2001 - 09.2002
Directed design for PDA interface (Flash based) creating innovative user-friendly product. Actively collaborated with technical team to ensure seamless production of product. Specialised in iconography to create a revitalised set of icons for interface. Designed all promotional material ensuring brand consistency.

Rekreation Ltd, London - Graphic designer 04.2000 - 04.2001
Successfully took over directing design of annual reports, corporate id and promotional pieces, bringing in a fresh new style. Promoted, designed and developed web presence for existing clients.

Theis & Khan Architects, London - Freelance design work 10.2000 - 11.2000
Designed and printed new address and invitation cards.

(Generator) Bates, Auckland NZ - Graphic designer 03.1998 - 12.1999
Designed/laid-out P.O.S. material (brochures, catalogues, magazine ads, press ads, posters and billboards)
Clients included Schwarzkopf, Chanel, Fuji Film, Avis, Auckland University, Auckland Art Gallery, Arnott's, NZ Beef & Lamb, TAB (NZ) and Nokia. Received intense training in conceptual and pre-production stages, elevating responsibilities in later projects.

Family Planning Association, Auckland - Graphic designer 1999
Co-directed photography, design and production of Family Planning Association information booklet, first teenage-targeted information booklet in New Zealand.

Education

Auckland University of Technology 1995 - 1998
Bachelor of Graphic Design Graduated May 1998 with AA.

Auckland University of Technology 1994
Certificate of Art and Design Graduated end of 1994.

Island School, Hong Kong 1993
British A-levels Art, Music, French, Statistics