



I have been working in graphic design and advertising for many years. I am an illustrator and a web developer as well as a graphic designer. I love the challenge of an obtuse brief and demonstrating its potential through well thought out strategies and solid conceptual ideas. I love working with a team and believe that the best outcomes are brought about through strong collaborations.

Hello I'm

Imogen Greenfield

D.O.B.

30/12/74

Residence

Auckland, New Zealand

Education

B.Des. AUT, Auckland, New Zealand 1998

Attributes

creativity, leadership, teamwork, commitment, loyalty, organization

Proficient in

Adobe Creative Cloud
Wordpress, html/css/jquery/mysql hacking

Downtime

music, painting, illustrating, yoga, swimming, dreaming, reading

Experience

Te Kāhui Whaihanga | New Zealand Institute of Architects

2019–

Manager, Design and Creative

This is an in-house creative management role. I support the NZIA's head office, producing marketing and communication collateral for the institutes events and awards as well as designing for in-house publications. I spent the initial months creating an updated identity to reflect and incorporate the recent gift of their Te Reo Māori name following Te Kawenata o Rata with Ngā Aho, the society of Māori design professionals. I have also recently created an identity for the community for graduates and emerging practitioners.

Auckland Art Gallery Toi o Tāmaki

2015–19

Senior Designer

I provided in-house expert creative support to all areas of the Gallery including marketing, exhibitions, curatorial, publishing, programming & events, education and advancement. I worked collaboratively on concepts for exhibitions with artists and curators. I prioritised and produced work to tight deadlines, while managing multiple projects. I worked within and at other times beyond the existing Gallery brand standards to produce creative solutions. My responsibilities also included management of print and production as well as the management of all external contractors related to gallery design projects. I managed the junior designer position, as well as mentoring a number of interns.

Publiceye Advertising and Design

2006–15

Senior Designer/Creative

My position at Publiceye evolved from intermediate designer to a fully integral part of Publiceye Advertising's business as a senior creative. I built up the trust and confidence of all the clients I worked with and held an outstanding relationship with suppliers while also enjoying the position of a seasoned player in the studio. I mentored junior members and worked beside some great talent. Publiceye was the stepping stone to propel me forward in my creative career.

Avantgarde GmbH, Munich D

2005–2006

Contract graphic designer

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 D

2004–2005

Contract graphic designer / Illustrator

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

Dignum GmbH, Munich D

2004–2004

Contract graphic designer / Web developer

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

Archaeus Quartet, London UK Contract graphic designer / Web developer Initial branding in 2003 with a brand refresh in 2017. Design and developement of current online presence.	2003–
Pogo Technology Ltd, London UK Senior GUI designer / Graphic designer Design direction 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.	04/2001–09/2002
Rekreation Ltd, London UK Graphic designer Successfully took over design direction of annual reports, corporate id and promotional pieces, bringing in a fresh new style. Promoted, designed and developed web presence for existing clients.	04/2000–04/2001
(Generator) Bates, Auckland NZ Junior graphic designer 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.	03/1998–12/1999
Family Planning Association, NZ Contract graphic designer Co-directed photography, design and production of Family Planning Association information booklet, first teenage-targeted information booklet on family planning in New Zealand.	1999

Education

Auckland University of Technology Introduction to Conversational Māori MAOR500/54	2019
Auckland University of Technology Bachelor of Graphic Design	1995–1998 Graduated May 1998 with AA.
Auckland University of Technology Certificate of Art and Design	1994 Graduated end of 1994.
Island School, Hong Kong British A-levels	1993 Art, Music, French, Statistics

Design awards

MAPDA Awards Highly Commended – Exhibition Branding (Level A) – The Corsini Collection, A Window on Renaissance Florence	2018
IDCS Awards L.A. Winner – Best Temporary Exhibition Communication - Auckland Art Gallery for <i>Body Laid Bare</i> exhibition	2017
Best Awards , NZ Finalist – In collaboration with Special Group Auckland - Art Gallery <i>Body Laid Bare</i> exhibition campaign identity	2017
Pan Print calendar design award, NZ Winner	1996
Montana book awards, NZ Finalist	1996