

# BEN AKHURST DESIGN

## RESUME

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## Profile

A relationship builder at heart and energetic problem solver with an eye for detail. I deliver creative and engaging communications across the full spectrum of print, outdoor, motion and digital platforms. I offer artistically driven design

solutions, thoughtful communications and a propensity for efficient workflow. My portfolio showcases an experienced and diverse skill set, an ability to learn, adapt and show a willingness to take on new challenges and technologies.

## Employment

### **JAN 2021 > PRESENT**

**Manager Creative Services & Communications, NSW Ambulance:** Lead and Manage a team of creative, comms and IT professionals covering internal/public facing communications.

### **AUG 2019 > JAN 2021**

**Advisor Creative Services and Brand, NSW Ambulance:** Creative lead of all designed brand collateral covering print, outdoor, digital, social, events and more.

### **MAR 2019 > AUG 2019**

**Freelance Designer:** Motion graphics, print and digital design.

### **OCT 2016 > MAR 2019**

**Senior Designer, Fresco Creative:** A boutique full service, problem-solving, brand management and design agency studio.

### **NOV 2002 > OCT 2016**

**Senior Designer, The Intermedia Group:** B2B magazine publishing, event management and technology business company.

### **2001 > 02**

**Freelance Designer:** B2B magazine titles, illustration, logo design, events and signage

### **1999 > 01**

**Junior Designer, The Custom Media Group:** Advertising, magazines, illustration

## Achievements

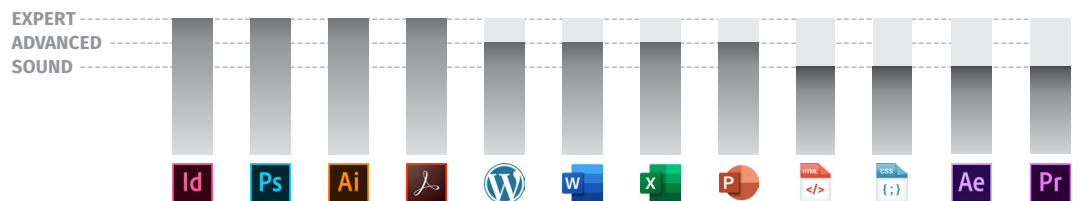
**Brand management:** Creative lead of NSW Ambulance re-branding and roll out. Covering all internal and external communications channels. Print, digital, social, outdoor and events. Resulting in up to 60 per cent increased engagement to internal audience.

**Workflow:** I introduced production workflow systems that have increased productivity by 50-60 percent for The Intermedia Group.

**Awards:** In 2012 I was runner up for B2B Designer of the Year, and a finalist in B2B Cover of the Year for Hotel Management magazine at Publishers Australia's 2012 Excellence Awards.

**Database publishing:** I was responsible for implementing an 80-90 per cent production increase by automating The Intermedia Group's directories and creating a new source of advertising revenue.

## Technical Skills



## Education

### **2019 :: AFTER EFFECTS CC ESSENTIAL TRAINING**

Video editing and special effects.

### **2019 :: DESIGNING & PROTOTYPING WITH ADOBE XD**

Creative website and app development.

### **2011 :: DYNAMIC WEB TRAINING**

HTML and CSS using Dreamweaver and EDM design best practise.

### **2007 :: AWARD SCHOOL**

Australasian Writers & Art Directors Association.

### **1999 :: THE COMPUTER GRAPHICS COLLEGE**

Certificate of Desktop Publishing.

### **1992 :: ULTIMO TAFE**

Certificate in Visual Merchandising.

### **1991 :: MEADOWBANK TAFE**

Certificate in Fine Art.

## Interests



Motorcycles



Art



Keeping fit



Live music



Travel



History