

## EDUCATION

2012  
MA Visual Communication,  
Royal College of Art, London.

2009  
Basics in Design and Typography,  
a design course conducted by the  
Basel School of Design and Wolfgang  
Weingart, as an extension of the  
"Vorkurs" programme, Basel.

2007  
Bachelor of Graphic Design, Auckland  
University of Technology, Auckland.

2006  
Advanced Graphic Design Course,  
Central St. Martins, London.

2002  
Diploma of Product Design, PUC  
University, Rio de Janeiro.

## WORK EXPERIENCE

2011 – present  
Independent Art Director, London,  
New York & Sydney

Clients Included: Spring Creative  
London and New York, Construct  
London, Royal College of Art,  
GSM&J, Visual Communication and  
Design Interactions departments,  
American Hardwood Export Council,  
Sustainable Hackney, New Economics  
Foundation.

2014  
House of Chalk, Sydney  
Co-founder, creative director

2008 – 2011  
We Love, Auckland,  
Melbourne & London  
Co-founder, creative director

Clients included: Strategic Partners,  
Sony Music UK, New Zealand  
Design Institute, Semi-Permanent  
Conference, Amnesty International,  
New Zealand Music Awards, New  
Zealand Wool and The Royal New  
Zealand Blind Foundation.

2007 – 2008  
DNA Design, Auckland  
Designer

Clients included: Bank of New  
Zealand, Telecom New Zealand,  
Firestone, ANZ, Trilogy,  
Visa, NZ Post.

2006 – 2007  
Brave New World, Auckland  
Junior designer

## PUBLICATIONS

2014  
*Target 2014 Summer Campaign*,  
American Vogue.

*Target 2014 Spring Campaign*,  
American Vogue, L.A. Live  
projections & national American  
television broadcasts.

*Alternative Currencies*, Uncube  
Magazine, Urban Commons Issue.

*Alternative Currencies*, *Make\_Shift*  
City book, Urban Drift, published  
by Jovis.

2013  
*The Notes May be Fabricated*, article  
published on *A Rate of Exchange*, part  
of *Ways of Working* book series by  
the Wysing Arts Centre.

*Re-stock Exchange*, article published  
on *A Rate of Exchange*, part of *Ways*  
of *Working* book series by the Wysing  
Arts Centre.

2012  
*The Notes May be Fabricated*, article  
published by Eye Magazine blog.

2011  
*Graphic Design History: Reshuffled*,  
Eye Magazine Blog.

*Boss on Demand*, Monocle Magazine,  
issue 44, volume 05, June-July 2011.

2010  
Interviews with Experimental Jetset  
& Ed Benguiat for Cheese on Toast,  
New Zealand.

Best Design Awards Compendium,  
Designers Institute of New Zealand.

Urbis magazine, Issue 55, Page  
30–31, New Zealand.

Threaded magazine, Issue 8, *Design*  
*in Crisis*, Page 20–25, New Zealand.

2009  
Threaded magazine, Issue 6, Method  
in the Madness Edition, Page 10–15,  
New Zealand.

ProDesign magazine, Issue 97,  
New Zealand.

Best Design Awards Compendium,  
Designers Institute of New Zealand.

## AWARDS

2011 – 2008  
13 times winner – small scale  
identity, interactive design, graphic  
design arts, visual communication,  
self-promotion and student  
categories. Best Design Awards,  
Designers Institute of New Zealand.

## EXHIBITIONS

2012  
*Out of the Woods*, Victoria & Albert  
Museum, London.

*Re-Stock Exchange & Eye Test 2*, as  
part of the Visual Communication  
SHOW, Royal College of Art London.

*Time Shop Milan*, as part of the  
Paradise exhibition, at the Salone  
Internazionale  
del Mobile, Milan.

*Sunday High Trade*, as part of *The*  
*House Show*, Lever Street, London.

2011  
*Graphic Design History: Reshuffled*, as  
part of the Graphic Design History in  
the Making Conference at St. Brides  
Library, London.

*Graphic Design History: Reshuffled*,  
Hockney Gallery, London.

*Time Shop & Eye Test 1*, as part of the  
*Work in Progress Show*, Royal College  
of Art, London.

*Time Shop*, as part of the *Falling*  
*Short* exhibition, Her House Gallery,  
London.

*Boss on Demand*, Innovation RCA,  
Royal College of Art, London.

*Boss on Demand*, *Beyond the Screen*,  
12 Star Gallery, London.

2010  
Design in Crisis exhibition, Designers  
Institute of New Zealand.

2009  
Design in Crisis exhibition, November  
2009, New Zealand.

Best Design Awards Exhibition,  
New Zealand.

## TEACHING/LECTURES

2013  
Lecturer, The Future of Money  
workshop, Royal College of Art.

Speaker, Hackney Pounds lecture,  
London College of Communication.

2012  
Speaker, What if Artist Redesigned  
Economics lecture, Royal College  
of Art.

2012  
Speaker, Hackney Pounds lecture,  
London Hub Club.

2010  
Professional Practice Master Class,  
Auckland University of Technology.

2008  
Guest Lecturer at Auckland University  
of Technology.