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ALEX ARDINO

Motion Designer & Editor

Bio:

I'm a Sydney based motion designer currently looking for full time work, offering skills in motion graphics, video editing and graphic design. I was recently freelancing at Akcelo agency working on the TikTok campaign "Summer Starts on TikTok" and now currently at Orchard agency. As a designer I implement a clean, original and modern graphic approach for timeless and distinct brand in a contemporary market space. With experience in broadcast and advertising, I'm comfortable working in different phases of a video project and I'm fluent in Cinema 4D, After Effects and Premiere pro. Committed to constantly learning I have undertaken two 3-month motion graphics courses with the School of Motion in 2020 and I completed AWARD School in 2019 to develop skills in art direction.

Primary Design Experience:

Dec 2019 - Current | Lifespan Financial Planning | Branding & Design | Freelance

I was engaged by Lifespan (mid-tier financial advisory company) to refresh their master brand and marketing collateral. Additionally I was asked to create new branding guidelines for their sub brand Lifespan Partnership and elaborate the new branding elements into various advertisements and print and digital collateral. I have also created a set of 30+ icons for both Lifespan Financial Planning and Lifespan Partnership to go with their new refreshed look respectively.

July 2019 - Current | Chimi Bang Bang Chimichurri | Branding & Packaging | Freelance

I have created a new brand for an authentically Argentinian, Australian made chimichurri sauce and marinade due to hit the shelves later this year. The brand personality portrays traditional values with a modern twist. After completing the logo and style guide I've created various collateral including the label design, business cards, stickers and mockups.

Jan 2019 - April 2020 | Red Bull | Motion Graphics & Art Direction | Freelance

For the past year I've been creating various bespoke digital screen animations for Red Bull to be displayed in prominent venues across Sydney. Each of these animations had to be designed specifically to the look/feel, branding guidelines and demographic of each respective venue. I am given creative control of these animations and see them through from start to finish myself, including concept development, asset creation and creation of unique 3D typography and graphic elements.

June 2019 - April 2020 | Solotel / Opera Bar | Motion Graphics & Branding | Freelance

I've worked on a range of design collateral and video work for Opera Bar. One of the highlights included rebranding their "Live Music Daily" program to comfortably sit within their master brand, and created an animation which displays their set times of local artists on Instagram as well as their digital screens inside the venue which is updated weekly.

Nov 2018 - June 2019 | Chimney Group Sydney | Lead Motion Designer & Editor | Full Time

During my time at Chimney Group Sydney I have lead the graphics department working on a range of different video projects for high end clients, pitches and treatments for new work as well as creating internal content for marketing such as case study videos and various presentation documents. When our Sydney office joined with Singapore I was happy to do the edit for our APAC combined showreel. Some of the highlights as Chimney Group Sydney include:

Brand Video for International SOS

Explainer Video for the Cluey start up company (online tutoring platform)

Rolling out a 6 month content package for Supabarn with weekly brand awareness videos

April 2017 - October 2018 | DK Advertising | Lead Motion Designer & Editor | Full Time

During my time at DK Advertising I have worked on a range of different videos including commercials (broadcast and online), brand videos, tutorial videos, induction videos, documentary style videos, Interviews, explanation videos and various 2D animations for known brands such as Toshiba, Best Western Hotels, ATAS, OzCar, Brydens Lawyers, Timezone, BlueInc, Greenstone, AMG Mercedes Benz and more. As DK is a small agency, my work is very multi-disciplinary allowing me to see a project right through to completion, and involves motion graphics, video editing, 2D animation, colour grading, video effects, script writing, storyboard development, as well as audio for video including sound effects, track selection, liaising with sound engineers. I also take on graphic design tasks for print and digital as well as branding. As the lead motion designer and editor at DK I have learned to be very time efficient, proactive and resourceful. Some of the highlights include:

Working on a series of 7 documentary style service videos for Toshiba

Working on a series of 12 animated instore videos for Timezone

Working on a series of 6 animated tutorial videos for Best Western Hotels Rewards program

May - November 2016 | SBS | Motion Graphics Designer | Freelance (Full time hours)

At SBS I worked on numerous promos, shows and campaigns for all the SBS brands including SBS, SBS 2, Food Network, NITV, World Movies and On Demand across both on-air and online platforms. I also worked at SBS World News, creating animations and graphics as required daily which appeared on-air. My role also included creating, updating and implementing various broadcast templates for graphic elements such as lineups, end boards, credit squeezes, production boards, on-air bugs and more across the 4 SBS channels. I also created a social media graphics package (in After Effects using expressions) with style guide for SBS World News, which was a simple and self explanatory template to be used by reporters when uploading videos online. Other projects and campaigns I worked on included Roots, For The Love of Meat, Versailles, Hyundai A-League, and English Premier League Graphics. I also created and animated a logo for an interstitial program on the Food Network as well as SBS2 brand bumpers.

Past Design Experience:

Mar 2015 - Jun 2015 | Clovelly Hotel Rebrand | Graphic Designer | Contract

As the lead in-house graphic designer, I was responsible for the concept and development of a complete re-brand of the Clovelly Hotel while under the Iris Group. After extensive research, I handcrafted the new logo with supporting style guide. In addition I created various print and digital collateral including menus, menu display boards, poster art for various events and promotions, table talkers, social media graphics, digital imagery and outdoor rooftop banner.

Feb 2016 - April 2017 | LJ Hooker | Motion Graphics | Contract Work

Working with a freelance cinematographer, I created all motion graphics for LJ Hooker Padstow's Monthly Property Investment Report videos in accordance with LJ Hooker branding.

Sep 2016 - Feb 2017 | Win Win Personal Training | Direct/Shoot/Graphics | Contract Work

I created a promotional video for a personal training company which involved everything from script writing, direction, shooting, editing, motion graphics and liaising with a sound designer.

Jun 2015 - May 2016 / Jun - Dec 2014 | iRock Entertainment | Graphic Designer | Freelance

Rebranding and logo design, website, digital collateral, social media, poster art, brochures.

May 2014 - Nov 2014 | Studio Persona | Graphic Designer | Internship

Design of a 74 page User Manual for the Mercury Cafe Racer including technical drawings.

Background:

Having undergone a career change from Civil Engineering to Motion and Graphic Design, with experience in Hospitality, Events Management and Tourism as well, I'm a designer with a multi-disciplined, creative outlook and a passion for networking. Being an engineer turn designer, understanding the 3D space and problem solving comes naturally to me, I'm also naturally analytical and systematic about my work while paying great attention to detail. After traveling extensively abroad, I have an open minded attitude and a social, tolerant nature. I love a challenge, exploring new ideas and being part of a team. I'm looking to surround myself with positive, driven, like minded people in an inspiring, encouraging work environment in the next leg of my creative journey.

Education:

2020: The School Of Motion

Cinema 4D Basecamp
Animation Bootcamp

2019: AWARD School

2012 - 2014:

Design Centre Enmore

Adv. Dip. | Dip. | Cert. 4

Graphic Design

& Communication

Award: "Best Editing"

-TafeClips 2013

2002 - 2005:

The University of Sydney

B.E | Project Engineering
and Management (Civil)

1996 - 2001

Fort Street High School

Services:

3d & 2d Animation

Motion Graphics

Video Editing

Art Direction

Branding & Logo Design

Digital Design

Print & Packaging

Infographics

Typographic Solutions

References:

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