

Alexander Lach-Newinsky
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Professional Experience

2017 - Current

FREELANCE DESIGNER

I currently work with a range of clients to develop projects from initial concept to final production. I work across the full spectrum of design including branding, digital design, print, apparel design and illustration.

2014 - 2017

AMBION

As the Art Director at Ambion I was responsible for all creative on new projects and further development of ongoing large scale digital projects. I worked on a wide variety of digital projects, encompassing initial scoping, writing proposals of work, wire frame and UX design, concept design and finished creative optimised for web. I worked for clients including, MTBA, McDonalds, Bosch, AGL, Boost Mobile, NRMA, Duracell and Lindt Chocolate.

2012 - 2014

APRIL77 CREATIVE

My role included branding and logo design, UX/UI design for digital applications, typesetting of annual reports and poster design for various corporate and music industry clients including Dixon Advisory, Organic Response, Hilltop Hoods and Golden Era Records.

2010 - 2012

CONCEP GLOBAL

As the lead designer in the Australian office, I was responsible for art direction, wire framing and UI/UX design of digital output for various large corporate clients including CBA, BT Financial and NAB. I also worked on the design of in-house workflow digital applications.

2010

MARK GOWING DESIGN

I worked with Mark Gowing on a number of projects including digital work for Hopscotch films, the AGDA poster annual and UNSW Publishing.

ACIDGREEN

I was contracted for a six month period as the senior designer. I worked on various digital projects, designing from wire frame to final artwork and liaising with the developers during project builds.

2007 - 2009

THE WEBSHOWROOM

I was responsible for the entire creative design process including meeting with clients, copy writing, wire frame design, graphic design and building the design onto a custom in-house CMS platform.

2007

WISHART DESIGN

I was the design intern for three months, during which time I was able to work on numerous projects including: Indesign magazine, Habitus, Westfield Shopping environmental graphics and Dinosaur Designs packaging projects.

SAATCHI & SAATCHI

I was offered work experience after completing a Diploma of Graphic Design and Advertising at CATC. I worked with the senior designers on print and packaging projects for Macro Whole foods, Lexus and David Jones.

Education

2010

MA Design, Graphic Design, COFA, University of NSW

2007

Diploma of Graphic Design and Advertising, CATC Sydney

2003

BA Arts / Fine Arts, Print media and Drawing, Australian National University

Awards & Exhibitions

2009 - 2010

Deans List - average of over 85% in all subjects, COFA, University of NSW

2007

Exhibitor, Trouble, A contemporary drawing exhibition, Australian National University Gallery

2006

Finalist, Faber Castell / Dymocks drawing prize

2003

- School of Art Award - Highest graduating results, Australian National University
- Deans List - average of over 87% in all subjects, Australian National University

Skills

- Highly proficient in Adobe CC Suite, Photoshop, Illustrator and Indesign
- Knowledge of WordPress CMS system, designing for WordPress, content creation
- DSLR photography, Camera craft course at Australian Centre for Photography
- Hand drawing and Illustration skills, pencil, pen and ink
- Architectural model making
- Copy writing for websites, print and advertising
- Fluent in the German language, both verbal and written, native speaker

Interests

- Contemporary Art, Design, Typography and Architecture
- Mountain biking and bush walking
- Cooking and sustainable food production

References

- Ben Funnell - Creative Director, April77 - (02) 9045 0265
- Charlton Durie - Director, Ambion - 0416 599 665
- Damian Purvis - Managing Director, Concep Global - 0405 319 377