

# Peter De Labertauche

DIGITAL DESIGNER / DEVELOPER

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- Peter De Labertauche

## ABOUT ME

I am an experienced Multimedia/Digital Designer working in Melbourne, Geelong & the Surf Coast. I consider myself to be a general all-rounder across design and development, always aiming to increase my skills and knowledge and express creativity through my work.

I have worked with many leading agencies, this includes: **Leo Burnett, Clemenger BBDO, Digital Arts Network** to name a few. Working on many global brands & bluechip clients.

## TECHNICAL / DESIGN SKILLS

### Digital Design:

**Digital Banners:** HTML5, Flash, Rich Media, Static, Dynamic, Interactive, Mobile, Video

**Online:** Websites, Mini sites, Promotions

**EDM:** Design / Build, Responsive, Mailchimp, Campaign Monitor, Exact Target

**Social Media:** Channel artwork, Promotions, App design

### Graphic Design:

Logo's & Branding, Game design, Print ads of (various sizes), Business cards, Event / Business flyers, Invitations, Knowledge of print specifications and dispatch.

### Animation / Video / Motion Graphics:

2D / 3D Animation, 3D Modelling, texturing, lighting, Promotional / Instructional video's, Video / Audio editing, filming and compression, Knowledge of exporting for online, mobile & DVD

### Coding / CMS Knowledge:

HTML / CSS, AS2/AS3, Wordpress, Joomla, Some basic knowledge of jQuery, PHP, Javascript

### Project Management / Concepts:

Concept designs, Wireframes, Illustration, Budget & time management, Managing contractors

## SOFTWARE

*Selected list of software & applications*

### Design:

Photoshop, Fireworks, Illustrator, InDesign

### Animation:

AnimateCC, Animate Edge, Flash, 3DS Max, Lightwave, Swift 3D, TweenMax

### Web / CMS:

Dreamweaver, Sublime, Wordpress, Joomla, Magento, Moveable Type

### Video:

Premiere Pro, Final Cut, After FX, Encore, Adobe Media encoder, Quicktime Pro

### EDM:

Campaign Monitor, Mailchimp, Exact target, Campaign Master

### Display:

Sizmek, DoubleClick, Adwords, Google

### Office / Admin:

Office suite, Dropbox, Google Docs / Drive

### Management:

Basecamp, Pro work flow, Trello, Jira, Podio

## WORK HISTORY

### Freelance Digital Designer - Various Agencies & Studio's | 2008 - Present

Working with several leading agencies & studios around Melbourne. These include Clemenger BBDO, Cummins, Leo Burnett, Digital Arts Network, JWT, CHE Proximity. Working on several global brands and bluechip clients such as Google, Ford, Comm Bank, 7-Eleven, Coles and Telstra to name a few.

Check out my [LinkedIn profile](#) or [Website](#) for detailed list of agencies, studio's and brands worked for.

Some client side work I have overseen day to day tasks for contract work.

Kathmandu, Sportsbet, Tom Waterhouse



### Multimedia Digital Designer (Business owner) - PJD Creative | 2007 - Present

Working for my own business servicing clients during this time period. I've worked on a broad range of things from Wordpress websites, Print, Digital and social, Logo's and branding, Video and animation to a variety of other random jobs. Clients range from local (Melbourne, Geelong and the Surf Coast) to interstate and even some international clients.

### Multimedia Digital Designer / EDM Specialist - Betfair | 2011 - 2012

Worked with the design department for Betfair, an online sportsbetting company establishing itself in Australia. I worked with all departments within the business to cater for all their design needs. This includes: Design & build EDM's for CRM and marketing department, Branding and print for magazines, Newspapers, Signage, Sponsorship, LED signs, Event flyers, Maintain SEO sites, Wordpress, Campaign concepts, Some UX design for Product and Mobile.

### E-Learning Courseware Designer - Online Learning Australia | 2008

Online learning are specialists in E-Learning courseware, I learnt to build and design templated courseware in HTML, Flash interactives, LMS, Game design, Usability testing and packaging courses. Worked with K-mart and Rexel.

## EDUCATION

### Advanced Diploma of Multimedia | 2003-2004

Victoria University, South Melbourne

### Diploma of Multimedia | 2002

Australian Business Development Centre, Geelong

## REFEREES

### Ian Whitmore | Artisan

e: [ian@getartisan.com.au](mailto:ian@getartisan.com.au)

p: (03) 9514 1000

### Chris Cooper | Digital Thing

e: [chris@digitalthing.com.au](mailto:chris@digitalthing.com.au)

m: 0438 543 958

### Lee Renton | Legroom

e: [lee.renton@legroom.com.au](mailto:lee.renton@legroom.com.au)

m: 0488 660 191

## AGENCIE'S

Leo Burnett  
CHE Proximity  
Digital Arts Network / WYBN  
McCann Erickson  
Clemenger BBDO  
George Patterson Y&R  
Gee Multimedia

Rodeo Agency  
JWT  
Cummins & Partners  
BWM Dentsu  
Wunderman  
ClickDM  
Hub Group

Big Red / Park Street  
Flash Group/Helsinki  
Precinct / Naked  
Fenton Stephens  
Grant Day James  
Gemba  
Hublnk

## STUDIO'S

*Selected list of small agencies / studio*

Orion Creative  
ZeroG  
Hayman Design  
Red Crayon  
Code & Visual  
ARUP  
Grass Roots  
Matter  
Fuel agency  
lessi

PTV / Department of Transport  
NetDS / realestate.com.au  
Kathmandu  
LegRoom  
Digital Thing  
TAB Corp  
Milo & Co  
Oxygen interactive  
Graphyte Media  
Starship

Fresh Brands  
Salmat  
Grand Brands  
Xero  
Venus  
Sphere  
Count On  
Emblazed  
Sanford Partnership  
Sphere

## CLIENTS / BRANDS

*Selected list of clients / Brands*

### CORPORATE

Google  
Yellow pages  
Coles group  
NAB  
Heart Foundation  
CFA

Hewlett Packard  
Commonwealth Bank  
Maxxia  
Virgin Blue  
Oodles Insurance  
Stratton Insurance

Seek  
Energy Australia  
Australia Post  
ANZ  
Shell  
PTV

Mercer  
GE Creditline  
VACC  
BUPA  
Bank of QLD  
ME Bank

### RETAIL / TECHNOLOGY

Ford  
Mazda  
Volkswagen  
7-Eleven

Honda  
Jay Jays  
Hager  
Mossimo

The Good Guys  
Ansell  
Tomy  
Coles

Foxtel  
Toyota  
Target  
Telstra

### TOURISM / REAL ESTATE

North QLD Tourism  
WA Tourism

Spirit of Tasmania  
Stockland

Sunshine Coast  
Tourism  
Becton

Hudson Conway  
Realestate.com.au

### FOOD / ENTERTAINMENT / SERVICES

Nestle  
Fosters

Daily Telegraph  
Cottee's

Four'n Twenty  
Victoria University

Coopers  
Deakin University