



CRAIG BARBER. CREATIVE.

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With a firm belief that ideas and creative people will save the world Craig began his career as a junior designer at a dot com in 2000. After the dot com inevitably went bust he dusted himself off and did some award winning work for Vodafone at an agency called Dload, but things really started to get serious when he began working at Euro RSCG in 2004.

Working with an inspirational CD named Chris Jones on clients on Sony, Intel, NTT and Reckitt Benkiser he really learned what creative brand building was all about. After almost 2 years at Euro he decided it was time to move to London and do a bit of travel. After 3 months travelling around Europe he was completely broke and had to set up shop in London.

2005 in London was buzzing so there were a lot of opportunities around. Over the next 4 years he spent most of his time freelancing at a number of UK hot shops including AKQA, Agency.com, Digitas, JWT & Chemistry as well as a permanent role at an agency called Exposure. One of many highlights whilst at Exposure was being involved in an account winning pitch for Tiger Beer UK's business.

After 4 years working with some of the best in the business in London he decided it was time to come home and make his mark in Sydney.

Since returning home in 2009 Craig has freelanced at Lowe, DDB and also worked at BMF.

Craig is currently open to freelance opportunities, but is ultimately seeking a permanent role where he can really get stuck in and do some outstanding work this year.

WORK EXPERIENCE

BMF Advertising - Sydney (2010)

Perm position held: Art Director

Clients included: Samsung, National Foods & Australian Government
Duties included: Creative and art direction on digital and integrated briefs.

Various Sydney agencies (2010)

Freelance position(s) held: Art Director

DDB, Lowe Sydney

Clients included: Telstra & Foxtel

Duties included: Creative and art direction on integrated briefs partnered with a copywriter and working back late -especially at DDB.

Exposure - London (2008 - 2009)

Perm position held: Art Director

Clients included: Canon, Martini, O2, Rizla, The Prostate Cancer Charity, Shopping.com Tiger Beer, Wrigleys & Vitaminwater.

Duties included: Creative and art direction on digital and integrated briefs. Getting drunk at the free bar on Friday nights.

Various London agencies (2005 - 2009)

Freelance position(s) held: Art Director

AKQA, Amp, Big Kid London, Chemistry, Digitas, Fishburn Hedges, JWT, Mather, Ogilvy, Panlogic, RAPP, RMG Connect, Tequila & Them London.

Clients included: Acuvue, Action Aid, American Express, Apple, Barclays, Bayer, British Telecom, Eon Energy, HSBC, Johnson & Johnson, L'Oreal, Marriot Hotels, Mazda, Motorola, Orange, Play.com, Racing UK, Sainsbury's, Three Mobile, The Daily Telegraph, Tourism Ireland, Shell, Sky, The Carbon Trust, Vision Express & Wilkinson Sword.

Duties included: Creative and art direction on digital and integrated briefs working with a copywriter or creative director.

Euro RSCG Worldwide - Sydney (2004-2005)

Perm position held: Art Director / Senior Designer

Clients included: Dell, Intel, Kimberley-Clark, Mitsubishi, ninemsn, Northern Territory Tourist Commission Reckitt Benckiser & Sony.

Duties included: Creative, art direction and design on digital and integrated briefs.

Dload - Sydney (2002-2003)

Position held: Mid weight Designer

Clients included: Universal Music, Vodafone

Motive Media - Sydney (2001-2002)

Position held: Designer

Clients included: Sun Microsystems

Halescom Ltd - Sydney (2000 - 2001)

Position held: Designer

Clients included: Sun Microsystems

AWARDS & ACHIEVEMENTS

ADMA Award 2003 – Vodafone live! online creative
Founder of laptopfriendlycafes.com

EDUCATION

AWARD School Graduate
UWS Bachelor of Arts (Design)
KvB Diploma of Graphic Design
TAFE Certificate in Design Fundamentals