



BRET EDWARD HARGREAVES Digital UI / UX Designer & Strategist

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PROFILE

I specialise in graphic and digital design, digital strategy and creative direction. I have a broad skill set in both digital and design which allows me to work diversely in UX, web development and graphic design.

Over the past 7 years, I have been fortunate enough to be involved in projects for some great brands including Village Roadshow, Telstra, NAB, Hungry jacks, Coles, Harvey Norman, Medibank, Lumo, Optus and many more.

As a designer I work well autonomously and also thrive working in a high performance team of designers and developers, ensuring knowledge of digital media and to turn ideas and specifications into amazing digital creations.

EDUCATION

ADVANCED DIPLOMA MULTIMEDIA AND DESIGN
2004 - 2006
SCHOOL OF ART
HOLMESGLEN INSTITUTE

CERTIFICATE II MULTIMEDIA AND DESIGN
2002 - 2003
CHISHOLM INSTITUTE OF TAFE
VOCATIONAL EDUCATION

VICTORIAN CERTIFICATE OF EDUCATION
2003
LYNDALE SECONDARY COLLEGE
SECONDARY EDUCATION GRADUATE

PROFESSIONAL EXPERIENCE

DIGITAL DESIGNER & STRATEGIST

WORLD VISION AUSTRALIA

20017 - Present

Through strategic creative thinking and problem solving my key objectives ensure that WVA's engagement with its supporters is maximised and revenue targets are reached through the delivery of eDM offerings built on supporter needs and business requirements.

Creating eDMs that enable WVA to improve supporter experience, engagement and value while growing market share. Employing best practice email design to inspire, educate and drive action from supporters; consistently offering them value with market trends; supporter analytics and insight; and test-and-learn feedback cycles at top of mind.

DIGITAL AND GRAPHIC DESIGNER

EDGE LOYALTY - VILLAGE ROADSHOW

2013 - 2017

Working with agencies and corporates, Edge Loyalty develop tailor-made consumer promotions, rewards and incentive programs that generate maximum engagement.

My key focus areas were in print, advertising, branding and corporate identity, app designs, website design and development and email marketing. Offering a complete solutions package, from creative concepts, graphic and digital design services.

FREELANCE DESIGNER

CHE - CLEMENGER GROUP

2012 - 2013

My role as a freelance designer whilst at the advertising agency specialised in web design, front-end development, eDM campaign management and coding, print campaigns and corporate branding and identity.

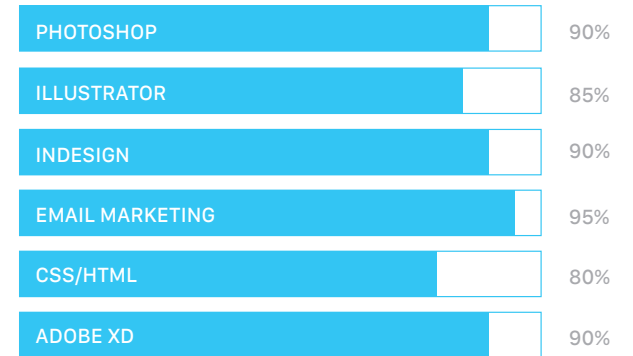
GRAPHIC DESIGNER

VM SUPPLIES PTY LTD

2006 - 2012

As the in-house designer, I developed concepts for the company branding and advertising campaigns that included, logos, packaging, brochure and website development.

SKILLS



AREAS OF EXPERTISE

Digital Design // Website // Newsletter // Interfaces // Icons // CMS // WordPress // UX & UI // CX

Branding // Corporate Identity // Logos // Marketing // Campaigns // Style Guides

Graphic Design // Print // Editorial // Typography // Marketing

eDM Design // Welcome Email & Onboarding // Promotional Campaigns // Seasonal Campaigns // Automation & Triggered Emails // Post-Purchase // eNewsletter // Cart Abandonment // Re-engagement



MYFUN

MyFun Gift Cards are the ultimate gift of fun, bringing together a huge variety of Australia's top attractions under one banner. From fast thrills to family experiences; customer, client and staff gifting just got fun with this gift to remember.

Project Requirements

Logo // Website Design // Marketing & Advertising //
Print // Digital Games // Digital Development



Logo

Designed in collaboration with the creative team, introducing a new geometric shape which will tie in with the style for assisting marketing materials.

Website

Complete website re-design to reflect the new branding created as part of the brand re-fresh in 2015. Creating the designs for website had to consider UX and UI of a consumer.

Branding Collateral

Style Guidelines development with creative team to create a consistent and cohesive brand to help deliver reinforcement for consumers purchasing a MyFun Gift Card.

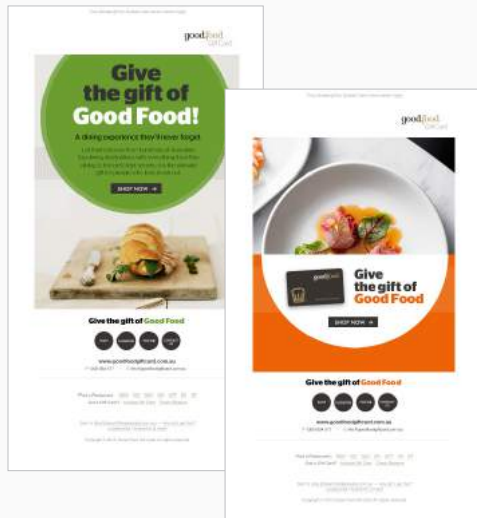


GOOD FOOD GIFT CARD

Good Food Gift Cards can be redeemed for food and beverages at participating restaurants across Australia. The gift card program offers broad appeal to impress and excite all demographics.

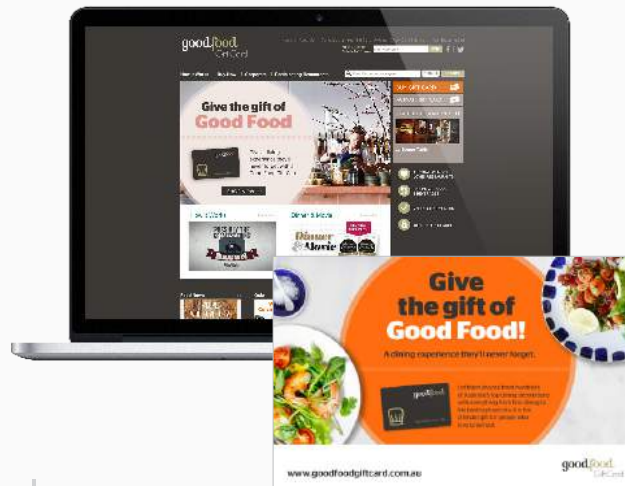
Project Requirements

eDM Marketing // Style & Branding Guidelines // Website // Advertising // Print // Finished Art



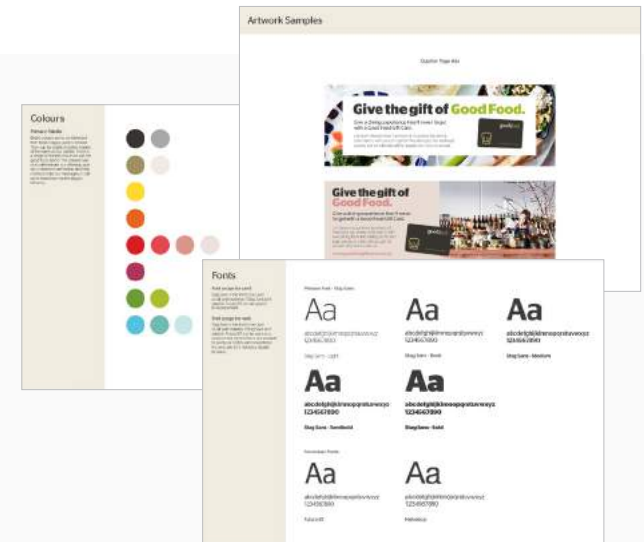
eDM Marketing

The Good Food Gift Card brand required a brand direction, some branding came from partnership with The Good Food Guide, so the main objective was to create a brand that stood on it's own but also in line with The Good Food Guides branding.



Advertising / Website

Concept developments for both online and offline advertising, with updated imagery style and additional branding elements introduced to help create a more positive tone of voice to sell the product.



Branding Collateral

Branding and Style Guidelines were updated, with new fonts introduced to create a bold new feel to the brand, with a re-fresh of colour palette and assisting marketing.

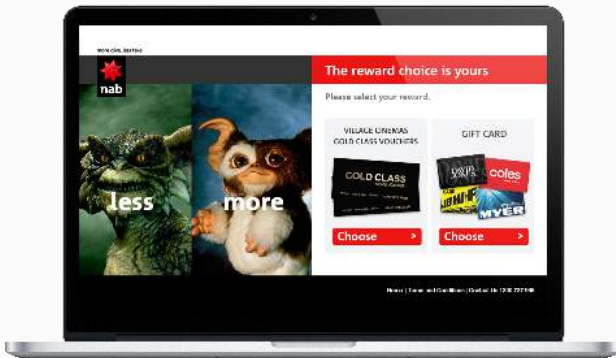


EDGE DIGITAL REWARDS

Australia's leading issuer of eGift Cards and digital rewards. Rewarding staff or to incentivise customers, Digital Rewards offers the best range of choice, flexibility and simplicity to deliver innovative solutions.

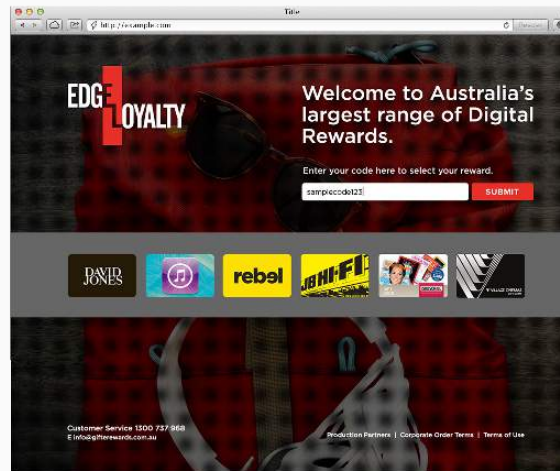
Project Requirements

Branded Website Design // eDM Marketing // Sales Presentations // Annual Reporting // Consumer Insights



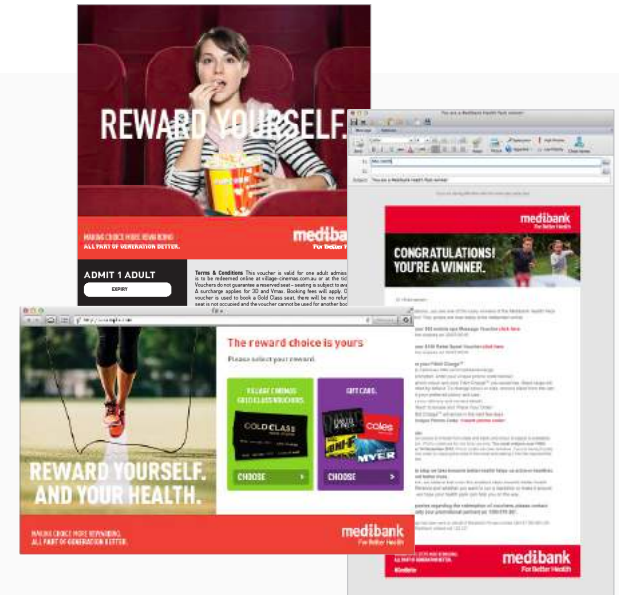
NAB Rewards

I managed the design and front-end development of the NAB Rewards program including their redemption website for consumers who qualified for the promotion.



ELS Activation Portal

Managing the designs for Edge Loyalty's Digital Rewards Portal, I was required to re-fresh the brand and website making it fresh and modern.



Medibank - Gen Better

As part of Medibank's Generation Better campaign they offered customers who took out a policy with them during the promotion period a reward. I worked with Medibank to create a website and assisting creative that worked as a whole campaign with their existing creative already in the market.

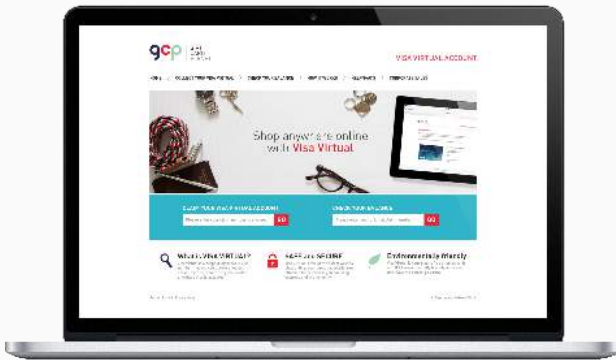


VISA VIRTUAL

Visa Virtual is a prepaid, disposable Visa number that can be used for shopping online, over the phone or by mail order anywhere Visa is accepted.

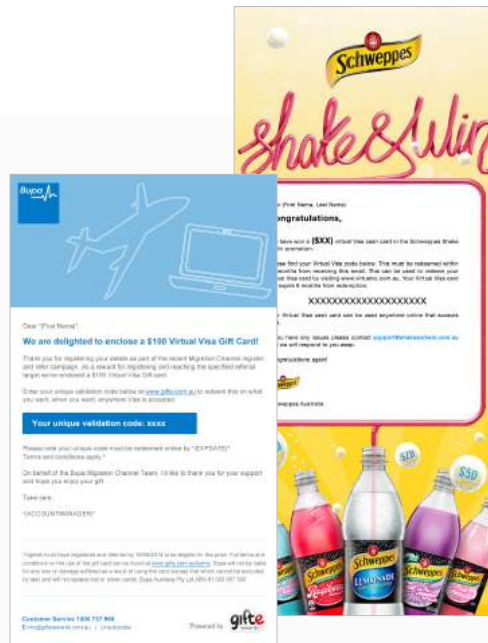
Project Requirements

Website Design // Front-end Development
 virtualvc.com.au



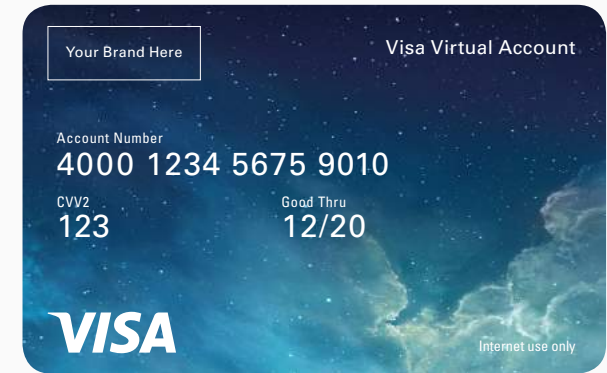
Website

Visa Virtual required an online activation portal for recipients to visit once they have received a unique code via email. I managed the design and front-end development and worked closely with the back-end developer to deliver the final product.



Redemption eDMs

Branded redemption emails are designed and built to send to the recipient(s) with their unique code where they are directed to the Visa Virtual activation site to redeem.



Visa Virtual Gift Card

Along with the branded Visa Virtual website I was required to design a Generic Visa Virtual Gift Card which would sit in line with the new branding.

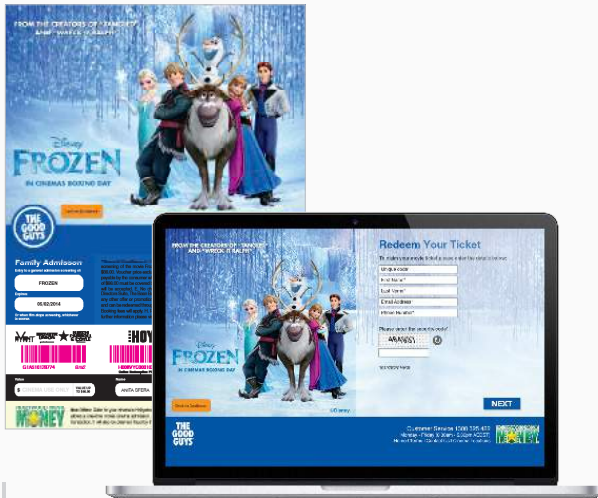


PROMOTIONS / HMM

Hollywood Movie Money is the largest issuer of promotional movie tickets worldwide. Partnering with key studio partners, promoting the power of blockbuster movies with an unrivaled offer for corporate promotions, from movie specific to family passes and two for one bonus offers.

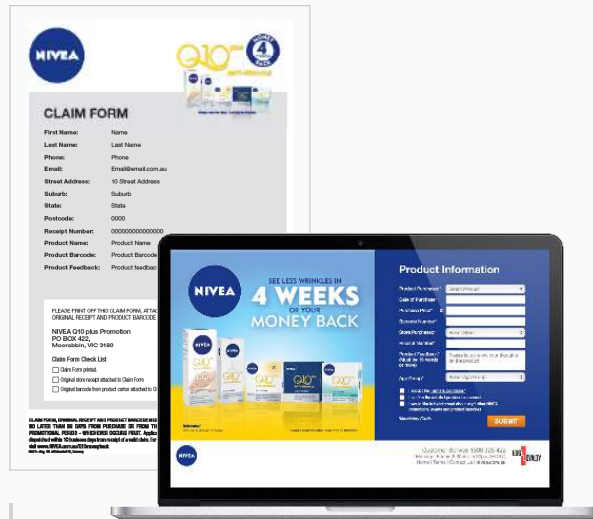
Project Requirements

Website Designs // Point of Sale // Advertising



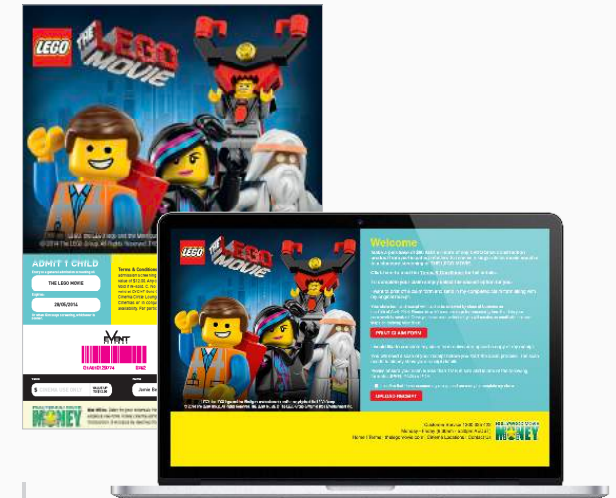
Frozen / The Good Guys

Movie specific client facing promotions, The Good Guys used the power of movies to reward their customers with a bonus movie ticket when purchasing participating products in-store within the promotion dates.



NIVEA / Try Me Free

Branded NIVEA Q10 Website offering an eftpos Cash Back Gift Card for consumers who purchased a NIVEA Q10 product within the promotion dates.



LEGO®

Consumers purchased any LEGO® product valued at over \$60 at participating retailers and received a FREE movie ticket to see THE LEGO® MOVIE at the cinemas.



BUDWEISER SHOUT APP

The Budweiser 'BUD Shout' App was created to inspire and influence every 18-24 male in Australia to choose Budweiser as their first drink of the night by downloading the app, a voucher is placed in the BUD Shout eWallet, which can be then redeemed at any participating bar located on the BUD Finder Map within the app.

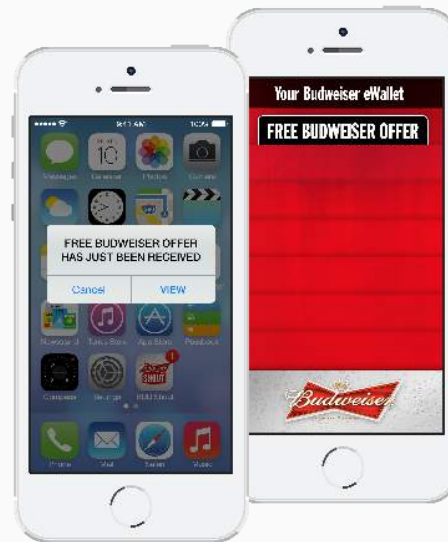
Project Requirements

App User Interface Design // App Icon // Sales Presentation



BUD Shout App Icon

Using the promotion mechanic, I was required to develop the BUD Shout App icon, using Budweiser's Corporate Branding Guidelines I needed to create a unique design that was cohesive with Budweiser's already established identity.



BUD Shout App

Complete designs for the Budweiser BUD Shout App, taking into account the UX and how users who downloaded the app would use it, designing a process that is simple and easy to use.



Find a BUD venue

The BUD Shout App has a complete branded Budweiser search capability, the user searches for participating bars and venues in which they can redeem their first beer of the night thanks to the BUD Shout App.

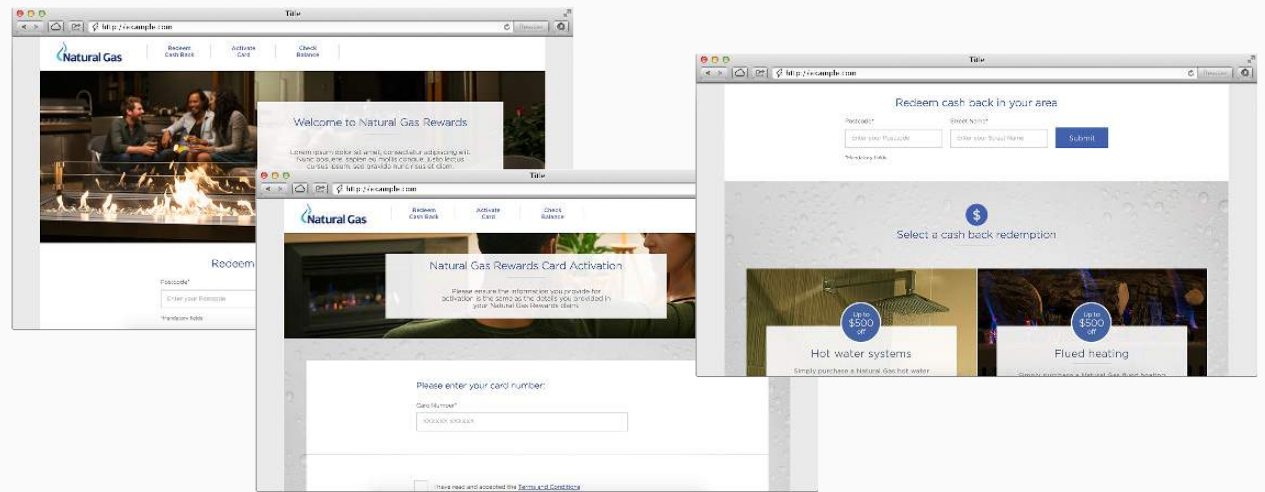
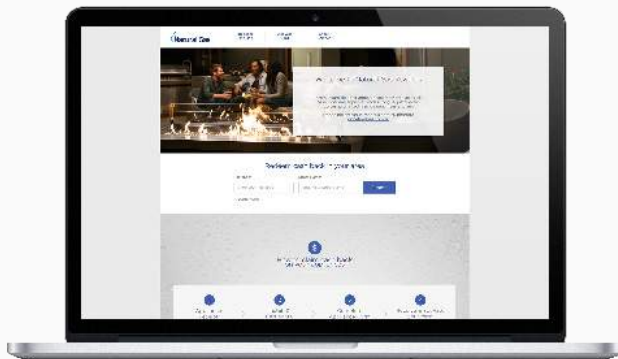


JEMENA / Activation Website

To be eligible to participate and claim in this offer, individuals must purchase a Natural Gas hot water heater, Natural Gas ducted heating system or Natural Gas flued heater or log fire as a replacement for their existing non-Natural Gas appliance.

Project Requirements

Front-end Development //
naturalgascashback.com.au



Jemena Natural Gas

For this project I was responsible for the front-end development of their customised claim website. Jemena created their own claim website which also worked as a portal for the full promotion.



SPA & WELLNESS

Spa & Wellness Gift Card is the first of its kind in Australia to collectively offer spa, beauty, fitness and wellness experiences in a single product, offering a unique opportunity to tap into Australia's fastest growing retail market.

Project Requirements

Website Design // Product Design // eDM Marketing // Advertising // Branding // Sales Presentations



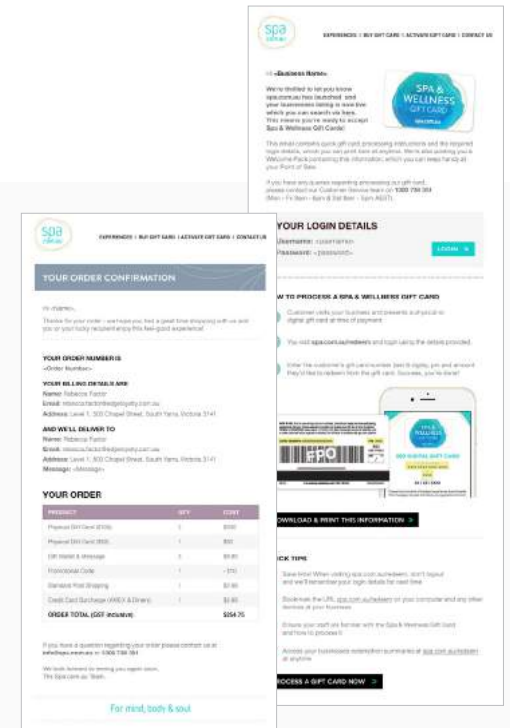
Website

Edge Loyalty will launch the Spa & Wellness Gift Card Program in 2015, as part of this I developed the website using the style and branding of the retail card and carrier which will be sold in retail stores and online.



Digital Gift Card

As well as a physical gift card, Spa & Wellness will also sell a Digital Gift Card in which can be used for corporate promotions or can be delivered instantly straight to the recipients inbox.



eDM Marketing

As I developed the website designs I was also required to design eDM Marketing templates to be used to contact consumers who purchase through the website, delivering them login and password information and processing instructions for participating partners.