



Sasha Fowler

DESIGNER // ILLUSTRATOR // ARTIST



PERSONAL INFO

Birth day:	25 January 1988
Sex:	Male
Nationality:	New Zealander
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ABOUT ME

Hey, I'm Sash! I'm a multi-disciplinary art director, illustrator and designer. I work with clients who seek high quality distinctive & outstanding design and art work. My specialty is Illustration, art direction, brand identity and UX/UI digital design. I have the maturity to manage large scale projects and have the practical experience to keep a job small. When I'm not working, I'm playing football.

EXPERIENCE

Full Time
2015 - *today*

Digital Art Director – J. Walter Thompson - JWT - WT (2019)

Digital/ print art direction, UX/UI, Web design, Html banners, Mastheads, Storyboarding, Scamping, Illustrations, Edms, DMs, Branding and lockup design.

Contractor
2015 - 2016

Lead Digital Designer – Gallop Marketing, Sydney

Specialising in designing solutions for marketing campaigns and brand guideline packets for small to medium businesses. Illustration and web media.

Full Time
2014 - 2015

Art Director & Digital Designer – Trends Media, Auckland

Brand overhaul of myTrends web app and identity. Produced brand guidelines. Front end redesign of trendsideas.com from concepts, wireframes to page templates. Redesign of KitchenThings website. TVC story boards and graphics. EDM design and builds. Redesign Trends magazine. Product packaging design.

Contractor
2014 - 6 months

Intermediate Designer – Platform 29, Auckland

Drafting/ scamping for presentations. Preparing print campaign artwork. Packaging design. Illustration and web elements for skinny mobile. Adshel design. Web concepts and mockups using Adobe Muse.

Contractor
2013 - 2015

Digital Designer – RIFT Creative, Hermosa Beach, L.A.

Web and mobile app design. Landing page design, UX/UI wire framing. EDM design. Presentation design. Scamping. Responsive web design, front end.

Contractor
2012 - 2014

Lead Digital Designer – Imagination Print: Web, Sydney

Web design - info and e-commerce sites for Australian businesses. Logo design. Front end design and template builds for WordPress, Joomla and Magento.

Full Time
2010 - 2013

Junior Graphic and Web Designer – 123 Online, Auckland

Website design - info and e-commerce sites for New Zealand small to medium businesses. Presentation in house and remotely to clients. Front-end template designs. UX/UI design for custom built CMS. Flash Banners. Website homepage takeovers. EDM design. Logo design and brand guidelines.



EDUCATION

Bachelor of Graphic Design with 1st Class Honours – Massey University
4 Year bachelor degree in Visual Communication with honours- Albany campus



DESIGN & SOFTWARE SKILLS

Core Strengths and Skills

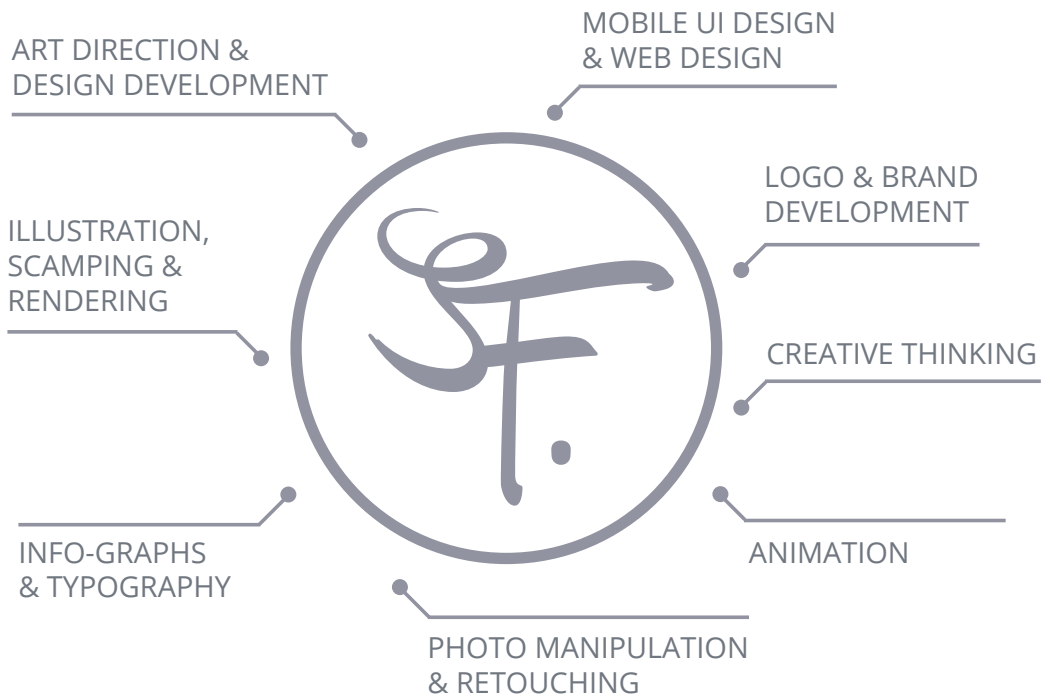
ILLUSTRATION	● ● ● ● ●
ART DIRECTION	● ● ● ● ●
WEB/ UX DESIGN	● ● ● ● ●
LOGO DESIGN	● ● ● ● ●
IMAGE RETOUCHING	● ● ● ● ●
CREATIVE THINKING	● ● ● ● ●

Software Skills

PHOTOSHOP	● ● ● ● ●
ILLUSTRATOR	● ● ● ● ●
INDESIGN	● ● ● ● ●
ANIMATE CC	● ● ● ● ●
AFTER EFFECTS	● ● ● ● ●
SKETCH	● ● ● ● ●



COMPETENCES & WHAT I LOVE



MY REFERENCES

Rod Prosser	☎ 021 502 250	✉ rod.prosser@jwt.com
Anthony Brosnan	☎ 021 1438175	✉ anthony.brosnan@jwt.com
Peeyoosh Chandra	☎ 027 572 3723	✉ peeyooshc@gmail.com

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THANKS FOR YOUR TIME