

# sOL

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## CURRICULUM VITAE

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## **academic qualifications**

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### **tertiary qualifications**

BACHELOR OF DESIGN, Visual Communication (Honours) 1993-1996

University of Western Sydney, Nepean

subjects: Multimedia, Graphic design, Photography, Theory.

BACHELOR OF FINE ARTS 1990-1992

University of New South Wales, College of Fine Arts

subjects: Drawing, Design, Painting, Jewellery design, Sculpture,  
4d, Theory.

### **secondary qualifications.**

HIGHER SCHOOL CERTIFICATE

1988-1989 Marist Brothers High School, Kogarah

SCHOOL CERTIFICATE

1984-1987 St Marys Star of the Sea, Hurstville

## **FURTHER EDUCATION**

2005 : Web Essentials Conference

2001 : Nielsen Group Usability Conference

2000 : Fireworks

1998 : Business Management Certificate

1996 : Introduction to Java

1995 : Shockwave for beginners

1994 : Print to Print

## industry skills

### TECHNICAL SKILLS

#### web & multimedia design skills.

- : Strong understanding of colour, typography, corporate identity & branding.
- : Developing innovative concepts & designs that define and exceed the clients requirements & expectations.
- : User interface design for websites, web based applications and multimedia presentations.
- : Designing clear and concise sitemaps that illustrate the sites architecture and navigation system.
- : In depth knowledge and understanding of e-commerce and Internet technologies.
- : Creating dynamic animations and sequences with the use of motion, sound and visual imagery.
- : Understanding of browser capabilities and limitations, web colour palettes, and download considerations.
- : Site authoring in html and JavaScript.

#### traditional print-based & graphic design skills.

- : Developing branding strategies & corporate identities.
- : Designing a variety of print based marketing collateral; posters, brochures, stationary, logo style manuals, advertisements for newspapers and magazines, promotional items such as t-shirts, badges & cap designs, storyboards, etc

### SOFTWARE

Proficient with Mac & PC platforms in the following applications:

- : Adobe PhotoShop
- : Adobe Illustrator
- : Adobe Indesign
- : DreamWeaver
- : Fireworks
- : Flash
- : Fontographer
- : Microsoft Office Products
- : Macromedia Director
- : Adobe Premiere 4.01

### LEADERSHIP SKILLS

- : Art directing and motivating designers with passion and inspiration.
- : Determination to deliver the best work that is humanly possible and inspire others to do the same.
- : Excellent verbal and written communication skills, especially in articulating concepts in writing and preparing creative briefs.
- : Project planning & time management.
- : Outstanding client interaction skills.
- : Interacting with clients, interpreting their requirements & delivering their vision to the design team.
- : Day to day management of staff, recruiting and appraising.
- : Ability to multi-task and work on multiple projects at once with tight deadlines.

### EXHIBITIONS

- : 'Graduating Exhibition' 1992 University of NSW, Sydney
- : 'Dante in Australia' 1993 Dante Centre, Ravenna, Italy
- : 'Dante in Australia' 1994 New Parliament House, Canberra
- : 'Dante in Australia' 1995 NSW Parliament House, Sydney
- : 'Graduating Exhibition' 1995 University of Western Sydney
- : 'Dante in Australia' 1996 Sydney International Airport
- : 'Out there- Graduating Exhibition' 1996 UWS
- : 'Out there' 1997 First Draft Gallery, Surry Hills
- : 'Matinaze 97' 1997 Art Gallery of N.S.W, Sydney

### AWARDS & NOMINATIONS

- : 2006 - Finalist in AIMIA Awards for Best Government website & Most effective effective for the Australia Post Personalised stamps website.
- : 2006 - Nominated for best designed Australian Blog by Collective Apathy
- : 2005 - HOW Magazine rates 400seconds.com top 10 web site for the month of October
- : 2003 - www.mcgrath.com won Best Corporate Website at the Real Estate Institute NSW Awards

## professional experience

<b>position.</b>	Design Director jan 2006 - present
<b>company.</b>	Ful-vue
<b>url.</b>	<a href="http://www.ful-vue.com">http://www.ful-vue.com</a>

### client list.

: Challenger  
: McGrath  
: Belengo  
: 400 seconds

### projects.

: Brand alignment online  
: Brand identity development  
: Corporate websites  
: Intranet designs  
: online magazine

### live websites.

: [www.400seconds.com](http://www.400seconds.com)  
: [www.belengo.com.au](http://www.belengo.com.au)  
: [www.mcgrath.com.au](http://www.mcgrath.com.au) (launch april 2006)

### company overview.

Ful-vue is a small boutique design studio based in Sydney, that focuses on creating outstanding strategic, conceptual and graphical solutions with a human centred approach.

### roles & responsibilities.

As founder and design director of Ful-vue my responsibilities range from business development, client liasing, design creation, managing additional resources that are required for a job and final delivery of work.

The inception of Ful-vue was born out of a need and desire to be creatively challenged. The previous companies that I had been working with have had strong folios dealing with corporate clients and I felt that my skills were being recycled rather than developed.

My role currently starts at business development right through to final delivery of work. I liase directly with clients as well as contractors that I hire to help me provide the services that I am not skilled in.

Recent and current projects include the redesign of an intranet, redesign of the McGrath website and brand evolvment, the creation of a brand identity and stationary suite, as well as website for a transport communications company.

I also lecture third year multimedia design students, one day a week at Billy Blue.

## professional experience

<b>position.</b>	Senior Art Director jan 2003 - jan 2006
<b>company.</b>	Different
<b>url.</b>	<a href="http://www.different.com.au">http://www.different.com.au</a>

### client list.

- : IAG
- : FujiXerox
- : AMEX
- : Australia Post
- : Challenger
- : Vodafone
- : Victorian Government
- : Marriott Hotels International
- : Artwrap
- : Hutchinson 3
- : National Australia Bank
- : Office Works
- : Perpetual
- : Grey Interactive
- : Starlight Foundation
- : Orlando Wyndham
- : Transfield Services

### projects.

- : Brand alignment online
- : Brand identity & strategy development
- : Corporate websites
- : Intranet designs
- : CDROM design
- : Web application design
- : Design of handheld game media center
- : Interface design of handheld smart phone

### live websites.

- : [www.different.com.au](http://www.different.com.au)
- : [www.fxa.com.au](http://www.fxa.com.au)
- : [www.australiapost.com.au/pstamps](http://www.australiapost.com.au/pstamps)
- : [www.starcards.com.au](http://www.starcards.com.au)
- : [www.marriott.com.au](http://www.marriott.com.au)
- : [www.orlandowyndhamgroup.com.au](http://www.orlandowyndhamgroup.com.au) {launch soon}

### company overview.

Different is an experienced and highly capable interactive agency. Different has proven proficiency in structuring information around brands and creating user experiences that make a significant difference to our clients and the relationships they seek with their audience.

Founded in May 2001 by a senior team of consultants from Sapient Australia. Different's Human-centred design approach helps uncover business requirements, deeply understand user needs — and put it all together into well-designed, on-brand Web sites, applications or other user interfaces. Different uses Experience Modelling to create powerful online experiences for users, deliver bottom-line results and strengthen brands. Their single-minded belief is that human-centred design makes good business sense.

### roles & responsibilities.

I decided to join Different because they had a like minded approach to design and practiced the human -centered philosophy that I also strived to practice.

My role as Senior Art Director was to be work closely with the experience strategists and Information Architects on some of Australia's top 100 brands. My role covered a variety of tasks and activities including art direction, graphic design, developing brand strategies and corporate identities, client liaising, the designing of a variety of web applications, intranets, corporate websites, various interface designs for handheld devices, including a game console 'DigiBLAST' which is currently sold in Europe.

## professional experience

**position.** Art Director  
july 2001 - september 2002  
**company.** VM Solutions / Sententia  
**url.** <http://www.sententia.com.au>

### client list.

: Maserati  
: McGrath  
: McGrath Education & Events  
: Christies Great Estates  
: Tap Productions

### projects.

: Brand alignment online  
: Brand identity & strategy development  
: User group testing  
: User group testing  
: Email marketing design  
: Corporate websites  
: Intranet designs  
: CDROM design & development  
: Brochure Design

### company overview.

VM Solutions who earlier this year became Sententia builds, integrates and manages eBusiness solutions.

Like many other victims of the dot com upheaval, Sententia recently retrenched most of its staff and has altered its business focus to exclude any graphic design work.

### roles & responsibilities.

After the closure of marchFIRST and some travelling around Europe I joined VMSolutions along with some of my previous colleagues.

As art director I was involved in the design of various websites and a CDROM.

My role covered a variety of tasks and activities including art direction, graphic design, developing brand strategies and corporate identities, client liaising, business development, user interface design & user testing

As an emerging company VM Solutions lacked any formal methodology standards and processes, leveraging on previous experience I was able to develop and establish guidelines and processes which outlined the various steps; commencing at client contact through to the delivered project and beyond.

## professional experience

**position.** Art Director  
march 2000 - april 2001  
**company.** marchFIRST  
**url.** <http://www.marchfirst.com>

### client list.

: corProcure  
: WorkCover SA  
: NRMA  
: Fosters  
: Nike  
: Medibank  
: McGrath  
: Boral

### projects.

: Brand audits & brand alignment online  
: Brand identity development  
: User group testing  
: User Interface design  
: Website design  
: B2B web based application design

### company overview.

marchFIRST during its existence was a leading Internet professional services firm providing Strategy Consulting, Technology and Brand Building digital solutions to Global 2000 companies.

marchFIRST was a result of a giant global merger between USWeb/CKS, Whitman Hart & Mitchell Madison that occurred in March 2000. Together they formed a new brand which employed over 8000 employees worldwide in locations throughout North America, Europe, Africa, Asia and Australia.

### roles & responsibilities.

I commenced working with marchFIRST as an Art Director, at the time when it was setting up offices in Sydney, Melbourne & Adelaide.

As the first creative employed in the Australian offices, I was responsible for adopting & establishing some of the methodologies that originated in the parent office and in the hiring of new staff.

The team grew rapidly and I had the opportunity to work closely with a dynamic team of web designers, art directors, information architects, software engineers & strategy consultants. Together we worked on the creation of a variety of web-based projects for a diverse group of high profile clients.

During my time at marchFIRST I was fortunate enough to take on the role of lead creative on the corProcure account. The projects for this account were wide and varied and included: the development of their brand both online and offline, the creation of their corporate website & B2B Marketsite, and the creation of their Intranet.

As an Art Director my role was to create visually exciting and innovative designs that are easy to navigate, represent the clients' goals, satisfy branding requirements, and above all enhance the user experience. I have also been responsible for inspiring and leading team members in the development of creative design solutions that reflect the requirements impeccably and are consistent in quality.

## professional experience

<b>position.</b>	Design Manager september 1997- march 2000
<b>company.</b>	Hypercom Corporation Pty Ltd
<b>url.</b>	<a href="http://www.hypercom.com.au">http://www.hypercom.com.au</a>

### company overview.

Hypercom.com is the e-commerce division of Hypercom Corporation, a leading global electronic commerce organisation.

Hypercom.Com develops a wide variety of internet technologies, including e-commerce solutions, and various software applications for the internet.

### roles & responsibilities.

The e-commerce division of Hypercom was in the process of starting-up in Sydney at the time of my employment. So I was fortunate enough to join them at a very exciting time, one of the first roles that I undertook was to set up the design team from the ground up.

During my employment with Hypercom I was responsible for all design work that was created by my team. I had to ensure that all design work was of the highest possible quality and that all deliverables were created on time.

As time progressed the design team grew into a group of eight highly skilled designers, most were adopted with little or no multimedia design experience, and a large part of my role was to train and art direct all the designers. During the end of 1999 an office was set up in Atlanta, Georgia. I helped establish a design team for the Atlanta office, and during the first few months of its creation I art directed all the design work for the Atlanta office from Sydney.

Other roles and responsibilities that I undertook included designing the user interface and architecture of various internet based ecommerce applications, designing various large corporate web sites, designing templates for e-commerce web stores, creating marketing strategies for ecommerce sites, building the branding & corporate id of the iMerchant system.

To complement the digital projects, the design of some print work was also a necessity, and I was involved in the creation of various brochures, posters, logos, and stationary.

The majority of the projects that we created were aimed at an American market. As a result some of these projects where developed in conjunction with clients and other Hypercom divisions in the US, as a result I spent quite a bit of time travelling and liasing with these clients.

- projects.**
- : User Interface design
  - : Website design
  - : Ecommerce web application design
  - : WAP Interface design
  - : Intranet designs
  - : B2B web based solutions
  - : Template designs
  - : Brand development
  - :CD ROM design

## professional experience

<b>position.</b>	Freelance Designer / Consultant january 1996 - november 2005
<b>company.</b>	aPHic media
<b>url.</b>	<a href="http://www.aphic.com">http://www.aphic.com</a>

### overview.

I began to work as a freelance designer in 1996, the decision to work for myself was driven by the desire to focus my skills on creating designs that were digital rather than printed.

Working for an advertising agency was not fulfilling my ambition to work as a multimedia designer, so I set out to nurture my creative instinct by approaching several companies that could provide me with what I required.

### projects.

- : Brand Alignment Online
- : Brand identity development
  - : Website design
  - : Intranet designs
  - : User Interface design
  - : Training & consulting
  - : CDROM Design
- : Animated Sequences & Storyboarding

I found this time an amazing learning experience, both in the types of jobs that I was involved in, and the opportunity of being able to meet and work with many different companies and clients.

Some of the company's and clients that I have worked with include:

Spike Wireless, HotHouse Multimedia Productions, Massive Interactive, Out of the Blue Media, Attitude Multimedia, Acsys Actuarial Systems / FutureSAFE, MaxEcommerce, Nu Solutions, HF Industries, FISAF Organisation, Incubator Pty Ltd, Black Group Pty Ltd, DHL Worldwide Express, Insicon Pty Ltd, Morgan & Banks, Mercantile Mutual, North Power, Australian Geological Survey Organisation, Prospect Credit Union, Museum of Contemporary Art San Diego, Art Gallery of New South Wales, Pagaros IT Services, Inscribe Software solutions.

In september 1996 an opportunity arose and I took full time employment with Hypercom. Since then however I have continued to work freelance maintaining my contacts and creating new ones.

## professional experience

<b>position.</b>	Graphic Designer february 1995- may 1996
<b>company.</b>	Virtu Advertising / Metropolis Interactive
<b>url.</b>	<a href="http://www.metropolis.com.au">http://www.metropolis.com.au</a>

### company overview.

Virtu Advertising & Metropolis Interactive is a small advertising agency that provides their clients with traditional advertising as well as multimedia solutions.

### clients.

: Guinness Australasia  
: Reed Publishing (B&T Weekly)  
: Channel 7 Network (Home&Away)  
: Deutsche Morgan Grenfeld  
: Metropolis Interactive Ireland  
: The Benevolent Society of NSW  
: Finfacts Ireland  
: Kirby Network Services & Mecklermedia  
: Lend Lease  
: Victa

### roles & responsibilities.

While working at Virtu I was able to utilise my design skills both as a print based designer and a multimedia designer.

My responsibilities included client liaising, producing jobs from concept stage to final outcome in both print and digital formats.

Some of the tasks which I was involved in included: Website design and authoring, CD Rom design, Posters, Brochures, Press advertisements, TV Commercial, Photography shoots, Corporate identity design, and Multimedia presentations.

### projects.

: Website design & authoring  
: Brand identity development  
: CDROM Design  
: Multimedia Presentations  
: Print design