

PROFILE

With over 15 years of experience in the Australian creative industry I have worked primarily as a freelance Fashion Stylist and Creative Director for Fashion Editorial, Fashion and Interiors Advertising, and in Wardrobe, Costume Design, Props and Art Department for Advertising Film. Over this time I have also had the opportunity to diversify my skills through a range of other creative freelance rolls as outlined below. While developing my skills across these areas I am proud to have established my brand as a reputable artist across Australia and to have developed my brand into a successful, multifaceted business, able to thrive in a constantly evolving and highly competitive industry.

PROFESSIONAL EXPERIENCE

COSTUME DESIGNER & WARDROBE STYLIST, FREELANCE, AUSTRALIA 2014-CURRENT

I have held Costume Designer and Wardrobe Stylist roles on various independent film productions and TV Commercials. This involves detailed script and character analysis, research and the development of costume concepts and designs. Other responsibilities include the development of visual mood-boards and scene-by-scene storyboards, as well as costume sourcing. These roles require a high level of communication and collaboration with Director, Art Department and Wardrobe Assistant's, as well as an excellent proficiency in scheduling, logistics and budget management. Productions include: 'Gut Feeling' - Director Hattie Archibald, 'Tokyo Boys' - Director Joshua Heath, 'Lovers' - Director Rasa Juskeviciute, and commercial clients including: Uber, PayPal, Toyota, American Express, Foxtel, Nurofen, Optus, Spotify, Audi, McDonalds, QT Hotels, Pantene, Commonwealth Bank, Kayo, Vicinity, Standard Chartered, and KFC.

ART DIRECTOR, PROPS & ART DEPARTMENT, FREELANCE, AUSTRALIA 2017-CURRENT

These roles have covered Art Direction, Props & Art Department for TV Commercials, and Art Department for independent short-film productions and music videos. As Art Director I have managed the development of set and prop concepts and designs, and supervised the construction and sourcing of sets, props, scenery, and other visual aids. Art Department responsibilities include prop sourcing and prop making, set building, painting, and set decoration. Productions include: 'Sweet Tooth' - Director Shannon Ashlyn, 'Susan' Music Video for Jack Ladder and The Dreamlanders - Director Leilani Croucher, 'One Thousand Horses' - Director Brett Brown, and commercial clients including: Foxtel, Nurofen, Optus, Commonwealth Bank, Golden Circle, Best & Less.

FASHION STYLIST, FREELANCE, AUSTRALIA 2009-CURRENT

Working with a diverse range of clothing brands, fashion magazines and advertising agencies to style Fashion Editorial, Advertising Campaigns, E-Commerce and Brand Lookbooks. This involves reviewing client briefs, sourcing all fashion and props, dressing models or talent with the highest level of attention to detail and working to achieve an aspirational and polished final product. This requires a high level of artistic vision, ability to work in a fast paced and high pressure environment, an ability to problem solve, to delegate and manage multiple assistant's, and to maintain excellent communication skills when working with a client to ensure their expectations are met. Clients include: Nike, Club 21, ASOS, Paris Georgia, Oroton, Trenery, David Jones, BONDS, Bailey Nelson, Sportsgirl, Rebel Sport, TikTok, Calvin Klein, Coopers, ModiBodi, Big W, Nancy Ganz, JANE Magazine, Oyster Magazine, Doingbird Magazine, CAKE Magazine, AA Journal, Manuscript Magazine, Cool Pretty Cool.

INTERIORS & STILL-LIFE STYLIST, FREELANCE, AUSTRALIA 2009-CURRENT

Sourcing and curating furniture, artwork, homewares and other props, dressing an existing space or creating an original interior set in studio. Utilising my love of interiors, attention to detail and artistic vision, this process has also helped me to develop practical skills in set building. Clients include: Merivale Group, IN BED, David Jones, Trenery, Sheridan, Calvin Klein, Saphir Medaille D'or Paris and Dane Taylor Architects.

ART DIRECTOR FOR FASHION EDITORIAL, FREELANCE, AUSTRALIA 2011-CURRENT

My Art Direction experience includes concept development, talent casting, artist engagement, the design and presentation of concept boards and visual references, and directing the execution of a final creative vision or brief. This role also extends to overseeing all post-work (edit's, retouching, and graphic design elements). Clients include: SHOWStudio, Saphir Medaille D'or Paris, Club 21, IN BED, JANE Magazine, CAKE Magazine, Virtual Man, Doingbird Magazine, AA Journal and Oyster Magazine.

SENIOR PRODUCER & STAGE MANAGER, FREELANCE, AUSTRALIA 2009-CURRENT

These roles have involved the planning and execution of large scale events, productions and photoshoots throughout Australia. Key skills include a high level of organisation and task management, accuracy and attention to detail across all logistics, bookings, scheduling, casting, budgets and reconciliation, excellent communication with clients, talent and crew, and the ability to problem solve and excel under pressure. Clients include: IMG World, Rizer, The Event Group, Hello Future, Lara Inc, Pronto Productions and IN BED. Productions include: Mercedes Benz Fashion Week Australia, Melbourne Spring Fashion Week, Chanel Cruise Runway Show, Diane Von Furstenberg Runway Show, Ermenegildo Zegna Runway Show, The Ellen Show with Ellen Degeneres (Australian Tour).

FASHION EDITOR, YEN MAGAZINE, SYDNEY 2011-2016

I held part-time roles as Market Editor and Fashion Editor at Australian bi-monthly art and fashion publication 'Yen Magazine'. These roles required me to concept and direct all of the original fashion and art content for each issue of the magazine's print publication and later for their online platforms. This involved concepting, producing and editing photoshoots, engaging emerging artists and contributors, working with advertisers and managing a team of assistants and interns. I was also responsible for overseeing final layouts for all pages containing original fashion content.

EDUCATION

- NASDA (THE NATIONAL ACADEMY OF SINGING AND DRAMATIC ART) CHRISTCHURCH, NEW ZEALAND. BACHELOR OF PERFORMING ARTS, 2007
- TRINITY COLLEGE OF LONDON, NEW ZEALAND. A.T.C.L - ASSOCIATE DIPLOMA OF MUSICAL THEATRE, 2007

ADDITIONAL SKILLS

- High level proficiency: Mac, iWork suite (Pages, Numbers, Keynote).
- Intermediate proficiency: PC, Microsoft Word, Excel and Powerpoint.
- Basic proficiency: Adobe Photoshop, Adobe Illustrator, Adobe Lightroom, Final Cut Pro, Capture One.

REFERENCES

Available on request.