

# LISA ANNE

## PROFILE

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Surry Hills NSW 2010  
Australia

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Dynamic 10+ year creative career reflecting pioneering experience and high-end technical knowledge in the print-based design and visual arts industry. Driving current business through major accounts and establishing strategic product partnership to increase company revenue and project turn-over.

Independently motivated and results-orientated individual with a track record that demonstrates organizational skills, lateral-thinking and initiative to multi-task and achieve both personal and corporate goals. Highly versatile and strong conceptual skills with an awareness of current trends in marketing, popular culture, and new media.

Strong communication and public-speaking skills developed as a multi-discipline practitioner and educator in areas of Design, Imaging, Photomedia and Visual Arts from 2005–2007. Capable of delivering cross-content via alternative delivery methods, contributing to the quality of teaching whilst maintaining currency within a rapidly changing industry.

An energetic individual who is successful in balancing academic-, theoretical- and industry-related concepts, ideas and projects.

## Objectives

I strive to continuously perform at my maximum potential, always choosing to become more proficient in new ideas, concepts and techniques. I take pride in being able to maintain relevancy between the academic, fine arts and the commercial industry, crossing between analogue and digital mediums. I enjoy problem-solving, approaching it from a multi-disciplinary angle.

## Nationality and Languages

Singapore citizen with Australian Permanent Residency status

Welsh–Chinese heritage with English (primary language), Mandarin (conversational)

## Other Interests

Apple computers, Architecture, Avatars and Identity Issues, Chairs, Cities and urban development, Digital Colour Theory & Colour Management, MMORPGs, Photography, Stop-Motion Animation, Typography.



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## CURRICULUM VITAE

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### 2007–CURRENT

#### **CREATIVE PRINCIPAL with FIREKRACKER, Sydney**

Established FIREKRACKER as an art and design consultancy providing high-end creative and technical direction. Liaises with business owners, project managers, and suppliers in order to achieve the most efficient solutions. Engaged across advertising, art direction and editorial. Maintains currency within a rapidly changing industry in regards to colour management, digital delivery and best-possible technical output.

Currently expanding into providing industry-specific hardware and software creative solutions. Reseller accounts established with Nikon, Wacom and Western Digital.

#### **Key Achievements**

- Drove a national launch campaign within a major national departmental store chain. Developed weekly press ads, in-store display units, and directed the product's Australian branding.
- Secured creative control for a series of 54-books from an international publishing corporation's UK head office. Developed upon the global master template and design of the series. Incorporated adaptability of layout for multi language translations.
- Presently on file with IMP KK; Japan and Omnibus Books; South Australia.

#### **Clients and projects have included:**

**2009** AUSTRALIAN HOME BAKING for International Masters Publishers; Sydney  
SHAPED for Shaped Personal Outdoor Training; Sydney

**2008** NO!NO! for Self Care / Myer; Australia (Nation-wide)  
MAKE-A-WISH WITH MARIAH CAREY for Elizabeth Arden; Sydney

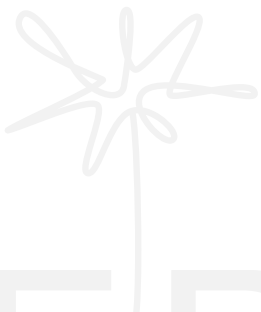
**2007** ANCIENT CIVILIZATIONS for International Masters Publishers; Sydney  
THE PARTY DRESS for Alex Black / Rizzoli International Publication (NY); Sydney

### **Previous Professional Experience**

#### **2006**

#### **1ST STUDIO / PRINTING ASSISTANT with ROSEMARY LAING; Sydney**

Responsible for all colour calibration and management issues, digital imaging (DI) and colour manipulation, system raid and partitioning, print-base and printing projects. Co-ordinated all out-going press-production materials across a myriad of platforms from web to high-end mural printing and online circulation. Organised and catalogued all in-house filing and administrative issues regarding all studio-base work. Produced and archived digital, print and technical specification notes for in-house studio library.



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### **2005–2006**

#### **CASUAL LECTURER (PHOTOMEDIA) @ MEADOWBANK TAFE; Sydney**

Initiated training and up-skilling of full-time academic staff in the department of Photography in areas of advanced digital imaging and colour management. Directed technical workshops for final year graduating students in colour space theory. Liaised directly with Head of Department, Mr Geoff Kleem.

#### **CONSULTING DESIGNER @ PODGROUP 3D+GRAPHICS; Brookvale**

Contracted to provide editorial and design templates and mock-ups for their in-house design department. Initiated and developed corporate identity and editorial concept drafts and project pitch for various architectural development clients in NSW. Produced hi-res photo-realistic architectural 3D renders for residential and commercial properties.

#### **ADOBE TRAINER @ DYNAMIC WEB TRAINING (SEEK); North Sydney**

Creation and delivery of Adobe workshops Creative Suite 2 (Acrobat, Illustrator, InDesign and Photoshop) for a myriad of participants, ranging from non-Adobe users to Designer practitioners seeking up-skilling. One of a 2-member Adobe team of instructors.

### **2003–2007**

#### **SESSIONAL LECTURER (PHOTOMEDIA) @ COFA, UNSW; Paddington**

Co-ordinated and assisted the direction of the digital component in the Photomedia majors stream for 1st and 2nd years undergraduates, teaching new media concepts and photographic theories, as well as digital and output techniques. Worked and co-lectured along-side senior lecturer Lynne Roberts-Goodwin. Initiated digital modules in Camera Raw processing, colour management and profiling, and ethics of digital imaging. Responsible for the development of technical workshop in the areas of Digital Imaging and Vector Graphics, teaching Adobe programs Photoshop, Illustrator, InDesign and QuarkXpress in OSX. Have taught (on average) 3 courses per semester, inclusive of 40+ Photomedia majors, 20+ elective students.

#### **CONSULTING DESIGNER @ CATMEDIA; Sydney**

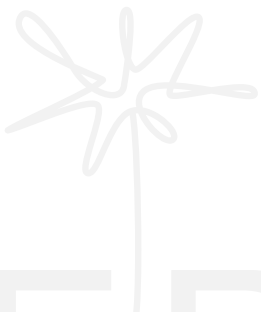
Processed through projects ranging from international advertorial layouts to packaging and point-of-sales objects. Operated on a permanent part-time basis since 2003. Established new advertorial style for North American publications. Brands developed include: Naturopathica, PharmaCare, Skin Doctors in the capacity of Senior Designer.

### **1999–2000**

#### **DESIGNER @ EPIGRAM; Singapore**

Responsible for the conceptual development with Creative Director, presentation to clients, design and art-direction, and managing pre-press and production. Duties also covered copy-writing, directing photo-shoots, illustration, and photography. Scope of work included Annual Reports, Branding and Corporate Identity Systems, Magazines and Marketing Collateral. Past clients included: Burson-Marsteller, Asia Pacific; Caltex Corporation International; Finesse Alliance International; IDA Singapore; Singapore Computer Systems.

*Recipient of New York's Creativity 31 Distinction Award in Annual Report design*



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## Education

### 2005 Masters of Fine Arts by Research

College of Fine Arts, University of New South Wales; Sydney Australia  
*Recipient of International Postgraduate Research Scholarship (UNSW)*

### 2002 Bachelors of Fine Arts in Photomedia (Honours 1st Class)

College of Fine Arts, University of New South Wales; Sydney Australia  
*Recipient of Golden Jubilee Scholarship (UNSW) and Overseas Study Grant (NAC)*  
*Received advanced standing, and completed BFA (Hons) in 2 years instead of 4 years*

### 1998 Diploma in Visual Communications—Photo, Video, Audio-Visual Design

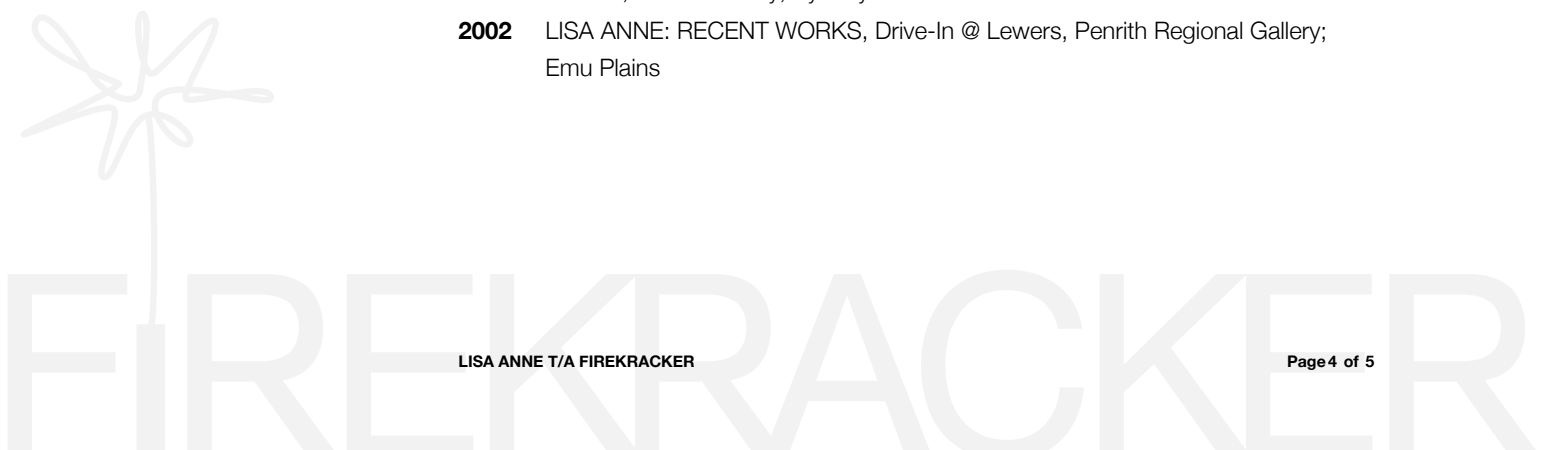
Temasek Polytechnic, School of Design; Singapore, Singapore  
*Recipient of UTV International Book Prize*  
*Graduated as Salutatorian*

## Publications

- Alexandra Black, *THE PARTY DRESS*, New York: Rizzoli International Publication, 2007
- Bhikkhu Sujato and Lisa Anne, *BEGINNINGS*, Penang: Inward Path Publishers, 2006
- Space3, *SPACE3—AN AUSTRALIAN INDEPENDENT CREATIVE NETWORK*  
2000–2005, Sydney: Space3 and NSW Ministry for the Arts, 2005
- Juliana Engberg, *MAKE IT MODERN*, Melbourne: Australian Centre for Contemporary Art (ACCA), 2005
- Lisa Anne, *Home*, *THINGS MAGAZINE*, London, 2005 (online)  
[http://www.thingsmagazine.net/2005\\_05\\_01\\_oldthings.htm](http://www.thingsmagazine.net/2005_05_01_oldthings.htm) (Available)
- Lisa Anne Chong, *Photographic Non Places*, *RESEARCH ON PLACE AND SPACE*,  
Florida: University of Central Florida, 2004 (online)  
<http://pegasus.cc.ucf.edu/~janzb/place/nonplaces.htm> (Available)
- Mireille Juchau, *The adaptable, ethical artist-technician*, *REAL TIME + ON SCREEN*,  
Issue 56, Aug / Sep 03, Sydney: Real Time+On Screen, 2003  
<http://www.realttimearts.net/article/issue56/7165> (Available)

## Solo exhibitions

- 2005** EMPIRE<sup>3</sup>, Sherman Galleries; Sydney  
EMPIRE, PhatSpace Gallery, Sydney; Australian Posters Billboard; Sydney
- 2003** RISING, Kudos Gallery; Sydney
- 2002** LISA ANNE: RECENT WORKS, Drive-In @ Lewers, Penrith Regional Gallery;  
Emu Plains



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## Group exhibitions

- 2007** 5 X 5, Ivan Dougherty Gallery, Paddington; Sydney
- 2005** MAKE IT MODERN, Deloitte Touche Tohmatsu + ACCA; Melbourne  
AUTUMN SALON, Centre for Contemporary Photography; Melbourne
- 2003** SITESEA, Tamarama Surf Life Saving Club; Sydney  
BUILT WORLDS, PhotoTechnica Exhibition Space; Sydney
- 2001** DEPARTURE LOUNGE, EPS, Paddington; Sydney  
DISLOCATION, Space3, Chippendale; Sydney
- 1998** E'MER'GING, Suntec City Entertainment Atrium; Singapore

## Awards and Grants

- 2005** Australian Posters Billboard Sponsorship; Australia – AU\$5,000
- 2005** COFA Research and Project Grants; Australia – AU\$700
- 2004** International Postgraduate Research Award,  
University of New South Wales; Australia – AU\$19,000 p.a.
- 2003** International Postgraduate Research Award,  
University of New South Wales; Australia – AU\$19,000 p.a.
- 2002** Kodak Award; Australia – AU\$500  
Avant Cards Sponsorship; Australia – AU\$3,000
- 2002** Overseas Study Grant, Singapore National Arts Council – SG\$8,000 p.a.  
Golden Jubilee Scholarship, UNSW; Australia – AU\$14,000 p.a.
- 2001** Overseas Study Grant, Singapore National Arts Council – SG\$8,000 p.a.  
Golden Jubilee Scholarship, UNSW; Australia – AU\$14,000 p.a.  
Creativity 31; USA – Award of Distinction
- 1998** International Book Prize, UTV; Singapore – SG\$500

## Skills

- Highly accomplished Adobe Acrobat, Bridge, Camera Raw, Illustrator, InDesign, Photoshop and Quark Xpress user, complemented by strong conceptualization, typographical, illustrative and photographic skills.
- Experienced with Avid Systems, Capture One Pro, Dreamweaver, Freehand, FileMaker Pro, Final Cut Pro, FlexTight Precision Scanners, FTPs, Gretag Macbeth, iWorks, Nik Sharpener, Quick Cut, RAW & DNG formats.
- Proficient with Windows XP and MacOS9x – OS10.5. Knowledgeable of HTML, CSS.
- In-depth knowledge of 35mm, 645, 6x6, 6x7, 4x5 (Field and Studio), D-SLRs, Hasselbald H1, light metering, film-processing, black and white (Resin Coated and Fibre-base) and colour printing, manual spotting, and toning.
- Highly organised individual with strong work ethics. Completes and meets all deadlines in advance. Excellent public-speaking and on-camera skills.

