

# Frank Martelli

portfolio: [www.eskimo-creative.com](http://www.eskimo-creative.com)

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## CAPABILITY STATEMENT

A highly motivated and results driven web designer with extensive experience in a Flash based environment, having successfully Art Directed and Designed web based content for the largest national and international digital agencies. Strong leader with the ability to focus on a wide range of projects, delivering optimum results with innovative solutions.

## QUALIFICATIONS

BA Design Visual Communications  
University of Western Sydney 2003

## CAREER OUTLINE

Ebneo Creative Director	November 2008 - Present
Devotion Senior Web Designer	November 2007 - November 2008
AKQA London Web Designer	March 2007 - September 2007
Banner London Web Designer (Freelance)	February 2007 - March 2007
Savv-e Web Designer, Art Director	March 2004 - February 2007
Eskimo Creative Company Director / Art Director	April 2006 - Present

## KEY ACHIEVEMENTS

- ▶ Created a style of design that was developed into a template and used by several companies, reducing time spent on developing projects, and also attracting new business to Savv-e.
- ▶ As a direct result of the Nike ID campaign, all products had sold out within one week of launching the digital campaign, and received numerous accolades throughout for its design and implementation.
- ▶ As a direct result of the re-design for the Bradford Insulation website, there was an 80% increase in interest in Bradford products generated thru the website.
- ▶ Through the re-design of the [sainsburys.co.uk](http://sainsburys.co.uk) site, and design of promotion digital advertising, an increase of 25% in web traffic was seen through the site. This also led to a 50% increase in users staying on the site, and joining to become a member of Sainsbury's online groceries.
- ▶ Managed and prioritized team workload, resulting in every web publication being delivered on or before the daily, weekly and monthly deadlines.
- ▶ Exceeding clients expectations with design and function of 20 websites.
- ▶ Directing clients on how the design of their promotional material should appear has resulted in client confidence and repeated business time and time again.



## CAREER HISTORY

EBNEO November 2007 - November 2008

Creative director of a start up company aimed at delivering high impact websites for low budgets, and profitable SMS entertainment concepts.

Senior Web Designer

### Responsibilities

- ▶ Creative concepting, designing and re-development of existing websites.
- ▶ CSS programming
- ▶ Creating and concepting new and exciting SMS entertainment concepts
- ▶ Design and art direction for [www.dropoftheday.com.au](http://www.dropoftheday.com.au) website and logo.

### Achievements

- ▶ An increase of 45% membership for the AMATA website.
- ▶ Highest traffic ever seen on an SMS concept with Madam Fortuna, surpassing existing campaigns by over 10,000 clicks world wide.

DEVOTION November 2007 - November 2008

Senior Web Designer for an independant agency with a passion for transforming the way brands connect, Devotion.

Senior Web Designer

### Responsibilities

- ▶ Creative concepting and designing of flash based content to encourage people to test ride Harley Davidson motorbikes.
- ▶ Designing and conceptualizing layouts and imagery to ehance the online experience for user of the Bradford Insulation website .
- ▶ Design and conceptualizing of The Wine Society website, allowing for a unique user experience and making it easier for users to purchase wine.
- ▶ Design and art direction for [www.dropoftheday.com.au](http://www.dropoftheday.com.au) website and logo.
- ▶ Designing flash based banners to promote Sydney Airport Shopping discounts and sales
- ▶ Creation of a flash based animation for Bebo, in conjunction with Herbal Essences to promote The Gap Year mini site.

### Achievements

- ▶ As a direct result of the re-design for the Bradford Insulation website, there was an 80% increase in interest in Bradford products generated thru the website.
- ▶ The re-design of The Wine Society website has led to increased online sales, and has also led to an increase in membership numbers.
- ▶ Managed and prioritised team workload, resulting in every piece of design being delivered on or before the daily, weekly and monthly deadlines.

AKQA LONDON March 2007 - September 2007

Web Designer for London's leading digital marketing agency, AKQA.

Web Designer

### Responsibilities

- ▶ Designing flash based content and photo manipulation of 250 shoes to promote a new website within Nike, [www.nikeid.com](http://www.nikeid.com).
- ▶ Designing flash based banners, and html content to promote Orange products and deals.
- ▶ Designing new content to follow an existing theme with the Johnny Walker website.
- ▶ Creation of a gif based animation that was delivered via blue tooth to mobile phones for Smirnoff.



- ▶ Designing flash based banner to promote Pot Noodle and to drive traffic to the Pot Noodle Myspace page.
- ▶ Creation of a flash based animation to sit on the XBOX.com site to promote a new game, Blue Dragon.
- ▶ Part of a team of 4 involved in the complete re-design of www.sainsburys.co.uk, from initial concept to end product.
- ▶ Design of Sainsbury's Online Groceries digital advertising, including email campaigns and online banners.
- ▶ Designing print based material for Sainsbury's internal promotions.
- ▶ Design and concepting of innovative ideas for the future development of Sainsbury's digital.

#### Achievements

- ▶ As a direct result of the Nike ID campaign, all products had sold out within one week of launching the digital campaign, and received numerous accolades throughout the web for its design and implementation.
- ▶ The re-design of the sainsburys.co.uk site, and design of promotion digital advertising, led to an increase of 25% in web traffic through the site. This also led to a 50% increase in users staying on the site, and joining to become a member of Sainsbury's online groceries.

#### BANNER LONDON

February 2007 - March 2007

Web Designer for London's fastest growing media agency, Banner.  
Freelance Web Designer

#### Responsibilities

- ▶ Art direction and design of 20 flash based websites for Libra Holdings and its subsidiary companies. (www.libra-holdings.com).
- ▶ Assisting and directing a team of programmers whilst building above mentioned sites. .
- ▶ Design of email based campaign for Autodesk products re-launch.

#### Achievements

- ▶ Managed and prioritised team workload, resulting in all 20 websites delivered on time.
- ▶ Exceeding clients expectations with design and function of all 20 websites.

#### SAVV-E

March 2004 - February 2007

Designer for one of Australia's leading e-Learning specialist, Savv-e.  
Web Designer, Art Director

#### Responsibilities

- ▶ Art direction on several projects, being involved from initial client interfacing, concepting, initial interface design and overseeing design and development thru to delivery to client.
- ▶ Designing layouts and interactive content.
- ▶ Designing creative interfaces for new and existing clients
- ▶ Meeting with clients to discuss various design options and outcomes on a project by project basis.
- ▶ Working closely with programmers to develop new ways of online interaction.
- ▶ Assisting instructional designers (writers) to create media rich content.
- ▶ Organisation and production of audio and video for individual modules
- ▶ Direction and production of photography
- ▶ Basic Actionscripting to assist programmers





### Achievements

- ▶ Through introducing new ideas in design and flash development, I was able to ensure that Savv-e was able to stay ahead of its competition in the e-learning field.
- ▶ Developed a style of design that was developed into a template and used by several companies, reducing time spent on developing projects, and also attracting new business to Savv-e.
- ▶ Shifted focus of e-learning concept from being purely content biased, to an engaging experience through interaction and visual stimulation.
- ▶ Design and development of an e-learning module for the Australian Department of Defence, that was used world-wide to promote awareness towards hearing loss through extra curricular activities.
- ▶ Art direction and design of an accounting based module, that has been received positive feedback from several large Australian based banks, and has received interest in accounting firms in overseas.

### ESKIMO CREATIVE

April 2006 - Present

Started my own design company, eskimo creative, with the aim to meet and exceed clients expectations on customer focused design and websites.

Company Director / Art Director

### Responsibilities

- ▶ Meeting and liaising with clients to establish a partnership and to fully understand and deliver clients wants and needs.
- ▶ Designing and developing flash and html based websites to suit client needs, meeting tight deadlines and ensuring clients brand was accessible to a wider audience
- ▶ Designing a range of logos and business cards for clients.
- ▶ Designing a range of advertising and promotional material.
- ▶ Organising printing and production of business cards, brochures and signage, making sure quality and delivery surpassed the client's needs.

### Achievements

- ▶ Designed several new logos for existing companies, making them more professional and increasing consumer interest and sales.
- ▶ Designed an innovative website for a new shoe range company. The site was delivered under budget, and was a gateway for the client to attract new business.
- ▶ Directing clients on how the design of their promotional material should appear has resulted in client confidence and repeated business time and time again.





## PROFESSIONAL DEVELOPMENT

- ▶ Flash Advanced Design.  
DWT (Dynamic Web Training)
- ▶ Swift 3D.  
(3D program aimed at Flash based applications)

## TECHNICAL SKILLS

- ▶ Adobe Photoshop CS2.
- ▶ Adobe Illustrator CS2.
- ▶ Adobe Flash. (Including good knowledge of Action Script 2.0)
- ▶ CSS programming
- ▶ Adobe Indesign CS2.
- ▶ Adobe Dreamweaver
- ▶ Adobe Acrobat.
- ▶ Microsoft Office.
- ▶ Mac and PC platforms.

## INTERESTS

Classic and muscle cars, soccer, personal fitness, poker, socialising with friends and family.

## REFEREES

Referee details are available upon request.

## RECENT WORK SAMPLES

Web site design.

<http://www.eskimo-creative.com>

<http://www.harleytestride.com.au>

<http://www.bradfordinsulation.com.au>

<http://www.thewinesociety.com.au>

<http://www.sydneyairportshopping.com.au>

<http://www.dropoftheday.com.au>

<http://www.sainsburys.co.uk>

<http://www.libra-holdings.co.uk>

<http://www.amata.org.au>

<http://www.ebneo.com>

My full portfolio can be viewed at: [www.eskimo-creative.com](http://www.eskimo-creative.com)