

Michael Hardie

Digital Design / Digital Illustrator / Front End Dev

My name is Michael, I am a Digital Creative who loves to draw and code. I've been working in the creative industry for +10 years and have worked with some of Melbourne's top ad agencies, as well as in-house roles in Melbourne and Perth.

I have been fortunate enough to work on big name brands such as BMW, Virgin, ANZ and Qantas just to name a few.

My Experience

Digital Designer / Producer

Medibank | Mar 2020 – current

- Design marketing material for various Medibank channels
- Lead digital creative concepts and provide end-to-end solutions
- Create animated content
- Create HTML5 banners
- Edit and produce video content
- Providing solutions to marketing goals and problems
- Stakeholder management
- Consult for digital design and creative best practises

Digital Producer

The RACGP | Sept 2017 – Feb 2020

- Web design and development for organisational microsites
- SEO & SEM implementation for organisational microsites
- Design digital and print marketing material for various channels
- Create HTML5 banners
- Edit and produce video content
- Stakeholder management

Freelance Digital Designer / Aniamtor

BWM Dentsu, TBWA Melbourne, Ogilvy, Clemenger BBDO, The Creative Works, The Heat Group, Rigby Cooke Lawyers, Big Red Digital | Aug 2016 - Aug 2017

- Designing digital assets for web, social media and print
- Developing HTML5 assets using GSAP and GWD
- Produce animated content
- Producing character animations
- Designing and developing eDM templates

Senior eDM Developer / Digital Designer

Fuji Xerox (contract) | Mar – Aug 2017

- Design and develop eDM templates
- Designing digital marketing collateral
- Stakeholder management



Contact

P: +61 488 050 018

E: hardie.michael63@gmail.com

Qualifications

BA Humanities (Digital Design)

Curtin University

Mar 2012 - Oct 2014

Adv. Diploma Multimedia

SAE Institue Perth

Mar 2008 - Sept 2009

Audio Engineering Cert III

Mt Pleasant Baptist College |

Jan 2007 - Dec 2007

Dev Languages

HTML5, CSS, JS, JQuery, GSAP,
Three.js, Python

CMS

WordPress, Joomla, Kentico

Software Knowledge

Photoshop, Illustrator, inDesign,
After Effects, Adobe XD, Premiere Pro,
Animate, Aero, Sketch, Blender,
Reality Composer

Graphic Designer

Computers Now (contract) | Mar – Aug 2016

- Web design and development for organisational microsites
- SEO & SEM implementation for organisational microsites
- Design digital and print marketing material for various channels
- Create HTML5 banners
- Edit and produce video content
- Stakeholder management

Animator

Curtin University (Project) | Oct - Dec 2016

- Design and produce animated content for student research project

Web Content Manager

Seven West Media | Mar 2014 - Oct 2015

- Co-ordinate and manage web content for Redwave Media
- Analyse Google Analytics data
- Design digital collateral
- Stakeholder management
- Creative writing

Digital Designer / Animator

Final Fusion Design | Apr 2009 - Mar 2014

- Building corporate websites utilising Wordpress and Joomla
- Designing marketing collateral
- Creating animated advertising content
- Stakeholder management

Fun Facts

- I have a young son named Lincoln James
- I have two pet ferrets Feebe and Furphy
- I am a St Kilda supporter
- A craft beer enthusiast
- Couldn't pay me to sky-dive / go on a rollercoaster

In Closing

I love all thing design, tech, dev and animation and keen to hear any opportunities where I can help bring creativity and my expertise to the table. If you haven't already, please visit my portofilo @ michaelhardie.elaki.com.au.

