

# MARC GUNDESEN

MULTIDISCIPLINARY  
DESIGNER



**e** marcgundesen@gmail.com

**m** +44 7846 373586

**☎** +61 455 899 447

**p** mgundesen.com

**li** <https://www.linkedin.com/in/marc-gundesen-6b9O2lb3/>

## PROFILE

Highly creative multidisciplinary designer experienced in web, rich media advertising, UX/UI, and print design. Exceptional collaborative and interpersonal skills. dynamic team player with well developed written and verbal communication abilities. Thriving on new challenges. I am your **Swiss Army Human** for design solutions.

## KEY SKILLS

Adobe Photoshop

Adobe Illustrator

Adobe InDesign

After Effects | Premier Pro

HTML | CSS | JS

Figma

Presentation

## EDUCATION

**Bachelor of Computer Graphic Design**  
The University of Waikato

**Diploma in Graphic Design**  
BOP Polytechnic

## EXPERTISE

Creative Ideation

Animation

Communication and cohesion

## EMPLOYMENT HISTORY

### Senior Creative Technologist

2021 - 2024

Playground XYZ - Sydney, AU

**Major Clients:** Netflix | Vodafone | Unilever | BUPA | McDonalds | Sony

**Major Agencies I work with:** Omnicom Media Group | Group M

- Designing and developing interactive digital content for both desktop and smartphone. Built across a wide variety of formats.
- Servicing our sales team with multiple, high functioning builds for a large variety of clients/verticals to win briefs on a daily basis. A recent noteworthy success was winning Netflix as a client through creative executions.
- Incorporating user feedback into IT solution designs.
- Building (Blueprints) advanced templates, in an agile environment generating autonomy in our teams workflow.
- Providing clients and internal departments with end-user support.
- Performing debugging procedures, code improvement, and re-designing tasks.
- Keeping abreast with advancements in application design and new technologies, including working with multiple JS libraries
- Supporting creative strategy to improve workflow and resource efficiencies as well as educating key stakeholders.
- Co-lead Roadshows in Australia and New Zealand with sales team representatives to help educate prospective clients on our technology and services and generate business.
- Ability to function effectively under pressure, manage various tasks concurrently, adhere to timelines and budgets
- Demonstrated ability to communicate clearly and effectively with a diverse workforce

### Digital Designer

2017 - 2021

Inskin Media - Sydney, AU

**Major Clients I work with:** Disney | Nike | Adidas | Toyota | Samsung | CBA

**Major Agencies I work with:** Omnicom Media Group | Group M

- Designing and developing static and interactive digital content across multiple devices e.g. desktop, tablet, smartphone
- Working across multiple projects of varying complexities and deadlines
- End to end management of projects from brief to fulfillment (including translating concepts effectively against objectives and deadlines)
- Collaborating with clients, agencies, sales teams and ad operations teams to ensure high quality creatives are delivered to specification and deadlines
- Providing creative direction for commercial clients
- Producing mock-ups, video presentations and pitches supporting the sales team in converting new clients.
- Supporting international design teams to ensure design deadlines are met
- Training and supporting junior members of the design team
- Knowledge and proficiency using a range of applications/platforms e.g. Adobe Photoshop, Illustrator, InDesign, After Effects and IDE Software
- Troubleshooting technical issues for web and digital platforms
- Streamlining BAU process, creating efficiencies in work flow
- Creation of in-house collateral to help support and educate best practice across the team and grow the organisations capabilities
- Created templates for both design and development processes including automating code to generate various aspects within the templates

- Brainstorming creative and strategic solutions with ad operations team
- Review and testing of creatives before going live
- Implementation of systems used for tracking creative performance
- Keeping abreast of digital creative standards and capabilities

## Web Design & Account Management

### Magic Dust - Sydney, AU

2017

- Conceptualising and designing web page layouts for over 20 unique clients during my 4 month contract (including those in the film, tech, fitness, hospitality, trade and veterinary industries)
- Acting as the Account Manager for each of my clients (directly leasing and consulting with clients to understand their brand / target audience / requirements and translating these into creative designs)
- Creation of storyboards to visually translate creative ideas for preproduction
- Working within client specification / constraints and Brand Guidelines to ensure websites are fulfilled in accordance with briefs and to high quality standards
- Producing in-house collateral and templates to help support web design efficiency and trends
- Constant communication with clients throughout the planning, design and post-production phases to build and strengthen client relationships
- Proficient use of the Adobe Suite predominately Adobe InDesign and Illustrator
- Demonstrated exceptional communication skills through collaboration with clients, sales team, operations and development teams
- Proficient use of the Adobe Suite predominately Adobe InDesign and Illustrator

## Graphic & Pattern Designer

### Budgy Smuggler Sydney, AU

2017

- Creating custom designs to be included on men's, women and children's swimwear (from scratch and utilising assets from clients)
- End to end management of projects from brief to fulfillment
- Strong understanding of design principles and expertise in effectively applying graphic and typographic visuals to a unique canvas
- Management and application of digital prepress processes to ensure accurate finish ensuring scalability across products, colour match etc.)
- Applying digital prepress to ensure scalability and accuracy of finish
- Honing my spin bowl and batting skills on the office cricket pitch`

## Graphic Designer

2015 - December - June

David Forman - Auckland, NZ

- Collaborating with the CEO, in-house facilitators and Corporate clients to understand and translate training content into high quality, creative, engaging and visually appealing designs / packs for use in Corporate client training and workshops
- Creating custom training solutions including designing workbooks, print material, PowerPoint presentations and stationary, utilising both internal and client branding for major clients such as Z Energy & Turners
- Designing sales eDM's using InDesign and Mail Chimp to promote the David Forman Brand and training courses / workshops offered (working directly with the CEO to convert sales content into engaging and convincing sales eDM's).
- Applying digital prepress to ensure scalability and accuracy of finish
- Working within strict timeframes to meet internal and external deadlines
- Company branding including designing decal for office interior and company vehicle

## Graphic & Digital Design

### Freelance

2012 - Present

- Branding
- Logo design
- Print design
- Digital photography, including post production using Adobe Photoshop and Lightroom
- Web design

## CERTIFICATES & AWARDS

### Marketing Excellence Awards | Singapore 2024

Silver in Excellence in Marketing Innovation

### Fundamentals of Digital Marketing

Google Digital Garage

### Sales Performer

A programme where I developed the core skills & attitudes of buyer focused selling

### Franklin Coveys 7 Habits of Highly Effective People

A programme, setting the foundation for professional effectiveness - increasing productivity, restoring balance, and developing greater maturity and responsibility

### Certified Swell Guy

Life

## REFERENCES

Available on request

