



# resume

## craig burtenshaw

[www.cravingsushi.com](http://www.cravingsushi.com)

+61 (0) 41 999 1115  
craig@cravingsushi.com

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### key competencies

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#### *Web 2.0/Social Network Marketing*

With the meteoric rise in popularity of Social Networking it can be, given the right criteria, an excellent marketing tool. I have broad experience in this niche market utilising multiple platform including, Windows Live Spaces, Facebook and Wordpress etc.

#### *Search Engine Optimisation*

There are minimum things that should be observed when developing a website to ensure it is optimised for search engine interaction. Beyond this I have a wealth of experience in providing solutions for increasing web presence and driving site traffic, including experience with advertising solutions such as; AdSense, DoubleClick, Omniture and Kontera.

#### *Web Accessibility*

Litigious action in the UK against some of the large corporate organisations for not providing accessible websites required a major shift in thinking when it came to designing and developing websites. I'm an avid supporter and promoter of Web Accessibility. I have extensive experience on both large corporate and small business sites providing cost effective web accessible solutions.

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### personal profile

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I have been working in design related industries for over 14 years. I'm passionate about and relish working in a creative field. I have a wealth of experience in multimedia, digital and online design. As well, I have experience in traditional media including print, packaging and graphic design. Also I have valuable experience in brand development & management, marketing, video production, photography and photo & video shoot direction.

With my broader experience with architecture, interior design, IT and 3D Graphics and my keen interest in photography and illustration I don't see myself as just a Web or Graphic Designer.

One of my key strengths is my adaptability. I am able to jump easily from being a designer, to a coder, to art director, to project manager and to decision maker. This adaptability can also be seen in my design work where I am able handle any task I'm given, be it web, multimedia, motion, branding, or print.

I've been Creative Director of my own successful design studio. I was the Studio Manager and a Senior Designer for one of the UK's top 100 design agencies. And I have freelanced or been a consultant for some of the most recognisable multinational brands.

#### *personal milestones*

**21 years**  
*using computers*

**14 years**  
*in the design industry*

**2 years**  
*self employed*

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## work experience

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*Hot Graphics*  
Creative Consultant

May 2009 to present  
Port Macquarie, NSW, Australia

I have been providing creative direction, technical consultation and business development consulting services to a rapidly growing graphic design studio. I have helped them expand the services they provide, streamline their work procedures, and add positively to their already growing reputation. My services have helped the business grow both financially and physically.

*Craving Sushi Design*  
Creative Director

September 2006 to April 2008  
Southend, United Kingdom

I made the decision to set up Craving Sushi Design because I wanted the flexibility, variety and challenge of running my own business. With connections I had made over the years I was able to assemble teams of trusted freelancers to work on large projects, which further enhanced the flexibility I desired.

It's no easy task establishing a company, building the brand, managing staff and sourcing work, all the while maintaining a high level of professionalism and still delivering the expected quality of work, but it's something that I was able to maintain and I am sure my many returning clients would concur.

*Thin Martian*  
Senior Designer & Studio Manager

January 2002 to September 2006  
London, United Kingdom

Thin Martian is a full service Creative Agency specialising in Multimedia Interactive Web Design. It is listed as one of the UK's top 100 Design Consultancies, with a varied list of top name clients.

As Studio Manager I was responsible for managing staff, allocating projects and resources, project management and client liaison. My role as Senior Designer gave me the responsibility for creative direction and project management on a vast array of projects. I also had the privilege of mentoring a number of Junior Designers

*Microsoft (MSN EMEA)*  
Graphic Designer

June 2001 to January 2002  
London, United Kingdom

As a member of the MSN EMEA (Europe, Middle East & Africa) in-house design department, I was responsible for web, graphic, print and packaging design, HTML production and CMS management on a wide array of projects.

*HBO+EMTB*  
Architectural Junior & IT Manager

January 1999 to February 2001  
Sydney, Australia

*HBA Architects (& Cadabra)*  
Architectural Draughtsman

March 1995 to November 1998  
Auckland, New Zealand

*Crestwood Office Furniture*  
CAD Technician

June 1994 to February 1995  
Auckland, New Zealand.

### *selected urls*

[www.thecommonwealth.org](http://www.thecommonwealth.org)  
[www.moreeco.com](http://www.moreeco.com)  
[www.netmums.com](http://www.netmums.com)  
[www.ozbus.co.uk](http://www.ozbus.co.uk)  
[www.carobandco.com](http://www.carobandco.com)  
[www.moviesstorm.co.uk](http://www.moviesstorm.co.uk)

### *selected clients*

Microsoft  
The Commonwealth  
Xbox  
Netmums  
Sony  
Pioneer  
Colgate  
Nickleodeon  
Vodafone

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## software proficiency

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I am proficient on both Apple Mac OSX and Windows PC. I have extensive knowledge of many software applications. Listed are those which I use on a regular basis:

### *Adobe Photoshop*

I have been using Photoshop extensively since 1999 and consider myself to be an expert user. I use Photoshop for creating layouts for most of my designs as well as retouching and manipulating photos.

### *Adobe Dreamweaver*

Initially I started web building by handcoding so I have an excellent appreciation for well coded web development. For me the most efficient way to code HTML is using a combination of the WYSIWYG features of Dreamweaver and handcoding.

### *Adobe Flash*

I have created many diverse projects in Flash including websites, galleries, banner advertisements, CDROMs, DVDs and Presentations.

### *Adobe Illustrator*

I use Adobe Illustrator mainly for creating vector illustrations, often for use in Adobe Flash. I have also had plenty of experience creating layouts and designing for print using Illustrator.

### *Adobe InDesign*

This is my preferred application when it comes to laying out multiple page documents, though I have some knowledge using Quark as well.

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## qualifications

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NZCAD - New Zealand Certificate Architectural Design  
Diploma in Architectural Technology  
Certificate IV in Training & Assessment

*currently studying via correspondence;*

Masters in Design *with* RMIT

Certificate IV in Marketing *with* TAFE NSW

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## industry certifications

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## referees

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**Mrs Kylie Morris**  
Managing Director  
Hot Graphics  
kylie@hotgraphics.com.au

**Mrs Jacqui Larsson**  
Owner/Director  
Carob & Co UK Ltd  
jacqui@carobandco.com

written references can be supplied on request.