

Daniel Jackson Sim

art direction + interaction design

92/53 Vernon Terrace.
Teneriffe, Queensland

0413 428 890
dan@djsim.net
www.djsim.net

M.O

I am a multi-skilled designer/art director with over 5 years creative experience. I am an artful project and people manager and shine in both leadership and support roles. I highly value style, functionality and usability and carry a passion for applying these values with insight and excitement to everything I create.

www.djsim.net

Recent Positions

Lead Creative & Front End Developer
KND, Brisbane. 2008/Current

Lead Creative responsible for the style and experience of web sites / microsites, display ads, social networks as well as business collateral for conferences etc. Also functioned as the lead front-end developer, producing advanced classes & scripts for applications from data visualisation to event management software.

Graphic Designer
Neilson Design, Brisbane. 2007/08

Responsible for conception & production of printed advertising and online development for local, national and international clients & campaigns including (but not limited to): Nintendo, JB-Hifi, Vivendi, MultiTrove, EB-Games

Art Director
Frozen OJ, Brisbane. 2006

Art Director in charge of building the Frozen OJ brand. Creating branded material, advertisements & marketing material and the frozenoj.com.au web site. Presented design concepts and direction to all levels of Senior Management as well as clients.

Interaction Designer & Web site Manager. Franchise Fitout Services, Brisbane. 2005 - Present

Interaction Designer & Web site Manager, In charge of designing and leading development & maintenance of a large B2B eCommerce site, servicing 1000+ Australia wide franchisees.

Graphic Designer.
Rainbow Smash, Brisbane. 2005

Hired to lift the brand image of Rainbow Smash by creating artwork & design for signage, stationary, vehicle graphic design as well as the Rainbow Smash web site and other graphic design.

Skills Summary

Being experienced and educated in traditional design, fine art, advertising, marketing and extensively in new and online media, I possess the critical skills to take marketing & communications into the new technological paradigm. High-end proficiency of leading design, motion, video & 3D software packages.

Conceptualization, copywriting and production of high impact advertising materials.
Production for press, identity, magazine & outdoor platforms.

Fluent hand-coding semantic & valid xhtml, css & javascript. Working knowledge of PHP.

Advanced object-oriented front end web development using the Mootools framework.

Skills with Flash & Actionscript 3

Comfortable in both Mac & PC environments, expert on Mac OS X.

Education

AWARD School - 2009

Bachelor of Fine Art (Communication Design),
Interaction Design & Advertising.
Queensland University of Technology. (2006)

Diploma of Multimedia.(2003)

Cert II multimedia.(2002)

Cert II Film and Television.(2002)

Speaking

“Digital Native: Fact of Fiction” @ Apple University Consortium Conference 2007,
Gold Coast, Australia.

Accolades

Featured in Internet.au magazine’s “hottest new designers”, 2003.

Winner of Apple Computer World Wide Developer Conference, Scholarship. San Francisco, June 2007.

On my work with QCCN: “Every team would wish to have an art director / production manager with your skills and attitude” - Cannes Gold Lion Winner, Don Blackley.