

WILLIAM LUU

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ABOUT WILLIAM.

With over eight years of experience working across national FMCG retail sectors, corporate sectors, and agencies, I have honed my skills in creative concept development, artwork production, finished artwork, client management, and media art direction.

Having been involved with national brands like Coles, Australia Post, and Target, I have the ability to hit the ground running by working effectively with all stakeholders, having open communication, taking initiative and the willingness to learn.

SKILLS AND ACCOMPLISHMENTS.

ADAPTABILITY.

- Adapting to high paced environments across diverse FCMG retail and corporate sectors
- Building and maintain rapport with challenging clients and staff
- Working across multiple brands simultaneously while retaining client confidentiality when necessary to avoid conflict of interest

INNOVATIVE.

- Prioritizing sustainability and ethical consciousness in designs and branding especially during COVID-19
- Problem solving with creativity. Knowing when to utilise design expertise and when to have a white belt approach

CONSCIENTIOUS.

- Highly conscientious by nature and enjoys paying close attention to detail especially for national campaigns
- Prioritizing ethical considerations into each project and having open conversations with key stakeholders to achieve a desired outcome
- Adhering to Accessibility Guidelines for internal/consumer facing collateral and onboarding team members on the process

COMMUNICATION & TEAMWORK.

- Developed and maintained positive relationships with print management, developers, producers and local businesses for on-going referrals
- Effective time management and proactively communicating with clients and team to address any potential delays
- Art directing media days and onboarding team members by introducing them to new skill sets and fostering valuable experiences for all

FOLIO.

LUUCREATIVE.COM

WILLIAMLUU.COM.AU

EDUCATION.

USER EXPERIENCE DESIGN

RMIT University 2023 - Present

ADVANCED DIPLOMA OF ADVERTISING AND GRAPHIC DESIGN

Tractor Design School/Grenadi 2012 - 2014

BACHELOR OF DESIGN: LANDSCAPE ARCHITECTURE

RMIT University 2009 - 2012

TECHNICAL SKILLS.

ADOBE CC SUITE/MS OFFICE

TIME MANAGEMENT

DIGITAL MEDIA/GRAPHICS

MEDIA ART DIRECTION

NETWORKING

MEDIA MANAGEMENT

EXPERTISE.

CAMPAIGN COLLATERAL

GRAPHIC DESIGN

PHOTOGRAPHY & RETOUCHING

VIDEO EDITING

SOCIAL MEDIA

COPYWRITING

PRINT PRODUCTION

CANVA

PDF WCAG ACCESSIBILITY

HOBBIES.

MINDFULNESS MEDITATION

DOG DAD

COMBAT SPORTS

TRAVEL

MUSIC CREATION

PODCASTING

COLD BREW COFFEE

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PROFESSIONAL EXPERIENCE.

SODESIGN, 2020-2023

Joining a small, tight-knit team meant that we were all actively involved and assumed various roles to enhance our productivity for our major clients. Collectively, we created ongoing content for Australia Post, Homewares, and Bunnings across both print and digital platforms. Embracing remote work enabled us to improve our communication, delegation, and time management abilities, ensuring that we met our clients' requirements.

JPS COATINGS/EVOLVING ELEMENTS, 2020

In the wake of the COVID-19 pandemic, I was an in-house designer and worked closely with the manufacturing team and chemist to provide marketing solutions for the education of sanitation products and building an eCommerce platform.

WELLCOM WORLDWIDE, 2015 - 2019

I had the opportunity to transition between various hubs and roles including Finished Artist/Retoucher, Digital Designer and Content Manager. I had to quickly familiarise myself with each business and dynamics in order to adapt into their teams. Working autonomously and collaboratively to ensure campaigns were accomplished and print deadlines were met.

This included seasonal nationwide campaign collateral, weekly catalogue production and meetings, weekly edm production, daily point of sale, print production, copywriting, finished artwork, annual reports, in-house publications, photography retouching, curating final product image uploads.

HUBS:

- Coles
- Australian United Retailers
- Target
- Australia Post
- Repco
- The Shannon Company

SIGNODE AUSTRALIA, 2014 - 2015

Working alongside the marketing team, I assisted in updating the internal and external collateral as well as providing general office administration support.

FREELANCER- DESIGNER/PHOTOGRAPHER/VIDEOGRAPHER, 2011 -PRESENT

Providing art direction, graphic/social design and marketing services for local businesses in the finance, corporate, health and sports. Recognized as a prominent combat sports photographer featured on international and local media publications such as Blitz Publications and Fight News Australia.

REFERENCES.

AVILABLE UPON REQUEST

NOBLE JOBS.

AUSTRALIA POST:

Rolling out national creative across print and digital assets. Including catalogue, POS, internal and WCAG content.

HOMEWARES:

Social media content creation and management across four leading brands in Bunnings. Leading art direction for ecommerce library update.

CARLTON FC / GRUNT:

Liasing with marketing team and players to organise exclusive memorabilia giveaways for cross platform promotion.

TARGET ONLINE PHOTOGRAPHY:

Managing and providing Quality Assurance between client and production team on daily Target product & talent photography.

REBELLION MUAY THAI PROMOTIONS:

Leading art direction and managing design team for live events and digital/print content.

MOONEE VALLEY CITY COUNCIL:

Structuring and leading a hands on photography arts workshop for local youth community.