





details

brent leideritz

Contact

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Work ethic

To achieve a professional and creative solution by integrating new and traditional techniques to assist my clients in effectively optimising their presence in the local and global marketplace..

Awards

Most Outstanding Trainee of the year for Douglas Mawson Institute of TAFE (1998).
Finalist in the TAFE SA Gold Trainee of the year (1998).

skills

computer

Software

Adobe Photoshop, PageMaker, Acrobat, Illustrator
Macromedia Freehand, Flash, Dreamweaver, Fontographer
Quark Xpress
Emurasoft EmEditor

Platforms

IBM PC compatible
Apple Macintosh

Code w3c standards compliant

HTML 1.0 to HTML 4.01
XHTML 1.0
CSS1 and CSS2

Code some experience

Javascript
XML/ XSL
ASP
PHP

training

qualifications

2000

Franklin Covey,
The Seven Habits of Highly Effective People
3 day conference.

1998

Certificate 2 Interactive Multimedia Traineeship
Subjects included orientation, industry context & future directions, introduction to multimedia, computer literacy & survival skills, digital imaging 1, visual design for industry, introduction to multimedia authoring, multimedia interface design, introduction to 2d animation, introduction to 3d modeling & animation, digital video, introduction to multimedia scripting and introduction to the internet.

1996 - 1998

Associate Diploma in Advertising/Graphic Design
Subjects included typographic design 1 to 4, design 1 to 4, computer graphics 1 to 4, advertising business practice 1 & 2, illustration 1 & 2, finished art 1 & 2, visualising 1 & 2, drawing 1 & 2, life drawing 1 & 2, illustration techniques 1 & 2, studio practice, prep for research & development, prep for work place training, design business management, marketing, photo imaging, photo illustration, communication skills, computer system management, creative process, printing & pre-press operations, occupational health & safety and quality concepts.

1995

Advanced Certificate in Graphic Design
Subjects included rendering, typography, production, selling, personal career development, introduction to computers, typing, advertising, marketing, graphic design, pagemaker and job skills.

1994

Certificate of Visual Art Practice
Subjects included art history 1 & 2, visual language, illustration 1 & 2, photography 1 & 2, life drawing 1 & 2 and drawing fundamentals 1 & 2.

1993

SACE Stage 2





experience

employment

1998 - current

Digitalobliquity

Self employed graphic/web designer and consultant in trademark and logotype design, corporate branding, promotional material, press advertisements, signage, packaging, internet branding, accessibility conscious coding, standards compliant coding, search engine optimisation, site functionality planning, internet presence consultation, client liaison, project management on-site consultation, contractor consultation and quote preparation.

2003 - 2004

Graphic Language Design

Senior graphic/web Interface designer responsible for consultation and creation of websites, design and implementation, from Photoshop concept to standards compliant production release, updating of existing website content, corporate identity creation including logo/trademark design, stationery and promotional material design, signage design, job quoting/costing and client communications.

2003 - 2004

Motown Media

Web interface designer responsible for consultation and creation of websites, design and implementation, from Photoshop concept to standards compliant production release and website maintenance.

2001 - 2003

Autom-8 Pty Ltd

Senior graphic/web interface designer responsible for graphic design and consultation in website structural planning, website interface design, content style creation, proof of concept template design and HTML/CSS coding, corporate identity creation and implementation, promotional material design including flash presentations, internal document design and finished art preparation for printers.

2000

Regency Institute of TAFE/ Regency Hotel School

Graphic designer responsible for tasks including flash presentation design and creation, conference support preparation, internal document design, promotional material design, printing production quote requests, finished art production and technology consultation to staff.

2000

Office of Vocational Education and Training

Graphic designer responsible for a variety of tasks including website interface design, website structural planning and consultation, HTML website construction, flash presentation design and creation, conference support preparation, corporate identity design and implementation, internal document design, promotional material design, printing production quote requests, finished art production and technology consultation to staff.

1998 - 1999

TAFE SA Operations

Graphic designer responsible for a variety of tasks including internal document design, conference support preparation, interactive cd-rom interface design and planning, promotional conference support design, website interface and website creation.

1998

Panorama Computer Services

Graphic design consultant in website interface design and style creation.

1998

Thiel Graphix

Graphic design consultant in interface design and static website creation.

1997

Ausdance (SA) Inc

Magazine designer and consultant in newsletter and magazine redevelopment and continual publication.





additional interests

Photography

Since the completion of my visual arts certificate in 1994 I have continued to explore photography as both a hobby and passion. My choice of subjects range from portrait photography to event photography. Some examples can be seen at <http://b.digitalobliquity.com/>. Exhibitions include 'Questioning: The words of King Lemuel', suspended at Adelaide Central Gallery, viewable online at <http://lemuel.digitalobliquity.com/>, a group show titled 'Sugar and Spice', suspended at the Echo Gallery in Chicago, USA and most recently a suspension in the Studio Gallery at the Adelaide Central Gallery2 titled 'Bodyscapes Series 1'.

Arthouse and cult cinema

After being introduced to the world of arthouse and cult cinema during my art school years I have become an avid fan of movies by directors such as Tim Burton, Peter Greenaway, David Lynch, Kevin Smith, David Cronenberg, Luc Besson, Stanley Kubrick, Peter Jackson, Ed Wood, Jean-Pierre Jeunet, Lars Von Trier and the Cohen brothers. I find great style reference and inspiration within the composition, colour and image elements these movies rely upon for their impact.

upon request referees can be supplied

example websites

client

Completed by digitalobliquity or while employed by Graphic Language Design and Autom-8 Pty Ltd.

Hahndorf Hill Winery (GLD)
<http://www.hahndorhillwinery.com.au/>
New Horizon Consulting (GLD)
<http://www.newhorizon.com.au/>
Dragons Blood Creations
<http://www.dragonsbloodcreations.com.au/>
Ready to surf (GLD)
<http://www.gldesign.com.au/readytosurf/>
Autom-8 web
<http://www.autom-8.com/>
Autom-8 ecommerce (a-8)
<http://ecommerce.autom-8.com/>
Autom-8 design (a-8)
<http://design.autom-8.com/>
SA Masters Soccer (a-8)
<http://www.sams.org.au/>
Uniting Church of Australia, SA Synod
<http://www.sa.uca.org.au/>
Food Barossa (a-8)
<http://www.foodbarossa.com/>
Native Foods Roundtable (a-8)
<http://www.safocentre.com/nativefoods/>
FlavourSA (a-8)
<http://www.flavoursa.com.au/>

Further examples can be viewed at
<http://design.autom-8.com/>

personal

digitalobliquity
<http://www.digitalobliquity.com/>
portraits oblique
<http://b.digitalobliquity.com/>
Questioning: The words of King Lemuel
<http://lemuel.digitalobliquity.com/>

