

HI, I'M CRASH - ALL-ROUND CREATIVE AND CUSTOMER EXPERIENCE DESIGNER.



Crash Downes

Experience Designer at Publicis Sapient

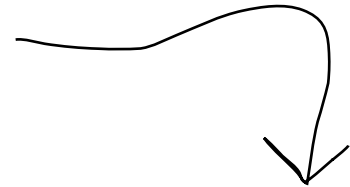
Email Address: crash.downes@gmail.com

Mobile number: UAE +971 58 580 6995

Nationality: Australian (G'day)

Portfolio: whiskyave.com

Age: 32



PROCEED WITH OPTIMISM

Objectives:

Over the last 18 months, I've moved from creative strategy into customer experience and will continue in the experience sector. Having said that 'customer experience' is a broad label and wouldn't mind a role where I can tap into my sales skills again. I'm looking for a widespread, challenging role where I can use all my strengths and experience in creative, strategy and management to provide the maximum amount of value.

Experiences:

Over the last 6+ years, I've worked across many sectors. From graphic design to branding to creative strategy to design management to now customer experience. I've provided creative and data-driven solutions for a variety of business sizes from start-ups to 20K+ personal. Covering professional disciplines from drama schools to banking, data market research to digital media and now customer experience for Adobe Experience Cloud.

Strengths:

I enjoy tackling big, challenging problems that require lateral thinking, use of data and creative problem solving to drive experience solutions. I have proven to be agile when jumping from one industry to the next and seek out jobs that require a Creative Strategist approach to diverse and interesting problems.

WHAT CAN HE DO?

Customer Experience Specialist, User Experience Designer, Digital Sales, Creative Strategy.
Fields : Research and Development

WHAT'S HE BEEN UP TO?

Total years of experience: 6+ years

Experience Designer at Publicis Sapient

July 2019 - Current

Dubai, UAE

Myself with a team or myself as a pitch lead go about creatively solving problems across a breadth of industries and approaches. I being CX of course, focus on the humans. My new role is very dynamic and sees me tackling projects across marketing, advertising, user research and strategy. Mainly though, I spend a lot of time on the narrative and core messaging strategy, building creative concepts to engage users, solving problems, pitching and selling work to the client or usually, all the above.

Since 2014 I've been working as a freelance designer in a wide range of disciplines and professional sectors. I'd describe the majority of the work as 'creative strategist' landing across the fields of graphic design, branding, rebrands for large existing companies. As well as UX/CX, and information design for companies such as Kantar, ABC and Westpac.

Design Manager at Kantar Worldpanel

September 2017 - September 2018

London, United Kingdom

I was hired to set up an in-house design team within a well-established market research company called Kantar Worldpanel. My role was to integrate a design team into their current work structure. How would the design team be run, how they would interact with the data analysis and Line Managers, and how to structure that relationship on a day to day basis. My role was about 50/50 between Manager and designer.

WHAT DOES HE KNOW ?

Bachelor's Degree // Applied Design and Visual Communication at Billy Blue College of Design, 2014

Melbourne, Australia

An Applied Design and Visual Communication Degree covering a range of creative disciplines such as Marketing, Advertising, Graphic Design, CX, UX and all things end-to-end that come under creative campaigns.

Certificate // UX/UI at The Enmore Centre for Design, 2018

Sydney, Australia

This was an 8 day intensive short course completed at The Enmore Design Centre. The course covered the theory and importance of user experience design as well as finishing with a proposal research document, website and workable application built in Adobe XD.

Certificate // Emotional Design at Interaction Design Foundation, 2019

Online

In May 2019 I will be awarded with a certificate for completion of an online course run by the Interaction Design Foundation (IDF). These courses consist of multiple choice as well as written answers marked by a teacher at the IDF. The IDF was created and is still run by Don Norman.

WHAT'S ON THE TOOLBELT

ILLUSTRATOR PHOTOSHOP INDESIGN DREAM-WEAVER POWERPOINT INVISION CAFE NAPKIN



High High Medium Medium Medium Medium Epic

LET'S TALK ABOUT HIM BEHIND HIS BACK

George Amine

Owner
SpikeMedia, Sydney
Aus +61 421969329
george@spikemedia.com.au

Jules Martin

Owner
Bluehat HR, Gold Coast
Aus +61 439839866
jmartin@bluhathat.com.au

Bec Storer

Co-Owner
The Cutaway, Melbourne
Aus +61 418175138
bec@thecutaway.com.au

