

WILLY CHALLIS

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Hello – I'm a Digital Designer a Bachelor in Design Futures. With 5+ years working in a creative studio environment and almost 8 years working as a freelancer for small businesses. Moved to Sydney in march 2016 with to begin working as a Digital Designer for Ngakkan Nyaagu (NGNY). NGNY is a digital startup specialising in building apps and websites for Indigenous businesses. Since leaving NGNY in 2017 I've been working with Endeavour Drinks Group as a digital designer. Focusing on mainly the BWS as a key inhouse designer. I've also been freelancing for small businesses across australia mainly focusing on branding.

Work Experience as a Visual Designer

2017 to now – EDG/Digital Designer; I have been working with Endeavours Drinks since December in 2017, as a Digital Designer for BWS – this roll entailed handling all digital creative for the website and social media. As well a distributing supplied creative across a multitude of online and print media channels. I've also been fortunate to see through whole grassroot campaigns led by myself and the marketing team within BWS/EDG.

2016 to 2017 – NGNY/Digital Designer; My first experience in a studio post graduation and has been by far the most rewarding. I entered NGNY as design graduate and now feel I can confidently call myself a designer. When I began I was I had very little understanding of how the digital design worked. I now have two apps live on the both google play and apple store and over 10 website that I designed.

2014 to 2015 – Email Marketing; For a year I worked with Andzen. A managed email and marketing service based in Brisbane, specialising in email and social media. They provide a premium email serviced either self managed or completely managed by an in-house marketing team. I was in charge of all visual deliverables such as email template design and both print and web advertisements. This position helped me understand how design in a digital context works and enabled my to enhance my skills as a graphic designer.

2014 to present – Freelancing; If I was forced to specialise in design it would have to be branding. Here I find the most joy in being challenged to find the most effective way in telling the story in one logo or less. Much the same for developing an effective ad campaign. You must master the power of effective reduction in story telling. Be concise and the smallest amount of information as possible. This is probably where my passion for deign was realised and continues to develop.

Design Platforms:

Illustrator	InDesign	Figma
Photoshop	After Effects	(anything adobe and beyond)

Kevin Finn said in his 'design thinking' masterclass that to know and understand the design programs are mere design fundamentals for any designer. It's safe to say I have the design fundamentals, the next stage in my development is what I seek, how to utilise these skills to exceed the standards.

Education

2015 – Bachelor in Design Futures

Griffith University in Brisbane, QLD – The 'futures' in the degree title put simply, is rather than asking how to design or implement a new design into any given environment, but how do we re-imagine the design so it has by its inherent nature is one that is without negative consequences. To do this we were taught how to approach a brief with a holistic approach that considered cultural, social and environmental implications. My bachelor was an amazing philosophical endeavour that left me a better designer and a more critical thinker.

2014 – Istituto Europeo di Design – Florence, Italy

For the mid year semester break, I decided to undertake an intensive graphic design summer course in Florence. I chose this course particularly because I wanted to experience how another culture engaged with Graphic Design, especially a non english speaking culture. Italy was an incredibly interesting place for this, to see how traditions and a rich history in arts informed designers. I was also lucky enough to be guided by one of Italy's leading Graphic Designer, such as Cosimo Lorenzo Pancini a true dynamite on the pencil with non stop amazing ideas. Also Troy Nachtigall he introduced me to the Digital Publishing Suite where I was taught how to produce interactive tablet based magazines.

2013 – Diploma of Graphic Design

Southbank Institute of Technology – Brisbane, QLD – As my bachelor was where I to truly learned to think, the diploma was where I learned hone my skills as a practitioner. Little did I know never again in my studies would I ever experience such an intensive practical workload ever again. Every week was filled with producing deliverables for faux companies and clients. This is where I really obtained my 'design fundamentals'.

Conferences

2013 – Semi Permanent Brisbane
2013 – Typism 2013 - Analogue Digital seminar
2012 – Semi Permanent Brisbane
2012 – Responsive Projects: Jonathan Barnbrook
2012 – Studio ill AGDA

Master Classes

2013 – Kevin Finn: Design Thinking
2012 – Chris Doyle: Portfolio

Thanks for your time!

There is a lot I've left out of this summary, so happy to answer any questions you have about my life or work experience you may have, look forward to hearing from you!

Willy Challis :)

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