

Helen Ferry - Resume

Contact

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Online portfolio

www.helenferry.com/design

Education

2002
Graduate Diploma of Arts (Visual Arts)
Faculty of Art and Design
Monash University

1992
Bachelor of Fine Arts
College of Fine Arts
University of New South Wales

The BFA and Graduate Diploma programs have given me a substantial grounding in the principles and techniques of design and visualisation across a broad range of traditional and contemporary media including drawing, illustration, photography, sculpture, painting, animation and videoediting and production. These skills have been invaluable in the design process, for both practical and conceptual applications. These programs have also enabled me to develop excellent written and verbal communication and time management skills.

Professional experience: Industry

2002-2007
Designer and Copywriter
Hubworks Design, Leichhardt

Hubworks Design was a partnership which specialised in the development low-cost websites and corporate identity. I was fully involved in the design process which included concept briefing and production of websites, flash games, logos and other branded content. I also created copy for the Hubworks and clients' websites, wrote slogans and headlines for campaigns and gained experience in content audit. I was also involved in traditional and digital illustration and character and mascot design. Selected clients included:

- Corporate Scorecard
- AdRankings
- The Greens 2004 election campaign
- Ursa Group
- Tone Booth
- USA Online

2004-2008

Writer (Freelance) - Clients have included:

C4

Surry Hills NSW

Scriptwriting for Flash Demos

Digital Media World Magazine

I wrote a series of monthly feature articles on international and Australian digital and multimedia artists and designers during 2004-2005.

Prix Ars Electronica Festival, Linz, Austria

An article I wrote on international multimedia artist Daniel Lee was selected for publication in the 'Hybrid-living in paradox' catalogue (pp. 22-24) for the 2005 Prix Ars Electronica Festival for Art, Technology and Society in Linz, Austria.

2000-2002

Content Director/Copywriter

DigitalDM (previously known as The Watch Network)

Sydney, NSW

As Content Director for DigitalDM (previously known as The Watch Network), I was responsible for the management and production scheduling of creative content for the two primary content streams of the company:

- Interactive electronic books and brochures
- Interactive content and advertising design of the Watch Network's HTML daily newsletter

DigitalDM's electronic books and brochures were an interactive marketing tool developed with DigitalDM's proprietary e-book technology. Production of an e-book required me to communicate with the design team and developers. Clients included Microsoft, Sydney Organising Committee for the Olympic Games (SOCOG) and Gevalia Coffee. Examples of these projects can be seen at www.digitaldm.com and www.mini-books.com.

The Watch Network's HTML email newsletter had a subscriber base of over 1,500,000 users and a production schedule of five newsletters a week. As Content Director, I was responsible for the concept briefing of static and interactive content such as Flash games and electronic greeting cards and for managing the work flow of the design team.

As Copywriter, I conceptualised and wrote design briefs for The Watch Network website, watch.com, including eDM campaigns, copy for micro-sites and e-books such as *The Book of Spells* (2000) and *The Secret Language of Dreams* (2002). I also wrote general copy for The Watch Network website. Watch.com was the 51st biggest website in the world in December 2000, with 15 million unique monthly visitors.

1999-2002

Senior Designer

DigitalDM (previously known as The Watch Network)

Sydney, NSW

I was responsible for the conceptualization, design and illustration of electronic books, interactive web pages and electronic greeting cards, which included animated gifs and audio effects. Programs I used included Adobe Illustrator, Photoshop, InDesign and ImageReady, Macromedia Dreamweaver and Fireworks and the Topwatch editor, The Watch Network's proprietary multimedia software. I also collaborated on the concept, design, writing and production of *The Freebeegbees* (<http://www.freebeegbees.com>), a character-based series of weekly animated "webisodes" that was in production from 2000 to 2002.

Professional Experience: Academic

I have lectured and tutored undergraduate students in Visual Arts, Graphic and Digital Media Design, Art and Design History and Theory, Digital Communication, Film and Professional Practice during the past seven years. As an lecturer, I have leveraged my industry experience into the tertiary academic environment as I am responsible for managing groups of young design students, ensuring they achieve high standards of work. The students work from concept briefs under my direction to develop and complete their assignments by set deadlines. I am also thoroughly proficient in the use of and instruction in a broad range of software as follows:

- Adobe Illustrator, InDesign, Photoshop and ImageReady CS2
- Macromedia Flash 8 Professional
- Microsoft Word, Powerpoint and Excel

2006-2008

Lead Lecturer/Tutor in Graphic Design and Multimedia

*Central Queensland University
Sydney International Campus*

I am currently responsible for preparing and delivering lectures and tutorials and for moderation and assessment of assignments. I am experienced in all aspects of tertiary teaching, including preparing interesting and engaging course materials using visuals, liaising with campus academic and general staff and managing tutors, many of whom are freelance designers.

2003

Tutor – Art Theory (Sessional)

*Division of Society, Culture, Media and Philosophy
Macquarie University*

I tutored first to third year undergraduate students in Contemporary Australian Arts (ARTS 100). Subjects taught included art theory and writing, Aboriginal art, drama and performance, visual arts, music and sound art, multimedia and the economics of the arts.

1999–2000

Lecturer in Fine Art (Sessional)

*Faculty of the Central Coast,
University of Newcastle*

I developed and taught a Professional Practice course to third year Fine Arts undergraduates. The focus of the course was the development of skills necessary for students to pursue a professional career after the completion of their studies. Delivery methods included lectures, tutorials, workshops, excursions and seminars.

1994-1996

Museum Educator

Museum of Contemporary Art, Sydney

As a Museum Educator, I was responsible for conceptualising and developing Visual Arts “Focus Forum” programmes, which I conducted in the gallery. I taught Kindergarten to Year 12 students from the public and private education sectors. I also completed an in house teacher training course during the course of my employment with the Museum of Contemporary Art.

Referees:

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