

LATH BROOKES
2001

PERSONAL DETAILS

Full Name: Laith Samuel Brookes
Mobile Phone: 0417 090 253
Website: <http://people.aapt.net.au/brookes03>
Home Email: brookes03{at}aapt.net.au
Date of Birth: 19th November 1971
Nationality: Australian
Marital Status: Married with two children
License: 'A' Class
Own transport: Yes

ATTRIBUTES AND SKILLS

- Completion of Preliminary and Advanced Certificates in Art & Design
- Completion of Diploma of Art and Design at the West Australian School of Art and Design
- 12+ years commercial use of applications required for Print, Screen and the Internet including:
 - Macromedia Freehand, Flash, Fireworks and Dreamweaver
 - Adobe InDesign, Photoshop, Illustrator, Go-Live, Premiere, After Effects, Acrobat Professional and Distiller
 - Final Cut Pro
- Excellent interpersonal and communication skills
- Client canvassing, customer service and public relations experience
- Business management, planning and account keeping skills
- Team oriented and hard working with a strong design ethic
- Fast learning curve

SPECIAL TRAINING AND COMPUTER SOFTWARE EXPERIENCE

- Trained and skilled in the traditional aspects of graphic design:
 - Illustration
 - Typography
 - Design
 - Advertising
 - Drawing
 - Photography
- Knowledge of various peripherals including scanners, printers, data storage devices and ethernet networking
- Able to work within Apple Macintosh and Windows environments

CAREER ACHIEVEMENTS AND EXPERIENCE

Feb 2005 -

Digital Ventures

Senior Graphic Designer

Currently working within a small creative team, the majority of my role involves the daily production of print related materials for our main client - ENJO Australia. This includes client liaison, concept designs and layouts through to print ready artwork.

April 2002 - Jan 2005

PerthWeb Pty. Ltd.

Senior Graphic Designer & Studio Manager

Highlights

2003 and 2004 Perth International Arts Festival - www.perthfestival.com.au

Spirit of the West web site - www.spiritofthewest.com.au

Heron Lake Estate - www.heronlake.com.au

GlyFX

A substantial amount of my responsibilities at PerthWeb included the supply of custom icons and graphics for PerthWeb's side project GlyFX. Following guidelines suggested by Microsoft for the production of application icons and toolbar images in a Windows XP style, I was fortunate enough to design custom graphics for a world wide software programming market. My part in our largest project for Ahead Software in Germany saw the design of the graphic user interface for StartSmart, production of 5.1 surround sound files, icons and buttons for the Nero 6 release.

2001 - February 2002

Business partnership: Eyeon Digital, Fremantle WA

Officially formed in June 2001, Eyeon Digital consisted of two trained and experienced graphic designers - Andrew Allingham and myself. Having come from a more traditional background in graphic design and media, the transition to integrate our designs to the web was an exciting one.

Clients

- JDA & JDA Solutions
 - Hawaiian Management Group, Tradelink, Police and Nurses Credit Society
- Profile Digital / Market Equity - Lotteries Commission
- Turnbull Porter Novelli - ASG
- Chameleon Creative
- bAWARE
 - Caltex Singapore
 - Chevron Texaco
- Rusty Surfboards Australia
- Gathsports Pty. Ltd.
- Fremantle Arts Centre Press
- Topdek Paint Supplies

1998 - 2001

Freelance Graphic Designer, Website Designer/Developer and Animator.

Clients

• **Gath Sports Pty. Ltd.**

- Concept, design and final artwork for corporate re-branding and identity
- Artwork for print including catalogue booklets, swing tags, stickers, business cards, banners, brochures and posters.
- Advertising artwork for domestic and international magazine markets
- Merchandising artwork for t-shirts, caps, belt buckles etc.
- Flash website (www.gathsports.com) synchronised with an e-commerce, html and cgi driven backend.

• **JayPR Pty. Ltd.**

- Concept and design of identity for WoodSmoke Estate in Pemberton, Western Australia. This included white and red wine labels, swing tags, business cards, letterheads, with-compliments slips and envelopes.
- Concept, design and print ready artwork for a 14 page, full colour brochure for Micron Hydraulics Aust. Pty. Ltd.

• **Finishingline Digital**

Production of 2D titles and 3D animations for tv and video for clients including:

- Civic Theatre Restaurant
- Stephen Browne Associates
- Canning Blinds
- MAPSZC Summit Fertilizer
- 1999 Rockingham & Kwinana Small Business Awards

• **Port Media Centre**

Production of 2D and 3D animation for tv and video for various clients including:


- Eltin
- W.A. Water Corporation
- City of Perth
- Rowe Scientific
- West Australian Small Business Awards

1998 5th November - 15th November

Exhibitor - Ripples In The Matrix - 1998 Fremantle Festival

A group exhibition of contemporary painting, sculpture and digital artwork. Sponsored by City of Fremantle, Discus, Percival Printers, CPI Papers, Port Media Centre and Hill Sails.

Exhibited 22 pieces of digital artwork and sculpture combining sketches, photography and digital image manipulation and printed using the Novajet large format digital printer. The exhibition was viewed by approximately 1,500 people during the ten day period of the festival.



1997 July - November

Graphic Artist and Animator - MacFX, Fremantle, W.A.

June 1995 - March 1998

Business partner: Newworld Sauce

Graphic and Media Design Studio, Fremantle, WA

Newworld Sauce was a partnership of four talented young people aiming to establish an energetic design studio. Based in Fremantle, we became part of a local network of small businesses involved with display, retail, multimedia, video and television, architecture and printing. We marketed ourselves at local and multinational businesses concerned with the youth market while still being open to more corporate and conservative style design work.

Our client list eventually grew to include:

- Rusty Surfboards Australia
- Coca-Cola - Rusty 1997 Margaret River Masters
- Peel Tourism and Information Centre
- Sirocco Wetsuits
- AND Design
- Melville City Council
- Elephant Productions
(in particular the Thinksafe Sam animations for tv and video)
- Port Media Centre
- Parmelia Productions
- Tate Productions
- Workpower Pty. Ltd
- Park Print

Design briefs varied from corporate identity, catalogues, brochures, posters, illustration, computer animation, packaging, t-shirt designs, national magazine advertising campaign artwork, merchandising artwork, indoor displays.

1995

Graphic Artist (Casual) - Calder Design, North Perth, WA

1994 - 1995

Graphic Artist (Full time) - Reynolds Graphics, Kalgoorlie, W.A.

Highlight

Day to day management and production of advertising for The Kalgoorlie Miner newspaper. This required a high level of communication with the publication's sales representatives, pre-press production houses and the printer. Dedication to strict deadlines ensured the delivery (via a 13.3k modem) of advertising artwork for the following day's edition.



LAITH BROOKES
2007

EDUCATIONAL QUALIFICATIONS

Tertiary Education

1991-1993

Diploma of Art and Design (Majoring in Multi Media Design)
West Australian School of Art and Design and
Advanced Manufacturing and Technologies Centre,
Perth, Western Australia

1990

Advanced Certificate of Art and Design
WASAD, Carine and Balga Colleges of TAFE,
Perth, Western Australia

1989

Preliminary Certificate of Art and Design
South West College of TAFE,
Bunbury, Western Australia

Secondary Education

1988

Graduated - Years 11 and 12
Tertiary Entrance Examination
Manjimup Senior High School,
Lower South West Land Division,
Western Australia

REFEREES

Matt Price
Managing Director
PerthWeb Pty. Ltd.
Ph: 9226 1366
Email: matt@perthweb.com.au

Jay Gargett
JayPR Pty. Ltd.
Ph: 9388 0990
Mb Ph: 0408 909 103
Email: jaypr@nw.com.au

Andrew Allingham
Art Director / Senior Graphic Designer - Box Magazine
Ph: 9433 3258
Email: andrew@boxmagazine.com.au

Mark Welsh
Art Director / Senior Graphic Designer & Artist
Ph: 9335 5104
Mb: 0402 675 726
Email: markwelsh@arach.net.au

Chad Macdonald
Art Director / Senior Graphic Designer
Ph: 9286 2969
Mb: 0401 591 495
Email: chadmcd@ozemail.com.au

