



CURRICULUM VITAE

TERRY BARRIDGE

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ABOUT ME

I pride myself on my communication skills and work ethic. I believe in constantly challenging myself and striving to set a higher standard. I am a highly transparent person and have a straightforward approach to dealing with people. In many respects, the same could be said about my management style; I believe in keeping an open book and supporting people so they can reach their potential and soar creatively.

In my spare time I enjoy spending time with family and friends, and cycling.

SKILLS

MANAGEMENT

Extensive experience managing large and small teams of diverse personalities in deadline driven environments. I have established development programs, led cross-functional team collaboration and worked with disenfranchised people to re-engage them into the company.

PRODUCTION

Over 20 years managing the production of all types of jobs across all channels. I approach all production challenges with the same cool headed mindset, be it a piece of digital advertising or a full national campaign. My passion is creating great teams to produce polished creative work that runs on time and to budget.

CREATIVE

Senior creative lead with extensive experience from both client and agency sides. I have delivered winning solutions for global brands and I am now industry recognized for my design execution across digital platforms

EMPLOYMENT SUMMARY

TABCORP - MELBOURNE, AUSTRALIA	
Gaming services - Design Manager	2017 - Now
HIGHLOW MARKETS - SYDNEY, AUSTRALIA	
Marketing - Design Manager	2017 - 2017
TABCORP - SYDNEY, AUSTRALIA	
Wagering - Senior Creative Services Manager	2017 - 2016
TABCORP - SYDNEY, AUSTRALIA	
Wagering - Creative Services Manager	2014 - 2016
FBI RECRUITMENT - SYDNEY, AUSTRALIA	
Freelance - Design and production	2013 - 2014
UNIVERSITY OF WESTERN - SYDNEY, AUSTRALIA	
Marketing - Design Studio Manager	2011 - 2013
CREATIVE FREELANCE - SYD/MELB, AUSTRALIA	
Freelance - Design and production	2007 - 2011
DIGITAL AND DIRECT - LONDON, UK	
Freelance - Studio Manager	2005 - 2007
WHIRLWIND PRINT - MELBOURNE, AUSTRALIA	
Account Management Team Leader	2003 - 2005

ACCOUNTS I'VE WORKED ON

Sky (UK), HP, Party Poker, Skype, Blackberry, Vodaphone, Coke, Microsoft, Foxtel, Commbank, UBank, Westpack, Ford, Hyundai, Kia, Audi, Virgin, Barclays, innocent, Waitrose, Kraft, Shell, Mirvac, Telstra, BWS, Woolworths, HTC, Sunglass Hut, TAB, Luxbet, Trackside, TGS, Keno, Unikrn, Sky TV (Aus)

REFERENCES

Available on request.

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EMPLOYMENT HISTORY

OCTOBER 2017 – CURRENT

TABCORP - MELBOURNE, AUSTRALIA

Tabcorp gaming services

Design Manager - Contract

As the design manager for Tabcorp gaming services I am responsible for the production and design of the TGS brand and marketing. As well as the design services provided to the gaming venue clients TGS services. This includes POS and digital assets, press and promotional items.

MARCH 2017 – SEPTEMBER 2017

HIGHLOW MARKETS - SYDNEY, AUSTRALIA

International binary options platform

Design Manager - Contract

At HighLow I contracted as the Design Manager. I assisted in implementing workflow procedures and clearing up the backlog of work. During my time I managed design projects from digital marketing including digital banners and email marketing. I also managed the site currency conversion to Indonesian, various payment gateways and a new ID verification system for the site and platform. I also assisted in various design tasks.

JUNE 2016 – MARCH 2017

TABCORP - SYDNEY, AUSTRALIA

Multiple national wagering brands

Senior Creative Services Manager

As the Senior Creative Services Manager, I was responsible for overseeing the day-to-day running of the Design Studio and all production for the Wagering Marketing Department for Tabcorp. The Design Studio produce all marketing material for the following brands; TAB, Luxbet, Trackside and Sky. Working closely with external agencies, we produce all creative campaigns across digital, video and display, POS, press, outdoor, social and print.

Responsibilities

- Creative direction and brand adherence on all jobs
- Production management of all digital, print and video jobs in the studio

- Maintaining a working relationship with external and internal creative and marketing agencies and departments.

Achievements

- Implementation of procedures and work-flow systems for the marketing and creative department
- Implementation of template driven online design platform

2014 – JUNE 2016

TABCORP - SYDNEY, AUSTRALIA

Multiple national wagering brands

Content and Creative Services Manager

Responsible for overseeing the day-to-day running of the Design Studio. The Design Studio produce all marketing material for Tabcorp's wagering brands. Producing all creative campaigns across digital, video, POS, press, outdoor, social and print.

Responsibilities

- Budget and purchasing for the studio and staff
- All hiring, HR, OHS and training for staff (eight permanent staff and usually between two and four freelance staff)
- Traffic and production management of all jobs in the studio
- Brand adherence on all jobs

Achievements

- Took a demotivated team of staff and turned the department into a high performing, multi-skilled team
- Set-up centralised server and filing system
- Ensure all digital display advertising switched from Flash to HTML 5

2013 – 14

FBI RECRUITMENT - SYDNEY, AUSTRALIA

Sydney advertising agencies

Senior creative freelance designer/finished artist

Placements

- DDB • Sapient Nitro • Wunderman
- Guihen Jones • Traffic • McCann Erickson
- Play • Metropolis

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2011 – 13

UNIVERSITY OF WESTERN - SYDNEY, AUSTRALIA
Growing University in New South Wales, Australia

Design Studio Manager

As the Design Studio Manager, I was responsible for overseeing the day-to-day running of the Design Studio for the Marketing and Communications Department for UWS. The Design Studio produced all marketing material for the University ranging from outdoor, print and digital advertising to brochures, flyers and event signage. I was the main contact for all branding related inquiries and responsible for keeping the guidelines relevant. I also designed and developed the work-flow system for the Marketing and Communications department.

Responsibilities

- Budget and purchasing for the studio and staff
- All hiring, HR, OHS and training for staff (eight permanent staff and usually between two and four freelance staff)
- Traffic and production management of all design jobs
- Creative direction and brand adherence on all jobs
- Client liaison to internal staff for all design jobs

Achievements

- Took a demotivated team of staff and turned the department into a high performing, multi-skilled team

2007 – 11

FBI AND AQUEST RECRUITMENT, AUSTRALIA
Sydney and Melbourne advertising agencies and corporate placements

Senior creative freelance finished artist/designer/illustrator

Placements

- Three Drunk Monkeys • Moon • Lavender
- Momentum • BWM • McCann Erickson
- Cummings • VHA • Colman Rasic • Hoyne
- Kraft • JWT • Dept of Education
- Leighton Contractors • AMP • The Faith Agency

2005 – 07

DIGITAL AND DIRECT, (FORMALLY SBG FINEX)
- LONDON, UK

Major London advertising agency

Studio Manager

I managed resources, staff (between 10-20) and work-flow (especially the more complex projects) throughout

studio. I oversaw quality control and implemented best-practice procedures. The role also involved training studio and account-handling staff.

Accounts worked on

- Sky (TV, Broadband, Talk, HD) • HP • Waitrose
- Party Poker

2003 – 05

WHIRLWIND PRINT - MELBOURNE, AUSTRALIA
A busy industry-leading offset gang printer

Account Management Team Leader

This role involved understanding clients' design/print needs and that they complied with company artwork specifications. I was required to make diplomatic recommendations and ensure that expectations were consistently exceeded. I was also responsible for the quality assurance at a state office level.

2001 – 03

ROLLS - MELBOURNE, AUSTRALIA

Busy lithographic, letterpress and label printer/
manufacturer

Pre-Press Manager, IT Assistant

I was responsible for pre-press staff, managing work-flow and training. I also prepared artwork for lithographic/letterpress printing and for rotary/semi-rotary/digital label printers. I dealt with various file formats – on both PC and Mac for output – and was responsible for the ordering, design and supply of cutting forms.

OTHER EMPLOYMENT HISTORY

01 EZYCOLOUR COPY CENTRE, BOX HILL
Digital Print Manager

99-01 BRINER ADS, MORRABBIN
Senior Designer

96-99 LINK TEMPS, ST. KILDA
Freelance lithographic plate-maker

96-99 EXPOSURE, MORRABBIN
Apprentice in graphic reproduction

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