

# Eva Bridie

Creative Director, Storytelling Systems

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## PROFESSIONAL SUMMARY

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Creative director and visual storyteller with 25+ years producing compelling video and defining narrative frameworks, pacing standards and cinematic language for content consumed at scale. Over the past five years, applied this practice to experience and service design, translating storytelling craft into scalable systems, frameworks, and cross-functional creative standards. Currently exploring the intersection of generative AI and creative direction, with a focus on how AI-generated video can achieve narrative clarity, emotional storytelling, and strong visual quality.

## CORE COMPETENCIES

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Visual Storytelling	Composition, Motion & Pacing	Storytelling Systems	Creative Direction at Scale
Generative Media & AI Exploration	Cross-functional Creative Leadership	Editorial Rhythm & Pacing	Content Quality Standards

## CREATIVE DIRECTION & VIDEO PRODUCTION

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### Freelance Senior Digital Experience Designer & Creative Lead

2016 – 2022

**ABC, SBS, NITV, Disney, BBC & The Parent Company, Laundry Lane** · Sydney, Australia

- Led creative direction across multi-platform campaigns, translating brand narrative into cohesive video, digital and social content systems at scale.
- Defined storytelling frameworks, pacing and visual language across campaigns, ensuring clarity, consistency, and high-quality outputs across channels.
- Directed concepts from idea through to delivery, aligning stakeholders and creative teams around shared narrative intent and creative standards.
- Built integrated content strategies that scaled effectively across platforms, balancing creative quality, consistency, and operational efficiency within production constraints.
- Strengthened audience engagement through clear, structured storytelling across broadcast and digital outputs, improving clarity of message and impact.

### Senior Promo Producer & Creative Lead

2008 – 2016

**Foxtel** · Sydney, Australia

- Created narrative frameworks, visual language and pacing standards across on-air promos, sponsorship, and branding, establishing a consistent creative voice across broadcast outputs.
- Directed end-to-end creative from brief to delivery, shaping story arc, editorial rhythm, and composition to ensure clarity and engagement across diverse audiences.
- Established repeatable creative approaches across campaigns, enabling consistent, high-quality outputs across multiple concurrent productions.
- Aligned writers, editors, and post-production teams around shared storytelling principles, ensuring creative intent translated from concept through to final delivery.

## Promo Producer | Graphics Producer

2003 – 2008

TV2 · Odense, Denmark | Channel Five · London, UK

- Developed foundational expertise in on-air promotion, motion design and broadcast storytelling.
- Contributed to brand identity, narrative consistency, and audience engagement across programming.
- Built strong craft in composition, pacing and editorial structure.

## EXPERIENCE & SERVICE DESIGN — CREATIVE SYSTEMS

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### Service & Experience Designer

2022 – Present

The Lottery Corporation · Brisbane, Australia

- Translated customer behaviour and insight into structured experience frameworks, enabling consistent, scalable, and high-quality outcomes across digital products.
- Led creative direction for testing new onboarding journeys, shaping narrative structure, interaction rhythm and clear progression to value across early user experiences.
- Fostered alignment across design, product and engineering teams, ensuring shared creative intent translated into cohesive, delivered experience outputs.
- Developed measurement frameworks combining behavioural data and Voice of Customer, enabling continuous evaluation and improvement of customer experience quality.
- Synthesised complex insights into clear narrative direction for product and service decisions.

### Digital Product Designer

2022 – 2023

Global Advertising Agency World Services · Remote, Australia

- Applied structured storytelling and design frameworks to improve key user journeys.
- Built reusable content and interaction patterns to support scalable design systems.
- Maintained insight-led direction under constraints through adaptive research approaches.

## AI & GENERATIVE MEDIA

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- Developed A/B onboarding video storyboard prototypes, applying narrative structure, pacing and visual hierarchy to test clarity, engagement, and progression through early product tasks.
- Explored how onboarding guidance could be dynamically generated using AI, adapting tone, sequencing and content length based on user intent and behaviour.
- Defined evaluation criteria focused on narrative clarity, pacing and storytelling effectiveness to assess how each approach supports understanding and task completion.

## EDUCATION

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### MA Communication Design

University of Arts London, Central Saint Martins · London, UK

#### UX Design Immersive

General Assembly

#### Bring AI To The Design Thinking Process

IDEO

## PORTFOLIO

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Portfolio: [fagerlund.com.au](https://fagerlund.com.au) - Storytelling craft, creative systems, and AI exploration