

AKIRA03[©] CV



SPECIALIZE

Branding & Identity
Social Media Marketing
Art Direction
UI Design
Motion Design
Videography
Photography

TOOLS

Adobe CC Suite
Figma
Klaviyo
Shopify

EDUCATION

Media Design School New Zealand DEC 2019
Bachelor of Media Design

Westlake Boys High School NOV 2015
NCEA Level 3 - University Entrance
NCEA Level 2 - Excellence Indorsed
NCEA Level 1 - Excellence Indorsed



ABOUT ME

Multidisciplinary designer with 6+ years of experience across corporate and studio environments. Specializing in marketing, branding, UI/UX, motion graphics, and photography. Proven ability to translate ideas into bold, trend-aware visuals that drive engagement.

Adaptable, collaborative, and detail-focused with a strong foundation in design theory and project delivery. Media Design School graduate with a track record of meeting diverse client needs and delivering high-impact creative solutions.



WORK EXPERIENCE

AKIRA 03 JULY 2020 - MARCH 2022 / NOV 2024 - PRESENT
Freelance Graphic Designer

- Partnered with corporate and local businesses to craft strong visual identities that drive audience engagement and market growth.
- Delivered end-to-end creative solutions across branding, logo design, social media content, pitch decks, UI design, and print collateral.
- Adapted design approach to suit diverse industries and client goals, consistently meeting briefs with strategic and visually compelling outcomes.
- Businesses: Auckland Art Gallery, Skills Update, Dacxichain, GridFree, Absolute Security Group, Mamamuti, Optimal Health Model, Selected Autos.

Synty Studios OCT 2023 - NOV 2024
Marketing Designer / UI Designer

- Developed and led a refreshed visual language across front-end marketing, including website UI, product launches, email templates, livestreams, and seasonal campaigns.
- Collaborated with the Marketing Manager and Art Director to align creative output with asset pack goals, target audiences, and brand strategy.
- Produced multimedia content such as promotional videos and motion graphics to support product launches and digital campaigns.
- Monitored industry trends and competitor activity to continuously refine visual standards and improve campaign performance.





WORK EXPERIENCE

Battle Drones MARCH 2022 - JULY 2023
Graphic Designer / Videographer & Marketing Specialist

- Led the development of a distinctive visual identity to appeal to both crypto investors and the gaming community, positioning the brand as a leader in the blockchain gaming space.
- Designed and delivered key assets across social media campaigns, pitch decks, in-game UI, and website UX/UI to support rapid growth and user engagement.
- Managed content rollout across channels with a combined audience of 130,000+, maintaining consistency and high production standards under tight deadlines.
- Gained expertise in fast-paced, quality-driven environments—producing high-volume creative output while meeting strategic goals and stakeholder expectations.

GridFree NZ SEP 2020 - DEC 2020
Graphic Designer & Videographer

- Created a comprehensive suite of digital and print assets to support the company’s rapid national expansion in a fast-paced, deadline-driven environment.
- Designed 12 print-ready user manuals, including custom technical wiring diagrams, to simplify installation and improve user experience.
- Produced engaging social media content and product photography to support marketing efforts and strengthen brand presence.
- Managed multiple projects simultaneously, consistently meeting tight turnaround times with high-quality, on-brand creative output.

Auckland Art Gallery Toi o Tamaki MAY 2018 – JULY 2018
Designer

- Led a team of 4 designers to develop the visual identity and branding for a new children's membership initiative, aligning design with educational and cultural values.
- Delivered client-facing presentations to communicate creative progress and secure approvals on collateral throughout the project lifecycle.

