



AKIRA03[®] CV

DANIEL JARVIS

LOCATION: Melbourne, VIC - NZ/AU work rights

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TARGET ROLE: Digital Designer/Marketing Designer/Graphic Designer



ABOUT ME

Digital 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.

CORE SKILLS

Brand identity and rebrands, brand guidelines and style guides, art direction; campaign production and rollout, content calendars, EDMs/email marketing, social media marketing, digital ads and website assets; UI design, wireframes, interactive prototypes, high-fidelity interfaces, component libraries and UI kits; motion graphics, video editing, photography, typography, print-ready artwork, technical diagrams, pitch and presentation decks; asset management, stakeholder presentations, developer handoff, file packaging and specs.

TOOLS

Adobe Creative Cloud (Illustrator, Photoshop, InDesign, After Effects, Premiere Pro, Lightroom, XD); Figma; Webflow (CMS, interactions); Shopify; Klaviyo; Trello and Miro for project tracking and briefs; Google Workspace (Docs, Sheets, Slides, Drive) for collaboration; DSLR workflow for shooting and RAW retouching.



WORK EXPERIENCE

AKIRA 03 JULY 2020 - MARCH 2022 / NOV 2024 - PRESENT

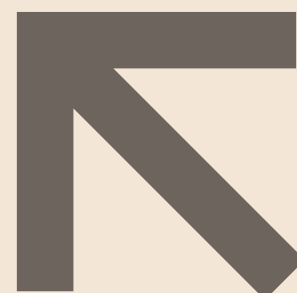
Freelance Graphic Designer

- 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 marketing, EDMs and email templates, pitch decks, UI design, and print-ready artwork.
- Built practical marketing foundations for small teams by setting up reusable templates and file systems, packaging production specs for web and print, and handing off clean working files to developers and printers using Adobe Creative Cloud, Figma, Webflow, Shopify and Klaviyo.
- 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

- Built the campaign and EDM design system across website UI, product launches, social media marketing, email templates, livestreams and seasonal promos during Synty's 10-year anniversary, supporting 11 launches and a yearly output surpassing 7,000 modeled assets.
- Created interactive prototypes and high-fidelity UI for Synty Store product pages and promos, aligning with brand strategy and audience goals across 5 POLYGON, 3 INTERFACE and 3 ANIMATION releases.
- Led marketing development and brand rollout for Synty Pass (the studio's subscription offering in 2024): designed the subscription landing page UI and built email campaigns to introduce flexible monthly/annual all-access to the Synty library under the Standard Subscription Licence.
- Built and maintained a shared asset library and brand guidelines used studio-wide, standardising typography, colour, motion specs, components and file naming to speed production and keep campaigns, livestreams, landing pages and pack launches on brand.





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; grew the community footprint to 130,000+
- Led the Steam Next Fest campaign across social and Discord for the demo launch, producing two livestreams (planning run of show, assets, motion); streams peaked at #2 across all live Steam broadcasts, lifting demo play, community engagement, and creator/press pick ups that week.
- Built the investor pitch deck end to end, creating bespoke branding, slide templates, infographics and data visuals; used in presentations to investors and partners including Solanium, GSR, Chainlink Labs, Alameda Research, Cryptology Asset Group, Market Across and others, contributing to several six-figure commitments.
- Produced high volume creative across Steam, social and web: key art, social assets, motion graphics, UI assets, thumbnails and promo layouts; built templates and style guides; prepared print ready artwork; packaged files and specs in Adobe Creative Cloud and Figma for fast handoff.

GridFree NZ SEP 2020 - DEC 2020

Graphic Designer & Videographer

- Produced comprehensive digital and print collateral for national expansion; managed concurrent projects and met tight deadlines with high-quality, on-brand output.
- Designed 12 print-ready user manuals with custom wiring diagrams; built InDesign templates, set CMYK/bleed, and handled pre-press and vendor liaison to speed sign-off.
- Partnered with engineers to translate wiring schematics into clear installation diagrams for installers.
- Shot and edited product photography and produced social assets; organised a ready-to-use asset library for marketing and web.

Auckland Art Gallery Toi o Tamaki MAY 2018 – JULY 2018

Graphic 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.



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 Endorsed

NCEA Level 1 - Excellence Endorsed

