

Tim Ariel

0416 732 029

tim.ariel@hotmail.com

 tim ariel

timariel.com

experience

referee | major clients

apr 2017 - current
tim ariel creative | freelance
creative | art direction | digital

Jeremy Walsh 0411 749 968
The Incubator - agency

melbourne
jul 2019 - sep 2022
BankVic
creative lead | design

Nick Winbanks 0400 486 383
head of brand

melbourne
dec 2017 - sept 2018
AJF Partnership
freelance art director

**coles liquor: liquorland
vintage cellars, first choice**

brisbane
jan 2016 - mar 2017
uq sport - the university of queensland
creative | art direction | digital

sharyn sawyer 0419 509 509
marketing manager

brisbane
feb 2012 - oct 2015
think creative
creative | art director

brisbane
jan 2012 - 2014
brisbane advertising & design club
committee member

matt dye 0402 637 749
badc president 2011-2014

brisbane
feb 2008 - feb 2012
dada marketing
art director

gold coast
2003 - 2007
hutchison entertainment group
art director

awards

brisbane advertising & design club - person of the year 2013

education

melbourne
2016
tractor design school
digital design | UX/UI | responsive | native app

brisbane
2000 - 2002
southbank institute of tafe, morningside campus
dip. of graphic design (creative)

career history

bankvic

The bank for police, emergency and health workers. Having been an integral part of BankVic's transition from a dated member bank into the modern age, this role has provided some major accomplishments for my career, including my first in-house brand refresh and roll out, this role has provided an immense extension of my client/stakeholder management skills along with the responsibility of being an absolute brand champion.

ajf partnership

One of Australia's largest and most effective independent creative agencies. As an art director for AJF Partnership I was given the opportunity to work on some of Australia's most recognised brands, predominantly working on the Coles Liquor account (Liquorland, First Choice Liquor & Vintage Cellars) I worked alongside Glenn Dalton (Creative Director) and writers Dave Glenn & Paul Hastings to develop national campaigns for:- World Whisky Day, Mother's Day, Flybuys Big Brands, Spring 2018, Father's Day, Footy Finals, World Gin Day and the Christmas campaigns for all 3 brands.

In addition to the Coles Liquor account I have also worked on various material for brands such as Officeworks, Target, Bupa, Holden and FortyWinks. A great milestone is this role was working on the Officeworks Learning and Development TVC.

uq sport - the university of queensland

UQ Sport provides sport and recreation facilities & services to the students of The University of Queensland, along with the surrounding community, ranging from Learn-to-swim classes for children and foreign students to sports carnivals and Olympic athlete scholarships. My responsibilities included: Athlete Scholarship photoshoots, sporting club uniform design and manufacture coordination through to the O-week marketing campaigns. Along with the general design and advertising requirements (social media, print, online, trophies, signage) and special events such as the 'Blues Awards'.

think creative

Think Creative was a full service boutique advertising agency specialising in the high end property market. My responsibilities included but not limited to, campaign creation, branding, director of photography, team management, staff sourcing, client management and creative pitches.

dada marketing

Dada Marketing was a full service boutique advertising agency handling clients across; Not-for-profit, Health & Aged care, Property, Fashion, Sport, Luxury Boating, Industrial, FMCG, Entertainment, Finance & Government.

I consider my involvement with Dada as my creative apprenticeship, all be it I had previously held design positions, I was involved in Dada since the companies inception and was guided through the steps to become a creative of a highly respected level, a journey that continues to this day.

hutchison entertainment group

Hutchison Entertainment Group a renowned name in the Australian entertainment industry, has toured and represented artists from ACDC, Dragon & Cold Chisel to Nana Mouskouri, Burt Bacharach & Demis Roussos before focusing in on Russian theatre acts such as: The Bolshoi Ballet, The Great Red Army Choir, The Russian National Ballet and the Siberian Cossacks. I personally work on the advertising and design for The Bolshoi Ballet, The Great Red Army Choir, The Russian National Ballet & the Siberian Cossacks.