



Graphic Design
& Finished Art

The story so far...

Career Snap Shot



Graphic Design
& Finished Art

Darren Evans:

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LinkedIn

CV/Portfolio:

www.darrenevansmelb.com

'04 - '09

Senior Studio Designer
Studio 2IC

Publicis Mojo

5 years

Clients

I worked for:

Nike
Tourism Victoria
Cadbury
Garnier
Hertz
Nestlé Peters
Toyota

'09 - '14

Head of Studio

JWT

4.5 years

Clients

I worked for:

Ford
Mondelez (Kraft)
Vic/Fed Government
Beyondblue
Mattel
Shell
Rio Tinto
LaTrobe University
Chemmart
IFAW

'14 - '23

Freelance Senior
Designer /Finished Artist

My own good self

9.5 years

Clients

I work with:

Hogarth WPP
VI
The Wynne Agency
Clark Rubber
Moose Toys
Publicis

Work being produced:

- POS
- OOH
- Digital assets
- Brand marketing
- Exhibition design
- Style Guides
- Corporate ID

'23 - '25

Senior Designer

Hogarth WPP

2 years

Clients

I worked for:

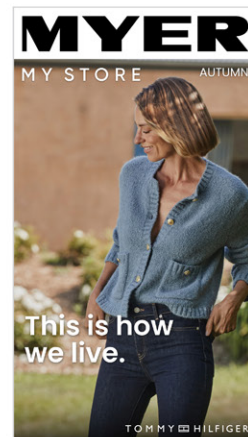
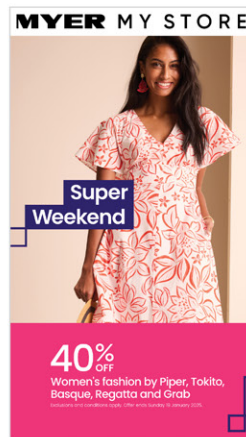
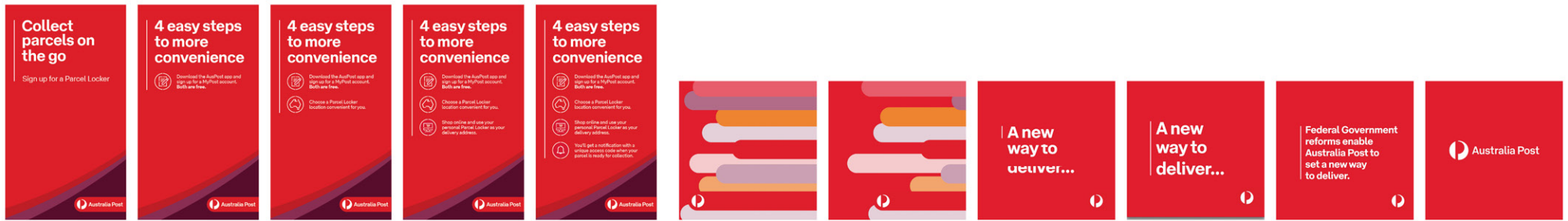
Dan Murphys
The & Partnership
Myer
Suncorp
Australian Post
Village Roadshow
Nestlé

Work being produced:

- POS
- OOH
- Digital assets
- Brand marketing
- Corporate reports

Design Skill Set:

- Indesign
- Photoshop
- Illustrator
- Firefly - Ai
- Figma



Campaign role:

- Design
- Retouching
- Design adaption
- Finished art

Elements produced:

- Digital
- OOH
- POS

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Training BITES
WITH BEEF

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Training BITES
WITH BEEF

AI-POWERED PICK UP LINES

Peppermint

eclipse MINTS

RIZZ-BOT

YOUR ULTIMATE WINGMAN



SCAN TO TRY

AI-POWERED PICK UP LINES

Spearmint

eclipse MINTS

RIZZ-BOT

YOUR ULTIMATE WINGMAN




SCAN TO TRY

Empty bowl?
Must be
whiskas® Purrrs O'clock



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Woolworths



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* Melbourne to Sydney from \$109
T&Cs apply



rex.com.au
An airfare to remember

AUCKLAND DON'T MANU HUNGRY.



SNICKERS

MANU
WORLD CHAMPS

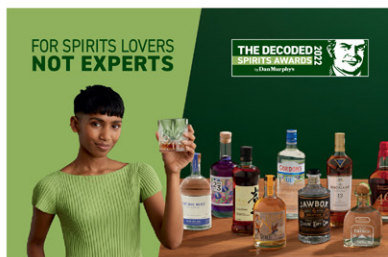
THE &
PARTNERSHIP

Campaign role:

- Design
- Design adaption
- Retouching
- Finished art

Elements produced:

- Digital
- OOH



- Campaign role:
- Design
 - Design adaption
 - Finished art
 - Retouching

- Elements produced:
- POS
 - OOH
 - Digital
 - LAM
 - Wayfinding



HOGARTH

Campaign role:

- Design
- Retouching
- Finished art

Elements produced:

- OOH



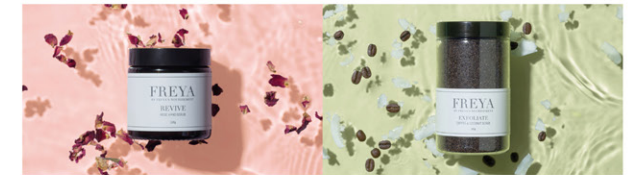
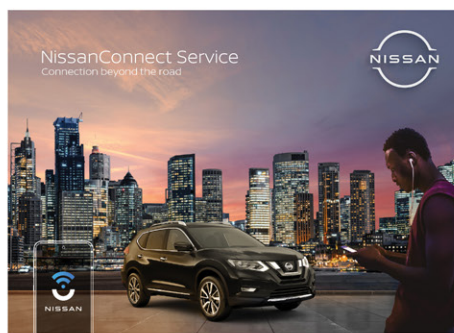
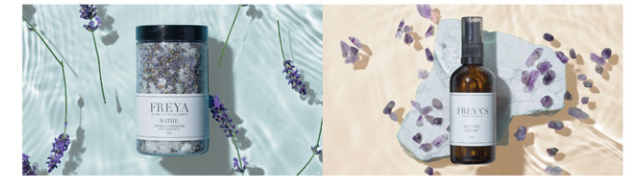
HOGARTH

Campaign role:

- Design
- Retouching
- Finished art

Elements produced:

- OOH



- Campaign role:
- Finished art
 - Retouching
 - Design
 - Design adaption

- Elements produced:
- POS
 - OOH
 - Digital
 - Campaign Style Guides



THANKS FOR YOUR TIME

CONTACT DARREN

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or via LinkedIn