

Lauren Bedford

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A Digital creative with 9 years experience. I am at the creative and strategic forefront of integrated campaigns across all mediums, specialising in device agnostic digital solutions, social media and online video content.

A talented designer and a lover of detail I embrace opportunities where strategy, insight and technology align, translating briefs into compelling and original creative ideas.

As a creative all rounder I am highly adaptable, quickly becoming a key contributor to any team. I have led teams across the pitch and production of integrated campaign solutions. Proactive and ambitious, I strive only for excellence and as a confident presenter, I possess strong stakeholder management and facilitation skills.

I am at home both directing the creative development as well as working hands on to develop an idea. I have an absolute passion for new technologies and how they can reshape digital products and services. My influence also extends across the culture, capabilities, tools and processes that support and add value to the business.

EMPLOYMENT

2013 - present, Oddfellows Dentsu

Head of Digital Creative (formally Digital Art Director)

Creative and strategic lead on all things digital including device agnostic websites, display media solutions, social media and online video content. As a creative all rounder my influence extends to press, TV and all media touch points, brainstorming with the ECD, strategists, copywriters and developers to create truly integrated campaigns. I play a key role in agency pitches, presenting digital strategy and creative. I also foster team development by educating other creatives and the broader agency on digital media, expanding the agency offering.

2010 - 2013, Yahoo!7

Lead Designer Yahoo!7 Studio (formally UX designer)

Led the design team in the creation of integrated campaign solutions and product innovation across the Network. Within weeks I became a crucial team member and a key factor in driving revenue, directly contributing to our 25% YOY growth. The studio team delivered bespoke solutions for advertisers, from sponsorships, custom websites and apps though to print and TV. Collaborated with strategists, data analysts, editors, producers and developers to deliver industry leading, full service campaigns.

2007 - 2009, Squiz Australia

Mid-Weight Designer

Interpreted design briefs to create compelling designs across print and online media. Led a team of junior designers to expand the agency offering.

2007 - 2007, Eyes Wide Open

Designer

Interpreted design briefs to create and produce compelling designs across print and online media.

2006 - 2008, Savills

Designer

Designed and managed the prepress production of a wide range of marketing collateral across the interstate and overseas offices.

TECHNICAL SKILLS

Design Software

Photoshop CC, Illustrator CC.

Expert knowledge of UX, UI and Interaction Design.

Development

Flash CS, Dreamweaver CC, Fireworks.

Knowledge of HTML code, CSS, designing for a CMS, web standards and accessibility.

Desktop Publishing

InDesign CC, Adobe Acrobat, Microsoft Office suit.

Expert knowledge of prepress production.

EDUCATION

2012

B.I.G Ideas Generator - Ad School
Distinction

2007

Advanced Diploma (Web Design) - Commercial Arts
Training College (CATC)

2006 - 2007

Diploma of Arts (Graphic Design and Advertising) - CATC
Awarded the highest accolade, the CATC Award for
Outstanding Achievement in Graphic Design

A LITTLE MORE...

I like to use my creative skills for good instead of evil. With a passion for storytelling in everything I do, I am part of the acting and dance communities. Performing in local theatres and on stage at Latin dance events, I often combine these loves with another one: travel. I have travelled interstate performing to crowds of up to 1000 people, and when I am not dancing or acting I am off seeing the world.

Details of referees are available on request.