

CAREER TRAJECTORY

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2022
ASSOCIATE GRAPHIC COMMUNICATIONS
 Place Design Group, Brisbane, AUS
 (Urban Design & Planning - Strategic Communications)

2021-2022
MBA CANDIDATE
 Master Of Business Administration,
 Victoria University Business School,
 Melbourne, Australia

2020
DESIGN MANAGER
 Knotel, New York, USA
 (Real estate-tech, Environmental Branding)

2018
SENIOR CREATIVE
 Publicislive, Dubai, UAE
 (Events)

2017
ASSOCIATE
 Callisonrtkl, Dubai, UAE
 (Architecture—Environment Studio & Branding)

2015
ASSOCIATE ART DIRECTOR
 Pico International, Dubai, UAE
 (Events & Exhibitions)

2013
GRAPHIC DESIGNER
 Supreme Group, Dubai, UAE
 (Corporate Communications)

2010
GRAPHIC DESIGNER
 Kann Finch, Dubai, UAE
 (Architecture)

2008
GRAPHIC DESIGNER/MANAGER
 Hansen Partnership, Melbourne, AUS
 (Urban Design & Planning)

2005
GRAPHIC DESIGNER
 Architectus, Melbourne, AUS
 (Architecture)

I'm a multi-disciplinary creative inspired by the role design plays in creating and transporting experiences. I have spent a significant amount of blood and sweat — over ten years, to date — working on a broad range of international projects from end to end, leading conceptualisation, developing design briefs, executing user-centric solutions, and brand strategy for our partners.

ABOUT ME

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Much of my work falls within spatial and corporate design parameters — creating brand experiences for the built environment, areas of exhibitions (at the enterprise level), conferences and events, retail architecture, and other commercial environments.

All this involves collaborations with teams across departments and specialties, which has helped hone my communication skills over the years as I manage and mentor small-to-medium-sized teams in studio environments. Besides cracking client briefs, my past work includes in-house marketing and communications internal branding strategies.

BRISBANE

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Associate Graphic Communications, Place Design Group
May - August 2022
Brisbane, Australia

Place Design Group is a multidisciplinary planning and design practice; urban design, urban planning and landscape architecture.

- Project management and financial management of the team
- Design, lead and set a strong design vision and manage creative direction
- Develop graphic communications by offering services to external clients and project management from branding, digital design, websites, 3D fly-throughs, animations, videos, photography and wayfinding
- Support planning and design teams with plan graphics/mapping, templates and document production
- Preparation and coordination of the production of unique strategic submissions
- Client relationship development
- Staff Mentoring/Training
- Quality Control of design studio and its output on day to day
- Advice and provides creative strategy and solutions to both internal and external clients
- Quality Control of design studio and its output on day to day

EDUCATION

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2022
MASTER OF BUSINESS ADMINISTRATION (MBA)
 Victoria University
 Melbourne, Australia

2005
BACHELOR OF ARTS (GRAPHIC DESIGN)
 Charles Sturt University
 (Australian Academy of Design)
 Melbourne, Australia

2001
VICTORIAN CERTIFICATE OF EDUCATION
 Williamstown High School
 Melbourne, Australia

1999
GARDEN INTERNATIONAL SCHOOL
 Rayong, Thailand

1996
ROSEHILL INTERMEDIATE SCHOOL
 Auckland, New Zealand

NEW YORK

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Design Manager, Knotel
Aug 2019 – Mar 2020 (8 months due to COVID-19)
Greater New York City Area, United States of America

Knotel is a flexible-office-space provider that designs, builds, and operates custom spaces for established and growing companies, so they have the freedom to scale their businesses at will. With over four million square feet across 200 locations in four continents, Knotel was named a Business Insider Top 50 Startup and New York's Hottest New Workspace Model. Founded in 2016, the unicorn-status company raised \$190 million in August 2019, valuing it at \$1.6 billion.

- Setting creative direction and implementing solution-based strategies for Knotel's clients in fit-outs, built-outs, installation, and work-flow capacities
- Managed design budgets and production schedules
- Designed proposals and pitch decks to clients for new and potential clients
- Worked with various departments to develop creative, design-based strategies and ideas for Knotel's branding and marketing communications
- Led and managed a creative team to deliver consistent quality through each project's life cycle, from conceptualisation to resolving technical and operational problems
- Worked closely with clients and vendors to optimise their businesses within the parameters of the proposal and contracts

DUBAI

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Senior Creative, PublicisLive
Jul 2017 – Jul 2018 (1 year 1 month)
Dubai, United Arab Emirates

PublicisLive designs and delivers remarkable events for some of the world's most important and influential organisations including government bodies, international enterprises, and foundations (UAE government, Prime Minister's Office).

- Managed high-stakes design projects from conceptualisation to execution, which includes evaluating clients' objectives, identifying areas of improvements, coming up with creative digital and print solutions according to each event's unique requirements, and delivering all graphical components in 2D and 3D
- Honed typography and graphic design techniques; refined and created images and typography to portray concepts and enhanced ideas in proposals and plans
- Liaised with project team and clients to ensure timelines and branding guidelines are adhered to
- Explored new, cutting-edge design tools and technologies to elevate event experiences

Key projects: World Government Summit 2018, Annual Meeting for the UAE Government, Mohammed Bin Rashid Center for Leadership Development

APPLICATION SOFTWARE

Advanced level of the following:

-  Adobe Creative Suite
-  InDesign
-  Illustrator
-  Photoshop
-  Acrobat Professional
-  Keynote
-  Google Workspace

Secondary applications:

-  Microsoft Office Professional Suite

Basic level:

-  Sketchup
-  AutoCAD

DUBAI cont.

Associate Art Director (Brands, Creative & Events), Pico Global
Sep 2013 – May 2015 (1 yr 9 mos)
Dubai, United Arab Emirates

Pico is a global leader in total brand activation specialising in engaging people, creating experiences and activating brands.

- Worked alongside the Creative Director and copywriters to brainstorm, create and deliver innovative, creative concepts and programmes that align with both clients' business objectives and Pico's brand strategy
- Led a creative team to pitch, win, and execute multiple projects while ensuring that the final products, from exhibition stands to marketing collaterals, meet the company's and clients' quality criteria

Key projects (Retail/Entertainment): Road and Transport Authority (RTA), Eurotop, Dubai Shopping Festival, Fashion Week Middle East, 10th Arab Energy Conference (Ministry of Energy), ECOWASTE Tadweer (Central Waste Management), Panasonic, AMMROC

Graphic Designer (Marketing/Communications), Supreme Group
Mar 2010 – Jul 2013 (3 yrs 5 mos)
Dubai, United Arab Emirates

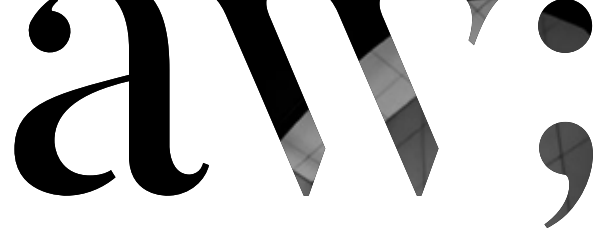
Supreme Group provides end-to-end supply chain solutions to defense, government, and commercial sector.

- Produced in-house graphics as part of the group's marketing and communications team
- Covered all design aspects of Supreme's projects, from corporate stationery and company collaterals to staff's uniforms and POS materials for events
- Designed for print media across all façades such as interior design, event design, retail campaigns for duty-free stores across Afghanistan and other North Africa regions
- Oversaw the designs and installation of dining facilities on all military bases across Afghanistan/Africa region
- Facilitated budgeting, supplier liaison and delivery of goods to remote locations

Graphic Designer, Kann Finch
2008 – 2010 (2 years)
Dubai, United Arab Emirates

Kann Finch is a multidisciplinary design firm with decades of experience in master planning, architecture, interior design and facilities planning.

- Assisted the Design Director and project leaders with art direction, from presentations to competitions, specialist signage design, in-house graphics, and marketing collaterals
- Oversaw projects in its entirety from research and conception to execution
- Responsible for all in-house graphics and ensured a clear, unified corporate identity in Kann Finch's marketing communications
- Developed signage and wayfinding concepts for major projects including Emirates Financial Towers



amywells-design.com

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LANGUAGES

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Bilingual: English and Thai

English ●●●●●

Professional working proficiency

Thai ●●●●○

Limited working proficiency

REFERENCES

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Upon request

CONTACT DETAILS

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MELBOURNE

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Lead Graphic Designer, Hansen Partnership

2007 – 2008 (1 yr)

Melbourne, Australia

Hansen Partnership is a multidisciplinary planning and design practice with a collaborative approach to urban design, urban planning and landscape architecture that balances precision and innovation to create places of enduring value.

- Responsible for planning, organising and controlling all graphic material, report production, and collaterals
- Oversaw the maintenance of computers, servers, equipment and software and lead staff training on equipment and procedures
- Prepared presentations for pitching and competitions (Aus & Worldwide)
- Assisted in overseas projects providing graphical needs (Vietnam & Asia)
- Budgeting for marketing collaterals

Graphic Designer, Architectus

2005 – 2007 (2 yrs)

Melbourne, Australia

Architectus is a top-tier architecture and design studio specialising in commercial, education, interiors, public, residential, transport, urban design, and planning.

- Started as Junior Graphic Designer assisting the Senior Designer in a variety of projects, including submissions, advertising collaterals for events and display, invitations and flyers, newsletters, and powerpoint presentations
- Ensured the adherence of Architectus' corporate brand guidelines in external communications
- Promoted to Graphic Designer after a year with the added responsibility of overseeing junior employees while working closely with Directors on marketing strategies

— THANK YOU! —

