

# Curriculum Vitae

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## Aldrich Quai Hoi

### Background

Graphic Designer and Illustrator with all round skills from concept creation through to finished art in print, web and multi media.

### Skills

8+ years of experience and scope with many different industries  
Good conceptual, creativity and sketching skills, able to communicate a clients idea into media  
Advanced skills in print, web, multimedia and video based applications  
Multi Skilled and tasking abilities with time management  
Can work unsupervised or within studio environment  
Through knowledge of industry standard applications  
Rapid learning of new industry applications while applying previous skills for maximum efficiency  
Excellent communication skills oral and written

### Previous Employment

2006 - 2009 - Current

#### Further Education

Master of Design by Research Communication Design Royal Melbourne Institute of Technology

#### Focusin Pty. Ltd

Designed and developed the company identity and branding applications. Development of company web site and marketing media including print and online. Developed and designed 2009 CeBit expo Darling Harbour Sydney show booth and floor space, along with presenting and showcasing the launched of Hanvon ® products to the Australian market. Routine development of marketing creative and design along with web site maintenance and advisory assistance.

#### Nutex Pty. Ltd

Designed and developed the company identity and branding applications including web site, work flow development, business development procedures as well as providing graphic design and print / die cut machine operation and art setting and production. General maintenance of web site and business advisory assistance.

#### Liv I.T.

Providing design services for print, web marketing applications.

#### Vita Italian Tours

Providing design services for annual print requirements

#### Freelance Design

Freelance design for small to medium enterprises including contemporary identity design and branding, general printing included brochures and stationary, annual advertising campaigns in print. Web site development and maintenance including updating information for modernized internet presence and business operations. This work was wholly generated and undertaken by myself which allowed me to handle multiple tasks and deliver products and services to clients expectations with reliability. I had to source cost effective finishing means and compose development teams which allowed me to deliver the projects to clients deadlines while meeting their budgets.

#### Whytehouse Productions

My services were employed for a period of 6 months to create flash based interactive web sites and a online game for Boost mobile phones campaign. I worked with freelance flash developers to create the game. The brief allowed me much creative freedom in game aesthetics and playability. My tasks included time managing the development, creating the graphics, audio, interface, designing the game play and its mechanics then translate this to the programmers to develop the game and have it finished for online delivery.

Development of the Anger Management brand web site which included the entire interface, navigation and graphics with programming provided by freelance developers.

#### Pioneer Electronics Pro DJ Division

Branding design concepts for interstate Pioneer Pro DJ branded stores and point of sale displays.

2005 - 2004

#### **Vinyl Pusher Records**

I was commissioned by the director to create album cover art for initial major releases. During my commissioned period I also designed the company's web site with e-commerce trading systems interface. This also included some web advertising material in the form of animated banners and flash interactive presentations. My other tasks also included purchasing computer equipment on behalf of the company setting up the internal art department for the company with new G5 Macintosh computers, setting up the internal networking and printing facilities. Towards the end of my commission I created the art department workflow structure with filing and server set up as well as standard templates for production art to aid future freelance designers.

#### **Licensing Essentials**

I designed packaging for licensed products as well as apparel for licensed brands from mostly alcoholic beverage company's.  
**Highlighted assignments** : Coca Cola, Australian Football League, Carlton & United Breweries.

#### **Whytehouse Productions**

I was contracted to create the Globe International 2005 annual report. This included communicating with the managers and directors of the company to create the layout and type setting of the annual report, graphics retouching, manipulation and placement within the layout. Sending of drafts to the directors and proof readers, receiving and amending additions and changes on the fly to meet the tight deadline and schedule for publishing the annual report in time for the annual general meeting.

Updating and maintenance of brand web site, M-ONE 11, Anger Management. This included preparing graphics and images and updating the web site products descriptions and images.

#### **Pioneer Electronics Pro DJ Division**

Design of the Pioneer Pro DJ products catalogue for 2005. This included creative design for the cover and theme, image manipulation type setting, page layout and design through to finished art for printing and distribution.

2002 - 2003

#### **Whytehouse Productions**

I was contracted for a period of 8 months to create flash based interactive web sites for Globe International. The major projects included two season revisions of the Mooks fashion label web site. My task was to develop the new web site as well as the maintain the updates with the set theme of the fashion label for two seasons. Multiple product images processing and for web bit dept were required for the product images, while I created illustrations from my concept sketches of the site and interface and translated these vector art to animations, graphics and interactive components to compose and develop the site. I designed the site in a modular fashion making it very simple to update for future revisions.

#### **Ares Group**

Contracted by the Ares group to develop interface graphics for web development projects and applications as well as design and develop campaign pitching presentation material.

#### **CMS Group, RNS Publishing Department**

Employed by CMS Group in the RNS Publishing department for 1 year period. My tasks including page layout and design, type setting, scanning of photographs on a large format scanner, processing digital photographs for on site photographers for the production of Real Estate Weekly magazine as well as other weekly and bimonthly publications that the company published. I was responsible for film output for printing and film machine maintenance. Daily real estate window posters which I had to design, print on large format printers, laminate and package for delivery. Other tasks included operating digital printers for short run print applications and manual labour in the printing press department to aid in collating, folding, binding machines, printers, guillotine operators and packaging printed products as well as occasional delivery.

#### **Pioneer Electronics Pro DJ Division**

Creative design and development of point of sale advertising posters and banners as well as promotions materials.

2000 - 2001

#### **Momentum Animation Studios**

Creation of storyboards and character designs as sketches for short animations and full animated video clips. I was trained in 3D character modeling using the company's Animation Master application and also helped with some 3D character and prop design. Animation tasks such as facial expressions and animation of motion cycles and character rigging were also undertaken.

#### **Vision Media**

Creation of album cover and label art for major releases as well as developing enhanced audio CD ROMs. The enhanced CD ROM being an audio CD ROM with a music video clip encoded with the audio tracks which were playable through a computer. During this assignment I also edited music video clips while I worked with the clip director and camera crew to edit and output the final video for broadcast and compression for delivery on the Enhanced Audio CD ROM format.

**Highlighted assignments** : Enhanced audio CD ROM creation for Toco Music International Label

#### **Minute Man Press**

Temporary fill in role for 3 months due to staff absence. Duties included designing printed materials such as catalogues, business cards, flyers and general stationery as well as operate digital printing equipment and prepare art work for offset printing.

#### **Idea Studios**

Development of storyboards for broadcast TVC as well as 3D animations. Graphic design and finished art for offset and large format printing for promotional and corporate media. Web site design and animation. Other duties included setting up the computer systems in the art departments, networking, setting up scanning equipment, printing equipment as well as video editing station.

**Highlighted assignments** : Toll Holdings Book cover illustration and logo design, Teds Camera Stores TVC, Moose Toys TVC, Timemac International company re branding.

#### **Snap Printing**

Temporary fill in role for 5 months due to work load. Duties included designing printed materials such as catalogues, business cards, flyers and general stationery as well as operate digital printing equipment including large format printing, scanning and laminating.

**Highlighted assignments** : Honda Marine & Motorcycles .

#### **Creative Worlds - New Media Imaginarium Dept.**

Development of storyboards for broadcast TVC as well as 3D animations. Graphic design and finished art for offset and large format printing for promotional and corporate media. Video compositions and animations, Multimedia CD ROM development, web site design and development. Traditional art and illustration. Other duties included setting up computer systems in the art department, networking, setting up scanning equipment, printing equipment as well as video editing station, routine back up and maintenance of company server.

**Highlighted assignments** : Harley Davidson Motorcycles, Buell Motorcycles, Sanity Music, Ford Australia, Pioneer Pro DJ Australia, Pioneer Car Audio Australia, Pioneer Home Hi Fi Australia, Moose Toys TVC, Pets Paradise TVC.

## Personal Details

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Current Drivers License

## Personal Qualities

- Good communication skills
- Good organization skills
- Punctual
- Good team player
- Honest
- Reliable
- Fun

## Education

2008 - 2009  
Master of Design by Research  
Communication Design  
Royal Melbourne Institute of Technology

1998

Advanced Certificate in Interactive Multimedia  
( Incorporating Certificate 2 in Arts Design )  
Melbourne School Of Art

1997

Certificate 4 in Arts ( Design )  
Melbourne School Of Art

1996

Completed HSC  
Scots School Albury

## Awards

Rutherglen & District Artist Society  
Honourable Mention Award

Rutherglen & District Artist Society  
First Prize

The Albury Show Society  
Drawing Graphic Communication First Prize

## Knowledge of Software

- Photoshop
- Illustrator
- Painter
- PageMaker
- QuarkXpress
- Indesign
- Acrobat
- Microsoft Suite - Word, Excel, Powerpoint
- Director
- Flash
- Dreamweaver
- Imageready
  
- Final Cut Pro
- DVD Studio Pro
- After Effects
- Premiere
- Animation Master
  
- Proficient on Mac or PC System  
System Management, System Configuration,  
Hardware Configuration, Networking  
Colour Management

## Verbal & Written References

### Habib Barakat

General Manager  
Liv Group

### Alyssa Gao

Business Affairs Manager  
Focusin Intelligent Technology Co. Hanvon

### Kirsten Missen

Business Affairs Manager  
Whyte House Productions,

### Mike Hill

Managing Director  
Whyte House Productions,

### Chess Winters

Director Of Marketing  
Idea Studios

### Don Steele

Director  
Vinyl Pusher Records

### Glen Fairchild

Director  
Ares Group