

★ Kym Borrett

C V | art direction & design | advertising | direct | retail |



“I listen and then I think – visually.
In over 30 years I have created hundreds
of high-impact campaigns that deliver
results for clients. Is your brief next?”

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career summary I'm a versatile, results-orientated, hands-on advertising creative who has succeeded for over 30 years in a variety of progressively responsible and challenging creative roles within both large and small agencies. I started my advertising career in high-pressure retail environments. I was a key member in the growth of an independent DM agency from 5 to 65 people. I freelanced in Canada and then London for seven years until 2005. Returning to Sydney, I established a small, nimble advertising production company with my wife – an accomplished advertising writer/producer. As an experienced art director, I've worked for some of the world's largest agencies on a variety of clients. I've created successful, innovative direct mail, retail, promotion, press and web media for major and minor international brands.

objective To find challenging and rewarding opportunities – either freelance on-site or off-site, contract or full time positions. I'd like to make valuable contributions to the growth of an organisation – fully utilising my design, art direction, technical, finished art, organisational and management skills.

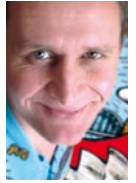
key skills The ability to listen, to absorb a client brief, to ask probing, insightful questions and to think – laterally and visually – and to produce engaging, innovative and hard working creative concepts across all communication platforms.
Expert understanding of major software tools, typography, colour theory & palettes.
Strong time-management, work ethic and multi-tasking skills.
Experienced leadership, management and mentoring skills demonstrated in busy agency creative departments and production studios.
Extensive project management, people skills, workflow implementation, art direction and studio experience – to meet project deadlines & keep clients happy.

technical skills Advanced proficiency of: Adobe InDesign, Photoshop, Illustrator, Acrobat, QuarkXpress, various graphic utilities – as well as the Apple OS platform.
Intermediate proficiency of MS Office Suite software and the PC platform.
Familiar with functionality and implementation of most design and web technologies, including Dreamweaver, CSS, HTML, Javascript, CMS systems, browser cross platform differences, SEO and social media.

referees Linda Parker-Wood, Parker-Wood, m 0417 454 381 e linda@parker-wood.com
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Julia Hubbard, NSW DET, p 02 9244 5829 e julia.hubbard@det.nsw.edu.au
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Kym Borrett | StarScribe Productions Pty Ltd – *ideas that shine*

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employment **Februaury 2006 – Present**

StarScribe Productions ~ Co-Director / Art Director / Finished Artist

Permanent. Responsibilities include: client briefings, cost estimates, creative concepts, visuals, finished artwork, amends, print production. *Clients include:*

- Amnesty International
- NSW Department of Education & Training
- St. Spyridon School
- ADRT Retail
- St. Lucy's School
- Guthy-Renker
- AVG Secutity
- Ecotuitive
- UBI World TV
- University of Western Sydney
- Panavision

Freelance. Engineering tender document projects with Parker-Wood Pty Ltd.

April 2004 – Februaury 2006

Maverick Advertising & Design, London ~ Art Director / Senior Finished Artist

Ongoing freelance. Responsibilities included: creative concepts, presentation visuals, finished artwork, print production. *Clients included:*

- DHL Worldwide
- HomeChoice
- YooMedia
- Price Waterhouse Coopers
- Avaya

January 2001 – Februaury 2004

Publicis•Dialog, London ~ Visualiser / Senior Finished Artist

Ongoing freelance. Responsibilities included: visualising creative concepts, final presentation visuals, finished artwork, print production. *Clients included:*

- Renault
- Eurotunnel
- Silverlink Trains
- Woolwich
- ASDA
- Garnier
- Barclays
- Wilcon Homes
- Hewlett & Packard
- Ralph Lauren
- London Transport (Oyster)

November 1998 – January 2001

Various advertising agencies and direct, London ~ Art Director / Finished Artist

Freelance placements. Responsibilities included: creative concepts, presentation visuals, finished artwork, print production. *Clients included:*

- Oasis Trust
- BuyingTeam
- Renault
- Nationwide
- Ability Gym
- Chello
- Mercedes Benz
- Garnier
- Vodaphone

February 1999 – September 1999

BHWG (now Proximity), London ~ Senior Art Director

Ongoing freelance. Responsibilities included: creative concepts, presentation visuals, finished artwork, print production. *Clients included:*

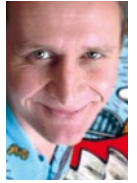
- Alliance & Leicester
- Barclays Bank
- PC World
- British Red Cross
- Dulux

October 1998 – September 1999

Ogilvy & Mather Direct, London ~ Senior Finished Artist

Ongoing freelance. Responsibilities included: finished artwork, and amends.

- Clients included:*
- Lotus
 - British Telecom
 - American Express
 - Royal Mail
 - IBM
 - Woolwich
 - Sky Digital
 - Royal Mint



employment (cont.) **October 1997 – June 1998**

Ogilvy & Mather Direct, Toronto ~ Senior Finished Artist

Permanent. Responsibilities include: creative visuals, finished artwork, amends.

Clients included:

– Nintendo	– Cadbury's
– Sears Dept. Stores	– Heinz
	– Absolut Vodka

February 1986 – June 1996

Carr Clark Rapp Collins, Sydney ~ Co-Creative Director / Art Director

Ongoing freelance. Responsibilities included: strategy development, creative concepts, presentation visuals, finished artwork, print production. *Clients included:*

– Commonwealth Bank, credit cards	– direct marketing, promotion,
loyalty program development and in-branch support programs	
– Eli Lilly: Prozac anti-depression support for doctors and consumers	
– Lever Rexona: soap powder acquisition campaign	– Telstra
– American Express	– Australian Meat & Live-Stock Corporation
– DHL Couriers	– Bankers Trust
	– EOI Foods
– Macquarie Bank	– Zurich Australia
	– Pizza Hut
– Westpac Bank	– Jaguar Australia
	– Dell Computers

January 1980 – January 1986

Ogilvy & Mather Retail, Sydney ~ Art Director

Permanent. Catalogue and press design for BIG W department stores.

David Jones, Sydney and **Harris Scarfe, Adelaide** ~ Art Director

Permanent. Catalogue, press and leaflet design for national department stores.

interests Basketball (former NBL and Australian Olympic player), music, theatre and passionate people. Oh – and parenthood.

summary Over 30 years of local and international advertising experience – across all industry categories and brands – including consumer, retail and business-to-business.

Experienced leadership, management and mentoring skills demonstrated in busy agency creative departments and production studios.

Confident and personable client liaison and presentation skills at senior levels.

Extensive project management skills and experience – to meet deadlines.

Concept and creation of extensive press, direct marketing, online, catalogue and loyalty communications for international brands.

Experienced in all aspects of advertising disciplines – from strategies and concepts through to visualising, image retouching, artwork, pre-press and production.

Strong time-management, work ethic and multi-tasking skills.

Over six years of corporate video production experience including client briefing, cost estimates, concepts, direction, camera operation, editing and post production.

And I can come complete with my advertising copywriter wife – and her 20 years agency experience! Team rates negotiable. Just ask.

