

# Rodney Lochner

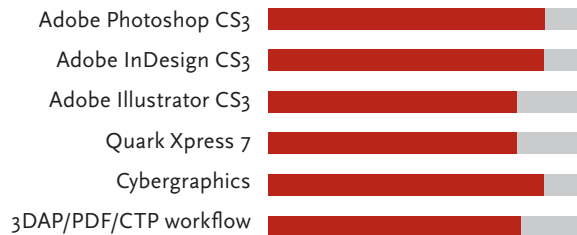
Conceptual Art Director/Illustrator/Finished-Artist

www.rodneylochner.com

design@rodneylochner.com

## Career objective

An award-winning\* Art Director with 15 year's experience, I am a keen conceptualiser, creative visualizer, and finished artist. These skills I apply in advertising, packaging, direct-marketing, publishing, and front end web design, using advanced level skills in Photoshop, InDesign and Illustrator (CS3). I am also a high-level Photoshop retoucher for fashion, food, editorial, and advertising, be it prettifying a model, merging multiple complex images, creating compelling fantasy visions, or simple colour-correction. I am also an illustrator creating vector pop-art illustrations and cartoons, or photo-montages. I pride myself on inventive eye-catching design, elegant typography, a strong colour sense, approaching each job with the desire to create something new and beautiful.



## Other skills & Interests

Typing – 40 wpm

Creative writing, copy-writing, sub-editing

Composer & performer – drums, guitar, keyboards

Sound production – studio (Cubase) and live

Film/video – DOP, editing, writing & direction

35mm & large format colour & b&w photography

## Significant positions

PRINT	Feb 08 – Nov 08	<b>Fairfax Media</b> — <b>Art Director &amp; Illustrator</b> Good Living, Drive, Essential, The Guide, Sydney Writer Festival, The Arts Guide, Xmas Gift Guide
	May 05 – Mar 06	<b>Cosmos Magazine</b> (monthly popular-science magazine) — <b>Art Director</b> Conceptual, layout, commissioning, some illustrations and graphics, retouching, and all prepress (PS/PDF/3DAP workflow). DM, POS and subscription materials, the media-kit, office stationary, in-house and external ads, website styling, and 15-30 page pdf teaching-aid. Managing InDesign/InCopy workflow.
	Dec 00 – May 05	<b>Saturday Australian Financial Review</b> — <b>Senior Designer</b> Duties included: conceptual design and illustration of the cover, and Perspective/Smart Money section starts, layout and photo-research, plus 4-10 of my illustrations. Commissioning of photos/graphics.
	Jun 01 – July 01	<b>Boss Magazine</b> (FIN Review leadership magazine) — <b>Art Director</b> Conceptual, 80% of layouts (rest by a junior-designer), commissioning, and Photoshop montages.
	Aug 06 – May 07 May 04 – ongoing	<b>Hot Wheels Magazine</b> (toy car magazine) — <b>Art Director</b> <b>Unity Magazine</b> (bimonthly union magazine) — <b>Art Director</b>
WEB	June 07 – Dec 07	<b>C4 Communication</b> (website designers & hosters) — <b>Photoshop Visualiser</b> Clients: NRL.com, Bigpond Sport, AFL.com
	Jan 06 – ongoing	<b>Ecologic Media</b> (green issues website) — <b>Photoshop Visualiser</b>
	Sep 07 – Nov 07 Jan 08 – Feb 08	<b>Resmed</b> (sleep medical technology) — <b>Photoshop Visualiser</b> <b>Evolution Media</b> (financial sector content providers) — <b>Photoshop Visualiser</b>
PAKGG	Apr 07 – June 07	<b>Pure Equator</b> (packaging consultants) — <b>Photoshop Visualiser &amp; Finished Artist</b> Clients: Aldi
	June 06 – Oct 07	<b>Demo</b> (packaging consultants) — <b>Photoshop Visualiser</b> Clients: V Drinks, Masterfoods, Streets
	May 07 – June 07	<b>EnergiDesign</b> (packaging consultants) — <b>Photoshop Visualiser</b> Clients: Pepsi
ADS	Apr 06 – Jul 06	<b>Advertising Energy</b> (advertising agency) — <b>Art Director</b> Clients: Vedior, Worley Parsons, Vodafone, Select, Woolworths, Big W, BHP-Billiton, AQIS, Innovex, CPM, DTZ, Ethos, Lloyd Morgan, Transport Finance, Tyrepower
	Aug 07 – Sep 07	<b>Publis Mojo</b> (advertising agency) — <b>Visualiser, Finished Artist</b> Clients: Toyota, Citibank, Nestle

## Other freelance

BBD, George P Johnson, NBOCC, Sales Success, ingroup, The Diplomat Magazine, Smart Business Magazine, Zoo Magazine, FHM, Magazine, Caper Creative, Trademark, Sydney Morning Herald

## Significant positions – United Kingdom

PRINT	Nov 98 – Oct 00	<b>Redwood Publishing</b> — <b>Art Director</b> BT Infinity, BT Insight, BT Catalyst, The Business (British Telecom magazines) Conceptual, layouts, photo research, commissioning shoots. Photoshop illustrations and retouching. Liaison with Pre-Press Dept.
	Mar 95 – Jun 98	<b>Dewynters</b> (theatrical advertising agency) — <b>Senior Designer, Visualiser</b> Clients: Andrew Lloyd Webber, Cameron Mackintosh Ltd, Old Vic Productions, London Productions Limited, London Sinfonietta, London Symphony Orchestra Donmar Warehouse, City of Chichester, English National Opera, Philharmonia Orchestra, Royal Opera House, Royal Shakespeare Company Productions: Hobson's Choice, Anthony & Cleopatra, Jesus Christ Superstar, Sunset Boulevard, Avalon the Musical, Cell Mates, School for Scandal, Fame, The Hothouse, Unforgettable, Hot Mikado, Les Miserables, The Miser, Insignificance
	June 93 – May 99	<b>Green &amp; Blacks/Whole Earth Foods/Gusto</b> (organic chocolate/healthfoods) — <b>Senior Designer</b>
	April 99 – Nov 99	<b>Club Indigo</b> (easy-listening/lounge music pioneer) — <b>Designer</b> publicity materials
	May 92 – Aug 98	<b>Woodmansterne</b> (fine art greeting cards) — <b>Designer, Visualiser, Colour Corrector</b>

## Other freelance – United Kingdom

Tequila Payne Stacy, The Commonwealth Secretariat, Oasis Communications, Giant Communications, Teamspirit, AGA, BCM, Freeman Publishing, Woodward & Company, Absolute Creative, The Graphic Word, Walden Page Ballard, Bravo Design Consultancy, Llewelyn-Davis, Head to Head, The Lekker Lounge, Foreign Language Services, The Soil Association, Lustre Magazine, Wild Oats, FKB Carlson, The Amadeus Centre, McBain, Noel and Johnson, Fowlers, Landor Associates, Forward Publishing, Macmillans, Teamworks, Wolffolins Ltd, Siegel and Gale, Franklin Mint, Capper-Granger, Millhouse, McQuaid International, MacroNewsUK, William Mercer Limited, Claydon Heeley International, Whitehall Laboratories, London Weekend Television, Loot Limited, Lehman Bros

Brands: British Airways, Boots, Selfridges, Barclays, Rapido TV, Marks & Spencers

## References available on request

\*Issue #3 of Cosmos Magazine won the 2005 Bell Award for Best Consumer Magazine Cover