

Rodney Lochner

Designful. Visions.

I do many things. In Photoshop, InDesign, Illustrator.
I can be wild. I can be corporate. It's gorgeous. Either way.
Visit rodneylochner.com to see more.



Magazine Art Director

An award-winning Art Director with over 15 year's experience, I pride myself on inventive design, elegant typography, eye-catching colour, and a commissioning sense that comes of being a photographer and illustrator. A retoucher and colour corrector, I can undertake an entire publication's pre-press, producing a full-colour magazine single-handed. I am also experienced with InCopy, Woodwing, and 3DAP proofing.

Front-end Web-Design

With the same skills, I create richly immersive, highly-navigable websites, working exclusively in Photoshop or InDesign, slice ready for developers.

Branding

I have a very strong identity. Capturing the essence of your Brand, established or new, I find infinitely satisfying. I have no shortage of ideas, conceptual, design, or copy-writing. Logos I love. More please.

Illustrator & Retoucher

As Photoshop **ARTIST** for fashion, food, editorial, and advertising, I can prettify a model, create complex montages, or do simple colour-correction. As an **ILLUSTRATOR**, I create pixel or vector pop-art and/or fantasy montages, approaching each work with the yen to create something fun and beautiful.

Advertsing & Corporate Finished Art

Use me if you require meticulous proficiency in corporate artwork, advertising, packaging. Long documents and reports are a particular speciality. Elegant typography, clarity of layout, exacting charts and tables, plus copy writing skills for reports, white papers, DM, and general advertising.

Clients: Cosmos, Hot Wheels, mivision, Boss, EcoLogic, Australian Financial Review, SMH Good Living/The Guide/Drive/Essential, FHM, Zoo, Unity (NSW CFEMU), Education (NWSFT), BT Infinity, BT Insight, Lustre, Zoo, FHM

Clients: C4 (NRL, AFL), Museum Clothing, Resmed, NRMA, Ecologic, Cash Harvest, Evolution Media

Clients: VTIC, CCS, Select, Cash Harvest, Aldi, Vedior, Worley Parsons, Select

Clients: Australian Financial Review, Sydney Morning Herald, The Diplomat, Demo, Pepsi, Frucor, British Telecom, The Commonwealth Secretariat, Woodmansterne, Dewynters

Clients: Telstra, Vodafone, Cash Harvest, FKP, DTZ, BigW, AdEnergy, Vodafone, BHP-Billiton, AQIS, Innovex, CPM, DTZ, Ethos, Lloyd Morgan, Transport Finance, Tyrepower, ADLI, Pepsi, Toyota, Citibank, Nestle, Frucor, Masterfoods, Woolworths

SIGNIFICANT POSITIONS

Unity Magazine (CFMEU) — Art Director
mivision (Optical Fashion) — Art Director
SMH — Designer & Illustrator, Good Living, Drive, Essential, The Guide, specials
Hot Wheels Magazine (Toy Cars) — Art Director
Cosmos Magazine (Popular Science) — Art Director
Australian Financial Review — Senior Designer
Boss Magazine (FIN Review Business Leadership) — Art Director
Cash Harvest (Funds Management) — Front-end web, Corporate Artwork
Museum (Fashion Label) — Front-end web, retouching
C4 Communication (Digital Agency) — Front-end web, Corporate Artwork
Resmed (Medical Sleep Technology) — Front-end web
Evolution Media (Financial Sector Content Provider) — Front-end web
Pure Equator (Packaging Consultants) — Conceptual, packaging, Finished Artist
EnergiDesign (Packaging Consultants) — Conceptual
Advertising Energy (Full-Service Agency) — Art Director
Publis Mojo (Full-Service Agency) — Visualiser, Finished Artist

FREELANCE

BWM, Healthone, BBD, Medical Observer. Hulsbosch. Teachers Federation. George P Johnson, NBOCC, Sales Success, inggroup, The Diplomat Magazine, Smart Business Magazine, Zoo, FHM, Magazine, Capar Creative, Trademark, Sydney Morning Herald, Cash Harvest, Museum Clothes, Ecologic

OTHER SKILLS/INTERESTS

Writing: creative, copy-writing, sub-editing
VRlevel design: owner Second Life RP Sim
Composer/performer: drums, guitar, programming
Audio production: studio and live
Film/video: DOP, editing, writing, direction
Theatre: lighting design