



## Brett Woods

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I am a multidisciplinary designer and Wordpress site creator. I design beautiful layouts, websites and visual brand identities across a broad number of sectors. Clients span the globe, from startups to the largest brands in the world. When not pushing pixels, you can usually find me on or at a sports field.

### Design Disciplines

Visual Identity	Publications	Marketing &
User interface	Packaging	advertising
Environmental	Web	

### Experience

[Witekite](#) 2014–present  
Designer & Digital. Long-term F/T contract.  
Sports, event and place branding agency.

[Onement](#) 2014–15  
Freelance Design & Artworker. Strategic  
communications & engagement firm.

[Proline Floors](#) 2014–15  
Designer. P/T permanent. Australia's  
leading flooring distributor.

[Various freelance](#) 2014–15  
Designer and Artworker. Inc. Metropolis,  
DDB, Loud, Archibald/Williams etc.

[Parallel Studios](#) 2014–present  
Founder. Servicing long-standing clients,  
predominantly with web/Wordpress.

[War Design Studios](#) 2012–14  
Creative Artworker and Studio Manager.  
FMCG and retail design & branding.

[The Unimail Group](#) 2009–12  
Digital & Print Production. Design agency  
and employer branding.

[Hodder & Stoughton, UK](#) 2001–09  
Production Manager. Book Publishing.

[Hodder Headline Aust.](#) 1996–2001  
Production Controller. Book Publishing.

[KJR Print Group](#) 1993–96  
Planner & Estimator. Offset & rotary print.



## Favoured tools

Indesign	Dreamweaver	Trello
Photoshop	Sketch & XD	MS Office
Illustrator	Wordpress	Mailchimp

## Notable education

### Online Digital Marketing Diploma

2015. Shaw Academy. Distinction.

### Secret Power of Brands

2014. Uni of East Anglia/Wolff Olins.

### Analytics Academy

2013. Google.

### Adobe CS5 Total Training

2012. Illustrator & Photoshop.

### Leadership Training

2011-12. Fortnightly. Warren Kennaugh.

### Adv. Cert in Printing Technology and Administration

1992-94. Sydney Institute of Technology.

## Posts held

### Digital Lead

2015-present. Witekite.

### Business Team Leader

2011. Unimail.

### Head of Innovation Committee

2009-2012. Unimail.

### Ethics & Environmental Committee

2008-2009. Hodder & Stoughton UK.

### President of Football Club

2003-2009. Hodder & Stoughton UK.

## Other Attributes

Project & Account Management	Copywriting & Editing
Digital Marketing	Finished Art

## Recent Big Wins

### Launching first app, Abaci Design Calculator.

2018. In business partnership, In2 Digital.

### Dramatic improvements in NRL Junior League participation levels aided by brand campaign work

2017-18. Witekite.

### Over 100,000 visitors to my ICC Cricket World Cup brand guidelines (Wordpress) site

2016-19. Witekite.

### Converting 2 x account-managed clients from ad-hoc to retainer

2018. NRL Hospitality and Phil Gilbert.