



# Jeff Busch

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[portfolio](#)

[email](#)

## education

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**1996 - 2002**

### University of New South Wales (UNSW: COFA)

#### Bachelor of Design (2002)

Four years formal training in the design of objects, graphics and interior and exterior spaces. Majored in applied (object) and graphic design.

#### Award

**1998** - Highly Commended: Southern Cross Package Design Award: pizza box packaging and graphics.

**1994 - 1995**

### Lake Ginninderra College

Subjects studied: Art, English, Chemistry, Physics, Systems Analysis, Maths.

#### Award

**1995** - Highest placed art student over two years.

## employment

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**2005 - 2006**

### Cantor Fitzgerald (New York)

#### Marketing Assistant

Designed and produced interactive Flash presentations to promote G3 Vision product using animation and streaming video. Overhauled Cantor Direct web site to make content updates easier. Created in-house marketing material including brochures, folders, forms and a daily newsletter.

The number of visitors per month to the Cantor Direct web site doubled during my employment.

Links: [www.cantordirect.com/flash/g3\\_features](http://www.cantordirect.com/flash/g3_features) (Flash)  
[www.cantordirect.com](http://www.cantordirect.com) (Main Site)

**1999 - 2004**

### Signcorp Australasia / Signcraft

#### Lead Graphic Designer

Signage graphic design and construction design for corporate, retail and university locations (system and custom signage). Client briefing and presentations. Design documentation, signage manual creation. Wayfinding analysis and documentation. Identity creation, development of company marketing material, web site design and maintenance.

Clients included: National Museum of Australia, Deutsche Bank and University of Technology, Sydney.

**1997 - 1999**

### Plastics Initiatives

Commissioned to research and design mould-in graphics for waveskis and windsurfers.



## freelance work

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2004

### Kitchen Chairs

Research, design, prototyping and construction of two kitchen stools for domestic use. Hardwood legs with upholstered plywood seat frame.

2004

### PJ Industries

Logo/identity, business card and letterhead design for PJ Industries.

2003 - 2004

### Madelaine Confectionary

Graphics for wrappers and labels for confectionary products.

2002

### 2002 Rock Eisteddfod Challenge Brochure

Design and layout of 24 page colour brochure for sale at concerts, for the NSW Department of Education.

2000

### Timber Bed

Design and construction of queen sized bed, personal project.

## skills / applications

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### Design Skills

- + Design research, analysis, concept and concept development for 2D and 3D projects.
- + Graphic design: print, web, signage.
- + Design documentation.
- + Wayfinding analysis.
- + Prototyping and model making.
- + Woodworking and metalworking.

### Web Programming

- + Flash Actionscript (advanced level)
- + XHTML/HTML (strict / transitional)
- + CSS
- + PHP
- + MySQL
- + Javascript

### Applications

- + Experienced user of both Macintosh and Windows platforms.
- + Touch typing: 40 wpm.
- + Photoshop
- + Illustrator
- + InDesign
- + Flash
- + Dreamweaver
- + Quark X-Press
- + Camtasia Studio
- + Microstation (CAD)
- + Microsoft Office