



LAWRENCE EASTLAND

2011 - CV and Folio



LAURENCE EASTLAND

D.O.B 11-06-1971
Born Australia
Pass ports EEC and Australian
Location Byron Bay
Available Sydney, Melbourne. Europe
Contact 0421 181 018

Mac Skills

Description - Lawrence Eastland has been a designer for over 18 years in a variety of hi end graphic applications for use in film, video editing and conceptual development, to full graphic representation of advertising campaigns and corporate identity. His skills demonstrate a thorough knowledge of the tools needed to produce finished graphics from concept and development through to press quality artwork.

- Illustrator - Hi end skills in print and television graphics.
- Photoshop - Point of sale, package design, web design, Branding etc
- In Design - Design, including setting up for all mediums of print.
- Quark Express - Design, including setting up for all mediums of print.
- Imovie HD - Edit film clips, corporate videos and small budget TVC's.
- Final Cut Pro HD - Edit film clips, corporate videos and small budget TVC's.

Industry Skills

Description - Lawrence has been working in the creative industry for over 18 years. During this time his knowledge has expanded to bring concepts in layout and design through to the finished product. He can manage a project from beginning to end without assistance, including dealing with suppliers and clients and working with them to ensure they get the best quality job on brief, with a great understanding of how important good advertising and design is to the success of a business.

- Prod management - Qualified in all print mediums, both digital and film to press checks.
- Graphic design - Logos, brochures, corporate profiles, annual reports, packaging, branding, web design and functional spec.
- Art directing - Magazine, newspaper advertising, billboards, point of sale, merchandising, magazine, press, photography, web.
- Photography - People, fashion, nature, packaging, catalogue, advertising and sport, promotional.
- Client service - Liaising with clients to get the understanding of what they truly want and need.
- Web design - Full web design look and feel, functionality specifications and CMS architecture.
- Mobile - Through knowledge of sms and mobile phone delivery systems and integration for promotion and delivery of content.
- Advertising - Advertising, marketing and design for both above and below the line clients.
- Illustration - Solid illustration skills in animation and cartooning.

Goal

To join a creative team working on award winning advertising for professional companies around the world.

Personality Outline

Lawrence Eastland is a fast worker with the ability to get along with people comfortably. He sees life in an open and friendly way and enjoys a challenge. He is totally dedicated and passionate about art and design in all of its mediums. He is independent as well as a good leader, who enjoys working with a team to get jobs done in the best possible way.

"After working in the field of advertising and design for so long, I feel very much at home when designing and being creative. My experience, when put to the test, well and truly proves this"

"I have a love for surfing, motor bikes, sailing, snow boarding and skiing, basically keeping fit. I would like to work with a modern businesses that would benefit from having someone with my experience to assist in creating cutting edge and award winning design and advertising solutions."

"I am most suited to working as a Creative Director/Designer including all digital platforms, either on my own or with a group; I would be a great asset to any company that took me on board with a long term goal to build the business to be both financially and creatively successful." L.Eastland

Testimonials

"Lawrence is an outstanding individual with remarkable creative talents. His design skills are of first-class quality, always demonstrating individuality and class. Having known and worked with Lawrence for many years, I believe him to be a deep thinker with a wealth of extraordinary ideas. I have no doubt he will succeed in all he aims to achieve."

Mira Eady | Media Manager - www.wickedweasel.com

1800 675 743

"As a long time associate of Lawrence Eastland, I am writing to say that I consider his work to be fresh, inspired and extremely professional. Our 8 year association has brought about many inspired ideas, designs and professional applications. I find him to be honest, fair and that he operates with the utmost integrity. He is easy to work with and always responds promptly."

Leigh Cail | CEO - Radiate Films - Melbourne.

0408 008 376

"Lawrence Eastland needs all the help he can get! Lawrence is a modern rarity; he could be earning mega-bucks in the worlds' leading advertising agencies but instead pursues a dream to provide a high quality service to artists so they can be seen, heard and promoted without "signing their lives away". Lawrence's outstanding visual design skills and ability to "grasp the brief" (honed through many years experience in advertising) combine with what might best be described as "high-energy, switched-on entrepreneurial altruism" to position him almost uniquely to do so. The world needs more Lawrence Eastlands."

Greg Buckman - Mgr Information Services - ON-Q Human Resources

02 6685 2000



Education 1998 - 2011

2001 - 2011 - EYE DESIGN ADVERTISING - BYRON BAY

- Creative Director.
- Web site <http://www.eyedesign.com.au/>

2004 - 2011 - SOUNDFOUNDATION.COM.AU

- Founder and Creative Director of one of the first independent music download web sites in Australia, fully licensed by APRA and now selling films and e-books
- web site <http://www.soundfoundation.com.au>

2008 - 2011 - E-PRINT GLOBAL - ENVIRONMENTAL PRINTING SOLUTIONS

- Owner / Production Manager / Designer of www.e-printglobal.com
- web site <http://www.e-printglobal.com>

2006 - 2007 - COMBUSTION ADVERTISING - BYRON BAY

- Senior Designer / Art Director.
- Web site <http://www.combustionadvertising.com.au/>

2004 - 2005 - BAY FM 99.9 COMMUNITY RADIO - BYRON BAY

- Radio Announcer.
- Assistant Music Director.
- Web site <http://www.bayfm.org/>

2008 - 2010 - 199GNOME

- 199GNOME is a fresh concept for Australian and New Zealand audiences, incorporating our proprietary technology to supply music, films, books, information and much more direct to mobile phones.
- website <http://www.soundfoundation.com.au/mobile/>

2000 - 2001 - THE NORTH COAST ADVERTISING AGENCY - LISMORE

- Senior Designer / Art Director.
- Web site <http://www.adagency.com.au/>

1998 - 2000 - UTOPIA CREATIVE - BYRON BAY

- Senior Designer / Art Director.
- Web site <http://www.utopiacreative.com/>



Education 1981 - 1998

1995 - 1998 - CLEMENGER BBDO PTY LTD - SYDNEY

- Senior Designer/Art Director.
- Web site <http://www.clemengerbbdo.com.au/>

1997 - 1997 - AWARD SCHOOL - SYDNEY

- Scholarship into AWARD advertising school graduate.
- Web site <http://www.awardschool.com.au/>

1996 - 1996 - AWARD SCHOOL - SYDNEY

- Scholarship into AWARD advertising school graduate.
- Web site <http://www.awardschool.com.au/>

1994 - 1995 - ABOUT FACE ADVERTISING - PYRMONT SYDNEY

- Production Manager.

1993 - 1994 - HOLLOWAY AND ASSOCIATES PTY LTD - PYRMONT SYDNEY

- Photographer / Assistant in traditional film and digital.

1991 - 1993 - STYROX AUSTRALIA PTY LTD - NEWPORT SYDNEY

- Graphic designer
- web site <http://www.millsstyrox.com.au/>

1990 - 1991 - ZAP PRODUCTIONS PTY LTD - ARTARMON SYDNEY

- Production, IMC Camera assistant, Paint Box assistant / Runner.
- Blue screen construction and set building.

1989 - 1990 - SCHOOL OF VISUAL ARTS - DARLINGHURST

- Design, advertising, marketing and photography diploma. (GRA DIP)

1981 - 1988 - MARIST COLLEGE NORTH SHORE

- Years 4 - 12 Majoring in art.



Contact

Lawrence Eastland

Mobile	+61 421 18 10 18
email	contact@soundfoundation.com.au
Postal	po box 1721 byron bay Australia NSW 2481
Byron Bay	70 Plantation Dr Ewingsdale NSW 2481
Sydney	48 - 50 Aubin St Neutral Bay NSW 2089
Melbourne	99 Grange rd Toorak VIC 3142

mobile - 0421 181 018
email - contact@soundfoundation.com.au
post - po box 1721 Byron Bay n.s.w 2481