

FOUNDATION DESIGN

# THINKING & DESIGNING

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Resume of Paul Shadbolt

Graphic Designer, Web Developer and Design Lecturer

# Paul Shadbolt

Graphic Designer, Web Developer and Design Lecturer



■ OBJECTIVE

To design logos and identities, to create beautiful publications, to build engaging websites, to develop social media strategies to create new business.

■ ABOUT PAUL SHADBOLT

I've always been curious by nature, I like to figure things out and understand what makes them tick.

It's this curiosity to learn new things and experiment with new experiences that fuels my need to explore problems and find solutions.

I have been a graphic designer for many years now, but prior to this, I spent 17 years as a professional women's hairdresser. Although I loved every second of that dynamic industry, in particular, the personal one-to-one working relationship that I had with clients, after awhile I found that I had reached a point where I itched for a new challenge. With the encouragement from friends and family, I went back to school and commenced a four-year design degree at Unitec.

This time rich environment was one of the most rewarding experiences of my life. Design school encouraged me to develop creative process and thinking through experimentation of ideas and techniques. During the 1st semester of this design course, I also attended the Axis Awards Advertising School. At the completion of the AAA course, I received a highly commended award and then completed three months work experience in advertising before refocusing on my design degree. In the final year of my degree, I secured an internship at Seven Visual Communication. The studio experience that I gained while working with the Seven team informed my work at school allowing me to pass my degree with honours.

I then worked full time for Seven until I left at the end of 2003, after which I pursued work as a freelance designer and worked on a variety of different projects. A sabbatical for a year took me overseas throughout South East Asia

## ■ ABOUT PAUL SHADBOLT (CONT)

and India, where I filled numerous flash drives with images of these beautiful countries, as well as filling my soul with amazing experiences. I returned to freelance design work in New Zealand as well as a brief stint working as a coordinator in the film industry for a couple of years.

For the four years previous to the launch of Foundation Design, I was head of creative and marketing at Redhead Clothing where I was responsible for the look and feel of Redhead's brand. This role allowed me to oversee everything every aspect of Redhead's branding from swing tags and neck labels for garments, to the design of seasonal look-books and order forms. Like many businesses in New Zealand, Redhead staff had to be generalists as well as specialists and on top of my role as graphic designer, I was also Redhead's in-house photographer, systems analysts, hardware, and software procurement manager and the I.T. guy when a computer was misbehaving.

I believe these extra roles and experiences have given me a greater depth of business-related knowledge and makes for a better designer.

## ■ CAREER HIGHLIGHTS

**Owner & Director of Foundation Design**

**Lecturer, AUT**

**Lecturer, Whitecliffe College of Arts & Design**

**Lecturer, Design & Visual Arts Dept, Unitec Institute of Technology**

**Unitec GDA students winning Best Awards for four consecutive years**

**Head of creative and marketing at Redhead Clothing**

**Coordinator working in the New Zealand film industry**

**Overseas sabbatical throughout South East Asia and India**

**Intern/junior designer at Seven Visual Communications**

**Honours pass Visual Communication design degree**

**Second place/highly commended at Axis Awards Advertising School**

**Seventeen years as a professional hairdresser**

**Salon & Stage Educator for L'Oréal and Redken creative teams**

■ WORK EXPERIENCE

**2012 - present | Designer/Owner @ Foundation Design**

2012 to present

**Designer, owner and director of Foundation Design**

Foundation Design is a small, but perfectly formed design agency based in Auckland, New Zealand's city of sails that services the need for a more intimate design agency experience while still offering a broad range of quality design solutions.

**2015 - present | Lecturer @ Whitecliffe College of Arts & Design**

from 2015 to present

**Lecturer, Whitecliffe College of Arts & Design**

I'm currently teaching layout and composition, digital publishing, and Illustrator for Fashion at Whitecliffe College of Arts & Design, as well as an Introduction to Adobe's Creative Cloud as part of Whitecliffe's Continuing education programme.

**2015 - present | Lecturer @ Whitecliffe College of Arts & Design**

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I'm currently teaching layout and composition, digital publishing, and Illustrator for Fashion at Whitecliffe College of Arts & Design, as well as an Introduction to Adobe's Creative Cloud as part of Whitecliffe's Continuing education programme.

**2012 - present | Lecturer @ Unitec Institute of Technology**

from 2012 to present

**Lecturer, Design & Visual Arts Dept, Unitec**

From 2012 to 2016 I co-taught Unitec's GDA 3rd year program, during which, myself and co-tutors enjoyed seeing final year students graduate and gain employment within various creative industries. We were particularly delighted with our students winning many Best Awards over that period. Currently, I'm teaching electives that I've written for Unitec's BCE degree.

## ■ WORK EXPERIENCE (CONT)

### **2009 - 2012 | Head of Creative and Marketing @ Redhead Clothing**

from 2009 to 2012

#### **Head of creative & marketing, and brand guardian for Redhead Clothing**

I was head of creative and marketing at Redhead Clothing where I was responsible for the look and feel of Redhead's brand. This role allowed me to oversee everything every aspect of Redhead's branding from swing tags and neck labels for garments, to the design of seasonal lookbooks and order forms. Like many businesses in New Zealand, Redhead staff had to be generalists as well as specialists. On top of my role as graphic designer, I was also Redhead's in-house photographer, systems analysts, hardware and software procurement manager and the I.T. guy when a computer was misbehaving.

### **2007 - 2008 | Co-ordinator @ Various New Zealand Film Projects**

from 2009 to 2012

#### **Coordinator for The Laundry Warrior, Underworld: Rise of the Lycans and Kingdom Come**

Taking a break from graphic design, I worked in the art department as a coordinator for three major international productions that were shot in New Zealand at Auckland and central South Island. While not a design role, the variety of new skills required was refreshing and challenging.

### **2005 - 2006 | Student of life @ overseas sabbatical**

from 2005 to 2006

#### **Thailand, Laos, Vietnam, Cambodia and India**

A sabbatical for a year took me overseas throughout South East Asia and India, where I filled numerous flash drives with images of these beautiful countries, as well as filling my soul with amazing experiences. During this sabbatical, I travelled with my laptop and supplemented my travel expenses by doing design work both overseas and remotely back in NZ.

### **2004 - 2005 | Designer @ Switch Design**

from 2004 to 2005

#### **Intermediate Designer**

An Intermediate design role working on high profile brands like Nike as well as local brands As an intermediate designer I was responsible for preparing artwork for posters and clear-cutting fashion work etc.

## ■ WORK EXPERIENCE (CONT)

### **2000 - 2004 | Designer @ Seven Visual Communications**

from 2000 to 2004

#### **Junior / Intermediate designer @ Seven Visual Communications**

In the final year of my degree, I secured an internship at Seven where the studio experience that I gained while working with the Seven team informed my work at school and I consequently passed my degree with honours. I was then offered a full-time position at Seven where I worked on projects for many prestigious clients including Universal Music, Penguin Books, and Random House Publishers to name a few.

### **1982 - 1998 | Woman's Hairdresser @ Various Auckland Salons**

from 1982 to 1998

#### **Hairdresser @ Mark & Co, Gustls of Remuera, The Salon, Robert O'Connell & Co, Raven Haircutters, Zagreb and Real Hair Studio**

Prior to graphic design, I spent sixteen years as a professional hairdresser. During this time I ran Salons, trained staff, organised photo shoots and travelled throughout New Zealand giving educational seminars and shows.

## ■ EDUCATION

### **Life | Self Directed Education**

from as far back as I can remember to present

#### **Self Directed Education**

As I said earlier, I'm curious by nature and therefore constantly challenging myself by learning as much as I can. This can be in the form of a full degree, short course, online learning, or any titbit of information that I find interesting.

### **1998 - 2001 | Unitec Institute of Technology**

from 1998 to 2011

#### **Unitec Institute of Technology VisCom Design Degree with Honours**

I went back to school and commenced a four-year design degree at Unitec Institute of Technology. This was one of the most rewarding experiences of my life, where I was encouraged to develop creative process and thinking through playful experimentation of ideas and techniques. I also enjoyed the access to various software programs and studying design history and theory.

### **1998 - 1998 | Axis Awards Advertising School**

from 1998 to 1998

#### **Axis Awards Advertising School – AAA course**

During the 1st semester of my design course, I was also accepted onto the Axis Awards Advertising School and completed the three months long AAA course. This course included work experience in advertising and a placement with Colenso BBDO – Auckland. At the completion of the AAA course, I received a highly commended award, but then decided to refocus on my design degree.

## ■ EDUCATION (CONT)

### 1978 - 1981 | Matamata College

from 1978 to 1981

#### **Matatmata College - 5th Form School Certificate, 6th Form School Certificate**

Participated in all areas of school life including 3rd & 2nd XV Rugby teams, Athletics and Swimming teams. I was highly commended for Technical Drawing and Creative Writing. I was also a representative on Student Council.

## ■ LECTURER & EDUCATOR

Reciprocity is the word that springs to mind when I think about my role as a lecturer and educator. I'm very excited and grateful to be a part-time lecturer at both Unitec and Whitecliffe College of Art and Design.

As a freelance designer, I have always been interested in ways that I can achieve a greater involvement with the local design community, and so to teach is a fantastic opportunity to be involved, and to give back to the design community.

I love working with the students. They challenge me and I endeavour to give them advice and skills that are industry relevant, and that will help them to secure lasting employment in the design industry.

Working with such a large and varied group of aspiring creatives comes with its own reward of energising my own work.

The list to the right includes the various courses that I've taught and/or are currently teaching.

Where shown, the (w) indicates that I also developed and wrote the course material.

#### **Unitec Institute of Technology:**

##### **Graphic Design Practice:**

Teach the fundamentals of graphic design using digital software to develop visual communications. (w)

##### **Advanced Graphic Design Practice:**

Orientate students to professional design practice and prepare a professional design portfolio. (w)

##### **Digital Design for Publication:**

Introducing students to form and structure used in printed and digital publications. (w)

##### **Design for Branding and Identity:**

Develop branding through graphic design processes and how elements within specific visual and cultural contexts to 'speak' to an audience. (w)

#### **Whitecliffe College of Art:**

##### **Continuing Education Digital Design – Intro to Adobe InDesign & Photoshop:**

Introduce Adobe applications to create publications, portfolios and digital outputs. (w)

##### **Continuing Education Digital Design – New technologies for makers:**

Introduce 3D Printing & Laser Cutting techniques, applications and technologies. (w)

##### **Arts, Design and Digital Media Certificate Programme:**

A semester-long programme concentrating on developing a portfolio for application to on-going tertiary study.

## ■ SKILLS

*"Quick on the loose ball from the back of the scrum and with the right opportunity can be a playmaker"*

Proficient in the following skills and techniques. Currently teaching digital technologies including many of Adobe's Creative Cloud suite of applications. Highly skilled with Adobe InDesign & Photoshop.

### VISUAL COMMUNICATION



### ADOBE PHOTOSHOP



### ART DIRECTION



### ADOBE INDESIGN



### BRAND & IDENTITY DEVELOPMENT



### ADOBE ILLUSTRATOR



### CONCEPT DEVELOPMENT



### ADOBE CREATIVE CLOUD



### TYPOGRAPHY



### WEB DEVELOPMENT - WORDPRESS



### WEB DESIGN



### MICROSOFT EXCEL



### LECTURING



### MICROSOFT WORD



## ■ PORTFOLIO

Below is a small sampling of my design work. Other samples of my work can be seen on the [Portfolio page](#) of my website.



## ■ TESTIMONIALS / REFEREES

Referees available on request. Other nice words that have been said about yours truly can be read on the [Client Testimonials page](#) of my website.