

Bethnal Green
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United Kingdom

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The story so far ...

Accessories - Brand Development

KUPU-HOME.com

April 2014 - Present

Indonesia / London

I've lived in Indonesia for the last 2 years. And in the Summer of 2014. Me & my partner in crime > Rindia Ayu. Were pretty poor. We needed cash - and with little equipment & options available. We began the journey > Into KUPU-HOME. To make and sell our Handmade products - online.

Project Requirements :

* Turn 30 dollars into more

Sourcing

* Textiles

Working with local merchants / we sourced our first textile supplies for free. This enabled us to create our first batch of products with zero outlay. So any profits accrued from there, could be re-invested into new materials - from the same suppliers. And begin to catalyse the slow and steady expansion of product variations.

Print & Media

* Collateral Design

Our products are bound by a max dimension of 30 cms. With shipment weights being guided by the ethos > Minimal is preference < This helps us to alleviate the overall expenditure accrued on the shipment of products internationally.

Collaterals were created ad hoc. Designed & Generated In-House > This included:

- Product Photography
- Brand Identity / Logo's & the beginnings of a narrative driver to guide future brand development.
- Shipping Envelopes
- Product Labels
- Packaging

Online

* E-com

Choosing Amazon as our main E-com portal. We worked together to optimize. Our product media / Amazon search engine & Listing detail, over 8 countries and in 6 Languages. These being > English / French / German / Spanish / Italian / Japanese.

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n like b4 ...

English Tutor

Wordoor.com / EF - Indonesia / China

August 2013 - April 2014

Indonesia

My office is based in Bali, Indonesia. And i'm working for a company called EF. I'd snagged the job from some backpage adverts. And from that - I knew, that everything would turn out - just fine. I work online, and i'm teaching a 90% majority of chinese students. 5 classes a day, 1 hour a lesson, 5 days a week. And overall that's a lot of talk.

Media Analyst

eckohaus.com / eu

August 2013 - April 2014

London

Back in 2010. I worked in Japan. It's a footnote to the cv. I worked for a financial firm - A brokerage to be exact. It was new to me & considering i'd studied fine art, I wasn't sure what to expect. 2 weeks in and i've nailed the crash course on "how to read a squiggly line & make money". I feel good - So i start asking question / My boss > possible yakuza. Is unimpressed by my nuance. I'm beginning to question the practice of how the fee's are tiered against client accounts. And are clearly stacked in the house's favour.

2 weeks later i'm fired.

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... footnotes

Graphic Designer

Double 6

Indonesia 2014

- * Collateral Production
- * Branding & POS Development
- Promotional Posters - 3 Variants
- Product Labels
- POS Visualisation

* Original Artwork - Generated via : Cinema 4D / After Effects / Photoshop

* Design Layout : Indesign

* 3D Visualisation : Cinema 4D

Producer

Channel 4 : 4Play / Universal Music

London 2011

Film production for channel 4's sub label, 4Play & Universal Music.
To promote the upcoming album from Universal music's new signing TEED / Totally Enormous Extinct Dinosaurs.

Pre-Production

- * Technical supply
- * Production scheduling
- * Budget

Production

- * Producer

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Producer / VFX

Minus- Berlin

Tokyo - London 2010

Music Documentary for Plastikman | Ritchie Hawtin

Pre-production :

- * Co-ordinate & plan video shoot with New York production team
- * Technical assembly - Studio based video shoot.
- * Technical assembly - Live production.
- * Casting & Wardrobe supply.

Production

- * On-site AD / Assistant Director

Post

- * 3D CGI / VFX Supply

Media & Press Co-ordinator

Haynes PR Agency

London 2009

- * Coordinating product & brand placement for editorial & events.
- * Communicating with clients for PR production

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... computer > aware

web

Mysql : Intermediate
PHP : Intermediate
Java Script : Intermediate
HTML : Intermediate
CSS : Intermediate
CRM/CMS Systems : Intermediate

design

Photoshop : Intermediate
Illustrator : Intermediate
In design : Intermediate
Office : Intermediate
Premiere Pro : Intermediate
Final Cut : Intermediate
Cinema 4d : Intermediate
After Effects : Intermediate