



Fil Cristaldi's Curriculum Vitae

Personal Details

Name	Fil Cristaldi
Residential address	Flat 6 Culmington Mansions Culmington Road West Ealing W13 9NA
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Website/Portfolio	http://www.flippedprojects.com
Available Date	Now
References	Available on request

Education

2005-2006, Southbank Institute of TAFE, QLD, Australia
Completed Advanced Diploma in Graphic Design

2004, Southbank Institute of TAFE, QLD, Australia
Completed 1st Semester in a Diploma in Computer System Engineering

System Skills (pc + mac)

Adobe Acrobat CS4 - Advanced	Adobe Illustrator CS4 - Advanced
Adobe InDesign CS4 - Advanced	Adobe Photoshop CS4 - Advanced
Adobe Flash CS4 - Advanced	Adobe Dreamweaver CS4 - Advanced
Quark Express - Advanced	Adobe Premier CS4 - Intermediate
Adobe After Effects CS4 - Basic	Microsoft Word - Advanced
Microsoft Excel - Advanced	Microsoft Powerpoint - Advanced
Joomla! & WordPress Content Managed System - Intermediate to Advanced	



Work Experience

PnP Publications / Citicorp Group Business Brokers (March 2007 – April 2009)

Publication Studio / Business Broker

Project Co-Ordinator

In charge of 2 publications, reporting directly to the managing director

Responsibilities:

- Project co-ordinator for Business & Property Sales magazine
- Developed a new publication; Business Sales Direct magazine
- Designed, created and published print adverts for high-end, full gloss magazine
- Re-branded of PnP Publications & Citicorp Group Business Brokers
- Organized magazine layouts
- Reviewed publication proofs before print
- Published web adverts
- Refreshed online and offline solutions
- Customer relations (B2B & B2C)
- Managed a creative team (copywriter, designers and outsource work)

Kaw Agency (2007 - 2009) www.kawagency.com.au

Lifestyle Marketing Agency

Graphic / Web Designer

In-house graphic / web designer

Responsibilities:

- Designed marketing collateral (flyers, brochures, promotional items)
- Conducted advertising campaigns for High Street fashion events
- Created HTML / CSS websites
- Designed Joomla! & E-Commerce CMS websites
- Corporate & lifestyle branding (logos, business cards, colours)
- B2B & B2C communication
- Created Flash banners for website advertising
- Designed Outdoor Banners
- Developed designs from brief through to print
- Reviewed proofs before print

Mikaru Fashion (Jan 2008 - May 2009) www.mikarufashion.com

Custom T-shirt Designs and Prints

Part Owner

Graphic designer, screen printer and web designer

Responsibilities:

- Designed t-shirt graphics
- Screen printing t-shirts
- Designed, published and maintained the CMS/e-commerce website
- Screen printed promotion items (tote bags and t-shirts)
- Organized market days and trade show events

Nightlife Music + Video (May 2006 - Aug 2007) www.nightlife.com.au

Music Video Systems

Graphic Designer

In-house graphic designer for all promotional and marketing materials

Responsibilities:

- Designed and implemented new templates for print such as post cards, CD cases, newsletters and information packs.
- Created a web-based newsletter for internal news
- Designed adverts for product promotions
- Completed design from brief through to print
- Created information packs for trade shows
- Business to Business communications

Flipped Projects (2005 - Current) www.flippedprojects.com

Freelance Design Studio

Freelance Graphic Designer

Graphic / Web Designer

Responsibilities:

- Branding Design (logos, business cards, colours, style)
- Designed marketing collateral (posters, flyers, post cards)
- Published websites (HTML/CSS websites and CMS websites)
- Created flash banners/websites
- B2B & B2C
- Developed designs from brief through to print