

Sri Elkins curriculum vitae

CONTACT

current address 1/10 Whynot Street, West End, Brisbane QLD 4101

mobile +61 (0)431 757 686 | **skype** srielkins | **email** sri@witchetty-grub.com | **web** www.witchetty-grub.com

SKILLS

design web, multimedia, print, conceptual, graphic, interface, interaction, CMS | **identity** branding, iconography | **visualisation** storyboarding | **character development** design, editorial | **art** concept art for games | **illustration** web, print | **animation** 2D | **texturing** 3D | **editorial** content writing and editing

SPECIAL

expertise online communities, character development, visualisation of concepts (eg. business vision, academic)

WORK

2005 - Present

senior communications officer

Education Queensland International (EQI) | QLD Dept of Education, Training and The Arts | Brisbane, Australia
www.eqi.com.au

EQI markets and manages study programs in Queensland government high schools for international students.

- creation of global brand strategy, successful presentation to key internal and external stakeholders for approval, implementation across all media, creation of communication kits and style guides for EQI schools to enable consistent branding across all state programs and services
- advisor to key internal and external stakeholders on design and development of an online student community website, successful presentation to said stakeholders for approval and resources to develop
- management, design and production of all media marketing materials (incl. brochures, advertisements, banners, business cards, CD covers, stationery, ads, corporate gifts), timescales and budgets
- design, build and maintenance of department website both on internal server using government content management system TeamSite and on external server using html with css whilst ensuring compliance to government templates
- art direction (incl. look & feel, storyboard) for promotional DVD with external production house
- photography for publications
- collation of content both visual and editorial
- writing and editing of content for print and web
- management of design staff

2004 - 2005

web designer & editor

Funkie Club | Amok Creative/Rainbow Concepts | Brisbane, Australia
www.funkieclub.com

Funkie Club is a consumer accessories brand marketed at 'tween' (5-15 yrs) girls. The website was developed to promote the brand.

- design & development of community website
- built member database from 0 to 13,000 users in 9 months predominantly through word of mouth and online marketing campaigns
- targeted at Australian market but through word of mouth references users from all over the world joined
- design - conceptual, information architecture, CMS, user interface, user profiles, forums, games, ecards etc
- editorial - character development, all content both fiction and non fiction (eg. info, help)
- editorial - email correspondence with users in character
- editorial - wrote in character daily diary, monthly horoscopes, weekly forums, polls, support section
- daily moderation of all user content (forums, emails)
- creation of online marketing campaigns
- management of editorial and admin staff

2002 - 2003

art director & researcher

Zero Game Studio | Interactive Institute | Visby, Sweden
<http://zerogame.tii.se>

The Zero Game Studio was a computer games research studio comprised of academics, scientists, artists and writers, whose mandate was research and development in the field of character development in gaming and new media.

- art director & art lead on MMORPGR game project *Ouroboros* - establishing visual style, concept art (character, object, world) & texturing
- design of visual interface for first-person actor game *Commedia*
- web design for *Commedia* and *Ouroboros* projects, and maintenance of game studio site (html)
- visualisation of academic studio research (eg. models of mind for character players, game dynamics)

2001 - 2002

designer

BBC New Media Division | London, England
www.bbc.co.uk

BBC New Media deals with all new media content for the BBC.

- interaction design of communities/chat area of BBC website (incl. focus groups and user testing)
- visual design of BBCTV minisites
- illustration of online articles
- iconography for categorisation of user areas and group identifiers
- iconography for BBC Chat user guide

1998 - 2000

artist

h2g2 (formerly TDV) | London, England
<http://www.h2g2.com>

h2g2 is based on the 'Guide' in the cult book 'The Hitchhiker's Guide to the Galaxy' by Douglas Adams, who was one of the founding members and directors of the company.

- storyboarding h2g2's strategic vision regarding mobile-based eBusiness solutions
- researching sponsorship opportunities and devising concepts for interactive campaigns, presenting said concepts to one of the world's top advertising agency networks
- illustration of online articles
- character design & animation for a series of 2D cartoons for first launch of h2g2.com

1997

video editor

The Digital Village (TDV) | London, England
<http://www.starshiptitanic.com>

TDV was the company founded by Douglas Adams and partners to create multimedia content based on his cult books.

- PC to Macintosh format conversion: editing & reconstruction of thousands of visual assets for key interactive game *Starship Titanic*

1991 - 1995

coordinator, assistant producer & researcher

LOE Entertainment Ltd, London, England

LOE (London and Orient Express) produced entertainment content for Japanese clients and facilitated new media research initiatives.

- band management of a 9 piece UK funk band Microgroove (incl. gigs, press, transport, etc)
- production of radio shows featuring well known UK DJs for Japanese radio stations
- production live 24 hour interactive radio show between London, San Francisco and Tokyo featuring many respected and established UK music artists and DJs
- production of CDs of world famous international orchestras (incl. *Royal Philharmonic Orch.*, *Moscow Symphony Orch.*, *Vienna Symphony Orch.*) - involved coordinating music, musicians, locations, studios, travel, accommodation, etc
- initiated and coordinated the *Interactive Coordinology Initiative (ICI)* - a network of industry professionals involved in multimedia and digital technology for research into applications for new and emerging digital technologies
- coordinated *Special Interest Group for Multimedia Applications (SIGMA)* - affiliated with UK Department of Trade & Industry
- UK product research into science product for Japanese manufacturers
- research into international convention centres, and the management thereof, for the Tokyo International Foundation's Tokyo International Forum Convention Centre

MEDIA

- Illustrations featured in Time magazine article on Douglas Adams, August 2000 | England
- 2D web cartoons featured in Webwise magazine article on h2g2, July 1999 | England
- Interviewed for doco on computer artists, 'Who Makes Lara Run', for Sky Arts channel, December 2000 | England
- Exhibition of paintings featured in Brisbane City News, July 2006 | Australia

EDUCATION

- BTEC Diploma in Art & Design, Kingsway College, London 1995
- GCSE Physics course, Kingsway College, London 2000
- TE score of 955 (top 4% of Australian students), graduated from Brisbane State High School 1989

SOFTWARE

Adobe InDesign CS2 | Adobe Photoshop CS2 | Adobe Illustrator CS2 | Dreamweaver 8 | Deep Paint 3D | 3Ds max (basic) | Macromedia Flash 5 | Fireworks | Final Cut Pro | Eva RT (basic / motion capture software)

SPECIAL INTERESTS

science (specifically physics) | gaming in education | new and emergent technologies | visual arts & design | painting (exhibiting painter) | writing & illustrating children's books | reading (specifically science fiction) | psychology | mysticism | myth and folklore | travel | fitness | life

EXHIBITIONS

april 2006 paintings & poetry | *Seeing in Sense* solo exhibition | Leifs Artspace | Brisbane, Australia
july 2006 paintings & poetry | *Artists Dozen* group exhibition | New Farm Art Stockroom | Brisbane, Australia
october 2006 paintings & poetry | *Forest of Knowledge* exhibition with Jacek Rybinski | New Farm Art Stockroom

MEMBERSHIPS

Queensland Writers Centre
www.qwc.asn.au

Artworkers Alliance
www.artworkers.org

VOLUNTEER

RSPCA – Royal Society for the Prevention of Cruelty to Animals, Brisbane, Qld.

REFEREES

Nicole Brigg | General Manager | Education Queensland International | Brisbane, Australia
Email: nicole.brigg@qed.qld.gov.au | Tel: +61 (0)7 3237 0051

Sharyn Maskell | Sales and Marketing Manager | Education Queensland International | Brisbane, Australia
Email: sharyn.maskell@qed.qld.gov.au | Tel +61 (0)7 3235 4480

Richard Harris | Director | Two Worlds Ltd | Scotland
Email: richard@two-worlds.com | Tel: +44 (0)7971 806 839

Robbie Stamp | Managing Director | Burmedia | England
Email: robbie@burmedia.com | Tel: +44 (0)7887 578 397

More referees available upon request.



