

PETER BARDSLEY - DIGITAL CREATIVE

CAREER PROFILE

Over six years of experience in Canada, the United Kingdom and New Zealand working at global advertising agencies. Specializing in animated and interactive advertising. Residing in Hamilton, New Zealand.

Currently solo-developing an indie game called [Seedlings](#) (art, code, music, story).

Portfolio: <http://www.peterbardsley.com/>

Linkedin: <https://www.linkedin.com/in/peter-bardsley-78505a63/>

KEY SKILLS

Design / Production

- Animated HTML5 digital ads
- Digital Display (animated billboards)
- Motion graphics / Video editing
- Video encoding
- Social media videos and images
- Emails (HTML / CSS)
- Image content for websites

Art Direction

- Game creation
- Digital Painting and illustration
- Image retouching and compositing
- Conception of the digital aspect of campaigns
- Storyboarding and style frames.
- UX design

SOFTWARE

- | | | |
|----------------|---------------------|-------------------------|
| - Photoshop | - Illustrator | - Dreamweaver(HTML/CSS) |
| - AfterEffects | - inDesign | - Google Web Designer |
| - Gamemaker | - Flash(Animate CC) | - Premiere |

EDUCATION

Bachelor of Computer Graphic Design (2007-2010) - University of Waikato(NZ)



WORK EXPERIENCE

Jan 2018 - Present
Creator
Seedlings

Solo-developed the demo of an indie game called Seedlings. Seedlings was a [finalist in the 2018 Kiwi Game Starter competition](#). Seedlings is still currently in production.

Jun 2017 - Nov 2017

Traveled through Canada and America living in a van.

Mar 2016 - May 2017
Digital Designer
BCAA - EVO(car share)
Vancouver - Canada

Digital:
Animated HTML5 Banners, social posts, site content, emails, Animated videos, homepage takeovers and mobile ads.

Print:
Posters, Direct Mail, magazine ads, coupons and office decals.

Feb 2015 - March 2016

Traveled throughout Europe. Relocated to Canada. Freelanced for Idea Rebel and Orbit Sports doing web design.

Nov 2013 - Jan 2015
Digital Creative
Saatchi&Saatchi
London - UK

Art Direction and creation of Digital Outdoor (billboards, stadium rings, public transport screens) and Flash ads.

Created compositions using Photoshop and animated static assets to make cinemagraphs in AfterEffects.

Key Clients: Visa, HSBC, P&G and Toyota.

May 2013 - Oct 2013
Freelance Designer
London - UK

Created digital ads for clickTag, Newangle Productions and Camelot(UK/EU lottery).

Feb 2012 - Feb 2013
Digital Creative
Saatchi&Saatchi
Auckland - NZ

Art Direction and creation of interactive digital ads(Flash) and interactive microsites. Creation of imagery for branded social pages.

Key Clients: Sanatarium, NZ Defence force, Coca Cola ltd.

Sept 2011 - Feb 2012
Digital Designer
.99 BBDO
Auckland - NZ

Created eDMs, animated digital ads and homepage takeovers. Assisted with the design of client pitches to bring in new business.

Key Clients: Air New Zealand, New World, Vodafone, Mazda.

Jun 2010 - Sept 2011
Junior Digital Creative
Colenso BBDO
Auckland - NZ

Website design, illustration, Digital ads, HTML/CSS, concept art, and UX. Animation for award winning digital campaigns.

Key Clients: Fonterra, Vodafone, Pedigree, Westpac, Pepsi Co.

Referees available upon request.

