

# Peter Bardsley



## Digital Creative

### Portfolio:

[PeterBardsley.com](http://PeterBardsley.com)

## Key Skills

Interactive design

Motion graphics

Animated HTML5 ads

Artworking/Retouching

Video editing/encoding

Social media posts

Print design

Illustration

HTML / CSS

Game creation

## Software usage



# Career Profile

Over six years of agency experience creating animated and interactive advertising in Canada, the UK and NZ. Also experienced with print design and has solid coding ability. Currently solo developing an award winning indie game.

Graduated from the University of Waikato. Well travelled and loves to play games, be it on screen or on court.

## Work Experience

### SEEDLINGS(Hamilton)

Jan 2018 - Present

Creating the indie game [Seedlings](#). My solo project that has received international recognition.



### BCAA (Vancouver)

Mar 2016 - May 2017

**Digital:** Animated HTML5 Banners, social posts, site content, emails, Animated videos, mobile ads.

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

### Saatchi&Saatchi(London)

Nov 2013 - Jan 2015

Art Direction and creation of Digital Outdoor Billboards and web ads.

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

### Saatchi&Saatchi(Auckland)

Feb 2012 - Feb 2013

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

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

### .99 BBDO(Auckland)

Sept 2011- Feb 2012

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.

### Colenso BBDO(Auckland)

Feb 2012 - Feb 2013

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.

**For the full list including my freelancing, See my LinkedIn.**  
<https://www.linkedin.com/in/peter-bardsley-78505a63/>

Referees available upon request.