



# HI, I'M PETER BARDSLEY

I'm a digital designer, an animator and a creator of games. I have seven years of agency experience, creating ads for global clients in Canada, the UK and NZ. Last year I also released my first award winning indie game Seedlings. In my free time, I'm either gaming or cycling. No lycra though.

SOFTWARE I USE REGULARLY:



## SERVICES I CAN OFFER

Motion graphics

Graphic design

Final Art / Photoshop Retouching

Video editing & encoding

Social media content

Print design

Illustration

Digital Billboards

Animated HTML5 ads

HTML/CSS

## WORK EXPERIENCE

2018 - 2023 - NZ

**SEEDLINGS**



### SEEDLINGS - CREATIVE DIRECTOR + FREELANCE DESIGNER

With just my artistic ability and love of games, I made my own. A goal I had from childhood. Learning about gamedev, exhibiting the demo at expos, getting a following on social media, getting funding from NZfilm, multiple award nominations and late nights. Seedlings was finally released late in 2023. I also freelanced on multiple projects for Bettle & Associates and Balancing Monkey Games during this period.

2016 - 2017  
VANCOUVER - CANADA



### BCAA - SENIOR DIGITAL DESIGNER

At BCAA I designed ads for BCAA and the EVO car app which include: Animated HTML5 Banners, social posts, artworking, emails, animated videos, mobile ads. Posters, Direct Mail, magazine ads, coupons and office decals.

2013 - 2015  
LONDON - UNITED KINGDOM  
SAATCHI & SAATCHI

### SAATCHI & SAATCHI - DIGITAL DISPLAY CREATIVE

Clients: Toyota, HSBC, Visa, P&G, Weightwatchers.  
Art Direction and creation of Digital Outdoor Billboards and digital display ads.  
Design and build of interactive digital media. Photoshop retouching and compositing

2012 - 2013  
AUCKLAND - NEW ZEALAND  
SAATCHI & SAATCHI

### SAATCHI & SAATCHI - DIGITAL CREATIVE

Clients: NZ Defense force, Sanitarium, Coca Cola (L&P), Telecom(Spark)  
Art Direction and creation of interactive digital ads(Flash) and interactive micro sites.  
Creation of videos and social branding for social pages.

2010 - 2011  
AUCKLAND - NEW ZEALAND

**ColensoBBDO**

### COLENZO BBDO - JUNIOR DIGITAL CREATIVE

Clients: Vodafone, Frucor(V, Freshup, Primo), Westpac, Burger King.  
Website design, illustration, Digital ads, HTML/CSS, concept art and UX.  
Design and animation for award winning digital campaigns.

For the full list of my work experience, see my [Linkedin page](#).