

# Rodney Lochner

Designful. Visions.

## I do beautiful things.

I do many things. In Photoshop, InDesign, Illustrator. Digital and print. I can be wild. I can be corporate. It's gorgeous. Either way. Visit [rodneylochner.com](http://rodneylochner.com) to see more.



## Design Director – print & digital



With over 20 year's experience, I pride myself on award-winning design, elegant typography, bold colour and an eye for compelling content for print and digital. User-experience and content management skills, facilitate the creation of UX aware, tablet and mobile sites. As design lead and studio manager, I manage and oversee the creative workflow of large teams, to meet the content requirements

and deadlines of all stakeholders/departments. The rigorous management of design studio resources, accords with cost-effective production and distribution solutions, staff development and the ongoing review of print and web content effectiveness.

Clients: AAT Kings, Inspiring Journeys, C4 (NRL, AFL), Museum Clothing, Resmed, ABC NRMA, Ecologic, Cash Harvest, Evolution Media, British Telecom, Woodmansterne Cards, Dewynters, Redwood Publishing, Green & Blacks/Whole Earth Foods/Gusto

## Art Director – magazines & newspapers

A magazine Art Director with a difference, as a retoucher and colour corrector, I can undertake a publication's pre-press, producing a magazine single-handed.



Clients: Boss, Cosmos, Ecologic, Australian Financial Review, SMH Good Living/The Guide/Drive/Essential, FHM, Zoo, Education (NWSFT), BT Infinity/Insight, Lustre, Zoo, FHM, Unity, Hot Wheels

## Conceptual, branding & pitching



I have a very strong identity. Let me create yours. Capturing the essence of a Brand, established or new, and pitching new ideas I find infinitely satisfying. I've no shortage of inspiring ideas: conceptual, design or copy-writing. Logos I love.

Clients: AAT Kings, VTIC, CCS, Select, Cash Harvest, Aldi, Vedor, Worley Parsons, Select, BWM, Pure Equator, EnergiDesign, Advertising Energy, Publis Mojo

## Advertising, POS, FMCG, corporate, copy-writing

Above or below the line, use me to create compelling conceptual and applied designs for advertising (including theatre & arts), POS, FMCG and packaging. Long documents and corporate art are also a speciality, with meticulous typography, clarity of layout and exacting charts/tables, underpinned by copy writing skills.



Clients: AAT Kings, Australian Financial Review, Sydney Morning Herald, The Diplomat, Demo Designs, Pepsi, Frucor, The Commonwealth Secretariat, British Telecom, Woodmansterne, Dewynters

## Illustrator & retoucher



As a high level **Photoshop Retoucher & Artist** for fashion, food, editorial, and advertising, I can prettify a model, create complex montages or perform industry-standard colour correction. As an **Illustrator**, I create pixel-based or vector pop-art and/or fantasy montages, approaching each work with the yen to create something fun and beautiful.

Clients: Telstra, Vodafone, NRMA, Woolworths, Cash Harvest, FKP, DTZ, Vodafone, AQIS, Big W, BHP-Billiton, CPM, Innovex, DTZ, Ethos, ADLI, Lloyd Morgan, Transport Finance, Pepsi, Tyrepower, Toyota, Citibank, Nestle, Frucor, Masterfoods

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## Significant positions

DIGITAL	Oct 11 – present	AAT Kings — Design Studio Manager/Digital & Print
	Dec 09 – ongoing	Cash Harvest (Funds Management) — Digital Designer
	June 10 – Sept 11	Museum (Fashion Label) — Digital Designer
	June 09 – July 09	NRMA (Motoring) — Digital Designer
	June 07 – ongoing	C4 Communication (Digital Agency) — Digital Designer Clients: NRL.com, Bigpond Sport, AFL.com, Telstra
	Jan 06 – ongoing	Ecologic Media (Green Issues website) — Digital Designer
	Sep 07 – Nov 07	Resmed (Medical Sleep Technology) — Digital Designer
	Jan 08 – Feb 08	Evolution Media (Financial Sector Content Provider) — Digital Designer
	May 04 – June 12	Unity Magazine (CFMEU) — Digital Art Director
	Feb 08 – Nov 08	Fairfax Media — Art Director & Illustrator Good Living, Drive, Essential, The Guide, Sydney Writer Festival, The Arts Guide, Xmas Gift Guide
PRINT	May 11 – June 11	Medical Observer (Medicine) — Designer
	Aug 06 – May 07	Hot Wheels Magazine (Toy Cars) — Art Director
	May 05 – Mar 06	Cosmos Magazine (Popular Science) — Art Director Conceptual, layout, commissioning, illustrations, graphics, and all pre-press (3DAP workflow). DM, POS, media-kit, stationary, in-house and external ads, website styling, and 15-30 page pdf teaching-aid. Manage InDesign/InCopy workflow
	Dec 00 – May 05	Saturday Australian Financial Review — Senior Designer Duties included: conceptual design and illustration of the cover, and Perspective/Smart Money section starts, layout and photo-research, plus 4-10 of my illustrations. Commissioning of photos/graphics.
ADS   CORP	Jun 01 – July 01	Boss Magazine (FIN Review Business Leadership) — Art Director
	July 11 – ongoing	Healthone (Agency) — Designer/Photoshop Visualiser
	June 11 – July 11	BWM (Agency) — Photoshop Visualiser
	Apr 07 – June 07	Pure Equator (Packaging Consultants) — Photoshop Visualiser & Finished Artist
	May 07 – June 07	EnergiDesign (Packaging Consultants) — Photoshop Visualiser
	Apr 06 – Jul 06	Advertising Energy (Full-Service Agency) — Art Director
Aug 07 – Sep 07	Publisis Mojo (Full-Service Agency) — Visualiser, Finished Artist	
FREELANCE	BBD, George P Johnson, NBOCC, Sales Success, inggroup, The Diplomat Magazine, Smart Business Magazine, Zoo, FHM, Magazine, Caper Creative, Trademark, Sydney Morning Herald, Cash Harvest, Museum Clothes, Ecologic	

## Significant positions – UK

PRINT	Nov 98 – Oct 00	Redwood Publishing — Art Director BT Infinity, BT Insight, BT Catalyst, The Business (British Telecom magazines). Conceptual, layouts, photo research, commissioning. Photoshop illustrations and retouching.
	Mar 95 – Jun 98	Dewynters (theatrical advertising agency) — Senior Designer, Visualiser Clients: Andrew Lloyd Webber, Cameron Mackintosh, The Old Vic, London Prods, London Sinfonietta, London Symphony Orch, Donmar Warehouse, City of Chichester, English National Opera, The Philharmonia, Royal Opera House, Royal Shakespeare Comp Productions: Hobson's Choice, Anthony & Cleopatra, Jesus Christ Superstar, Sunset Boulevard, Avalon the Musical, Cell Mates, School for Scandal, Fame, The Hothouse, Unforgettable, Hot Mikado, Les Miserables, The Miser
	June 93 – May 99	Green & Blacks/Whole Earth Foods/Gusto (organic chocolate/healthfoods) — Senior Designer
	April 99 – Nov 99	Club Indigo (easy-listening/lounge music pioneer) — Designer
	May 92 – Aug 98	Woodmansterne (fine art greeting cards) — Designer, Visualiser, Colour Corrector
FREELANCE	Tequila Payne Stacy, The Commonwealth Secretariat, Oasis Communications, Giant Communications, Teamspirit, AGA, BCM, Freeman Publishing, Woodward & Company, Absolute Creative, The Graphic Word, Walden Page Ballard, Bravo Design Consultancy, Llewelyn-Davis, Head to Head, The Lekker Lounge, Foreign Language Services, Soil Association, Lustre Magazine,	

Wild Oats, FKB Carlson, The Amadeus Centre, McBain, Noel and Johnson, Fowlers, Landor Associates, Forward Publishing, Macmillans, Teamworks, Wolffolins Ltd, Siegel and Gale, Franklin Mint, Capper-Granger, Millhouse, McQuaid International, MacroNewsUK, William Mercer, Claydon Heeley Int, Whitehall Labs, London Weekend Television, Loot, Lehman Bros Brands: British Airways, Boots, Selfridges, Barclays, Rapido TV, Marks & Spencers

## Other skills & Interests

Creative writing, copy-writing, sub-editing  
VR sim design/level design — owner Second Life RP sim  
Composer/performer – drums, guitar, programming

Audio production – studio and live  
Film/video – direction, writing production, DOP, editing  
Stage lighting design