

Rodney Lochner

Designful. Visions.

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 to see more.



Art Director – Digital/Print

With over 15 year's experience, I pride myself on award-winning design, elegant typography, bold colour, and an eye for stunning content. User-experience and content management skills facilitate the creation of richly-navigable web, tablet and mobile sites. A pro-active creative lead and studio manager, I mentor my team and all stakeholders for win-win results.

Art Director – Magazines

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

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. More please.

Advertising, Corporate Documents, Copywriting

Above or below the line, use me to create compelling conceptual and applied designs for advertising, DM and packaging campaigns. Long documents and corporate artwork are also a speciality, with meticulous typography, clarity of layout and exacting charts/tables. And my conceptual work is underpinned by full copy writing skills.

Illustrator & Retoucher

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

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

Clients: C4 (NRL, AFL), Museum Clothing, Resmed, NRMA, Ecologic, Cash Harvest, Evolution Media

Clients: VTIC, CCS, Select, Cash Harvest, Aldi, Vedior, Worley Parsons, Select

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

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

SIGNIFICANT POSITIONS

AAT Kings — Design Studio Manager
SMH — Designer & Illustrator, Good Living, Drive, Essential, The Guide, specials
Hot Wheels Magazine (Toy Cars) — Art Director/Digital Designer
Cosmos Magazine (Popular Science) — Art Director
Australian Financial Review — Senior Designer
Boss Magazine (FIN Review Business Leadership) — Art Director
Cash Harvest (Funds Management) — Conceptual/Digital Designer
Museum (Fashion Label) — Digital Designer
Unity Magazine (CFMEU) — Art Director/Digital Designer
C4 Communication (Digital Agency) — Digital Designer
Resmed (Medical Sleep Technology) — Digital Designer
Evolution Media (Financial Sector Content Provider) — Digital Designer
Pure Equator (Packaging Consultants) — Conceptual, packaging, Finished Artist
EnergiDesign (Packaging Consultants) — Conceptual
Advertising Energy (Full-Service Agency) — Art Director/Digital Designer
Publis Mojo (Full-Service Agency) — Visualiser, Finished Artist

FREELANCE

BWM, Healthone, BBD, Medical Observer. Hulsbosch. Teachers Federation. George P Johnson, NBOCC, Sales Success, inggroup, The Diplomat Magazine, Smart Business Magazine, Zoo, FHM, Magazine, Capers Creative, Trademark, Sydney Morning Herald, Cash Harvest, Museum Clothes, Ecologic

OTHER SKILLS/INTERESTS

Writing: creative, copy-writing, sub-editing
VR-level design: owner Second Life RP Sim
Composer/performer: drums, guitar, programming
Audio production: studio and live
Film/video: DOP, editing, writing, direction
Theatre: lighting design