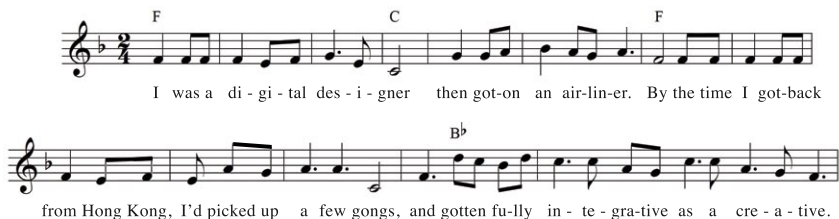


MAURICE MOYNIHAN

ART DIRECTOR

Despite what Aeroplane Jelly would have me believe, I'm yet to receive a brief for a jingle. After three failed bands and the acceptance that jelly sells better in app-form now, I've arranged a short summary of my career to date in song:



Words © Maurice Moynihan 2016
Music © Maurice Moynihan, 1996

EXPERIENCE

2014-2016 Digital Creative Lead/Senior Art Director

Cummins&Partners Melbourne

As Digital Creative Lead, this was my first foray into proper, weapons-grade standing behind people and pointing at screens. Creatively heading up a fledgling digital department, I managed to steer the team away from traditional banner advertising towards more innovative proposals. A shift in thinking led to more excitable and adventurous clients and a noticeable boost in optimism all-round.

With the rapid expansion of the agency and the hiring of a digital creative director, I eventually made the move into the creative department where I went back to tackling briefs first-hand, generating ideas for a number of large integrated campaigns.

Clients: Alfa Romeo, Asahi, Australia Red Cross Blood Service, British Paints, Fiat, Jeep, ME Bank, Open Universities Australia, Specsavers, Spirit of Tasmania, Woodstock Bourbon, Somersby, Vodka Cruiser.



2013-2014 Freelance Creative

Whybin\TBWA and Ogilvy, Melbourne

I ate lunch by myself at Ogilvy. On my fourth day freelance, after an agency-wide briefing for the Goodyear pitch, my idea went on to win them the business. My time at Whybin was spent helping give large, somewhat conservative clients the confidence to branch away from what they were used to doing online. This role not only needed an in-depth understanding of digital mediums, but a knack for showing clients how they creatively can push the envelope within the boundaries of their brand.

Clients: ANZ, Honda, Goodyear, Medibank, Nissan.

2010-2013 Art Director

DDB and Tribal DDB Hong Kong

In what was perhaps most intense Hong Kong-style baptism of fire since Van Damme's 'Kickboxer', I was quickly overseeing work by junior designers and Flash developers whilst simultaneously liaising with international directors, production studios, CGI dudes in London and the occasional perfume laboratory. The design team used to call me 'Brother Maurice' in Cantonese. Google Translate comes up with something else but I'm sure it's just a bug.

Throughout all this I was still very hands-on, designing the large majority of my own work myself in addition to practical stuff like UI, wireframes and social media components.

After some early successes my writer and I were asked to move from Tribal to DDB to take on more of an integrated role. Still quite digital in focus, it was a refreshing change to start getting our hands dirty in print, TV and radio as well as being given the scope to come up with some big-ass ideas.

We were also lucky enough to pick up a swag of awards along the way including a couple of silver Lions and delightfully springy Webby award.

Clients: Financial Times, Intel, McDonald's, Skittles, Volkswagen.

2008-2010 Digital Designer/Creative

Wotif Group Brisbane and Sydney

Working in the department of 'User Experience and Innovation', the osmosis effect of sitting amongst this talented team of code-enthusiasts was enough to get me hooked on messing with digital full-time.

Brands: Wotif.com, Wotflights.com, AsiaWebDirect.com, Lastminute.com.au, Travel.com.au, GoDo.com.au

AWARDS



2013 Silver - Cannes Lions

McDonald's I'm Amazing (Media)

Silver - AdFest Asia Pacific

McDonald's I'm Amazing (Point of Sale)

2012 Silver - Cannes Lions

Intel - The Escape iAd (Mobile)

Webby Global Winner

Intel - The Escape (Rich Media B to C)

Grand Kam Fan Hong Kong

McDonald's I'm Amazing

Gold x5 - Kam Fan Awards

McDonald's - I'm Amazing

(Outdoor, Media, Integrated, Branded, Field)

Silver - Kam Fan Awards

McDonald's - I'm Amazing (Environmental)

Bronze - Kam Fan Awards

McDonald's - I'm Amazing (Ambient)

OMMA Awards New York

Intel - The Escape iAd (Mobile Marketing: Campaign)

2011 Gold - The Internationalist Awards

Intel - The Escape (Innovative Digital Marketing)

Gold - Adfest Asia Pacific

Intel - The Escape iAd (Mobile Marketing: Campaign)

Bronze - Kam Fan Awards

Intel - The Escape (Gaming)

FWA Site of the Day

Intel - The Escape

EDUCATION

2010 AWARD School

Sydney

2007 Queensland University of Technology - Bachelor of Mass Communication

Brisbane

2004 QANTM College - Adv. Diploma of Graphic Design

Brisbane

REFERENCES

Doogie Chapman – Creative Director, Cummins&Partners Melbourne

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To whom it may concern,

In Maurice's time at Cummins&Partners Melbourne he played a pivotal role in the creation of a number of projects, from large-scale idea generation to the more nitty gritty banner work. He is somewhat of a wild card and has proven to work just as well solo as he does part of a team.

He is also great to have around the office and had a reputation of being quite good at table tennis, however I never witnessed this myself.

Ben Couzens
ECD Cummins&Partners
0419 313 082



30th October, 2013

What I've learnt about Maurice.

Maurice is a highly awarded, digitally minded creative and I can see why. Every brief Maurice has worked on since he's freelanced with us, has resulted in ideas that have pushed the boundaries for some of our biggest clients. From gaming and apps through to narrative based social ideas and big activations, Maurice has delivered on every front.

Maurice not only produces ideas that are insightful and offer a genuine value, he also follows through on the crafting of ideas. He's resourceful, is hands on when needed and gets the job done to a high standard.

Maurice also has a passion for technical innovation, but he also has a knack of making sure the technology doesn't get in the way of an idea.

Maurice is constantly searching for the next big idea and is always willing to join in and add value anywhere he can. He's a great team player.

I would certainly recommend Maurice if you're looking for someone that can produce brave integrated ideas that are digitally led.

Regards,
Damian Royce

Creative Director – Whybin\TBWA Group, Melbourne
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