

ROB BRYANT

Simple and effective web design
and graphic design.

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Web and graphic design: www.trebordesign.com

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- 2008 - present **Trebor Design**
Web & graphic design, Sydney
Sole trader / freelance
- I am now extending my brand and communication experience into the web with Trebor Design. I see there is an opportunity to 'tidy-up' the web and produce websites that are easy to read, navigate and use and presented in an inspiring way just like a well-merchandised store. Working closely with my clients, I identify what they want to say to their customers and aim to produce design solutions that are simple and effective. Clients include **Pegasus Healthcare, Cisco, Crestell** and the **Australian Orangutan Project**.
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- 2003 - 2008 **Public Design Group**
Retail design, Sydney
Director and business owner
- Informative, customer-focused design has always been high on my list of priorities and with Public I concentrated on perfecting a skill in clear, uncluttered design that speaks to the audience. After FutureBrand closed in Sydney I set up Public with 2 other designers primarily to focus on retail design. Our idea was to 'see things from the customer's point of view', hence our name, Public. We worked with the **Luxottica Group**, designing and rolling out stores for 3 of their brands, **OPSM, Budget Eyewear** and **Laubman & Pank**. We became experts in telecoms designing stores with **Singtel** in Singapore and their **Optus** brand in Australia and **Globe Telecom** in the Philippines. Our store designs included everything from the logo, furniture, lighting, graphics – the whole environment. Our other clients included **Payless Shoes, Virgin Active Health Clubs, Officeworks, Mambo** and **Colorado Clothing**. Running my own business has also taught me a number of non-design skills such as accounting and filing!
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- 2002 - 2003 **FutureBrand**
Retail strategy & design, Sydney
Consultant Graphic Designer
- At FutureBrand I worked in a team of 4 designers and 1 project handler. We designed a new store for **OPSM** optometry, I was responsible for the environmental graphics, direct marketing and guidelines. I also produced design guidelines for **Rosemount Wines** and a range of prestige wine labels. I carried out a number of small projects for **Volkswagen** cars creating various marketing material. All my work at FutureBrand involved design, client presentation and production of concepts through to artwork.
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- 1999 - 2002 **20/20**
Retail strategy & design, London
Design Team Leader
- As a team leader I was responsible for the every day running of projects and reporting back to the project directors. Teams varied according to the size of the project and usually included graphic designers, interior designers, account handlers and occasionally architects.
- Projects included in-store design and strategy for **LEGO** and Duplo packaging; homeshop shop-in-shop store communication for **Sainsbury's** supermarkets; information graphics for **Sotheby's** new auction rooms at Olympia, London; identity and point-of-sale for **PAM** an Italian supermarket; homestore concept for **Karstadt** a German department store; wine shop brand evaluation for **First Quench's Wine Rack** stores; customer mindset animation for **Lunn Poly**; company website for **20/20**.
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- 1998 - 1999 **Interbrand**
Corporate design, London
Senior Graphic Designer
- I was brought in to work with the team responsible for rebranding **Barclays Bank**. During the year I worked on retail and business literature, transactional card designs and visual identity guidelines. The team was structured so there were clear roles and responsibilities at each level from artwork production to client liaising. I was involved in the concept and development of designs.

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- 1995 - 1998 **Landini Associates**
Retail & brand consultants, Sydney
Senior Graphic Designer
- At Landini I worked alongside interior designers on many projects designing retail environments and producing a number of identities for retail and corporate clients. I worked with a diverse range of clients including food and fashion retailers, car dealerships, developers and shopping centre owners. I was involved in all stages of a project working closely with Mark Landini to ensure we delivered a high standard of design to the client.
- Projects included brand implementation manuals and point-of-sale for Liquorland; identity, guidelines and packaging for a new food and wine concept for **Coles** called Let's Eat; a retail identity for **Katies Fashions**; **Volvo** dealerships signage and identity system; identity and packaging for a new food retail concept proposed for **Shell Australia**; café graphics for **Awaba** at Balmoral Beach; corporate identities for two divisions of **Brambles**, **Recall** and **Chep**; identity and packaging for **Sheridan Australia**; identity and tenancy sales tools for **AMP's** new office building at 388 George; shopping centre identity for **Chatswood Chase**.
- 1992 - 1995 **LFH**
Brand packaging consultants,
London
Senior Graphic Designer
- Primarily a packaging design company, LFH, was established by 3 ex-employees of Smith & Milton. In the early stages of the company I work with the directors and 1 other designer creating concepts for **Unilever** and **Hasbro Games**. As the company expanded I took on more responsibility, producing designs for **Kimberley-Clark's Kotex**; **Baxters'** jams; **Reckitt & Coleman's Harpic** and also an annual report for **The Birkdale Group**, a consortium of communications companies.
- 1992 **EnterpriseIG (Sampson Tyrrell)**
Identity, branding & corporate
literature consultants, London
Freelance
- I worked here for 6 months on a contract to produce printed retail design manuals for **Shell International**. Sampson Tyrrell had just completed a design for the new petrol station forecourt which was to be rolled out across the world. The design had various levels of implementation and I documented the principles of the design.
- 1989 - 1992 **Smith & Milton**
Packaging, corporate identity
& corporate communications
consultants, London
Junior – Middleweight
Graphic Designer
- This was my first job after leaving college. I began at Smith & Milton by preparing presentations for the other designers and ended as a designer with 3 years experience capable of running my own small projects. Here I learnt how to use the computer having said I knew how to work one when the first Mac arrived in the office! Before that everything was photocopied or hand drawn.
- Projects included new account literature, card and cheque designs for **Natwest Bank**; point-of-sale and account literature for **Girobank**; brochures for a solicitors **Nicholson, Graham & Jones**; corporate identity manual for **Tate & Lyle PLC** which won a D&AD Graphics Silver Award; packaging for **Texas Homecare**, cosmetics packaging for **Boots**; packaging and a packaging design manual for **Somerfield Supermarkets**.
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- 1985 - 1989 **Middlesex University, London**
Bachelor of Arts (Hons), 2.1, Graphic / Information Design (4 year placement course).
- 1984 - 1985 **College of Tech, Southampton**
Art Foundation Certification in Design.
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My interests

Besides sitting behind a computer I try to get outdoors. I had a big vegie garden to when I was a kid on the Isle of Wight and I try to get my hands dirty in other peoples gardens when I can (www.permablitz.ning.com). I'm interested in Permaculture and saving the orangutans (www.orangutan.org.au). I kayak in Sydney harbour when everyone else is at work and I cycle everywhere.