



JONATHAN LY CV

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EXPERIENCE

FUZZY EVENTS HEAD DESIGNER / 2012 - PRESENT

Fuzzy Events is the purveyor of some of Australia's most popular outdoor music festivals such as Parklife, Field Day and Listen Out.

ROLE: As head designer I'm responsible for rolling out the creative of each festival into print, digital and device formats. I've also taken an art direction role which involves conceptualising hero artwork and commissioning external agencies and artists to produce final artwork for campaigns.

CAMPAIGNS: Field Day 2013-2016, Harbourlife 2012-2014, Listen Out 2013-2015, Beachlife 2014, Shore Thing NYE 2012-2014, Parklife 2012

CONTACT: Eileen Francisco, Marketing Manager, 0431 604 164

CHINA VENTURE GROUP ART DIRECTOR / 2014 - 2015

China Venture Group is a group of companies that offer platforms that assist Chinese clients to advance business ventures within Australia. CVG deals mainly in property investment.

ROLE: As art director I'm responsible for directing the look and feel of client brands in both digital and print formats. This involves conceptualising and liaising with the clients.

CONTACT: Xixi Chen, Marketing Manager, 0488 508 889

TCO GRAPHIC DESIGNER / 2013

TCO (The Conscious Organisation) is a creative communications agency based in Sydney.

ROLE: As a graphic designer for TCO I was responsible for designing print (POS, collateral) and social media marketing assets.

CLIENTS: Allens, Uncle Tobys

THE SPIT PRESS HEAD DESIGNER, CO-FOUNDER / 2010 - 2012

The Spit Press is a bi-monthly creative youth, arts and culture street press publication.

ROLE: All production duties from design to press and digital formats.

CONTACT: Tym Yee, Publisher, 0405 259 757

STERLING PUBLISHING GRAPHIC DESIGNER, AV PRODUCER / 2010 - 2012

Sterling Publishing publishes finance and mortgage industry publications

ROLE: Print design focusing on editorial and marketing. Digital design including iPad and Flash. Also the management and development of the production of broadcast material, from shoots to post-production.

CONTACT: Matthew Lauricella, Head Designer, 0415 339 141

EDUCATION

UNIVERSITY OF NEW SOUTH WALES BACHELOR OF MEDIA & COMMUNICATIONS 2007 - 2010

Majoring in Film studies, new media.