

JONATHAN LY

GRAPHIC DESIGN

Software

Adobe CS5:

Indesign, Photoshop, Illustrator, Flash, Acrobat Pro, Acrobat Distiller, Media Encoder

Final Cut Studio:

Final Cut Pro, Soundtrack Pro, Motion 4, Colour

Other:

Oomph ipad platform, Avid Pro Tools, Wordpress, iStopmotion

CONTACT

chumpy@chumpyly.com
0425 893 460
www.chumpyly.com

Experience

Sterling Publishing - Print Designer, Head AV Producer (2010 - Present)

Sterling Publishing is a publishing house catering to the finance and mortgage industry

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

The Spit Press - Head Designer (2010 - Present)

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

Role: Responsible for all production duties from design to press and digital formats.

Contact: Tym Yee, Publisher, 0405 259 757

Workshop Aust. Pty Ltd - Advertising & Design Internship (2009 - 2010)

Workshop is a full service advertising and creative agency

Role: Assisting in conceptual planning and branding campaigns.

Assigned promotional and POS design tasks as well as prepress training.

Contact: Lucy Edison, Head Designer - 02 9213 6000

VOKO Group - Design Internship (2009 - 2010)

VOKO Group is a creative agency specialising in branding

Role: Design and advertising tasks in print and digital for the travel, cosmetics and fashion industries.

Contact: Rain Wang, Managing Partner - 02 9267 5580

Education

University of New South Wales (UNSW)

B.A Media and Communications (Arts) Major: Film Studies, New Media (2007-2009)

Awarded the UNSW Media, Film and Theatre Creative Work Prize



THE SPIT PRESS

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

As a co-founder and head designer for *The Spit Press* I'm responsible for the art direction, production and branding of the newspaper-turned-mag which continues to develop and evolve over the 8 issues it has existed.

I've been involved in everything design regarding the mag since its conception - from designing 'Chubba' (the little screaming face man logo), testing and tweaking style guides, to monitoring the preflight process and seeing each mag reach press. I also take on any print or web collateral that is required in between issues. ■

spitpress.com for more

- + Print
- + Prepress
- + Art direction
- + Editorial
- + Digital

THE SPIT PRESS PRINT | PREPRESS | ART DIRECTION | EDITORIAL | DIGITAL

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EDITORIAL The Spit Press

THE SPIT PRESS PRINT | PREPRESS | ART DIRECTION | EDITORIAL | DIGITAL

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THE SPIT PRESS & PURPLE SNEAKERS PRESENT THE ONEFOUR COLLECTIVE. W/TANK

LAST NIGHT - FRIDAY JUNE 10 UPSTAIRS AT THE GAELIC CLUB FROM 10:30PM

\$8 ENTRY ON THE SPIT PRESS GUEST LIST - JUST CLICK ATTENDING!

THE SPIT PRESS
PURPLE SNEAKERS
ONEFOUR

SPITPRESS.COM
PURPLESNEAKERS.COM.AU
ONEFOUR.NET

On the road

An evening festival of music, art and literature to raise funds for The Spit Press and celebrate emerging artists in Sydney

OCTOBER 22ND @ THE VANGUARD NEWTOWN
\$15 TICKETS. MORE INFO: WWW.SPITPRESS.COM

Music from Jerry Lee, The Maple Trail, Jack Party & Chumpy, Jack Kerouac & original readings from Luke Carman of Penguin Plays Rough
Art by Pigeonboy & Mami Collective

MAGNERS
Proudly supported by Magners Cider

On the road Design Competition

Track, kern and lead that stuffs. Show us your design chops by designing a poster for our "On the road" event coming up on October 22nd @ the Vanguard, Newtown.

Be sure to check the specs and deets of the competition at www.spitpress.com/ontheroaddesign.pdf

Cheers,
Chumpy

THE SPIT PRESS

The Spit Press presents

Animal Farm

A wild party at The World Bar to raise funds for The Spit Press

Friday September 24th in The Tea Room
Kings Cross, Sydney.
Theme: Animal Farm
Free entry before 8pm

Music from Blonde on Blonde, Mrs Bishop, Rockets & The Gameboys

Bring your dancing hooves.
More info www.spitpress.com

THE SPIT PRESS

DIGITAL FLIERS/POSTERS *The Spit Press events*

THE SPIT PRESS PRINT | PREPRESS | ART DIRECTION | EDITORIAL | DIGITAL



STERLING PUBLISHING

Sterling Publishing is a Sydney based publishing house which caters to the mortgage and finance industry.

My role in Sterling Publishing was quite diverse in that I found myself not only working in print and digital design, but also as an audio visual producer, developing and producing a number of video products for the publications I designed for.

I designed editorial spreads and graphics for *The Adviser*, *Smart Property Investment*, *Real Estate Business* and *Punch Marketing* and any web collateral including Flash ads that supplemented each product. I also developed from scratch, their video products under the label *Market Focus*.

- + Print
- + Prepress
- + Editorial
- + Digital
- + Video
- + Motion graphics

STERLING PUBLISHING PRINT | PREPRESS | EDITORIAL | DIGITAL | VIDEO | MOTION GRAPHICS

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THE ADVISER Editorial

STERLING PUBLISHING PRINT | PREPRESS | EDITORIAL | DIGITAL | VIDEO | MOTION GRAPHICS



THE ADVISER Australian Lending Awards Post-Event Report

STERLING PUBLISHING PRINT | PREPRESS | EDITORIAL | DIGITAL | VIDEO | MOTION GRAPHICS

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STERLING PUBLISHING Flash Ads

STERLING PUBLISHING PRINT | PREPRESS | EDITORIAL | DIGITAL | VIDEO | MOTION GRAPHICS



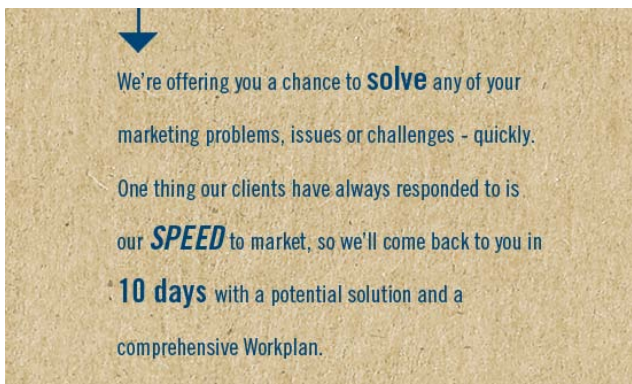
WORKSHOP

Workshop Aust Pty Ltd is a creative branding and advertising agency based in Sydney.

In 2010 I was fortunate enough to score an unpaid design internship at Workshop. During my time at Workshop I was exposed to a wide array of creative practices including prepress, print, digital, art working, art direction and was constantly encouraged to participate in campaign conceptualisation.

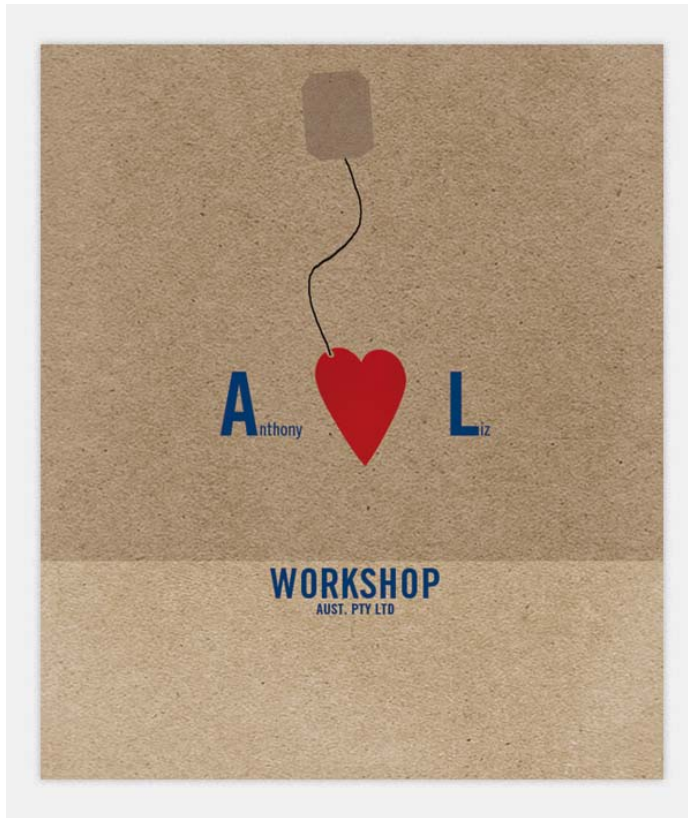
I was given the chance to design a number of in-house and client projects, many of which were successfully published. I really enjoyed my time at Workshop as unlike what I've experienced so far in the publishing industry, there was more of an emphasis on thought processes and concept building. ■

- + Print
- + Prepress
- + Art direction
- + Artworking
- + POS
- + Digital



WORKSHOP 10 DAY CHALLENGE

WORKSHOP PRINT | ART DIRECTION | ARTWORKING | POS | DIGITAL



WORKSHOP LIPTON CLIENT WEDDING CARD

WORKSHOP PRINT | ART DIRECTION | ARTWORKING | POS | DIGITAL



WORKSHOP SAMBOY "SURF'S UP" CONFERENCE TICKETS

WORKSHOP PRINT | ART DIRECTION | ARTWORKING | POS | DIGITAL