

Contact

Sydney Australia
0435317886 (Mobile)
giovanniraciti@yahoo.com

www.linkedin.com/in/userscreens
(LinkedIn)
datacloud.design (Portfolio)
robot.limited/ (Portfolio)
itscreens.com/ (Portfolio)

Top Skills

UX
Lean UX
HTML5

Languages

Italian (Native or Bilingual)
English (Native or Bilingual)

Certifications

Fit2Work

Honors-Awards

Royal Fellowship
Westpac Mathematics Competition
The Rotary Club - Keynote Speaker
at Drummoyne & Randwick

Publications

Keywords: User Screens, DATA
CLOUD DESIGN, .NET Bots, Robot
Limited, IT Global Applications
H.E. Honorary ambassador. John
Raciti.
UTS: University of Technology,
Sydney: Shopfront
John Raciti: GRAPHIC DESIGNER
CQU Sydney lecturer a Fellow of
Royal Society of Arts

Patents

User interface
User interface

John Raciti FRSA (UK)

UX Designer | Business Development | Graphics | Marketing |
Campaign | Growth Strategist | Digital Producer | Creative |
Sydney, Australia

Summary

Director of Business Development @ Lorgan Innovation in AI Driven
Analytics - CIO Advisors Top 10 - Helping Energy Utilities.

User Interface Developer, User Experience Manager, Chief
Information Officer, Consultant - Highly experienced Creative UX
Designer with demonstrated history of working in the software
industry. Skilled in Strategic Partnerships and Relationship
Management. Worked multiple Fortune 500 companies in the market
such as PWC, Govt, UNSW etc., Strongly believe in offering the
right solution to the clients and makes sure there is a clear win win
situation in all the opportunities I have worked on.

Worked on major projects for General Electric Company,
Healthscope, Telstra Corporation & Woolworths and many more
companies.

Past clients Telstra, GE, PwC. User Experience Designer and
Desktop Publisher (from Sydney, Australia) to well known and
respected global firms listed in Forbes, Fortune 500, NASDAQ,
Swiss and on the ASX.

Building relationships, creating value. Your agenda is our agenda.
Let's work together to make sure your company is ready to take
advantage of new opportunities to grow.

ITALIAN CHAMBER OF COMMERCE AND INDUSTRY IN
AUSTRALIA MEMBER – G7 Nation

Building Enterprise Resource Management (ERP) Software
for Project leads, Auditors & Program Managers to quickly and
effectively estimate and report on large scale enterprise projects
for multiple clients for PwC. PwC Australia/iPower App, Lendlease/
William Lea/TAG, Telstra Corp/Yellow Pages, Qantas Training

Packages, ANZ Bank/Cheques Designs, Commonwealth Bank/Cheques Designs, Westpac Group/Cheques Designs, Wesfarmers/ Coles Food Training Packages, UI UX Designer for Konekt Limited ASX: KKT / CommuniCorp Employment - DES project, Rotary Club Runner CMS.

User Screens, DATA CLOUD DESIGN, .NET Bots, Robot Limited, IT Global Applications

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London Security Think-Tank
Energy & Utilities

Experience

Lorgan Pty Ltd
Director Of Business Development
October 2019 - Present
Sydney, Australia

Lorgan helps its clients harness the power of innovation to thrive on change.

We take pride in our high standard advisory services to our clients and excellence in technology. Our deep experience in cutting edge technologies, latest trends & innovative concepts give us a clear and unique position in creating greater value for clients and our own employees.

We love tapping into global talent and trust extensive partner relationships, which in turn help us, drive collaboration and leverage technology independence.

We have a clear vision for navigating the future, and our consultants have successfully delivered challenging assignments many times.

We support performance-based culture combined with transparency, honesty, and integrity.

Our management team is a vibrant mix of strategy and execution specialists with extensive experience in offering innovative product(s) development, consulting and managed services to their clients.

RACITI DESIGNS | User Experience Design | Information & Communication Technology

Owner

January 1997 - Present

Sydney, Australia

For over 22 years I have been specialising in User Interface and User Experience Designs. Ionic & Bootstrap libraries SCCS

User Experience Designer and Desktop Publisher (from Sydney, Australia) to well known and respected global firms listed in Forbes, Fortune 500, NASDAQ, Swiss and on the ASX.

Experienced coordinator of teams for the Queensland Government, lead teams for Telstra Corp, managed web projects for General Electric. 22 years experience as a Designer, Technologist, Multimedia Producer, qualified from UTS, Swinburne University of Technology & Monash University.

Past clients include: RBA Reserve Bank of Australia/Microsoft Dynamics AX, PwC, IBM® Kenexa®, Department of Defence of Australia, Australian Army, Department of Planning NSW, SAI Global, Sensis Telstra Yellow Pages, ACARA, UTS, Study Group, DeakinPrime, CQU, TAFE SIT, GE Money, FPA, Rubik Financial Limited, Teachers Mutual Bank Limited, Audi, Brave New World, Mobile Messenger/mGage Mobile Engagement Solutions for Marketing & Customer Care, Australian Organisational Excellence Foundation, Westpac, Subaru, General Motors, TDK, JVC, Orica. Past Educational roles include: Multimedia Lead Lecturer & Course Coordinator at Central Queensland University, Multimedia Lecturer at Sydney Institute of TAFE, Graphic & Multimedia Design Teacher at Raffles College of Design and Commerce (Formerly KvB Institute of Technology), Graphic Design Teacher at Study Group Australia, former staff at DeakinPrime & Holmesglen TAFE, DMG Digital Media Group (partner), Roy Morgan, The Australian Organisational Excellence Foundation, UI UX Designer for Konekt Limited ASX: KKT / CommuniCorp Employment - DES project, DCFM.

<http://www.userscreens.com>

<https://abr.business.gov.au/SearchByAbn.aspx?abn=44176718301>

UX Designer for PwC:

Best place to work

2017: PwC named the best place to work on LinkedIn's top companies list.

Reference:

Ravi Fernando

0414 933 387

rfernando@aoef.org.au

<http://aoef.org.au/>

Lorgan Pty Ltd

Business Development Manager

April 2018 - Present

Sydney, Australia

<http://lorganglobal.com/employees/giovanni-john-raciti>

Our advisory team comprises top executives previously from Splunk, CBA, IGA, Qantas, ANZ, CSC, Westpac, Optus and entrepreneurs with rich academic and execution capabilities. Lorgan offers pioneering business solutions with a unique combination of bigdata, artificial intelligence technologies (such as machine learning, predictive data analytics, data science), Cloud, Security, Robotics and Process Automation

Psychophysiology is the study of the way in which the mind and the body interact. It's also the basis for the artificial intelligence that drives Lorgan's BeyondEyes, our revolutionary, multi-disciplinary negative behaviour detection program that analyses an individual's autonomic nervous system

BeyondEyes is capable of analysing in excess of 200 changing parameters in a millisecond, delivering a solution with high accuracy that is well beyond a human's vision and sound

Capable of overcoming any rehearsed manipulation tactics, BeyondEyes will become the must-have value-add for anyone within the security, risk assessment or even recruitment industries

If there's one thing we're sure of it's that if you're not using BeyondEyes then your competitors will be.

<http://www.lorganglobal.com/our-solutions/>

<http://www.lorganglobal.com/what-is-psychophysiology>

See how we can help Enforcement or Investigations industry, Credit and Finance industry as well as Human Resources Industry.

<http://www.lorganglobal.com/enforcement-or-investigation>

<http://www.lorganglobal.com/credit-and-finance-industries>

<http://www.lorganglobal.com/human-resources/>

Data Science, Big data, Machine Learning, Digital, RPA, BPM (PEGA), Block Chain and Enterprise Architecture, GMs, Directors and C-Level), banking, insurance, telecommunications, energy, utilities, retail, manufacturing, construction, civil, government, education & healthcare

<http://electrogenicslabs.com/Product/>

<http://electrogenicslabs.com/team/>

OSI Foundation

Ambassador

October 2019 - Present

Australia

The Italian Chamber of Commerce and Industry in Australia

CHAMBER MEMBER

January 2010 - Present

Sydney, Australia

<http://icciaus.com.au/directory-of-chamber-members/>

The Italian Chamber of Commerce and Industry in Australia was established in 1922 with the objective to promote trade and commerce between Italy and New South Wales and, more widely within Australia.

The Italian Chamber of Commerce has helped a countless amount of companies in both Italy and Australia become successful in their business

ventures, as well as fostering a range of trade developments, whilst also helping relations between our two great countries grow.

The Chamber in Sydney is the oldest and largest Italian Chamber of Commerce in Australia. There are 79 Italian Chambers around the world, operating in 54 countries which creates a network of over 25,000 members, a global turnover of 75 million dollars and over 2,500 employees.

Located in the heart of Sydney, the Italian Chamber is at the forefront of business both in Australia and in Italy. We offer a wide range of services to members and non-members and assist in trade and investments in both directions, which can be personalised to suit your needs.

So whether you are an executive or an employee, a professional or an entrepreneur, if your business involves Italy or Australia in some way, the Italian Chamber of Commerce can help you.

IT Global Company

UX Manager & IT Assistance Manager - R&D UI Designer

June 2018 - Present

Sydney, Australia

John Raciti worked for us at IT Global as part of our software development team in the role of UX Designer.

In that time John was instrumental in developing the overall graphical design concepts and themes for our Incloud (web application) and Incloud Me (mobile application) products. This process involved creating multiple iterations of design concepts and application screenshots, as well as reviewing the styling consistency during the iterative product update cycle.

John oversaw the review, development and selection of application icons as well as updating and managing the application css files. Over the time he was with us, John also

assisted in many marketing-related tasks that involved image production or manipulation.

John also supervised the development of animated product marketing videos by an overseas resource.

John was always an energetic and enthusiastic member of the team and always looked for opportunities to promote the product at IT Global.

Please feel free to contact me personally if you have any further questions.

Sincerely,

Andrew Kitchen
Systems Manager
IT Global Pty Ltd

DCFM Australia Pty Ltd
UX Manager & IT Assistance Manager - R&D UI Designer
June 2018 - Present
Sydney, Australia

I am working at DCFM as a UX Designer. I oversee and undertake Design projects from drafting maps for NSW Govt Councils tenders, Screen Designs, User Experience & Marketing for - minor construction project works, software that manages core facility operations, as well as software that manages portfolio of properties for clients both in the public and private sector.

DCFM Australia Pty Ltd

11 contracts, total value \$6,143,310.13

Procurement methods: Open 5 contracts, 45.45%, Open via SON 2 contracts, 18.18%, Prequalified 1 contracts, 9.09%, limited 3 contracts, 27.27%,

<http://contracts.disclosurelo.gs/displaySupplier.php?supplier=69122487076-DCFM+Australia+Pty+Ltd>

Currently working on projects:

3CX open-platform, software VoIP phone system.

Leading to set up UX process.

Manage In-house assorted systems.

<https://jt.itglobal-systems.net/zebra/>

<https://jt.itglobal-systems.net/dcfm07/>

<https://jt.itglobal-systems.net/falcon/>

<https://jt.itglobal-systems.net/raptor/>

DCFM - DCFM's national network means that it can convey it's buying power to all clients, whether they be in CBD Melbourne, remote Queensland or beyond.

Includ Me

Includ Company

UX Manager & IT Assistance Manager - R&D UI Designer

June 2018 - Present

Sydney, Australia

DCFM Australia Pty Ltd

11 contracts, total value \$6,143,310.13

Procurement methods: Open 5 contracts, 45.45%, Open via SON 2 contracts, 18.18%, Prequalified 1 contracts, 9.09%, limited 3 contracts, 27.27%,

<http://contracts.disclosurelo.gs/displaySupplier.php?supplier=69122487076-DCFM+Australia+Pty+Ltd>

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<https://jt.itglobal-systems.net/dcfm07/>

<https://jt.itglobal-systems.net/falcon/>

<https://jt.itglobal-systems.net/raptor/>

DCFM - DCFM's national network means that it can convey it's buying power to all clients, whether they be in CBD Melbourne, remote Queensland or beyond.

Includ Me

DATA CLOUD DESIGN

Chief Executive Officer

2018 - Present

Global

Sydney UX Designer, Melbourne UX Designer, #1 UX Designer Specialist
UI Interfaces WC3 WCAG for Fortune 500 Software UI Apps Nasdaq ASX
Companies @ userscreens.com, ui ux designer freelance, Lead UX Designer,
Sydney Freelance, Hire Top UI/UX Designers, Ux Designer Jobs in Sydney
NSW, Ux designer, User experience designer, UX Design, Research made
simple, Customer and User Experience#, UX Design Consultants Sydney,
Top Freelance UX Designers, Australia UI/UX Design Tech, Sydney, Australia
Ux Design, UX Design - Digital Agency Sydney, User Interface (UI) and
User Experience (UX) Design, UX Design groups in Sydney, Junior UX/UI
Designer..

A-GLOSS

Institutional Representative

January 2019 - Present

Australia

Dr. John Giovanni Raciti

Institutional representative of A-GLOSS in Australia and New Zealand.

Counterterrorism Analyst. Ambassador to Australia.

International Human Rights Commission.

Protect Internet Business / Government users against online fraud. British
High Commissioner to the Vice President of the Commonwealth Nations for
Australia and IHRC Human Rights Ambassador for Australia.

He has studied at the Swinburne University in Security and Fight against
Terrorism.

British High Commissioner for Personal Interests of Commonwealth Nations.

Belonging to the International Military Corps of Peacekeepers. TGS Australia
and New Zealand - APAC Regional Charter. Global Risk International

The University affiliated with the Albanian Diplomatic Peace and Prosperity
Mission and The American Diplomatic Mission USA is legally incorporated

into the US Federal Government. UU. UU. Video - Principes des Negotiations - IRS Registry No. 360664 under 501 (c) (3) and registered with the United Nations DESA and the United Nations Global Compact (132281).

Your Eminence Dr. Madhu Krishan The Founder and President of the Universal Global Peace Academy - "AUGP" Honored / Conferred The prestigious International Prize to know "ACADEMY AWARD" for establishing global peace to His Excellency JOHN G RACITI on the basis of the Resolution approved by the AUGP World Government Council of the Governors of 70 Nations and awarded him a "Doctorate" (Honoris Causa) on Humanity and also a "Certificate of Excellence" for his continuing humanitarian work of Decades for the NATIONS Sustainable Development

<https://agloss.es/contacto>

Currt

Virtual Advisory Panel on the Future of Mobile Computing Devices in Global Organizations.

May 2019 - Present

Sydney, Australia

KnowledgeStream technology connect companies to micro-communities of experts for authentic facilitated engagement to advance understanding and share insight on disruptive market & technology trends.

Private KnowledgeStreams™ are funded by anonymous sponsors to advance the innovation in specific fields.

Public KnowledgeStreams™ are sponsored by companies that want to shed light on subjects their market cares about.

A few clients & partners include:

EY, Deloitte, Accenture, P&G, GE, Pfizer, Unilever, Toshiba, SAP, Mastercard, UTC, AmerisourceBergen, KPMG, and more

Robot Limited

Owner

January 1997 - Present

Sydney, Australia

#userscreens.com #UserScreens #datacloud.design #DATA-CLOUD-DESIGN
#netbots.app #DotNETBots #NETBots #InternetBots #robot.limited
#RobotLimited #itglobal.app #ITGlobal

Robotics - engineering and science - includes mechanical engineering, electronics engineering, information engineering, computer science. Robotics - the design, construction, operation, and use of robots, as well as computer systems for their control, sensory feedback, and information processing.

User Screens

Owner

January 1997 - Present

Sydney, Australia

#userscreens.com #UserScreens #datacloud.design #DATA-CLOUD-DESIGN
#netbots.app #DotNETBots #NETBots #InternetBots #robot.limited
#RobotLimited #itglobal.app #ITGlobal

The user interface (UI), - field of human-computer interaction, is the space where interactions between humans and machines occur. The goal of this interaction is to allow effective operation and control of the machine from the human end, whilst the machine simultaneously feeds back information that aids the operators' decision-making process. Includes the interactive aspects of computer operating systems, hand tools, heavy machinery operator controls, and process controls. The design considerations applicable when creating user interfaces are related to or involve such disciplines as ergonomics and psychology.

x-change.cloud

Owner

January 1997 - Present

Sydney, Australia

XChange Cloud streamlines and enhances business, logistical and vessel operations by providing a reliable, easy to manage platform to share important files of any size or type throughout a fleet. The system is purpose designed to meet the more advanced needs for ship efficiency and data transmission over a satcom environment compared to mainstream cloud storage and file transfer systems. Furthermore, XChange Cloud can reduce the chance of administration errors through its automatic synchronisation feature, which is available as standard.

DATA CLOUD DESIGN

Owner

January 1997 - Present

Sydney, Australia

#userscreens.com #UserScreens #datacloud.design #DATAACLOUDESIGN
#netbots.app #DotNETBots #NETBots #InternetBots #robot.limited
#RobotLimited #itglobal.app #ITGlobal

Cloud computing - shared pools of configurable computer system resources and higher-level services that can be rapidly provisioned with minimal management effort.

.NET Bots

Owner

January 1997 - Present

Sydney, Australia

#userscreens.com #UserScreens #datacloud.design #DATAACLOUDESIGN
#netbots.app #DotNETBots #NETBots #InternetBots #robot.limited
#RobotLimited #itglobal.app #ITGlobal

Give your bot intelligence with Cognitive Services

Give your bot some super powers. Go beyond a great conversationalist to a bot that can recognise a user in photos, moderate content, make smart recommendations, translate language and more. Cognitive Services enable your bot to see, hear, and interpret in more human ways.

IT Global Applications

Owner

January 1997 - Present

Sydney, Australia

#userscreens.com #UserScreens #datacloud.design #DATAACLOUDESIGN
#netbots.app #DotNETBots #NETBots #InternetBots #robot.limited
#RobotLimited #itglobal.app #ITGlobal

The use of systems (especially computers and telecommunications) for storing, retrieving, and sending information.

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<https://www.linkedin.com/company/18844391>

<https://www.linkedin.com/company/it-global-applications>

<https://www.facebook.com/It-Global-Applications-1238514332963824>

<https://www.facebook.com/Itglobalapp-330362057791219>

IT Global | © itglobal.app IT Global Applications

<https://www.linkedin.com/company/18861796>

<https://www.linkedin.com/company/it-global-app>

<https://www.facebook.com/Itglobalapps>

I.T. Global

<https://www.linkedin.com/company/35451770>

<https://www.linkedin.com/company/i-t-global>

<https://www.facebook.com/IT-Global-2110253362623817>

IT Global Applications

<https://www.linkedin.com/company/18910085>

<https://www.linkedin.com/company/itglobal-app>

<https://www.facebook.com/It-Global-Applications-1238514332963824>

<https://www.facebook.com/Itglobalapp-330362057791219>

IT Global Systems

<https://www.linkedin.com/company/18908821>

<https://www.linkedin.com/company/it-global-systems>

IT-Global

<https://www.facebook.com/IT-Global-312311072706647>

IT Global

<https://www.facebook.com/Itglobalapps>

IT Global

Owner

January 1997 - Present

Australia

#userscreens.com #UserScreens #datacloud.design #DATACLOUDESIGN

#netbots.app #DotNETBots #NETBots #InternetBots #robot.limited

#RobotLimited #itglobal.app #ITGlobal

The use of systems (especially computers and telecommunications) for storing, retrieving, and sending information.

Portfolio

UI UX Designer (over 22 year period)

January 1997 - Present

Sydney, Australia

<http://www.ausinfotech.com.au/products/>

<http://www.lorganglobal.com/our-services/>

<http://www.ait.edu.au/>

<https://www.wlt.com/>

<https://www.pwc.com/>

<https://www.ge.com/>

<http://www.acara.edu.au/>

<https://www.comops.biz/>

<https://www.temenos.com/en/>

<https://www.dymocks.com.au/>

<http://www.hpi.net.au/>

<http://tahpi.net/>

<http://www.performance-incentives.com.au/>

<https://www.saiglobal.com/>

<https://www.sensis.com.au/>

<https://www.tmbank.com.au/>

<https://fpa.com.au/>

<https://www.audi.com.au/au/web/en.html>

<https://hyundai.com.au>

<http://www.theshopaustralia.com/>

<http://www.theshopibiza.com/en/index.php>

<https://www.zocom.com.au/>

<http://www.cd-labs.com.au/>

Account Manager

Account Manager: Publishing Graphic Design Print Media Branding
January 1997 - Present

Sydney, Australia

Publishing Graphic Design Print Media Branding

Past Clients through HUGONNET DESIGN ASSOCIATES PTY LIMITED:

The Rural Press / The Canberra Times, Bankstown City Council, Woollahra Municipal Council, The RSPCA, NSW Public Works, The NSW Department of Family and Community Services, Government of New South Wales, Cox Architects, P&O Ports: Government of Dubai, Lawsons Auctioneers, The University & Schools Club, The Australian Art Market Report, Woolloomooloo Nursery, Laurence & Laurence Commercial Lawyers, Best Practice Organisation, North Sydney Cellars...

Web Designer, UX Designer, Graphic Designer, UX Product Designer, Digital Producer, Visual Designer, Senior Digital Designer, Digital Project Manager / Producer, WEB DESIGNER/FRONT END WEB DEVELOPER – Marketing, Digital Creative Lead, UX / UI Designer, Product Designer (UX), Digital Web Designer, Digital Creative Director, In house graphic designer, Web Designer, Freelance Web Designer, Digital Product Manager, UI Developer, Creative Director, UX Lead, User Experience Lead, UX Manager, Service designer, CX Designer, Brand Consultant... User experience designer, Service designer, User-centred designer, Interaction designer, Interface designer, Graphic designer, Brand strategist, Market researcher, Communications specialist, Business analyst, Front-end website developer, Project manager, Product manager.

Account Manager

Account Manager
January 1997 - Present
Sydney, Australia

Since the inception of the Internet marketing and communications, Edward and the team at ZOO have been instrumental in innovative support for the industry. They have developed the brand identity and corporate image of OzEmail (Australia's Largest Internet Service Provider) iiNet. They are also responsible for setting up Australia's first online advertising media placement for Web Wide Media (now Softbank Interactive - SoftBank Corp <https://www.softbank.jp>.) and for launching the world's first coin operated Internet Public Access Terminals (IPATs).

Account Manager via Zoo Communications these past accounts:

ANZWERS Australia, Ashley & Martin, Australian Soccer Federation, Australian, Tourist Commission, Bausch & Lomb, Berendsen Fluid Power, Chubb Australia, Coca Cola Amitil, Energy Australia (Gold Cup), Gateway Computers, Hyundai Automotive Distributors, NSW Hockey, NSW Wheelchair Sports Association, NSW Health, Nine MSN / Mi9 / Microsoft Corporation, Nine Entertainment Co., National Australia Day Council, Motorola, Mocana Corporation, OzEmail / iinet, OPSM, P&O Ports, Park Hyatt Sydney, PKL Personnel, Pfizer Pharmaceuticals, Ray-Ban, Rexel Video Systems (Aust), Sanitarium Health Foods, Singapore Tourist Promotion Board, Sydney Cricket Ground Trust, Sydney Para Olympics Committee, The Law Society, Uniden, Victoria Cross Bar...

Defence JP2072
Graphic Designer
2006 - 2007 (2 years)
Sydney, Australia

Royal Australian Corps of Signals

Battlespace Communications System (LAND) JP 2072 Phase 2A

In land communications, BAE Systems is the design authority for more than A\$1.5 billion worth of existing Australian fielded tactical communications equipment through the Raven, Wagtail and Parakeet projects.

Designer for JP2072 phases 1 and 2A

JP2072 Phase 1 & 2A delivered Combat Radios and ancillary equipment to replace the Wagtail, Pintail and Raven fleets for the majority of the Australian Land Force. Employed as a Designer to co-ordinate and manage the technical certification of the equipment.

- Conducted Technical Certification on JP2072 Phase 1 & 2A equipment.
- Liaised with OEM's regarding issues identified during certification of equipment.
- Managed and authored Technical Data on the JP2072 equipment.
- Carried out Engineering Change Orders as a designer on various radios and ancillary equipment.
- Experience in dealing with equipment that has been classed as International Traffic of Arms Regulations

Joint Project 2072 Battlespace Communications System (Land) (BCS(L)) Phase 2A is delivering Combat Radios and ancillary equipment to replace the Wagtail, Pintail and Raven fleets for the majority of the Land Force. Phase 2A will also establish the mature support system for the new generation Combat and Tactical Data Radios.

Boeing, Defence sign \$665 million battlefield comms contract

The overarching JP2072 project is actually a multi-phase program of complex projects, which together have been described as the 'Telstra of the battlespace'. Phases 1 and 2A have seen the roll-out of modern software defined radios to replace the earlier generation Pintail, Wagtail and Raven radios used in the tactical communications environment, and the two phases are now largely complete.

Around 19,000 VHF/UHF and another 4,000 HF radios have been delivered and both projects are now in the sustainment phase.

The Shop Ibiza
Branding, Graphics & Online Manager
January 2000 - December 2001 (2 years)
Sydney, Australia

The Shop is an Independent creative, digital and experiential agency based in Sydney, Australia. The Shop has successfully conceived, managed and activated a wealth of campaigns for national and international brands including Jägermeister, Samsung, Foxtel, Paramount Home Entertainment, EA Games, Midori, DC Shoes, Quiksilver, Samsung, The Galleries Victoria and many

others. From creative strategy to full implementation, management and execution, services include branding and advertising, sales promotions, event production & management, viral and guerrilla marketing and the full scope of digital media and WOM.

The Shop Ibiza - Costa Mesa (CA,USA) Ibiza, Spain and Sydney, Australia

Identifying the cultural gap between the "Corporate World of Brands" and "Youth Culture" The Shop was created.

Assuming the role as "cultural interpreter" we became the middle man in developing and executing strategic marketing initiatives on a global basis between "youth brands/influencers" and major global corporations.

Starting in Costa Mesa, CA in 1997 we evolved to open offices in Sydney, Australia; Oxford, UK and Ibiza, Spain.

Clients Included: Sprite (Global), Allied Domecq (Kahlua - Global), Association of Surfing Professionals (ASP), Reebok (Global), Siemens (Global); Heineken (Australia); Suntory (Midori /Jose Cuervo/Jaegermeister - Australia); Bacardi (Australia); Paramount Home Entertainment (Australia).

Highlights included:

- Developing the "Kahlua Kollektive Beats" Brand Strategy around Global Dance Music for Allied Domecq. Two years of Global Activation including: 16 City World Club Tour; Summer VIP Villa in Ibiza (160 Global guests over 12 weeks); In Market Consumer Activation Strategy/Execution; Strategic Media Partnerships and Leverage; Music CD Brand Extension and Online Activation.
- Creating the Kahlua "Surf & Turf" Charity Golf Series for the ASP World Surf Tour (4 Global Charity Golf Events).
- Siemens "Wave Loch" World Tour (Mobile Surfing Experience/Event).

Education

Monash University

Bachelor of Arts - BA, Design and Applied Arts · (1994 - 1997)

The Royal Society for the encouragement of Arts, Manufactures and
Commerce

Royal Fellowship , Arts, Manufactures and Commerce · (2006)

University of Technology Sydney

Graduate Diploma in Design & Technology, Design &
Technology · (2004 - 2007)

Swinburne University of Technology

Graduate Cert in Media, Communication and Media Studies · (1999 - 2000)

United Nations University For Global Peace

Doctor of Philosophy - PhD, Doctorate Degree (Honoris Causa / Honorary
degree) On Humanity · (2015 - 2015)