

Visualise this...

NICKY PERRY HAS 11 YEARS EXPERIENCE AS A GRAPHIC DESIGNER/ART DIRECTOR IN A VARIETY OF DESIGN ENVIRONMENTS IN AUSTRALIA, THE UNITED KINGDOM AND NEW ZEALAND. MOST RECENTLY AS ART DIRECTOR FOR M2 MAGAZINE, WINNING BEST MAGAZINE COVER AT THE QANTAS MEDIA AWARDS 2006, BEFORE STARTING HER OWN BUSINESS (CREATIVE CURRENT) IN EARLY 2007.

NICKY'S PROFESSIONAL DESIGN EXPERIENCE INCLUDES IN-HOUSE MARKETING, PROMOTIONAL LITERATURE, DIRECT MAIL, INFORMATION DESIGN, MAGAZINE DESIGN AND PUBLISHING PRODUCTION. SHE ENJOYS COMBINING GRAPHIC DESIGN SKILLS WITH BRAND AND PROJECT MANAGEMENT AS WELL AS THE CHALLENGE OF SEEING PROJECTS FROM CONCEPTUAL STAGE THROUGH TO PRINT-READY ARTWORK.



Summary of Achievements

- Bachelor of Fine Arts (BFA), majoring in Graphic Design
- Launch of *Nature Materials* in September 2002 as the first physical science research journal for Nature Publishing Group
- Use of a *Nature Materials* cover design on a Horizon documentary on BBC2.
- Concept, design and launch of *M2 Magazine* May 2005, New Zealand's newest Mens consumer magazine
- Nomination Designer of the Year, Magazine Awards 2006
- Winner Magazine Cover of the Year, 2006 Qantas Media Awards
- Experienced Art Director and Studio Manager
- Creative Director of creative services company Creative Current

Relevant Education

1994 – 1996: Bachelor of Fine Arts (Graphic Design Major) Tasmanian School of Art, University of Tasmania, Australia

1993: 1st year Bachelor of Science, University of Tasmania, Australia; *Design Graphics*, Adult Education, Elizabeth College, Hobart, Tasmania, Australia

Other courses: Introduction to HTML (In-house 2003); Introduction to Flash (In-house 2003); Dreamweaver Basics (2005); Dreamweaver Beyond the Basics (Natcoll 2005)

Current Business Activities

Creative Director – Creative Current
Graphic Design, Art Direction, Web Design, Print Management and Photography for a range of clients including fashion designers, luxury New Zealand lodges, plastics manufacturer and corporate health companies.

Design & Distribution – CC Tees
Uniquely designed ranges of t-shirts and hoodies sold exclusively on www.creative-current.com

2008 Objectives

Nicky's main design interests lie within marketing, promotional literature and communication materials and publishing. Her aim is to pursue design work in publishing as she feels she has a real strength in understanding the fine analytical approach needed in this area. Nicky also wants to take Creative Current to the next level affiliating with creative professionals to compliment her own skills.

What Clients are Saying

Coco PR have been working with Creative Current since it was founded and known it's Creative Director, Nicky Perry, for even longer. We have found Nicky's knowledge, experience and creativity as a designer, along with her ability to know exactly what a client wants, rare in today's design saturated world. She offers an extremely professional and productive service, always delivering high quality, innovative solutions with consistent communication and a flexible attitude.

[Miranda Likeman, Director, Coco PR]

Working with Nicky at Creative Current has been a refreshingly easy and highly successful process. Nicky has the rare talent of understanding my creative needs in a corporate business context and the capacity to deliver on time and within budget at a level of finesse that leaves me in no doubt of the superior quality Creative Current delivers for all my graphic design needs.

[Maree McKeown, Director, Rise to the Challenge]