



## Andrew Strauss

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## Reference

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John Benton  
Creative Director, Metropolis  
(Ex Creative Director, Studio Persona)  
m. 04 2580 9033

## Education

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**BA (Hons) in Communications**  
graduated with maximum distinction  
2002-2006  
Universidad Mayor, Santiago, Chile

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## Experience

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### **ART DIRECTOR / ARTIST 2022-2024** STUDIO STRAUSS (SELF EMPLOYED), CANBERRA

- Over the past two years I seized the opportunity to explore my own design and art practice, developing and growing my brand Studio Strauss. During this time, I sold over \$350,000 of my own artwork (primarily NFTs and prints). I honed my design skills and style through embracing new technologies like creative coding, robotics, and blockchain technology. I was invited to participate in art projects by esteemed entities such as Vertical Art, GM Studios, and the Museum of Modern Art (MOMA).
- Additionally, I cultivated a strong community within the generative art movement as a founding member of a global community of artists, the Generative Art Club. I designed a website and brand identity for the Club to consolidate their online presence, and the group now boasts over 500 members. I also founded a regional collective of generative artists based in the Oceanic region (the OCE Group) which has led to lucrative creative collaborations for members including myself.
- During this period I also worked as an external senior graphic designer for Metropolis Agency in Sydney, on a contract basis.

### **ART DIRECTOR 2017-2022** STUDIO PERSONA, SYDNEY & CANBERRA

- My role as Art Director at Studio Persona encompassed every aspect of the creative process, from initial strategies and consultations with clients to overseeing and developing creative assets and supervising production. I ensured all work was consistent and maintained the highest standard.
- The role provided me significant freedom to develop

and elevate brands. For example, with Engineers Australia in 2018, I rebranded and developed all visuals for two major events they hosted: the Australian Engineering Conference (AEC) and the Australian Engineering Excellence Awards (AEEA). My efforts led to personal congratulations for the event's success from the President and CEO of Engineers Australia, and increased registrations for the association.

- In addition to major corporate identity and branding strategy projects, I also had the opportunity to develop Persona's reputation as a place for big brands to solicit edgy and appealing apparel design. I personally designed and executed illustrations for Jägermeister, BMG records, Wayward Brewery, and Sol Invictus Motorcycles showcased on T shirts, drink coasters, and other merchandise. These clients all communicated how much their buyers loved these designs, and Sol Invictus saw significant increases in apparel sales as a result.

#### **Clients:**

BMG Records, Jägermeister, Sol Invictus Motorcycle Co, Australian Government, ACT Government, Master Builders Australia, Podia, CBRE, Colliers, Hacer, Sailor Jerry.

### **DESIGN LEAD / STUDIO MANAGER 2016-2017** G SQUARED, SYDNEY

- As the Studio Lead Designer at G Squared, an Anthill and Mumbrella award-winning digital / creative agency situated in Sydney's The Rocks district, I oversaw all creative output from ideas generation to finished product.
- I was the Creative Director of the agency's social media campaigns for major clients such as San Disk, Alcatel and the NRMA, creating interactive graphics, animations and other promotional material. At the time, San Disk reported that this was their most successful

social media campaign to date, reaching new audiences with 2,000+ likes and over 300 shares on platforms such as Facebook.

- I was also responsible for the branding, print and digital campaigns and display suites for several large property development companies. Due to the success of these creative campaigns G Squared benefited from a huge influx of property development companies, winning an additional 5 clients in 2 months.

**Clients:**

San Disk, Alcatel, South Sydney Rabbitohs, CBRE, Mirvac, Care Nation, Hydralyte, Crime Stoppers NSW, CPM.

**SENIOR GRAPHIC DESIGNER 2014-2016**

WOLFF DESIGN, SYDNEY

- My role as Senior Designer at Wolff Design, a boutique advertising agency in Neutral Bay, involved overlooking all creative projects, reporting directly to the company director. I was responsible for creating and strategising print and digital campaigns for our key accounts such as Johnson & Johnson, Cancer Council, Only About Children and Adshel. I also managed and supervised our digital development area overlooking websites, EDMs and all digital production.
- My work with Johnson & Johnson was always challenging due to the variety of creative formats, including digital, print, advertising, product and packaging design I produced. My quality of work caught the eye of the regional manager for Asia-Pacific, who recommended that the national managers commission further projects from our agency, thereby increasing the agency's portfolio.

**Clients:**

Johnson & Johnson, Only About Children (Childcare), Adshel, Cancer Council Australia, AEI Commercial Insurance Group.

**SENIOR GRAPHIC DESIGNER 2012-2014**

SUSSEX MEDIA, SYDNEY

- As the Senior Designer at Sussex Media, I oversaw all major accounts and was responsible for all creative production delivered by our design team. I had the role of Art Director and Creative Director for key accounts such as Seagate, Victoria's Basement, Hyundai and Air China.
- I also provided the key creative input for Sussex Media's pitching strategies for the first half of 2014, winning accounts with MasterCard, Stassen Cider and Modern Group within this period. I successfully stepped up every piece of work within the company, for example my personal work on rebranding and redesigning Victoria Basement's digital sales campaign led to substantial growth in online sales and eDM participation.
- My work for Seagate was also highly successful, for instance the Director of Operations of Seagate in Asia Pacific personally congratulated me for my creative input after the digital promotions campaign I designed for the Australian and Asia-Pacific markets was rolled out globally.

**Clients:**

MasterCard, ASUS, 2K Games, Victoria's Basement, Seagate, Hyundai, 2nds World, Air China, Tourism China, Fujitsu.

**SENIOR GRAPHIC DESIGNER 2010-2012**

MARKETINGEYE, SYDNEY

- As Art Director at MarketingEye, one of Australia's leading marketing consultancy companies for small to medium businesses, I was responsible for coordinating the firm's creative marketing campaigns for clients nationwide and acting as the central hub for the Melbourne, Sydney, Brisbane and Atlanta offices.
- My work included design consultancy and digital marketing, branding, web design, print advertising and

magazine layout. I was personally responsible for all aspects of development and production, managing the creative team and interns and liaising between the studio, the marketing team and clients. My campaigns were always vibrant and highly professional. For example, one client who invested \$20,000 in a direct marketing campaign received a \$1.5 million return on his investment due to my development of an engaging personalised invitation booklet with a creative flair that made it stand out from the crowd.

**Clients:**

ADORE coffee, ARFuels, ePayroll, Iris Medical, Mint Money, Mokador, National Mortgage Company, Stockradar.

**SENIOR GRAPHIC DESIGNER / ARTIST 2008-2010**

UNDERBELLY CLOTHING

- 2,000 designers registered their interest for this role, which I was offered after a rigorous three-tiered selection process of creating individualised designs to the specifications of Underbelly's company directors.
- Myself and one other graphic artist created, from scratch, a mixed-martial arts, crime and urban-inspired clothing label with its own particular look and branding. We illustrated and designed the T-shirts, and travelled to the United States to manage the project from Los Angeles for 2 months. In this role I learnt a lot about the business-side of production and promotion, as we had responsibility for negotiating with sub-contractors, sourcing cuts, coordinating garment preparation and print production, distribution, and overseas shipping. I also coordinated marketing and promotion, creating a branding strategy, tagging, client catalogues, store design, photo-shoots, a web and television audio-visual teaser and the label's website.