Hello Friend

My name is Stephen Harris,
I am a design lead and creative human.

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A Recent History

In my current role as Design Lead at Southern Cross University for the past four years, I have successfully led the development of the university's design narrative and established a consistent and recognizable brand. Prior to this, I worked as a Design Lead for Spectrum Group/Ovato and Senior Designer at Ogilvy, where I played a crucial role in developing the design narrative of these businesses.

Before venturing into the advertising and marketing industry, I served as a design academic at both UNSAAWD and UTS, and also worked as a casual art director for several magazines. Concurrently, I ran my own business, which included a record label, touring agency, and CD manufacturing business that I still manage on the side. My previous experience also includes work in publishing and magazines, see next page for details.

In my spare time, I build digital and web solutions for small to medium-sized businesses and creators, while also pursuing my passion for fine arts, including painting and digital creation. Additionally, I play the synthesizer in a darkwave band and participate in other musical projects. I'm also a JP and a board member of the Lismore regional art gallery, where I actively contribute to the local community.

My diverse range of experiences in design, academia, entrepreneurship, and community involvement, combined with my passion for the arts, make me a valuable asset to any organization looking for a creative and versatile team member.

Experience

Southern Cross University - Design Lead
May 2019 - Present
- Leading the design conversation about public perception of the institution.
- Formulated the revised brand position creative to be more impactful, inclusive and simpler to use.
- Built a team that could produce award winning physical, digital and immersive experiences.
- Led and managed creative strategy, digital and brand design and technology on many projects.
- Collaborated with cross-functional teams and external agencies for the delivery of design and creative projects.
- Developed agile solutions in response to changes in environment or circumstance.

Ovato / Spectrum - Design Lead
May 2016 - May 2019
- Led the rebrand of the umbrella brand Ovato, encompassing 20+ sub brands and acquisitions.
- Agency Design Lead: Led the conception, pitching, and completion of design, web, and motion deliverables for all clients.
- Helped build small retainer clients into larger propositions by adapting human centred and design thinking methodologies .
- Improved creative assets , which led to increased traffic on all digital channels with the development of new creative strategy.
- Collaborated with other agencies in the group and freelancers

Ogily Senior Designer
Jan 2014 - Jan 2019
- Senior designer.
- Utilised a full suite of creative tools for motion, digital, web and print outputs.
- Design thinking & concept development.

UTS: University of Technology - Casual Academic
Feb 2015 - Jul 2016
- Face to face tutoring and lecturing design and design thinking
- Wrote coursework including UX and UI cross discipline modules
- Tutored and lectured conceptual modules

UNSW Casual academic
2009 - Nov 2015
- Tutored and lectured in design and media arts
- Wrote design coursework based on previous industry experience

Cardboard Robot Creative - CCO (owner)
Jan 2014 - now
- UX and behavioural design
- UI and front end design,
- brand and identity design and consultancy

Whitehouse institute of design - Casual Academic
Aug 2012 - Oct 2015

Device Technologies Freelance designer
Jun 2014 - Sep 2014

The Electric Canvas · Freelance Artist (projection mapping)
Jun 2014 - Aug 2014

Horwitz Publications Art director
Oct 2009 - Jan 2014

Dual plover - CCO (Owner)
Jan 1996 - Oct 2014

AD+INC - Freelance Designer
Jan 2009 - Oct 2009

HWI Electrical Freelance Designer
Jun 2008 - Jul 2008

Pacific Magazines - Finished artist
Jan 1998 - Apr 2003

Hannanprint- Finished artist
Oct 1997 - Jan 1998

Text media - Finished artist
Jun 1996 - Apr 1997

News Corp - finished artist
1991 - 1996

Awards

BETTER FUTURE
AUSTRALIAN DESIGN AWARDS 2023

Australian Design Awards
Silver in Digital - Education category

DRIVENxDESIGN
AWARD PROGRAMS
BRISBANE DESIGN AWARDS 2022

Drivenx Design
Brisbane Design Awards
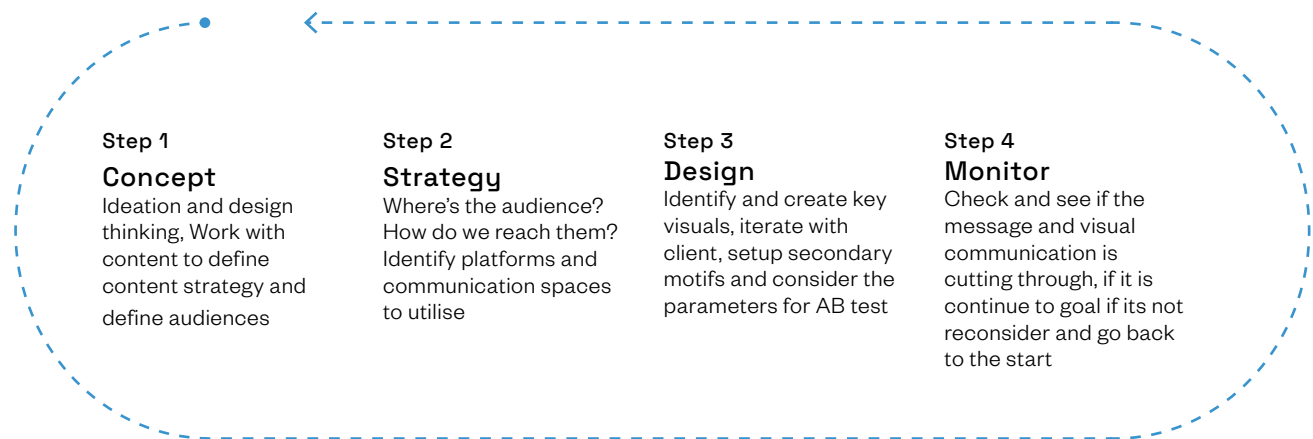Gold in Digital - Education category

UNIVERSITIES AUSTRALIA

Universities Australia Marketing, Communications and Development Awards
Best Marketing Campaign, Small Scale

Design Process Development

I use design thinking to consider how design is implemented in any new role so a constant feedback cycle is established to produce outcomes that resonate with both the audience and the client.
The example below is the design life cycle I developed for the spectrum group (Now Ovato / SBM), I used this to show clients options on design inputs and outputs into the campaign or account. I've built other similiar design lifecycles at my current role and at ogilvy which have both helped to unify the team and give the client peace of mind that we are working together for the best possible outcome.

Step 1
Concept
Ideation and design thinking, Work with content to define content strategy and define audiences

Step 2
Strategy
Where's the audience? How do we reach them? Identify platforms and communication spaces to utilise

Step 3
Design
Identify and create key visuals, iterate with client, setup secondary motifs and consider the parameters for AB test

Step 4
Monitor
Check and see if the message and visual communication is cutting through, if it is continue to goal if its not reconsider and go back to the start

Design Skill set

As a design professional, I prioritize a user-centric approach and believe in utilizing an agnostic design methodology. My experience as a design academic at prestigious institutions such as UNSW and UTS has equipped me with the skills to effectively communicate design tools, their usage, and best practices. This experience has allowed me to identify overlaps within applications and consider multiple and modal outputs.
I believe in empowering my team to leverage any tool to achieve the best possible outcomes and to add value to the original concept. Additionally, I apply this same approach to my own design practice. My skillset spans pragmatic design skills, as well as academic and conceptual models and systems.
In my work, I frequently employ various creative problem-solving tools to deliver outstanding results. I prioritize collaboration and teamwork to produce high-quality creative work. In addition to my problem-solving tools, I have hands-on experience working with a range of content management systems, such as Kentico, T4, WordPress, Joomla, and more. I also possess basic front-end HTML, JS, and CSS skills.

Concept & Direction
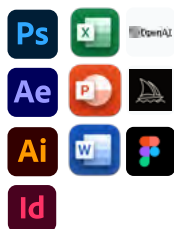
Digital
(including AR and 3d)

Print

Monitoring

Motion and animation

Education

Margerison-McCann model summary of my management of teams

Individual Summary
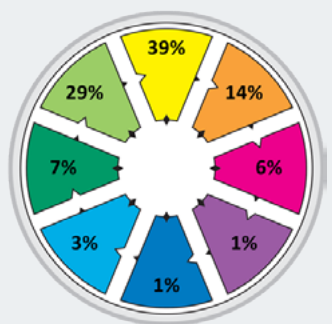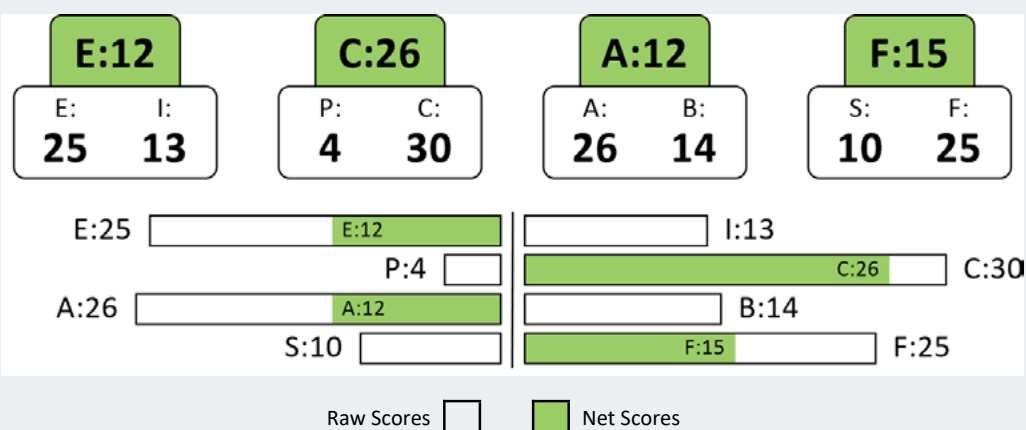
Name
Stephen Harris

Organisation

	Major Role
🟡	**Explorer Promoter**
🟢	1st Related Role **Creator Innovator**
🟠	2nd Related Role **Assessor Developer**

E:12	C:26	A:12	F:15
E: 25 I: 13	P: 4 C: 30	A: 26 B: 14	S: 10 F: 25

E:25 — E:12
P:4
A:26 — A:12
S:10

I:13
C:26 — C:30
B:14
F:15 — F:25

Raw Scores ☐   Net Scores 🟩

WORK PREFERENCE DISTRIBUTION
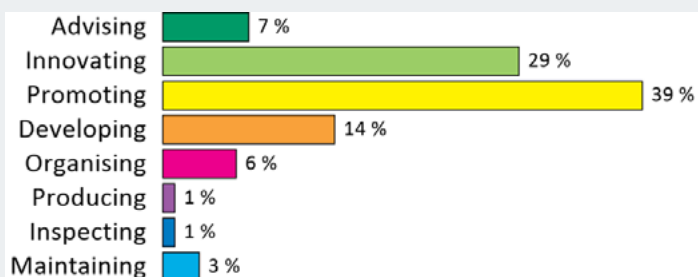
Advising	7 %
Innovating	29 %
Promoting	39 %
Developing	14 %
Organising	6 %
Producing	1 %
Inspecting	1 %
Maintaining	3 %

39%
29%
14%
7%
6%
3%
1%
1%

The Present:

Southern Cross University

Statistics from 2022 - 3

As a result of a more recognisable and more consistent brand application on and offline, at events and activations and out of home.

Increased year on year student intake by

18%

while overall higher education market average was

-4%

Digital Channel increase in click through rates

45%

Overall applications up

15%

Transforming Tomorrow Brand Reposition

I had the opportunity to lead a brand repositioning project for Southern Cross University. The existing brand was rigid and did not allow for tailored experiences to specific audiences. To address this, the CMO conducted market research and internal dialogue, which I was fortunate enough to be part of, to gather insights from internal and external audiences. We used these insights to enrich and add flexibility to the university's external and internal communications through a much clearer and concise brand position.

The brief for this project was to reposition the existing brand without changing the master brand lockup across all campuses and associated digital properties. As the lead on this project, I started by working closely with the existing brand and putting together a rough brief and direction. I introduced a new color palette by building and deepening the existing brand colors. To address problems we were having with the existing master brand mark, I created another more compact version of the logo. I also made sure to keep the new brand inclusive and flexible to meet the needs of all users, while emphasizing that this was just one step in the evolution of the brand.

For the launch, I led my team designing a brand identity guide, landing pages, single pages, out-of-home (OOH) advertising such as buses, trams, billboards, and bus shelters, and social media assets. We also created an 84-page magazine that went out to every student, staff member, and alumnus of the university. This repositioned brand is now embedded in all internal and external communications and has led to a record 18% year-over-year increase in student enrollment.

Overall, this was an exciting project that required a deep understanding of the brand's audience and the ability to create a more inclusive and flexible brand identity. I'm proud to have led this project, and I believe the results speak to its success.

scu.edu.au/transforming-tomorrow/

Brand Indentity tools

Brand Indentity look and feel

Brand Indentity look and feel

Bus side

Car Wrap

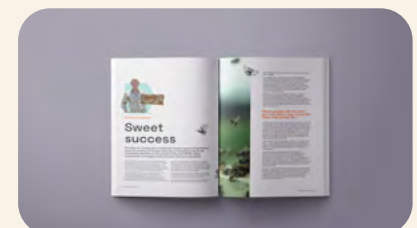Billboard

Transforming tomorrow magazine

Southern Cross University

Transforming ❯ Tomorrow
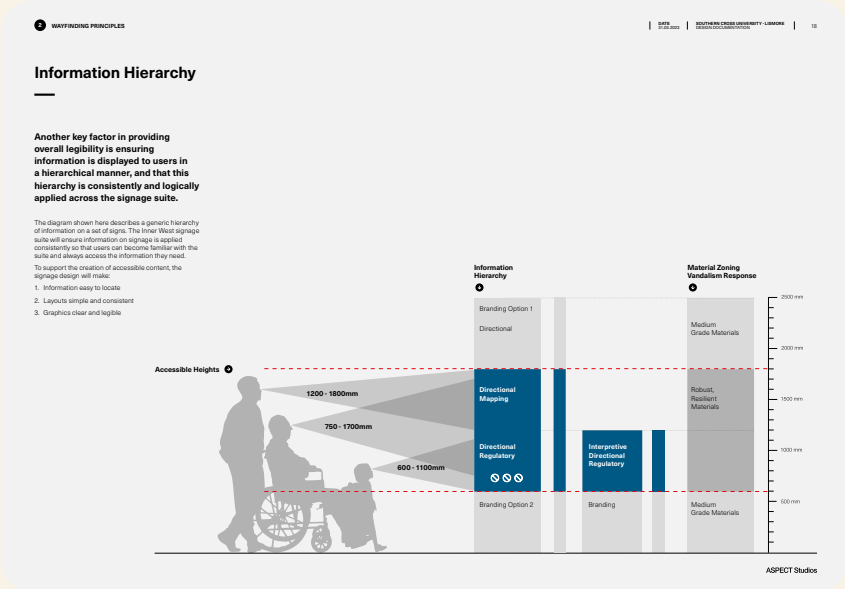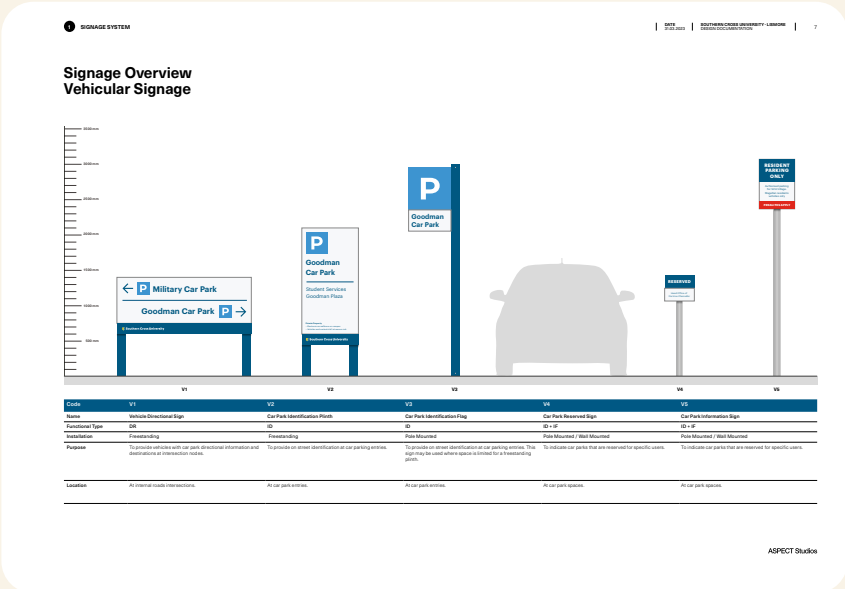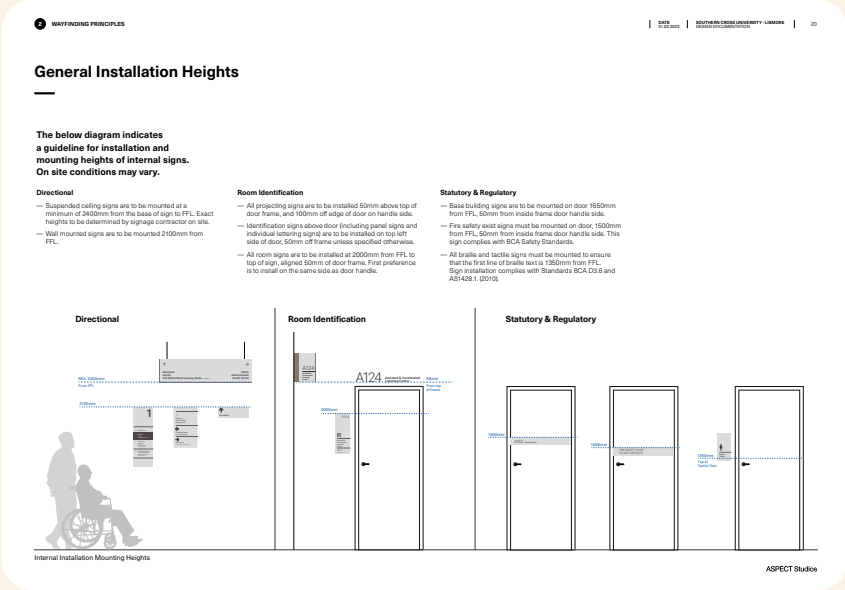
Lismore Wayfinding project

During my time working on the Lismore Wayfinding project, I quickly realized that the existing campus signage and wayfinding system was no longer fit for purpose. It was a challenge to navigate the mixture of old and outdated signage, lack of clear sightlines for signage, and a general inability for people to find their way around the large campus.

Recognizing the need for a new, unified signage system that would provide clear and legible information to all users and enable equitable access to destinations throughout the campus, I presented a proposal to the executive in charge of the portfolio. Instead of relying on expensive quotes and proposals from previous vendors, I was given the opportunity to find specialist wayfinding agencies and select the best solution for our needs.

Together with other portfolios and providers, we assessed the limitations of the campus and determined the best locations for signage and the necessary capital works and personnel. From there, I selected an agency from a group of three to tender for the job.

The resulting wayfinding system not only allowed for the installation of key sign types as required, but also included fabrication and tender guidelines for external contractors who would create the signage. Additionally, the system outlined the appropriate size, scale, and proportion of each type of signage to ensure consistency across the campus. Through this process, we were able to provide a comprehensive solution to the wayfinding challenges at Lismore Campus without breaking the bank.

This was an important project as trust and general perception of the institution is established as soon as a potential student, academic or staff member first interacts with the site.

General Installation Heights

The below diagram indicates a guideline for installation and mounting heights of internal signs. On site conditions may vary.

Internal Installation Mounting Heights

Signage Overview
Vehicular Signage

Information Hierarchy

Another key factor in providing overall legibility is ensuring information is displayed to users in a hierarchical manner, and that this hierarchy is consistently and logically applied across the signage suite.

The Electric Kombi

I had the opportunity to witness the transformation of an old, broken-down kombi into a cutting-edge electric vehicle powered by a Tesla drivetrain. This revolutionary conversion was the brainchild of our CMO, who tapped into the expertise of Southern Cross Alumni. I recognized the potential to contribute something truly remarkable and took on the challenge with enthusiasm.

As the project progressed, my first task was to conceptualize graphics that would complement the vehicle's new identity, inspired by its origins in the subtropical region. With stakeholder approval, my team and I brought these concepts to life using 3D rendering. Once the kombi was reskinned, we took it on a photo shoot and utilized our university's CMS to create a microsite. This site included a learning unit tailored to secondary school students, making it accessible to anyone interested in the project.

Additionally, we developed signage and social media content to promote the project, and the kombi is still being utilized at career expos and in advertisements as an example of what our university's students and alumni are capable of achieving. Overall, my contribution to this project allowed me to showcase my creativity and collaborate with an exceptional team to achieve a truly impactful outcome.

scu.edu.au/kombi

Conceptual development, 3D Renders
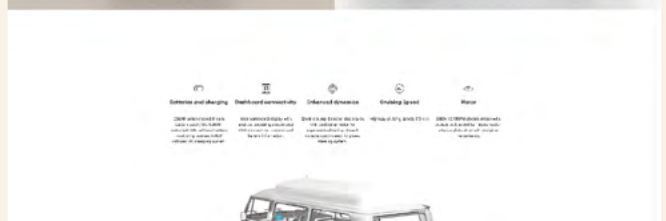
Shoot

Signage and activations

STEM Unit

Other Projects and achievements at Southern Cross

No more landfill for Partnerships and Alumni Merchandise

I collaborated with the partnerships and activations teams to revamp our approach to merchandise offerings by emphasizing the importance of sustainability. We prioritized sourcing materials that were eco-friendly, taking into account the production process and the lifecycle of the items. As a result, we phased out the procurement of single-use plastics and instead opted for more environmentally conscious products, such as rice husk reusable coffee cups and BPA-free polypropylene, and wheat straw bioplastic pens that were 100% recyclable and renewable. By adopting such practices, we were able to position the University as a thought leader in the pursuit of sustainable alternatives.

Digital Experience Project

The digital Experience Project was to modernise and stream line all of our outward facing marketing automation. I advised external agencies on creative for a new build of our website, new templates for EDM communications and maintaining consistency with the new brand. It is a massive project but will help coninue the upward tragectory of the universities enrolment numbers and general public perception.

Fleet and Vehicle wrapping

Because there's nothing better than seeing your work on the side of a bus or car. I had the opportunity to wrap buses, trams, cars and vans due to the fact there is not much in the way of advertising opportunities out of home in the northern rivers.

Digital Asset and Brand Manager

I scoped , tendered and implemented frontify as our brand management platform , replacing what was our photolibrary CMS and templating platform outfit. This enabling people throughout the university to implement and standardise design for their projects as well as saving $40k a year on platform duplication.

Building a Team Capable of Anything

I built a team that could handle any digital , motion , print or social design brief that came into the studio. This was in stark contrast to when I started and the people I had could only produce pdf's for print.

The Past:
Ovato and Ogilvy

2009 - 2019

Design lead - Ovato (Spectrum)

Led the conception, pitching, and completion of design, web, and motion deliverables for all clients. Instrumental in building and increasing retainers

Senior Designer Ogilvy

Built websites and digital assets for clients that were instrumental in kicking off the hydrogen conversation in Australian
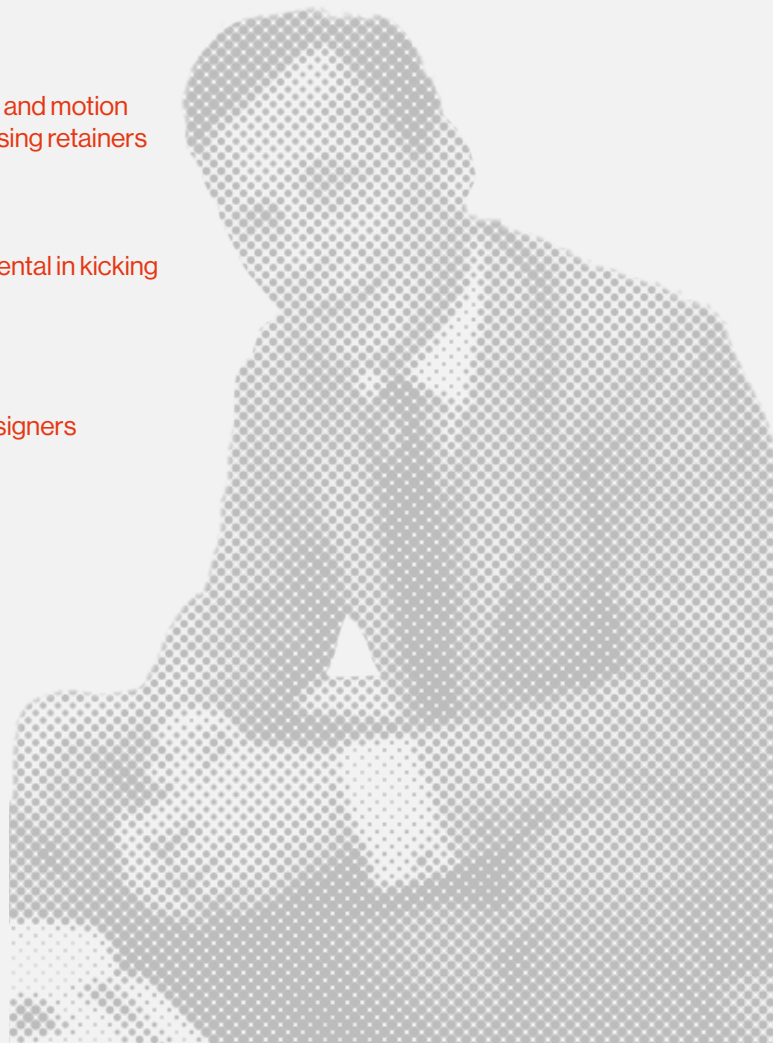
UNSW design academic

Rewrote coursework and lectured the next generation of designers

UTS design academic

Wrote UX modules and lectured conceptual classes

Freelance

Increased bluespace site revenue by 9%

Ovato Rebrand

As part of the rebranding efforts for Ovato, which combined the PMP and IPMG print and digital groups and a suite of smaller digital and marketing groups including Spectrum, my role as Chief Custodian of the brand was to oversee the creation of assets that aligned with the new programmatic print and customer-centric direction.

From the beginning, the Chief Innovation Officer sought my input and collaboration in formulating the bigger brand story. As a result, I worked closely with other creatives within the company to develop assets that reflected the forward-facing chapter of the brand, while also paying homage to its heritage as a leading print provider.

The mark we created for Ovato was designed to reflect the company's new thinking about digital marketing and print solutions, replacing the old print, media, and marketing as standalone services. As the Chief Custodian of the brand, I was responsible for ensuring that all creative assets were aligned with the new brand direction and communicated the company's values and offerings effectively to customers.

Overall, my role in the rebranding of Ovato was to lead the creative direction of the brand, working closely with other stakeholders to ensure a cohesive and effective brand strategy.

ovato.com.u

Brand Mark

Brand Voice

Type scale and usage

Colour Pallete

Ogilvy

STAR SCIENTIFIC

I had the opportunity to work on a lot of things at Ogilvy but one project I really enjoyed working on was for was for a client called Star Scientific. They wanted to raise their profile from respected nuclear scientists to alternative energy providers (hydrogen), and I was brought on board to help them achieve this goal.

After meeting with the clients, I began by formulating their target audiences and finding a balance between their requests and what the audience would expect. From there, I developed a wireframe and basic style guide based on their existing brand identity. I then built a bespoke website using WordPress as the CMS, using a 12-column bootstrap grid to ensure consistency across screen sizes.

The client was happy with the site and the accompanying content plan and rollout. The site and campaign targeted energy providers, federal and state politicians, and competitors in the marketplace and led to the conversations people are now having around hydrogen and the opportunities it provides for Australia

This project allowed me to showcase my expertise in website development and branding, as well as my ability to collaborate with clients and deliver results that meet their goals.
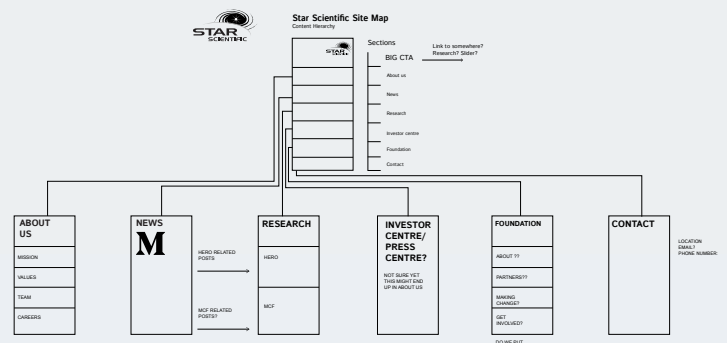
starscientific.com.au

Timeliness and Way points

Start Project

Final Build

Web Build Timeline

Site & Content Map
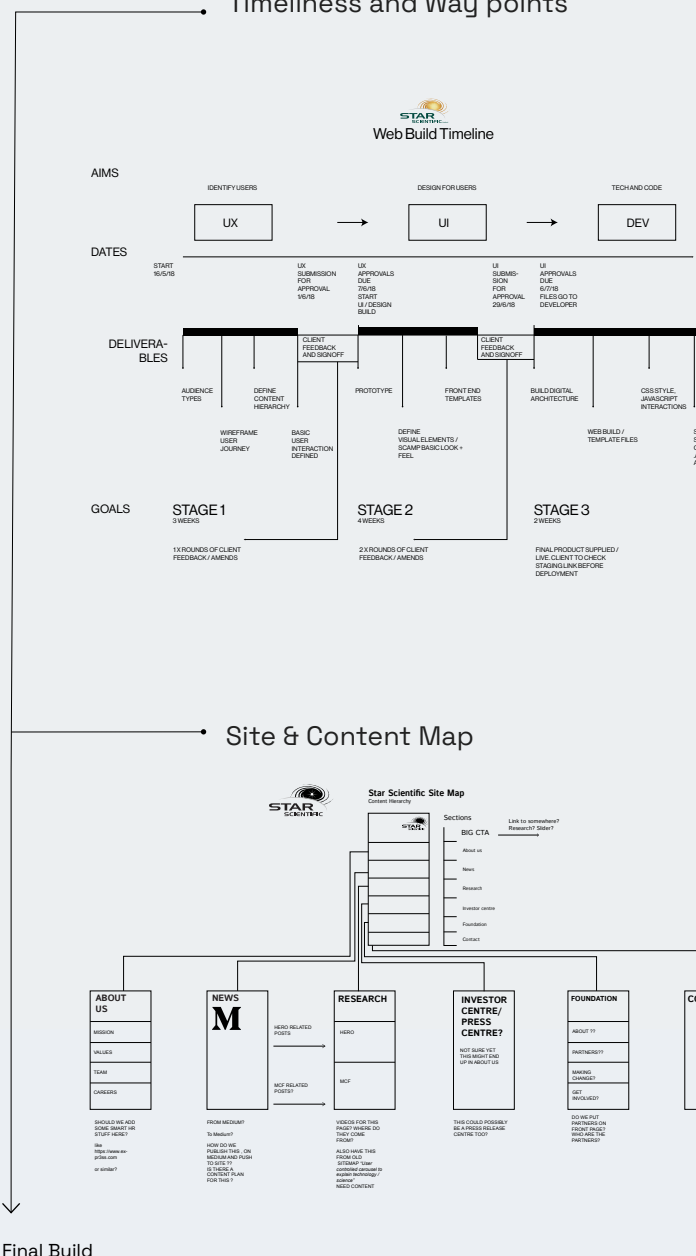
A CLEAN ENERGY FUTURE
Safe, affordable electricity with zero emissions.

The Present:

Freelance

The Bluespace

Increased year on year
student intake by

18%

Overall applications up

15%

while overall higher
education market
average was

-4%

Digital Channel increase in
click through rates

45%

The Future:

Immersive and exciting

Now

More

Conceptual and creative work using new technologies.

Build more immersive experiences , AR and VR .

More design thinking and service design.

New Chimp 3

Since I've been increasingly utilizing mid journey and dalle for my conceptual development, I decided to embark on a project solely focused on concepts and AI. This required me to establish project parameters and determine the central tenets, thus birthing "New Chimp 3".

The initial concept entails a boy band with a 1990s vibe, but featuring chimpanzees instead of human members. So far, I've leveraged mid journey to create still images and chat gpt to generate names and write songs, while intending to animate them using runway. However, I'm still on the lookout for a suitable audio generator to unify the concept and bring everything together. I also want to define the origin story based loosely on the ancient greek myth of Moirai (the fates)

The New jack sounds of:

New Chimp 3
Apocalypse boyz

Listen on   Spotify   bandcamp   YouTube

Yolo

RJ

Keith