



hello@tedtakeshidore.com

+61 422 050 050

www.tedtakeshidore.com

## **EXPERIENCE**

### **POINTSBET**

Graphic Designer  
(2019-2026)

During my eight-year tenure as the In-House Designer at PointsBet (2018–2026), I drove the visual execution of high-profile marketing initiatives, most notably the Shaquille O’Neal campaigns spanning TV advertisements and digital promotions. I played a key role in designing critical assets for his Australian tour, including the marquee Sydney Harbour PointsBet event. Additionally, I led the end-to-end design of promotional materials and physical signage for multiple large-scale affiliate activations, such as Ausmerican Aces, ensuring a dominant and consistent brand presence.

### **EVOLVED GROUP**

Graphic Designer  
(2018-2019)

At Evolved Group, I collaborated with a team to create specialized presentation materials for Google Finance. I designed comprehensive pitch decks for Keynote events, translating key messaging and data into engaging visuals for large-scale audiences. Additionally, I traveled to Hong Kong, working on-site at the local Google office for 10 days to produce and finalize critical presentation decks for the “Google for Hong Kong” showcase.

### **DASH**

Graphic Designer  
(2017-2018)

Served as the Digital Design Lead across two affiliated organizations: Dash, a startup app development firm, and Karma3 Upcycling. I was responsible for overseeing all digital design operations, seamlessly transitioning between designing sleek mobile applications for Dash and crafting engaging digital marketing assets, website collateral, and brand materials to promote Karma3’s sustainability mission.

### **TGI FRIDAYS AUSTRALIA**

Graphic Designer  
(2017)

Partnered with TGI Fridays’ marketing team as In-House Designer to revitalize the brand’s visual identity against growing hospitality competition. Designed and rolled out new menus, promotional materials, and custom large-format signage for high-traffic venues like Melbourne Central and South Yarra Jam Factory.

### **FREELANCE DIGITAL DESIGNER**

Corporate and Small Businesses  
(2010-Current)

Provided creative solutions to small business clients in a variety of industries including music, events, journalism, trades, food & beverage, health & fitness and education.

### **CONKRETE MUSIC**

Branding, Web Design & Marketing  
Materials  
(2016-2017)

Used Adobe CS to design their logo, vinyl LP art, promotional videos, and all marketing collateral. I also created their website and am responsible for specific content updates.

### **JAPANESE SUMMER FESTIVAL**

Logo & Flyer Design  
(Jan 2012 & Jan 2013)

Used Adobe Illustrator and Photoshop to design Festival Logo and Flyers. Worked closely with the Japanese Society of Melbourne (JSM) Committee to integrate my work with other festival-related media.



hello@tedtakeshidore.com

+61 422 050 050

www.tedtakeshidore.com

## **EDUCATION**

### **DIPLOMA OF GRAPHIC DESIGN**

CATC Design School  
Melbourne (2015-2016)

### **ILLUSTRATION TECHNIQUES**

RMIT Short Course  
Melbourne (July 2013)

### **DRAWING TECHNIQUES**

RMIT Short Course  
Melbourne (March 2013)

### **MASTER OF MULTIMEDIA**

Swinburne University of Technology  
Melbourne (2007)

### **BACHELOR OF TECHNOLOGY (IT/IS)**

Swinburne University of Technology  
Melbourne

## **SOFTWARE**

### **DESIGN**

Figma  
Photoshop  
Illustrator  
InDesign

### **VIDEO**

After Effects  
Final Cut Pro  
Premiere

### **3D**

Cinema 4D  
Poser

### **WEB**

Lovable  
WordPress  
HTML/CSS

### **AUDIO**

Logic Pro  
Ableton Live

## **INTERESTS/SKILLS**

Logo & Identity  
Motion Graphics  
Typography & Layout  
Photo Manipulation & Editing  
Video & Audio Editing  
Music Composition & Voice Over  
2D Animation

## **ACCOMPLISHMENTS**

### **OFFSET FEATURED ARTIST 2014**

Featured Artist for Victoria University's Annual Art  
Journal and Exhibition.

### **APPLE MUSIC SINGAPORE**

(BEST ALBUM OF 2016)

Voted Album of the Year for music project  
TOMGIRL.

### **THE GRIM GRANARY SERIES 1 & 2**

(TUSITALA BOOKS / APP STORE)

Illustration and layout for children's book series.

### **DESIGN & IDENTITY FOR AUSTRALIAN & OVERSEAS BUSINESSES**

Scaler, Snuggs, Tea Drop, Village Cinemas,  
Acer, Vertical Gardens Australia, Roll'd, Sydney  
Tools, Uneek 4x4, Maxiparts, Ausmerican Aces,  
FoxCatcher, StatMate, Tactical Edge, Impressive  
Digital, Japanese Society of Melbourne, The  
Boîte, Carmel Impact, Yogurddiction, Momo's Just  
Desserts, Ascendo Tea, Nadco Foods, Benson  
Property Group, Pragma Projects, Cyclone Digital.

## **FOLIO**

www.tedtakeshidore.com