

NICHOLAS HUNGERFORD PIKE



pikeis@me.com



0411 063 038



17/36 Cavill St Freshwater,
NSW, 2096

PERSONAL SUMMARY

I am an experienced creative leader with expertise in design, brand development, team management, new product development and creative campaign design. I excel in driving innovation and achieving impactful executions across a range of mediums, including digital, social, print, and packaging.

CURRENT EMPLOYMENT

Design & Marketing Product Manager

May '21 - Current

Archie Rose Distilling Co.

Key Responsibilities:

- Lead all new product creative/design and campaign work through to roll-out execution in conjunction with external agencies and internal resources across print and digital.
- Lead, manage and mentor internal designers and freelancers for all design role out across campaign and packaging.
- Lead creative direction for internal designers across all trade marketing initiative executions (Dan Murphy's + Independent Retailers).
- Lead & manage all NPD Packaging design through agency and internal resources.

Key Achievements:

- Led and managed the creation direction of Archie Rose's first ever above the line core product creative campaigns nationally as an internal design team (Native Botanical Vodka campaign).
- Introduced Monday.com project management software to lead all high level projects across business from idea to inception.
- Developed cross functional process improvements to increase design output efficiency to the business internally and externally.
- Led the creative project for a new core product range with an international agency along with careful negotiation within an egalitarian design approach internally.
- Lead the creative direction and asset role out of all limited release product launches.

NICHOLAS HUNGERFORD PIKE



pikeis@me.com



0411 063 038



17/36 Cavill St Freshwater,
NSW, 2096

PERSONAL SUMMARY

I am an experienced creative leader with expertise in design, brand development, team management, new product development and creative campaign design. I excel in driving innovation and achieving impactful executions across a range of mediums, including digital, social, print, and packaging.

SOFTWARE

Monday.com

3 years professional experience

Adobe Creative Suite

14 years professional experience

Microsoft 365

Advanced proficiency

Dropbox & Google Drive

Advanced proficiency

EDUCATION

Adv. Diploma Product Design

Enmore Design Centre, Sydney

Diploma Graphic Design

Enmore Design Centre, Sydney

Team Leadership Certificate

2020

Email Management Certificate

2019 - iMastery

CORE SKILLS

- Highly creative project manager
- Extensive proficiency in graphic design
- Experienced with 3D prototyping
- Solid attention to detail and astute time management
- Great network of preferred suppliers
- Skilled in stakeholder management and collaboration
- Strong interpersonal skills

EMPLOYMENT HISTORY

Design, Print & Studio Manager

Nov '18 - Mar '21

Four Pillars Gin

Key Responsibilities:

- Deliver all brand packaging to meet regulatory compliance requirements.
- Lead, manage and mentor internal designers and freelancers.
- Lead creative for all trade marketing initiative executions (Dan Murphy's + Independent Retailers)
- Manage roll-out planning and execution for all retail marketing campaigns to meet digital, social, trade activation, sales and commercial requirements domestically and Internationally.

Key Achievements:

- Pioneered Ltd. Ed. Product Packaging (30k total units) resulting in new seasonal calendar staple.
- Introduced Monday.com project management software to lead high level projects across business.
- Developed cross functional process improvements to increase design output efficiency to the business internally and externally.
- Lead the introduction of the brands first Global Trade Asset Catalogue, providing global distributors a catalogue of print on demand trade assets across the brand product portfolio.
- Lead the creative direction and asset role out of seasonal product launch.

NICHOLAS HUNGERFORD PIKE



pikeis@me.com



0411 063 038



17/36 Cavill St Freshwater,
NSW, 2096

EMPLOYMENT HISTORY

Creative Brand Manager

Dec '13 - Oct '18

Campos Coffee

Key Responsibilities:

- Graphic design, art direction, project management, brand management
- Print & web based graphic design, product photography, illustration
- In-house design training/mentoring across digital and social team
- Bespoke merchandise to support Trade & Retail marketing initiatives
- NPD strategy presentations to key stakeholders

Key Achievements:

- Lead design and art direction across seasonal marketing campaigns in collaboration with international Illustrators and agencies.
- Project lead across new crockery design, development and role out.
- Developed retail/wholesale brand strategy
- Developed creative direction and branding for International partner brand.

Senior Graphic Designer

Dec '11 - Oct '13

Virgin Australia // Pacific Magazines

Key Responsibilities:

- Editorial design, advertorial design, photography, illustration, info-graphics, photo retouching, time management.

Key Achievements:

- Art direction on photo shoots, budget management, pre-press production management, custom illustrations.

Graphic Designer

Jun '09 - Dec '11

Haydenshapes Surfboards

Key Responsibilities:

- Branding, web design, logo development, photography, illustration, POS material development.

Key Achievements:

- Introduction of first art series surfboard range exclusive to japan, featuring local illustrator.

Graphic Designer

Jun '09 - Dec '11

New Frontier Publishing

Key Responsibilities:

- Publication graphic design, photography retouching, finished art, print production, website design and development.

Key Achievements:

- Campaign development to in store merchandising resulting in increased exposure and sales.