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# KY LONG



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## Profile

I'm a tertiary-trained graphic designer with a wide range of creative skills. I make beautiful, user-centric, branded experiences in print and online.

## Experience

### **Designer, Ky Long Design, Thirroul NSW – 2010-Present**

I work with authors, performers and creative people to package, brand and communicate their offer to their audience. I design books, posters, websites and logos. My clients include story-teller [Lillian-Rodrigues-Pang](#), archivist [Robert Sanchez](#), mentor [Freya Dawson](#) and the lovely [Scarborough Art Show](#).

### **Senior Designer, PowerServe, North Sydney NSW – 2000-2001**

Melbourne software company PowerServe opens a Sydney branch. I work as Senior Designer on team web projects including, i7, [PowerServe](#) and Incitec.

### **Freelance Designer, The Partners, Sydney NSW – 2000**

UK advertiser The Partners establishes a Sydney office to service its new account rebranding Telstra's BigPond internet service. I join the team to create concepts for the BigPond identity site, and education hub Telstra Campus.

### **Freelance Designer, Peakhour, Darlinghurst NSW – 2000**

David Harrington starts-up a web-based service centre for SMEs.

I work as visual design team lead developing the identity and GUI for Peakhour, FreeB and SmartOffice.

### **Design Manager, ninemsn, Paddington NSW – 1998-1999**

I manage a team of 10 junior and senior designers developing and maintaining all of the [ninemsn network's](#) websites and assets.

### **Senior Designer, ninemsn, Paddington NSW – 1998**

MSN and Channel 9 create a joint venture - ninemsn. I wireframe, design and hand-code front end templates for new developments on the [ninemsn network](#) including Wide World of Sport, Getaway, Jessica Adams' Out There, HQ, ninemsn news, 60 minutes and A Current Affair,

### **Freelance Designer, MSN Interactive, Darlinghurst NSW – 1997**

I design Flash and HTML interfaces for MSN shows.

### **Freelance Designer, Isis, Pyrmont NSW – 1997**

I develop a new interior signage package for the Centrelink makeover.

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### **Freelance Designer, ShowAds, Lane Cove NSW – 1997**

I create hand-coded front-end web designs for ShowAds clients including Aria, Babes at the Beach, Daydream Island and Village Roadshow.

### **Design Director, Dupree Partnership, Paddington NSW – 1994-1996**

I work as creative lead across a range of team projects including the David Jones brand makeover, a new Westfield signage system and the Optus share offer.

### **Designer, Dupree Partnership, Paddington NSW – 1991-1994**

I work as a designer in a team specialising in retail design for clients including Woolworths, Dick Smith, Remo, and Fish Records.

## Education

### **University of Technology, Sydney NSW Bachelor of Design, (Hons) Visual Communication – 1990**

## Skills

### **Communication**

Creative pitches, proposal reports, client liaison, stakeholder management

### **Creative**

Logotype and visual identity development, interface design, experience flows and wireframing, document design for print and web, B+W and colour illustration, B+W and colour photography, typography, talent briefing, art direction, writing, graphic standards design and management, creation of digital assets for use by multiple stakeholders

### **Production**

Project management, production layout, quoting, multiple deadlines, proof-reading, proof-checking, press checks

### **Operating Systems**

I work in both Mac and Windows environments

### **Software**

Photoshop, Illustrator, InDesign, Acrobat, Powerpoint, Word, Excel, Wordpress, Blogger, Weebly, Wix

### **Code**

HTML5, CSS,

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## References

**Joe Smith** | 0407 642 101

I worked with Ky McManus (now Long) as part of ninemsn's creative department. I know Ky to be an enthusiastic and charismatic creative leader. Ky has excellent stakeholder management skills, she's a great presenter and takes care to bring others on the "journey".

Ky can balance commitment to a project vision with the pragmatic needs of day-to-day production. She builds strong rapport with project partners. Ky brings a calm, professional focus to situations where decision making can be challenging for a group. She understands how to maintain an inclusive working environment that accommodates competing needs and egos.

Ky is one of the best professional creatives I've worked with. While she lead the ninemsn team the studio vibe was fun, collaborative and results focussed. It's my pleasure to recommend Ky to you. ✨

**Leon Fuller** | 0450 710 554

Ky Long has recently completed full design and layout of my book *Wollongong's Native Trees*. I am extremely pleased with the result Ky produced but in distributing the book, I have had much feedback and most of that pertains to its general presentation and layout, about which there have been literally rave reports from users.

Ky not only laid out and "photoshopped" text, photographs, maps and drawings but crafted approximately 160 maps and breezily handled a lot of complicated botanical nomenclature and details. She willingly and efficiently dealt with text and alterations right up to the last minute. Being a technical book, 100% accuracy was required for all technical details. Her quick and efficient use of the various computer programs literally amazed me.

Her knowledge of publishing and printing requirements and her professional liaison with the printer in Thailand was a blessing for me. It relieved me of learning up-to-date terms and techniques in book construction, publishing requirements and layout impact.

Ky is an easy person to get on with, communicating well in person and by phone and email. Most notably Ky got the job done.

I recommend her work and her personality to anyone looking for a competent graphic artist and I can honestly say it was a pleasure to work with her. Within the boundary of privacy, I am also happy to provide any further information. ✨

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**Jo Reed** | 0411 790 140

It is with pleasure that I write this reference for Ky Long. Our working relationship started as part of the school P & C Association in 2010.

The main fundraiser for the school was an annual art show which was successful, yet looked tired and needed to move with technology. The show needed a new gallery space to display the art of over 130 exhibitors, along with new advertising and promotional material. We wanted to develop the brand and launch a new website incorporating online functionality.

Ky Long provided her graphic design skills to create a new logo, paper documentation and website artwork. From the information Ky was given in the brief, she created a beautiful logo, which she then used on banners, posters, and across all business documentation, both paper and online. The logo image was fresh, visually descriptive of both the area and venue, and really set a standard for what visitors could expect at the show.

Also for the past three years Ky has created an artwork each year which becomes part of our advertising and promotional material. The image captures attention because of its beauty, clever design, colour combinations and the ability to draw the viewer into the image.

Two years ago I launched a new art competition called ArtSpark, which I then asked for Ky's help again to create a logo for. She designed another logo which was colourful and magical – perfect for children and it works beautifully with what the competition is all about.

We had a great working relationship and I have learnt a lot from Ky. She communicates in a professional manner and delivers the goods.

It has been a pleasure working with Ky Long on many occasions and I am thrilled to have her as part of my team making the show such a success. ✨

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