

in a nutshell

neville ross



For over 20 years I worked for Generic Publications (not always called that). Generic Publications is code for Harvey Norman, Domayne, Joyce Mayne (and others) Advertising. Started there as one in a department of two. We did everything; layout, production, copywriting, accounts, invoicing (you get the idea). Now it's a department of 160 or so, operating from 6:00am till midnight (three shifts). For most of that time I worked as a full-time as an artist.

I've worked on all the accounts mentioned above as well as Rebel Sport, Norman Ross (the new one, not the old one) Space Furniture and other special (and not so special) projects.

I changed to part-time in August 2008 and left Generic Publications in February 2009 and have been working freelance from home. I have been kept busy with a huge variety of work coming from a variety of places.

Before Generic Publications I worked (mainly in production) at McCann Erickson (nearly a year), Fortune Advertising (4 years), Nock & Kirby's Advertising (3½ years).

The main programmes I currently use are:

Adobe InDesign CC
Adobe Illustrator CC
Adobe Photoshop CC
Dreamweaver CS6
Flash CC

References

Adam Sutherland | t: 0412 478 268
Creative Director

Daniel Ziri | t: 02 9201 6275 | m: 0418 668 442
Generic Publications, Creative Team Leader, Harvey Norman Australia

Daniel Atai | t: 02 9633 1933
All About Media Media and Marketing

Contact me | t: 0416 011 590