

# Ester Tongs

## Creative Director

Hammer+Tongs Creative

Auckland, New Zealand, Oct 2014 – Present

Hammer+Tongs Creative Ltd is an accomplished, innovative brand agency focused on delivering the best solution for your brand - and having fun while doing it. We now specialise in Premium Brand Creation for the trade industry and everything you need, to be recognised as the go-to authority in your field.

Here, as director and senior designer, I work closely with clients and contractors to deliver high-end, polished cohesive brand packages. Before specialising in trade industry branding, I created brands for everything from skincare and pilates to cafés and financial companies. I also illustrated and art directed for magazines other publications.

## Graphic Designer, Art Director, Brand Guardian

Competenz

Newmarket Auckland, Jul 2013 – Dec 2014

Competenz works with nearly 2,000 businesses, helping over 12,000 people develop their skills on the job each year.

Competenz designs and manages qualifications to make sure our workforce is highly skilled. They cover entry level to advanced technical trades qualifications.

As Graphic designer here I worked with a wide range of businesses and in-house staff in many sectors creating marketing material, art directing photo shoots and ensuring that the Competenz Brand was seen in its best light at all times.

## Graphic designer

The University of Auckland

Jan 2010 – Jul 2013

The University of Auckland Business School helps to grow New Zealand's best and brightest into business leaders, ready for a global future. More than 13,500 students and participants each year go through our undergraduate and postgraduate programmes, executive development courses and programmes. Partner organisations include The New Zealand Leadership Institute and business incubator The ICEHOUSE.

As Graphic Designer for the Business School I worked closely with the marketing team, producing a large range of marketing material for multiple departments. I provided all the Art Direction, shoot styling, the print and online, advertising as well as publications.

## Graphic Designer

The Graphical Tree

London 2008 – 2009

As Graphic Designer for The Graphical Tree I was part of an experienced print design team, learning new skills while producing a large range of marketing material for prominent London brands. Here I picked up much of my retail and fashion environment/experience design.

## Graphic Designer

Anywhichway

London 2008

This start-up design agency was faced paced and cutting edge. I was lucky to work with large brands like Orange Mobile, 3 Mobile, monthly magazines, and advertising.

## Graphic Designer

The Escape Partners

London 2007 – 2008

This exciting newly formed advertising agency in London was a forward-thinking and wonderful place to work directly with inspiring partners. I was bought in for specific projects on a day rate. Great experience in all aspects of the fast paced London Advertising scene.



## Skill set:

- Creative design
- Branding
- Communication and relationship building
- Creative direction
- Art direction
- Trend analysis
- Print prepress knowledge
- Photography
- Illustration - traditional and digital
- Web and social media design

## Programmes:

Adobe InDesign, Photoshop, Illustrator, Acrobat Pro

Worked in Shopify, Squarespace, Wordpress, Wix

Microsoft Word, Powerpoint

## Education

### Managing People

by Nick Read - 2013

The University of Auckland Business School, Graduate School of Management (GSM)

Bachelor of Art and Design - Graphic Design (BADGD) 2003 – 2006

Auckland University of Technology

Rangitoto College

021 0770 416

info@hammerandtongscreative.com

@hammerandtongscreative

www.hammerandtongscreative.com