



# Owen Leach

**Art Direction & Design.**



# Introduction.

My name is Owen Leach and I have been a Graphic Designer since 2006. Over the past 18 months I have taken a short hiatus from studio life to pursue full time parenting. During this time I have worked freelance, both in house and direct to client & built a wonderful client base including the NRL & Casio G-Shock.

My last studio role was as Studio Lead / Art Director at Saatchi & Saatchi's shopper marketing agency, Arc. During my time at Arc I worked primarily on Arnott's and personally developed the creative for many of the 2019 campaigns (some of which you will see later in this deck). This role involved interpreting the clients brief into a tangible visual, a part of the job I truly relish.

I am a passionate, driven and an efficient creative. I take a lot of pride in all aspects of my work and strive to exceed expectations.

# Work History.



## Freelance/Stay at Home Parent Gun for Hire & Bringer of Snacks

April 2019 - Current

In April last year I embarked on a new adventure in full time stay at home parenting & freelancing. I feel lucky in many respects to have had this time at home with my kids and an opportunity to work freelance. It has taught me a lot about patience, time management & pushed me to learn many new skills in finding & winning new clients.

I have worked both in studio with agencies and at home remotely direct to client with Brands such as the NRL & t G-Shock.

## Arc WW Studio Lead & Art Direction

August 2018 - April 2019

After 8 years with PMG I was looking for new challenges and found just that with Johnny Georgas at Arc. I was his first full time creative staff and was given free reign over many creative projects early on.

In November Ivan Davies came on as CD and over the next 6 months we worked closely on concept and visual on many campaigns for the likes of Arnott's & Tiger Beer.

My time at Arc came to an end in early April 2019 due to family matters.

## PMG Media Studio Lead & Traffic Manager

May 2010 - August 2018

I was hired at PMG in mid 2010 as a junior designer and over my time at the company I worked my way up to become the studio lead and traffic manager.

Throughout my time working in this small yet fast paced environment I have learnt exceptional time management skills and how to prioritise workloads when faced with short time lines. I have the ability to manage small and large projects from conception through to implementation and apply big thinking to each. Through out my 13 years in the industry I have come to have a strong understanding of both print & digital media and use that knowledge to mentor and up skill my peers in the studio.

## Creative Zoo Junior Design & Photographer

Dec 2005-May 2010

- Layout Photography
- Catalogue Layouts

The background is a solid blue color with a faint, semi-transparent image of a workspace. It shows a laptop in the foreground, slightly angled, with a keyboard and trackpad visible. Behind it, there's a desk with some papers, a pen holder, and a lamp. The overall aesthetic is clean and professional, typical of a design or tech-related presentation.

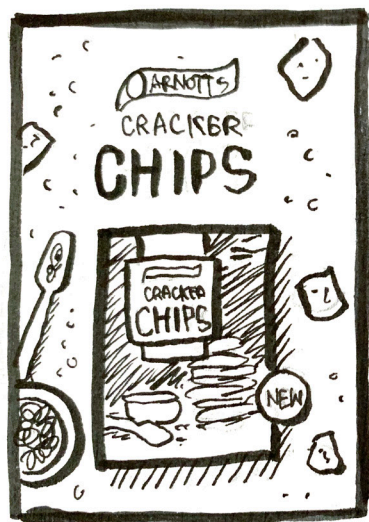
# Art Direction & Design.



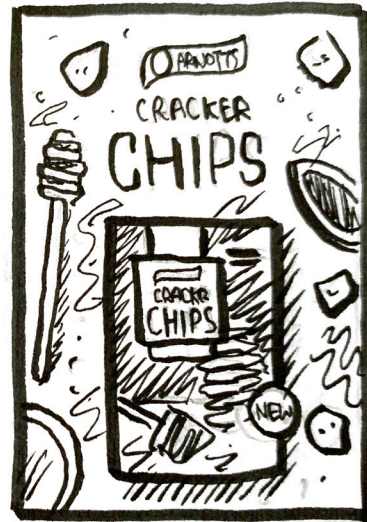


# Arnott's Cracker Chips.

I was tasked with creating a visual identity for Arnott's newly released cracker chips. The challenge being that the box art had been created and a suite needed to be developed for both single packs and groups whilst still feeling uniform. I worked on this project for its entirety, I produced the scamps, directed the shoot, oversaw retouching & chose the stocks and finishes for the finished products.



SEA SALT.



HONEY SOY.

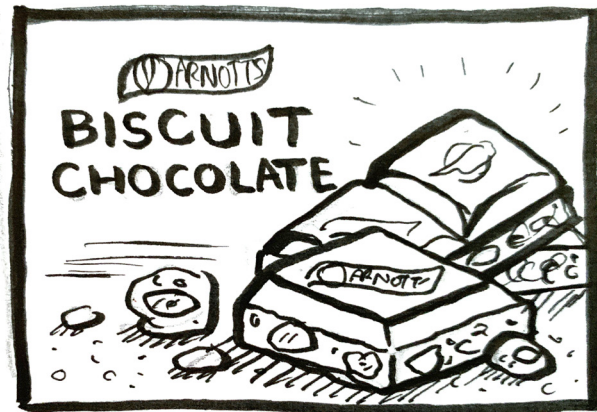






# Arnott's Chocolate.

With the much anticipated launch of Arnott's Chocolate just around the corner, I was asked to create the in-store POS and supporting display units for supermarkets & convenience. The client brief was "make it chocolate, but make it Arnott's". During this project I worked on concept, scamps, directed the shoot, oversaw retouching and created the KV and concepts for all display units.

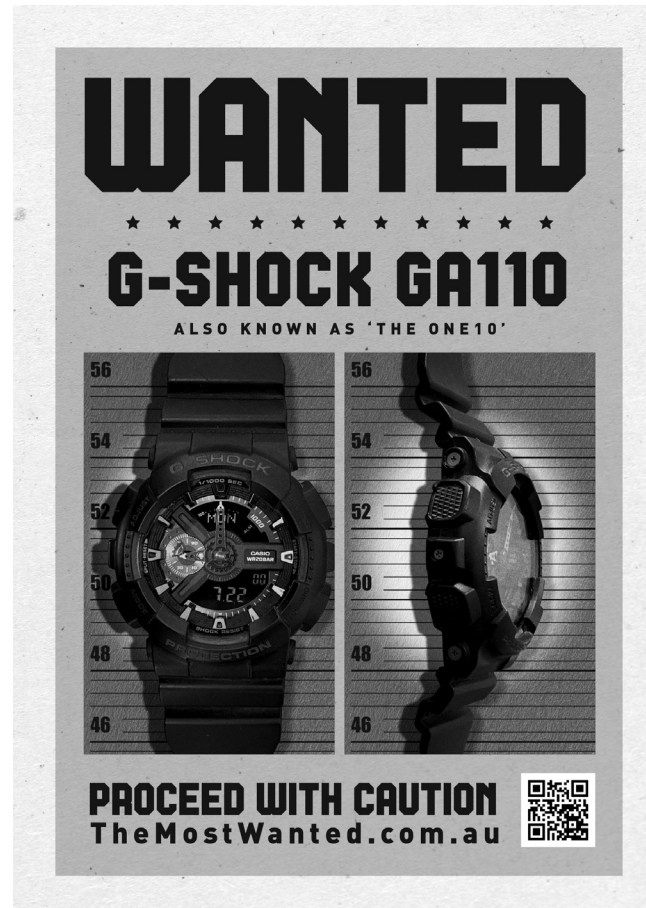






# G-Shock 'Most Wanted'

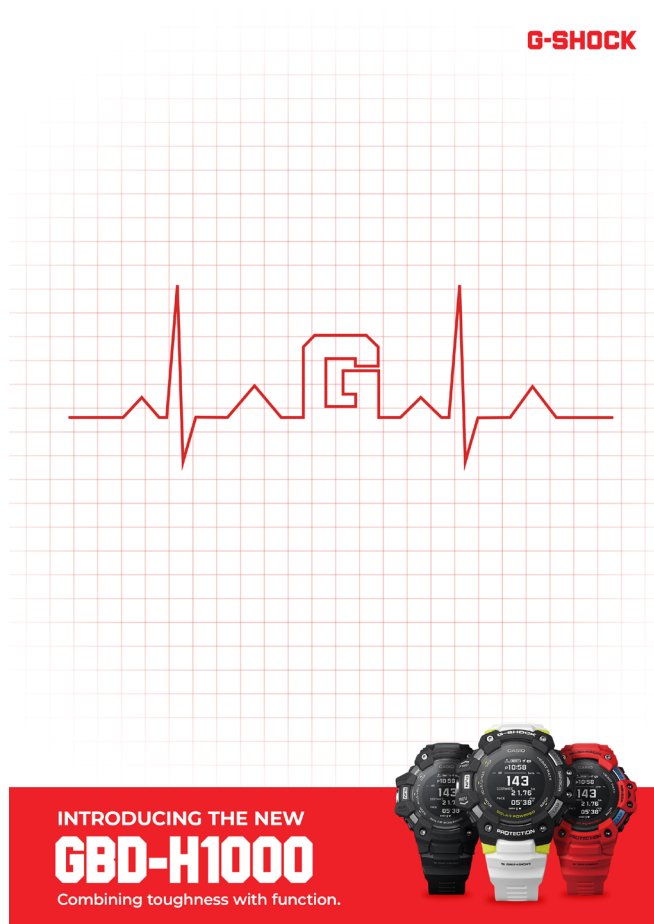
G-Shock approached me looking for a way to Promote their 5 Best Selling watches in the lead up to the launch of their new staple watch. We came up with a street poster campaign that heroed each of the watches as a wanted persona in a modern take on the classic old western style.





# G-Shock 'Heart Rate Launch'

G-Shock recently launched a new model with an inbuilt heart rate monitor. Along with the launch of the watch G-Shock asked me to create a suite of teaser posters and a short video for social media.







# NRL Various

I have been working with the NRL for close to 12 months now on various design projects. This has included Campaign Work, Merchandise Design & Experiential/Environmental design. As a life long Rugby League fan it has been awesome to be able to work on something so close to my heart.





# Shapes 'Every Pack Wins'

Shapes are giving away Prizes with every box & I was asked to help visualise this, the challenge being the art needed cut through on a variety of coloured boxes, Again the POS was created post pack approval as support. This promotion is currently in supermarkets nation wide.





# TimTam '3 Wishes'



I was tasked with refreshing 2018's popular 3 wishes campaign with New Artwork & New mechanic. The supporting POS was based on the approved pack design, This promotion is currently in store nation wide across Coles, Woolworths & Independents.







# TimTam 'Bite Sip Slam'

To celebrate the launch of TimTams newest range of 'Designed to Slam' Liquid centred biscuits. The clients brief asked to hero the liquid centres, flavour & overall have 'taste appeal', all of which boxes were ticked. I just recently was told this campaign is nominated for an Effie. I have included my original sketches from our first round presentation to show how this campaign came to life.



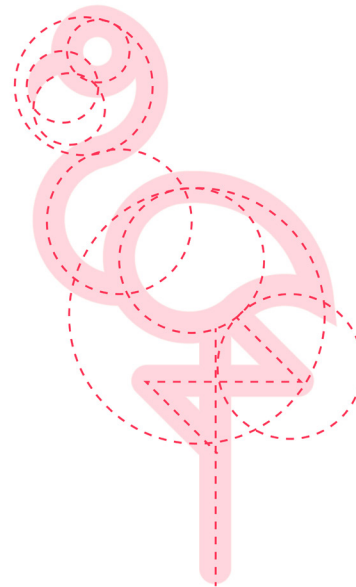
A photograph of a person's hands writing in a notebook, overlaid with a solid blue filter. The person is wearing a watch on their left wrist. The notebook has handwritten notes, including the word 'Brand' and some mathematical symbols like  $\mu$  and  $\sigma$ .

# Branding & Identity.



# Flamingle.

Flamingle is a new dating platform, looking to be perceived as a little bit more fun & flirty than current in market apps. I was given creative freedom with this one and love the result.





# Buy Georg.

Buy Georg is a boutique shopper agency on Sydney's Northern beaches. The client requested a retro sports inspired word mark with an accompanying mascot. I leaned on the brands strap line "Ideas that transact" as inspiration for the light bulb character.







# Scoops.

Scoops is a new artisan ice-creamery with some design cues taken from the past. This was a fantastic project to work on as it combines my love of food and design! I referenced the classic Mr Whippy van where I leveraged the colour palette and combined it with a chunky, rounded sans serif with a fun little typographic icon that also works as a stand alone icon.





# Other Projects.

A selection of other branding and logo projects I have worked on.



A blue-tinted background image showing a hand holding a pen, with the word "Illustration." overlaid in white text.

**Illustration.**





# Leigh Street Wine Room.

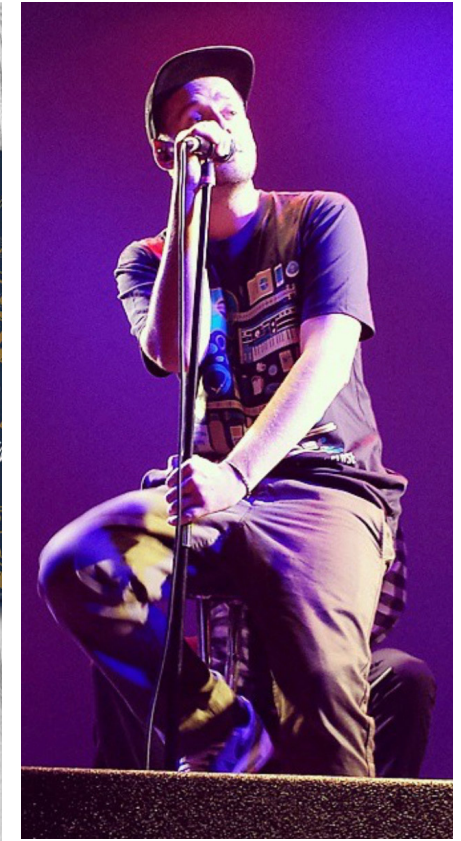
Leigh Street Wine Room commissioned to do a set of 3 illustrations for some pre batched cocktails produced in house. Leigh Street Wine Room is beautifully modern & eclectic styled wine bar in the heart of Adelaide so it was fun to produce these bold & poppy illustrations for them.





# Horrorshow.

This project is a few years old now but is still one of the highlights in my career as an illustrator & designer. I had been a fan of Horrorshow for many years before I was commissioned to design a tour shirt graphic (see right) for them. Post Tour I was contacted by the record label and asked if the art could be used for the live album cover, I was beyond stoked.







# Sweet & Simple Vape Co.

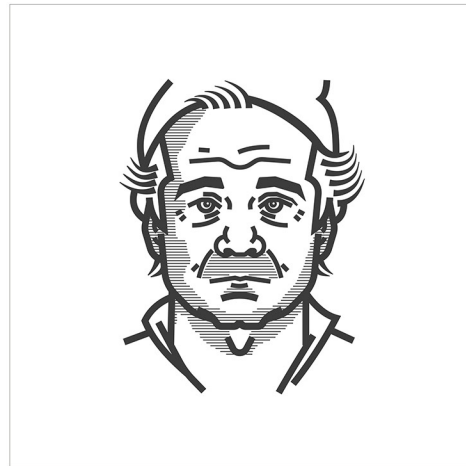
Sweet & Simple is a client who approached me through instagram after seeing my simple, bold illustration work. I created a simple, bright & bold pattern for each of the 6 flavours the brand offers and created the packaging designs to match.





# Other Projects.

A selection of illustrations both commissioned & personal I have created over the past 18 months. Illustration has been a passion of mine since I was a child so making a living of doing it is a dream come true.



# Testimonials.

A background image showing a person's hands writing in a notebook with a pen. The entire image is covered with a solid blue overlay, and the word 'Testimonials.' is written in large white text across the center.





# Testimonials.

Over the years I have been lucky enough to work with many, many wonderful colleagues & clients. Here are what just a few of them had to say about me!



"It's almost impossible in Sydney (a smallish city with a small design community) to find someone with Owen's skills. He is a consummate professional, a brilliant cutting edge designer and illustrator who has all the typographic and art working skills you would expect from someone with many more years experience in the business than he has.

Owen was our lead designer and studio head at Arc through 2018 and 2019 working across all of our major clients and I can't recommend him, or his work enough to any agency or client lucky enough to enlist his skills."

**Ivan Davies**  
Executive Creative Director  
ArcWW Sydney



"Owen is a larger than life gentle giant of a man that I loved working alongside. His appetite for good design and illustration is as large as his appetite for food!

Owen has a fantastic work ethic, always putting in the hard yards when needed, and very much a family man, whether it be the family that he is working alongside, or his beautiful family at home.

Owen is a phenomenal illustrator with a very clean and simple approach, which plays wonderfully into his design style that he has crafted over his career. His ability to turn concept to sketch to design is lovely to watch, and his ability to create identities for brands is definitely a key strength of Owen's.

Such a pleasure to work with and if the opportunity arose I would have no hesitation about working with Owen again. In fact I look forward to it."

**Dave Clough**  
Creative Director  
Hogarth Sydney



"I have been lucky enough to work with Owen on a variety of projects at various companies over the past few years. His creative ability and willingness to go the extra mile prove him to be a clear cut above his peers.

Working with him has shown that in addition to his creativity, his professionalism is also impressive. He always understands what I am looking for and is great about communicating his thinking and progress in a very timely manner.

I am always very impressed with his work, and most importantly I would recommend him to others."

**Phil Chester**  
National Marketing Director  
Casio G-Shock

# Thank you.

**I look forward to  
hearing from you.**

**[owen@xlvii.com.au](mailto:owen@xlvii.com.au)**

**0431 617 797**

