

Toscha Irving

Visual Designer (Marketing, Advertising & Communications)

Education

UNSW COFA - Bachelor Fine Arts (Film & Video)
TAFE Interactive Media Apprenticeship
TAFE Cert III 3D Modelling & Animation

AFTRS - Cinema4D Introduction + MoGraph
GA Workshop - Data Science Introduction

Skills + Software

Multi-disciplinary designer with exceptional software versatility, problem solving and project management skills.
Strong proficiency in motion, print and digital design, social media, usability, video production and editing.

Graphics: Illustrator, Photoshop, Lightroom, InDesign, Acrobat
Animation: After Effects, Cinema 4D
Editing: Premiere, Media Encoder
UI, Web & Mobile: Adobe XD, Wix, Wordpress, Spark AR Studio, Giphys
Presentation: Powerpoint, Keynote
Photography: Canon 5D Mark IV, iPhone 14Pro
Office: Microsoft / Apple / Google Applications

Awards + Exhibits

Over the course of my career I have received several industry awards;

2023	Silver	NSW Tourism Awards - Small Towns - Tilba Video
2022	Nomination	Best Marketing Campaign – Eurobodalla ‘Taste’
2021	Judges Choice	NSW Tourism Awards - Small Towns - Narooma Video
2012	Promax Silver (INT)	Best On-Air/Digital Campaign - TV1 Trivia
2012	Promax Bronze (INT)	Best On-Air/Digital Campaign - Scifi Clustr
2011	Promax Bronze (ANZ)	Best Promo Block - Captain Afternoons
2010	Promax Gold (INT)	Best Themed Campaign - 2010 TV1 Summer
2009	Promax Silver (INT)	Branding Image - 2009 TV1 Summer
2009	Promax Bronze (INT)	Best Promotion Launch - The Office
2008	Promax Silver (ANZ)	Best Channel ID ‘The Journey’
2005	Promax Gold (ANZ)	Best Sponsor Spot - MTV ‘Four Seasons’
2005	Promax Silver (INT)	Best Title Sequence ‘The Block 2’
2004	3D Short film	Screened at Pictoplasma Animation Festival - Berlin, Germany.
2004	Promax Gold (ANZ)	Best Title Sequence ‘The Block’
2004	Promax Platinum (INT)	Best Branding ‘ABC Asia Pacific’
2003	Promax Gold (ANZ / INT)	Best Ident Campaign ‘ABC Idents’

Referees *(contact details available on request)*

Jodie Webber – CFO, South Coast Cars Pty Ltd
Kellee Pisanos – Communications Manager, Eurobodalla Shire Council
Tim Booth – CEO, Mudgee Region Tourism

Work History.

Freelance Clients

Dowry Store, PIC, NSW Health, ABC, CH10, Mighty Nice, Narooma Chamber of Commerce, Disney, Eurovision, River of Art, Mogendoura Farm, Mystery Bay Kelp, 10,000 Hours, Toystop, Aristocrat, Ladbrokes, Newtown Community Centre, Eurobodalla Shire Council.

2023–Current:

AMH, Coastal Auto & Eurobodalla Toyota

Marketing & Content Creation

Responsible for management and production of marketing across 3 dealerships which included 8 Brands. Duties include, copywriting for web, radio ads, social media, online campaigns, events, sponsorships, job ads.

2018–2022: Eurobodalla Shire Council

Print, Digital Design & Editing

Print (brochures, reports, merchandise, soft signage), Digital (web, social media) and animation and video editing for the Communications and Tourism departments. Delivered 2018 Eurobodalla Tourism rebrand.

2016–2018: Aristocrat Technologies

UI/Motion Graphics (contract)

Concepts prototyping and UI for proprietary applications, mobile games, and widgets as part of Aristocrat's 'Think Bigger' global innovation drive. Design, animation and compositing of game assets for cabinet and mobile games and promotional videos and print assets.

2014–2015: AFTRS (Aust. Film Television & Radio School)

Design, Animation & VFX Lecturer

Research and delivery of lectures and practicals for BA of Screen Design. Production and delivery of large-scale animation, VFX and broadcast workshops for 100+ students. Organise guest speakers and industry opportunities, conduct assessments and mentor students.

2008–2013 Foxtel; TV1 & SF Channels

Head of Design

Manage and art direct internal on-air design team. Production of branding, idents, integrated sponsorships, promos and marketing campaigns across broadcast, print and digital platforms. Manage external freelancers, deal with external suppliers and regularly report and pitch to executive stakeholders.

2007: AFTRS (Australian Film Television & Radio School)

Motion Graphics & UI Lecturer

Design and delivery of course material for Motion Graphics and UI Design Graduate Cert. Delivery of lecture materials, arrange guest speakers and industry opportunities, conduct assessments and mentor students.

2007: THQ Bluetongue

Senior UI/Motion Graphics Designer

UI design and animation for console games. Motion graphic design for cut scenes and promotional material. Games; Nicktoons: Attack of the Toybots, De Blob, El Tigré and initial UI concepts for Marvel Superhero Squad.

2006: Emerald City Design

Senior Designer

Pitching, design, direction, animation and compositing for high-end commercials, broadcast and live event projects. Clients; Telstra, GIO, ACP, Amex, Petronas

2005: Animal Logic

Senior 2D Compositor (contract)

2D Animation and compositing for over 100 'Tickle U' idents for Cartoon Network.

2002–2005: ZSPACE

Senior Designer

Concept & pitching, art direction and motion graphics for TVCs, broadcast channels and programme branding. Clients; NRL, Fox Sports, Channel 9, 7, 10, ABC, SBS, MTV, Disney, TV1, How To Channel, UKTV.

1998–2002: GMD (Garner MacLennan Design)

Interactive & Motion Graphics Designer

Design and animation of broadcast, web & interactive media. While at GMD I developed my skills in art direction, design, animation and compositing for television commercials, broadcast packages, channel branding and film VFX. Clients included; Sony, ABC, Ch 7, 10, SBS, Leo Burnett, Zurich, various Foxtel channels.

1995–1998: MCM/Integrated Options/Creative Licence

Post university, I began my career with an intensive apprenticeship in interactive media and non-linear editing. I was then employed by a marketing company where I developed my digital, web and multimedia skills. Followed by a print design studio, where I focussed on branding and logo design, brochures, product photography and copywriting.

I continue to utilise all these disciplines extensively in my work practices.