

# HI, I'M CRASH - CREATIVE STRATEGIST AND CUSTOMER EXPERIENCE DESIGNER.



## Crash Downes

Art Director at Publicis Sapient // Head of Brand at Onni (start up)

Email Address: crash.downes@gmail.com

Mobile number: UAE +971 58 580 6995

Nationality: Australian (G'day)

Portfolio: whiskyave.com

Age: 33



### PROCEED WITH OPTIMISM

#### Objectives:

Over the last 27 months, I've moved from creative strategy into Art Direction in customer experience at Publicis Sapient. Having said that, 'customer experience' is a broad brush and I enjoy roles that are holistic and challenging where I can use all my strengths and experience in creative, strategy and team management to provide the maximum amount of value and tackle diverse problems.

#### Experiences:

Over the last 8+ years, I've worked across many sectors. From graphic design to branding to creative strategy to design management to now customer experience. I've provided creative and data-driven solutions for a variety of business sizes from start-ups to SME's. Covering professional disciplines from drama schools to banking, data market research to digital media and now customer experience and brand in digital transformation.

#### Strengths:

I enjoy tackling big, challenging problems that require lateral thinking, use of data and creative problem solving to drive experience solutions. I have proven to be agile when jumping from one industry to the next and seek out jobs that require a Creative Strategist approach to diverse and interesting problems.

### WHAT CAN HE DO?

Customer Experience, Brand Management, Team Leadership, Creative Strategy.

Fields : Research and Development.

### WHAT'S HE BEEN UP TO?

**Total years of experience: 8.5+ years**

**Art Director at Publicis Sapient** Dubai, UAE

July 2019 - Current

As part of a digital transformation team or as a creative lead. We go about creatively solving problems across a breadth of industries and mediums. I bring in CX means I focus on the humans. My role is very dynamic and sees me tackling projects across marketing, advertising, user research and strategy. Mainly though, I spend a lot of time on the narrative and core messaging strategy, building creative concepts to engage users, connect teams, pitching/selling work to clients or usually, all the above.

**Head of Brand**  
Sydney, Australia

June 2021 - current

Recently I joined the instant gifting app Onni. Onni has an exciting proposition in 3 areas. 1st is Peer to peer. 2nd is creating a channel for fans to support and interact with their favorite artists, and 3rd, a modern solution for charity donations. I recently finished the entire brand language and am now rolling it out into Onni assets - Investor decks, brand decks, the website and app itself. Working closely with the founders and dev teams.

**Creative Strategy at Whisky Ave**  
Multiple Countries

August 2014 - July 2019

From 2014 - 2019 I worked as a freelance designer in a wide range professional sectors. I'd describe most of the work as 'creative strategist' landing across the fields of graphic design, branding, and messaging. As well as UX/CX, and information design. For companies such as Deus, ABC, Sydney Drama School, Facebook and Westpac Bank.

**Design Manager at Kantar Worldpanel**  
London, United Kingdom

September 2017 - September 2018

I was hired to set up an in-house design team within a well-established market research company called Kantar Worldpanel. My role was to integrate a design team into their current work structure. How would the design team be run, how they would interact with the data analysis and Line Managers, and that relationship on a day-to day basis.

## WHAT DOES HE KNOW ?



**Bachelor's Degree // Applied Design (Communication) at Billy Blue College of Design, 2014**  
**Melbourne, Australia**

An Applied Design and Visual Communication Degree covering a range of creative disciplines such as Marketing, Advertising, Graphic Design, CX, UX and all things end-to-end that come under creative campaigns.

**Certificate // UX/UI at The Enmore Centre for Design, 2018**  
**Sydney, Australia**

The course covered the theory and importance of user experience design as well as finishing with a proposal research document and workable app built in Adobe XD.

**Online Certificates //**

/ Emotional Design at Interaction Design Foundation, 2019.

/ Digitalisation of International Relations at St Petersburg University, 2021.

## WHAT'S ON THE TOOLBELT



## LET'S TALK ABOUT HIM BEHIND HIS BACK

**Alex Obradovic**  
Regional Creative Director  
Publicis Sapient  
UAE +971 55 959 6102  
alex.obradovic@publicis sapient.com

**Jules Martin**  
Owner  
Bluhart HR and Onni  
Aus +61 43 983 9866  
jmartin@bluhart.com.au

THANK YOU.

