

LIAM PRITCHARD

DIGITAL PRODUCER

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An accomplished professional with over 21 years of experience using graphic design, web development, and media production to solve business challenges. My expertise lies in restructuring content and digital assets to streamline processes and create more intuitive, visually engaging systems that ultimately make people's lives and jobs easier.

I have a proven track record of significant contributions, including automating complex workflows and digitising content delivery systems, which has resulted in reduced manual effort and improved accessibility. I am seeking a new opportunity to apply my combined creative and technical skills to drive efficiency and contribute to a company's strategic growth.

SKILLS

Technical

Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Office 365 Suite, Keyshot Studio, Final Cut Pro X

Web Infrastructure & Databases

Web Servers, cPanel, Cloudways, MySQL

Content Management Systems

WordPress, Joomla

E-Commerce Platforms

WooCommerce, Magento

Marketing & Analytics Tools

Google Analytics, Google Merchant, MailJet, Pipedrive

Media Production & Equipment

Proficiency with a range of professional video production equipment, including DSLRs, cinema cameras, and live broadcast gear.

Enterprise Resource Planning Systems

Jiwa

Programming Languages

CSS, HTML, PHP

Soft Skills

Strong Work Ethic, Adaptable, High-Quality Standards, Reliable

Specialised Skills

Interpreting product specifications and technical drawings.

WORK EXPERIENCES

E-Commerce & Multimedia | BARRIER GROUP

2014 - Present

Designed, developed, and maintained a range of branded and sub-branded web presences, ensuring consistent alignment with company style guides.

Created and led the production of key print and marketing materials that supported product launches and service promotions.

Integrated key systems, such as ERP and freight logistics, with e-commerce platforms to significantly streamline operations.

Digitised key procedures previously carried out by manual workflows, completely transforming internal processes and improving efficiency across the organisation.

Captured and produced visually compelling video content of products, staff, and projects, which enhanced the company's digital marketing efforts.

Senior Designer - Multimedia | RED ONION CREATIVE

2007 - 2014

Advanced from Graphic Designer to Senior Designer based on exceptional performance and leadership skills.

Designed and developed a comprehensive suite of digital and print assets for a portfolio of sporting clubs and organisations, including the Geelong Cats and the Victorian Institute of Sport.

Supervised and mentored a team of graphic artists, providing creative direction and support to ensure projects met high standards.

EDUCATION

Gordon Institute of TAFE | 2003

Diploma of Graphic Arts

St. Joseph's College Geelong | 2001

VCE (Victorian Certificate of Education)

REFERENCES

Paul Williams

Operations Manager

Barrier Group

0401 925 367

David Holton

Founder/CEO

e87878

0419 871 513

Implemented secure online video portals for multiple sporting organisations, significantly increasing accessibility to match day vision and generating new commercial collaborations.

Developed and managed low-cost, multi-camera live broadcasts for sporting events, significantly expanding brand exposure and audience reach for participating clubs and leagues.

Instigated a digital file delivery system for online file purchases, which reduced turn around time from weeks to days while also significantly simplifying the customer experience and improving client satisfaction.

Produced Web TV episodes to increase exposure for clubs and organisations, opening new revenue streams and partnerships.



Graphic Artist - Prepress | COA PRESS - ADCELL PRINT GROUP 2003 - 2007

Managed the complete prepress workflow, including artwork imposition, colour correction, and outputting plates and film.

Acted as the key liaison between clients and press operators, effectively translating technical requirements to ensure project accuracy and client satisfaction.

Applied in-depth technical knowledge of printing processes and file mechanics to ensure high-quality, print-ready output.

Designed and developed a wide range of print materials, including business cards, brochures, and NCR books.