

**DATE OF BIRTH**

24/09/69

**ADDRESS**

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**ONLINE**

sophietalei.com

**SALIENT POINTS**

- 15 years interactive media design and art direction experience
- 4 years creative services management experience in the UK and Sydney
- Branding and user centric interactive design for multiple touch points: web, print, interactive TV
- CS3 and Web 2.0 production experience

**EMPLOYMENT HISTORY - SYDNEY****June 2005 - Present****HRX****Art Director**

**Projects:** Integrated print and web employment branding campaigns for clients including Bank West, Nestlé, Investa, Clarendon Homes, Tenix, University of Sydney.

**December 2004 - May 2005****Freelance****Design and Art Direction**

**Projects:** Web and installation design, Amnesty - Hopemosaic.com and Soundbuzz.

**October 2002 - December 2004****FOXTEL****Interactive TV Designer**

**Projects:** FOXTEL Electronic Programme Guide, Sky News Active, seven Sports Active applications, Nickelodeon Kids Choice Awards voting application.

**Responsibilities:** Concept development, prototyping, information architecture, interactive design, specifications and graphic production for interactive TV applications.

**August 2001 - October 2002****Freelance****Design and Art Direction**

**Projects:** Interactive TV, PDA application and web design for companies including Ozemail, ICE Interactive, Emax and Loose Cannon.

**May 2001 - August 2001****AGENCY.COM****VP Creative Services**

**Projects:** Launch of office in Sydney as part of the AGENCY.COM/Clemenger start-up team.

**EMPLOYMENT HISTORY - LONDON****June 1997 - May 2001****AGENCY.COM****VP Creative Services**

VP Creative Services - AGENCY.COM, London. Responsible for managing the creative department of 40 staff. Helped to develop and staff the Digital Marketing Group and the iTV division. Hands-on creative direction for clients including Deutsche Bank, Intel and Virgin Direct.

Creative Director - Interactive TV Division, London. Responsible for hiring and managing staff, client liaison, new business pitches, development of marketing and presentation materials, and ensuring quality creative production.

Art Director - Online Magic, London. Promoted from the BMG interactive team to head the creative department. Responsible for new business generation, creative production quality and team building.

**February - May 1997****Freelance****Design and Art Direction**

**Projects:** londontokyo, an installation at Graphic Arts Message 1997, Japan. Graphic and interactive design for conference installation which toured five cities in Japan throughout 1997. Multimedia Graphics Two: wrote several articles about web design for this multimedia anthology published by BIS and Thames and Hudson.

**July 1994 - Feb 1997****Multimedia Corporation****Design and Art Direction**

**Projects:** Sophie's World CD-Rom, Vermeer CD-Rom, Jerusalem and Feast of The Gods CD-Roms Graphic design and localisation for EcoDek at the CN Tower, Toronto. Nickelodeon interactive TV presenter system, 'LIPS', for Nickelodeon

**February 1993 - July 1994****Dorling Kindersley****Imager/Animator**

**Project:** Science Encyclopedia CD-Rom, graphic production and optimisation.

**June 1991 - February 1993****McCann Communications****Production Assistant**

Production Assistant and Runner - (while studying at Central & St. Martins). Gained experience of the advertising industry, specifically the design, development and implementation of below-the-line campaigns.

**EDUCATION****1991-1993**

Post Graduate Diploma in Graphic Design and Computers (Distinction). Central & St. Martins College of Art and Design.

**1988-1990**

BA Honours, Visual Art (2:1), University of Wales, with a second-year placement at University of California, Riverside.

**1980-1987**

Three A-levels and nine O-levels. Frensham Heights School, Surrey.

**OWN PROJECTS****2005 - Hopemosaic (in collaboration with Idea Farm)**

A web/mobile application designed and animated with Flash MX, sponsored by Amnesty. Exhibited as part of "Mobile Journies" at the Sydney Opera House - Australia's first Digital Art Exhibition to feature mobile phone art.

**1999 - Resonant City**

An Arts Council-funded installation at the Lux cinema, London. A collaborative project with sound installation artists Greyworld.

**1995 - 1997 Urban Feedback CD-Rom**

An experimental, interactive work - the first CD-Rom to be published on Neville Brody's Laboratory label. Urban Feedback has been exhibited in Japan and the US and was awarded a design distinction by the US publication I.D. The CD-Rom received the following media coverage.

**FESTIVALS AND CONFERENCES**

1996 - Low Res. Film Festival, Los Angeles.

1996 - Rotterdam Film Festival, Holland.

1995 - Interactive Communities exhibition at Siggraph '95, Los Angeles.

**PRESS COVERAGE**

1997 - Eye - Autumn, issue 26 Vol.7.

1997 - I.D. - June. Awarded design distinction.

1997 - Creative Review - January.

1996 - Mute - Spring, Analogue City edition.

1996 - Design Week - Spring.

1996 - Blueprint - January.

1995 - Mute - Autumn, Code edition.

**EXHIBITIONS**

The Digitalogue show in 1997 was to promote the publication of Urban Feedback to the Japanese market. The three shows of 1993 were a further promotion of the final year installation from Central & St. Martins. In 1990, I was fortunate to show and sell my work at an independent gallery in Riverside.

1997 - Urban Feedback. At the Digitalogue gallery, Tokyo.

1993 - The Creative Edge. At the annual Interactive Learning Conference, Edinburgh.

1993 - The Student Bienniele. Maastricht.

1993 - Directions. The Letherby Gallery, Central & St. Martins College of Art and Design.

1990 - Solo show of sculpture and prints at the Paul Luna Gallery, Riverside, California.