



PERSONAL DETAILS

Name: CALEB WALSH
Address: 244 Matapihi Road,
Mt Maunganui, Tauranga
Mobile: 021 81 3662
Email: hello@cabcreative.co.nz
D.O.B: 29/08/78
Nationality: Kiwi
Iwi: Ngāti Ranginui, Hangarau
(Tauranga)
Language: English
School: New Plymouth Boys' High

EDUCATION

AUCKLAND MEDIA DESIGN SCHOOL
Post Graduate Diploma in Digital Media
From: Feb 2011 - Dec 2011

WAIKATO INSTITUTE OF TECHNOLOGY (WINTERC)
Bachelor of Media Arts
Major in Graphic Design
From: Feb 1999 - Nov 2002

SOCIAL (BECAUSE I KNOW YOU'LL CHECK)

Instagram: cabwalsh (Personal), cab_creative (pro)
LinkedIn: Caleb Walsh
Facebook: caleb.walsh2
Web: www.cabcreative.co.nz

WORK REFEREES

STEVE FISHER
General Manager – New Zealand Health Partnerships
Steve.Fisher@nzhealthpartnerships.co.nz
027 296 1106

AHREN KOREMAN-SMIT
Technical Director – TELL Digital
Ahren@thisistell.com
027 461 2362

NIC WIKE
Owner Operator – The Fit Out Company
info@thefitout.co.nz
027 472 4888

SKILLS & INTERESTS

PROGRAMS:
Photoshop, Illustrator, InDesign, DreamWeaver, Final Cut Pro X, Audition, Acrobat, AfterEffects, Sketch, Draw & Microsoft Suites.

LANGUAGES:
HTML5, CSS3.

INTERESTS:
Family & all things design. Interior, industrial, architectural, print, web & graphic design, photography & music.

COMMUNICATION:
Excellent communicator. Great customer service and cultural adaptation skills.

PRESENTATION:
Quality design presentation skills and layout.
High personal presentation.

SPORT:
I have been involved in various sports at National level including Soccer & Athletics. Other sporting interests include snowboarding, surfing, skateboarding, touch rugby, volleyball, tennis, 5-a-side soccer and indoor netball.

PERSONAL REFEREES

TAMA SEFUIVA
Facebook
tamas@fb.com

ANDY DEW
Form Construction
021 706 332

VANESSA HARMENS
Homes of Hope New Zealand
021 025 44047

STACEY HIKAIRO
Tauranga City Council
021 998 102



PREVIOUS EMPLOYER

CAMPBELL SQUARED (PR AGENCY OF THE YEAR 2017) – SENIOR DIGITAL DESIGNER

26-28 Wharf Street, Tauranga

Oct 2016 - Aug 2017

www.campbellsquared.com

Job Description/skills

While working at Campbell Squared I was working on the following projects:

- **Campbell Squared Website**
Undertaking a new brand identity & collateral was quickly followed by a new website to match. I was responsible of the overall Design, photography, development and maintenance of the website.
www.campbellsquared.com
- **Tauriko West (Tauranga City Council)**
Design & maintenance of the Tauriko West (taurikofortomorrow.co.nz) project which included, brand guidelines, website, EDM, print adverts & A0 openday information posters.
www.taurikofortomorrow.co.nz
- **Southern Pipeline (Tauranga City Council)**
Logo & brand development, large on-site signage boards explaining the construction process, print advertisements and newsletter campaigns.
www.tauranga.govt.nz/our-future/projects/southern-pipeline
- **Te Puna Ora o Maatatia**
Branding, stationary, company collateral, corporate staff photographs and website design & maintenance
www.tpoom.co.nz
- **Te Wharekura o Mauau**
2017 Prospectus layout & design.
- **Ngati Rangitahi (Te Mana)**
Website development
www.ngatirangitahi.iwi.nz
- **Ngāti Whātua Ōrākei**
Annual report concept design & layout
www.ngatiwhatuaorakei.com



PREVIOUS EMPLOYER

SWEENEYVESTY – SENIOR CREATIVE DESIGNER

205 Queen St, Auckland

Jan 2012 - Oct 2016

www.sweeneyvesty.com

Job Description/skills

While working at SweeneyVesty I was working on the following projects:

- Kevin Roberts (Global Chairman of Saatchi & Saatchi World Wide)
Design & maintenance of personal website (saatchikevin.com), daily publishing of personal blog, design build & publishing of weekly newsletter to over 4000 worldwide staff, keynote presentation design, design of SaatchiBooks.com, generating of 100+ page bi-annually KRConnect blog publication
www.saatchikevin.com
- Rena Project
Logo development, website design, HTML email development & overall brand collateral
www.renaproject.co.nz
- New Zealand Health Partnerships
Overall branding, stationary, company collateral, corporate staff photoshoot and ongoing website design & maintenance
www.nzhealthpartnerships.co.nz
- Mike Forde (Chelsea Football Club)
Keynote presentation design
- Ellarys Greens (Manhattan, New York)
Logo development which will allow for national franchising ability
www.ellarysgreens.com
- NZEDGE.com
Design of mobile friendly site, ongoing site maintenance
www.nzedge.com
- New Zealand Racing Board
Keynote presentation design for annual event: Strategy, Marketing & Corporate Affairs conference
- Bank of China
Weekly EDM design & development, event promotion & collateral
- Kylin 500 Racing
Successful corporate pitch document for global event
www.kylinhorse.com/en
- SweeneyVesty Staff Photos
Corporate shots of Auckland & Wellington staff members.

Plus many many more...