



## 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

**SARAH ROSS**  
Business Improvement Manager  
Form Building & Developments  
sarah@formnz.co.nz  
027 391 3892

**RACHAEL TROTMAN**  
Human Ecologist - Centre for Social Impact  
Rachael.Trotman@csinz.org  
021 059 6382

**JOEL CRUMP**  
Owner Director - Webbros  
joel@webbros.co.nz  
027 576 5021

## 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 Building & Developments  
021 706 332

**VANESSA HARMENS**  
Kowhai Interiors  
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](http://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](http://www.campbellsquared.com)
- **Tauriko West (Tauranga City Council)**  
Design & maintenance of the Tauriko West ([taurikofortomorrow.co.nz](http://taurikofortomorrow.co.nz)) project which included, brand guidelines, website, EDM, print adverts & A0 openday information posters.  
[www.taurikofortomorrow.co.nz](http://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](http://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](http://www.tpoom.co.nz)
- **Te Wharekura o Mauau**  
2017 Prospectus layout & design.
- **Ngati Rangitahi (Te Mana)**  
Website development  
[www.ngatirangitahi.iwi.nz](http://www.ngatirangitahi.iwi.nz)
- **Ngāti Whātua Ōrākei**  
Annual report concept design & layout  
[www.ngatiwhatuaorakei.com](http://www.ngatiwhatuaorakei.com)



## PREVIOUS EMPLOYER

### SWEENEYVESTY – SENIOR CREATIVE DESIGNER

205 Queen St, Auckland

Jan 2012 - Oct 2016

[www.sweeneyvesty.com](http://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](http://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](http://SaatchiBooks.com), generating of 100+ page bi-annually KRConnect blog publication  
[www.saatchikevin.com](http://www.saatchikevin.com)
- Rena Project  
Logo development, website design, HTML email development & overall brand collateral  
[www.renaproject.co.nz](http://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](http://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](http://www.ellarysgreens.com)
- NZEDGE.com  
Design of mobile friendly site, ongoing site maintenance  
[www.nzedge.com](http://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](http://www.kylinhorse.com/en)
- SweeneyVesty Staff Photos  
Corporate shots of Auckland & Wellington staff members.

Plus many many more...