

# Paul Emery

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An accomplished Digital UX/UI Designer and Creative Director, specialising in intuitive and engaging user experiences.

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# Overview

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**Paul William Emery**

**Resides** Newcastle, NSW

**DOB** 28/05/1985



## **Creative at heart**

I've been creating interactive solutions for nearly 20 years. My passion lies in delivering considered, highly usable and delightful interfaces.

## **Leading by example**

In my current role I've mentored and up-skilled teammates. As a Creative Director, I have led teams to deliver many successful digital projects.

## **User focussed, research informed**

I always try to serve the needs of users through my designs. I research and analyse user behaviour to be more informed when creating solutions.

Research

Workshops

Strategy

Ideation

Presentations

Conceptualisation

Branding

Style guides

Design systems

Prototyping

Animation

Figma

Adobe Suite

Axure

HTML / CSS

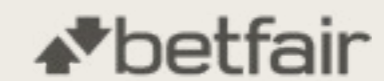
# Brand history

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## Product design

Brands I've worked with in the television industry:



## Agency clients

Brands I've worked with in digital:

# Employment History

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## **Fetch TV**

2015 – Present

At Fetch TV I research, plan, prototype, and design digital entertainment products across TV, mobile and web platforms.

During my time with Fetch I have directly worked on integrations for flagship providers such as Netflix and Stan, planned solutions for sporting providers such as Optus Sport, and delivered integrated applications for Australia's Free-to-air providers: ABC iView, SBS On-Demand, 7+, 9now and 10Play.

As well as designing core Fetch products I have also explored physical product design, re-imagining the current generation of Fetch remote controls, and architected voice integration via Google Home.

# Employment History

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## **Freelance**

2002 – Present

For nearly twenty years I've had the opportunity to use my strategic thinking and design capabilities for a number of freelance projects.

These have ranged from identity projects to tee-shirt designs, album artwork and brochures, through to responsive websites, e-commerce solutions, and mobile applications.

## **Red Jelly (Contractor)**

2015

During a transitional stage I spent several months contracting with Hobart agency Red Jelly. I worked on material for the likes of Dan Murphy's, Woolworths Ltd., BCF, and the Tasmanian Government.

# Employment History

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## **Future Medium**

2005 – 2015

I joined digital agency Future Medium as a junior in 2005 where I established a broad range of skills in print and digital.

I became the creative lead for multiple high-level accounts. I developed user strategies, designed prototypes, and creative concepts. I also oversaw production for numerous successful interactive digital campaigns, websites and applications.

In 2010 I stepped up to become Creative Director and was responsible for the creative output of the agency. I led two full-time designers creating industry-leading and user focussed websites, campaigns, mobile and web applications for large brands across a range of industry sectors.

# Education History

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## **TAFE Tasmania**

Diploma Computer Graphics & Multimedia (2003)

Studied this broad course covering graphic design principles.

Completed:

- Traditional graphic design
- Packaging design
- Photography
- Illustration
- Print media
- Multimedia (Web)

## **Claremont College**

Grade 12 TCE & Cert. II VET Multimedia (2001–2002)

Completed several successful Vocational Education and Training (VET) placements. Excelled in pre-tertiary subjects and completed additional computer graphics units.

Completed:

- Grade 12 T.C.E.
- Cert. II Computer Graphics and Multimedia
- Additional Cert. III components Computer Graphics and Multimedia

# Testimonials

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## **Angeline Heisel**

UX Designer, Sky UK

I admire Paul's ability to thoughtfully review all aspects of a product - he delivers next level interfaces, both functionally and for the end users. He is very attentive to details, well organised, and knows how to communicate his concepts with great precision.

I appreciate how open he is to receiving feedback, and always sharing his feedback in a sensible and constructive manner. I could not thank Paul enough for his support and help, and I can confidently say I was a better designer after working with him. I would recommend him to any company seeking a talented and dedicated designer.

## **Mark Purtell**

Principal Designer, fifty ZOO

Paul was my first manager when I started out as a designer. He was a fantastic mentor and his guidance gave me the best start possible in the industry.

As a designer he's both insightful and creative, with a deep understanding of what makes design great. He's always able to produce amazing work regardless of project timelines or budget.

Recommended across the board for UX, UI and Creative Direction. To top it off he's even a pretty good coder!



# Testimonials

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## **James Cunningham**

Content Team, Import Conditions and Permits Taskforce  
Biosecurity Plant Division, Australian Government  
Department of Agriculture

Paul Emery and Future Medium were very professional and client focussed. They understood quickly the complex task that we were asking of them and were able to work to a tight deadline.

The final delivered output accurately captured what we were seeking to achieve and has been instrumental for our work team in being able to progress our web application redesign.

## **Simon Muller**

General Manager (Professional Platforms)  
The TOTE Tasmania (2001–2012)

Paul Emery and Future Medium formed an integral part of The TOTE's Interactive Business Unit from 2005–2012.

Paul effectively assisted in the development of numerous products from our mass market wagering website, through to high-end niche wagering products. He also developed many successful digital marketing campaigns and assets throughout his tenure.

Paul proved to be an extremely valuable asset to The TOTE, providing a service level that was above and beyond our expectations.

# Referees

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## **Nigel Wee**

Program Manager  
Fetch TV  
0488 555 618

## **John Jarvis**

Managing Director  
Jarvis Production  
0415 994 471

## **Mark Purtell**

Principal Designer  
fifty ZOO  
0402 571 155

## **James Cuda**

Managing Director  
Savage Interactive  
0431 867 080

## **Toby Simmons**

General Manager (Next Gen)  
Agility Interactive  
0418 328 498

## **Simon Muller**

General Manager (Pro Platforms)  
Agility Interactive / The TOTE  
0409 339 685

# Thank you

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