

Alex Dontschuk

Creative Lead | Art Director

+61488 009 547 alex.dontschuk@gmail.com www.alexdesign.com.au

I build things. Studios, systems, stories, teams, visuals, brands, good-vibes.

I am a Creative Lead with over ten years experience directing and creating branding, digital, motion, and graphic design with a track record of turning vague briefs into visual stories that engage, enable and inspire. I have built a career at the intersection where strategy meets craft, where understanding a business problem shapes a visual narrative that is both distinctive and purposeful.

I currently lead a global creative studio, building the in-house studio infrastructure from the ground up across international markets, introducing new systems to improve creative output and lower barriers to great work. I am collaborative by nature, direct in feedback, and genuinely curious about what makes communication work. I push for clarity over complexity, and I believe good process is what protects good creative. I am drawn to work that has genuine impact, where design serves a purpose beyond the commercial outcome.

If it is worth making, it is worth making well.

Global Creative Services Manager

Unispace | Nov 2023 – Present | Melbourne, VIC | Hybrid

Leading the global in-house creative studio, supporting Marketing Communications and Pursuits teams, spanning Europe, Asia, ANZ, and North America. With the team located across Mumbai, Madrid, Amsterdam, Boston and myself in Melbourne. A leader and a designer, contributing directly to art direction, visual storytelling and motion on high-stakes pursuits and campaigns, presenting and pitching creative concepts to senior stakeholders across the business.

- Built the studio's workflow infrastructure from the ground up, overseeing delivery of 1,000+ creative requests since go live in early 2024, achieving a 4.9/5 stakeholder satisfaction rating quality, communication and timeliness.
- Supported and enhanced creative output to deliver visual impact on US\$413M+ in potential pursuit opportunities.
- Established creative standards and a scalable template system that elevated brand consistency across all global marketing and pursuits output.
- Built, hired and led a team of six graphic and motion designers. Managing project timelines, resource allocation and creative output to ensure high-quality delivery within agreed parameters.
- Built a strong studio culture, investing in ongoing training, upskilling and individual development in design, motion and emerging technology.
- Championed continuous improvement across tools, processes and workflows, proactively leading the adoption of emerging AI tools and industry best practices to keep the studio at the leading edge of creative production.
- Actively integrating AI tools into studio workflows including Adobe Firefly, Leonardo AI and generative AI platforms, driving faster creative production without compromising quality or craft.
- Spearheaded the migration to Canva to enable self-serve to speed up production timelines, and scaling creative output for the sales and marketing teams.

Senior Graphic Designer

Unispace | Apr 2022 – Nov 2023 | Melbourne, VIC | Hybrid

Embedded designer and creative lead for the Australian business, working directly with Pursuits and Marketing teams on campaigns and high-stakes pitch presentations.

- Delivered pitch decks and pursuit presentations for major Australian clients, maintaining a high visual standard on time-sensitive, high-stakes briefs.
- Developed interactive project maps showcasing Unispace's Australian portfolio as a visual storytelling tool for business development and client engagement.

Senior Graphic Designer

Institute of Financial Professionals Australia (IFPA) | Oct 2020 – Mar 2022 | Melbourne, VIC

Embedded designer delivering creative across digital, print, motion and video for a national member-based organisation in financial services.

- Animated and art directed an in-depth video series on Australian Trust systems, translating complex legislation into a compelling visual narrative and guiding look and feel, diagram design and motion to ensure the storytelling aided comprehension without sacrificing pace or production quality.
- Produced motion graphics and video content for webinar programmes and member communications, translating complex tax and superannuation policy into clear, engaging visual explanations.
- Designed and laid out major member publications including the SMSF Manual and Quarterly Outlook magazine.
- Created the brand identity and website for Tax Australia, delivering a complete brand system from concept to launch.



CREATIVE LEADERSHIP

- Art direction
- Creative strategy
- Brand identity
- Visual systems
- Creative operations
- Team management
- Mentoring
- Briefing
- Stakeholder management

DESIGN

- Publication design
- Marketing collateral
- Presentation design
- Template systems
- Finishing art

MOTION & VIDEO

- Motion graphics
- Animation
- Video editing
- Webinar production

DIGITAL

- Web design
- UX/UI
- Digital advertising
- EDM design
- Social media content

SOFTWARE

Adobe CC (Advanced)
InDesign | Illustrator
Photoshop | Premiere Pro
After Effects | Figma
Webflow | WordPress
Framer | Squarespace
Wix | Canva | Ceros



Alex Dontschuk *Creative Lead | Art Director*

+61488 009 547 alex.dontschuk@gmail.com www.alexdesign.com.au

Graphic Designer

BPO Intelligence | Mar 2018 – Oct 2020 | Mount Waverley, VIC

Multi-client studio environment delivering creative across education, technology and professional services, with hands-on experience taking work from concept through to large format print production.

- Contributed to the Monash University 2020 Course Guide suite, a system of 28 guides across three publication tiers with a unified cover treatment, grid system, iconography and typographic hierarchy.
- Contributed to UX/UI design for AssentOne, a software platform used by university clients, working with the development team on information flow, layout and visual design.
- Created the brand identity and collateral for the Monash Engineering Girls (MEG) program, designed to engage young women in Years 8–10 considering pathways in STEM.

Marketing Manager / Graphic Designer

Collective Wellness Group (CWG) | Jul 2016 – Dec 2017 | Sydney, NSW

Transitioned from Fancourt Agency into CWG following acquisition. Dual role supporting national franchise sales across creative and digital marketing for international health and fitness brands operating in Australia.

- Dedicated designer for Massage Envy Australia, delivering creative across print, digital and in-studio touchpoints as the brand established itself in the Australian market.
- Transitioned into broader Marketing Manager role, taking ownership of creative, digital marketing and lead generation across the full brand portfolio.
- Managed end-to-end digital marketing including audience targeting, retargeting and A/B testing across Facebook, Google and LinkedIn.

Web and Graphic Designer

Fancourt Agency | Feb 2015 – Jul 2016 | Sydney, NSW

Boutique startup and brand agency. Worked primarily on CWG and Massage Envy Australia, work that led to Fancourt's acquisition by CWG, with the full team transitioning in-house.

- Developed the CWG brand identity, including logo, visual identity and supporting brand collateral.
- Led consumer-facing creative for the Australian market launch of Massage Collective, later rebranded to Massage Envy Australia under the US franchise

Freelance Art Director / Graphic Designer

Alex Dontschuk Design | Jan 2014 – Present | Australia

Independent creative practice running alongside full-time roles, delivering brand identity and visual systems for clients across property, health, wellness and professional services.

- Created the brand identity for LaVie, specialising in accessible home design and consultation, a visual identity that tells a story of dignity, independence and thoughtful design.
- Developed the complete brand identity for Freckle Architecture, including naming, visual identity, style guide and motion assets that bring the studio's sustainable design philosophy to life.
- Led a full rebrand for Leven Valley Vineyard, delivering a new visual identity, style guide, marketing collateral, and brand video filmed and edited end to end.
- Built and maintained ongoing client relationships across multiple industries, delivering brand identity and creative strategy as a trusted independent creative partner
- Managed all aspects of freelance engagements end to end, from brief and concept through to final delivery.



AI TOOLS

Adobe Firefly | Midjourney
ChatGPT | Leonardo AI
Claude | Microsoft Copilot
Gemini | Copy.ai | Recraft.ai
Sora | Flux · Veo

PLATFORMS

Monday.com | Streamtime
Google Ads | Analytics
Facebook Business Mgr
HubSpot | Slack
MailChimp | Smartsheets
Miro | BIGVU

EDUCATION

Bachelor of Design (Communication Design)

Swinburne University
Graduated 2017

Studied part-time while working full-time

Dual Advanced Diploma Advertising & Marketing

Swinburne University
Graduated 2010

*Awards: Best Creative Idea,
Best Campaign, Best Logo*

Certificate II

Printing & Graphic Arts
RMIT University
2009

REFERENCES

Available upon request

PORTFOLIO

alexdesign.com.au

