



To whom it may concern,

Thank you for taking the time to review my CV.

I'm a Masters qualified Digital Designer with 20 years of commercial design experience in a number of different design fields and industries. The main body of my career has been spent with traditional agencies, often contracted as a project-by-project digital creative director - until I found my calling in 3D architectural rendering during my Masters course in 2005.

Since then, I have produced work for many of Brisbanes popular property developers and architectural studios - as well as spending the last 18 months of my career as the Senior Graphics and Architectural Visualiser for ThomsonAdsett.

During my time with ThomsonAdsett, I used the lulls between projects to teach myself interactive visualisation and virtual reality - most notably using the Unreal gaming engine and the Oculus Rift VR goggles - along with learning the use of equirectangular and cube mapped 360 degree panoramas plugged into the Google cardboard goggles - to where I find myself now.

My main product being still-image renders using Vray and other various compositing tools - I embraced the VR learning curve to provide some demonstration projects for the launch of the ThomsonAdsett brand re-launch - which was a wild success.

I am a passionate creative, with an OCD-like eye for detail. I'm known for always going extra miles such that my product lives up to not only my own expectations, but my reputation as well.

I am also a passionate learner. I love to collaborate and learn from others - as well as going out on my own to try new techniques and technologies to help tell stories that will benefit my clients.

I have a small portfolio of work available to review at : <http://www.lanedigital.com>

Please dont hesitate to get in contact if you have any questions or curiosities.

I look forward to chatting with you over a coffee soon.

Kind Regards,

A handwritten signature in black ink, appearing to read 'Ky Lane', followed by a horizontal line.

# QUALIFICATIONS

2005 - **Master of Digital Design**  
Griffith University - Brisbane

2002 - **Certificate IV in Interactive Arts (Traineeship)**  
QANTM College - Brisbane

2001 - **Bachelor of Information Technology**  
James Cook University - Townsville

# PROFESSIONAL HISTORY

## 2014 - 2015 ThomsonAdsett

Brisbane Studio | Senior Graphics & Architectural Visualiser

Brand management across presentation documents.  
Preparation of tender/proposal/DA documentation to a high level of visual acuity.  
Composition, rendering and post-production of renderings prepared from Revit models using 3D Studio Max and the Vray render engine (primarily).  
Education and development of the use of 360 degree panoramas and Google Cardboard goggle system.  
Education and development of the use of the Unreal gaming engine and Oculus VR goggle system.

## 2012 - 2014 Griffith University

Nathan Campus | Lead UI/UX Designer - External Relations

Development of web and app based interfaces for the University's marketing systems.  
Analysis and development of the main Griffith University website in correlation to a global ranking system (from 3rd to 1st in my tenure).  
Analysis and development of future systems for the University's enterprise level CMS system, including the development of personalised content per visitor.

## 2011 - 2012 University of the Sunshine Coast

SC Campus | Lecturer and Course Writer

Lecturer of 3rd and 4th year New Media students.  
Course writer of latest New Media course (Bachelor of Visual Design (New Media)) and auditor of success rates.

## 2005 - 2011 Sheldrake Creative

Fortitude Valley | Digital Creative Director

Support a traditional agency with then "latest trend" level web design and development systems to support offline marketing material.



# SKILLS

## **Architectural Visualisation**

Stills - 360 Panoramas - Unreal VR.

## **Graphic Design**

Document layout and typesetting.

Branding and business collateral (business cards et al).

## **Digital Design**

Web design, UI/UX and CMS Development.

Campaign development, management and analysis.

Electronic marketing, Social, CRM and supported media.

Highly skilled in responsive, accessible design.

# SOFTWARE

## **Architectural Visualisation**

3D Studio Max

VRay rendering engine

Corona rendering engine

Mental Ray rendering engine

Adobe Creative Suite

## **Graphic Design**

Adobe Creative Suite

Microsoft Office Suite

## **Digital Design**

Adobe Creative Suite

Wordpress

Dotnetnuke CMS



# PROFESSIONAL REFERENCES

**Liza Ringdahl**  
Associate Director  
ThomsonAdsett

[l.ringdahl@thomsonadsett.com](mailto:l.ringdahl@thomsonadsett.com)  
P: +61 0438 182 075

**Graham Legerton**  
Design Director  
ThomsonAdsett

[g.legerton@thomsonadsett.com](mailto:g.legerton@thomsonadsett.com)  
P: +61 7 3840 9999

**Nicole Reichman**  
Associate Director  
CCN Architects

[nicole@ccngroup.com.au](mailto:nicole@ccngroup.com.au)  
+61 7 3367 7000

