

Jonathan Favari

Product & Brand Designer
@ Archistar

Portfolio
jonathanfavari.com



Contact
jonoatwork@gmail.com

Education

University of Central
Queensland

Bachelor of Multimedia.
December 2015

Tools

Figma • Lottie • Google suite
Adobe Creative Suite
(Photoshop, Illustrator, InDesign,
Premiere Pro, After Effects,
Adobe XD)

Skills

Creative Direction • Branding
UX/UI Design • Motion Design
Illustration • Wireframing
Video editing • Web Design
A/B testing • Creative Strategy
UX Research • Prototyping

Experience

Archistar—Senior Product & Brand Designer

Feb 2022—present. Sydney.

- Designed an award-winning brand that held AFR's Fast 100 for 3 consecutive years and won Proptech of the Year.
- Rebranded Snaploader, Archistar's 3D property service.
- Designed and launched 2 new company websites.
- Managed and executed a brand pivot to include a new user segment. This included researching, designing and launching new brand visuals, delivered across multiple touch-points. *IE website, sales collateral, brand illustrations and more.*
- Led several platform feature deployments through a lean MVP framework, including guerrilla user research and a focused design process.
- Practiced grounded decision-making, based off best practice analytical analysis and collation of anecdotal evidence from platforms like Heap and Fullstory.

Brand Designer

Nov 2020—Feb 2022.

I created engaging brand stories for businesses and agencies freelancing services in creative direction, brand design and creative strategy for clients like Tik Tok, Victoria Jobs, Australia AID and more.

Jetts Fitness—Graphic Designer

Aug 2018—Nov 2020. Sunshine Coast.

- Developed and designed the award-winning, visual identity for JSeries, Jett's introduction into the HIIT training market.
- Led creative for national and international marketing campaigns, including print production and digital distribution for Jett's 300+ health club network.
- Photographed several promotional shoots.
- Produced and edited multiple flagship promotional videos.

Gap Year—English teacher

Fab 2017—Feb 2018. C hile.

Bio Concepts—Graphic Designer

Jan 2016—Feb 2017. Brisbane.

- Created several identities for new supplement products.
- Executed monthly marketing campaign creative.
- Produced the 2017 company product print (and digital) catalogue.
- Illustrated medical diagrams.