

NEIL AVERN

PROFESSIONAL PROFILE

Senior multidisciplinary designer and consultant with 15+ years' experience delivering visual communication across sustainability, public-interest and international sectors. Founder-led commercial background combined with consultancy expertise in policy publications, advocacy materials and brand systems. Experienced in translating complex environmental and social content into clear, structured and accessible visual narratives, with full project oversight from concept to print production.

LANGUAGE

► English (Mother tongue)

► Nederlands (Level B1)

EMPLOYMENT

Jun 2020 – Present **Freelance Graphic Designer & Consultant**

Loop Creative (weareloopcreative.com), Belgium

Independent design consultancy specialising in visual communication for non-profit, sustainability and public-interest organisations across the EU and international markets.

Clients include:

- Slow Food, Italy
- Plan Bleu, France
- Health and Environment Alliance, Brussels
- Environmental Coalition on Standards, Brussels
- The Nature Conservancy, Hong Kong
- UNDP Mozambique

Core Responsibilities:

- Visual identity and brand development
- Publication design (policy reports, annual reports, toolkits)
- Infographics and illustration for advocacy materials
- Campaign and stakeholder-facing communications
- End-to-end project delivery (concept through to print production)
- Client liaison, project scoping, budgeting and supplier coordination

Mar 2015 – Sep 2020 **Director & Co-Founder**

Bizzie Bee, Hong Kong

Bizzie Bee was a social enterprise designing and manufacturing customised and own-brand children's activity packs. Founded as a part-time project while I worked as an interior designer, it enabled a career change into illustration, paper engineering and graphic design. In 2017, the business secured private and public investment to scale.

Projects include:

- The Peninsula, Hong Kong
- The Hari Hotel, London, United Kingdom
- The Nature Conservancy, Hong Kong
- Tai Kwun Contemporary Gallery, Hong Kong

Core Responsibilities:

- Packaging design, illustration, graphics, photography
- Strategic, operational, financial & team management
- Project management and product implementation
- Business development, sales and marketing

Apr 2010 – Apr 2020 **Director (Pro-bono)**

Lizzie Bee Foundation, Hong Kong

A Hong Kong-registered charity dedicated to using art to foster connection, social impact and community enrichment. I held an ongoing volunteer role supporting operations and providing design services as needed.

Projects include:

- Garden of Goodness, Hong Kong public event
- Make It Better, recurring community art project

Core Responsibilities:

- Strategic, operational & financial management
- Design & illustration, graphic branding, marketing

Jul 2013 –
Apr 2017

Senior Associate Interior Designer
KplusK Associates, Hong Kong

KplusK is an established multidisciplinary, detail focused architectural design studio. I was employed as lead designer for a number of exciting projects in Hong Kong and China.

- Projects include:**
 - ▶ Vidal Sassoon Academy, Shanghai
 - ▶ CSS, Shanghai – Show Offices & Flats
 - ▶ Harilela Hotel, Hong Kong
- Core Responsibilities:**
 - ▶ Execution of concept through to construction stage design
 - ▶ Client presentations and meetings
 - ▶ Managing a team of 5+ designers

Jan 2010 –
Apr 2013

Senior Interior Designer
HASSELL, Hong Kong

Employed by one of the leading Australian design practices in its busy HK office, predominantly working on projects in mainland China for large scale developers and International firms. My time at HASSELL included a stint of 2.5 months working in the Shanghai China head office and working as project lead for various commercial office interiors.

- Projects include:**
 - ▶ Morningstar, Shenzhen – New build fit office out
 - ▶ AVIC, Shenzhen & Chengdu – Public Areas
- ▶ Suning Headquarters, Nanjing – Client floors
 - ▶ Meizu, Zhuhai - Office Design

Sep 2002 –
Dec 2009

Interior Designer

- HKR Architects, Manchester, UK
- The Davies Design Group, Knutsford, Cheshire, UK
- Fairhursts Design Group, Manchester, UK

SKILLS

Design Expertise

- ▶ Visual identity systems
- ▶ Policy & advocacy publications
- ▶ Infographics & data visualisation
- ▶ Packaging & print production
- ▶ Illustration

Strategic & Operational

- ▶ Client scoping & budgeting
- ▶ Supplier negotiation
- ▶ Cross-border print coordination
- ▶ Stakeholder engagement
- ▶ Team and project management

Software

- ▶ Adobe CC (Ps, Id, Ai, Ae)
- ▶ Canva
- ▶ AutoCad
- ▶ Microsoft suite
- ▶ SketchUp-V-Ray

QUALIFICATIONS

Sep 1998 –
Jun 2001

Birmingham Institute of Art & Design
(Birmingham City University) Birmingham, UK

BA (Hons) Interior Design, 2:1

Content included: social and commercial awareness, professional practice, theoretical and historical studies, verbal presentations, study trips to Paris & Berlin. Third year projects followed the RIBA plan of work, stages A-F.

Sep 1996 –
Jun 1998

Isle College,
Wisbech, Cambridgeshire, UK

BTEC National Diploma in Spatial Design, Merit.

Content included: exhibition, theatre, set and interior design. Basic design, life drawing and history of art.

REFERENCES

◆ Available on request