

Sarah Parris

CREATIVE

Sydney, Australia

Experience

APAC Creative Director

Sydney

Sep 2021 - Present

Special Group

Currently working at Special Group as Creative Director on Uber & Uber Eats across Australia, New Zealand, Japan, Taiwan & Hong Kong.

Senior Art Director

Sydney

Jun 2016 - Aug 2021

Leo Burnett

Working across clients such as Diageo, Suncorp, GIO, Red Rooster & Oporto. Previously worked on Samsung, McDonalds & Twinings.

Senior Art Director

Sydney

May 2015 - Jun 2016

BWM Dentsu

Working on brands such as Qantas, Toyota, National Broadband Network (NBN), Tic Tac and Bank of Queensland.

Art Director

Sydney

Nov 2010 - May 2015

Clemenger BBDO

Working on big brands such as Foxtel, Virgin Australia, Mars, Frucor, Pepsi and Smiths plus in the last year took on the role of Creative Group Head on Hungry Jack's.

Art Director

Sydney, Australia
Jul 2009 - Aug 2010

iris

iris is a smaller agency with some big name clients including Sony, Sony Pictures, Sony Ericsson, adidas, Shell, Westpac & Westfield. I was working on above the line, below the line, retail, experiential and digital advertising amongst all clients.

Art Director

Auckland, New Zealand
Aug 2007 - Jun 2009

Colenso BBDO

Colenso BBDO is a very creatively driven company with big clients including Air New Zealand, Vodafone, Frucor, Fonterra and TV3. I have been doing creative thinking for all of these brands in various media including TV, Billboards, Adshels, Print, Press, Digital (web and mobile), Viral, Ambient and New Media. From briefing through the idea process, approvals, production and post production.

Creative Intern

Auckland, New Zealand
Jun 2007 - Jun 2007

DDB

I did a couple of weeks of work experience placement at DDB. In this time I went through the process of producing two ten second Cadbury sponsorship TV spots. I experienced briefing, creative thinking, internal approvals, client approvals, filming the ad and post production. I also worked on briefs for SKY TV, Volkswagon, Pascalls & Healtheries.

Work Experience

Auckland, New Zealand
Aug 2006 - Aug 2006

Colenso BBDO

In my final year of University I came up to Auckland for a week to immerse myself in the real world. I was given some creative briefs to work on and gained great insight into how an agency works.

Graphic Designer

Freelance

For the past fifteen years I have been doing contracts for people including posters, fliers, wedding and party invitations, business cards and logo design.

Education

BDes(Honours)

Wellington, New Zealand
Mar 2003 - Nov 2006

Massey University

This was a four year design degree where I majored in Advertising. During this time I took papers in Concepting, Art Direction, Graphic Design, Typography, Packaging Design, Digital Media, Life Drawing & Art History.

Foundation Certificate in Visual Communication
Design

Wellington, New Zealand
Mar 2002 - Jun 2002

Massey University

An 18 week intensive course into Visual Communication Design. Classes included Life Drawing, Graphics & 3D Modelling, all hand crafted, no computers.

Awards

Cannes

Gold / VIRGIN AUSTRALIA, AUS>USA (OOH)

Shortlist / HUNGRY JACK'S, The Poster That Scares Birds:
Nothing To See Gull! (Adapted Billboards and Outdoor
Posters)

Finalist / MASTERFOODS #MakeDinnertimeMatter (Direct -
Integrated)

Finalist / MASTERFOODS #MakeDinnertimeMatter (Direct -
Food)

D&AD

Wood / HUNGRY JACK'S, The Posters That Scare Birds
Campaign (Outdoor)

Spikes

Gold / VIRGIN AUSTRALIA, AUS>USA (OOH)

Bronze / HUNGRY JACK'S, The Packs That Scare Birds
Campaign (Design)

Shortlist / HUNGRY JACK'S, The Packs That Scare Birds
Campaign (Design)

Shortlist / MASTERFOODS #MakeDinnertimeMatter
(Integrated)

One Show

Finalist / Virgin Australia, AUS>USA (OOH)

Shortlist / CASIO EXILIM, Up In 10 (Interactive - New Media
Innovation & Development)

Clio / Bronze / Virgin Australia, AUS>USA (Design)

Award

Silver / Virgin Australia, AUS>USA (OOH)

Silver / HUNGRY JACK'S, The Posters That Scare Birds
Campaign (OOH Campaign)

Bronze / HUNGRY JACK'S, The Pack That Scares Birds
Campaign (Packaging - Individual)

Bronze / HUNGRY JACK'S, The Pack That Scares Birds
Campaign (Best use of ambient/guerilla in a promotional
campaign)

Finalist / MASTERFOODS #MakeDinnertimeMatter (Online
Film)

Young Guns

Finalist / VIRGIN AUSTRALIA, AUS>USA (OOH)

The Work

In Book / VIRGIN AUSTRALIA, AUS>USA

In Book / MASTERFOODS #MakeDinnertimeMatter

(TV/Cinema/Web)

In Book / MASTERFOODS #MakeDinnertimeMatter (Direct)

Lurzeer's Archive

In Book / VIRGIN AUSTRALIA, AUS>USA

Glossys

Showcase / Antares (Print)

Webbys

Honoree / MASTERFOODS #MakeDinnertimeMatter (Viral)

New York Festivals

Third Prize / HUNGRY JACK'S, The Pack That Scares Birds
Campaign (Best use of media - ambient)

Third Prize / HUNGRY JACK'S, The Pack That Scares Birds
Campaign (Design - environmental design point of sale)

Finalist / MASTERFOODS #MakeDinnertimeMatter (Direct &
Collateral)

ADMA AC&E

Finalist / MASTERFOODS #MakeDinnertimeMatter (Branded
Content)

Finalist / MASTERFOODS #MakeDinnertimeMatter (Digital &
Social)

Finalist / MASTERFOODS #MakeDinnertimeMatter
(Integrated)

Finalist / MASTERFOODS #MakeDinnertimeMatter
(Broadcast)

B&T

Finalist / MASTERFOODS #MakeDinnertimeMatter (Digital
Campaign of the year)

Mumbrella

Finalist / MASTERFOODS #MakeDinnertimeMatter (Ad
Campaign of the year)

Finalist / MASTERFOODS #MakeDinnertimeMatter (Award for
insight)

Finalist / MASTERFOODS #MakeDinnertimeMatter (Social
idea of the year)

Finalist / HUNGRY JACK'S, The Pack That Scares Gulls /
(Best use of a small budget for Maxus with Pedestrian TV)
