



On-line Portfolio, [click here](#)

Intro...

I am committed to Creative Design, SEO and Marketing as a career.

I am a dedicated creative professional with deep expertise in Graphic Design, SEO, and Strategic Marketing. My career has taken me through diverse and dynamic agency environments, where I honed my skills in visual storytelling, branding, and digital strategy. After earning my qualification from CPIT (ARA), I spent nearly a decade working across various advertising agencies before taking my OE. Upon returning, I freelanced for multiple agencies before establishing my own creative design and marketing business, XDC.nz.

My work spans a wide range of disciplines, including logo design, branding for digital and print, B2B & B2C marketing, web design, signage, web design, SEO, and brand asset management. I thrive on crafting compelling visuals and brand narratives, whether through signage, point-of-sale materials, brochures, or social media content (imagery or video).

Beyond design, I bring advanced digital skills in SEO, marketing and content strategy, and digital marketing, with proficiency in Adobe Creative Suite (InDesign, Illustrator, Photoshop), Figma, Miro, MailChimp, HubSpot, and various website CMSs like WordPress, Rocketspark, and Squarespace. I also have strong conceptual and content writing skills from my experience running my own magazine as editor, designer and production artist for many years.

In my personal time, I enjoy photography (I majored in this and studied for two years under Lloyd Park, then Stan Daniels), videography, video editing, and staying up to date with emerging marketing technologies and design trends. My passion for creativity, technology, and storytelling keeps me motivated to deliver high-impact work.

Being armed with a massive cross-platform skill-set, I am now looking for a new challenge in my work-life—to lead.

From the third page onwards only shows a subset of relevant examples of my current work (SEEK has a 2MB limit). This is the link to my current online portfolio: <https://xdc.nz/design-art-direction-web-ux-portfolio/>

About Me...

I am very loyal and a fun person to be around...

I'm excited about the opportunity to join your company because it aligns with my passion for strategic, visual storytelling and meaningful design. The chance to contribute my skills to an organisation that drives innovation and helps businesses grow in New Zealand is both inspiring and rewarding.

With my extensive advanced graphic design expertise, marketing acumen, and technical skill-set, I bring a well-rounded approach to creative problem-solving. I excel at translating complex information into engaging visuals, whether for corporate reports, stakeholder communications, signage, social media, or advertising. My keen eye for detail, adaptability, and ability to collaborate with cross-functional teams make me a strong asset for this role.

I see this as an exciting new challenge where I can apply my expertise in design and marketing to enhance brand positioning, improve engagement, and create compelling content that resonates with your clients' audiences.

Think of me as your Senior Graphic Designer or Senior Creative-Team Lead with Advanced Marketing Prowess—someone who can bring your visual strategies to life while driving measurable impact. I look forward to the opportunity to contribute to your team!

I am here for you to play a pivotal role in driving your design and marketing strategies to new heights!

June 5, 2025 10:59 PM

Clint Ward CV

Senior Creative Graphic Designer // Brand & Marketing Manager // Business Growth Guru // Google Ranking & Local SEO Expert...
021 1144 014 // clint@xdc.nz // 24 Sheridan Drive, Rolleston, NZ.



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Skills at a glance...



InfoGraphics

Translate science and other complex information



Logo & Brand Identity

Brand-First, Impact-Driven Design – Ensuring every visual element enhances brand identity, engagement, and conversion.



Print

Design and delivery of corporate reporting documents



Signage

Visualisation and Design



Digital Design

Imagery created for use in any digital medium



Technical Design

SEO Mastery – The foundation of all optimization efforts



Marketing & Google

Plan, buy, measure, and optimize digital media and customer experiences



Website Design

Conceptualizing, and implementing the plan for designing a website



UX/UI Design

Planning the experience a person has when they interact with a product.



Photography

Drawing with light



Videography

Making video films and clips



MultiMedia

Using more than one medium of expression or communication



Social Media

Sharing of ideas and information, including text and visuals, through virtual networks and communities



PhotoShop

Photoshop is an image creation, graphic design and photo editing software developed by Adobe.



InDesign

Adobe's layout and page design software for print and digital media



Illustrator

Creation of everything from single design elements to entire compositions in Vector formats



Motivation for joining...

I am committed to Creative, SEO, Marketing, Design and Brand Management as a career.

WHY: I'm particularly drawn to this role because of your purpose-driven work, and I'd love the chance to contribute my visual storytelling and strategic, creative marketing and design skills to your team.

Having worked in many challenging and varied **advertising agency** and **corporate** environments since **acing** my qualification from CPIT (ARA), I continue to enjoy a life of marketing, design and brand management.

I have been running my own creative design and marketing business XDC.nz, which encompasses all my favourite disciplines of Logo Design, B2B and B2C Marketing Management, Branding and Brand Management, Digital & Print Design, Web Design, Magazine design and production, (advertising and managing that brand), Illustration, Retail POS, Content Creation, UX and CRM Management. Signage Design, production and installation I really enjoy. My favourite tasks include creating logos and other brand graphics and materials, designing and preparing sales assets like brochures, calendars, flyers and menus, preparing layouts, placements for advertising adhering to the style guides, creating and maintaining marketing documents like brand guidelines, style guides and sales proposals. I possess highly advanced Digital Skills for example advanced SEO skills (including Google AdWords) and Digital Marketing Management. I have a strong Conceptual, Content Writing and proofing skills in running my own magazine, and have a very solid Business Acumen, leading marketing activity with commercial partners and other third parties.

I possess Advanced skills in almost all of the Adobe Apps, for example the "Big Three" InDesign, Illustrator and Photoshop, Microsoft and Google Apps, and excel working on Mac OS. I also have extensive experience in EDM (MailChimp) and many of the various website design CRMs like WordPress, Wix, RocketSpark and SquareSpace. I also use various other apps like Figma and InVision (now Miro) to design prototypes and wireframes for websites etc. In my personal time I create with MultiMedia – I am always willing to learn – and like to keep learning hard practical skills, gain knowledge of emergent marketing technologies and theory.

Being armed with a massive skill-set, I am now looking for a new challenge in my job-life.

From the third page onwards on my CV shows only a subset of relevant examples of my current work. My online portfolio is here: <https://xdc.nz/design-art-direction-web-ux-portfolio/>

Why I am Perfect for the job...

I am very loyal and a fun and exciting person to be around...

With strong leadership capabilities and a friendly, upbeat style, I bring a collaborative approach to client relationships, strategic marketing, brand management, graphic design, and SEO. I'm known for inspiring cross-functional teams and fostering innovative, high-performing environments. Combining creative flair with strategic thinking and analytical insight, I interpret data effectively to make informed, results-driven decisions.

My communication, interpersonal, and engagement skills are highly developed, and I take a customer-centric approach in all aspects of my work. With a keen commercial mindset, I'm skilled at identifying market trends, uncovering consumer insights, and spotting revenue opportunities. My background across agency and corporate environments enables me to collaborate effectively with graphic designers, marketers, and both internal and external stakeholders.

I genuinely enjoy partnering with stakeholders and clients to achieve shared marketing objectives and elevate brand positioning. Thriving in fast-paced environments, I've successfully managed multiple priorities while running two businesses alongside contract roles. I'm both creatively driven and strategically focused, able to tailor campaigns to any audience while staying aligned with your brand's values—delivering measurable results and real business growth. I would be a passionate and effective brand advocate for your team.

Think of me as your "Brand & Marketing Advisor" with Advanced Design, MARKeting & SEO Prowess – your Senior Creative-Team Lead and Marketing Manager with Advanced Graphic Design Abilities – an all-in-one Creative Executive.

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Referees

Ange Holland Caxton Press 022 650 8523

Allan Langdon Panther Property Services 021 276 6236

Seth Gold Ovato/PMP 03 943 4524

Alan Peacock Kerby.Kiwi 021 351 650

Work Experience

XDC // XClint Design + Creative Ltd Current Freelance Business: Creative Director, Senior Creative-Team Lead **2005 - 2025***
Clint Ward, Owner/Creative Director.

Freelancing Senior Creative-Team Lead
Freelancer on contract.

1996 - 2005

FCB Foote Cone & Belding Art Director & Senior Designer
Freelancer on contract.

1995 - 1996

Travel The Big OE
Hong Kong, England, Europe & America.

1995

G&A Nelson Creative Marketing Agency Lead Designer
Grant & Mandy Nelson.

1991 - 1995

Saatchi & Saatchi Christchurch Designer
Now Harvey Cameron.

1990 - 1991

Education

CPIT (ARA) Visual Communications Double Major: Graphic Design: Advertising & Marketing, and Photography
Christchurch

1998 - 1990

Hillmorton High School School Certificate, UE, Seventh Form Certificate
Christchurch

1983 - 1987



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Branding & Signage



Custom Installations

Logo, Branding, Website Design, SEO & Vehicle Signs.

From the logo to the branding, to hit the target market of technology, this project required a modern technical "blue" look.

<https://custominstallations.co.nz>

Owner Kahu, is happy to be contacted.

Logo & Business Card



CU4Admin

Logo Design & Brand Graphics.

To appeal to business owners (B2B), a corporate, technical look was created, combined with a modern font.

Owner Carole Unkovich, is happy to be contacted.

Logo & Website Design



Bee My Honey

Logo Design & Website Design & Development.

To appeal to the general public as an artisan brand, a grungy, homemade look was created, combined with a modern font.

Owner Jo, is happy to be contacted.

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Logo Designs



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Logos & Graphic Design Design & Art Direction (Senior Creative-Team Lead)



Magazine Creative Full Marketing, Design & Production



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Branding Advertising, Marketing & Print Ads



Branding Latest Logo & Website (Currently building)

Spinal Flow Healing

Welcome to Spinal Flow Healing with Ju

I believe in a holistic approach to wellness. I offer a wide range of healing techniques and alternative treatments that can help relieve your pain and improve your health. I personally work with you to find the root of your physical and emotional pain, using a range of techniques to ensure that you feel your body's natural healing power. If you are interested in improving your health and wellbeing, and we would be happy to discuss how our services can be tailored to your specific needs. Contact me today to find out more about how we can help!

Contact me today



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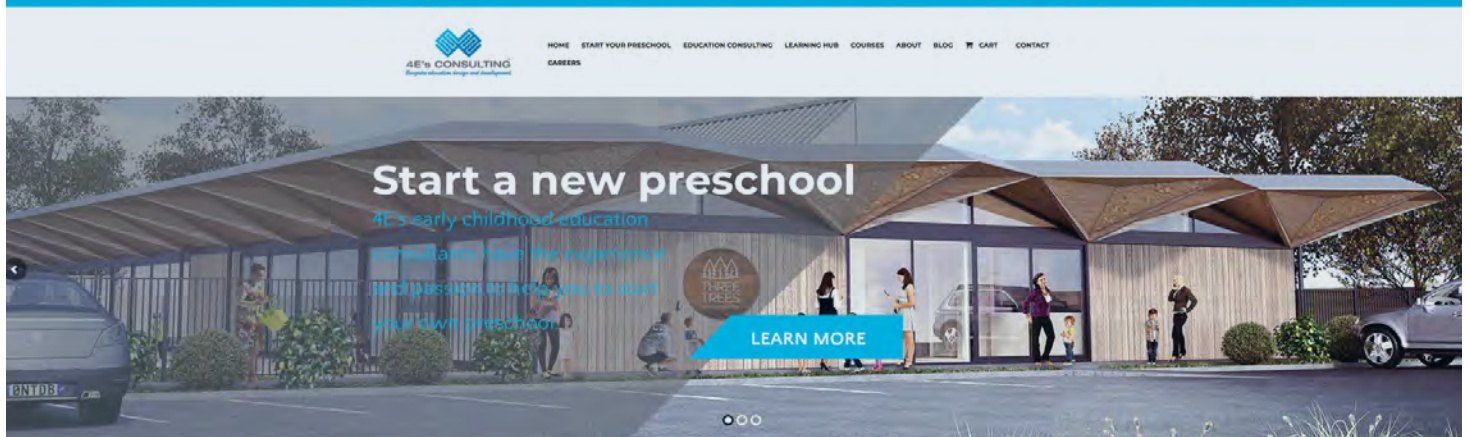
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Website Design Complete Branding – Website, Logos & SEO



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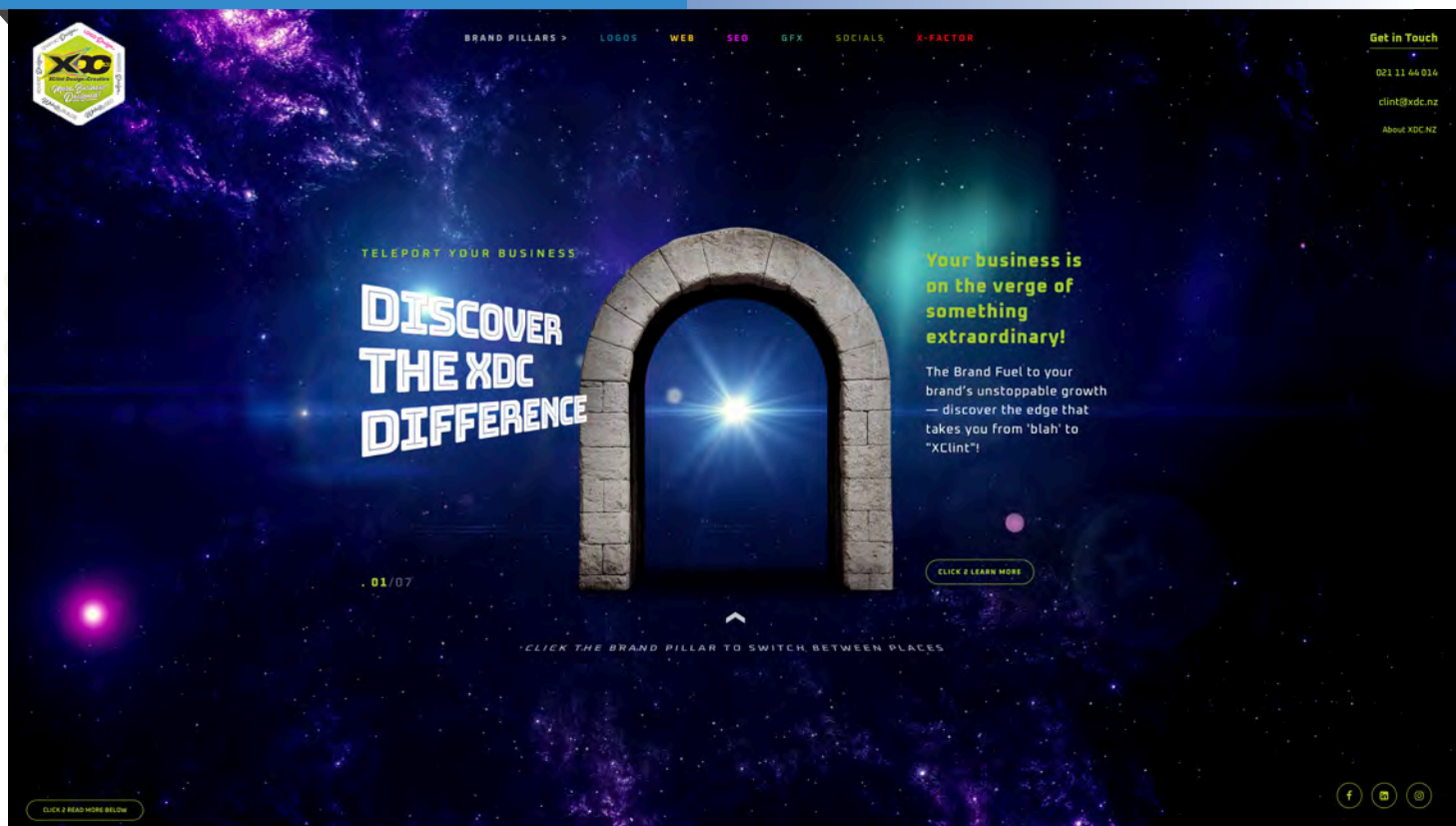
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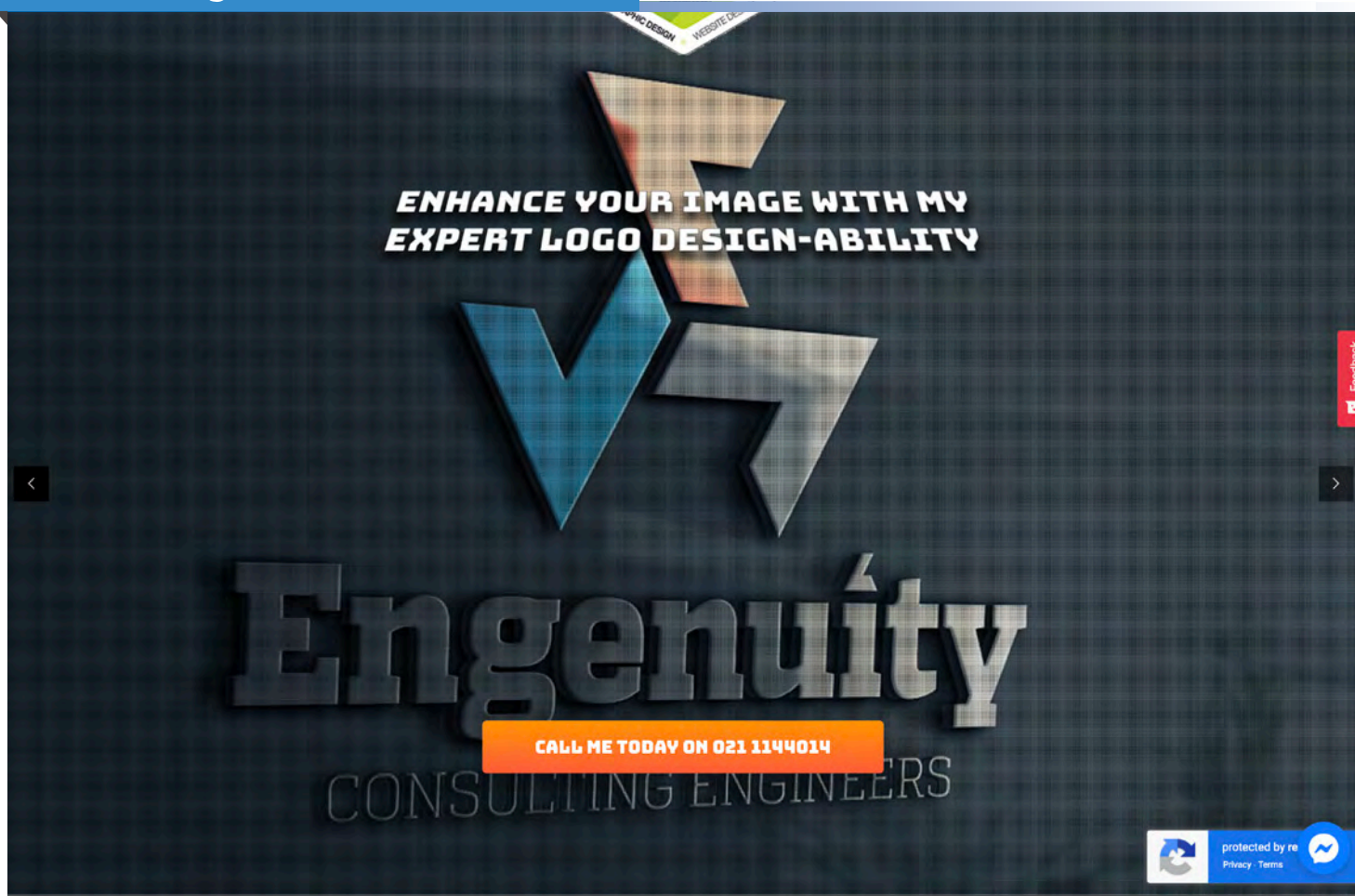


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Web Design, UX & SEO Logo & CMS



Web Design Branding Lead & CMS



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Logo & Signage Designs

