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## **ABOUT ME**

I am digital artist specialising in motion design and sound creation. I thrive best when I explore a combination of these on any given project. My professional strengths comprise:

- technical versatility in motion design, video and sound
- proactive attitude towards teamwork
- creative approach to problem-solving
- emphasis on project streamlining •
- an excellent track record in meeting deadlines

Along with my technical abilities, I've developed a solid understanding of the journey from a client's vision to the final product. I always aim for the highest level of quality while optimising the time and resources available, ensuring that both the creative intent and project timelines are successfully met.

# HIGHER EDUCATION

Master of Media and Communication University of Technology Sydney 2005-06

**Bachelor of Multimedia** Monash University Melbourne 2002-04





# COMPETENCIES

- 2d / 2.5 character and design animation
- Video compositing & grading ٠
- Video editing & sound mixing ٠
- Sound design & music composition ٠
- MOTION DESIGNER / FREELANCER @
- Untitld Studios Deloitte Z-Space N 02 Ink Project Eden Collective Fox8 Design The Glue Society Sandbox Productions DD8 Form Production The Gingerbread Man Spinifex Quiet Conquerer Host Host **Richards Rose** Shine Australia Steam N **Outshine Media** Captiv8 **Eye Candy Animation** Blue Marlin Studio Nuvu and others The Explainers

#### For clients including:

**INTERESTS** 

Project Runway Pepsi Australia V8 Supercars Apple Asia Telstra Subway Amazon Australia Vodafone GM The Voice Foxtel Luna Park Sydney Artline Freeview Elektrolux Stan Fox 8 Air New Zealand Freely

Snap Printing SBS World movies

**ESPN** Pepsi China Westfield Anglicare Luna Park Sydney UNHCR and others

Adobe CC / Affinity Serif

DaVinci Resolve / Mocha

Flement 3D / Red Giant

Bitwig / Ableton Live

Figma / Canva

#visuals #music #humour #literature #philosophy #alternative #art #european #football #positive #vibes #creative #mindful #work #environment #prefer #mountain #to #beach #good #food #happy #soul







### **PEPSI CHALLENGE CHINA**

Part of an advertising campaign for Pepsi China, this video required integrating the main actors into a colourful and dynamic backgrounds enhancing the Pepsi experience. All the work put was worth it with an end result that has got an distinct artistic edge.



### LUNA PARK ANNUAL PASS

A fun TVC integrating the characters Luna Park Sydney used for their info panels on site. We replicated the most fun rides at the time in this very bright-coloured animation while advertising for their Annual Pass ticket



Produced by Ink Project, Sydney





Produced by Ink Project, Sydney







Produced by The Glue Society, Sydney



A four-video advertising campaign for Pepsi-Verse. The idea was to peak into different quirky parallel universes part of the Pepsi-Verse through a portal that initiates from the logo on the Pepsi can. Quirkiness at its best!











#### SO ANIMATED

A promotional video for Fox 8 Australia. We had to integrate characters from many different shows into a world of animated planets flying through of them. It was very interesting adding animations and sounds to snippets of moving images of world-known animated characters.



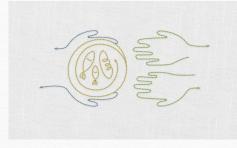
#### ANGLICARE

An animation for an Anglicare TVC based on the idea of weaving. The challenge was to create one continuous camera move that elegantly drifts different messages as they are being revealed. The animation is set to beautiful peaceful music to capture the message of Anglicare.



Produced by Ink Project, Sydney





Produced by Ink Project, Sydney







Produced by Captiv8, Sydney



A very abstract pitch for a Garnier TVC based on the stylised interaction between hair, lips, eyes and body. Though it was too abstract for the client, it is a nice little animation and one of the first ones I ever did professionally along with with composing the music theme.



Svet Atanasov 2024

 $V \equiv$  $\Xi S = 1$ PORTFOLIO CV





#### **UNIFORMS FOR THE DEDICATED**

This is a part of series about brands that the online Italian store The247 created to promote their clients. This Swedish brand has a particular sense of fashion and products and that made for a very interesting story to tell.



#### THE LOST GOSPEL

A music video for The Lost Gospel's Secret Agent single nominated for Best newcomer at MTV Australia awards 2006. The video was based around the idea of the band being integrated in beautiful wallpapers while Phil Jamieson tells the story of the secret agent.



Produced by Gawain McGrath, Sydney





✓ editor
✓ compositor
✓ animator
✓ sound editor



Produced by THE247, Milano





Produced by The Art Collective, Sydney



## THE LOCKHEARTS

A music video for The Lockhearts's Ride Home which goes into this fantasy ride through hell, the ocean and a few more wild places. There were actual toy sets for each scene and our job was to marry those scenes with live performance and green screen band shots for the ultimate thrilling visual narrative.



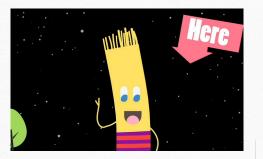






#### WESTFIELD

Branding videos for Westfield using simple shapes to create animation that makes an attractive Westfiled brand look.



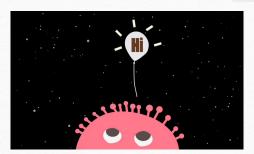
#### UNHCR

A promotional video animation for the UNHCR campaign "Here & There'. The idea was to juxtapose the 'here' and 'there' concept by connecting two characters that are on the opposite sides of the globe. The result was a cute 30 seconds story that captures the heart.



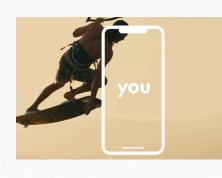
Produced by Ink Project, Sydney





Produced by Ink Project, Sydney



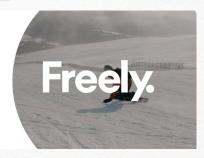


### FREELY

A fun TVC for Freely where we got to play with shapes to breathe even more life into the underlying footage.



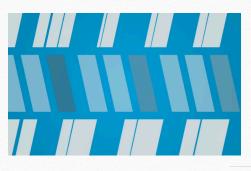
Produced by Captiv8, Sydney



Svet Atanaso







#### SBS WORLD 2012

We created a complete graphics package for the Stan network.The main idea behind the animations was the flickering images produced by a zoetrope. Attention to detail was essential and the end result speaks for itself.



#### STAN 2018

We created a complete graphics package for the Stan network. The inspiration behind the animation was elegant and smooth movement. The end result was very satisfying and gratifying after many hours we spent to perfect the small details.



Produced by Ink Project, Sydney



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Produced by Ink Project, Sydney







#### Produced by Captiv8, Sydney



We created the opening animation and the graphics package for the 2007 Logie Awards. The main animation was inspired by bokeh and blur effects interacting with one another to reveal the Logie statuette.



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