

# Ian Shying

content creator / communication designer / brand specialist / cx / creative director



## Experience

**Director at TomFoolery/Digital and Design Specialist at Seniors Rights. Service** July 2020 - Current  
Ian develops campaigns, digital strategies, branding, social media and marketing strategies for a number of SMBs and partners with other agencies on a broad range of larger scale projects including Salesforce, AWS and Zoom. Passionate about giving back to the community Ian also leads Seniors Rights Service comms, branding and social strategy.

**UX & Design Director at Edelman** December 2015 - July 2020

Ian led the multi-discipline content production team at Edelman across a broad spectrum of clients and projects. From idea driven campaigns through to large platform builds, activations and content driven video programming. Clients include Audi, Samsung, Commonwealth Bank, PayPal, Adobe & many others.

**Digital Director Accenture Creative Services (DLO)** June 2014 - December 2015

Ian managed the digital design & development team & strategic implementation of digital projects across an international client base including Accenture, CBA & Microsoft.

**Design Director at News Digital Media** October 2012 - June 2014

Ian was responsible for the design team, the brand implementation of News properties & product development across all digital channels including high traffic properties such as The Daily Telegraph, News.com, Vogue & FoxSports.

**Consultant at E&L Consultancy** February 2009 - October 2012

Ian developed projects for brands such as Tourism NSW, Amex, Telstra, OPSM & Stays while contracting with leading publishers & agencies including Moon, Fairfax, Ogilvy & Saatchi.

**Creative Director at Isobar** October 2007 - February 2009

In the first 12 months of Ian taking over as CD at One Digital (now Isobar) the agency won competitive pitches for Adidas, Coca Cola & Warner Music. Other clients included HSBC, Macquarie Bank, Pizza Hut & Hyundai.

**Creative Director at Profero** October 2003 - October 2007

Ian led Profero's creative output across clients such as Mercedes Benz, Apple, Macquarie Bank, Nestle & many others. Working on projects in Australia, London & Singapore his work garnered many accolades including Campaign of the Year.

**Digital Creative Director at Grey / Creative Director at Beyond Interactive** 2001 - 2003

After 12 months with Beyond in the USA, Ian established the Sydney Office of Beyond winning clients such as Holden, Vodafone, World Vision & Omega. Beyond was bought by Grey in 2002.

**Art Director at Lowe & Partners** 1999 - 2001

Ian delivered projects for Comm Bank, J&J, Nestle and, most famously, Unilever, where the project for Snuggle fabric softener won multiple awards and was the most profitable in the agency's history.



## Biography

Coming from a strategic consulting and creative background Ian brings an uncommon perspective to the disciplines of design and communication, combining a deep understanding of brand, digital & business thinking to deliver work that connects with the intended audience and return on investment.

With over fifteen years of traditional and digital media experience in a wide cross section of creative disciplines, Ian's skill set includes graphic design, art direction, interactive design, animation, UX/CX, social media and digital strategy.

He has worked with a number of major agencies in Sydney as well as Asia, London and the USA, including Grey, Ogilvy, M&C Saatchi, News Corp and Accenture.

Ian established the Sydney office of Beyond Interactive, one of the first digital advertising specialists to bring creative and media under one roof. In a challenging climate the team secured clients such as Vodafone, Holden, World Vision and Oracle. The agency was later acquired by the Grey group.

At Profero he was part of the management team that grew the agency from a start up team of 6 to an established regional hub with a client roster including Apple, Daimler Chrysler and Macquarie Bank.

As Creative Director at One Digital, now Isobar, he led winning pitches for major clients including Coca Cola, Adidas and Warner Music, adding to existing clients including HSBC, Tourism Australia, Hyundai and Pizza Hut.

Ian and business partner Laura Peck established E&L Consultancy after being offered the opportunity to pitch for a global World Vision initiative. They successfully won the pitch, beating several established international agencies to launch 'Micro', an innovative micro finance programme working to alleviate poverty in poor communities. The partnership went on to work with other clients including Fairfax, OPSM, Wacom, Toyota and MCN Network.

Looking for a new challenge outside of agencies, Ian joined News Corp to lead their digital product design and brand team. Projects included leading web sites, mobile and iPad apps such as Vogue Australia, Daily Telegraph, Fox Sports & The Australian.

Ian led Edelman Australia's visual design and user experience team across a broad spectrum of clients and projects. From idea driven campaigns through to large platform builds and content driven video programming. Clients include Audi, Samsung, Commonwealth Bank, PayPal, KFC & HP.

Ian and strategist Kate Star launched TomFoolery in response to a number of opportunities in branding, marketing and comms. The consultancy has since delivered campaigns, websites, digital strategies, branding, social media and marketing strategies for a number of SMBs and partnered with other agencies on a broad range of larger scale projects including Salesforce, AWS and Zoom.

Ian and Kate are also passionate about the NFP sector, seeking to give back to the community where ever possible through organisations including Seniors Rights Service, Autism Camp Australia and The Children's Hospital.

Ian's creative and strategic work has earned recognition in most major awards in Australia. Recent accolades include Winner, Gold Sabre Awards (Social Media Campaign) for #galaxyemojisalive; Winner: IN2SABRE Certificate of Excellence for PayPal Live Selects & Mumbrella Commscon Corporate Social Responsibility Winner for The KFC Youth Foundation.

Further, Ian has been chosen to judge international awards, been published in industry press and guest lectured at industry colleges. His personal work has also been chosen for international exhibitions and conferences, most recently his short animated film 'We Never Learn' premiered at Ted X in Sydney.