

# Brad Stevens

Design Director

Bondi, Australia

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<http://www.bradstevens.co>

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**Brad is one of the country's most recognized brand designers. He has worked in some of the best regarded studios locally and overseas, including Landor Paris, Moon, Yello, FutureBrand and Re:. Brad combines a beautiful sense of design with a passion for making brands relevant for today's digital world. Whilst he loves to challenge the conventions of any given category, Brad's work represents the interests of the client first. His work is hard to avoid these days, having worked on the Commonwealth Bank's recent 'CAN' branding system, along with the very fresh Optus rebrand. Other client experience includes Citroen, Seat, Visa and Fiji Airways.**

## WORK EXPERIENCE

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Sydney, Australia

Present

### **Born & Raised**

Creative Director

Boutique creative agency of experienced brand creators and communicators, nurturing brands to be proudly distinctive, dearly admired and commercially successful.

At Born & Raised, we're challenging the norm of design and campaign projects sitting with separate agencies. Enduring brand strategy and design craft underpins commercially-driven brands, campaigns, content and experiences.

Our award-winning team has worked locally and globally, from multi-national campaigns to local start-ups. Expect unique, story-driven brands, beautiful execution and a pragmatic client-focus.

Capabilities:

Brand strategy

Brand identity

Campaign development and execution

Content

Retail communications and instore experience

Fashion art direction

Branded environments

Digital design and communications

Category experience:

Financial services

Destination marketing (tourism & trade)

Retail

Fashion

Online brands

Automotive

Airlines

Mining & Resources

Property

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Sydney, Australia

### **Re. M&C Saatchi**

Design Director

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Australia

### **FutureBrand**

Design Director

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Paris, France

**Landor Associates**

Design Director

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Australia

**Yello (Designworks)**

Senior Designer

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Sydney, Australia

**Moon Design**

Senior Designer

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Sydney, Australia

**Black and White Magazine**

Art Director