

ANTHONY CUMMINS

Over 20 years of experience with expertise spanning the graphic design, print, photography, and web development industries.

🎓 EDUCATION

B.A. (GRAPHIC DESIGN) *Graphic Design*
University of Newcastle (1997)

CERT. IV TAE40116 *Training & Assessment*
TAFE NSW Ultimo (2023)

CERT. IV CUA41120 *Photography and Digital Imaging*
TAFE NSW Ultimo (2024 — present)

📋 SKILLS

🖨️ *Graphic Design*
Logo design, print design & branding. MS Office & desktop publishing. Signage, vinyl and screen printing. Traditional & digital illustration. Print production and pre-press.

📷 *Photography*
Studio & portraiture. Travel, landscapes & long exposure. Image retouching & digital manipulation.

🎓 *Training and Assessment*

Develop and deliver learning programs and group based learning. Address LLN. Provide work based instruction and learning in the workplace. Assess competence, Design and develop assessment tools and participate in validation.

🖨️ SOFTWARE / PLATFORMS / FRAMEWORKS

Adobe InDesign CC,
Adobe Acrobat DC, Adobe
Photoshop CC, Adobe
Illustrator CC, Adobe
Animate & Adobe Media
Encoder. WHM, cPanel,
DirectAdmin. Wordpress,
WooCommerce, Square,
Notepad++.

Microsoft Word,
Microsoft PowerPoint,
Microsoft Excel,
Microsoft Outlook &
Microsoft 365. G Suite,
Google Search Console &
Google Analytics / Google
Marketing Platform.
MailChimp.

📅 EMPLOYMENT HISTORY

2018 — PRESENT | RED FLAME DESIGN

Senior Web Developer

Since 2018 I have contracted with Red Flame Design as their Senior Web Developer, working across the company, primarily translating concepts into functional and visually impressive websites, EDMs, web banners and videos.

- Work performed: brand roll out & integration, EDM design & development (HTML, MailChimp and Outlook), illustration, interactive form design and development (Acrobat, HTML & Word), photography (campaign shoots, staff photography and retouching), print design, page layout & typesetting) and web development (Google integrations, HTML coding, SEO, server management and Wordpress development and migrations).
- Accounts include: Adam Laws Industrial Design, AIST, ARPC, Australian Super, AustSafe Super, Aware Super, BMS, CareSuper, HallChadwick, Mercy Super, MNSA, Nielsen Design, Red Flame Design (in-house projects) and W Coaching.

2004 — PRESENT | RED ANT MEDIA

Creative Director (2004 — 2014)

Red Ant Media was started in 2004 as a small bespoke agency working bringing contractors of different expertise together to provide tailored solutions for our clients. By 2009 this had expanded to a company with 4 full time staff members and included managing a small art gallery, Gallery Red, for emerging artists. Red Ant Media supplied print, desktop publishing, copywriting and web development services, both in design and production, for our clients.

Freelance Designer (2015 — Present)

In 2015 Red Ant Media was transitioned from a company to a freelance model to prioritise and enjoy more time with my daughter.

- Past and present accounts include: 5 Star Sydney Tours, Amazing Paper, The Balmain Association, Blush Photography, Breakfast Point Community Association, Central Station Records, Claire Tennant Workshop, CRC NSW, Glebe Street Fair, Helping Hands Disability Services, Inner Sydney Voice, Inner West Pest Control, Kinchela Boys Home Aboriginal Corporation, Lonergan Research, Lucas Blacker Jewellery, Luke Cornish / E.L.K, MCI Australia, National Centre for Childhood Grief, NTS Corp, Office of the Registrar - Aboriginal Land Rights Act 1983 (NSW), Paspaley, Quikclicks Web Design, Radius Master Machinery, Ragg & Co, Sisters of Charity Heritage Centre, Staging Connections, Sydney Slate Roofing, Tranby Aboriginal College, The Warren View Hotel and Yulang Indigenous Evaluation.