
Macbeth Simon Corriea

Mobile: +61 0466 831 906
Email: cmacbeth17@gmail.com
Address: Eagleby QLD 4207, Australia
Portfolio: cmacbeth.com
[LinkedIn](#)
[Behance](#)

Professional Profile

I am a strategic and versatile creative professional with over 6 years of experience in Graphic Design, Advertising, and Branding currently honing advanced skills in UI and UX Design. Passionate about crafting meaningful brand narratives and delivering impactful solutions across all touch points, I am driven by a purpose: to use design to enhance people's lives and create value through innovation.

Production Skills

Expertise

- Graphic Design, Advertising, Visual Communication.
- Composite Images, Multimedia Graphics, Concept Design.
- User Interface (UI) & User Experience (UX) Design.

Software

- Adobe Creative Suite (After Effects, Firefly, Illustrator, InDesign, Photoshop, and Premiere Pro).
- Canva, Ecwid, Figma, Miro, Procreate, Shopify, WIX Editor, and Studio.

Education

Master of Design | Griffith University | Gold Coast, Australia (2024 - 2026) | GPA: 6.25 (7-point scale)

Bachelor of Arts | IDOL (Major in Psychology, Sociology), India (2017)

Diploma in Applied Arts | Sophia Polytechnic Art & Design (1-year foundation + 4-year diploma program), India (2013-2018)

Additional Training:

Participated in the Study Queensland Gold Coast Innovation Challenge, Australia (Nov 2024)

Volunteered at Research Bazaar, Australian Catholic University, Brisbane, enhancing a collaborative research environment through event support and participant engagement.

Awards

- Recognised with spot bonuses for creative contributions to Vodafone Idea Ltd. (2022, 2023)
- Silver Medal (Team Ogilvy Mumbai) | Olive Crown Award for the Eco Lohri campaign (2021)
- Photography cash prize during a study tour (2017)
- 1st prize for poster design at Nair Hospital's Mental Health Week (2015)

Professional Experience

Creative Marketing Designer at Run for Artists (R4A) Music

June 2024 - 4th November 2024 | Gold Coast, Australia.

- Spearheaded the UI & UX design transformation for R4A Music and Touring for You (T4U), driving the redesign and rebranding efforts. Ensured consistency and relevance through weekly updates, enhancing user experience and platform usability.
- Developed and curated compelling social media content while designing high-impact digital assets that significantly boosted artist and brand visibility. Consistently increased user engagement across multiple platforms by implementing creative, data-driven strategies and delivering measurable results.

Art Director at Ogilvy & Mather

July 2022 - February 2024 | India

- Played a pivotal role in the rebranding of Vodafone to Vodafone Idea Ltd. (Vi), leading nationwide digital and print campaigns that positioned Vi as a forward-thinking, technology-driven brand.
- Crafted persuasive film briefs and worked closely with creative teams to ensure cohesive campaign execution, while leading cross-functional groups to deliver marketing collateral seamlessly.
- Independently conceptualised and executed large-scale employee events, enhancing internal brand engagement and morale.

Promoted to Senior Visualiser at Ogilvy & Mather

July 2021 - June 2022 | India

- Ideated and conceptualised innovative, creative strategies that amplified brand love and drove exceptional internal and retail engagement.
- Developed a nationwide branding strategy for festivals and corporate events, significantly boosting customer engagement and elevating brand recognition.

Visualiser at Ogilvy & Mather

September 2019 - June 2021 | India

- Assisted in Art Direction for multiple high-profile campaigns, including the award-winning "Eco Lohri Campaign," which enhanced brand awareness, fostered customer loyalty, and strengthened brand affinity.

Graphic Designer at Openmind Advertising and Design

May 2018 - August 2019 | India

- Successfully storyboarded, illustrated, and designed customer-facing sales films, significantly enhancing brand storytelling and engaging target audiences.
- Crafted dynamic advertisements for print and digital platforms, including high-impact sales collateral for e-commerce, driving significant increases in client sales and contributing to substantial business growth.
- Maintained strong client relationships by delivering thoughtful creative insights and effectively presenting ideas.

References

Available upon request.