

ATLAS

TALISMAN

Creative Director / Interactive Systems Designer

LOCATION

Melbourne, AU

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WEB

artdept.earth

POSITIONING

Creative Director specialising in interactive systems that drive audience participation across digital platforms, physical activations, and immersive environments. 20+ years designing engagement mechanics, gamification systems, and experiential campaigns for brands, communities, and cultural organisations.

SELECTED WORK

Allen's Lollies National Tour

Experience Designer — Nestlé

Co-designed a national interactive activation system converting passive audiences into active participants through playful street-level engagement mechanics. 900,000+ brand interactions.

Newkind Festival

Co-Founder

Co-founded a festival and designed an alternate reality game using NFC-based leveling systems. Attendees tapped tags at workshops to progress their character. 100% solar-powered, zero-waste.

The Spatial Network — TerraLux

UX Lead / Systems Designer

Designed the interaction model for navigating location-based data and structuring content across spatial environments.

dosomething.art

Creator / System Designer

Built a participation platform where users submit real-world actions to a shared feed, creating a feedback loop between individual behaviour and collective momentum. Self-built, live.

OnChain Monkey / Metaplanet

Art Director — Tokyo

Art directed gamified digital collectibles and community engagement. Transitioned UltraSuperNew gallery from analogue art to immersive new media with blockchain integration.

Open World Theatre

Founder / Director

Practice bridging immersive theatre, experiential dining, and new media. Human Interaction Lab with 100+ participants. Arts grant recipient at Legs On The Wall.

EMPLOYMENT

Creative Director / Systems Designer · Sep 2024 – Present

TerraLux

Systems design, UX and interaction design, dev team liaison, R&D, staff training.

Creative Manager / Product Lead · Jan 2022 – May 2023

Web3 & Digital Collectibles — Metaplanet, MMXX, SyncDAO

Art direction, tokenomics, gamification, community engagement, and UX across three organisations.

Experience Designer · Jan 2021 – Dec 2021

Loving Eats

UX, branding, gamification and app design for a food technology platform.

Game Designer · Mar 2020 – Dec 2021

CivilX

Game design, storytelling, world/level design, team management, pitch documents.

Co-Founder · Aug 2016 – Aug 2017

Newkind Festival / Trampoline Projects

Co-directed festival. ARG design, brand development, marketing, event production.

Creative Director · Feb 2013 – Mar 2015

Penguin Wolf

Art directed app development and websites. Pioneered medical information app for Sydney Children's Hospital.

Consultant · 2005 – Present

Independent — Nestlé, Microsoft, CBA, KPMG, Arup, Tourism Australia

Customer journeys, participation systems, and experiential campaigns for major clients.

PROTOTYPING & INTERACTIVE SYSTEMS

Adobe Creative Suite · Figma · Unity · Unreal Engine · Maya / Blender · React / Next.js · Three.js / R3F · Vercel · Supabase · AI-assisted workflows

EDUCATION

Bachelor of Applied Design (Communication) · Billy Blue College of Design · 2008–2012

Advanced Diploma of Professional Game Development · Academy of Interactive Entertainment · 2011–2012

Additional: Interaction Design & Electronic Art (Masters, partial) · Games Programming / C++ (BSE, partial)

AWARD

Natl Poetry Slam ■ Champion 2015

PUBLISHED

Myrior 2015 Performance Poet

ORGANISED

SEA 2013 ■ Hackathon

EDUCATOR

Web3 / Metaverse ■ Host & Mentor