

# NEIL AVERN

## EMPLOYMENT

Jun 2020 – Present **Freelance Designer**  
Loop Creative ([weareloopcreative.com](http://weareloopcreative.com)), Belgium.

Design consultancy offering expertise in graphic design, experience design, interior design and illustration. Predominantly working with not for profit organisations and sustainable enterprises. *Refer to page 4 for a list of key projects and clients.*

Mar 2015 – Sep 2020 **Director & Co-Founder**  
Bizzie Bee, Hong Kong

Bizzie Bee was a social enterprise that designed and manufactured customised and own-brand activity packs for kids. The business began as a part-time project while I was still working as an interior designer. This role enabled a career change, allowing me to pursue a passion for illustration, paper engineering and two-dimensional graphic design. In 2017 we won investment from private and public funds allowing the business to scale up.

### Projects include:

- ▶ The Peninsula, Hong Kong
- ▶ The Hari Hotel, London, United Kingdom
- ▶ The Nature Conservancy, Hong Kong
- ▶ Tai Kwun Contemporary Gallery, Hong Kong

### Key roles:

- ▶ Packaging design, illustration, graphics, photography
- ▶ Strategic, operational, financial & team management
- ▶ Project management and product implementation
- ▶ Business development, sales and marketing

Apr 2010 – Apr 2020 **Director (Pro-bono)**  
Lizzie Bee Foundation, Hong Kong

A Hong Kong registered charity dedicated to creating a world where art can bring people together, enable social impact and enrich individuals, families and communities. The role was a continuous volunteering position within the charity providing help with all aspects of its operation and when required, design services.

### Projects include:

- ▶ Garden of Goodness, Hong Kong public event
- ▶ Make It Better, recurring community art project

### Key roles:

- ▶ Strategic, operational & financial management
- ▶ Design & illustration, graphic branding, marketing

Jul 2013 – Apr 2017 **Senior Associate Interior Designer**  
KplusK Associates, Hong Kong

KplusK is an established multidisciplinary, detail focused architectural design studio. I was employed as lead designer for a number of exciting projects in Hong Kong and China.

### Projects include:

- ▶ Vidal Sassoon Academy, Shanghai
- ▶ CSS, Shanghai – Show Offices & Flats
- ▶ Harilela Hotel, Hong Kong

### Key roles:

- ▶ Execution of concept through to construction stage design
- ▶ Client presentations and meetings,
- ▶ Managing a team of 5+ designers

Jan 2010 – Apr 2013 **Senior Interior Designer**  
HASSELL, Hong Kong

Employed by one of the leading Australian design practices in its busy HK office, predominantly working on projects in mainland China for large scale developers and International firms. My time at HASSELL included a stint of 2.5 months working in the Shanghai China head office and working as project lead for various commercial office interiors.

### Projects include:

- ▶ Morningstar, Shenzhen – New build fit office out
- ▶ AVIC, Shenzhen & Chengdu – Public Areas
- ▶ Suning Headquarters, Nanjing – Client floors
- ▶ Meizu, Zhuhai - Office Design

Apr 2006 – **Interior Designer**  
Dec 2009 HKR Architects, Manchester, UK

Designer on Hibernian; Dublin's largest fit out in 2006, focusing mainly on client areas from design through to site duties. I held a lead role on the design of Chancery Place base build interiors, from concept design through to completion. Including full construction packages and design coordination.

Feb 2004 – **Interior Designer**  
Mar 2006 The Davies Design Group, Knutsford, Cheshire, UK

Sep 2002 – **Interior Designer**  
Jan 2004 Fairhursts Design Group, Manchester, UK

## SKILLS

### Professional

I am a versatile and experienced designer with the ability to work quickly and efficiently to tight deadlines. I have developed excellent communication skills with clients, contractors, suppliers, management and colleagues and am able to motivate and lead project teams as well as work independently on a variety of project scales.

### Technical

With recent focus on packaging and graphic projects, I have been involved with every aspect of product development from the initial concept sketch stage to mass production of the finished article. Delivering unique products to clients requires knowledge of print media and production techniques, together with logistical project management skills to ensure the highest quality. I enjoy the design process for both 2D and 3D projects at multiple scales.

As an interior designer I employ good freehand and technical drawing ability; Scheme design and finishes presentations; Working drawing and schedule preparation; Preparation of tender packages; Sourcing of products and information; Detailed space planning and scale model making. I have a strong background in construction and have been involved in numerous projects on site.

### Software

Adobe suite (Photoshop, InDesign, Illustrator, After effects), AutoCad, Microsoft suite, SketchUp, V-Ray, all to a good standard.

## QUALIFICATIONS

1998 – **Birmingham Institute of Art & Design**  
2001 (Birmingham City University) Birmingham, UK

### BA (Hons) Interior Design, 2:1

Content included: social and commercial awareness, professional practice, theoretical and historical studies, verbal presentations, study trips to Paris & Berlin. Third year projects followed the RIBA plan of work, stages A-F.

1996 – **Isle College,**  
1998 Wisbech, Cambridgeshire, UK

### BTEC National Diploma in Spatial Design, Merit.

Content included: exhibition, theatre, set and interior design. Basic design, life drawing and history of art.

## REFERENCES

Below are my most recent references for graphics and illustration work

**Claudia Saglietti,**  
Head of Graphic Design  
*Slow Food ETS, Bra, Italy*  
c.saglietti@slowfood.it

**Elke Zander**  
Head of Communications,  
*Health and Environment Alliance (HEAL)*  
elke@env-health.org

**Cara Goodman**  
Senior Associate Director, Global Membership  
*The Nature Conservancy*  
cgoodman@tnc.org

# PROFILE



**Neil Avern**, Designer

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- ✓ Extensive non-profit sector experience
  - ✓ Extensive international experience
  - ✓ 20+ years design industry experience
  - ✓ Graphics, Illustration, Interior/3D Design specialist
  - ✓ Extensive project management experience
  - ✓ Proven track record delivering print & digital projects
  - ✓ Native English speaker
  - ✓ Loop Creative uses Adobe Creative Suite
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**" Delivering design excellence  
for socially and sustainably  
focused organisations."**

# CLIENT LIST

A selection of current and past clients

## Slow Food

Bra, Italy

## The Nature Conservancy

Hong Kong

## Health and Environment Alliance (HEAL)

Brussels, Belgium

## Environmental Coalition on Standards: ECOS

Brussels, Belgium

## Inclusie Invest

Hasselt, Belgium

## Zero Waste Europe

Brussels, Belgium

## UNDP Mozambique

Brussels, Belgium

## Landor & Fitch

Hong Kong

## King Baudouin Foundation

Brussels, Belgium

## Tai Kwun Contemporary

Hong Kong

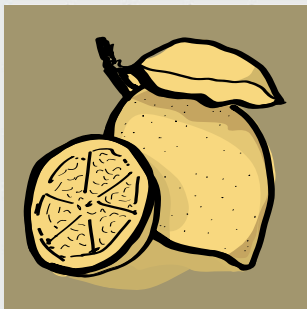
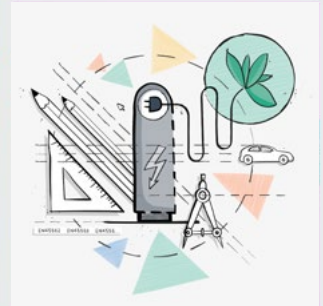
## The Peninsula

Hong Kong

## Harilela Hotels Ltd

Hong Kong





# REFERENCES

## SLOW FOOD

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"I highly commend Neil for his outstanding work and dedication during his time with Slow Food ETS. As a graphic designer, Neil has played an invaluable role in supporting the visual communication efforts of our organization.

During his time with us, Neil demonstrated a strong commitment to both the creative and technical aspects of graphic design. Neil worked efficiently and was very responsive to feedback, making the collaboration a positive and seamless experience.

One of the most impressive aspects of Neil's work was his punctuality and ability to meet tight deadlines without sacrificing the quality of work. His professionalism and dedication were evident in every project he undertook, and he always ensured that the final product was delivered on time and to a high standard."

**Claudia Saglietti,**

Head of Graphic Design  
Slow Food ETS, Bra, Italy

## THE NATURE CONSERVANCY

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"Neil and Liz at Loop Creative have been super to work with from our first project together years ago through the present. Great design, great input, great suggestions, highly attentive and responsive, and accommodating in meeting our review needs, timing, etcetera. We are so happy to count them as our partners, and are proud of the products they have designed for us. Our colleagues and fundraising partners are also very happy with Loop's products and feel they enable them to help us acquire more supporters."

**Cara Goodman,**

Senior Associate Director - Global Membership  
The Nature Conservancy

## THE PENINSULA

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"Starting from the first meeting, throughout the numerous times of modification and trial, the team has shown nothing but true professionalism, creativity and patience.

Catering to our ever increasing requests; their passion to combine education and fun for our junior guests, and their strong beliefs in sustainability in luxury hotels, not only make the kits tremendously popular with our junior guests and their parents, also with our management and business partners. "

**Alice Chan,**

Guest Experience Director  
The Peninsula, Hong Kong