



TESS FLETCHER

Strategic Creative Leader

CONTACT

📞 0423 077 809

✉️ tess@frankiefox.com.au

📍 East Lindfield, Sydney NSW

🌐 tfletcher.work

🔗 [linkedin.com/in/tess-fletcher](https://www.linkedin.com/in/tess-fletcher)



I'm a multidisciplinary creative leader and visual strategist with 19+ years of experience across design, motion, branding, content, UX, and storytelling. My work has spanned broadcast, technology, fashion, education, and professional services, but the focus has always remained the same: **creating work that connects with people in meaningful and memorable ways.**

As we move deeper into an AI-driven world, I believe the brands that will stand out are the ones that remain deeply human. My approach combines **creativity, psychology, emerging technology, and behavioural insight** to create experiences that feel intuitive, emotionally resonant, and trustworthy.

Whether I'm developing a campaign, motion piece, investor presentation, digital experience, or social content series, my thinking always comes back to one question:

"How will this make someone feel, think, or respond?"

Over the course of my career, I've led creative teams, scaled design operations, built multi-platform brand systems, and translated complex ideas into clear, engaging communication. I recently completed **executive education in Generative AI through Harvard (Kennedy School)**, expanding my expertise in AI systems, creative workflows, agent development, AI governance, and human-centred innovation.

I'm also the author of published books exploring AI and emerging technology under the pseudonym James Carter, and **I'm deeply interested in how creative industries can responsibly integrate AI without losing authenticity, empathy, or human connection.**

I thrive in collaborative environments, care deeply about user experience, and enjoy exploring smarter, more intuitive ways for people to connect with ideas, brands, and each other.

Warm regards,

Tess Fletcher

EDUCATION

UNIVERSITY

2026

Generative AI

Harvard Kennedy School
- Executive Education

2003-2007

Bachelor of Graphic Design & Visual Communication

Swinburne University of Technology /
Billy Blue | *High Distinction Graduate*

EXTENDED LEARNING

2019

Design Thinking

General Assembly Australia

2019

UX/UI Bootcamp

General Assembly Australia

2019

SEO Development

General Assembly Australia

2019

Front-End Web Development

General Assembly Australia

STRATEGIC EXPERTISE

- Creative Direction & Brand Leadership
- Human-Centred Design & UX Strategy
- AI-Assisted Creative Workflows
- Integrated Campaign Strategy
- Motion Graphics & Visual Storytelling
- Creative Operations & Workflow Optimisation
- Cross-Platform Brand Systems
- Emerging Technology & Innovation
- Team Leadership & Creative Mentorship
- Experience Design & Audience Engagement
- Presentation Design & Investor Communications
- Behavioural Insight & Communication Strategy

SELECTED IMPACT

- Led creative strategy and campaigns across broadcast, technology, education, and consumer sectors
- Built scalable brand systems and workflows that improved consistency and operational efficiency
- Directed multidisciplinary teams across motion, digital, branding, and marketing
- Simplified complex products and technologies into engaging, human-centred communication
- Integrated AI-assisted workflows and emerging technologies into creative operations
- Developed high-performing campaigns, digital experiences, and storytelling systems across multiple platforms

CREATIVE TECHNOLOGY & SYSTEMS

CREATIVE DIRECTION, DESIGN & MOTION

Adobe Photoshop, Illustrator, InDesign, After Effects, Premiere Pro, Animate, Firefly, Cinema 4D, Blender 3D, Motion Graphics & Animation, VizRT, Runway, DaVinci Resolve

UX, DIGITAL & EXPERIENCE DESIGN

Figma, Webflow, Wix Studio, Adobe XD, UX/UI Design Systems, Interactive Web Animation, Responsive Web Design, Lottie/Bodmovin, Interaction Design

PRESENTATION & COMMUNICATION DESIGN

PowerPoint, Google Slides, Keynote, Canva, Investor & Pitch Presentation Design

AI, AUTOMATION & EMERGING TECHNOLOGY

AI-Assisted Creative Workflows, Creative Automation, Human-Centred AI Integration, AI Workflow Strategy, AI Agent Design, Generative AI Systems, Custom Model Training & Fine-Tuning, Conversational AI Design, Prompt Engineering

Tools: ChatGPT, Claude, Microsoft Copilot, Midjourney, Leonardo AI, Framer, Lovable

MARKETING, STRATEGY & BUSINESS SYSTEMS

HubSpot, Monday.com, Google Analytics, SEO & Data Insights, Campaign Strategy, Digital Marketing Systems

PROFESSIONAL EXPERIENCE

CHIEF CREATIVE OFFICER

CommBox | Sydney, NSW | 2022 – 2025

- Led creative strategy, brand direction, and marketing communications for a fast-growing interactive technology company across education and enterprise sectors
- Developed integrated campaigns and product positioning for flagship technology launches, translating complex systems into clear, human-centred communication
- Directed multidisciplinary creative production across branding, motion, digital marketing, product storytelling, and experiential content
- Built scalable brand systems, creative workflows, and asset libraries that improved operational efficiency and cross-team consistency
- Introduced AI-assisted workflows and automation processes to streamline creative operations and accelerate production capabilities
- Collaborated cross-functionally with leadership, marketing, product, and sales teams to align creative execution with business objectives and customer experience
- Led visual innovation across digital displays, 3D motion content, presentations, campaigns, and interactive communications

SENIOR MOTION DESIGNER (SPORT)

Network 10 (Contract) | Sep 2021 – Oct 2022

- Led motion design and broadcast graphics production across Network 10's national sports coverage and digital media platforms
- Developed high-impact show packages, animated graphics, and visual systems for major football broadcasts and sporting events
- Collaborated with organisations including FIFA, AFC, A-League, and FA Cup to deliver fast-paced, audience-focused visual storytelling
- Worked closely with producers, editors, and stakeholders to create engaging, brand-aligned content across live broadcast and digital environments
- Delivered high-volume creative production within deadline-driven sports broadcasting workflows and rapidly evolving production schedules

SENIOR MOTION DESIGNER

Network Ten / Paramount Pictures

Sydney, NSW | 2009 – 2021

- Developed motion graphics, broadcast design systems, show packages, and promotional content for major national television and entertainment brands
- Delivered high-volume creative production across broadcast, digital, social, and commercial campaigns within fast-paced, deadline-driven environments
- Simplified complex information into visually engaging storytelling through animation, compositing, and motion design
- Collaborated closely with producers, editors, journalists, and creative teams to develop audience-focused visual communication across multiple platforms
- Led design execution across major broadcast events, brand launches, and network programming initiatives

CREATIVE DIRECTOR

Reziio | New York, USA | Remote | 2020 – 2022

- Led brand strategy, UX/UI direction, and digital experience design for a technology startup focused on interactive customer engagement
- Developed cross-platform visual systems, motion content, and digital marketing assets to support brand growth and product positioning
- Applied data-informed creative strategy to improve user engagement, customer experience, and conversion performance
- Collaborated remotely across international teams, balancing creative innovation with scalable digital execution

PROFESSIONAL EXPERIENCE

BOARD MEMBER & CREATIVE DIRECTOR

Eighth Day Foods | Melbourne | 2022-2024

- Served as Board Member and Creative Director for a sustainability-focused food startup, supporting brand growth and acquisition positioning
- Led brand strategy, visual identity development, and go-to-market communication across packaging, digital, and investor-facing materials
- Developed storytelling frameworks and positioning strategies aligned with ethical sourcing, sustainability, and long-term brand value
- Collaborated with founders and stakeholders to strengthen market presence, customer engagement, and investor readiness
- Unified brand, marketing, and communication systems to support scalable business growth and strategic positioning

CREATIVE DIRECTOR | FOUNDER

Frankie Fox | Sydney, NSW | 2018 – 2021

- Founded and led a multidisciplinary creative studio delivering branding, motion, digital, and campaign solutions across entertainment, hospitality, sport, and consumer sectors
- Directed end-to-end creative strategy and execution across brand identity systems, motion graphics, digital campaigns, presentations, and visual storytelling
- Built scalable creative workflows and collaborative production processes to support high-volume, fast-turnaround client delivery
- Partnered with major brands including Paramount Pictures, Network Ten, FIFA, A-League, Kellogg's, MasterChef and Nando's to develop engaging cross-platform creative campaigns
- Led multidisciplinary creative production across animation, branding, digital media, social content, and experiential communications
- Balanced creative direction with business operations, client strategy, stakeholder management, and production oversight within a fast-paced studio environment

SENIOR GRAPHIC DESIGNER

Bite Communications | Sydney | 2009

- Developed integrated print, packaging, and campaign design solutions across commercial and consumer sectors
- Collaborated with creative teams and stakeholders to deliver cohesive brand communication across advertising, editorial, and marketing touchpoints
- Led visual design execution across multi-channel campaigns, ensuring consistency, clarity, and audience engagement
- Balanced fast-paced production requirements with strong attention to detail, brand alignment, and visual storytelling

GRAPHIC DESIGNER

Expertise Events | Sydney | 2007 – 2009

- Designed large-scale event branding, exhibition graphics, and multi-platform visual communication for national and international trade events
- Developed integrated print, digital, signage, and promotional assets aligned with brand consistency and attendee engagement
- Collaborated across production, marketing, and event teams to deliver cohesive visual experiences within fast-paced live event environments
- Contributed to end-to-end creative delivery across experiential design, exhibition systems, and event marketing communications

PROFESSIONAL EXPERIENCE

KEY ACHIEVEMENTS

- Led creative strategy and brand communication across broadcast, technology, education, entertainment, and consumer sectors, delivering integrated campaigns and scalable creative systems across multiple platforms
- Built and optimised creative operations, asset libraries, and workflow systems that improved production efficiency, team collaboration, and brand consistency across fast-paced environments
- Directed multidisciplinary teams across branding, motion graphics, UX/UI, digital marketing, broadcast design, and experiential communication, balancing creative innovation with commercial and operational objectives
- Simplified complex products, technologies, and ideas into clear, engaging, human-centred communication through strategic storytelling, motion design, and experience-focused creative systems
- Introduced AI-assisted workflows, automation processes, and emerging technology integration to streamline creative production and support future-focused design operations
- Developed investor presentations, product launches, digital campaigns, brand systems, and cross-platform storytelling frameworks designed to improve engagement, communication clarity, and audience connection
- Collaborated with executives, stakeholders, marketers, developers, and production teams to align creative direction with customer experience, business goals, and long-term brand positioning
- Successfully led branding and creative positioning initiatives for startups, established brands, and technology-focused businesses, supporting growth, scalability, and market differentiation

LEADERSHIP & INNOVATION FOCUS

HUMAN-CENTRED DESIGN & COMMUNICATION

Exploring how behavioural insight, psychology, and emotionally intelligent design can create more meaningful and authentic audience experiences in an increasingly AI-driven world.

AI, AUTOMATION & CREATIVE SYSTEMS

Passionate about integrating AI-assisted workflows, automation, and emerging technologies into creative environments to improve scalability, efficiency, and innovation without losing human connection.

CREATIVE OPERATIONS & WORKFLOW OPTIMISATION

Designing systems, structures, and collaborative workflows that support sustainable creative production, operational clarity, and high-performing multidisciplinary teams.

BRAND STORYTELLING & EXPERIENCE DESIGN

Developing integrated brand experiences across digital, motion, presentation, and experiential platforms that connect strategy, storytelling, and audience engagement.


EMERGING TECHNOLOGY & FUTURE-FOCUSED CREATIVITY

Deeply interested in how AI, interactive media, and evolving digital behaviours are reshaping communication, customer experience, and the future role of creative leadership.

MENTORSHIP & COLLABORATIVE LEADERSHIP

Supporting collaborative, psychologically safe, and high-performing creative environments where teams can think strategically, experiment creatively, and grow sustainably.

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