



Summary

Project, production manager and designer with 20+ years across agency, corporate and start-up environments, with a practical focus on AI-assisted delivery and product development. I use AI tools daily across project planning, content, development workflows, automation and app builds, as a core part of how I work. Alongside my background in stakeholder management, international delivery and creative production, I've independently developed and shipped mobile apps, built complex home automation systems, and I'm actively developing an AI-powered SaaS product. I bridge technical teams and business stakeholders naturally, and I tend to make things rock solid before making them pretty, because a product that goes the distance matters more than one that looks good on day one.

Project & Production

- End-to-end project delivery
- Stakeholder management
- Budget and timeline ownership
- Supplier and vendor coordination (NZ and abroad)
- International freight and shipping logistics
- Risk assessment and reporting
- Agile and iterative delivery
- Road mapping and planning
- Conference and expo management

Creative & Technical

- Adobe Creative Suite (expert)
- Microsoft 365 (comfortable)
- UI design and wire framing
- Mobile app development (Expo/React Native)
- Supabase backend management
- ClickUp/project tooling
- Web systems and digital infrastructure
- Brief writing for agencies and developers
- AI-assisted development with Claude
- Prompt engineering and workflow design
- AI tool integration and automation

Leadership & Soft Skills

- Cross-functional team leadership
- Traffic and resource management
- Mentoring and team development
- Client and executive communication
- Strong judgement and decisiveness
- Analytically minded, strategically focused
- Comfortable presenting to senior stakeholders
- Emotional intelligence

Work Experience

Medifab / Spex | Project Manager | April 2022 - June 2026

Medifab and Spex is a growing wheelchair seating manufacturer with operations across NZ, Australia, the UK and Europe, the USA and Argentina. My role centred on managing the delivery of design, production and marketing projects end-to-end; from initial scoping through to final delivery, across all of their markets, both locally and internationally. This involved coordinating international manufacturing and printing of marketing material, managing freight logistics including paperwork, compliance documentation and courier scheduling for product shipments worldwide, as well as planning and delivering conference and trade expo set-ups in collaboration with display and fabrication companies, covering large-format display builds, signage and all supporting collateral.

A significant part of the role involved engaging and managing external suppliers and design agencies across multiple countries, negotiating on price, quality and lead times to keep projects on track and within budget. I was also responsible for building and environment signage projects across multiple offices, covering specification, procurement and installation coordination, and managed the workflow and resourcing of an internal designer and freelance overflow, making sure deadlines were met. From time to time I also led individual product development projects from concept through to release, which included a technician toolbox, therapist kit bag and foam sample boxes, directing photography, video and print production throughout.

Harvey Cameron | Senior Graphic Designer | Feb 2019 - Apr 2022

Worked with account managers, the creative team and directly with clients to manage multiple design projects, often under tight turnaround. This meant prioritising workloads and resources across simultaneous campaigns to meet deadlines consistently. I was responsible for four clients consistently as well as helping with other smaller design work that came in to the studio. Design work varied from print ads and catalogues, to online banners, billboards and large campaigns.

iMoved.me | Founder / Managing Director | Oct 2013 - Nov 2019

Conceived, designed, funded and ran a B2B/B2C SaaS business to help people and companies manage contact detail updates when people moved home, which operated for seven years, growing the platform iteratively and independently. I built the business from idea through planning, developer tender, build and launch, constantly managing budget, scope and timelines throughout. For some time during the business, I managed a developer and a sales representative, which meant learning more about the HR obligations, on top of continuing to manage finances, tax, and reporting.

I also ran the B2B sales which involved prospecting, pitching and presenting to companies across power and internet utilities, financial services, doctors, schools, reward programmes etc. Other tasks involved managing external web developers and hosting providers, which meant handling all risk assessment, data tracking, performance reporting and roadmap planning. We managed to achieved a 99.9%+ uptime across the platform's operational life through proactive infrastructure management.

I also had to build and executed marketing and advertising campaigns across digital and direct channels.

Various Agencies & Corporates | Freelance Designer / Studio Manager | Oct 2007 - Feb 2019

Long-term and repeat placements across Auckland's leading agencies and corporate studios, including Ogilvy, Saatchi & Saatchi, FCB, Milk, NZME and others, with assignments from general Graphic Designer to Studio Manager on multiple placements: managed traffic, briefed the design team, handled resource planning and client liaison. Also delivered design production across print, digital and campaign formats to tight agency deadlines.

Yoobee | Auckland | Part-time Tutor | 2018

Taught students the Adobe Creative Suite, graphic design principles and retouching, which involved lesson planning, demonstrations and one-on-one coaching.

Birdcage (AU) | Co-Producer (Documentary) | Project-based

Co-produced a street art documentary with an Australian production company, which I assisted with scheduling interviews, location scouting, photography and filming.

Independent Projects

Kit Made It | App Development

Outside of my professional roles I've independently conceived, designed and shipped a suite of mobile apps using Expo/React Native with Supabase backends. I'm currently at ten projects in various stages from drawing board, to active development to live on the App Store and (soon) Google Play, from initial concept through to release and ongoing maintenance. AI tools have been central to help the development process across all projects, from architecture decisions and debugging through to documentation and App Store applications.

SPNZ (Safe Pass NZ) (Awaiting Store approval)	An app referencing a cached database to your current GPS location, to alert you and count down to approaching passing lanes up to 20kms away. Built using AI-assisted development workflows throughout.
StableHand (in development)	Horse and farm management app built for a commercial client, feature-rich and invaluable to manager. Developed end-to-end using AI pair-programming tools, including complex rule-based automation logic.
Snapt! (Android version coming soon)	Synchronised group photography app, with server-side montage processing via Railway. Eventually will be going for a World Record for the biggest group selfie!
YNTT (Yes No This That) (Android version coming soon)	Binary polling app with a subscription option and AdMob; ask a question, and the universe (should) answer.
EMeetE (in development)	An AI-powered two-sided job matching platform, integrating live job listing APIs with CV analysis to generate intelligent match scores. Built on Supabase with React Native frontend.

All the apps are showcased on my website; *KitMadeIt.Work*

Personal

Outside work I'm usually camping in the summer, riding bikes and getting the kids outdoors. I have a long-running interest in engineering and making things, I'm currently in the research and planning phase of an EV conversion on a 1988 Lancia Delta, which has pulled me into 3D modelling, printing and fabrication. I've also flown small planes and intend to return to that when life allows. Woodwork, home automation and electronics round it out. And we have an annoying cat.