



TOBY LAKEMAN

MULTIMEDIA DESIGNER / CONTENT CREATOR

PROFILE

I am a **highly skilled** motion designer, video editor, videographer, graphic designer and client liaison.

I have worked in the design, marketing and video industry for 25 years and have a passion for design, story-telling and creating content that resonates with your audience.

I'm a pro-active thinker, driven and creative, but also very open to other's ideas.

Learning is all about questioning.

"What you are doing, why are you doing it, is it the best way this can be done and how can I better myself? How can I help my customers and give them a positive experience whilst aligning with my core values and achieving my KPI's."

CONTACT

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SHOWREEL

[Click here to view my showreel](#)

PRINT PORTFOLIO

Please check out my online portfolio

[Click here for my print portfolio](#)

CAREER OVERVIEW

- Multimedia Designer, Videographer, Photographer Kings of Neon
- Multimedia Designer & Marketing Assistant Paul Bennet Airshows
- Multimedia Designer, Videographer, Photographer Omnia Wheel
- Creative Director, Video Editor, Graphic Designer Freelancer
- Senior Motion Designer & Video Editor Out of the Square
- Senior Graphic Designer Out of the Square
- Graphic Designer Brilliant Logic

EXPERIENCE

2024 - May 2026 **Multimedia Designer / Video Editor / Videographer** **Kings of Neon**

This role encompassed content creation across all channels, including social media, videography, video editing, graphic design, and the use of AI tools for photo and video manipulation. Additional responsibilities included front-end web design and cms, print and signage design, and contributing to the company's rebrand.

Jan - June 2024 **Multimedia Designer / Videographer / Marketing Assistant** **Paul Bennet Airshows**

Created high-impact content and marketing assets for the company and all supported airshows, including photography, videography, video editing, social media, and print. Captured on-site photo and video content at every airshow and managed front-end web design, signage, and brand development.

2022 - 2024 **Multimedia Designer / Video Editor / Videographer** **Omnia Wheel**

Australian company that makes multi-directional wheels, for national and international clients and distribution. I was the sole designer for content creation across all channels including social media. I manage the process end-to-end, from filming and photography to video, web design (front end), print media and signage.

SKILLS/EXPERTISE

- **After Effects**, joined at the hip
- **Davinci Resolve**, editing, colour grading
- **Premiere**, video editing
- **Audition**, sound design and mixing
- **Photoshop**, anything's possible
- **Illustrator**, graphics made to scale
- **Indesign**, adaptable layouts
- **Creativity**
- **Filming/Photography**
- **Flexibility**
- **Working in a group**
- **Time Management**
- **Ai Generation (image manipulation and video)**

1999 - 2000 **Graphic Design Diploma**

TAFE - Hunter Design Faculty

Finished 2nd out of 60 people in the class, and gained full time employment 2 weeks prior to completing the course.

Freedom lies in
being bold



EXPERIENCE CONTINUED

REFERENCES

Robert Bodill

COO
KiP: 0431 187 967

Shaun Flaherty

The Missing Link Productions
Video Director / Editor
(I have known Shaun for 20 years)
P: 0418 561 003

Harry Callinan

Chef, TAFE Teacher
and Mulga Bills owner.
P: 0421 859 832

SHOWREEL

Please check out my showreel it will give you a view into what I can do. If you'd like to see more of what I can do please reach out to me.

<https://vimeo.com/560246341>

PRINT PORTFOLIO

Please check out my online portfolio

[Click here: for Behance gallery](#)

FREE TIME

- Always the beach
- Time with friends and family
- Music: listening, live and creating to
- Travel / Camping
- Exploring the bush, the city and culture
- Cooking

2001 - 2019 **Out of the Square Media**

I started at Out of the Square Media as a graphic designer in 2001. My role as a graphic designer quickly evolved including print design (full catalogue layouts for Camera House and Paxtons) and logo design, but also flash animation, web design and video graphics.

Working beside a Cinematographer and Editor, I quickly learnt new techniques and made graphics for broadcast television and corporate videos.

I discovered After Effects in the early 2000's and self-taught, as online video tutorials and courses were non-existent. Experimenting was how I always learnt and evolved.

KEY RESPONSIBILITIES

My key responsibilities as a Motion Designer and Editor were as follows:

- Provide suggestions and solutions for editing approach
- Work collaboratively with other members of the team and the design studio
- Producing work meeting brand guidelines as set by the art directors
- Ensuring compliance with quality control procedures
- Editing motion graphic design and animation colour grading and video mastering
- Editing of any video content to meet the client brief and strategy
- Design and editing of sound
- Edit in line with broadcast specifications, cinemas, digital marketing screens and social media
- Proactively research industry trends and use this information to make creative suggestions and solutions

CONTENT CREATION

I have created digital and traditional media content for the following organisations:

- Bengalla Mining Company
- Cancer Council
- Greater Bank
- Leah Jay Property Management
- Nadin West Joinery
- Nikon
- Omnia Wheel
- Perisher Ski Resort
- Reflections Holiday Parks
- Camera House
- Catholic Schools Office
- Kings of Neon
- Montgomery Homes
- Newcastle Airport
- Northern NSW Football
- Paul Bennet Airshows
- Port Waratah Coal Services
- Tamworth Country Music Festival

In addition to design and video work, I have also assisted on numerous shoots, providing ideas into processes, shot suggestions and insight into how footage is best captured for motion design and video creation to be most effective.