

“Creative Talk”

With Jonathan Bardsley
Freelance Digital Designer/Producer
based in Auckland.

Who are you? - How would you describe yourself?

It's pretty hard to define who I am as I don't like to be pigeonholed by what I do from nine to five. When it comes to visual and social stuff I'd like to think I'm a 'challenger'. I like to redefine the status quo and help change people's perceptions in whatever I do.

What do you love about your job?

There are some days where I literally get paid to draw pictures. Unbelievable.

What keeps you sane and on top of your game?

I like the phrase 'No one's gunna die' and it helps keep things in perspective when things get a bit crazy. I try to have a very relaxed approach, especially when under attack or criticism, because generally people are just trying to help. Browsing the internet for inspiration and reading daily emails keeps me inspired and informed on 'what's up' in the digital world.

What would you say your strengths and your weaknesses are?

Sheeeshhh...I'd say I'm good at keeping everyone happy which is good most of the time but bad if I have to be a bit ruthless. And I definitely suck at development. My coding skills are awful.



What inspires you?

Life, my family. The amazing country we live in; Godzone.

Technology is constantly evolving and upgrading, and there is always something bigger (or smaller) and better, how do you keep up?!

It's real hard work. I subscribe to heaps of technology websites so I get emails with cool stuff every day. The information is at my fingertips, I just need to be intentional about absorbing myself in it.



What is your all-time favourite digital tool or app and why?

Does 'Street Fighter' count as an app? I loved that game when I was a kid. Me and my mates used to hire the sit-down machine and play till 3 in the morning - old school!! I've always liked Shazam. It's pretty freaky that it listens to a song and tells you what it is.

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Tell us about your favourite or most memorable project you have worked on so far and why?

When I was in London I got to go on some amazing photo shoots when I was working for CondeNast. I did a project for Diesel jeans and we had to go over to their headquarters for a client meeting. They had a runway in the middle of the office and there were models everywhere. Needless to say it was fairly tough to concentrate on the meeting at hand.

If you hadn't become a Digital Designer/Art Director, what would you be doing now?

I quite liked the idea of being an architect but a pro snowboarder would have been a sick occupation.

Are you where you thought you would be 5 years ago?

Yeah I think so. I've been handed some amazing opportunities in my career and worked on some awesome projects and brands. I've never been super intentional about what job I'm doing or what title I have but things just seem to tick along and people keep appreciating what I bring to the table.

“Creative Talk - it's all about your say”