

TANA MITCHELL

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BA/BDes
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REFEREES

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Available on request

RESUMÉ

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Tana Mitchell is an award-winning independent designer with over 10 years experience across the cultural, commercial and corporate sectors. Her practice has ranged from large private-sector brand strategies right through to crafted, engaging design solutions for independent record labels, artists and art galleries. Her focus is the generation of strategic ideas expressed with intelligent design solutions – from brand identity & experience through to publications, packaging, web, interior and industrial design. With an unwavering passion for the big idea right through to a hawk-like focus on the minutiae of applied design, Tana drives and maintains creative excellence.

HISTORY

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TANA MITCHELL DESIGN/NZ/2000 › Ongoing / Director
Clients include: Artspace {NZ}, Auckland Theatre Company, Buddle Findlay, Capital Recordings, Govett-Brewster Art Gallery, Massey University Foundation, Process PR, Red Bull, SonyBMG, Spooky Entertainment, Starkwhite Gallery, Stil Photography & Tardis Records.
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DESIGNWORKS/NZ/2005 › 2009 / Senior › Design Director
Clients include: Air New Zealand, Auckland Airport, Britomart, Comvita, DB Brewries, Genesis Energy, Methven, NZTE, Tatua, Telecom, Vodafone & Winegrowers of ARA.
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MASSEY UNIVERSITY/NZ/2004 › 2005 / Senior Lecturer
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EYEWORX DESIGN/NZ/1998 › 2003 / Intermediate › Senior
Clients include: City Art Gallery Wellington, LOOP Magazine, Museum of New Zealand Te Papa Tongarewa, New Zealand Drama School Toi Whakaari, New Zealand International Festival of the Arts & the New Zealand School of Dance.
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METADESIGN/UK/1998 / Intern › Junior
Clients include: Bristol City, Bosch, Orange & Skoda.

AWARDS

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2008 / HUNI / D&AD / Nomination: Packaging
2008 / HUNI / Design Week / Commended: Packaging
2008 / HUNI / Wallpaper Magazine / Nomination: Best Beauty Product
2008 / METHVEN / DINZ / NZ Design in Business: Champion
2008 / METHVEN / BeST Design Awards / Gold: Corporate Communication
2008 / METHVEN / BeST Design Awards / Bronze: Graphic Design Arts
2008 / AIR NEW ZEALAND / BeST Design Awards / Silver: Identity Development
2008 / WINEGROWERS OF ARA / BeST Design Awards / Silver: Environmental Graphics
2008 / LOUD & LOLA / BeST Design Awards / Bronze: Packaging
2007 / HUNI / BeST Design Awards / Gold: Packaging
2007 / HUNI / BeST Design Awards / Silver: Identity Development
2007 / BRITOMART / BeST Design Awards / Gold: Corporate Communications
2007 / COMPOSITE / BeST Design Awards / Silver: Packaging
2007 / RESOLUTE / BeST Design Awards / Silver: Packaging
2006 / AIR NEW ZEALAND / BeST Design Awards / Gold: Identity Development
2006 / BRITOMART / BeST Design Awards / Silver: Environmental Graphics
2005 / AUDIOSAUCE 'CONTINENTAL DRIFT' / Bnet Awards / Runner-up: Best Album Cover
2005 / AUDIOSAUCE 'CONTINENTAL DRIFT' / Tui Awards / Runner-up: Best Album Cover
2004 / PHOENIX FOUNDATION 'HORSEPOWER' / Tui Awards / Runner-up: Best Album Cover
2002 / GAVIN HIPKINS 'THE HOMELY' / BeST Design Awards / Silver: Editorial
2000 / LOOP MAGAZINE / BeST Design Awards / Stringer: Best of Discipline