

Brian Rodrigo Llagas
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Academic Qualifications

PhD Candidate, 2023 commencement. School of Media & Communication, RMIT University, Australia

Master of Design Futures, with Distinction, 2018. RMIT University, Australia

Weighted average mark: 78, GPA: 3.3

Bachelor of Fine Arts (Industrial Design), 2005. University of the Philippines, Diliman, Quezon City, Philippines

Research Experience

Masters research thesis: *A Human-Centred Design Approach to Creating Culturally Resonant Branding and Packaging*,
<http://dx.doi.org/10.13140/RG.2.2.24863.74408>

Bachelor's research thesis: *Development of an Alternative Protective Casket Using Plastics*

Bachelor's research mini-thesis: *The Effectiveness of Ambulance Services in the Delivery of Pre-Hospital Care in Metro Manila*

Commercial research experience:

- Qualitative consumer research for a South Korean craft beer brewery to test packaging concepts.
- Facilitated a co-design workshop for Arnott's key stakeholders for new product development.
- Engaged in qualitative research using focus groups to test packaging designs for Arnott's, Lion Dairy & Drinks, and Bega.

Teaching Experience

2019-2021 **Industry Lecturer and Workshop Facilitator**

University of Melbourne, Carlton, Victoria, Australia

- Lecture and workshop facilitation on Brand Identity (Design for Packaging) for the Master of Food and Packaging Innovation Program at the University of Melbourne through the Australian Institute of Packaging.

Industry Experience

2018-2023 **Design Director**

The Edison Agency, South Melbourne, Australia

- Led the systems design for brand and packaging architecture for national FMCG food and beverage companies.
- Prepared and facilitated co-design brand workshops with key FMCG food and beverage company stakeholders.
- Conducted design research, analysis, and insights creation to inform design strategy.
- Engaged in quantitative and qualitative research to test packaging concepts for national food brands.
- Responsible for design management across all projects in the agency, ensuring studio processes are followed and design outcomes are of high quality.

2016-2018 **Senior Designer**

Bonney Creative, Collingwood, Melbourne, Australia

- Co-led the brand refresh and architecture system for Brown Brothers.
- Designed and conducted qualitative consumer research for a craft beer brewery in South Korea.
- Engaged with agency partners and suppliers to achieve cost and production efficiencies in implementing packaging designs.

2014-2016 **Senior Designer**

Cowan Design, Ho Chi Minh City, Vietnam

- Creative and design lead for Vietnam engaged in working closely with Singapore, Shanghai, and Beijing offices.
- Prepared and facilitated co-design brand workshops for FMCG companies in food and beverage.

2007-2014 **Creative Director**

Attention Vietnam, Ho Chi Minh City, Vietnam

- Creative lead for overseeing work across packaging design, corporate visual identities, graphic design, print, space and industrial design.
- Responsible for design management and managing key stakeholders for projects.

- Responsible for creating highly detailed final artwork.
- Previously: Art Director/Industrial Designer(2008-2012), Senior Designer (2008), Graphic Designer (2007-2008)

Honours, Awards, and Prizes

2022	<p>Transform Awards, Australia & New Zealand</p> <p>Gold, Best strategic or creative development of a new brand, <i>Grubbo Sustainable Pet Food</i></p> <p>Silver, Best visual identity from the food and beverage sector, <i>Grubbo Sustainable Pet Food</i></p> <p>Bronze, Best brand evolution, <i>Uncle Tobys</i></p> <p>Bronze, Best visual identity from the food and beverage sector, <i>Uncle Tobys</i></p> <p>Melbourne Design Awards</p> <p>Silver, Systems – Commercial, <i>Grubbo Sustainable Pet Food</i></p>
2021	<p>Transform Awards, Australia & New Zealand</p> <p>Gold, Best brand development project to reflect changed mission, <i>The Arnott's Group Corporate Identity</i></p> <p>Gold, Best corporate rebrand following a merger or acquisition, <i>The Arnott's Group Corporate Identity</i></p> <p>Sydney Design Awards</p> <p>Gold, Identity and Branding, <i>The Arnott's Group Corporate Identity</i></p> <p>Silver, Packaging Design, <i>teeVee Snacks</i></p> <p>Silver, Identity and Branding, <i>FORWARD Agency Rebrand</i></p>
2020	<p>Australian Graphic Design Association (AGDA) Design Awards</p> <p>Merit, Design for Good, <i>BlazeAid Shiraz</i></p> <p>Finalist, Packaging, <i>BlazeAid Shiraz</i></p> <p>Merit, Identity Manuals, <i>Arnott's Brandbook</i></p> <p>International Design Awards</p> <p>Silver, Brand Identity, <i>The Arnott's Group Corporate Identity</i></p> <p>Best Awards, Australia & New Zealand</p> <p>Finalist, Public Good Award, <i>BlazeAid Shiraz</i></p> <p>Finalist, Value of Design Award, <i>Premax Brand Identity</i></p> <p>Sydney Design Awards</p> <p>Gold, Packaging Design, <i>Arnott's Tim Tam Crafted Collection</i></p> <p>Gold, Publication, <i>Arnott's Brandbook</i></p> <p>Melbourne Design Awards</p> <p>Gold, Systems, <i>Premax Brand Identity</i></p> <p>Gold, Packaging Design, <i>Tidal Artisan Seltzer Identity & Packaging</i></p> <p>Silver, Identity and Branding, <i>Arnott's Brandbook</i></p> <p>Silver, Packaging Design, <i>BlazeAid Shiraz</i></p> <p>Silver, Packaging Design, <i>Arnott's Tim Tam Crafted Collection</i></p>
2019	<p>Sydney Design Awards</p> <p>Gold, Packaging Design, <i>Arnott's Tim Tam Slams</i></p> <p>Gold, Systems, <i>Dairy Farmers Brand Rejuvenation</i></p> <p>Melbourne Design Awards</p> <p>Gold, Packaging Design, <i>Arnott's Tim Tam Slams</i></p> <p>Gold, Systems, <i>The Juice Brothers Visual Identity</i></p> <p>Gold, Graphic Design - Identity and Branding, <i>MoonBear Brewing Brand Design System</i></p> <p>Silver, Packaging Design, <i>Brown Brothers Fun & Fruity Limited Edition</i></p>
2018	<p>AGDA Awards</p> <p>Finalist, <i>St Andrews Beach Brewery Visual Identity & Packaging Design</i></p> <p>Finalist, <i>Untold Rum Visual Identity & Packaging Design</i></p> <p>Finalist, <i>The Juice Brothers Visual Identity & Packaging Design</i></p> <p>Melbourne Design Awards</p> <p>Silver, <i>St Andrews Beach Brewery Visual Identity & Packaging Design</i></p>

Other Relevant Training

Branding Master Class Workshop, 2013, RMIT University Vietnam

Delivered by Professor Linda Brennan (Head of Centre, Commerce and Management, RMIT University Vietnam) and Associate Professor Colin Jevons (Department of Marketing, Monash University Australia)

Professional Association

Member of the Australian Graphic Design Association (AGDA), Victoria, Australia

Skills

Expert in Adobe Creative Suite of applications, Microsoft Office, and the Miro collaboration platform.

Advanced 2D and 3D product visualisation skills using 2D and 3D prototyping software.

Extensive experience leading a design team and design management.

Experienced in using human-centred design tools, processes, and approaches.

Confident in directly interacting with clients in brainstorming, developing ideas, and recommending design solutions that match their strategies.

High level of written and spoken communication skills. Extensive experience in writing copy for presentations, project case studies, and newsletters, and presenting to clients.

Proficient in EndNote.