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ANTHONY CUMMINS

I am a graphic designer and senior web developer with over 20 years of experience taking projects from brief to launch across brand, print, photography, video and web. I design and build custom WordPress themes, accessible and interactive PDF forms, EDMs and print publications for agency, government, financial services, arts and community clients.

INDUSTRY EXPERIENCE

Senior Web Developer **Red Flame Design** ..... **2018 — Present**

Contracted Senior Web Developer for a Sydney design agency, delivering web, digital and print work for government, financial services and professional services clients.

- **Web development:** WordPress builds and maintenance, HTML/CSS, SEO, Google integrations, hosting, server management and site migrations
- **Digital campaigns:** EDM design and development (HTML, MailChimp, Outlook), web banners, and brand rollout across digital and print
- **Interactive forms:** turned business requirements into rule-based validation for complex PDF forms in Acrobat JavaScript (conditional logic, data-format checks, guided completion), supported by automated testing
- **Accessible documents & creative production:** accessible PDF, Word and HTML documents; illustration, campaign photography and retouching

Creative Director / Freelance Designer **Red Ant Media** ..... **2004 — Present**

Founded and directed a boutique creative agency (2004–2014), then continued as a freelance practitioner serving arts, community, government, legal and retail clients.

- **Website projects:** full lifecycle from site audit and proposal to design system, custom page-builder-free WordPress themes (PHP, ACF Pro, custom post types), launch and handover
- **Web functionality:** application and enquiry workflows, custom plugins, e-commerce and data migrations, email delivery, structured data and SEO
- **Print & publication:** brand identity, catalogues and publications, typesetting and pre-press, including scripted InDesign layouts driven by spreadsheet data
- **Photography & video:** product, event and portrait photography; multi-platform social video from shoot through colour grade, edit and delivery

TEACHING & TRAINING

Trainer, Assessor & Resource Developer **Sydney East Community College** (RTO 90269) ..... **2024 — Present**

- Deliver and assess digital technology (BSBTEC) and foundation skills units, and design the learning resources and assessment tools, with layout, visual guides and document control

EDUCATION & PROFESSIONAL DEVELOPMENT

Foundation Skills Integration Skill Set (TAESS00026) ..... St George & Sutherland Community College 2026

Certificate IV in Photography and Digital Imaging (CUA41120) ..... TAFE NSW Ultimo 2024

Certificate IV in Training & Assessment (TAE40116) ..... TAFE NSW Ultimo 2023

Bachelor of Arts (Graphic Design) ..... University of Newcastle 1997

SKILLS & SOFTWARE

Design	Brand identity & design systems, UI/UX, print & publication design, typesetting, illustration, signage, pre-press
Front end	HTML5, CSS3 (Grid, Flexbox), JavaScript, Bootstrap, responsive & mobile-first, accessibility (WCAG), structured data & SEO
WordPress	Custom classic themes, ACF Pro, custom post types, plugin development, WooCommerce, PHP, MySQL, WP-CLI
Automation	Acrobat JavaScript (PDF forms), InDesign scripting, Python, Playwright, AI-assisted development (Claude)
Photo/video	Studio, product, event & portrait photography; Fujifilm X-T5, DJI gimbal; Lightroom, Premiere Pro, ffmpeg
Platforms	Adobe CC (InDesign, Illustrator, Photoshop, XD, Acrobat), MailChimp, Google Analytics, Search Console & Tag Manager, cPanel/WHM, Hostinger

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