



Tiki O'Brien

tikiobrien@mail.com

02185013777

To view examples of my work

Please Google [Tiki O'Brien](#) or tikiobrien.com

My Personal Statement

I am a Māori artist with a background in Māori arts and a wide range of skills and experience developed over a lifetime in graphic and website design, videography and marketing, self taught.

I have a passion for music and enjoy playing guitar and singing, alongside riding my motorcycle for social causes to support my community.

With knowledge and experience founded in Māori arts, having worked on both sides of the Māori and Pākehā camp, I have advised, guided, and consulted with groups, organisations, and individuals in the area of the use of Māori imagery in their products, Specialising in Polynesian, Māori Tā moko (Māori Tattoo) design.

PEPEHA

Tainui te waka
Houtere te maunga
Ōraka te awa
Ngāti Raukawa te iwi
Ngāti Ahuru te hapū
Ngātira te marae

Tainui te waka
Karioi te maunga
Aotea te awa
Waikato te iwi
Ngāti Te Wehi te hapū
Ōkapu te marae

Experience

Te Aratiatia Marae (Fairfield College Hamilton) Artist & Designer 1985-1995 (10 years)

- Designed/co-designed and created artworks such as kowhaiwhai designs on the heke and Tāhuhu, stained glass windows, and some whakairo of the whareniui.
- Discussion of kaupapa, ideas and concepts for individual pieces with tohunga whakairo and a number of kaumātua involved in the project.
- Develop conceptual ideas and sketches for further discussion prior to approval.
- Planning and preparation, collating and organising materials
- Production of artwork
- Teaching and mentoring of others that became involved in the project over 10 years. Full time voluntary.

Waikato District Health Board – 1996-1997 Māori Artist & Illustrator

- Part of a team to develop, design promotional materials and resources to improve health outcomes for Māori such as
- Creation of Tāonga - highlighting those lost to death on roads due to alcohol, a large full-scale photo board used as a promotional tool. This was used as a visual aid at major events such as Poukai and Koroneihana.
- Promotion of kai pai for Tamariki Horoi Niho - Health Kit designed for dentists, concepts design and development of Māori imagery and storyboarding for health kits/ resources for Māori children and their whanau.

Te Wānanga o Aotearoa – 1999-2005 Graphic Designer Marketing and Te Ara Reo Māori

- Develop design concepts for the production of company brochures, logos, website graphics and layouts for the production of merchandise, eg stationery, student resources, clothing, and corporate uniforms
- Creation and development of Te Ara Reo Māori resources for students including art and illustrations.
- Creation of visual concepts and identity for marketing and advertising user interface publication & packaging

REFEREES

Referees

Lillian Pompey
Aratiatia Marae,
Fairfield College,
Hamilton
02102297638
Lillian.pompey@education.govt.nz

Linda Pepperell
Tribal Nations
Motorcycle Club
0299571282
linda.pepperell@ot.govt.nz

John Biddle
Simtech Consultants
021886971

Tiki O'Brien

tikiobrien@mail.com
02185013777

Tribal Nations Motorcycle Club Multimedia Designer and Adviser - 6 years current

- Website Design and Maintenance
- Brand Management, promotions, marketing, and advertising
- Maintenance and management of the database system
- IP Trademark & Copyright management
- Multimedia Photography, music and audio creation and engineering
- Video editing
- Drone piloting

Freelance Multimedia Designer 20 years current

- Website Design and Maintenance
- Tā Moko designs, logo designs, graphics
- Radio advertising, music production, print production.
- Video editing
- Social Media Marketing - Facebook and YouTube

Soft Skills

- Creative and innovative
- Excellent verbal and interpersonal skills
- Positive and motivated
- Team player but can work independently.
- Adaptable and flexible
- Can work under pressure and to deadlines.
- Strong work ethic.

Technical Skills

- Planning, conceptual skills, brainstorming, collaboration
- Creative design and concepts, video production, photography, editing, compressing, uploading, audio recording.
- Current user of the following software Adobe Photoshop, Microsoft Pro, Adobe Dreamweaver and Illustrator, Microsoft Powerpoint, DSLR still and video

Hobbies/Interests

- Motorcycling
- Playing the guitar and waiata
- Kapa Haka