

ISOBEL PARKES

Art Director | Creative Consultant | Senior Graphic Designer

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ABOUT ISOBEL

I am an experienced Art Director and Designer with a strong background in luxury branding, and a passion for refined, strategic, and detail-driven creative. Over the past six and a half years, I have worked within Crown Resorts, progressing from Senior Graphic Designer for Crown Hotels to Group Art Director, where I now help lead creative across a national portfolio of seven premium hotels, over 20 restaurants and bars, the newly implemented Crown masterbrand and various other lifestyle brands. My approach combines a strong conceptual and strategic foundation with hands-on design expertise, and I thrive in environments where design excellence, brand integrity, and strategic thinking align and engage.

Away from the world of branding and design, I'm happiest at home with my husband and our two Golden Retrievers, Barney and Wally. I love slow mornings, local wine bars, long strolls with the dogs, cooking at home and gardening. I believe that good design – like a good home – is all in the details, and I bring that mindset to everything I do both personally and professionally.

EDUCATION

MASTER'S DEGREE, BUSINESS & MARKETING (DOUBLE MAJOR)

Monash University, 2020

BACHELOR'S DEGREE, COMMUNICATION DESIGN

Monash University, 2016

VICTORIAN CERTIFICATE OF EDUCATION

Sacré Coeur Glen Iris, 2012

EXPERIENCE

ART DIRECTOR - GROUP

Crown Resorts, January 2024 - Current

In my role as Art Director at Crown Resorts, I am responsible for leading the creative direction across an extensive national portfolio, including seven hotels, 20+ restaurants and bars, and several high-end lifestyle/hospitality brands. I work on and help oversee the end-to-end development of integrated campaigns and executions, brand evolution, and content production, ensuring every creative output is aligned with business goals and meets the high standards expected of a premium brand. My day-to-day involves art directing large-scale photoshoots, refining visual identities, reviewing and approving design work, and collaborating with stakeholders across the business including marketing, digital, and external agencies. I also provide creative leadership and guidance to designers and stakeholders, to ensure a cohesive and elevated visual language across all platforms. I also manage the full scope of production logistics, including photography usage rights, licensing across current and legacy image libraries, talent and casting fees, and budget oversight for all major shoots.

KEY ACHIEVEMENTS:

- **CROWN TOWERS MELBOURNE LIFESTYLE CAMPAIGN** – Led the art direction and production of a large-scale shoot capturing the elegance of the property, elevating the brand's positioning through considered casting, wardrobe, and location styling.
- **CROWN METROPOL MELBOURNE LIFESTYLE CAMPAIGN** – Developed a refreshed creative approach to appeal to a younger, urban audience, introducing new visual narratives across digital and print, and led/executed the large-scale production.
- **CROWN TOWERS PERTH LIFESTYLE CAMPAIGN** – Directed a multi-day shoot celebrating the hotel's unique coastal-luxury aesthetic, coordinating talent, styling, and on-site logistics to reflect the premium guest experience.
- **CROWN TOWERS SYDNEY LIFESTYLE CAMPAIGN** – Art directed and executed a new photographic direction for Sydney's flagship Crown hotel to replace and update the expired library. Leading the creative direction, shot list, wardrobe/styling and creative oversight of the campaign.
- **CROWN GAMING MELBOURNE & SYDNEY** – Art directed and delivered large-scale brand and campaign assets for both Melbourne and Sydney gaming and casino offerings, with a focus on premium positioning and market differentiation.
- **RE-IMAGINED HIGH TEA OFFERING** – Collaborated with F&B, chefs, and stylists to reposition the classic high tea experience with a fresh, editorial visual identity and elevated storytelling, which contributed to record sales.

SENIOR GRAPHIC DESIGNER - GROUP (CONTRACTOR ROLE)

Crown Hotels Marketing, 2019 - 2024

Working across the Crown Hotels Group Marketing portfolio which consists of the following brands: Crown Hotels, [Crown Towers](#), [Crown Metropol](#), Crown Promenade, Crown Direct, [Crown Gifts](#) and [Crown Spa](#). I have been solely responsible for the day to day operational, marketing and in-house guest material, as well as 'special projects' overseeing rebrands from concept to execution, brand roll out, photography, photoshoots, VIP experience collateral & packaging design.

KEY ACHIEVEMENTS:

- Crown Gifts rebrand from concept through to roll out. Including but not limited to packaging design (bags, gift cards, boxes, ribbon, tissue paper etc.) and print production/coordination, end-to-end coordination of multiple brand and product photoshoots; collateral, marketing & stationary design and print production/coordination.
- Crown Towers rebrand roll out and print coordination beginning with the opening of Crown Towers Sydney. Implementing the proposed design across all guest and brand touchpoints for the opening of CTS, before then rolling out across Melbourne & Perth properties. This included the design and production of bags, keycards, stationary, brand ads and cross-complex advertising pieces e.g. duratrans, billboards, window decals and more.
- Additional rebrands including Crown Spa (concept, design and roll out) and Crown Metropol (roll out).
- Design and execution of brand advertisements for Crown Towers, Crown Metropol and Crown Gifts, published locally and nationally in Traveller Magazine, Australian Financial Review, Daily Telegraph, Good Weekend and more.

**EXPERIENCE
CONT.**

- End-to-end coordination and execution of multiple Crown Gifts photoshoots both for brand and product imagery. Sourcing and working directly with external photographers and stylists to execute my campaign imagery and brand aesthetic.

GRAPHIC DESIGNER

Crown Food & Beverage, 2019

Starting my career at Crown in 2019 in the Food & Beverage studio, responsible for communicating with the business units to create, update and and print menus for all Crown owned and operated restaurants, bars and nightclubs in a timely manner to ensure business operations were not interrupted.

FOUNDER & DESIGNER - SELF EMPLOYED

The Studio Australia, 2019 - Current

Launching The Studio Australia in 2019, a casual passion-project of mine. Working with a variety of businesses to create new and revived brand identities, digital marketing campaigns/strategies, stationary and collateral, website design and builds, social media management and asset designs, and implementing my own photography and campaign imagery. Running this business has made me solely responsible for accounts, cash flow, project management, client management, print coordination and production, client aquisition and many other facets of business to ensure a successful and well-executed venture. *Please note, this is a casual side-project that will always be managed separately and outside of full-time commitments only when time permits.*

**CREATIVE/STRATEGIC
SKILLS**

CREATIVE DIRECTION | ART DIRECTION | BRAND STRATEGY | CAMPAIGN CONCEPT DEVELOPMENT | VISUAL STORYTELLING | EDITORIAL DESIGN | TYPOGRAPHY & LAYOUT | PHOTOGRAPHY DIRECTION | PUBLICATION & PRINT DESIGN | DIGITAL DESIGN & ASSET CREATION | CONTENT STRATEGY | HIGH-END BRAND POSITIONING

**PRODUCTION/
PROJECT SKILLS**

LOCATION AND LIFESTYLE PHOTOSHOOTS | TALENT CASTING & WARDROBE STYLING | PHOTOGRAPHY LICENSING & RIGHTS MANAGEMENT | BUDGET MANAGEMENT (CREATIVE & PRODUCTION) | CROSS-FUNCTIONAL COLLABORATION | STAKEHOLDER MANAGEMENT | CREATIVE BRIEF DEVELOPMENT | TIMELINE & WORKFLOW COORDINATION

ADDITIONAL SKILLS

ADOBE CREATIVE CLOUD | OFFICE 365 | ASSET MANAGEMENT | FILE SET UP & FINISHED ART | CREATIVE LEADERSHIP | CREATIVE OVERSIGHT | STRATEGIC THINKING | EYE FOR DETAIL & CONSISTENCY | COMMUNICATION & PRESENTATION | PROBLEM SOLVING | CLIENT/STAKEHOLDER RELATIONSHIP BUILDING | PASSION FOR LUXURY & LIFESTYLE BRANDS