

ISOBEL PARKES

Art Director | Creative Consultant | Senior Creative

PH: 0400 878 625 | isobelparkes.design@gmail.com | isobelparkes.com.au

ABOUT ISOBEL

I am an experienced Art Director, Designer and senior creative with a strong background in luxury branding and a passion for refined, strategic, and detail-driven creative. Over the past seven years, I have worked within Crown Resorts, progressing from Senior Graphic Designer for Crown Hotels to National Art Director, where I now lead creative across an Australia-wide portfolio of seven premium hotels, 28 restaurants and bars, the newly implemented Crown master brand and 6 additional 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.

I hold a Master's degree in Business and Marketing, alongside a Bachelor's degree in Design, which underpins my ability to balance creative vision with commercial and strategic rigour. This academic foundation, paired with extensive real-world experience, allows me to translate complex business objectives into considered, high-impact creative solutions. I am highly experienced in stakeholder management, end-to-end campaign delivery, and leading production across photography, film, print and digital, ensuring creative work is not only elevated in execution but commercially effective and strategically sound.

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 (NATIONAL)

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, 28 restaurants and bars, and several high-end lifestyle/hospitality brands. I create and 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, working with a team of designers to review and provide feedback on design executions, and collaborate with key stakeholders across the business including C-Suite, 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 manage the full scope of production logistics, including photography usage rights, licensing across current and legacy image libraries, talent and casting selection and fees, and multi-million dollar 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.
- **2025 FESTIVE CAMPAIGN** – Led the strategy, art direction and creative for the 2025 Festive Campaign. Shaping the core concepts, ensuring clear alignment with business priorities and executing with creative excellence. I prioritised the focus on casual dining and partnered with key stakeholders to deliver a cohesive, commercially effective campaign.

SENIOR GRAPHIC DESIGNER & CONSULTANT

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 re-brands 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 brand photoshoots both for advertising campaigns 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

Commenced my career at Crown in 2019 within the Food & Beverage creative studio, supporting a high-volume, fast-paced portfolio of restaurants, bars and nightclubs. I worked closely with operational and marketing stakeholders to manage the end-to-end design, updates and production of menus and collateral, ensuring brand consistency, accuracy and seamless delivery within tight deadlines to support uninterrupted business operations.

FOUNDER & DESIGNER - SELF EMPLOYED

The Studio Australia, 2019 - Current

Founded The Studio Australia in 2019, a boutique creative consultancy delivering end-to-end brand, design and campaign solutions across a diverse portfolio of clients. I lead creative strategy and execution across brand identity development, integrated digital campaigns, websites, content and social ecosystems, as well as print and physical collateral. The Studio has enabled me to operate as a senior creative leader, managing and mentoring collaborators, overseeing full production workflows including photography, styling and campaign imagery, and ensuring design excellence from concept through to delivery. I am solely accountable for client relationships, project scoping, budgeting, cash flow, production and print coordination, and business development, applying the same strategic rigour, governance and creative standards expected within large, complex organisations. The consultancy is intentionally managed alongside full-time leadership roles, allowing me to selectively engage in high-value projects where strategic and creative impact is paramount.

**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 | 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

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