

Josh Jeffrey [WELLINGTON/SYDNEY] [PORTFOLIO: joshxjeffrey.com]

Creative Director and brand strategist with almost 20 years of experience across global tech, independent agencies and iconic brands including Shopify, Klaviyo and Trade Me. I combine strategic thinking, creative ambition and commercial know-how to deliver bold campaigns and memorable brand experiences, while leading talented teams and pushing ideas well beyond the brief.

Klaviyo

CREATIVE LEAD | 2026-PRESENT

Leading creative across APAC, translating global brand strategy into locally relevant campaigns, experiences and activations. Connecting creative thinking with regional marketing priorities to strengthen brand presence and support commercial growth.

Trade Me

COMMUNICATIONS DESIGN AND MARKETING LEAD | 2024-2025

Led creative direction within an established team, bringing fresh thinking to brand campaigns, marketing communications and digital experiences. Worked across disciplines to strengthen creative output and connect brand strategy with commercial objectives.

Shopify

MARKETING DESIGNER / SENIOR SPECIALIST | 2019-2023

Built a creative team from the ground up, establishing processes, developing talent and delivering brand campaigns and marketing experiences across international markets. Helped scale creative capabilities while maintaining the quality and consistency of a global brand.

Yoobee College of Creative Innovation

TUTOR / COURSE LEAD | 2019-2021

Developed creative curriculums and mentored emerging designers, bridging industry experience with practical education to help the next generation build their skills, confidence and creative thinking.

Nine Sixty

CREATIVE DIRECTOR | 2012-2019

Founded and led an independent creative studio, building long-term client partnerships and directing brand strategy, integrated campaigns and digital experiences. Helped shape the brands and experiences behind some of New Zealand's most recognised cultural events, including CubaDupa, Fringe Festival, TEDxWellington and the NZ Art Show.

Web Media Factory

GRAPHIC DESIGNER | 2010-2012

Developed brand identities, digital experiences and marketing creative for a diverse range of clients, building a strong foundation in commercial design, creative problem-solving and multidisciplinary collaboration.