



Christoph Hoppen

Graphic & Digital Designer  
Photographer

**DOB:**  
19/09/1978

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**Email:**  
chdp@me.com

**Licenses:**  
C, R, HR-B

**Others:**  
First Aid (HLTAID009,  
HLTAID010, HLTAID011),  
Recreational Skippers  
Ticket

**Languages:**  
English & German  
(Fluent)  
French  
(Basic)

## References:

Gary Knights  
DASH Digital  
0421 211 967

Warren Barry  
CHOOSE Digital  
0413 837 174

Louise Richardson  
LRAA  
0401 810 541

## Experience

**TECHNICAL LEAD** 2023 - Current  
DASH Digital

Following the separation of DASH Digital from CHOOSE Digital in 2023 to focus more exclusively on SEO/SEM clients, I continued working with Gary Knights as a contractor. I lead the technical delivery of both new and existing client projects, maintaining a strong focus on web development and digital strategy.

**DIGITAL PROJECT MANAGER** 2018 - 2023  
CHOOSE Digital

Initially joining as a contractor, I transitioned into a permanent part-time role. In this position, I focused on the creative and strategic aspects of digital project delivery. My responsibilities included WordPress development, UI/UX design, social media integration, and SEO/SEM. I played a key role in growing the agency's digital capabilities and streamlining project workflows.

**TECHNICAL PROJECT MANAGER** 2016 - 2017  
Gruden

At Gruden, I managed the delivery of web and app-based digital projects. I collaborated with internal teams based in Sydney as well as local partners in Perth. My role spanned end-to-end project management, resource coordination, and ensuring successful technical execution of client solutions.

**HEAD OF DIGITAL - WA** 2015 - 2016  
Professional Public Relations

Promoted following the departure of a senior team member, I led the Perth-based digital team and facilitated the integration of interstate and New Zealand offices into a cohesive digital unit. During this period, the agency joined the Y&R Global (WPP) network, providing valuable experience in multinational team leadership and cross-office collaboration.

**SENIOR GRAPHIC DESIGNER** 2012 - 2015  
Professional Public Relations

Initially hired for a traditional graphic design role, I quickly transitioned to digital design, focusing primarily on websites and UI/UX. During my tenure, the digital team grew from three to six, supporting a 100+ person PR agency across a diverse client base. This period marked a pivotal step in my transition to web development and digital strategy.

**GRAPHIC DESIGNER / ART DIRECTOR** 2007 - 2008

Business Exposure / Out in Perth

Worked in a fast-paced, small business environment delivering high-volume, quick-turnaround print and signage projects. Responsibilities included design, production, and installation of signage across the Perth metro area, combining creative and hands-on execution.

**FREELANCE DIGITAL DESIGNER** 2006 - Current

Self Employed

As a freelance designer, I've worked with a wide range of clients and agencies, delivering projects across branding, digital design, and front-end development. This work spans long-term relationships and short-term engagements, showcasing flexibility and a broad skill set in both creative and technical domains.

**APPLE CERTIFIED SERVICE TECHNICIAN** 2005 - 2007

DigiLife - Apple Authorised Reseller &amp; Service Center

Completed several Apple hardware and software certifications. Worked in a customer-facing role diagnosing technical issues, performing repairs, and running training sessions. Developed strong problem-solving and communication skills in a high-volume retail and service environment.

**SESSIONAL LECTURER** 2004 - 2016

School of Design &amp; School of Journalism, Curtin University of Technology

During my third year of studying at Curtin University I started tutoring some of the design units. Upon graduating this I continued and expanded to include running the journalism design classes that produced the Western Independent student produced newspaper.

## Education

**BACHELOR OF ARTS (DESIGN) – HONOURS** 2004

Curtin University of Technology

**BACHELOR OF ARTS (DESIGN)** 2003

Curtin University of Technology

**SWISS BACCALAUREATE** 1998

German Speaking School Bangkok