

# ROSS FLOATE

## Curriculum Vitae

Place of Birth            Mt Isa, Queensland  
Date of Birth            14 October 1972  
Nationality              Australian

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0418592158

## Career focus

To bring my significant and broad experience to bear on projects that have a positive impact on the day-to-day challenges that face people from all walks of life. To share this experience with others in my profession, whether they be the teams I work with or the broader community of designers and design decision-makers. I'm solution-agnostic — what's most important is to bring stakeholder goals into alignment to provide outcomes that work for all involved. I am as happy to work in a leadership role as I am to be high-performing team member, and as comfortable in the boardroom as I am researching in the field.

I have significant domain experience in the following sectors (though I am highly adaptable):

- Energy
- Investor relations
- Public sector (especially State Government)
- For-cause/Not for-profit

## Recent career

2019-2021

### We Are You

Creative and strategy director

I led the growth of the design and strategy arm of the Australian office of the global agency We Are you, enabling the growth of the agency in capability and the diversification of client reach. My public speaking and outreach work was a key factor in the acquisition of new clients such as The Housing Hub/Summer Foundation, as well as the expansion of We Are You's foothold with existing clients such as the Greater Metropolitan Cemetery Trust. My focus on socially-conscious work led to changes in development practises in the firm, and formed alliances with organisations such as the Centre for Inclusive Design.

I spent the vast majority of 2020 working with clients on novel and dynamic responses to the Covid crisis, including important work for Greater Metropolitan Cemetery Trust, Fernwood Fitness, and Baby Bunting. In each case the work with which I was involved enabled a rapid pivot to digital, while maintaining the quality and the values for which each organisation stood.

2017-2018

## Loud&Clear Consultant

Loud&Clear was a leading enterprise experience agency. I worked on strategy, delivery, and communications across a range of clients and the business itself. Clients included ANZ, AGL, Fisho, and Momatu. Loud&Clear was acquired by Avanade.

2002-2017

## Floate Design Partners Creative Director and Proprietor

Floate Design Partners was a strategic design firm that provides creative services and advice to some of Australia's most prestigious companies. Floate produced books, magazines, websites, iPhone applications, architectural graphics and more. The firm worked in a range of disciplines including digital transformation, design, software development, communications strategy, and user experience.

Clients included: Cricket Australia Digital Transformation, ANZ Bank, Australia Post, Origin Energy, Clover Moore (Lord Mayor of Sydney), Victorian Department of Justice, NSW Attorney-General's Department, Amy Gillett Foundation, Royal Women's Hospital, Etihad Airways, United Energy, Jemena Electricity, Kozminsky Jewellery.

## Speaking

I do a small number of speaking engagements each year both as a way to share what I have learned, and as a way to increase the profile of the organisations with whom I work. Recent examples include:

- California College of the Arts. "It's not about you — learning to de-centre yourself."
- Glasgow School of Art Winter School. "What do we owe the future?"
- Independent panel show with Mike Monteiro of Mule Design. "Am I the Design Asshole?"
- Tech Inclusion Melbourne. "Silent Allyship".
- Prototypes and Popcorn. "Modernism's Last Nightstand."

## Writing

In addition to my speaking, I continue to write — mostly on design-related matters — for the same reasons that I take speaking engagements. Some key pieces that are easy to find on the internet include the following:

- "Why your next project needs a white-hat jerk"
- "Modernism's Last Nightstand"
- "I don't think my client likes me anymore. What did I do wrong?" — part of a series at Dear Design Student, an advice publication featuring accomplished designers from around the world, such as Jared Spool, Erika Hall, Greg Storey, and Rachel Berger.

# Committees/Boards

2020-2021

## Indigenous Connection

Volunteer Strategic and Technical Advisor

Indigenous connection strives to ensure that Indigenous Australians have the opportunities to have their fair share of the tourism income that comes into their land by connection tourists with experiences that only indigenous people can truly provide.

2007-2018

## Human Research Ethics Committee (Drugs and Devices)

### St Vincents Hospital

Lay Member

This committee reviews all applications for human medical research pertaining to the use of new drugs or devices at St Vincents Hospital, and a number of other hospitals too small to have their own ethics committees.

2013-2016

## Australia for Dolphins (now Action for Dolphins)

Advisory Board member

Australia For Dolphins is a not-for-profit organisation dedicated to ending the slaughter of dolphins, especially in Taiji, Japan. Ross sat on the advisory board, assisting with matters pertaining to social media, design, and promotions.

# Education

1992-1994

## B.A (Journalism) RMIT University (Graduated 1994)

Editor 'Catalyst' (RMIT University Student Newspaper) 1994

President, Journalism Students Association 1993

References available on request.