



my sweet C.V.
A *taste* OF THINGS TO *come*



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CONTACT INFORMATION

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CAREER OBJECTIVE

The design industry offers me the creative platform to express my talent for art, design, and computing within an environment of challenge and resourcefulness. I embrace all challenges and continuously seek to increase my knowledge and skill.

My ultimate aspiration is to become a design guru working in all forms of design from packaging, book, magazine, and print-based design to motion graphics.

I thoroughly enjoy mixing art, design, computing with my imagination to produce work that is creative, unique, and effective.

HIGHLIGHTS

- 10+ years of industry experience, including full-time and contract work.
- A dynamic and driven designer that produces results.
- Outstanding customer service and client liaison skills.
- Able to build strong working relationships with co-workers, manage a team or work independently.
- Ability to manage high-profile and demanding projects.
- Bachelor degree in Digital Design, Griffith University and Queensland College of Art
- Knowledge in video editing, animation, and marketing.

EDUCATION

2004 - Bachelor of Digital Design
Griffith University and Queensland College of Art
Gold Coast Campus, Queensland

2001 - Senior Certificate and Overall Position 7
St. Hilda's School
Southport, Queensland

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EMPLOYMENT HISTORY

2019 - 2020

NEWBOOK · FULL-TIME DIGITAL DESIGNER

- Worked with multiple Marketing Managers to create concepts, assets, imagery and copy.
- Created a selection of marketing material including printed magazine advertisements, letterheads, business stationery, information packs and more.
- Send Email Marketing campaigns.
- Created and edited video and GIF animations.
- Provided social media assets for LinkedIn and Facebook.
- Updated company WordPress website.
- Assisted with organising conferences and events.
- Assisted with writing and proof-reading copy for digital and print.

ACCOMPLISHMENTS

In a fast-paced and demanding environment, I was always able to adhere to tight deadlines without letting quality or attention to detail suffer.

I worked well with my colleagues to support, assist and collaborate. I really enjoyed the team environment which enabled me to develop my skills and knowledge.

My greatest accomplishment whilst employed by NewBook, was updating the overall style and tone of the brand through all the marketing material I produced. The aim was to provide NewBook with a more contemporary and cohesive feel whilst adhering to the brand guidelines.

Throughout my time, I updated letterheads, business cards, email signatures, marketing templates, designed new icons, created social media templates and product information packs. All artwork had key elements which connected to the NewBook style and created a strong visual language.

In creating a style guide, I helped NewBook achieve a consistent, cohesive and distinctive message which separated them from their rivals.

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EMPLOYMENT HISTORY

2009 - PRESENT

WHERE DESIGN · PART-TIME DESIGN FREELANCER

- Established my design contracting business, Where Design.
- Created printed and online visuals for a range of small businesses to larger corporations.
- Liaised with clients to establish project briefs.
- Worked independently.
- Worked within tight deadlines.

ACCOMPLISHMENTS

Utilising established relationships and positive word of mouth, I was able to create my own small contracting business. Throughout this time, I juggled the demands of clients and parenthood. I handled tight deadlines and worked effectively from home.

My clients varied from individuals and small start-up businesses to well-known brands such as The Family, LeisureCom, and the Mantra Group. Mirroring this, the work I produced was diverse in its challenges, requirements, and applications. Throughout this time, I have had the privilege to work on:

- Wedding and special event invitations
- Business logos and stationery
- Email stationery and online direct marketing campaigns
- Website, user-interface design, and e-commerce design
- 90+ page printed property magazines
- Business signage and advertising banners
- Full brand concepts and development
- Flyers, brochures, and marketing material

During this time, I was offered part-time positions with various companies; however, I turned this down due to other commitments. However, now I'm excited to get back to working in a team environment.

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EMPLOYMENT HISTORY CONTINUED

2009 - 2019

PIT STOP · PART-TIME STORE MANAGER

- Managed a diverse and challenging workplace.
- Handled human resources and staff training for a small business.
- Managed the daily operations of the business including stock control.
- Money handling, reconciliations and account keeping.
- Worked with suppliers and their representatives to create in-store marketing campaigns.

2007 - 2009

I4U - LEAD GRAPHIC DESIGNER, FULL TIME EMPLOYEE

- The lead graphic and web designer in charge of all client and internal design projects.
- Liaise with clients to obtain project briefs. This included conferencing with high-profile clients such as golfer Adam Scott and Palazzo Versace.
- Brief staff on project meetings and requirements.
- Quality assured my work and aid quality assurance in the work of other staff members.
- Work independently or as part of a team.

ACCOMPLISHMENTS

I developed and initiated a design questionnaire to present to new clients. This streamlined meeting times, established project deliverables, aided project development, and increased customer satisfaction.

I designed and managed the Adam Scott website project. Over the year the project spanned, I developed a rapport with the client and gained valuable knowledge in client liaison. As the project manager, I briefed other staff, designed website interfaces, developed animation, participated in quality assurance, liaised with the client's team, and presented weekly reports. The project was completed by the required deadline and was one of i4U's largest and most prestigious projects.

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A TASTE OF THINGS TO COME

EMPLOYMENT HISTORY CONTINUED

2006 - 2007

i4U - GRAPHIC DESIGNER, FULL TIME CONTRACTOR

- Graphic and web designer assigned to client and internal design projects.
- Liaise and hold conferences with clients to obtain project brief.
- Establish design requirements and brief necessary i4U staff.
- Work independently.

ACCOMPLISHMENTS

My valuable contribution to i4U and its clientele resulted in i4U offering a full-time position within their firm.

SOFTWARE KNOWLEDGE

HIGHLY COMPETENT

Adobe Illustrator CC
Adobe Photoshop CC

COMPETENT

Adobe InDesign CC
Adobe After Effects CC
Adobe Acrobat

Microsoft Office Suite
Ultimaker Cura
MailChimp
Social Media Applications

I am always learning new software and developing my skills. As a fast learner, any software or application that I am unfamiliar with, I will learn quickly either in my own time or onsite.

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HOBBIES AND INTERESTS

EVENT AND PARTY COORDINATION

As an extension of my love of design, I also take great joy in organising, creating and hosting themed events and parties. Not only does this utilise my design skills but my time management and organisation. These events allow me the freedom to create backdrops, props, displays, invitations, decorations, and extend my creative skills even further.

INTERIOR DESIGN AND RENOVATIONS

Enjoying design in all its facets, I have dabbled in interior design while renovating and styling my home. I enjoy creating stories between objects gathered on my travels, art, antiques, and homewares. Interior design allows me to develop themed spaces within my home to reflect my personality and style while being a sanctuary for my family.

COSPLAY AND COSTUME DESIGN

As a hobby, I have been actively creating screen-accurate costumes for the past six years. During that time, I have competed in prestigious competitions and had the privilege of being chosen to have my work on display throughout a pop-culture convention. My work has been featured by Crystal Dynamics, the creator of the character I was cosplaying. Cosplay and costume design has helped me develop skills in sewing, hair styling, makeup effects, and prop creation. I am known throughout the cosplay community for my extraordinary attention to detail and accuracy.

MY OTHER INTERESTS INCLUDE:

Gardening.

Environment and conservation.

Crafts, sewing, painting and sketching.

Travel.

Photography.



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