

CAREER SUMMARY

A Graphic Designer, with over 15 years experience within the publishing and marketing industries. Proficient with the latest versions of the Adobe creative suite across both PC and Macintosh platforms. Consistently working to tight deadlines delivering quality finished art for publications, printed and Online. I am also a qualified teacher with a provisional VIT registration and have worked in a variety of schools as a CRT. I have had strong roles in teaching program application at varied levels

Key Strengths

- A Team player but have the focus and experience to work autonomously
- Able to think outside the box and create interesting and functional design
- Highly experienced with using Adobe InDesign, Photoshop, Illustrator, After effects and Edious Methode
- Ability to work under pressure with tight deadlines, motivated and driven
- Passionate about design and always keen to learn and discover more in regards to software and creative ideas
- Experienced in on the job training for graduate employees in all aspect of design software and creative layout

PROFESSIONAL EXPERIENCE

PARTNERSHIPS AND MAGAZINES
A DIVISION OF THE HERALD AND WEEKLY TIMES P/L

2019-Ongoing

Casual Designer

As a casual designer I am called on to work on a range of publications working remotely from my home. These could be one off advertising magazine supplements along side ongoing monthly issues. It is essential to guarantee stakeholder satisfaction with exceptional design quality and to have ongoing clear communication with the client to ensure all boxes are ticked. These job profiles include Chemist Warehouse Wellness publications, Melbourne Food and Wine Festival 2020, Space Magazine, various AFL promotional supplements and most recently a 35 page liftout for the Tokyo Olympic games.

CRT TEACHING PRACTICE

2017-Ongoing

This is a return to formal teaching after many years in other roles

CRT, Star of the Sea College, Brighton

Over the past two years I have been an on call CRT for Star of the Sea. I was required to step into various year levels and subjects and undertake the general running of the class according to the instructions left by the absent teacher. In the case of classes which were in my field I was able to get more involved and offer guidance based on my extensive experience.

CRT, Eltham College

My teaching role with Eltham College has primarily been as a CRT on various outdoor education Camps. Outdoor education at Eltham college is experiential education which involves and engages students in a

variety of situations. The program aims to extend students beyond their previous experiences and utilises a range of activities and situations as vehicles to promote a more positive attitude towards themselves, others and the environment.

Along side an experienced Outdoor Ed. Leader it was my role as a teacher to supervise and communicate with the students in regards to how they were coping with the tasks and challenges. Ranging from year 8 to year 10, these camps were physically challenging, with a number of students requiring special focus to help them gain a sense of achievement at the outcome.

FREELANCE WORK

2004-Ongoing

I have produced a broad range of freelance work encompassing merchandising paraphernalia, book illustration, business identities and style guideline creation

Clients give a detailed job brief, supplying copy and images with which to build the art, options are produced that the client can then choose from or make suggestions towards, working together to obtain a finished piece of art that satisfies both client and myself.

In cases of artwork that requires print, liaising with the print companies is essential. This entails, choosing stock and setting the artwork up to their specific requirements. Checking proofs and ensuring that the finished product is of a professional quality.

HERALD AND WEEKLY TIMES P/L

2004-2017

Senior News Designer, Herald Sun

2010-2017

As a senior designer it was my role to supervise and guide the production of work produced by the team of graphic designers, all ranging in age and experience. A fast paced role, that required you to hit the ground running.

Selling the news with visual impact. Deciphering information and structuring it in a way that was clear but compelling. The ability to recognise strong images that helped tell a story and incorporate into this the required information, creating a package of images, graphics and text. Converting these graphics for tablet and online was also essential, this meant reworking these designs to fit into the requirements of digital art formats. Stories ranged from tragic events, complicated business graphics, sport, social, fashion and political subject matter. It was important to be able to understand the job brief and interpret what needed to be relayed. Keeping in style with the papers layout requirements but at the same time creating a unique visual which told the story.

Senior Features Designer, Herald Sun

2008-2009

As senior graphic designer within the features department of the Herald Sun I was leading a team of 5 designers, briefing and overseeing jobs and maintaining that the quality of work was of a high standard and print ready. The scope of design was broad ranging from fashion spreads, educational posters, conceptual covers, promotional lift outs and information graphics. Illustration skills were consistently called upon, especially when conceptual designs required an image to encapsulate an idea that could not be captured with a photographic image. Promotional lift outs within the paper needed to have their own stand alone style that was separate to the daily paper layout. The design of such lift outs meant liaising with the client, making sure their needs were met as well as delivering a finished product that had visual impact that both parties were happy with.

In Paper Magazines - Designer

2007-2008, 2014-2016

Implementing design and style for various in-paper magazines including, House of wellness - Chemist Warehouse, Master Builders Building Awards and Home magazine, to name a few, along with various News in Education packages which included up to 14 separate magazines for each. Topics focused on the environment, life changing discoveries and inventions, natural and man made phenomena. These educational magazines were promoted and sold to schools, they were a high end product that needed to be able to engage a broad age group, with a consistent design theme through out each separate package

Designer Weekend Lift Out

2006-2007

Designing the Weekend lift out meant responsibility for creating a style and feel that had to resonate throughout the entire lift out. The design needed to be fresh and interesting with creative use of typography and images. The cover image was of great importance and in some instances it was necessary for the designer to be part of these photo shoots and help with direction. The main articles varied each week some more image heavy than others. As weekend reading the design was to be more playful and colourful than the main section of the paper, incorporating recipes, gardening, fashion and entertainment.

Features Designer, Herald Sun

2004-2006

Began with the Herald sun as a casual designer working on a series of posters for the Athens Olympics. This involved a redesign of previous graphics that had been created for the 2000 Olympics. On completing this project I took on a permanent role as a designer in the features department. This position allowed me to learn in depth the design requirements for newspaper print and editorial content. I gained essential experience in regards to deadlines, image quality, text breakdown and page layouts. Packaging and filing documents was a crucial element in this position and organisation was the key to being able to retrieve as well as access previous jobs, especially with such a high volume of work on a daily basis.

SPECIAL EVENT MERCHANDISING P/L

2000-2007

Contracted - Graphic Designer

A merchandising company that produced a varied range of printed products for high profile sporting events. These included the Australian MotoGP, World Superbikes Championships, Australian International Airshow and World Masters Games.

As Designer I was responsible for creating individual garment designs that incorporated the various events standing logos. These designs had to translate onto different mediums, such as caps, t-shirts and key rings, requiring differing setups for print production. The designs needed to be unique and reflect the character of the event, while also taking into account that the range included men, woman and children's clothing. Each design, needed the approval of the various sporting governing bodies therefore it was necessary to create detailed mocks of how the designs would look on all merchandising products, before print approval was given.

EDUCATION

BACHELOR OF CREATIVE ARTS

University Of Wollongong - Wollongong

Majoring in Graphic Design and Visual Art

A three year bachelor degree.

Incorporating Art History, Studio Arts Practice, Visual Art Theory and Advanced Design

BACHELOR OF EDUCATION

Victoria College Rusden - Clayton

Majoring in Media studies and Drama

A four year secondary teaching degree.

Incorporating Drama, English, Media Studies, Practice in teaching and Psychology of secondary teaching (B. ED)

My portfolio can be viewed @ wmgraphicdesign.net

References available on request