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Brand & UX/UI Designer, Front-end Developer

Skills

Brand strategy
Brand identity
Brand management
Logo & iconography design
Customer service
Pitch & presentations

Digital print press & finishing
Design direction and layout
Front-end web development
User experience, interface and interaction

Platforms & Technologies

Adobe CC
Figma
Final Cut Pro and Logic Pro
HTML, CSS, JavaScript, PHP
WordPress
Shopify

Education & Awards

Diploma of Graphic Design
TAFE Queensland — 2017
Award for Outstanding Achievement in Typography
TAFE Queensland — 2017

Employment experience

2020 — 2022

Brand & Web Designer

Marketing Together

Burleigh Heads, QLD

As part of the Marketing Together design team, I worked across domains in collaboration with both large and small businesses to develop branding and identity design systems, create engaging UI & UX solutions for web, desktop and mobile interfaces, and produce a range of printed advertising and marketing material — while carefully managing each project from conception to completion.

2019 — 2020

Graphic Designer

Sharples Enterprises

Burleigh Heads, QLD

Specialising in bespoke print advertising for high volume distribution to a variety of audiences, including within medical clinics, real estates, and event venues.

I collaborated with a team of designers to create stand-out results that effectively promote a multitude of businesses across a wide range of industries and target demographics.

2017 — 2018

Graphic Designer

Promotional Prints

Willawong, QLD

Responsible for all pre-press design, setup and refinement of client artwork for wide-format and screen printing. During a corporate restructure I was involved in developing and maintaining efficient workflows with the production team to ensure tight deadlines were met. This involved frequent communication with a large number of clients via telephone and email.

While at this position I also led the design direction for a rebrand for the company, including new marketing and advertising campaigns. I also designed, developed and maintained the new website.

Freelance & volunteer experience

2022	Industry Judge	TAFE Queensland Brisbane	South Bank, QLD	<p>I was given the opportunity by campus faculty to judge the end of year student portfolios for the Graphic Design Diploma students at TAFE Queensland.</p>
2019 — Present	Partner & Creative Director	Ligature Design	Remote	<p>My side-hustle since 2019, Ligature Design is a small independent design partnership dedicated to creating strategic brand identity design and digital experiences, with a focus on progressive brands and causes. I have led projects to completion across sectors, from small businesses to charities and not-for-profit organisations.</p>
2019	Panelist	Future Jobs Market Event	South Bank, QLD	<p>Invited to speak as a panelist at TAFE Queensland's Future Jobs Market industry engagement event alongside other members of the Graphic Design, Film and Multimedia industries across Queensland, including panelists from Screen Queensland and other design agencies.</p>
2015 — 2016	Branding Consultant	Gecko Environment Council	Currumbin, QLD	<p>Gecko Environment Council is the Gold Coast's peak environmental body. While completing study, I assisted them in a volunteer capacity with a rebrand of their organisation, creatively directing a new design strategy and core set of brand assets which could then be maintained by their in-house design team. I assisted the management committee in creating a set of rigorous brand guidelines and guiding initial implementation across various departments and domains. Upon completion of this work I was awarded a Leaf-tailed Gecko Award and Beaded Gecko Award as recognition at their annual Gold Coast Environmental Awards.</p>