



Brand and UX/UI Designer, Front-end Developer

Skills	Technologies	Education & Awards
Brand strategy	Adobe Creative Cloud	Diploma of Graphic Design <i>TAFE Queensland – 2017</i>
Brand identity	Figma	Award for Outstanding Achievement in Typography <i>TAFE Queensland – 2017</i>
Brand management	Final Cut Pro & Logic Pro	
Logo & iconography design	HTML, CSS, JavaScript, PHP	
User experience, interface & interaction	React & Next.js	
	WordPress, Shopify & PayloadCMS	

Employment experience

2024 – Present	Eightball Media is a boutique brand and digital marketing agency based in Brisbane. Since joining the team, I have led the implementation of several new company processes and trained staff across design, development and marketing teams, including transitioning teams from Adobe XD to Figma. I have worked closely in managing and pitching for key national accounts in important sectors such as hospitality, retail, trades, transport and more.	<ul style="list-style-type: none">Brand strategy & identityWeb design, UI & UXMotion graphicsAccount managementProject management
2019 – 2024	For 5 years I managed a small team of creatives at Ligature Design, a small design partnership focused on brand identity, brand strategy and web design. Finding our niche in the progressive not-for-profit sector, we helped several organisations, find success with their brand strategy and develop their online presence. I have led projects to completion across sectors, with particular focus on not-for-profit organisations.	<ul style="list-style-type: none">Team leadershipCreative directionB2B sales & account managementBusiness strategy & business development
2020 – 2022	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.	<ul style="list-style-type: none">Brand, web and mobile app designFront-end development for WordPress & ShopifyProject managementInternal IT & systems admin
2019 – 2020	Sharples Enterprises specialise 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.	<ul style="list-style-type: none">High-volume print advertising designProofreadingCopywritingClient liaison & support
2018 – 2019	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.	<ul style="list-style-type: none">Print prepress design & proofingProduction managementInternal brand identity & brand strategyPrint production & finishingCustomer service



Freelance and volunteer experience

<div>●</div> <div>2022 – 2024</div> <div>Industry Judge</div> <div>TAFE Queensland Brisbane</div> <div>South Bank, QLD</div>	<p>For several years I have been given the opportunity by campus faculty to judge the end of year student portfolios for the Graphic Design Diploma students at TAFE Queensland. I have judged both the 2022 and 2024 end of year exhibitions. It has been a wonderful opportunity to give back to our industry and help out the next generation of designers.</p>	<ul style="list-style-type: none">• Education & mentoring• Industry engagement
<div>●</div> <div>2019</div> <div>Panelist</div> <div>Future Jobs Market Industry Event</div> <div>South Bank, QLD</div>	<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, Publicis and other design agencies.</p>	<ul style="list-style-type: none">• Public speaking• Industry engagement• Personal development
<div>●</div> <div>2015 – 2016</div> <div>Branding Consultant</div> <div>Gecko</div> <div>Environment Council</div> <div>Currumbin, QLD</div>	<p>Gecko Environment Council is the Gold Coast’s peak environmental body. While completing study, I assisted them 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>	<ul style="list-style-type: none">• Brand strategy & identity• Signage & wayfinding• Web design• Project management• Training & internal brand management support