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# Brand and UX/UI Designer, Front-end Developer

Skills		Platforms & Technologies	Education & Awards
Brand strategy	Design direction	Adobe CC	Diploma of Graphic Design
Brand identity	Brand management	Figma	TAFE Queensland — 2017
Logo and iconography design	Account management	HTML, CSS, JavaScript, PHP	Award for Outstanding Achievement in Typography
Front-end web development	Project management	WordPress	TAFE Queensland — 2017
User experience, interface and interaction	Pitch and presentations	Shopify	
	Print production and finishing	Final Cut Pro and Logic Pro	

## 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"><li>• Brand strategy &amp; identity</li><li>• Web design, UI &amp; UX</li><li>• Motion graphics</li><li>• Account management</li><li>• Project management</li></ul>
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 prescence. I have led projects to completion across sectors, with particular focus on not-for-profit organisations.	<ul style="list-style-type: none"><li>• Team leadership</li><li>• Creative direction</li><li>• B2B sales &amp; account management</li><li>• Business strategy &amp; business development</li></ul>
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"><li>• Brand, web and mobile app design</li><li>• Front-end development for WordPress &amp; Shopify</li><li>• Project management</li><li>• Internal IT &amp; systems admin</li></ul>
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"><li>• High-volume print advertising design</li><li>• Proofreading</li><li>• Copywriting</li><li>• Client liaison &amp; support</li></ul>



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2018 – 2019

**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.

- Print prepress design & proofing
- Production management
- Internal brand identity & brand strategy
- Print production & finishing
- Customer service

2016 – 2017

**Brand Consultant**  
Gecko  
Environment Council  
Currumbin, QLD

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.

- Brand strategy
- Brand identity design
- Signage & wayfinding
- Web design
- Project management
- Training & internal brand management support

## Other activities and appearances

2022 – 2024

**Industry Judge**  
TAFE Queensland Brisbane  
South Bank, QLD

For several years now, I have volunteered as an industry judge at the end of year student exhibition TAFE South Bank's Graphic Design students. It has been a wonderful opportunity to give back to our industry and help out the next generation of designers.

2019

**Panelist – Future Jobs Market Conference**  
TAFE Queensland & Screen Queensland  
South Bank, QLD

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 more.

