



**VIEW MY  
PORT-  
FOLIO**

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## EXPERIENCE

### Head of Creative and Design

NAVARRA

OCT 2020 — PRESENT

- Leading marketing campaigns from concept to fruition – from ideation, strategy and art direction, through to production and adaptation for different channels of distribution including digital and print.
- Crafting briefs to inspire storytelling at a holistic campaign level.
- Building and improving brands and sub-brands within the company, managing the execution and maintenance of these identities.
- Strategising and seeking out new opportunities within the company helping with growth and efficiency. Improving existing systems like printing workflows and filing systems, as well as finding creative solutions to acquire new business.
- Leading, mentoring and working with a team of marketers and designers, as well as independently under the direction of the Marketing Manager and Directors.
- Managing art and creative direction across all marketing campaigns, ensuring clarity of the message, story and proposed product as well as the consistency of the company's brand.
- Concurrently managing administrative tasks including the hiring process of junior creatives, website maintenance – including front-end content changes and ease of use edits, and back-end software updates, media management and coding fixes – as well as company-wide email signature management.
- Lead designer on the major company rebrand that helped unify the brand and sub-brands of the company, spanning across 5 venues, and over 5 different product portfolios including Weddings, Corporate Events, Celebrations, Styling and Catering.
- Includes points from previous position within the company:

### Senior Graphic Designer

NAVARRA

JAN 2019 — SEP 2020

- Managing art direction on marketing campaigns and ensuring brand consistency on social media, web and print.
- Creating and managing content for digital, social media and print.
- Mentoring junior designers to be the best creative versions of themselves.
- Managing and tracking progress of creative projects.
- Working with external marketing agencies, corporate partners and suppliers to produce artwork and collateral for campaigns.
- Front-end web development for company's homepage, as well as building micro-sites and pages for specific campaigns and promotions.
- Includes points from previous position within the company:

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## SKILLS

- Fluent in Adobe Creative Suite and Microsoft Office
- Creative solution finder
- Meticulous organiser of information: creating structures and finding patterns to ease with usability
- Empathetic and systematic approach to design with basic understanding of usability, UI and UX principles
- Animation and video editing with After Effects, iMovie and Photoshop
- Front-end website and email development with HTML and CSS: Wordpress, Webflow and Mailchimp
- Copywriting, editing and typesetting
- Drawing and Illustration
- Ability to work efficiently in a fast-paced and ambiguous environment.

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## EDUCATION

### Bachelor of Design

HONOURS FIRST CLASS

University of New South Wales

2013 – 2015

### Diploma

PRODUCT & INDUSTRIAL DESIGN

Temasek Polytechnic, Singapore

2009 – 2011

# EXPERIENCE

CONT'D

## Graphic Designer

NAVARRA

AUG 2017 — NOV 2018

- Preparing artwork for multiple platforms, including print, web and social media.
- Collaborating with copy writers, designers and external agencies to produce artwork assets for marketing campaigns.
- Responsible for the in-house printing and production of sales publications, flyers, posters, menus and any other promotional materials.
- Working on marketing and sales collateral for print, digital and social media, ensuring artwork is always within brand guidelines.
- Starting initiatives that help with work flow and internal processes such as systems to simplify in-house printing for admin staff.

## Graphic Designer

REED EXHIBITIONS

AUG 2015 — JUL 2017

- In-house Designer for two expo portfolios: Hair and Beauty, and Industrial and Mining Expos. Working with both the marketing teams - each with their own set of expo brands and identities.
- Creating, developing or improving artwork ensuring branding consistency for a variety of projects including digital, print and social media content.
- Design electronic direct mailer templates for marketers to use, to ensure brand identity consistency across collateral.
- Independently tracking and managing the progress of all assigned creative projects across the teams, to ensure timely delivery of each project.
- Designing content-heavy marketing and sales publications including statistical reports, magazine-style ticket brochures and instructional pamphlets.
- Logo ideation and designs for show sub-brands and in-development shows.
- Assisting the operations and logistics team with designs and mock-ups of on-site expo collateral as well as readying artwork for suppliers and external printers. Collateral included signage, way-finding maps, registration forms, lanyards and badges, stand shells and signage, media walls, and pull-up banners.

## Graphic Designer

REPUBLIC OF SINGAPORE AIR FORCE

OCT 2010 — SEP 2012

- Ensuring that the Air Force's strong brand identity was represented clearly in campaigns and maintained consistency throughout all marketing and promotional collateral including a published advertorial for Association of Aerospace Industries' AeroCareer Guide, souvenirs and various print advertisement placements – independently and with external marketing agencies.
- Training and managing a new batch of trainees every few months with the publicity department's duties and culture, and delegating day-to-day tasks to them involving inventory and logistics for recruitment events.
- Designing signage and promotional souvenirs for recruitment events and exhibitions including the 2012 Singapore Airshow, and numerous career roadshows across various tertiary institutions. Coordinating the setup for these events, managing inventory onsite and assisting with publicity and promotion with the public. (cont'd)

# HONORS / AWARDS

## Dean's List Recipient

University of New South Wales  
2014

## Outstanding Serviceman

Republic of Singapore Air Force  
2011

## Service Award

Catholic High School  
2006

# PRO-BONO

## No Readgrets Book Club

2020

- Designing the registration page along with the back-end set up of the mailing list system.
- Designing a brand with an art direction that was easily manipulated for further content creation.
- Providing consultation with branding and further marketing of the club and discussing strategies to expand.

## UNSW Queer Collective

2013

- Designing marketing assets for UNSW Queer Week 2013 including flyers, illustrated social media banners and zine covers.

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# EXPERIENCE

CONT'D

## Graphic Designer (cont'd)

REPUBLIC OF SINGAPORE AIR FORCE

OCT 2010 — SEP 2012

- Introducing systems for stock taking and distribution of designed promotional collateral which aided in the efficiency and ease of department stock audits.
- Managed department's photo library and retouched photos.
- Liaising with squadrons to provide promotional materials and creative support.

## Graphic Designer

FAIRWAY CLUB, SINGAPORE

OCT 2012 — NOV 2012

- Rebranding and modernising company's brand logo to reflect its currency, along with collateral like business cards and letterheads, promotional posters around venue and membership cards.
- Assisting operations with way-finding signage around the club.
- Liaising with suppliers and manufacturers for collateral production like golf club member polo tees and canvas banner signage.

## Intern Designer

STUDIO YOU PTE LTD, SINGAPORE

JUL 2009 — OCT 2009

- Designing souvenirs and gifts and readying artwork for manufacture and production. Liaising with distributors regarding distribution of product range in gift stores across Singapore, including Singapore Changi Airport.
- Training alternatively-abled staff members in the production of the company's handcrafted souvenir range.
- Designing promotional marketing assets, including electronic direct mailers and posters to help with sales of souvenirs.

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# EXTRA

## Honours Thesis

Designing Book 2.0: The Convergence  
of Craft & Technology in Books  
2015

## Volunteer Designer

BOOK MACHINE by onestar press  
2015

## Student Group Leader

Orientation Camp  
2008

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# REFERENCES

## Available on request

✉ [colin.minogue@gmail.com](mailto:colin.minogue@gmail.com)