

# JOANNA RUASOL RESUME

*I approached Joanna to create my branding including logo, business card and letterhead. She handled the project very well, revisions were done promptly, and she was resourceful with ideas. Overall, I was very happy with the outcome! Joanna was professional and easy to talk to. Highly recommended!*

– Josef Adlao,  
Josef Adlao Copywriting

*Thanks so much for your professionalism, your creativity and quickness with copy. I really don't know what we will do without you as you have really made my job a lot easier, you are adaptable and that's been really appreciated by everyone.*

– Beth Koorey,  
Children's Programs,  
City of Sydney Library

## CONTACT

Phone: +61 422 588 540  
Email: [hello@joannaruasol.com](mailto:hello@joannaruasol.com)  
Portfolio: [www.joannaruasol.com](http://www.joannaruasol.com)

## TECHNICAL SKILLS

Graphic Design: Adobe Creative Suite:  
InDesign, Photoshop, Illustrator  
Web Design: HTML, CSS, JQUERY,  
Basic Javascript  
General: MSOffice, Campaign Monitor

## EDUCATION

2012 - 2014  
Graduated: Bachelor of Design  
in Visual Communication  
Advertising Submajor  
University of Technology, Sydney

2008 – 2010  
Graduated: Bachelor of Arts and Sciences  
Psychology Major  
University of Sydney

March 2014 – October 2014  
Graphic Designer: part-time  
Library Programs, City of Sydney

- Meticulous attention to the layout, typesetting and image manipulation of marketing collateral including newsletters, posters, EDMs (email campaigns) and Library branch information signage.
- Achieved consistency in both style and quality with the production of high-volume work within set deadlines.
- Ensured the organisation of multiple design projects simultaneously, in co-operative communication with multiple team members and individuals from different departments.
- Worked autonomously and independently while maintaining flexibility, thus ensuring that needs and suggestions were well accounted for.

July 2012 – September 2013  
Graphic Designer: part-time  
Portfolio Training Academy

- Reliable and careful consideration of the design, layout and typesetting of course booklets, information handbooks, and promotional material such as brochures and flyers.

April 2012 – Present  
Freelance Graphic Designer  
Self-employed: ABN 30 618 061 307

- The design of branding, visual identity, and print or electronic publications for clients including One Disease at a Time, STARTTS (The NSW Service for the Treatment and Rehabilitation of Torture and Trauma), Skills DMC and Josef Adlao Copywriting.
- The completion of designs which enhanced business image, clearly expressed business values, and engaged target audiences.

March 2011 – February 2012  
Marketing Department Administrator: full-time  
Legalwise Seminars

- Supported and bolstered company revenue by maintaining, researching and updating key contacts of the company client database.
- Ensured consistent company organisation through the competent performance of ad hoc tasks including: high-volume data entry, customer service via the phone, proofreading and website maintenance.

REFERENCES

- Available upon request.

