

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
Portfolio: 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 team member 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 Survivors), 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 Dept. 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

