

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,
White Paper & B2B Copywriter,
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

Portfolio: www.joannaruasol.com
Phone: +61 422 588 540
Email: hello@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

J O A N N A
R U A S O L
R E S U M E

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

- The design of print or digital graphics 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.
- Projects included executive brief reports, training manuals, digital invitations and, branding.
- The completion of designs which enhanced business image, clearly expressed business values, and engaged target audiences.

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

- Achieved consistency in both style and quality with the production of high-volume work within set deadlines.

- Meticulous attention to the layout, typesetting and image manipulation of marketing collateral including print newsletters, posters, EDMs (email campaigns) and Library branch information signage.
- 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 communication with team members when necessary.

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

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

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 organisation through the competent performance of ad hoc tasks including: high-volume data entry, customer service via the phone, proofreading, delegate registrations, and website maintenance.
- References available upon request