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## EXPERIENCE

### Freelance Graphic & Digital Designer ●●●●○

2023-2024  
Self Employed

To expand my design craft I am currently working with a wide range of clients to launch or further project their brand identity. In these projects I'm able to flex my expertise in web development, animation and brand collateral (logo, guidelines, etc) while also providing strategies that align with marketing objectives and audience reach.

### Junior Map Designer ●

2022-2023  
oOh!media

I have just finished a full time contract role as a junior map designer in the commercial team in oOh!media's Melbourne office. This role consisted of researching Australian rail & retail geographical data, locating all our advertising assets, compiling and designing into various infographic summaries for internal and external client use.

### Studio Graphic Designer ●●●●○

2021-2022  
oOh!media

Since graduating I jumped right into the out of home advertising sector. I was in the role of an all-round graphic designer, but also mainly working within a studio and marketing team that provided special outdoor builds. Overall this involved mocking up brand campaign concepts, proposals, campaign ideation, admin marketing, video editing, client discussions, on-site installations and activations.

### Photographer for Xero Conferences ●●○

2018  
Xero

This contract role involved doing event photography for tech company - Xero. This experience was eye-opening as I was working alongside professional photographer Michael Farr while also being able to engage in the companies educational conferences and classes.

## REFERENCES

References on request.

## EDUCATION

### Bachelor of Communication Design ●●●●○

2018-2021  
Auckland University of Technology

In this degree I specialised my learning in advertising and branding. My abilities to provide brand strategies, identity became quite advanced parallel to my understanding of typography and illustration. My particular outcome of work and research orbited around UX/UI and innovative ways to provide authentic engagement/interactivity between consumer and brand.

## PERSONAL SKILLS

Over the years of working in design teams and freelancing, I've further developed on soft skills that I felt were already natural to me.

- Working Under Pressure.
- Great Project Management Skills.
- Excellent at Client Relationships.
- Attention to Detail
- Eager to Hear Criticism.
- Passion for Presenting Ideas..

## TECHNICAL SKILLS

- Adobe Applications  
(psd, ai, xd, ae, indd, pp)
- Motion Design  
(3D animation, Digitised Product Scenes, Web Intergration)
- Web Development  
(Figma, Webflow, Shopify, HTML, CSS, Three.js, JS)
- Filmmaking  
(Post-Production, SFX, Audio Editing, 16mm, Cloud Rendering)
- Digital Marketing  
(Klaviyo, EDM, SEO, Banners)
- Photography  
(Product Studio Scenes, Event, Post-Production)