

**Hi, I'm Carolyn Ang\*— a recent MADA graduate.  
My work explores editorial design, visual identities,  
printed matter and art direction.**

With a love for typography, photography and a minimalist simplicity, I use these as a basis to create design solutions that are both content and concept-driven.

My design practice aims to be sustainable, environmentally friendly and socially conscious.

| carolynang.com

| +61 416 607 118

| hello@carolynang.com

# CA—Resume

## What I Can Do For You

- 1 Editorial Design
- 2 Identity Design
- 3 Image-making
- 4 Photography
- 5 CMS—Wordpress and Kirby
- 6 Web and Digital Design
- 7 HTML/CSS (Basic)
- 8 Print Management/Finished Art
- 9 Copy writing and editing

## Education

### 2014–2016

Monash University  
Bachelor of Communication Design  
GPA—3.667

### 2009–2013

Christchurch Girl's High School  
Excellence in NCEA Levels 1, 2 and 3

## Design Experience

### 2016–Present

Esperanto Magazine  
Art Director

### April 2015–2016

Paoli Smith  
Junior Designer

### 2013

Verve Printers  
Mentorship

## Recognition

### 2016

- 1 Award for Professional Engagement and contribution to MADA
- 2 AGDA Distinction Award (Publication)
- 3 AGDA Distinction Award (Digital)
- 4 AGDA Award Finalist (Publication)
- 5 Awarded a Commendation from the International Society of Typographic Design
- 6 Awarded Dragon's Den Prize from Monash University
- 7 Interview on The Design Kids

### 2015

- 1 The Design Kids: Top 16 to watch for 2016
- 2 Awarded Monash Travel Abroad Scholarship

### 2013

- 1 Constance Cumming Prize for overall excellence in Visual Art
- 2 Parent Teacher Association Prize for Design
- 3 Parent Teacher Association Prize for Art History

## Participation

### 2016

- 1 MADA Graduation Show Committee Member
- 2 MADA Student Volunteer
- 3 Australian Graphic Design Association (AGDA) Member

### 2015

- 1 Acceptance into the Monash Travel Abroad Prato Program

## References

### Ned Culic

Lecturer  
+61 417 528 580

### Andrew Paoli

Former Employer  
+61 412 772 587

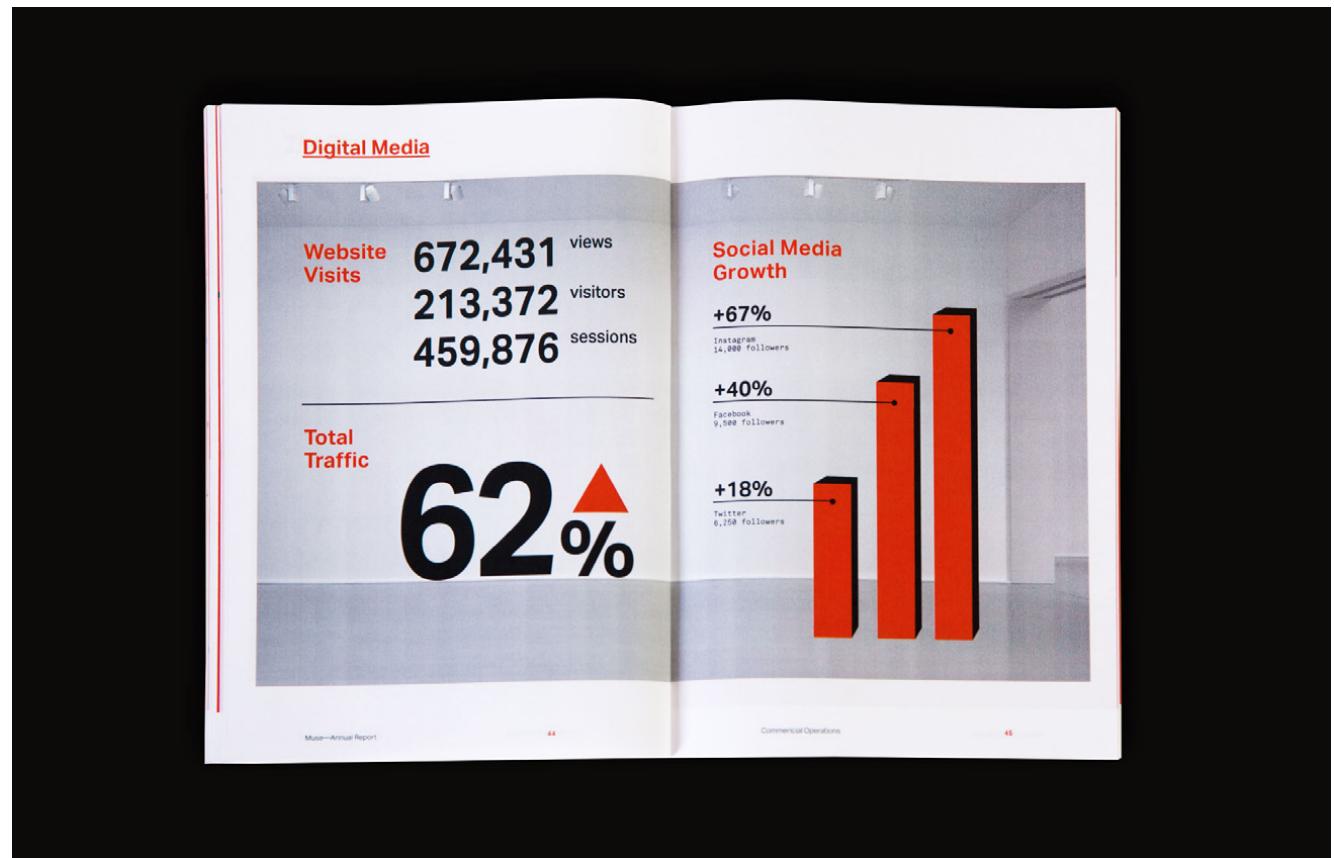


Publication  
May 2016

Supervised by  
Dan Milne

Tasks  
Editorial Design, Photography

Recognition  
Distinction in the AGDA Student Awards (Publication)

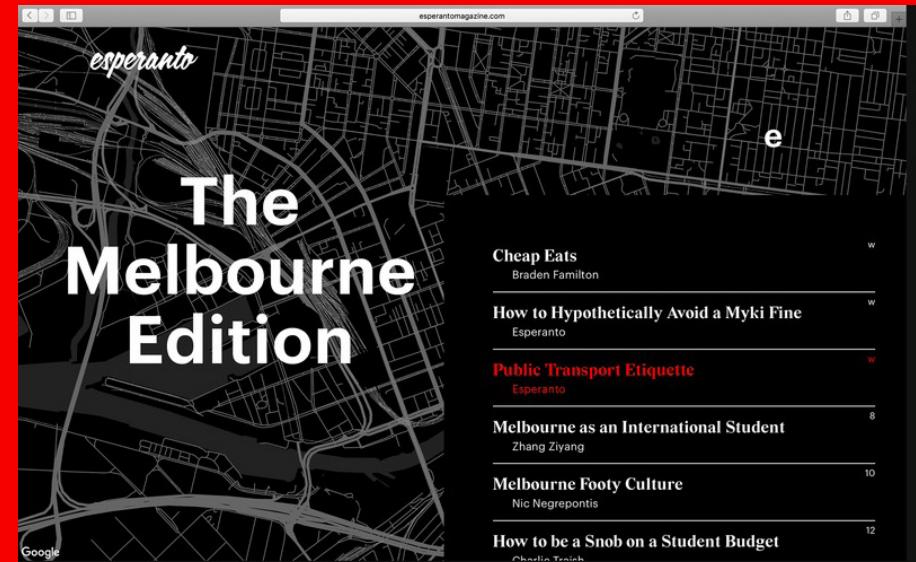


An annual report for **Muse**, a modern art museum. The publication draws its inspiration from the artwork within the museum. Split into two booklets: one contains the pertinent information to an annual report—the second is a catalogue that showcases the museum's collection.

**Esperanto Magazine** is a bi-monthly student magazine for Monash University. Designed with the intention to create a synergy between the print and web editions of the magazine, the Esperanto website contains several references to the original printed form. The user experience should mimic the reading of a physical copy.

To synthesise this experience the webpage has been divided into two to imitate spreads. The swiping animation of the next and previous page buttons are reminiscent of turning a page. The typography has been considered and optimised for reading long-form content on a screen.

[esperantomagazine.com](http://esperantomagazine.com)



The image shows a black and white photograph of a magazine spread. The left page features the word "esperanto" in a large, stylized, italicized font. The right page contains a block of text describing Melburnians. At the top of the right page, there is a small vertical text block that reads "MAY 2016 N° 2". On the far right edge of the right page, the words "MEI RÖRIGA" are printed vertically. The background of the image consists of several white geometric shapes (triangles and rectangles) set against a dark background.

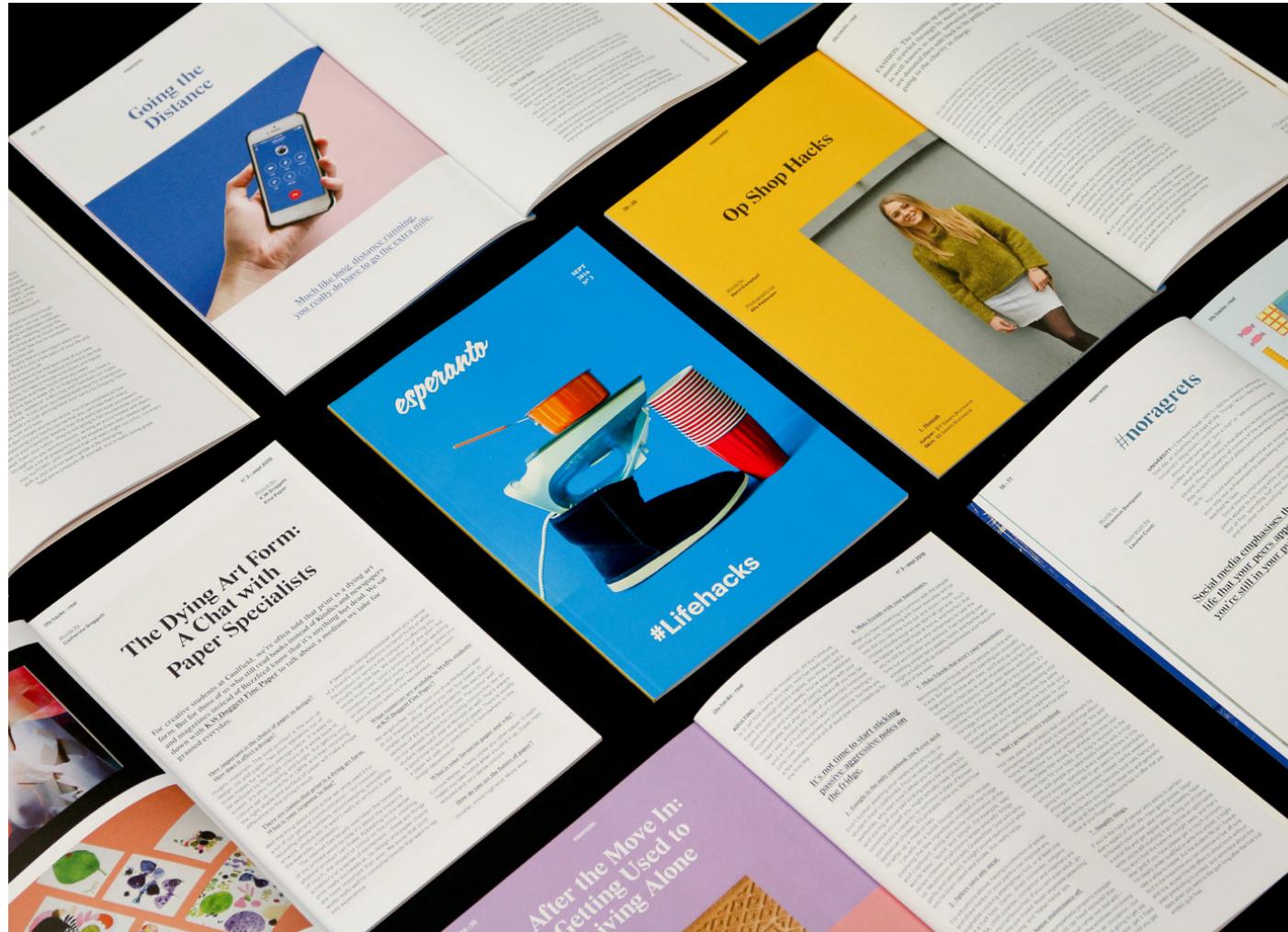
esperanto

We are Melburnians.  
We are the funky cafes  
and bars,  
[p. 12-19] We are the  
nightlife  
goers  
[p. 18-19] and we are the  
the complainer's of we are  
transport.  
[p. 22-23] We are public  
foodies,  
[p. 24-25] We are the  
foodies,  
[p. 18-17] We are the football fans.  
[p. 10-11] We are the people and  
we make Melbourne.

**Esperanto Magazine** is a lifestyle magazine for Monash students. Released bi-monthly, its four editions have explored a variety of themes that students are interested in—Sex, Melbourne, Life hacks and Summer.

Prying into all aspects of student life: drinking, parties, travel, jobs, study as well as deeper social issues, our goal was to reflect the voice and interests of the average 18–24 year old in all their funny, frank, brutally honest and vulgar glory.

Using a fresh, bold and vibrant tone—the magazine aims to engage and educate students about the aforementioned topics. The artwork within the magazine also functions as a showcase for MADA students.



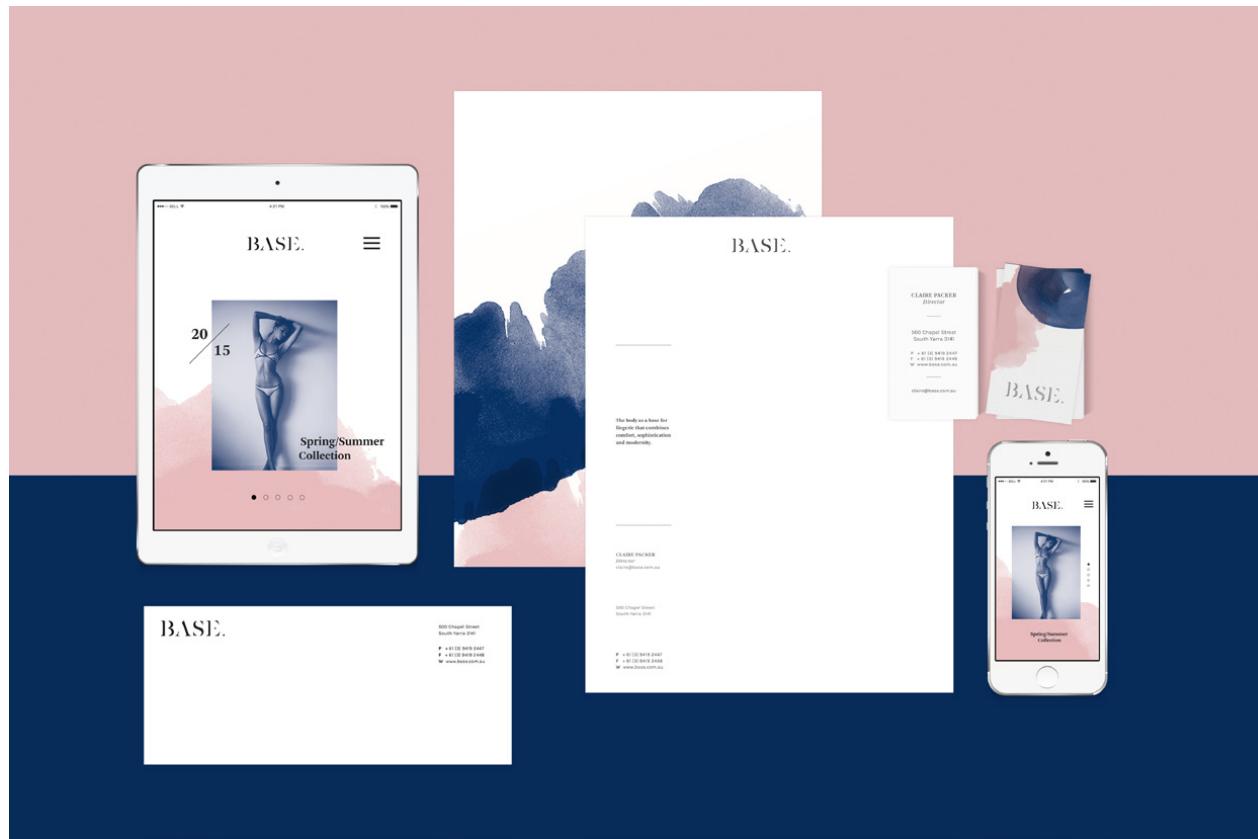


Beginning as a task of re-interpreting of a news article, students were asked to redesign the news of today to be collated into the newspaper. Building on this concept, I chose the words **reclaim**, **rebuild** and **rethink** as the theme. Through the act of reclaiming, students have cultivated what they deem to be relevant news. Through the redesign, students have rebuilt news which allows the reader and designer themselves to rethink the original content.

My contribution to the newspaper started with a news article about creative block. Aptly titled **Version 11.0**, it documents my journey through a period of creative block. Using this project as a means of getting out of a rut, visual experiments and play heavily feature. The article is to be rotated as it's read—it is a tactile way of allowing the reader to join me on my wayward journey of rediscovering creativity. Through rotation, a new perspective is also offered on the visual experiments.



# BASE.



**BASE** is a fictional lingerie boutique created for a branding exercise. The goal was to design a brand that was minimal, effortless and elegant.

The name represents the main ideology—lingerie should simply be the base of a woman's outfit. The organic water colour forms emphasise the natural and soft curves of a woman's body.



Publication  
April 2016

Supervised by  
Dominic Hofstede

Tasks  
Editorial Design

Recognition  
Finalist in the AGDA Student Awards (Publication)  
Awarded a Commendation from the ISTD

03. The Fear of  
the Inevitable



Image: Object #1  
John House  
(2012)

**No one wants to die.**

And yet death is the destination we all share. No one has ever escaped it. And that is as it should be. Death is very likely the single best invention of life. It is life's change agent. It clears out the old to make way for the new.

Quoted  
Times Ad  
(2012)

**Contemporary  
Debates in  
Applied Ethics**

**Chapter 12 — A Case  
Against Euthanasia**

Authors: Daniel Callahan  
Editors: Andrew Cahn, Christopher Heath Wellman  
Published: Blackwell Publishing



Image:  
The Disappearance of Mr. G.  
Hans Christian Andersen  
(2012)

**introduction**  
Consider what I take to be a very real. <sup>1</sup> We present all of us with many miseries, sick or well. Why is it then that so few people choose to end their own lives in response to them? Why is it that when someone does commit suicide — even for reasons that seem understandable — the common reaction (at least in my experience) is one of sorrow, a feeling of pity that someone was driven to such a desperate extreme, particularly when most others in a similar situation do not do likewise? I ask these questions because, behind the scenes, there is a form of euthanasia or physician-assisted suicide (PAS) — and I consider euthanasia a form of suicide — lies an effort to make the deliberate ending of one's life something morally acceptable and justifiable; and which looks as well to the help of government and the medical profession to move that cause along.

It goes against the grain, I believe, of reason, common sense, and the traditions of our society that we would consider it at least conceivable — that is, it is not inconceivable — that someone might want to end his life, which is a good death, in one of three humanly possible. Suicide generally provides a tangible answer to the question of how to end one's life, though not necessarily the one the person believes it. That response does not prove it true, however. It is not always the case that if a doctor asks a patient to consider suicide, the doctor is being asked by a patient to suggest it. It may be that the doctor is merely giving a discipline, no more or less, to his or her skills to take life rather than to preserve it, and so tends to the practice of euthanasia

the blessing of the medical profession. I understand all too well that there is a growing acceptance in our society, as a global development, of killing people. There however, as Western culture only begins to accept the reality of killing people, there is also a resistance, which is what euthanasia amounts to self-defense when faced with the reality of killing people. In other words, and in an apocalyptic perspective, the ultimate solution to the problem of killing people is to allow the physician legally to take the life of a patient, or help the patient to take his or her own life. This is a terrible sort of article, but would also add still another reason to campaign medical aid to end a person's life.

The idea of death, the fear of it, haunts the human animal like nothing else; it is the mainspring of human activity — activity designed largely to avoid the fatality of death, to overcome it by denying in some way that it is the final destiny for man.

Is the fear of death universal? Anthropologist Ernest Becker seems to think so, arguing that "the idea of death, the fear of it, haunts the human animal like nothing else; activity designed largely to avoid the fatality of death, to overcome it by denying in some way that it is the final destiny for man."<sup>1</sup> There is much about death to fear:

Whether by accident, disease, or intentional infliction by another human, the path to death for all but a few fortunate humans is accompanied by pain. Death can also be a lonely and isolating experience.<sup>2</sup>

Humans are social beings, and it is our interactions with other humans that complete our existence and give our lives meaning. Death is thus separation from everything that gives our life form; it is the loss of everything that holds dear.<sup>3</sup> The loss of a loved one to death is often the most emotionally painful experiences that we have.<sup>4</sup> Even when the death is not that being a witness to death can evoke the most formidable reactions to the loss of a loved one.

03. The Fear of the Inevitable  
*The Indiscovered Country*

**The Right to Die** was created as an entry to the International Society of Typographic Design Awards. It is as its title states, an academic exploration on the human right to die. Using found articles, this publication aims to investigate the ethics surrounding the controversy of euthanasia and assisted suicide.

**Thank you. Let's speak soon.**

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