

Saggers DESIGN

GEMMA SAGGERS CURRICULUM VITAE

HIRE ME BECAUSE...

I have 15 years of design experience in both the print and digital space. I started in pre-press and developed in many other areas such as website maintenance, social media, marketing and UX design.

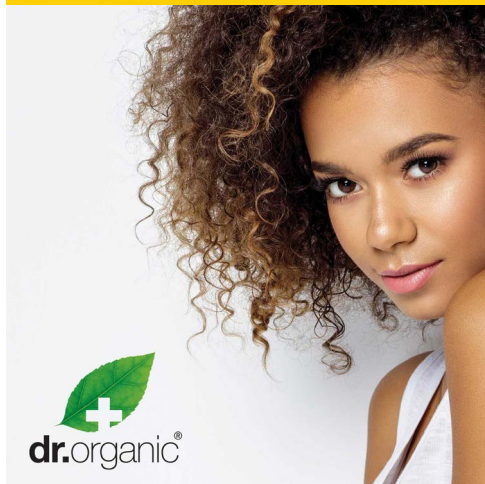
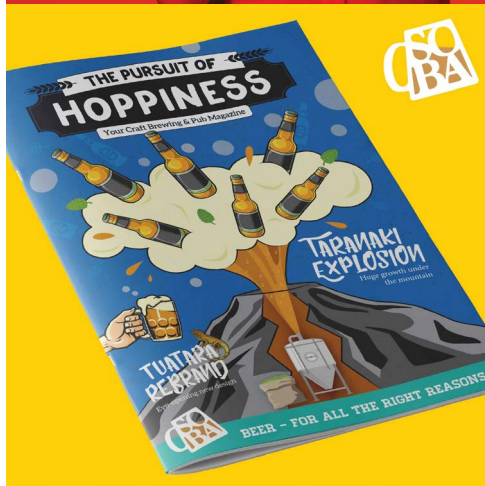
At Essence - The Health Agency, I specialised in creating impactful DTC and HCP materials, navigating the complex regulatory landscape of pharmaceutical design (TAPS). I honed my skills in Figma and Sketch, translating strategic thinking into visually compelling designs, even in the serious realm of medical communication.

As Senior Designer at Good Health, I delved into the world of supplements, transforming product knowledge into engaging POS materials and packaging. Collaborating with brand managers, the naturopath and sales team was key to creating effective and impactful designs.

My tenure at Pumpit Advertising provided a broad range of creative, from digital assets and video production to print collateral and merchandising. I adapted to diverse projects and clients, consistently delivering high-quality results.

Throughout my experiences I have developed many skills and embraced change. Quick task adaptation and effective communication have been my hallmarks. I'm interested about leveraging AI to enhance the creative process, while maintaining ethical and legal standards. Staying current with the latest design trends and innovations is my passion.

PORTFOLIO SNAPSHOT



CONTACT

Phone 022 0377 165

Email sagersdesign@gmail.com

Web www.sagersdesign.com

in sagers-design

ABOUT ME

Currently living in West Auckland with my husband, daughter, cat and dog. I am motivated, presentable, approachable and always punctual.

STRENGTHS

- Able to prioritise duties
- Multi-task and work to deadlines
- Well developed organisation skills
- Good relationship building
- A high level of professionalism
- Able to work as part of a team or independently as required
- Adapt well and learn quickly
- Can get work done fast and to a high standard
- Process driven, with excellent file handling/keeping

SKILLS

- InDesign
- Illustrator
- Photoshop
- Figma
- WordPress
- AfterEffects
- Print Materials
- Social Media
- Brand Identities
- Magazine Layout
- Packaging

WORK HISTORY:

Aug 2022 - Current: Essence - The Health Agency, Federal St
SENIOR GRAPHIC DESIGNER

Experienced designer at Essence specialising in patient-focused medical communication. Skilled in conveying information creatively with emotive imagery to engage and inform consumers. Worked on diverse projects across various media for clients like Pfizer, Organon, Novo Nordisk, and Viatrix.

Skills Highlights:

- Crafting moodboards and design systems, aligned with company tone, personality, and values
- Designing engaging proposal decks
- Demonstrating strategic creativity
- Proficiency in Figma UX design for web and mobile applications
- Contributing to campaign ideation and execution
- Programmatic 101 presentation from Acquire Digital Academy
- Conducting design research, staying updated on industry trends, and continuous skill development

Aug 2021 - Aug 2022: Good Health Products, 265 Albany Hwy
SENIOR GRAPHIC DESIGNER

As Good Health's in-house designer, I seamlessly integrated into the marketing team, which consisted of brand managers, a naturopath, and a marketing coordinator. My role involved collaborating with cross-functional teams, including Sales, NPD, and QA. Within this capacity, I was responsible for designing labels, packaging, POS materials, trade presenters, digital assets, and various branding materials. Additionally, I maintained the website, developed campaign landing pages, and ensured our social media team (Mosh) adhered to brand guidelines. When necessary, I coordinated with our freelance designer to handle overflow work.

Jan 2019 - Aug 2021: Pumppt Advertising, William Pickering Dr
LEAD GRAPHIC DESIGNER

As the lead designer at Pumppt, I spearheaded a diverse array of projects encompassing brand identities and corporate conferences. These conferences involved the design of invitations, banners, branded merchandise, theme logos, as well as the production of captivating introduction videos and presentations. Clients spanned across a wide spectrum of industries, from craft beer and health stores to travel experts, retail establishments, and food outlets.

Regular Projects:

- The Pursuit of Hoppiness Magazine
- Palmers Point of Sale
- Pharmalines & Vantage Catalogues
- My Hardy's Magazine
- Subway Posters

EDUCATION AND TRAINING

2023: Udemy (www.udemy.com)
- Figma UI UX Design Essentials
- Midjourney and AI Tools

2022: www.sketch.com
- Sketch Course

2021: Open Polytechnic - BIT503
Fundamentals of Information
Technology. Working towards a
Diploma in Web Development
(part-time)

2017: St John - First Aid Level 1

2015: Udemy (www.udemy.com)
- WordPress for Beginners

2012: Natcoll Design Technology
(Yoobee School of Design) -
Introduction to Dreamweaver
(short course)

2011: I-Site - training for website
maintenance (Content
Management Systems)

2010: Printing.com - Head Office
course in Customer Service,
Design and Print Management

2006 - 2009: Whitecliffe College
(Art | Design | Fashion | Technology) -
Bachelor of Fine Arts, Graphic Design

2001 - 2005: Howick College - NCEA
Levels 1, 2 and 3

1997 - 2000: Walkwood Church of
England Middle School, UK

Pre-2000: Three Kings Primary

WORK HISTORY CONT:

Jun - Dec 2018: The Creative Store, Crummer Rd
FREELANCE GRAPHIC DESIGNER

This was a brilliant time to flex my creative skills and dabble in different projects. I learnt so much during this time and it helped to strengthen my design abilities.

- The Warehouse Group - Digital Assets (Dec)
- Wellcom - Mailers & POS (Oct - Nov)
- Brandspank - Various (Oct)
- The Warehouse Group - Mailers (Sep)
- Pumppt Advertising - Various (Sep)
- Cube (Creative Print, Design & Signage) - Various (Aug)
- Container Door - Photo Retouching & Photography (Jul - Aug)

May 2016 - May 2018: Frequency, Dominion Rd
DESIGN, MARKETING AND COMMUNICATIONS MANAGER

My role was to keep the Frequency brand innovative and consistent. I designed all marketing collateral, kept the tenders looking sharp, assisted in creating a new company website, established new company values and a mission statement and managed/organised events.

Other duties:

- Responsible for online activity through social media platforms
- Coordinated and submitted proposals/tenders
- Organised business cards for staff, CV's and signage for new offices
- Gathered website and LinkedIn analytics
- Updated the website and published articles
- Lead the social club

April 2014 - May 2016: printing.com Mt Eden, Dominion Rd
GRAPHIC DESIGN AND MARKETING

At printing.com, I designed a wide range material, took client briefs and pre-pressed jobs for print. I also processed online orders, which involved checking that the artwork files were set up as per printing.com's print specifications.

Other duties:

- Designed and uploaded editable templates online for clients to adjust their artwork - used to keep franchises consistent.
- Involved with all website queries and built a couple of demo sites to show customers what we could do.
- Created all marketing material for the studio.
- When we moved offices, I was tasked with creating signage for the new studio, as well as marketing collateral (such as goodie bags for the launch) and the internal office layout. This included wall displays, decorations, and selecting furniture and lighting.

PERSONAL INTERESTS

- Graphic/Digital/UX Design
- Digital Illustration
- Makeup & Skincare
- Photography
- Collecting oddities
- Sewing clothes & bags
- Listening to music & podcasts
- Animals
- Drawing
- Yoga

ADDITIONAL INFO

I built and now maintain the website for a charity that is very close to my heart called **Give a Kid a Blanket**. This is a wonderful community of kindness:

www.giveakidablanket.co.nz

WORK HISTORY CONT:

2013 - 2014: The Comfort Group, Rosebank Rd
GRAPHIC ILLUSTRATOR (TEMPING)

Through Madison Recruitment, I was assigned a job at Dunlop Foams/Sleepyhead, which required me to export images to JPEG. I completed the task well ahead of time, so I was asked to re-create all their technical drawing templates through Illustrator, which were used for manufacturing products (pillow, mattresses, etc). I did these for both the Auckland and Christchurch branches.

2010 - 2012: Advice Advertising & Print Consultants, Wellesley St
GRAPHIC DESIGNER

Sole graphic designer of the company and my first job straight out of university. I quoted clients for print and design, designed all marketing material for the company and pre-pressed artwork.

Other duties:

- Dealt face-to-face with clients and relationship building
- Generated invoices for jobs
- Answered phones and directed calls
- Managed reception and general administration work
- Account management and website maintenance

2008: Admission, Newmarket
GRAPHIC DESIGNER (INTERNSHIP)

Whilst studying, I worked as an intern, which was a great opportunity to get a feel for my chosen career path. I worked alongside their senior designer, helped with multiple projects, met clients and came up with clever creative.

REFERENCES:

Contact details and other referees from past and current employers available upon request.

- **Kristen Marks:** General Manager & Strategy Director, Essence - The Health Agency
- **Shem Hunter:** Design Director, Creative Leader & Mentor, Essence - The Health Agency/Jagger Design
- **Lisa Walker:** Senior Brand Manager, Good Health Products
- **Debbie Kirkbride:** Senior Account Manager, Pump Advertising
- **Jonathan Barry:** Managing Partner, Frequency
- **Denise Gundry:** Design & Production Manager, printing.com