

GEMMA SAGGERS CURRICULUM VITAE

HIRE ME BECAUSE...

I am a highly versatile designer with 15+ years of experience across print and digital media. My journey began in pre-press and evolved into a comprehensive skillset encompassing web design, UX/UI design, branding and social media content creation.

I thrive in collaborative environments, bringing enthusiasm and strategic thinking to every project. I am passionate about solving complex challenges creatively and delivering impactful results from concept to completion.

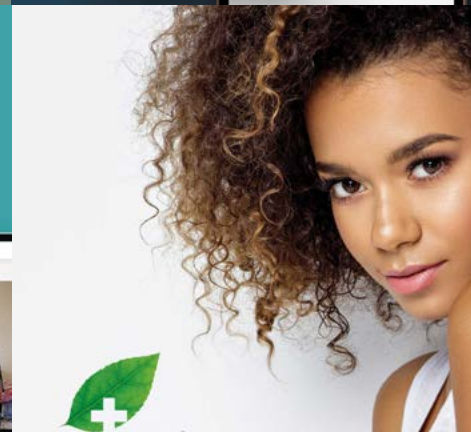
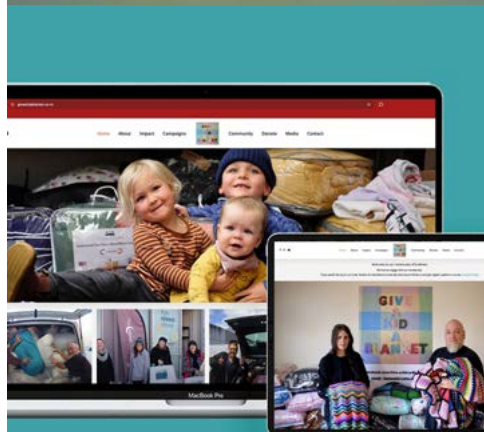
As a Senior Graphic Designer, I have successfully led a variety of projects, demonstrating versatility across digital assets, video editing, print collateral and merchandising. This experience has honed my ability to adapt to diverse client needs and consistently deliver high-quality results.

At Essence - The Health Agency, I specialised in creating engaging and educational 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 within the serious realm of medical communication.

Throughout my career, I have developed strong adaptability and effective communication skills. I am eager to explore the potential of AI to enhance the creative process while maintaining ethical and legal standards. Staying current with the latest design trends and innovations is a key focus for me.

Click on the images to link through to my portfolio.

PORTFOLIO SNAPSHOT



CONTACT

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in gemma-sagers

ABOUT ME

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

STRENGTHS

- Able to prioritise duties
- Multi-task & 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 & learn quickly
- Can get work done fast & to a high standard
- Process driven, with excellent file handling/keeping

SKILLS

- InDesign
- Illustrator
- Photoshop
- Lightroom
- After Effects
- Figma
- WordPress
- Print Materials
- Social Media
- Brand Identities
- Image Retouching
- Magazine Layout

WORK HISTORY:

Aug 2022 - Dec 2024: Essence - The Health Agency, Federal St
SENIOR GRAPHIC DESIGNER (Left due to redundancy)

Essence is an award-winning healthcare advertising agency, which specialises in medical communication. I was their experienced designer, skilled in conveying information creatively with emotive imagery and dialogue to engage and inform consumers. I worked on diverse projects across various media for clients like Aspen, Pfizer, Organon, Novo Nordisk and Viatrix to name a few.

Skills Highlights:

- Crafting moodboards & design systems aligned with company tone, personality & values
- Designing engaging proposal decks (& winning some!)
- Various creative output such as interactive PDF's, eDM's, websites, photo retouching & a large range of print materials
- Creation of digital assets for social media & advertising
- Demonstrating strategic creativity
- Proficiency in Figma UX design for web & mobile applications
- Contributing to campaign ideation & execution
- Programmatic 101 training from Acquire Digital Academy
- Conducting design research, staying updated on industry trends & continuous skill development
- Creative for both audiences: Direct to Consumer (DTC) & Healthcare Professionals (HCP)

Aug 2021 - Aug 2022: Good Health Products, 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, New Product Development (NPD) and Quality Assurance (QA). Within this capacity, I was responsible for designing labels, packaging, point of sale (POS), trade presenters, digital assets, and various branding materials. Additionally, I maintained the website, developed campaign landing pages and ensured our external social media team adhered to brand guidelines. When necessary, I coordinated with our freelance designer to handle overflow work.

Skills Highlights:

- Design & launch of a new product range, Pannex (which was a new look & feel for the brand)
- Designing all marketing collateral, including digital ads
- Collaborating within a marketing team
- Liaising with suppliers & stakeholders
- Time management, traffic & organisation
- Facilitating events & setups for conferences

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

As the lead designer at Pumt, 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 included: The Pursuit of Hoppiness Magazine, Palmers POS/Digital, My Hardy's Magazine, Pharmalines/Vantage Catalogues and Dr Organic/Solgar marketing materials.

EDUCATION AND TRAINING

2023: Udemy (www.udemy.com)

- Figma UI UX Design Essentials

- Midjourney and AI Tools

2022: www.sketch.com

- Sketch Course

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

(Arts, Design, Fashion & Technology) -

Bachelor of Fine Arts, Graphic Design

2001 - 2005: Howick College - NCEA

Levels 1, 2 & 3

1997 - 2000: Walkwood Church of

England Middle School, UK

Pre-2000: Three Kings Primary

Skills Highlights:

- Website updates & maintenance
 - Pre-press all print files
 - Creating fun & unique conference materials
 - Illustrations for magazines
 - Experience across many sectors
 - Designed & developed websites in WordPress & Squarespace
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Jun - Dec 2018: The Creative Store, Crummer Rd

GRAPHIC DESIGNER

I freelanced through The Creative Store, which took me all around Auckland and helped me to push myself out of my comfort zone, adapt and learn on the job. Much of the feedback given, was how fast I got the job done and to a high standard. The experience I accrued during this period has proven invaluable, showcasing my proficiency in rapid learning and effective collaboration with a diverse range of individuals and projects.

Timeline:

- The Warehouse Group - Digital Assets (Dec)
 - Wellcom - Mailers (Repc) & POS (Oct - Nov)
 - Brandspank - Various Design (Oct)
 - The Warehouse Group - Mailers (Sep)
 - Pump Advertising - Various Print Design (Sep)
 - Cube (Creative Print & Design) - Various Print Design (Aug)
 - Container Door - Photo Retouching & Photography (Jul - Aug)
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May 2016 - May 2018: Frequency, Nikau St

DESIGN, MARKETING & COMMUNICATIONS MANAGER

Frequency is a project management company and my main role was to keep the brand innovative and consistent. I designed all marketing collateral, kept the proposals looking sharp, assisted in creating a new company website, established updated company values and a mission statement and managed/organised events.

Skills Highlights:

- Responsible for online activity through social media platforms
 - Coordinated proposals for clients, such as The Ministry of Education & Auckland Transport
 - Organised business cards for staff, CV's & signage for new offices
 - Gathered website & LinkedIn analytics
 - Updated the website & published articles
 - Led the social club
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Nov 2013 - May 2016: printing.com Mt Eden, Dominion Rd

GRAPHIC DESIGN AND MARKETING

At printing.com (now Nettl), I designed a wide range materials, 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. 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.

Skills Highlights:

- Designed & uploaded editable templates online for clients to adjust their artwork
- Involved with all website queries & built demo sites to show customers what we could do
- Created all marketing material for the studio
- Gained hands-on experience in a print production environment
- Learnt to operate printing equipment, binding & laminating

PERSONAL INTERESTS

- Graphic/Digital/UX Design
- Listening to Music & Podcasts
- Sewing Clothes & Bags
- Photography
- Exploring New Places
- Animals
- Drawing & Digital Illustration

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

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

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.

Skills Highlights:

- Dealt face-to-face with clients & relationship building
 - Generated invoices for jobs
 - Answered phones & directed calls
 - Managed reception & general administration work
 - Account management & website maintenance
 - Training in digital & offset printing
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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, interacted with clients and came up with clever creative.

REFERENCES:

Contact details and other referees available upon request. Written references also on my website.

- **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, Pumpit Advertising
- **Jonathan Barry:** Managing Partner, Frequency
- **Denise Gundry:** Design & Production Manager, printing.com