

CONTACT

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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

SKILLS

Branding | Social Media | Print | Digital & Web | Image Retouching | Layouts
Communication | Proposals | Marketing

SOFTWARE

InDesign | Illustrator | Photoshop
Lightroom | Firefly | After Effects
Figma | Sketch | WordPress | Shopify
Mailchimp | Canva | PowerPoint

EDUCATION & TRAINING

2024: CANVA

2023: UDEMY

- Figma UI UX Design Essentials
- Midjourney & AI Tools

2022: SKETCH

- Sketchmaster Certificate

2015: UDEMY

- WordPress

2012: NATCOLL (Yoobee)

- Introduction to Dreamweaver

2011: I-SITE

- Website Maintenance (CMS)

2006 - 2009: WHITECLIFFE COLLEGE

- Bachelor of Fine Arts, Graphic Design

WORK HISTORY:

2025 - CURRENT: RADIANT HEALTH FREELANCE GRAPHIC DESIGNER

Providing ad-hoc graphic design services across multiple brands.

2022 - 2024: ESSENCE - THE HEALTH AGENCY (Left due to redundancy) SENIOR GRAPHIC DESIGNER

As a Senior Designer at this award-winning healthcare advertising agency, I specialised in creatively conveying complex medical information through emotive imagery and dialogue to engage patients and healthcare professionals. I worked on diverse projects across various media for key clients including Aspen, Pfizer, Organon, Novo Nordisk and Viartis.

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 design for web & mobile applications, with a strong emphasis on user experience (UX)
- Contributing to campaign ideation & execution
- Programmatic 101 training from Acquire Digital Academy
- Conducting design research & staying updated on industry trends
- Creative for both audiences: DTC & HCP
- Presenting work to clients

2021 - 2022: GOOD HEALTH PRODUCTS SENIOR GRAPHIC DESIGNER

I integrated seamlessly into the marketing team as the in-house designer, collaborating with cross-functional teams (Sales, New Product Development, Quality Assurance). Responsible for designing labels, packaging, point-of-sale materials, trade presenters and various branding assets. 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:

- Led the design and launch of the new Pannex product range, establishing a fresh brand aesthetic
- Produced all marketing collateral, including digital ads
- Managed supplier and stakeholder relationships, demonstrating strong time management and organisational skills
- Facilitated event and conference setups

2018 - 2021: PUMPT ADVERTISING LEAD GRAPHIC DESIGNER

At Pumpt, I spearheaded diverse projects including brand identities and corporate conferences, designing invitations, banners, branded merchandise, theme logos, introduction videos and presentations. Clients spanned numerous industries, such as: craft beer, health stores, travel, retail and food.

Regular projects included: *The Pursuit of Happiness Magazine*, *Palmers POS/Digital*, *My Hardy's Magazine*, *Pharmalines/Vantage Catalogues* and *Dr Organic/Solgar marketing materials*.

PERSONAL INTERESTS

- Graphic/Digital/UX Design
- Listening to music & podcasts
- Photography
- Exploring new places
- Animals
- Drawing & digital illustration
- Give a Kid a Blanket (I built & maintain the website for this wonderful charity)

REFERENCES

Contact details and other referees available upon request. Testimonials on my website.

KRISTEN MARKS: General Manager & Strategy Director, Essence

SHEM HUNTER: Design Director, Creative Leader & Mentor, Essence/Jagger Design

BERNIE HARFLEET: Founder, Give a Kid a Blanket

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

Skills Highlights:

- Managed website updates and maintenance
- Ensured pre-press readiness for all print files
- Created engaging and unique conference materials
- Produced illustrations for magazines
- Designed and developed websites using WordPress and Squarespace

2018: THE CREATIVE STORE FREELANCE GRAPHIC DESIGNER

Provided freelance design services for various companies, including:

- The Warehouse Group - Digital Assets
- Wellcom - Mailers & POS
- Brandspank - Various Design
- The Warehouse Group - Mailers
- Pump Advertising - Various Print Design
- Cube - Various Print Design
- Container Door - Photo Retouching & Photography
- Sleepyhead/Dunlop Foams - Dielines & Template Redraws

2016 - 2018: FREQUENCY (Left due to redundancy) DESIGN, MARKETING & COMMUNICATIONS MANAGER

Maintained brand innovation and consistency for this project management company. Designed all marketing collateral, refined proposals, created a new website, established updated company values and managed events.

Skills Highlights:

- Managed online presence across social media platforms
- Coordinated proposals for key clients (The Ministry of Education & Auckland Transport)
- Oversaw all staff branding materials, including business cards, CVs and office signage
- Analysed website and LinkedIn analytics to inform strategy
- Led the social club

2010 - 2016: PRINTING.COM (now Touchprint) GRAPHIC DESIGN AND MARKETING

Designed a wide range of materials, took client briefs and prepared jobs for print. Processed online orders, ensuring artwork compliance with print specifications.

Skills Highlights:

- Designed and uploaded editable online templates for client use
- Managed all website queries and built demo sites for prospective customers
- Created all marketing materials for the studio
- Gained hands-on experience in print production, operating printing, binding and laminating equipment

2008: ADMISSION GRAPHIC DESIGNER (INTERNSHIP)

Completed an internship during studies, gaining foundational experience in the graphic design field.