

Referee

Available upon request

Graphic Designer / ADME Advertising

Oct 2017 – April 2020

ADME Advertising is a retail focused, fast-paced, tight-knit digital advertising agency primarily servicing the automotive/dealership industry. While working at ADME my focus has predominantly been on digital advertising including social media, email marketing and HTML5 animated Google display campaigns.

I have also worked with the developers to build and design multiple websites which are all managed with Wordpress. I have completed a number of print advertising projects on a weekly basis including flyers, press advertising and pullup banners.

We work with a range of clients across different automotive brands which often have strict design requirements, however there is always room for creativity within those guidelines.

Achievement Highlights:

- Dramatically improved the efficiency and quality of animated Google display banner creation and design as a result of doing research in my own time, testing various software platforms.
- Introduced techniques and software which enabled the team to easily create high quality animated artwork for social media, GIFs and emails. This resulted in an increased performance of campaigns and overall client satisfaction.

Referee

Ina Kuehfuss
Textile Designer
0401 682 907

Brand, Marketing & Social Media Manager / RC+D

March 2017 – Oct 2017

RC+D (Rugs, Carpet & Design) creates individual and exclusive custom rugs, carpets and flooring design solutions for Australia's top interior design and architecture projects.

Working out of the in-house office, I was tasked with the overall brand creative direction, digital marketing strategy and social presence. My tasks primarily involved facebook and instagram advertising, LinkedIn B2B advertising, email marketing, product photography, website design and maintenance.

Achievement Highlights:

- During my relatively short time at RC+D I was able to increase engagement and following on Instagram by roughly 20%.
 - Created an organised cloud based library of product and lifestyle images for sales to easily access on their iPads during sales meetings.
 - Noticably increased sales enquiries and leads through the use of strategically designed facebook/instagram advertising and email marketing campaigns.
 - Photographed new products, updated image library and website design.
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Referee

Ahmad Jazayeri
Managing Director
info@koalaliving.com.au
0401 851 891

Graphic Design & Marketing / Koala Living

Feb 2016 – March 2017

Koala Living is a furniture retail business with 9 showrooms across Sydney and Melbourne dedicated to providing luxury, unique and exotic pieces of furniture to everyday Australians.

This was a diverse and newly created role within a small in-house team working directly with the owner to manage the digital advertising and design direction of the brand. I was responsible for the Facebook advertising strategy, email marketing strategy and design, in-store signage and promotional materials, product photography, photo retouching, catalogue design, print advertising, web design and inventory management.

Achievement Highlights:

- Analysing and learning about Koala Living's position in the market, consumer demographics, and business goals in a short space of time to create highly targeted digital advertising campaigns which averaged a gross return of roughly \$3 for every \$1 spent. These camapaigns focused on facebook advertising and email marketing.
- Creative direction and product photography to create a new look and feel for the brand's website, in-store signage, product catalogue and social media presence.
- Doubling the social media presence and engagement across facebook and instagram.

Referee

Tim Dawson
Managing Director
tim@ghost.st
+64 21 2603 762

Digital Designer / Ghost Street Studios

June 2014 – Jan 2016

Ghost Street is an award-winning interactive studio based in Auckland, NZ. Working closely with a team of intelligent, creative and innovative thinkers was inspirational and I enjoyed learning at each stage of my involvement with the team. I was responsible for the wireframing, user experience, user interface and design of various websites and applications.

Achievement Highlights:

- Learning how to collaborate with the development team to make the transition between design and development as seamless as possible.
 - Learning UX/UI, responsive design principles and new software such as Sketch to create prototypes and pixel perfect designs.
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Referee

Craig Haggart
Website Team Lead
craig@wearegoose.co.nz
+64 21 1266 856

Graphic Designer / Localist

Nov 2010 – May 2014

Localist's objective is to promote local businesses, and to help them achieve their business goals while guiding local consumers on the top services and businesses in their neighbourhood.

I was hired as one of the first employees of Localist during the start up phase of the business. I worked as part of the in-house studio team to support the marketing and website teams with digital and print promotional materials. I enjoyed being part of a fast moving, dynamic start-up with changing needs everyday.

Achievement Highlights:

- I first began working exclusively in the studio team with a print production focus and eventually progressed into the web and digital team as the company shifted its focus from print to digital.
- Learned the ins and outs of designing and building wordpress websites for small to medium sized businesses.
- Eagerly accepted challenges as learning opportunities to evolve my skillset along with business needs. At the time of my departure I was the longest serving employee at Localist.

Foreign English Teacher / South Korea

June 2009 – June 2010

There were multiple events which led me to eventually teach English in South Korea for a year as it was not something I had thought of previously. It ended up being a great opportunity to live overseas and experience a totally different culture, while being paid to do so. I always look back on this time as one of my best years and very glad to have done something out of the box.

Achievement Highlights:

- Learning how to read and write in Koeran (Hangul).
 - Immersing myself in a very different culture for a year and being open to a diverse range of new learning experiences.
 - Meeting other teachers from different countries and creating long-lasting friendships from all over the world.
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Referee

Sue Wilkinson
Managing Director
sue@hairylemon.co.nz
+64 3 377 0031

Online Marketing / hairyLemon

Feb 2008 – Oct 2008

hairyLemon is a full service NZ digital agency providing strategy, web development, creative, design, marketing, and consulting services.

I joined hairyLemon as part of the online marketing team, learning the ropes from the online marketing manager. It felt like a bootcamp as I dived into the nitty gritty with very limited previous experience. During this time I assisted with various Search Engine Optimisation (SEO) campaigns for small to medium websites.

Achievement Highlights:

- Quickly learning and implementing search engine optimisation strategies for small to medium websites.
- Assisting with Google AdWords campaigns.

Education

UX Design / Interaction Design Foundation

Oct 2019 – Present

The Interaction Design Foundation is an Ivy League level design institution collaborating with top universities such as Stanford, Cambridge, SAP Labs and internationally recognised authors like Clayton Christensen and Don Norman.

With a focus on UX design, the Interaction Design Foundation provides a variety of online courses. Each course is verified with a certificate of completion. Below are the UX design courses I have completed.

IDF Course: Become a UX Designer from Scratch

Course highlights:

- An introduction to the main areas of UX work, and why it matters
 - Understanding the various UX roles in an organisation
 - How to create UX deliverables
 - Design Thinking: Empathise, define, ideate, prototype and test
 - Building a UX portfolio
 - The confidence to work as a UX consultant
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Bachelor of Design / Ara Institute of Canterbury

2004 – 2007

The Bachelor of Design course at Ara is a course headed by industry professionals and is the only design course which offers a Bachelors Degree in the South Island of NZ.

During this course I learned how to generate ideas, solve problems and design innovative solutions in advertising, marketing and communication design. Core skills taught include design strategies, graphics, branding and communication, typography, art direction, drawing and illustration.

Tools

Adobe Creative Suite (Photoshop, Illustrator, InDesign, Adobe XD, Dreamweaver, Premiere, Animate), Banner Snack, HTML, CSS, Facebook Ads Manager, Mail Chimp, Active Campaign, Zapier, SEM Rush, ahrefs, ZOHO CRM.