

# Experience

■ Full time ■ Freelance ■ Voluntary

## Senior Creative

Linney Create - September 2016 to present

Lead Creative for PayPal, Alcon and Post Office accounts.. Specialising in strategic application of brand and campaign, encompassing print, digital, insight and social. Also working with Royal Mail, Virgin Media, Arsenal, Roche, McDonald's and Mars.

[www.linney.com](http://www.linney.com)

## Senior Graphic Designer & Studio Manager

Slick Design - 4 years 7 months

Senior Graphic Design role and management of a seven-strong team, including designers and developers, for a Perth-based studio providing a full range of print and digital services for companies across Australia.

[www.slickdesign.com.au](http://www.slickdesign.com.au)

### Management Responsibilities

- general studio workflow
- hiring & staff development
- project management, art direction & junior mentoring
- client liaison & dispute resolution
- collating & preparing quotations
- tender preparation for corporate & government bodies

### Senior Designer Responsibilities

- lead role in all high-profile projects, industry research & design strategy, development & presentation of pitches
- branding & style guides, illustration, copywriting, typography, image manipulation and layout
- large format signage, exhibition & expos, building frontage, corporate publications, newspaper & magazine advertisements, brochures, stationery.
- responsive websites, electronic direct marketing (EDMs), social media.

## Graphic Designer

WRM-Media - 10 months

Working with developers and marketing staff. Handling branding and identity; web design; product landing pages; illustration; and the development of deliverability strategy for email marketing.

[www.wrm-media.com](http://www.wrm-media.com)

## Graphic Designer

CSE Servelec - 1 year

Branding, marketing collateral and UI design.

[servelec-group.com](http://servelec-group.com)

UK

Australia

2017

2016

2015

2014

2013

2012

2011

2010

Blackwood Parent Support Group  
Branding, print & web design.

Let's Ask App  
Branding, merchandise, web and UI design.

Matchtec  
Branding, print & digital design.

Heartkids WA  
Annual Ball 2014 Committee Member: planning, social media management, marketing & design.

Kaarakin Black Cockatoo Conservation Centre  
Signage, illustration, print and digital design.

New Start Publishing  
Web design.

New Start Publishing  
Web design, print & illustration.

# Qualifications & skills

2.1

BA (HONS) – GRAPHIC DESIGN  
Nottingham Trent University, UK

Merit

BTEQ DIPLOMA – ART & DESIGN  
Chesterfield College, UK

