

## Education

### Cert. IV Design

2022-2023 | The Graphic Design School  
Completed with an A+ average

## Product Design Toolkit

- Branding & Identity
- Packaging & Dielines
- Typesetting & Layout
- Art Direction
- UI Wireframing
- Digital Content Creation
- Attention to detail
- Communication & Collaboration

## Tools

- Adobe Illustrator
- Adobe Photoshop
- Adobe InDesign
- Canva
- Procreate
- Figma
- Sketch (Learning)

## Certifications

- First Aid & CPR (HLTAID011)
- White Card (CPCCWHS1001)

## Languages

- English | Native
- German | A2

## PROFILE

I'm a curious and hands-on designer who enjoys being creative as well as the technical challenge behind making things work. I consistently push myself to learn new skills, and I care about creating work that is purposeful and sustainable. I'm looking for a role where I can contribute, grow and take on new challenges.

## WORK EXPERIENCE

- **Freelance Designer** **2023 - Present**
  - Designed multiple brand identities, including logos and packaging designs. I often test designs and refine my work through prototyping and trial-and-error.
  - From rough concepts through to finished designs, I use the design process to deliver client-ready work.
  - Prepared print-ready artwork (including spot UV, signage, and packaging) and collaborated with printers and manufacturers.
  - Developed UI layouts, social content, and digital assets for websites and e-commerce platforms.
- **CottonOn: Sales Team** **2022 - 2024**
  - Consistently met KPI targets including during various sales periods.
  - Improved customer experience through clear communication, providing personalised service & quick problem-solving.
  - Handled stock, including unpacking, organisation, replenishment, and maintaining clean product displays.
  - Supported storewide visual merchandising and assisted with implementing seasonal floor changes.

## KEY PROJECTS

### Himalayan Berry | Creative lead - Brand & Packaging Design

Designed the full brand identity including logo, colours and typography. Created multiple flavour can label designs (currently on Amazon), using product technical drawings and print specs. I developed website UI wireframes and layouts, Amazon storefront, and product mockups. Oversaw artistic direction and created digital content as well as collaborating with video editors and animators.

### HandyFix & GutterPro | Brand Identity & Printing Suite

Designed complete brand identity and print-ready products including signage, flyers, newspaper ads, and spot-UV business cards for HandyFix and its sub-company, GutterPro.

### KriyaSource Publishing | Book Layout & Typesetting

Formatting a large complex non-fiction book in Adobe InDesign. This included establishing paragraph/character styles, spacing systems, footnotes, glossary and getting the manuscript publishing & print-ready for physical and digital copies.

## REFERENCES

Available upon request