



CONTACT

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GRAPHIC DESIGNER & APPAREL SPECIALIST

15 years Design Experience
12+ years of Apparel Experience
Currently working for Icon Sports
Bachelor of Graphic Design/ Multimedia



PROFESSION SKILLS

- Adobe Illustrator
Adobe Photoshop
Adobe Indesign
Adobe Creative Suit
Wordpress
Microsoft Office



PERSONAL SKILLS

- Creativity
Teamwork
Communication
Organisation
Time Management
Leadership
Attention to Detail

DESIGN SPECIALITIES



Creative

- Identifying Market Trends
Typography
Colour Theory
Composition
Photography
Image Editing
Digital Printing
Project Management



Branding

- Logo Design
Stationary
Packaging
Signage
Marketing Material
Website Design
Brand Style Guide
Planning / Costing



Apparel

- Product Development
Fabric Research
Garment / Tech Drawings
Range Building
Print Placement
Yardage Prints
Overseas Supplier Relations
Large Format Printing
Screen Printing Setup



EXPERIENCE

- 2018 - Present - Icon Sports Geelong (Geelong) Key Account Manager
2012 - 2018 - TWP (Geelong) Senior Graphic Designer / Production Development
2008 - 2011 - Ventou / Sherwood (Brooklyn) Graphic Designer / Apparel Finish Artist
2007 - 2008 - Genr8 (Warrnambool) Graphic Designer / Finish Artist
2006 - 2007 - Body Torque (Ocean Grove) Graphic Designer
2004 - 2008 - Fluidesign (Torque) Junior Designer / Freelance Designer
2006 - Present - DMC Design (Geelong) Freelance Designer



REFEREES

On Request



EDUCATION

- 2003 - 2005 - UNIVERSITY OF BALLARAT Bachelor of Visual Arts (Graphic Design and Multimedia.)
2000 - 2001 - GORDON INSTITUTE OF TAFE Diploma of Arts - Graphic Arts.
1998 - 1999 - TRINITY COLLEGE, (VCE) COLAC Victorian Certificate of Education.

ICON SPORTS

Geelong
2018- Present

Icon Sports Geelong is a franchisee of Icon Group, a cricket gear & sports apparel company, focused on supplying quality sporting apparel, social, work and corporate wear to local clubs, businesses and organisations.

TWP

Geelong
2012- 2018

TWP is a Geelong based sports apparel company, focused on supplying quality sporting apparel, social, work and corporate wear to local clubs, businesses and organisations.



EXPERIENCE CONTINUED



Key Accounts Manager / Graphic Designer

- Established, developed and maintained positive customer relationships.
- Analised existing/potential customer needs and delivered client-focused solutions based on those needs.
- Presented, promoted and sold products/services to existing & prospective customers.
- Ensured the swift resolution of customer problems & complaints.
- Apparel design solutions for customers.
- Liased with overseas suppliers.



Senior Graphic Design / Production Development

- Furthered my knowledge of sporting apparel production by working on a wider range of sports.
- Increased my experience of garment technology.
- Managed jobs from original clients ideas, to finished garments.
- Sole designer and conatct for 100's of clients over 3 years, before artwork started to be out sourced to Sri Lanka.
- Then as the senior designer, I managed the team of designers from Sri Lanka in conjunction with the company director.
- Designed company branding which included advertising, internal stationery, promotional material, signage and social media.
- Designed the look, feel and the working of the company website, including the "design your own" page, and online store.
- In conjunction with the design role, I would also assist with customer service and sales where required.
- Managed the digital printing for all garments.
- Worked directly with internal staff, overseas staff, overseas suppliers and clients.
- Managed and approved production artwork from overseas suppliers.
- Built strong relationships with overseas suppliers and continued to work with them across future orders and deliveries.

VENTOU / SHERWOOD

Brooklyn
2008 - 2011

Ventou and Sherwood are sporting apparel brands that come under the HuntingLady banner. Ventou is the cycling and triathlete side of the business known for their innovative styles and fabrics. While Sherwood focusses on Football & Netball.

GENR8

Warrnambool
2007 - 2008

Genr8 is a regional based Advertising Agency and Graphic Design studio. Focused on advertising and marketing solutions for the local community and surrounding areas.

BODY TORQUE

Ocean Grove
2006 - 2007

Body Torque is Coastal based company focused on cycling apparel.



EXPERIENCE CONTINUED



Graphic Design / Apparel Finished Artist

- Furthered my knowledge of sporting apparel production, and sublimation printing.
- Managed jobs from original clients ideas, to finished garments.
- Learnt how to setup screen separations, using trapping, choke and spread.
- Found creative solutions in overcoming difficult designs over a range of panel templates and sizing.
- Photo manipulation and retouching.
- Designed Company advertising, which incorporated promotional and informative material.
- Worked in product development to create new products and styles for shop range.
- Liaised with, and handled two companies which we supplied garments to, in a similar roll to that of an account's manager.
- One of these companies was a major client and contributor to the income of the business, from taking over this client's business profit with them went up \$100,000 in the 12 months before I left.



Graphic Design / Finished Artist

- Answered the creative needs for a diverse range of clients.
- Delivered high quality work in a fast paced work environment.
- Liaised with contractors and suppliers, to deliver the end product.
- Found solutions to business signage using various materials and applications.
- Responsibility of gathering information and meeting deadlines for multiple press ads every week.
- Gained an understanding of press ads and newspapers, booking ads and working to column sizes.
- Kept control of quotes and the costs for printing and installation for monthly Billing Sheets.



Graphic Design / Apparel Finished Artist

- Managed all aspects of apparel design from the developmental stage through to finished art, meeting client deadlines.
- Managed jobs from original clients ideas, to finished garments.
- Designed Company specific imagery, for advertising, print, web and signage.
- Gained extensive experience in the large format sublimation printing process. Including the knowledge of the adsorption of inks, throughout the printing process onto the fabrics. Also the importance of drying times and room temperatures.

FLUIDESIGN

Torquay
2006 - 2007

Body Torque is Coastal based company focused Fluidesign is a creative branding agency, working with some of the country's biggest brands, supplying packaging, branding, digital media and communication design.

DMC Design

Geelong
2006 - Present

Freelance Design



EXPERIENCE CONTINUED



Junior Designer / Freelance Designer

Starting off as work experience for a University requirement, working at Fluidesign turned into ongoing freelance and part time work.

The roll of junior designer comprised of helping the more senior designers on projects ranging from print, web and packaging. Responsibilities included scanning, contouring, photography, storyboards, photo manipulation, data retrieval, data entry, experimentation of materials, client mockups and assisting with multimedia presentations and finished art.



Freelance Designer

As a freelance designer, I've work on a range of projects, Mainly comprising of business branding and event promotion.