

# REBECCA FARRELL GRAPHIC DESIGNER

027 860 7697 / rebecca.farrell@gmail.com / rebeccafarrell.co.nz

## PERSONAL STATEMENT

With 10+ years experience, agency-side & as a freelancer, I have a broad range of skills & experiences - corporate branding, print, web design and project management.

You might call me a design geek as I thrive on the concepts & ideas that produce outstanding design. My ideal next career step would give me the scope to pursue this passion & push me to do even better design.

What will you find when you meet me - other than an Aussie with a wacky sense of humour? Someone who designs with their head & their heart; someone who relishes learning & sharing new skills; someone who can take direction as well as take her own initiative; someone who wants to go a whole lot further as a designer.

## SKILLS & STRENGTHS

Finding creative solutions to challenges in designs or just in everyday life is one of my key talents. I work quickly, efficiently & effectively under pressure to deadlines & budgets set & work confidently with clients (they love me). I am a team player & a pleasure to work with.

### My skills include:

- + Getting the real brief from the client
- + Brainstorming unique concepts
- + Ability to code in HTML, CSS, HTML emails
- + Website information architecture & interface design
- + Website engineering with CMS
- + Working with suppliers such as printers, photographers & web developers
- + Presentation of concepts & designs
- + Finished art for a range of printed materials such as advertisements, brochures, flyers, newsletters & prospectus

### Some of the programs I use:

- + Adobe Photoshop CS5
- + Adobe Illustrator CS5
- + Adobe InDesign CS5
- + Dreamweaver
- + XHTML & CSS
- + Wordpress & other CMS
- + HTML emails
- + Adobe Acrobat
- + Word & PowerPoint

## EMPLOYMENT

### MAY 2010 - TODAY

#### expert

Based in Wellington  
Senior Graphic Designer

expert is a web design and development company specialising in customised CMS websites

- + The lead role in the design & production of identity, web design & e-marketing
- + Designing information architecture & user interface for websites & web applications
- + Building websites & emails
- + User interface design
- + Maintaining production schedules
- + Managing multiple, concurrent projects in different stages
- + Project management
- + Training clients in the use of CMS

### APRIL 2008 - MAY 2010

#### Wolff Design

Based in Neutral Bay, Sydney.  
Graphic Designer

Wolff Design is a design agency specialising in marketing, advertising & identity design

- + Lead role in the design & production of print, identity, web design & e-marketing
- + Designed information architecture & user interface for websites
- + Demonstrated ability to learn & use new technology
- + Brainstorming unique concepts

# REBECCA FARRELL GRAPHIC DESIGNER

027 860 7697 / rebecca.farrell@gmail.com / rebeccafarrell.co.nz

## MAY 2007 - APRIL 2008

### Printforce

Based in Sydney

- + Midweight Graphic Designer & Customer Service Liaison
- + Account Manager with a portfolio of clients
- + Project management to meet tight deadlines
- + Diverse range of projects from short-turn around jobs to longer, more complex projects
- + Training of junior designers

## APRIL 2006 - MAY 2007

### Freelancing at:

Taurus Marketing - Based in Sydney

HopeAd - Based in Melbourne

JB Design - Based in Melbourne

Beavis Corporate - Based in Melbourn

- + Integrating into a range of studios - adopting their processes, as well as creating improvements in processes
- + Designed & produced ads & collateral
- + Maintained production schedules & budgets
- + Managed multiple, concurrent projects in different stages
- + Managed suppliers such as printers, photographers & web developers

## APRIL 2005 - JULY 2006

### Robinson Young

Based in North Sydney

Graphic Designer

- + Winning a concept pitch for a printing company's brochure & stationary design
- + Managing projects from taking client's briefs through to final artwork sign off
- + Presentation of concepts & designs

## JANUARY 2003 - APRIL 2005

### Impart (TodayCorp)

Based in Sydney

Graphic Designer

- + Rebranding of Impart's logo & identity
- + Interface design for e-learning packages

## FEBRUARY 2001 - JANUARY 2003

### Explore Design - Freelance work

Based in Canberra

Graphic Designer

- + Working with suppliers such as printers, photographers & web developers

## EDUCATIONAL QUALIFICATIONS

### 2002

#### Canberra Institute of Technology

Advanced Diploma of Graphic Design  
(Awarded Most Professional in my class)

### 2000

#### Capital Centre for Visual Arts

Diploma of Graphic Design

### 1998 - 1999

#### Canberra Institute of Technology

Diploma of Interior Design (2 years completed)

## REFEREES

### Evan Bayly - Chief Executive Officer

expert

mobile: 021 642 207

email: evan.bayly@expert.co.nz

### Peter Wolff - Creative Director

Wolff Design

mobile: +61 2 9909 0800

email: peter@wolffdesign.com.au

### Phil Kingsmill

Muse Assisted

(Independent iOS development company)

phone: +61 4 12391701

email: phil@museassisted.com.au

### Tim Nixon - Creative Director

Brand Foundation

mobile: +61 409 425 729

email: tim@digica.com.au

**I KNOW YOU'D LOVE TO FIND  
OUT EVEN MORE ABOUT ME  
& MY WORK, & YOU CAN!**

Email me at rebecca.farrell@gmail.com  
phone me on 027 860 7697... or view my  
online portfolio at rebeccafarrell.co.nz