

REBECCA FARRELL GRAPHIC DESIGNER

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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

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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

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Peter Wolff - Creative Director

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Brand Foundation

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

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online portfolio at rebeccafarrell.co.nz