

## EDUCATION

### **Design College Australia (2008 – 2009)**

Diploma of Graphic Design  
Grade Point Average 6

### **Queensland University of Technology (2004 – 2007)**

Bachelor of Built Environment – Industrial Design  
Grade Point Average 5.609 (graduated with distinction)

## PERSONAL STRENGTHS

### **Design**

- > Print design
- > Typography
- > Creative concept generation
- > Brand identity and style guides
- > Typesetting and publications
- > Finished art and pre-press
- > Packaging
- > Illustration
- > Photography
- > Digital design

### **Computer**

- > Adobe InDesign
- > Adobe Illustrator
- > Adobe Photoshop
- > WordPress
- > Adobe Dreamweaver and html
- > Microsoft Office Suite

### **Interpersonal**

- > Strong written and verbal communication skills
- > Ability to work effectively as part of a team
- > Building effective working relationships
- > Taking responsibility and working autonomously
- > Strong negotiation and problem solving skills

### **Work ethic**

- > Strong project management skills
- > Time management and ability to work to deadlines
- > Ability to liaise with clients in a professional manner
- > Ability to remain calm and focused under pressure
- > Ability to interpret and work within a brief
- > Attention to detail

### **Administrative**

- > Administration and office management
- > Reception duties and telephone etiquette
- > Filing and records management

## EMPLOYMENT HISTORY

### **Sherpa Creative Toronto, Canada**

*Graphic Designer (Jul 2015 – Mar 2016)*

Worked under the creative directors on brand identity development, digital design, business collateral, event and promotional marketing material, publications, signage and marketing communication for a broad range of businesses across North America.

#### **Responsibilities:**

- > Receiving and interpreting project briefs from clients and creative directors
- > Brainstorming, moodboards, concept generation for new brands
- > Logo design, brand identity, and creating corporate style guides
- > Promotional material for Mirvish Productions (Toronto theatrical production company) – adapting show art for a range of media including brochures, print ads for magazines and newspapers, theatre front of house, posters, billboards, pole banners, transit advertisements, digital ads and eblasts
- > Typesetting and adhering to style guides on annual reports and large corporate documents
- > Photo retouching and deep etching
- > Digital design – website layouts, digital advertisements, animated gifs, eDMs, interactive ads for Toronto Star Touch
- > Finished art and producing print ready artwork files
- > Responsible for own timelines and project management
- > Liaising directly with clients on projects
- > Daily use of Photoshop, Illustrator and InDesign

### **Noodle Box Melbourne, Australia**

*Graphic Designer (May 2012 – Mar 2014)*

Worked within the marketing team as the company's sole in-house graphic designer and was responsible for managing all aspects of artwork production for national and local area marketing campaigns.

#### **Responsibilities:**

- > Generating creative concepts and ideation
- > Responsible for maintaining brand integrity and continuity
- > Producing artwork for instore point of purchase material for national and local area marketing campaigns
- > Design of national menus, menu boards, packaging, uniforms, corporate stationery and promotional material
- > Liaising with creative agencies to roll out national campaigns
- > Maintaining online local area marketing artwork library
- > Receiving and interpreting briefs from franchise partners
- > Design of eDMs and digital content for website and social media
- > Large format design such as instore wall graphics, billboards, bus shelters, banners and car decals
- > Organising food photoshoots and providing creative direction to food stylists and photographers
- > Retouching of food photography
- > Preparing artwork briefs, art directing and overseeing freelance graphic designers
- > Responsible for own project management
- > Finished art and producing print ready artwork files
- > Liaising with printers, suppliers and external stakeholders, and requesting quotes
- > Daily use of Photoshop, Illustrator and InDesign

#### **Achievements:**

- > Ensured brand continuity and visual consistency as the sole in-house graphic designer over a 2-year period of extensive brand evolution
- > Designed and implemented new menu board architecture which led to a growth in sales
- > Developed and wrote the Noodle Box brand guide
- > Worked closely with the company's creative agency on the 2012 'Tastes Like Happy' rebrand project, during which I was responsible for the roll-out of graphic material for all restaurants nationally
- > Involved in relaunch of company website
- > Designing and executing large format files for the Noodle Box 'Street Food Truck', for the summer festival circuit
- > Development of creative material for sub brand, 'Noodle Box Street'

## EMPLOYMENT HISTORY

### Freelance graphic design

#### *The Land We Roam – travel website (2013 – 2016)*

- > Design and photo retouching for social media pages

#### *Oliver and Bonacini Restaurants, Toronto (2015)*

- > Editorial ads, digital ads, and catering booklet

#### *Hooked – Melbourne fish and chip chain (2014)*

- > Packaging dielines and design

#### *Howwe Roll Co. – Melbourne sandwich concept (2013)*

- > Logo and identity design, menus, packaging, uniforms

#### *Wear For Success – charity (2013)*

- > Logo and identity design for 'Dress to Impress' appeal

#### *KWC Engineers – Brisbane engineering firm (2012)*

- > Logo and identity redesign, stationery set and signage

#### *Marmalade Melbourne – advertising agency (2012)*

- > Product catalogue for Morphy Richards homewares

#### *Jordan Design, London (2011)*

- > Final edits and finished art for 404-page book project

### **Groupon** London, UK

#### *Graphic Designer (Sep 2010 – Jul 2011)*

Began my employment on a 2-month internship which led to a permanent position within the design team.

#### *Responsibilities:*

- > Using Adobe Photoshop to design digital advertisements for company website
- > Selecting and purchasing appropriate stock imagery
- > Image retouching
- > Adhering to multiple brand guidelines
- > Creating logos for small businesses

- > Producing multiple concepts for each advertisement
- > Liaising with copy writers, editors and senior management

#### *Achievements:*

- > Became proficient with Adobe Photoshop and working at a fast pace often under pressure (up to 30 advertisements daily)

### **Map Funds Management** Brisbane, Australia

#### *Graphic Designer (Oct 2009 – Jan 2010)*

Worked within the marketing team on a 3-month brand identity project.

#### *Responsibilities:*

- > Solely responsible for design aspects of the project
- > Conducting market research
- > Daily use of InDesign, Illustrator and Photoshop

#### *Achievements:*

- > Redesigned logo and accompanying brand identity
- > Designed complete corporate stationery set, forms, flyers, promotional material, desktop wallpapers
- > Designed templates for large publications such as annual reports, product disclosure statements and newsletters
- > Created Corporate Identity Guidelines

### **Royal Children's Hospital – Oncology Day Care Unit** Brisbane, Australia

#### *Administration Officer (Sep 2008 – Oct 2009)*

#### *Responsibilities:*

- > Patient admissions and discharges
- > Organising clinical appointments
- > Responsible for reception and telephone duties
- > Medicare billing and organising doctor referrals
- > Responsible for pager system – paging doctors, therapists, social workers, liaison nurses
- > Greet patients, parents and families
- > Assist parents with enquires
- > Assist nurses and doctors when required
- > Responsible for locating patient charts for clinic
- > General administration including completing hospital procedure forms
- > Filing of medical records

#### *Achievements:*

- > Ensured efficient running of clinics in busy hospital
- > Interacted effectively with a variety of different people, including medical, nursing and administrative staff, patients and their families
- > Conducted one month research project to improve the efficiency of the admissions process, requiring me to track arrival, admissions and discharge times of all patients, in addition to my normal duties

## PORTFOLIO

My print portfolio is available for viewing on request.  
A sample of my work can be seen online: [dianahoyescreative.com](http://dianahoyescreative.com)

## REFEREES

Referees available upon request.