



Honeysuckle DESIGN

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Hello

I'm Josie, a graphic designer working from my home studio in Papakura. I've built a reputation as a hard working and professional designer who can solve problems and create effective, eye-catching designs.

Working as an in-house designer, in ad agencies and on freelance projects has provided a broad range of skills and an appreciation for different facets of design. Being involved with telecommunication, health and fitness, NZ homeware, real estate, stationery, FMCG and technology brands has given me a wide range of experiences - from fast turnaround retail campaigns to high-end crafted graphics and illustrations.

I'm qualified in graphic design, graduating from AUT in 2006 with a focus on illustration.

Employment

May 2010 - present

Honeysuckle Design

Self employed graphic designer. Working to gain new business, build great relationships with clients and create beautiful and effective design.

November 2009 - May 2010

Origami

Senior graphic designer. Working with clients including Vodafone Qatar, Les Mills, 2degrees, Air New Zealand and Next Window. Delivering consistently high quality and on-brand material for a wide variety of clients.

- Working within a small design team alongside creative teams, account management and the directors.
- Designing and producing large scale outdoor works as well as magazines, business collateral, brand guidelines, brochures, newspaper ads, magazines, signage, logos, electronic media and interior graphics.
- Involvement in the entire design process - from concept and art direction to production and artworking.
- Teaching, guiding and art directing junior members of the studio team.
- Designing web elements and animated graphics for online applications. Preparation of web/TVC/animation files to be produced off-site.
- Presenting concepts to clients and working on new business presentations.
- Developing new brands as well as working on existing brands to deliver the clients key touchpoints to their customers.
- Art directing and styling photo shoots.
- Refreshing the Les Mills brand with a new look and new set of brand guidelines.
- Bringing both the Vodafone Qatar external and internal brands to life through design.
- Best Awards 2009, New Zealand. Bronze - Corporate communication.

May 2008 - Present

Whirlwind Designs

Freelance graphic design for unique New Zealand homeware designers. Working alongside Whirlwind Designs to design and develop their website, products, packaging and sub-branded homewares.

- Bringing the Whirlwind Designs brand to life. Creating a logo and look and feel, and delivering it across all touchpoints.
- Designing the website and working with the developer to execute and maintain it.
- Branding new products and creating sub-branded products.
- Designing packaging.

April 2008 - November 2009

IdeaWorks

Graphic designer and mac-op in a small advertising agency that has both large and small retail clients including Warehouse Stationery, Stevenson and Bendon.

- Working under the direction of the head of studio to produce, conceptualise and complete designs, campaigns, finished art and presentation material.
- Finishing and crafting artwork designed and conceived off-site.
- Newspaper advertisement design and layout.
- Designing and producing posters, point-of-sale, mailers and brochures.
- Preparation of web/TVC artwork files to be produced off-site.
- Working on new business presentations.
- Styling product photo shoots and Photoshop retouching.

July 2007 - February 2008

The Joneses

In-house graphic designer. Working directly with the creative director as a two person team to execute all key touchpoints of The Joneses brand experience.

- Working within a real estate company to market property and promote the brand while creating collateral for the business, designing new products and working within templates and style guides.
- Creating a sub-branded internal E-magazine - producing, collating, designing, editing and distributing.
- Newspaper advertisement design and layout.
- Preparation of artwork files for printing across all touchpoints.
- Photoshop retouching for web, print and outdoor.
- Illustration - predominantly vector based.
- Designing in house stationery - business cards, envelopes, real estate collateral.
- Web - designing look and feel across departments of The Joneses website.
- Best Awards 2007, New Zealand. Bronze - Brand identity and development.

April 2007 - July 2007

YellowPages

Graphic designer, working in a large studio to create eye-catching, bold and unique ads.

- Design and layout of YellowPages ads.
- Working both within a team and as an individual.
- Type setting and logo design.
- Working quickly to tight deadlines.

December 2006 - April 2007

Shine

Graphic designer (short term contract) at a small ad agency. Working with clients including Mac's Brewery and Ellerslie Racecourse.

- Design of print collateral.
- Type setting and page layout.
- Logo design.
- Billboard design.
- Preparation and artworking files for printing.
- Newspaper advertisement layout.
- Working on pitches and new business presentations.

July 2006 - October 2006

Kaihautu Auaha - Taki Rua Productions - 'Yours Truly'

Freelance graphic designer for a theatre production company.

- Sole responsibility for the design of all collateral to accompany a theatre production.
- Design of newspaper ads, email flyers, posters and a the programme.
- Logotype design and type setting.
- Artworking and preparation of files for printing.

December 2005 - February 2006

Clean Slate Press

Junior designer (work experience role) at a children's book publishers.

- Layout and design of educational children's books.
- Photography, photo research and photo retouching.
- Illustration and type setting.

November 2005 - March 2006

Nick Blake - Director of 'Dr Buller's Birds'

Freelance graphic designer for a theatre production.

- Design of newspaper ads, email flyers, postcards and website.
- Illustration and type setting.
- Design, development and maintenance of website.
- Artworking and preparation of files for printing.

Education

February 2004 - November 2006

Auckland University of Technology

- Bachelor of Design in Graphic Design.
- Best Awards 2007, New Zealand. Bronze – Student graphic design.

1992 - 1997

Tikipunga High School, Whangarei

- A.S.B Bursary scholarship award.
- Whangarei District Council scholarship.
- University entrance qualification.
- 'A' Bursary gained in English, Geography, Art History, Painting and Printmaking.
- Top marks in Bursary Art History and School Certificate Art.