

MY DESIGN STORY

NOW

YVETTE ELIZABETH - (MARCH 2015 - PRESENT)

Business Owner and freelance Art Director

After ten years of design roles and a wealth of knowledge and skills I stepped out on my own. As a senior graphic designer and business owner, my daily tasks are multifaceted. I oversee the creative direction of design projects, from conceptualization to final execution, ensuring they align with the clients' objectives and brand identities. Additionally, I manage the day-to-day operations of my design studio, including client communication, project scheduling, and team collaboration. My clients include UNSW, Suicide Prevention Australia, National Archives, Ray white, AUSTRAC and many other start ups. I have also worked at contentgroup as their freelance senior creative where I worked with their two full time designers as a mentor and creative director.

GREATEST ACHIEVEMENT - 2022 Working with The National Archives of Australia on the creative direction of the Disrupt, Persist, Invent Exhibition.

UP-SKILLING

In May 2020 I undertook a photography 101 short course to develop the fundamentals of photography. Since then I have been out snapping pics of anyone and anything and are loving the new found skill.

PROUD MOMENT

In 2015 I enrolled in a 10 week user experience design program with Tractor Design School. The program took us to a creative agency each week where we would learn the process of user experience and receive a creative brief to present back the following week. Upon finishing the course I was awarded the reverse scholarship for my work. The scholarship was judged by a panel of Industry experts from leading design agencies including Mentally Friendly and End of Work.

2015

LOAN MARKET - (Feb 2013 - March 2015)

Senior Graphic Designer

THE ROLE - Manage design requests for over 600 brokers across Australia and New Zealand. Review and create brand guidelines. Recruit and manage freelance designers. Manage the design process from concept to completion.

GREATEST ACHIEVEMENT - I completely re-branded Loan Market including a logo refresh, a new colour palette and new stylistic illustrated imagery to make home finance feel more accessible. The re-brand received corporate kudos, plenty of positive broker feedback and increased engagement in marketing tools across Australia and New Zealand.

2012

KPMG (JAN 2011 - DEC 2012)

Graphic designer

THE ROLE - Create a variety of printed and digital reports, annual reviews, invitations, brochures and presentations within the KPMG brand guidelines.

GREATEST ACHIEVEMENT - I created KPMG's first China Report which was well received internally and achieved media coverage. The design evolved the brand to present key information in a fresh and contemporary way. Since the release I created two interim reports using this design to replicate the strong results and expanded the concept across digital mediums (using Dreamweaver) including e-newsletters and e-invites.



2010

METRO GRAPHICS (JUL 2009 - DEC 2010)

Graphic Designer

THE ROLE - Design and provide creative direction into campaigns, annual reports, newsletters, advertisements, branding elements and websites.

GREATEST ACHIEVEMENT - My design was selected to be used for the Garvan Institute Host a High Tea campaign despite being up against three designers. This gave me an opportunity to further develop a variety of skills including illustration and working within a budget and tight timeline.

2009

TOGA GROUP (JAN 2018 - JUL 2009)

(Owners of Vibe Hotels, Medina Apartments and Travelodge hotels)

Junior Graphic Designer

THE ROLE - Design various graphics and marketing materials including branding elements, POS and event collateral, brochures and web banners. Management of photo shoots, photography styling and photo post production. Design and compile the monthly newsletter. Manage administration tasks.

GREATEST ACHIEVEMENT - Being offered ongoing work following the completion of a 16 week internship. Organisation of Vibes lifestyle photo-shoot from sourcing models, styling the shots and post production of photos.

EDUCATION

2008

BACHELOR OF COMMUNICATION DESIGN

Swinburne University

2006

ADVANCED DIPLOMA OF GRAPHIC DESIGN

Billy Blue College of Design

SKILLS

- Adobe Creative Cloud including InDesign, Illustrator, Photoshop
- Microsoft suite - Including Word and Power Point
- User experience design
- Photography and styling
- Illustration, vector, watercolor and pencil

