



# TRISHA CURTIS

GRAPHIC & DIGITAL  
DESIGNER

**LOCATION :**  
MANLY WEST  
BRISBANE, QLD

**CONTACT :**  
E : [trisha@coda.graphics](mailto:trisha@coda.graphics)  
M : 0410 655 353



**FOLIO :**  
[www.coda.graphics](http://www.coda.graphics)





# HI, I AM TRISHA CURTIS

## GRAPHIC & DIGITAL DESIGNER

I specialise in branding, website design, social media content, packaging, and corporate collateral (annual reports, presentations, etc.) while my skills include copywriting, editing, photography, videography and technical illustration.

I have 20 years experience creating designs, concepts, and layouts based on an in-depth knowledge of layout principles and aesthetic design concepts in both print and digital, across in-house and agency environments, and in leadership and autonomous positions.

Until recently, I focused mostly on eCommerce and Digital Marketing to fulfil an urgent need in the business, but my extensive experience and skills lie in Graphic Design, spending five years as the Senior Graphic Designer for a large Consumer Electronics and Accessories manufacturer and distributor.

As the Senior Graphic Designer, I utilised my skills in branding - developing and maintaining an international brand to ongoing success, including packaging design and creation of marketing collateral to support the brand globally.

During this time I also contributed to the design and content of successful tenders, submissions and presentations worth millions of dollars, event planning for expos, road and tradeshow and maintained two eCommerce websites and four channels.

In the past 18 months, I pivoted to eCommerce, utilising my skills in web design to refresh our brand's website and maintained a 100%/5.5 customer service rating across channels. I also supported the channels through social media and learned SEO strategy through Google's exclusive Business Development program.

Overall, I am adaptable, organised and result focussed with exceptional attention to detail. I have a solid work ethic, have excellent interpersonal skills, and I can quickly build and foster positive working relationships with colleagues and clients.

With my passion for communication and design, I am able to produce original, smart ideas and have the capacity to develop creative ways to market those ideas, products and services.

I want to share my experience and skills with an organisation that is exciting and engaging and would love to show you how I can become a valuable addition to your business.



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## MY SKILLS

### INDUSTRY EXPERTISE, TOOLS & SKILLS

**CREATIVE AGENCY // PROFESSIONAL HEALTH & MEDICAL  
FASHION & BEAUTY // CONSUMER ELECTRONICS  
TELECOMMUNICATIONS // RETAIL // PUBLISHING**

#### INDUSTRY EXPERTISE

Art Direction  
Marketing  
Creative Strategy  
Brand/Campaign Strategy  
Social Media Strategy/Marketing  
Advertising  
Customer Engagement

#### INTERPERSONAL SKILLS

Creative Problem Solving  
Team Leadership/Management  
Organisational Skills  
Focus  
Active Listening  
Patience  
Dependability  
Motivation  
Flexibility

#### CREATIVE SKILLS

Brand Design  
Logo Design  
Packaging Design  
Print Collateral Design  
Annual Reports  
Tender Submissions  
Presentation Design  
Illustration  
Typography  
Tradeshaw Design

#### PRACTICAL & TECHNICAL SKILLS

Image Editing/Photo Retouching  
Photography  
Videography  
Copywriting/Editing  
Technical Drawing  
Information Graphics  
Front-End Web Design  
Customer Service Management  
Social Media/Advertising  
Social Media  
Email Marketing  
E-commerce  
Digital Channels  
Web Analytics  
Sales Analytics  
UX/User Interface Design  
Event Planning

#### APPS & TOOLS

Adobe InDesign  
Adobe Photoshop  
Adobe Illustrator  
Adobe Premiere Pro  
Adobe After Effects  
Microsoft Word  
Microsoft Excel  
Microsoft Powerpoint  
WordPress/CMS  
HTML/CSS  
Mailchimp/Vision 6  
Amazon Seller/Vendor Central



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## MY EXPERIENCE & EDUCATION

2010 - 2019

### 2019 ○ ECOMMERCE & DIGITAL MARKETING MANAGER

November 2017–July 2019 // **CELLNET GROUP LIMITED**

**MAJOR ACCOMPLISHMENT:** Self-launched 2 x B2C eCommerce stores on five channels and maintained 5/5 (and 100%) customer service satisfaction - branding, website design, order, shipping, and inventory management.

**DUTIES INCLUDED:** Managing website projects; collaborating with colleagues; assist with technical and creative problems; development and design of marketing collateral for internal and external stakeholders; brand concept and development of products and services for web projects; design, layout and execution of corporate presentations and tenders, advertising and catalogues, using various design and web apps; develop, create and maintain corporate and eCommerce sites; create and deliver social media campaigns; partner with back-end developers to execute suitable UX/UI projects; order, inventory, shipping and customer service management for multiple channels; general administration duties.

### FREELANCE GRAPHIC DESIGNER

2014–ONGOING // **BOOM RETAIL**

Social Media marketing (copy and content creation), branding development (including logo design), signage, wayfinding, posters, print and digital advertising, map illustration, tenders and proposals.

### 2017 ○ SENIOR GRAPHIC DESIGNER

September 2012–November 2017 // **CELLNET GROUP LIMITED**

**MAJOR ACCOMPLISHMENT:** Launched an international device accessory brand that is distributed in 12+ countries - branding, packaging design and marketing.

**DUTIES INCLUDED:** Managing design projects; collaborate with colleagues; assist with technical and creative problems; development and design of packaging and marketing collateral for internal and external stakeholders; brand concept and development of products and services; design and layout of corporate presentations and tenders, advertising, catalogues, brochures, flyers, posters, annual reports; develop, create and maintain corporate and e-commerce sites; create and deliver social media campaigns; partner with back-end developers to execute UX/UI projects; prepare finished art and pre-press of files; event planning; general administration duties.

### 2012 ○ SENIOR GRAPHIC DESIGNER

September 2011–September 2012 // **SALT DESIGN**

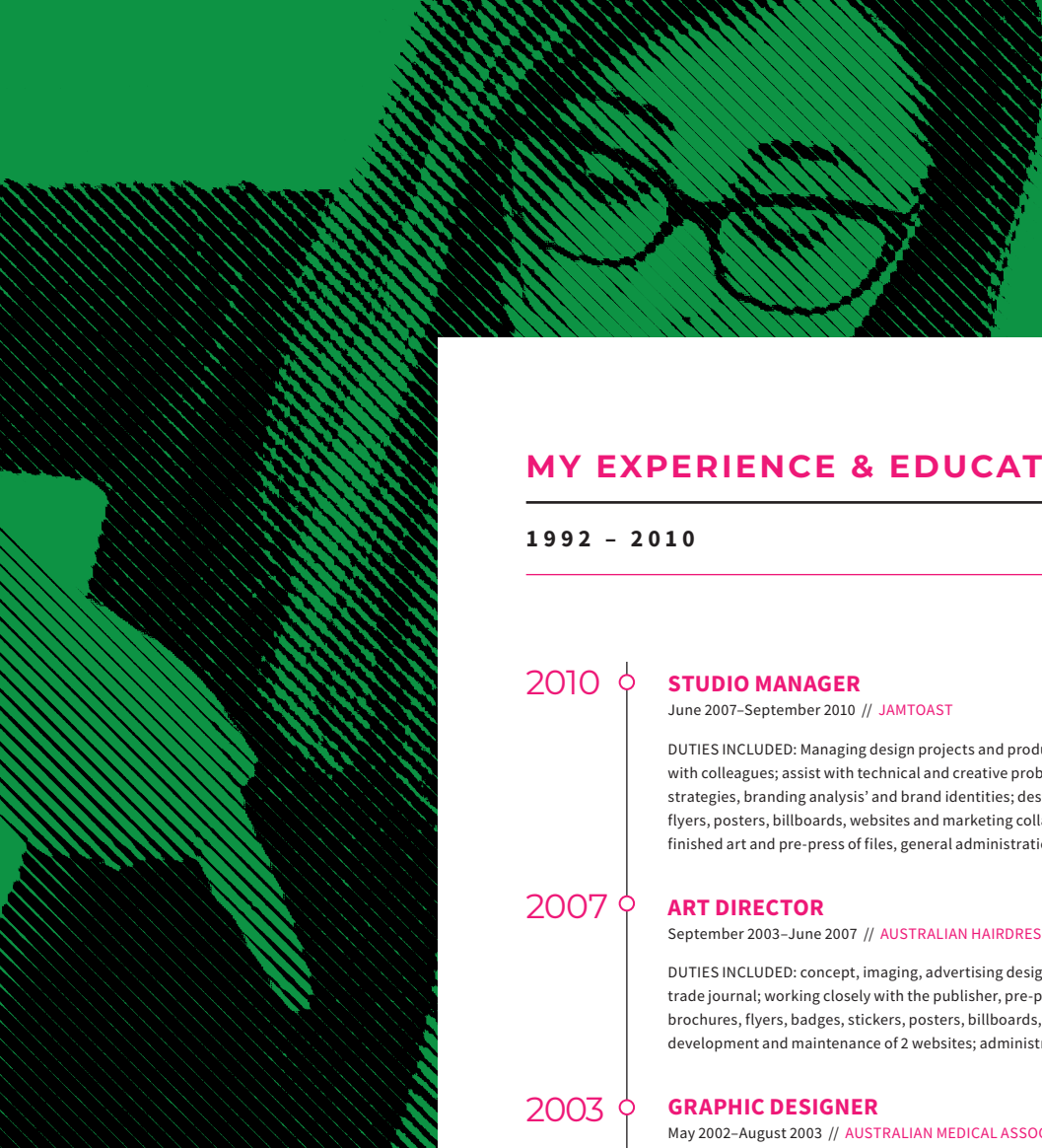
**DUTIES INCLUDED:** Managing design projects; lead teams; collaborate with colleagues; assist with technical and creative problems; meet with clients and develop campaign strategies, branding analysis' and brand identities; concept, design and layout of advertising, catalogues, brochures, flyers, posters, billboards, websites, packaging and marketing collateral for multiple clients; prepare finished art and pre-press of files, general administration duties.

### 2011 ○ SENIOR GRAPHIC DESIGNER

September 2010–September 2011 // **RUBY6**

**DUTIES INCLUDED:** Managing design projects and production schedules; lead teams; collaborate with colleagues; assist with technical and creative problems; meet with clients and develop strategies, branding analysis' and brand identities; concept, design and layout of advertising, catalogues, brochures, flyers, posters, billboards, websites, presentations and tenders, EDMs, packaging and marketing collateral for multiple clients; prepare finished art and pre-press of files, general administration duties.





## MY EXPERIENCE & EDUCATION

1992 - 2010

2010 ○

### STUDIO MANAGER

June 2007–September 2010 // **JAMTOAST**

DUTIES INCLUDED: Managing design projects and production schedules; lead teams; collaborate with colleagues; assist with technical and creative problems; meet with clients and develop strategies, branding analysis and brand identities; design and layout advertising, brochures, flyers, posters, billboards, websites and marketing collateral for multiple clients; prepare finished art and pre-press of files, general administration duties.

2007 ○

### ART DIRECTOR

September 2003–June 2007 // **AUSTRALIAN HAIRDRESSER'S JOURNAL**

DUTIES INCLUDED: concept, imaging, advertising design, artwork and page layout for national trade journal; working closely with the publisher, pre-press bureaus and printers; concepts for brochures, flyers, badges, stickers, posters, billboards, CD/DVD artwork and website graphics; development and maintenance of 2 websites; administration; event planning.

2003 ○

### GRAPHIC DESIGNER

May 2002–August 2003 // **AUSTRALIAN MEDICAL ASSOCIATION, QUEENSLAND**

DUTIES INCLUDED: concept, imaging, advertising design, artwork and page layout for member magazine; development of specific campaign concepts for brochures, flyers, badges, stickers, posters, billboards, CD/DVD artwork and website graphics.

2002 ○

### GRAPHIC DESIGNER

July 2000–May 2002 // **INSIGHT MAGAZINE**

2000 ○

### GRAPHIC DESIGNER

June 1998–June 2000 // **ARISTOPET**

### DIPLOMA - GRAPHIC DESIGN

1999–2000 // **SOUTHBANK INSTITUTE OF TAFE**

1999 ○

### CERTIFICATE III - GRAPHIC DESIGN

1998–1999 // **BRISBANE INSTITUTE OF TAFE**

1998 ○

### CUSTOMER SERVICE MANAGER/OFFICE ASSISTANT

December 1993–June 1998 // **WOOLWORTHS LTD**

### BACHELOR OF BUSINESS - MANAGEMENT

1997–1998 // **QUEENSLAND UNIVERSITY OF TECHNOLOGY**

1996 ○

### HIGH SCHOOL CERTIFICATE - OP 10/QCS B

1992–1996 // **BANYO STATE HIGH SCHOOL**

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## RECOMMENDATIONS

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### REFERENCES & TESTIMONIALS

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**ALAN SPARKS // CELLNET GROUP LIMITED**

**CHIEF EXECUTIVE OFFICER**

Trisha is a great asset to any company she works in, she is engaged, creative, dedicated and gets along with the team she works with. Trish has great creative graphics skills, packaging know-how and online go to market skills. I would re-employ Trisha in a heartbeat if the opportunity arises.

[alan.sparks@cellnet.com.au](mailto:alan.sparks@cellnet.com.au) // 0423 227 480



**KRISTEN TRAPPETT // INCIPIO GROUP**

**GENERAL MANAGER, APAC**

I worked with Trisha during my role at Cellnet for many years. Trisha is a fantastic designer who always looks at new ways of executing projects in order to better the outcome and herself. She is diligent, works well in a group environment and always executes to given timelines. Trisha worked on many branding projects at Cellnet including creating and launching the 3SIXT accessory branding, packaging, copy, website, e-commerce and much more. She has a very keen eye for detail and always willing to give extra time to complete tasks to a high standard. I would recommend Trisha for any role she pursues.

[ktrappett@incipio.com](mailto:ktrappett@incipio.com) // 0438 586 453

**DEBRA YOUNG // BOOM RETAIL**

**MANAGING DIRECTOR**

[debra@boomretail.com](mailto:debra@boomretail.com) // 0477 004 441



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