


# CANDICE TOMLINSON

graphic

&  
digital designer

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 www.creativehabit.com.au

 Chirn Park QLD 4215

## EDUCATION

2005 Dip. of Graphic Design

2008 Dip. of Multimedia

2014 Dip. of Screen and Media

2015 Bach. of Fine Arts

## OTHER SKILLS

Video editing

Illustration

Photography

Office procedures

## REFEREES

Available on request

## SUMMARY

With over 10 years industry experience, I am experienced in print & digital design from concept to finish. I am also experienced in social media marketing, photography, ecommerce & SEO.

## KEY SKILLS

- Creative thinking and problem solving
- Time management and efficient organisational skills
- Print design - from creation through to print
- UX/UI Design
- Digital design - HTML, CSS, CRM, CMS, EDM
- Social Media design, creation and marketing
- Ecommerce design and development
- SEO and Google Analytics

## SOFTWARE SKILLS

Adobe Suite - Photoshop, Illustrator, Indesign, Acrobat, Dreamweaver, Premiere & After Effects, XD

Microsoft Office

Wordpress

Shopify

Hootsuite and Later

Mailchimp and Campaign Monitor

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## EMPLOYMENT HISTORY

### CALLEIJA JEWELLERS

2017 - present

Senior Graphic Designer & Marketing Specialist

- Website redesign and development
- SEO and Google Analytics
- Print catalogue design and layout
- Magazine and newspaper ad design
- Campaign strategising, reporting, creating and designing images for social media
- Email marketing design, development and reporting
- Large format print design
- Digital proofing of product photography
- Display window design
- Following brand guidelines
- Rebranding marketing and promotional material.

### READER PUBLISHING

2014 - 2017

Senior Graphic & Digital Designer

- Creating and designing images for blogs, websites and social media
- Magazine production and layout
- Creating and designing marketing material including banners, business cards, ads, flyers and brochures
- Creating and maintaining ecommerce sites with Shopify
- Work directly with clients, vendors and sales managers
- Maintenance of stock and client database
- Use of Adobe Suite, Wordpress and Microsoft Office
- Creating and monitoring social media networks
- Email marketing using Mailchimp.

### NINE LANTERNS

July 2010 - Feb 2014

Art Director

- Taking design ideas from generation through to completion
- Creating information and content workflow strategies using diagrams, wireframes and mockups
- Ensuring consistency across all print and digital designs

- Meeting clients to discuss their needs, objectives and budgets
- Working in collaboration with photographers, copywriters, printers, developers & other designers
- Providing graphical support for blogs, websites and social media
- Developed storyboard layouts & graphical treatments to aid clients in envisioning their concepts
- Overseeing photography & video shoots for clients, commissioning illustrators & photographers
- Management of stock library.

### SELECT DESIGNS

Jan 2007 - May 2010

Senior Creative designer

- Lead designer for all projects
- Developed varied layouts and graphical treatments to aid clients in envisioning their concepts
- Flash animation and CMS integration
- Worked with SEO team to improve website rankings
- Email marketing and HTML newsletters
- Magazine production, layout and proofing
- Print ad design
- Preparing artwork to printers specifications
- Colour and image correction
- Updating company and client websites
- Email marketing and HTML newsletters.

### INFOLINK

Jan 2004 - Dec 2006

Creative designer

### CREATIVE HABIT

Oct 2004 - 2017

Freelance creative designer and illustrator