

WELCOME

CANDICE TOMLINSON

*Let's get straight to  
the point.*

# Graphic & Digital Designer

## Key skills

Adobe Indesign  
Adobe Photoshop  
Adobe Illustrator  
Adobe Premiere  
Adobe Acrobat  
Typography

Branding  
Design principles  
Adobe XD  
Wordpress & Shopify  
HTML & CSS  
UX/UI design

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## Other skills

Creative thinking  
Problem solving  
Time management  
SEO (Google Analytics & Google  
Search Console)  
MailChimp & Campaign Monitor  
Hootsuite & Later  
Office procedures  
Microsoft Office

## Education

Diploma of Graphic Design  
Queensland Institute of Graphic Art  
  
Diploma of Multimedia  
Gold Coast TAFE  
  
Diploma of Screen and Media  
Gold Coast TAFE  
  
Bachelor of Fine Arts  
Griffith University

## Referees

Christina Jurgeneit  
Project Manager  
Gold Coast City Council  
0419 429 626  
  
Katerina Diquez  
Marketing Manager  
Calleija Jewellers  
0435 755 699

## Employment History

### Digital Communications Officer

City of Gold Coast  
03/2020 - Present

- Redesigning website
- Creating image galleries
- Resizing and colour correcting images
- Redesigning pdf forms to digital platform
- Building landing pages and content pages
- Working with stakeholders, designers and content writers to ensure consistent outcomes
- Working to agreed timelines and priorities.

### Graphic Designer & Marketing Specialist

Calleija Jewellers  
10/2017 - 01/2020

- Lead creative, from concept through to completion, across all channels: print advertising, marketing collateral, videos, social media, website & large format graphics
- Coordinating, scheduling and creating email & social media marketing campaigns
- Following brand guidelines to ensure consistency across all print & digital platforms.
- Management of stock library
- Working directly with printers & suppliers.

# Employment History

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## Senior Graphic & Digital Designer

Reader Publishing

02/2014 – 10/2017

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

## Art Director

Nine Lanterns

07/2010 – 02/2014

- Taking design ideas from generation through to completion
- Creating information & content workflow strategies using diagrams, wireframes & mockups
- Ensuring consistency across all print & digital designs
- Meeting clients to discuss their needs, objectives & budgets
- Working in collaboration with photographers, copywriters, printers, developers & other designers
- Providing graphical support for blogs, websites & social media
- Developing storyboard layouts & graphical treatments to aid clients in envisioning their concepts
- Overseeing photography & video shoots for clients, commissioning illustrators & photographers
- Management of stock library.

## Senior Creative Designer

Select Designs

01/2007 – 05/2010

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

## Freelance graphic & digital designer

Creative Habit

2010 – present

- Lead creative, from concept through to completion: print advertising, marketing collateral, videos, social media, website & large format graphics
- Meeting clients to discuss their needs, objectives & budgets
- Providing graphical support for blogs, websites & social media.