

Jessica Newton

GRAPHIC DESIGNER & ILLUSTRATOR

7+ years experience

jessnewton.com

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Cell: 02102293563

EDUCATION & QUALIFICATIONS

DESIGN & ARTS COLLEGE

2010-2011 (2 YEARS) INTENSIVE PROGRAM

Diploma of Communication Arts and Design

Christchurch, New Zealand

SKILLS

DESIGN

ADVERTISING

PHOTOGRAPHY

PRINT DESIGN

PHOTO-EDITING

PRE-PRESS

E-COMMERCE

ONLINE DESIGN

SIGNAGE

BRANDING

EDMS

EDITORIAL

BASIC VIDEOGRAPHY

PACKAGE DESIGN

ILLUSTRATION

PORTRAITS

EDITORIAL

CHARACTERS

DIGITAL

LOGOS

TRADITIONAL

TEXTILE

APPLICATIONS

PHOTOSHOP

ILLUSTRATOR

INDESIGN

PREMIERE PRO

AFTER EFFECTS

EXCEL

HTML & CSS

SQUARESPACE

SHOPIFY

WORDPRESS

SOCIAL MEDIA PLATFORMS

Mail Chimp/Instagram/Facebook/
Pinterest/Twitter

PROFESSIONAL

PROBLEM-SOLVING

Attacks challenges head on with drive and passion

ACCURACY AND ATTENTION TO DETAIL

Always keeping watch of deadlines and key stages of projects to ensure they are completed to the highest standard

PROJECT MANAGEMENT

Communicates with team members and clients to ensure the best possible work environment

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WORK HISTORY

FREELANCE GRAPHIC DESIGNER

MAR 2018 - PRESENT

Dunedin, New Zealand

I'm currently freelancing in Dunedin New Zealand with local and international companies. The design work I do is varied and has required me to learn to juggle multiple deadlines as well as while delivering the highest quality work possible.

Here are just some of the things I do:

- Branding & Logo Design
- Illustration
- E-commerce design
- Social Media
- Print design

ILLUSTRATOR

AUG 2012 - PRESENT

Jess Newton design + illustration

Dunedin, New Zealand

I have been creating products including prints, stationery, homewares and more since 2012. The target market of this brand is females 20+. The products are sold in national and international retail outlets.

My designs are mainly centred on nature. I use modern and traditional techniques such as laser-cutting, watercolours and digital illustration.

- Illustration & Product Design
- E-commerce Management
- Social Media

DIGITAL DESIGNER + E-COMMERCE MANAGEMENT

NOV 2017 - FEB 2018

Ugg Australia

Melbourne

I created two new shopify-based responsive e-commerce sites for Ugg Australia's national brand and their international brand Roman and Ludmila. Using my years of experience with e-commerce design to help me, the whole process was carried out by myself in the space of 1 ½ months. This required careful planning and excellent time management and they had an extensive product range as well as a complex shipping system that had to be considered. The main roles of my position were:

- Website design
- Social Media and Digital advertising
- Theme customisation using basic html
- Sales strategy
- Research and communication with in-house staff and external providers
- System and Procedural improvements

IN-HOUSE GRAPHIC DESIGNER

APR 2016 - NOV 2017

Radio Parts

Melbourne

Radio Parts is a Melbourne-based electronics company that has a retail premises and a large e-commerce presence throughout in Australia and New Zealand. The main roles of my position were:

- Creating a monthly print and online interactive catalogue and advertising collateral
- Print design - infographics, brochures, annual branding catalogues
- Signage - vehicle and storefront
- Digital design - E-newsletters and social media
- Other - Copy writing, Product photography and Videography, e-commerce management (CMS)

WORK HISTORY cont.

MID-WEIGHT DESIGNER

FEB 2015- JAN 2016

Allied Press
Dunedin, New Zealand

Allied Press Ltd is a New Zealand-owned media company with interests in daily and community newspapers, regional television stations, websites and commercial printing operations. At Allied Press I worked as a mid-weight designer in their inhouse studio and as the lead in-house designer in the online department.

In the studio, I worked with outside clients and in-house briefs. As the lead designer for the Online Department, I was responsible for the responsive redesign of the company's flagship publication's website.

Some of the tasks and responsibilities:

- Print design - editorial design, feature design, advertisements
- Social media campaigns
- A large variety of clients with different needs requiring me to be flexible and communicate with a variety of people
- Template responsive layout design
- Conceptual research, UI design, trend forecasting and more. The scale of this project required me to think about the current website, where the company is going in the future and the needs of the user
- Working with outside developers who followed my design concepts to create the new website

IN-STUDIO DESIGNER

OCT 2014- FEB 2015

Firebrand
Dunedin, New Zealand

Firebrand is a design studio based in Dunedin serving local and national clients. At Firebrand I worked on a variety of print projects including:

- Large-scale external projects
- Catalogue
- Advertisements
- Product design

REFERENCES

AVAILABLE ON REQUEST