
KELLY PATTERSON

graphic designer

CONTACT



3/66 COOGEE BAY ROAD
RANDWICK | NSW | 2031



KPATTERSONCREATIVE@GMAIL.COM



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PORTFOLIO
kpattersoncreative.com

ABOUT ME

With significant industry experience and a passion for design, thriving on the opportunity to add value and deliver solution-focused outcomes, I provide a fresh and engaged outlook to all the work that I do. My focus and determination has always been to deliver work of the highest possible standard, to lead by example and seek continuous self improvement.

I am a driven and resourceful designer, who is a reliable, committed self starter with a can-do attitude. I enjoy working within a collaborative team environment and taking on the challenges of various media and software platforms, both print and digital.

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INTERESTS

Photography, art, interior design, architecture, travel, sport and fitness

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Passion for typography, infographics and layout (print and digital)

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EDUCATION

- 2019 ● CITY DESKTOP TRAINING
Sydney
Adobe After Effects Essentials (motion graphics) (short course)
- 2015 ● TYPE BY HAND WORKSHOP, SHILLINGTON COLLEGE
Auckland, New Zealand
- 2014 ● CITY DESKTOP TRAINING
Sydney
HTML & CSS Web Principles (short course)
- 2000 ● AUCKLAND UNIVERSITY OF TECHNOLOGY
Auckland, New Zealand
Certificate in Computer Graphic Design > Pass with Distinction
- 1998 ● OTAGO UNIVERSITY
Dunedin, New Zealand
-
- 1996 Bachelor of Arts > Majored in Design Studies
Marketing and Management papers up to Year 3
- 1995 ● KAIKORAI VALLEY HIGH SCHOOL
Dunedin, New Zealand
-
- 1990 University Entrance > six subjects

WORK EXPERIENCE

- NOW ● FREELANCE [FULL-TIME]
-
APRIL 2019
Managing and coordinating a wide array of design projects from multiple clients simultaneously, from concept creation through to completion using a wide range of software applications.

Collaborating with clients to identify their needs, taking briefs, advising on visual strategies, creating concepts to convey the message appropriately, presenting high quality creative solutions and ensuring timely completion of work often to tight deadlines.

Focus has been on building customer relationships and satisfaction, which has led to business growing primarily by word of mouth.

Freelance clients range from the financial advisory sector to event and design agency businesses. Projects completed have consisted of updating marketing and other promotional materials using templates and company guidelines, complex interactive PDF forms using JavaScript, developing brand identity with graphics and template creation, colour palettes and style guides, event collateral (including large format digital signage), proposals and building WordPress websites to store and share monthly articles and infographics. I'm currently working on animated infographics for social media output.

REFERENCES

KEITH BARRETT

*Former managing editor |
Conexus Financial*

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MARK GASCOIGNE

*Former creative studio manager | Chartered
Accountants Australia and New Zealand*

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CHRISTINE HOWARD

*Marketing specialist aligned licencees -
FSP | IOOF Holdings*

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KELLY PATTERSON

graphic designer

CAPABILITIES / SKILLS

PROFESSIONAL

13+ years corporate design experience

Strong creative vision with an excellent eye for layout and colour

Experienced with corporate branding, using style guidelines and templates

Proven ability to design from briefing stage and concept development through to finished art

Working with a creative team, internal stakeholders and external suppliers

Team leadership, project and workflow management

Client support with ability to build and manage key relationships

Mentoring

Print prepress knowledge

Constantly learning and keeping up with the latest trends and software

Excellent technical knowledge of all areas relating to design

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PERSONAL

Creative spirit with a flair for visual storytelling

Strong work ethic

Well organised, time management skills and the ability to multitask

Able to work autonomously and as part of a team

Highly resilient, flexible and able to perform under pressure

Excellent communication and presentation skills

Resourceful and self-motivated with problem solving expertise

Exceptional attention to detail

Fast learner

Results driven and passionate about delivering quality work

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APRIL
2019
-
2014

WORK EXPERIENCE *continued*

CONEXUS FINANCIAL | SYDNEY

Art director / Senior graphic designer

Responsibility for developing creative design and visual style across all Conexus products (print and digital), including; magazines, events, websites, online newsletters, social media marketing and promotional design.

Worked closely with designers, copywriters, journalists and editors, to produce contemporary monthly magazines (Investment Magazine, Professional Planner) to bring content to life through layout, typography and imagery. Responsible for all art direction, briefing photographers, print file preparation, proof approval and coordinating with printers.

Collaborated with marketing and sales teams for all advertising campaigns both print and digital at every stage of the design process and communicated concepts to internal stakeholders.

Developed visual strategies to optimise attendance across all corporate events through creative and compelling marketing collateral. Total of 17 events annually (domestic and global), in both institutional and retail markets.

Continually reviewed design elements for all websites, social media and online newsletters, liaising with the digital product manager to produce user friendly interfaces and provide creative flair to content.

Workflow management and project planning to ensure the right resources were available and that the creative team were involved at the beginning of projects.

Responsible for overseeing all design and innovation, provided direction and managed development of designers, reviewed and approved designs, artwork, photography and graphics.

Built image and infographic libraries, while maintaining file archives and ensured media kits, templates and style guidelines were adhered to and kept current.

2014
-
2012

CHARTERED ACCOUNTANTS AUSTRALIA AND NEW ZEALAND [CA ANZ] | SYDNEY

Senior graphic designer

Reported to the Creative Studio Manager as part of a multi-skilled creative team. This role required me to execute conceptual design solutions from briefs and produce final art for a wide range of printed and digital collateral.

Worked closely with key stakeholders and the marketing team to develop engaging campaign creative for all divisions of the institute to communicate marketing initiatives and support brand positioning.

Developed and adapted work with feedback consolidated across multiple stakeholders, secured brand and marketing approvals.

Varied workload designing across a huge range of media including flagship conference brand identity, large format installations, stage set-up and stands, as well as newspaper and magazine advertising, invitations, digital signage, website assets, email newsletters (EDMs), presentations, branded kits and so forth.

Key highlights included providing storyboards and direction on video production for conference promotion and producing the Institute's first internal iPad app as a tool for marketing teams.

The role also involved mentoring and advising junior team members.



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CAPABILITIES / SKILLS

SOFTWARE AND DESIGN EXPERIENCE [PRINT AND DIGITAL]

Adobe Creative Cloud:
InDesign, Illustrator, Photoshop,
Lightroom, Acrobat, After Effects,
Animate

Microsoft Office:
Word, PowerPoint, Excel

Keynote

WordPress

Campaign Monitor

HTML and JavaScript [basic level]

Animated GIFs

Photo re-touching

Complex interactive PDFs

Video storyboarding [Final Cut Pro]

Social media specifications

Understanding of accessibility practices

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EXPERIENCE *continued*

2012 • WILLIAMS LEA

[PwC / PRICEWATERHOUSECOOPERS] | SYDNEY

Graphic designer [2010-2012]

Senior desktop publisher [2007-2009]

Created and formatted a diverse range of complex high end corporate documents using MS Office 2007 and Adobe Creative Suite from initial concept to print output and client delivery.

Interpreted and represented client ideas into workable solutions, providing a creative perspective, adding value and advice to create innovative and dynamic pieces which communicated company values and brand initiatives.

Applied branding guidelines and templates to produce high quality presentations, reports, proposals, publications and event stationery.

Managed the design and production of high level tenders and proposals by coordinating internal stakeholders, desktop publishers, graphic designers and print staff using multiple file formats to produce tailored custom designs and packaging.

Worked directly with clients either within a large design studio or as part of a client proposal team on client floors (war room/ chinese wall environment), often under intense pressure and to tight deadlines.

Extensive involvement with the PwC rebrand, developing templates and artwork for marketing campaigns.

I was also the lead designer on several customised Transport for NSW proposals undertaken by PwC which required compliance with branding guidelines.

Exceptionals Awards:

- Regional Winner for Exceptional Team Player, Asia Pacific 2010
- Exceptional Team Player, PwC 2010 and Exceptional Client Focus, PwC 2009

Also worked at various offsite Williams Lea and PwC client offices including Deutsche Bank, AMP Capital, Transfield

2007 • USB INVESTMENT BANK | LONDON

Desktop publisher

2006

Worked within a large, busy presentation team [operational 24 hours] creating high-end corporate documents, deal pitches and presentations in accordance with company templates and formatting guidelines to meet tight deadlines while retaining accuracy and quality.

Produced high-end, visually engaging charts and infographics from complex data provided in Excel.

Involved with the urgent upgrading of old documents to maintain consistency and formatting with new company corporate rebranding.

Frequently stationed within four of UBS's presentation satellite support teams, operating directly upon banker floors in a high pressure environment.

