

# RÉSUMÉ

## ADRIANA OWENS

Graphic Designer

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### PROFESSIONAL SKILLS

- ✿ Creative project management.
- ✿ Proficient in working with Apple Mac and PC systems.
- ✿ Excellent knowledge of CS5 InDesign, Illustrator and Photoshop.
- ✿ Information design specialist.
- ✿ Management experience - managed a team of three designers.
- ✿ Experienced in art directing studio and location photoshoots; commissioning photographers and illustrators.
- ✿ A good all round knowledge of scanning, pre-press, repro and CMYK print processes.
- ✿ Capable of working to tight budgets and strict deadlines.
- ✿ Strong organisational and communication skills, and enjoy working as part of a team.
- ✿ Experienced at liaising with third parties through running my own business.

### CAREER HISTORY

#### FREELANCE DESIGNER - SYDNEY, AUSTRALIA MARCH 2007 TO PRESENT

- ✿ BT Financial, Sydney, August 2011 to November 2011: Project managed BTL launch literature for Asgard product Infinity.
- ✿ DDB Sydney, Sydney, July 2011 to August 2011: creative artworking.
- ✿ Brown Sauce Media, Sydney, February 2011 to July 2011: brochure design and layout for the construction industry.
- ✿ Charter Hall Holdings, Sydney, August 2010 to February 2011: design and layout out literature across 20 property funds.
- ✿ Lulu and I, Sydney, June 2010 to present: Logo design and brand development, business cards, marketing collateral.
- ✿ TDE Physiotherapy at Darlinghurst Medical Centre, Sydney, March to June 2010: Re-branding of entire business, business cards, letterhead, website, t-shirts and leaflets.
- ✿ Suez Environment, Hong Kong, February to March 2010: Corporate design - Illustrations, charts and diagrams.
- ✿ Brown Sauce Media, Sydney, May 2009 to March 2010: brochure design and layout.
- ✿ The Little Scarf Shop, Sydney, December 2009 to present: logo design and brand development.
- ✿ AWM, Sydney, October 2009 to December 2009: brochure design and layout.
- ✿ Scarlet Design International, Cardiff UK, May 2009 to present: brochure design and layout.
- ✿ Hardie Grant, Sydney, April 2009: design and creative mac-op work.
- ✿ Phenomenal Life, Sydney, March-April 2009: logo design and brand development.
- ✿ Coles Christmas 2008, Summer & Autumn Magazine 2009, ACP Custom Media, Sydney, August 2008 - March 2009: Art Director design, page layout and photoshoot art direction.
- ✿ News Magazines, Sydney, July - August 2008: design, concepts and layouts in the Creative Services Department.

#### Various 2008-2007:

The Glasshouse, Sydney, June - July 2008: creative mac-op work for the Commonwealth Bank ✿ Black Witch Advertising, Sydney, June 2008: design concepts and layouts for SYD, F1rst Duty Free and Dick Smith Powerhouse ✿ Text Pacific, Sydney, May 2008: design concepts and layouts for annual reports ✿ Relax Design, Sydney, February - May 2008: design and creative mac-op work ✿ Mother & Baby Magazine, ACP, Sydney, February 2008: design and page layout ✿ The Australian Worker Magazine, ACP, Sydney, January 2008: Re-designed the magazine ✿ Your Business, DIT Publishing, Dubai December 2007: designed launch issue ✿ Coles Christmas Magazine 2007, ACP Custom Media, September - October 2007: Art Director, design, page layout and photoshoot art direction ✿ Woman's Day Magazine, ACP, Sydney, August -September 2007: Design and page layout ✿ Cathay Pacific Magazine, ACP Custom Media, Sydney, August 2007: Design and page layout ✿ Stream Solutions Telstra, Sydney, August 2007: Creative mac-op work ✿ Manidis Roberts, Sydney, August 2007: Creative mac-op work; ✿ Australian Doctor Magazine, RBI Sydney, July 2007: Design and page layout ✿ Proactive Graphics, Sydney, March 2007 - July 2007: Freelance designer/creative mac work. Worked on products for Macquarie Bank, Investec, Cricket NSW, Tennis Australia.

## REED BUSINESS INFORMATION - SYDNEY, AUSTRALIA JULY 2004 TO MARCH 2007

### ✿ May 2006 - March 2007 - Art Director of the Travel and Media Group

Responsible for 3 designers and art direction of all 6 titles within the travel and media group.

### ✿ January 2006 - May 2006

Art Director of B&T magazine and Professional Marketing magazine.

### ✿ December 2004 - January 2006

Art Director of several business-to-business titles including Logistics and Travel Week and also re-designed this title.

### ✿ July 2004 - December 2004

Art Director - Commercial Property Gazette, Reed Business Information.

## FREELANCE DESIGNER - SYDNEY, AUSTRALIA SEPTEMBER 2003 TO JUNE 2004

✿ Derwent Howard - T3 Magazine and Creative Knitting magazine. ✿ McMann and Tate, Sydney. ✿ McDowall Creative Ltd, Sydney ✿ The Moul Agency, Sydney. ✿ BWM, Sydney. ✿ Publicis Mojo. ✿ ODSS, Sydney. ✿ Marketing Metrics, Sydney. ✿ MJW Hakuhodo. ✿ City of Sydney Council. ✿ State Library of New South Wales, Sydney. ✿ Sinnott Bros, Alexandria.

## FREELANCE DESIGNER - BATH, BRISTOL & CARDIFF, UK SEPTEMBER 2001 TO AUGUST 2003

### September 2001 - August 2003

Worked as a self-employed, freelance Graphic Designer - specialising in design for print, magazine page layout, catalogue work, packaging and corporate ID projects.

✿ Origin Publishing, Bristol: Worked on PADI Quarterly, Waterstones Quarterly, RICS, UNLIMITED; UGC Cinemas in house magazine. Origin Contract: Division brochure as well as being involved in various pitches.

✿ Future Publishing, Bath: Art Director the Official Chelsea Football Magazine, as well as working regularly on: What Guitar?, SFX, Redline, PC Format, Internet Advisor, Cre@te, Cross Stitcher, Cross Stitch Collection and Quick & Easy Cross Stitch.

✿ Specialist Publications, Bristol: Lottery Life and Castrol contract publishing magazines.

✿ Scarlet Design International Ltd, Cardiff: Design and artwork for Absolutely Mickey style guide for Disney Consumer Products. Newydd Housing project literature, including end of year reports and newsletters. Designed and artworked a literature pack for the WCVA Volunteers Week Project. Shortlife Housing project annual report.

✿ Village Design and Communication, Bristol: Involved in a wide variety of projects including brand development for Imperial Tobacco products, advertising, corporate literature, POS. Tobacco brand ranges include: Several European brands, Lambert and Butler, Embassy Number One, Regal and Richmond. Also customer literature, brochure work, scaffolding banners, corporate literature and exhibition panels for Beaufort Homes.

## FUTURE PUBLISHING - BATH, UK NOVEMBER 1996 TO SEPTEMBER 2000\*

### October 1999 - September 2000

✿ Art Director, Official UK PlayStation Tips Magazine

### November 1996 - October 1999

✿ Designer, Deputy Art Director and Acting Art Director, PlayStation Power Magazine

## ★ ACHIEVEMENTS

June 2008: Organised and curated The Populous Cast art show, featuring 15 artists and 107 pieces of work at the Global Gallery in Paddington.

2007 Bell Award - Business launch magazine of the year 2007 - Digital Media Magazine.

Reed Business Information - Designer of the Year Award 2006.

Reed Business Information - Travel Week Magazine relaunch and redesign - Innovation of the Year 2005.

Reed Business Information - Logistics Magazine launch - Outstanding Achievement Award 2005.

## ★ EDUCATION

1993 - 1996 Cheltenham & Gloucester College of Higher Education.

BA (hons) Degree in Professional Media, 2/1

1992 - 1993 Mid-Glamorgan Centre for Art and Design Technology.

Certificate of Foundation Studies in Art and Design

## ★ INTERESTS

Writing my food blog: [foodiepawn.wordpress.com](http://foodiepawn.wordpress.com), dinner with friends, wine tasting, travel, cooking, pilates, books, photography, art, cinema, jewellery making and painting. Running my vinyl wall sticker business [www.stickypic.com.au](http://www.stickypic.com.au).