

Emma Watson

Senior Graphic Designer | Brand & Marketing Specialist

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Summary

Senior Graphic Designer with 15+ years' experience delivering brand, marketing and communications solutions across insurance, financial services and agency environments. Experienced in leading large-scale brand implementation projects, managing stakeholders across Australia, New Zealand and global teams, and delivering creative solutions across print, digital, video, events and environmental branding. Known for combining strong creative execution with project leadership, stakeholder engagement and brand governance.

EMPLOYMENT HISTORY

Senior Graphic Designer

DUAL ANZ | Sydney

2019 – Present

- Led the ANZ implementation of DUAL's global rebrand, successfully rebranding more than 200 business-critical marketing, product and corporate documents.
- Acted as ANZ Brand Champion, partnering with global brand teams to provide guidance, approvals and support across Australia and New Zealand.
- Designed and produced a wide range of marketing collateral including brochures, flyers, EDMs, social media assets, event branding, presentations and digital campaigns.
- Managed office branding projects from concept through production, including vendor management, signage, large-format graphics, installation coordination and stakeholder approvals.
- Produced and edited internal and external video content including leadership announcements, employee recognition campaigns and corporate communications.
- Coordinated and delivered professional photography projects including executive and staff headshots across ANZ.
- Developed templates, guidelines and brand resources to improve consistency and efficiency across teams.
- Partnered with senior stakeholders across marketing, underwriting, HR, operations and executive leadership to deliver strategic creative solutions.
- Mentored team members and supported adoption of brand standards across the business.

Key Achievements

- Successfully delivered ANZ rollout of DUAL's global rebrand.
- Rebranded 200+ documents and marketing assets.
- Established brand implementation processes and templates for ongoing business use.
- Managed multiple office rebrand projects across Australia and New Zealand.
- Delivered photography and video initiatives that expanded the creative capability of the marketing team.

EDUCATION

Remote Closer Certification - Distinction

She Sells with Brooke (2026)

Bachelor of Design

Auckland University of Technology
2007 - 2009

Certificate in Design

Auckland University of Technology
2006 - 2006

Higher School Certificate

Shoalhaven High School
1999 - 2004

CORE COMPETENCIES

- | | |
|---------------------------------|-----------------------------|
| • Brand Management & Governance | • Retouching |
| • Creative Direction | • Event Branding |
| • Stakeholder Management | • Presentation Design |
| • Project Management | • Print Production |
| • Marketing Communications | • Digital Marketing Assets |
| • Video Production & Editing | • Vendor Management |
| • Photography & | • Adobe Creative Suite |
| | • Team Mentoring & Training |

SOFTWARE

- | | |
|----------------------|--------------------------|
| • Adobe InDesign | • Canva |
| • Adobe Photoshop | • Microsoft PowerPoint |
| • Adobe Illustrator | • Microsoft Office Suite |
| • Adobe Premiere Pro | |

EMPLOYMENT HISTORY

Senior Graphic Designer

MODE Agency | Sydney

2018 – 2019

- Supporting brand strategy and product marketing initiatives by designing visual concepts to achieve targeted engagement outcomes for clients.
- Collaborating with the Creative Director and Account Manager to deliver brand identity, digital campaigns, design assets and print media.
- Brand and visual design language creation to support consistent, flexible and sustainable brand experiences post-engagement.
- Photo retouching and video editing for social and web content.
- Creating pitch decks to support account managers.

Senior Graphic Designer

ACN Pacific | Sydney

2014 – 2018

- Collaboration with the marketing team and leadership to deliver creative concepts (digital and print) to align with strategic objectives.
- Gathering feedback and implementing an iterative approach to refining digital assets for campaigns.
- Design and delivery of communication materials including internal and customer-facing newsletters, EDM's, pitch decks, and product advertising and sales support materials.
- Website design (Wordpress) and content updates. Collaboration with developers and UX designers to support usability and ongoing experience design optimisations, and improve conversion in line with strategic business goals and known customer needs.
- Creation of branded promotional and training video content for ACN international events, social channels and websites.

Visual Designer

Nib | Auckland, NZ

2012 – 2014

- Worked with the marketing team as the sole in-house designer to deliver NIB branded material in order to meet campaign objectives on time and within budget.
- Collaborated with the product team to design new documents and make copy and content changes to existing documents.
- Supporting sales and HR stakeholders by creating communication, training, and marketing material for both print and digital media.
- Maintaining a regular design production calendar to ensure the delivery of ongoing Adviser newsletters, workplace promotions, product change notifications, digital banners and direct mail.
- Guardianship of the NIB visual brand, and identification of opportunities within the business to improve brand consistency and quality.
- Management of correspondence and relationships with external agencies and third party suppliers.
- Website design (Wordpress) and content updates. Collaboration with developers and UX designers to support usability and ongoing experience design optimisations, and improve conversion in line with strategic business goals and known customer needs.
- Creation of branded promotional and training video content for ACN international events, social channels and websites.

Portfolio Brand Ambassador, Global Travel Retail

Beam Wine and Spirits | Auckland, NZ

2009 – 2011

- Delivered sales and budgetary objectives for the New Zealand Global Travel Retail market.
- Provided weekly staff education, brand tasting, and supervision of promoters and samples for campaigns.