

EMMA WATSON

Visual / Graphic / Digital Designer

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📍 Sydney, Australia



SUMMARY

I am a visual designer with 8 years experience creating brand campaigns, visual identity, and bringing to life customer experiences and product marketing strategy through visual communication. I have strong print and digital background and advanced Adobe Creative Suite skills.

In my spare time I am a passionate illustrator and love to create original artwork.

I'm an avid learner, and thrive in environments where I can collaborate with other creatives. I'm a good communicator, and have strong client side and agency experience. I enjoy being able to translate client objectives into visual deliverables and in doing so bring to life brand purpose, key messages, and value in the eyes of daily users of products and services.

EXPERIENCE

Senior Visual Designer

Mode Agency

📅 10/2018 - 08/2019 📍 Sydney

- 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.

EDUCATION

Bachelor of Design

Auckland University of Technology

📅 2007 - 2009

- Graphic Design

Certificate in Design

Auckland University of Technology

📅 2006 - 2006

Higher School Certificate

Shoalhaven High School

📅 1999 - 2004

SKILLS

Adobe Photoshop

Adobe Premiere Pro

Adobe Illustrator

Adobe InDesign

WordPress

Final Cut Pro

Adobe After Effects

Microsoft Office

STRENGTHS



Seeking and using client feedback



Creativity and conceptual vision

EXPERIENCE

Senior Graphic Designer

ACN Pacific

📅 05/2014 - 10/2018 📍 Sydney

- 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

📅 11/2012 - 04/2014 📍 Auckland

- 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.

Junior Designer

Tower Insurance

📅 11/2011 - 11/2012 📍 Auckland

- Worked with the Design Manager to deliver Tower brand assets and promotional material.
- Worked with the Board and Design Manager to deliver and release Tower's annual results.
- Creation of print marketing collateral to align with the Tower brand.

Portfolio Brand Ambassador, Global Travel Retail

Beam Wine and Spirits

📅 04/2009 - 10/2011 📍 Sydney

- 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.

STRENGTHS



Taking briefs and empathising with client needs and objectives



Creating collaborative and inclusive teams to drive creative thinking

ACHIEVEMENTS



Designed and launched Tower Insurance's internal magazine "Towering Ahead"



Developed the aligned brand for NIB Australian and NZ regions, execution across all channels.

FIND ME ONLINE



LinkedIn

<https://www.linkedin.com/in/emma-watson-9a7aa038/>

REFERENCES

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