



OVERVIEW

Over 17 years' demonstrated experience as a corporate designer and design lead in both agency and in-house capacities producing high-end print and digital collateral.

Reputed as an efficient multi-tasker, delivering fresh ideas, creatively solving problems, and offering effective concepts across various brands.

Competently lead and manage design teams.

Programs/Tools:

- Expert knowledge of Creative Suite for print, digital and code on Mac OS.
- Expert knowledge of Microsoft Office Suite for detailed document formatting desktop publishing and presentations.
- Experience in Adobe Animate and Google Web Designer for HTML animation.

Print design:

- Full concept strategy, rationale, pitch design and layout
- Brand guardian and roll-out specialist
- Press ads, flyers and brochures
- Outdoor and environmental design
- Large format documents with technical and financial data
- Detailed Pre-press, production and technical knowledge

Digital design:

- Assets for all social media platforms
- Website and take-over skins
- eDM templates
- Animated and static online ads
- UI/UX concepts and wireframes
- Interactive PDF documents

Coding and development:

- Responsive HTML eDM builds
- Front-end HTML and CSS
- WordPress & other CMS builds
- HTML5 animation
- Back end development PHP for registration sites and data collection
- Detailed knowledge of web standards and online techniques

JANINE HEARNE

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EMPLOYMENT

ANGLICARE SYDNEY • 2019 – PRESENT

DESIGN MANAGER | FEB 2019 – SEP 2020 (Sydney)

SENIOR DESIGNER | SEP 2020 – PRESENT (Remote from Alaska)

Leading the design studio of one of the largest, Australian non-profit organizations, I directed the activities of the creative team and led campaign and visual direction to communicate the organization's vision and mission to align with their charitable, Christian values.

- Develop and execute creative advertising and marketing materials that are both on brief and strategy across all forms of media.
- Overhauled and managed brand guidelines to freshen the look and usage across the business.
- Managed in-house design team of creatives as well as external freelancers, agency and supplier relationships.
- Dedicated to upholding the organization's vision, mission, values and marketing strategies to an exceptional standard.
- Introduced processes and workflows and realigned several outsourced tasks to under-utilized in-house resources, speeding up turnaround timeframes by 200% and reducing department spend.
- Saved the business over \$80,000 in outsourced spend in one seasonal campaign through developing in-house capabilities and beating external agencies on concepts.

ORION CREATIVE • 2014 – 2018

SENIOR GRAPHIC & DIGITAL DESIGNER / PROJECT MANAGER

A senior member of this full-service creative agency. Complete ownership of concept, design, production, and delivery of high-level print and digital collateral for a variety of international corporate clients including Citrix, Oracle NetSuite, MetLife, Cisco, Sophos and Dell EMC.

- Liaise with senior client stakeholders to take briefs, quote and pitch concepts for print, digital and marketing communications.
- Self-manage all assigned jobs from flyers, annual reports, brochures, press ads, digital ads and exhibition signage through to HTML eDM coding, front- and back-end development for website builds, landing pages and event registration sites.
- Efficient management of production requirements, delivery deadlines and job budgets.
- Regulate brand adherence across all projects to ensure consistency and maintain brand integrity.
- Annually produce a 1,000+ page product catalogue containing over 9,000 SKUs within a two month turnaround. Provide full concept, design and layout, manage production, stakeholders and print delivery. Effectively managed a design team of five people and introduced streamlined processes and automated workflows, reducing manpower required and delivering critical agency savings from year to year.

FAIRFAX MEDIA • 2013 – 2014

MARCOMMS DESIGNER & TRAFFIC MANAGER

Responsible for the concept, design and rollout of marketing collateral and sales tools for the Domain, real estate lift out, in a high-pressure, challenging environment.

- Concept and design of marketing and sales communications aimed at attracting real estate agency spend
- Manage the design, coding and send of eDM campaigns via Salesforce and ExactTarget.
- Built HTML micro-sites and landing pages in various CMS systems, whilst maintaining large image and file libraries, update collateral, maintain print stock and design campaign concepts.
- Worked on multiple jobs simultaneously, utilising exceptional time management and prioritisation skills.
- Improved inefficient studio processes by introducing workflows and project management tools to take briefs, manage deadlines, track job progress and delegate tasks.
- Manage freelancers and mentor junior staff.

EMPLOYMENT

WESLEY MISSION • 2011 – 2013

GRAPHIC & DIGITAL DESIGNER

As another one of Australia's largest Christian non-profit organizations, it was imperative that all creative outputs met strict brand guidelines, both visually and ethically, allowing the organization to champion their charitable community causes and maintain brand consistency while creating moving campaigns that resonated with their audience.

- Concept, design and roll-out of seasonal fundraising campaigns, producing fresh ideas in a visually compelling manner.
- Finished art, pre-press and technical output of various print and digital collateral.
- Pitch various design solutions and production processes to internal stakeholders to deliver annual and financial reports, seasonal pillar reports, environmental signage, murals, brochures, DLs, handbooks, posters, banners, web graphics and press-ad campaigns.
- Manage photoshoots for seasonal campaigns, sourcing talent, photographers and locations.

J9 DESIGNS • 2004 – 2011

CREATIVE DIRECTOR & DESIGNER

A self-started complete graphic and web design offering, with particular focus on creating a modern, clean, professional corporate style for small-medium businesses. This period included some freelance agency work for notable advertising agencies, publishing houses and surf brands across Sydney.

- Built business to maintain over 100 regular clients.
- Finalist in the 2010 Manly Daily Local Business Awards.
- Won a tender to develop, brand, design and manage the complete print and online collateral deliverables for the MEA (Meetings & Events Australia) 2011 National Conferences, and then again in 2012, giving J9 Designs national exposure.
- Approachable and personalised manner with clients ensured loyal relationships that lasted years and resulted in many referrals.
- Completed jobs within tight timeframes and under budget.
- Services ranged from full company branding, press ads, brochures to hand-coded custom HTML website builds and SMS marketing.

RICHARD KNIGHT DESIGNS • 2004 – 2007

DESIGNER & FINISHED ARTIST

Created high-end corporate marketing collateral for large, national banking and financial clients including Westpac, St George, Macquarie Bank, Financial Planning Association and LendLease.

- Within first year, was given sole responsibility for the management, design and co-ordination of collateral for the annual FPA National Conference. This entailed meeting tight deadlines on concurrent collateral required for the event, encompassing everything from tickets and handbooks to maps and stage signage.
- Take briefs, design layouts, manage clients, printers and vendors, take direction, edit, proof and pre-press multiple jobs on a daily basis.

AUSTRALIAN RADIO NETWORK • 2002 – 2004

SALES CO-ORDINATOR

Recognized for enthusiasm and efficiency, this role began as a temporary reception position and promptly moved to a permanent sales co-ordinator role. Sparked my love for design from starting off in desktop publishing.

- Desktop publishing creating PowerPoint sales proposals, presentations and production of long format word documents.
- General administration duties, research and reporting, sole point of contact for over 20 demanding direct sales reps.

VARIOUS TEMP AGENCIES • 2000 – 2002

SECRETARIAL / ADMINISTRATION ROLES

On-call, temporary secretarial and administration roles through various recruitment agencies across Sydney, working in many industries including media, technology and corporate real estate.

- Displayed professionalism, dependability, efficiency, adaptability and a strong work ethic, whilst appreciating different personalities, systems and teams.

EDUCATION

2013 • SHILLINGTON COLLEGE OF GRAPHIC DESIGN, SYDNEY

Design Master Class

2004 • SHILLINGTON COLLEGE OF GRAPHIC DESIGN, SYDNEY

Certificate IV Graphic Design

1999 • WILLIAMS BUSINESS COLLEGE

Diploma Secretarial Studies & Business Administration

1998 • TYNDALE CHRISTIAN SCHOOL

Higher School Certificate

REFERENCES

Greg Wood +61 412 562 144

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Studio Manager/Design Lead, Fairfax Media (2013)

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Weldon Publishing (client)