

lukeismart CV

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experience

Graphic Designer, Tinkler Group **October 2010 – Present / 4 years 1 month**

Tinkler Group was a diverse company which held a range of business interests including Mining, Exploration, Finance, Building & Development, Property, Equine Breeding/Racing, Motor sports, Aviation, NRL and A-league teams.

My role here involved creating Corporate identities for businesses and carrying branding across a range of digital & print media. I was also required to liaise with staff from all the companies we owned to produce work including:

- Brochures, Posters, Banners, Signage, Newspaper/Magazine Adverts
- Caption, Copy & Concept Creation
- Contacting Printers, Stock Selection, Quoting
- Managing Workflow & Priorities
- Checking Printer Proofs
- Designing & Developing Membership & Corporate Hospitality Campaigns
- Designing Membership Merchandise
- Designing Sponsorship Presentations/Proposals
- Logo Design, Branding & Identity
- Working with External Developers & Providers
- Designing Building and Vehicle signage
- Email Direct Marketing (EDM)
- Social Media Artwork, Marketing
- Designing Ticketing and Merchandise Websites, Graphics & Maintaining Websites

Graphic Designer/Marketing, Snap Printing Milton **January 2007 – October 2010 / 3 years 10 months**

Snap Printing was a franchise operation that supplied copy/print to small to medium businesses.

My role was to provide graphic art services along with setting supplied artwork up for prepress. Some of the work included:

- Designing Logos, Business Cards, Letterheads
- Billboards, Banners, Posters, Menus
- Newspaper Advertisements, Flyers, Brochures
- Store graphics, POS Graphics
- Gift Vouchers, Coupons
- Digital Printing directly & Prepress for offset
- Finishing Work - Trimming & Binding

Graphic Designer, Castle Co / Fragrance Direct **January 2002 – June 2003 / 1 year 6 months**

- Basic Product Photography
- Photographic Manipulation
- Updating Catalogues for Sales Representatives
- Website Design & Maintenance
- Assorted Office Duties

Graphic Designer, The Identity Group **January 2001 – November 2001 / 11 months**

- Creating Press ads for magazines and Newspapers
- Designing printed flyers & posters
- Creating Print Mockups
- Assorted Office Duties

education

Queensland University of Technology / 2003 - 2006 **Bachelor of Creative Industries (Interdisciplinary)**

Media Communications, Communication Design, Graphic Design, Animation, Corporate & Creative Writing.

An opportunity arose for me to continue my tertiary education at QUT. Whether it was a burning desire to accumulate a HECS debt or to broaden my skill base, I'll never know. The Bachelor of Creative Industries course was interdisciplinary which allowed me to explore a selection of studies which would compliment my existing design diploma and make me the "Jack of all trades" I am today.

Design College Australia / 1998 - 2000 **Advanced Diploma Graphic Design**

Graphic Design, Web Design & Advertising.

This course was my foray into the world of graphic design. It was a very "hands-on" institute with a strong focus on the design, print and advertising industry. The course duration was two years of tuition (9-5 / 5 days a week) with 100% pass or fail examinations and mandatory workplace placement prior to graduation. A proficiency of Design and typography were required before were taught the industry software packages at the time.

Burdekin Catholic High School / 1992 - 1997

Subject electives included Art (theoretical & practical), Graphics/Technical Drawing, Technology (Design & Production) & Manual Arts.

technical skills

I can use both Mac & PC operating systems along with the latest Adobe Creative Suite software.

I have a good understanding of pre-press requirements (spot colours/colour separations, pdf flattening, bleed etc) and able to see a print job through production. I can work to set advertising specifications and have experience with supplying artwork for press ads in newspapers and magazines.

I am able to produce and maintain websites and can utilize CMS such as Wordpress. I have an intermediate knowledge of html/css and have used this to create/customise several corporate websites (For any additional complex css/php/java coding I tend to use developers).

references

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