

## EMPLOYMENT HISTORY

### **Publications Officer**

*Marketing Team, St Francis Xavier College, May 2018 – December 2022*

As Publications Officer, I produce a variety of creative content to promote and support St Francis Xavier College. Most of my work is planned and managed in line with department and project plans, but occasionally there is a requirement to meet short deadlines to meet the needs of the organisation. I take ownership of my allocated projects, from design concept to production and delivery.

This includes:

- creating engaging digital and print design content for external and internal communications, utilising the Adobe Creative Suite;
- managing and maintaining the College webpage via WordPress CMS;
- collating and editing content for various College publications and social media platforms;
- ensuring College documents and materials are on-brand and well designed.

My key achievements in this role include:

- completing a revamp of the College website by identifying and fixing broken functionality and improving overall CMS functionality;
- leading an innovation project of the College's student award system that replaced manual procedures with a more automated, reliable, and user-friendly software-based solution;
- sourcing and developing content for the College's social media channels which resulted in record-high engagement;
- developing the official College brand and design style guide;
- establishing a video capability within the marketing team which resulted in polished promotional videos that were produced in-house and supported student admissions during the COVID-19 restrictions.

### **Curriculum Publication Officer**

*Melbourne Medical School, University of Melbourne, Dec 2017 – Mar 2018*

I worked on a casual basis to maintain the Melbourne Medical School web presence, as well as updating curriculum publications for the Doctor of Medicine (MD) course to bring them into line with the new University brand.

This role included:

- completing Matrix Web CMS training in to allow me to manage parts of the School's website;
- liaising with members of the faculty to keep the Melbourne Medical School website up to date;
- working on the design elements of course guides, subject guides, term guides, manuals, and lecture slides;
- developing an in-depth understanding of the new University of Melbourne brand and how to apply it.

## **Digital Communications Officer**

*Student Engagement, Swinburne University of Technology, Feb 2016 – Feb 2017*

As Digital Communications Officer, I created engaging and innovative content for digital and print distribution across the portfolio of Student Engagement. I worked on projects aimed at assisting students with their studies and future careers, as well as supporting multicultural representation and inclusivity.

This included:

- creating digital and print designs, such as press-ready flyers, posters, pull-up banners, learning resources and digital presentations;
- planning video productions, including engaging with key stakeholders, scripting, scheduling, and booking required resources;
- capturing audio and video in various environments, as well as editing and compiling video and audio footage and rendering for a variety of distribution platforms;
- being a part of the Student Engagement team that was awarded a highly commended mention for the Vice Chancellor's 2016 Inclusion and Diversity Award;

## **EDUCATION**

### **UX + UI Design – Future Skills Short Course**

*RMIT University, Jan 2022 – Mar 2022*

Through this course, I learned how to adopt a user-centric approach to problem-solving and utilise research, iteration, prototyping, and visual elements to design experiences that engage & delight. I covered the latest UI tools, techniques, and skills, as well as leveraging UX practices to improve the quality of interactions with a product and deliver maximum value.

The topics covered in this course include:

*User experience fundamentals, the Double Diamond, benchmarking, stakeholder management, personas, ideation and prioritisation, story boarding, research methods, planning and running user interviews, synthesis, affinity mapping, prototyping, wireframes and usability testing.*

### **Bachelor of Design (Digital Media Design)**

*Swinburne University of Technology, Feb 2014 – Nov 2017*

My degree provided me with a broad and coherent understanding of contemporary design. I explored units that focus on graphic design, web / UX design, motion graphics, photography, typography, film and post-production, animation, and illustration.

My achievements include:

- being awarded with the Swinburne Excellence in Design Award 2017, which recognises the graduating student who achieved the highest GPA in Digital Media Design throughout the degree;
- working on an industry project for Mirvac Property Group, in which I pitched and created a motion graphic animation that featured on their LED media screen in the lobby of their 664 Collins Street building. My piece was selected by Mirvac as the best in the class and I received an award for my work;
- being a member of various volunteer efforts and clubs on campus, which required above average time-management skills to be able to maintain a high standard of course work while still making an impact in these activities.

## **REFEREES**

Referees available upon request.