

ALEJANDROMOLANO

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Objective

Seeking a challenging graphic design role for a community based organisation. I have a strong work ethic, enjoy working in a team environment and am passionate about great design, both digital and print. I am excited about the opportunity to develop engaging marketing material for a dynamic organisation and to give back to the community.

Software Skills

- Competent user of the Adobe Creative Suite, including InDesign, Illustrator and Photoshop
- Confident user of Mac and PC computers
- Sound knowledge of front end design, including HTML/CSS
- Complete knowledge of CMS (content management systems) and E-commerce

Employment History

Graphic Designer

LED Hut Australia November. 2014 – January 2015

- Design of print ads, flyers and signage design according to brief and brand guides
- Implementation and design of E-Direct Mail campaigns
- Social media management and implementation including graphics and content in conjunction with the Marketing Manager
- Creation and implementation of online landing pages

Achievements

- Successfully implemented social media strategies that improved LED Hut's brand recognition in the retail and trade sector
- Created and implemented E-Direct Mail (EDM) with higher open and click rate than previous emails.

Graphic Designer

Baukasten Design. Freelance. May 2014 – October 2014

- Developing concepts and controlled design project's flow according to clients' brief
- Web design and web site's maintenance
- Liaising with providers to deliver projects to clients' satisfaction
- Implementation and management of e-marketing strategies

Achievements

- Delivered multiple online projects within tight deadlines
- Managed multiple projects successfully from design to completion

Selected Clients

- Myconnect – Graphic Design
- Pinnacle Health Group – Web Design
- Jude Perrett Physiotherapy – Graphic Design
- Pistachio Entertainment Group – Web Design

Employment History

Digital Designer

Sweeney Research. October 2013 – May 2014

- Design and layout of two blog web sites using WordPress CMS
- Implementation of design guidelines from provided specifications
- Education of employees on publishing of content

Achievements

- Contributed to the awareness of the Sweeney brand and its social media presence
- Created the design and functionality of two web blogs

Graphic/Web Designer

Justpurple New Media July 2007 – October 2013

- Graphic and web design according to client's brief for new and existing businesses
- E-commerce design according to clients' brief
- Phone and email support in CMS and e-commerce websites
- Design of logos and branding material including style guides
- Cross browser testing ensuring the websites were compatible with multiple browsers and mobile devices

Achievements

- Successfully implemented WordPress as a CMS option for building affordable web sites
- Ensured the business ran efficiently in the absence of my employer; looking after administration, web design and hosting accounts
- Trained clients in WordPress who are now competent in updating their own web sites

Internships

Graphic Designer Intern

Blick Creative. January 2014 – April 2014

Work placement as part of the Graduate Diploma in Graphic Design

Education

Graduate Diploma in Graphic Design – Communication Design

RMIT University. Melbourne, 2014

Distinction

Diploma of Web Design – Multimedia

Intech Institute. Brisbane, 2004

Bachelor of Advertising

Universidad Jorge Tadeo Lozano. Bogotá, Colombia; 2000

Professional Memberships

Current Member of:

Australian Graphic Design Association AGDA

Interests

- Photography Club Member of the City of Whittlesea
- Sports such as soccer and mountain biking
- Enjoy traveling and experiencing new cultures and learning new languages