

GABI WILD

gabrielle.wild@outlook.com | 0488251599

Education

2022

Brisbane Award School

2013-16

B Design Futures
Visual Communication
Major with Honours
at Griffith University

Skills

Technical

Concepting
Art direction
Graphic design
Publication design
Typography
Website design
Content creation
Storyboarding
Scripting
Presenting

Core

Leadership
Creative thinking
Communications
Problem solving
Project management

Software

Adobe Creative Cloud
Photoshop
InDesign
Illustrator
PremierPro
Lightroom
Firefly
Streamtime
Monday.com
Mailchimp
Figma
Microsoft Office
Dropbox
MidJourney

Griffith University

SESSIONAL TUTOR | 2018 - PRESENT

I teach design based courses at The Queensland College of Arts, Griffith University. Having completed similar subjects, I use my academic and real world experience to present the course content in a comprehensive and engaging way to facilitate student learning and development.

Colony Group

JUNIOR ART DIRECTOR | 2020 - 2025

Joining as a graphic designer, my attention to detail, ability to lead in projects, and creative vision lead me to the role of art director. I worked across a number of our major clients including Unicef, Air Nuigini, Coca-Cola, and was brand guardian of Kina Bank. Key to my role was collaboration with other creatives including animators, photographers, and copywriters to ensure projects are carried out effectively.

The Sweatshop

GRAPHIC DESIGNER | 2018 - 2020

At this digital marketing agency, my role focused on content creation and digital-centric brand development. Responsibilities included designing ad creatives for various platforms, crafting compelling copy, creating landing pages, managing social media content calendars.

Liquidity Marketing

GRAPHIC DESIGNER & ACCOUNT COORDINATOR | 2018

My duties in this hospitality-focused marketing agency involved designing logos, menus, and advertising collateral. Additionally, the role evolved to encompass account coordination responsibilities, including managing teams and clients, developing project timelines, and weekly reporting.

Mak Advertising

GRAPHIC DESIGNER | 2017 - 2018

Here I learnt to design within existing brand guidelines, roll out campaigns, and work with external suppliers. When I joined, the company predominantly produced for traditional media. I played a key role in expanding into the digital space, creating and managing ad campaigns on platforms including Google Ads.

Referees

Hannah Ison
0420 992 412

Simon Budzevski
0412 976 060

Charles Schafer
0419 592 782