

GABI WILD

Art Director & Senior Graphic Designer

Details

Brisbane QLD, 4064
gabrielle.wild@outlook.com
0488251599

Education

2022

Brisbane Award School

2013-16

B Design Futures
Visual Communication
Major with Honours
at Griffith University

2012

B Visual Communication
Design at Swinburne
University of Technology
(transferred)

Skills

Technical

Concepting
Art direction
Graphic design
Publication design
Pre-press production
Typography
Photography
Motion graphics
Video editing
Photo retouching
Website design
UI/UX design
Content creation
Storyboarding
Scripting
Presenting

Griffith University

SESSIONAL TUTOR | 2018 - PRESENT

I have taught visual communication design-based courses at the Queensland College of Arts and Design, Griffith University, across multiple trimesters since 2018. Leveraging both academic and industry experience, I deliver course content in an engaging and comprehensive manner to support student learning and development. In addition to this, I have done assistant teaching to provide student mentorship within larger classrooms, collaborating closely with faculty to foster inclusive learning environments and to ensure consistency in teaching practices.

Brisbane Lions

ART DIRECTOR | SEPTEMBER 2025 (CONTRACT)

Contracted as Art Director with Creative Outpost, I was placed with the Brisbane Lions during the finals series. I collaborated with the Brisbane Lions' design team to execute graphic design work including venue print and digital designs, internal documents, and image editing. Additionally, I contributed to streamlining work flows and enhancing overall efficiency.

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, videographers 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.

Core

Leadership
Creative thinking
Communications
Problem solving
Project management
Mentorship

Software

Adobe Creative Cloud
Photoshop
InDesign
Illustrator
Premier Pro
After Effects
Lightroom
Firefly
Streamtime
Monday.com
Mailchimp
Figma
Canva
Microsoft Office
Dropbox
MidJourney

Referees

Hannah Ison

Design Lecturer
0420 992 412

Simon Budzevski

Creative Director
0412 976 060

Charles Schafer

Creative Director
0419 592 782

Richard Small

Group Account Director
0481 708 306

James Sauer

Group Managing Director
0407 367 300

Liquidity Marketing

GRAPHIC DESIGNER & ACCOUNT COORDINATOR | 2018

In this hospitality-focused marketing agency, I served dual roles as a graphic designer and account coordinator. My design work included creating logos, strategic brand identities, menus, event promotions, and advertising collateral bespoke for each client. As a strong communicator, my role evolved to take on account coordination duties, managing cross-functional teams, liaising with clients, developing detailed project timelines, and delivering comprehensive weekly reports.

Mak Advertising

JUNIOR GRAPHIC DESIGNER | 2017 - 2018

In this role, I designed learnt to design with existing brand guidelines, roll out campaigns, and collaborate with external suppliers. While initially focused on traditional media, such as creating newspaper ads and TV animations, I played a pivotal role in expanding into the digital space. This included creating and managing digital ads accounts on platforms like Google Ads. Here I also contributed to video production by conducting a site reekie, which involved on-location planning and resource assessment, as well as storyboarding and animating.

Seven Network

TRAINEE VIDEO EDITOR | 2017

During my five months as a Trainee Video Editor at Channel Seven News in Cairns, I gained hands-on experience in editing and delivering video news coverage. Training included weekly studio sessions, progressively becoming more self-directed as I honed my editing skills. Working in this fast-paced environment taught me effective time management, adherence to industry protocols and adaptability with both new and old technologies.

WANT TO SEE EXAMPLES OF MY WORK?

[click here to watch my showreel](#)