

JOANNE MASON | RESUMÉ

CONTACT

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KEY SKILLS

I have a wide range of skills and a fantastic knowledge of branding and marketing. Working from creative concept through to finished artwork, my passion lies in providing the perfect design to fit the brief. I am constantly coming up with new ideas and find that working in design always inspires me to constantly challenge myself and others.

DESIGN + *Creative concepts*

- + *Copywriting* - coming up with strap lines and writing body copy.
- + *Accurate artworking skills* along with proof reading and attention to detail.
- + *Brand* - creating new brands and working with existing brand guidelines.
- + *Art direction* - providing concepts for artworking, photography direction and team management.

PRINT

Advertising, annual reports, banners, branding, brochures, business cards, direct mail, flyers, illustration, invitations, leaflets, logos, long document typesetting, magazines, menus, newsletters, postcards, posters, stationery, signage, surface packaging, POS, promotional material.

WEB

I have a great understanding of web design, and work well with web developers to construct them.

OFFICE

- + *Team management* - I have worked with teams to encourage growth, individually and for the business, which is both rewarding and inspiring.
- + *Client liaison* - being self employed I have sourced my own clients and maintained lasting professional relationships. In other roles I have been involved in presentations and client meetings.
- + *Briefing systems* - I have created new, up-dated and worked with existing systems, and understand their importance when running a successful studio.
- + *Print buying* - I presently manage my clients print, have sourced print in other roles and dealt with print buyers when involved with high volume printing.

SOFTWARE

I have advanced skills in the following software on Mac and PC:

- + InDesign + Quark Xpress
- + Photoshop + Illustrator
- + Freehand + Acrobat
- + Microsoft Office

QUALIFICATIONS

- 1997 BA (Hons) Two Dimensional Design (2.1)**
University of Hertfordshire, UK
- 1996 HND Two Dimensional Design**
University of Hertfordshire, UK
- 1995 Foundation in Art and Design**
Harlow College, UK

SUMMARY

A creative designer with over 12 years experience, producing imaginative concepts and accurate artwork. I'm practical, determined, approachable, passionate and reliable. ””

EMPLOYMENT

April 2008 - Present

Self Employed - Adelaide/Sydney

Jo Mason Graphics www.jomason-graphics.com

I started my business after arriving in Adelaide over 2 years ago. Being new to the city and it was a challenge to make contacts. Through joining networking groups and advertising online, I quickly built a good client base. I worked with a variety of clients from councils, associations and charities to start up businesses, creating logos, brands, brochures and websites. I have a lot of repeat business and recommendations, and I continue to work for many of my Adelaide clients since moving back to Sydney. Being self employed allows me to utilise and build on my skills:

- + Gaining and retaining clients.
- + Organisation plays a big role. A day can include working on a website for one client and a new brand for another, plus arranging quotes and printing, whilst finding the time to promote myself. I work at a good speed to ensure my clients budget is met and my quote is justified.
- + I manage every job from start to finish, working from concept to final print.
- + I focus on strategic design and make suggestions, write copy, source images and show great attention to detail

October 2007 - April 2008

Advertising Designer

Sensis *Mile End, South Australia*

My role was to design and create ad concepts in an extremely fast paced and controlled environment. I spent 5 weeks in Melbourne training in the design software and system packages used by Sensis.

Our target was to complete 7 ads a day from scratch in various sizes, from 1 column to full page ads. I worked closely with the sales team who utilised these ads to generate new business for the yellow pages.

October 2005 - July 2007

Self Employed - London

Jo Mason Graphics www.jomason-graphics.com

Based in North London I supplied freelance services to design agencies and companies. My main clients were one of the largest travel companies in the UK - Thomson Travel and one of the largest charities, The Royal Society for the Protection of Birds.

I worked with Thomson creating ad campaigns for various brands, as well as leaflets, flyers, posters, POS, logo's for 2 cruise ships and signage for a port. For the RSPB I worked on various major campaigns including marketing material for the famous Chelsea Flower Show.

June 2005 - September 2005

Senior Designer

Archipelago Creative *Ware, Hertfordshire UK*

My role within this small design agency, was to provide creative concepts and artworking. I managed my own clients and work load, running projects from concept to completion.

One of the major clients I looked after was British Waterways and work included signage for along the Thames River, and brochures promoting walks around London.

EMPLOYMENT/CONT...

March 2004 - June 2005

Self Employed - Sydney/London

Jo Mason Graphics www.jomason-graphics.com

During a year in Sydney on a working holiday and on my return to the UK, I worked as a freelance designer on a variety of placements, through recruitment agencies and through obtaining my own clients, two that I still today work for, 5 years on.

The main companies I worked for in Sydney were:

- + *ezi 123*: Supplying web templates for this company who sells web templates online.
- + *OzAd*: design and artworking for this boutique agency with clients such as Sydney Transport, Perelli and Orion Cruises.
- + *MLC*: Long document typesetting for financial publications.
- + *Resort Homes*: I created a full identity and brand for a retirement resort in Mission Beach, which included visiting the site to take photos for the various promotional materials.

February 2002 - February 2004

Graphics Manager

Ripmax Ltd *Enfield, London*

I managed a team of six designers to produce promotional material, catalogues, advertising and packaging for the toy and hobby market. A short summary my role is listed below:

- + Implementing a job tracking, briefing and allocation system.
- + Creating a new department structure.
- + Running the studio, staff training and appraisals.
- + Art direction, art working and photography.
- + Updating and maintaining the brand
- + Updating and maintaining the website.
- + Print buying and quality control.

April 2001 - February 2002

Senior Designer

iTouch UK *Canary Wharf, London*

Working with the Marketing department in a mobile solutions company, I was bought to help manage the running of the in-house studio. Work included managing all advertising, and design for promotional material and exhibition stands.

November 2000 - March 2001

Senior Designer

Key Scott Associates *Covent Garden, London*

Working for this London based creative agency with clients including, Ericsson, Disney, Peoplesound and Film Education, my role was to provide creative solutions and artworking for advertising, brochures and corporate identity.

March 1998 - October 2000

Creative Team Leader

Conrad Advertising *Cockfosters, London*

Starting in a junior position and quickly working my way up to a creative team leader, through this large advertising agency, I provided creative solutions for travel and recruitment advertising, above and below the line to generate new business. I had creative control over all work coming in and leaving the studio.

July 1997 - March 1998

Web Designer

Netcel Ltd *St Albans, Hertfordshire*

Netcel approached me following my final university exhibition. I worked closely with a web coder designing web templates for blue chip companies.

RECOMMENDATION

Jo exceeded in working to deadlines and provided great creative solutions. 🗨️

Kate Fowler [Studio Manager] OzAd

FREELANCE RECOMMENDATIONS

“ I got my business cards last Friday and they look fantastic! I felt that what you did really well was that you listened to me and understood what I wanted, which is a great skill.

Erica Rowsell [Image consultant] Image IQ, Adelaide

“ Jo created a new logo and brand identity for us that was inspirational and fresh. Her interpretation of what we were looking for was spot on.

Tricia Flowers [Marketing consultant]

Semaphore Mainstreet Association, South Australia

“ Jo's work is stylish and of high quality with great attention to detail. After a short briefing with each of our customers she was able to capture the essence of what the customer wanted in graphical terms and her inspiring creative output produced artwork that resulted in very satisfied customers. Jo was a pleasure to work with, and I would recommend her to anyone looking for modern, innovative and precise graphic skills.

Vigi [Director] ezi123.com, Sydney

“ Jo designed and managed the branding for one of my companies, Your Resort Home Pty Ltd. The result has been fantastic. Jo went to the trouble to conduct a site inspection herself and took the vital photographs necessary for the brochure and website. Her application and attention to detail has been wonderful. Working with Jo has made the job much simpler and the time frame from start to finish was excellent.

Graham J. Wight [Director] Resort Homes, Brisbane

“ I'd just like to take this opportunity to thank you for answering a really tough brief so well! It's always good to have lots of variation upon a theme.

Zoe Dark (Advertising Manager) Thomson Travel, UK

“ Joanne proved to be personable and reliable and was regularly requested back by our clients.

Philip Goldstein [Managing Director]

Mac People, Sydney

EMPLOYMENT REFERENCES ON REQUEST