

Catrin Ann Harris

DIGITAL DESIGN / INTERACTIVE MEDIA

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EMPLOYMENT HISTORY

GRAPHIC DESIGNER

Australian Institute for Disaster Resilience (AIDR)

Bushfire and Natural Hazards CRC

Australasian Fire and Emergency Service Authorities Council (AFAC)

JULY 2017 - PRESENT

I currently work within the Communications team as a shared resource between three not-for-profit organisations in the emergency management sector. My role as the senior Graphic Designer is to oversee the development all campaign graphics, visual identities, products (print and digital), academic and corporate publications.

Key responsibilities:

- Create graphics and related assets for use in a range of media including online and print
- Develop interactive media, animations and video content for use in online campaigns and general content distribution
- Develop visual identities for projects, programs, initiatives and other items as required
- Design corporate publications (the Australian Journal of Emergency Management, the Handbook collection)
- Design marketing collateral (EDMs, newsletters, social media graphics, digital advertisements, web banners, flyers and postcards)
- Website design and maintenance

SENIOR DESIGNER OF INTERACTIVE MEDIA

Acquire Learning

SEPT 2015 - MAY 2017

Managing a multimedia team of five, I was responsible for the design and development of all digital media solutions for this large education and training provider.

Key responsibilities:

- Creating brand identity, art direction and graphic design for RTOs and external clients
- Developing animations, video and interactive content for Vocational Education and Training (VET) digital courseware (character design, storyboarding and sound design)
- Design marketing collateral (EDMs, newsletters, social media graphics, digital advertisements, web banners, flyers and brochures)
- Website design and maintenance
- Shooting and editing internal company updates for staff and key stakeholders 'Acquire TV'

INSTRUCTIONAL DESIGNER

MindAtlas

FEB 2013 - JUL 2015

Working with a small team at MindAtlas I would liaise with SMEs to develop innovative graphics, animations, sound, video and motion graphics content for a variety of government departments, NFP's and commercial clients, focused on learning.

Key responsibilities:

- Design and develop games, apps and eLearning courseware using Adobe Captivate, Storyline and Lectora
- Produce and present concepts to clients in accordance with their values and branding guidelines
- Work closely with internal and external stakeholders to develop graphics, animations, sound, video and motion graphics content for a variety of audiences
- Scriptwriting and storyboarding video and animated content for digital application
- Liaising with clients to deliver bespoke content

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CREATIVE VISUALISER AND RESEARCH EXECUTIVE

Hall & Partners

APR 2012 - DEC 2012

During my time with Hall and Partners I created stimulating visual concepts, graphics and video content to convey the company's principal findings through market research.

Key responsibilities:

- Communication design (infographics, visual identity)
- Videography and video editing for market research groups
- Design and formatting of proposals and presentations
- Website maintenance and IT
- Coordination of national research projects
- General administrative tasks (travel, hotel and venue bookings, recruitment and screening of respondents)

GALLERY ASSISTANT

Brunswick Street Gallery
Gertrude Contemporary

APR 2012 - JUL 2013

While undertaking my Masters Degree in Arts Management I regularly volunteered at Brunswick Street Gallery and Gertrude Contemporary.

Key responsibilities:

- Installing and deinstalling artwork
- Bar sales and service
- Assisting patrons

FREELANCE WORK

WEBSITE DESIGN AND DEVELOPMENT, BRAND IDENTITY

colourdesk

NOVEMBER 2017 - PRESENT

I have been working with local colour grading specialists colourdesk, creating a brand identity and style guide, designing and building the company website and using SEO techniques to generate site traffic.

GRAPHIC DESIGNER

International Women's Day

MARCH 2018

Last year year I designed posters and social media graphics for an International Women's Day concert, sponsored by Levi's, held at the John Curtin Hotel in Melbourne.

GRAPHIC DESIGNER

Jenny Craig

JUNE 2017

In 2017 I designed the winter marketing campaign for Jenny Craig. This included designing EDMs, posters, web banners and re-designing the company website.

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ANIMATOR & ILLUSTRATOR

Amateur Hour, Season 2 (ABC iView)

JANUARY - APRIL 2017

I worked as Animator for the arts and culture television series Amateur Hour, showcasing local music, art and comedy.

SUMMARY

Driven by my appreciation for innovation and design, I aim to apply my skills to a cause that enforces my existing values and makes a valid contribution to our community.

EDUCATION

DIGITAL MARKETING FUNDAMENTALS (SHORT COURSE)

The Victorian Chamber of Commerce and Industry
APRIL 2019

SOCIAL MEDIA MARKETING (SHORT COURSE)

The Victorian Chamber of Commerce and Industry
NOVEMBER 2018

MASTER OF ARTS (ARTS MANAGEMENT)

RMIT University
GRADUATED WITH DISTINCTION, 2013

BACHELOR OF ARTS (ANIMATION & INTERACTIVE MEDIA)

RMIT University
GRADUATED WITH DISTINCTION, 2010

ADVANCED DIPLOMA OF MULTIMEDIA

RMIT University
GRADUATED 2009

APPLICATIONS / SKILLS

Adobe InDesign



Adobe Photoshop



Adobe Illustrator



Adobe After Effects



Adobe Premiere



Adobe Audition



Sketch / InVision



HTML / CSS / JavaScript



REFERENCES

Hansika Bhagani

Communications Manager
AIDR
0403 878 412

Jodi Sanders

CEO Products and Services
ACQUIRE LEARNING
0411 650 464

Alex Zenanda

Senior Content Writer
ACQUIRE LEARNING
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