



Josie Hogendoorn

Graphic Designer

Personal Info

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Expertise

Branding
Marketing Design
Visual Content Creation
Motion Graphics
Product Photography
Photo Retouching
Packaging Design
Handlettering and Illustration

Tech Skills

PHOTOSHOP



ILLUSTRATOR



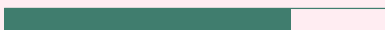
INDESIGN



AFTER EFFECTS



PREMIERE PRO



MS OFFICE



Work Experience

GRAPHIC DESIGNER | *Inskin Cosmetics*

December 2017 – December 2022

- Supported National Education Manager in creating training material, including, presentations, training workbooks, edms, social posts and event invitations.
- Recorded and edited product training videos, adding titles and captioning.
- Production of creative brochures, flyers, web-banners, promotional material and product artwork that fits with the overall marketing strategy.
- Styled, photographed and retouched content for social media channels.
- Designed finished artwork for Retailer POS collateral.

GRAPHIC DESIGNER | *Momentum Media Group*

September 2015 – July 2017

- Designed and executed engaging concepts, branding, marketing communications and event collateral for all Momentum events and products.
- Worked closely with the events and marketing team to produce strong and compelling visual communications, ensuring relevant industries and audiences were targeted.
- Experienced implementing strict brand style guides.
- Successfully managed competing briefs covering a diverse range of brands and disciplines, ensuring a high level of consistency across print and digital mediums.

FREELANCE GRAPHIC DESIGNER (*casual*) | *Various Clients*

June 2014 – Present

- Independently conceptualised and developed clients briefs such as logos, branding, marketing collateral, wedding invitations and event stationery.
- Collaborated with marketing managers, photographers, copy writers and event planners for the procurement of clients content.
- Maintained highly organized work practices, ensuring deadlines were always met and briefs were executed with a high level of accuracy.
- Created daily content to engage with relevant audiences on social media.

JUNIOR DESIGNER | *Tyco Australia*

November 2013 – June 2014

- Designed documents according to strict branding requirements.
- Organised and designed advertisements in accordance with the marketing advertising schedule.
- Sourced and designed collateral for trade shows including flyers, brochures, pull up banners and other materials as needed.
- Reported to campaign managers and assisted with design and updates of requested collateral.
- Designed EDMs and internal company newsletters.

Education

TAFE Design Centre Enmore | February 2012 – November 2012

Diploma in Advanced Graphic Design and Communication

Yoobee School of Design (Auckland) | July 2009 – May 2010

Diploma in Computer Graphic Design