



## Josie Hogendoorn

Graphic Designer & Illustrator

### Personal Info

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### Expertise

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

### Tech Skills

PHOTOSHOP



ILLUSTRATOR



INDESIGN



AFTER EFFECTS



PREMIERE PRO



MS OFFICE



## Work Experience

### GRAPHIC DESIGNER | *Inskin Cosmetics*

December 2017 – Present

- 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