

Josie Hogendoorn

Graphic Designer & Illustrator

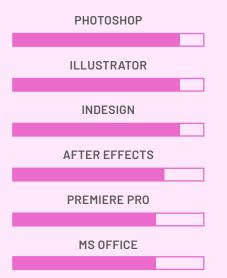
Personal Info

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Expertise

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

Tech Skills



Work Experience

GRAPHIC DESIGNER | Inskin Cosmedics December 2017 – March 2024

- Supported the 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 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 in implementing strict brand style guides.
- Successfully managed competing briefs covering a diverse range of brands and disciplines, ensuring high consistency across print and digital mediums.

FREELANCE GRAPHIC DESIGNER (casual) | Various Clients June 2014 – Present

- Independently conceptualised and developed client briefs such as logos, branding, marketing collateral, wedding invitations and event stationery.
- Collaborated with marketing managers, photographers, copywriters, and event planners to procure clients' content.
- Maintained highly organised work practices, ensuring deadlines were always met and briefs were executed accurately.
- 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