



Josie Hogendoorn

Graphic Designer & Illustrator

Personal Info

0411 815 689
josie.hogendoorn@gmail.com
www.heyfoxy.au

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 – 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