



LINDA BUTLER

REMOTE FREELANCE WEB AND GRAPHIC DESIGNER

WEBSITES

MARKETING

BROCHURES

BRANDING

PACKAGING

SIGNAGE

CONTACT



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23rd January 1964

DESIGN SKILLS

Web Design (CMS)

HTML Email Design

Social Media Marketing

Basic HTML Coding

SEO Optimisation

Image Optimisation

Print Design

Logo Design

Brand Design

Package Design

Sign Design

Colour Theory

Typography

SOFTWARE SKILLS

Adobe Creative Suite

– Photoshop

– Illustrator

– Indesign

– Acrobat

QuarkXpress

Freehand

FTP

Microsoft Office Suite

– Word

– Excel

– Powerpoint

PERSONAL PROFILE

I am a highly skilled, driven and flexible web and graphic designer with a unique mix of creativity, time management, problem solving and technical skills. 30+ years in the print, design and advertising industry has given me an excellent understanding of the basics of good design, colour theory and typography. Anyone can use a computer to create a logo, brochure or website but knowing what makes good design plays a critical role in bringing renewed life to brands and businesses.

Working as a remote freelance graphic designer since 1996 has also reinforced my skills in marketing, communication, relationship-building, administration, customer service and account keeping.

KEY STRENGTHS

- Highly skilled at collaborating with clients to produce an optimal end result
- Talented at building and maintaining long term relationships with clients
- Quick to grasp the bigger picture and capable of going the extra mile to get the job done
- Able to manage the complete design process from conceptualisation to delivery
- Able to stretch the boundaries of web and print design to help my clients brand stand out
- Devoted to finding relevant solutions that meet clients changing design and marketing needs
- Well developed written and verbal communication abilities - clear, concise, creative and persuasive
- Accustomed to performing in a deadline driven environment with an emphasis on working within budget requirements
- Exceptional multi-tasking skills and able to manage multiple time sensitive projects simultaneously with emphasis on creativity and quality control
- Keen eye for detail with strong visualisation and graphic design skills
- Knowledgeable of a full range of printing processes, including advantages, limitations and costs
- Willingness and ability to work independently and as part of a team
- Able to work within brand and design guidelines
- Knowledgeable in colour theory and typography and their importance in the design process
- Good technical knowledge of imaging for both print and web
- Ability to quickly learn new software and techniques and to keep abreast of new innovations

OTHER SKILLS

- The ability to resolve customer issues with a positive and pleasant attitude
- Excellent telephone manner and etiquette
- Excellent computer and office equipment skills
- Invoicing, account keeping and BAS preparation using QuickBooks
- Experienced in a variety of occupations including merchandising, customer service and basic administration

SOFT SKILLS

Creativity
Communication
Time Management
Problem Solving
Planning
Leadership
Collaboration

EDUCATION

1985
Diploma of Arts in Visual Communications,
Townsville College of TAFE
1980
Certificate of Secondary Education

QUALIFICATIONS

Current Queensland 'C'
Class Driver's Licence
Workplace Health and Safety Certificates for Coles and Woolworths

REFERENCES

John Brittain
Managing Director
Brittain Group
Materials Handling P/L
Schaefer Store P/L
Brisbane Qld 4074
Mobile: 0419 781 462

Sharyn Land
Proprietor
BT Alloy & Welding
Ayr Qld 4807
Mobile: 0409 722 765

Rika Southcombe
Proprietor
Creative Loop Marketing & Events
Brisbane Qld 4179
Mobile: 0438 167 263

HOBBIES

Travelling
Reading
Art
Online Learning
Investing

WORK HISTORY

1996 - PRESENT

SELF EMPLOYED FREELANCE GRAPHIC DESIGNER - GGA GRAPHICS

Web Based Clients

- Responsible for overall web project management from development to execution and maintenance including web copywriting and SEO optimisation
- Responsible for graphic design, optimisation of web graphics and implementation of WordPress websites for small businesses
- Organise hosting, domain names and move complete websites to new hosts
- Ensure the quality of finished website including validation of links and web forms
- Create social media covers and advertisements including images and videos
- Create HTML email marketing campaigns utilizing MailChimp or similar
- Create infographics, animated gifs and videos optimized for the web
- Create digital flipbooks to present traditional print documents on the web

Print Based Clients

BRITTAIN GROUP - Materials Handling P/L & Schaefer Store P/L - since 1996
Brisbane based national distributor of an extensive range of shelving solutions, manual handling & materials handling equipment.

- Closely liaised with Managing Director to complete all projects, often within tight deadlines for printers and magazines
- Completed 400+ page product catalogues every 3-4 years as well as brochures, press advertisements, business cards, logo's, email blasts and web banners

ELECTASERV TRADING - since 1996

Brisbane based wholesalers of power tools, hand tools, general hardware and household cleaning products. Brands include Queen, Built, GreenLeaf, Icanic, Electa and ROK Power Tools.

- Designed and created packaging for all the companies brands
- Created packaging following brand guidelines for SCA Group and Mitre 10
- Created or utilized existing dielines for product packaging
- Completed numerous other design projects including logos, business cards, product catalogues, brochures and flyers

SIGNS ON TAP - Since 2012

Townsville based signwriting company.

- Utilized Illustrator to complete motor vehicle wrap around signage and billboards

I have also been producing logos, brochures, flyers, press adverts and packaging for many different clients, for many years. These include:

- Mega Mitre 10, Sunshine Mitre 10, Automotive Service Solutions, Austech Industries (SP Tools, Scorpion & SRT Air Tools), Global Graphics & SFS Sheds

1994-1996

FREELANCE GRAPHIC DESIGNER - PRINT APPROACH

10 Fawley Ave, Narangba, Qld 4504

- Created many print based design projects using Pagemaker, Coreldraw and Freehand including businesses cards, stationary, invoices, flyers, brochures and catalogues

1986-1992

GRAPHIC DESIGNER (FULL AND PART TIME) - MAIDENS & ASSOCIATES

Flinders St, Townsville, Qld 4810

- Created many design projects using cut and paste including logos, business cards, stationary, flyers, brochures, catalogues and press advertisements whilst working within a tight deadline

I have also worked at various other positions over the years including:

- 1980-1982 Clerk/Typist/Receptionist - Proman Pty Ltd, Ayr
- 1992-1994 Waitress/Bartender/Customer Service - London and Gibraltar