

curriculum vitae.

Full Name: **Michelle Maree Moore**
Email: michelle@cyanlovesmagenta.com
Website: www.cyanlovesmagenta.com
Contact number: 0411 25 66 83



A dedicated, artistic, concept driven designer with more than 10 years experience in design, advertising and illustration, including 6 years design management experience.

Major strengths include:

- Lateral thinking and creative ideas driven designer
 - Strong relationship building/communication skills with both internal and external clients
 - Exceptional creative skills - traditional and new media
 - Excellent motivational skills and team leader
 - Experience with the unique dynamics of a large organisation and the quirks of smaller ones
 - Positive, hard working and results focused
-

at a glance.

education and training

2002 News Limited Award School
1999 Bachelor of DESIGN, Newcastle University Australia
1995 Higher School Certificate

computer skills

- Adobe CS3 - Photoshop, Illustrator, indesign
- Adobe Acrobat
- Microsoft Word, Excel, PowerPoint
- QuarkXpress
- Dreamweaver, Fireworks

employment

2005 - current Cyan loves Magenta (Freelancer)
2003 - 2005 Westminster Council (Head of Design)
2001 - 2003 Evolution Media (Art Director)
2000 - 2001 Circus Group (Designer)

career achievements

- CIPR (Chartered Institute of Public Relations) AWARD 2005 Shortlisted
 - CIPR Communications Team of the Year 2005
 - PR WEEK Communications Team of the year 2004
 - Employee of the quarter nominations (Westminster City Council)
-

in more detail.

Cyan Loves Magenta september 2005 - current

Freelance Designer

Endgame Communications “Best of Breed” partner

Clients include: Westpac, Commonwealth Bank Financial Planning, Vivid Financial Services, Macquarie Bank, Calliva Wealth, Crown Financial Services, Xylo

Oscar Winning Productions - partner

Clients include: Proactiv® (Guthy Renker), Deacons, Nutrimetics, PKF

Monkii - Freelance designer

Clients include: Victoria Aids Council, Melbourne Comedy Festival

Nocturnal - Freelance designer

Clients include: koi consulting, ibox

The property agency - Freelance designer

Clients include: Stamford Marque, dedece

Responsibilities

- Art Direction, concept presentations to clients, creative team work with copywriter
- Working to tight deadlines
- Client management skills
- Quoting, Budgeting, Completion and provision of art to printers, press proofing etc..

Achievements

- Creating cut-through and successful creative campaigns for major blue-chip clients
- Sole responsibility for all general running of my own business

Westminster City Council September 2003 - August 2005

Head of Design

Responsibilities

- Project management, planning, quoting, design and delivery of multiple public service projects
- Liaise with marketing and Public Relations colleagues to develop consistent, original, integrated campaigns for maximum impact and minimum budget
- Budgeting and invoicing for internal & external clients
- All aspects of staff management including hiring, performance appraisals, training and career development etc. of design staff
- Writing/design of the new corporate identity guidelines (due for 2006 release)
- Management of external suppliers including freelance designers and printers while negotiating best price for any work undertaken
- All other graphic design responsibilities including brochures, leaflets, direct marketing, web, multimedia, signage and exhibition materials

Achievements

- Introduced design to the Communications Department of Westminster City Council, taking on multiple portfolios and lifting the quality of the design produced significantly
- Conducted master classes for internal staff on design and how to get the best from the design team for their projects
- Worked on all internal communications for staff - including the award winning innovations project, staff magazine “The Reporter” and development of the intranet
- Responsible for the development, writing and design of the City of Westminster brand guidelines and plan for rollout across entire council early 2006

Evolution Media May 2001 - August 2003

Art Director

Responsibilities

- All creative concepts - development of 12 month marketing plans for clients
- Pitching and presenting creative concepts
- Quoting and invoicing
- Hiring junior design staff
- Management of design team (two staff), including briefing and project scheduling
- Organisation and art direction of photography shoots
- All other graphic design responsibilities including brochures, advertising, direct marketing, corporate identity, layout, motion graphics concepts, web, powerpoint and typesetting

Achievements

- Initiated design capabilities into evolution media, (as evolution media was previously a public relations company), adding a design department increased company revenue by approx. A\$500,000 a year
 - Responsible for the creation of the evolution brand in the Australian finance sector as a leading full service communications agency specialising in creative solutions
 - Won major advertising account (Suncorp Asset Management) from leading advertising agency (EURO), which involved the sole responsibility of developing marketing and advertising campaign for asset management. The campaign increased brand awareness and recall and increased funds under management for the client.
-

Circus Group January 2000 - May 2001

Graphic Designer

Responsibilities

- Creative concepts
- Following a project through from brief to client delivery - graphic design
- Some art direction on projects

Achievements

- Illustrated the title sequence for the Channel 10 Program, "Live This"
 - Illustrated Disney stings for Studio D
 - "Owned" many client accounts as the head designer for Optus, Nutrimetics and Luxaflex
-

thankyou.