

LISA MAJOR

CONTACT

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WORK

Jan 2008 - current

SUBGREEN DESIGN + SUBGREEN GALLERY

Graphic Designer / Web Designer / Print Management / Artist

Key Initiatives - Service a broad range of clients from corporate, government to small business for brand, web and print based solutions.

Core Responsibilities - Manage and prioritize daily and weekly workflow for a range of clients & printers. Working alone and as part of a team as per requirements of the project. Understanding the client's needs and developing suitable concepts. Managing multiple deadlines.

Design - Brands, Websites, Annual Reports, Posters, Brochures, Social media posts, Adverts, vehicle and office Signage, Packaging, Book Design, Illustrations and Printmaker (screenprinting)

2014 - 2018

SWITCHCO

Graphic Designer / Web Designer / Print Management

Key Initiatives - service the growing needs of an expanding project management company by creating brand guidelines and templates for all staff to utilise to improve efficiency and brand consistency.

Core Responsibilities - Liaising with staff and designing strategic reports, website and communication promotional items, stationery and social media posts. Setting work up for print (and other pre-press duties). Marketing & Promotion of brand via social media and magazines.

Manage maintenance of computer systems & backing up of work.

2009 - 2013

PRINT TOGETHER

Graphic Designer / Print Management

Key Initiatives - Increase customer base and restructure workflow, improving response times and overall efficiency of business to business communications.

Core Responsibilities - Liaising with a broad range of clients and printers. Setting work up for print (and other pre-press duties) Marketing & Promotion of own brand via social media and magazines. Manage maintenance of computer systems & backing up of work. Filing - Manage financial & material resources

TOOLS

HAND TOOLS

Screen printing, lino cuts, watercolour & acrylic painting and drawing

REFERENCES

Supplied upon request

PORTFOLIO

www.subgreen.com.au
www.subgreengallery.com.au

OBJECTIVE

I am a passionate and qualified graphic designer and artist with over fifteen years experience and have worked in a variety of graphic design roles within sustainable design and printing businesses, including design, illustration, print management, strategy and marketing.

EDUCATION

- 2023 - Screen printing course with Libby Noblet - Newstead ArtsHub
- 2016 - Net:101-Instagram Marketing for Business + Advanced Social Media & Strategy
- 2013 - Wordpress & Big Commerce - on the job training
- 2006 - Council of Adult Education - Macromedia Studio & Macromedia
- Dreamweaver 2006 - Swinburne University of Technology - 3 Client Solution Subjects
- 2000 - 2001 Goulburn Ovens Institute of TAFE
Diploma of Arts - Graphic Arts
- 1997 - La Trobe University Bundoora, Vic Graduate Diploma in Education
- 1992 -1994 Deakin University Geelong, Vic Bachelor of Arts - Majoring in Psychology

EXPERTISE

- Illustrator and Graphic designer
- Development and implementation of workflow management processes to meet client needs.
- Client liaison - high level of communication skills both written and in person
- Understanding of UX Design (User pathways, calls to action & role of design)
- Illustration, brand concept & development, typography, page layout, image manipulation, research, website & enews updates
- Adobe Creative Suite (see below)
- Portfolio - www.subgreen.com.au + www.subgreengallery.com.au
- Strategic Planning, Technical & systems troubleshooting
- Pre-press, Printer, Copywriter and Website Design + Developer liaison
- Advertising & marketing concept development & reviews
- Produce excellent visual solutions

PROGRAMS

INDESIGN	●●●●●
ILLUSTRATOR	●●●●●
PHOTOSHOP	●●●●○
ANIMATE	●●○○○
FIGMA	●●○○○
ACROBAT	●●●●○
WORDPRESS	●●●○○
SHOPIFY	●●●○○
SQUARESPACE	●●●○○
WIX	●●●○○
iMOVIE	●●●○○

EXHIBITIONS

- Arts Open 2023 - Part of the State Festival 2023 Open Studios

EXTRACURRICULAR ACTIVITIES

Irish fiddle, painting, yoga & travelling to new destinations.