



PROFILE

Experienced graphic designer specialising in branding strategies, digital marketing, and Ux/UI Design. With a background in both in-house and freelance work, I bring an adaptable and independent approach to delivering high-end visual solutions. I am passionate about helping brands create memorable and strong identities that effectively align with their business goals.

SKILLS

- Brand Strategy & Identity Design
- Digital Marketing Content Creation
- Layout Design & Print Production
- UX/UI Basics
- Wireframing & Website Design
- E-commerce
- Illustration
- Video editing & photography fundamentals
- Packaging
- Project Management
- Customer Communications

CAREER HISTORY

- Marketing Assistant - Part Time**
Profresh Floral Wholesale, Perth WA | March 2022 - Present
- **Digital Marketing:** Manage customer communications including e-newsletters and targeted campaigns. Analyse performance data, track conversions, and develop strategies that increased sales and lead generation.
 - **Social Media:** Plan, create, and schedule content across platforms. Manage community engagement and maintain brand voice for key customer segments.
 - **Promotions:** Collaborate with the sales and purchasing teams to develop and implement promotional campaigns, including Meta (Facebook/Instagram) and Google Ads.
 - **Print Materials:** Design and produce promotional and informational materials for in-store displays and campaigns.
 - **Photography:** Regularly update and maintain the photo database to support marketing and sales efforts.

- Freelance Graphic Designer (Key Projects)**
Self Employed, Perth WA | September 2022 - Present

- Client 1: On Site Marketing Solutions**
Brisbane, Queensland | June 2024 – April 2025
- **Website Design:** Designed user-friendly, mobile-responsive websites, cross-collaborating with the marketing team and web developer
 - **Print Materials:** Designed product catalogues and annual diaries with a strong emphasis on layout, typography, and delivering high-quality, print-ready files for production.
 - **Digital Marketing:** Produced social media content and brand assets for digital platforms.
 - **Email Campaigns:** Developed and implemented email campaigns via Mailchimp, boosting audience engagement and conversions.
 - **Brand Identity:** Crafted brand strategies, including logo design, color palettes, and visual guidelines.
 - **Client Collaboration:** Ensured effective communication and timely delivery, fostering long-term client relationships.

SOFTWARE & TOOLS

- Adobe Creative Suite (AI, PSD, InDesign, Premiere Pro)
- Figma
- Microsoft Office Suite
- WordPress, Wix, Squarespace, Basic HTML
- Google Analytics (Basic), Google Ads (Basic), Meta Ads (Intermediate)
- SEO
- Mailchimp, Hootsuite
- AI Tools (Chat GPT, Claude.ai, Copilot)

SOFT SKILLS

- Creativity & Innovation
- Collaboration with Cross-Functional Teams
- Strong Communication (Verbal & Written)
- Time Management & Multitasking
- Attention to Detail
- Adaptability & Flexibility
- Client Relations
- Problem-Solving

EDUCATION

Bachelor of Design
Major in Graphic Design
University of Desarrollo, Chile | 2018

CERTIFICATIONS & COURSES

UX/UI Design Course
Coderhouse, Online | 2025

Google Digital Marketing & E-commerce Certificate
Google on Coursera | 2024

SEO Specialization
UC Davis on Coursera | On going

CAREER HISTORY CONTINUED

Client 2: All Access Hire
Brisbane, Queensland | March 2023 – June 2024

- **Digital Marketing:** Developed engaging content for digital platforms including social media, enhancing brand visibility and strengthening online presence.
- **Email Campaigns:** Designed campaigns, increasing engagement, loyalty, and conversions.
- **Illustration:** Produced custom illustrations for marketing materials across digital platforms.
- **Print Materials:** Developed commercial print assets with a focus on layout, typography, and high-quality file preparation.

Client 3: All Pumped Up
Brisbane, Queensland | Nov 2023 – June 2024

- **Print Materials:** Designed brochures, flyers, and merchandise for customer loyalty and brand promotion.
- **Digital Marketing:** Created social media graphics and promotional visuals, increasing online engagement.
- **Email Campaigns:** Designed targeted Mailchimp emails, enhancing audience engagement and conversion rates

For additional information on clients and projects, please refer to my portfolio or contact me directly.

Graphic Designer, Space For Experience
Santiago, Chile | January 2019 - January 2020

- **Ideation & Production:** Collaborated on the creation of innovative experiences and interactive artworks with a multidisciplinary team, ensuring assets were ready for both print and digital implementation.
- **Website Development:** Managed content creation, updates, and user experience improvements. Cross-collaborated with web developer to create all assets.
- **Social Media Strategy:** Collaborated on content generation and established brand voice guidelines for consistency.
- **Graphic Design:** Designed a range of graphics and elements to complement and guide the user experience across all developed projects.
- **Storytelling:** Collaborated in creative meetings to develop storyboards that captured the brand’s message, shaping impactful narratives for interactive experiences.
- **Research:** Conducted extensive research on technologies and trends based on project briefs to identify and propose innovative solutions tailored to client needs.

REFERENCE

Rose Bachler - Marketing Director On Site Marketing Solutions
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