

## I bring courage, laughter, a unique perspective on design, and (on occasion) a freshly baked pumpkin pie.

All my projects have my unique mark on them. I don't just make things that look nice on a page, I create, analyse, test, and think critically about everything that I do. It's so satisfying to be able to see a project through, from start to finish — especially when the final product is a new take on what we've seen before.

It's not all about me, though! Sharing ideas and collaborating with co-workers and clients is exactly what makes any good design great. I believe that in any creative process, it's the humans that are most important. Solving a problem, bringing a new product to life, or even just making the world a little better for those within it. I have a range of design experience — as a sole in-house designer, as part of a boutique design team, and also within a creative agency. It's time for my next adventure!

SEE MY WORK

## EDUCATION-

- 17 | +Acumen  
Introduction to Human-Centered Design
- 08-10 | Universal College of Learning (UCOL)  
Bachelor of Applied Visual Imaging

## MY TOOLS-

INDD	■■■■■■■	XD	■■■■■□
AI	■■■■■■■	AE	■■□□□
PS	■■■■■□	Bridge	■■■■■□
Acrobat	■■■■■■■	PowerPoint	■■■■■■■
DSLR	■■■■■□	Paintbrush	■■■■□□

## EXPERIENCE

### 22-23 | **Blacksheepdesign** Creative Lead Designer

Following the move back to my hometown, it is amazing to see how Palmy has grown. As Creative Lead Designer at Blacksheepdesign I have worked with two junior graphic designers, as well as a range of contractors. This role has allowed me a balance between staying on the tools (which I still adore) and mentoring and guiding less experienced designers.

During my time at Blacksheepdesign I have also massively expanded my experience with front-end web design and UX, working alongside an inhouse developer. I have also had the opportunity nail the basics motion design, most notably as a part of social media content creation.

#### Key projects

- Nuyarn
- Allflex
- NZR
- Waiora Taupō

### 20-22 | **Foundry Creative** Senior Designer

When looking for a new challenge, Foundry Creative caught my eye. A boutique creative studio that's been serving Wellington clients for the past 15 years. With an exciting mix of government clients and bespoke brand identities, this was an ideal place to move into a senior design role.

One of the key projects I have worked on is the full refresh of the Powerswitch brand. From visual identity, to website design, to TVC art direction, this was a great opportunity to expand my creative repertoire!

#### Key projects

- [Powerswitch](#)
- Queensgate
- Transpower

References available upon request.

### 18-20 | **Insight Creative** Intermediate Graphic Designer

Since my move to the best little capital in the world, I have worked with countless government departments and white-collar clients. Insight Creative has been a part of the NZ design scene for decades, and is well known for their clear, creative and client-first work.

The move to a larger agency means I am experienced in working with account managers, production teams, and a larger range of clients who have very diverse needs and objectives. I have continued to build my skills in idea-based graphic design, art direction, digital-based design, and even augmented reality experiences. But don't worry – there was still plenty of time for me to bring baking into the office to share!

#### Key projects

- [Kāinga Ora](#)
- [Victoria University](#)
- [Mashmaster](#)

### 16-18 | **Legend** Graphic Designer

Previously known as Good Graphic Design, Legend is an award-winning, creative studio based in Taupō. The transition from in-house design to agency was an exciting change and a big learning experience for me. With a diverse range of clients I brought new products to life, promoted holiday destinations, designed epic spaces, shaped and refreshed countless brand identities, and also had the opportunity to engage with the rich Māori culture that the central plateau is proud to champion.

#### Key projects

- [Taupo Pure](#)
- [Whaiora](#)
- [Wai-O-Tapu](#)

### 12-16 | **Universal College of Learning (UCOL)** Graphic Design Coordinator

As the sole in-house graphic designer for four UCOL campuses, this was a very diverse position. My main role was graphic design for the marketing team, which involved design almost every advertising channel available. I was involved in enforcing and interpreting the new corporate brand guidelines as well as expanding upon the new, youthful look that was created. I was one of a small team that lead the UCOL website upgrade project in 2016, the bones of which still stand today!