



RESUME | AGGIE MCADAM

Agnieszka McAdam

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SKILLS

- Illustrator / Vector graphics
- InDesign / Page design
- Experience Design XD
- Photoshop/Image editing
- SharePoint Classic and Modern
- Microsoft Team and Office 365
- WordPress
- After Effects
- Premiere Pro
- Adobe Live Circle Designer
- Microsoft PowerPoint
- Microsoft Visio, Microsoft Word, Microsoft Excel
- Apple Mac interface
- Ability to create engaging experiences at any point to increase

- revenue and loyalty, while improving operational marketing efficiency
- Ability to establish priorities and meet deadlines
- Excellent communication and customer service
- Ability to multi-task and handle several projects
- Exceptional interpersonal skills
- Scheduling and events coordination
- Organised and detail oriented
- Research and planning
- Administrative support
- Content marketing/Mail Chimp Campaign
- Regulatory compliance

- Strong commercial awareness
- Ability to liaise with various stakeholders
- Create tailored content
- Expert levels in Creative Suite (CS) (Adobe, InDesign, Illustrator, Photoshop)
- Solid skills in graphic design, with an eye for typography, layout and idea generation
- An understanding of web usability and information architecture, including knowledge of wire frames, prototyping tools and mock-ups (UI & IA Design)

EDUCATION



2015

- Diploma of Graphic Design - CUV50311| Australian Business Academy in Canberra Registered Training
- Organisation registered by ASQA to deliver vocational education and training (VET) services.

1997

- Master's Degree from Adam Mickiewicz University in Poznan, Poland qualifying as both a primary and a secondary school art teacher.
- Qualification recognised in Australia

EXPERIENCE



April 2023

Graphic Designer for St Vincent de Paul Society National Council of Australia Inc

- Development and delivery of creative layouts and graphic approaches to support high quality, timely and effective engagement activities, campaigns and strategies using both digital and traditional formats.
- Delivery of the Society communication priorities through understanding of design principles and high proficiency Adobe design software.
- Application of SVDP National Council of Australia Inc branding, creation and interpretation of program brand guidelines and production of accessible documents to Web Content Accessibility Guidelines (WCAG) standards.
- Maintaining productive working relationships with internal and external stakeholders, providing specialist advice to ensure successful outcomes.
- Liaising with staff at all levels about the production of work, facilitating clearance and finalising design and delivery.
- Interpretation of creative briefs and provision of professional guidance and creative direction to achieve desired outcomes.
- Creating artwork for all marketing and business collateral using Adobe design software (InDesign, Illustrator and Photoshop, After Effects, Premiere Pro)



From November to March 2023

Graphic Designer APS6 for The Department of Infrastructure, Transport, Regional Development, Communications and the Arts

- Devising, developing and production of creative digital design products using a range of technologies to meet specified project requirements and ensure the production of innovative, effective design solutions across a range of media.
- Ensuring all developed assets follow departmental brand and style guidelines and meet accessibility requirements (WCAG 2.1 AA).
- Managing client proposals journeys from plan through to design, print and final production including liaising with external printing services.



From January to November 2022

Content Designer APS6 for Department of Employment and Workplace Relations

- Development of information architecture with prototype and user accessibility evaluation
- Development, implementation and evaluation of strategic communication activities in SharePoint for a wide variety of channels and for a range of audiences.
- Conducting user research interpreting and leveraging web insights from user research activities to ensure the content meets user needs.
- Production and publishing Data Management Strategy in both print and digital mediums
- Supporting and gathering deliverables into client-ready presentations
- Applying an expert understanding of clients' needs, business objectives, and brand goals to inform insightful concepts while enhancing others' knowledge
- Writing user stories, mapping journeys and analytics, conducting user research in Azure DevOps in Agile methodology setting
- Managing website content updates and publishing/editorial workflows

● From August to November 2022

Senior Communications Officer for Australian Electoral Commission (AEC)

- Development, implementation and evaluation of strategic communication activities including, but not limited to, advertising campaigns.
- Creation of quality communication content for a wide variety of channels and for a range of audiences.
- Sound and timely communications advice and assistance to internal and external stakeholders.
- Communication and management of the relationships with team members, business areas and external stakeholders.
- Development and delivery of AEC's external communication activities at a federal election and other electoral events.

● From February to July 2021

Visual Designer/Policy Officer for Australian Department of Education Skills and Employment

- Production publishing and promotion of the International Education Strategy in both print and digital mediums; that is suitable for consumption by all levels of government, the public, business and academia.
- Researching and liaising with subject matter experts, internal stakeholders and content developers to transform existing content and produce new content that is inclusive, accessible, actionable, useful content and visually consumable to a diverse set of audiences
- Management, customisation and presentation of information in the production of:
 - Strategic publications including the Australian International Strategy for International Education
 - visual assets such as info graphics and charts
 - print and presentation material including guides, policy and workshop presentations.
- Delivery of the Agency's communication priorities through understanding of design principles and high proficiency Adobe design software.
- Application of Government branding, creation and interpretation of program brand guidelines and production of accessible documents to Web Content Accessibility Guidelines (WCAG) standards.
- Liaising with staff at all levels about the production of work, facilitating clearance and finalising design and delivery.

● From October 2020 to January 2021

Graphic Designer for ACT Government with Suburban Land Agency

- Development and delivery of creative layouts and graphic approaches to support high quality, timely and effective engagement activities, campaigns and strategies using both digital and traditional formats.
- Delivery of the Agency's communication priorities through understanding of design principles and high proficiency Adobe design software.
- Application of ACT Government branding, creation and interpretation of program brand guidelines and production of accessible documents to Web Content Accessibility Guidelines (WCAG) standards.
- Production of animation in After Effects and Adobe Premiere for social media.
- Maintaining productive working relationships with internal and external stakeholders, providing specialist advice to ensure successful outcomes.
- Liaising with staff at all levels about the production of work, facilitating clearance and finalising design and delivery.
- Interpretation of creative briefs and provision of professional guidance and creative direction to achieve desired outcomes.
- Understand and work within the ACTPS Code of Conduct and ACTPS values of respect, integrity, collaboration and innovation, and model behavior consistent with the ACTPS Respect Equity and Diversity framework.
- Plan design concepts from design or project briefs
- Creating artwork for all marketing and business collateral using Adobe design software (InDesign, Illustrator and Photoshop, After Effects, Premiere Pro)

● From April 2020 to October 2020

Marketing & Graphic Designer for 2021 Census Project Australian Bureau of Statistics

- Marketing Campaign, creative brief development
- Research, prepare and gather materials/ideas for creative design for upcoming Australian Census Test and recruitment campaign
- Plan design concepts from design or project briefs
- Amend, adapt and edit artwork following stakeholder feedback and amends
- Create artwork for all marketing and business collateral using Adobe design software (InDesign, Illustrator and Photoshop, After Effects, Premiere Pro)
- Create business templates for key stakeholders
- Prepare final layout – ensuring it is print ready or accessible in any other format
- Maintain an excellent approach to the quality and consistency of artwork
- Ensure compliance with wider standards and procedures (brand guidelines)

● March 2019

Project name : Interaction Designer for Aged care self-service prototype for APIS consulting Department of Health

- Digital prototyping and interaction design
- Creating artifacts for user testing
- User research and design
- User journeys, workflow
- Service design maps

● From August 2018

Graphic Design Coordinator - Touch Football Australia Graphic Design Coordinator

- Undertaking and coordinating a broad range of graphic design and multimedia projects and tasks consistent with the TFA visual guidelines and brand protocols.
- Graphic design concept developments, production schedules and deliverables aligned to arrange of digital and communications/brand strategies that contribute to the implementation of TFA's strategic and sport operational plans and business development activities.
- Mapping the customer journey with the brand
- Creation of personal experiences across every channel.
- Production and Visualisation: organisation charts, KPI for different states, graphs for Annual Financial Report, participation info graphics
- Production of service blueprint diagram that explains how a service works by using Adobe XD animation function with interactions.