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Anna Linda Collins

Graphic Designer, Illustrator, Animator

I graduated from UNSW with a Bachelor's degree in Media Arts in 2017. Since then, I have been gaining experience both within agencies and as a freelancer in graphic design and finished art. I have experience working within a variety of team structures and dealing directly with clients. My focus lies primarily in advertisement, from social media to shopper marketing, where I have had the opportunity to tackle diverse client projects. The varying nature of clients I have worked with has enabled me to explore a wide array of graphic design techniques and approaches. I am always eager to embrace new creative challenges.

My current role is Artwork Co-ordinator for a marketing communications company working with a top Australian FMCG brand. Their unique model of onsite hubs has helped me develop relationships directly with our clients teams. Since being apart of their company my team has successfully resigned with them when they went to tender and also won supplier of the year at their internal awards ceremony.

With over 6 years of experience I have proven proficiency across the Adobe Suite, particularly in Photoshop, InDesign, Illustrator and After Effects, alongside competency in Microsoft programs. I have a strong understanding of hierarchy and design space to help campaigns meet objectives effectively. With a solid understanding of the print production process, I believe my portfolio demonstrates my ability to deliver in both print and digital mediums.

CONTACT

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Sydney, Australia

EDUCATION

Bachelor of Media Arts
UNSW Art & Design
Graphic Design & Animation

SKILLS

Photoshop
Illustrator
After Effects
InDesign
Wordpress
Design for Office Suite

REFERENCES

Supplied on request

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EXPERIENCE

LITHOCRAFT - ARTWORK COORDINATOR

2020 - PRESENT

In my role, I am responsible for coordinating artwork requirements within my companies on site hub model. This involves liaising with design agencies, suppliers, and internal stakeholders to ensure the timely delivery of artwork assets. I actively contribute ideas to drive savings, productivity and managed workflow and timing expectations between clients and our team.

I have become proficient in interpreting loose briefs and responding with creative solutions that meet needs and budget constraints, including sourcing fonts and imagery to build key visuals and graphics. I am responsible for taking key visuals and developing a set of assets for shopper marketing and ecom. There are also times where I am required to create key visuals for campaigns from scratch within brand guidelines.

Key skills I have developed within my role are designing for print, conducting quality checks on all jobs, ensuring accuracy and adherence to industry and brand standards. This helped sharpen my attention to detail and commitment to delivering high-quality work. A large part of my role is creating mocks to support new product solutions for our clients for point of sale.

In the realm of digital and social media, I have designed assets for both B2B and B2C campaigns, projects, and platforms. This involves creating work that will engage audiences and enhance brand visibility across diverse channels including video, e-commerce and static posts.

I am most proud of the strong relationships I developed with internal client groups as this was integral to ensure smooth project delivery.

PAPAYA PR - GRAPHIC DESIGNER

MARCH 2019 - JUNE 2020

As the sole graphic designer within a team of five, I was responsible for the visual identity of the Papaya brand, as well as for our clients within the food and beverage industry, including establishments such as Fernery Mosman, The Oaks, and Manly Spirits.



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EXPERIENCE

PAPAYA PR - GRAPHIC DESIGNER

Cont.

One of the achievements during my time at papaya was developing the brand with a complete overhaul of the Papaya Website. This project though internal helped my skills of interpreting and responding to complex briefs while working alongside other creatives to reach the desired brand objectives. I was also responsible for enhancing the SEO of the website and increasing traffic.

I provided support for photo shoots, image editing, and general tasks as needed, contributing to overall project success and team effectiveness. This helped expand my versatility and development in various aspects of the creative process.

STUDIO MATRIX (NOW DUK) - JUNIOR GRAPHIC DESIGNER

AUGUST 2017 - OCTOBER 2018

Initially under the guidance of other designers I grew in my role and transitioned into leading creatives within the team and managing work and expectations of new interns that came through. Most of the work completed was digital for social media for beauty, fashion, lifestyle and automotive brands. A standout would be leading visual creation for a Sydney Mercedes advertisement.

STUDIO MATRIX (NOW DUK) - INTERNSHIP

APRIL 2017 - AUGUST 2017

Working under the supervision of a team of the lead designers I quickly gained the skills to work independently on client tasks. Tasks ranged from social campaigns to print collateral for our clients mostly within the beauty, fashion and lifestyle categories. When I was two thirds of the way through my internship I was on board to become a permanent employee.

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EXPERIENCE

FREELANCE - GRAPHIC DESIGN

DECEMBER 2017 - PRESENT

Freelancing for a range of businesses and agencies I've had the opportunity to contribute my skills to a diverse range of projects, gaining invaluable experience along the way. These companies range from large organisations such as ANSTO where I created a suite of assets for a large event to small private businesses such as Flowpoint where I created a set of new logos and held them with a car wrap. Additionally, I've worked with prominent agencies such as Hogarth and Urban Agency, where I've been contracted for extended freelance assignments. These experiences have exposed me to a wide array of tasks, allowing me to develop a versatile skill set.

While at Urban Agency, I helped in the brand development of Solotel Venues, with a focus on freshening their assets for social and print while remaining within their brand guidelines to help drive traffic to the venues. I was also used to bring managing directors ideas to life for tender pitches.

During my time at Hogarth, I engaged in various projects spanning production, storyboarding, Key Art creation, and the development of HTML5 ads across many of the Hogarth clients - BIG W, BAYER, Village Roadshow. This experience provided me with new insight into different aspects of the creative process and sharpened my ability to deliver high-quality work across diverse mediums.

Overall, my freelance experiences have equipped me with a broad skill set.