

SUMITA MAHARAJ CV

EXPERIENCE

Cornwell Design

Senior Designer
November 2015 - present

I am the senior creative in Cornwell's Sydney office. My role involves art-direction and design across multiple touchpoints primarily in the property sector. Brands I have worked for include NAB, Camilla, Mirvac, Frasers, White & Partners, EG and Fridcorp.

IdeaWorks Y&R Group

Senior Designer/Art Director
July 2014 - November 2015

My role involved art-direction and design across print, digital and motion-graphics. I worked closely with Creative Director and am responsible for projects from initial brief through to completion. Brands I worked across included Samantha Wills, Dick Smith, Move, Rebel, Pet Barn, Payless Shoes and Microsoft.

Freelance Senior Designer

September 2013 - June 2014

I have freelanced with clients from a diverse range of industries and produced work for digital, broadcast and print. Companies include: GPY&R, JOY, Animal Logic, Network 10, News Limited, The Art Gallery of NSW, Foxtel, Ink Project, Archibald Williams, The National Grid.

Network Ten

Design Consultant- Sales Integration
May 2011 - September 2013

My role involved art-direction, motion-graphics, concept development, storyboarding and some project management across three free-to-air channels (Ten, One and Eleven). I liaised directly with the network art director and sales & strategy team.

TV1 & SciFi Channels

Mid Weight Graphic Designer
March 2008 - May 2011

I was a graphic/broadcast designer for TV1 and the Sci Fi Channel. I was responsible for both on-air graphics and printed marketing material. I worked closely with Creative Director and promo producers & was responsible for projects from initial brief through to on-air broadcast. I worked in a small team to tight deadlines and managed projects independently.

University of Technology

Design Tutor (Part -Time)
March 2006 - December 2007

Computer & Studio tutor for UTS Visual Communications students. My role involved teaching technical and conceptual aspects of design, as well as critiquing and grading projects. I worked closely with subject co-ordinators and lecturers to establish lesson plans and course objectives. Curriculum included logo design, branding, motion graphics and magazine design.

Medusa Designs

Junior Graphic Designer
March 2006 - September 2006

I was a graphic designer in small but busy studio. My work included identity development, branding, packaging design and environmental design. I was responsible for taking projects from initial brief through to implementation. As well as preparing files for print and proofing artwork.

EDUCATION

2013
General Assembly
UX Design course (3 months)

2012
Tractor Design School
Digital Design Industry course
Industry Scholarship winner

2005
TAFE- Enmore Design Centre
3D Modelling and Animation in MAYA
(short course)

2000-2004
University of Technology, Sydney
B. Design (Visual Communication)

PROGRAMS

After Effects, Photoshop CC,
Illustrator CC, InDesign CC,

AWARDS & PERSONAL PROJECTS

2012 Tractor Design School
Industry Scholarship winner

2011 Gold Promax ANZ Best Collateral
Material for TV1 Noir Calendar

2011 Bronze BDA World
Bound Piece for TV1 Noir calendar

2011 BDA World Gold finalist
Bound Piece for Sci Fi Book

2009 Soya Awards finalist
in Visual Communication category

2009 Included in A Murder of Crows exhibition

2008 Bronze BDA World
Art direction & design for PSA Surf Lifesaving

2008 Silver Promax World
Content Promo, On-air Consumer Tie In
Promo for Movember

2007 FWA Site of the Day Award
for animallogic.com

2003 'one-sid'ED' desktop calendars
I co-designed and produced illustration
based year calendars. They sold through
Published Art and Ariel Bookstores.