

Sebastian R K Designs

Resume 2017

Graphic Designer

sebastianrkdesigns.com

ABOUT ME

EXPERIENCE

🏠 TOMKIN AUSTRALIA PTY LTD

Graphic designer and social media manager JUN 2013 - MAY 2016

- Re-branded Chef inox, Tomkin's leading brand and a well known product across the Australian hospitality industry and can be found in almost every commercial kitchen.
- Designed and coordinated various packaging and branding projects, working closely with printers and both domestic and international factories.
- Produced a large variety of printed marketing material, such as catalogues containing 1000+ items, smaller scale brochures, posters, information booklet and shelf wobblers. As well as working with sales managers, purchasing department, photographers and printers.
- Designed content for Tomkin's social media accounts and website banners, studying the analytics to improve with each posting.
- Conceptualised and developed colour-ways and prints for products, e.g. JAB Sorbet and JAB Pop&Splash ranges.
- Responsible for all in-house photography
- Managed multiple projects simultaneously meeting deadlines in a timely manner, staying under budget and up to and above expected quality. Working individually and within teams.

🏠 FREELANCE

Graphic designer MAR 2011 - Present

- Confetti London, presentation, poster, bag, website redesign (2016/17)
- Call Systems Technology, brochures, digital design, presentation (2016)
- Branded Bottelio, by thesauceco.de, designed their logo, business cards, website and mobile app. (2014)
- Re-branded Apples and Honey Preschool, designed their logo, poster, brochure and website. (2015)
- Branded Azoogi, designed their logo. (2014)
- Re-branded the ZCNSW. (2011)
- Designed the 2013 National Maccabi Carnival branding and marketing material. (2012)
- Designed the logo for travelyenta.com (2013)
- Re-branded the ZCNSW. (2011)
- Created countless posters and flyers for non-profit organisations and sporting teams such as Hillel, Stand Up, Network, Maccabi Rugby Club, Derech Eretz and Aviva. (2011 - 2015)
- Redesigned Mayoh Architects stationary, e.g. fee proposal, letter head, report template, invoices, email signature, title blocks, etc. (2015)
- Designed the graphics and invitation to Amy & Oliver Berger's wedding. (2015)
- Designed the branding for Mackie Eighty Fifth birthday. (2015)
- Gorilla Stack's website. (2016)
- JBOD community app. (2016)

🏠 ENERGI DESIGN

Graphic designer work experience APR 2011

- Designed brand concepts Pespi Dark and Pepsi Black
- Developed packaging concepts for Kettle Chips
- Assisted on every project available to me

🏠 DESIGN CENTRE ENMORE

Advanced diploma of graphic design 2012 (Credit)

- Create mass print media advertisements
- Create mass electronic media advertisements
- Research and apply concepts and theories of creativity
- Establish, negotiate and refine a design brief
- Manage design realisation
- Manage intellectual property to protect and grow business
- Manage projects
- Design web environments
- Engage in the business of graphic design
- Originate graphic design for complex briefs
- Extend typographic design expertise
- Develop and execute advertising concepts
- Develop graphic designs for packaging
- Develop graphic designs for branding and identity
- Establish and maintain safe professional practice
- Implement design solutions

🏠 DESIGN CENTRE ENMORE

Diploma of graphic design and communications 2010 - 2011 (Credit)

🏠 DESIGN CENTRE ENMORE

Certificate IV of design 2009

- Extra electives in entertainment design and illustration

SKILLS

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CONTACT

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