

Megan (Isabella) Davies

ARTIST / GRAPHIC DESIGNER / CREATIVE DIRECTOR



In order to create an unforgettable brand experience, I seek to gain a solid understanding of the message and the audience. When a project has really hit the nail on the head, it's because I've had the opportunity to become deeply familiar with the ideal customer- if I know what makes them tick, that's when I can really make confident design choices. If all of our decisions are led by this relationship-building approach, I can create visual language that 'speaks' to the customer in a way that feels relevant to them.

P: +61 408 643 405 | E: HELLO@MEGANISABELLA.COM | W: MEGANISABELLA.COM

Design Industry Experience

2010 - NOW *Owner & Designer | Megan Isabella Design*



Freelance design, illustration and art studio. Recent highlights include: campaigns for Garden City Shopping Centre, murals at Fromage and Market Eating House (Bunbury), fabric design for Ivy & Matilda, collaboration with Huts & Bay (Korea).

2014 - 2017 *Graphic Designer | AHG Automotive Holdings Group*



Main responsibilities include: digital & print design for AHG WA, digital & print design for all 36 dealerships & their manufacturers, collateral for corporate events. Skills: press ads, point-of-sale material, signage, flyers, website design, app design, edm design, google display and other digital asset design, branding, event collateral, document design, brand-rollout and implementation, training for marketing coordinators.

2012-2014 *Graphic Designer / TPG Town Planning & Urban Design*



Main responsibilities included: desktop publishing of reports and tenders, design of marketing materials, design consultation & ideas. Projects of note: Heritage Perth Newsletter, Curtin University Place Activation Plan, The TPG Pocket Guide.

2011-2012 *Graphic Designer / Pigeonhole*



In-house designer for successful local retailer in the gift & lifestyle industry. Projects included: jewellery & accessory design, wholesale catalogue design & layout, web graphics and ad-hoc design.

Studio Internships & Freelance Visits



STUDIO BOMBA
In-House Freelance 2011



TURNER DESIGN
Student Internship 2010



BLOCK BRANDING
Student Internship 2009

Education

ADVANCED DIPLOMA OF GRAPHIC DESIGN

*Central Institute of Technology
2008-2010*

BEAUMONT AWARD WINNER 2010

*A graduate award
acknowledging her ability to
combine learned technical skills
with her artistic ability.*

BA COMMUNICATIONS & CULTURAL STUDIES / BA FINE ART

*Curtin University of Technology
(Undergraduate) 2006-2007*

Technical Skills

Adobe Creative Suite



HTML/CSS



Mailchimp & EDM design



Illustration/Art



“Megan led by example with her professionalism, her communication and her work. She has always been willing and able to provide clear, concise feedback, helping me to improve my own solutions and process.”

CHRISTOPHER LEOPARDI *Mentee, Internship at AHG*

Professional Development



THRIVER CIRCLE MEMBER / BUSINESS BOOTCAMP COURSE 2016

Online business community & course, 2016



ENTOURAGE UNCONVENTION 2016

Entrepreneurship Conference + Sale & Scalability Workshop, 2016



B-SCHOOL GRADUATE 2014

Marie Forleo's B School- Online marketing course



VILLA MANAGEMENT WORKSHOP 2017

Ground Zero- Social Media Marketing Workshop

Familiar Apps & Software



References

AIMEE KO

*Current Freelance Client
There Is - Studio Manager*

M: 61438 920 448

T: 618 9228 4111

E: aimee@there-is.com

CHRIS LEOPARDI

*Curtin University Mentee
(Internship) at AHG*

E: chrisleopardi7@gmail.com

Public Projects

PUBLIC MURALS

Fromage Artisans, Perth, 2017

Market St Eating House

Bunbury, 2017



WEST ELM FEATURED LOCAL POP-UP SHOP

West Elm Perth, 2017



UPMARKET EXHIBITOR

Upmarket September, 2016



ENEX 100

Christmas Tree Design, 2013

KING ST STUDIO

*Coworking space member +
group exhibition, 2012*

ILLUSTRATION WORKSHOP

*Ran workshop as part of
Pigeonhole's Cabin Fever 2010*

Social Media



[@meganisabelladesign](#)



[facebook.com/meganisabella](#)



[pinterest.com/meganisabella](#)

FORM.

PROFESSIONAL MEMBERSHIP FORMWA

AGDA

ASSOCIATE MEMBER OF THE AUSTRALIAN GRAPHIC DESIGN ASSOCIATION