

Monica Tuohy

ADDRESS

25 Howe Street
Murrumbena Vic 3163

TELEPHONE AND EMAIL

9504 4774 [BH]
9504 4775 [Fax]
0410 346 292 [Mobile]
mtcreative@optusnet.com.au

CAREER SUMMARY

A senior graphic designer with proven creative flair, tempered with extensive computer and problem solving skills. Ten years' combined experience in web and graphic design, specialising in building websites and creating graphics for Small to Medium Enterprise businesses. Demonstrated knowledge of all major graphic and web design software, with ability to be highly creative under pressure. Experienced on both Mac and PC platforms. Strengths include:

- Retail design • Web site design • Page design • Photo retouching
- Illustration • Team Leadership • Project management

EDUCATION

Ass Dip CAAD - Computer Aided Art and Design	Barton TAFE	1994 - 1995
Bachelor of Arts [Visual Arts] - Majoring in Graphic Design	Ballarat University College	1990 - 1992

TECHNICAL SKILLS

Photoshop	InDesign	Dreamweaver	Acrobat
Illustrator	QuarkXpress	Siteworks	

CAREER HISTORY

Mar 2003 to present

MT CREATIVE (Freelance/casual work)

Working for small to medium sized retail businesses and service professionals. The various design work includes Website design, Graphic design projects include business cards, letterheads, logos, brochures, press ads, calendars, catalogues, posters, cards and preparing artwork and liaising with clients and printers. Clients Include:

Sportsmart

Work assignments:

- Press Ads. Create mono and colour ads for the HeraldSun, The Age and Leader Newspapers.
- Print Ads. For The Australian Tennis Magazine.
- Catalogues. Create layouts, typeset, colour correct and clip photos and prepare pdf files for print.
- Website. Create images for uploading onto Sportsmart website.

Sportime

Work assignments:

- Catalogue. 212 pages. Create layouts, typeset, colour correct and clip photos and prepare pdf files for print.
- Retail Sale Flyers. 2-4 pages. Create layouts, typeset, colour correct and clip photos and prepare pdf files for print.
- Website. Create images for uploading onto Sportime website.

Vibrant Printing

Work assignments:

- Create and design business cards, letterheads, logos, brochures, press ads, calendars, catalogues and posters.

Peregrine

Work assignments:

- Create travel maps in Illustrator for their Peregrine Adventures catalogues

Talent2

Work assignments:

- Building on-line study courses for companies to inform their staff about their company and procedures.
- Adjust, create and correct graphics for use in the online courses.

Website Design

Create and design websites in Dreamweaver. Work required: Creating page layouts and navigation, typesetting, colour correction and creating montages of images, animations, button and image rollovers, activating links, building forms and pdfs for downloading for the following clients:

- Manningham Function Centre • Harris House Kitchens • Mordialloc Secondary College
- Mt Erin Secondary College • Myrna Hepburn Pty Ltd • Manoir Homewares

CITYSEARCH/SENSIS

Website Designer

OCT 1997 - NOV 2002

May 1999 – Nov 2002

Responsibilities:

- Create and build online information sites, and maintain sites via corrections, whilst meeting set production standards
- Take direction from Design Manager and Team Leaders and respond to instructions regarding suggestions for site improvements to meet established design standards.
- Implement new work concepts/initiatives/procedures as directed by Manager
- Keep a comprehensive record of completed and in-progress sites/features to assist in the tracking of workflow.

Achievements:

- Recognised with a team award in Feb/March 2002 for completing a consistently high production volume of new sites and changes
- Demonstrated excellent analytical and interpretative skills in relation to the production of client websites, resulting in a low return rate
- Communicated effectively with designers, customer service, Internet Layout Advisors and clients in order to provide appropriate design solutions for the client
- Integral member of team who willingly worked additional hours to eliminate backlogs, complete urgent sites and meet production target

Team Leader / Web Designer

Nov 1998 - May 1999

Responsibilities:

- Guide and train Designers regarding site specifications/design standards to satisfy client requirements and production levels whilst increasing/developing their design skills
- Prepare workflow/production reports for weekly team meetings with Design Manager
- Prepare monthly report for Design Manager to present at Management Heads Production Meetings.
- Develop methods/concepts to motivate designers to achieve production goals and work satisfaction.
- Assist Design Manager with the performance management and assessment of team members
- Create, build and maintain online information sites, and meet production goals

Achievements:

- Introduced a variety of team motivation activities which, over a period of eight [8] months, encouraged designers to meet the required productivity rate.
- Assisted in the development and implementation of a weekly statistics form which recorded the daily production figures of each designer and highlighted any issues within the design department
- Design-checked all team members work and provided designers with constructive feedback which resulted in a consistently high level of quality sites and a strong confidence amongst team members

THE AGE NEWSPAPER

APR 1997 - FEB 1998

Graphic Designer (Casual)

Responsibilities:

- Created mono and colour editorial graphics to tight deadlines, to support articles in the news, business and sport sections of the paper

FREELANCE GRAPHIC DESIGNER

1996 - 1997

Assignments include the creation of:

CFEnterprises Business Letterhead

Omega Cricket Club Calender, Scorecards and Posters;

East Bentleigh Playgroup Documentation;

Seminar Programmes; and

sporting club certificates, montages/collages and formal party invitation to order

INTERESTS

Body: Netball, walking and cooking

Mind: Illustration, invitation and card design, floristry, furniture restoration and re-upholstery

Spirit: Reading, meditation, aromatherapy and The Mighty Saints.

REFEREES:

Available on request