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PROFESSIONAL EMPLOYMENT



GLO HAINES | DIGITAL AND GRAPHIC DESIGNER

March 2010 – Present

Achievements

Created my first responsive website

Using the web design program, Pixel Together I designed a website for the Ocean View Hotel. Without a previous site to use as a base, there were thorough discussions with the client about the content, colour palette, imagery and overall feel.



THE BODY SHOP | FREELANCE GRAPHIC DESIGNER

August 2015 – September 2015

Achievements

Designed 24 types of POS in two days

With a very tight print deadline, I produced \$45,000 worth of POS, for the launch of a new product. As it was my first week, I had to quickly learn The Body Shop style and ensure that the artwork matched previous campaigns. There was also international artwork that had to be adapted to Australian printers guidelines. Most importantly, I had to understand how the POS elements were laid out in the actual stores.

Responsibilities

Posters and flyers for The Body Shop at Home channel from concept through to finished art

Ads for Marie Claire and Sunday Life

Electronic direct mailing (EDM) artwork

Social media artwork for Facebook and Instagram

POS such as window decals, die cut stands, posters, table toppers and pricing cards



NEWSAT LIMITED | DIGITAL DESIGNER

November 2010 – July 2015

Achievements

Designed collateral for a Washington DC event

NewSat organised a customer event with Melbourne Theatre Company, bringing David Williamson's *Rupert* to Washington DC. I liaised with MTC to develop the pre and post edm's, print invitations and managed RSVP's. I designed customer gifts including a signed *Rupert* print, travel wallet, luggage gift tag, a passport style brochure and had to consider the logistics of transporting it all to Washington DC.

Launched a website in three weeks

Jabiru-2 was NewSat's first microsite designed for desktops, tablets and smartphones. I designed all the flats and the interactive animations which had to convey technical satellite information. The site was successfully launched at an industry lunch in Sydney.

Responsibilities

Designing brochures, ads for international magazines and merchandise from concept through to finished product.

Annual reports, investor newsletters and other financial documents

Electronic campaigns in the email platform, Marketo. All the html templates were modified in Dreamweaver

Maintained the website using the CMS, Joomla



PENGUIN | GRAPHIC DESIGNER

June 2007 – November 2010

Achievements

Extensive Popular Penguins campaign

There were many evolving design elements including posters, POS, transport ads and banners with cross-department stakeholders. Working with two other designers I also had to prepare artwork for a launch video with a very short turnaround time.

Responsibilities

Design of extensive catalogues, posters, headers, POS and lightwalls

Ads in prominent magazines such as Good Weekend, Women's Weekly and national newspapers

Marketing material for licensed brands Mr Men, Spotand The Very Hungry Caterpillar

Websites (from concept through to functional site)

Ad banners (Flash and gif formats) and eDMs

Liaised with printers to organise schedules, quotes and packaging options



DELOITTE | GRAPHIC DESIGNER

November 2005 – June 2007

Achievements

From graduate designer to managing designers

In less than two years I progressed from a Graduate Designer to meeting with clients, organising quotes and delegating jobs to other designers.

Responsibilities

Proposals, invitations (print and electronic), brochures, posters, animations

Photoshoots

Quoted jobs

Liaised with Deloitte clients across Australia

EDUCATION



Bachelor of Design, Communication Design

Swinburne University, 2003 – 2005



Bachelor of Business, Marketing

Swinburne University, 1996 – 1998

REFEREES

Available on request.