




DEBRA STRATFORD

CREATIVE MEDIA PROFESSIONAL

*this is me.*

## 01 | profile

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 designqueen.co.nz

 Auckland, NZ

## Hi, I'm Debra

A creative media professional and lover of caramel corn, classic arcade games, astrology, kittens, and shiny things.

Choose me if you want a passionate and highly creative Designer with many transferable skills including years of experience in studios producing designs for advertising, publishing, pre-press and websites.

I bring a strong branding background, professionalism, passion and qualifications in both design for print and online designs as well as end-to-end task management skills, familiarity with deadline driven environments and a love of dealing with clients.

### skills

Graphic design / Pre-press / CMYK  
 Digital graphics / Front-end web design / Pixels  
 Media production  
 Branding  
 Proof reading / High attention to detail  
 Deep understanding of media channels  
 Active listening + Interpreting briefs  
 Natural problem solving abilities

### specialties

Skilled use of Typography  
 Long document layouts (Word to PDF)  
 Brand continuity  
 Catalogues  
 Advertising  
 Publishing  
 Image optimisation  
 End-to-end design management  
 Increasing studio efficiency

### qualifications

**Diploma of New Media (Digital) Design**  
 Media Design School | 2002

**Highly Commended in Design**  
 MDS Industry Judging Panel | 2002

**Trade Certificate in Typography**  
 (Bachelor's Degree equivalent)  
 AUT | 1997

**Digital Citizen Engagement for Government Masterclass**  
 Liquid Learning | 2015

### application proficiency

Mac + Windows operating systems  
 Adobe Creative Suite  
 Photoshop, InDesign, Illustrator, Acrobat, Dreamweaver  
 Microsoft Office  
 Word, Excel, PowerPoint, Outlook  
 Wordpress  
 HTML, JavaScript, CSS, Basic PHP  
 FTP  
 MailChimp  
 Xero

**CREATIVE LEAD / BRAND MANAGER****FORENO TAPWARE** | 2018-2019

Visual brand development for three brands / Catalogue concepts + graphic design / Packaging + labels  
Promotional campaigns / Advertising design + production / Large-scale exhibit branding /  
Social media graphics / Website content updates / Concepts + ideas for new collections /  
Photography coordination

**FREELANCE GRAPHIC DESIGNER****DESIGN QUEEN** | 2008-2018

Logo design + branding / Brand development / Print layouts / Pre-press design + production /  
Tender + Bid documents / Promotional products / Web design, development + maintenance (HTML/Wordpress)  
Banners, GIFs, social media graphics / EDMs / Commercial printing

**DIGITAL COMMUNICATIONS LEADER****FAR NORTH DISTRICT COUNCIL** | 2014-2015

Idea development / Delivery of local government campaigns / Brand development /  
Facebook content admin + social media graphics / Management of content + maintenance of 5 websites /  
Intranet administration + staff training / Email signature design + implementation (for 300+ staff) /  
Support the Communications Manager

**SENIOR MEDIA DESIGNER****PUMPKIN PATCH CHILDRENSWEAR** | 2010-2011

Graphic design for catalogues, websites + POS advertising / Team leader for the digital design team  
Website content administration (large scale) for 4 countries / Creation of eCatalogues + Lookbooks /  
Photo retouching / Support the Studio Manager

**GRAPHIC DESIGNER – PRINT & DIGITAL****AUSTRALIAN DOCTOR & NZ DOCTOR** | 2005-2008

Creation of ads for multiple magazines / Display advertising design / Classified ad design /  
Page layouts including ad coordination / Final pagination of Classified pages / Redesign + production of IVS  
Annual book + website / Produce MIMS New Ethicals book + website / Management + updating content on  
multiple websites / Moderation and content management of a public health forum

**WEBMASTER / OFFICE MANAGER****PACKAGING COUNCIL OF AUSTRALIA** | 2002-2004

Development of two national competition websites / Design + maintenance of multiple company websites /  
Creation of the first online Australian Packaging Industry Directory Introduction of online subscriptions /  
Updating website content Day-to-day management of a small office (4 staff) / Accounting duties + payroll /  
Personal Assistant to the CEO

Previous roles:

**ADVERTISING SCHEDULER** @ TELEVISION NEW ZEALAND | 2000-2001**PROFESSIONAL TEMP** @ AUSTRALASIAN TEMP COMPANY | 1999-2000**DISPLAY ADS DESIGNER / CLASSIFIEDS SUPERVISOR** @ THE NORTHERN ADVOCATE | 1997-1999**APPRENTICE TYPOGRAPHER** @ TOP PRINT / KAITAIA PRINTING.COM | 1994-1997

( If for some reason the links on this page do not open, you can view my folio at designqueen.co.nz )

# 03 | showcase



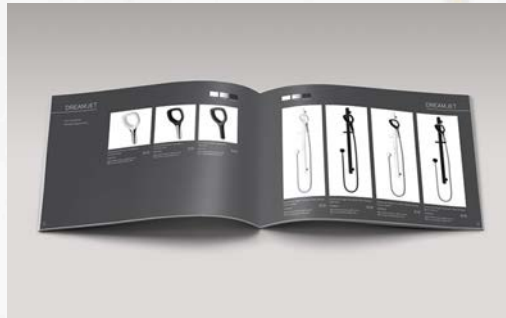
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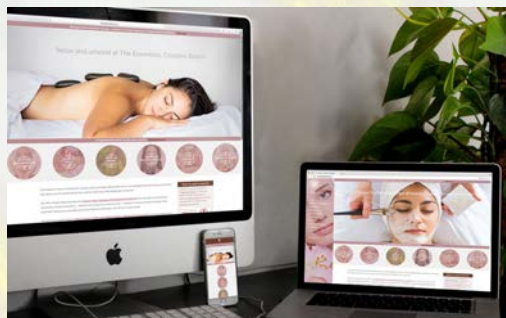
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The background is a marbled pattern with flowing, organic shapes in shades of light grey, white, and gold. The gold veins are thin and irregular, creating a sense of movement and depth. The overall texture is soft and ethereal.

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