

# Y A S M I N E   W O N G

Art Director/ Senior Integrated Designer

## EMAIL

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## WEBSITE

[www.yasminewong.com](http://www.yasminewong.com)

## HELLO

0426533325

Hey there! I'm Yasmine. I'm a proven creative with a track record of 15 years experience in over four different countries and collectively 80 companies worldwide. Flexible in my approach and at home with creating for Coke as I am for small local businesses, such as Notud, my zeal and purpose ultimately, is to make my clients and customers and feel and look good. Adaptable, convicted in my execution and design and confident in being able to navigate uncertain waters whether that be in a team or by myself.

I have a design degree (COFA UNSW) majoring in graphic design, minoring in jewellery and product design. 15 years experience in adland, Corporate as well as innovation labs/startups, I've been on the ground working with some really exciting campaigns and rollouts. Living and working in four countries inclusive of the United Kingdom, France, Papua New Guinea as well as my hometown, Sydney, Australia. My experience spans regions in APAC and EMEA through my connection whilst working in various advertising agencies through this channel.

Envisioning, executing and creating something to the highest standard so that a city and the general public get to enjoy what we have to offer and living amongst something that you created, is next-level job satisfaction, personally speaking. Learning and on boarding is a continuous cycle for a creative like me. I incorporate this approach in my work and everyday life. It's a constant learning and listening process.

I'm detailed oriented, flexible, efficient and love a good laugh with my mates/colleagues on the in between, it keeps me humble. When I'm not on the tools, you'll find me playing basketball, hockey, cooking or learning something new.

If you think we'd gel/collaborate well, feel free to give me a call on my mobile or email me as per above (details in my banner).

Cheers  
Yasmine

My resume is interactive - click on my website (uptop) to view my some of my work to date.  
Website passwords (double encrypted, case sensitive)  
Password 1: P@ntoneyellow  
Password 2: Pantoneyellow

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## Education

College of Fine Arts (COFA)  
UNSW  
Ecommerce, TAFE  
North Sydney

## Skillset

Type setting  
Art direction  
Branding  
Layout and design  
Front end coding  
Logo design  
Artworking  
Infographics  
UI  
Consultation  
Client-side  
Agency-side

## Environments

Studio  
Agency  
Corporate  
Innovation Labs

**Sydney, Australia** 2007- present

**Papua New Guinea** 2007 - 2009

**EMEA** 2012 - 2016

**London, UK** 2013 - 2015

**Boullion, France** 2014

## Software



### Willoughby City Council | Feb 2022 - Present | Senior Designer

I have worked for Willoughby City Council for over a year and a half working on various branded collateral within the sustainability sector for renewable energy and initiatives, mar comms and Willoughby City Council corporate branded signage, events and PR, following brand guidelines. Other adapted collateral include digitally designed/printed items for Willoughby Symphony Orchestra, Culture Bites and individual social media posts relating to our Livewell campaigns in-house for local Willoughby events

### Foodini Jun -Nov 2022

#### Freelance designer

designing for this startup which catered to those that were allergic and intolerant to dairy, gluten, and vegan friendly - this app used google mapping to help locate restaurants they could eat at, specifying their intolerances into the app. Designing - including esignature, eDM's, branded collateral for print: Flyers, Posters, Banners and Stand Cover Sheets, App Interface redesign and amends, Social media CMS integration with Planable, content creation, copywriting and website blog updates/design branding. Specific branding done for Sydney and Melbourne states.

### Notud | Aug - September 2022

#### Lead Events Designer

Notud is an Integrated Online Handwriting and Paperless Notes for Professionals app and program that is run on your tablet and mobile devices - it helps health professionals work seamlessly with invoicing and manual notetaking to solve and promote legible and integrated invoicing and efficient note taking simultaneous and efficient storage or health records taken by health professionals. Design and adhere their branding through to their marketing collateral and event stands.

### 808 Design Republic | Jan 2019 - Present | Senior Designer/Art Director

Design Republic is my own registered company that I have been freelancing for since 2019 to present day. Projects and roles are as per below.

### The Hallways Group Oct -Dec 2021 | Freelance Senior Designer

Ideating and conceptualising a new brand identity for Zip Co. Having worked inhouse for them previously gave me the inside knowledge to know where they came from and what they represented and how their affiliations with ambassador brands would fit into their new identity, logo and branding incorporating their lavender "window" new font and wanting to incorporate realtime imagery along with their marketing collateral. Concept was approved and submitted.

Suncorp had a significant brand changover since the 1980's focusing on insurance for a younger target market - and as such I was hired to instill the new look and feel established by their Creative Directors across their print, digital and social channels, all whilst retaining their goodwill from past imagery.

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### **CX Lavender Aug - Oct 2021 | Freelance**

Working on their digital, social and ideation boards - my role was to be primarily on the tools ideating, designing and building for their clients: Westpac, Bank of Melbourne, St George Bank and Bank of South Australia within their digital comms, servicing B2B and B2C UI/UX sites and mobile interface build out. Continuing to adhere to each of their brand guidelines, tone and specified banking T's and C's.

### **All Good Collective SeaO<sub>2</sub> Nov 2021 - Mar 2022**

#### **Senior Designer/Art Director**

SeaO<sub>2</sub> were formed with leading scientists and industry experts to develop bespoke solutions for each complex marine ecosystem. Driven by science, our projects centre on the design, engineering and construction of marine habitats to promote ocean biodiversity, and to produce sustainable marine products. Conceptualising their brand and aesthetic, build out the website using adobe suite paired with a squarespace website to reflect the vision of the main owners and government stakeholders.

<https://www.seao2.com.au/about-us>

### **AnalogFolk Jun - Oct 2021 | Senior Designer/Art Director**

Conceptualising and executing the new branding for NewsCorp Australia across their user interface for their new website - collaborating with their international team in London and Hong Kong to conceptualise how the new face of news media is consumed alongside their longterm strategy. Use of live media channels and algorithmic keyword search all whilst adhering to their new brand guidelines.

<https://www.newscoaustralia.com>

Helping to rebrand across their digital collateral for Afterpay for their interactive QR code collaboration activation event with partners such as Nike, Adidas and Sony.

### **Republic of Everyone Nov 2020 |**

#### **Senior Designer/Art Director**

Creating an inhouse pitchdeck to win business for consumers and businesses, represent their inhouse goodwill and generally present BCorp statitics.

### **Headmark | Nov - Dec 2019**

#### **Freelance, Senior designer**

Project: Working on Christmas 2019 roll out for Muffin break, MilkLab branding posters and basic template animation for Tyres

### **Apparent Communications | Oct - Nov 2019**

#### **Freelance, Senior designer**

Project: VMware white papers, VMware eDM design and roll out, Unyolked x Wild Turkey Reserve campaign conceptualisation across socials

### **Zip Co/Zip Pay | Aug - Oct 2019**

#### **Contract, Senior Digital Designer**

Project: Designing their core branding via B2B and B2C channels, Social media posting, Mobile campaigns, Back to school campaign 2019, Spring fashion campaign 2019 and general rebranding update.

### **Napoleon Perdis | Jul - Aug 2019**

#### **Freelance, Senior designer**

National Lipstick Day, Christmas banners/collateral, Packaging die cuts, re-branding, Christmas 2019 conceptualisation, social media posting

### **Cheil Australia Aug 2018 - Feb 2019**

#### **Freelance, Senior designer**

Contractor, Senior designer working on: Samsung S10 Launch Samsung Care and Samsung VIP Events

### **Finity Consulting | Nov 2016 - 2018 Aug**

#### **Lead designer**

working on Videos, Finity events, Social media eDM creation and execution, Hootsuite, Mailchimp, Typeform, Banners, powerpoint presentations, pitches, re branding, infographics, consultation, Product branding, wordpress, web UI for their Market Finesse product and winning 5 million dollars worth of business via our business pitch documents and content.

### **Optus in-house design / Optus Innovation**

#### **'Yes' Labs | Apr- Sept 2016**

Senior graphic designer, Contract working on Optus SMB Campaigns, Optus English Premier League Sports Channel Brand core - banners, Web UI, application design, flyers, events invites

### **Ernst and Young**

#### **Apr - July 2016 Macquarie Bank | Jan - Apr 2016**

Contractor, Senior designer working on quarterly reports, powerpoint presentations, EY Marketing collateral, infographics

### **Premiers Cabinet Government NSW**

#### **Jan - Apr 2016**

Preparing and designing for all branding collateral for event banners, across comms, pitchdeck for the now existing trams and lightrail, refining of concepts sticking to brand guidelines and the new gradient logo - rebranding subsequent collateral.

### **Freelance 2007 - 2016 | Australia, London, UK and Paris**

See companies on the next page for my "Visual CV"

Companies I've worked with



Brands I've worked on

