

DEBRA STRATFORD

CREATIVE PROFESSIONAL



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Auckland, NZ + open to remote / hybrid roles

PORTFOLIO

Please visit debrastratford.com to see a curated selection of my work

QUALIFICATIONS

DIPLOMA OF NEW MEDIA (DIGITAL) DESIGN

Media Design School | Auckland, NZ

TRADE CERTIFICATE IN TYPOGRAPHY

(Bachelor's Degree in graphic design equivalent)

Auckland University of Technology | Auckland, NZ

INTERESTS



Espresso



Hot yoga



Jet setting



Cocktails



LOL'ing



Outdoorsy stuff

REFEREES

References are available upon request.

A highly skilled creative professional with strong foundations in graphic and digital design with over 20 years of experience in creating appealing, targeted deliverables tailored for maximum impact to the intended audience.

A true creative with the added benefits of industry knowledge, logical reasoning, a collaborative approach to projects, many transferable skills, 'big picture' thinking, endless enthusiasm and a genuine passion to produce beautiful, strategic design solutions.

AREAS OF EXPERTISE

- | Brand guardianship
- | Corporate design
- | Web design
- | Styling + photography
- | Hybrid graphic design (print + digital)
- | Design for advertising
- | Media production
- | Proof reading + editing

KNOWLEDGE BASE

PRINT Graphic design | Pre-press | DPI | CMYK

DIGITAL Web design | Front-end | WordPress | Pixels | Hex

PHOTO Styling | Capture | Retouching | Optimisation | RGB

TECHNICAL SKILLS + SOFTWARE

Mac + Windows operating systems

ADOBE CREATIVE SUITE

Photoshop, InDesign, Illustrator, Acrobat

MICROSOFT OFFICE

Word, Excel, PowerPoint, Outlook

Wordpress, HTML, CSS, Basic PHP, Basic JavaScript

MailChimp, Xero, Dubsado, Asana

EMPLOYMENT HISTORY

CREATIVE PROFESSIONAL / SENIOR GRAPHIC DESIGNER

| Freelance . Aug 2020 – Now

Helping private clients achieve their visual dreams through graphic design, custom WordPress websites and branding.

BRANDING + CREATIVE

| FORENO. + Voda Plumbingware + Kludi NZ . Consumer goods . 2018–2020

Creative direction of visual identity for 3 brands including brand re-positioning and execution of multiple campaigns.

MAIN ACHIEVEMENTS:

- Re-design of foreno.co.nz and implementing new features including product colour preview, database driven downloadable branded material, comprehensive GPS based Retailer map, streamlined products and content for a better user experience, moved support requests online for more accurate recording, tracking and reporting
- Creation of content for various media including printed catalogues, home shows, merchant promotions, packaging and online/digital.
- Leveraged brands through expert, strategic graphic design and the creation of brand guidelines to ensure optimal brand recognition and maximise profitability and business growth through establishing consumer engagement and brand trust
- Creating a library of artistic product photos for use in marketing collateral

RESPONSIBILITIES:

Brand guardianship, Concepts + ideas, Graphic design, Universal branding, Promotional campaigns, Advertising design, Print production, Exhibit branding, Social media graphics + admin, Website content + updates (CMS), Photo shoot planning, direction + styling

MEDIA DESIGNER

| Design Queen Limited . Advertising agency . 2011–2018

Graphic design, Logo design, Branding, Pre-press design + production, Tender + Bid documents, Promotional products, Web design, development + maintenance (CMS, HTML, WordPress, CSS), Digital, Social media graphics, EDMs, Commercial printing.

LEAD COMMUNICATIONS DESIGNER

| Far North District Council . Local government . 2014–2015

Assisting the Communications Manager to deliver local government messages to the general public through engaging design and informative mediums including digital, roadside signage, reports and documents.

MAIN ACHIEVEMENTS:

- Creation and execution of the 'Be Water Wise' campaign, an initiative to conserve water across multiple districts in the Northland region - liaising with three councils and development of the website bewaterwise.org.nz
- Increased brand awareness through interactive social media and grew the FNDC Facebook audience by 475% in 12 months, through engaging posts, content and monitored page admin
- Project leader for the design, implementation and education for company-wide database derived branded email signature for 445 staff

RESPONSIBILITIES:

Ideas + brand development, Design + production of annual reports + long documents, Facebook content admin + social media graphics, Management of content + maintenance of 5 websites, Intranet administration, Staff training (intranet + CMS), Support to Comms Manager

SENIOR MEDIA DESIGNER + TEAM LEADER

| Pumpkin Patch Childrenswear . Global fashion retailer . 2010–2011

Graphic design for printed catalogues, websites + POS advertising, Website content CMS, administration (large scale) for 4 countries (NZ, UK, USA, SA), Creation of eCatalogues + Digital lookbooks, Photo retouching, Support the Studio Manager.

MAIN ACHIEVEMENTS:

- Initiating and creation of a printed marketing visual collateral archive for quick reference and easy staff access of past themes and campaigns

GRAPHIC DESIGNER – PRINT + DIGITAL

| CMPMedica Australasia . Medical publishing house (books + magazines) . 2005–2010

Magazine design + layouts, Advertising design, Page layouts + pagination, Design + production of *IVS Annual* and *MIMS New Ethicals* book + website, Management + content updates for multiple websites, Moderation + admin for an online public health forum, CMS management.