


LAUREN
BEDFORD CV
GRAPHIC
DESIGNER



Hello.

This is a little about me,
I would be delighted
to meet you in person
& show you what
I can do...

Lauren Bedford

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I am a young up-and-comer with a solid track record, a keen eye for detail, and an ability to work to brief and communicate across sectors, organisations, workplaces, and interests. I've been praised for my teamwork and energy, and I am constantly sought out by colleagues and contacts in need of design solutions. Highly motivated, I am able to multi-task and prioritise, delivering work on time and on budget. I am passionate about what I do and I won't stop looking for the best design, the best solution, and the best benefits for my team and my clients.

As a passionate designer I create usable and desirable designs that satisfy the needs of the people who interact with them as well as the goals of the organisations that produce them.

With experience in both print and online design, I am looking for a workplace where I can produce design-led business and marketing solutions for real-life needs. Admiring companies at the forefront of design, such as Frost Design, I have a growing desire to broaden my design skills into areas such as campaign design for TVCs as well as signage and interiors. I would love to do this in a collaborative, tightly knit, and dedicated design team.

Employment

2007 - present, Squiz Australia

Employed as a mid-weight Designer.

Main responsibilities:

- Liaise directly with clients to obtain a comprehensive brief in order to produce conceptual, creative frontend designs for the web.
- Manage and maintain our internal branding, ensuring brand continuity is maintained across print and online media throughout the interstate and overseas offices.
- Manage the production of print based design, liaising directly with the Marketing Department and our printer, ensuring work was produced on time and on budget.
- Manage, mentor and support junior staff members in the design team.

Key achievements:

- Within 2 years I have moved from junior to mid-weight designer & become a crucial part of the team and key contributor to the direction and focus of my Design Team.
- Produced designs that not only adhere to our CMS, but push the boundaries of its capabilities. By promoting the use of flash animation in a company that was not using it prior, we are now able to offer our clients more diverse and dynamic solutions, as well as creating another area of revenue for the company. This was most noticeably seen in the Dockside Group project (www.docksidegroup.com.au).
- Direct consultation with the Sales Department has allowed me to promote the print design skills within the Design Team. This has allowed us to offer a wider solution to our clients needs and has also shown to be another area of revenue for the company.

- Creative problem solver, designing solutions that meet tight deadlines and budgets. Took the lead with the design of Conference packs for our annual International User Conference for 200 delegates. The design was a noticeable improvement on previous years, coming in on time and on budget. It also served as a great sales tool by promoting the skills of the Design Team.

2007 - 2007, Eyes Wide Open

Employed as a casual designer.

Main responsibilities:

- Working closely with clients and Project Managers to develop their Corporate Identity through both print and online media.
- Print work was taken from brief to prepress production and online work was taken from brief to front end development.

2006 - 2008, Savills

Employed as a designer in the National Marketing Division.

Main responsibilities:

- The design and prepress management of a wide range of marketing collateral. This included press advertisements, promotional flyers and brochures.
- Managing and maintaining the Savills branding, ensuring brand continuity was maintained across all marketing collateral, throughout the interstate and overseas offices.

Technical Skills

On both a Mac and PC platform I have extensive experience with the following:

- InDesign CS4
- Photoshop CS4
- Illustrator CS4
- InDesign CS4
- Flash CS4
- Dreamweaver CS4
- Fireworks
- Microsoft Office

I also have a proficient knowledge of:

- Prepress production
- HTML code and CSS
- Designing for a CMS
- Web standards and Accessibility

Education

2007

Advanced Diploma (Web Design)
CATC

2006 - 2007

Diploma of Arts
(Graphic Design and Advertising)
CATC
Achievement: Awarded, CATC Award
for Outstanding Achievement
in Graphic Design

2005

Bachelor of Science (Advanced-Honours),
1st yr at University of Wollongong

2004

Higher School Certificate (HSC)
Engadine High School
Achievement: Visual Arts major work
was selected for Art Express

Outside graphic design, I like to use my creative skills for good instead of evil. I am part of the 'maker community', designing and creating my own clothes, arts and crafts. I love to dance! I'm a dancer and performer in Salsa, and often combine this love with another one: travel. I have travelled interstate performing to crowds of up to 1000 people, and when I am not dancing I am off seeing the world.

A little more
about me...

References and details of referees are available on request.