

Ellie Doolan

elliedoolan.com

0425 258 315

hello@elliedoolan.com

Professional summary

Drawing from my background as a graphic designer, I'm a multi-faceted digital designer, focusing on creating beautiful, functional designs. With collaboration, an eye for detail, and people leadership, I've facilitated workshops to define and enable the best-in-class design and democratise it for all.

Skills

Design

- › Web design
- › High-fidelity wireframing and prototyping
- › eDM design
- › Google ads & social media ads
- › HTML ads
- › Strategic branding
- › Brand creation
- › Creating to print ready specs
- › User Experience Design (limited)
- › User Interface Design
- › HTML5 (limited)
- › Microsoft template design

Tools & Tech

- › Adobe Creative Suite including XD, InDesign, Illustrator, Photoshop, AfterEffects & PremierePro (limited)
- › WordPress, Hubspot, Wix, Squarespace, Instapage, Unbounce & Shopify
- › Drip, Zoho, Mailchimp, Hubspot
- › Microsoft PowerPoint, Word & Excel
- › Google Docs & Google Slides
- › Figma
- › Miro

Research

- › Conversion rate optimization
- › Usability testing
- › Data driven A/B testing

Collaboration

- › Brand custodian
- › Training workshops
- › Design critiques
- › Detail oriented
- › Communicative
- › Brand discovery sessions

Education

Diploma in Graphic Design
2016 Martin College

Diploma of Language
2019 Griffith University

Certificate IV in Business Administration
2012

Referees

Bella Newton +61 421 636 823
Senior Copywriter & Creative Services Manager
align.me

Hugh Macfarlane +61 418 355 763
Founder & CEO
align.me

Brittany Shipton +61 419 151 396
Senior Digital Marketing Specialist
Mimecast APAC

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Work history

align.me – Lead designer, UI Designer & Mentor

MLB May 2020 - July 2022

Key tasks

- › Executed briefs to deliver assets within tight deadlines
- › Juggled various industries, clients and projects simultaneously
- › Data-driven design optimisation
- › Facilitating brand discovery sessions for key stakeholders and client executives
- › Auditing brands as part of client onboarding
- › Presenting concepts and leading branding or project meetings with client leaders and project managers
- › Operating as the brand custodian
- › Leading brand training and compiling internal resources (to act as a brand hub) for new members of the team
- › Collaborating with copywriting and web development teams
- › Strategic branding and brand analysis
- › Presenting design solutions to marketing associates, managers, company directors
- › Mentoring a Junior Designer
- › Overhauling of outdated processes (*Forseeing issues with processes and with the desire to improve day to day operations, I constructed, and pitched new project processes to the directors and senior marketers. The process was approved and set in place.*)

Brisbane Opal Museum – Digital Designer

BNE Feb 2019 - April 2020

Key tasks

- › Logo refresh
- › Designed print assets such as care leaflets, gift cards and shop signage
- › Technical drawings of the jewellery to deliver to the jeweller
- › Designing print advertising displayed at the Brisbane airport (flyer's, brochures and Shopalite panels)

Freelancing Graphic Designer

BNE, SYD, MEL 2016 - Current

Key tasks

- › Logo design
- › Web design
- › eDM design
- › Print advertising (brochures, magazine ads, event posters)
- › Stationery design and business cards
- › Style guide creation
- › Social media template design
- › Google & Microsoft template design
- › Digital illustration