

Ellie Doolan

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Professional summary

With 7 years experience, I'm a multi-faceted, detail-oriented graphic designer, focusing on creating beautiful, functional UI. I research, collaborate, and facilitate workshops to define and enable the best-in-class design and democratise it for all clients.

Work history

align.me – May 2020 - July 2022
Lead designer - Melbourne

Key tasks

- Designed and developed responsive wireframes and prototypes
- Thorough review of beta sites noting down bugs before publishing
- Close collaboration with copywriting and web development teams
- Worked through briefs to deliver assets within tight deadlines
- Presented design solutions using analytical thinking for marketing associates, managers, company executives, and key stakeholders
- Creation of creative assets including display ads, social media ads, templates, and print and web collateral
- Mentoring a Junior Designer (2021 – July 2022)
- Facilitating workshops
- Conceptualising and creating improved processes for internal team to uplift the agency's approach to design as a whole
- Auditing brands as part of client on-boarding process
- Operating as the brand custodian

Brisbane Opal Museum – Feb 2019 - April 2020
Designer - Brisbane

Key tasks

- Working closely with clients to create custom jewellery while maintaining their budget
- Providing quick sketches with enough detail for clients to uncover what they really like
- Drawing up a technical drawing of the piece to send to the jeweller along with specifications of metal, size, stone etc
- Designing print advertising displayed at the Brisbane airport. (Flyer's, brochures and Shopalite panels)

Freelancing – 2016 - April 2020
Designer - Brisbane

Key tasks

- Analysing local small businesses (cafes, restaurants, local musicians, independent photographers) as a junior designer and pitching improvements to their brand
- Primarily logo design, websites, EDM templates, social posts and print collateral (for example, cafe menu's, EP album art, magazine advertising)
- Setting up templates for consistency for the client to make their own social updates to match other marketing touch-points

Skills

Design

- Wireframing
- Prototyping
- Email design (EDMs)
- Google ads & Social media ads
- User Experience Design
- User Interface Design
- HTML5 (limited)

Tools & Tech

- Adobe Creative Suite including XD, InDesign, Illustrator, Photoshop, AfterEffects & PremierePro (limited)
- WordPress, Hubspot (inc plugins), Wix & Shopify
- Drip, Zoho, Instapage & Unbounce
- Microsoft PowerPoint, Word & Excel
- Google docs & Slides
- Figma (limited but have transferable knowledge from XD)

Research

- UX Research
- Usability testing
- A/B Testing

Collaboration

- Brand custodian
- Facilitating workshops
- Design critiques
- Detail oriented
- Communicative

Education

- Diploma in Graphic Design 2016 Martin College
- Diploma of Language 2019 Griffith University
- Certificate IV in Business Administration 2012

Referees

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