



Claire Cavalan

Graphic designer by trade, personality hire by you

0479 047 320
www.claire.cavalan.com
claire.cavalan1@gmail.com
LinkedIn: Claire-Cavalan

I'm a Sydney-based graphic designer with style, personality and flair which I bring to both the workplace and my designs. With multiple design qualifications under my belt, in addition to agency and freelance experience, I am seeking a challenging role in which I can apply my technical skills and experience delivering premium designs in an environment that strives for excellence and encourages innovation.

WORK EXPERIENCE

Freedom Australia

MID-WEIGHT GRAPHIC DESIGNER | Nov 22 – Jan 24

- Develop the new look and feel for upcoming promotions and sales for both digital and print. Then assembled detail-oriented overviews with various asset outputs to present to the head of Marketing.
- Manage the creation of all graphics-based material used to support 60+ Freedom stores across Australia and New Zealand, in line with the Freedom Brand Guidelines.
- This includes packaging, promotional window decals, wayfinding, informative POS, sticker sheets, store ad-hoc requests and more.
- Led design projects through to the end-to-end design, creating web assets, social media content, in-store flyers, EDM branded assets, Press Ads, Magazine Ads, Billboards, bus wraps and more.
- Delivered all Freedom Australia and New Zealand Magazine and Press Ads that appeared in Marie Claire, Home & Garden, InsideOut, HomeStyle and New Market reaching over 5 million people.
- Image editing to align with brand guidelines and design assets.
- Create and manage product packaging as per the Freedom style guide.

Leading Hand Design

DESIGN & CONTENT COORDINATOR | Mar 21 – Sep 22

- I handled end-to-end management of Compass' online presence, from design and content management to upload and distribution.
- This includes EDMs, web banners, tip sheets, checklists, image searches, industry research, and both paid and organic social media posts and reporting.
- I constructed all website pages in the back end using CSS StoryBlok.

Alphabet Studios

GRAPHIC DESIGN INTERNSHIP | Nov – Dec 2020

- Over the course of a 6-week internship, I developed the branding for FlickerFest 2021.
- I created the title treatment and style guide for the campaign.
- Liaising with internal and external stakeholders to roll out the assets across digital and print collateral.

EDUCATION

Design Centre Enmore

ADVANCED DIPLOMA IN GRAPHIC DESIGN | 2020

University of Canberra

BACHELOR'S OF GRAPHIC DESIGN | 2017

Istituto Europeo di Design

SEMESTER ABROAD IN BARCELONA | 2015

SKILLS

Design

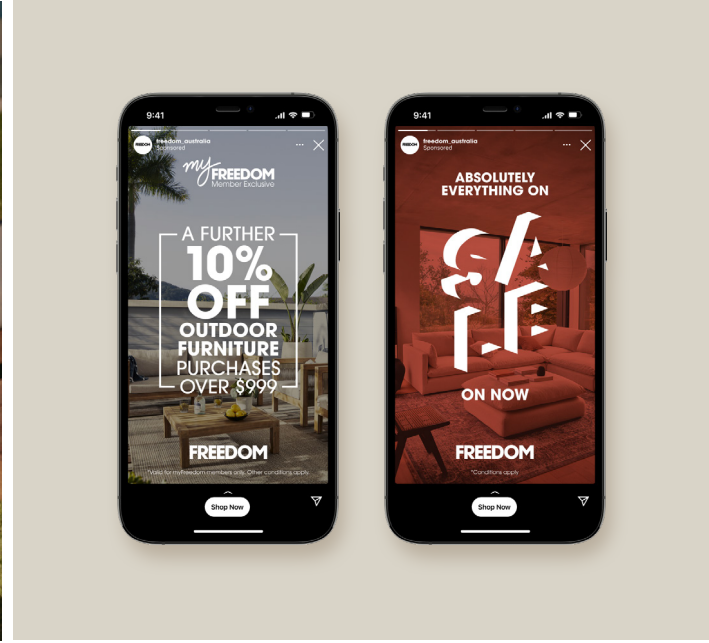
Design thinking | Packaging | Logo Design | Page Layout | Branding | Typography | Web Design | Project Management | Illustration

Design Programs



Industry Programs





Freedom Australia

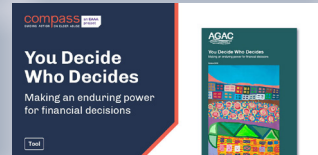
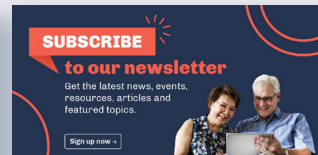
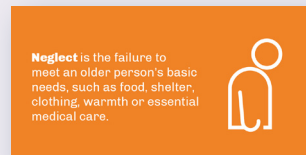
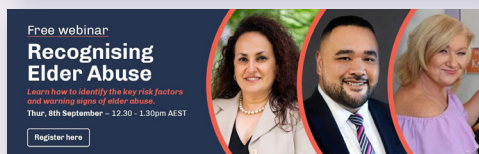
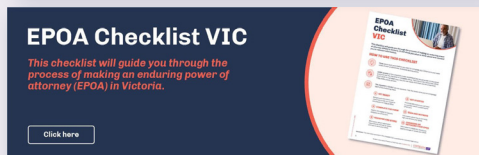
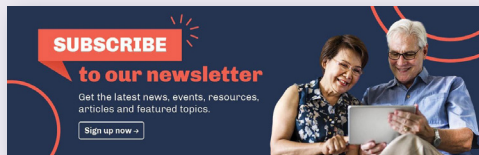
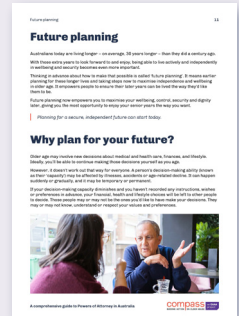
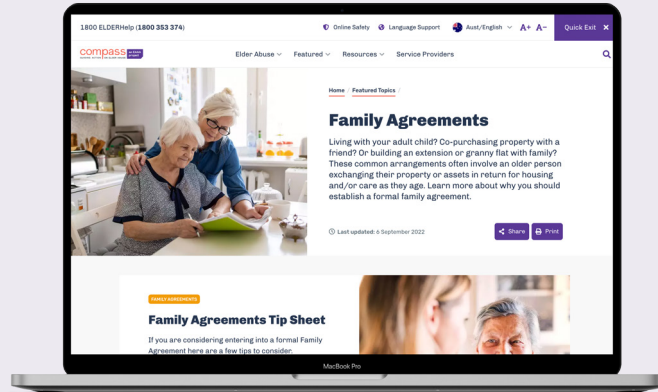
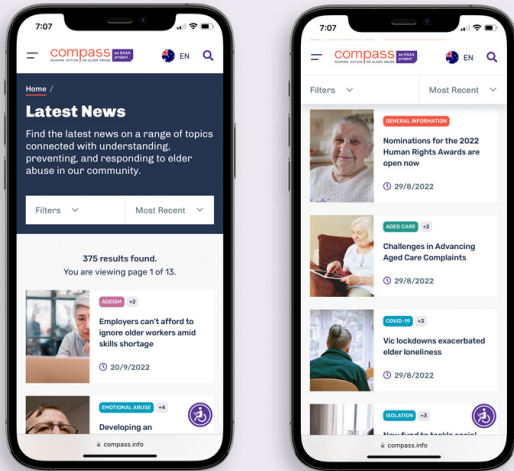
MID-WEIGHT GRAPHIC DESIGNER | Nov 22 – Jan 24

As the Mid-Weight Graphic Designer within the Creative Marketing team executed promotional campaign assets for both digital and print.

I developed and executed concepts for upcoming campaigns and assembled detail-oriented overviews communicated with all asset options presented. These were used as a style guide on how to create and implement each asset.

I championed all print assets for both Australian and New Zealand stores. Working closely with the head of Visual Merchandising I prepared and artworked all external window decals, wayfinding, informative POS, packaging and store ad hoc requests.

I created all Freedom Aus & NZ Magazine and press ads that appeared in Marie Claire, Home & Garden, InsideOut, HomeStyle, New Market and more.



Compass.info

DESIGN & CONTENT COORDINATOR | MAR 21 – SEP 22

WHAT WAS MY ROLE?

I was the *Design and Content Coordinator* for Compass with Leading Hand Design. In this role, I was responsible for the design of all Compass collateral; this includes reports, web banners, social media tiles, EDMs and more. I also manage the online distribution of news, events and resources on a daily basis.

WHAT IS COMPASS?

Compass is an online hub for resources on navigating elder abuse in Australia. It aims to jump-start the national conversation about elder abuse and streamline the process of connecting people to information and support services.



FlickerFest

GRAPHIC DESIGN INTERNSHIP | NOV – DEC 2020

BRIEF

Design the digital and print collateral for the 2021 Flickerfest short film festival in the style of Baz Luhrmann's *Moulin Rouge!*

PROCESS

I researched previous posters and title treatments for *Moulin Rouge!* and with the help of the team

at Alphabet Studios I hand crafted the title treatment which was inspired by the original poster as well as the spiegeltent.

SOLUTION

The final design incorporates Australian elements such as the beach and seagulls and the classic story of *Moulin Rouge!*

LOVE SONG DEDICATIONS

(WITHOUT RICHARD MERCER)



NEW OWNER



Riverside Theatre

TITLE TREATMENT & ROLLOUT | MAR 2021 – SEP 2022

BRIEF

While working at Leading Hand Design I designed assets for Riverside Theatre. Our role was to create title treatments that reflect the stories of upcoming shows.

PROCESS

We were provided a description of the show and a tone that the title treatment should reflect.

SOLUTION

For the show *Love Song Dedications (Without Richard Mercer)* the title treatment resembles neon lights that are found in bars and radio stations.

For *New Owner* the O in *Owner* resembles a dog collar with an empty dog tag to show the dog is lost and in need of a new owner.



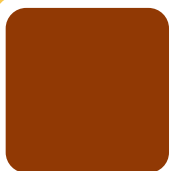
COOKING WITH **Mads**



COOKING WITH
Mads



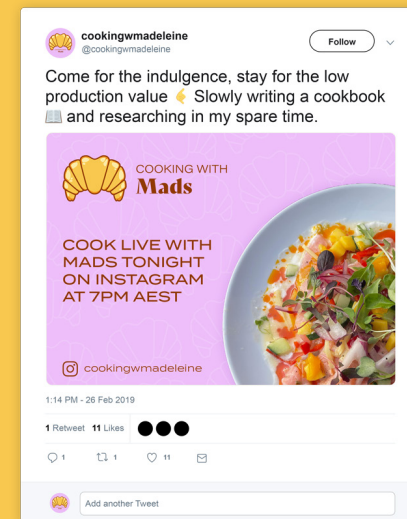
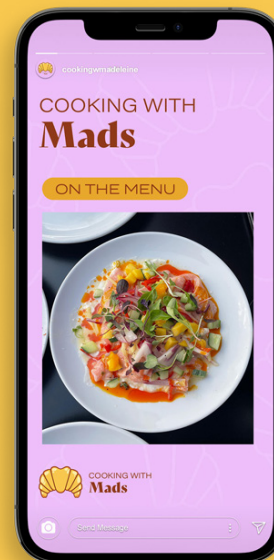
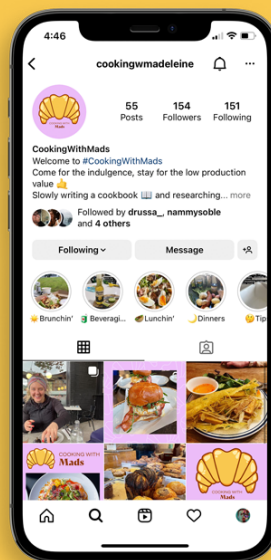
Hex ECBCF9
C10 **M**28 **Y**0 **K**0
R236 **G**188 **B**249



Hex 913904
C28 **M**84 **Y**100 **K**28
R145 **G**57 **B**4



Hex F8C84F
C2 **M**21 **Y**80 **K**0
R248 **G**200 **B**79



Cooking with Mads

LOGO AND BRANDING | 2022

BRIEF

To design a bold, fun and approachable logo incorporating baked goods and the letter 'M'.

PROCESS

I sketched out various baked goods to find a shape that was flexible enough to fit into the letter 'M'. After workshopping some options and landed on a croissant.

SOLUTION

The cartoon style and strong colours help the design to be welcoming and personable.

The use of the croissant resembles Mads' light and fluffy brand and personality.

For this project I designed a primary and secondary logo, a pattern and various assets for social media.