



Phone 0409 149 600  
claudia@freesoul.com.au  
www.freesoul.com.au

Claudia Cepin *Graphic + Web + UI + UX Designer*



## IN A NUT SHELL

I am a very experienced graphic + web + UI + UX designer with a post-graduate diploma in graphic design (RMIT).

- Over 15 years industry experience in graphic, web and UI design working with marketing and project managers and print companies
- Agile development experience
- UX and interaction design creating and translating wireframes into UI
- Working to brand guidelines and within budget
- Dedication, attention to detail, high level of enthusiasm, commitment and drive
- Embracing new technologies, the internet and social networking

## SKILLS

SOFTWARE				
100%	100%	100%	100%	100%
love my MAC	experienced	practical	practical	experienced
experienced	experienced	practical	experienced	experienced

## KNOWLEDGE BASE

- Pre-press print
- Landing pages
- Corporate branding
- Social media
- Digital banners
- Landing pages + EDM's

## STRENGTHS

- Time management
- Attention to detail
- Project management
- Work in teams
- Reliable
- Confident
- Set priorities
- Resourceful

## LOVES & LIKES

- Typography
- Pop-up books
- Photography
- Design
- Info graphics
- Quotes
- Reading
- Technology

## EXPERIENCE

- Digital** UI, UX, Banners, Website structure, EDM's, Landing pages, CSS web style guides, CMS
- Creative** Logo design, brand guidelines, stationery
- Information** Signage, forms, wayfinding, graphs, event collateral
- Promotional** Flyers, brochures, advertising
- Publications** Annual reports, newsletters, tenders, books, magazines

## EDUCATION

### SCHOOLS

- 2006 ▶ 2008 Post-Graduate Diploma in Graphic Design (with Distinction) RMIT, Melbourne
- 1996 ▶ 1997 Desktop Publishing College WIFI, Graz (Austria)
- 1993 ▶ 1996 Studies in English and German, Karl-Franzens University Graz (Austria)

## LANGUAGES

- English ★★★★★
- German ★★★★★

## REFERENCES

- View my recommendations on LinkedIn, Send a request to connect with me.
- Call Barbara Champion, CEO Play Australia on 0419 363 666 for a reference.

## CAREER TIMELINE

- 2013
- Open Universities Australia  
Graphic/Web/UI Designer  
(11/12 – until now)
- Achievements:
- *Open Training Institute*: Desktop and mobile UI design, brand-, web-, video- and visual style guide, working closely with UX, marketing and development team, developing promotional material, EDM templates, landing pages, digital banners, stationery, Facebook templates, [opentraining.edu.au](http://opentraining.edu.au)
  - *Open2Study* free online offering: Desktop and mobile UI/UX design, web-, video- and brand style guide, suite of badges for gamification, promotional material, EDM templates [open2study.com](http://open2study.com)
  - *OUA Homepage* refresh UI design: rotating banner, modular content area, branded icons design [open.edu.au](http://open.edu.au)
  - *Courses and Units* refresh UI design: branded icons design [open.edu.au/courses](http://open.edu.au/courses)
  - other tasks: infographics, page layouts for print and web, landing pages, cover pages, presentations, brochures, EDM templates, annual report, welcome kit ...
- 2012
- Eureka Report  
Graphic/Web/UI Designer  
(08/12 – 10/12)
- Achievements:
- *Save Our Super* website design: UI, logo design, digital banner ads, super guides, print advertising, working with dev team [saveoursuper.com.au](http://saveoursuper.com.au)
  - *Smallcaps* website design: UI, logo design, wireframes
  - other tasks: pdf guides, digital banner ads, print advertising
- Play Australia  
Graphic/Web Designer  
(08/04 – 12/12)
- Achievements:
- website design, logo design, website structure, CSS style sheet, icons, banners images, EDM template, working with dev team [playaustralia.org.au](http://playaustralia.org.au)
  - other tasks: training flyers, annual report, invitations, newsletter for print and web, marketing material, infogrphics
- Herniman Group  
Graphic/Web/UI Designer  
(08/07 – 07/12)
- Achievements:
- *Herniman Group* website design: Development, UI and site structure using HTML5, CSS3 and JQuery [hernimangroup.com.au](http://hernimangroup.com.au)
  - *Herniman Interiors* website design: Development, UI and site structure using HTML5, CSS3 and JQuery [hernimaninteriors.com.au](http://hernimaninteriors.com.au)
  - *Business of Smith Street* website design: UI and site structure, logo and image design using Wordpress [smithstreet.org.au/](http://smithstreet.org.au/)
  - other tasks: promotional collateral for Aged Living Fair, logo and signage designs for clients, brochures and flyers



## CAREER TIMELINE

	<p>Motorader Graphic/Web/UI Designer (01/12 – 08/12)</p>	<p><b>Achievements:</b></p> <ul style="list-style-type: none"><li>– <i>Motorader</i> website design: Development, UI and site structure using Wordpress motorader.com.au</li><li>– other tasks: icon and image design, product design, catalogue, brochures, letterhead and businesscards...</li></ul>
2011	<p>Insolar – Hot Water Systems Graphic/Web/UI Designer (10/11 – 03/12)</p>	<p><b>Achievements:</b></p> <ul style="list-style-type: none"><li>– <i>Insolar</i> website design: Development, UI and site structure using Drupal and Ubercart insolar.com.au</li><li>– other tasks: icon design for website</li></ul>
	<p>Jjaras – Farm Gate and Cafe Graphic/Web/UI Designer (08/11 – 09/11)</p>	<p><b>Achievements:</b></p> <ul style="list-style-type: none"><li>– <i>Jjaras</i> website design: Development, UI and site structure using HTML and CSS jjaras.com.au</li><li>– other tasks: brochure, letterhead and business cards</li></ul>
2010	<p>KPV (now ELAA) Graphic/Web/UI Designer (11/08 – 12/10)</p>	<p><b>Achievements:</b></p> <ul style="list-style-type: none"><li>– <i>OHS in Early Childhood Services</i> website design: UI and site structure, logo design, icon design, working with dev team ohsinecservices.org.au</li><li>– <i>Early Childhood Education Conference</i> website design: Development, UI and site structure, promotional collateral, conference program, sponsorship brochure, day pass and event maps togetherwegrow.com.au</li><li>– <i>Engage, Empower, Enact</i> conference website design: Development, UI and site structure, promotional collateral, conference program, sponsorship brochure, event map</li><li>– other tasks: brochures, letterhead and business cards, flyers, quarterly magazine, raffle collateral, monthly mailouts, training and events brochures, marketplace, tenders...</li></ul>
	<p>4WD Off Road Driver Training Web Designer (04/10 – 05/10)</p>	<p><b>Achievements:</b></p> <ul style="list-style-type: none"><li>– website design: Development, UI and site structure using HTML and CSS fourwheeldrivetraining.com.au</li></ul>
2009	<p>Kate Redwood Consulting Graphic/Web Designer (05/09 – 07/09)</p>	<p><b>Achievements:</b></p> <ul style="list-style-type: none"><li>– website design: UI and site structure, graphic design, working with development team kateredwoodconsulting.com.au/</li><li>– other tasks: letterhead and business cards</li></ul>
2008	<p>WHK Horwath Graphic Designer (02/08 – 12/08)</p>	<p><b>Achievements:</b></p> <ul style="list-style-type: none"><li>– event invitations, print ads, financial reports, newsletter, flyers...</li></ul>



## CAREER TIMELINE

- 2007  **ECMS**  
Graphic/Web Designer  
(03/03 – 10/07)
- Achievements:**
- *Early Childhood Management Services* website design: Development, UI and site structure using HTML and CSS
  - *Romp and Stomp Children's Day* website design: Development, and UI using HTML and CSS, logo design, promotional material, poster, events collateral
  - other tasks: letterhead and business cards, annual reports, conference collateral, programs, tender documents, logo designs, training brochures...
- 2005  **KPV (now ELAA)**  
Graphic/Web/UI Designer  
(11/08 – 12/10)
- Achievements:**
- worked on brochures, letterhead and business cards, flyers, quarterly magazine, raffle collateral, monthly mailouts, training and events brochures, tenders...
- 2005  **DVD Media**  
Graphic/Web Designer  
(09/00 – 03/05)
- Achievements:**
- *DVD Media* website design: Development and UI using HTML code
  - CD/DVD presentation and packaging
  - other tasks: brochures, letterhead and business cards, flyers, flash presentations...
- 2000  **CommunicoDesign Agency**  
Junior Graphic Designer  
(01/99 – 01/00)
- Achievements:**
- worked on brochures, letterhead and business cards, flyers, annual reports, logo design, infographics, folders and presentations...
- 1999  **Taglich Alles Newspaper**  
Junior Graphic Designer  
(01/98 – 01/99)
- Achievements:**
- worked on page layout and graphic design for the daily newspaper
- 1998  **First HTML website**  
Work Experience  
(01/98 – 06/98)

