



DIANA VIDEKA

SENIOR
DESIGNER



0431 569 229



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dianavideka.com



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CAREER SUMMARY

Most of my experience has been in working for design studios producing print and digital work for retail, government, corporate and service sectors. I have taken my projects from concept to finished art for various clients and mediums. The other areas I have worked in include UI/UX, multimedia, web and animation.

KEY STRENGTHS/SKILLS

Creative • enthusiastic • determined • resourceful • efficient • adaptable
• extensive and broad range of experience • project and people management skills
• high end pre press skills • problem solving • excellent communication and organisational skills • work well in a team or autonomously

SOFTWARE SKILLS

Adobe Creative Cloud Suite: InDesign, Photoshop, Illustrator, XD, Acrobat, Premiere, Final Cut Pro, Microsoft Word, Microsoft Power Point, Mailchimp, WordPress

EDUCATION

Graduate Diploma in Multimedia Victoria University (2014 – 2015)
Advanced Diploma of Art: Electronic Design & Interactive Media (EDIM) Victoria University (1995 –1998)
Certificate IV in Training and Assessment Southern Cross Training (2011)
Traineeship in Animation Imagine If Pty Ltd (1997 – 1998)

EXHIBITIONS

Group Show – Counihan Gallery, Brunswick, Victoria, Australia
Group Show – Chapel off Chapel Gallery, Prahran, Victoria, Australia.
Student exhibition – Victoria University.
Group Show – Blue Bar, Chapel Street, Prahran, Victoria.

WORK EXPERIENCE

FREELANCE GRAPHIC DESIGNER

BRIMBANK, KNOX AND MELTON CITY COUNCIL / VARIOUS OTHERS
JUNE 2022 – CURRENT

- Print, digital design and finished art for (branding, reports, brochures, flyers, presentations, outdoor signage, pull-up banners, logos, social media assets, web assets, digital pdf's etc.).

UI/UX DESIGNER

CREATIVEMASS
JAN 2022 – JUNE 2022

- Worked closely with product managers to design new application features and improve existing ones.
- Research UX best practices and design solutions.
- Design wireframes, interaction designs, visual designs, and prototypes.

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WORK EXPERIENCE CONTINUED

FREELANCE/TEMP SENIOR GRAPHIC DESIGNER

VARIOUS / BIG FISH CREATIVE RECRUITMENT AND HAYS
FEB 2013 – NOV 2021

- Print based design and finished art for (reports, brochures, flyers, presentations, outdoor signage and pull-up banners, packaging, point of sale, etc.).
- Brand identity and development.
- Creation of digital assets (banners, ads, animated gif's, social media, icons, etc.).
- Landing pages and EDM campaigns.
- Video development and production.

SENIOR GRAPHIC DESIGNER

LA TROBE UNIVERSITY
APRIL 2012 – NOV 2012

- Graphic design for publications, annual reports, posters, flyers, banners, signage and brochures. Pre-press and proofing.

FREELANCE GRAPHIC DESIGNER

FEB 2011 – MARCH 2012

- Graphic design for various clients.
- Brand development and packaging design.

SENIOR GRAPHIC DESIGNER

STANDOUT GROUP
MAY 2005 – DEC 2010

- Graphic design for a variety of clients and projects in a design studio producing brand identities and rollouts, magazine, packaging, merchandise, POS, brochures, posters, environmental signage, pre-press, illustration, advertising campaigns, copy writing, exhibition stands and website design.
- Manage clients, brands, projects, suppliers and media buyers.
- Art direction, training and supervising staff.

ADDITIONAL EXPERIENCE

WORK IN LONDON

- Web and graphic design for various clients.
- Worked in London for 12 months as a freelancer on web, print.
- Merchandise and packaging projects.

DESIGN MANAGER IN A MULTIMEDIA STUDIO

- Develop design proposals for print, multimedia projects and presentations.
- Art direction in a multimedia studio of six designers.
- 3D animations, websites, print and interactive projects.

REFEREES AVAILABLE UPON REQUEST