



CONTACT

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EDUCATION

The University of Sydney, Centre for Continuing Education

(Oct 2019)

Adobe AfterEffects Course

General Assembly

(May - Jun 2018)

User Experience Design Circuit Course

The University of New South Wales, College of Fine Arts

(2007 - 2012)

Bachelor of Design

Bachelor of Art Education

Awarded First Year Scholarship

West Island school

(1999 - 2006)

Deputy Head Girl, 99 UAI (4 A-levels)

EXPERTISE

- Brand identity (logos & collateral)
- Multi-channel campaigns
- Photo retouching & compositing
- Magazine layouts & advertorials
- Special print executions
- EDM design
- Static & animated social assets
- Digital display ads
- Art direction & storyboarding
- Video editing & motion design
- Corporate design & presentations
- Experiential & OOH design
- POS & retail marketing

REFERENCES

Available upon request.



GWEN MARIE APALISOK

DESIGN CREATIVE

An ambitious and passionate creative with over 10 years' design experience, who specialises in brand identity and campaign execution across print and digital advertising and marketing. A highly meticulous, disciplined, solutions-based thinker with a holistic design process, and a penchant for organisation, process and systems. Delivers visually engaging and tangible creative from concept to final artwork to client brief and budget. Excellent at project and time management with the ability to work to tight deadlines. Enterprising, resourceful and always eager to collaborate and upskill. Proficient in Adobe Creative Suite and Microsoft Office.

EMPLOYMENT

BIG RED GROUP

Design Lead (2020 – 2022)

As the Creative Studio Design Lead, I managed and lead the design team within the Big Red Group, the largest marketplace of experiences in Australia and New Zealand. As the Design Lead, I conceptualised, developed and delivered design solutions for core and campaign creative for our three brands: RedBalloon, Adrenaline and Lime&Tonic. I created key visuals, style guides, brand templates and assets, video storyboards and executions, and OOH media. I ensured we delivered creative to brief that aligned to and supported the brands by managing stakeholders and workflow; overseeing all briefs; providing art direction and giving design approvals. I also ran team meetings; delivered presentations and provided the designers with technical training and mentorship to support in their upskilling and learning and development.

Senior Designer (2018 – 2020)

As the Creative Studio Senior designer, I executed the visual concepts and roll-out of campaign and marketing creative for our three brands which included campaign lockups, image retouching, video editing, EDM designs, social and website assets, digital display, print and digital billboards, street furniture and retail merchandise. I played a key role in delivering the RedBalloon rebrand and style guide, which comprised of the redesign of all creative templates, website UI, gift vouchers and envelopes, and the launch of new e-gift cards and printed gift cards and carriers. I was also responsible for brand asset management; liaising with the copywriters, internal stakeholders and printers; and overseeing other design team members and freelancers.

PACIFIC MAGAZINES

Graphic Designer (2012 – 2017)

As an Innovations department Agency team designer, I worked across a breadth of established Australian magazine titles such as *Marie Claire*, *InStyle*, *Better Homes & Gardens*, *Home Beautiful*, *Men's Health*, *Women's Health*, *Who*, *New Idea*, and *That's Life*. I delivered print, social and digital advertising campaigns and marketing creative to tight deadlines for internal clients and external brands from companies such as Woolworths, Unilever, Goodman Fielder, Reckitt Benckiser, Proctor & Gamble. I ensured that contextually relevant client content was integrated into the magazines' native editorial environments by working closely with copywriters, editorial staff, producers, photographers, stylists, pre-press and print production teams. I gave art and styling direction in photo shoots and created mood and storyboards for Channel 7 television segments.

DIRECT2CONSUMER

Graphic Designer (2010 – 2011)

As the sole designer within a small agency team, I liaised directly with the company directors, marketing managers and printers to create plans, elevations, 3D renders and final panel artwork for experiential showbag exhibits for brands such as Masterchef, Donna Hay, Super Food Ideas, and Taste.com.au, which featured in the Royal Easter Show, Good Food & Wine Show and Brisbane Royal Show (EKKA). In addition, I designed POS creative such as sampling uniforms and stall signage, wobblers and tear-drop banners.