

Natalie Jayne Scuffham

28 February 1979
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Disciplines

Corporate Identity
Brand Identity
Web/Digital
Exhibitions
Magazines/Publishing
Annual Reports
Catalogues
Brochures
Point Of Sale (P.O.S.)
Packaging
Advertising
Direct Marketing
Sales Promotion

Graphic Applications

Adobe InDesign
Adobe Illustrator
Adobe Photoshop

Digital Applications

Adobe Dreamweaver
Adobe Flash
Macromedia Cinema 4D

Programming Skills

CSS

Office Applications

Microsoft Word
Microsoft Powerpoint
Microsoft Excel

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| 2010 | • 'Getting Started - Develop and Plan Your Arts Business' Propel Youth Arts Workshop, WA |
| 2010 | • 'Getting The Word Out - Marketing Know How' Propel Youth Arts Workshop, WA |
| 2010 | • 'Growing Money on Trees' Propel Youth Arts Workshop, WA |
| 2010 | • 'Creative Commons - Copywrite' Propel Youth Arts Workshop, WA |
| 2006 | • Advanced Diploma Graphic Design, Central TAFE WA |
| 2005 | • Diploma Graphic Design, Central TAFE WA |
| 2004 | • Certificate 4 Graphic Design, Central TAFE WA |
| 2003 | • Certificate 3 Design, Central TAFE WA |
| 1991 - 96 | • Yr 12 Graduate, Carine SHS WA |

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| July 10 - Aug 10 | <p>Contract Graphic Designer, Platform Communications, Perth WA</p> <ul style="list-style-type: none"> • Prepare corporate design for ADX Energy, BHP Billiton, CSA Global and KHC • Prepare corporate branding for ADX Energy • Conceptual visualization marketing • Brochures • E-postcards • Newsletters • Quarterly Reports • Static and motion web banners • Signage |
| Oct 09 - July 10 | <p>Web Designer, Stella Travel Solutions, IT/Graphic Dept, Perth WA</p> <ul style="list-style-type: none"> • Create processes for requesting and checking of work to maintain a high level of quality control • Produce web design, optimize graphics for web production, internalize business and travel industry intersections • Maintaining effective production of user-friendly design solutions • Expand options for creating and enabling the development of innovative projects • Create communication plan to publicise various products • Market sale products through weekly e-newsletter mailouts • Produce graphic web design and multimedia for corporate campaigns • Conceptual and visual improvement of final products • Increase the quality of work |
| Sept 08 - Oct 09 | <p>Administrative Temp, Julia Ross Hot, Perth WA</p> <ul style="list-style-type: none"> • Various administrative tasks |
| June 09 - July 09 | <p>Web Designer (Freelance), OBH, Cowaramup WA</p> <ul style="list-style-type: none"> • Quoting and working to a budget • Designing table layout properties in Dreamweaver • Optimize site interface functionality • Project management |



- Dec 08 - Feb 09 **Freelance Graphic Designer, JAM Design, Subiaco WA**
 - Staff training to enhance productivity and time efficiency
 - Logo design
 - Corporate Reports
 - Newspaper advertisements
 - Brochures
 - Business cards

- Oct 08 - Nov 08 **Freelance Graphic Designer, Matrix Graphic Design, Subiaco WA**
 - Logo design
 - Corporate Reports
 - Promotional coupons and material
 - Brochures
 - Business cards

- Nov 07 - Sept 08 **Graphic Designer, Procter & Gamble, London UK**
 - Increase in new business by producing 3D renders of various P.O.S. free-standing unit displays for Max Factor and Olay
 - Managed P.O.S. production team for various projects
 - P.O.S. In-store promotional marketing
 - Client contract management
 - New 3D concept renderings of P.O.S. items (eg. FSDU's)
 - Conceptual visualization marketing
 - Brochures
 - Magazines
 - Showcards
 - Backcards
 - Packaging
 - Logo design
 - Illustration
 - Brands worked on: Boots, Superdrug, Sainsbury, Olay, Max Factor, Gillette, Fairy, Pantene, Wella, Hugo, Boss, Oral B, Christina Aguilera, Anna Sui, Valentino, SK-11, Escada, Dolce & Gabbana

- Sept 07 - Nov 07 **Personal Assistant/Receptionist to Director, Sovereign Land, Mayfair London UK**

- Aug 07 - Sept 07 **Travelled through Europe**

- April 07 - May 07 **Editor of State Budget, Dept of Treasury & Finance, Julia Ross, Perth WA**
 - Proof-reading and editing of State Budget

- May 06 - Aug 07 **Full Time Graphic Designer, Toucan Display Systems, Perth WA**
 - Conceptual development through client meetings and correspondence through to print ready artwork
 - Roll-up, Pop-up and custom-built artwork designs
 - Logo design
 - Basic web design
 - In-house brochures and advertising material

- Jan 03 - Dec 06 **Central TAFE, Perth WA**

- Jan 97 - July 03 **Various Administrative Positions**

- 2006 • Food and Beverage Coordinator for Graduate Exhibition, Central TAFE WA
- 2006 • Committee Member for Graduate Exhibition, Central TAFE WA
- 1994 • Offer of placement for Fine Art Scholarship, Balcatta SHS WA

- Australian Graphic Design Association (A.G.D.A.)
- Propel Youth Arts WA

- Photography
- Art
- Music
- Beach Volleyball
- Travel
- Reading

