

JASNA BOGDAN

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I am a detail-oriented graphic and digital designer with 16 years of experience – from brochures and packaging to websites, apps and video design.

I'm passionate about creating engaging visual content for social media platforms. I'm experienced in designing eye-catching proposals and trade show collateral, as well as infographics and motion graphics for internal and external communications.

I love learning and have recently upgraded my skillset to include motion design, interaction design and 3D design & animation.

REFERENCES

QINETIQ | **Jenny Waller**
Communications Manager,
Growth & Innovation, Rio Tinto
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AURIZON | **Rhonda Locke**
Head Of Marketing at Timelio
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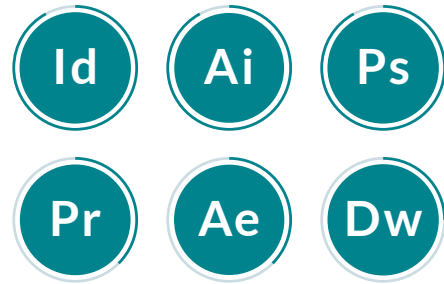
DEEDI | **Wade Milne**
Manager Web Services,
Department of Natural Resources, Mines
and Energy, Queensland Government
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TIQ | **Hannah Jamieson**
Executive Manager Corporate Affairs,
Newcastle Airport Pty Ltd
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BILLY BLUE | **Dr. Robert A. Hautb, PhD**
Lecturer, Media & Communication Design
Billy Blue College of Design, Torrens University
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TECHNICAL SKILLS

Adobe Creative Cloud



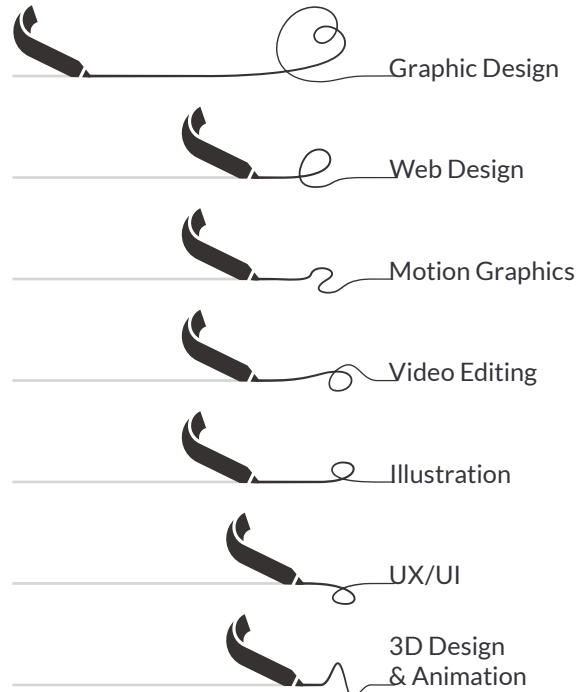
Autodesk



Microsoft Office



CREATIVE KNOWLEDGE



LANGUAGES

ENGLISH	Native or Bilingual Proficiency
SERBIAN	Native or Bilingual Proficiency

EDUCATION & EXPERIENCE

21 MAY 2015

CERTIFICATE OF COMPLETION
Inkling Women (Melbourne)
2-day Speak Easy Course

1 AUGUST 2014

CERTIFICATE OF COMPLETION
City Desktop Training (Brisbane)
2-Day Premiere Pro Essentials Course

DEC '13 - PRESENT

ROLE: FREELANCE DESIGNER

- » Work with clients to design annual reports, website concepts, presentations, vector diagrams, small business branding and invitations. Developed people illustrations of various age, gender, and ethnic and cultural backgrounds for a not-for-profit organisation.

18 SEPTEMBER 2012

CERTIFICATE OF COMPLETION
Design College Australia (Brisbane)
8-week Web Design Short Course

MAY '12 - NOV '13

Aurizon (formerly QR National)
ROLE: IN-HOUSE GRAPHIC DESIGNER & FINISHED ARTIST

- » Developed strong working relationships with the Brand Team, and partnered with stakeholders and suppliers to deliver professional proposals, tenders and joint venture documents within agreed timelines.
- » Updated the corporate maps, print and digital assets, trade show signage, Microsoft Office templates and tenders/proposals into the new Aurizon brand.
- » Developed an interim brand guidelines document.
- » Designed a tender document which won a 12-year coal haulage contract valued at around AU\$1billion.
- » Provided support and training to freelance designers.

SEP '08 - APR '11

Trade & Investment Queensland, QLD Govt
ROLE: GRAPHIC DESIGNER

- » Prepared high level design within the TIQ brand, and provided brand advice to the communications team.
- » Produced themes for the Premier of Queensland's Export Awards and applied them through print and digital channels.
- » Worked with external suppliers to ensure high quality finished products are delivered within tight timeframes.

2017

3 AUGUST 2017

DIPLOMA OF DIGITAL MEDIA DESIGN
Billy Blue College of Design (Brisbane)
Academic transcript available on request

2016

JUN '14 - PRESENT

QinetiQ Australia
ROLE: MULTIMEDIA DESIGNER

- » A diverse and highly creative in-house role that involves collaborating with internal clients on various projects, providing them with brand guidance, organising photo shoots and managing relationships with external suppliers.
- » Design work across print: brochures, case studies, advertising, proposals, presentations, signage, exhibit and stand artwork for events.
- » Design across digital assets: website, emails, e-newsletters, company intranet and social media.
- » Produce videos to support recruitment and celebratory campaigns, and internal strategy initiatives.
- » Lead the roll-out and implementation of the refreshed brand across the Australian business.
- » Write social media posts and intranet announcements.
- » Maintain marketing templates and the image library.
- » Produced digital brochures for the iTunes Store.
- » Mentored an intern and gained management skills.

2015

2014

2013

2012

2011

APR '11 - AUG '11

TransLink Transit Authority
ROLE: IN-HOUSE GRAPHIC DESIGNER & FINISHED ARTIST

- » Developed design concepts and layout for the TransLink annual report. Managed the project from initial brief to 1st draft design stage. Provided print production recommendations to the Marketing Team.
- » Rolled out day-to-day collateral like public notices, flyers and posters and developed a few advertising concepts for the *go card*.

2010

2009

2008

AUG '11 - FEB '12

Department of Employment, Economic Development & Innovation (DEEDI), QLD Govt
ROLE: GRAPHIC DESIGNER & FINISHED ARTIST

- » Designed strategy documents, promotional items, booklets, brochures, signage and web graphics for DEEDI departments including Trade & Investment Queensland (TIQ), Biosecurity, Mines and Energy and Fisheries.
- » Maintained the DEEDI and TIQ brands and provided advice on creative to new communications officers.
- » Gained knowledge in TrafficLive studio management software.