ALICE SHAW

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Melbourne, Australia

ABOUT ME

Art Director | Visual Designer | Illustrator | Copywriter | UI/UX Designer
Garden Gnome | Puppy Patter | Cactus Crocheter | Netball Ninja

From Melbourne to Norway my career, so far, has been quite broad. I have art directed and illustrated publications. I have designed websites and mobile apps. I have created both print and television ads. I've even hand printed t-shirts and created large scale outdoor activations. Finding the right story to tell, then creating a structure and visual language to tell it, is what I love about being a designer.

When I am not in the studio, I spend my time creating other things – crocheting cacti, pottery, sewing and building furniture. Alternatively, you'll find me out on the netball court, working in the veggie garden or in the park with my kelpies, Red and Ollie.

SKILLS

VISUAL DESIGN	●●●●●●●●●○
ART DIRECTION	●●●●●●●●○○
COPYWRITING	●●●●●○○○○○
UI DESIGN	●●●●●●●○○○
UX DESIGN	●●●●●○○○○○
ILLUSTRATION	●●●●●●●●○○

PROGRAMS

INDESIGN CC	●●●●●●●●●○
PHOTOSHOP CC	●●●●●●●●○○
ILLUSTRATOR CC	●●●●●●●●●○
SKETCH	●●●●●●○○○○
INVISION	●●●●●●○○○○

EXPERIENCE

JULY 2013 – CURRENT
ART DIRECTOR /SENIOR DESIGNER
Grin Creative, Melbourne

The team at Grin is small and close knit. My role spans publication design, branding, advertising, web design, UI/UX, copywriting and illustration. I work from briefing and concepts to finished art and production. I juggle multiple tasks and clients on a daily basis. Over the past 3 years, I have been at the head of an increasing number of digital projects. I work closely with our external UX and development suppliers through the entire process to create successful solutions for our clients.

CLIENTS INCLUDE: **Fernwood Fitness, *get lost* magazine, Flexicar, Oman Tourism, Mercy Health, VicRoads, Fiji Tourism, Jewish Holocaust Centre, Qatar Airways and Zoos Victoria.**

Feb 2008 – CURRENT
FREELANCE GRAPHIC DESIGNER
Australia

While freelancing in Melbourne I have worked with studios and for my own clients. Again, my roles have covered an array of projects (from a digital advent calendar for iSelect to an illustrated report for ACU). My freelance experience highlights my creative flexibility and ability to work to deadlines and budgets. It also shows that I am confident meeting and presenting to clients. Working as a freelancer has allowed me to expand my skills and foster my 'can-do' attitude.

Norway

During my three and a half years as a freelance designer in Norway I worked on a range of projects. I was the sole designer for a 100 page glossy bi-monthly magazine. I also worked on advertising campaigns (including two TVCs), branding projects, custom publications and the occasional illustration.

EDUCATION

2003 – 2005
BACHELOR OF DESIGN (VISUAL COMMUNICATION)
Monash University

2016
USER EXPERIENCE DESIGN (6 WEEK COURSE)
General Assembly

2017
UX AND DESIGN THINKING (ONLINE COURSES)
Interaction Design Foundation

AWARDS/MEDIA

2001
DESIGN AND TECHNOLOGY AWARD
TAFE Victoria

2002
VICTORIAN PREMIER'S AWARD
VCE Design and Technology (woodwork)

2011
DIELINE FEATURE
Five Lazy Acres, wine label design

2015
PEPPERMINT MAGAZINE
Greeting card product feature

2016
PUBLISH AWARDS – CONSUMER MAGAZINE OF THE YEAR (BELOW 20,000 CIRCULATION)
Grin Creative for ***get lost*** magazine