

# ALICE SHAW

alice@whatalicedid.com  
+61 452 521 938  
whatalicedid.com  
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 (along with any foster dog(s) we have at the time).

## EXPERIENCE

Feb 2008 – CURRENT

### FREELANCE GRAPHIC DESIGNER

#### MacDux and What Alice Did, Australia

While freelancing in Melbourne I have worked in studios (Immediate, Fenton Stephens, TRP Agency, Noisy Beast, Icon, Leap and Taboo to name a few) as well as for directly with 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.

#### & Design, 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.

JULY 2013 – MARCH 2018

### 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 client briefing and concepts to finished art and production. I juggle multiple tasks and clients on a daily basis. Since starting at Grin, I have been the lead designer on all digital projects. I work closely with our external UX and development suppliers through the process to create successful solutions for our clients.

**CLIENTS INCLUDED:** National Geographic Traveller, Fernwood Fitness, get lost magazine, Flexicar, Hertz, Oman Tourism, Mercy Health, VicRoads, Fiji Tourism, Jewish Holocaust Centre, Luxury Escapes, Qatar Airways and Zoos Victoria.

## SKILLS

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

## PROGRAMS

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

## 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

23 October 2017

I'm very pleased to provide this letter of recommendation for Alice. I worked as Alice's colleague at Grin Creative, where I was Account Director responsible for managing client services, and Alice was Art Director/ Senior Graphic designer and the most senior creative in the team for 12 months whilst the Creative Director was living overseas on long service leave.

Alice was responsible for overseeing all creative solutions, including creative concepts and execution across digital and print. Her expertise spanning UI/UX design, branding, advertising and publication design was invaluable to providing clients with a complete creative solution that worked effectively across all channels.

Alice managed the flow of work to the studio, managing conflicting deadlines and priorities on a day-to-day basis. She contributed to editorial planning for magazines under Get Lost! Magazine and Grin Creative (such as Fernwood Magazine and Zoos Victoria) and was responsible for managing external suppliers such as our UX and development partners, and briefing and overseeing contributions from photographers and stylists on shoots.

Alice is one of the most efficient designers I've had the pleasure of working with and is highly organised with an incredible attention to detail. She is also incredibly patient and made my life in Account Services a dream, asking the questions that nobody else had and understanding the client's needs better than they could imagine. I fully recommend Alice, if you would like to talk further please feel free to call me on 0410 798 881.

Kind regards,

Leanne McNerney

Business Program Manager  
The School of Life Australia