

MORONY

2023

MICHELLE
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C R E A T I V E

bonamydesign.com

HELLO! My name's Michelle.
I'm a Creative from Sydney.

As a skilled communications professional with experience in both the private and public sector, I am confident in providing expert advice across a variety of creative and communications projects.

Outside of work, I'm interested in Architecture, Interiors, and Fashion, as well as community social events.

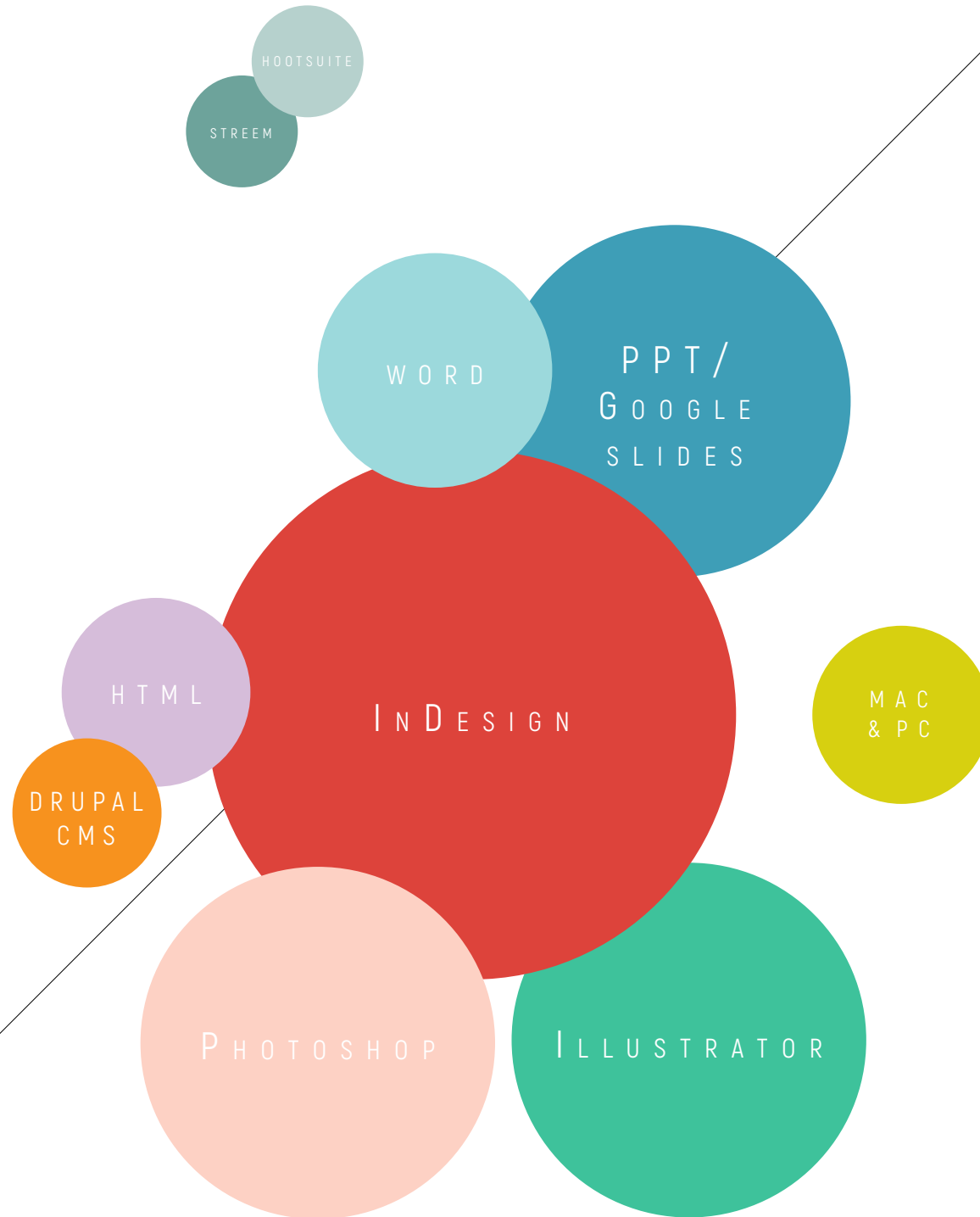
I apply my creative expertise to formulate strategies and concepts to enhance our communications products, traffic creative tasks, break through problems and identify solutions, lead major projects, assist with procurement, as well as develop and sustain productive working relationships. I enjoy interpreting information into visually appealing campaigns, infographics and digital media products with accessibility, inclusion and plain English at the forefront of my strategic focus.

Prior to working in Government, I worked in Advertising with the publishing industry. Working at Bauer Media (formerly ACP) encouraged my passion for creating original content, championing female-centric ideas, producing high-quality designs and taking design risks.

EDUCATION	
2007 - 2011 Bachelor of Design UNSW, CoFA	Majoring in Graphics media & Environments (spaces and places). I have a passion for information communication, as well as branding, typography, composition and copy.
2005 - 2006 Dip. IT Web Development TAFE NSW	This Diploma included introductory programming techniques (mostly HTML, some MySQL, PHP, C++) and the skills to design and build websites. Using Adobe Creative Suite (some older Macromedia suite products) and Microsoft Office. An emphasis on Design, project management, and user experience.
2004 Cert. IV Digital Media TAFE NSW	This course included design fundamentals, video editing, some basic animation, 3D software, & simple desktop publishing.
2001 Higher School Certificate (HSC)	<ul style="list-style-type: none">- English (4 unit)- Maths (2 unit)- Visual Arts- Ancient History

EXPERIENCE	
<p>2 0 1 7 - Present AUSTRAC Senior Visual Designer, Strategic Communications team</p>	<p>As a skilled communications professional with experience in both the private and public sector, I am confident in providing expert advice across a variety of creative projects. I'm a team player, and I'm passionate about supporting AUSTRAC's strategic priorities. As the longest serving member of the Strategic Communications team, I use my technical expertise and experience to enhance communications strategies to deliver our key messages.</p> <p>As Senior Designer, I've embraced the role of brand custodian; applying my creative expertise to formulate strategies and concepts to enhance our communications products, traffic creative tasks, break through problems and identify solutions, lead major projects, assist with procurement, as well as develop and sustain productive working relationships.</p> <p>My role as Designer focuses on visual communication and often utilises digital technologies, however my strong written and verbal communication skills have been an additional and complementary asset to our team. I have contributed to the development of communications plans, as well as writing and editing copy for quick guides, blogs, social media posts and internal communications products.</p> <ul style="list-style-type: none"> - 2021 - present: Member of the AUSTRAC Diversity and Inclusion Leadership working group - 2022, Feb-Apr: A/g Communications Manager, Strategic Communications - 2021, Nov-Dec: A/g General Communications Specialist, Strategic Communications - 2018, Permanent role, Senior Visual Designer (APS 6) - 2017, Freelance role, Graphic Designer
<p>2 0 1 5 - 2 0 1 8 Bauer Media (Story 54) Freelance Designer</p>	<p>Working as a Designer within the Bauer Media creative agency (Story 54) across the Bauer portfolio of Premium magazines. My role included ideation, project management, pitch responses, page layouts, image sourcing, trend spotting and digital/social media design.</p> <ul style="list-style-type: none"> - Story54 case studies
<p>2015 Hardie Grant Media Freelance Designer</p>	<p>My role included page layouts, image sourcing, and presentation design.</p> <ul style="list-style-type: none"> - Flight Centre Travel Ideas mag View the magazine - Shop (Melbourne & Sydney) mags - QANTAS Travel awards presentation
<p>2 0 1 2 - 2 0 1 3 ACP (Bauer Media) Creative Services</p>	<p>This was my first Design role after graduating university. This included Advertising / Advertorials for Gourmet Traveller, House & Garden, Belle, Real Living and Australian Geographic magazines. Working at Bauer encouraged my passion for creating original content, championing female-centric ideas, producing high-quality designs and taking design risks.</p>
<p>2 0 0 7 - 2 0 1 0 NightHawk Radiology P/T Office Manager</p>	<p>This was my part-time job while completing my degree. My tasks included general reception duties, managing office supplies, banking, overseeing security system, PA role to Radiologists, liaising with Grosvenor Place Management, some International staff relocation, and serving as Grosvenor Place Fire Warden.</p>

PROFESSIONAL DEVELOPMENT	
03 / 2022 Icon Agency, Canberra	Media and presentation training to understand how the media operates, preparing messaging, how to interact with the media, and scenario-based live interviews.
07 / 2021 The Social Deck, Online	Attended two online seminars: 1) Communicating and engaging with people with disability, and 2) Accessible engagement with people with disability
02 / 2019 Adobe After Effects, Sydney	After Effects Essentials: Learning to create professional visual effects and motion graphics for instructional videos, product demos and animated infographics at the correct settings for any digital output.
11 / 2018 Vision Australia, Sydney	Creating Accessible Documents: Word and PDF training. Ensuring digital documents are accessible to everyone, including people with disability or impairment.
06 / 2017 Narrative Comedy Writing Intensive: Tim Ferguson AFTRS, Sydney	During this 5 day intensive, we were taught practical processes to devise comic characters, conflict and stories. We developed techniques for developing and writing comedy concepts, and discussed the Principles of Narrative Comedy to write funny dialogue and create comic situations.



BONUS EXTRAS

President of my local Public School P&C (2019-22)

Worked at Local, State and Federal Elections in positions ranging from Scrutineers Assistant to Polling Place Manager (AEC, 1999-2012).

Six years as a Summer camp leader (2000-2006).

Performed at the Sydney 2000 Olympic Opening Ceremony.

Bronze Duke of Edinburgh's Award.

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