



CLARE MOODIE

Graphic Designer
and Illustrator

ABOUT

Designer, illustrator, writer, humanitarian, adventurer, tea spiller, feminist, mummy, bookworm, gig attender, chocolate lover, tree hugger and all-round nice, typical Melbournian.

CONTACT ME

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VIEW MY FOLIO

www.vonmood.com.au

WORK EXPERIENCE

- **LAKE PRESS PUBLISHING / AUG 2020 - APRIL 2023**
Graphic Designer: Book design, branding, illustration, children's story writing, logo design, print preparation, series development, packaging.
- **JALAPEÑO CREATIVE / DEC 2018 - MAR 2020** (contract)
Senior Graphic Designer and Studio Manager: Branding, illustration, logo design, project management, eDMs and digital advertising, corporate campaign management, advertising collateral, print preparation, packaging.
- **WELLCOM GROUP LTD. / APRIL 2018 - NOV 2018** (freelance)
Graphic Designer: Retail, campaign direction, digital and finished artwork.
- **SMIGGLE / DEC 2014 - MAR 2018** (freelance)
Illustrator & Product Designer: Original character design/illustration for yardage and print placement, product mock-ups, preparing technical art for print.
- **VONMOOD DESIGN / JAN 2014 - JAN 2016**
Design Director: Management, marketing, logo and stationery design, branding, creative campaign strategies, character development, advertising collateral, POS, illustration, photo retouching/colour correction, digital advertising.
- **AWPL RETAIL SOLUTIONS / JAN 2010 - SEPT 2013**
Graphic Designer: Packaging, FMCG, yardage and t-shirt print design, logos and branding for retail stores and clothing brands, website content management, retail interior design, signage and 3D displays, airport communiqué: flyers, screen adverts, lightbox graphics, wall and floor appliqués, promotions, commercial tenders, large scale wall graphics.
- **GPI CORPORATE / APR 2007 - APR 2009**
Graphic Designer: Designed licensed products for blue chip brands, photography, illustration, photo retouching/colour correction, industrial design, redesign of the company website and management.
- **SOFTWARE LOGISTICS / OCT 2005 - JUN 2006** (UK contract)
Reprographics Designer: Management of the 900 page council catalogue which involved project management, redesign and client meetings. I also, managed print preparation and proofing within tight deadlines.
- **THE GEELONG ADVERTISER / JAN 2003 - APR 2005**
Graphic Artist and Court Sketch Artist: Corporate annual reports, logos, newspaper and magazine adverts and catalogues, courtroom illustrations for media use.
- **CREATIVE FORCE / OCT 2000 - SEP 2002**
Graphic Designer: Identity and stationery, brochures, postcards, posters, flyers, press ads, illustrations.

EDUCATION

- **DIPLOMA OF GRAPHIC ART / 1999**
Victoria University of Technology: Successful completion of 1st year
- **DIPLOMA OF GRAPHIC ART & DESIGN / 1998**
Gordon Institute of TAFE: Successful completion
- **VICTORIAN CERTIFICATE OF EDUCATION / 1996**
Sacred Heart College, Geelong: Successful completion