



HELLO, NICE TO MEET YOU.

Working as a multidisciplinary graphic designer since 2017, I've led and executed a variety of projects relating to branding and strategy, visual campaigns, digital marketing and print publications. My design aesthetic is heavily influenced by an art history background, my love of the arts and 12 years of working in that industry as a professional with companies specialising in the presentation of dance, music and fine arts.

With a fine-tuned eye, a conceptual brain and a desire to always exceed expectations, I am a communicator who loves to think big and take people on a visual journey.

EMPLOYMENT

2017 - PRESENT

Darcy & Mouse Studio

Founder and Lead Creative

- Art direction and pitch presentations
- Client liaison and account management
- Quoting and reconciliation
- Asset production for branding, advertising, publication, digital and social promotions

Clients include:

- Museum Victoria
- University of Melbourne
- UNICEF Australia
- Jack McKingley Agency
- Women's Environmental Leadership Australia
- Pollinate Group

DEC 2021 - JUN 2022

Sierra Delta Creative Agency

Senior Graphic Designer

- Brands and strategy
- Campaign and event identities
- Digital marketing
- Web design
- Print publications
- Presentation layouts
- Client liaison
- Account Management

JUNE 2020 - FEBRUARY 2022

Environmental Film Festival Australia

Graphic Designer

- Brand and identity refresh
- Campaign identities
- Digital marketing
- Outdoor advertising
- Print collateral
- Wayfinding signage

2015 - 2020

National Gallery of Victoria

Account Manager, Corporate Partnerships

- Sponsorship management
- Client liaison
- Business development
- Project management
- Activations and events management

2010 - 2015

Melbourne Recital Centre

Development Coordinator

- Sponsor and donor stewardship
- Business development
- Events management
- Public programming

PROVEN CAPABILITIES

- Art direction
- Brand strategy and identity
- Visual and campaign identities
- Web design - User Interface (UI)
- Digital marketing - content creation
- Printed promotional materials
- Magazine and publication layouts
- Typesetting (Chinese, Korean, Hindi)
- Photography and editing
- Creative industry engagement
- Client liaison and stewardship
- Project management
- Account management
- Events management
- Marketing activations

SKILLS

ADOBE SUITE

- InDesign
- Illustrator
- Photoshop
- Express
- Acrobat

DIGITAL/WEB

- Figma
- Wordpress
- Elementor
- Canva

CMS

- Campaign Monitor
- Mailchimp
- Wordfly
- Mail 2

MICROSOFT OFFICE SUITE

- Powerpoint
- Word
- Excel
- Outlook

INTERESTS

- Art galleries/museums
- Photography
- Travel
- Music/Podcasts
- Hiking

EDUCATION

2017

CATC DESIGN SCHOOL

Diploma of Graphic Design

2014

RMIT

Design and Layout Fundamentals
Type and Image Fundamentals

2006

UNIVERSITY OF MELBOURNE

Graduate Certificate of Arts Management

2004

UNIVERSITY OF MELBOURNE

Bachelor of Arts (Art History)

LANGUAGES

- English
- Chinese Mandarin

CONTACT INFO

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DESIGN PORTFOLIO

To view more design work please visit

W: katchien.com