

DESIGN

ILLUSTRATION

name

karen nettelfield

contact

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tertiary education

1990-1992

Queensland College of Art – Griffith University, Brisbane
Bachelor of Arts (Graphic Design major)

professional development

2008

Dynamic Web Training, Sydney

> Flash CS 3 (2 days)

> Action Scripting for Designers (3 days)

2008

Australian Institute of Management, Sydney

> 'Manage People' (1 day)

awards

Australian Publishers Association Book Design Awards 2000

Short Listed -

'The Pearson Education Australian Best Designed Secondary Education Book'

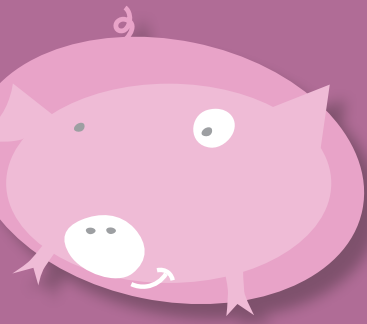
design and production skills

- > computer graphics (mac and pc)
- > photographic art direction
- > magazine and book design
- > corporate branding and communications
- > annual reports
- > logo and stationery design
- > press advertising
- > point of sale design
- > illustration
- > flash animation

software packages

- > adobe CS3
 - indesign
 - illustrator
 - photoshop
 - acrobat
 - flash
- > microsoft office X
 - word
 - excel
- > quark x-press 7.01

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experience

2007-present

Cover-More Travel Insurance

SYDNEY

- > **senior graphic designer**
design, production and brand management across a range of web and print based advertising, marketing material and corporate communications for four international brands in Australia, New Zealand and United Kingdom

2004-2007

Freelance Art Director/Designer

SYDNEY

Tourism New South Wales

- > **graphic designer**
provision of professional and creative design solutions in accordance to marketing and brand strategies in the promotion of NSW Tourism

Greenpeace International

- > **illustrator**
illustrations utilised in various web based and print campaigns

NRMA

- > **art director**
photographic art direction, design and production on range of publications

'DUO' magazine

- > **art director**
art direction, design and template production of monthly magazine

2003-2004

LPC Shepherdson CEC

ARNHEM LAND

- > **literacy production supervisor**
design and production of indigenous literature utilised in the bilingual educational program

2000-2002

Lonely Planet Publications

MELBOURNE

- > **book designer – specialist lists and new titles**
design and development of new products including pictorial books, diaries and calendars within a specialist publishing unit

1998-2000

Nelson Thomson Learning

MELBOURNE

- > **graphic designer**
design and production of high quality text and cover designs across a range of tertiary, secondary and primary products

1996-1998

Dorling Kindersley Publishers

LONDON

- > **freelance designer**
book and DTP design within the DK Publishing guidelines

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