

JACKSON BOWE

0401 657 550

jackydb13@gmail.com

jdbowe.com



Introduction

I am a hard-working enthusiast for all things graphic design & illustration. I conduct myself with forward thinking, an eagerness to learn as well as enjoy offering my knowledge and experiences where I can.

I love creative freedom and being left to my own devices as well as a solid deadline from a strict brief and brand guidelines. I studied as a press designer originally and have branched out successfully into digital, social and video design through my experiences in the industry.

I have had the pleasure of working with a large variety clients in all areas of the design process and have been lucky enough to learn alongside many talented designers including multiple Creative Directors.

Strengths

Technical

Adobe Suite

InDesign After Effects
Photoshop Premiere Pro
Illustrator Media Encoder

Various

Figma
Canva
Mailchimp
DAM's & CMS's

Microsoft Office

Suite

Coding

HTML5 & CSS

Operating Systems

Windows & iOS

Areas of expertise

Traditional

Press Wayfinding
Long/short form Large scale
Point of Sale Direct Mail
Packaging / FMCG Asset creation

Digital

eDM's
Animated HTML5 banners
Phone app collateral

Social

Posts, banners & carousels
Videos

Video

Editing

Design processes

Solve problems through design

Brand design
Creative design
Concept, research & refinement
Prototyping & production
Final art & retouching

Favourite areas of design

Typography
Layout design
Branding

RELEVANT WORK HISTORY

Propeller Brands

Senior Graphic Designer April 2024 - Present

Brand Strategy: Collaborating on branding projects, which involved creating visual identities for clients including logo design, brand guidelines, and packaging.

Creative Campaigns: Designing visuals for advertising campaigns across various mediums (digital, print, outdoor), ensuring they align with the client's brand strategy.

Client Presentations: Crafting visually appealing presentations to showcase branding concepts and strategies to clients, including mockups and style guides.

Collaboration: Working closely with copywriters, marketers, and strategists to ensure cohesive branding and messaging across all platforms.

The Wonder Crew

Senior Graphic Designer April 2024 - Present

Brand Identity Development: Creating a visual identities, including logos, color schemes, and typography, that reflects professionalism and trustworthiness of the multiple companies I worked within.

Marketing Materials: Designing brochures, flyers, and business cards that communicate the conveyancer's services clearly and attractively.

Website Design: Developing a user-friendly website layout that highlights services, client testimonials, and educational resources about the conveyancing process.

Social Media Graphics: Creating engaging visuals for social media platforms to promote services, share industry news, and educate potential clients.

Infographics: Designing informative graphics that simplify complex legal processes or conveyancing steps for clients.

Scott Printing

Mid-Senior Graphic Designer August 2023 - April 2024

At Scott's, I was mainly focused on designing long-form creatives like biographies, annual reports and school yearbooks as well as being given the opportunity to work on branding for many of Western Australia's local businesses. I have strongly increased my ability to quickly understand a project's purpose and audience and to establish a consistent visual style.

For example, on a single annual report I would be in charge of designing multiple concepts for clients to choose from. This would have me working on typesetting, editing imagery and carefully laying out content with a focus on maintaining consistency and aesthetics.

These processes are integral as the documents we work on are anywhere from 20 to 300 pages long. I would often be tasked with designing front and back covers for these booklets.

Bapcor

Mid-weight Graphic Designer August 2021 - Aug 2023

I was hired as an all-rounder for Bapcor's newly created Studio which saw me designing on a broad range of creatives including (but not limited to) press, social, packaging, FMCG and logo design.

Many clients under Bapcor's umbrella have outdated branding and one of my early tasks were re branding well established national businesses with updated imagery, logos, advertising collateral and photography - basically all aspects of their respective brand guidelines.

I was often trusted with the Creative Director's workload spillover as he knew that I would be generating professional work in his place and could expect me to deliver.

Being a new Studio, it was lacking processes for delivering work between Studio, Marketing and the respective clients. This was creating unnecessary headaches and frustrations. I was able to successfully introduce new systems to streamline these processes to help remove bottlenecks and create a more enjoyable experience when interacting with others. These included setting up a Monday.com board for automated briefing and job tracking as well as creating a job number system.

Sesimi

Graphic Designer March 2018 - 2021

This role includes the development of templated advertising material for national and international clients including Toyota, Audi, Holden, and Volkswagen.

On a daily basis I could be concepting campaigns through to finished art, designing layouts for press, coding HTML5/CSS for EDM's and animated web banners, creating social videos or scripting XML for the Sesimi platform just to name some.

On many occasions I would be involved in working with the Creative Directors of Sesimi. Thanks to this opportunity I have been able to familiarize myself with the inner workings of crucial studio processes that circulate within, as well as prove on countless occasions that I am up to the task to perform to the highest of quality expectations of high-end clients and hit deadlines without fault.

Freelance

Graphic Designer January 2016 - 2022

Hospitality

Front of house extraordinaire / Manager January 2010 - 2018

Education

Bachelor of Graphic Design
La Trobe University

References

Available upon request.