KELLY WÉIGEL

| GRAPHIC & WEB DESIGN

EDUCATION

2018	**University of the Sunshine Coast (UniSC)** Bachelor of Creative Industries Majors in Graphic Design and e-Media (Web Development)
Awards	Vice-Chancellor's Merit Scholarship, UniSC Golden Key International Honour Society Member Faculty Commendation for Academic Excellence, UniSC

SOFTWARE

Web / Code	WordPress, UX, UI, Google Analytics, Google Ads, EDMs, SEO Hootsuite, Campaign Monitor, MailChimp, eCommerce, Canva CMS, cPanel, Bootstrap, HTML5, CSS, PHP, Javascript, jQuery
Adobe Suite	Photoshop, Illustrator, InDesign, Acrobat, After Effects, Audition Premiere Pro, Dreamweaver, Bridge, Figma, Fireworks, Lightroom

SKILLS & ATTRIBUTES

- Skilled in: Microsoft Office, Mac/PC, copy-editing, illustration, video editing, photography, social media management and marketing.
- Unbeatable work ethic, enthusiastic, passionate and driven with excellent written, verbal and interpersonal communication skills.

WORK EXPERIENCE

Bluebird / *Graphic & Web Designer*
Maroochydore, QLD: November 2021 - Present

- Bluebird is a graphic and web design brand that I have founded to inspire lasting memories through identities, social strategy, content creation, photography and websites for brands and businesses.

Medical-Objects / *Graphic & Web Designer*
Maroochydore, QLD: August 2018 - November 2021

- Produced print, digital, animation, video and marketing resources, including ads, EDMs, logos, infographics, posters and banners.
- Roles: Photographer, Social Media Manager, Copy-editor, Help Desk Officer and WordPress Administrator, responsible for UX and UI page design, creation and coding.
- Distilled complex ideas into clear and accessible design work.
- Created, planned and delivered strategic designs and presented them to internal and external stakeholders.

WORK EXPERIENCE

UniSC / *C-SALT Graphic & Web Designer*
Sippy Downs, QLD: July 2017 - July 2018

- Produced digital, print and marketing assets for the University of the Sunshine Coast C-SALT department by working with academics to produce effective teaching and learning experiences.
- Ensured brand guardianship, including designing within brand guidelines and managing the use of branding internally and externally.
- Used strong project management skills, including identifying and prioritising tasks, planning ahead and developing schedules, and anticipating and adjusting for potential barriers and problems.
- Re-designed staff intranet web pages to improve brand identity, UI, UX, accessibility and usability. For visuals see: kelly-weigel.com

Sunshine Coast Council / *IT Officer & Graphic Designer*
Nambour, QLD: November 2015 - February 2016

- Contributed within team environment to the re-design of SCC website and intranet by developing digital assets, HTML and CSS.
- Used well-developed relationship management skills while working, collaborating and consulting with a diverse range of stakeholders.
- Worked effectively to meet deadlines as part of a team in a fast-changing environment with limited supervision.
- Created, planned and delivered strategic designs and presented them to internal and external stakeholders.