



meghann eleazar

GRAPHIC DESIGNER

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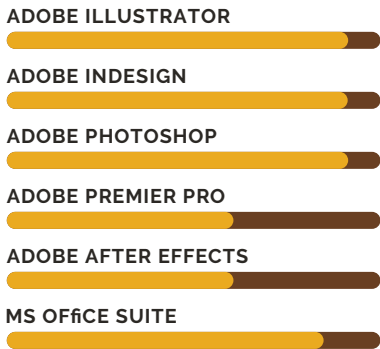
EDUCATION

2021-2022
ADV. DIPLOMA OF
DIGITAL MARKETING
AUSTRALIAN COLLEGE OF BUSINESS INTELLIGENCE
Sydney, Australia

2019-2021
DIPLOMA OF GRAPHIC DESIGN
AUSTRALIAN COLLEGE OF BUSINESS INTELLIGENCE
Sydney, Australia

2006-2010
BACHELOR OF FINE ARTS,
MAJOR IN ADVERTISING ARTS
UNIVERSITY OF THE EAST
Manila, Philippines

SOFTWARE



CHARACTER REFERENCE

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Anastasia Lamothe

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PROFESSIONAL EXPERIENCE

PACKAGING DESIGNER (FREELANCE, REMOTE) MAY 2022 - APR 2024

Perch - Boston, Massachusetts, USA

Managed and responsible for the whole aesthetic design of products, packaging, manuals, labels, etc. for multiple affiliate brands. Meticulously reviewed graphics content for a polished work.

Assisted with product innovations, articulated ideas and project outcomes throughout the organization through clear verbal and written communication.

Worked together with various stakeholders involved (business operations, sales team, product innovation to creative design team).

GRAPHIC DESIGNER (ON SITE) APR 2021 - MAR 2022

Essence Group - Greenwich, NSW, Australia

Conceptualised and designed FMCG packaging and various pharmaceutical health products (from logos, mockups, pantones to finished art). Provided options for the clients to choose from. Created brand style guidelines (for a label). Responsible for proofreading the information and graphics before sending and printing the labels.

Designed materials for website banners, landing pages, gifs, videos, social media content for different brands aligned with company's brand style guidelines.

Utilised Adobe Creative Suite softwares (Illustrator, InDesign, Photoshop, After Effects, Adobe Premiere Pro) in producing all the graphics and basic motion clips. Provided graphics for Presentations using Microsoft Powerpoint and Word.

Collaborated with multiple stakeholders.

Up to date with current design trends; able to use the best practices of using and applying graphic designs for both online and offline channels.

GRAPHIC DESIGNER (FREELANCE, REMOTE) OCT 2020 - DEC 2020

Purple Lady Bug - Canada

Designed store headers for Amazon account for each product category. Drafted concepts of material to completion. Aligned graphics according to the characteristic of the group.

Generated artwork and images for their Enhanced Brand Content in Amazon for each product.

Provided graphics content for weekly newsletters using Adobe Illustrator and MailChimp.

GRAPHIC DESIGNER (ON SITE) JULY 2019 - JUNE 2020

CPR Group Australia - Granville, NSW, Australia

Produced artwork including collaterals, digital assets, promotional items, website content, social media content and posts, and other material utilising brand system templates and in alignment with brand guidelines.

Managed the image library, logo and other visual assets to ensure the team have easy access to develop documents within brand guidelines.

Created and produced artwork for brochures, fact sheets, digital marketing, job quotes using Adobe Creative Suite Softwares.

Built and maintained positive, cooperative and productive relationships with internal and external stakeholders

Provided administrative work, answering and directing phone calls, and other support as required.

GRAPHIC DESIGNER (ON SITE) JUNE 2019

Kwik Kopy - St Leonards, NSW, Australia

Assisted in the digital print production.

Designing layouts and assemble text, type and graphics into PDF formats for printing/publishing using digital equipment and software.

Preparing layouts and finished artwork, using different type size and style, line width and visual composition of illustration and photographs.

Creating and manipulating images and type to meet production and design requirements using Illustrator, Photoshop and InDesign.

Organisational skills, including the ability to follow a work flow and manage multiple jobs (aided in preparation of book binding, trimming lamination sheets, etc.)

CREATIVE MANAGER (ON SITE) OCT 2012-2018

Banana Peel Flipflops, The NEAT Inc. - Manila, Philippines

Generated concepts/design ideas and followed through to production. Designed everything from technical packs of flip flops to web assets, catalogs, social media materials, and other special projects using Adobe Creative Suite softwares.

Ensured fit standards and consistency of fit is upheld to brand standards; responsible for product developments of flip flops, footbed pattern, etc.

Supervised the Creative Department. Motivated designers to work focused with the monthly tight timeline, deliverables; trained designers about the department procedures, design ethics, coordinated with the suppliers abroad.

Supervised the forecasting and promotion upcoming trends.

Directed editorial photoshoots with models and set design of company's apparel.