

AMANDA TARLAU

GRAPHIC DESIGNER

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PORTFOLIO
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SUMMARY

I have over fifteen years of diverse experience as a graphic designer, with a strong track record of creating impactful and engaging designs across various industries. Currently, I am a contract Graphic Designer at Willoughby City Council, where I collaborate with internal stakeholders to create a wide range of print and digital collateral that aligns with branding guidelines and effectively communicates key messaging to the community. I manage multiple projects simultaneously, from concept to final design, ensuring timely delivery and quality.

PROFESSIONAL SKILLS

Creative collaboration

Excellent communication skills

Advanced skills in Adobe Creative Suite

Print production experience

Professional and friendly

Strong time-management skills

WORK EXPERIENCE

GRAPHIC DESIGNER

(Feb 2023 - Present)

Willoughby City Council

- I conceptualise and design a wide range of print and digital materials, including posters, brochures, event programs, social media graphics and animations, logos, educational material, translated communications, corporate documents eg Annual Report, Powerpoint presentations and signage.
- I ensure all designs align with the local government's branding guidelines and effectively communicate key messages to the target audience.
- I manage multiple projects simultaneously, prioritising tasks and meeting deadlines, communicating with stakeholders when projects need clarification or face external hurdles.
- Responsible for the entire lifecycle of projects, from concept to final design, arranging printer quotes, sending final print-ready art and delivery.

SENIOR GRAPHIC DESIGNER

(2018 - 2022)

Walker Books Australia

In my role as Senior Designer I was responsible for the art direction, design and layout of a range of children's and young adult titles, including picture books, non-fiction, graphic novels and Young Adult fiction. I collaborated with editors and illustrators, providing briefs and guiding artists through storyboard development, progress sketches and final art. Once the art was final, I was responsible for the design, typography and layout of picture book covers and internal pages, paperback YA fiction and illustrated middle grade fiction covers and typesetting. I prepared print-ready files for our printers in Australia and China and am proficient in pre-press and trouble-shooting production issues.

GRAPHIC DESIGNER

(2016 - 2018)

Oticon Australia

Working within Oticon's Wholesale Marketing departments in Australia and New Zealand, my role included the development of a variety of marketing collateral, including product guides, catalogues, retail POS, social media artwork for Instagram and Facebook and website elements, online and print media advertisements, eDM artwork, signage, stationary, CRM management, interactive order forms and event staging design.

SENIOR GRAPHIC DESIGNER / ART DIRECTOR

(2012 - 2016)

Scholastic Australia - Koala Books imprint

Responsible for the development of children's picture books, including commissioning illustrators, developing layout concepts, typesetting and cover design, creating print-ready files and adhering to a strict print schedule. In this role I collaborated with publishers, illustrators, authors, editors and print production staff to create a wide range of children's picture books, novels and non-fiction titles.

GRAPHIC DESIGNER - CONTRACT

(2011)

Australian Red Cross Blood Service

Responsible for the typesetting, design and production of print and online communications materials for national and state marketing teams. Digital and print collateral included advertising, signage, merchandise, quarterly newsletter, eDM campaigns, web banners and social media elements. Responsible for ensuring brand/style guidelines are met by internal and external clients. Responsible for requesting printer quotes and print management.

GRAPHIC DESIGNER

(2009-2010)

New Holland Publishing

Responsible for taking briefs from concept through to layout and pre-press for the production of book internals and covers on a wide range of publications including cooking, natural history and lifestyle titles. Collaboration with editors, photographers, illustrators and production staff in developing concepts and preparing press-ready artwork. I worked on multiple projects in a deadline-driven environment, adhering to budgets and production schedules.

EXPERIENCE

- I have over 15 years experience in the development of a wide range of digital and print collateral, ranging from books to catalogs, digital collateral for websites and social media, video editing, order forms, print and digital signage and packaging design
- I ensure consistency and integrity in representing the organisation's brand identity across all communication channels and materials
- I think outside the box and enjoy problem-solving and brainstorming visual possibilities for a project
- I collaborate with clients, design colleagues, marketing teams, editors, photographers, illustrators, printers and other professionals to develop concepts and troubleshoot issues
- I'm an excellent communicator and listener and I respond well to feedback
- Excellent typesetting skills and proof-reading
- I am experienced in managing multiple projects and manage my time efficiently
- I work calmly under tight deadline pressures
- I work to resolve unexpected issues and keep projects on schedule as much as possible
- I have experience in photography and video filming and editing
- Advanced skills in Indesign, Photoshop and Illustrator
- Adobe Premiere video editing course - March 2024

EDUCATION AND CERTIFICATION

DIPLOMA OF FINE ARTS

National Art School, Darlinghurst

1992

DIPLOMA OF GRAPHIC DESIGN

TAFE NSW, Hornsby Campus

Started in 2007 and due to work and family commitments am currently completing the last 2 units