

AMANDA TARLAU

Senior Graphic Designer | Creative Direction | Brand & Visual Communication | Government

Point Clare NSW

0401 201 808 | antarlau@gmail.com

www.dianelladesign.com.au

PROFESSIONAL PROFILE

Graphic designer with more than 15 years' experience across government, publishing and corporate environments. I currently work at Willoughby City Council, designing a wide range of communications for Council services, major events, arts and cultural programs and community initiatives.

My experience covers print and digital design, campaigns, publications, branding, signage and information design. I'm used to taking projects from an initial brief and early concepts through stakeholder feedback, artwork, production and final delivery, often managing several projects and competing deadlines at once.

I also enjoy the collaborative side of design — working with stakeholders to find the right solution, presenting and refining ideas, supporting other designers and looking for practical ways to improve design workflows and consistency. I have advanced skills in Adobe Creative Cloud and extensive experience in print production, alongside a growing focus on digital design and emerging creative technologies.

CORE CAPABILITIES

- Creative direction & concept development
- Multi-channel campaign design
- Brand strategy, governance & implementation
- Stakeholder engagement & creative consultation
- Project & workflow management
- Visual communication & information design
- Government & community communications
- Accessible & inclusive design
- Publication & corporate report design
- Digital, social & environmental design
- Team support, mentoring & knowledge sharing
- Print production & quality control
- Adobe Creative Cloud & emerging technologies

PROFESSIONAL EXPERIENCE

Feb 2023 – Current | Graphic Designer Willoughby City Council

Senior design role within Council's Engagement, Communications and Customer Service team, delivering creative and visual communication solutions across Arts & Culture, Events, Sustainability, Waste, Community Services, Leisure, Corporate Planning and Communications. Lead projects across concept development, campaigns, publications, digital communications, signage and environmental graphics, working closely with stakeholders to translate strategic and operational requirements into effective creative outcomes.

I regularly manage multiple concurrent projects from briefing and creative development through stakeholder approvals, production and delivery, while maintaining Council brand, accessibility and quality standards.

- Manage the design of major Council campaigns and events including Emerge Festival and Lunar New Year, developing the visual approach and producing coordinated print, digital, social, signage and event collateral.
- Developed the creative direction for Willoughby Symphony Orchestra's 2026 and 2027 seasons, creating adaptable visual systems across season campaigns, individual concert promotions, publications, digital advertising and supporting collateral.
- Led concept development for the Willoughby Leisure Centre entrance feature, exploring multiple creative directions and working through stakeholder consultation, materials, fabrication considerations, signage integration and practical implementation.
- Manage complex design projects and workflows across multiple Council business units, prioritising competing briefs and coordinating stakeholder approvals, suppliers, prepress and production to meet fixed deadlines.
- Acted as Creative Team Lead, managing incoming marketing requests and team workflow, helping prioritise projects, supporting other designers, attending management meetings and working with the Communications Team Lead to improve the Marketing Request-Planner workflow.
- Provide creative and technical guidance to colleagues, supporting brand application, concept development, Adobe/InDesign workflows and production problem-solving, while contributing to knowledge sharing and capability development within the team.
- Help maintain Council's visual identity across communications, advising staff on brand application and developing templates and design systems that make it easier to produce consistent material
- Design complex information including event maps, programs, reports, diagrams and information graphics, translating detailed content into clear and accessible communications for diverse community audiences.
- Work collaboratively with stakeholders to interpret briefs, clarify communication objectives, present creative solutions, respond constructively to feedback and resolve design and production challenges.
- Apply emerging technologies and AI-assisted Adobe workflows to improve image editing and production efficiency while maintaining creative oversight and considering appropriate use within a government environment.

2018 – 2022 | Senior Graphic Designer Walker Books Australia

Led the design and production of children's and young adult publications across picture books, non-fiction, graphic novels and illustrated fiction. Developed creative concepts and visual direction, collaborated closely with editors and illustrators, briefed and guided artists, and managed complex publications through artwork, prepress and production within strict schedules.

- Collaborated with editors and illustrators, providing creative briefs and guiding artists through storyboard development, progress sketches and final artwork.
- Managed detailed publication structures and complex combinations of text and imagery, with a strong focus on typography, pacing and visual hierarchy.
- Prepared print-ready files for printers in Australia and China and troubleshoot prepress and production issues while working to strict publishing schedules.

2016 – 2018 | Graphic Designer – Marketing Oticon Australia

Worked within the Australian and New Zealand wholesale marketing teams, designing communications and marketing collateral across print and digital channels.

Developed product guides, catalogues, retail point-of-sale materials, advertising, social media graphics, website assets, eDM artwork, signage, interactive order forms and event collateral.

Worked collaboratively with marketing and product teams to develop creative solutions and maintain consistent application of the Oticon brand across communications.

2012 – 2016 | Senior Designer & Art Director Scholastic Australia

Responsible for the design and development of children's picture books, fiction and non-fiction publications.

Commissioned and art-directed illustrators, developed visual and layout concepts, designed covers and internal pages, managed typography and typesetting, and prepared print-ready artwork.

Collaborated with publishers, authors, editors, illustrators and production teams while managing multiple titles within strict publishing and production schedules.

2011 | Graphic Designer – Marketing, Contract Australian Red Cross Blood Service

Designed and produced print and digital communications for national and state marketing teams, including advertising, signage, newsletters, merchandise, eDM campaigns, web banners and social media assets.

Ensured consistent application of organisational brand guidelines across communications and managed artwork preparation, printer quoting and print production.

EDUCATION

Diploma of Graphic Design TAFE NSW

PROFESSIONAL DEVELOPMENT

- AI and emerging technologies in creative practice
- How Designers Can Stay Human in a World of AI — Melbourne Design Week 2026
- AI and creative practice professional development — UNSW / Oliver Bown
- Confident Communicator
- Adobe After Effects
- Adobe Premiere Pro
- Ongoing professional development in accessibility, visual communication and digital design

TECHNICAL SKILLS

Advanced: Adobe InDesign | Illustrator | Photoshop | Acrobat

Working knowledge: After Effects | Premiere Pro | PowerPoint | Canva | Figma

Systems & workflows: Digital asset management | SharePoint/OneDrive | AI-assisted Adobe workflows | Prepress & print production

Design: Brand systems | Campaigns | Publications | Information design | Infographics | Presentations | Signage & environmental graphics | Digital & social content | Photography & image manipulation