

MICHELLE DAWSON

MULTI-DISCIPLINARY DESIGNER



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PROFILE

A multi-disciplinary designer, I have gained wide and varied experience in all 3 phases of construction – tendering, design and delivery. A highly motivated and organised individual who works with speed and efficiencies, I enjoy working within a team environment, in particular the process of collaboration and driving the design to exceed stakeholders expectations. As trained Interior Architect I have a strong understanding of design and construction, and this appreciation, I believe, enables me to create high quality and relevant content.

EDUCATION

2006 -2010
Bachelor of Interior Architecture
University of New South Wales

2016 - 2017
The Architectural Imagination
HarvardX

SKILLS

Professional

- Adobe Photoshop ██████████░░░░
- Adobe Illustrator ██████████░░░░
- Adobe InDesign ██████████░░░░
- Adobe Lightroom ██████████░░░░
- Events Planning ██████████░░░░
- AutoCAD ██████████░░░░
- Interior Design ██████████░░░░

Personal

- Organisation ██████████░░░░
- Communication ██████████░░░░
- Creativity ██████████░░░░
- Diligence ██████████░░░░

WORK HISTORY

Oct 2019 - Current | **Senior Content and Events Designer** | BESIX Watpac
Sydney, NSW

Michelle's primary responsibilities & experience includes:

- Creation of infographics and diagrams aligned to key messages, style, size and orientation for inclusion in tender documents
- Design and management of Interactive, Workshop and Pre/Post Tender presentations
- Conceptualisation and design of bespoke tender document designs
- Co-ordination & file management of the NSW creative assets
- Creative directing photo shoots conducted at Project completion and/or milestones
- Creation of site establishment and staging plans for inclusions in methodology schedules of tenders
- Design and production of marketing collateral including marketing brochures, industry magazine advertorials, client gifts
- Design and production of events collateral including invitations and posters
- Event planning and management

In her Event Planning & Management capacity, Michelle heads up all events for both Construction NSW and Marine & Civil. Accordingly Michelle has developed, designed and hosted industry events of up to 250 guests at both the Sydney and Port Macquarie offices.

As the Graphic Designer for NSW, Michelle also acts as the Brand Guardian for the state ensuring that Watpac's visual brand is consistently applied everywhere. Creatively, Michelle relishes the challenge to design appropriate and innovative ways to deploy the brand that will work within brand guidelines and communicate effectively.

Michelle's Interior Architecture background has also seen her called upon by the NSW site teams to design the site offices for the Poly Australia project and the high-end residential development Natura, Macquarie Park.

Dec 2017 - Oct 2019 | **Graphic Designer** | Watpac
Sydney, NSW

As the NSW graphic designer, Michelle worked with the Business Development team to provide design support wherever needed. Her primary responsibilities include:

- the design and delivery of EDM via the Mailchimp platform;
- the creation of effective infographics to succinctly deliver key points to users;
- Transforming hand drawn sketches and markups to presentation-ready standards;
- Design and layout of tender submission documentation to convey the 'story' of the project whilst adhere to Watpac brand guidelines.

Jan 2016 - Current | **Co-Founder / Lead Designer** | Frank & Bunny Love
Sydney, NSW

Founded by Michelle, Frank and Bunny Love is a graphic design studio & Online store specialising in bespoke event stationery. Her primary responsibilities include:

- New product development in line with current trends;
- designing content for digital streams including social media & digital campaigns;
- in-house photography including set-up, concepts & image database management;
- workflow management to ensure customer orders are completed in a timely manner.

Sep 2010 - Jan 2016 | **Interior Architect** | By Joh Designs
Petersham, NSW

Founded by Michelle, By Joh Designs was an Interior Architecture studio that specialised in bespoke residential design.

As an Interior Architect Michelle has a solid understanding of the durability and strength of building materials, but is also skilled in the use of light, color and textures in a space.

In her projects, Michelle was part of the design and building process from the beginning - drafting plans to create and refinish spaces in private homes with each clients' needs and wants in mind. In creating plans for a space, Michelle expertly takes into account interior construction, lighting and furnishings.

Due to family commitments, By Joh Designs ceased trading in 2016.

Jan 2010 - Oct 2015 | **Designer** | Matt Blatt
Alexandria, NSW

As designer and later Head of Creative for Matt Blatt, Michelle oversaw all graphic content to support marketing campaigns and advertisements nationwide. Her responsibilities included:

- Acting as national Brand Champion, working with the National Marketing Manager & wider Marketing and VM Team to ensure brand essence was communicated consistently via all creative across all channels - from the letterhead to business cards and in-store signage and internal & external communications;
- create national magazine and advertorial campaigns in line with the business strategy and brand identity;
- work with the National Marketing Manager on campaign concepts, providing feedback, direction and ideas;
- conceptualising and directing photoshoots and TVCs;
- directing the photo retouching, typography, illustration, all amounting to the design and development of finished art for window posters, decals and in-store price points.

REFERENCES

KATE HANNAFORD

New Business Manager | John Holland Group
0419 361 791

SAMANTHA KUIPER

General Manager - Design & Innovation | Richard Crookes Constructions
0418 881 863