



MARYJANE BOARETTO PUREZA

senior graphic designer

get in touch

mjbp@mjpix.com + mjpix.com

software

Photoshop
Illustrator
InDesign
InVision + XD
MailChimp
Microsoft Office
Google Suite
WordPress
HTML/CSS
Asana + Trello

skills

Art direction
Illustration
UX/UI
Social media
Branding
Prepress
Image sourcing
Editing/Copywriting
Project management
Team manager

references

Rob Morrison
Creative Director
Vodafone

Carina Chambers
Creative Director
Orange Line

"She makes the biggest challenges look effortless and does it all with a sunny disposition." *Ally Neill, Copywriter*

education

- 2001 - 2003: TAFE Hornsby Nth Syd Inst. Adv. Dip. Graphic Design (Dist)
- 1998: Self-taught HTML & web design

Design is my life & passion.

I love to: exceed expectations, stay curious, be positive and drink espresso.

things that make me happy

travel + drawing + acupuncture + malbec
japanese art/culture/food + art galleries
intuitiveness + typography + minimalism
learning portuguese + sunshine + music

AUG 2018 - DEC 2018

DESIGNER THE NRMA

- In-house, contract designer for re-branding project: My Fast Ferry
- Take all existing assets for My Fast Ferry and rebrand them as NRMA using brand guidelines: uniforms, boat livery, signage, retail/kiosk, print ads, posters, website, app, EDMs, banners, tickets, brochures, presentations.
- Audit existing UX/UI for website, app and retail space. Provided UX and design recommendations for improvements.

MAY 2016 - AUG 2018

CREATIVE LEAD ORANGE LINE

- Creative, conceptual lead designer, digital marketing agency.
- Clients: Bupa, Bayer, Royal Canin, Foxtel, Connect Hearing, Not-for-profit.
- Digital campaigns: concept to execution (banners, EDM, CRO, landing pages), website re-designs & UX/UI audits, product launch design & branding, social media, templates, project management, quoting, team management.

AUG 2015 - MAY 2016

SENIOR GRAPHIC DESIGNER HUDSON RECRUITMENT

- In-house sole designer and brand guardian for APAC region.
- Conceptual design across print and digital mediums.
- White papers, image library maintenance, EDMs, brochures, flyers, website re-design, presentations, social media, signage, infographics, templates.

JAN 2015 - JULY 2015

ART DIRECTOR + DIGITAL DESIGNER CUMMINS & PARTNERS

- Conceptual and flexible, print and digital designer for ad agency.
- Print and digital campaigns for Vodafone, Kiehl's and Masters.
- Concepts, storyboarding, OOH, art direction at photoshoot, branding, illustration, EDMs, landing pages, banners, social media, UX/UI.

NOV 2011 - DEC 2014

SENIOR GRAPHIC DESIGNER VODAFONE

- In-house senior print and digital designer.
- Brands: Vodafone, Apple, Samsung, HTC, Crazy Johns, Allphones.
- Conceptual designer, campaign concept & execution, EDMs, banners, digital templates, bill redesign, signage, retail store design, social media, catalogue, internal comms, mentor junior designers, photo retouching.

1998 - NOW

CREATIVE DIRECTOR MJPIX (FREELANCE)

- Creative print and digital solutions for local and international clients.
- Clients: MultiLit, UNSW, property, finance, IT, natural health, sport industries.
- Conceptual design, design consultation, design solutions, project management, stakeholder liaison, print management, studio admin.

MAR 2010 - JUL 2011

SENIOR DESIGNER + MANAGER D-DESIGN

AUG 2007 - MAR 2010

MID-WEIGHT DESIGNER DOUBLE DAY BOOK CLUBS

JUN 2005 - AUG 2007

GRAPHIC DESIGNER PRINT2DAY

JUL 2004 - MAR 2005

GRAPHIC DESIGNER PAPARAZZI STUDIO