

Amanda Crane GRAPHIC DESIGNER



EMAIL amanda@thecranes.net.nz **WEBSITE** www.thecranes.net.nz/creative

PHONE +64 9 550 7133 **MOBILE** +64 21 046 3116

PROFESSIONAL EXPERIENCE

Freelance - Creative at the Cranes

Melissa Pearl | Auckland - November 2011 to Current

Book Cover Designs

Melissa Pearl is a new and upcoming Young Adult's Author. I was asked by Melissa to design the e-book covers for her Time Traveller Trilogy and we are now working on revamping the covers for print.

Siren Studio | Auckland - October 2011

Brand Identity - Logo Design

Siren Studio is a new business founded by Janine Oliver who is a Make-up Artist, Qualified Beauty Therapist and Hair Stylist. I was asked to design the studio's logo.

Kre8 Action | Auckland - August 2011

Brand Identity - Logo's and Business Card

Kre8 Action is a new company that wants to help people develop their dreams and skills. I was asked to design the company logo and also to create a logo for their first project which is a School Holiday Programme called Action Kre8tive. I also designed their business cards.

Rescue Media Ltd | Australia - August 2011 to Current

APFA Journal, Media Kit, Certificate and more

APFA Journal is a twice yearly journal which I designed for the Australian Police Football Association, one of Rescue Media's clients. The journal portrays the results from the football games and a general catch up on the activities of the club. I have also designed a media kit, certificate, and letterheads for the APFA.

NZ Thoroughbred Marketing | Auckland - June 2011

Web/Email Banners

I design a range of web/email banners for their email newsletter promoting their clients.

BotanyLife Community Church | Auckland - May 2011 to Current

Portal Magazine

Portal is a quarterly magazine for the BotanyLife Community Church, that connects the church together by sharing information on all areas of what people do inside and outside of the church. I am the primary designer and a member of the Creative Team in charge of producing Portal.

Green Reaper NZ Ltd | Auckland - April 2011

Business Card, Flyer, Letterhead, Fax Header, Labels

The new owner requested an updated flyer, business card, letterhead, fax header and product labels all of which I designed for him and he was very happy with. In addition I redrew the company's mascot that is to be placed on advertising when required.

"Amanda from creativecrane was excellent throughout the design of our work. Very professional, listened to what we wanted and she helped us achieve that, on time and on budget. I will definitely work with creativecrane again. And will highly recommend her to all A+*" Craig Price | GREEN REAPER NZ LTD (Comment via Freelancer.com)

Rotary Club | Hamilton - March 2007

Booklet

Designed a print ready booklet for a charity dinner including adverts for each chef's restaurant and the sponsors which represents their brand identity. The Rotary Club was extremely happy with the final product and impressed with the care, consideration and closeness to detail displayed, all the way up to printing the booklet. The printers were also happy with the print ready state of the booklet.

Manna House | Marvellous Manna Catering - 2005

Brand Identity

Combined two companies under a single unified brand identity. Design included a logo, business card and letterhead. I designed a simple and effective brand identity under the name "Manna House" with the caption "catering, events and venue", making it broad enough to be used to describe the combination of the two companies. I worked remotely, liaising with the client who was in another city and produced a result that they were very happy with.

ABC - Affiliated Business Consultants - April 2008 to February 2011

Inhouse Graphic Designer for Advertising & Marketing

Sole in-house designer for advertising and marketing. Laying out the ABC Business Opportunities Magazine that is published and sent out around New Zealand quarterly. Keeping the ABC, Real Commercial, NZ Trucking Association and NZ Shores websites up to date with the latest ABC businesses for sale. Creating advertisements each week for the New Zealand Herald, Dominion Post and The Press. Liaising with account managers from newspapers and printing firms. Laying out profiles for each business. Tracking client advertising payments. Creating flyers. During my time at ABC I improved the layout of the magazine, making it easier to read and giving it a consistent feel with the rest of ABC's advertising. I also standardised the newspaper advertising templates and business profiles across the business so that it had a unified and consistent look.

In addition I improved the admin staffs understanding and use of InDesign. This along with the standardised templates allowed admin staff at remote sites to produce some of their routine advertising in local papers independently.

Overall I improved the visual appearance of the companies advertising through the use of high quality photographs and layout to give a more crisp and professional look.

ABC Photosigns - June 2007 to April 2008

Graphic Layout Artist

Layout real estate signs, brochures, flyers and window advertising for real estate agencies around NZ. While I was there I created relationships with real estate agents who only wanted to deal with my work. I redesigned the company's brand identity including a logo, business cards, letterheads and compliment slips.

Waikato Institute Of Technology - 2004 to 2006

Student and on the Exhibition Committee

I studied at Waikato Institute of Technology (Wintec) from 2004 until 2006. While studying I became proficient with design programs from the Adobe Creative Suite and was taught skills that could be applied to design situations in a business environment. I also had the opportunity to work at the design company The Church, in Auckland, for three weeks. At the end of my final year at Wintec, I got an opportunity to present my best work in the End of Year Student Exhibition. I was on the exhibition committee and created a website that reflected the exhibition and showcased the students and their work to the world.

EDUCATION & ACHIEVEMENTS

Waikato Institute of Technology - HAMILTON, NEW ZEALAND - 2004 to 2006

Bachelor of Media Arts, Major in Graphic Design

Exhibitions

Off the Leash - Graphic Design and Digital Graduates End of Year Exhibition, School of Media Arts, Wintec, Hamilton, NZ - 2006

Awards

D-Photo Magazine

Runner Up for Nikon D-Photo Amateur Photography Competition in the Travel Category - 2011

Waikato Institute of Technology - HAMILTON, NEW ZEALAND

Print House Supreme Award in Graphic Design - 2007

Waikato Institute of Technology - HAMILTON, NEW ZEALAND

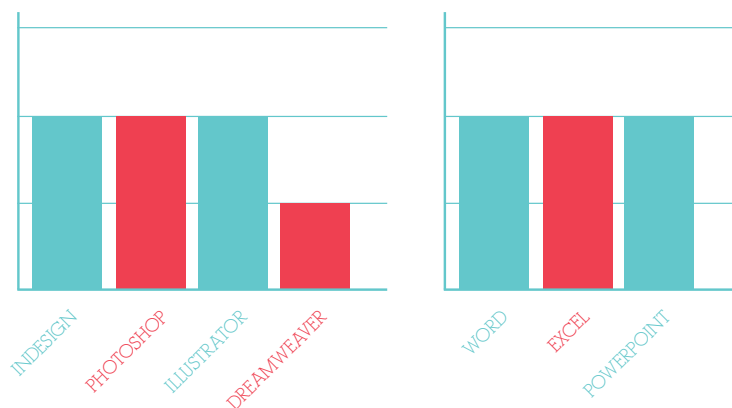
Print House Award of Excellence in Graphic Design - 2007

SKILLS

Design Skills

- Magazine layout
- Cover page layout
- Newspaper advertisements
- Website advertisements
- Logo design
- Billboard advertising
- Flyers
- Presentations

Technical Skills



Personal Skills

Able to work well in both a team environment and by myself. Experience in working with team members on improving their knowledge of the programmes used. I am used to working in a client focused environment.

HOBBIES & INTERESTS

I love design especially graphic design and interior design, photography, music, movies, painting and travelling.

REFERENCES

Sue Ray - *Office Manager* - ABC AFFILIATED BUSINESS CONSULTANTS LIMITED
suer@abcbusiness.co.nz | mobile 021 790 831 | phone 09 630 1600

Don Matheson - *General Manager* - ABC PHOTOSIGNS NZ LIMITED
don@photosigns.co.nz | mobile 021 950 854 | phone 09 6222 620