







## ABOUT ME

Hello, I'm Taylor Joppich; a Brisbane-based graphic designer specialising in brand development, illustration, print and web design. I pride myself on my adaptability, meticulous attention to detail and passion for high quality, purposeful design. In a visually stimulating world where first impressions really do count, I help clients create a lasting impression through elegantly simple design solutions that are meaningful, functional and beautifully crafted.

## CONTACT

**m** | 0499 054 466  
**e** | [hello@taylorbydesign.com](mailto:hello@taylorbydesign.com)  
**w** | [taylorbydesign.com](http://taylorbydesign.com)

## CONNECT

 [taylorbydesignaus](https://www.facebook.com/taylorbydesignaus)  
 [taylorbydesign](https://www.instagram.com/taylorbydesign)  
 [Taylor\\_Joppich](https://www.linkedin.com/in/Taylor_Joppich)  
 [Taylor'd by Design](https://www.pinterest.com/Taylor'd%20by%20Design)

## EDUCATION

- **QUEENSLAND UNIVERSITY OF TECHNOLOGY**  
*Bachelor of Creative Industries (Interactive and Visual Design)*  
GPA: 6.9  
Vice Chancellor's Academic Scholarship (2016), College of Excellence member, QUT Creative Industries Dean's List (2016), Winner - Lendlease Creative Enterprise Engagement Project (2018), Recognised within Top 15% of CI Faculty (2019)
- **WILLIAM ROSS STATE HIGH SCHOOL**  
*Queensland Certificate of Education (Tertiary Pathway)*  
OP Score: 1  
QCAA Certificate of Academic Commendation, Dux of the School (2014), Citizen of the Year (2014)

## EXPERIENCE

- **GRAPHIC OFFICER | 2019 - PRESENT**  
*Queensland Writers Centre*  
Position involves branding signature events and programs, designing corporate and event collateral, liaising with printing and merchandise suppliers, creating original graphics for web and social media platforms, and determining strategies to advance QWC's brand image.
- **GRAPHIC DESIGN INTERN | 2019**  
*Queensland Writers Centre*  
Responsibilities included; social media content creation and management, creating visual assets and marketing collateral for workshops and events, and developing style guides to ensure brand consistency.
- **FREELANCE GRAPHIC DESIGNER | 2017 - PRESENT**  
*Taylor'd by Design*  
Graphic design solutions produced include; branding and logo design, custom illustration, brand and event stationery, editorial layouts, print and publication design.
- **STUDENT AMBASSADOR | 2017 - 2019**  
*Queensland University of Technology*  
Promoted the university to prospective students at career expos, school visits and open days. Responsibilities included conducting oral presentations, answering enquiries and facilitating campus tours.
- **DIGITAL LIBRARY TRAINEE | 2015 - 2016**  
*CityLibraries, Townsville City Council*  
Created original graphics for web and social media platforms, designed posters, brochures and e-books, managed and extended the library's social media channels, and facilitated a drop-in technology assistance program.

## VOLUNTEER EXPERIENCE

### ASSISTANT GRAPHIC DESIGNER | 2018 - 2019

*Bella Rae Magazine*

Worked with the Creative Director to design single and multi-page spreads that adhere to the magazine's grid and style guide, illustrated images to accompany written content and created full page advertisements.

### CLW CO-DIRECTOR | 2017 - PRESENT

*Lutheran Youth of Queensland*

As co-director, I assist in making key organisational, operational and planning decisions before, during and after camp. I also lead activities and small group bible studies on camp while providing direction and support to the wider leadership team.

### CHRISTIAN LIFE WEEK (CLW) LEADER | 2015 - 2017

*Lutheran Youth of Queensland*

Assisted with planning and leading activities and small group bible studies, as well as creating a welcoming, supportive environment for campers to grow in faith and form friendships.

## DESIGN SKILL SET

My tertiary studies, previous industry experience and initiative to undertake further professional development opportunities has enabled me to establish a diverse creative skill set that includes:

- branding and logo design
- illustration
- print and publication design
- typographic design
- stationery design
- web and interface design
- wireframing and prototyping
- digital content creation
- creative, design thinking
- visual problem solving

## ADDITIONAL SKILLS



digital photography



interdisciplinary collaboration



video editing



diligent, organised and self-motivated



public speaking



oral, written and visual communication



marketing and enterprise skills



time management



problem solving



client and project management

## TECHNICAL SKILLS

I have experience working with the following software and coding languages, with Adobe Illustrator and Indesign being my significant strengths. I am also adept in social media scheduling platforms such as Later and Buffer, and project management application, Trello.



adobe illustrator



adobe indesign



adobe photoshop



adobe bridge



adobe premiere



html, css & javascript



proto.io



microsoft office

## REFEREES

### MRS ZOË COLLINS

Seasonal Academic | QUT  
Graphic Designer & Illustrator

ph | 0401 020 612

e | hello.zoecollins@gmail.com

### MRS SAMANTHA HOPE

Social Media and Marketing Manager |  
Queensland Writers Centre

ph | (07) 3842 9922

e | samantha.hope@qldwriters.org.au

### MR WARREN CHEETHAM

Co-ordinator Planning and Business  
Development | CityLibraries Townsville

ph | (07) 4727 8326 | 0407 593 362

e | warren.cheetham@townsville.qld.gov.au