



Ashley Brown | Visual Designer

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Design work and experience

Federated Farmers of New Zealand: In-house Visual Designer with tasks including ad campaigns, branding and logo creation, event collateral, presentation slides, fillable forms, booklets, agendas, infographics, graphs, charts and timelines, brochures, illustration, social media graphics, event and portrait photography, videography and video editing, animation and animated logo creation

Department of Conservation: In-house Mac Operator/Graphic Designer with tasks including early design concepts through to final products, ad campaigns, brochures, signage, booklets, printing and creating physical mock-ups, illustration, animation and social media design

NZTU: Lead in-house Designer with tasks including graphic design, illustration, videography, animation, photography, podcast editing, social media and web design

Melon Health: Freelance Animator to concept, storyboard and execute informational animated videos about chronic pain and the sensory nervous system for an online therapy course for Wellington Hospital. After patient/user testing and receiving rounds of thoughtful feedback, I applied appropriate and considered changes to create a meaningful outcome for the target audience

Goethe Institut: Freelance design with tasks that range from graphic design, illustration, wall mural design, book design, and motion graphics; notably for their German language courses – this was shown at Cuba Dupa to promote German phrases and to highlight the diversity and culture of Wellingtonians

Wellington City Council: Illustration, layout and graphic design for their eLearning program. All designs were consistent with their existing brand and illustration style

Other creative work

Yoobee Colleges: Tutoring visual design, InDesign and 2D animation short courses

Mevo: Vector illustration motion graphic instructional video to show users how to use their product. I was also tasked with creating the app launch animation

CoLiberate: Graphic design and Illustration, tasks include corporate document design, posters, program slides, photography, videography and various other design work

Berhampore Nursery: Volunteer plant potting, weeding, watering and nursery maintenance

Zealandia: Volunteer gardening and bird feeding

Freelance Artist: Logo design and brand identity, graphic design, illustrations, painting, sculpture and textiles

Skills

- Programs: Adobe InDesign, Illustrator, Photoshop, After Effects, Premiere Pro, Audition, Lightroom and Acrobat, Microsoft Word, Outlook, PowerPoint and Excel
- Digital, vector, ink and pencil illustration
- Motion graphics, 2D frame by frame and key frame animation, videography, digital and film photography
- Watercolour, gouache, oil and acrylic painting

Education and training

Mental Health First Aid Certificate

Screen Production diploma – Yoobee Colleges

Graphic Design diploma – Yoobee Colleges

Food handling and safety, barista and customer service training

Level 1 and 2 of NCEA

Interests

I often pick up new creative practices - such as lino cut and cyanotype print making, playing music, textile design and jewellery design

I'm a key member of the Shoot Film Wellington community. I contribute design work, organise events, creating content and helping with social media accounts

I contribute to Thelimage04, a weekly Te Whanganui-a-Tara music and arts event guide

Referees

Josh Mangos: 021 0225 9739

Yang Gan: yangcgan@gmail.com

Nick Graham: ngraham@doc.govt.nz

◆ *Thanks for looking!*