

Linda Gehard

info@droplet.com.au
www.droplet.com.au

Executive Summary

I am an 11 year veteran designer working in web design and development, print design, and project and team management. I have worked across several industries including telecommunications, property management, banking and finance, and various consulting firms.

I am looking to expand my design skills whilst further developing my skills in user centred design and site information architecture.

Professional Experience

I have experience in the following areas:

- **Website Design and Development** – graphic layout, branding/identity integration, user interface design, workflow development, template design, set up cms templates and customised layouts
- **Graphic Design** – Print materials for marketing campaigns, company branding and identity development
- **Business and Marketing** – Event management, workshop development, project and team management, research
- **Other** – Interactive cd-rom application design, document and information management

Additional experience:

Software: Photoshop, Imageready, Illustrator, InDesign, Flash, Fireworks, Dreamweaver, Homesite, MS Office, HTML, XHTML, CSS, Javascript

CMS: Lotus Notes, Interwoven Teamsite, Microsoft CMS, Joomla, Textpattern, Livejournal

Education

Master of Industrial Design, University of New South Wales, Sydney (UNSW) 2003

Bachelor of Fine Arts in Industrial Design, University of Illinois, Chicago (UIC), USA 1992

Other Training

The Hiser Group - www.hiser.com.au 2000

User Interface Design and Usability for the Web and Software Training Courses (4 short courses)

Work

Droplet Design January, 2001 - Present

Freelance

- Freelancing privately on several different projects.
- Website design and development
- Project management
- User interface design for web and software
- Content management and development
- Market and product distribution channel research
- Design research
- Interactive cd-rom design
- Promotional print material design.

Design Institute of Australia April, 2002 - Present

DIA Student Council Co-ordinator (current role)

- Managing the efforts of a group of 5 student councillors who run various portfolios on council all related to helping students transition into the workforce.
- Perform information and communication liaison responsibilities to State Council, media and interested parties.
- Manage projects and events through to completion.
- Manage documentation for DIAS Council.

DIA NSW State Council Secretary

- Organised administration duties for state level council.
- Helped organise as many as 15 Continuing Professional Development events annually for design professionals.
- Perform information and communication liaison responsibilities to National, NSW members, media and interested parties.
- Managed documentation for NSW Branch.

DIA Student Council Workshops/Seminars Organiser

- Co-ordinated workshops for student level council on various topics related to the design industry.
- Managed projects and events through to completion.
- Created a business model for workshops which brought consistency and greater exposure to the DIA Student Council.
- Developed a visual brand for all Student Council promotional materials, some cold calling, liaised with various service providers.
- Co-ordinated team members.
- Developed workshop/seminar concepts and topics and organised speakers on those topics.
- Wrote and/or co-ordinated scripts for the various speakers.

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The Hiser Group April, 2007 - May 2007
User Interface Designer - Contract

- Created visual designs for Westpac online banking working independently within a team of 6 user interface designers
- Created visual designs for a new section of Hiser's website working with 2 other team members.
- Created wireframes and edited existing requirements spec documents.

InterfaceFLOR February, 2007 - April, 2007

Web Designer - Contract

- Content management and migration to new site using Lotus Notes CMS.
- Helped develop and refine site structure.

Westfield Group May, 2006 - July, 2006

Web Designer - Contract

- Designed and built new sites within Westfield's domain as part of the Digital Business Group.
- Determined standards for new sites according to branding guidelines.
- Conducted site maintenance.
- Liaised with internal and external clients throughout site construction from design concept through to implementation.
- Created wireframes and workflows as well as visual designs for new sites.

Meat and Livestock Australia September, 2004 - March, 2005

Online Communications Coordinator - Contract

- Content management of all sites under the MLA umbrella.
- Provided training to new users of content management system.
- Content migration from old to new site design using Microsoft CMS.

Ideal World Pty Ltd May, 2001 - August, 2001

Freelance Graphic Designer

- Created cd-rom applications for clients which utilised interactive pdf and 3D animation in cohesive presentations of their message.
- Designed promotional print material for clients in related campaigns.
- Managed the projects through each stage.

Australian Business Limited July, 2000 - December, 2000

Web Designer - Contract

- Redesigned top level pages for Australian Business Limited Web site.
- Conducted usability testing of page designs with organisation members in individual test sessions using activity scenarios.
- Created interface designs and graphics for other affiliated web sites such as Chambernet, Australian Health Online and Workplace Info.

Westpac Banking Corporation July, 1999 - July, 2000

Web/Interactive Designer

- Created graphics for all internet media released by Westpac including banner ads.
- Designed graphics for the Westpac, AGC, Bank of Melbourne and Challenge Bank websites bringing them all in line with Westpac's branding guidelines.
- Coded web pages (maintenance and updating).
- Contributed significant design and site maintenance work to Westpac Broking and Westpac Home Loan Centre sites.
- Won an Achievement Award for efforts as part of the Westpac Broking development team.
- Liaised with key business unit managers in the development of all sites worked on.

Compaq/Digital Computers January, 1999 - July, 2000

Freelance Graphic Designer

Hypercom Net Transactions September, 1997 - February, 1999

Graphic Designer

Show-Ads Interactive (later known as SAI Media) April, 1997 - September, 1997

Freelance Web Designer

Optus Vision April, 1996 - November, 1996

Document Controller/Web Designer - Contract

Professional Affiliations

Member Design Institute of Australia (DIA) 2002-Present

Member DIA Student and State level Councils April, 2002 - Present

Other Interests

Good food, culinary excellence, pilates, yoga, soccer, motorcycles, patternmaking for fashion design, sewing, drawing, painting, photography, travel.

References

Available upon request.