

## Contact

0421 759 477

astersrae@gmail.com

## Portfolio

## Linkedin

## Technical skills

**Adobe suite** (Indesign, Illustrator, Photoshop, Premiere, Acrobat)



Adobe XD, Figma



Canva



**Microsoft suite** (incl. Powerpoint, Word, Publisher)



## Web platforms

(Squarespace, Wix, Divi, Wordpress)



## Project management

(Asana, Airtable, Outlook, Trello, Miro, Milanote)



# Aster Rae

Visual design and communications  
Brisbane, QLD

## About me

I have ten years of experience in visual communications. I specialise in visual strategy and identity design for individuals and businesses. I love problem-solving; it's the most significant part of my role as a designer, and I bring my technical expertise to the process.

I enjoy developing my understanding of human behaviour, particularly regarding user pain points and how to design best for a rapidly changing world.

## Employment history – 2018 to Present

### Graphic Designer, The Leukaemia Foundation

Apr 2023 — Present

- Collaborated with cross-functional teams to ensure designs met business objectives.
- Created a comprehensive colour update that improved the consistency of the company's branding across all channels.
- Utilised a variety of software to create high-quality visuals, including the core Adobe suite, Canva and Microsoft in the case of corporate templates.
- Rolled out a nation-wide signage update project across multiple sites.

### Communications and Marketing Specialist, bdna Group

Jun 2021 — Apr 2023

My role at bdna covered internal communications, external marketing strategy, brand management and a brand refresh. **This included:**

- Developing a brand and communication strategy.
- Social media strategy and content creation (copy writing and proof-editing long and short-form content for LinkedIn, filming and editing long-form interviews for LinkedIn).
- Brand design, including the creation of brand guidelines and a creative re-brand.
- Design thinking, creative problem-solving, ongoing mentoring and development of internal educational resources.

During my time at bdna, we saw our social media following grow by 120%. Our brand began to be seen and recognised nationally within the public safety industry, and a project I heavily collaborated on received award recognition at a prominent industry conference.

### Communications Manager, Protech Energy Group

Sept 2020 — Jun 2021

My role at Protech Energy Group covered a communication strategy audit both internally and externally from a human-centred design lens. The solution involved strategic visual design updates and planning for future ease-of-use as this coincided with the disruption of the Covid-19 pandemic. **This included:**

- A comprehensive brand audit and user research.
- A full business visual re-brand including a new logo, colour palette, guidelines.
- Website design and copy writing.
- Brand collateral, including signage, uniforms and print materials.
- Content creation for LinkedIn, a regular newsletter, a blog, tender submissions, and expressions of interest for tenders (EOIs).

Since the re-brand, PEG found increased recognition in the field with their existing clients and saw an influx of prospective clients.

## Education

**Bachelor of Communication Design**  
Billy Blue School of Design  
Feb 2014 – Jul 2016

## Courses

**How to Design for the Human Mind:  
Cognitive Science for UX Master Class**  
Interaction Design Foundation (IxDF)  
Jul 2024 – Jul 2024

**Professional Cert. of UX Design**  
Google via Coursera  
Oct 2022 – Present

**Figma UI/UX Design Essentials,**  
Udemy  
Aug 2023 – Present

**Digital Marketing and Data  
Masterclass**  
Arctic Fox  
Jul 2023 – Sept 2023

**Graphic Design for Filmmaking**  
Annie Atkins  
Jul 2017

## References

**Janica Lewis**  
Creative Manager at Leukaemia  
Foundation  
jlewis@leukaemia.org.au

**Karyn Smith**  
Chief Operating Officer at bdna Group  
karyn.smith@bdna.com.au

**Jenny Vong**  
Desktop publisher & finished artist at  
ThinkHQ  
0492 914 271

**Amy Wootton**  
Design Strategist and Communication  
Consultant at the Queensland Public  
Sector Commission  
043 153 988

## Communications Coordinator, Protech Energy Group

Feb 2020 – Sept 2020

- Drafting communications to clients concerning COVID-19 restrictions, sourcing interstate passes, and safety equipment for staff
- User research into Protech's existing and potential clients
- Copy writing press releases
- Resume creation and updating for all staff
- Photo-editing and social media management

## Visual Designer & Illustrator, Soul Stirring Branding

Nov 2018 – Feb 2020

My role at Soul Stirring Branding covered visual design solutions for businesses in the Health and Wellness industry. The majority of the clients were based in the US.

### This included:

- Comprehensive identity design packets for established and new businesses with tailor-made visual elements (e.g. bespoke illustrations, textures and icons).
- Brand audits for established and new companies that included detailed client and secondary stakeholder research.
- The visual design of brand assets, including logos, illustration suites, colour palette creation, moodboard creation, website design (detailed psd wire-framing that was passed to a developer), social media asset creation, workbook design, and internal client support documents that included brand guidelines.
- Copy writing, proofing and editing of web, brand audit, and social media copy.
- Implementing client feedback and adapting strategy.

Client tutorials through Canva and best-use methods for their brands' communication going forward after handover.

## Employment history – 2014 – 2018

Graphic Designer at The New Garde  
Sept 2018 – Oct 2018

Graphic Designer at Black Canvas  
Jul 2018 – Aug 2018

Artist and Residency Assistant, The Fish Factory Iceland  
Aug 2017 – Jan 2018

Graphic Designer at Adventure Brewing Co, Ecuador  
Feb 2016 – Apr 2017

Graphic Designer at Next Thursday  
Mar 2016 – May 2024

Graphic Designer & Illustrator at Human Creative  
Mar 2016 – Jul 2016

Student ambassador & illustrator at Torrens University  
Feb 2015 – Jul 2016

Graphic designer at Open Minds  
Sept 2015 – Nov 2015

Contributing graphic designer & illustrator at the Brisbane Festival  
Jul 2014 – Sept 2014