



# Ian Leishman

Graphic Designer

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**WHO AM I:** I am a Brisbane based designer, who is looking to dedicate myself to a studio or in house design team, where I can use my talents on a variety of projects at the same time. I am a highly organised with an eye for detail who thrives on the thrill of a fast paced workplace. I thoroughly enjoy creating visual solutions (graphic design and photographic).

## WORK EXPERIENCE

**Xperience Realty**  
2016 - today

### Graphic Designer and Marketing Coordinator

- Conceptualise & visualise designs.
- Plan and execute visual print designs: Flyers, Brochures, Posters, Direct mail.
- Adhering to brand styleguides.
- Digital design for ad banners, EDM's, presentations and infographics.
- Create mood boards & illustrate ideas.
- Creative copywriting for target market.
- Management of marketing budget.
- Strong typographic skills & implementation.
- Social media campaigns - plan & execute: Facebook, Instagram & Youtube.
- Advanced experience in Adobe CC: Photoshop, InDesign, Illustrator & Lightroom
- Create video content - start to finish.
- Company photoshoots: studio & on location.
- Work autonomously and as part of a team.
- Web Design: Wordpress & HTML5+CSS3.

**Harsco Infrastructure**  
2010 - 2013

### Contracts Administrator

- Monthly contractor progress reports.
- Management of project budgets.
- Chief fire warden & First aid officer.
- Notable Projects: Brisbane City Hall, Ipswich & Logan Hospital extensions, Westfield Carindale extension, Brisbane Supreme and District Court & Airport Link Tunnels.
- Digital form designs - internal & external.
- Training compliance of staff: OH&S.
- FIFO Trainer for Mackay & Gladstone depots.

**AJ Velde Builders**  
2005 - 2010

### Project Manager & Marketing Coordinator

- Complete management and marketing of residential and commercial projects.
- Creation of brand and styleguide.
- Client contract management.
- Architectural plan designs: display and designer homes.
- Content creation for advertising - Print & Radio.
- Print media, Radio and Television airtime buying.
- Website design & construct in HTML & CSS.
- Detailed styling of display homes.
- Colour co-ordination and fit-out selection.
- Management of project timelines & budgets.

**Bunnings**  
2002 - 2005

### Trade & Marketing Representative

- Visiting clients on-site to take orders for new building projects.
- Organise variety of campaigns to exceed target budgets.
- Creation and publication of Hervey Bay Bunnings Warehouse 16 page monthly newsletter: 'The Gatehouse Monthly'. Duties included full publishing and all copywriting, photography, print layout and distribution to over 100 staff in store.
- Plan quantity estimations and quotations.
- Weekly competitor assessment.
- Marketing strategy plan and execution.
- Creation of print media for distribution instore.

**Koala Resorts**  
1999 - 2002

### Administrator and Supervisor

- Account Payable and Receivable.
- Fleet management of hire company.
- Internet Cafe technical build.
- Marketing, rostering and staff supervision.

**Hervey Bay Independent**  
1998 - 2000

### Graphic Designer and Production Coordinator

- Create weekly 36pg colour newspaper.
- Digital design of print layout.
- Copywriting for news articles.
- Create 128pg quarterly tourist guide.
- Creating small to full page advertisements.
- Ultra tight deadline management.

## INTERNSHIPS

**Australian University Sport**  
2017 - 4 months

### Graphic Design Intern

- Creating and directing content for the 25th Australian Unigames.
- Delivered in the role of Photography Manager.
- Creating EDM's, digital assets and print layout.

**Liveworm Studio**  
2017 - 3 months

### Graphic Design Intern

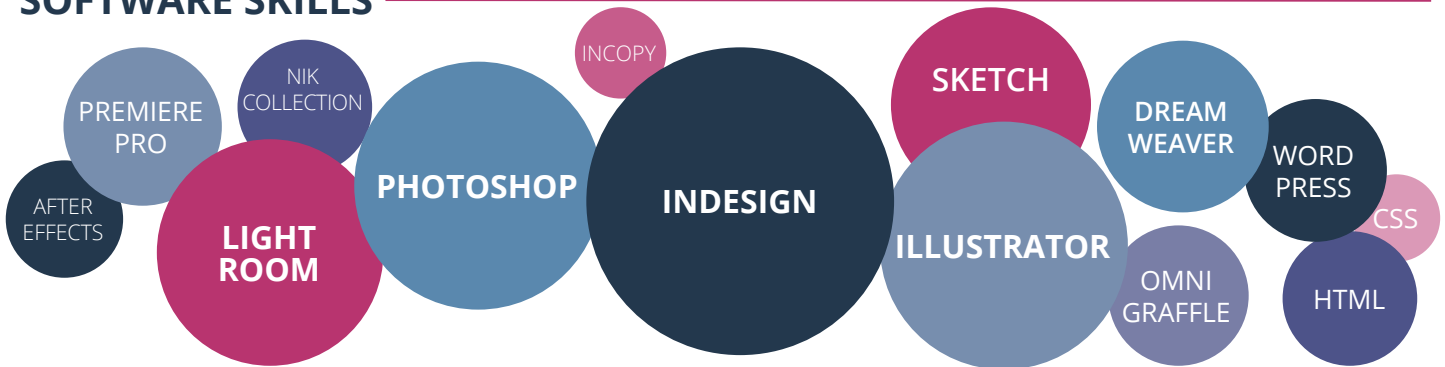
- Variety of print design briefs: coasters, posters, catalogue layout & logo design.

**RSPCA**  
2016 - 2017  
4 months

### Marketing & Design Intern

- Digital designs to weekly marketing brief: Web & Social media graphics
- Print design included POS stand, laser cutting jewellery & t-shirt designs.

## SOFTWARE SKILLS



## EDUCATION

### Griffith University

Qld College of Art  
2016 - 2017

#### Bachelor of Design

Following on from my studies at Design College Australia, I completed my studies at Qld College of Art with a major in Visual Communication Design - Final GPA 6.267. Focus included commercial design, wayfinding, print & digital design, UX/UI design.

### Design College Australia

2014 - 2015

#### Advanced Diploma in Visual Communication (Graphic Design)

Concentrated industry based training in print and digital design; Focus included branding and identity development, letterpress, packaging, UX/UI design, responsive web design, WordPress, copyright and trademark practices.

### Design College Australia

2013 - 2014

#### Diploma in Visual Communication (Photo Imaging)

Concentrated industry based training in photographic and studio practices; Focus included: Advanced photo editing techniques, composition, product photography, advertising briefs, event photography, web design and construct.

### Wide Bay Institute of TAFE

1995 - 1997

#### Associate Diploma of Information Technology (Applied Business Computing)

Post senior certificate study included: network and server design, advanced office applications, Adobe Photoshop fundamentals, Aldus Pagemaker print layout design, and Adobe Premiere video editing.

### Hervey Bay Senior College

1993 - 1994

#### Senior Certificate (Year 12)

Completion of year 12 with studies in English, maths, information technology, legal and political studies, organisational communication, and B&W photography.

## PERSONAL INTERESTS



I have two children, Toby 11 and Dale 9 who are front & centre to my life.



Motorbikes are a pleasure to ride both on and off road, I have been riding for > 20 yrs.



My interest in photography started in 1993 in the darkroom and since 2012, I have taken my hobby underwater.



SCUBA diving is my current sport of choice and I have achieved the rank of Divemaster.



I have taken my interest in Videography to the sky in recent years, piloting my drone.



I swam competitively in my teenage years and now enjoy swimming for fitness.



Playing baseball is awesome, I'm currently part of the Griffith University team.



Snowboarding is a sport I started in 2001 and I enjoy getting up to the mountains.

## AWARDS

### Griffith Award for Academic Excellence 2016

Recognises consistent academic achievement with a GPA of 6.0 or greater, which I placed in the top 5% of students.

### Diligence Award 2015

For work completed at Design College Australia during my Advance Diploma of Visual Communication.

### Published Biography 2015

Biography was published in TBC Mag by 'The Brisbane Collective' showcasing my underwater photographic work.

### Queen Scout Award 1996

Awarded by Scouts Australia for completion of the highest award in Scouting.

## REFEREES

**Clint Harvey**  
Designer & Educator

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Creative Director

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