



Alexandra Mold

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Folio

alexandraleedesign.com

Skills

- Web & digital design
- Print & layout design
- Branding/brand strategy
- Wireframing
- Wordpress/Elementor
- Visual storytelling
- Content flow & hierarchy
- Illustration
- Project management/ownership
- Communication
- Working closely with developers & 'non-designers'
- Managing multiple projects
- Client liaison
- Organisation
- Time management
- Teamwork & collaboration

Education

**BACHELOR OF DESIGN
(COMMUNICATION DESIGN)
(HONOURS) 2013–2016**
Swinburne University of
Technology
First Class Honours GPA 3.83

**DAYLESFORD SECONDARY
COLLEGE 2007–12**
Year 12 VCE

Hi I'm Alex

Communication Designer | Graphic Designer | Digital Designer

I'm a designer driven by a genuine love for the job. I approach each new project with enthusiasm, always eager to unleash my creativity and make a meaningful impact for clients.

Naturally curious, I constantly seek to expand my knowledge and understanding of design. I strongly believe that thorough preparation (and the odd process or two) lays the foundation for successful outcomes. I enjoy working with clients to create designs that not only meet their goals, but also connect deeply with their target audience. I take pride in my organisational skills, ensuring that projects run as smoothly and efficiently as possible. I thrive in collaborative environments, really valuing teamwork and the exchange of ideas.

Continual growth is a driving force in my career. I've trained in communication design, started my journey in a strategic design/service design agency, ventured into freelancing, and for the past 4 years I've been exploring the exciting realm of web design and build. I'm not afraid to dive into new 'design territory' and embrace fresh challenges.

My experience

TECH STUDIO | LEAD DESIGNER

FEB 2022 – CURRENT

In my role as Lead Designer at Tech Studio, I design and build websites end-to-end, specialising in WordPress and Elementor. I create wireframes to ensure seamless user experiences and brand consistency, and craft impactful brands that meet client needs. Alongside managing projects and liaising with clients, I provide guidance to the digital designer and collaborate with developers. With proficiency in Adobe Creative Cloud I create considered designs, while utilising my web-building skills (and growing my foundational knowledge of CSS), to bring those designs to life in our solutions, creating custom, engaging digital experiences for our clients.

Additionally, I led the design and development of Tech Studio's brand refresh and work closely with the Director to refine our project processes and better the client experience.

TECH STUDIO | DIGITAL DESIGNER

MAR 2019 – FEB 2022

As a Digital Designer at Tech Studio, my main responsibilities revolved around website design and build projects. From interpreting the client brief to wireframing and creating digital assets, I built on my skills in WordPress development (with Elementor and WP Bakery) to bring designs to life. I also created template documents for proposals, quotes, and style guides. Collaborating closely with the Creative Director, I continuously evolved my website design skills and provided assistance as needed. I honed my abilities in client communication and project coordination, striving to grow my project management skills. Additionally, I collaborated with developers, bridging the gap between design and development to ensure accurate implementation of design outcomes.

See more →

Key 'tools'

- Adobe XD
- InDesign
- Illustrator
- Photoshop
- Wordpress
- Elementor

Have dabbled in:

Squarespace, Keynote, Powerpoint, Excel, Word, Adobe Dimension, Adobe AfterEffects, ChatGPT.

References

ANTHONY LORKIN Director & Manager

Tech Studio
0412 629 338
anthony@techstudio.com.au

TEGAN BARNES Project Lead

Tech Studio
0425 781 088
tegan.s.barnes@gmail.com

JACKIE ALLEN Business owner

Jackie Allen Yoga
Recent client
0418 323 773

My experience

FREELANCE COMMUNICATION DESIGNER

MAY 2017 – 2019

As a freelance Communication/Graphic Designer, I worked on diverse projects to develop my skills. At Make Studios, I was the primary Communication Designer for Service Design/Human-Centred Design (HCD) projects. I collaborated with clients including: The University of Melbourne, The Department of Justice, Telstra, RACV, and Momentum Energy. I created communication tools such as journey maps, service blueprints, personas, toolkits, reports, presentations, and workshop templates.

I also guided small businesses in managing their brand identities and using Adobe programs. Other notable projects included designing the Pyrenees Shire visitor guide, creating internal communications and reports for HousingFirst, contributing to a journey map for Vision Australia, and developing distinct brands for small businesses.

HUDDLE | COMMUNICATION DESIGNER

JULY 2016 – MAY 2017

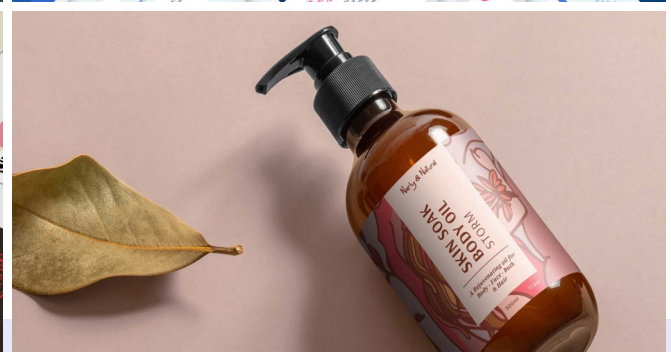
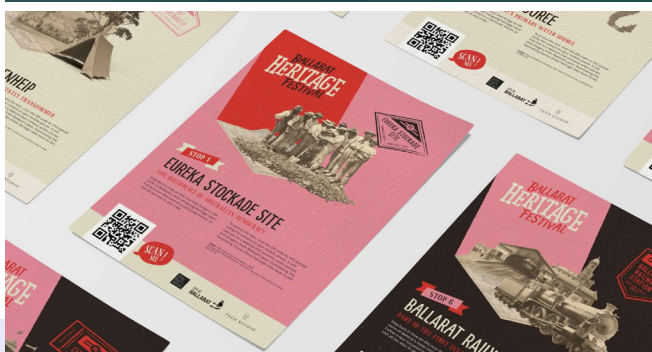
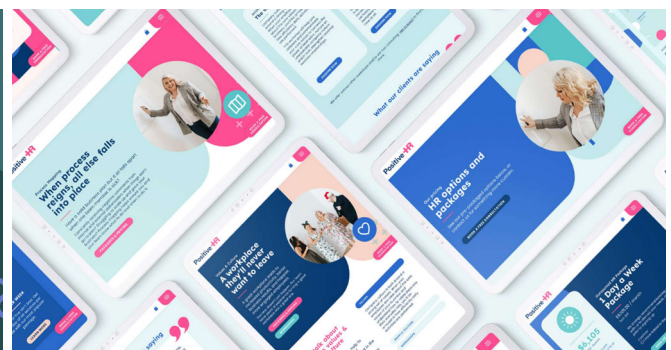
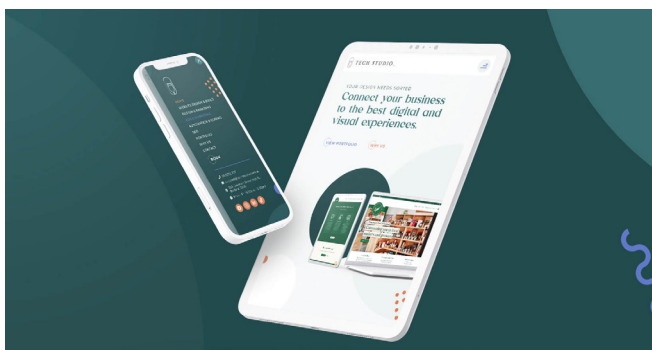
I started working at Huddle in 2016 for a year long placement as part of the Honours program, through Swinburne University. After integrating into the team, I was offered a full-time position. Initially focused on creating proposals and tenders, I collaborated closely with the head of Business Development. I also assisted with social media and internal design tasks.

As my role evolved, I worked closely with Research Designers and Communication Designers to deliver service design artefacts and reports. I took the design lead on projects within small teams, responsible for creating key project artefacts. Notably, I collaborated on a project with Telstra on visualising a service blueprint and helped advance Huddle's own Academy offering.

TANK

2015

2 month mentorship as part of the Honours program.



View my folio at alexandraleedesign.com