

# daniel SPAGNOLO

passport status. EU/Italian citizen | Australian citizen

## Career Overview

I have over ten years of professional experience working in the graphic design industry. I have worked in producing marketing materials for businesses, and designing print and web materials for a large variety of newspaper and magazine publications. I have been involved in the successful introduction, implementation, and delivery of design concepts to increase business revenue and awareness, and have the technical and creative knowledge and experience to deliver high-quality professional work for a variety of business types.

## Professional History

### APN News and Media 2008 - 2013 Brisbane, QLD Graphic Designer - Print and Digital

- The production of high quality, professional print and display advertising, posters, templates, style guides, and the layout of booklets, magazines, and newspapers.
- The production of high quality and professional digital web advertising. This included rich media (animated) advertising, and web site banners and background skins.
- Complying with corporate identity guidelines where required.
- Liaising with sales representatives regarding client modifications, deadlines, publication policies, and requirements for production of artwork and publications.
- Creation and supply of print ready and digital ready output files.

### APN News and Media 2007 - 2008 Brisbane, QLD Quality Assurance

- Checking and managing all advertising designs.
- Ensuring that all artwork demonstrated solid design principals.
- Advising design team of deadlines, publication policies and procedures, and requirements for artwork and publications.
- Actively working and providing feedback to reduce errors and client concerns by complying with quality control processes.

### Photoshow on DVD 2008 - present Brisbane, QLD Graphic Design and Consultation - freelance role

- Production of high quality and creative graphic designs in both print and digital media, anything from display banners to web site banners.
- Working closely with clients to make sure their needs are met.

### Adaptability e-Learning and Communication Solutions 2007 - 2012 Brisbane, QLD Graphic Design - freelance role

- Production of high quality print and digital designs for clients such as BMA (BHP Billiton Mitsubishi Alliance), Santos, and Sunwater.

### General Stationery Supplies 2003 - 2007 Brisbane, QLD Marketing and Design

- Design and print readying of monthly product brochures.
- Design of mail outs, electronic media promotions, and support documentation for sales staff.
- Liaising with product supplier representatives and print company representatives.
- Updating and maintenance of image libraries and account mailing lists.

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## Tools

- Mac OS X
- Windows
- Adobe InDesign
- Adobe Photoshop
- Adobe Illustrator
- Adobe Dreamweaver
- Adobe Flash
- Microsoft Office

## Knowledge

- Pre-press (newsprint and gloss)
- Print design
- Digital design
- Web design
- HTML/HTML5
- CSS/CSS3
- jQuery

## Awards

- **People Plus Award x 6 (in-house APN awards)** Outstanding achievement and quality design work.
- **The Brisbane Lord Mayor's Certificate of Appreciation**  
Volunteering for the Brisbane flood clean-up and recovery efforts.
- **The Bluett Award**  
Design, development, and implementation of Coffs Harbour City Council's youth web site.

## Education | Training

- **Shillington Web Course**  
2013 - Shillington Design College, Brisbane, QLD
- **Illustration and Lettering with Jon Contino**  
2013 - Skillshare.com
- **Adobe Flash Professional Essential Training**  
2011 - APN in-house training program
- **Diploma of Information Technology**  
2003 - TAFE, NSW, Australia

## References

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