

amanda magnano

textile & pixel design

www.makebelievegir.com • 0413 537 555 • makebelievegir@gmail.com

I have been working within the field of design for over a decade, beginning in the digital domain and moving into print-based design. I have built on this experience with my qualification in textile design, where I create hand made objects with tactile qualities and intrinsic stories drawing on the tradition of craft and folk art. I would love to bring all these elements together to create new and unique designs.

Contact

Amanda Magnano
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Education

Bachelor of Arts (Textile Design) with Distinction, RMIT (VIC), 2013
Diploma of Multimedia, Moreton TAFE (QLD), 1998
Senior Certificate, Merrimac State High School (QLD), 1990

Group Exhibitions

Bricolage, No Vacancy Gallery, 5-15 December 2013
Spiritus Loci, Prana House, Thornbury, 4 May 2013
Refashioned, First Sight Gallery, RMIT, 26 March - 12 April 2013
Analogue : Digital, First Sight Gallery, RMIT, 14-24 March 2012

Textile Design Skills

Constructed Textiles

Knit : Crochet : Machine Knitting : Shima Industrial Knitting : Hand Finishing : Embroidery : Sewing : Swatching : Pattern Making : Garment Construction

Research

Colour & Trend Forecasting : Story & Concept Boards : Material & Yarn Knowledge

Process & Outcome

Mark Making : Illustration : Gouache : Ink : Watercolour : Collage : Block Printing : CAD : Pattern Repeats : Ranging : Styling : Photography : Presentation

Graphic Skills

I have extensive skills and experience in graphic, web and interface design, encompassing the complete cycle from visual concepts through to final printing and web site development.

Print

Logo Design : Annual Reviews : Tender Documents : Newsletters : Booklets : Brochures : Catalogues : Advertisements : Packaging : CDs : T-shirts : Posters : Exhibition Displays

Digital

Email Design : Interface Design for Web, Software and Interactive Television : Advertising Banners : Navigation Systems : Video Filming and Editing

Technical Skills

I have experience with both MAC and PCs and keep up-to-date with software releases.

Adobe Suite

InDesign : Photoshop : Illustrator : Dreamweaver : Fireworks : Acrobat

Online

HTML : CSS : JavaScript : PHP : CMS : Google AdWords : Exact Target (Email Marketing)

Video

Video Capture : Final Cut Pro : Adobe PREMIER : iMovie

Other

Microsoft Office (Word, Powerpoint) : QuickCUT

Other Skills

Writing & Editing

Email Newsletters : Websites

Social Media

Facebook : Twitter : Instagram : Online Marketing

Content Delivery

RealEstate.com.au : Domain.com.au : TotalTravel.com.au : TripAdvisor.com

Management

Recruiting, Training and Supervising Staff

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Employment History

February 2014 – August 2015

CREATIVE ASSISTANT – AUSTRALIAN COUNTRY SPINNERS

I designed knitwear for hand knitters and crocheters to make themselves (womens wear, childrens wear, mens wear and home wares). I researched trends, colours and fashion shapes, as well as assist at photo shoots. I maintained the websites (auspinner.com.au and cleckheatonsuperfine.com.au) with current products, graphics and customer enquiries. I also wrote, designed and sent marketing email newsletters.

January 2012 – April 2014 (Casual)

RETAIL ASSISTANT – WOOL BAA

I assisted customers with selecting yarns and patterns for knitting and crochet. Tasks included advising on colour and design, hands on tutorials and problem solving, as well as general retail duties.

May 2009 – October 2011

ONLINE MARKETING/WEB DESIGNER – CENTRAL EQUITY

I designed, implemented and monitored online marketing campaigns (email newsletters, web banner advertising, online portals, Google AdWords and social media) for a property developer. I also maintained their websites.

July 2007 – December 2008

GRAPHIC DESIGNER – DELAWARE NORTH COMPANIES

As an in-house designer, I maintained the brand across Australia, New Zealand and the UK. I designed corporate and marketing collateral (annual review, brochures, tender documents) and a range of other design requests (exhibition stand, logos and uniform concepts). I also maintained the web and intranet sites.

June 2005 – May 2007

PRODUCTION SUPERVISOR/MAC OPERATOR – ZENITH OPTIMEDIA

I managed a template driven, fast turnaround team, delivering recruitment advertisements for newsprint media with the Victorian Government as clients.

August 2004 – August 2005

GRAPHIC DESIGNER – KINDERGARTEN PARENTS VICTORIA

As a member of the marketing team I designed information booklets, newsletters, fundraising material and various other collateral to promote KPV's commitment to the early childhood sector. I also maintained the website.

February 2001 – March 2004

WEB/GRAPHIC DESIGNER – HI-TECH SOFTWARE

As an in-house designer, I focused on developing a HI-TECH Software brand which included all the concepts, design and realisation of their advertising material in national and international industry magazines. This branding also encompassed all software CDs, packaging, manuals and software interfaces. I also maintained the company intranet and website whilst developing a redesign of both.

August 2000 – December 2000

SCREEN DESIGNER – GREY INTERACTIVE (UK), GREY INTERACTIVE TV (UK)

My projects included the U.K. version of Fiat and Alfa Romeo websites, a microsite for Fiat and various advertising banners for Lloyds TSB. With the Interactive TV team, I developed concepts, graphics and finished animation on advertising banners for new interactive services. I also assisted in the delivery of templates to interactive TV services.

February 1999 – May 2000

WEB/GRAPHIC DESIGNER – THE LAB DEVELOPMENT GROUP

My work for The Lab was varied and encompassed everything from updating sites, through to the sole design and development of sites. I worked with a wide range of clients including state government, e-commerce and small business.

SALES ADVISOR – THE BODY SHOP, October 1995 – September 1999

TEAM LEADER (MANAGER) – CAFE DA VINCI, April 1995 – September 1995

PRODUCTION LEADER – HUNGRY JACK'S, November 1988 – April 1995

References

Hardcopy references or a list of referees is available on request.