

# 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 explored colour, pattern and texture to create hand made objects. I would love to bring this diverse set of skills and design experience to my next role.

## Contact

Amanda Magnano  
6/48 Railway Parade, Pascoe Vale VIC 3044  
Portfolio: [www.makebelievegir.com](http://www.makebelievegir.com)  
Email: [makebelievegir@gmail.com](mailto:makebelievegir@gmail.com)  
Mobile: 0413 537 555

## 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

## 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

## 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

## 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

# amanda magnano

textile & pixel design

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

## Employment History

April 2016 – August 2017 (Casual)

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.*

December 2015 – April 2016 (Part Time)

GRAPHIC DESIGNER AND MARKETING COORDINATOR – OLGA BERG

*I designed and sent marketing email newsletters and updated two websites with promotional graphics. I also produced print catalogues and other printed materials.*

February 2014 – August 2015

CREATIVE ASSISTANT – AUSTRALIAN COUNTRY SPINNERS

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

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 and design of their advertising material in national and international industry magazines, as well as software CDs, packaging, manuals and software interfaces.*

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. Within the Interactive TV team, I developed concepts, graphics and finished animation on advertising banners.*

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.*