

“ **About me:** I've been described as a rare blend of designer, leader, and problem-solver. With over eighteen years in design and six years' leading end-to-end design and production projects, I'm known for keeping creativity, strategy, and precision perfectly in sync, managing timelines, people, budgets, and quality with equal focus. Not to mention delivering 200-400 alterations with not one missed. My experience is diverse, spanning everything from branding and publications to signage, packaging and social media campaigns. I love bringing design concepts to life, whether it's a poster that sells, a logo that defines a brand, or a large-scale publication that informs and connects. I'm at my best in collaborative environments where communication and craft create outstanding results. I bring a balance of creative intuition and eye for details to every task and am capable of conceptualising and art directing my own work.

skills

diverse knowledge

Project coordination: experienced in managing multiple projects from concept to completion, aligning people, timelines and priorities to keep everything moving smoothly and on schedule.

Specifications: knowing RGB from CMYK, you can't send a png to print. Well versed in how to setup and prepress jobs correctly. Experienced in how colours convert and designing to dielines. Up to date with social media changes and how applying design differs for different scale projects.

Communication and stakeholder engagement: a natural communicator who shows leadership by example, builds strong relationships with clients, colleagues and suppliers; known for creating clarity, trust and confidence through open, respectful dialogue.

Organisation and planning: thrive on structure and detail, creating realistic schedules, anticipating challenges early, and keeping projects on track with proactive updates and clear documentation.

Quality and compliance: meticulous in reviewing, proofing and documenting work to maintain accuracy and compliance with brand and project standards.

Creative problem solving: calm and resourceful when things change; known for finding practical solutions that keep outcomes within timeframes, on budget and in line with expectations.

software

highly adaptable

Microsoft 365 Office Suite –
Creative programs –
Dreamweaver –
Wordpress –

Advanced Word, PowerPoint, Excel, Teams
Advanced Adobe InDesign, Photoshop, Illustrator, Bridge
HTML/CSS
Website maintenance

Programs learnt on the job for the role:

Xero and MYOB –
Moxie and Tharsterns –
Flash and After Effects
Adobe Express and Canva –
Premier Pro –
Mag+ –

Administration, reporting and tracking tools
Time tracking, project coordination, data analysis and reporting
Animation ads and social media
Social media scheduling, video editing and templates
Video recording and editing
Create apps for tablet and mobile devices

education

Degree qualifications:

Bachelor of Visual Communications | UniSA

Professional development:

WHS workshop and fire safety training | Openbook Howden

Short courses:

Social media and storytelling seminar | Savvy Comms Agency
WEA animation two day course | WEA South Australia

career snapshot

overview

Paliant Design
*Senior Brand Designer
and Project Coordinator*
2023 – Current 2025
Fulltime | Unley SA

**Openbook Howden
(Print + Design)**
*Lead Graphic Designer
and Project Coordinator*
2019 – 2023
Fulltime | St Marys SA

Bigwig Advertising
Graphic Designer
2014 – 2019
Fulltime | St Peters SA

Free Run Press
Graphic Designer
2014
Fulltime | Norwood SA

Brand New Creative
Web/Graphic Designer
2012 – 2013
Fulltime | Adelaide SA

HWR Media and Communications
Senior Web/Graphic Designer
2011 – 2012
Fulltime | Frewville SA

Additional Experience:
Freelance and international design roles across the UK and Australia, including CACI International, ASOS, and Polo Ralph Lauren, building strong technical, creative and client relationship skills.

work history

current role

Paliant Design *Senior Graphic Designer and Project Coordinator* **July 2023 – Current 2025**

Responsible for coordinating and delivering multi-channel branding and marketing projects from concept to completion. Accountable for translating client briefs into schedules, designing, managing stakeholder expectations, and ensuring projects are completed on time, within budget, and to technical requirements. Known for improving systems, anticipating challenges, and a strong eye for detail where quality and accuracy are non-negotiable.

Key achievements

- Delivered an event campaign achieving a 12.6M economic impact, a 38% lift on the previous year.
- Introduced workflow tracking software (Moxie) to enhance project milestone visibility, improve reporting accuracy, real time project documentation and enable faster turnaround times.
- Design and visual storytelling across multiple sold out event campaigns in the wine industry.
- Consistently recognised for communicating effectively and deadline management, resolving issues and creating smooth project delivery and reduced pressure for team and stakeholders.

Key accountabilities

- Coordinate and design end-to-end project delivery, including a variety of high-quality print and digital materials, including brochures, reports, signage, web assets, social media graphics, and email campaigns.
- Translate client briefs and maintain brand consistency across all visual collateral.
- Manage and build relationships with procurement and suppliers to ensure materials and production meet deadlines and standards.
- Create and refine templates to support brand consistent, professional communication.
- Drive continuous improvement in project processes and systems for greater team efficiency.
- Action feedback instructions accurately and pivot priorities accordingly.
- Answer office phone where required.

previous role

Openbook Howden *Lead Graphic Designer and Project Coordinator* **February 2019 – July 2023**

Led design and production projects across branding, publications, and education, ensuring on-time service delivery, schedule, and quality standards. Accountable for workflow coordination, stakeholder management, and quality assurance across concurrent large-scale projects. Recognised for my proactive planning, system improvements, and calm, solution-focused approach under pressure.

Key achievements

- Consistently actioning 200-400 markups in projects with not one missed.
- Delivered over 95% of projects on or under budget, consistently meeting quality and criteria.
- Took over five “win back” client accounts, successfully restoring relationships.
- Innovated and implemented a data-driven estimation formula that improved pre-planning accuracy and reduced project blowouts saving on average two hours per project.
- Proposed and introduced a online subscription to increase design efficiency and quality by 30%.
- Partnered with production and procurement teams to anticipate material shortages or demands, ensuring seamless on-time delivery and stress-free execution.
- Facilitated team development through internal workshops, building compliance knowledge, best practice and strengthening collaboration.

“Thanks for being proactive and endeavouring to fill the voids of yesterday.” – Wayne Hogg, Manager of Pre-production (2019–22), Head of Labels (2023), Openbook Howden

“She is creative, efficient and very easy to work with. I found her attention to detail was excellent. She has great ability to take my vague briefs and turn them into something on brand and on message. Nyssa is easy to work with and seems unflappable even with tight deadlines.”
– Michele Dunn, Head of Marketing and Community Relations at MLC School Sydney

Key accountabilities

- Coordinate project timelines, scope, and design, providing clear communication while monitoring and preparing progress reports for stakeholders and management.
- Manage and build relationships across internal teams, clients, vendors, and suppliers to maintain efficiency and quality.
- Ensure brand, technical requirements, and quality standards are met across all deliverables.
- Use design, strategy and visual storytelling to match client brief and project objectives.

“ I strive for consistent results, continually having a focus on improvement and take pride in attention to detail... ”

work history

2012-2019

Bigwig Advertising

Graphic Designer

September 2014 – February 2019

Delivered design and production projects across print, digital and packaging formats, ensuring each brief was delivered on time, on brand and within scope. Built trusted client relationships and strengthened internal workflows through proactive communication and strong attention to detail. Recognised for consistently producing high-quality work under tight deadlines.

Key achievements

- Delivered publications at a faster rate than previous designers, maintaining exceptional accuracy and quality.
- Expanded project management and branding expertise through hands-on coordination.
- Built practical knowledge of packaging and production processes, deepening technical design and compliance capability.

Key accountabilities

- Manage end-to-end design and production of marketing materials, signage and digital content.
- Collaborate with clients, creative directors and printers to meet specifications and timelines.
- Implement feedback efficiently, ensuring all outputs align with brand and compliance standards.
- Maintain meticulous proofing and quality control processes to avoid costly rework.

Free Run Press

Graphic Designer

February 2014 – September 2014

Project coordinated the end-to-end production of magazines, managing timelines, contributors, and design to meet deadlines. Oversaw branding updates and marketing collateral for partner clients, ensuring consistency across platforms. Actioning feedback and changes accurately and monitoring asset management.

Key achievements

- Spearheaded the development of a new process using new software to get the publications online viewed in tablets Apple and Android.
- Maintained consistent high accuracy levels with all actionable feedback provided, not one missed.
- Monitored and achieved timeframe objectives for every project.

Freelance

Web/Graphic Designer and Photographer

August 2013 – August 2014

Developed branding, logos, and websites for diverse clients, including a travel agency. Created and produced Street 247 magazine, leading all aspects, concept, writing, design, and photography, showcasing Adelaide's creative and fashion culture.

Key achievements

- Scheduled and executed the entire project coordination of my own magazine.

Brand New Creative

Web/Graphic Designer

November 2012 – July 2013

Produced and maintained creative assets across print and digital, including websites, large-format signage, and branding materials. Managed website updates for key clients and supported product photography and shoot coordination.

Key achievements

- Played a key role in concept development during early client meetings, presenting the idea that became the central theme for the project. This direction was endorsed by stakeholders and formed the base for the project's final execution and success.
- Supported a team member in identifying alternative methods to achieve project objectives when standard materials were unavailable, facilitating a creative problem-solving session that resulted in a successful and compliant outcome within project timeframes.

work history

2010-2011

HWR Media and Communications

Senior Web/Graphic Designer

August 2011 – November 2012

Managing a team of three, liaising with new and current clients, managing print and web accounts, liaising with printers, art directing across print, web and flash, Lead designer on SA tourism projects, creative branding and custom publishing.

Key achievements

- Developing applications as extension of custom publishing for Android and Apple including all framework materials.
- Spearheading the initial idea and executing photography for company promotions material and website.
- Developed bid documents for international conferences including procurement of manufacturing options and specifications.

Key accountabilities

- Lead designer for South Australian Tourism Commission Visitor Guides.
- Managing a brand new team of three, introducing processes into staff creative manual and check lists for consistency and efficiency, delegating work and managing back up of servers.
- Implementing and art directing specific style guides.
- Proofing other designers work, liaising with printers, going to press checks, managing billing out of the creative department.

HWR Media and Communications

Web/Graphic Designer

May 2010 – August 2011

Managed multi-channel creative projects across print, digital, and branding, including major tourism publications. Delivered end-to-end design solutions, revitalised branding through cohesive visual strategies, and maintained custom websites while streamlining workflows for efficient, high-quality output.

Key achievements

- Drove my own self development improving my accuracy levels with a new system for tracking.
- Completed all projects on project objective deadline assigned

Extras Staff

Office Administration (Temp contract)

October 2009 – January 30th 2010

Officemax Stationery - data entry, customer service and office duties.

Key achievements

- Gained valuable experience with spreadsheets.
- Finished all work ahead of project objective time allocated.

More roles prior to 2010 including international ones can be seen on my LinkedIn profile.

references

References available upon request