

# RESUMÉ + PORTFOLIO


**RIANNON BULL:** Senior Graphic Designer



GRAPHIC DESIGN + ILLUSTRATION  
**design-r**

[WWW.DESIGN-R.NET](http://WWW.DESIGN-R.NET)

**RIANNON BULL** *BCA*  
Senior Graphic Designer & Illustrator

 0420 985 514

 riannon.bull@design-r.net

 www.design-r.net

 linkedin.com/in/riannon-bull-85a41145/

 Greater Sydney Region



# ABOUT

## **Experienced Graphic Designer and Illustrator:** *Expertise in Print, Digital, and Brand Design*

My passion for Graphic Design was sparked during High School, leading to early freelance work that continues to this day. Over a diverse career that spans two decades, I have had the privilege of creating inflight entertainment magazines for airlines globally, refined my brand identity, digital and print design skill-set and also took on hybrid roles across design and fashion coordination, where my responsibilities were not only layout design but also fashion shoots, casting talent, working to budgets and fulfilling advertiser coverage.

My latest venture was with Officeworks as Senior Graphic Designer where I was hired to set-up and lead the Design Services department. Throughout a decade, I enjoyed leading and mentoring the team whilst helping them develop and refine their skill-set. As the customer's needs evolved, I streamlined processes and tools to gain greater efficiencies while retaining high-quality output. Beyond the team, I created thousands of online print templates for customers to use that were both generic and Disney licensed.

Currently looking to leverage my passion, leadership skills and experience within a growing organisation.



# RIANNON BULL *BCA*

## Senior Graphic Designer & Illustrator

# RESUME

## EXPERTISE

### LEADERSHIP

Passionate about attracting, engaging and retaining top talent. Leading by example and mobilising a team to embrace a culture of respect, growth, innovation and great service.

### ENGAGING PEOPLE

Proven ability to form meaningful connections through personal expertise and influence. Excels at developing collaborative and mutually beneficial relationships with diverse stakeholders.

### BRANDING & IDENTITY

Expert skill-set in creation and application of new and existing brands. Strives for perfection in development of identities from concept to completion, always meeting client and audience needs.

### MARKETING & ADVERTISING

Closely follows market trends while still applying classic design principles. Creates compelling and unique marketing and advertising collateral for any industry.

### DETAIL DRIVEN

A keen eye with incredible ability to self-proof and refine content for design. Expert ability to proof final artwork, printing press checks, copy-writing and balance of design.

### PROJECT MANAGEMENT

Utilises assets, skills and teamwork to achieve the best outcome for any project involved in. Highly driven and passionate with a desire for success in all areas.

## EMPLOYMENT HISTORY

**FREELANCE WORK | 2004 – CURRENT (19 YRS) | PART-TIME | Advanced Graphic Designer**

### KEY DELIVERABLES

- Producing design work from concept to completion
- Managing and liaising with clients and suppliers across varied industries
- Advanced artwork preparation for a wide variety of printing methods and managing deadlines
- Invoicing and quoting design related work
- Efficient time management while balancing full-time work, freelance clients and a family

### KEY ACHIEVEMENTS

- Working with 'Oh Wow Funhouse' to create a brand and complete look of a Gaming Arcade from concept to completion. This helped engage the target audience and increase brand awareness and in turn, patronage.
- Built a client base of highly satisfied return customers.

## SOFTWARE

### Adobe Creative Cloud (Latest):

InDesign | Illustrator | Photoshop  
Lightroom | Acrobat | Dreamweaver  
XD | Fonts & Stock

### Microsoft Office 365

Word | Powerpoint | Excel | Publisher  
Outlook | Teams

### Web Template Platforms

Weebly | Wix | Squarespace

### Social Media Setup

Facebook | Instagram | X | Red Bubble  
Band Camp | Spotify | Distrokid  
Youtube/Youtube Music | LinkedIn  
(personal and company)

### Online Template Design/Editor

Chili Publish (Javascript & logic strings)  
XMPie (unique coding language)  
Canva | Figma

### Corporate Digital Platforms

Algolia | Jira | SAP | Disney A.S.G.A.R.D

## EMPLOYMENT HISTORY (CONTINUED)

**OFFICEWORKS PTY LTD** | SEP 2013 – SEP 2023 (10 YRS) | FULL-TIME | Senior Graphic Designer

### KEY DELIVERABLES

- Successfully lead, mentored and developed the Design Services Team
- Attracted, engaged and retained talent, held performance management reviews for under-performers
- Created and implemented running processes from start-up of department
- Produced high-quality graphic design work for external and internal customers
- Managed deadlines and coordinated a fluctuating work-load
- Liaised with internal and external clients and suppliers both locally and internationally
- Provided services; branding, layout, flyers, posters, stationery, banners, publications, magazines, booklets, online and offline templates (*XMPie* & *Chili Publish* software), advertising and more
- Ensured corporate brand guidelines are upheld for medium to large organisations such as; *Siemens, Wesfarmers, Symantec, Exxon Mobil, BHP, CAT, Telstra & TLA* and many more...
- Created and managed seasonal campaigns of template ranges
- Provided support for quoting, client liaison and taking payments over the phone using SAP
- Weekly management and sales reporting

### KEY ACHIEVEMENTS

- *Built a successful Graphic Design Service for Officeworks' customers from scratch. Grew the team from 2 to 14.*
- *Mentored Junior Designers and helped them develop their style to improve the calibre of work.*
- *Was heavily involved in the planning and development of the Print & Copy website re-platform with Chili Publish template integration. I helped advise requirements, provided new website image assets, copy and conducted testing and provided feedback. This ensured it was set up for success.*
- *Involved in creating thousands of online template designs for customers to personalise which helped retain \$1.5 million in print sales annually.*
- *Designed licensed online print templates for the Disney group of companies that adhered to specific style guides. Submitted and received approval through their online system A.S.G.A.R.D. This brought new customers to Officeworks and increased revenue.*
- *I improved efficiencies across administration and customer interaction through the creation of a range of editable forms. These increased sales by simplifying the enquiry and ordering process which made it easier for customers to place an order without requiring extra website development and outlay of cost for the business.*





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RESUME

## EMPLOYMENT HISTORY (CONTINUED)

### Subcontracting through personal ABN:

**STUDIO MAGAZINES PTY LTD** | SEP 2011 – NOV 2013 | FULL-TIME PERIODS | Graphic Designer & Fashion Coordinator  
**ANT DESIGN** | NOV 2011 – JUL 2012 | PART-TIME | Graphic Designer

### KEY DELIVERABLES

- Graphic Designer for the bi-annual publications; Masters of Weddings (1 edition), Studio Brides (3 editions), Studio Bambini (5 editions)
- Layout design; feature articles, product pages, profiles, directories, runway pages, fashion shoot layouts. Rate cards and advertising design
- Advertising Design for purchased space in magazine titles
- Created finished art for print, web and digital platforms
- Provided design services for; logos & branding, flyers, website layout, EDM, signage, brochures and business stationery across varying industries
- Liaised with clients, fashion labels and suppliers locally and globally
- Licensed editorial and retail stock images
- Studio Magazines contracts were full-time for 10-16 weeks between two and four times a year

### KEY ACHIEVEMENTS

- *For Studio Bambini's final edition, I became the Fashion Coordinator and ran the fashion shoots along-side the graphic design work. It involved casting, managing advertiser coverage, booking and scouting locations, budgeting, run-sheets, managing stylists and photographers as well as being able to come up with on-the-day solutions for any curve balls that may occur.*
- *Stepped in to style and edit a Nursery Photoshoot in-house, which saved on outsourcing and was at an equal standard to the other fashion shoots. This added value to viewership and enabled the advertisers to obtain extra feature coverage.*
- *Produced high-quality magazines on schedule and physically distributed globally to an audience between 25-40k per title.*
- *Submitted concepts for logos alongside the owner's designs of Ant Design with a high success rate of being chosen. As my success was proven, the owner stopped creating additional concepts and only submitted mine to clients for the remainder of my contract.*

## REFEREES

*Available on request*

## EMPLOYMENT HISTORY (CONTINUED)

**STELLAR INFLIGHT PTY LTD** | AUG 2008 – SEP 2010 (2 YRS) | FULL-TIME | Graphic Design & Marketing Coordinator

### KEY DELIVERABLES

- Designed, created and co-ordinated seven airline publications across the following airlines; *Royal Brunei Airlines, Jetstar, Air Astana, Garuda Indonesia, Air Niugini, Pacific Flyer* and a section of *Virgin Blue's "V-licious"* publication
- Developed 2D and 3D concepts for exhibition stands for overseas events
- Maintained all company internal branding, stationery and marketing campaigns
- Liaised with translation companies for copy that was required in multiple languages
- Communicated clearly with clients across different time zones that speak little English
- Was the sole designer for the companies global offices in Sydney, Las Angeles, Dubai and Kuala Lumpur
- Signed-off on printers proofs prior to large print runs that were always on time or ahead of schedule

### KEY ACHIEVEMENTS

- *Designed and coordinated the construction of an exhibition stand under budget for the WAEA (World Airline Entertainment Association) conference in Palm Springs, California. The final structure received fantastic feedback and became a common meeting point for patrons due to the calming and welcoming vibe I created.*
- *Created the "Since 1974" campaign with a marketing specialist. It featured a series of advertisements that remembered the year that was 1974 that commemorated the companies' 35<sup>th</sup> birthday as the World's 1<sup>st</sup> Inflight Entertainment Provider. The company received positive feedback from existing and potential clients as they reminisced about other world events that occurred the same year.*

### POSITIONS HELD PRIOR:

**PRACTICE ADVANTAGE PTY LTD** | JUN 2006 – NOV 2006 | CASUAL | Graphic Designer (Junior)

**WOOLWORTHS LIMITED PTY LTD** | APR 2003 – SEP 2013 | CASUAL | Checkout Operator

## EDUCATION

### BACHELOR OF CREATIVE ARTS: GRAPHIC DESIGN & NEW MEDIA (POST-GRADUATE)

University of Wollongong, 2005 – 2008

**Extra Curricular:** Graphic design exhibition Director of the 2007 School of Art & Design Graduation Show; fundraising, art direction, delegation, leading the team of students involved

### HIGHER SCHOOL CERTIFICATE (POST-GRADUATE)

Menai High School, 1999 – 2004

**Classes:** Visual Arts, Design & Technology, Music 1, Standard English, Maths 2 Unit Advanced









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# PORT- FOLIO

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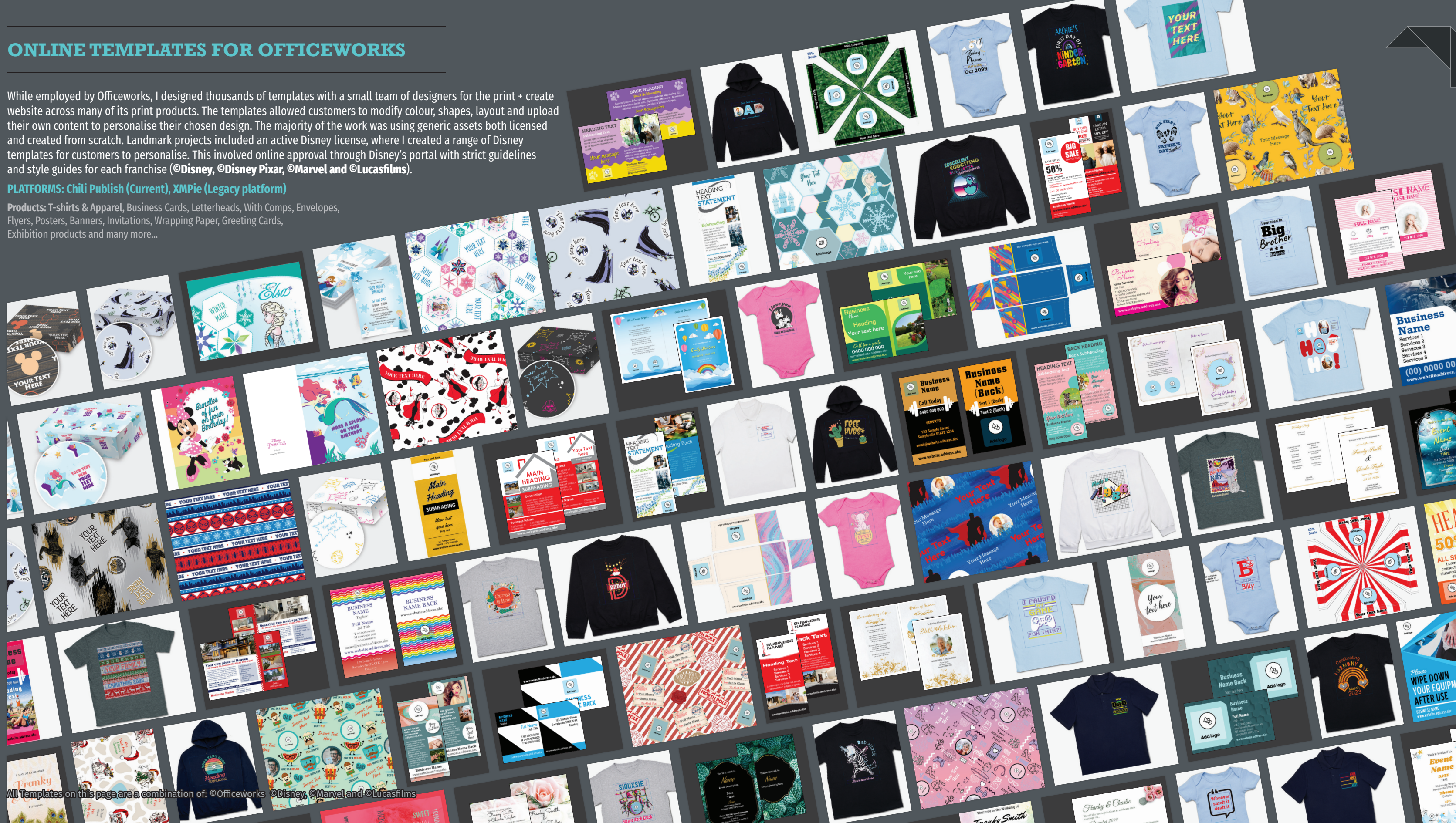
# ONLINE TEMPLATES FOR OFFICEWORKS

While employed by Officeworks, I designed thousands of templates with a small team of designers for the print + create website across many of its print products. The templates allowed customers to modify colour, shapes, layout and upload their own content to personalise their chosen design. The majority of the work was using generic assets both licensed and created from scratch. Landmark projects included an active Disney license, where I created a range of Disney templates for customers to personalise. This involved online approval through Disney's portal with strict guidelines and style guides for each franchise (©Disney, ©Disney Pixar, ©Marvel and ©Lucasfilms).

**PLATFORMS:** Chili Publish (Current), XMPie (Legacy platform)

**Products:** T-shirts & Apparel, Business Cards, Letterheads, With Comps, Envelopes, Flyers, Posters, Banners, Invitations, Wrapping Paper, Greeting Cards, Exhibition products and many more...

ONLINE TEMPLATES



ONLINE TEMPLATES

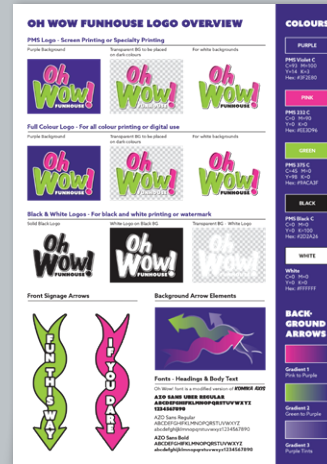




## FEATURED DESIGN: Oh Wow! Funhouse

BRAND DESIGN

I was approached by Chris Fulton, owner and visionary of Oh Wow! Funhouse who sought me out to create the entire look and feel of the arcade he was building. He flew me to Melbourne to show me the bare bones of the arcades construction to help visualise what he wanted to create. It started with the brand and expanded to various signage, joke posters, re-skins of retro arcade machines as well as new machine designs.



> Freelance Client



> Officeworks Client



> Ant Design Client



> Freelance Client



> Ant Design Client



> Officeworks Client

## FEATURED DESIGN: Impact Energy Consultancy

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Whilst working for Officeworks, I developed the logo and brand guide for Impact Energy Consultancy. The owner came with the difficult task of wanting a logo that encompassed every facet of the business; people, planet, profit, multiple energy types; Grid, Solar PV and Battery. A 50pg brief was provided with a huge array of ideas. Although my personal preference is a more simplified design, we landed on a complex but balanced identity, in line with the clients requirements.



> Ant Design Client



> Officeworks Client



> Freelance Client



> Ant Design Client



> Officeworks Client



> Officeworks Client



> Officeworks Client

BRAND DESIGN





## FEATURED DESIGN: Niso Fitness & Nutrition

BRAND DESIGN

After the closure of Be Fit Hub, one of the owners began Niso F&N. The number three was very important to my client with her principles and philosophies resounding in groups or sequences of three. I created a folded paper pyramid that opened up like a blossom - a mix of angles and fluid curves - and traced a photograph of it to get the finished shape. The striking emblem logo became a unique brand, setting it apart from its competitors and embodied what the business was about.



> Freelance Client



> Freelance Client



> Freelance Client



> Ant Design Client



> Officeworks Client



> Freelance Client

## FEATURED DESIGN: Koffee & Bean

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While at Officeworks, I developed the logo for Koffee & Bean. They became a regular client where I was able to extend the brand to signage, packaging as well as website graphics. The earthy tones blend beautifully with the coffee product and the hessian bag became a common texture used across the brand. There were different versions of the logo for different formats, with my personal favourite the stamp/cutout look on the business cards.



> Freelance Client Proposal



> Officeworks Client



> Ant Design Client



> Officeworks Client



> Officeworks Client



> Officeworks Client

BRAND DESIGN





## FEATURED DESIGN: Diabetes Support QLD

BRANDING

At Officeworks, I developed the logo for Diabetes Support QLD. A tree icon is something that is often quite difficult to make new, as it's one of the most popular shapes due to its reference to growth. So when the client wanted a tree I created a unique style - a trunk that imitates the double helix in D.N.A. and leaves as droplets of blood. The muted green tones and bold red also give a feeling of native Australian flora which aligns perfectly for a local business.



> Officeworks Client



> Freelance Client



> Officeworks Client



> Officeworks Client



> Officeworks Client



> Officeworks Client

## FEATURED DESIGN: Desktop Rescue

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While working for Officeworks, I developed the logo for Desktop Rescue in the format of a mascot. An 8 page brand guideline was also created that outlined the general use of the logo, do's and don't's. It also established the character of the mascot including fun speech bubbles with helpful hints and tips - a slight nod to the helpful MS Word paperclip of yesteryear. This gave the company a wide variety of assets to utilise within their brand.



> Freelance Client



> Officeworks Client



> Officeworks Client



> Freelance Client



> Officeworks Client



> Officeworks Client

BRANDING







# FEATURED DESIGN: Forward Amusements

MARKETING

Forward Amusements is a provider of arcade and entertainment equipment for venues. Over the years, I have worked with Owen, the business owner, to help create collateral for his business to advertise its services as well as create artwork for his clients' venues. A range of banners, flyers, posters, token designs as well as display screen slides and stickers for the machines. I have also created art for many arcade machines and token dispensers.



> Freelance Client



> Freelance Client



> Officeworks Client



> Ant Design Client



> Ant Design Client



> Freelance Client

## FEATURED DESIGN: Paltronic

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Paltronic originally approached me to do a re-brand, a logo was chosen, but then the directors decided not to re-brand due to the costs. Instead we focused on refreshing the business stationery using the existing logo. I created patterns and shapes using elements of the logo to create a beautiful greyscale set of stationery that rejuvenated the brand. Over a period of three years I was their dedicated designer for all print and digital collateral for Australasia and Macau.



> Ant Design Client



> Officeworks Client



> Freelance Client



> Officeworks Clients



> Freelance Client



> Officeworks Client

MARKETING





## FEATURED DESIGN: Studio Brides

Studio Brides was one of the flag-ship titles from Studio Magazines. Originally published four times a year and later reduced to a Summer and Winter edition annually. I worked with the Art Director and Editor to produce the 300-400 page table top magazine. I was responsible for 3/4 of the articles and all the product pages. I also designed adverts for the magazine, the 'Real Life Wedding' pages, contents and index sections.

ZINES & BOOKLETS



> Studio Magazines

Inflight Entertainment Guide



> Stellar Inflight Client



Quarterly Company Magazine - ACAV

> Officeworks Client

Inflight Entertainment Guide



> Stellar Inflight Client

Annual Digital Booklet 20+pg



> Officeworks Client

44pg Council Booklet



> Officeworks Client

## FEATURED DESIGN: Studio Bambini

Studio Bambini was another flag-ship title from Studio Magazines. Similar size and production run to Brides. As Graphic Designer and Fashion Coordinator, I was responsible for ½ of the articles, all the product pages and section openers. I designed adverts for the magazine and the 80+ page glue on mini shoppers guide. I also had to book, run, cast talent and budget all the photo-shoots. Including an extra mini nursery shoot that I also did the styling and layout for.



8pg Company Booklet + Logo

> Ant Design Client



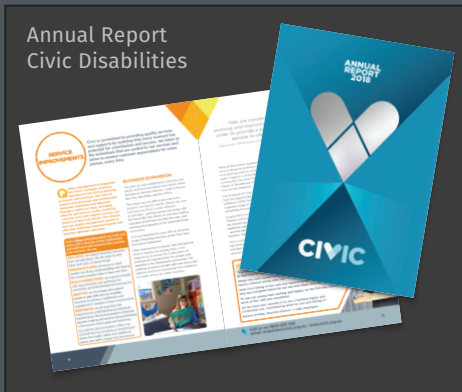
Inflight Entertainment Guide

> Stellar Inflight Client



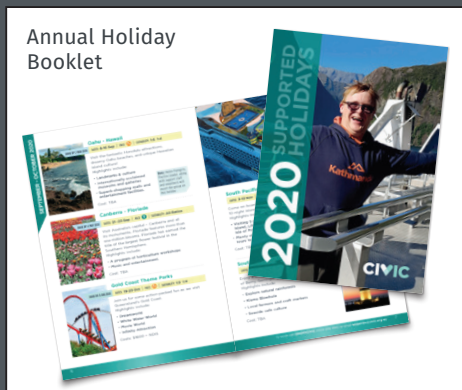
Quarterly Company Magazine - Civic

> Freelance Client



Annual Report Civic Disabilities

> Freelance Client



Annual Holiday Booklet

> Freelance Client



> Studio Magazines





## FEATURED DESIGN: The Wireflys "The World We Live"

Wallet style CD cover design for The Wireflys debut album "The World We Live". Mixed media of painted texture background, photography of ropes deep-etched and digital illustration. The design was also extended onto a website for the band, posters, flyers and social media. A logo was developed of the band name from a custom-made typeface. The singles from the album also followed the style to create a complete conceptual collection.



> Freelance Client



> Freelance Client



> Freelance Client



> Freelance Client (Arcade Re-skin)



> Freelance Client



> Stellar Inflight Client

## FEATURED DESIGN: Winkipops Photo Booth

Custom skin design for large photo-booth including 6 photo-strip designs and 6 slides for the console. Winkipops Café and Bar wanted a photo-booth that matched the interior aesthetic of the venue as well as reference the beautiful beaches surrounding them. The client was pleased to see an increase of 70% in photo-booth sales with the new skin and photo-strip designs compared to the previous version since its installation.



> Freelance Client



> Freelance Client



> Freelance Client



> Freelance Client (Arcade Re-skin)



> Freelance Client



> Freelance Client





## FEATURED DESIGN: Gyndara Preschool

While working for Officeworks, I created the new look for Gyndara Preschools print collateral. They had commissioned an Aboriginal artist to create a digital illustration. It was unfinished, so I extended the sections so it was more complete and versatile to use across the various signage, posters and documents. I was able to create a watermark version to use throughout the designs. The colours are vibrant, bold, fun and celebrate the culture of the students at the school.

SIGNAGE & EXHIBITION



> Officeworks Client



> Officeworks Client



> Officeworks Client



> Officeworks Clients



> Officeworks Client



> Officeworks Client

## FEATURED DESIGN: Saltrest

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I developed the logo for Saltrest (Officeworks client) and a set of signage and marketing designs that advertise their salt water therapy pods. The logo combines “S” waves in a pattern that emulates the sea and the human body. The elements of the logo created beautiful shapes to use as watermarks across the rest of their collateral. I also designed a set of icons for their float therapy diagram.



> Officeworks Clients



> Officeworks Clients



> Officeworks Client



> Officeworks Client



> Officeworks Clients



> Officeworks Client

SIGNAGE & EXHIBITION







# FEATURED DESIGN: Keiran & Riannon Wedding

Wedding invitation and event stationery for my Wedding back in 2012. Designed, printed and built at home using different textured card stock, ribbon and black diamantes. The tables were named after famous musicians and the napkin rings had fun facts about the musician which were great conversation starters. All the reception venue styling was completed by myself the night before the Wedding.



> Freelance Client



> Officeworks Client



> Officeworks Client



> Freelance Client

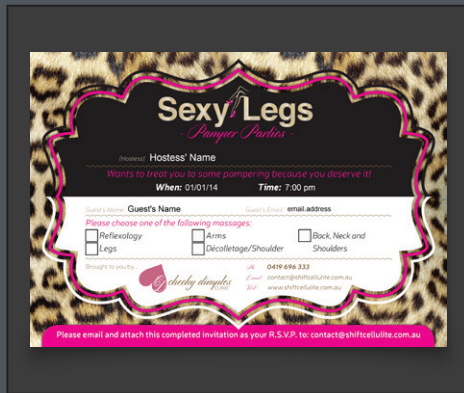


> Freelance Client

## FEATURED DESIGN: Sam & Alyce Wedding

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Invitation and signage design for Sam and Alyce's Wedding. It featured an illustration that I modified for the design of a bear and fox which are the couple's nicknames. The invitation was printed on metallic opal card stock in greyscale with matching address labels for white envelopes. A 'no photography' sign was also created for the event.



> Officeworks Client



> Officeworks Client



> Officeworks Client



> Officeworks Client



> Freelance Client





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-  linkedin.com/in/riannon-bull-85a41145/
-  Greater Sydney Region