

# Daniela Hammond

Designer

I am a creative and thoughtful individual with a strong passion for art and design. I thrive in conceptual thinking and enjoy expressing myself through movement and dance. I value continuous learning, enjoy long walks for inspiration, and am committed to bringing creativity and depth to everything I do.



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WORKING STYLE

## Skills and Experience

### Technical skills & Software tools

- ➔ Adobe (Photoshop, Illustrator, InDesign)
- ➔ Mailchimp
- ➔ ChatGPT
- ➔ Leonardo AI
- ➔ After Effects

### Professional skills

- ➔ Social Media Designs & Copy
- ➔ Email Designs & Copy
- ➔ Paid Ad Designs & Copy
- ➔ Logo & Brochure Designs
- ➔ Editing & Proofreading
- ➔ Brand Guidelines & CI Manuals
- ➔ Web Design
- ➔ Illustrations & Digital Banners Design
- ➔ Google Ads
- ➔ Facebook & Instagram Ads
- ➔ Linkedin Ads

### Industry Experience

- ➔ Advertising & Marketing
- ➔ Agriculture & Environmental Services
- ➔ Art & Design
- ➔ Charities & Social Services
- ➔ Defense & Security
- ➔ Education, Family & Parenting
- ➔ Electronics & Technology
- ➔ Energy & Utilities
- ➔ Entertainment & Event Management
- ➔ Fashion & Beauty
- ➔ FMCG, Retail & Consumer Goods
- ➔ Furniture & Interiors
- ➔ Healthcare, Medical, Health & Wellness
- ➔ Leisure & Recreation
- ➔ Legal & Law
- ➔ Pet & Animals
- ➔ Property
- ➔ PR & Communications
- ➔ Trade – Export / Import
- ➔ Hospitality, Travel & Tourism

## Work Experience

Jan 2022 - Current

### Graphic Designer

Outsourcery

- ➔ Servicing various design jobs for clients through Outsourcery, including brand design, advertising and social media.
- ➔ Creation of Digital content: Branding, Marketing materials and Social Media material.
- ➔ Designed branding, assets, and marketing materials for a residential property developer. Created social media designs, a brochure, and hoarding board designs for the property development project.

Aug 2020 - Oct 2021

### Art Director and Designer

Original Printworks Co

- ➔ Managing websites on Spotify and Etsy.
- ➔ Marketing on Facebook and Instagram.
- ➔ Content Creation & Design.

Jun 2018 - Mar 2020

### Design and Marketing

Hoghouse Brewing Co

- ➔ Designing all materials including print and web, marketing, emailers, campaigns, events, chalkboard art, signage, vinyl, packaging design, and communications.

Nov 2017 - Feb 2018

### Graphic Designer

Performance Brands

- ➔ Product photography.
- ➔ T-shirt design.
- ➔ Emailer design.
- ➔ Product marketing design.
- ➔ Social media design.
- ➔ Catalog design.

2014 - 2017

### Various Design roles

Various companies

- ➔ Graphic Designer at Frontline Fellowship (2015 - 2017)
- ➔ Temporary (fill-in) Designer at BOS Brands (2015)
- ➔ Programme Designer at Competence Online (2015)
- ➔ Intern at Isoflow (2014)
- ➔ Post Production Assistant at SORTED Advertising (2014)
- ➔ Intern at JOY Magazine (2014)

## Education & Certifications



Diploma in Multimedia Design and Production

City Varsity



Painting & Mixed Media

Frank Joubert Art Centre