

## DESIGNER CV & PORTFOLIO

*Natalie Morrell*  
GRAPHIC + WEB DESIGNER

## WHY SHOULD YOU HIRE ME?

With 5+ years experience working as a qualified graphic and web designer, I have worked with a variety of companies locally and internationally, designing and producing quality print and digital design solutions. Offering unique solutions for each client is a major strength, with effective visual design driving brand recognition and customer response.

As a creative thinker, I work efficiently and effectively whilst exploring options within the task at hand. Great communication and teamwork are skills you can check off on the list and when it comes to tight deadlines or a stressful situation, there's nothing a good smile and a coffee in hand can't solve! I'm willing to go the extra mile to get a job done and being a little bit of a perfectionist, I ensure that all the work I produce is top quality. I'm a Kiwi born and bred, looking for a chance to ahem, 'spread my wings' (pun intended). Since Kiwi's aren't really well-known for their flight ability, I'm ready to hit the ground running on the other side of the ditch.

## EMPLOYMENT HISTORY

### HANSON CREATIVE LTD

**May 2008 - Current**

**Position: Senior Graphic Designer**

**Responsibilities:** Graphic design and web design. Graphic design includes work from stationery to billboards, advertising, brochures and reports. Website design includes the design and build, working with the in-house developer to completion. As well as being the primary designer within the business, my role includes day-to-day management of jobs and clients, communicating with printers and sign writers, directing the junior designer and overseeing the majority of work with the Creative Director.

### WAIKATOLINK LTD

**February 2007 - April 2008**

**Position: In-house Graphic Designer**

**Responsibilities:** Graphic and web design for the company, and the start-up businesses produced, including logo design, stationery, brochures, advertising and website designs, print preparation.

### RESENE PAINTS LTD

**November 2007 - February 2008**

**Position: Colour Consultant**

**Responsibilities:** Colour consultancy, customer service, tinting and preparation of paint, professional paint advice.

## QUALIFICATION

I hold a Bachelor of Computer Graphic Design (BCGD) conjointly awarded from The University of Waikato and Whanganui School of Design, New Zealand.

## SOFTWARE COMPETENCE

Adobe CS6 - InDesign, Illustrator, Photoshop and Dreamweaver. I am comfortable with these standard tools of the trade, working on a Mac as my preference. For web based work, I have been predominately working with Adobe Business Catalyst and an in-house CMS system. I can also comfortably work with Microsoft Word, Excel and Powerpoint.

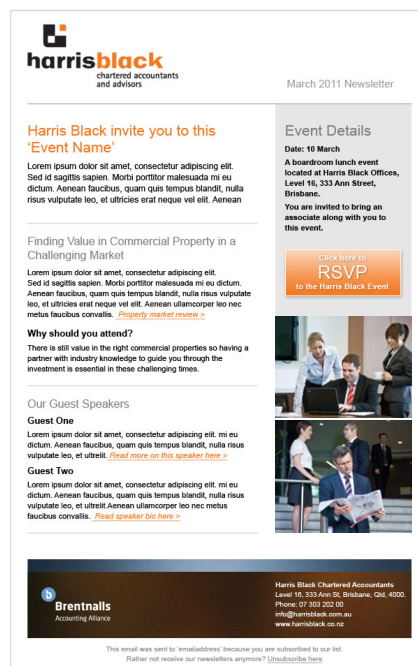
## HARRIS BLACK CHARTERED ACCOUNTANTS



Corporate Brochure



Photo shoot selection



Email Newsletter

A freelance commissioned project which involved the development and design of three company brochures, an email newsletter template design and a photo shoot to create an authentic photo library. The client was after a fresh and friendly, yet corporate feel to the material produced, working within existing brand guidelines and extending them to build the Harris Black brand.

### Brochures

The brochures communicate the association Harris Black have with Brentnalls Accounting Alliance; the values of Harris Black and to achieve branding and marketing material to help reach their growth targets and educate potential new clients.

### Email Newsletter

The email newsletter was developed for an event invitation and can be modified for future newsletters.

### Photo Shoot

A photo shoot was organised, creating authentic friendly images that can be used within any media.

I was the photographer/ creative director of the shoot, driving the style and composition.

The entire project was well received and was completed within a few tight deadlines.

## TREVOR SILLS: SIMPLY MAGIC



Logo



Business Card



Vehicle Sign writing



DLE Promo Card



Website: [www.simplymagic.co.nz](http://www.simplymagic.co.nz)

Trevor Sills is a magician performing awesome magic shows around the Waikato region in New Zealand. Trevor needed to start getting his word-of-mouth business off the ground, and what better way to do this than drum up a few business cards and a logo? Add a website, promo card flyers and vehicle sign writing and he was sorted. This was a freelance project.

### Logo and Business Cards

Trevor always had people asking for his card after his shows, and since I designed these attention grabbing cards, people are also asking where he got them done!

### Website

A small brochure style website, designed to educate the readers and provide a point of contact for booking shows and events.

### DLE Promo Cards

A simple two-sided DLE promo card outlining the types of shows performed and who to contact.

### Vehicle Sign Writing

With a website humming along bringing in quite a number of enquiries, Trevor purchased a new car and I designed some sign writing with a few sneaky magician hands out of the windows.

The website and supporting material have brought Trevor nearly 5 times as much work, showcasing a successful result and impressed customers who 'love the site'.



## ALI-GATE 'N' FENCES



DLE Folded Brochure



Business Cards

A freelance project for small business Ali-Gate 'n' Fences, who create and install some great aluminium fences and gates.

The business had no advertising, and needed some help to boost sales and awareness. Sitting down with the business owners, we developed a plan of action and I produced a website and supporting advertising material, including business cards and flyers. Gift vouchers and service reminders were also designed.

### Website

The website focuses on the types of fences and gates that can be produced plus it also showcases a great range of images of completed projects.

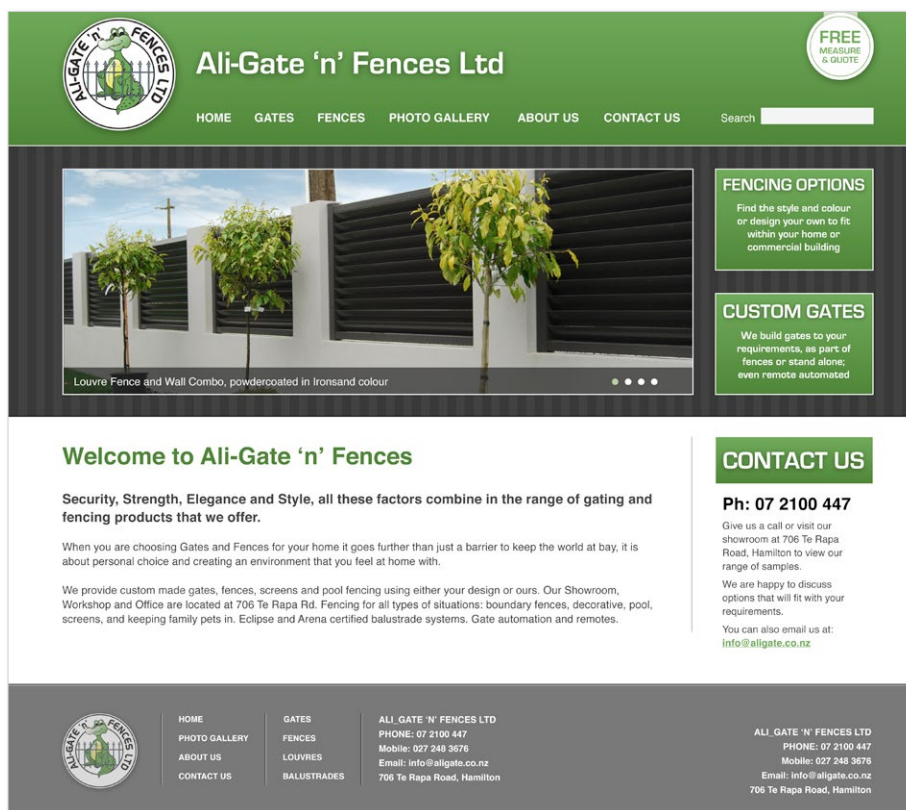
### Business Cards

Simple and bold the 2-sided business cards hold all the contact details needed.

### Brochure

A folded DLE brochure educates potential customers about the types of fences and gates that Ali-Gate specialise in.

The marketing material produced on a very low cost budget support the business in their day to day sales needs, whilst the website gives them the online presence they desperately needed.

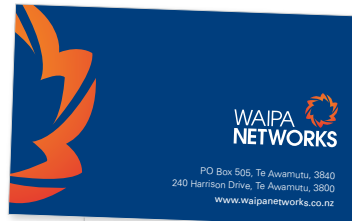


Website: [www.aligate.co.nz](http://www.aligate.co.nz)

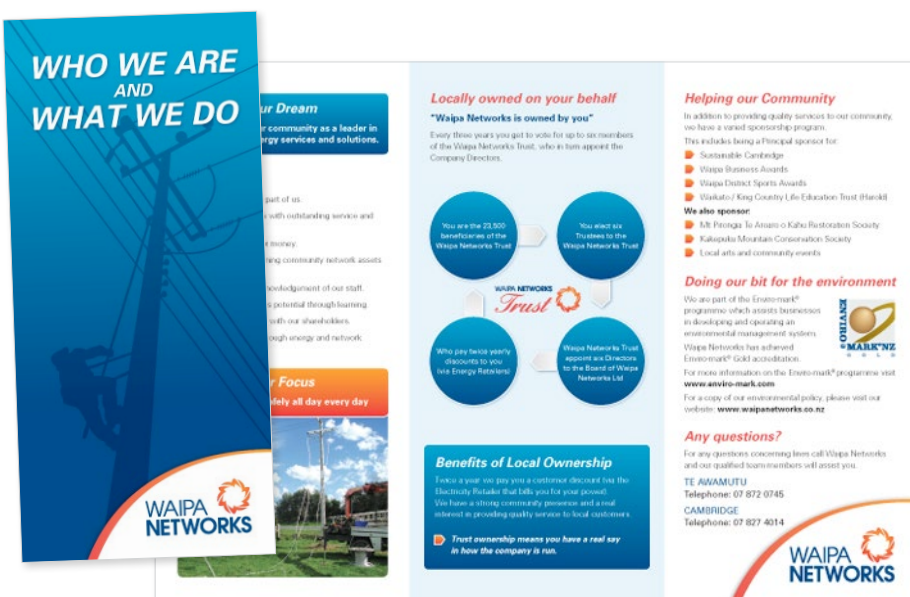
## WAIPA NETWORKS



Logo



Above and left: Stationery - Business Card, Letterhead, Envelope.



Services Brochure

Agency project - Hanson Creative.

Waipa Networks are the Waipa District's leading power and lines company. They approached Hanson Creative to help them rebrand and reposition them in the market.

As senior graphic designer I was given the task of logo and brand design, with supporting materials (ads, brochures and signage) overseen by the Creative Director.

### Logo

Symbolising energy and power as well as teeth of a chainsaw, the logo serves double duty as the company is not only responsible for the power and lines, but also tree maintenance in the area.

The colours are a modern variation of the existing brand, which needed to be maintained.

### Stationery

A clean and slightly more corporate look was sought after, and the brand consistency was established through the stationery which includes business cards, letterheads and envelopes.

### Brochures

Informative and graphically styled brochures were redesigned to create an impacting brochure for educating public about the lines services and also trees services.

The new brand was rolled out with an interactive Virtual Smarthome website, which has all been welcomed by the public and brand awareness of the community company has increased tenfold.

## ASSORTED AUDIOLOGY CLINICS



**AUDIOLOGICAL  
SERVICES LTD**

Your better hearing professionals

**HEAR THE TV AND EVERYONE ELSE**  
A hearing device with a strong, wireless connection to your TV

**ReSound Alera™**

With ReSound Alera™, you can now enjoy strong, clear TV sound amplified directly to your hearing device. At the same time, take part in conversations and keep track of other important sounds around you.

ReSound Alera can also receive crystal-clear sound directly from your home phone, cellular, and stream. No cables or wires mean you can move about freely and communicate effortlessly.

**OPEN DAY**  
You're invited to our exclusive one-day special event  
**Thursday 4<sup>th</sup> November**

- Free demonstration of ReSound Alera hearing aids and Unite TV • Free personal consultation with our experienced staff • Free giveaway bag

Call now to secure your appointment - space is limited.  
**NAPIER: 844 6167  
HASTINGS: 870 9454**

**AUDIOLOGICAL SERVICES LTD**  
Your better hearing professionals

**NAPIER CLINIC**  
Ph: 844 6167  
4A Avenue Rd, Greenmeadows.

**HASTINGS CLINIC**  
Ph: 870 9454  
508 Lyndon Rd.

Audiological Services, Napier & Hastings: Logo and A4 Product Flyer

**Your hearing deserves the best care in Taranaki.**

Following an independent survey conducted by EArtrak, Central Audiology have been awarded 5 Stars for Client Satisfaction.

★★★★★

The survey covered both the effectiveness of the hearing aids we recommend, and our level of service during the consultation and follow up process.

Central Audiology are your local hearing professionals. Our experienced, caring staff will work with you to find the best hearing solution to suit your lifestyle.

**For 5 star service call us on 757 3435**

**Central Audiology Taranaki**  
Hearing Aids • Assessments • Treatment Management

Central Audiology Taranaki,  
58 Fullford Street, New Plymouth  
**PHONE: 757 3435**

Central Audiology, Taranaki: Advert

**FREE CLEAN AND CHECK**  
of your hearing aids before Christmas

**Enjoy every little moment of this festive season.**

Come in to Hearing Direct Birkenhead for a **FREE** clean and check of your hearing aids.

Call Melissa today at **HEARING DIRECT**  
**Phone: 418 0284**

**Hearing Direct Birkenhead**  
Shop 2, 37 Moksia Road  
(Just down from Highbury Mall)  
[www.hearingdirect.co.nz](http://www.hearingdirect.co.nz)

**HEARING DIRECT**  
YOUR LOCAL HEARING EXPERTS

Hearing Direct, Auckland: Advert

**Caring for YOU and your hearing**

**kirstygerlach**  
HEARING  
caring for your hearing

**1071 Hinemoa Street**  
**PHONE: (07) 343 6669**

Kirsty Gerlach Hearing, Rotorua: Billboard

Agency project - Hanson Creative.

GN ReSound New Zealand provide advertising material for numerous audiologist clinics throughout New Zealand, who stock their hearing instruments. Hanson Creative produce the advertising material for each clinic as needed.

As senior graphic designer I worked alongside the Creative Director in creating advertising and building each clinic's brand to help reinforce their marketing.

### Audiological Clinics

Most clinics survived on minimal advertising with no consistency of branding and no structure or quality in advertising. Part of our job was to evolve each of the clinic's branding with revised logos, create branding and generally make an impact with newspaper adverts, billboards, flyers and other media as needed.

Some examples of clinic advertising has been shown, including adverts, billboards and flyers.

Each clinic has benefited from bursts of advertising, especially around new and exciting product launches of GN ReSound products. The work produced has lifted the recognition and services available in each of the various audiology clinics around the country.



## ASSORTED LOGO DESIGN



### Cambridge Coffee (agency)

An authentic 'stamped' style logo for a local coffee roaster.

### Snack Sacks (agency)

Snack sacks are children's healthy lunch packs. The logo needed to be bright, fun and attention grabbing for children and parents alike.

### Lakeside Cafe + Restaurant (agency)

Popular cafe at rowing hot spot, Lake Karapiro. Conveys the water theme and sophistication.

### Sudbury Park Equine (agency)

Popular online store for new and quality secondhand horse and riding goods and clothing.

### Lake Karapiro Lodge (agency)

5 star luxury accommodation, conveying a timeless and traditional elegance with the logo.

### Sustainable Cambridge (agency)

Bold colours with symbolic New Zealand themed logotype.

### Locavore (agency)

A back-to-basics homemade approach with chalkboard style, Locavore is all about living within your local means.

### Cambridge Blues (agency)

High School sports foundation supported by a strong bold design.

### Helotek (freelance)

Revised logo design for American start-up animal health company.

### NappyCakes (freelance)

Logotype for nappycakes - handmade nappy and baby wear gift creations.



LAKE KARAPIRO LODGE



Sustainable  
Cambridge



Improving animal health through  
human medical advances



nappy cakes