



# ANGIE ROSS

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DESIGN PRINT WEB VIDEO PHOTOGRAPHY ILLUSTRATION

## PERSONAL DETAILS

Name: Angelina Ross (Angie, Ange)  
Birthday: 24th September

## ELEVATOR PITCH (a three floor ride+)

With a career of over 32 years in the creative world, I have developed fantastic industry knowledge and contacts, enabling me to constantly grow and challenge myself. I have a brilliant reputation within the industry and suppliers as being creative, dedicated and professional. With superhero level attention to detail, a passion for great brand and design, I flourish in dynamic roles that allow me to work within a great team as well as the flexibility to focus autonomously when needed.

I have experience in many realms of design, print, web and photography within various industries including SME's, Government (Local and Federal) - National Archives of Australia, Scenic Rim Regional Council, RSL Queensland, right through to the Sydney 2000 Olympic Games, Gold Coast 2018 Commonwealth Games and many more. I have developed an integrated approach to local, domestic and international audiences forging me into a highly adaptable and open-minded creative specialist.

## QUALIFICATIONS + AWARDS

2023	RSL Queensland - GEM Award (internal award for employees)
2022	RSL Queensland ANZAC Spirit Award -
2017	Queen's Baton Relay Runner - GC2018 Staff
2016	Vision Australia - Accessibility for Design Certificate
2016	Gold Coast Citizen of the Year - Nominee
2016	Certification in Accessibility - Vision Australia
2016	Telstra Business Woman of the Year Nominee
2016	Diploma of Marketing
2012-13	Diploma of Business Management
2011	Certificate III in Fitness (specialising in Group Exercise)
2010	Certificate III & IV in Business Marketing
2008	Gold Award: National Archives of Australia Annual Report design
2002	Adobe Creative Suite Certification
1997	Australian Young Business Woman of the Year - World Business Expo
1997-99	Australian College of Journalism - Dip. of Illustration & Cartooning

## SKILLS + HOBBIES (an eclectic short list only)

- + mac / pc advanced expertise
- + studio setup / management
- + print production
- + video editing
- + freehand illustration
- + expert level creative suite
- + accessibility expertise
- + extreme attention to detail
- + project management
- + the usual: movies, chocolate, books, chocolate, walks on the beach, chocolate, my pets and family etc.
- + gaming
- + professional belly dancer
- + motorcycling
- + photography and direction
- + gaming with my son and partner
- + samurai sword trained
- + great interpersonal skills
- + packaging design
- + digital asset management



# EMPLOYMENT SUMMARY

2022 (Aug) - present RSL Queensland [Visual Design Specialist]

Adhere to the brand guidelines to ensure accurate brand across all programs and projects created both internally and externally. Produce high quality and on-brand design, video and digital marketing assets for all channels of the organisation including (but not limited to): internal communications assets, social media, digital and print publications, media, reports + strategies, EDM, building + vehicle signage, digital + static billboards, event assets, illustrations, infographics, sub-brand creation, brand procurement, secure assets, advertising, commemoration brand/campaign creation + management and magazine/publication design.

Contributing digital and design expertise to the development and implementation of all assets in line with our organisational goals and values. Working with sensitive and confidential information at various levels ensuring that all digital assets are security encrypted. Collaborating with external suppliers and attending photo/video shoots for our campaigns.

Developing and embedding the value of a Veteran-centric approach at both a portfolio and organisational level across RSL Queensland. I was able to introduce and train the team on accessibility which had not been implemented at all prior, as well as the Adobe review systems which have resulted in more accurate and timely reviews.

I have been able to work with our highly talented team and develop internal skill sets and best practices. Plan, attend briefings, lead and prioritise work and deliver to brief and deadline by utilising software such as Asana (for project management) and the full Adobe Creative Suite.

2018 - 2022 (Aug) Scenic Rim Regional Council [Senior Graphic & Web Design Team Lead]

Complete the re-brand process for Council including research, design and writing of the style guide, as well as full asset audit (over 18,000 assets including regional signage, vehicles and much more), implementation of brand roll-out, digital media kit and assets for employees. This was followed up with a solid brand procurement process to maintain integrity and quality at all times. Create an effective in-house job management system as well as research and set up of Councils' first DAMS and it's successful implementation to host over 200,000 images and video which fulfilled record-keeping requirements yet also managed every image/video use and all limitations to their use.

Manage all brand and sub-brand development while also creating online and digital collateral, video editing, photography, animation, social media, corporate documents + strategies, advertising, manuals, posters, event collateral, promotional material, vehicle wraps, publications, way finding signage, landmark information signage, book designs, annual reports, COVID assets for the community and internal use compliant to Australian local government standards, complete exhibition brand campaign management and design.

Project management from brief through to final delivered assets. Liaising with local suppliers and media with marketing material for both inward and outward-facing audiences. Successfully implemented accessibility on all digital documents which Council and set up best practice manuals for future creatives (in-house and external).

During COVID, the benefits of the job booking, DAMS and project management systems that I had set up and implemented, were invaluable to accommodate the fully remote workplace for over a year whilst never compromising on quality or brand.

## 2014 - 2018 (April) Gold Coast 2018 Commonwealth Games [Senior Graphic Designer]

In the marketing and publications department, I created a expansive range of collateral such as medical forms, interactive digital assets, website collateral, manuals, reports, launches, social media and EDM, printed marketing material, stage design, outdoor over-sized signage, digital animated signage, merchandise marketing campaign creation and implementation - one of my proudest achievements, infographics, promotional material, large format interactive displays, way-finding signage, pictograms, doping manuals and forms, highly sensitive material, venue collateral, photography of merchandise and models, schedules, sport launch material and working with the media, advertising, co-branding, sub brand design and educational material.

Working in a highly sensitive, time critical environment required diligence as well as extremely strong project management skills. I proudly achieved all deadlines and received many emails of praise and thanks from internal and external stakeholders for the quality and timely fashion which I delivered my projects. Using the full Adobe Creative Cloud Suite on PC (as well as on Mac at my home studio), I was also responsible for weekly reporting to the Creative Services Manager and presenting concepts and campaigns as required. Collaborating with the team of designers on large projects such as Live Sports Displays and the Queens' Baton Relay Community Events whilst working autonomously on smaller projects and campaigns.

## 2002 - 2009 National Archives of Australia - Canberra [Senior Graphic Designer - APS6]

Managing the internal design and production for all NAA requirements ranging from exhibition design, educational material, brand management and implementation, print and project management, overseeing outsourced suppliers, large format signage, publications, annual reports, social media, EDM, website content, press advertising, forms, infographics and all event specific material. Re-branding NAA as well as designing the brand and catalogue for the permanent in-house exhibition - *Memory of a Nation* which includes a 40m long reverse-lit photo wall.

Starting as a solo Graphic Designer, I was able to showcase my skill set and was then entrusted to set up a full internal creative studio including (but not limited to), the selection and training of three Graphic Designers, all operating and reporting systems, project management systems for clients and designers as well as budgeting and reporting to stakeholders. Through setting up an internal creative studio, we were able to then retain all exhibition brand and design internally - saving NAA over \$50k on external agency costs.

## 1995 - 2001 Sydney 2000 Olympic Games [Desktop Publisher to Creative Team Manager]

From humble beginnings as the first and only Desktop Publisher, starting out designing toilet signage and report covers. Within 2 years, I was entrusted to setup and manage the new Design Team and became the Senior Graphic Designer/Creative Team Lead in the publications department, I was responsible for brand management as well as internal and external publications and material. This was also in a time *prior* to social media!

I created and managed highly sensitive marketing collateral such as the torch reveal, torch relay map, uniform reveal, athletes village signage, ticketing assets as well as working with high profile Athletes, Chef de Mission and celebrities. Redesign of Sydney Spirit - the magazine for members of the AOC and all educational material for schools.

Being responsible for regular reporting to stakeholders and presenting outcomes as required enabled me to have a wide gamut view of our team and output whilst ensuring expectations were not only met but also exceeded where possible. I was able to manage the performance, ongoing training and development of my team as well as the workflow to ensure deadlines were met.

## 1993 - 2023 self employed freelance : Spellbound Creative [Creative Director]

Running a successful boutique design studio from start-up (at the age of 16), to a strong client base ranging from sme's to Government and corporate clientele. Spellbound Creative operated as a bespoke studio until 2023.

**Online resume and extensive portfolio:** (click or copy)

<https://spellboundcreative.wixsite.com/angieross>

**Video example:**

[Scenic Rim Regional Council - Indigenous childrens' book design and video](#)

