

**[personal data]**

Name: Claudia Iacovella  
 Mobile: +61 417 073 383  
 Email: [claudesign13@gmail.com](mailto:claudesign13@gmail.com)  
 Address: 72 Bedford Road, Woodford NSW 2778  
 DOB: 13 November 1976  
 ABN: 27 902 944 142

**[competencies]**

My design experience covers more than 20 years working across a wide range of creative environments including advertising, corporate, government and tertiary education.

I have extensive experience as a freelance designer giving me the ability to build strong relationships with clients, focus on client expectations and deliver creative and conceptual graphic design. My work has included design for both print and digital spaces with a sound knowledge of HTML. I have produced a wide variety of collateral including corporate identities and logos, brochures, publications, posters, large format design and exhibition design, with an experienced understanding of brand guidelines.

My strong work ethic and reliability has enabled me to take on studio management and project management roles with creativity and innovation, scoping deliverables and managing client milestones.

My experience liaising and working with external suppliers covers a wide variety of collateral. Among my key strengths are my excellent organisational skills and the ability to deliver each project from initial concept to completion.

**[skills]****Computer - Proficient and Constant Use**

Adobe InDesign CC	● ● ● ● ● ● ● ● ● ●
Adobe Illustrator CC	● ● ● ● ● ● ● ● ● ●
Adobe Photoshop CC	● ● ● ● ● ● ● ● ● ●
Adobe Acrobat Pro CC	● ● ● ● ● ● ● ● ● ●
Adobe Dreamweaver CC	● ● ● ● ● ● ● ● ● ●
Adobe Bridge CC	● ● ● ● ● ● ● ● ● ●
Adobe After Effects CC	● ● ● ● ● ● ● ● ● ●

**Computer - Intermittent Use**

Microsoft PowerPoint	● ● ● ● ● ● ● ● ● ●
Microsoft Excel	● ● ● ● ● ● ● ● ● ●
Microsoft Word	● ● ● ● ● ● ● ● ● ●

**Project Management Web-based Software - Constant Use**

Wrike	● ● ● ● ● ● ● ● ● ●
Trello	● ● ● ● ● ● ● ● ● ●

**Knowledge of Document Accessibility**

Perform accessibility solutions on:

- PDF and Adobe InDesign documents

by using:

- automated tools to identify issues and then fix them
- correct tagging
- reading order
- document properties and bookmarks
- heading structure
- text alternatives for images
- table structure
- appropriate link text
- form accessibility

## [employment history]

claudesign freelance graphic design

[claudesign.com.au](http://claudesign.com.au)

**August 2017 - present**

Graphic designer and owner-operator (Full-time)

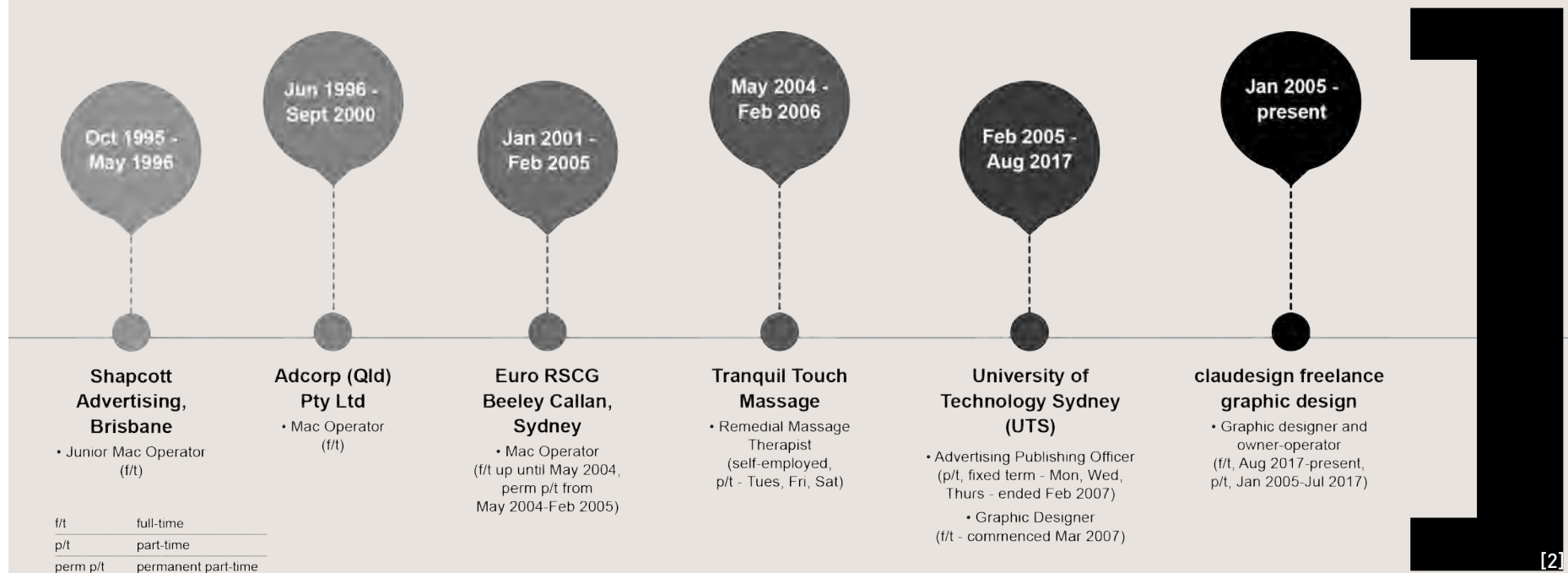
**January 2005 - July 2017**

Graphic designer and owner-operator (Part-time)



### Current client list:

- Anglicare NSW
- Association of Massage Therapists (AMT)
- bd infrastructure
- Blackheath Chamber Music Festival
- Blue Mountains Grammar School
- Department of Communities and Justice
- Fenton Green
- Information and Privacy Commission NSW (IPC NSW)
- Integrative Bodywork
- Little Wings (Volunteer Work)
- Mater Dei Catholic Primary School
- NSW Ageing and Disability Commission
- University of Sydney - Faculty of Health Sciences
- Wolters Kluwer Health Australia
- Urban Taskforce Australia



## [insurances]

[Certificate of currency supplied on request]

- **Public liability** - Limit of indemnity \$5,000,000
- **Professional indemnity** - Limit of indemnity \$1,000,000

## [education and training]

### Infographics

- Design an Infographic
- Design Your First Infographic
- Infographic Poster Design
- Infographics Visualising Relationships
- Learning Infographic Design
- Infographic Planning and Wireframing
- Creating Illustrator Infographics

(2020) LinkedIn Learning

### Data Visualization

- Data Visualization: Best Practices

(2020) LinkedIn Learning

**An Introduction to Data Visualization and Storytelling**  
(2020) DataLabs

**Certificate of Acknowledgement in Infection Control Training - COVID-19**

Department of Health eLearning course

**Code of Conduct (online module) 2019**  
Sydney University

**CreativePro Week Conference 2019**  
Online Videos (2019)  
[creativepro.com](https://creativepro.com)

**After Effects CC Online course (2018)**  
[udemy.com](https://www.udemy.com)

**Certificate IV in Training and Assessment (2016)**  
University of Technology Sydney

### Responsive HTML Email (2016)

The Web School

Sydney NSW [2 day course]

### HTML Newsletters (2015)

City Desktop Training

Sydney NSW [1 day course]

### HTML and Web principles (2015)

City Desktop Training

Sydney NSW [1 day course]

### Interactive PDF vs ePub vs iPad App: Revealing the differences (2012)

City Desktop Training

Sydney NSW [1 day course]

### Adobe Photoshop CS5 Essential (2011)

City Desktop Training

Sydney NSW [2 day course]

### HTML & Web Principles Training (2010)

City Desktop Training

Sydney NSW [2 day course]

### Adobe Photoshop Advanced (2009)

City Desktop Training

Sydney NSW [2 day course]

### Adobe Dreamweaver CS4 Essentials (2009)

City Desktop Training

Sydney NSW [2 day course]

### Adobe InDesign and Adobe Bridge Workshop (2006)

Apple Centre Taylor Square

Surry Hills NSW [1 day course]

### Adobe InDesign Introduction Course (2004)

InDesign Conversion I/II

Alpha Computer Consultants

Artarmon NSW [2 day course]

### Nature Care College of Naturopathic and Traditional Medicine (2002-2003)

St Leonards NSW

Certificate IV in Remedial Massage

### The Advertising Academy (1994-1995)

South Brisbane QLD

Advanced Certificate in Graphic Art/

Commercial Design

## [awards]

### **2018 - Blue Mountains Business Awards**

Nominated as a Finalist for the Home-Based Business Award

### **2019 - NSW Volunteer of the Year Awards**

Nominated for the NSW Volunteer of the Year, for the graphic design support for Little Wings

## [memberships]

- **AGDA (Australian Graphic Design Association)** - Professional Membership
- **AMT (Association of Massage Therapists)** - Community Membership

## [referees]

### **Shahnam Roshan**

Creative Lead

Brand Strategy and Engagement

UTS Marketing and Communication Unit

+61 0413 771 647

[shahnam.roshan@uts.edu.au](mailto:shahnam.roshan@uts.edu.au)

### **Dr Frances Morgan**

Manager Engagement

Ministerial and Communication Services

Department of Communities and Justice

+61 2 8753 8225

+61 0499 688 962

[frances.morgan@facs.nsw.gov.au](mailto:frances.morgan@facs.nsw.gov.au)

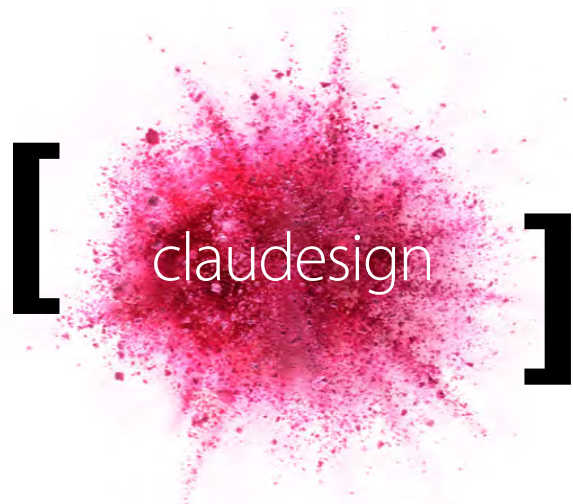
### **Rebecca Barnett**

CEO

Association of Massage Therapists

+ 61 0414 732 873

[rebecca.barnett@amt.org.au](mailto:rebecca.barnett@amt.org.au)



freelance graphic design

ABN 27 902 944 142

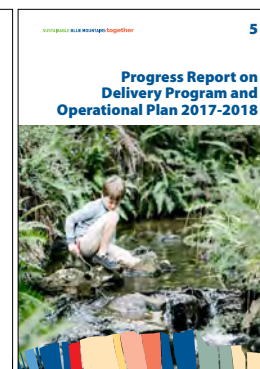
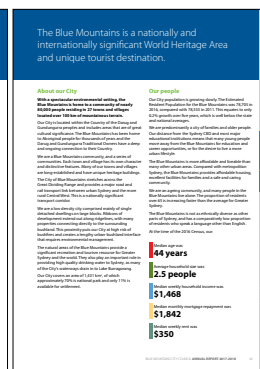
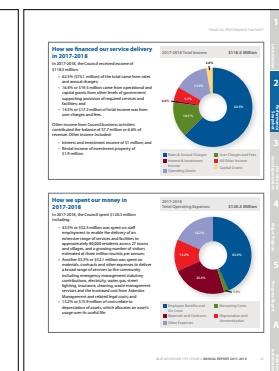
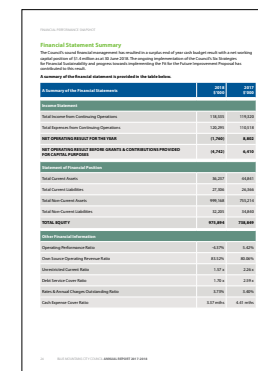
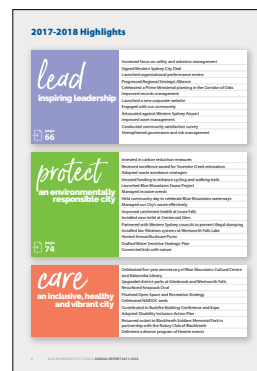
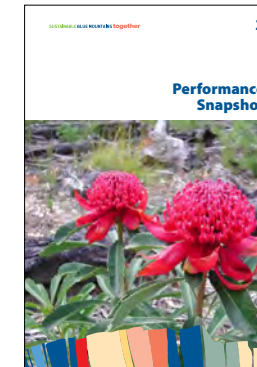
claudesign  
creative portfolio

# Blue Mountains City Council (BMCC)

## Project BMCC Annual Report 2017-2018

- Employed as a design consultant to design the 2017-2018 annual report for local council (134pp + 4pp cover)
- All content and images supplied by client
- Required to follow BMCC brand style guide
- Worked collaboratively with various members of council including the Corporate and Community Strategic Planner, Corporate Planning & Reporting Officer - Corporate Strategy and General Manager.

<https://www.bmcc.nsw.gov.au/documents/annual-report-2017-2018>





---

## City of Sydney

---

### Project

Homelessness Action Plan 2020

I was supplied the final InDesign document to complete the web accessibility functions for a web accessible PDF. This included completing the following processes:

- correcting paragraph styles and making sure they had correct tagging styles
- creating hyperlinked table of contents (TOC)
- creating bookmarks
- hyperlinking web addresses
- export tagging with styles
- creating reading order
- adding alternative text to images
- completing an accessibility check in Adobe Acrobat and troubleshooting any errors.

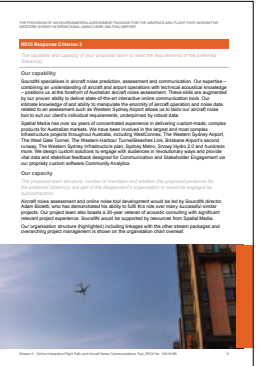
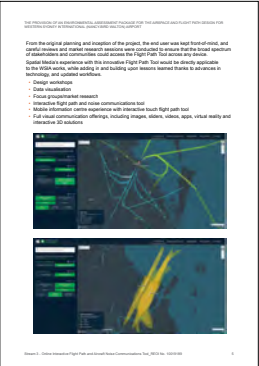
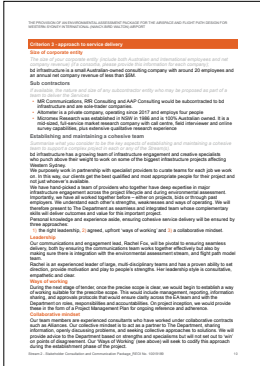
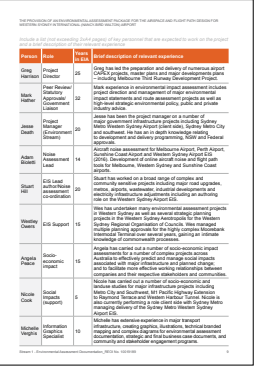
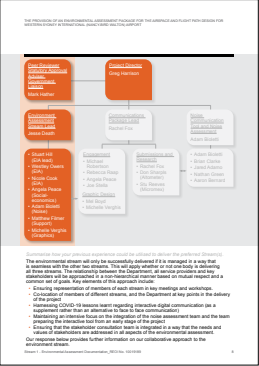
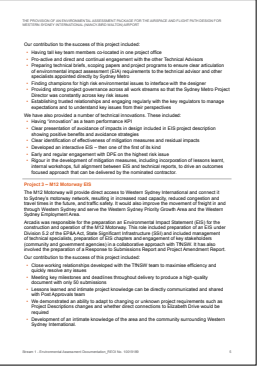
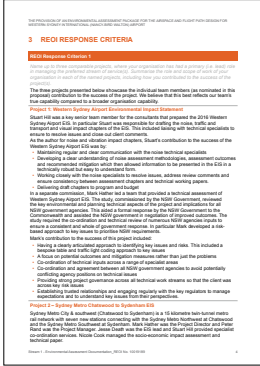
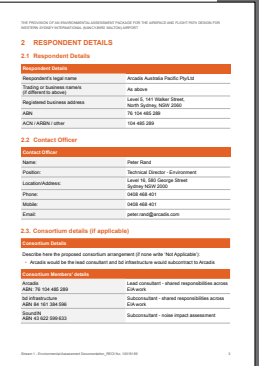
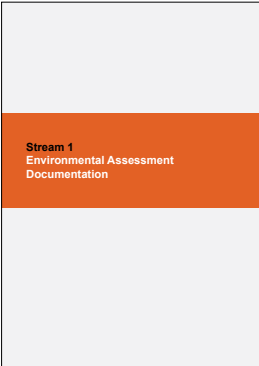
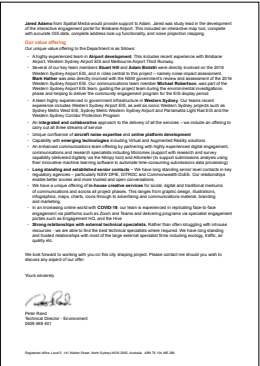
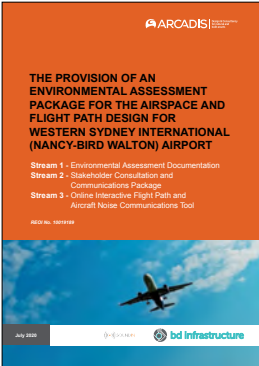
[https://www.cityofsydney.nsw.gov.au/\\_\\_data/assets/pdf\\_file/0011/322220/homelessness-action-plan.PDF](https://www.cityofsydney.nsw.gov.au/__data/assets/pdf_file/0011/322220/homelessness-action-plan.PDF)



bd infrastructure

Project  
Environmental Impact Statement (EIS)  
Proposal

- graphic design support for EIS proposal
- client supplied Word template, and transferred brand and proposal guidelines to InDesign
- liaised with 3 client contacts
- purchased images through image libraries.





# NSW Government Department of Communities and Justice (DCJ)

## Project

DCJ District Data Profiles for the Targeted  
Earlier Intervention program

- Formatting content supplied by client to design 16 x A4 reports. Reports varied in page length from 38pp to 94pp.
- I designed and recreated all graphs and tables.
- Developed and designed the infographic fact sheet for each district.

<https://www.facs.nsw.gov.au/providers/children-families/early-intervention/TEI-program/chapters/understanding-need-in-your-local-area>

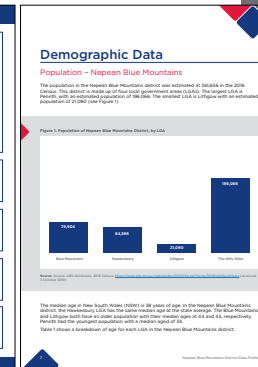
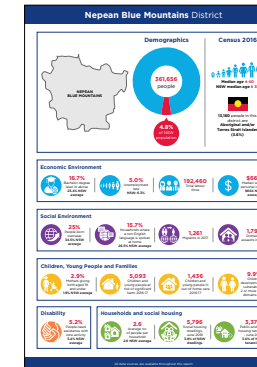
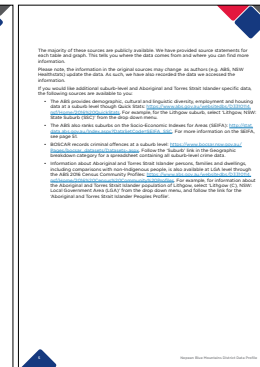
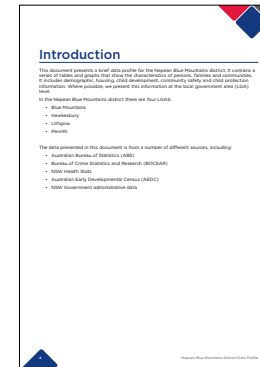
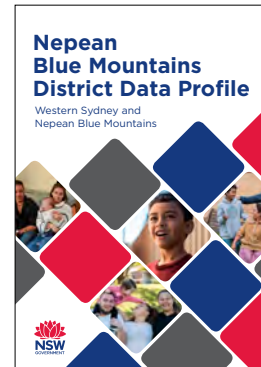
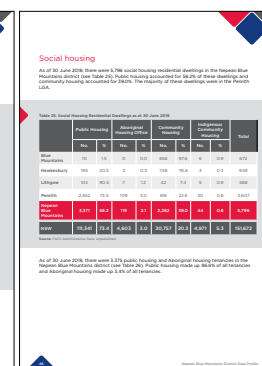
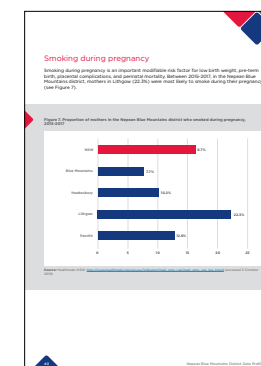
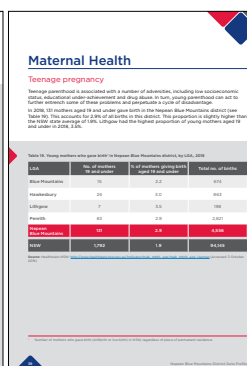
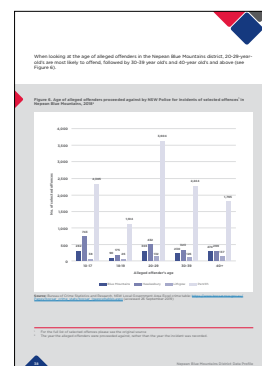
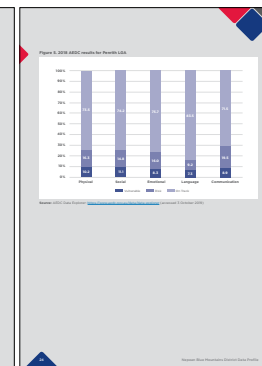


Table 1. Age breakdown of the population by LGA in Western Sydney District

Age Group (years)	Blue Mountains		Hawkesbury		Littgow		Penrith		Nepean Blue Mountains	
	No.	%	No.	%	No.	%	No.	%	No.	%
0-4	4,232	5.5	4,101	6.4	1,178	5.8	14,478	7.4	21,989	6.7
5-9	4,924	6.4	4,358	6.7	1,230	5.8	14,113	7.2	24,625	6.9
10-14	4,917	6.4	4,409	6.8	1,183	5.6	12,694	6.5	23,203	6.5
15-19	4,769	6.2	4,580	7.1	1,193	5.7	13,037	6.6	23,579	6.6
20-24	3,631	4.7	4,387	6.8	1,000	5.2	14,119	7.2	23,237	6.5
25-29	3,184	4.1	4,230	6.6	1,175	5.6	15,044	7.7	23,633	6.6
30-34	3,800	4.9	3,796	5.9	1,082	5.1	15,231	7.8	23,929	6.7
35-39	4,379	5.7	3,742	5.8	1,043	4.9	13,968	7.1	23,132	6.5
40-44	5,324	6.9	4,375	6.8	1,288	6.2	13,488	6.9	24,465	6.8
45-49	5,545	7.2	4,869	7.5	1,310	6.2	12,653	6.5	24,377	6.8
50-54	5,437	7.1	4,680	7.2	1,551	7.4	12,086	6.2	23,754	6.6
55-59	5,947	7.7	4,310	6.7	1,626	7.7	10,908	6.1	23,881	6.7
60-64	5,811	7.6	3,520	5.5	1,463	6.9	10,229	5.2	21,023	5.9
65+	9,022	11.4	5,219	14.4	4,844	22	22,917	11.7	31,802	14.4
<b>Total</b>	<b>76,902</b>	<b>100</b>	<b>64,576</b>	<b>100</b>	<b>21,076</b>	<b>100</b>	<b>196,075</b>	<b>100</b>	<b>336,627</b>	<b>100.0</b>

Total in NSW: 7,480,228 4.8

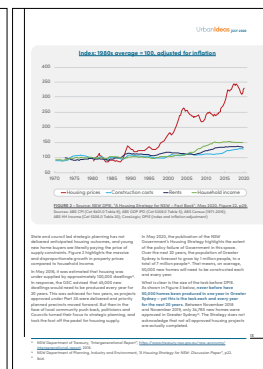
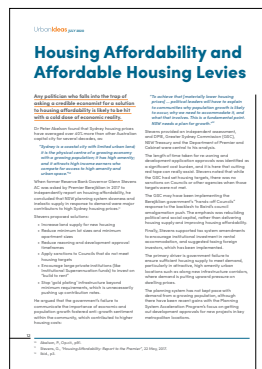
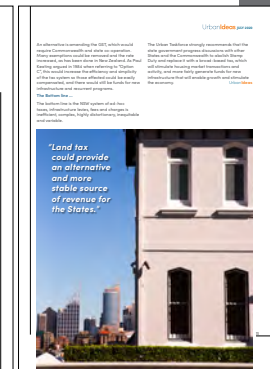
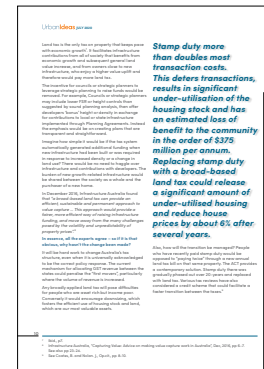
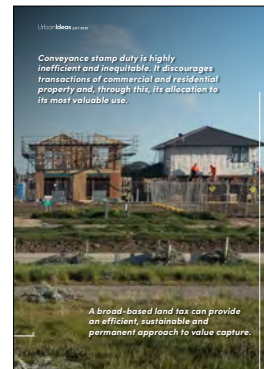
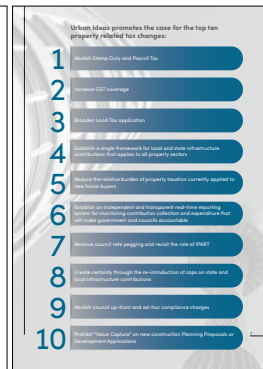
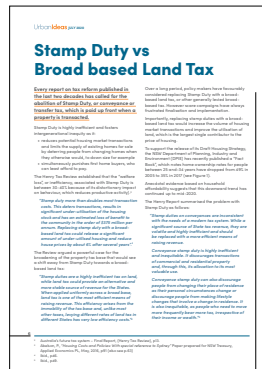


# Urban Ideas 24pp A4 magazine

## Project 24pp magazine for Urban Taskforce Australia

Design of 24pp brochure, including:

- layout
- re-drawing graphs
- briefing and communicating client amendments to the illustrator



# Urban Ideas 24pp A4 magazine (cont...)

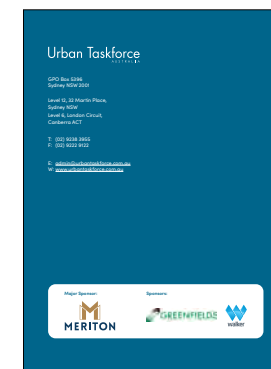
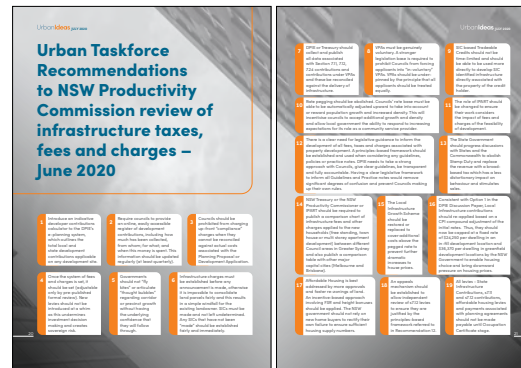
## Project

24pp magazine for Urban Taskforce Australia

Design of 24pp brochure, including:

- layout
- re-drawing graphs
- briefing and communicating client amendments to illustrator
- communicating with printer

<https://urbantaskforce.com.au/urbanideas/july2020/?page=1>



mobile: 0417 073 383  
email: [claudesign13@gmail.com](mailto:claudesign13@gmail.com)  
[claudesign.com.au](http://claudesign.com.au)