

>keira gerard

graphic designer
illustrator
coffee enthusiast

> hi there!

With 5 valuable years experience in the industry and counting, I can bring versatility and a fresh look into any team or project. I've participated in several campaigns that have won ACRA's, including the Biggest Takeaway and SEA FM's The Proposal. 14+ years of self-taught experience in illustration gives me an edge when it comes to colour theory and composition. I love pushing the limits of my skills in order to create innovative and impactful designs that aim to inspire and exceed expectations.

Experience

Graphic Designer – Create Catering *June – August 2026*

- Led complete packaging rebrand for multiple product lines and brands (including Pan Divino City, Swirl, Celebration Cake Bar, Wok Bar) using Adobe InDesign, Photoshop and Illustrator, creating cohesive visual identity
- Designed integrated marketing collateral including menu designs, promotional materials, social media content, point-of-sale signage, and web assets
- Executed 2-month project in fast-paced, collaborative environment with tight deadlines and evolving priorities, working closely with cross-functional stakeholders
- Rebrand drove measurable results: elevated brand perception, increased customer engagement and sales, expanded product offerings across multiple lines, and generated positive market reception

Graphic Designer – Design Intoto *February – April 2026*

- Designed layouts for print and digital formats using Adobe Photoshop and InDesign, applying expertise in colour spaces and printing requirements
- Delivered high-quality work independently while maintaining productivity, file organisation, and attention to detail on concurrent projects
- Managed 5+ concurrent projects simultaneously, prioritising tasks and meeting competing deadlines across multiple stakeholders
- Produced 50+ marketing assets including social media graphics, branding materials, packaging designs, and campaign visuals using Adobe Creative Cloud Suite

Digital Designer – SCA *2020 – 2025*

- Designed engaging social media and web content using Adobe Creative Suite that captivated audiences and enhanced brand presence
- Applied strong foundation in typography, colour theory, and layout design to create impactful digital media across multiple platforms
- Designed responsive layouts that displayed seamlessly across mobile, tablet, and desktop devices for optimal user experience
- Optimised digital file formats (PNG, JPEG, SVG, WebP) to ensure high-quality visuals for web and screen output
- Delivered 2000+ cohesive image suites within 3-day turnarounds consistently, balancing creative quality with production efficiency
- Collaborated with clients and internal stakeholders to gather requirements, refine designs iteratively, and ensure project alignment with business goals
- Thrived in collaborative cross-functional teams, contributing creative ideas and design solutions to achieve collective project success

Skills

Adobe Photoshop	★★★★★
Adobe Illustrator	★★★★★
Adobe InDesign	★★★★★
Clip Studio Paint	★★★★★
Wordpress	★★★★

Education

Diploma of Graphic Design Campbelltown TAFE, 2016
Certificate IV of Graphic Design Campbelltown TAFE, 2012

Contact & Portfolio

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