

Brett Caines

Graphic Designer

20+ years of experience delivering print and digital solutions, that integrate creativity with strategy, while managing projects within budget, deadlines and maintaining high-quality standards. Highly proficient in Adobe Creative suite, I approach each project with strong communication, problem-solving skills, and a commitment to producing visually impactful results.

Resumé

Portfolio www.bcgd.space

Email hello.bcgd@gmail.com

Work Experience

Freelance Graphic Designer - BC|GD - Ongoing

As a Freelance Graphic Designer, I manage diverse projects for small businesses, community groups, and non-profits, overseeing the full design process from client consultation to material production, while meeting deadlines and budgets. I handle asset creation and acquisition, including photography and digital sourcing, and ensure brand consistency by applying style guides, where applicable, to deliver design solutions across both print and digital mediums. Managing the financial operations of the business, including quoting, invoicing, and record maintenance, while ensuring accuracy, compliance, and timely execution to enable smooth workflow.

Graphic Designer - HWR Media - 1 year

At HWR Media I managed the design, production, and delivery of several magazine publications by leveraging well-developed branding skills to create impactful magazine layouts and advertising solutions for clients, while researching and acquiring necessary assets to bring the publications to life. I ensured compliance with legal guidelines for asset usage and collaborated with team members and stakeholders to meet project goals. Regularly updating design guidelines and sales tools to align with publication objectives, target markets and evolving trends was an integral part of the role.

Graphic Designer - Adlab - 19 years 3 months

As a Graphic Designer at Adlab for over 19 years, I successfully managed and executed a diverse range of print and digital design projects, often adhering to the strict brand guidelines of large multi-national companies to maintain consistency in messaging and visual identity. I collaborated with multi-disciplinary teams to develop and implement design concepts that strengthened brand presence, while efficiently handling high workloads and meeting tight deadlines. My expertise in Adobe Creative Suite ensured the production of press-ready artwork and digital assets, enhancing businesses' online presence and engagement. I also wrote blogs and designed internal communication tools, including templates for Word, Excel, and PowerPoint, to support team operations.

Education

User Experience Design

RMIT - Jan 2023

Focused on applying UX principles to digital products, the program involved conducting user research, synthesising insights, and generating design improvements based on user feedback. I developed skills in creating and iterating low- and medium-fidelity prototypes for usability testing, emphasising the importance of defining user problems and leveraging research, testing, and prototyping to create valuable user experiences.

Bachelor of Visual Communication (Honours) Graphic Design

University South Australia - 1997-2001

Earning First Class Honours and receiving the Dean's List recognition for two consecutive years, my education provided a comprehensive understanding of design fundamentals, including typography, information graphics, logo design, professional photography, and packaging design, as well as insights into art and design history, theory, and ethics. Throughout my studies, I developed strong problem-solving skills and a deep understanding of design processes, which has contributed to my ability to create effective visual communication through my career.

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Demonstrated Strengths

Communication

Working closely with diverse teams to develop and implement design concepts, ensuring a clear understanding of project requirements among team members, contractors, and stakeholders. Developing, executing, and presenting individual and group reports using industry standard software, including Adobe Creative suite and Microsoft. Maintaining and updating of design guidelines and team communications to streamline the creative process while ensuring consistency.

Problem Solving

Creating visually impactful design solutions for various businesses and outcomes by successfully executing projects that adhere to brand guidelines and ensure consistency in messaging and visual identity, while meeting tight deadlines without compromising quality.

Time Management

Efficiently manage high volumes of work by prioritising tasks and resources to meet project requirements, managing multiple timelines for simultaneous design projects. Develop documents, in Microsoft Word, Excel, and PowerPoint, to support the management of workloads and deadlines effectively.

Collaboration

Work closely with multi-disciplinary teams to implement design solutions that enhance business brands, ensuring a clear understanding of project requirements. Delegated tasks within the team to effectively manage workload, prioritise tasks, and meet deadlines without compromising quality.