

personal information

Ebony Sugars
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education

2009 - Bachelor of Graphic Design
La Trobe University, Bendigo Victoria

2007 - Diploma of Graphic Arts
Goulburn Ovens Tafe, Shepparton Victoria

2004 - VCE Year 12
Mooroopna Secondary College, Mooroopna Victoria

skills

- Understanding of marketing and consumer behaviour.
- Evaluating relationship of typography to pictorial design.
- Conceptual development abilities.
- Typography and layout design.
- Basic web design knowledge.
- Brand identity development.
- Pre press knowledge.
- Customer service skills.

computer skills

- Mac and PC based.
- Adobe Indesign, Illustrator, Photoshop.
- General knowledge of Fireworks and Dreamweaver.
- Quark Express.
- Microsoft Office and Powerpoint.

design work and experience

Current – Vita Group

Full time designer for brands Next Byte, Fone Zone, Vita Group & Telstra stores.

Current – Freelance

Contracted designer for Midstate Credit Management, Paul Wickham Pharmacy, Salon J and other individual clients.

2010-2009 – Leading From Within

Marketing and web design (www.leadingfromwithin.org.au).

2009 – Bendigo Council

Contracted designer for a series of town logos.

2009 – Trevor Phillips Photographics

Photographers assistant.

2009 – Banksia Financial Group

Marketing department creative assistant.

2008 – I do, I do Magazine

Casual assistant.

2007– Goulburn Ovens Tafe

Casual graphic designer.

2007 – Regional Reach Advertising

Work experience.

awards and activities

2009 – AGDA Most Professional Student Award

La Trobe University, Bendigo.

2009 – Banner Design Award

La Trobe University, Bendigo.

2009 – Southern Cross Packaging Competition

Two commendations for one entry.

2006 - 2009 – AG Ideas conference

Attendance.

2009 – Commonwealth Scholarship Award

2002 - 2009 – Leading From Within

Participant, leader, board member, public speaker and web designer.

references

• Vita Group, Brisbane

Ben Johnson (*Marketing Manager*) – 0438 071 487

Andrea Terlich (*Creative Director*) - 0411 403 425

• Banksia Financial Group, Kyabram

Nadia Godfrey (*Marketing Manager*) – 0417 396 955

GET THEM WHILE THEY LAST!

\$39 pre-paid handset*

FONE ZONE

Aggro Exhibition SPECIAL

A Pre-Paid Handset for \$1

FONE ZONE

Want to reap more **REWARDS**

Achieve your store MRO target during the month of August and take out one of these prizes within your Area:

- First place wins \$1000
- Second place wins \$500
- Third place wins \$250

to share amongst Team Members in your store!

FONE ZONE

CONNECT WITH MANY

THE NOKIA 8700 SLIDE HD

FONE ZONE

CONNECT WITH MANY FREE

FACEBOOK, TWITTER AND MYSPACE

BONUS \$100 GIFT CARD*

FONE ZONE

\$79 CAP

\$400 calls and SMS²

200MB of data³

+ get a \$20 monthly credit⁴.

FONE ZONE

\$49 CAP

\$400 calls and SMS²

200MB of data³

+ get a \$20 monthly credit⁴.

when you choose from a huge range of new handsets on the Telstra Mobile Repayment Options.

FONE ZONE



VITA GROUP
brand: Fone Zone
print applications

Idea

Fone Zone has grown to become Australia's largest specialist retailer of mobile communications. Strong marketing and graphics are important to communicate this through numerous campaigns and applications.

Method

- Interpret brief.
- Adobe Photoshop editing.
- Adobe Illustrator artwork.
- Adobe Indesign layout.



FREELANCE DESIGNS
 various clients
 various applications

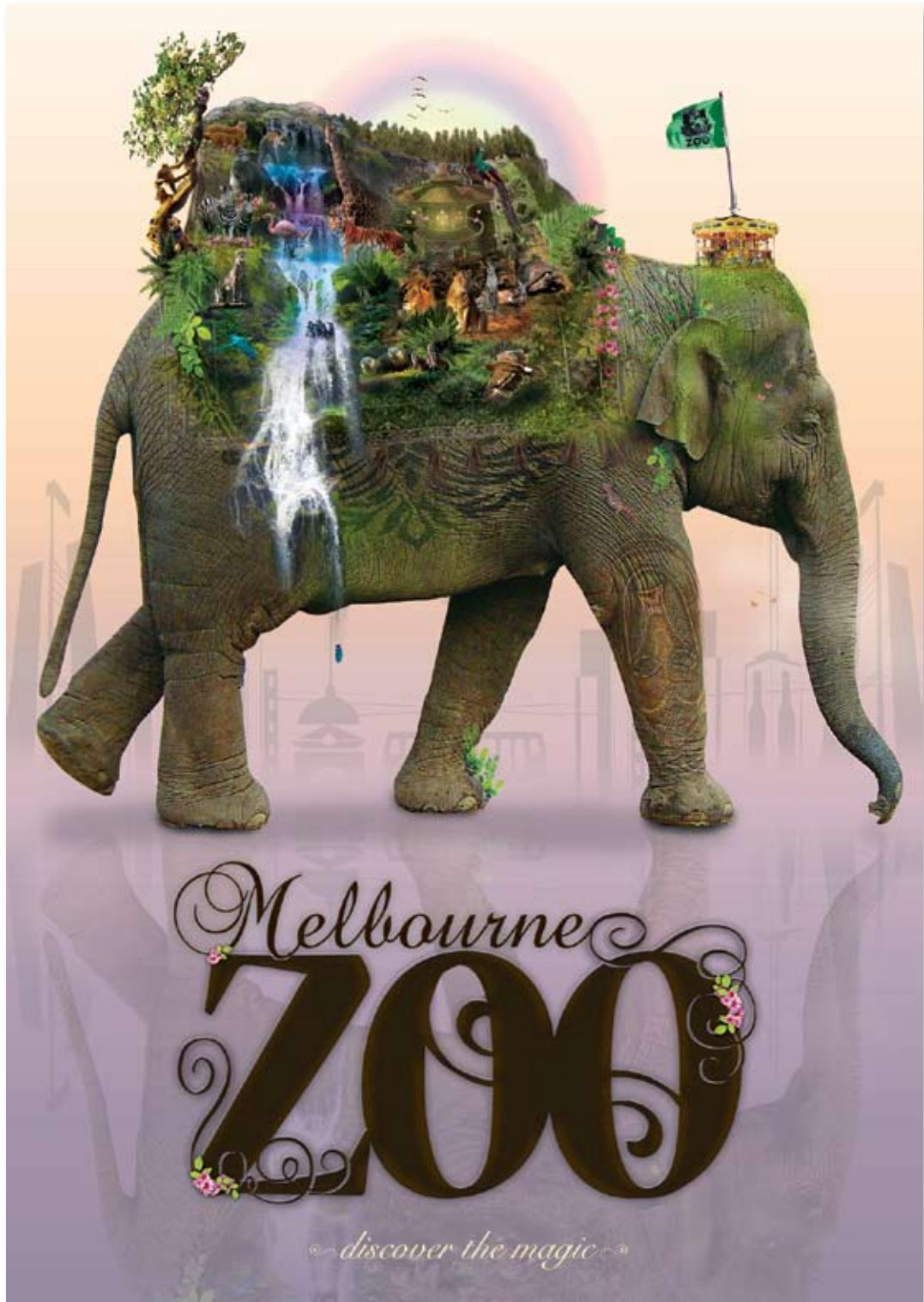
Idea

There are always different requirements both conceptually and technically for each client, with the aim to always result in a quality design and a satisfied customer. Clients I have designed for vary from hairdressers, pharmacies and financial institutions to name a few. Applications include vouchers, logo creation, stationery formatting and documents, menus and newspaper advertising.

Invitations designed for friends are created with their individual characteristics in mind to impact on their recipients.

Method

- Client research.
- Adobe Photoshop editing.
- Adobe Illustrator artwork.
- Adobe Indesign layout.



MELBOURNE ZOO CAMPAIGN
advertising
A2 poster

Idea

A powerful advertising campaign has been established to coincide with the concept of the Melbourne Zoo's extraordinary experience. The design illustrates many of the remarkable creatures in a fictitious environment, driving the concept of all the wonders found in one location. Elements exclusive to the zoo are included as identification of the individuality of the Melbourne Zoo.

Method

- Client research.
- Animal research.
- Adobe Photoshop digital illustration.
- Adobe Illustrator typographical treatment.



MELBOURNE ZOO CAMPAIGN
showbag
various applications.

Idea

To encourage more visitors to the Melbourne Zoo, a complimentary souvenir showbag has been developed. Parents surveyed found purchasing momentous expensive, so inexpensive items have been designed to satisfy children's imagination and their parents' finances.

The showbags will be accessible when entering the Zoo on purchase of tickets. It consists of finger puppets, badges, a mask, an information booklet and a lanyard interactive ticket.

Method

- Researching illustration styles.
- Scanned hand drawn illustrations.
- Adobe Illustrator typographical treatment.
- Adobe Photoshop editing.