Hollie Swab.

SENIOR GRAPHIC DESIGNER & DESIGN LEAD

NEWCASTLE, NSW — AUSTRALIA

OVERVIEW

Detail-level craft. *Team-level leadership.*

I'm a versatile Senior Graphic Designer with 10+ years across print, digital and marketing communications. My experience covers finished artwork, print production, art-directed shoots and in-house team leadership. Backed by a strong eye for layout and typography, with clear stakeholder communication and full ownership from concept to final file.

10+	7+	3	2020
YEARS IN DESIGN	YEARS IN-HOUSE	PRINT · AGENCY · IN-HOUSE	PROMOTED TO DESIGN LEAD

EXPERIENCE

2015 — 16	2016 — 17	2017 — 19	2019 — 24	2024 — 26
Sneddon & Co	Simson Cards	Racket Agency	Advanced Skin Technology	Device Technologies

AST / Device Technologies

Senior Graphic Designer | Design Lead

Working at Device Technologies has allowed me to create print and digital design solutions for a range of brands within their portfolio, in both the cosmeceutical and Medical Device Industry. As Design Lead I developed managerial and communication skills, working with various teams and stakeholders within the business to bring ideas to fruition.
I have worked on many packaging projects as well as brand development and event signage, where both specifications as well as visual aesthetics has to be considered.

Racket Agency

Graphic Designer/ Art Director

Within my time at Racket, I primarily developed various printed and digital assets for a range of companies across different industries. Within the role I also developed and strengthened skills art directing photography and video productions.
This resulted in me being able to multi-task, be good time management whilst also becoming very adaptable to the fast paced agency life.

Simson Cards

Finished Artist

Responsible for producing and preparing finished artwork across a range of greeting card products, creating embellishments through to print-ready files. I worked closely with the design and production teams to ensure work met technical print specifications and there was a smooth transition from design to final print.

Sneddon & Co

Graphic Designer

Sneddon and Co allowed me to exercise my creative style through exposure to many projects for a range of companies within the Newcastle and the Hunter Valley region. Within this role there was a big focus on printed assets, with exposure to campaigns and events such as the Lovedale Long Lunch.

CONTACT

PHONE
0423 571 321

EMAIL
hollieswab22@gmail.com

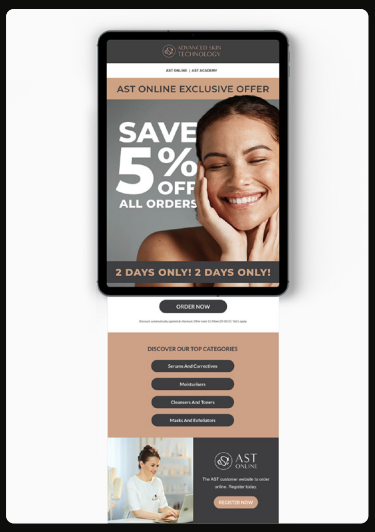
PORTFOLIO
hollieswab.com

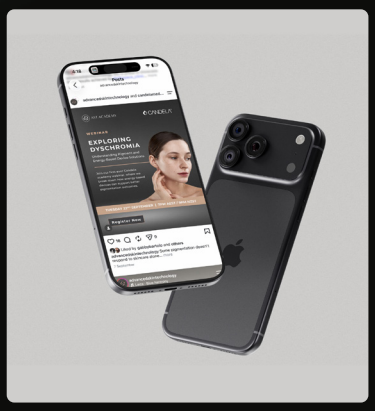
Hollie Swab.

SENIOR GRAPHIC DESIGNER & DESIGN LEAD

PORTFOLIO



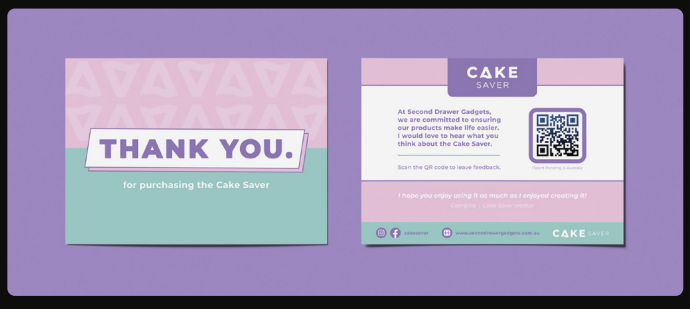




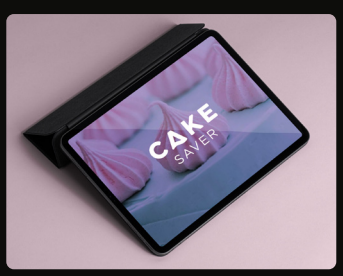












Branding


aspect
Sculpt &
Glow Kit


aspect
PIGMENTATION CORRECTION
aspect
ADVANCED HYDRATION
aspect
ADVANCED ANTI-AGEING

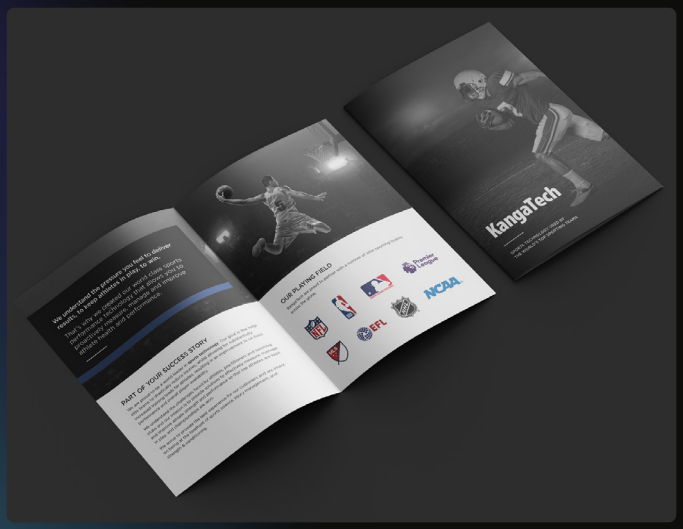

zing
Feel-good, look-good, everyday oral care.
#ZINGFRESH


aspect
MINI MASK TRIO
FRUIT ENZYME MASK | Exfoliate
PROBIOTIC MASK | Balance
HYDRATING MASK | Hydrate


elari
Skin Balm
50g


aspect
Core Collection

Packaging

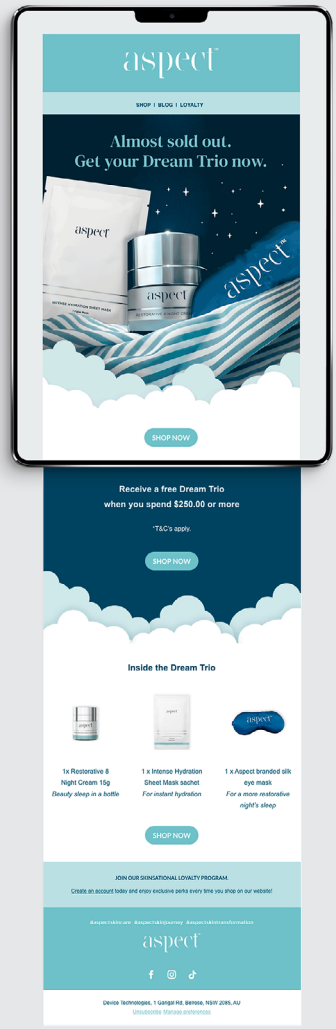






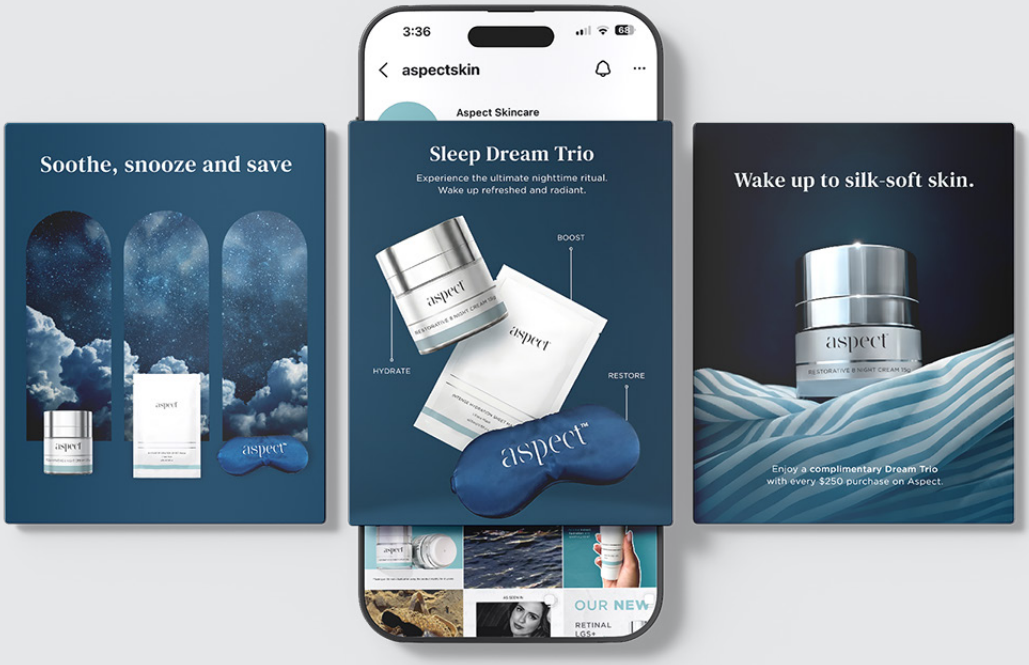


Print & Editorial









Campaign Overview