

Carolina Cubillos

Senior Integrated Designer

Contact

Phone

+61 421 715 761

Email

carolina.jcub@gmail.com

Edithvale, Melbourne VIC 3196



Design Portfolio

Language

English



Spanish



LinkedIn Profile

Industry Experience

Travel

Construction

Achitecture

Resources & Energy

Healthcare

Education

Not-for-Profit (NFP)

Conservation

Government

Retail

E-commerce

Design Agency

Branding & Packaging Agency

About Me

Highly qualified Senior Integrated Designer with extensive experience, an enormous passion for seeking the best contemporary design through new technologies, and a proven flair for creativity. Broad knowledge in visual communications, branding, corporate guidelines, retail, digital marketing, web design, e-commerce and UX design. Substantial Marketing experience in the creation and execution of marketing plans and campaigns.

Employment History

Sept 2023-
Present

Graphic & Digital Design Specialist

Design Consultancy

- Consultations with customers and stakeholders to conceptualise, research and develop projects
- Overseeing the creation and execution of design solutions, including infographics, publications, catalogues, presentations and multimedia elements for marketing, advertising, and sales
- Management of creative assets to fit brand's aesthetic, property rights, copyright, standards, and policies
- Management of overall design, production, and visual styling of graphic art and visual materials for print and digital media

Jan 2021-
Sept 2023

Graphic Designer for Asia Pacific

MiTek Australia Ltd., Melbourne

- Develop and execute specialist creative design solutions for MiTek APAC briefs ranging from marketing collateral, publications, advertising, digital communications, exhibition/event design, merchandise, retail and packaging design
- Act as the custodian for the brand and stewardship of all marketing imagery and collateral across APAC (Australia, New Zealand, Vietnam and Japan)

Jan 2018-
Sep 2020

Digital Engagement and Communications Officer

Trust for Nature Victoria, Melbourne

- Design external digital communications such as email broadcasts to supporters, video clips, EDM, SEM, and CMS
- Produce compelling visual campaigns for fundraising activities; analyse, report, and optimise communications
- Create content for TFN's automated marketing and donor programs. Support senior communications staff to drive online traffic to the website, webinars, podcasts, and social media

May 2016-
Dec 2017

Senior Graphic Designer

Clifford Hallam Healthcare (CH2), Melbourne

- Develop a range of internal and external marketing collateral for B2B and B2C audience segments
- Develop a calendar of Events and Conferences to deliver marketing collateral aligned with CH2 communication objectives and operational capability
- Manage campaigns and projects in line with scope, budget, and timing
- Create and maintain brand style guides

Other Certificates

2026

Victoria Driver Licence

2024

Working with Children Check

Referees

Available upon request

Employment History

Sep 2014-
Oct 2016

Senior Graphic & Digital Designer (Contractor)

Solar360, Melbourne

- Design of B2B & B2C collateral and promotional materials
- Develop online communications EDM, SEM, CMS, Web Design and e-commerce

Jan 2011-
Jun 2013

Design and Marketing Coordinator

Solar360, Melbourne

- Design and implement marketing campaigns
- Set up and track systems for online marketing activities
- Web content management, including product information and image updates, online store, pricing, articles, and news
- Design online communications such as EDMs, SEM, and webinars
- Analyse and report web traffic, audience behaviour, leads, and product preferences
- Develop marketing activities for events, conferences, and workshops

Aug 2011-
May 2012

Freelance Graphic Designer

Swinburne University of Technology, Melbourne

- Design and development of marketing materials for student activities

Education

2022

User Experience Design Diploma

UX Design Institute - Online

Dublin, Ireland

2020

Content Social Media Marketing

RMIT University - Online

Melbourne, Australia

2012

Graphic Design Recognition of Bachelor Degree

Vetassess

Melbourne, Australia

2011

Masters of Communication Design

Swinburne University of Technology

Melbourne, Australia

2007

Postgraduate in Marketing Management

Jorge Tadeo Lozano University

Bogota, Colombia