

NATASHA JERRARD

GRAPHIC DESIGNER

CONTACT DETAILS

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PROFILE

Creative and versatile graphic designer with over 20 years experience across branding, corporate collateral, advertising, packaging, POS, EDM and web design (including Shopify and Wix). Skilled in balancing strict brand guidelines with innovative, fresh design solutions.

Proven ability to collaborate effectively with a wide range of clients, from major corporations to small businesses, ensuring clear communication and strong partnerships. Passionate about delivering visually compelling designs and adhering to brand guidelines, to meet client goals and drive brand success.

SOFTWARE & PLATFORMS

Adobe InDesign
Adobe Illustrator
Adobe Photoshop
Adobe Acrobat
Canva
Shopify
Wix
Klaviyo
Mailchimp
Facebook
Instagram
Meta Business Suite
Xero

Mac Operating System

DESIGN & MARKETING EXPERTISE

Design & Production

- Expert in digital, web, and print design
- Proficient in email marketing design and strategy, developing Canva templates, EDM platform use, and campaign rollout across e-commerce and retail brands
- Strong background in packaging and print production
- Knowledge of print packaging materials and textile printing
- Skilled in reviewing print-ready files and providing manufacturer feedback
- Experienced in overseeing project design, development, and production

Website Design & Content Management

- Strong experience in designing, building and maintaining websites using Shopify and Wix templates
- Customise and improve design of existing platform templates
- Extensive experience managing backend of e-commerce websites
- Experience integrating marketing tools (eg. Klaviyo) into existing platforms

Marketing & Communication

- Proven experience in marketing communications across print, digital and social platforms
- Experience in working with retail and consumer brands
- High-level written and verbal communication skills
- Liaise effectively with clients and suppliers

Creative Strengths & Capabilities

- Lead projects from concept through to production
- Combine strategic thinking with hands-on design expertise
- Balance design innovation with practical production requirements
- Confident managing timelines, briefs, and suppliers
- Liaise with clients to understand needs and deliver solutions
- Ensure creative integrity through clear feedback
- Skilled at multitasking and delivering high-quality work to tight deadlines
- Strong attention to detail

NATASHA JERRARD

GRAPHIC DESIGNER

EDUCATION

1997-1999

Bachelor of Design

Royal Melbourne Institute of Technology
(RMIT)

1996

Diploma of Applied Design

Royal Melbourne Institute of Technology
(TAFE)

FREELANCE CLIENTS

Pental

- Packaging design
- In-store advertising collateral

Kids Teaching Kids

- Conference brochures
- Invitations
- Signage

OGAM Medical

- Window signage
- Business cards
- Promotional postcards

Teck Global

- Case Studies
- Social media tiles

Alpha Autism

- Annual report

Royal Women's Hospital

- Annual report

RMBL

- Product Disclosure Statements

EMPLOYMENT HISTORY

All4Ella Graphic Design and Marketing

August 2022 - Current

- Manage and design social media, EDMs, and campaigns.
- Design print/digital collateral, packaging, and event materials.
- Manage website updates and maintenance.
- Liaise with international suppliers on production.
- Coordinate and direct product photoshoots.
- Represent the brand at expos and engage directly with customers, promoting products and building brand relationships.

Sprout and Sparrow Owner

2014 - 2022

Boutique children's stationery and decor business.

- Managed all product design and development.
- Managed social media, EDMs, and campaigns.
- Liaised with suppliers and managed inventory orders.
- Sourced new stockists and represented the brand at trade fairs.
- Handled scheduling, planning, and day-to-day operations.
- Managed bookkeeping with Xero

Self Employed Freelance Graphic Design

2003 - 2014

- Managed client relationships, including sourcing new clients and maintaining ongoing communication.
- Coordinated projects from concept to completion, ensuring deadlines and client expectations were met.
- Developed marketing materials and promoted services to attract new business opportunities.
- Prepared quotes, invoices, and other administrative tasks.

Madman Entertainment Senior Graphic Designer

2003 - 2005

- Designed print collateral
- Managed multiple projects simultaneously, ensuring deadlines were met.

Sea Containers, London, Graphic Designer

2000 - 2003

- Designed print collateral
- Managed multiple projects simultaneously, ensuring deadlines were met.