







Isabella Clark

SENIOR CREATIVE

Looking *for* my next opportunity to make *social impact* and design *for change*.

- Graphic design
- Brand identity
- Videography/editing
- Typography
- Packaging
- Campaign strategy
- Animation and motion graphics
- Photography (drone & camera)
- Illustration (hand & digital)
- Interactive design
- Publicity stunt design
- Print design
- Social media curating
- Environmental design
- Content producing

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|  CONTACT |  EXPERIENCE |
| <p>P: 0475 449 321 E: isabellarclark@gmail.com</p> | <p>GetUp! <i>2018 - Present (5 years)</i></p> <p>Senior/Lead Creative</p> <ul style="list-style-type: none">• Head of branding/identity at GetUp Australia, a political activist NFP made possible by the donations of 1 million members• Leading and overseeing the production of creative and brand collateral across the organisation, including it's extensive visual identity redesign in 2020• Driving collaborations and strategy with a total of 220 colleagues (First Nations Justice, Environmental Justice, Human Rights, Economic Fairness teams) and stakeholders to generate end-to-end campaigns• Managing creative team to success (up to 5 staff members)• Producing, copywriting, scheduling and moderating the content across our 7 social media channels- resulting in a 30% growth since 2019, reaching a combined following of 800,000 people• Content producer of digital ads/designs/videos, with a combined total reach of 45 million people worldwide• Lead designer and coordinator of traditional print design for on-the-ground stunts i.e. billboards, newspaper ads, corflutes, banners, decals, stencils, light projections, merchandise etc.)• Ensuring timely and effective testing, analysis, reporting and response to data trends of organic and paid content• On hiring panel for multiple roles, applying a DEI metric• Hosting and facilitation of regular critical thinking meetings internally, and to an internationally audience (OPEN Network), a global sisterhood of national campaigning organisations• Videography, editing and motion design for explainer videos• Facilitator of regular innovation meetings; host of continual training sessions• Launching new processes and workflow organisation-wide Eg. Asana and Canva |
|  PORTFOLIO | |
| <p>W: isabellaclarkdesign.com B: behance.net/isabellaroseclark</p> | |
|  EDUCATION | |
| <p>Bachelor of Visual Communication <i>Billy Blue College of Design</i></p> | |
|  TRAINING | |
| <ul style="list-style-type: none">• Digital Marketing Course <i>Charles Sturt University, 2023</i>• First Nations Diversity Training <i>MurriMatters, 2021</i>• Managing to Change the World: The Nonprofit Manager's Guide to Getting Results 2020• Tafe UX and IU Course 2020• Equity and Inclusion Training <i>Collective Purpose, 2020</i>• Ritualising Culture Training 2019• Representative at Online Progressive Engagement Network Tech Summit, India 2019• Advanced Groupwork Facilitation Course 2020 | |
| |  LOYAL CLIENTS |





EXPERTISE

Hard Skills

- Adobe Creative Suite
- Crowd Tangle
- Procreate
- Asana
- Business Suite
- Creators Studio
- Ads Manager
- Canva
- Google Workspace
- Microsoft Office
- Wacom
- Open AI (CPT-4, Midjourney)
- Nikon/Canon/Rode
- Instagram/TikTok/Youtube

Improving

- Autodraw
- Figma
- Tableau

My Work Ethos

- Be comfortable with chaos
- Collaboration is multiplication
- Stay eternally curious
- Adaptability
- All work handed off should make you proud
- Anyone can be creative with a good facilitator



DESIGN AWARDS



My work for the Office of the Advocate for Children and Young People' was a Finalist in the ADGA Design Awards



INTERESTS

- Camping
- Politics
- Surfing
- Cooking/ foraging
- Skillshare
- Learning Spanish
- Free courses/workshops
- Film Photography
- Furniture restoring
- Creating in my art studio



OTHER CURRENT WORK

Talk Black

2020 - Present (3 years)

Lead Creative

- Lead designer at Talk Black, an emerging organisation surrounded truth-telling, politics and protest - covered by First Nations people
- Brand identity, designing, executing, reviewing high quality creative campaign and brand collateral across all digital and traditional media

Freelance Designer

2017 - Present

Graphic Designer/ Videographer/ Photographer

- Clients include Amnesty International, Greenpeace, ASICS, The Greens, Lola Scott, Pomona Ice Cream, Climate Action Network and various other musicians and grassroots organisations



PREVIOUS WORK

Colour Code Australia

2017 - 2020

Lead Designer

- Lead Designer for a multicultural, migrant and First Nations peoples organisation - speaking, advocating and campaigning for communities
- Social media design and web design

Vernacular Vanguard

2015 - 2017

Graphic Designer/ Production Assistant

- Face-to-face advertising pitches to clients
- High-end product photography, design and retouching
- Coordinating photoshoots involving clients, models and crew
- Organiser of call sheets, checklists, shoot timetables



REFERENCES

To be supplied on request