Isabella Clark

CREATIVE/ COMMUNICATIONS LEAD

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

- · Graphic design
- · Brand identity
- Print Design
- · Videography/editing
- Digital engagement
- · Campaign strategy
- · Animation and motion graphics
- Photography (drone & camera)
- Illustration (hand & digital)
- · Digital media

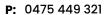
- · Social media coordinator
- Communications
- · Marketing campaigns
- Environmental design
- Content producing



CONTACT



EXPERIENCE - PRESENT



E: isabellarclark@gmail.com



PORTFOLIO

W: isabellaclarkdesign.com

B: behance.net/isabellaroseclark



EDUCATION

Bachelor of Visual Communication Billy Blue College of Design



TRAINING

- Immersive ChatGBT Course Treyworks, 2024
- Digital Marketing Course Charles Sturt University, 2023
- First Nations Diversity Training MurriMatters, 2021
- Managing to Change the World: The Nonprofit Manager's Guide to Getting Results 2020
- Tafe UX and UI Course 2020
- Equity and Inclusion Training Collective Purpose, 2020
- Ritualising Culture Training 2019
- Representative at Online Progressive Engagement Network Tech Summit, India 2019
- Advanced Groupwork Facilitation Course 2020

The Australia Institute Feb 2025 - July 2025

Design / Digital Media Consultant- Contract

- Design consultant at The Australia Institute, a thinktank that provides intellectual leadership to politicians and policymakers.
- Collaborate with cross-functional teams to develop cohesive visual strategies aligned with brand and organisational goals
- Design high-impact visual assets including reports, presentations, digital campaigns, social media, promotional and event collateral
- Oversee brand consistency across print and digital media, ensuring adherence to brand guidelines
- Provide art direction and creative input for national campaigns, publications, and educational material
- Create infographics, charts, and data visualisations for research and policy communication
- Consult with internal stakeholders to identify design needs, propose solutions, and manage timelines
- Implement accessibility best practices and inclusive design principles in all outputs

Current Freelance Work

The Greens 2023 - Present

• Create marketing and campaign material including flyers, posters, logos, brochures and digital assets for social media

Climate Action Network Australia 2025 - Present

 Lead a comprehensive brand refresh, including updated visual identity, typography, colour palette, and brand guidelines to modernise and unify communications across all platforms

Together for Treaty 2025 - Present

 Create a brand identity for a First Nations-lead campaign, including a brand identity, promotional materials and a suite of digital templates across Adobe, Canva and Google Suite



LOYAL CLIENTS















EXPERTISE



PREVIOUS EXPERIENCE

Hard Skills

- **Adobe Creative Suite**
- Open AI (Midjourney, Discord, ChatGBT)
- **Procreate**
- Mailchimp
- Asana
- **Business Suite**
- **Creators Studio**
- Ads Manager
- Canva
- **Google Workspace**
- Microsoft 365
- **Crowd Tangle**
- Wacom
- Nikon/Canon/Rode
- Instagram/TikTok/Youtube

Improving

- **Autodraw**
- Figma
- Tableau

My Work Ethos

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

GetUp! 2018 - 2025 (6.9 years)

Senior/Lead Creative

- 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-toend campaigns
- Managing creative team to success (up to 5 staff members)
- Producing, coordinating, copywriting, scheduling and moderating the content across 7 social media channels-resulting in a 30% growth since 2019, reaching a combined following of 800,000.
- 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, including trainings and tech support (Asana and Canva)



DESIGN AWARDS



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

Talk Black 2019 - 2025 (5 years)

Lead Creative

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



INTERESTS

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

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