

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
P: 0475 449 321 E: isabellarclark@gmail.com	The Australia Institute <i>Feb 2025 - July 2025</i> <u>Design / Digital Media Consultant- Contract</u> • 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
 PORTFOLIO	
W: isabellaclarkdesign.com B: behance.net/isabellaroseclark	
 EDUCATION	
Bachelor of Visual Communication <i>Billy Blue College of Design</i>	
 TRAINING	
• Immersive ChatGBT Course <i>Treyworks, 2024</i> • 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 UI 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	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
<i>Hard Skills</i> • 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 <i>Improving</i> • Autodraw • Figma • Tableau <i>My Work Ethos</i> • 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-to-end 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	
 ADGA AWARDS My work for the Office of the Advocate 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 <i>To be supplied on request</i>