

Hello.
I'm
Carissa
Agnew

I love what I do ♥

and I would like to work with you

Hello, I'm Carissa Agnew

Creative Lead | Director | Graphic, AI & Digital Designer

Dear Hiring Manager,

I am writing to express my interest in the designer role you have advertised. With over 15 years of experience across digital, print, advertising, packaging and brand design, I believe my skills and background align strongly with this position.

I am currently working as a Creative Lead / Director at Amazonia, where my role spans print, digital, AI-assisted design, packaging, campaign development, photoshoot direction, styling and brand execution. I lead creative projects from concept through to final delivery, ensuring each piece of work is strategically aligned, visually consistent and commercially effective.

At Amazonia, I have led the company's rebrand, redefining the visual identity and building a cohesive brand system across digital, retail, packaging, merchandise, campaigns and point-of-sale. I also direct end-to-end photoshoots, manage packaging design, develop campaign concepts and copy, and work closely with printers, agencies, suppliers and stakeholders to deliver high-quality outcomes.

I currently manage freelance designers, setting creative direction, reviewing output and maintaining consistency across all work. I also integrate AI tools into daily creative workflows across copywriting, photoshoot planning, artwork editing and video creation to improve speed, consistency and output quality.

Previously, I worked as a Senior Digital and Print Designer at Dyson, gaining valuable experience within a fast-paced premium brand environment. I have also worked with a wide range of clients including Yahoo7, ABC, News Limited, Network 10, Winc, Cashrewards, Mosaic, OFX, Stream, DDB, Open Colleges, VML, Specialty Fashion Group, Maxmedia Lab and Daily Press Group.

During my career, I also worked with Domain as a Digital and Print Designer for approximately five years, creating digital and print marketing assets including eDMs, brochures, digital banners, animated GIFs, motion graphics, social media advertising, outdoor campaigns and B2B collateral. I am passionate about creating design that is not only visually strong, but also strategically aligned to the brand, audience and commercial objective. I am confident in my ability to deliver high-quality creative work across print, digital, packaging and campaign environments while maintaining strong brand consistency and meeting deadlines.

I have attached my resume and included a link to my portfolio for your review. I would welcome the opportunity to discuss my experience further.

Thank you for your consideration. I look forward to hearing from you.

Your Sincerely,
Carissa Agnew.

Let's chat!

Sydney, Australia

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Senior graphic and digital designer

ABOUT ME

As a high-end multimedia designer based in Sydney, I feel privileged to work with clients across a diverse range of industries. This experience has strengthened my creative perspective, interpersonal skills, cultural awareness and understanding of different business disciplines, objectives and audience. I believe effective design begins with aligning the visual direction with the product, brand and commercial goals. From there, I translate ideas into a cohesive, colourful and harmonious visual language that helps brands stand out in the global market. For the past 14 years, I have had the opportunity to do what I love most: **design**.

EDUCATION

Bachelor of Multimedia

Central Queensland University | July 02 - Nov 03

Diploma of Multimedia

Information Technology Training Institutel | Aug 01 - Jun 02

Undergraduate Degree

Sydney Universityl | Jan 00 - Aug 01

O Level Certificate

Gandhi Mahatma School | Feb 98 - Dec 99

SKILLS

Graphics:

Adobe Illustrator, Photoshop, XD, Indesign, Sketch, Figma.

AI Tool:

ChatGPT, Grok, Claude

Web editing application:

HTML, CSS, WIX, Dreamweaver, Klaviyo

Digital banners:

Google Web Designer, Adobe Photoshop, Adobe Animate

Presentation:

Powerpoint, Keynote

Animation graphic - video editing:

After Effect, Adobe Animate, Photoshop

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EXPERIENCE

Amazonia PTY LTD

Creative Lead | Director | Designer

Dec 23 - Present (Full time)

- Develop creative concepts and visual assets across packaging, digital, print and marketing channels.
- Lead and support brand refreshes, rebranding projects and visual identity updates across product ranges.
- Design and update product packaging, labels, cartons, flyers, brochures, presentations, banners and point-of-sale materials.
- Create packaging designs that align with brand positioning, product strategy, regulatory requirements and commercial objectives.
- Support new product development by translating product positioning, flavour profiles and brand strategy into strong visual design.
- Design website assets, landing page layouts, product imagery and digital content to support eCommerce and brand storytelling.
- Assist with website design, content layout and user experience improvements across brand and product pages.
- Provide creative direction and styling for photography photoshoots, including product placement, prop selection, composition and visual mood.
- Manage photographers and external creative suppliers to ensure photography, styling and final assets align with the creative brief and brand direction.
- Prepare shot lists, mood boards and styling direction for campaign, product and lifestyle photoshoots.
- Manage and brief other designers, providing clear direction, feedback and support throughout the design process.
- Review and check artwork produced by internal or external designers to ensure accuracy, consistency, brand alignment and production readiness.
- Liaise with clients, suppliers, printers, photographers and internal stakeholders to manage feedback, approvals and project outcomes.
- Create digital assets for eCommerce, retailer platforms, social media, email marketing and website use.
- Prepare print-ready artwork, including colour management, PMS selection, dielines, spot colours and production specifications.
- Manage design updates across multiple SKUs, product ranges and packaging formats.
- Review and refine artwork to ensure accuracy across ingredients, claims, logos, certifications, barcodes and mandatory labelling elements.
- Collaborate with marketing, innovation, sales, QA and procurement teams to deliver consistent brand communication.
- Maintain consistency across Amazonia's visual identity while adapting designs for different audiences, channels and markets.
- Contribute to creative direction, layout development, photography guidance and visual storytelling for campaigns, product launches and product ranges.
- Assist with mock-ups, presentation visuals and concept layouts to support internal approvals and external retailer pitches.
- Manage multiple design projects simultaneously, balancing deadlines, stakeholder feedback, supplier requirements and production deadlines.

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EXPERIENCE

DYSON

Senior Graphic and Digital Designer

Mar 23 - Dec 23 (Contract)

- Adapt global creative assets for the local market while maintaining brand consistency and relevance.
- Take a hands-on approach to design, from initial concept development through to final creative execution.
- Confidently lead a broad range of creative and design projects across multiple channels.
- Collaborate effectively with key stakeholders, internal designers and external vendors to deliver high-quality outcomes.
- Communicate creative concepts clearly through live mock-ups, static mock-ups, presentations and visual storytelling.
- Lead and participate in stakeholder meetings, presenting ideas, rationale and design decisions with confidence and clarity.
- Deliver projects within agreed timelines while managing priorities and maintaining attention to detail.
- Work directly with the Creative Lead to align creative output with brand, campaign and business objectives.
- Identify emerging trends in digital design, social platforms, connected products and technology-led experiences that may influence Dyson's digital direction.
- Explore new ideas and advancements in design and technology to support innovation across digital experiences.
- Maintain a strong understanding of brand guidelines and apply them consistently across day-to-day design work.
- Ensure excellence in creative execution, with a strong focus on quality, consistency and brand integrity.

OFX

Senior Graphic and Digital Designer

Nov 21 - Dec 22 (Contract)

- Adapted global creative assets for the Australian market while maintaining OFX brand consistency.
- Developed creative concepts from initial idea through to final design execution.
- Delivered digital, campaign, presentation and branded communication assets.
- Collaborated with internal stakeholders, designers, marketing teams and external suppliers.
- Presented creative concepts, design rationale and executional recommendations.
- Managed multiple projects and delivered work within agreed timelines.
- Worked closely with creative and marketing leads to align output with campaign objectives.
- Applied OFX brand guidelines consistently across all creative deliverables.
- Supported localisation of global campaigns for the Australian market.
- Maintained quality, accuracy and consistency across all design work.

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EXPERIENCE

WINC

Senior Graphic and Digital Designer

Aug 21 - Dec 21 (Contract)

- Designed and developed standard digital banners using Adobe Animate and HTML5.
- Produced creative jobs from concept through to print-ready artwork, including flyers, brochures and promotional collateral.
- Wireframed and designed company website pages from initial concept through to final design.
- Created new design concepts for email marketing campaigns.
- Reviewed web developer work to ensure the final website aligned with the approved design concept.
- Designed infographics, social media assets and campaign mock-ups based on strategic plans from the marketing team.
- Collaborated with designers, team leaders, copywriters and marketing teams to produce creative materials.
- Supported the delivery of high-quality creative work aligned with brand identity and campaign objectives.
- Designed paid and organic social media assets, including Instagram Stories, Facebook advertising and campaign visuals.
- Coordinated with internal teams, including sales, to develop targeted advertising and promotional materials.

CASHREWARDS

Senior Graphic and Digital Designer

Feb 21 - Aug 21 (Contract)

- Worked as part of the Brand team, collaborating closely with Marketing to lead concepts and art direction for ecommerce and digital campaigns.
- Developed channel-optimised creative assets in line with brand guidelines.
- Led and mentored junior designers, supporting best-practice ways of working, creative development and timely delivery.
- Produced creative jobs from initial concept through to print-ready artwork.
- Helped evolve and improve the design team's principles, standards and processes.
- Designed landing pages, banners, EDMs and social media content.
- Delivered digital assets within required timelines while maintaining quality and accuracy.
- Created on-site collateral aligned with the marketing calendar.
- Ensured digital design work was consistent, accurate to brief and completed with strong attention to detail.
- Collaborated with designers, team leaders, copywriters and marketing teams to produce high-quality creative materials.

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EXPERIENCE

DOMAIN

Graphic and Digital Designer

Sept 16 - Jan 21 (Permanent)

- Designed and developed EDMs using HTML and CSS.
- Created responsive and adaptive designs across multiple platforms and devices.
- Designed and developed standard digital banners using Adobe Animate and HTML5.
- Edited and produced outdoor advertising artwork, including bus wraps and digital signage.
- Produced creative jobs from concept through to print-ready artwork.
- Designed infographics, social media assets and campaign mock-ups based on marketing strategies.
- Collaborated with designers, team leaders, copywriters and marketing teams to produce creative materials.
- Supported the delivery of high-quality creative work aligned with brand identity and campaign objectives.
- Managed assigned deadlines and delivered work within required timeframes.
- Provided required specifications for production and final artwork delivery.
- Reviewed production materials and signed off assigned projects before approval.
- Designed advertising assets and assisted with photoshoot styling for marketing campaigns.
- Created social media advertising assets, including Instagram Stories and Facebook advertising.
- Coordinated with internal teams, including sales, to develop targeted advertising and campaign materials.

OPEN COLLEGES

Senior Graphic and Digital Designer

Jan 16 - May 16 (Contract)

- Designed and developed static and HTML5 animated banners using Photoshop and Google Web Designer.
- Edited and produced artwork across digital and print formats.
- Designed websites, landing pages, sales posters, infographics, social media assets, logos, EDMs, blog visuals and campaign mock-ups.
- Created design work in line with strategic direction from the Creative Director, Director of Interactive Design and Account Executive.
- Collaborated with designers, art directors, copywriters and marketing teams to produce creative materials.
- Supported the delivery of high-quality creative work aligned with brand image and identity.
- Reviewed production materials on assigned projects and signed off artwork before approval.

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EXPERIENCE

HEALTH EDUCATION AND TRAINING INSTITUTE

Graphic and Digital Designer

Jul 15 - Nov 15 (Freelance)

- Created graphics and illustrations from storyboard through to final delivery.
- Developed visual assets for education and training materials.
- Collaborated with designers, copywriters and developers to produce creative materials.
- Delivered assigned projects within required deadlines.
- Maintained quality and consistency across all design outputs.

NEWSCORP

Graphic and Digital Designer

Jul 15 - Oct 15 (Contract)

- Designed and developed static and animated banners using Photoshop and HTML5.
- Edited and produced artwork across digital and print formats.
- Designed websites, landing pages, sales posters, infographics, social media assets, logos, EDMs, blog visuals and campaign mock-ups.
- Created design work in line with strategic direction from the Creative Director.
- Collaborated with designers, art directors, copywriters and marketing teams to produce creative materials.
- Supported the delivery of high-quality creative work aligned with brand image and identity.
- Created and designed presentations for internal and external use.
- Managed assigned deadlines and delivered work within required timeframes.
- Reviewed production materials on assigned projects and signed off artwork before approval.

PROJEKTA

Graphic and Digital Designer

Oct 13 - Mar 14 (Contract)

- Edited and produced artwork across digital and campaign formats.
- Designed websites and campaign mock-ups based on strategic direction from the Creative Director, Director of Interactive Design and Account Executive.
- Supported the delivery of high-quality creative work aligned with Yahoo7! brand image and identity.
- Designed advertising assets for marketing campaigns.
- Coordinated with internal teams, including sales, to develop effective advertising materials.
- Created clear creative briefs to support relevant and impactful design outcomes for clients.
- Reviewed production materials on assigned projects and signed off artwork before approval.
- Managed assigned deadlines and delivered work within required timeframes.

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EXPERIENCE

SENSIS

Graphic and Digital Designer | Editor

Jun 08 - Oct 13 (Permanent)

- Developed and designed advertising materials for marketing campaigns.
- Coordinated with internal teams, including sales, to deliver effective advertising solutions.
- Interpreted customer and client briefs to create relevant, impactful design outcomes.
- Edited and produced artwork across print and campaign formats.
- Created and laid out periodical publications and print media.
- Reviewed designer work and approved finished artwork for print production.
- Ensured all artwork followed Sensis brand, production and quality requirements.

DOMEXCHANGE

Graphic Designer and Web Developer

Jan 08 - May 08 (Freelance)

- Planned project workflows and estimated timeframes for assigned design projects.
- Designed, wireframed and developed company websites using Photoshop and Adobe Flash.
- Developed creative concepts, approaches and storyboards for presentations.
- Conducted research and sourced materials, image references and visual inspiration relevant to each project.
- Researched multimedia trends and presentation methods to recommend creative and technical improvements.
- Produced product illustrations when required.
- Prepared project documentation and attended project meetings and checkpoints.
- Managed client communication to understand website requirements and project needs.
- Developed and designed new web interfaces, layouts and site graphics.
- Uploaded website content and completed testing before launch.
- Designed magazine layouts, advertisements, brochures, flyers and marketing collateral across multiple brands.
- Completed quality assurance on finished websites, including testing web forms and links.
- Created templates and trained users to support future page development.
- Maintained organised project files and ensured materials were properly stored.

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