



# NICOLE PITCON

GRAPHIC DESIGNER

[www.npgraphics.com.au](http://www.npgraphics.com.au)

The 15 year journey in this industry has given me broad experience, and now allowed me to hone and refine my skills with in my freelancing space. A successful day for me is being able to support my clients to find their brand personality and vision with in the graphic image.

The versatility of this industry gives my working hours energy. The perfect logo then being adapted to suit which every platform applies, be it print - large or small, signage, souvenirs, or website. My constant question to myself is who is the brand and how do we want to start a conversation with our clients or stakeholders, THE WORLD!

Now, relatively new in the industry, social media allows me to harness my photographic skills. There is nothing more exciting than the perfect creative representation through the lens of a smart phone or camera.

Design and style is in my nature, I'm inquisitive in nature and an excellent listener. These skills are the corner stone of the relationship I need to support in my clients and help me to develop original designs and push the envelop. New challenges excite me, I welcome them with enthusiasm.

## EXPERIENCE

### *CYAN PRESS 1997-2001*

#### **Pre-press and Graphic Design**

In this role I was responsible for all print and publishing material. This included pre-press and proofing. Liaising with clients regularly and meeting tight deadlines on a weekly basis.

### *MQ PUBLICATIONS 2002-2004*

#### **Graphic Design (London)**

At MQ Publications we published high volume books that I was responsible for designing both covers and inside pages. These were novelty books that required images and illustrations. I worked closely with the production manager for quick turnarounds. Here I learnt to work with high end printing houses using specialty printing features such as foiling, spot UV etc.

### *VISIT STATIONERY 2004-2006*

#### **Graphic Design**

On return from my travels I was lucky enough to work at Visit Stationery. This extended my current skills of just printing and began working with screen printing and embroidery. Printing was still a main part of the role. This included designing postcards, calendars, bookmarks and posters.

### *FREELANCING 2004-Current*

#### **Graphic Design**

In 2004 I was increasingly working from home as a second job. I decided to do this full time with no regrets. I still have many of these clients to date. This work has included print material, web banners, website design, logo design, re-branding and much more.

### *DR BRONNER'S AUS 2016*

*(6mth maternity leave position)*

#### **Graphic Design**

I worked temporarily at Dr Bronner's filling a maternity leave position. Here I created marketing material and managed their website. We also created signage for their trade shows which included large scale items.

### *VERSE PHOTOGRAPHY 2017-2018*

#### **Photography**

While still freelancing for my own business I also began childcare photography with Verse Photography. Photography has always been an interest of mine. This role involved working at many childcare centres including Explorers Early Learning Centres, photographing the children and editing their images to meet the business requirements.

### *THE DIGGERS CLUB 2019-2020*

*(4mth maternity leave position)*

#### **Graphic Design**

I had the pleasure of working at the Diggers Club part time for 5 months. This job involved designing marketing material and photography for their social media platforms. I was also responsible for creating web banners and social media artwork.

Check out my website:

[www.npgraphics.com.au](http://www.npgraphics.com.au)

## CONTACT ME



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