



Lisa Taffe

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My professional experience in creative graphic design and layout, associated with direct client contact and print management encompasses many years. Strong customer relations, communications and time management skills are seen as a forte.

Organisational skills acquired in the running of the day to day operations of a business supplement the above technical and communications strengths.

Experience

GRAPHIC DESIGNER
THE PRINT GROUP
2019 -2021

Employed by The Print Group as an in house graphic designer. Works carried out included graphic design from scratch, working with existing files; pre-press set up for Digital Print inhouse as well as Offset Printing; Imposition; Management of files for large websites, online editing and Shopify.

GRAPHIC DESIGNER & BUSINESS MANAGER
TWILIGHT EMERALD
PRINT DESIGN
2008 - Current

Managing a small graphic design business, working as a freelance graphic designer specializing in design for the printed product, logos, signage, website & social media graphics.

Including current regular clients The Print Group, Padtastic, Melbourne Food Ingredient Depot and Jamek Printing.

ONLINE BUSINESS MANAGER
STAR CRYSTALS
2015 - Current

Photography and photoshop design work for online products.
Managing online listings & sales, purchases and customer liaison for Star Crystals.

Purchasing and selling natural crystals and gemstone jewellery.

GRAPHIC DESIGNER
IMPRESS PRINT MANAGEMENT
2007 - 2008

Employed by Impress Print Management as a Pre-Press Graphic Designer when Best Impression closed business and merged with this company.

The type of work carried out for this print management company includes both print design from scratch and flight checking client supplied files for digital and press printing, as well as modifications to existing print artwork and re-creation of artwork into a suitable format for printing.

Major client Marshall White Real Estate setting up real estate brochures for 30+ high end inner city Melbourne properties per week.

GRAPHIC DESIGN & PRE-PRESS
BEST IMPRESSION PRINTING
2002 - 2007

Employed by Best Impression Printing as a Graphic Designer and Pre-press operator. Major clients such as Michelin, Mazda, 7 Eleven, Metalflex, Fibrecare Australia and many other businesses of all types.
Also regular pre-press imposition and setup for large run Telstra and ANZ work.

The type of work/campaigns carried out for these clients include:
- Brochures - Flyers - Booklets - Certificates - Business cards
- Forms - Advertisements - Catalogues - Logos - Stationery

Office management operational and pre-press tasks include:
- Training and management of part time/temporary pre-press and design staff
- Digital Plate Making (CTP)

Experience cont.

- Preparation of client files for output to press
- Proofing
- Client Service and Enquiries
- Fax, Phone & Email

GRAPHIC DESIGN & PRE-PRESS

Morningside Printers
& Graphics
1995 - 2002

Employed by Morningside Printers and Graphics as a Graphic Designer. Major clients have been: Guinot (John Pritchard International), H.M.A.S. Cerberus, Pizza Hut, Warlimont & Nutt, Mornington Secondary College, Rosebud Secondary College and many schools and small businesses of all types throughout the Mornington Peninsula and Melbourne. The type of work/campaigns carried out for these clients included:

- Full Colour Brochures
- Annual Reports
- Business Flyers
- Newsletters
- Books
- Magazine Advertisement

In general this employment period developed my "All rounder" experience in the Graphics and Printing industry. My initial training as a graphic designer was undertaken here on the job.

Education

OPEN COLLEGES

2018 - 2019

Certificate IV Digital Design

VICTORIAN INSTITUTE OF TECHNOLOGY

2016

Certificate IV Business
Certificate IV Leadership and Management

VICTORIAN INSTITUTE OF TECHNOLOGY

2015

Certificate III Business

SWINBURNE UNIVERSITY

2005

Adobe Photoshop 1

SWINBURNE UNIVERSITY

2005

Adobe InDesign

PHOTOSHOP



ACROBAT



PC



ILLUSTRATOR



POWERPOINT



MAC



INDESIGN



EXCEL



WORD



DREAMWEAVER



Professional Skills

GRAPHIC DESIGN

- Experienced and competent user of Adobe InDesign, Adobe Photoshop, Adobe Illustrator, Adobe Acrobat, Microsoft Word
- Experienced in Apple Macintosh and PC Systems
- Typesetting & Layout
- Desktop Publishing
- Scanning
- All types of pre-press Design including:
 - brochures
 - stationery
 - flyers
 - logos
 - business cards
 - booklets
 - magazine/newspaper advertisements
 - covers
 - catalogues
 - corporate identity
 - newsletters
- Website images, advertisements and website work with templates
- Basic training in HTML and CSS with Dreamweaver
- Basic usage of WordPress and Wix - using and modifying website templates
- Social media imagery, profiles, advertisements, feed posts

PRE-PRESS

- Digital Platemaking
- Proofing
- Bindery
- Film work
- Conversion of files to press suitability
- Imposition

OFFICE

- Reception
- Touch Typing (around 70 wpm)
- Client/Customer Service
- Fax
- Email
- Customer phone service
- Highly competent internet usage skills