

# ANNA JOY

5/20 Penning road | Castor Bay | Auckland | New Zealand  
+64 211 722 755 | annlagras@gmail.com

## **Kia Ora Hiring Manager,**

I am a digital designer with five+ years of experience in the field. As a designer, I am passionate about creating effective visual solutions for brands and businesses. Through my creativity and attention to detail, I can provide my clients with unique designs that effectively communicate their message and help them stand out. In my portfolio, you will find a wide range of projects showcasing my skills in branding, print design, digital design, and illustration. Each project is tailored to my client's needs and reflects my dedication to delivering high-quality work that meets their goals.

I am constantly exploring the latest design trends and technologies to provide my clients with innovative solutions that are both functional and aesthetically pleasing.

After my post graduation degree in computer applications(2016), and lots of volunteer works nation wide, with fabulous feedbacks. I decided to start my own space called Monday Designs. And I got an opportunity to work with various projects in design and marketing.

Later on I have completed Media and Design Certification from Yoobee Design School in 2022. I have productively used the pandemic situation and my maternity time with the help of LinkedIn learning and self-learning with YouTube tutorials. My strength is that I am proficient in using Indesign, Animate, After effects, WordPress, Photoshop, Illustrator, HTML and CSS.

I love collaborating with clients and excited to deliver unique and outstanding designs to capture customer attention and grow their target market. My portfolio includes graphic designing and digital marketing experience. I believe a combination of my formal education and comprehensive hands-on experience as a freelance graphic designer will make valuable contributions to the design team at your organization. I have enclosed with this letter my Resume for your review and consideration. Please visit my portfolio at <https://mondaydesigns.co.nz/portfolio/> for an elaborative presentation of my background and qualifications.

Thank you for considering my application, and I look forward to the opportunity to work with you.

**Nga Mihi,**  
**Anna Joy**



# ANNA JOY

## Graphic Designer

**Visa Status:** Permanent Resident NZ

**Portfolio:**

<https://mondaydesigns.co.nz/portfolio/>

### Contact Information

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Castor Bay  
Auckland, New Zealand

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### SOFTWARE SKILLS

- **Adobe CC:**
  - Adobe Photoshop
  - Adobe Illustration
  - Adobe InDesign
  - Adobe Dreamweaver
- **Video Editing:**
  - Adobe Premium pro
  - After Effects.
- **WordPress and Adobe XD**
  - Woocommerce
  - Yoast SEO
  - GA4
  - Elementor
  - Muffin Builder
  - HTML / CSS / PHP/ C#
- **Microsoft office, Outlook, Word**  
Excel and Power point.
- **Github/bash.**
- **Selenium**
- **SpecFlow and Docker**
- **Mac and Windows experience.**

I am passionate about creating effective visual solutions for brands and businesses. Through my creativity and attention to detail, I can provide my clients with unique designs that effectively communicate their message and help them stand out. I believe a combination of my qualification and comprehensive hands-on experience as a graphic designer will make valuable contributions to the design team at your organization.

### CAREER HISTORY

#### 2021 MARCH – PRESENT (PART TIME)

##### HIGHWAY 1 LTD - GRAPHIC DESIGNER

- Create and follow brand guidelines.
- Providing designs and marketing solutions to the team.
- Creating Signages as per the client description and the order.
- Make sure the work is ready for the printer before the dead time.

#### 2018 – PRESENT

##### MONDAY DESIGNS - GRAPHIC DESIGNER

- Create and follow brand guidelines.
- Providing designs for print and digital solutions to our clients.
- Create uniquely designed products and websites from concept to completion for clients.
- Create marketing support materials and wordpress websites, woocommerce site and update products.
- Manage social media pages (Instagram / Facebook)
- Carving stunning PPTs for presentations.
- Create website using wordpress, wix.
- Managing Mailchimp for Email Marketing.

#### 2022 MAY – AUGUST (CONTRACT)

##### MAXION GROUP LTD. - DIGITAL MARKETING

- Manage brand and collateral requirements, ensuring brand standards are delivered to a high standard.
- Assisting with brand comms using Facebook, Trade Me, Google, Newsletters, etc.
- Planning, coordinating, and editing videos and photos to be ready to publish.
- Website development, maintenance and email marketing.

#### 2018 – 2021 FEBRUARY

##### EXOTIC HOLIDAYS - GRAPHIC DESIGNER

- Design print materials for marketing.
- Create marketing support materials like EDMs,.
- Video editing.
- Create brochures and magazines for all the destinations.
- Illustration of itinerary and mapping the destination.

## SOFT SKILLS

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- Problem Solving.
- Good organizational abilities and self-motivator.
- Initiative and a good team player.
- Good understanding of installations and updates.
- Excellent in task prioritization.

## ACHIEVEMENTS

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1. I got an opportunity to create a video for the foodstuff checker of the year competition held in 2019, and we got selected as the best video and won first place in the competition.

<https://www.facebook.com/FSNICheckerOfTheYear/videos/384360642223078/>

## LICENSES & CERTIFICATIONS

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Google Analytics 4 Essential Training 2021: *LinkedIn Learning*

The Fundamentals of Digital Marketing: *Google Digital Garage and IAB Europe*

Cybersecurity Roles, Processes & Operating System Security : *Coursera*

Digital Marketing Tools and Services: *LinkedIn*

## EDUCATION

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Certification in Media & Design ( Level 4 )

Yoobee Design School ( 2022 )

Master of Computer Application ( 2013 - 2016 )

Mahatma Gandhi University Kerala-India

Bachelor of Computer Science ( 2010 - 2013 )

Calicut University Kerala India

## HOBBIES AND INTERESTS

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My interests outside work are spending time with family and friends and meeting new people. Additionally, I have an interest in photography and drawing.

## REFERENCE

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On Request