

# REBECCA BROWN

*www.rebeccabrown.co.nz*

*021 500 667*

*hello@rebeccabrown.co.nz*

## ABOUT

I am a highly creative, energetic and passionate designer with proven commercial design capability and operational experience.

I currently run my own business full-time. Helping my clients with all their creative needs from graphic / digital design and online management to e-commerce website design, development and management as well any photographic needs. Having worked with the following brands over this time - Asics, Toms, From Knitwear, Taylor Boutique, Symetria, Standout Construction, The Poi Room, Lilybod.

I have had significant experience in inventory production coordination and inventory management including liaising with offshore manufacturing facilities to ensure timely production and delivery of garments. As well as integration into inventory systems for both internal operations and e-commerce / retail purposes.

I have previously been employed at Federation in the position of Design and Online Manager where I was responsible for all graphic and digital design for their five in-house brands as well as being in charge of managing / developing their e-commerce website.

Previously I was employed at Taylor Boutique as The Shelter's Online Manager, I was in charge of all elements to do with the e-commerce website, development of their websites and graphic design along with online marketing and social media.

I am extremely confident in the adobe creative suit and all areas of graphic and digital design. I also have experience building and developing e-commerce websites as well as leading, managing and producing photoshoots in studios and on location.

I am a confident designer looking to exceed my clients expectations and work within a collaborative team on successful and engaging projects.

## SKILLS

- Graphic design & Art Direction
- Adobe creative suit : photoshop, illustrator, indesign
- Digital design
- Photography
- Social media management
- Mailchimp email campaigns
- Development of html and css websites
- Development and management of shopify websites
- Magento e-commerce management
- Google analytics
- Publication design
- Print and textile design
- Designing seasonal lookbooks
- Experience with local and offshore production
- Branding
- Illustration

## EMPLOYMENT HISTORY

**Rebecca Brown Collection : Creative Director**  
March 2018 - Current

I have been running my own business full-time since March 2018. I have a diverse range of experience ranging from graphic design, branding, digital & e-commerce management as well as e-commerce website design and development.

We have been lucky enough to work with and help the following brands - Asics, Toms, From Knitwear, Taylor Boutique, Symetria, Standout Construction, The Poi Room, Lilybod.

Having gained valuable experience in the industry this helps me provide my clients with a cohesive and collaborative approach to their projects.

**Federation : Design and Online Manager**  
February 2017 - March 2018

I was employed back at Federation since February 2017 in the position of Design and Online Manager. I was in charge of all design collateral for their five in-house brands as well as managing and developing their e-commerce websites.

My responsibilities included all graphic and digital design needed for their websites / point of sale / marketing collateral, designing prints and custom yardages for their four seasonal ranges a year as well as injections, point of sale for their retail stores, directing and shooting lookbook and campaign photoshoots, creating all graphic content for their website for seasonal range releases, creating social media posts, managing their social media channels, designing and creating weekly marketing emails, designing lookbooks for their seasonal ranges, working with their wholesale customers on point of sale that works for their retail stores and follows our brand guidelines, specifications of prints for their factories to follow, development work on their e-commerce website and overseeing and managing the service their customers receive when buying from their online store.

**Taylor Boutique / The Shelter : Online Manager**  
May 2016 - February 2017

I was employed by Taylor Boutique as The Shelters Online Manager. My job has involved designing the e-commerce website look and feel, producing and uploading all content for the website, managing and working with the magento developers to ensure the build has stayed on budget and time. I also lead all online and social media marketing for The Shelter as well as creating and designing all graphic design work that is needed for print and online.

**Federation Clothing : Design and Online Manager**  
December 2013 - February 2016

I started at Federation as a Graphic and Web Designer and was promoted to Design and Online Manager in July 2014. I was in charge of all design material for their four inhouse brands and managed and developed their e-commerce website.

Graphic Design:

My day to day job involved designing prints and custom yardage fabrics for their four seasonal ranges as well as injections. Point of sale for their four vertical retail stores or one of their wholesale customers which included light boxes, installations, billboards, stand up cards, window displays and poster campaigns that followed their brand guidelines. Photographing and styling all lookbook and campaign photoshoots. Designing and putting together each lookbook for the sales team to use for selling each range which is also used in stores once a range drops. Managing and designing all content for social media channels including ads that run on facebook to generate click throughs to the website to increase sales. Coming up with new and creative ways to merchandise product or point of sale in our stores. Designing and producing all content for their website including slideshows, click through buttons and feature videos. Designing all brand collateral including business cards, packaging for online orders, retail bags and note cards.

Online / Website:

When I began at Federation they had just completed a website build on Magento and it was my job to manage the website which included organising development work with the developers, design wireframes and instructions for the developers to follow. Prepare and upload all imagery to the website including organising the navigation. Scheduling sales and product discounts to go live when they had promotions running. During this time it was realised Magento wasn't the most cost effective platform for Federation to be using as it was restricted to just the e-commerce website and none of the other features of inventory management etc was been used and additionally faced with a huge cost to update the design of the website and make it user friendly on mobile devices the decision was made to move to Shopify as that was a platform that better suited our needs. I was able to design and develop the Shopify website myself along with co-ordinating the integration with their inventory management system. Once the original build was complete I was responsible for all maintenance on the site, updating and uploading stock, preparing all imagery from products to slide shows to click through buttons, updating and changing the navigation when required as well as continuing to update and keep the site design feeling fresh as modern. In the 12 months after this transition the website turnover increased by 400% and continued to grow. Along with maintaining the website I was also responsible for all related marketing. This included designing and building the template used for mailchimp email campaigns which were sent out weekly which involved selecting which products would be features, designing and creating imagery and also writing the copy for the email. Additionally I was also responsible for managing and creating the google ad words to ensure the website was ranking in the top hits of google to ensure their site was performing at the top of the lists relating to their brand and product to help increase sales.

Production Co-ordination:

During my time at Federation I was involved with the co-ordination of both onshore and offshore production. The main production that was done onshore was local printing, I would design and complete

the specs for the artwork and coordinate the stock to be picked from on site and coordinate with the factory for pick up, production and delivery back to us on time.

For offshore production I designed and completed the specs for the artwork and sent it off to the factory for sampling or strike offs and would inspect these and either provide comments or approve bulk production. I also began organising both sample ranges and bulk production starting with the design and specs with fabric details been sent to the factories, answering any questions and approving or providing comments on garments and size charts before bulk is made. Once this is completed I would then arrange suitable shipping making sure we received production on time.

**.99 : Junior Designer**  
September 2013 - November 2013

.99 is New Zealand's leading retail specialist advertising agency.

While I was employed at .99 as a Junior Designer I was working on the Warehouse Stationery account. My main role was working across a number of mailers as well as working on the weekly press advertising for various national newspapers.

**UGP Design : Graphic Designer**  
June 2013 - September 2013

UGP Design is a boutique Graphic Design house specialising in branding, advertising and design for selected corporate clients in the Asia-Pacific region who market luxury and lifestyle products and services.

As a Graphic Designer for UGP I was required to liaise directly with clients and was given artistic license. My main roles were in the areas of branding, advertising, print and web design.

**Freelance Design Work**  
November 2012 - September 2013

- Threaded Media Limited
- Threaded Magazine
- Ballentyne Taylor Advertising Agency
- Plus other clients including: Feldenkrais Auckland, Zagori, DB, Billabong NZ and Jewish Online Museum (JOM)

## QUALIFICATION

Bachelor of Design and Visual Arts (Graphic Design and Animation)

Unitec 2010 - 2012

## REFERENCES

References available upon request.