



GERMAINE CHIN

GRAPHIC DESIGNER

DETAILS

-  madebygermaine.com
-  germaine.c@hotmail.com
-  0412 549 215
-  [Linked In](#)

SKILLS

- Adobe Suite: Photoshop, Illustrator, InDesign, XD, Premier Pro
- Illustration
- Web design (Wix, Wordpress)
- UX/UI design
- Short video post-production editing
- Mailchimp

VOLUNTEERING

NAKAMA Japanese Society

— Lead Graphic Designer

Griffith University
July 2022 - October 2022

- Designed a range of marketing materials for society events, such as social media graphics, flyers, posters, and banners.
- Maintained a consistent theme and visual identity on Instagram and Facebook across all event marketing materials.

PASSIONS AND INTERESTS

- Diversity, inclusion & culture
- Video games
- Soft spot for dogs
- Illustrating
- Binging TV shows

LANGUAGES

- **English** — Native
- **Mandarin** — Intermediate
- **Cantonese** — Novice

SUMMARY

Germaine is a graphic designer skilled in branding identity and illustration, with a deep appreciation for different cultures and the role they play in shaping a brand's identity. Has a strong understanding of design principles and experience in print, web, digital and 3D design. Loves dogs, bold colours and good menu designs.

EDUCATION

Bachelor of Design — Graphic and Communications (Distinction)

Griffith University | February 2020 — December 2022

- Sole Recipient of "Outstanding Achievement in Major" (Graduate Awards)
- **Academic Award of Excellence** (2020, 2021, 2022)

WORK EXPERIENCE

Liveworm — Graphic Design Intern

Brisbane | July 2022 - August 2022

- Designed and delivered impactful visual solutions such as brandmarks, catalogue layouts and murals for a diverse range of projects and industries, including **St. Vincent's Private Hospital, Sympatico Research Group, Griffith Film School and Griffith Business School**.
- Conducted research and analysis to understand the target audience, company values to inform the design and layout of the brand's visual identity elements.
- Presented annotated concept proposals to the client and discussed the creative process and rationale behind the designs.

Publicis Worldwide — Graphic Design and Marketing Intern

Brisbane | November 2021- December 2021

- Collaborated with a multidisciplinary team to deliver creative strategies for a diverse range of clients and brand partners, including **Subway, Destination Gold Coast, Department of Transport and Main Roads and Swimming Australia**.
- Identified relevant consumer and social media trends to conceptually develop promotional material and marketing strategies across notable projects, such as **Subway's 2022 Wide Footlong Campaign, TMR's 2022 Speeding Easter Campaign, and Swimming Australia's Christmas EDM**.

Liveworm — Graphic Design Intern

Brisbane | June 2021 - July 2021

Corporate Hero — Junior Graphic Designer

Penang, Malaysia | December 2019 - January 2020

- Prepared branding packages for new product lines, including point of purchase displays, marketing materials and product packages.
- Edited and updated the company website, improved product listings, layout, and overall user experience by updating product information and writing engaging product descriptions.

References available upon request.