



CAITLIN MCANULTY

Graphic Designer & Photographer

SUMMARY

I am a junior designer looking for an opportunity to use my design and advertising skills. My goal is to create meaningful works for a company involved with exciting projects. I love working in a team of different people and enjoy learning something new from those around me. I aim to work on projects that are ambitious and highly rewarding.

CONTACT DETAILS

Phone: 0415 350 143

Email: caitlin.mcanulty8@gmail.com

Portfolio: caitym.com

Instagram: @caitympics

EDUCATION

Bachelor of Fine Arts - Creative and Professional Writing.
2012 - 2014. Distinction

Bachelor of Design: Interactive and Visual Design:
2015 - 2018 First Class Honours (minored in advertising)

PERSONALITY

Hard-working, reliable & willing to listen to feedback
Can work in a team or independently

WORK EXPERIENCE

2011 - 2018

Company: Choice the Discount Store

Position: Sales Assistant (part time)

Tasks: Managing orders, customer requests, sales and customer service, store upkeep and signage.

2018 - 2020 (lost due to Covid)

Company: Suna Shoes and Accessories

Position: Marketing Assistant/Junior Graphic Designer

Tasks: Creating web banners, digital and print advertising, basic email campaigns (via Mailchimp), in-store signage and seasonal look-books. Writing content for fliers, pamphlets and digital and print media.

REFEREES

Name: Tracey McLagan

Position: Office Manager at Suna Shoes

Contact Details: 0417 648 234

Name: Natalie Air

Position: Warehouse Manager at Suna Shoes

Contact Details: 0404 012 215

SKILLSET

Adobe Suite



DSLR



Office



HOBBIES

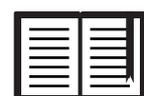
Music



Astronomy



Reading



Digital Art





CAITLIN MCANULTY

OFFLINE PORTFOLIO

AGILITY DOGS BRAND REDESIGN

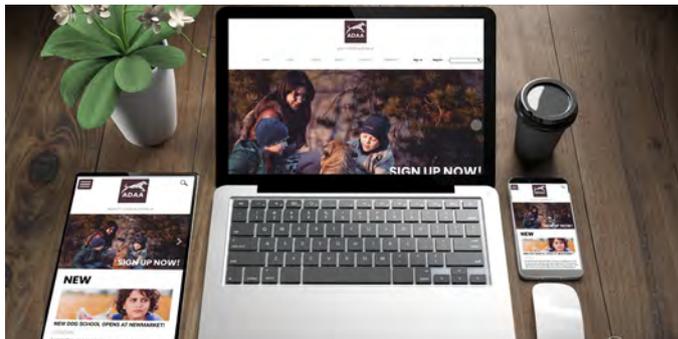
BRIEF

My client was the Agility Dogs Association of Australia, a not-for-profit organisation. Their dream is to become an internationally recognised business. It was requested that we come up with suitable styling that was more in-line with their business goals.



PROCESS

I first created a style guide (with fonts and colour palette) to better suit their brand and business goals. I re-created their logo, using dynamic shapes and lines, and produced a site-redesign, a magazine layout, and product mock-ups, such as toys and shirts.



SHADES OF GREY

CONCEPT

I have always found creating black and white photographs challenging, as I am often unable to get the images to stand out.

I created this set in order to learn more about how to create a good black and white filter. In both photography and design, black and white can sometimes be more effective than full colour, so I thought it was important for me to practice, and develop an understanding of how balance and contrast can work together in such works.

To create these images, I used a Nikon DSLR with a zoom lens. Editing was done in Photoshop.



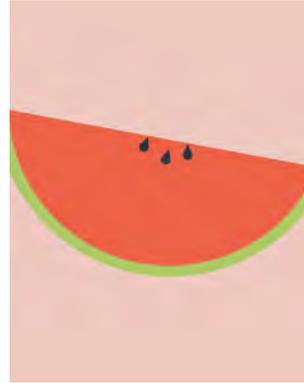
ABOUT TEA PACKAGING DESIGN

CONCEPT

For my honours project, I created for and researched about visual interactive narratives in packaging design. The project involved both writing a research paper and creating an artifact (which you can see to your right) influenced by the study I undertook.

The packaging follows a tea drinker throughout the seasons of the year (spring etc.), though it was left to the user to decide when the story begins and ends.

I created the artwork via Adobe illustrator, as well as the wooden box, which I 'printed' with a laser cutter.



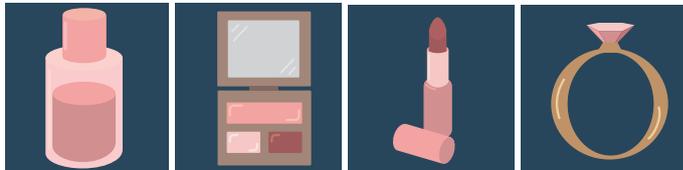
PRETTY & PINK VECTORS

CONCEPT

Pretty & Pink is a personal project. I created it to demonstrate my skills in Illustrator, and in creating vector artwork. I wanted to create a more complex design set, because I felt that most of my portfolio work only showed simple shapes and artwork.

PROCESS

To create the shoes, I first sketched out my design on paper, and then in Paint Tool Sai. Shoes, with all their curvy lines, are a little complex to draw so I wanted a bit of practice before moving on to Illustrator. After finishing the outlines in Illustrator, I then chose a colour palette, to suitably embody the glamour of the set.



SUNA SHOES

CONCEPT

A selection of works designed in-house for Suna Shoes, including web, print, email and social media examples. (Photography taken in-house by Suna, and provided by suppliers).

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SANTA MONICA \$109**

SOLIA \$129**

SOLIA \$129**

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BO \$129**

BO \$129**

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\$109⁹⁵

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SUNA

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One Size Fits All

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footwear

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FLOWERS

CONCEPT

A continual photographic journey of interesting flowers I found growing around Australia. I started photographing in 2016, and have continued since.

To bring out the unique colours and textures of each flower, I use a variety of vintage filters.

I use these photographs as a testing ground for new techniques and lenses.

