



0413 976 483



georgia.mcgregor4@gmail.com



Northcote, 3070

# Georgia McGregor

Graphic Designer

## PROFILE

I'm a graphic designer passionate about storytelling, creating playful, thoughtful designs inspired by nature, art, and everyday life. With a background in textiles, fashion, and design, I love problem-solving and bringing ideas to life in meaningful ways. Energetic and adaptable, I thrive both independently and collaboratively, combining creativity with strong communication and organisational skills.

## EXPERIENCE

### GRAPHIC DESIGN & MARKETING

McGregor Finance Group

2023 - Present

- Designed social media content, flyers, and digital campaigns to boost brand presence.
- Produced professional marketing materials using Canva and Adobe Creative Suite.
- Strengthened brand identity through consistent design and content management.

### QC & INVENTORY COORDINATOR (FULL TIME)

Lorna Murray Apparel

2022 - 2023

- Progressed from Studio All-Rounder to Team Leader, demonstrating initiative and leadership.
- Managed quality control, inventory, and order fulfilment processes.
- Curated Shopify product presentation, including descriptions, imagery, and sales strategies to enhance brand presence.
- Tracked data and applied analytical problem-solving to improve operations and decision-making.
- Coordinated and trained team members, supporting collaborative workflows and staff development.

## PORTFOLIO

[gigirosedesigns.com](http://gigirosedesigns.com)

## AVAILABILITIES

Immediate / Flexible to suit schedule.

## QUALIFICATIONS

### DIPLOMA OF GRAPHIC DESIGN

TAFE NSW

2025

### CERTIFICATE IV IN GRAPHIC DESIGN

TAFE NSW

2024

### BACHELOR OF DESIGN

University of New South Wales

Major in Textile & Jewellery Design

2020

## KEY SKILLS

- Fashion & product development knowledge
- Adobe Creative Suite: Illustrator, InDesign, Photoshop, After Effects, Lightroom
- Typography, layout, and visual storytelling
- Branding, identity, and concept development
- Visual merchandising & styling
- Administration & reporting (Excel, MS Suite)
- Strong organisational & time management skills
- Customer-focused communication
- Team collaboration & adaptability

## INTERIOR DESIGN (SEASONAL)

Evoke Stays - Airbnb

2023

- Designed brand identity, visual direction, and interior styling for a mid-century inspired Airbnb.
- Collaborated with the property owners to refine the creative vision.
- Managed sourcing, budgeting, and installation of furniture and décor.
- Styled spaces to create a cohesive, inviting, and coastal aesthetic.

## RETAIL SALES ASSISTANT (CASUAL)

Glue Store - Central Park

2024-2025

- Delivered personalised styling advice and outfit coordination to enhance the customer experience.
- Consistently met sales targets and KPIs in a fast-paced environment.
- Supported stock management, visual merchandising, and daily store operations.

## MANAGER / BARISTA / WAITRESS (PART TIME)

Relish Foods

2018 - 2020

- Promoted from casual waitress to Manager, supervising staff and daily operations.
- Trained and supported team members while balancing registers and handling procedures.
- Delivered excellent customer service in a high-volume café environment.

## REFERENCES

Rebecca Owens

Manager – Glue Store, Central Park

0401 274 448

Jye Forward

Graphic Designer - Lorna Murray

0408 699 486