



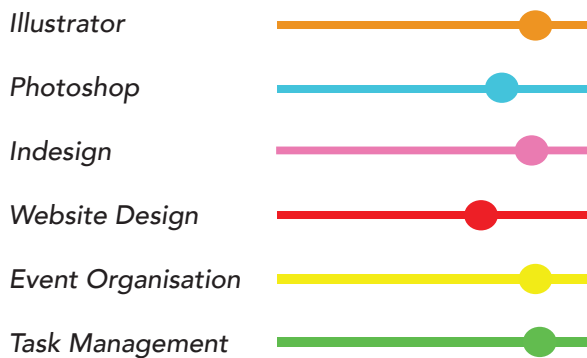
anneka mitchell

visual artist - print - graphic design

EMAIL:
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WEBSITE:
www.annekamitchelldesign.com/

SKILLS



EDUCATION

2020
(Honours)
Bachelor of Visual Communication Design
University of Newcastle

2019 - 2017
Bachelor of Visual Communication Design
University of Newcastle.

2016
Graduated Mackillop Senior College, PMQ.

REFEREES

Katrina Lees, The Creative Collective
kat@thecreativecollective.com.au

Ben Matthews, Visual Communication Design
Lecturer, University of Newcastle.
Benjamin.matthews@newcastle.edu.au

Aleisha Gardner, Coles Customer Service Line
Manager @ Lighthouse Beach Coles PMQ.
ph: 6582 4951

EXPERIENCE

2020

OCT: *ArtWalk PMQ, Sensory Smart.*
Exhibited my work in the business Sensory Smart for ArtWalk + had a stall to sell my works in Port Central over 2 days.

JAN-JUL: *Internship at the Creative Collective, (Newcastle)*
Reference letter upon request. Tasks completed: Editing images, redesigning banners, website mockups, social media graphics + posts, business cards + office signage, assisted account managers with client research, word press website management, social media audit, prepared case studies, followed client briefs + all instructions.

MAR - SEP: *Annekas Art (Facebook - Port Macquarie)*
During COVID-19, I ran online art classes providing new art skills, and support to family, friends and new customers. I also sold and made face masks.

MAY: *Youth Week PMQHC Competition*
Awarded 2nd Place in Youth Week Port Macquarie Hastings Council App Competition

2019

OCT 2019 - CURRENT: *Coles Customer Service Team Member.*

JAN - JUN: *Internship at Yak Media (University of Newcastle)*
ALL YEAR: *Lead Graphic Designer at Yak Media.*
To operate as a team, it is very important to have excellent communication skills and focus. My team and I produced 3 printed magazines all which can be viewed on ISSUU or on my website.

JUL - NOV: *Lead exhibition designer for Festival X (Graduation Exhibition at UoN)*
This event included a high profile of task management as deadlines were tight + strict. I studied 'Event Management' as one of my electives in 2nd year at university, and it taught me the skills I needed in which I performed at curating this event.

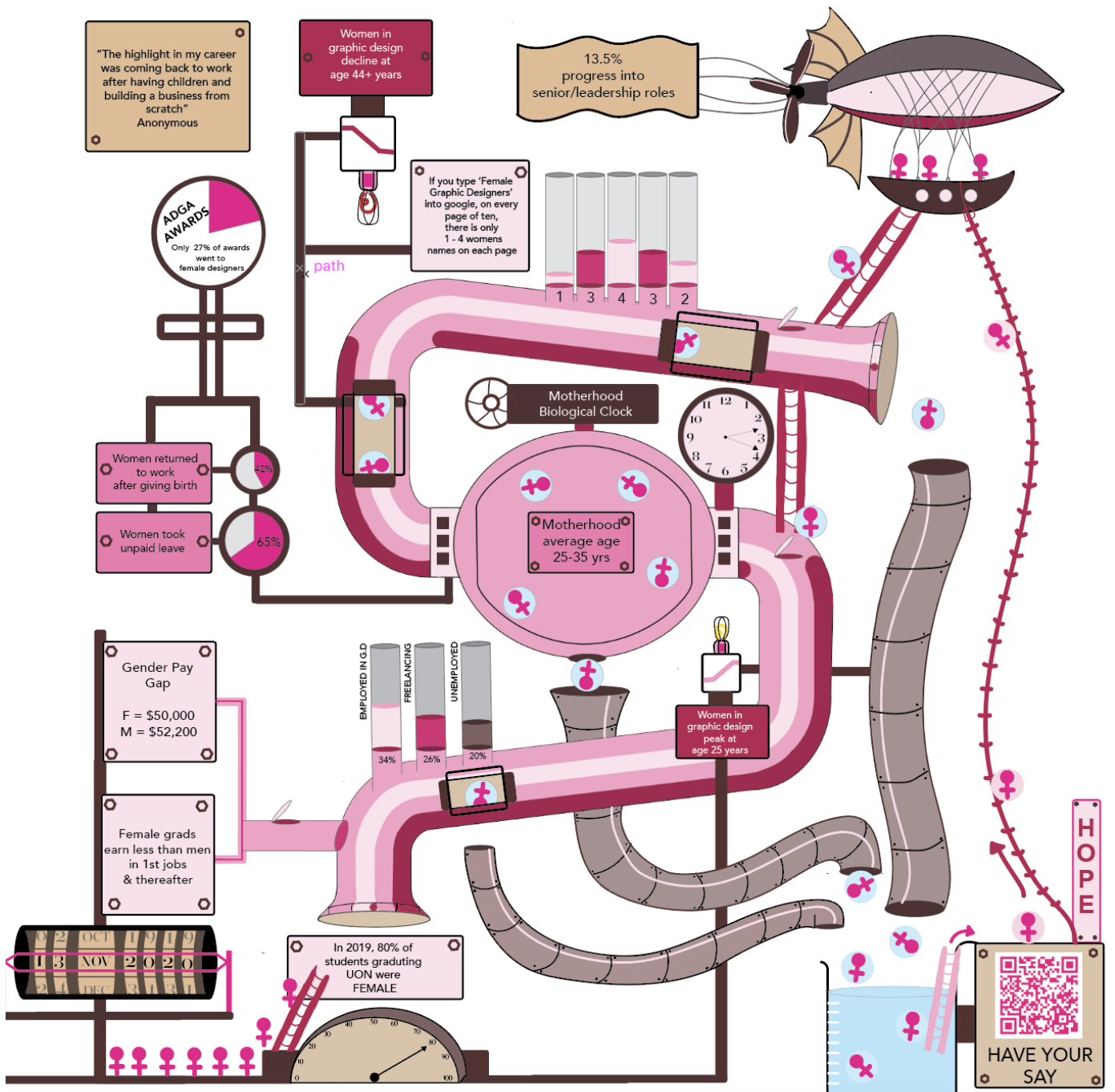
WHERE DO ALL THE GIRLS GO?

FESTIVAL X, University of Newcastle Honours Project

The employment experience of female recent graphic design graduates and female graphic designers in industry in the regional areas of Newcastle + Port Macquarie.

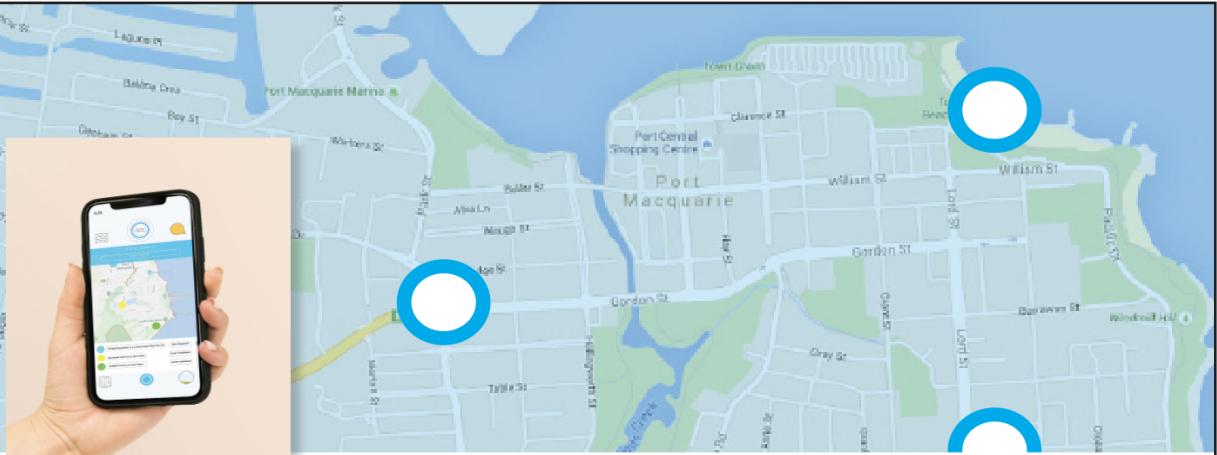
The steam punk ‘leaky’ pipeline (above), depicts the employment experience of women in graphic design. In 2019, 80 % of students graduating UON were female, and as the women travel up the pipeline, you can see that they are at risk of ‘leaking’ out of the pipe from impacts such as unemployment rates, the gender pay gap, motherhood/childcare, and the lack of representation of women in senior/creative leadership roles.

(The leaky pipeline is a concept often used by STEM, exploring the ways women leave their career due to the expectation of gender roles, stereotypes, under-representation etc.)
For more info, please go to my website.



Awarded 2nd place.

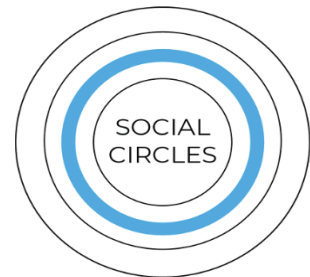
Port Macquarie Hastings Council



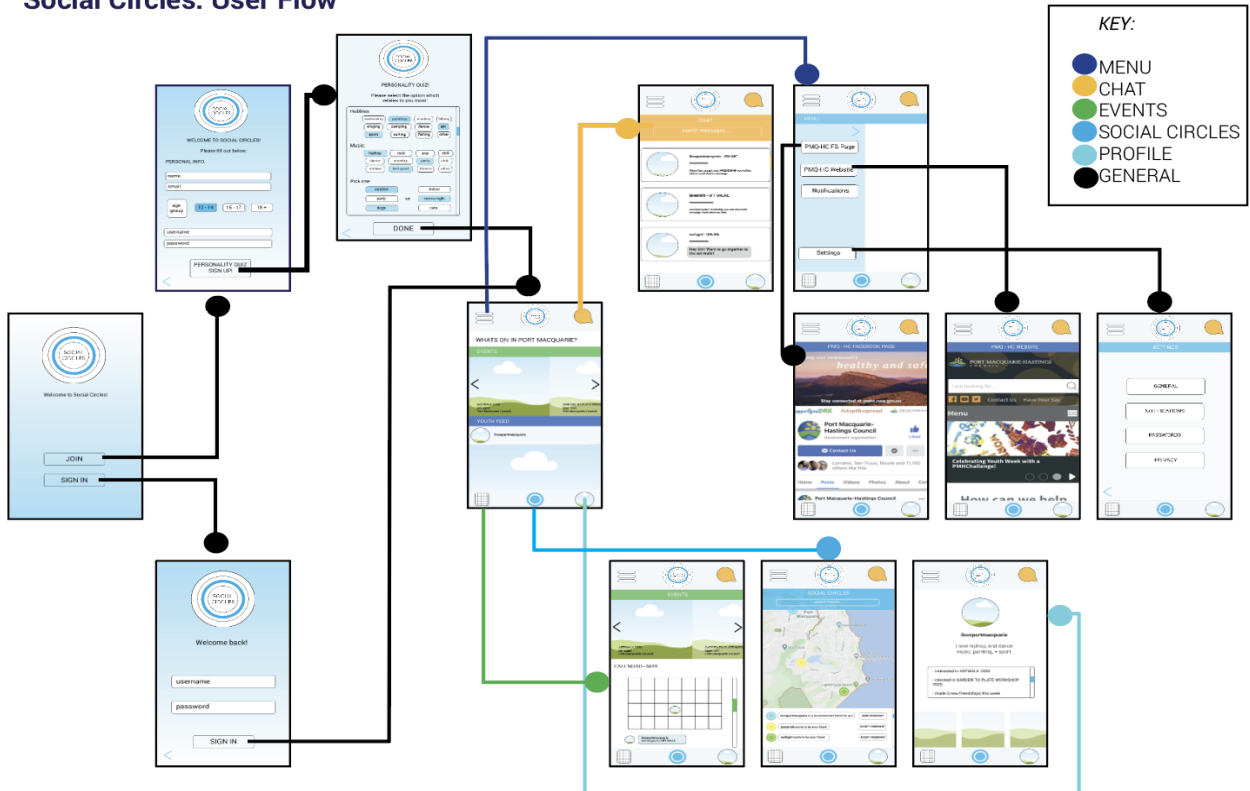
BY ANNEKA MITCHELL

'Social Circles' is an platform app designed for the youth of Port Macquarie. The app gives youth a place to connect + find new friends, share ideas + thoughts, messages + pictures, and also lets them dicover more about the youth services in our community.

This app has a unique quality - youth have the opportunity to find friends who are in the same age group, have the same interests/hobbies and other personality traits - in a safe environment.

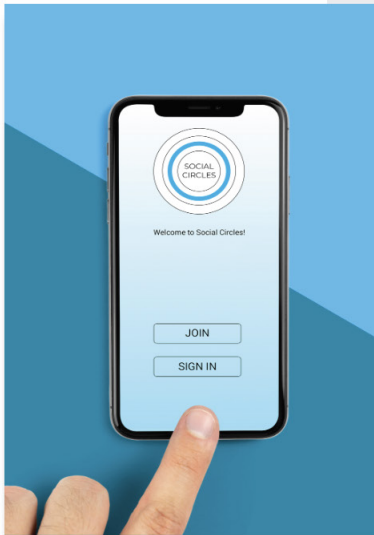


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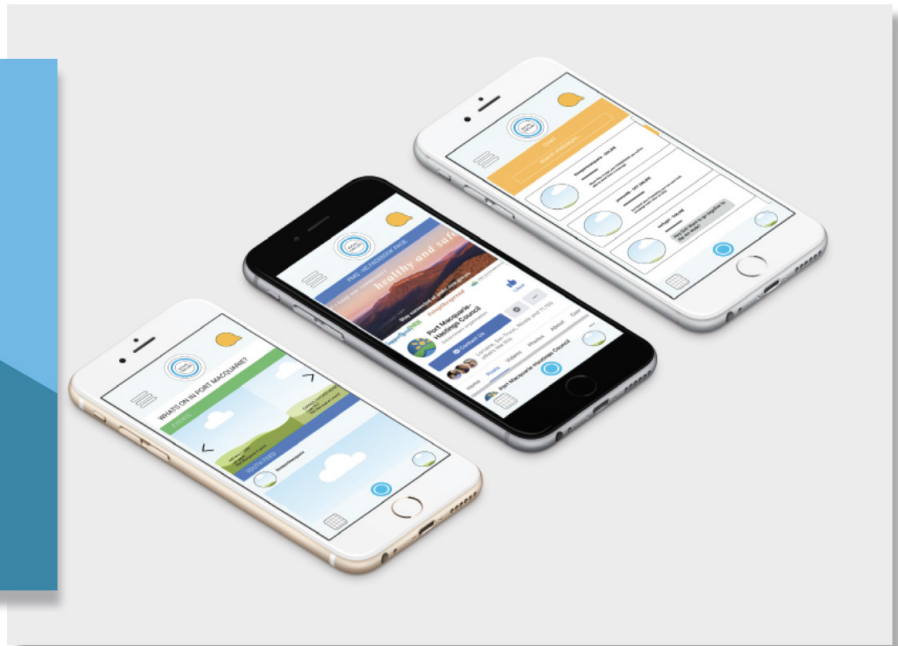


Anneka Mitchell Design 2020 ©

Social Circles: Mock-ups

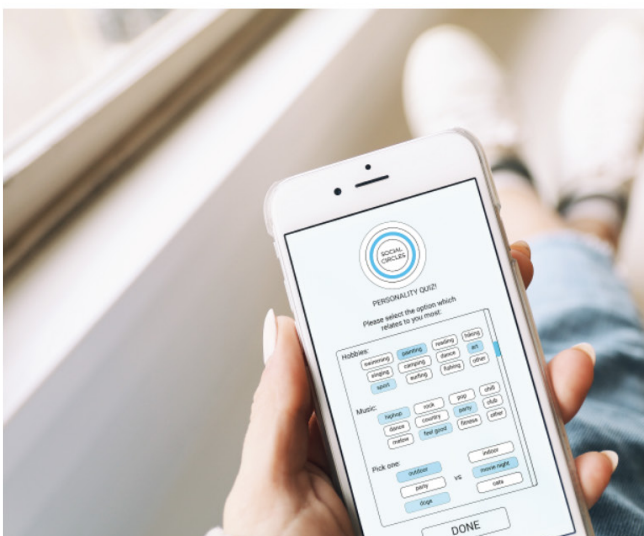


Social Circle Home Screen

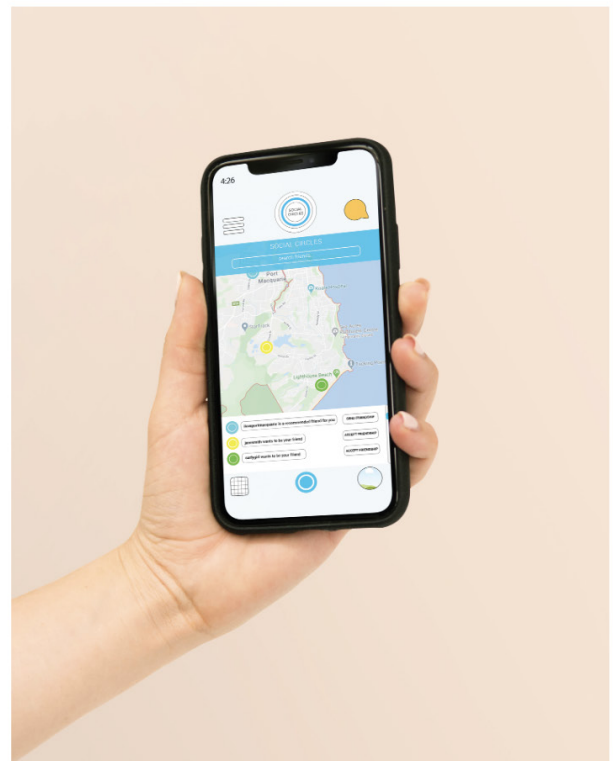


News Feed, Chat Page, PMQ-HC Facebook Page

Social Circles: Mock-ups



Personality Quiz



Social Circle - Find Your Friends

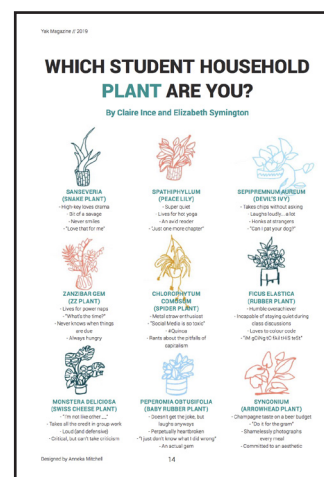
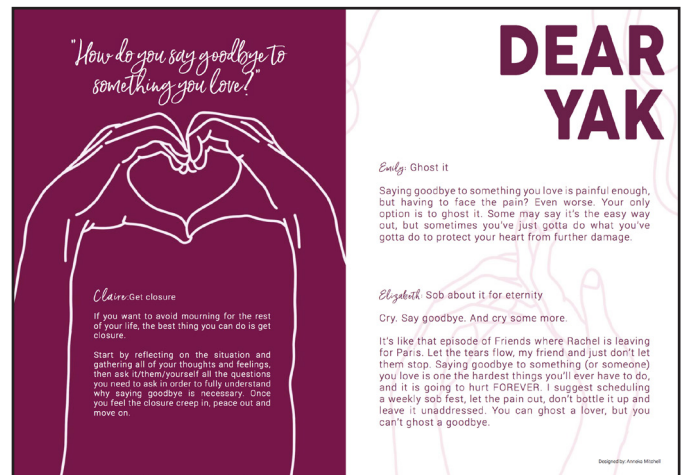
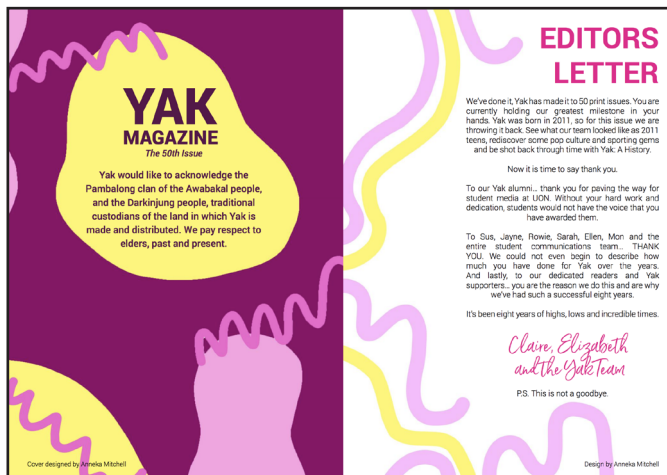
Magazine Design,

Issue 48, 49 + 50.

Yak Media, University of Newcastle

At Yak Media, the University of Newcastle's magazine, I was elected the Lead Graphic Designer for 2019. I had a team of 4 designers to lead and also was in good communication with the rest of the Yak team (editorial, film, print and the Yak coordinator).

I also did an internship at Yak as well while studying. It was so great to learn how to put a magazine together, how to set up to print, organise and lead the design team and build on my communication skills. I have hard copies of all magazines, however you can also find them on ISSUU.



Festival X, 2019

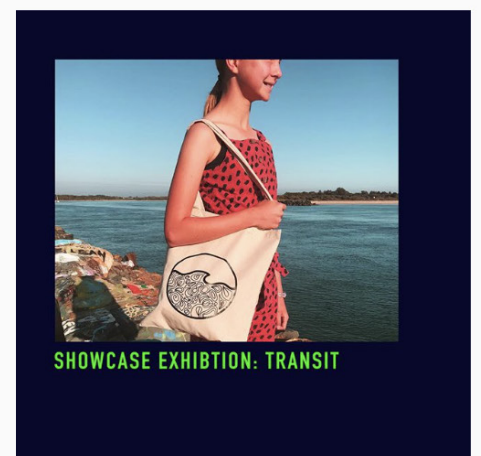
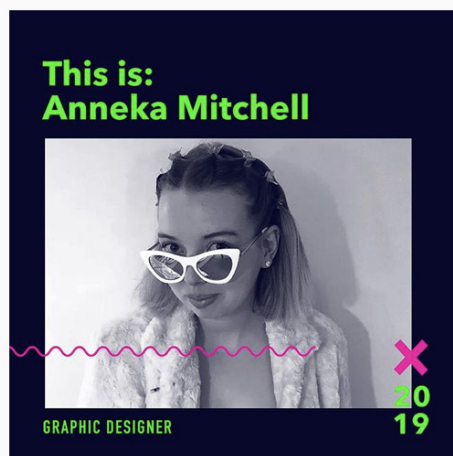
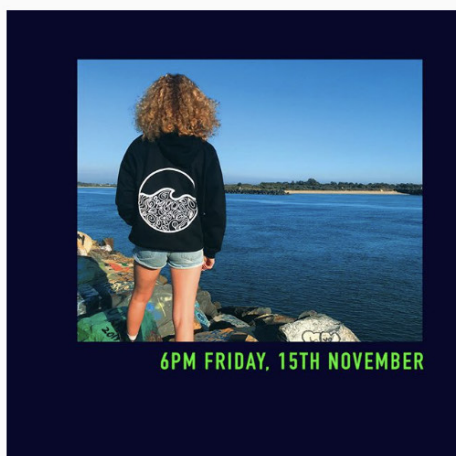
Transit Exhibition

University of Newcastle.

I was responsible for managing the project Festival X. Festival X was the graduation exhibition for Visual Communication Design, Natural History Illustration, Fine Arts and Animation Students. It was held on the 15th of November, 2019. I also studied a 3rd year Business: Event Management course at UON for my elective in 2019.

My responsibilities included:

- Working with a range of stakeholders to ensure their needs were met their requirements
- Identifying and working around many deadlines
- Problem solving
- Allocating tasks to team members



Branding + Logo Design

This was my final project featured in the Transit Exhibition of Festival X 2019. I chose to rebrand the 'Festival of the Sun,' a local festival in Port Macquarie. I made posters, lanyards, jumpers, t-shirts and tote bags.

