



Zoë Cunningham

GRAPHIC DESIGNER

Passionate about crafting meaningful brands and effective design solutions that resonate and drive engagement. Bachelor of Design with Honours from Massey University. Over 5 years professional experience including roles within creative agencies and freelance design.

CONTACT

p: (+1) 236 514 8480
e: hello@zoandco.nz
w: zoandco.nz/portfolio

EDUCATION

Bachelor of Design with Honours
Massey University
2012 - 2016

NCEA Level 3
Onslow College, Wellington, NZ
2011

ACHIEVEMENTS

Art Installation
Capital E
2015

Art selected for charity fundraiser
Through the Eyes of Our Children
2014

SKILLS

Adobe Creative Suite
Microsoft Office
Brand Design
Website Design
Package Design
Publication Design
Typography
Marketing Collateral
Photo Editing
Photo Restoration
Illustration

WORK EXPERIENCE

ZO & CO DESIGN

2020-2023

Owner / Freelance Graphic Designer

Transitioned from freelance graphic designer to founder of own design company, elevating my freelancing services. Leveraging strong project management skills, client relationship building and continued commitment to quality to successfully deliver results.

- Transitioned from freelance graphic designer to founder of personal design company.
- Managed projects holistically, establishing a reputation for consistent project completion.
- Cultivated strong client relationships through thorough project engagement and collaboration.
- Utilised effective project management tactics to ensure timely delivery and resource optimisation.
- Achieved client satisfaction by exceeding expectations in final deliverables.

WHISTLING SISTERS

APRIL 2019 - JULY 2023

Creative Director

Revitalized Whistling Sisters Beer Co.'s creative direction and brand awareness by establishing a personal design partnership. Successfully managed and executed comprehensive design projects, including website redesign, modernised beer packaging, tap labels and menu designs.

- Elevated Whistling Sisters Beer Co.'s sales and brand recognition through effective design solutions.
- Addressed their need for increased attention by offering a dedicated design partnership.
- Guided the entire design journey as the sole designer, fostering client involvement.
- Managed diverse projects through different brand touch points.

BLEND CREATIVE

JULY 2022 - MARCH 2023

Graphic Designer

Contributed to diverse design projects with a focus on client engagement and adherence to brand guidelines. Demonstrated proficiency in creating brand materials, publications, logos, packaging and marketing collateral for local and remote businesses.

- Collaborated in design projects, adhering brand guidelines and meeting client briefs.
- Designed brand materials for local and remote businesses, maintaining brand consistency.
- Created a range of both print and digital assets.
- Ensured alignment with established brand guidelines for consistency and a cohesive brand identity.

MONSOON CREATIVE

MAY 2018 - JULY 2022

Graphic Designer

Worked in a boutique agency environment, overseeing projects from concept to completion and maintaining direct client communication. Specialised in crafting brand identities for a diverse clientele, spanning from boutique to commercial enterprises. Produced high-quality printed materials and delivered digital solutions, including websites, interactive html ads and social media management.

- Worked within a small team environment, engaging in projects from concept to completion.
- Managed direct client interaction, ensuring seamless communication throughout the process.
- Designed brand identities for both new and established businesses, catering to a broad clientele.
- Demonstrated versatility by producing top-tier printed materials and dynamic digital solutions.
- Executed digital strategies including website development, interactive html ads and social media management.

WELLINGTON PHOTOGRAPHIC SUPPLIES

FEBRUARY 2017 - MAY 2018

Photo Lab Technician

Restored and retouched images, including vintage and damaged photographs, while elevating image quality through enhancement, colour correction and meticulous editing. Executed strict passport photo standards mandated by governments and proficiently handled film photography, including the specialised process of negative development and conversion to digital formats. Carefully inspected photographs to ensure quality standards for customer satisfaction.

- Edited photographs through restoration, retouching, colour correction and manipulation.
- Executed passport photo sessions in strict adherence to government standards.
- Proficiently managed film photography, including negative development and digital conversion.
- Ensured customer satisfaction by meticulously inspecting photographs for optimal quality.