



Greta Gotlieb

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Education

2008 - Bachelor of Graphic Design, AUT University, Auckland, NZ

2007 - Student exchange University for the Creative Arts, Maidstone, Kent, UK

2005 - NCEA Levels 1-3 St Cuthberts College, Auckland, NZ

Work history

SELF EMPLOYED

Freelance Designer

August 2014 to present, full-time

- Time management and good communication skills whilst working with multiple clients such as NZ Sculpture OnShore, Think Red Limited - Branding specialists and E-see International. Work is mainly web design with some graphic design.

E-SEE INTERNATIONAL

Web developer and Art Director

2015 - 2016 (1 years 6 months)

- Working with HTML, CSS, Javascript, jQuery, Bootstrap, Bootstrap UI, SVG, animated GIFs, Adobe Business Catalyst, Axure, Invision, Github, Trello Photoshop, and Campaign Monitor.
- Experience with software development, writing user stories and bug testing.
- Competent with agency, and big clients such as Mitsubishi NZ, Touchcast and Tourism NZ.

HARK ENTERTAINMENT

Art Director, and sole designer of Rip It Up & Groove Guide magazines

2011 - 2015 (3 years 6 months)

- Under strict deadlines, curated gear and gadget pages, organised illustration commissions, collaboration with sales and editorial. Indesign and Photoshop veteran, proficient in Illustrator.
- Building sites, banners, business cards and odd jobs for other clients
- Art director for both magazines, responsibilities included template layout, mastheads design, designing advertisements and more.
- Mentoring seven AUT interns for over 60+ hours, I enjoyed guiding and motivating all of the students.

PRESENCE ZINE

Founder and Art/Editorial Director

2008 - 2014 (6 years, in free-time)

- Visionary and mastermind to all contributors of photo shoots, interviews, illustration/art and ideas. 11 printed issues and a special edition with a mix CD with music contributed by 12 New Zealand bands.
- WordPress coding customization, design layouts. Acquiring sponsorship to cover printing costs from NZ On Air, Silo Park, AUT, Jagermeister, Converse, Otago University and more. Networking skills with bands, artists, actresses, comedians, writers, photographers and more.
- Confident in promoting new issues of the zine in radio interviews, organising launch parties and attending zine fest in Auckland and Wellington.

E-SEE INTERNATIONAL

Graphic designer, product photographer and web design

2010 - 2011 (1 year, 7 months, full-time)

- HTML, CSS, javascript, making image sprites and some experience with mobile apps, creating concepts for websites.
- Logo and brand identity, brand guidelines for existing brands.
- Working closely and developing good relationships with a wide array of clients, from initial meetings and idea pitches through to execution and implementation.

HART DEPT. AT 20/20 DESIGN COMPANY

Graphic Design Assistant

2005 - 2008 (3 years, part-time)

- Product photography, posters and fliers developed design concepts for businesses.
- Created patterns for fabrics and wine labels.
- Provided face to face customer service to clients.
- Used Photoshop for retouching products and and other design software.

Referees

David Vaassen, E-see International, +21648962

Grant Hislop, Hark Entertainment, Publisher +64 21 483 524

Tyler Hislop, Hark Entertainment, Editor+64 21 0222 3452

Pauline Cousens, Hark Entertainment, past co-worker +64 21 357 525

Olivia Young, Maple - freelance client, +64 21 808 736

Mike Hill, 20/20 Design, +64 9 3788 497 (now michaeljohndesign.co.nz)

Summary of personality

Problem-solver, passionate, approachable, honest, trustworthy, fun, friendly, hardworking, creative, Girl Code substitute teacher, pajama designer, networker, kind, mentor, dependable, art, craft and music lover.