

Katherine White
0438 824 992
kat@walkcreative.com.au

[linkedin.com/in/katwhitedesign](https://www.linkedin.com/in/katwhitedesign)
katwhite.com.au/design

specialising in

Digital Design and Development (HTML & CSS), Mobile & App Design, UX, Digital Ads & Marketing Campaign Activations, Logo & Branding, Print Design, Art Direction, Illustration and Photography

Photoshop, Illustrator, InDesign/Quark Express, Dreamweaver, Flash, Fireworks, Acrobat Professional

education

- 2007** **Intermediate Dreamweaver / Advanced Flash**
Dynamic Web Training
- 2004** **Bachelor of Design (Visual Communication)**
School of Communication, Design and Media, University of Western Sydney
- 1999** **Certificate III in Ceramics**
TAFE

work history

2013 - 2016

Walk Creative **Owner/Designer**

We are a digital & dev creative based between Ballarat and Sydney. We've worked with a whole range of clients from big media companies who need complex workflow web applications for hundreds of users, to the smallest sole traders needing a basic website. Specialising in Digital and Print Design, Marketing Campaign Activations, eCommerce, Research and App Development.

Some of our clients include: Sound Alliance, Foxtel Movies, Hardtofind, ARN, MediaHeads, Re:Form Construction, Urakawa Jenkins Architecture, The Weekly Advertiser, Wavelength, Frequency, Xtra Research, Safety Signs & Stickers Australia, and RADD (Recording Artists, Actors & Athletes Against Drink Driving)

2002 - 2016

Freelance Designer

Fulltime freelance designer and contractor from July 2015

- RADD (Recording Artists, Actors and Athletes Against Drink Driving) website redesign.
- Foxtel Movies website redesign.
- Electronic Music Conference (EMC) event signage, TV displays, desktop and mobile site.
- Design for Rekorderlig's digital campaigns.
- Australian Radio Network (ARN) design and UX of various bespoke online workflow portal for internal sales and creative teams.
- The design, branding and development of a portfolio site for my Polaroid photography - katwhite.com.au, which includes a mobile site and iPhone app. I also developed fashion items featuring my photography, including a range of silk scarves, tote bags, cushions; as well as photographic prints.
- Volume Research brand identity, survey UI, client branding and CMS interface design.
- Steve White PI brand identity, print and digital design, and website development (HTML & CSS).
- Walk Creative brand identity and website design.
- Bellalooopa website homepage design improvements.
- Urakawa Jenkins Architects and ReForm Building website design
- The Everyday Sales Mentor brand identity, website design and 'My Tutorials' customer UX&D.
- The 12.12 Project wordpress website design. I am one of 12 Polaroid photographers involved in this group project in which we create and post our contribution online to a monthly theme. It has been running since May 2013, with exhibitions in France, America and Australia being organised in 2014.
- Unsensored13 website for an annual analogue photographic exhibition run by the Melbourne Silver Mine group.
- The design and branding for The Weekly Advertiser (a regional Victorian news source) desktop and mobile site design, and iPad and iPhone app.
- Ongoing freelance design work for local front end developers

2014 - 2015

Foxtel

Senior Digital Designer

Designer for Foxtel's channel digital branding: Fox8, Arena, Lifestyle, TVHITS, 111Greats and [V]Music. Acting as a Foxtel representative with our external agency to develop a new UI and Dev for all channels sites, to ensure all designs are on brand.

2010 - 2014

Special Broadcasting Service

Senior Digital Designer

Achievements

- Developing the branding for new The World Game site, which includes the FIFA World Cup Edition.
- Co-designed the new SBS websites, winner of AIMIA Award for 'Best of Websites & Online Services, Publisher'.
- Working closely with Online, Sales and Marketing to develop strong and innovative projects for SBS.
- Working independently on revising the SBS corporate style guide, which had not been updated since 2009. The style guide contains an online section that includes documentation for newsletter and solus EDMs and all social media platforms.
- Lead designer on the SBS Summer/Autumn Showcase 2011-12 project in which I researched and designed an innovative Adobe Air application that was distributed on USBs at a press event; and additionally designing the invite for the event.
- Creating and developing the look and feel of the SBS On Demand website and all online assets.
- Branding redesign and layouts of all SBS newsletter EDMs.
- Working on multiple client and marketing activations, such as for the FIFA World Cup, Tour de France, Eurovision, and designing for third party sites such as Silent Manager and Stackla.
- Developed clean and consistent branding for all SBS properties on all key social media platforms, including custom cover designs on Facebook, Twitter, Google Plus and YouTube channels.
- Developing various page elements and layouts for the Cycling Central site.
- Co-design of the James Squire Spice Trail website minisite.
- Design and output of multiple of program sites.
- Weekly design duties consist of working on various BAU digital and print projects.

2007 - 2010

The Sound Alliance

Designer (acting Senior Designer/Producer and Studio Manager)

Achievements

- Lead designer on the branding, design, layout and structure of the redesigned inthemix website in 2010. After winning the pitch for the design, developing detailed mock-ups and layouts, and working closely with front and backend developers.
- Lead designer on FasterLouder website redesign, consisting of refining the existing brand, and developing the design and layout for new video and photo gallery.
- Developed strong design direction for all EDM and house digital ads for each brand.
- Designed and coded promotional EDMs to inthemix, FasterLouder and SameSame.

inthemix | inthemix.com.au

- Lead designer on the redesign of inthemix.
- Design and development of Smirnoff Be There Australian and UK flash banners, and website design;
- Smirnoff Party Series design. Branding and Identity creation, website, posters, EDM, digital ads, event signage, in addition to press and advertising.
- Becks Nevereverland Tour website. Branding and design for Daft Punk's Australian tour mini-site, developing a distinct style, whilst working within Becks branding.
- ITM50. Branding, website, digital ad campaign, print.
- Stationary design. Business cards, with comps slips and letterheads.
- House and sales campaign digital ads.
- Competition and festival EDM design and builds, as well as the design of all network newsletters.
- Event and campaign poster designs.

FasterLouder | FasterLouder.com.au

- Virgin Mobile Metro TV branding, venue signage, video section takeover, and tshirt design.
- VB Rock Vault. Online campaign consisting of website, digital ads, campaign EDM.
- Splendour In The Grass. Online campaign consisting of EDM and digital ads.
- Stationary redesign, print collateral, FL branded merchandise tshirts for Splendour in the Grass Crew.
- House and sale campaign digital ads.
- Competition and festival EDM design and builds.

SameSame | SameSame.com.au

- Mardi Bar logo and branding, venue signage, postcard design.
- Mardi Gras EDM/promo design and build, digital ads, re-design of Virgin Blue partnership promotion with online campaign.
- Stationary, posters and print design collateral.
- Competition EDM design and builds, in addition to house and sales campaign digital ads.

- Qjump | Qjump.com.au

 - Website design for Qjump. Including developing the overall front end layout and design, cart and payment pages, and admin/form layouts.
 - Close relationship with in-house developers to build the site true to design.
 - Digital house ads and Newsletter EDM design.

- 2006 - 2007 **Centre for Learning Innovation** | Department of Education and Training
Graphic / Screen Designer

 - Design and development (HTML & CSS) of various school resource websites.

- 2005 - 2006 **uwconnect** | University of Western Sydney
Visual Communications Officer

 - Website design, illustration styleguide, signage design and installation and print design.
 - Concept improvement plans and interior design of various student/staff University facilities.
 - ACUMA Awards for the following categories:
 Best New or Refurbished Facility, Best Promotional Brochure & Best News Sheet/Email Newsletter.
ACUMA represents the interests of University & TAFE campus service providers in Australasia.

- 2003 - 2006 **AUCEA** (Australian Universities Community Engagement Alliance)
Freelance Graphic Designer

 - Brand identity, styleguide, signage and print design.

- 2004 **Trigger** | Bachelor of Design (Visual Communication) Graduation Exhibition

 - Event coordinator, manager & curator, visual identity, branding, art direction, event signage and print design.

- 2004 **ChilOut** (Children Out Of Detention)
Freelance Graphic Designer, non-paid work

- 2003 **Travel IndoChina** | Concorde International
Freelance Artworker

- 2003 **RedAnt Interactive Design**
Multimedia Design, non-paid work

- 2003 **Triple 888 Studio**
Graphic Designer, non-paid work

- 2003 **Australia's Cycling Town**
Graphic Designer
 Cooperative Program Project for the University of Western Sydney

other creative experience

- 2013 - 2014 The 12.12 Project
 Year long photographic group project
- 2013 Released range of fashion products featuring my Polaroid photography: silk scarves, tote bags and cushions.
- 2007 Cut & Paste Design Tournament
 Finalist for the first Sydney tournament

- Exhibitions**
- 2015 The 12.12 Project, Nashville
- 2015 Polaroid Resurrection, ExPolaroid, Malaysia
- 2015 Polaroid Resurrection, ExPolaroid, Photonet Gallery Fairfield, Melbourne
- 2014 The 12.12 Project, En Face Gallery, Paris
- 2014 The 12.12 Project, Sofortbild-Shop, Berlin
- 2014 Unsensored14, Collingwood Gallery
- 2013 Unsensored13, Collingwood Gallery
- 2012 Unsensored12, Collingwood Gallery
- 2011 Unsensored11, Collingwood Gallery
- 2011 Group Exhibition, Ballarat International Foto Biennale
- 2011 This Little Teapot, Paper Plane Gallery
- 2010 Unsensored10, Collingwood Gallery
- 2009 Extra Cheeese, Saatchi & Saatchi Gallery
- 2009 Unsensored09, Collingwood Gallery
- 2008 Extra Cheeese, Medium Rare Gallery
- 2007 Silent Riot, Sydney
- 2007 The Wall, Sydney (Solo Exhibition)
- 2007 Extra Cheeese, Gallery Forty Four
- 2004 Change X Design Exhibition
- 2004 Trigger, Graduation Exhibition

Published

2015	Pryme Magazine, Issue 2: Urban / Rural - a quarterly publication dedicated to instant film
2014	'The Professor Of Truth' James Robertson - Two Polaroids used on cover
2014	Impossible Project blog for The 12.12 Project
2014	Mortal Muses
2013	Impossible Project 8 Exposures
2012	Semi Permanent
2011	Poladarium Calendar 2012
2011	Thiaps 'Unlimited Grain 2011'
2009	'Analogue Lovers are connecting with the sky'
2008	'No Regrets' Polaroids & Cover Design
2008	Self Published 'On Release'

memberships

2004 - 2016	AGDA (Australian Graphic Design Association)
2007 - 2016	Melbourne Silver Mine

References available upon request.