IVAN SIM
GRAPHIC DESIGNER

Contact

NAME   Ivan Sim
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WEBSITE/ PORTFOLIO
Ivandesign.work

Skills

Microsoft Office Suite
Word, Excel, Powerpoint, Outlook

Adobe
Photoshop, Lightroom, Illustrator, Indesign, Premier Pro

Social Media
Instagram Business, Facebook Ad Manager, LinkedIn, Printerest, TikTok, Snapchat, Youtube, Twitter

Website
Wix, Squarespace, Wordpress, Shopify

Others
Canva, Procreate, Sketchup, Mailchimp, Figma, Slack, Trello, Video & Photography, Content Creation

Education

Bachelor Graphic Design
Nottingham Trent University
2011 - 2015

Post Graduate Certificate in Digital Marketing
Australia Academy of Digital Marketing
2022 - Ongoing

Experience

Boom-Media Marketing Agency   2018 - On-going
- Provide a range of services from logo and brand design to identity creation, including logo development, colour palette selection, typography, iconography
- Design print advertisements for clients such as posters, brochures, catalogues, business cards, signage, banners
- Design digital advertisements such as social media posts, banners, presentation templates, and graphics.
- Provide photo and video shooting and editing services using software such as Photoshop and premier pro.
- Market and manage client's social media platforms such as scheduling interactive posts, running ads campaigns,
- Increase 20% of sales by following up and upselling additional services to existing clients.

Social Hype Enterprise   2019 - 2021
- Lead a team of 5 designers and delegate tasks while closely monitoring the overall project to produce the outcome that the client desired.
- Develop multiple audience-engaging digital events targeting a specific audience and tracking the result over time.
- Manage day-to-day social media platforms for various clients and achieved 43% audience growth over 6 Months.

Reference

Phil Cvetovac (Employer)
Director of Boom-Media
M: 0488 153 167
E: phil@boom-media.com.au

**David Chew
(Previous Colleague)**
Social Hype Enterprise
E: dncdue@gmail.com

Nicky Sweet
Workforce Employment
M: 0409 514 081
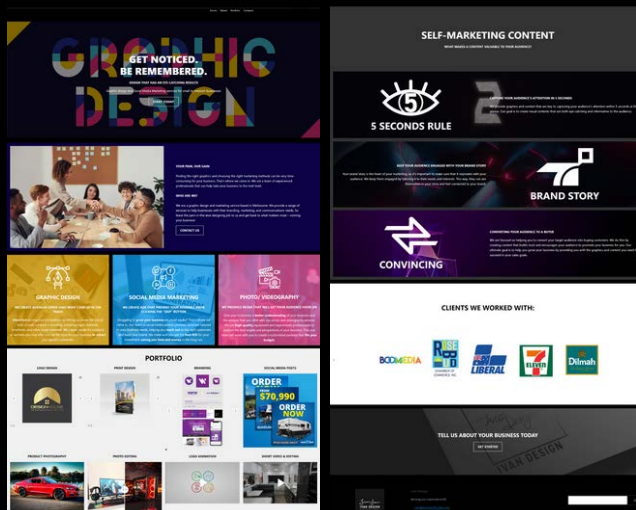E: nicky.sweet@wiseemployement.com.au

PORTFOLIO

Brand Development

The objective is to provide client with an impactful logo that stands out among their competitors while keeping within the assigned brief and brand guide.

Advertising Materials

1. Displays a tri-page brochure design providing detailed information and advertising their services.
2. A 30-pages-booklet showcasing of various types of caravans for client to choose.
3. A welcome-sign for a town in Mornington Peninsula

Digital Marketing

Utilizing key components of digital marketing tools such as website, SEO, social media marketing and ads campaign to boost company branding and visuals with the importance of UX/UI while thinking outside the box.


Content Creation
Photography, Film and Editing.

A combination of photography and video marketing was use to advertise brand and product for a client.

Scan to watch

View more at ivandesign.work

Small to Large
Catalogue Design

Engaging narratives accompany select products, offering insights into their inspiration, creation process, and heritage using tools such as Adobe Indesign to create a product company catalogue.
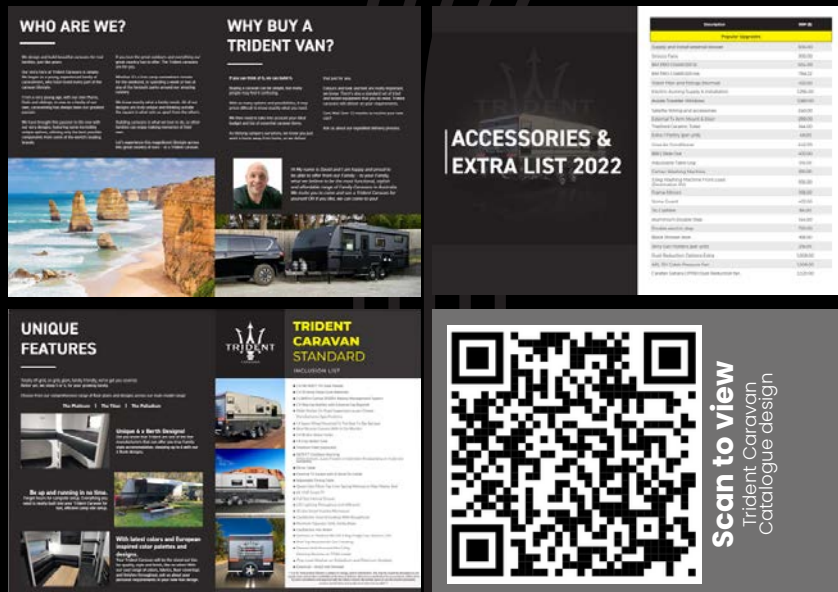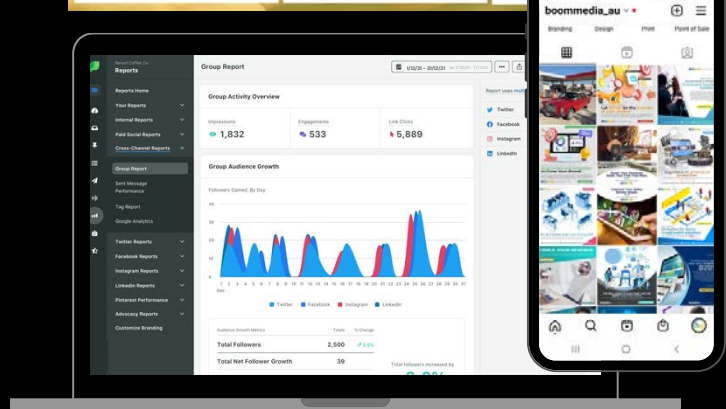
Product & Packaging Design
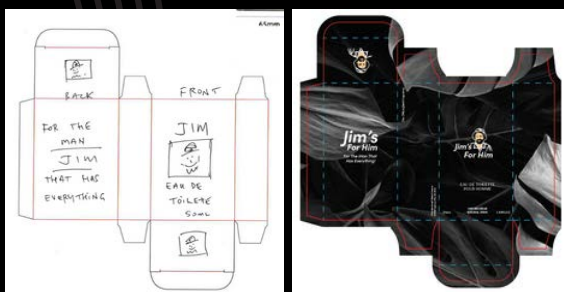
A combination of aesthetics, functionality, and branding to create packaging that protects the product, and communicates essential information. Its primary goal is to enhance the overall user experience while effectively showcasing the product and reflecting the brand's identity.

Social Media Marketing (SMM)

The strategic use of social media platforms to promote a brand, product, or service. It involves creating and sharing content that engages and interacts with target audiences, with the aim of building brand awareness, driving website traffic, and ultimately increasing sales or conversions.