



Daniel La Ferla

daniel_laferla@yahoo.com.au
www.daniellaferla.com
0413 788 002



About Me

Over 15 years industry experience in design. I possess strong skills in both traditional print and the digital space. Confidently capable of running the full gamut of a campaign from the initial concepts right through to completion and output stages.

Able to self manage and work autonomously, I also thrive in a collaborative setting. I believe keeping an open line of communication through the creative process with both clientele and colleagues is paramount in reaching a quality result and delivering a successful visual communication.

Education

- 06-07 NMIT- Diploma of Arts [Graphic Art]
2013 RMIT- Web Design [Cert Overview]
2018 RMIT- Photography [Tech/Aesthetic]
2019 RMIT- Adobe Premiere Pro CC

Technical Proficiency

Applications: Adobe CC Illustrator, Photoshop, InDesign, Premiere Pro, Spark, Acrobat, Muse, Corel Draw, Roland Versaworks, Microsoft Word, Excel, Powerpoint.

Experience

2018-Present, Marketing, Design & Brand Manager

Drillcut | Plumbing Product, Storage and Delivery Specialists. Executing Drillcut's marketing plan by designing and facilitating all creative work for Drillcut and it's subsidiary companies and brands.

Managing a diverse range of marketing, communication and design tasks my responsibilities revolved heavily on creating content and all graphic design work across ongoing campaign launches, product guide release's, seasonal promotional products, event material, social media posts and competitions, advertisements, multitude of print collateral, photography, videography, all types of signage, apparel, digital assets for EDM's, email signatures, presentations and material across several websites. Requirement to maintain design and communication consistency across the brand and stay vigilante on current trends, my job also involves analysis of data and other metrics along with directiing and supporting team members in junior roles.

Overview of Processes & Initiatives Implemented at Drillcut:

- Corporate Style Guide standards for Branding, Signage, Livery, Labels & Stationery packages
Setup of all design documents, creative elements and image library
Social Media presence across various platforms
Release of Monthly marketing campaigns, combination of both print and digital launch
Design and coordination of ongoing seasonal and end of year promotional products
Coordinate a steady distribution process of shared marketing collateral between all branches
Standardise and create virtual presentations in the form of video and slides
Develop crucial supplier relationships, not limited to printers, web developers etc
Content creation and publishing of a fortnightly internal company bulletin
Development of the company Buyer Persona

2017-18, Senior Graphic Designer

The Blueprint | Brand Implementation. Tasks included designing bespoke signage and translating creative designs into the built environment. Clients Include: Vue de Monde, Westpac, Qantas, Salsa's, 670 Chapel St and Bank of Melbourne.

2013-14, Finished Artist

Identicorp | Print Production. Responsible for finished art output setup and design. Social media duties including online e-commerce shop setup along with design of monthly EDM's.

2016-17, Senior Graphic Designer

Identicorp | Corporate Wayfinding. Adhering to corporate style guidelines and implementing designs across comprehensive wayfinding packages.

2010-13, Graphic Artist/Shop Manager

Signs & Designs | Branding and Signage. Invaluable experience with both client and supplier liaison. Rebranding, logo's, shop front signage and promotional products.

2014-16, Graphic Designer

TFI Group | Branding & Fleet Signage. Servicing the fast paced transport and logistics sector my duties consisted heavily on branding and print designs both large format and offset.

2006-10, Graphic Artist

Abbe Corrugated | Packaging Artwork. Print and design solutions for nationally recognised brands in the packaging sector. Offering both digital/flexographic prepress processes, responsible for finished art along with any in house needs and marketing collateral.

References

Tim Trickey | Identicorp Director
M 0409 537 069 E timt@identicorp.com.au

Murat Atar | TFI Creative Manager
M 0423 147 682 E murat@TFIgroup.com.au