



I'm a hands on mac girl whose passion is to bring great ideas to life. I love to push the boundaries to find new, inspiring and more engaging ways to have a message heard with a strong visual impact, no matter what the environment or media.

I'm a creative all rounder with extensive experience in conceptual design, design and art direction for print and digital, illustration, logo and brand development, exhibitions, retail displays and packaging.

A BIT MORE ABOUT ME

Passionate
Curious
Innovative
Motivated
Empathetic
Problem Solver

AWARDS

APMA
International Globe Awards
Cannes Lions
D&AD Merit

WHAT I'M GOOD AT

Creative & Art Direction
Creative & Design Strategy
Understanding target markets
Understanding consumer behaviour
Understanding the constantly moving consumer landscape

Leadership & Coaching Presentations
Advanced knowledge of Adobe
Creative Design Suite

WHAT I'VE STUDIED

One-on-One communication
Presentation Skills
Leadership & Mentoring
General Assembly workshops
Principles of Marketing '06 {RMIT}
Visual Communications '93 - '96 {Aberdeen College of Communication & Art}



WHERE I'VE WORKED AND WHAT I'VE DONE

Freelance

Melbourne *May 13 - Right now*

Responsibilities:

- Concept generation
- Art Direction & Design
- Presentation of Creative
- Creative Strategy
- Account Management

Agencies - Clemenger BBDO, Oxygen Interactive, Communicado, Hum consulting, Red Jelly, Clemenger Hobart, Ideas & Creative Hobart, Thread Communication, True Characters

Other clients Clients: Jemena, South West Water, BMT Marine Technology

The Work:

Integrated Campaigns, Brand Activation, Consumer Promotions, Packaging, Digital, Brand development, Exhibitions and Point of Sale ATL and BTL, Web and digital design.

Oxygen Interactive - Creative Lead

Melbourne *Oct '12 - May '13*

Responsibilities:

- Concept generation
- Art Direction & Design
- Presentation of Creative
- Development of Creative Department
- Development & Training of creative staff
- Process & Workflow Implementation
- Day to day running of the studio
- Traffic Management and Resources
- Recruitment

Clients example:

Kraft, Cadbury, Boags, Coopers, Webjet, Schweppes, Very Special Kids, PZCoussins

The Work:

Integrated Campaigns, Brand Activation, Consumer Promotions, Digital Campaigns, Point of Sale, Corporate Identities and Collateral.

The Marketing Shop - Design Director

Melbourne *April '04 - Oct '12*

Responsibilities:

- Creative Standard of the Agency
- Art Direction & Design
- Presentation of Creative
- Development of Creative Department
- Development & Training of creative staff
- Process & Workflow Implementation
- Day to day running of the studio
- Traffic Management and Resources
- Recruitment

Clients example:

CUB, Treasury Wine Estates, Mars Snack, Mars PetCare, Kraft, Sorbent, Fonterra, Myer, Disney

The Work:

Integrated Campaigns, Consumer Promotions, Brand Activation CRM, Exhibition Displays, Direct Marketing, Point of Sale, Experiential, ATL, Packaging, Product Launches, Corporate Identities and Collateral.

Janet Croll

Creative, Design & Art Direction

04257 743844 | janetcroll.com



ANZ (wellcom hub) - Senior Designer

Melbourne *Aug '03 – April '04*

Responsibilities:

- Design of in house collateral
- Finished Art & production

Freelance (Melbourne)

Feb '03 – Aug '03

Graphic Design and Finished Art.

Various studios across Melbourne

Marketability - Print & Interactive Designer

Melbourne *Feb '01 – Jan '03*

Responsibilities:

- Conceptual development
- Design & Artwork
- Studio Management & Maintenance

Client examples:

NAB, Blockbuster, Australia Post, Vic Arts Centre

The work: Direct Mail & CRM both Print and Digital

Lighthouse Design - Studio Manager/

Graphic Designer

Aberdeen, U.K. *July '97 -Aug '00*

Responsibilities:

- Design & Artwork
- Studio Management & Maintenance

Clients example: Shell, Woodgroup Oil, Aberdeen

University, Scotia Homes, Aberdeen Property Real

Estate, Scottish Tourism

The Work: Corporate Identities, Collateral,

Brochures and Web Design.

Gilcomston Litho Printing - Mac Operator

Aberdeen, U.K. *June '96 -July '97*

Mac Operator at one of Scotland's

Largest printers.

Grays school of art

Aberdeen, U.K. *Aug '99 -May '00*

Teaching MA design students programs

for industry through workshops

Volunteer Teaching VCE Arts

Melbourne '06

WHO YOU CAN ASK

Madeline Carroll

Marcus Ingelby

Iain Critterden

Details are available on request.

HOW TO GET HOLD OF ME

m: +61 425 743844

e: jc_design@bigpond.com

You can also find me on LinkedIn