

resumé

natalie winter  
design & illustration

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LOCATION **Sydney, Australia**

NATIONALITY **New Zealander**

BORN **1976**

QUALIFICATIONS

**Bachelor of Graphic Design,  
Auckland University of Technology,  
1996**

**Certificate in Computer Graphics, 1997**

AWARDS

**Business Magazine Designer  
of the Year, NZ Magazine Awards  
1996**

SOFTWARE SKILLS

**Quark 4  
Indesign 2  
PhotoShop 7  
Illustrator 10**

Since September 1998 I have worked on a variety of magazines, covering the full spectrum of possibilities. From business consumer, to teenage pop, to glossy style. As a permanent art director, a freelance assistant and a re-launch specialist.

As a freelancer I have gained the confidence, skill and efficiency to fit into an existing team, style and workflow, with strength, flexibility and creativity. Adapting quickly to respective styles and boundaries yet continuing to strive to give new lift and life.

As a permanent Art Director the emphasis falls on liaising with editorial staff, commissioning photographers and illustrators, managing workflow, maintaining a consistent style and of course .... meeting the deadlines.

As a magazine designer it is my responsibility to create compelling, inspiring pages that entice the reader into the editorial content. It is to give movement to a static page and to express an emotion or attitude in character with the magazine and the target audience.

### **GOOD WEEKEND MAGAZINE**

#### **Deputy Art Director**

Deputy art director for *Good Weekend Magazine*. The Sydney Morning Herald's leading weekend magazine supplement.

**Feb 03 – Feb 04**  
**Fairfax • Sydney**

### **AQUENT RECRUITMENT**

#### **Designer**

Freelance designer at Abrahams, a design company specialising in trade magazines and corporate brochures.

**Nov 02 – Dec 02**  
**Sydney**

### **PC ADVISOR MAGAZINE**

#### **Assistant Art Director**

#### **In-house Illustrator**

6 month casual contract on *PC Advisor Magazine* as assistant designer to the Art Director. Included full magazine re-vamp and substantial illustration work. Deep-etching and colour correction to final print quality.

**Jul 02 – Nov 02**  
**IDG England • London**

### **CONTRACT JOURNAL**

#### **Designer**

Freelance assignment working on the re-design of *Contract Journal* a weekly tabloid for the building industry. From original concept stage, through focus groups, and onto final templating. Handing over to an existing team for the continuation and weekly output. Demanding, high quality environment.

**Jun 02 – Sep 02**  
**Reed Publishing • London**  
**FHM**

### **AUSTRALIAN STYLE**

#### **BIG HIT MAGAZINE**

#### **INFORMATION WEEK**

#### **Designer**

Freelance design assistant contracts

**Dec 01 – May 02**  
**Aquent Recruitment • Sydney**

### **INTERNET MAGAZINE**

#### **Art Director**

Art Direction and launch of a new magazine, *Internet Magazine*. Complete solo creation of style, format, template and character.

Overall design of first 3 issues.  
**Nov 00 – Mar 01**  
**IDG New Zealand • Auckland**

### **UNLIMITED MAGAZINE**

#### **Designer & Illustrator**

Designer on award winning New Zealand business magazine *Unlimited*, working in conjunction with the art director on commissioning illustrators/photographers and providing art direction for these where required.

This position also included developing concepts for IDG promotional material including advertising, business cards, and company event brochures.

**Mar 00 – Nov 00**  
**IDG New Zealand • Auckland**

### **NEW ZEALAND FARMER**

#### **Production Assistant**

My introduction to the world of publishing, as production assistant of *The New Zealand Farmer*, a weekly A3 tabloid. Page layout, photo scanning and pre-press.

**Sep 98 – Feb 99**  
**NZ Rural Press • Auckland**

### Illustration

As a freelance and in-studio illustrator, the challenge and responsibility comes in creating compelling images that captures the reader and entices attention. Often working with intangible subject matter my focus is to portray a mood, atmosphere or attitude rather than a direct representation.

As an in-studio illustrator, I have learnt that speed, quick lateral thinking and strong use of colour are the solution when it comes to the challenge of working with limited time and what you have on hand right then and there.

As a freelancer I believe the essential time comes in interpreting the brief and establishing the desired outcome of the Art Director or Editor.

### Design

During my employment in publishing companies often my role included a number of separate design projects. Including logos, business cards and brochures. Giving me essential experience working for an outside client rather than designing for the reader. Ensuring I have the patience, creativity and compromise to deliver a completed project to their ideals, standards and satisfaction.

### PC ADVISOR TOP TIPS

#### Illustrator

On this special feature magazine I was given the freedom to create 5 full page consecutive illustrations. Working in series builds the ability to think uniformly yet still give each their own personality.

**Aug 98 – Mar 01**

**IDG England • London**

### MICE INTERNATIONAL

#### Designer

MICE International a dynamic company specialising in the design of exhibitions and conferences. Briefs were vague and deadlines tight. Projects involved design of invitations, signage, wall graphics, programs etc.

**Jul 01 – Oct 01**

**Mac Addicts • London**

### THE NEW ZEALAND HERALD

#### Designer

Ad design and production of *The New Zealand Herald*, NZ's biggest selling daily newspaper.

Liasing with a variety of clients – real estate agents, car dealers, small business enterprises.

Ensuring that supplied artwork was up to a specified standard. Colour correcting and deep-etching where necessary.

**Mar 00 – Mar 01**

**Wilson & Horton • Auckland**

### THE LISTENER MAGAZINE

#### Illustrator

Commissioned to produce high quality illustrations for *The Listener Magazine*, a popular nationwide weekly publication. Interpretation of a wide range of editorial content into captivating, illustrations to accompany articles ranging from political comment to short stories. Meeting very tight deadlines.

**Aug 99 – Mar 01**

**NZ Magazines • Auckland**