Abi Gordon



+61 430 855 498
abikgordon@gmail.com
Northern NSW, Australia

Website
Linkedin

I'm a Senior Designer with over 9 years experience in brand identity, campaigns and packaging, for clients including Snapchat, Sydney Opera House and QT Hotels. With both art direction and hands-on design, I work from concept to production, often bringing warmth and character through original illustration. My experience spans agency, in-house and freelance roles.

Experience

Lead Designer
Freelance
2023–Present

— Create brand identities, campaigns and illustration, from initial concepts through to design and rollout across multiple applications. Provide art direction, collaborate with writers, and brief animators and photographers.
— Define project scope and manage client relationships through to delivery, presenting concepts, guiding feedback and coordinating with printers.
— Recent work includes illustration for the NSW Department of Education's Anxiety Literacy Program, which won Gold at the Better Future Design Awards.

Senior Designer
Hotwire Global
2021–2023

— Developed campaigns for Snapchat and brand work across the agency's tech client portfolio, working with strategists and marketing teams to translate business objectives into creative.
— Presented concepts and design rationale to clients. Collaborated with writers and account managers, and provided art direction through briefs to animators and photographers.
— Designed and delivered digital and out-of-home advertising, packaging, PR gifting, merch, annual reports and video content, coordinating with print and event production suppliers.
— Revised the agency's brand design system, developed its social media strategy and created basic animation to support content.
— Developed creative concepts and decks for new-business pitches under tight deadlines.

Designer
Toben
2021

— Worked directly with the Creative Director on brand identities, brand collateral rollout and illustration for hospitality and finance clients.
— Notable work includes branding for QT Hotels, recognised with Distinction at the 2021 AGDA Awards and Gold at the Graphis Awards.

Designer
Squad Ink
2019–2021

— Developed brand concepts, illustration, packaging, print and spatial design for multiple clients, including Campos and Archie Rose.
— Managed competing deadlines in collaboration with creatives and account managers. Worked closely with printers and prepared technically detailed packaging artwork across food, beverage and cosmetics.

Junior Creative
Sydney Opera House
2017–2019

— Worked within the in-house creative team across the Sydney Opera House brand and individual show creative. Designed and illustrated posters, programs and digital assets, liaising with printers on production.
— Design and art direction for large-scale projects, including the creative identity and rollout of the All Women Festival in 2018 and 2019.

Past Clients

Entertainment ABC Kids, Sydney Opera House, Twitch. *Technology* Snapchat, Cognizant, Secure Code Warrior. *Corporate* Deloitte, Hotwire Global, Enero. *Food & Beverage* Archie Rose Distilling Co., GoodyBeans, Grand Talon Whisky, Seabourne Gin, Campos, Felons Brewing Co. *Government* NSW Department of Education. *Health* AVet, Kirinari. *Cosmetics* Appellation, Boost Lab. *Hospitality* QT Hotels, Tramsheds, Wagamamas, The Gidley.

Education

Bachelor of Communications Design
Billy Blue College of Design
2015–2018

Expertise

Art Direction
Brand Identity
Brand Implementation
Creative Campaigns
Print Design
Digital Design
Packaging
Spatial Design
Finish Artwork
Illustration
Storyboarding
Basic Animation
Basic Video Editing
Social Media Strategy
Copywriting

Software

Adobe InDesign
Adobe Illustrator
Adobe Photoshop
Adobe After Effects
Microsoft Word
Microsoft PowerPoint
Google Docs
Google Slides
Figma
Procreate
Wix Studios

References

Andrew Munoz
Founding Director
Impala Creative
+61 411 178 430
andrew@impalacreative.com.au

Jen Dobbie
Director, Digital Creative Excellence
Telstra
+61 450 963 614
jen.dobbie@hotwireglobal.com

Dan Ingham
Creative Director
Sydney Opera House
+61 404 329 834
dingham@sydneyoperahouse.com

Jen Yani
Creative Lead
Tone Studio
+61 404 329 834
jmyani@gmail.com

Thank you for your time.