

Abi Gordon

About me

I've been a Designer and Illustrator for 7 years, with experience in cosmetics, health, food and beverage, hospitality, real-estate, entertainment, and tech.

My passion lies in using design as an opportunity to add joy in everyday life. Be it a charming character, crisp shiny packaging, or a big conceptual campaign; I aspire to memorable, intuitive, thoughtful work, that makes every day life better.

Living in Tweed Heads, I'm highly practiced in remote working; with happy clients from across the country, to the UK and the Middle East. I'm also open to travelling when required to get a project off the ground.

Contact Details

abigordon.com
+61 430 855 498
abikgordon@gmail.com

Skills & Clients

The Big Ones

Art Direction
Graphic Design
Illustration

Adobe Suite

Illustrator
Photoshop
Indesign
Basic After Effects
Basic Premier Pro

Also useful

Junior Copywriting
Data Visualisation
Video Storyboarding
Complex Finish Artwork
Social Media Strategy
Microsoft Office Suite
Figma Basics

Past Clients

ABC Kids
Appellation Fragrances
Arent & Pyke
AVet Health
Archie Rose Distilling Co.
Boost Lab
Cognizant
Deloitte
Enero
Esther
Felons Brewing Co.
Feels Botanical
Grand Talon
Kirinari
NSW Department of Education
QT Hotels
Sacred Grounds (Campos)
Snapchat
Sydney Opera House
Tramsheds
Twitch
The Gidley
Wagamamas
and more.

Experience

Education, 2015-2018

Bach. of Communications Design
Billy Blue College of Design

Sydney Opera House Junior Creative, 2017-2019

Beginning with basic social tiles and web banners, I worked my way up to designing actual show creative, executing posters and programs, and finally, took on the creative identity and roll out for the coveted All Women Festival in 2018 and 2019.

Squad Ink Designer, 2019 - 2021

Working with high end local brands, I dove into brand creation and strategy, flexed my illustration skills, learned the ins and outs of print production, and fell deeply in love with packaging design.

Toben Designer, 2021

Here I pushed my own creative boundaries, most notably for the QT Hotels, which won Distinction at the 2021 AGDA Awards and Gold at the Graphis Awards. I also gained more insight in the art of refinement.

Hotwire Senior Designer, 2021 - 2023

Hotwire is a brand/pr agency that specialises in humanising tech brands. Here, my goal was to add warmth in an often cold sector. While delivering conceptual campaigns for Snapchat (my main client), I upskilled in basic animation and social media strategy, in a very fast paced environment.

Freelancer, 2023 - Now

As a Freelancer, I've practiced end-to-end project management, and explored other creative pursuits like copy writing and embroidery. Recent work includes illustration for an Anxiety Literacy Program by the NSW Department of Education, which won Gold at the Better Future Design Awards.

References

Andrew Munoz

Director
Impala Creative (freelance client)
+61 411 178 430
andrew@impalacreative.com.au

Jen Dobbie

Creative Director
Hotwire Australia
+61 450 963 614
jen.dobbie@hotwireglobal.com

Jen Yani

Design Director
Note: I worked under Jen at the Sydney Opera House, Hotwire, and as a Freelancer.
+61 404 329 834
jmyani@gmail.com

Jess Browne

Lead Designer
Squad Ink
+61 432 602 850
jessfoy@gmail.com

Dan Ingham

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



Check out my
portfolio at
abigordon.com