

JASNA GALLAGHER

M +61 410 371 280

E jasna.gallagher@gmail.com

W jasna.com.au

IN jasnagallagher

ABN 23067625133

Summary

Hi! 🙋 I'm a senior designer offering a blend of creativity and strategic thinking with refined execution. I'm passionate about helping clients solve their creative challenges – from early-stage startups to established brands. My work bridges technical precision and visual storytelling – I take genuinely complex subjects and make them accessible without losing their depth or integrity. It all starts with an idea, a sketch or a brainstorming session and leads to results based on client strategy and objectives. I'm agile and adaptable, and able to adjust my approach to suit each project, ensuring an easy transition into design execution.

Core Areas of Expertise

PRINT DESIGN

- Long-form documents such as annual reports, business case reports, large tenders and ring-bound training materials for government departments
- Corporate collateral for mining, rail and defence sectors
- Creative proposal design using special print finishing such as diecuts, spot varnish and textured stock

INFOGRAPHICS AND INFORMATION DESIGN

- Complex illustrative infographics in 2D, 3D-like and isometric styles communicating company technology roadmaps and future visions
- Themed timeline graphics for internal and external communications (e.g. scientific, organic, corporate)
- Diagrams explaining company frameworks, capabilities and processes

ANIMATION AND MOTION

- Animated 2D explainer videos explaining business objectives and strategies
- Animated interactive presentations for use at events and staff communications
- Corporate and educational videos featuring motion graphics, colour grading, captions, audio cleanup and sound effects

BRANDING

- Design and delivery of brand-aligned event visuals across core print, digital, social and on-site touchpoints
- Rollouts of new and refreshed brands across online and offline channels including proposals, presentations, marketing and social media templates, signage, eDMs, intranet pages and assets, merchandise, and so on.
- Visual identities for small businesses, personal projects and companies' key programs and initiatives
- Branded icon packs (full set or as part of a project)

WEB AND UX/UI

- Fixed layouts for touch screens at events and conferences
- Collecting user research by analysing client information and online interviews
- Website information architecture and design

References

References are available and provided on request.

Languages

ENGLISH and SERBIAN:
Native or Bilingual Proficiency

Technical Skills

ADOBE CREATIVE CLOUD

- InDesign
- Illustrator
- Photoshop
- Premiere Pro
- After Effects

MICROSOFT OFFICE 365

- PowerPoint
- Word
- SharePoint

AI TOOLS

- Adobe Firefly
- ChatGPT

BASIC KNOWLEDGE OF:

- Blender
- Webflow
- Figma
- Adobe Express

Project Management Tools

- Streamtime
- Trello
- Toggl

Collaboration Platforms

- Microsoft Teams
- Zoom
- Adobe Firefly Boards

Experience

Self-employed Senior Designer | REMOTE & WFH

DEC '13 – PRESENT

Collaborating with a diverse client base locally, interstate and worldwide to solve their creative challenges, ensuring delivery within agreed budget and timelines.

Developed complex infographics and diagrams in a range of styles – isometric, 2D and 3D-inspired.

Example: Technology roadmap infographics

- **Objective:** Following strategic reviews across five business units, new R&D departments needed their technical direction communicated clearly to both non-technical and technical audiences, from staff to CEO levels.
- **Brief:** Produce infographics that effectively communicate complex technical details in a visually appealing manner.
- **Action:** Worked closely with the clients to transform supplied information into a cohesive set of infographics. Presented concepts, recommended the creative direction and delivered as layered files suitable for animation.
- **Result:** The infographics became strategic communication tools, helping reinforce the importance of maintaining long-term investment in R&D. They highlighted real projects in the pipeline, ensuring authenticity and meaning behind the visuals.

Built interactive presentations and toolkits for internal and external communications that enhanced usability and user engagement.

Example: Web app style interactive presentation*

- **Objective:** Promote the company services to delegates, students and other attendees at a global conference.
- **Brief:** Create an interactive presentation suitable for a touchscreen device.
- **Action:** Rebranded and built an interactive presentation with web app functionality to enhance usability and engagement – a drop-down navigation with clickable menu items, slide zooms, buttons, animations, parallax scrolling and advanced transitions.

Designed and built communication sites in SharePoint, aligned with the client's branding and project goals.

Example: Mining department communications site*

- **Objectives:** Increase the number of visits and unique visitors to the sites, enable users to find information quickly and easily, and improve the look and feel of the sites for a more enjoyable online experience.
- **Brief:** Design a SharePoint site based on the objectives and overall strategy, making sure design elements match the finalised complex isometric visuals (concepted and designed by me) and users' needs.
- **Action:** Led UX research activities, including writing surveys, conducting interviews, and then translating results into user personas and flows. Developed a high-fidelity mock-up informed by user research and platform constraints, then handed over for development.

*Due to many changes in company structure and processes, the results of these projects are not available.

Produced corporate, instructional and animated explainer videos in multiple languages.

Example: BlueSmelting Animated Explainer



- **Objective:** Improve Rio Tinto's social licence to operate and help decarbonise operations and achieve its climate goals.
- **Brief:** Create an engaging explainer video in two languages in the Rio Tinto brand to promote a technical concept (BlueSmelting) to a broad demographic on social media.
- **Action:** Refined a supplied storyboard with detailed camera movement and animation direction, applying animation principles to custom-built icons and diagrams to create clear, purposeful and visually consistent storytelling.
- **Result:** 807 combined views of both versions on YouTube since January 2025 (current as at April 2026). 4200 views and 22 reactions on Facebook since September 2024. The videos are part of Rio Tinto's #FindingBetterWays strategy on social media.

Led the design direction and layout of print items (e.g. invitations, newsletters, case studies, handbooks, guides, fact sheets, annual reports, presentation folders, etc).

Example: Newsletter design refresh*

- **Objective:** Improve the newsletter by writing more curated content, refreshing the design, creating clearer structure while allowing flexibility, moving less relevant content to other channels, and evolve based on readers' feedback.
- **Brief:** Redesign the look and feel of the newsletter to align with the company's objective and brand.
- **Action:** Created a template containing a front cover and contents page, CEO's message, master pages and all text and design element styles for streamlined content layout.

Developed visual identities for small businesses including logo design, business cards, social media templates and graphics, and branded packaging.

Example: JDub Dance fitness identity



- **Objective:** Promote the fitness instructor's The Jungle Body in KONGA and BURN program classes and launch a social media account on Facebook.
- **Brief:** Produce a logo, branded post and event templates and graphics, and a business card.
- **Action:** Developed a visual identity conveying confidence and inclusivity through dynamic and clean lines, with a refined aesthetic and a diverse skin tone-inspired palette.
- **Result:** Helped establish a presence on Facebook that grew a community of followers and local partners through organic reach until it ceased in 2020 due to COVID.

Administrative tasks relating to running a business such as client liaison and briefings, estimating, invoicing, time tracking and project management.

A highly creative and multidisciplinary in-house role delivering impactful design outcomes through close collaboration with stakeholders at all levels and providing strategic brand guidance across all projects.

Design work across print: Brochures, case studies, advertising, bids and proposals, presentations, signage, exhibit and stand artwork for events.

Designed static and animated digital assets for various platforms: Websites, email marketing, company intranet, online advertising and social media.

Built and maintained relationships with external suppliers (printers, merchandise, photographers, videographers and signwriters).

Led the roll-out and implementation of the refreshed brand across the Australian business.

- Developed a strong understanding of the new brand through in-depth study of the brand guidelines, supported by insight and advice from the UK designer.
- Wrote a communications plan including localised objectives and proposed timelines.
- Updated all marketing and communications templates, company social media channels and image library with the new logo and brand elements.
- Re-designed the internal e-newsletter in MailChimp and set up reusable content blocks for future communications.
- Re-designed the wordmark for the intranet and provided general brand advice on the intranet layouts.
- Managed and carried out all new design requests, making sure new brand is applied consistently and to a high standard.

Produced live-action and animated videos to support recruitment campaigns and advertising, company strategy and fundraising initiatives.

Example: Strategy Animation

- **Objective:** Due to increased defence budget, new business opportunities were identified by the Managing Director and the leadership team which prompted a refresh of the company strategy.
- **Brief:** Explain a complex strategy to employees of various backgrounds and levels within the organisation through thoughtful design.
- **Action:** Leveraged motion graphics knowledge and skills to build a step-by-step Prezi-style animation in After Effects. Matched the supplied voicover to animated elements to ensure smooth flow of information.
- **Result:** Employees gained a better understanding of the strategy and their role in the company.

Organised and led photo shoots to replenish QinetiQ's image library and to ensure consistent brand recognition and visual language across all channels.

- Sourced in-house talent and managed their expectations through clear briefing, communication and ongoing support before, during and post photoshoot.
- Created detailed photography plans including photoshoot overview and purpose, talent details, props, site locations, shot lists, visual references, logistics and schedules.
- Coordinated the travel approval process including completing relevant forms, gathering quotes and securing stakeholder sign-off.
- Arranged and booked transport for talent and external suppliers to ensure on-time attendance.
- Provided on-site art direction, guiding shot types, camera angles and cropping to suit both print and digital outputs.

Produced no-code digital brochures for the iTunes Store including app icon designs and splash screens.

- Leveraged internal connections to expedite approval processes with the Apple Developer Team.
- Exported HTML5 files using Ajar Productions' in5 plugin and packaged up with PhoneGap Build.
- Managed the full lifecycle of submitting apps to the iTunes Store, including obtaining the certificates and provisioning profiles, creating and managing App Store Connect records, preparing app metadata and assets, and uploading app packages to Apple via Xcode.

3D design skills used in internal communications and visualisations.

- Created 3D animations for internal communications.
- Designed and built basic 3D models for use as artwork in company merchandise.
- Gained basic visualisation and compositing skills using After Effects and Element 3D plugin.

Designed and built intranet page layouts in old and new brand using built-in web parts.

Assisted the marketing manager with general admin tasks and organising company merchandise.

Written social media posts and intranet announcements.

Maintained marketing templates and image library.

Mentored an intern and gained management skills.



Visit my [LinkedIn profile](#) to view details of previous experience ('01-'13).



Education

IN PROGRESS (2026) ONLINE

Udemy

Figma UI UX Design Essentials with Daniel Walter Scott

IN PROGRESS (2026) ONLINE

Polygon Runway

Create 3D Lettering in Blender

JAN '22 ONLINE

CERTIFICATE OF COMPLETION

Polygon Runway

Become a 3D Illustrator!

MAY '20 ONLINE

CERTIFICATE OF COMPLETION

Udemy

After Effects CC: Motion Graphics & Animation Principles with Louay Zambarakji

NOV '18 IN-PERSON

CERTIFICATE OF COMPLETION

City Desktop Training (Brisbane)

2-Day After Effects Advanced Course

OCT '18 IN-PERSON

CERTIFICATE OF COMPLETION

City Desktop Training (Melbourne)

2-Day Premiere Pro Advanced Course

MAY '15 - AUG '17 IN-PERSON & ONLINE

DIPLOMA OF DIGITAL MEDIA DESIGN

Billy Blue College of Design (Brisbane)

Academic transcript available on request

MAY '15 IN-PERSON

CERTIFICATE OF COMPLETION

Inkling Women (Melbourne)

2-day Speak Easy Course

AUG '14 IN-PERSON

CERTIFICATE OF COMPLETION

City Desktop Training (Brisbane)

2-Day Premiere Pro Essentials Course



THANK YOU