

# SHEREE DILLON

**Senior Digital Designer**  
(9+ yrs exp)

+61 432 746 228

[hello@sheree-designs.com](mailto:hello@sheree-designs.com)

[sheree-designs.com](https://sheree-designs.com)

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whistle4wildly6hunk4poet



## Proficient with

- › Adobe Illustrator, Photoshop, and inDesign
- › Figma
- › HTML & CSS
- › CMS Systems (Wordpress & Webflow)
- › Meta Quest
- › Microsoft Office
- › Canva

## Familiar with

- › Adobe After Effects
- › Javascript
- › Rive
- › Firebase
- › Google Looker Studio
- › Adobe Audition
- › Adobe Premier Pro

## Professional Summary

I'm a designer with over a decade of combined academic and professional experience, specialising in brand design and digital experiences across industries including tech, education, health, hospitality, retail, and non-profits. Having worked in-house, in studios, and as a freelancer, I bring a versatile approach to creative problem-solving—leading projects from concept to execution, crafting cohesive brand systems, and designing intuitive, impactful web and UI/UX solutions. Skilled in collaborating with cross-functional teams, I excel at translating strategic objectives into engaging visual narratives. I'm passionate about working with forward-thinking organisations to evolve brands, push creative boundaries, and deliver design that resonates across both digital and print touchpoints.

## Experience (1/3)

### UI/UX & Brand Designer (Freelance) / Self-Employed

May 2015 - Present (9+ years)

Whilst being a freelancer I have worked full time with studios, in-house marketing teams and have freelanced with my own clients across various types of industries to achieve creative marketing and design-led solutions for their businesses, clients and customers.

### UI/UX Designer (Contract) / Domino's Pizza Enterprises

April - Aug 2025 (4 months)

At DPE, I contributed to the global "Loveable UI" website redesign across 12 international markets, contributing to the templating and QA rollout of the sites, which is currently ongoing. I also conceptualised and tested new forward-thinking website designs. I demonstrated strong attention to detail, cross-functional collaboration skills, and the ability to balance technical constraints with creative solutions while working with teams across multiple countries.

### Experience Designer (Full Time) / [Hyper Theory](#)

Aug 2023 - Oct 2024 (1 year, 2 months)

In my time at Hyper Theory, I've contributed to around 10 game/app/virtual reality design projects as well as other web and experiential marketing design projects. Some of our clients have included [Isuzu Ute Australia](#), [Sentis](#), [Rebel Sport](#), [Social Marketing @ Griffith University](#), [Elanco](#) and [Pitch Camp](#). We also work closely with other agencies to collaborate across large projects.

### Mid-Snr Designer (Casual/Full Time) / [Compare the Market](#)

Dec 2022 (2 weeks)

I worked in a contract role for 2 weeks to support the Compare the Market Marketing and Design team to develop and roll-out hundreds of digital advertising assets for their "Wake up to Waste" campaign.

### Career Break / Cairns, QLD

Oct-Nov 2022 (8 weeks)

I assisted my Mum in Cairns with cleaning her entire house, organising insurance, packing all her belongings and helping her move after a house fire destroyed most of her home. She is also quite sick and I assisted her with hospital visits.

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## Education

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### UX Design for Virtual Reality

Currently studying

[Interaction Design Foundation](#)

### UX Design & Research

Aug - Nov 2019

[Interaction Design Foundation](#)

### Bachelor of Design (Web Design)

2013 - May 2015

[SAE Institute Brisbane](#)

### Diploma of Commercial Art

Feb 2009 - Mar 2011

[Commercial Arts Training College](#)

## Experience (2/3)

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### Mid-Snr Designer (Casual/Full Time) / [Viabrand](#)

Mar - Oct 2022 (9 Months)

As a Communications Designer at Viabrand, I work with a small team of designers, copywriters and developers on both internal and external client work including websites, campaigns, video and photography editing. Some of the clients that I worked with included Century Batteries, Evansa, OptiComm, ACM Auto Parts, Battery Zone, Beyond Advisors and Embient.

### Mid-Senior Graphic Designer (Full Time) / [Venlo](#)

Dec 2021 - Mar 2022 (4 Months)

At Venlo Investments, I worked across their multiple companies such as [IMUNI Health](#), [Plungie](#), [TRED Outdoors](#), [BuildTuff](#) and [ResiTech](#). I worked on art directing and styling social media content, social media advertising, photography editing, motion graphics, icon system creation, styling for photography, magazine ads and packaging design.

### Senior Graphic Designer (Contract) / [Minor Hotels](#)

Nov 2020 - Nov 2021 (1 Year)

At Minor Hotels, I worked across multiple hotel brands that are managed in-house including 70+ Oaks and Avani Hotels, Resorts and Suites and their 18 hospitality venues. I worked within a marketing team producing print, social media and website materials for national marketing campaigns, LAM campaigns and other general use marketing materials.

### Graphic Designer (Part-Time) / [Tabcorp](#)

Charitable Games Department

Dec 2019 - May 2020 (6 Months)

In the Charitable Games division at Tabcorp, I worked with the team to develop a new Play for Purpose website as well as rolling out and developing assets for raffle draws. These assets were used across The Lott's website, Play for Purpose website, OOH Ads, eDMs and other online banner ads. I collaborated across departments and with many stakeholders to ensure the brands integrated and communicated effectively with the other lottery brands.

### Graphic Designer (Contract) / [RSL Queensland](#)

Aug - Nov 2019 (4 Months)

In my second time contracting with the team, I worked across multiple campaigns including Remembrance Day collateral, event collateral for [Explore & Rock The Barracks](#), and assisted in rolling out the new Shoulder to Shoulder campaign assets.

### Graphic Designer (Contract) / [Tabcorp](#)

Technology Strategy & Improvement Department

Dec 2018 - Feb 2019 (3 Months)

At Tabcorp's Technology Strategy & Improvement division, I contributed to the 'Pivot' project, which introduced agile frameworks across the organisation. Over three months, I developed a branding brief and designed a modern logo and visual identity that captured Pivot's values. Additionally, I created promotional materials and internal communication collateral in line with Tabcorp's brand guidelines, supporting the successful rollout of this initiative.

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## Referees

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**Available upon request**

## Experience (3/3)

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### **Graphic Designer** (Contract) / [Tabcorp](#)

Creative Services Department

Aug - Dec 2018 (5 Months)

In my time in the Creative Services team at Tatts, the team employed my services for a few months to help support them as the company transitioned from Tatts Group to Tabcorp. I worked across multiple national lottery brands but I mostly worked in rolling out assets for various campaigns. I occasionally worked on developing concepts for some campaign artwork.

### **Graphic Designer** (Contract) / [RSL Queensland](#)

May - June 2018 (2 Months)

In my first time contracting with the team, I mostly assisted with designing their [educational materials](#) that would be rolled out to schools to teach children about RSL history.

### **Graphic & Web Designer** (Full Time) / [Desketing](#)

Aug 2017 - Jan 2018 (6 Months)

As a Graphic & Web Designer at Desketing, I worked together with a small team with a primary focus of achieving marketing and sales goals for our clients across the retail, hospitality and property sectors. During my time at Desketing I managed to achieve the successful launch of several Christmas campaigns, one of which resulted in the large growth of our client's database of customers.

### **Graphic & Web Designer** (Casual/Freelance) / [Viabrand](#)

Nov 2015 - Jul 2017 (1 Yr 9 Months)

As a Communication Designer at Viabrand, I collaborate with a small team to meet our clients' branding, marketing, and design needs. I helped redesign Viabrand's website and content, and I established an Instagram presence that increased traffic, referrals, and contributed to business growth.

### **Graphic & Web Designer** (Internship) / [Klyp.co](#)

Sep - Nov 2014 (3 Months)

As a digital design intern at Klyp Co I worked on a variety of graphic design and development projects for multiple clients. I tailored user experiences and interfaces to achieve our client's business goals, created vector illustration and infographic assets, and contributed to the user experience design of multiple PHP applications.

### **Print Production Designer** (Full Time) / [Shirts North](#)

Jan - Dec 2012 (11 Months)

I created screen print and sublimation print designs for shirts and assorted apparel to the client's requirements. My biggest achievement in the role was transitioning the business' printing operations to an overseas supplier. I was responsible for checking garment colour samples and laying out designs to fit a wide range of garment template sizes. I also created designs that were cut on a plotting machine for videoflex heatpressing.

Want to see my work?  
**Visit my website.**

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