



GRAEME HOWARD

MOBILE: (021) 833 372 **EMAIL:** graeme.g.howard@gmail.com

ONLINE PORTFOLIO: graemehoward.webflow.io

EXPERIENCE

JUNE 2024 – PRESENT

CREATIVE MARKETING SPECIALIST

Play Distribution, Auckland

- Leads creative execution for digital and print campaigns across licensed brands including Disney, Pokemon, and Minecraft.
- Merchandises the company's online store with a focus on improving information architecture, navigation, and increasing conversions.
- Creates retail and B2B marketing assets, social promos, catalogues, and sales tools.
- Collaborates with licensors and internal teams to maintain brand consistency and quality.

SEP 2017 – FEB 2024

SENIOR GRAPHIC DESIGNER

Mighty Ape Limited, Auckland

- Graphic Design including graphics for social media campaigns, website graphics, packaging, signage, presentations, and trade shows.
- Created and maintained style guides and templates for internal and external use.
- Brand management and print procurement.

JUL 2014 – AUG 2017

WEB DEVELOPER

Mighty Ape Limited, Auckland

- Utilised HTML, CSS and JavaScript to create, enhance and maintain user interfaces on Mighty Ape websites.
- Crafted responsive and mobile experiences.

MAY 2008 – AUG 2013

INTERMEDIATE DESIGNER / PRE-PRESS

Printing.com, Auckland

- Design, production and pre-press.
- Designing a wide range of printed materials including internal marketing material and proposals.
- Design clients included IBM, McDonald's, and The University of Auckland.

EDUCATION

SEP 2013 – JUL 2014

DIPLOMA OF WEB DEVELOPMENT

Yoobee School of Design

JUL 2007 – APR 2008

DIPLOMA OF COMPUTER GRAPHIC DESIGN

Media Design School

FEB 2001 – NOV 2001

DIPLOMA OF NEW MEDIA DESIGN

Media Design School

SKILLS

CREATIVE TOOLS

Photoshop (Expert), Illustrator, InDesign, After Effects, Acrobat

WEB & TECHNICAL

HTML, CSS, Responsive UI, Shopify, Webflow

OTHER TOOLS

Google Suite, Office 365, Slack, Asana

STRENGTHS

Time Management, Communication, Working in a Team

References available on request