



JEMMA POPE

jemmapope.com.au

SENIOR GRAPHIC DESIGNER BRAND IDENTITY, WEB & PRINT

PROFESSIONAL PROFILE

Senior graphic designer and brand strategist with 20+ years experience creating brand identities, campaigns, publications and websites across commercial, not-for-profit and environmental sectors.

Experienced in taking a brand from discovery through to deployment, including full brand deep dives, rebrands and refreshes for PIMS Group, CCL Solutions and Canelands. Skilled at designing within brand guidelines to produce fresh, memorable work across print and digital, and at keeping a brand consistent once it is in market.

Expert in Illustrator, Photoshop and InDesign, with hands-on web design and build experience across Squarespace, Shopify, WordPress and Webflow. Currently leading a brand refresh at Reef Catchments. A reliable, client-focused designer who manages projects from brief to delivery and works to deadlines.

KEY CAPABILITIES

Visual identity and rebranding | Brand governance audits | Design systems and style guides | Government brand compliance | Web design and implementation | Policy and information design

SKILLS

Adobe CC | Figma | HTML/CSS | Webflow | Squarespace | Shopify | HubSpot | Microsoft 365

SECTORS

Mining and Industrial | Economic Development | Technology and SaaS
Natural Resource Management | Retail and E-commerce | Not-for-Profit
Heavy Transport and Logistics | Water and Environmental

CLIENTS

Greater Whitsunday Alliance, Mackay Regional Council, Mackay Base Hospital, CQ Rescue, PIMS Group, CCL Solutions, Canelands, Baltic Group, DBDS, STAR FM, Love and Lace, Forty Winks, Reef Catchments, R&J Batteries, LOKE Digital, Southern Farming Systems, Indigo Foundation and Small Giants Academy + many more.

PROFESSIONAL EXPERIENCE

Reef Catchments Ltd (RCL) – Mackay, QLD / Australia

Communications and Media Officer | Feb 2026 – Present

- Leading the RCL brand refresh, including a Brand Governance and Strategic Communications Roadmap with a four-pillar framework covering visual identity, messaging, digital infrastructure and staff empowerment.
- Producing brand-aligned content and collateral across funded NRM project streams including biodiversity, waterways and sustainable agriculture, from project articles and newsletters to educational resources and social media content.
- Designed an internal workflow system using Microsoft Forms and Planner to manage job intake, triage and reporting, making team workload visible to management.
- Prepared board-level reporting and a CEO-facing investment proposal for a communications platform upgrade.

Black Owl Design (BOD) | Mackay / Australia

Senior Designer | Mar 2024 – Dec 2025

- Delivered brand strategy, visual identity and high-level design for a diverse client base, including full brand deep dives, identity systems and multi-channel collateral. Clients included Mackay Regional Council, GW3 (annual report), PIMS Group and Forty Winks.
- Built and deployed over 50 responsive Squarespace sites and two Shopify sites, including custom Liquid coding and a Shopify/Retail Express point-of-sale integration.
- Developed marketing plans and provided strategic communications advice to clients.
- Acted in an owner-cover capacity during principal absences, managing client relationships, staff, delegation and studio operations.

LOKE Digital (Global) | Remote / Australia

Global Strategy & Design Manager | Nov 2017 – Feb 2020 & Feb 2020 – Aug 2021

- Drove the complete company rebrand and global product visual strategy, creating a unified product presence across four international markets (AU, NZ, UK, SG).
- Managed mobile app and digital UI design (Adobe XD and Sketch) and established the pipeline for high-fidelity asset handover to the development team.
- Led brand voice, messaging and content production, coordinating across sales, product, design, engineering and customer service teams.
- Managed an external social media and SEO agency, overseeing strategy, reporting and content quality.

PROFESSIONAL EXPERIENCE

Jemma Is A Team Player By Nature— She Is Meticulous, Considerate And A True Leader When It Comes To Brand Identity And Vision. On Many Occasions, Ideas Mentioned In Passing Were Brought To Life By Jemma's Creative Thinking And Remain A Key Component Of LOKE's Identity To This Day.

Rachel Richardson, Head of Growth at LOKE

Jemma Is Solely Responsible For Taking The Corporate And Product Branding Of R & J Batteries To Whole New Levels. She Is A Uniquely Talented Person With Great Vision And Work Ethic. I Recommend Her Without Hesitation For Any Role Or Work In These Areas.

Stuart Hamilton, CEO at R&J Batteries

R&J Batteries Pty Ltd (Australia & NZ)

National Design & Marketing Manager | Jul 2012 – Jan 2018

- Sole national lead for corporate communications, marketing, design and brand governance across Australia and New Zealand, reporting directly to the owner/director and CEO, and lifting corporate and product branding across both countries.
- Managed a direct report, providing training, mentoring and day-to-day direction.
- Coordinated activity across state managers and 20+ store managers, ensuring consistent brand application across all locations.
- Led development of a custom online battery finder tool and broader digital presence, working with IT and external developers.
- Planned and coordinated national trade events, product launches and sponsorship activations.

Jemma Pope Design & Marketing | Remote / Global

Independent Freelance Consultant | Mar 2006 – Mar 2024

- Brand Strategy and Identity: Worked with clients across commercial, not-for-profit and service sectors to develop and refine brand positioning, visual identity systems and messaging frameworks, from initial discovery through to deployment across print and digital channels.
- Design and Content Production: Delivered end-to-end design across campaigns, collateral, digital assets, annual reports, publications and web, maintaining high creative standards across diverse briefs and industries.
- Client and Project Management: Managed long-term client relationships independently, including scoping, briefing, project management and delivery.
- Marketing and Communications Advisory: Provided strategic marketing and communications counsel to clients navigating growth, repositioning or audience expansion.

COMMUNITY & PRO BONO

Southern Farming Systems – Contract

Produced trial results books, annual reports, newsletters and case studies (2017-2020) for a not-for-profit agricultural research and extension organisation, translating technical content for a landholder audience.

Indigo Foundation – Pro Bono

Designed annual reports for two consecutive years for an Australian not-for-profit operating in international development (2019-2021), supporting fundraising and organisational profile.

Small Giants Academy - Contract

Contributed as a Graphic Designer & Digital Content Creator (Feb 2023 - Jun 2023), supporting education initiatives focused on the Next Economy.

TECHNICAL SKILLS & EDUCATION

Design & Layout

Adobe Illustrator, InDesign and Photoshop (expert proficiency), Figma, Canva

Web & E-commerce

Squarespace, Shopify (including custom Liquid code), WordPress, Webflow (transitional), HTML and CSS

Marketing Platforms

HubSpot, Mailchimp, Campaign Monitor, Google Analytics, Meta Business Suite

Productivity & Workflow

Microsoft 365 (Teams, SharePoint, Planner), Zapier, workflow automation

CERTIFICATIONS

Diploma of Communication Arts and Design – Design & Arts College of New Zealand

Mini MBA in Marketing – Marketing Week, UK

HTML and Web Principles – City Desktop Training, Melbourne

Leadership Program – The Real Learning Experience

Aboriginal and Torres Strait Islander Cultural Awareness Training – QLD Government