

Details

Name	Jemma Traill
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Address	Auckland
Date of birth	09/09/1976
Nationality	New Zealander
Marital status	Married
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Education

Udemy.com	2023 User Interface Design Essentials - UI/UX Design on-line one day
UX Gym	May 2020 One Day Introduction
Unitec	1996 -1999 Bachelor of Design and Visual Communication
AIT	1995 Graphic Design Certificate
Waitakere College	1990 -1994 University Entrance Six Form Certificate School Certificate

Awards

2025 Global MarCom Awards - Platinum - Simrad Brand Identity
Best Design Awards 2021

Further Education/Volunteer

Volunteer for RWC 2011 Opening Ceremony
First Aid Certificate 2022

Programs

Extensive experience working in Adobe Creative Suite - Mac
Figma, and UX/UI design principles
Monday.com
Keyshot 3D rendering - Product rendering
Microsoft Office Full Suite
Microsoft Team
Planner
Miro - Global creative collaboration
Wordpress - Edit and build

Skills

Excellent organisational skills and interpersonal skills as well as the ability to inspire the creative team members to give their best.

The ability to plan and prioritize work to meet deadlines on time and to a high standard.

Ability to liaise between teams and clients to launch, develop and expand brand information.

An understanding of creative design trends, of design thinking and how to conceptualise ideas to finish artwork relative to brand strategy and target markets.

Excellent creative attitude under pressure, both in team and individual circumstances.

Leadership role and responsibility key member of global sustainable packaging project.

Designer research processes and up to date digital design trends.

Employment History

Navico - Auckland

Global Design Lead/Art Director

November 2017 - Present

Collaborating with key stakeholders across the business and providing creative guidance, art concepts, story boards and ideas to launch new offerings and campaigns, to proactively increase awareness and drive growth for the brands Simrad, B&G, CZONE and C-MAP, (Global digital systems team).

Taking briefs, writing creative strategies, contributing ideas and design artwork to the overall brief.

Managing graphic designs from conception to delivery.

Art direction and manage designer drafts to ensure quality.

Generating fresh concepts.

Ensuring brand consistency throughout various marketing projects.

Liaising between the global marketing and design teams to ensure deadlines are met.

Keeping up-to-date with industry developments.

Digital systems global design lead, designing for major NPI launches such as NSS 4, Zeus SR, NSX (next-gen tech and operating system) and global brand programs.

BrandLine - Auckland

Senior Designer/Creative Lead

August 2015 - October 2017

In my role as a senior designer/creative lead I would engage in close collaboration with clients and account managers to drive re-branding and promotional initiatives.

I was responsible for developing brands and creating compelling materials across multiple platforms, including website design and development, way-finding, signage, invitations, logo development, brand guidelines, flyers, and brochures.

Overseeing the entire design process, from inception to the ultimate delivery, this was the core aspect of my responsibilities at brandline.

Alpha Studio - Auckland

Freelance Designer/Director

December 2005 - October 2017

Manage my own graphic design/ branding company Alpha Studio.

Working on new brand identity for new clients, logo design, brochure design, business cards, letterheads, brand guidelines, and logos. Seeing projects from start ups to finished projects, increase website stats to google ranking #1. Managing social network accounts.

Bartercard - Auckland

Senior Graphic Designer

March 2004 - June 2006

Design, layout and manage the production of the bartercard directory 700 pages produced every 3-4 months. Including deadline setting, time line, proof checking and production print file set up.

Design and coordinate the advertising for the directory

Design and manage clients adverts

Design cover for directory

All Flyer designs for sales and marketing teams

Invitation designs for nationwide branches

Christmas Catalogue design and adverts.

All in-house promotional items designed from concept brief to finished artwork

Branding for conferences, after 5 functions and all promotional events relating to Bartercard.

Rendells - Auckland

Graphic Designer

November 2004 - February 2005

(due to company restructuring)

Design and lay up of Rendells Christmas catalogue.

Design of NZ Herald adverts every fortnight.

Working with the visual merchandiser to create window banners, printing these to a large format printer.

Design and lay up of the visual merchandisers advertising booklet for each store.

Design and lay up of Cardholders night flyer, invites for staff shopping night at Rendells.

Design and lay up of labels for garments

Working with Rendells buyers for consistency with the Rendells image.

Photographing products for Rendells brochure.

Helping out with photo shoots, in regards to the look of Rendells and keeping brand consistency.

Going to press passes for final press sign off.

NZHEVAC - Auckland

Intermediate Graphic Designer

February 2002 - October 2003

Design and page layout of a bi monthly magazine (IRHACE JOURNAL).

Design and page layout of IRHACE INDUSTRY YEARBOOK.

Design and layout of RACCA report produced every 3-4 months and directed by committee.

Designing or redesign promotional material for NZHEVAC, IRHACE, RACCA & HVAC from ideas through to print.

Design and lay up advertisements for clients.

Setting up the IRHACE JOURNAL for pre-press.

Checking adverts specs are correct for bi monthly magazine.

Scanning images for website and print.

Prepared product papers for annual technical conference.

General administration services for NZHEVAC -

Answering the phone, photocopying & data entry.

Professional Summary

I'm Jemma Traill, an award-winning art director (Bronze Best awards winner and Simrad Brand Identity - MarCom 2025 International), I am a visionary leader with a passion for innovation and design. I possess a keen eye for detail and a deep understanding of design aesthetics, which allows me to create compelling visual narratives that effectively communicate brand messaging. My ability to think outside the box and push boundaries has enabled me to develop unique and memorable campaigns that resonate with target audiences. I am a strategic thinker who is skilled at collaborating with global cross-functional teams to bring projects and campaigns to life. With my expertise in design, branding, and marketing, I am able to deliver impactful solutions that drive business growth and success.

As an experienced leader, my experience has taught me the skills to lead a team effectively, and I'm well-equipped to handle any challenges that come my way. My friendly demeanor makes me approachable and easy to work with, which helps build a positive and productive work environment. My team members appreciate my leadership style, and my ability to balance professionalism with approachability which makes me an asset to any organization.

I believe in effective leadership, I inspire and motivate others to achieve a common goal. I possess strong communication skills, a clear vision, and the ability to make decisions that benefit the team or organization.

I am known for my friendly and approachable demeanor. I always have a smile on my face and enjoy a good laugh. My passion lies in creating brand experiences and stories that not only look great but also drive results.

Portfolio

Please visit the following link to view my portfolio
www.alphastudio.co.nz

References

Available on request