

AMY HARDY

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Some days you will find me parked behind a desk, other days you will find me on a park bench exploring the great outdoors. I love a good adventure that involves experiencing a new horizon.

SENIOR GRAPHIC DESIGNER:

Just enough OCD to be efficient and meticulous, but more than enough humour and love for problem solving to make it – *insert one of those design buzzwords here* –

I enjoy the design process from the initial concept right through to getting the finished product out the door. With over 13 years in the industry, I have experience designing for a diverse range of clients, and crafting design solutions that cater for national promotions right down to the one off jobs. My skill set includes Art and Photography Direction, working alongside photographers, stylists, makeup artists and talent, implementing the creative layout, including the technical execution for full roll out to dispatch.

QUALIFICATIONS:

- BDes (hons), majoring in Visual Communication Design, at Massey University 2006 - 2009.
- Completed Fair Trading Act Training and Assessment.

REFEREES:

Available on request.



WORK:

2022 (May) - present

Graphic Designer: FEDERATION Ltd

Key duties involve optimising and expediting the design workflow to meet client expectations efficiently. This entails crafting design elements for multi-channel campaign deliverables, including brand design, email marketing, social media assets, digital graphics, product launches, and branded merchandise. Collaborating closely with team members and account managers to realise creative concepts within budgetary constraints is also integral to the role.

2017 (April) - present

Freelance for personal clients and through agencies

To name a few: Track NZ (DDB), Stanley St (Ogilvy), BC&F - Dentsu, Raydar, ICG, Republik, and The Warehouse Group

2013 (April) - 2017 (April)

Senior Graphic Designer: Farmers Trading Co.

This role required me to multi-task across various campaigns whilst ensuring artwork is delivered within the scheduled deadlines. An integral part of my role involves working with Campaign Managers and alongside departments such as Web, Marketing, Photography, Production, Visual Merchandise, Communications, and Buyerships. This role covers a wide variety of design; Art Direction and liaising with Photographers, Stylists, Makeup Artists and Talent, creating catalogues, look books, TVC, press and magazine ads, an array of POS, ticketing, flyers, web panels, emailers and direct mailers.

2010 (April) - 2013 (April)

Graphic Designer: Scorpion Design Studio

In this position, I was responsible for meeting specified budgets and deadlines, overseeing account management, creating nationwide promotions, and developing collateral for new and existing clients. I also prepared files for digital and offset printing, press pass jobs, fix supplied files for print and production.

MAKE
FAMOUS

MAKE
FAMOUS

MAKE
Famous!





LOYALTY PROGRAM



LOGO CONCEPTS



PRODUCT SET PACKAGING DESIGN



PRODUCT SET PACKAGING DESIGN



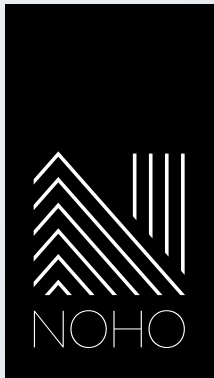
BRAND MERCHANDISE



LOGO | MERCHANDISE



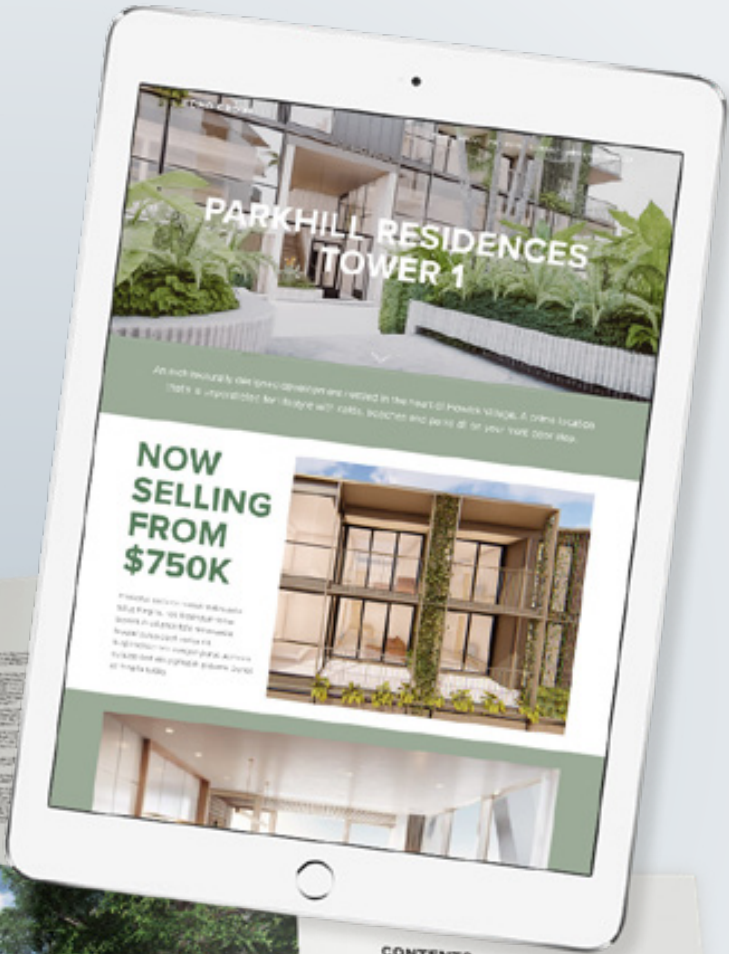




REGINALD BAKER
 PROJECT ARCHITECT
 DEVELOPMENT MANAGER

021 996 264
 reginald@nohogroup.co.nz
 www.nohogroup.co.nz

PO Box 39 555, Howick, Auckland 2145



BRAND IDENTITY & COLLATERAL



LOGO | WEBSITE | SOCIAL MEDIA | MARKETING COLLATERAL

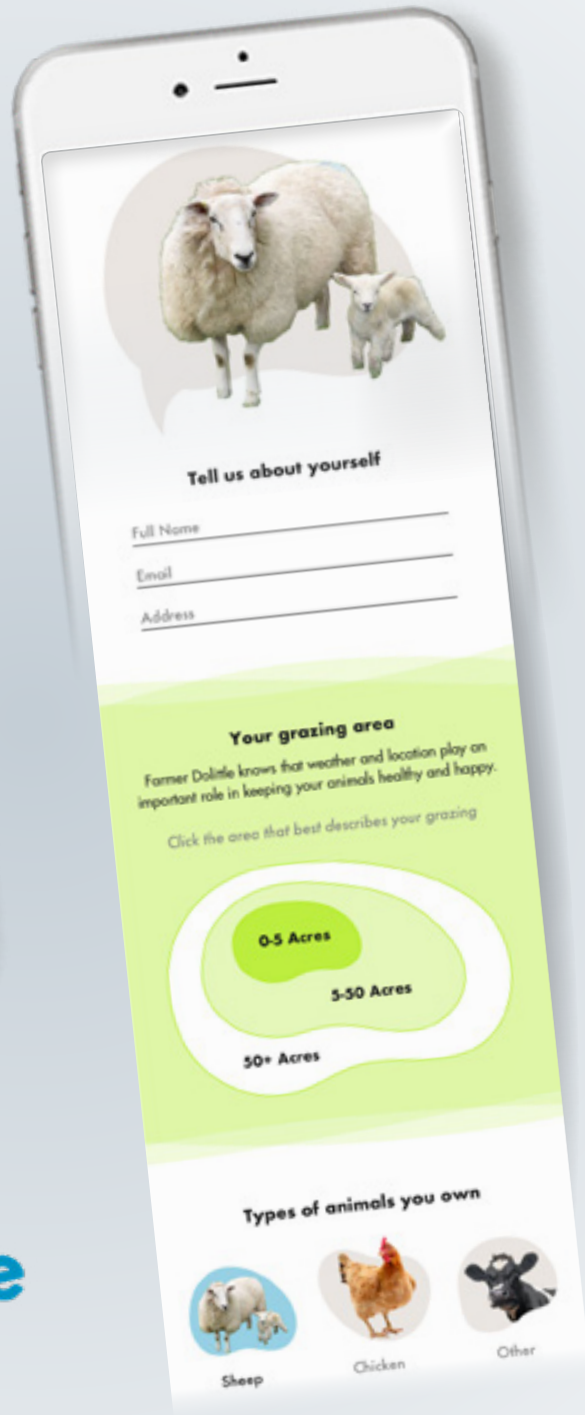


**FRESH
FISH**

**NOODLES
& RICE**

KATCH
— CAFE —





VERSACE

Purchase a \$200 or more Lady Million Fragrance OR a \$200 Lady Million Fragrance and receive a \$200 Shower Gel **FREE**

gioco robiano

Purchase a \$200 or more Lady Million Fragrance OR a \$200 Lady Million Fragrance and receive a \$200 Shower Gel **FREE**

ANTONIO BANDERAS

Purchase a \$100 or more Versace Fragrance and receive your choice of either a Bright Crystal Absolu or Eau Fraiche Miniature Gift Set **FREE**

trilogy

Purchase a Trilogy Moisturizer & receive a Trilogy Cream Cleanser \$200 **FREE**

evolve

3 for 2

trilogy

Earn points in every department

Farmers YOUR DEPARTMENT STORE

EXPOSING the latest in PIGMENTATION

Even many who have never's first or deep from here, the more you skin like you're aging, this may be a result of

Light

Light is the most common cause of skin pigmentation. The light rays that reach your skin are made up of a spectrum of wavelengths. The longer the wavelength, the more energy it has. The longer the wavelength, the more energy it has. The longer the wavelength, the more energy it has.

Darkening

Darkening of the skin is caused by an increase in the production of melanin. Melanin is a natural pigment that gives your skin its color. It is produced by cells called melanocytes. When these cells are stimulated, they produce more melanin, which can lead to darkening of the skin.

Exfoliation

Exfoliation is the process of removing dead skin cells from the surface of your skin. This helps to reveal smoother, brighter skin and can help to reduce the appearance of pigmentation. There are several ways to exfoliate, including using physical exfoliants like scrubs or brushes, and chemical exfoliants like alpha hydroxy acids (AHAs) and beta hydroxy acids (BHAs).

Hydration

Hydration is essential for maintaining healthy skin. When your skin is dehydrated, it can become dry, flaky, and more susceptible to pigmentation. Drinking plenty of water and using a moisturizer can help to keep your skin hydrated and healthy.

Protection

Protection is key to preventing pigmentation. Wearing a broad-spectrum sunscreen with an SPF of 30 or higher can help to protect your skin from the harmful effects of UV radiation. Additionally, wearing protective clothing and avoiding tanning beds can also help to reduce the risk of pigmentation.

Evidence

Exfoliation: \$200
Hydration: \$150
Protection: \$100

Earn points in every department

Farmers YOUR DEPARTMENT STORE

Elizabeth Arden
NEW YORK

limited edition

SUNKISSED PEARLS COLOUR COLLECTION

Luminous, fresh, refreshing, and your complexion in its best light. Inspired by the beauty of pearls, Elizabeth Arden introduces the new SunKissed Pearls Limited Edition Colour Collection.

ESTÉE LAUDER

new

GET SMOLDERING EYES IN SECONDS

Eye shadow singles, 20 shades in four shades: White, Velvet, Luminous and Brilliant. Or try Magic Smoky for an instant smoky eye.

NEW EyeLiner Pure Color Eye Defining EyeShadow Mascara \$39

NEW EyeLiner Magic Smoky Powder Shadow Stick \$48

YVES SAINT LAURENT

new

NEW Yves Saint Laurent Rouge Pour Couture Vernis À Lèvres Pour Water \$39

3 shades of intense but translucent red without lacquered for a 10-hour hydration effect.

NEW Yves Saint Laurent Fullliner Shadow \$37

The brand's iconic mascara tube into a powder which covers the eyelids with a breathtakingly intense metallic complexion that lasts for 16 hours. Available in 10 shades.

ALL REVLON LIPS

\$18

Exclusive to Farmers

ALL REVLON NAILS

\$12

Exclusive to Farmers

REDEM YOUR REWARDS ON BEAUTY
WOMEN'S LINGERIE & WOMEN'S COSMETY

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LOOK FOR THIS SYMBOL ONLINE at farmers.ca/4E

7 **REDEM YOUR REWARDS ON BEAUTY**
WOMEN'S LINGERIE & WOMEN'S COSMETY

Amazing EYE innovations
PLUS GREAT OFFERS

ARTDECO

1. PREPPING TOOLS

Discover ARTDECO's range of unique prepping tools. This brand is renowned for their ingenious innovations - must-have for any makeup artist.

3 FOR 2* on the ARTDECO range

ARTDECO Foundation Base \$16
ARTDECO Concealer \$16

artiste

APPLICATION TOOLS

The right brush can make all the difference to the perfect look. Professional makeup brushes for all looks and trends.

Spaced \$25 or more on Artiste products & receive a Deluxe 2-purchase Brush FREE

CH! CH!

2. GET CREATIVE

Versatile and highly pigmented, Ch! Ch! palettes are a full "tool" for your eye makeup additions to the range.

3 FOR 2* on the Ch! Ch! range

NEW Ch! Ch! Fresh and Sunset Palettes \$19.99 each

Exclusive to Farmers

MAYBELLINE

half price

3. ADD DEFINITION

The brand of famous lashes and soft tips is here to reveal the advantage of Maybelline's great eye and to let you reveal Lash Sensational Mascara.

BUY 1 GET 1 HALF PRICE on Maybelline Eyeliners & Mascaras

NEW Maybelline Lash Sensational Mascara in \$29.99

Maybelline Master Concealer in \$12.99

Maybelline Master Liner in \$12.99

BOURJOIS

4. PUMP THOSE LASHES

Introducing the new generation of lash lengthening and thickening. Use the Bourjois Lash Machine Volume Boosting Fibres in between mascara coats - we recommend in ultra Black, smothered with volume Black mascara for beautiful volume.

NEW Bourjois Lash Machine Volume Boosting Fibres \$29

NEW Bourjois Volume Cleanse Wash-Off Mascara Ultra Black Edition \$27

RIMMEL

smells like perfume

5. WAKE UP YOUR EYES

Introducing Rimmel's first mascara with vitamins and cucumber extract that helps lashes feel more nourished throughout the day!

Rimmel Mascara ONLY \$15 each

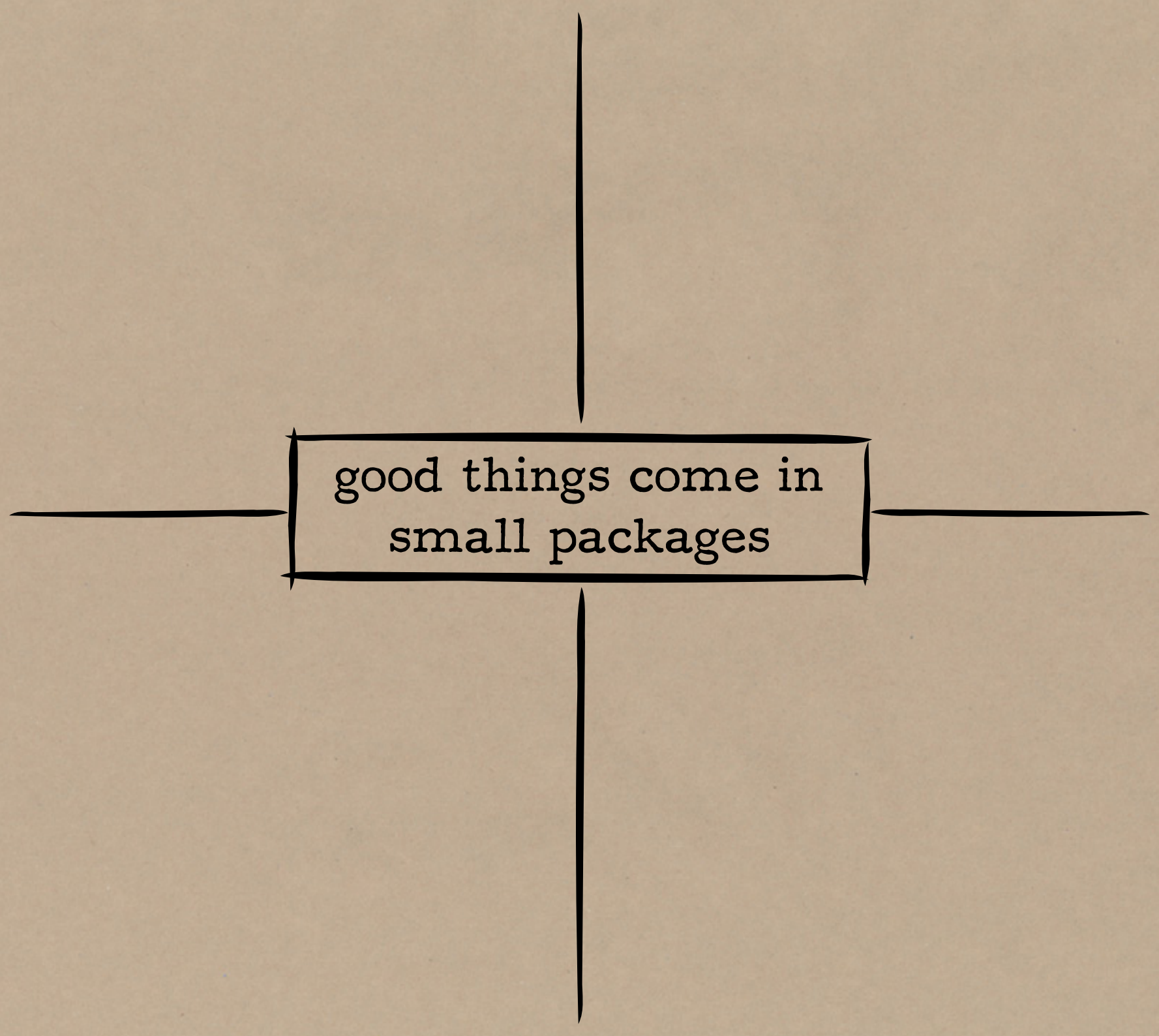
NEW Rimmel Wake Up Lash Mascara \$16

After Sale \$22.95

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LOOK FOR THIS SYMBOL ONLINE at farmers.ca/4E

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WOMEN'S LINGERIE & WOMEN'S COSMETY



good things come in
small packages