



## About

Hello! My name is Mahoney and I'm a graphic designer and project officer with 7 years of experience working in the creative industry and almost a year in community services. I've worked at a small creative agency as a mid-weight graphic designer, where I learnt quite a few tricks of the trade. I am currently working at Inner Sydney Voice as a Project Officer. My role requires me to provide support to community based projects, as well as assisting with general office administration duties and any design requirements.

I'm highly proficient in Adobe InDesign, Photoshop and Illustrator, as well as Canva. I have extensive experience typesetting and proofreading, creating and executing digital ads and eDMs, retouching images, designing layouts for creative campaigns, drawing illustrative concepts and creating both digital and print-ready final artwork. When illustrating, I love experimenting with form and creating pieces that showcase a strong message through simple but thought provoking execution. I'm always keen to learn more and push myself and my ideas further. I have promoted, organised, supervised and run successful activities and events in collaboration with coworkers and members of the community.

When I'm not working, I love seeing my family, playing netball, finding dogs to pat, gardening, making art or going to galleries, watching footy at the pub and cooking.

### EXPERIENCE

- 2018 – 2025  
Graphic designer at 3C Creative Agency
- 2025 – present  
Project Officer at Inner Sydney Voice
- 2022 – present  
Part-time freelance graphic designer



### EDUCATION

- 2015 – 2018  
University of New South Wales Art and Design  
Bachelor of Design  
Majoring in graphic and interactive design

### GENERAL SKILLS

- Layout design
- Typesetting
- Proofreading
- Digital and physical illustration
- Image retouching
- Digital and print artwork finalisation
- Conceptualisation
- Visualisation
- Problem solving
- Delegation
- Attention to detail
- Project support

### SOFTWARE SKILLS

- Adobe InDesign
- Adobe Photoshop
- Adobe Illustrator
- Canva
- Procreate & Sketchbook
- Google suite
- Microsoft Word, Excel and PowerPoint

MY WORK

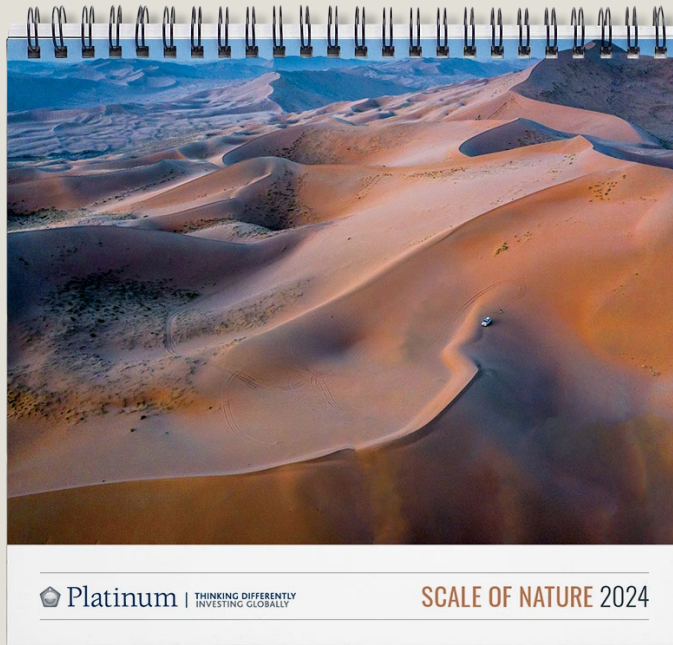
# Annual calendar

LAYOUT DESIGN, TYPOGRAPHY

Software used: InDesign

The Platinum annual calendar is sent out to their clients, each year focusing on a different visually captivating theme.

I redesigned the layout for a fresh look that ties together the predominant colours of the imagery with a sleek, legible typeface. I made sure to leave enough space for clients to actually use the calendar and write on it. I also helped brainstorm ideas for the theme of the calendar, and then sourced some of the final images used.



MY WORK

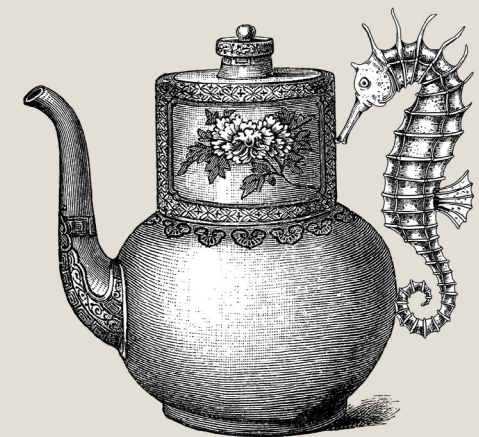
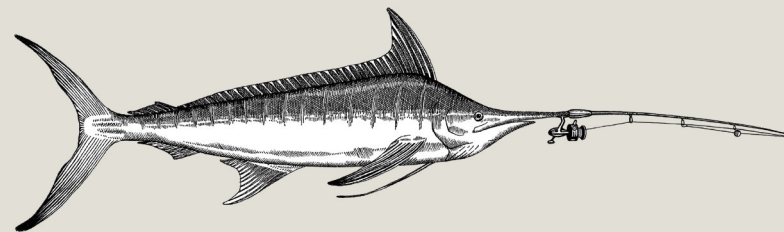
# Quarterly report covers

CONCEPT, ILLUSTRATION

Software used: Photoshop

The quarterly report covers combine two found illustrations to produce a new, surprising and playful visual.

Each quarter for 7 years, I developed new ideas for the illustration, usually designing about 3 mockups to present to the client. Once a design was selected, I would create the final print-ready design.



MY WORK

# Logo redesign

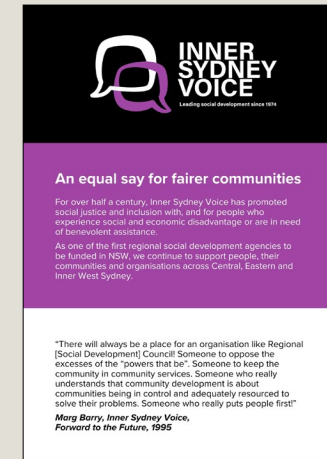
CONCEPT, ILLUSTRATION, DESIGN

Software used: Illustrator

Inner Sydney Voice needed a new logo that kept the legacy of elements of their organisation and existing logo. I decided to do this by keeping the recognisable existing colours of purple and gold, and producing a tagline that faithfully represents the ongoing impact of the organisation.

I reimagined the icon to become two overlapping speech bubbles, representing some core values and themes of ISV: understanding, sharing, conversation, common ground, perspective, community and support.

I created pull-up banners, teardrop banners, counter cards, table cloths, t-shirts, name badges, email signatures, Word and PowerPoint templates, as well as hand-printed hats and bags.



MY WORK

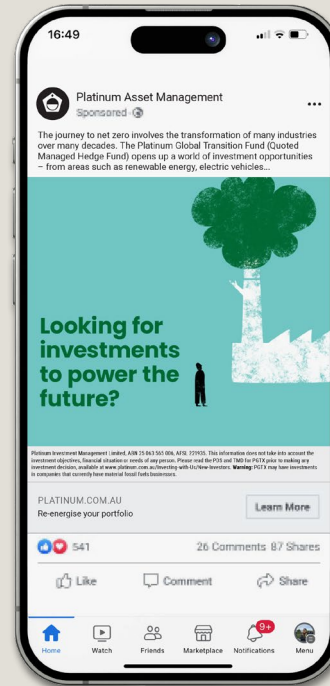
# New fund campaign

CONCEPT, ILLUSTRATION

Software used: Illustrator, Photoshop

For this project, I was tasked with creating the visual identity for a new fund. I devised concepts for the illustrations and then drew each of them. The campaign, Platinum's Global Transition Fund, looked to invest in companies that benefit from the transition away from fossil fuels. I conceptualised and produced illustrations that depict a relationship between some of these industries and the positive effects of the reduction of fossil fuels.

The final outputs included print-ready files for newspaper use, and digital-ready files for promotion on social media and the Platinum website.



MY WORK

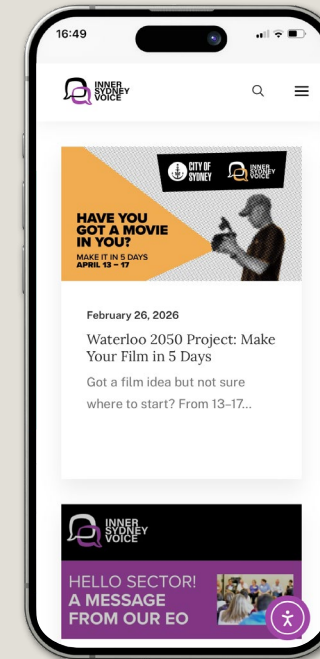
# Program campaign

CONCEPT, DESIGN, PROJECT MANAGEMENT

Software used: Photoshop, InDesign

Inner Sydney Voice ran a program called Waterloo 2050 that facilitated and supported young people from the local area to create their own short film.

I designed the visual language for the program to promote it and create a strong identity for any material required for the project. This included a flyer, a program, an Evenbrite banner, a PowerPoint presentation, a website tile and the credit tiles for the actual film.



## MY WORK

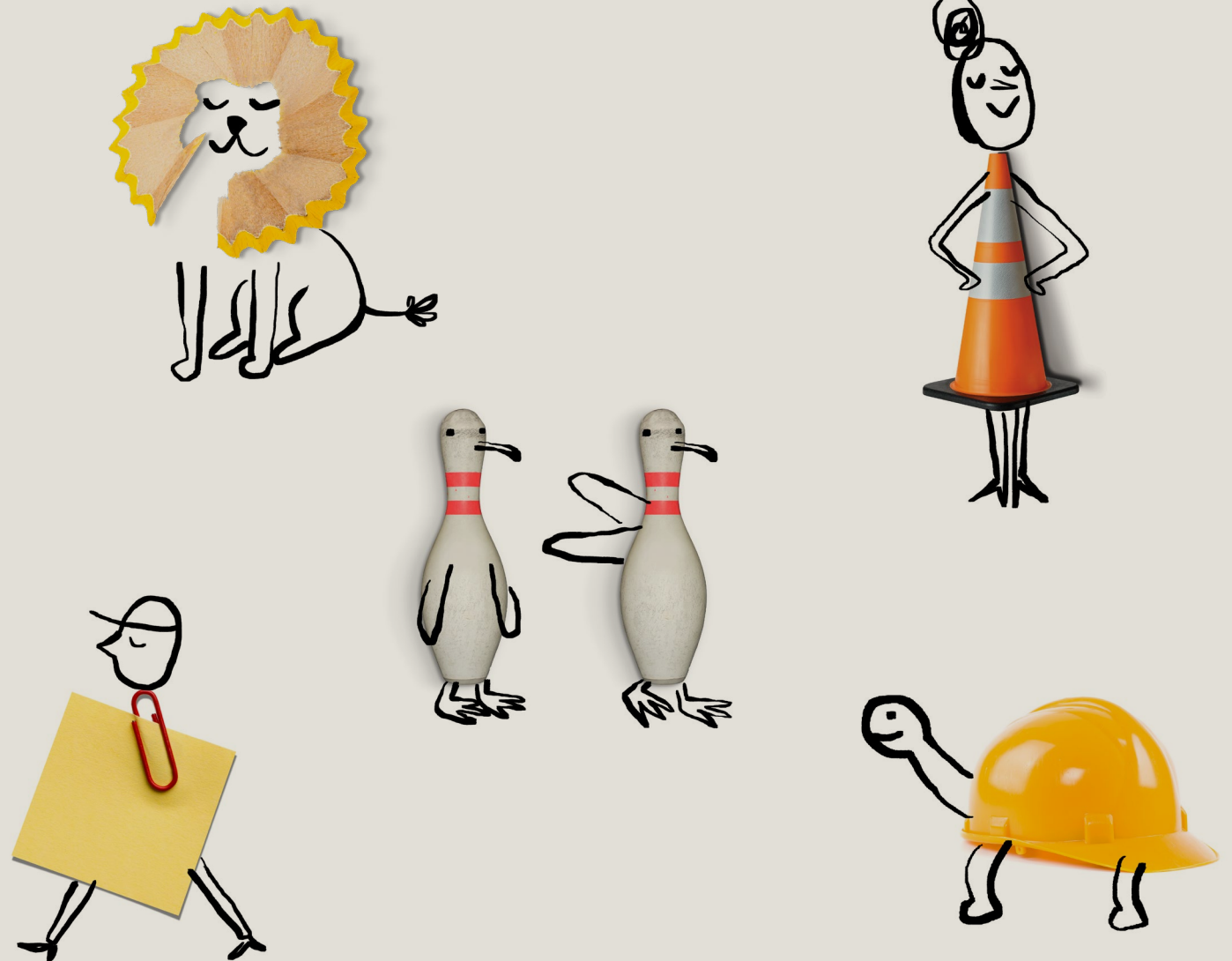
# Illustration series

## CONCEPT, DESIGN

Software used: Photoshop, InDesign

I created this series alongside coworkers at 3C Creative Agency to add a wider range of options to the brand's existing visual identity. The illustrations are used in client presentations to clearly set apart the agency and showcase creativity.

Each piece serves a purpose by bringing to life a concept or theme, in an informal, friendly way. I devised concepts for a variety of illustrations, sourced the object imagery and then drew each of them.



MY WORK

# Done By Us Project

PROJECT MANAGEMENT, DESIGN

Software used: Canva, Excel, PowerPoint

As a project officer and the graphic designer for this project, I was given a wide range of responsibilities throughout its duration.

I created all of the material needed to both promote and manage the training of peers and then the workshops they ran. As it was one of Inner Sydney Voice's major projects, I decided to use the ISV gold as the highlight colour for this collateral. This warm colour tied into the theme of the project, which was heatwave awareness. These included flyers, tip sheets, reference charts, hand-printed bags, YouTube tiles, PowerPoint presentations, Word templates, Eventbrite banners and translated versions of these materials.

I also helped out with the running of events. I assisted with mentor-run workshops in the Waterloo area, providing personalised flyers for each event as well as equipment and tech support on the day. At other events I assisted mentors to connect with members of the public through demonstration and encouragement.

Beyond the events, I assisted with tracking the data from these workshops. This included collecting and processing data from feedback forms, documenting the workshops and keeping a continuously updated spreadsheet containing the details of each event. These were all necessary components in acquitting the grant for this project.

**Tip Sheet 1: We Can Do Something**  
DON'T SWEAT IT: STAYING SAFE IN THE HEAT

Heatwaves can affect anyone, especially the more vulnerable. Heatwaves are really just a few hot days that happen one after the other. The less a person can adapt to the heat e.g. they don't have air-conditioning etc., the more they struggle in the heat. The environment that we live in makes a big difference, as the more concrete that surrounds us (or the less green or open space), the more we feel the heat.

**Why it matters**  
Summers are getting hotter and lasting longer. Hot weather affects some people more than others – especially if you live in an apartment, can't open windows, or don't have air conditioning.

This is part of climate justice: people that contribute least to climate change are often most affected by it. Those impacted often have less control (e.g. live in public/social housing, or are renters), and cannot take the necessary steps to remain cool.

**What is a heatwave?**  
A heatwave is three or more days when both daytime and night-time temperatures are unusually high for your area. Heat builds up day after day – even nights can stay hot.

**Who's most at risk**

- Older people, children and babies
- People with disabilities or chronic health conditions
- People on certain medications (check with your GPs)
- Those living alone or in homes that trap heat

**Why local heat maps matter**  
A local heat map shows land temperatures of specific areas. Some suburbs and even streets get much hotter than others. Less tree cover and more concrete mean higher temperatures. Know where you live on the map – and plan for extra cooling.

**Key message:** Staying safe in the heat starts with knowing when, where, and how it affects you.

**Is Your Pet Heatwave-Ready?**

**Water and Shade**  
• Provide plenty of shade spots for your pet to rest in.  
• Make sure there is always access to clean, cold water at all times.

**Walks**  
• Go for walks in the early morning or in the evening when it's not as hot.  
• Don't run or cycle with your dog in the heat.  
• Avoid footpaths. Test the ground with your hand; if it's too hot to keep your hand there for a few seconds, it's too hot for your pet's paws.

**Keep Cool**  
• Use a pet safe sunscreen on the nose and tips of ears to prevent sunburn.  
• Use pools and water sprinklers to entertain your pup while keeping them cool!

**Recognise the signs of heatstroke**  
If your pet shows any of the following signs, seek veterinary help immediately:  
• uncoordinated movements  
• collapse  
• vomiting



**Inner Sydney Voice**  
624 followers  
3mo

Here's how local residents keep cool during a heatwave. Do you have a plan for the next few days?

**DONE BY US**

**HOW SYDNEY IS KEEPING COOL TODAY**

INNER SYDNEY VOICE  
PROUDLY SPONSORED BY THE AUSTRALIAN COMMONWEALTH GOVERNMENT AND THE NSW GOVERNMENT

Charlie Coorey and 6 others

Like Comment Repost Send

**Am I drinking enough water?**

- 1 to 2: Hydrated
- 3 to 4: Mildly dehydrated
- 5 to 6: Dehydrated
- 7 to 8: Very dehydrated

**Important:** The colour on this chart should only be used as a guide and should not replace the advice of a health professional. Seek medical attention if you experience dizziness, confusion or if you urinate the amount of water you drink or dehydration.

MY WORK

# Greeting cards

CONCEPT, ILLUSTRATION, DESIGN

Software used: Sketchbook, Photoshop

My coworkers at 3C and I decided we wanted to create some greeting cards for dog and cat lovers. We chose a few themes that we thought would sell well, including birthday's and Mother's Day. I drew the illustrations to fit these themes, combining the humour and cuteness that animal fans often love.



MY WORK

# Annual report

TYPESETTING, PROOFREADING, LAYOUT DESIGN

Software used: InDesign

This annual report requires a different visual language each year, which includes illustration style, colour palette and typographic design.

I developed ideas for the layout and collaborated with my coworkers to finalise the design. I helped source the illustrations and provided feedback on the colours and fonts.

My main task for this project was typesetting and proofreading the document. This took a number of weeks as the report is over 100 pages with many tables and graphs to be formatted throughout, as well as the implementation of a specific typographic hierarchy.



MY WORK

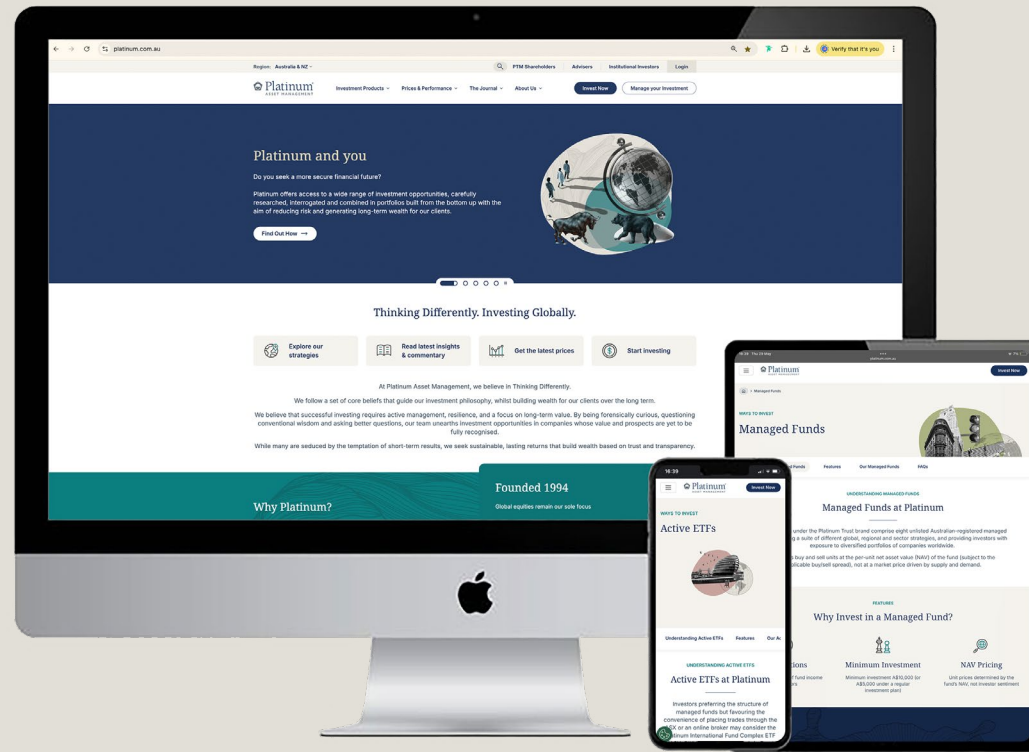
# Website collages

CONCEPT, DESIGN

Software used: Photoshop

Platinum was updating their website and needed a fresh take on the visuals they used to compliment their articles and pages.

We decided not to just use an image on each page to represent the company, it's products and opinions. Instead we thought the use of multiple visual devices in the form of collages would be more appropriate, less restricting and more visually interesting.



MY WORK

# Film poster

CONCEPT, DESIGN

Software used: Photoshop, InDesign

Joonè Delam is an independent short film about a young Iranian-Australian who confronts her father on his deathbed, embarking on a poignant journey of confrontation and healing. I was asked to design the poster for the short film that conveyed themes of vulnerability, growth and reflection, while showing the rift between the woman's father, her younger self and her current self.

I created versions for the big screen as well as social media use, and the director and producers were very pleased with the results considering the quick turnaround the project had required.



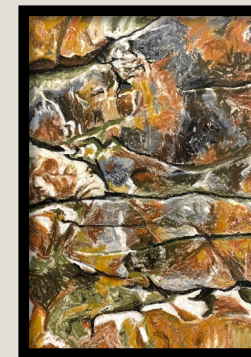
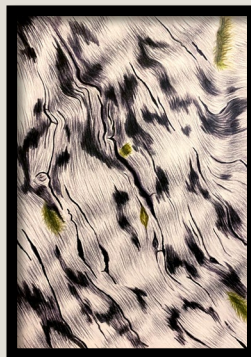
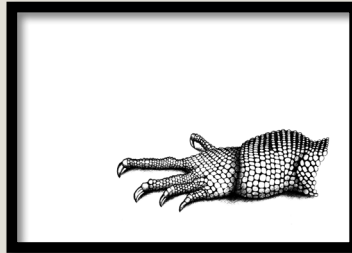
MY WORK

# Various artworks

CONCEPT, ARTWORK

Software used: Biro pen, ink, lino print, pastels, colour pencils

I really enjoy creating art and illustrations in my spare time, sometimes for small group shows with friends. I've always been inspired by and connected to the natural world, so it's unsurprising that the subject matter I'm most drawn to is Australian fauna and flora.



# Thank you!

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