



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, and 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 and 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, watching footy at the pub, cycling and cooking.

Experience

2018 – 2025
Graphic designer at 3C Creative Agency

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

Software skills

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



My work

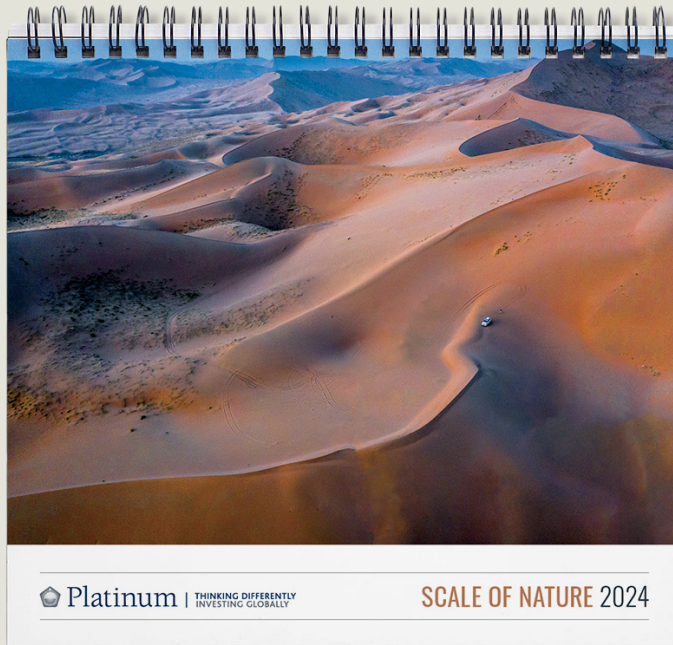
Annual calendar

Layout design, typography

Applications used for design:
InDesign

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

I redesigned the layout for a fresh look that ties together the predominant colours of the imagery with a sleek, legible typeface.



My work

Quarterly report covers

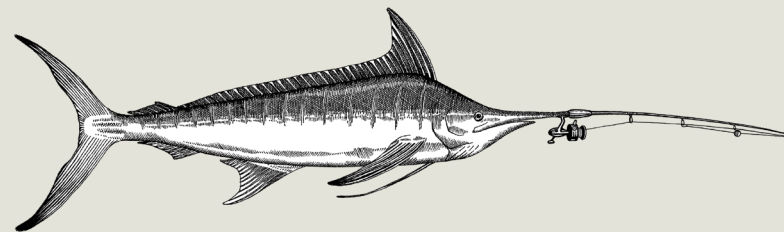
Concept, illustration

Applications used for illustrations:

Photoshop

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

I develop new ideas for the illustration each quarter, design mockups and then create the final print ready design.



My work

Logo redesign

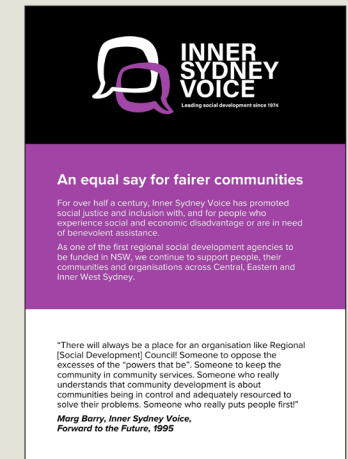
Concept, illustration, design

Applications used for logo:

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 our 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.



My work

New fund campaign

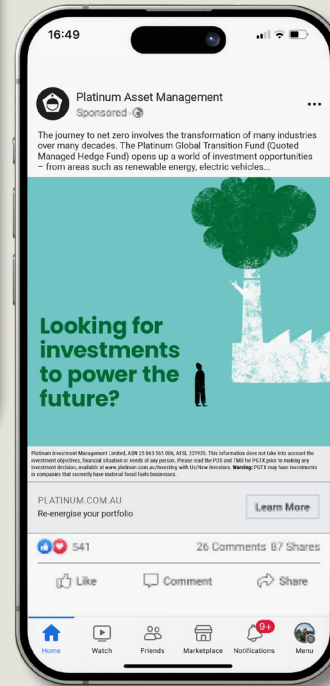
Concept, illustration

Applications used for illustration:

Illustrator, Photoshop

Platinum's Global Transition Fund looks to invest in companies that benefit from the transition away from fossil fuels.

For this project, I conceptualised and produced illustrations that depict a relationship between some of these industries and the positive effects of the reduction of fossil fuels.



My work

Program campaign

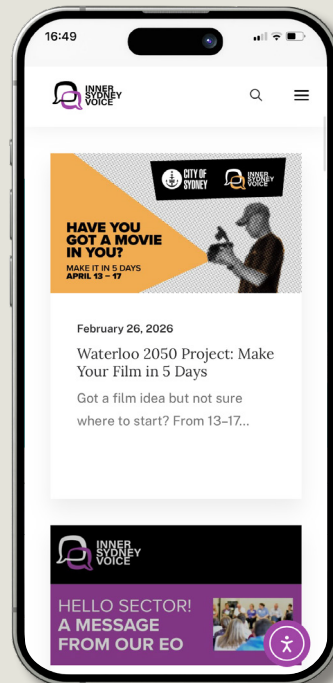
Concept, design

Applications used for illustration:

Photoshop, InDesign

Inner Sydney Voice is running a program called Waterloo 2050 that facilitates and supports young people 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 and a website tile.



My work

Greeting cards

Concept, illustration, design

Applications used for illustrations:
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 and I drew the illustrations to fit, combining the humour and sweetness that animal fans often love.



My work

Annual report

Typesetting, proofreading, layout design

Applications used for design:

InDesign

This annual report uses a different visual language each year, including illustration style, colour palette and typographic design.

I developed ideas for the layout and collaborated with my coworkers to finalise the design. My main task was typesetting and proofreading the document.



My work

Website collages

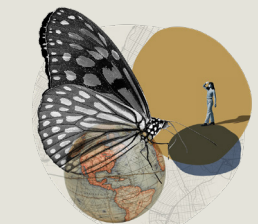
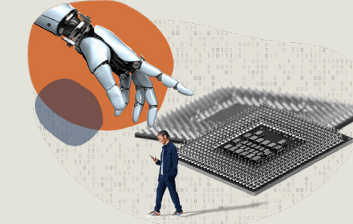
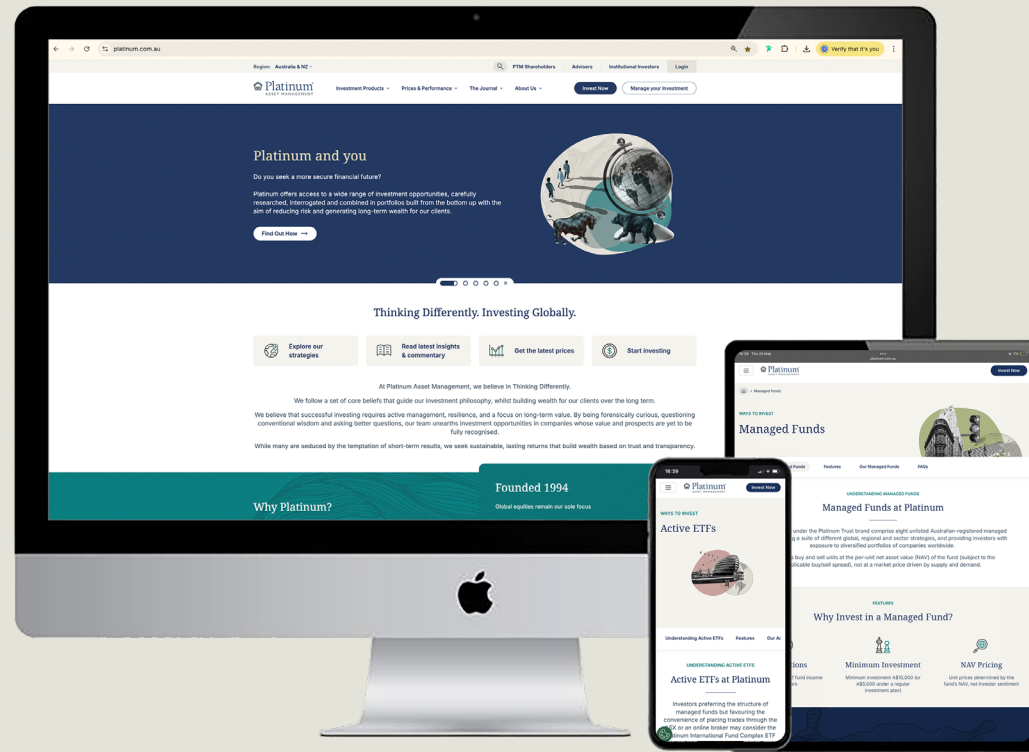
Concept, design

Applications used for images:

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

Applications used for images and design:
Photoshop, InDesign

Joonè Delam is 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.



My work

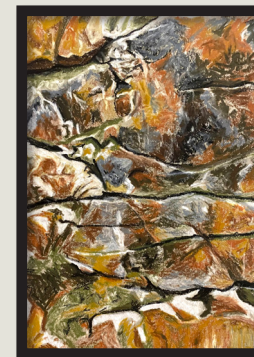
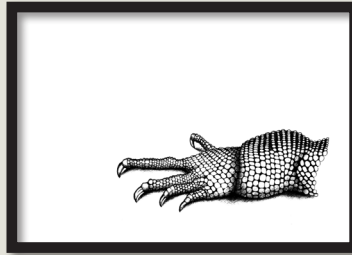
Various artworks

Concept, artwork

Mediums 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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