

# ABOUT ME

## Susie Goodall

MFA, BCA (Hons), Dip. Graphic Design,  
AssocDeg. Applied Design

Graphic Designer. Scottie Dog lover.

Susie is what's known in the industry as an 'all rounder' creating custom graphics, logo designs and branding, web design (Wordpress, Squarespace, Google Sites), print design and layouts (from business card to brochures, custom invoice books and labels), print advertising and newspaper layouts, content creation and copywriting.

## EMPLOYMENT

### Oodals [Graphic & Web Design Services]

Principal | Graphic Designer 2020 — Present  
oodals.com.au

### Honestally [Business Consulting & Technology]

Specialist - Graphic Design 2020 — Present  
honestally.au



15% Creativity



55% Coffee



15% Skill



15% Determination

## QUALIFICATIONS

- Dip Graphic Design 2020 (Swinburne)
- AssocDeg Applied Design 2019 (UTAS)
- CERT III Design Fundamentals [Foundry Launceston] 2018-2020
- MFA 2012 (UTAS) BCA (Hons) 2007 (UTAS)

## SKILLS

- Adobe Suite: PhotoShop, Illustrator, InDesign
- Word Press & Divi, Squarespace, Google Sites
- Copywriting [specialising in real estate copy]
- Canva
- Digital photography
- Fonts and typography
- Basecamp, Togg, Asana, Zoho, Lucidchart

# AWARDS

FOUNDRY DESIGN SCHOOL  
STUDENT OF THE YEAR  
Launceston, Tasmania 2020/2021

UNIVERSITY OF TASMANIA  
UNIVERSITY COLLEGE HONOUR ROLL  
Placed on the Honour Roll, 2020 for study  
in the Associate Degree in Applied Design

# MEMBERSHIPS



Member since 2018



Proud Member  
**Golden Key**  
International Honour Society

Member since 2004



# EXPERIENCE

- Brand and Identity
- Logos & Trademarks
- Packaging & Labels
- Print Advertising & Marketing
- Catalogues & Brochures
- Merch – Clothing & Apparel
- Poster Design
- Business Cards & Stationery
- Publications – Newspaper  
Layouts, Newsletters

# CONTACT

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