



GRACE POTTER

Kia ora! I am a user-focused designer who is fueled by an infatuation with typography, an excitement for digital design, and a love for people. I have experience in a range of areas from web design and brand identity, to video, editorial and more. I approach projects with a problem-solving 'can-do' attitude and apply myself wholeheartedly to every step of the design process. I am a self-starter, a creative thinker and a skilled designer. I would bring fresh perspectives and value to your team.

Contact Details

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Education & Achievements

2019

Graduated with a Bachelor of Design with First Class Honours, Majoring in Visual Communication Design at Massey University, New Zealand.

2018

Awarded membership into the International Society of Typographic Designers

Referees

Jared Blashinsky

Senior Manager of Artist Development at 88ring

Ibad Mohiuddin

Director of Social Content at All Def Media

Adiraj Gupta

CEO at Crypto Launchpad

Andrew Leslie

Co-Founder at Gtee Limited

Referee contact details available upon request.

Experience

Lead Designer

Crypto Launchpad, NZ • Mar 2018

- Current

Contract design and development of company branding, website, & digital media. Digital and UI/UX design for company clients.

UX/UI & Video Designer

Gtee Limited, NZ • 2016 - Jan 2020

Contract UI/UX & video/animation design. At Gtee I worked to assess & improve the UX & UI of their unique online platform.

Graphic Designer

88rising, LA • Jun - Nov 2019

A 6-month contract involving the design of digital & print assets for a 2019 music festival. Design of single artwork for clients (music artists). Design & copywriting for brand partnership pitch-decks & proposals.

Graphic Designer

All Def Media, LA • Mar - Jun 2019

Freelance digital & social media asset designer.

Web & Graphic Designer

Leisa Ryan, NZ • Jan 2020

Freelance web & branding design for Leisa Ryan - a spatial & interior design company in NZ.

Web & Graphic Designer

Bonnie Brave, NZ • Feb - May 2019

Freelance web, branding and digital design.

Videographer

Massey University, NZ • 2017 - 2018

Conducting, filming, & editing a series of promotional interviews.

Skills & Abilities

Skilled at user persona development, user-journey mapping, wire framing, rapid prototyping, and user research.

The ability to work cohesively and collaboratively with other designers, developers, marketers and other team members.

Skills in web development programs such as Webflow and Square Space.

Extremely competent with the Adobe Suite, Sketch, Figma, Invision, and Microsoft Office.

Strong branding skills and visual identity development, as well as knowledge of color theory and visual hierarchy.

Highly skilled in editorial, print, and typographic design. Strong layout skills, information architecture and copywriting abilities.

Excellent communicator with clients and team members. Confident presenter of design processes and final solutions.

Excels in strategic and conceptual design development. Enthusiastic problem-solver.

Capable of learning quickly, taking constructive feedback, and leading projects when necessary.

Basic knowledge of HTML, CSS and JavaScript, as well as a strong desire to learn more.

More in-depth work experience info available on my LinkedIn.