

CREATIVE PANEL DISCUSSION

WEDNESDAY 30 MARCH

@KATEPULLENDRAWS

1ST

FREELANCE GRAPHIC DESIGNER
FOR AROUND TWO YEARS

CAN FEEL LIKE
A BOYS' CLUB

FELT CREATIVELY CONFUSED
COMING OUT OF UNI

BUFFER

SAVED UP
HALF MY PAY
FOR SIX MONTHS
BEFORE GOING FREELANCE

PREVIOUSLY FELT SO
TRAPPED IN BIG,
CORPORATE JOBS

"EVERYONE
LOVES A
POSTCARD!"

DON'T UNDERESTIMATE
THE POWER OF PHYSICAL
OBJECTS OF PROMOTION

"LINKEDIN IS
WHERE IT'S AT!"

YOU GET TO RECOGNISE
CLIENT RED FLAGS

CANBERRA > MELBOURNE

INITIALLY DIDN'T
KNOW WHAT
ILLUSTRATION WAS

ADVERTISING IS VERY
COMPETITIVE

SHARING ≠ CARING

SICK OF HOW WOMEN IN THEIR
INDUSTRY WERE TREATED

HELPED DEVELOP 'THEAUNTIES':

"WE INSPIRE, PROTECT & CHAMPION
WOMEN IN CREATIVE INDUSTRIES"

RACHEL WORCOU

AIMEE CARRUTHERS

JES HARRIS

ASHLEY RONNING

KATHARINA MATIC

WORK
OUT 'HOW CAN I
STAND OUT?'

"I WAS ALWAYS THINKING
ABOUT THE NEXT THING"

COVID GAVE
ME TIME TO
PAUSE

I FOUND
JOY IN MY
WORK!

5 YRS
IN THE
MAKING

NOW WORKING ON MY
DREAM PROJECT

I LOVE

SELF-DIRECTED
PROJECTS ARE GREAT!

1. THE CLAMS
2. RUPAUL'S DRAG RACE
3. CERAMICS

1. RU PAUL

3.

CHERRY-PICK
CLIENTS YOU
WANT TO WORK
FOR, & CREATE
SOMETHING
SPECIFICALLY FOR THEM

RELY ON PAPERWORK
TO HELP MAINTAIN
BOUNDARIES & STICK
TO EST'D SCOPE

SHARE THE KIND
OF WORK YOU
WANT TO ATTRACT

IT'S OK TO HAVE BREAKS
BETWEEN CREATIVE JOBS

LIKE
HOSPO!

SLOWLY BUILT
UP A FOLIO

A LOT OF SEXISM IN
THE RISO INDUSTRY

I LIKE TO MAKE
A GAME OF IT

LOVE MEDITATION,
BREATHWORK &
YOGA THROUGH
THE APP 'OPEN'

GAIN MORE CONFIDENCE
& FEEL MORE EMPOWERED
AS YOU GROW

TOUGH STUFF

"ALWAYS WORK
HARDER!!!"
DRILLED INTO ME

MENTAL SPIRALS
ARROW
CAPITALISM
WHAT AM I DOING?
WHAT DO I VALUE?

POSITIVES

HAVING SOMETHING
CREATIVE TO FOCUS
ON OUTSIDE OF WORK

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