

JP Jace Prasil

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Skills & Strengths

UX/UI design
Illustration
Brand identity
Print design
Logo & icon design
Animation
Typography
Coding HTML & CSS
Sales & customer service
Verbal & written communication

Software Experience

Illustrator
Photoshop
InDesign
XD, Figma, Sketch
MS Office Suite
AfterEffects
Apple, Windows and Android OS

References

Sara Spence
Headjam - Art Director
0416 799 731
saraspen0@gmail.com

Dr Ben Matthews
University of Newcastle - Lecturer
0401 190 345
ben.matthews@newcastle.edu.au

Experience

Inspire Group UX/UI Designer & Illustrator
Mar 2021 – Present

Responsible for the development and design of custom built learning interfaces and learning facilitation materials, as well as creating layouts, visuals and animations incorporated into learning modules for a broad range of international and Australian brands. Working in collaboration with Learning Designers and Developers, as well as running co-design workshops with clients and internal stakeholders, both within the constraints of existing brand guidelines and developing bespoke illustration styles.

Headjam Designer & Illustrator
Jul 2016 – Nov 2020

Initially contracted for illustration work, owing to my experience as a web designer, I was approached for a permanent graphic design position. My broad skill-set quickly saw me integrated into every stage of branding, marketing and digital projects – from initial meetings with clients, and developing concept presentations, through to file hand-over and review of solutions in market. Working with clients ranging from start-ups and small businesses to universities and national enterprises, both as an individual and a team member, I became proficient in conceptualising and delivering resolved brand identities, websites and apps, animations, stationery and packaging, marketing campaigns, launch events and promotions, social media content, and signage. Establishing myself as a versatile illustrator whose' artistic style could adapt has enabled the studio to provide fully realised brand solutions complete with bespoke logos, graphics, lettering and icon sets, developed for each unique project, completely in-house.

Freelance Designer & Illustrator
2010 – Present

Freelancing as a designer with specialist illustration skills, I have built a broad base of experience and enjoyed the opportunity to work with a variety of clients ranging from start-ups, to marketing agencies and a variety of design studios. Operating as a sole trader has given me considerable experience in managing every stage of creative projects; from discovery, research, concept, ideation through to final delivery, as well as managing client expectations, creating presentations, deadlines and budgets.

Telligence Graphic & UI Designer
Aug 2006 – Feb 2009

Hired predominantly as a web designer, my role also included brand identity and logo design for small businesses through to large organisations in all industry sectors. Additional responsibilities included front end coding in HTML and CSS, as well as technical support and customer training in the Intelligence products.

Education

Typography & Hand Lettering
Pumphouse School of Design
2016

BA Visual Communication & Design
University of Newcastle
2013 – 2015

Diploma of Graphic Design
TAFE Northern Sydney Institute
2008 – 2009

Introduction to CSS
eClasses.org
2008

Achievements

Guest Lecturer
University of Newcastle
2018, 2019

Gruen 'The Pitch' Winner
Should Halloween be banned?
2019

AGDA Award Finalist
Branding, Big Al's
2019

AWARD Awards Finalist
Packaging, Just Been Laid
2018

AGDA Award Finalist
Packaging, Just Been Laid
2017

Qualified Member
International Webmasters Association
2009