

LEE CARTER

GRAPHIC DESIGN

DIGITAL MARKETING

WEB DESIGN

PROJECT MANAGEMENT

+ GET IN TOUCH



SOCIAL

[LinkedIn profile](#)



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+ WHO I AM & WHAT I BRING

- High-performing professional with over 10 years experience delivering high-impact work in the healthcare and engineering industries.
- Skilled in developing strong internal and external relationships to facilitate collaborative achievement of high-priority goals.
- Confident in the ability to thrive in a fast-paced setting and leverage skills in communication and negotiation; organisation and time management; and risk management and problem solving; to enable team success.
- Committed to lifelong learning and going the extra mile to contribute to facilitate continuous improvement.

+ SKILL SET

Design	Creation of visual concepts to communicate ideas that inspire, inform and captivate. Layout and production design for applications such as advertisements, catalogues, reports, brochures, conference stands, presentations, documents, agreements and forms. Experienced with the Adobe Creative Suite and Microsoft Office 365 creating, executing and maintaining high quality design systems and processes for both print and digital channels.
Marketing	Brand management experience coordinating the roll-out and ongoing management of group brands and related materials, ensure correct brand application, consistent communication style, and brand governance in both internal and public spaces.
Web	Experienced with CMS (Drupal, WordPress, SquareSpace, Shopify, Wix), UX design, HTML, CSS, SEO on and off-page, Google analytics data analysis, reporting, and implementing competitive strategies.

+ PORTFOLIO



PORTFOLIO

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+ EXPERIENCE

2007-2023: Senior Graphic-Web Designer

Paragon Care, Mount Waverley VIC.

- Produce visual solutions for the communications needs of the business. Provide imaginative flair, visual arts and design mediums to increase customer awareness and market interaction.
- Brand governance and centralised archive of the company SharePoint Resource Hub ensuring all corporate and brand marketing materials and communications are current.
- Website management, maintenance of 13 branded multisites integrating into one CMS on the Drupal platform, content marketing, on-page and off-page optimisation of all sites ensuring the content and copy meet the style guide and company standards.
- Mentoring, collaboration, delegation and management of workload for in-house graphic designer.
- Proactively enhancing marketing collateral both print and digital for a variety of environments and stakeholders.
- Responding to stakeholder requests for ad-hoc design assistance that was required urgently from time to time.
- Remaining objective, analysing facts, and evaluating options without bias, able to solve complex problems for organisations while delivering results on time and within budget.

Present: Freelance Graphic Designer

Brite Ideas as Owner/Operator.

An outlet where I use my design skills, knowledge and creative talents producing various marketing resources for small business.

Graphic design and creation of corporate stationery, logos, business cards, letterheads; marketing collateral such as brochures, product catalogues, data sheets, presentations; business forms and financial reports.

+ QUALIFICATIONS

2018	SEO Essentials, SEO Advanced
2015	Introduction to PHP and MySQL
2005-6	Diploma of Information Technology (Multimedia Integration)