



TAY KRIV



CALL

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FOLIO

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PROFILE.

- A team player with exceptional communication skills.
- An organised freak with great attention to detail.
- Ridiculously good time management & priority talent.
- Very approachable, highly reliable & responsible.
- Lover of all things music.
- Amateur Trumpeter.



EDUCATION.

- '11- '11 [Grenadi School of Design Melbourne AU](#)
Certificate III in Printing & Graphic Arts
Multimedia/Web Design
- '05 - '06 [Photographic Imaging College Melbourne AU](#)
Folio Enhancement Certificate
- '03 - '05 [Photographic Imaging College Melbourne AU](#)
Advanced Diploma of Photography
Photojournalism Major



SOFTWARE SKILLS.

HTML, CSS & PHP.
Interactive Design.
Magento, Minotaur, Wordpress, Open Cart & YES
Content Management Systems.

Adobe Creative Suite CS5/CC:
Photoshop, InDesign, Illustrator, Dreamweaver, Flash,
Fireworks & Premiere.

Microsoft Office:
Word, Excel, PowerPoint & Outlook.

Proficient with both MAC & PC platforms.



EMPLOYMENT HISTORY.

OCT 15
PRESENT

KEEPCUP | Fitzroy

Web Content & Graphic Design

- Website content management & development of all e-commerce sites (AU, NZ, CA, US, EU & UK).
- Back/front end testing.
- Online promotions.
- UX development.
- Graphic Design.

APR 13
PRESENT

BAD BACKS / HEALTHEZONE | Noble Park

Multimedia Coordinator

- Website content management & development.
- Produce the content & graphics for EDMs.
- Back/front end testing.
- Design banners, signage, window posters, flyers, ticketing & labels.
- Photography & videography editing.
- Social media & data feed management.
- SEO, SEM & online affiliate marketing.

NOV 12
OCT 14

CADET SHOES | Fitzroy

Graphic Designer

- Produced graphics for EDMs & web banners.
- Designed signage, window posters, promotional flyers, ticketing & labels.
- Produced a range of photos of products for the website & catalogues including retouching.
- Managed image library.
- Provided support to the marketing team.
- Assisted the development team with sketches, graphics, render product designs & montages.
- Produced content for social media platforms including Instagram, Facebook & Twitter.

OCT 12
MAY 13

MOO SAID THE COW | Albert Park

Graphic Designer

- Designed online banner advertisements for social media platforms.
- Created the graphics for weekly EDMs, Moo Mag, homepage banners & pop up promotions.
- Updated products & back/front end testing.
- Actioned design briefs generated by the business.



REFERENCES.

Stuart Heggie
Bad Backs

Carly Neale
Cadet Shoes

Suzannah Eurell
Cadet Shoes

Referee contact details available upon request.