

# CV ~ Caro Jones

I am a Graphic Designer / Studio Manager. I've been in the Design Industry for over 25 years. I am 49 years old. I am an easy to get along with, friendly and outgoing person and keen to demonstrate my abilities within a professional environment.

I am open-minded to all kinds of work. As a 'people person' I can fit in easily and happy to provide administration assistance and making coffee for clients! I am an all rounder and organised. I keep to task and always achieve deadlines.

I have my own business but am very keen to take on contract work - short term, freelance and leading to long term. I've recently worked for a company as Graphic Designer but my

Casual Contract expired. Prior to this position, I worked for a print company in a 6 month position. I worked closely with prepress and printers (digital and traditional) connecting with their mail house. This exposed me to the trade for which a large bulk of our work ends up in. My most desirable areas that I feel most comfortable are in the publishing and advertising arenas.

My motto is: If you are going to employ someone, employ them for their experience and professional approach and pay them accordingly. Take a person for their face value and don't discriminate. Everyone wins!

To view my portfolio website:  
[carojones.com.au](http://carojones.com.au)

## Overview of skills

- Design and layout
- Corporate identity
- Website design (no coding)
- Electronic finished art
- Photography direction
- Coordination of print production
- Project management
- Studio management
- Account management
- Adherence to QA standards

# About ~ Caro Jones

Diploma of Arts (Fine Art),  
Certificate in Commercial Art

Design Team Leader. Account Manager. Administrator.  
Designer/Finished Artist

I have been working in the advertising and publishing industry for more than 25 years.

I began as a graphic artist with Dye and Stark Advertising and moved on to Jacaranda Wiley Ltd where I quickly learned to master many Mac software programs.

I spent a number of years in finished art positions before using my strong organisational skills as Graphic Designer for the Department of Main Roads, General and Account Manager for Production House Australia, and then Studio Manager at Steve Parish Publishing.

I was also Studio Manager at George Patterson Bates and Graphic Designer at HMA Patterson for a number of years before establishing myself in my own business, Studio e.

I have a thorough understanding about account management, graphic design, finished art, and print production. Working with photographers, copywriters and printers and managing temporary and full time staff.

I was recently employed through a recruitment agency as a casual Graphic Designer for Ingenia Communities. I had this position for 10 months. I worked in a fabulous team environment. My contract is now expired.

My previous job was responsible for the Design Team and Prepress Studio and Account Management of Breed

Brand Management and IPG Connect and their clients, one of Queensland's largest employers of graphic design, print and digital professionals. I assisted the company's Directors, Digital Team, Sales Team and Production Team. My role as Design Team Leader was to assist our clients with a complete design team to make graphic solutions work online, on paper or on their shop front or vehicle. My main role was to ensure the smooth flow of work from client brief through to print production is on task and to deadline.

## Software experience

- Adobe InDesign
- Adobe Photoshop
- Adobe Illustrator
- QuarkXpress
- Adobe Acrobat
- Microsoft Office
- Prism

I hold a Positive Notice (Blue Card).

## Contact Details

Mobile: 0406 473 410  
caro@studioe.com.au

## Referees

Upon application.



## Skills

### **Project Management**

My project management skills comprise both theoretical knowledge gained through college study and practical experience in the workplace, particularly in the management of Studio e.

### **People Management**

I have practical skills in people management particularly in the areas of Studio scheduling and allocation of tasks to designers.

My best example of this is when I worked for a year in the role of Studio Manager for Steve Parish Corporate Publishing. I was responsible for the planning and project scheduling for each job to be placed into the studio. From the initial brief from Management, to designer hand over, following it through with the Editorial department for final checks and sign off then final art to pre-press. The necessary order to ascertain accurate information for each project to run smoothly and in a timely manner.

I worked for a year as Studio Manager with George Patterson Bates Advertising. I was responsible for handing the job over from the Account Managers to the Finished Artists. I ran the Studio and was in charge of scheduling. If a brief was required from the Art Director it was my responsibility to take it and pass it on to the designer. Once each job was

completed I had to check, have it signed off from the Creative Director and hand it over to the Production Manager. If it was a press ad I was responsible for it's despatch to the paper house.

This role was almost identical to my role as Production Manager for Production House Australia. The only difference being, I was responsible for print purchase and final estimation to client for approval.

### **Communication**

#### ▪ Oral Communication Skills

My oral communication skills are very highly developed. I tailor my style of communication to my audience and use appropriate language. I listen to the other person and try to ensure there is common understanding of what both parties are saying.

#### ▪ Written Communication Skills

My written communication skills are also highly developed. My style is governed by the subject matter and targeted to the audience. Usually it is of a more informal nature and I structure it for clarity generally with a statement of the purpose, any discussion that is required to enhance the receiver's understanding of the background to the message and the issues involved, and the action I require of them. Where appropriate, I include options for such action and recommendations.



## Skills (cont.)

- **Interpersonal Skills**

I pride myself in my interpersonal skills. I am a friendly happy person with a kind non-judgemental nature. I have highly developed interpersonal skills and am able to relate well to people at any level.

I am trusted and respected by clients and peers. They know that they can discuss any work or personal issue with me, knowing that they will receive an empathetic hearing, is treated with sensitivity and that information will be held in confidence.

### **Technical**

I have skills in project planning and management, estimating, and print production management.

### **Computer Skills**

I have excellent computer skills and am highly experienced in the use of Adobe software and Microsoft Office. I can navigate around Mac operating systems and am trained in network administration.

I also have excellent keyboard skills.

I enjoy sharing my creative flair and brain storming. I get a kick out of working with a team to create an outstanding result for the client.

Having worked in both Advertising and Publishing industries I am very capable of working under pressure and to tight deadlines.



## Reference

To whom it may concern,

I have engaged Caro Jones as a graphic designer for my cycling team, KOILEDPETBARN. She has been a pleasure to work with and produced an exceptional product. Caro's professionalism is of the highest order, she has always met deadlines, been reliable and helped me understand how her process works and when we will have work completed. She is an effective communicator and as a keen cyclist was the perfect choice for our consultant.

As part of her work, Caro also assisted on a Casual basis with both Koiled and OnceMore sales. She was able to talk through key selling points of custom bikes, accessories such as supacaz bar tape and was particularly effective at selling apparel. Caro stood out as someone who was likeable, authentic and could engage with people that entered the pop-up store. Regardless of their experience level Caro could pitch the conversation and convert them to a sale. She was also able to upsell other products such as caps and socks to increase the overall value of her sales. One of the memorable occasions at Pushies Galore had the stall move close to \$4000 in apparel – and the lion's share of this was Caro's customers. I have no hesitation in recommending her for a retail role that is cycling focused.

Regards,

**Rachel Edwards**

Director OnceMore Pty Ltd

Manager Koiled Pty Ltd

Team Managed KoiledPETBARN racing



## Employment - Current

### Self-employed

#### ▪ STUDIO E

#### ▪ FREELANCE

1997 - Current

### Role

#### Graphic Designer

### Duties

- Studio co-ordination administration
- Production scheduling
- Preparation of estimations
- Account management and servicing
- Production of Graphic design
- Production of Finished artwork
- Responsible for print production management
- Responsible for computer maintenance and back-ups

### Computer skills:

Operating computer-based design and desktop publishing equipment and applications in a Macintosh environment to include Adobe Creative Suite, QuarkXpress and Microsoft Office Suite.



## Employment History

### Employer

#### **INGENIA COMMUNITIES**

2015 - January 2016 (10 months)  
Casual Contract (Mon, Thurs, Fri)

### Role

#### **Graphic Designer**

### Duties

- Production of Graphic design
- Production of Finished artwork
- Responsible for computer maintenance and back-ups

### Computer skills:

Operating computer-based design and desktop publishing equipment and applications in a Macintosh environment to include Adobe Creative Suite, and Microsoft Office Suite.

### Employer

#### **BREED BRAND MANAGEMENT IPG CONNECT**

2014 - 2015

### Role

#### **Design Team Leader**

### Duties

- Studio co-ordination administration  
Time-sheets/Time-Cards  
Staff Manager: Team of 6
- Production scheduling
- Preparation of estimations
- Account management and servicing
- Production of Graphic design
- Production of Finished artwork
- Responsible for computer maintenance and back-ups

### Computer skills:

Operating computer-based design and desktop publishing equipment and applications in a Macintosh environment to include Adobe Creative Suite, QuarkXpress and Microsoft Office Suite, Prism.



## Employment History 1991 - 1998

<b>Employer</b>	<b>HMA George Patterson (Brisbane)</b> 1998 - 1999	<b>Role</b>	Publications Support Officer
<b>Role</b>	Finished Artist (casual)	<b>Employer</b>	<b>Neville Jeffress Advertising (Brisbane)</b> 1991 - 1992
<b>Employer</b>	<b>George Patterson Bates Advertising (Brisbane)</b> 1996 - 1997	<b>Role</b>	Graphic Designer/DTP
<b>Role</b>	Studio Manager	<b>Employer</b>	<b>Jacaranda Wiley Ltd Publishing</b> 1988 - 1991
<b>Employer</b>	<b>Steve Parish Corporate Publishing</b> 1995 - 1996	<b>Role</b>	Graphic Designer/DTP
<b>Role</b>	Studio Manager/Publishing Administrator		
<b>Employer</b>	<b>Production House Australia (Brisbane)</b> 1994 - 1995		
<b>Role</b>	Production Manager		
<b>Employer</b>	<b>Queensland Department of Transport</b> 1992 - 1994		