



Candice Rhea

Creative Director & Strategic Designer



What I'm About

I am a Portland based creative, specialising in brand storytelling, strategy and design.

My foundation of creative skill and intuition guide me in creating bold visual experiences.

References

Cindy Crawford

9374937597
vcudn@kmnsksn

Mike Swaziland

0509609084
msbdjdb@mnckd.dksk

Experience

Studio Chulo

FREELANCE GRAPHIC DESIGNER

Sourced new clients, managed client accounts, worked with clients to define briefs, and executed design solutions including website layouts, branding solutions, social media content, templates, packaging solutions and cohesive brand content.

2017 - 2021

Mincer Creative Agency

FOUNDER & CREATIVE DIRECTOR

Sourced new clients, managed CRM database, worked with clients to define briefs, delegated design tasks to outsourced creatives and promoted business via social media to generate leads and maximize brand identity.

Wahoo moment: Closed over \$65,000 in new sales in first year of operation by establishing goals, maintaining steady performance and seeking new clients.

2017 - 2019

Education

BA Communication Design

BILLY BLUE COLLEGE OF DESIGN

2018-2021

Diploma Graphic Design

TRACTOR DESIGN SCHOOL

2017

Curation

The Cutaway Project

ASSISTANT ART DIRECTOR

Collaborated with the Art Director and a team of creatives to implement an artistic projection display using 10 simultaneous projections across the exterior of 5 floor building for Melbourne's White Night Festival, 2019. The project saw an audience of 713,000 people. I was primarily responsible for the development of artistic visuals using Adobe After Effects and Adobe Premiere Pro while working within defined technical constraints.

2019

Volunteering

Web Design

CENTRE FOR PROJECTION ART

2018, 2019, 2020

Web Design & App Design

GERTRUDE STREET PROJECTION CENTRE

2018, 2019

Accolades

Honorable Mention

THINK EDUCATION ACADEMIC INTEGRITY COMPETITION

2021

Featured Project

INTRO DESIGN GRADUATE EXHIBITION

2018

Emerging Talent

TRACTOR DESIGN SCHOOL AWARDS

2017

People's Choice

TRACTOR DESIGN SCHOOL COMPETITION

2017

Skills

Graphic Design	●●●●●
Illustration	●●●○●
Strategy	●●●●○
Research	●●●●●
Love of Color	●●●●●●●●●●●●●●●●