

SOPHIE YMER

I'm a Graphic/Digital/Visual Designer with Motion & UI/UX Skills.

Contact me:

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[LinkedIn](#)

My portfolio :

www.sophiekymer.com

[The Loop Profile](#)

Experience

RASK AUSTRALIA (Dec 2016 - Feb 2020)

Head of Digital Design (& Digital Experience Manager)

- Branding of a digital company (including four sub-brands and two podcasts with thousands of viewers, readers and listeners)
- Animation, videography and video editing for educational and marketing videos
- The design of all relevant visual communications (web banners, social media posts, EDM banners, hero graphics, podcast cover art, event promotional graphics, etc.)
- Design and maintenance of four WP websites, including an education platform and multisite
- Podcast production (both audio and video - filming, editing and promoting)
- UX between the various sites and offerings
- Creating and managing marketing strategies (campaigns, CRM email marketing and workflows)
- Implementing SEO techniques and practices

CHERUB BABY AUSTRALIA (Jan 2017 - July 2018)

Graphic Designer

- Successfully improved and freshened the bands digital presence and user experience while adhering to style guides
- The design and delivery of all brand content (website, videography and video editing, social media assets, new product design, package design, web banners, web ads, EDM banners, brochures, catalogue, etc.)
- Responsible for the design, coordination and implementation of various digital marketing activities and campaigns
- Worked with a team of specialist contractors (developer, Adwords specialist, social media assistant, SEO specialist)

SOPHIE YMER CREATIVE (2015-Current)

Freelancing various projects

BANKSIA FOUNDATION (2017)

Graphic Designer (contractor)

TEVITA (2015)

Marketing and PR Internship

Skills

SOFTWARE

- Adobe Suite (Photoshop, Illustrator, InDesign, After Effects, Premiere Pro, Lightroom)
- Sketch, InVision, Balsamiq
- Microsoft Office, Keynote
- Wordpress
- Drip, Mailchimp, OptinMonster

TECHNICAL

- Digital design, web design, photography, animation, videography, video editing, UI/UX design, wireframing, branding
- Basic HTML & CSS, SEO & digital advertising (FB, adroll, adwords)
- Content creation & strategy
- Packaging design, product design, publication design & finished art

Education

SWINBURNE UNIVERSITY

Double Degree: Bachelor of Visual Communication Design/ Bachelor of Business (Marketing)

Loyola Marymount University (California): Semester Abroad

Achievements

- Highest achieving student in my degree (GPA 4.0)
- Study Abroad Ambassador Scholarship
- ATAR 90.5
- DUX year 11