Melissa Sugden

Head of Design & Digital
Shaping design for brands, digital and print

Mackay, QLD or remote | melissaksugden@gmail.com | Portfolio: melissasugden.com | linkedin.com/in/melissasugden

Professional summary

Head of Design & Digital with 16 years experience across creative agencies in graphic design, branding and digital design, including more than 8 years leading a design, digital and development team. Specialist in accessible design for print and web (WCAG 2.2 AA), working with not-for-profit, health, education, government and commercial clients. Combines creative direction, user experience and hands-on technical knowledge to deliver brands, websites, reports and campaigns that work for everyone.

Skills

Design: Graphic Design, Branding and Style Guides, Web, eCommerce and UI Design, Digital and Social Design, eLearning Design, Pre-press, Signage, Book and Publication Design, Advertising and Copywriting

Accessibility and UX: Accessibility (WCAG 2.2 AA), Inclusive Design, User Experience, Accessible and Easy Read Documents

Leadership: Design Leadership, Creative Direction, Team Mentoring, Recruitment, Proposal Writing

Technical: HTML, CSS, PHP, Custom WordPress Development (ACF, Custom Post Types), Website Security

Professional experience

Blick Creative | Melbourne, VIC | Jan 2016 – Present

Head of Design & Digital | Mar 2018 – Present

- Promoted to lead the design, digital and development team at an agency specialising in inclusive, accessible design for not-for-profit, government and commercial clients.
- Continue to design and deliver hands-on project work across branding, style guides, websites, annual reports, signage, eNewsletters, social media and campaigns.
- Set creative direction and quality standards for all studio work.
- Embed accessibility (WCAG 2.2 AA) and user experience into studio processes, from brief and design through to build and quality checks.
- Lead and mentor a team of 6 designers and developers based across Australia and internationally, managing workload, design reviews and professional development.
- Recruit the studio team, from shortlisting and interviewing to hiring designers and developers.
- Design and run team workshops on accessibility, website security and WordPress custom theme development.
- Write and design proposals, winning more than **40** of **50+** submitted (around **80%** success), securing and delivering work for clients including the World Health Organization, UNICEF, Deafblind Australia, GV Health, Monash University, Deakin University, Inclusion Australia, Bendigo Bank, the Victorian Department of Education, Berry Street and the City of Yarra.

Designer / Developer | Jan 2016 – Mar 2018

- Designed brands, logos, style guides, annual reports and print collateral, and prepared print-ready artwork.
- Designed and built responsive, accessible WordPress websites with custom themes.
- Designed and coded eNewsletter templates for Mailchimp and Campaign Monitor.
- Managed hosting, DNS, email setup and security for client websites.

Author and Designer | CouRage Against Anxiety: A Self-help Workbook

Self-employed | Jan 2018 – Nov 2020

- Wrote, designed, digitally illustrated, edited and self-published a workbook to help people manage stress and anxiety.
- Managed the full publishing process, from manuscript and layout to print-ready files, published through Blurb.

Graphic and Web Designer | Red Lid Creative

Mar 2011 – Dec 2015

- Designed and laid out print material and prepared pre-press artwork.
- Designed logos and developed brands.
- Designed and built WordPress, eCommerce and mobile-responsive websites.
- Wrote scripts and designed graphics for successful TV advertising for Joyce Mayne across **5+** locations in Australia.
- Wrote copy for radio advertising.

Software and tools

Design: Adobe InDesign, Adobe Illustrator, Adobe Photoshop, Adobe Lightroom, Adobe After Effects, Figma, Canva

Web and email: WordPress (Gutenberg, Elementor, Divi, WPBakery), Shopify, Craft CMS, Mailchimp, Campaign Monitor, Visual Studio Code, Git (GitHub)

eLearning: LearnDash, LearnPress, Adobe Captivate

Productivity and AI: Microsoft 365 (PowerPoint, Word, Excel), Claude, ChatGPT

Education and certifications

- **Bachelor of Computer-Based Design**, University of the Sunshine Coast **| 2010 – 2012**
- **Certificate II in Information Technology**, TAFE Queensland **| 2008**
- **Leadership: Practical Leadership Skills**, Udemy (Chris Croft) **| Jul 2018**
- **Complete WordPress Developer Course – Plugins & Themes**, Udemy

See my work

Branding, websites, print and digital case studies at **melissasugden.com**