

Curriculum Vitae

Novart Arakelian

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Employment

May 2008 – current

Communications Intranet Co-ordinator – Leighton Holdings

+ Craft and manage all in-house corporate communication content, graphics and design for use online and offline.

Responsibilities are writing and sending out corporate email announcements, use of content management system, ensuring content is current, editing and structuring of soft copy files suitable for online use, crafting any new content and graphics on the Intranet in the below areas: Group Directory / Office Services / Events and Fundraising / Crisis Management / Employment / Governance System / News and Media / Policies and Guidelines / Publications / Research and Reports / Specialist Broadcast Services and Staff Offers.

Provide print communication services and advice to the Corporate Affairs Department, Risk Management Department, Crisis Management, Human Resources and other areas of the business.

Creation and maintenance of user manuals and style guides for the Intranet content management system, provide training to new users.

September 2007 – current

Senior Designer - Freelancing offsite for TorchMedia, STI, White Room and The Click Agency

+ Managed and crafted 300+ CAD drawings simplified into TorchMedia style and branding guidelines, illustrated retail and car park A4 plans with further location related information and statistics.

+ The branding brief for Sydney Tactile Installations included logo concepts and crafting, business cards, letterheads, style guide, branded t-shirts and email signatures.

+ White Room's business planning and strategy creative requirements consisted of direct mail brochure, website design, email newsletter template, A5 promotional card and email promotion.

+ The online marketing business The Click agency jobs included logo design, business cards and website.

December 2006 – July 2007

Senior Designer - Freelancing onsite for EYE, Geraldine Ward and News Limited

+ Eye's main freelance project consisted of layout and design of 3 issues of the 48pp Eye Reporter magazine. In between Eye Reporters I worked on Info packs for North America Market, created site cards, power point presentations, website updates, animations, HR electronic forms and documents, advertising for industry magazines, photoshop mockups of sites and floor map illustrations.

+ In collaboration with Geraldine Ward, I worked on Body & Soul advertising, rate card media kits, News Limited buyers guide booklet, high-end home ware/ baby clothing brochures and catalogues.

Qualities

Resourceful
Natural Leader
Restorer & Builder
Self motivated
Patient
Reliable

Software Skills

Indesign CS3
Photoshop CS3
Illustrator CS3
Flash CS3
Dreamweaver CS3
Fireworks CS3
CMS
Quickcut
+Microsoft packages

Extra Training

+ Equatorial training
for Indesign CS
+ Spicers paper point school
+ AFA adschool
Introduction to
Art Direction
+ OSX panter training

Personal Info

DOB – 05/05/81
Female

Other Interests

Rock climbing
Photography
Travel
Ceramics
Bushwalking
Camping
Art house films
Volunteer conservation

+ I worked within the creative services department of News Limited on Country Style, Inside Out, Gardening Australia and Good Taste magazine advertorial design layouts and support marketing promotional materials.

March 2005 – September 2006

Art Director – DV1, Independent Entertainment and Ovation

+ I worked on various production projects for DV1, managing projects right from concept crafting right through to printer uptake for all artwork. Projects consisted of film and documentary title slick designs, disc designs, all marketing and advertising material, booklet and magazine designs, online website design, animated ads, banners and website content update.

+ For Independent Entertainment I crafted new concept title treatments and presentation documents for new TV series pitches.

+ The Ovation responsibilities for the arts and drama pay TV channel, started with creation of the new branding identity and management for: print, web and on-air. Then further development and implementation of the new styles guides in all communication areas such as advertising in publications, monthly highlight brochures etc.

Education

2000 – 2004

Enmore Design Centre, Enmore NSW

Advance Diploma in Graphic Design (Part-time 4 nights a week)

21 August 2003 – 30 October 2003

UTS AFA Adschool

Introduction to Art Direction

1993 – 1999

Catherine McAuley High School

71.65 UAI

References

Meredith McAuley

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