



Nadine Hollows

Graphic Designer

Mobile

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LinkedIn

[Nadine Hollows](#)

Portfolio

[nadinesportfolio.com](#)

KEY SKILLS

- Adobe Illustrator
- Adobe InDesign
- Adobe Photoshop
- Creatopy
- Canva

MY FAST 5

- Aesthetic sensibility
- Positive work ethic
- Stay curious
- Learn from it!
- Have fun with it!

CREATIVE INTERESTS

- Abstract expressionism
- Web design
- Branding
- Packaging
- AI design integration

UPSKILLING IN

- Figma
- Pro Create

QUALIFICATION

Bachelor of Media Arts
Graphic Design / Painting
Major in Print & Packaging Design
Waikato Institute of Technology
Hamilton, New Zealand
July 2013 — June 2017

Graphic Designer with 7+ years of experience delivering thoughtful, high-quality creative across digital, print, social, and campaign environments. Skilled in Adobe InDesign, Photoshop, and Illustrator, with a strong foundation in typography, layout, digital design, and production-ready artwork.

Collaborative, detail-driven, and inspired by brand systems, human-centred design, with a growing interest in AI-enhanced workflows that streamline and elevate design outcomes.

Employment History:

Graphic Designer

Tip Top Ice Cream, Auckland

March 2023 — Present

- Design digital, print, and in-store POS materials to drive product visibility and support sales goals across national retail environments.
- Lead creative execution for ATL, OOH, and digital campaign assets for NPD launches, brand campaigns, and promotional periods.
- Contribute to packaging artwork accuracy, compliance, and FMCG production requirements.
- Hands-on experience with press checks, improving understanding of colour management, print consistency, and manufacturing processes.
- Support brand development through visual exploration, product photography assistance, and light retouching.
- Collaborate with marketing, brand, and sales teams to understand project goals, refine creative concepts, and deliver assets on time.

Graphic Designer / Studio Manager

Republik Communications, Auckland

January 2022 — February 2023

- Designed digital, social, and PR assets for brands such as Mr Rental, Selley's, and Kāinga Ora.
- Worked closely with creative and art directors to develop concepts and explore brand visuals.
- Managed studio workflow, prioritising multiple concurrent projects while meeting tight deadlines.
- Tracked time, resources, and production requirements to support smooth project delivery.

Graphic Designer

Ray White Damerell Group, Auckland

June 2021 — December 2021

- Redesigned the Quarterly Magazine, improving visual engagement and attracting new advertisers.
- Produced and scheduled weekly and monthly blogs, supporting digital marketing strategy and traffic growth.
- Created bespoke social media, print, and campaign collateral for the sales team and key agents.

Graphic Designer

NZME (New Zealand Media and Entertainment), Auckland

August 2017 — June 2021

- Developed strong print design, editorial layout, and pre-press expertise across news and magazine environments.
- Designed commercial proposals, mock advertising, and pitch presentations supporting revenue growth.
- Assisted with in-house photography shoots and completed image selection and retouching.
- Produced promotional assets for NZME's radio brands while maintaining consistent brand identity across print and digital campaigns.

References available upon request.