

It's great to



see you here!



Hi there!
I am **Steph Luchtenberg**

WHO AM I?



A couple years ago I was used to describe myself as a young padawan travelling around the world looking for mind-blowing experiences and unique opportunities to utilize and hone my skills as an effective designer and problem solver by working with amazing professionals of design, marketing and communication.

But I made Australia home and I am not that young anymore. So here is an older version of myself, with an even bigger passion for design, unceasingly seeking for remarkable experiences and career growth.

In almost ten years of career I have successfully promoted an enormous variety of products and services. When I say enormous, I really mean it! Everything in between baby nappies and luxury boats. That includes Volvo trucks, Ducati and Kawasaki motorcycles, Fibrafort boats, many companies in industries such as real estate, building development, interior design, removalist, advocacy, banking, TV & internet providers, shows & events, drinking games, musicians & producers, all kinds of food, clothing for all styles, jewellery, sport goods, leather goods, personal trainers, creative kids toys, education providers, homeware, decor and OH! even Tonino Lamborghini tiles (can you imagine that?!). Believe me, it has been a very fun ride!

But, besides all the fun, I always portrayed myself very professionally and politely. I am an introvert only on Mondays before a cup of coffee. Any time after that, you can count on me to really do my best and use the most of my skills in order to achieve the success you are seeking for such a long time.

Alright! Enough about me. I mean... I think that's what are you here for, right?! So keep browsing as much as you'd like. If I do not get the job, at least you might want a cool CV too, huh?! (sorry, I can't help my sales pitch sometimes).

[Let's grab a coffee!](#)



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THE REAL DEAL

SOFT SKILLS:

Fast Learner	Creative Thinking	Problem-Solving	Communication
Time Management	Assertiveness	Multitasking	Prioritising
Fast Paced	Open-Minded	Feedback Receiver	Team Worker
Empathetic	Detail-Orientated	Highly Motivated	Extremely Patient

CAREER-RELATED:

Let's grab a coffee!

LANGUAGES:



Portuguese (BR)
Proficient



English
Advanced



German
Surname only!



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SOFTWARE



You won't find a massive list of software here. I am a self-taught designer (~~whoops~~) and... there are **a lot** of software out there – you name it. But hey! I am curious as hell so here is what I have learned so far:



InDesign



Photoshop



Illustrator



Lightroom



Acrobat Pro DC



EditorX



Trello



Microsoft Suite



G Suite



HubSpot



Windows PC (~~ugh!~~) and iOS operating systems

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You might be thinking “oh, is that it?!” and I don't blame you. I am a work in progress. Come on! Since you are already here, please have a look at what I am learning next on the [career focus](#) section and I am sure you will see some potential.



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CAREER FOCUS



I know it sounds promising but here is a list of software that I am currently exploring, meaning that I know the basics (or at least the purpose of it and what it looks like inside) but I would **love** to start working with! So shoot me some projects, provide me some guidance, be a little bit patient and I am sure we will get great stuff done.



Adobe XD



After Effects



Figma



Animate



Premiere Pro



HTML



Sketch



Webflow



InVision



Everything that involves motion graphics, interactivity, digital, web, UI & UX.

Let's grab a coffee!

As important as telling you what I can do and what I am looking forward to learn, here is what I can't do and I won't be learning any time soon (just to make things clear): I am not an illustrator neither a web developer. I am great at working with vector assets and I am able to create amazing things with them. However, I don't illustrate. Same as I am able design website interfaces and use some cheap platforms to put a website together. However, I don't do coding neither web development (yet!).



Hi there!
I am **Steph Luchtenberg**

ALMOST 10 YEARS OF DESIGNING GOOD STUFF



GRAPHIC AND DIGITAL DESIGNER

RedHill Education & iCollege Group
(All Greenwich College brands)

- Lead creative projects across Greenwich global marketing, communications and student experience strategies;
- Redesign visual identity in order to create a better brand experience and ensure all creative concepts align with the brand guidelines;
- Create design concepts for print media, including brochures, text books, posters, flyers, infographics, promotional materials, among others;
- Create marketing collateral, such as magazine and press adverts, as well as large-scale (OOH) digital and print artwork to spec;
- Design creative concepts and storyboards for digital display campaigns and social media, such as banners, newsletter, infographics, ads and posts;
- Maintaining and documenting all creative assets, files and archives.

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In-house & Hybrid



Sydney



Oct 2018 - Present



Hi there!
I am **Steph Luchtenberg**

ALMOST 10 YEARS OF DESIGNING GOOD STUFF



GRAPHIC AND DIGITAL DESIGNER

Hello Study Group

(Hello Australia & Hello Canada)

- Determine the objectives and constraints of the design brief by consulting, attending meetings and working collaboratively with the marketing team;
- Prepare sketches and formulate layouts from the briefing to communicate design concepts to appeal to the brand's key target markets;
- Lead creative projects across all Hello Australia offices (Brisbane, Gold Coast, Melbourne, Sunshine Coast and Sydney) and Hello Canada (Toronto);
- Create design concepts for print & digital media, including flyers, posters, folders, banners, newsletter, email marketing, ads and posts on social media;
- Adaptation of marketing campaigns to all collateral materials, social channels & ad formats;
- Maintaining and documenting all creative assets, files and archives.

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Freelance



Sydney



Dec 2017 - Oct 2018



Hi there!
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ALMOST 10 YEARS OF DESIGNING GOOD STUFF



CREATIVE DIRECTOR

Bandeira Franco
(Marketing & Advertising Agency)

- Distribute roles, organise and compose the creative team to find fast, creative and efficient solutions;
- Define and create a visual identity as an extension of new brands (guidelines, logotypes, iconography, colours, typography, photography, etc.);
- Create all kinds of design concepts for print & digital media;
- Selecting, specifying or recommending functional and aesthetic materials and medias for publication, delivery or display;
- Detailing, documenting and finalising the selected design for carrying out production in the chosen media;
- Work with a wide variety of clients in diverse segments and juggle multiple projects simultaneously, meeting deadlines at all time;
- Negotiate design solutions with clients, management, sales and production staff.

[Let's grab a coffee!](#)



In-house



Brazil



Dec 2015 - Dec 2016



Hi there!
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ALMOST 10 YEARS OF DESIGNING GOOD STUFF



GRAPHIC AND DIGITAL DESIGNER

Bandeira Franco (Marketing & Advertising Agency)
(Junior • Mid Weight • Senior)

- Collaborate with the creative team to find fast, creative and efficient solutions;
- Development of logotype and visual identity for new brands;
- Prepare sketches and layouts from the briefing through to completion, communicating design concepts;
- Create design concepts for print media, such as billboards, catalogs, brochures, posters, flyers, folders, magazines, menus, packaging, among others;
- Create design concepts for digital media, such as banners, newsletter, email marketing, websites, ads and posts on social media;
- Adaptation of marketing campaigns to all collateral materials, social channels & ad formats;
- Manipulation, treatment and correction of images.

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In-house



Brazil



Sep 2012 - Dec 2015



Hi there!
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EDUCATION



DIPLOMA OF **ENTREPRENEURSHIP AND INNOVATION**

Laneway Education

 Sydney  2019-2020



CERT. IV IN **MARKETING AND COMMUNICATION** (SOCIAL MEDIA)



Greenwich Management College

 Sydney  2018-2019



GENERAL ENGLISH (ADVANCED LEVEL)

Cambridge College International

 Sydney  2018



BACHELOR OF **COMMUNICATION, MARKETING AND ADVERTISING**

Univali - University of Vale do Itajai

 Brazil  2011-2014

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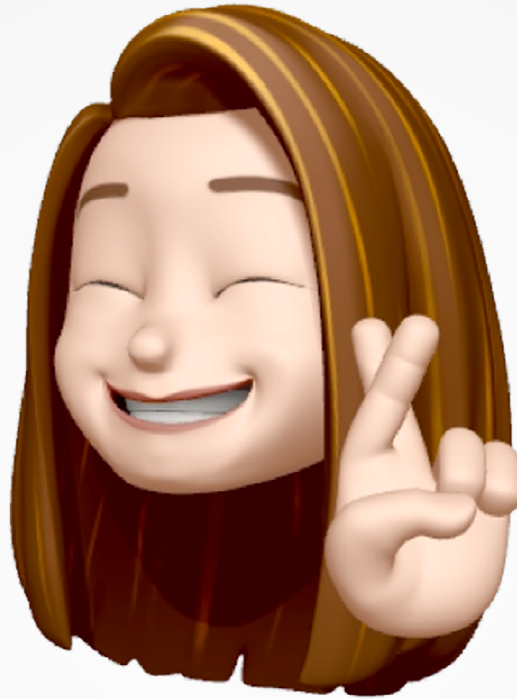
PORTFOLIO



[That's all folks!](#)

I am going against the odds with a quick pick selection of projects that I have created, I hope that shows at least bravery from my side. If you are not so sure yet, please visit www.steph.graphics to see more projects. If there is any chance I could be a good fit for your team, an email from you will certainly make my day!

I am looking
forward



to working
with you!

LET'S CONNECT!



hello@steph.graphics



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/steph.graphics



@stephgraphics.psd



steph.graphics