

Nina Ledden

Freelance designer

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About

I have worked as a freelance designer across a number of industries for over 10 years and am currently undertaking a Bachelor of Visual Communication at Western Sydney University, over this time I have gained valuable experience:

- Working with digital design tools such as Adobe CC
- Exploring physical mediums such as printmaking and collage
- Managing teams and working on solo projects
- Developing, pitching and delivering briefs to clients
- Managing client and co-worker relationships
- Researching effectively and efficiently

Previous Work

Art Director, The Minties “Crawl Space”, 2023

Working closely with the band I created a single cover that captured their overall band essence whilst exploring new visuals that reflected their upcoming single release.

Graphic Designer, Powerhouse Museum, 2023

Designed and produced two posters for the 100 Climate Conversations project. Through this project I explored design for advertising versus design for public awareness. Both posters were selected for display during the event.

Workshop Co-coordinator, Coffee & Colour, 2019

I organized and ran a series of free pour painting workshops with a local cafe to increase their weekend trade. The workshops provided a chance for people to explore their creative side and for some, be surprised by their hidden artistic ability.

Education

UWS, Bachelor of Visual Communication, current

TAFE NSW, Diploma of Visual Arts, 2018

TAFE NSW, Certificate III Design Fundamentals (Fashion), 2016

Skills

Adobe CC, illustration, printmaking, photography, understanding of layouts, print design (process of digital to physical print), basic HTML and CSS, wire-framing, team management, development and completion of design projects (brainstorming, research, final touches etc.), client relationships (managing budgets, understanding requests, explaining work process)