

# BIANCA WOOD

## CONTACT



022 067 8994



biancawood46@gmail.com



bianca-wood-design.com



nz.linkedin.com/in/bianca-wood-164292284

## SKILLS

- Communication
- Teamwork
- Reliable
- Problem Solver
- Flexible
- Eager to learn

## TECHNICAL SKILLS

- Adobe Suite  
(InDesign, Illustrator, Photoshop, Premiere, After Effects, XD)
- Canva
- Figma
- Microsoft suite  
(Word, Powerpoint, Excel)

## REFEREES

Referees are available upon request

## ABOUT ME

I am a detail-oriented creative with a strong foundation in both user experience and graphic design. I have over three years of combined experience in design and retail sales in collaborative environments and I am currently working as a junior graphic designer at Easy2C. Experienced in conceptualising and executing visually captivating graphics and user-centred design solutions, with advanced skills in Adobe Creative Suite and Figma.

I have always been creative at heart; my interests span across fashion, graphic design, and digital media, and I'm passionate about exploring new creative outlets to elevate my work. I've developed strong initiative and flexibility from my range of work environments, and I am always willing to learn new skills and make a valuable contribution to the team.

## WORK EXPERIENCE

### Junior Graphic Designer

2024 - Present

Easy2C - Calendars and Promotional Products (NZ)

- Typesetting work for overprint adverts, calendars, magnets and stationery
- Branding & Logo Creation
- Image editing and correcting
- Creating marketing content for the company's social media (Illustrations, graphics, and short animations)
- Following client brand guidelines and design briefs to produce consistent and high-quality design work
- Video production and editing for calendar promotions
- Administrative tasks - sending design proofs out to clients for approval

### Sales Consultant

2021 - 2024

Sportscraft NZ

- Customer service - Greeting and assisting customers with queries, problem-solving garment concerns, and informing them on product care
- Product Knowledge - understanding garment materials, product care, complementary styles and colour to style customers to suit their needs
- Processing Sales through a POS system & tracking KPI's to reach target sales goals in a team dynamic
- Assisting in visual merchandising
- Fulfilling online customer orders
- Maintaining cleanliness and organisation on the store floor and in the stockroom
- Keyholder - Responsible for managing the store from opening to closing and working independently

## EDUCATION

### Bachelor of Design - Interaction Design

2021 - 2023

Auckland University of Technology

Specialising in UX/UI design and minoring in design thinking. Coursework included Usability testing, user research, design thinking practices, microinteractions, and responsive design projects

### Secondary Education

2016 - 2020

Epsom Girls Grammar School

NCEA Level 2 & 3 Excellence Endorsement: Art Photography, Art Design