Maria Bourke | Graphic Designer

Elwood, VIC | mariabourkemail@gmail.com | 0435 189 770

PROFESSIONAL PROFILE

Experienced graphic and visual communications designer with a background spanning publishing, branding, property marketing and corporate communications across London, Singapore and Melbourne. Strong in typography, layout, image selection, visual storytelling and print production, with experience creating clear and compelling communications across print and digital channels.

Experienced in taking projects from concept through to delivery, including publications, proposal documents, presentations, digital assets and marketing content. Confident managing multiple priorities, coordinating suppliers and external creatives, and collaborating with clients, senior stakeholders and multidisciplinary teams. Particularly interested in architecture, design, sustainability and community.

PROFESSIONAL EXPERIENCE

Freelance Designer | Mar 2020–Present, Melbourne

- Manage end-to-end branding, website and marketing projects for a diverse range of clients, including briefs, concepts, timelines, approvals, production and delivery.
- For IndigoEight, a strategic communications and consultancy agency focused on sustainable travel, I led the development of proposal documents for Castle Ashby Estate in England, translating its vision into clear and visually engaging communications.
- Led the IndigoEight brand rollout, organised website content in Squarespace and selected imagery to express the agency's values and bring client stories to life.
- Develope branded templates, digital assets, marketing collateral and content for print and digital channels.
- Create and maintain organised digital asset libraries to support ongoing content management and brand consistency.

Senior Creative Designer | Colliers International | Jan 2019–Mar 2020, Singapore

- Developed property marketing, corporate communications and business development materials for internal and external audiences.
- Created reports, presentations, brochures, microsites and social media content using Adobe Creative Cloud and Microsoft PowerPoint.
- Collaborated with the Content Manager, commercial sales teams and senior stakeholders on RFP submissions and competitive client presentations, including work for Spotify, StarHub and Zendesk.
- Translated complex information into clear, engaging and well-structured visual communications that differentiated Colliers from its competitors.
- Produced property marketing videos by creating simple map animations and briefing external videographers and production teams to deliver content on time and within budget.

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PROFESSIONAL EXPERIENCE CONTINUED

- Managed concurrent projects and deadlines while maintaining accuracy, quality, brand consistency and budget requirements.
- Visited property sites and captured photography for presentations and marketing communications, helping communicate the character and potential of each project.
- Created and maintained digital asset libraries, including stock imagery and custom illustrations.
- Coordinated eDM production using Mailchimp and ensured consistent application of brand guidelines across all outputs.

Senior Designer | Pyott Brand Agency | 2012–2017, London

- Led the development of high-end property marketing brochures from concept through to delivery, including briefing photographers, liaising with clients and creating maps, floor plans and supporting visual communications.
- Contributed to the development of ExxonMobil's premium fuel brand image, creating brand assets and guidelines to support a consistent rollout across the client's supplier network.
- Collaborated with printers and suppliers to achieve high-quality finishes and resolve production issues.
- Managed multiple projects from concept through to finished artwork while maintaining accuracy, quality and brand consistency.

Book & Marketing Designer | Frances Lincoln Publishers | 2006–2012, London

- Designed illustrated books across architecture, gardening, art, food and travel, as well as licensed diaries and marketing collateral.
- Created catalogues, brochures, displays and promotional materials for cultural institutions and retailers, including the V&A and British Library.
- Developed a strong foundation in typography, editorial design, image selection, layout and print production.
- Briefed photographers and coordinated cover and interior imagery to support each publication's visual direction and storytelling.
- Coordinated artwork, proofreading and print production with editors, printers and external suppliers.
- Managed multiple titles and production schedules while maintaining accuracy and quality through to delivery.

ADDITIONAL PROFESSIONAL EXPERIENCE

Freelance Brand Designer | Bonsey Design | 2018, Singapore
Freelance Senior Designer | Bell Integrated | 2017, London

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COMMUNITY FUNDRAISING & CAMPAIGN EXPERIENCE

Volunteer, Fundraising Committee | St Kilda Balaclava Kindergarten | 2024–2025

- Contributed to fundraising initiatives that raised more than $40,000, including the Kindergarten's 100 Years and Beyond Fair.
- Developed a suite of campaign materials, including event signage, social media artwork, a WordPress event page, promotional assets and merchandise.
- Used Google Analytics 4 to monitor website engagement; the event webpage received 1,316 views and became the website's most-viewed page during the campaign.
- Used personal event photography in supporter recognition and donor communications.
- Conducted business outreach to secure in-kind donations and auction prizes, building relationships with local businesses and sponsors.
- Coordinated donor and sponsor communications, including formal thank-you communications.

SOFTWARE AND PLATFORMS

- Adobe Creative Suite: InDesign, Illustrator, Photoshop and Firefly on Mac OS
- Website platforms: WordPress, Squarespace and Wix
- Collaboration and file management: Slack, Google Drive and Dropbox
- Microsoft 365: Word and PowerPoint

EDUCATION

BA (Hons) Graphic & Media Design
London College of Communication, University of the Arts London | 2001–2004

BTEC Art and Design Foundation
University of Northampton, England | 2000–2001

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