

monique Cutajar

CREATIVE THINKER

Portfolio

*Brand-Led Designer Elevating
In-House Creative Impact*

I'm a multi-skilled designer who transforms brands from "fine" to unforgettable. Blending strategy, creativity, and a spark of personality into every pixel, post, and package.

Experience

Royal Agricultural Society of NSW

Senior Graphic Designer

2024 - Current (Full Time)

Design lead for large-scale events and public campaigns in a fast-paced in-house environment.

- Created print, digital, and motion assets for the Sydney Royal Easter Show and other key initiatives
- Designed large-format signage, educational kits, event collateral, and corporate publications
- Built scalable templates and systems, streamlining workflow and increasing delivery speed
- Provided brand guardianship across sub-brands including Discover Ag and Farm Days
- Collaborated with internal teams and external suppliers to manage multiple high-volume campaigns
- Designed branded environments and activations for public spaces, enhancing engagement and visual storytelling onsite
- Developed visual resources for agricultural education programs, simplifying complex topics for schools and the public

Qualifications

Billy Blue Design College

Bachelor in Communication Design

TAFE Ultimo

Diploma in Visual Merchandising

Labspace (Adobe Certified)

After Effects Certificate

Let's Chat

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MCoBeauty

Senior Graphic Designer

2022 - 2024 (Full Time)

Key creative contributor within a high-growth beauty brand focused on retail and e-commerce.

- Developed brand-aligned digital content across email, web, social, packaging, and campaigns
- Boosted email open rates to 48% and drove \$13,000 revenue from a single campaign
- Designed a high-performing EDM that generated \$105,000 in sales
- Delivered social content with an average reach of 25,000 and over 1,500 likes per post
- Collaborated with cross-functional teams to align visuals with business and marketing goals
- Led seasonal campaign design across digital and packaging, keeping visuals trend-driven while staying true to core brand identity

Skills

- Versatile designer across print, digital, packaging, motion, and campaigns
- Skilled in brand development and visual identity systems
- Proficient in Adobe Creative Suite, After Effects, and Premiere Pro
- Strong communicator with stakeholders across creative, marketing, and product teams
- Quick, detail-oriented, and organised with a solutions-first mindset
- Experienced with retail, beauty, not-for-profit, and lifestyle industries
- Experienced in campaign design for seasonal, digital, and retail activations
- Confident designing for diverse audiences across retail, education, not-for-profit, and events

About Me

Creative, collaborative, and brand-obsessed, I'm a senior graphic designer with over 10 years of experience bringing bold ideas to life across print, digital, packaging, environmental design, and motion. I specialise in refining and elevating in-house brands - keeping them on-brand, but better.

From social media campaigns and EDMs to retail packaging and animated assets, I design with both strategy and sparkle. I'm highly adaptable, a fast worker, and thrive in environments where no two briefs are the same. I bring positive energy to every project and love finding smart, creative ways to improve how things look, feel, and function.

Whether I'm art-directing a seasonal campaign, refreshing a visual identity, or building out branded templates for better team efficiency, I design with intention, and a lot of heart.

Because at the end of the day, I don't just want things to look good - I want them to feel right, connect with people, and help the brand grow.

**Multi
disciplinary**

**People
Person**

Barnardos (Not-for-profit)

Senior Graphic Designer

2020 – 2022 (*Full Time*)

Sole in-house designer for a national NFP, responsible for brand consistency and engagement.

- Led the design of digital and print assets for donor campaigns, advocacy, and outreach
- Created branded templates and implemented systems to support a large, non-design team
- Supported marketing and fundraising through visually impactful, emotionally resonant work
- Worked closely with stakeholders to interpret briefs and deliver results independently
- Created accessible, inclusive visuals tailored for vulnerable and diverse communities.

Sunnylife

Mid-Weight Graphic Designer

2015 – 2020 (*Full Time*)

Core team member in a lifestyle brand's growth from local favourite to global player.

- Produced trend-led packaging, campaign assets, catalogues, and eComm imagery
- Contributed to a 700% revenue increase through product and brand design strategy
- Collaborated with factories and suppliers on product development from concept to shelf
- Progressed from intern to mid-weight designer, supporting seasonal launches and brand expansion
- Maintained brand cohesion while adapting to changing markets across Australia, the US, and Europe



Royal Agricultural Society

Agriculture Charity

Champions Australian agriculture through large-scale events, education programs, and community initiatives, including the Sydney Royal Easter Show, which welcomes over 850,000 visitors annually.



As the sole Graphic Designer within the Marketing team, I lead creative execution across a high volume of briefs spanning print, digital, motion, and environmental design. In the past financial year alone, I've delivered over 200 design tasks - from full-scale campaigns to fast-turn social assets, while maintaining visual cohesion across departments, audiences, and stakeholder groups.

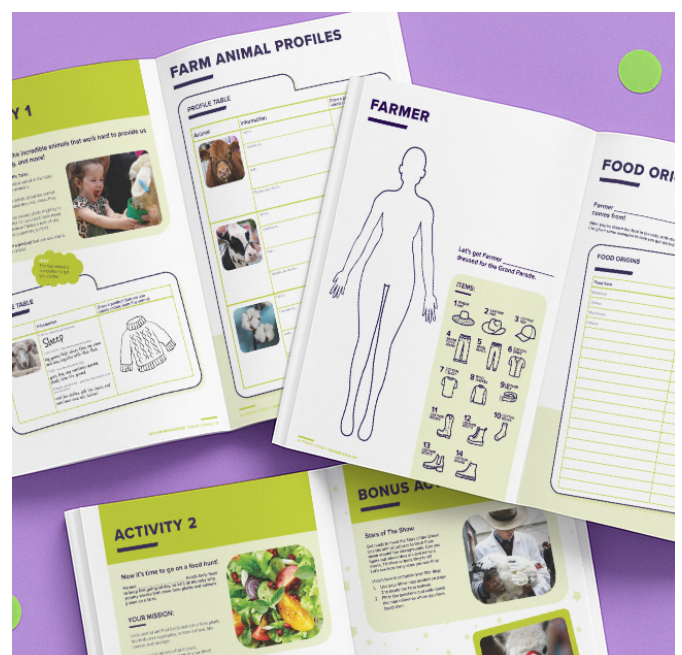
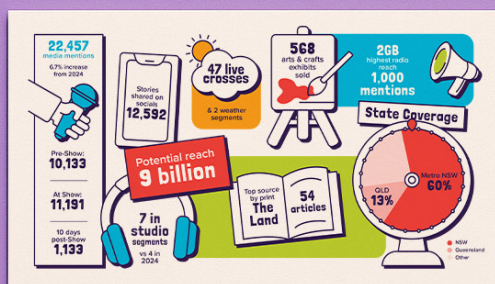
My role covers the full creative process: concept development, stakeholder consultation, design execution, and final delivery. I've crafted seasonal branding for the Easter Show, developed motion banners and email campaigns, and designed for programs like Discover Ag, Farm Days, and Young Women of the Year.

I introduced flexible design systems including animated and static templates that empower internal teams to stay on-brand, fast. These improvements streamlined workflows, reduced turnaround times, and boosted engagement across digital and physical platforms.

From educational initiatives to venue signage and sponsorship activations, I ensure every touchpoint aligns with brand storytelling and campaign logic. I also introduced a visual review system for large-scale campaigns, improving design clarity, feedback loops, and stakeholder alignment - especially across complex projects like the Easter Show.

I bring strategy, creativity, and consistency to every project, always focused on making the brand more cohesive, more engaging, and more impactful.







Skills

- Campaign Branding
- Educational Design
- Motion Design
- Hospitality & Activation Branding
- Template Creation
- Signage & Environmental Design
- Social Media Content Design
- Visual Systems & Brand Toolkit Development
- Digital & Print Asset Rollout
- Internal Workflow & Review Optimisation

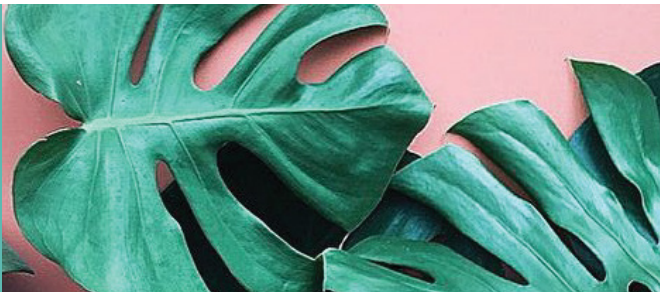






Summer Lifestyle

An Australian lifestyle brand known for bold seasonal collections, stylish packaging, and sunshine-soaked product experiences across global markets.



I joined Sunnylife as an intern and grew into a core creative team member, working across packaging, product development, digital design, and brand marketing. My role spanned catalogue design, eDMs, social content, and visual merchandising, all while ensuring brand cohesion across Australia, the US, UK, Europe, and more.

I developed product packaging and promotional content aligned with emerging trends and seasonal strategies. From creating mood boards and patterns to collaborating with production teams and factories, I translated design ideas into sellable, shelf-ready products. I also contributed to the launch of Sunnylife Kids, expanding the brand into the children's toy category.

Key outcomes included helping drive a 700% increase in revenue and doubling repeat purchases through well-crafted eDMs. I led collaborations with partner brands, balanced rapid timelines with creative quality, and kept projects running smoothly during company restructures.

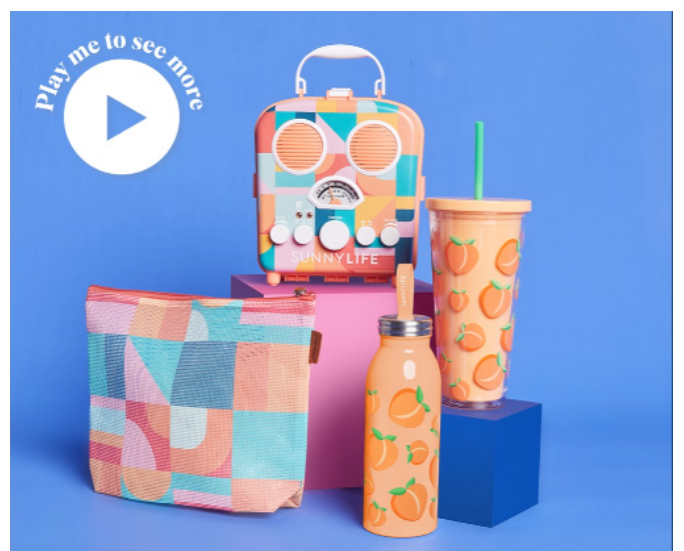
Always trend-savvy, solution-focused, and full of good vibes, I brought big-picture thinking and detailed execution to every touchpoint.

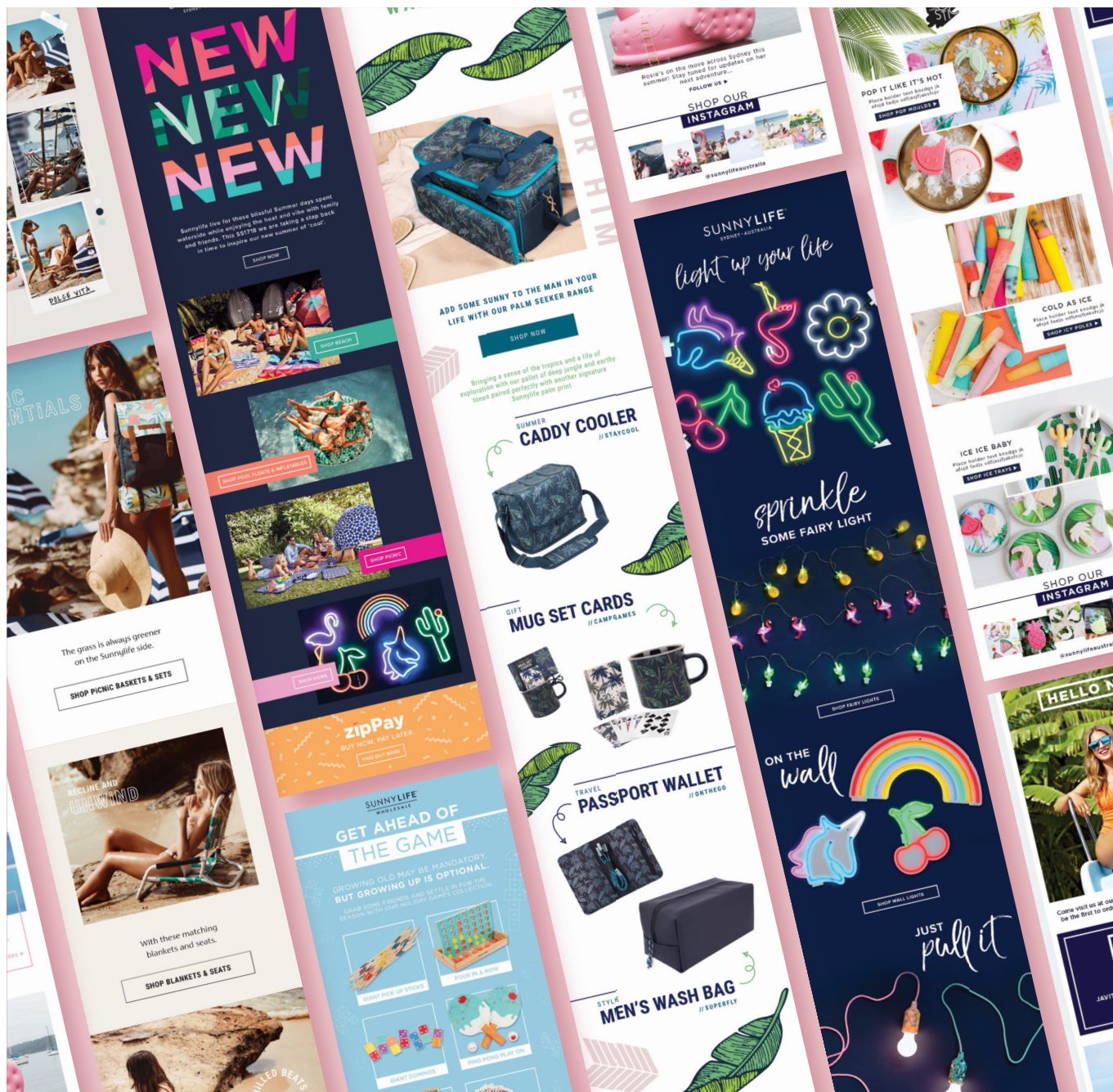


Skills

- Trend Research
- Product Development
- Pattern Creation
- Photo Editing
- Collaborations with Other Brands
- Packaging
- Catalogue Design
- Email Newsletters (Electronic Direct Mail Marketing)
- Visual Merchandising
- Retail Market Expansion Strategy











Barnardos Australia

Not-for-Profit

A children's charity with over 100 years of advocacy. Barnardos provides family support, care programs, and educational resources to protect and empower vulnerable children.



As the lead in-house designer, I created visuals that supported Barnardos' fundraising, communications, and public advocacy. Working with the Head of Brand and Marketing, I crafted digital and print content for campaigns, community initiatives, and donor engagement.

I created illustrations, infographics, motion graphics, and editorial layouts that made complex content easy to understand and emotionally compelling. My work included social posts, explainer videos, campaign collateral, and branded internal documents.

One of my core contributions was the development of refreshed branding and flexible design systems, which helped improve consistency across all departments. I also built strong relationships with program teams to better understand their audience needs and tailor designs that resonated with donors, case workers, and families.

My approach balanced creative empathy with strong design fundamentals, making the brand more approachable, inclusive, and aligned with its mission.



Skills

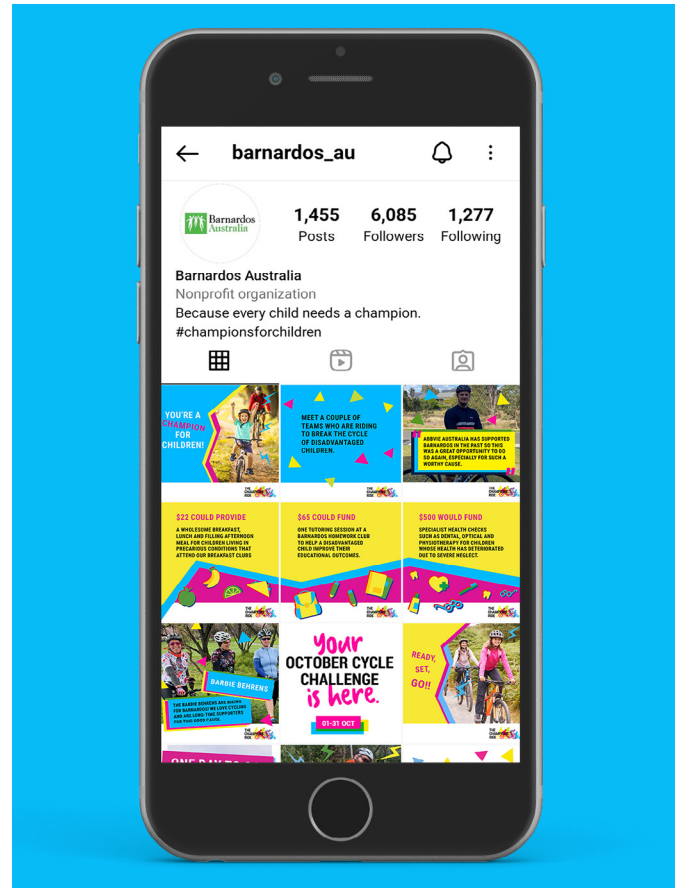
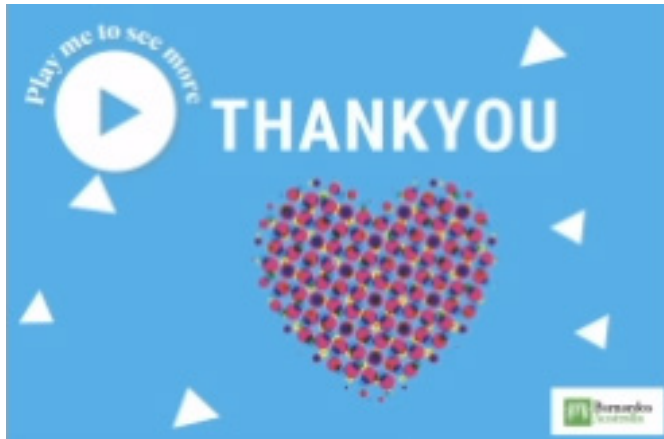
- Rebranding & Campaign Branding
- Illustration
- Document Design
- Infographics
- Social Media Design
- Video Supers
- Video Editing
- Animation
- Campaign Design
- Inclusive Audience Communication

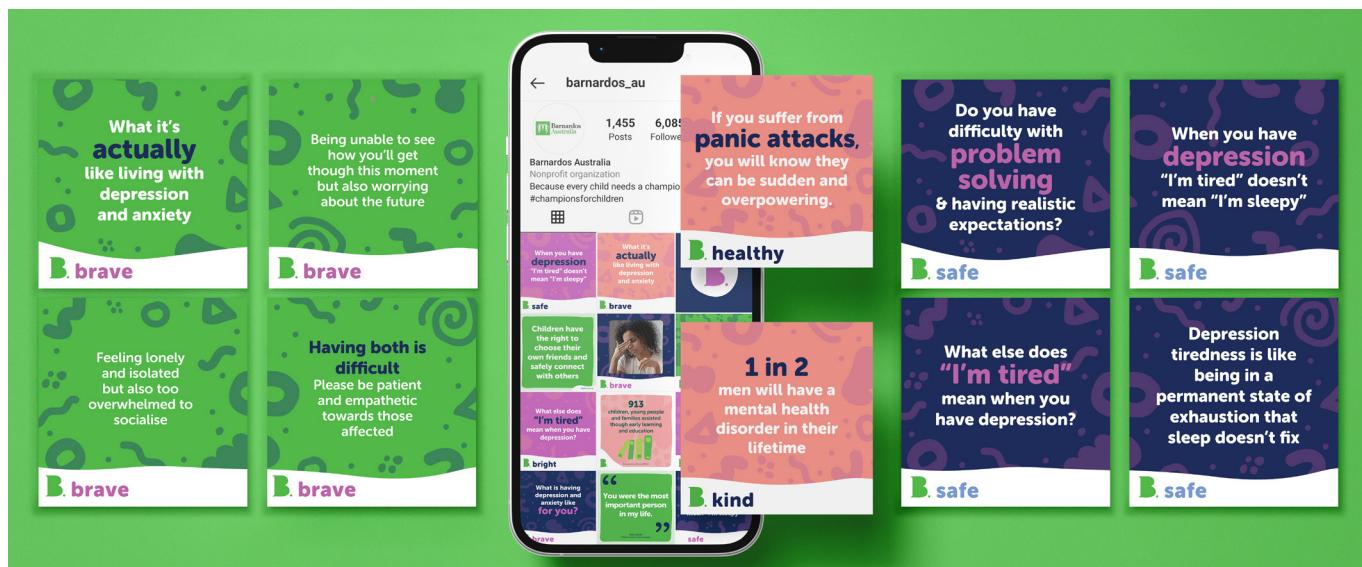
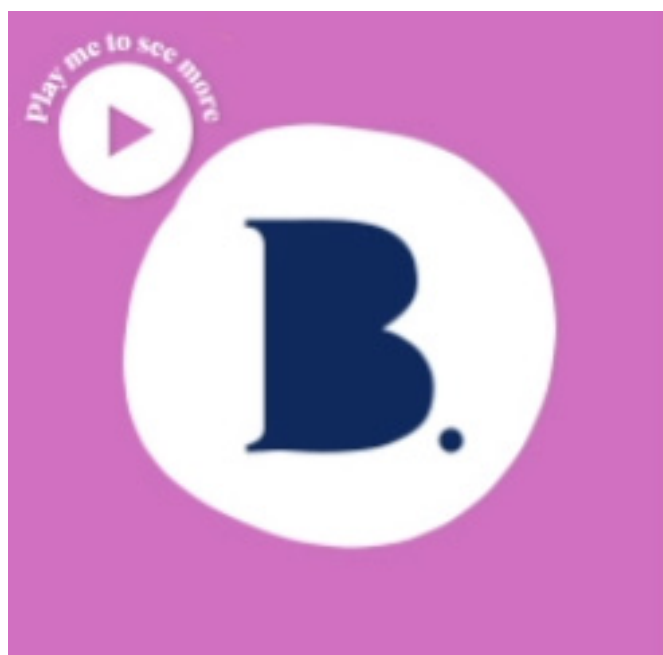




Barnardos

[Video Link](#)

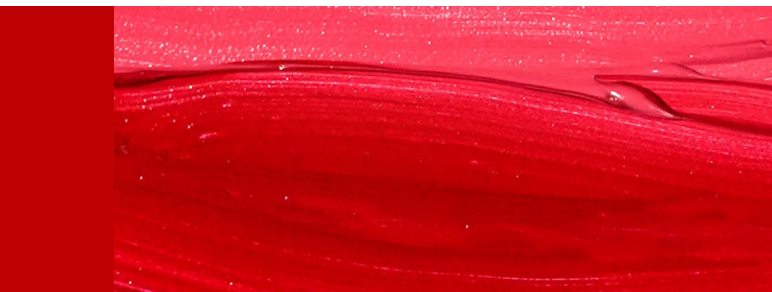






Cosmetics

Australia's leading luxe-for-less, cruelty-free and vegan beauty brand. MCoBeauty delivers trend-led beauty innovations priced under \$40, available across major retailers and e-commerce platforms.



As a key creative in MCoBeauty's fast-paced in-house team, I was responsible for conceiving and producing high-impact visuals across digital, print, and motion. I worked closely with marketing, PR, e-commerce, and social teams to craft content that was not only visually striking but performance-driven.

From packaging and EDMs to reels, stories, and influencer kits, I had full creative freedom to design content that stayed on brand while pushing visual boundaries. I used Adobe Creative Suite and After Effects to create campaign assets that lifted email open rates from 15% to 48%, with one campaign earning an additional \$13,000 in revenue. Another sales email I designed generated \$105,000 in its first send.

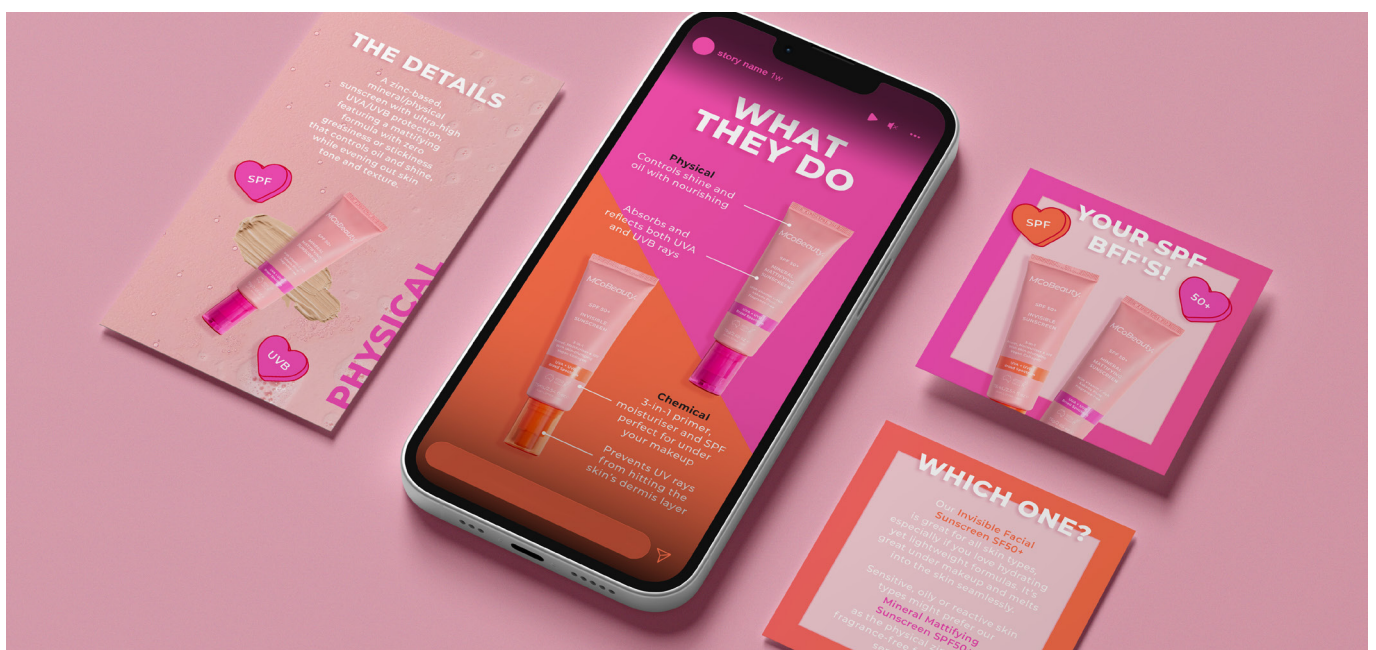
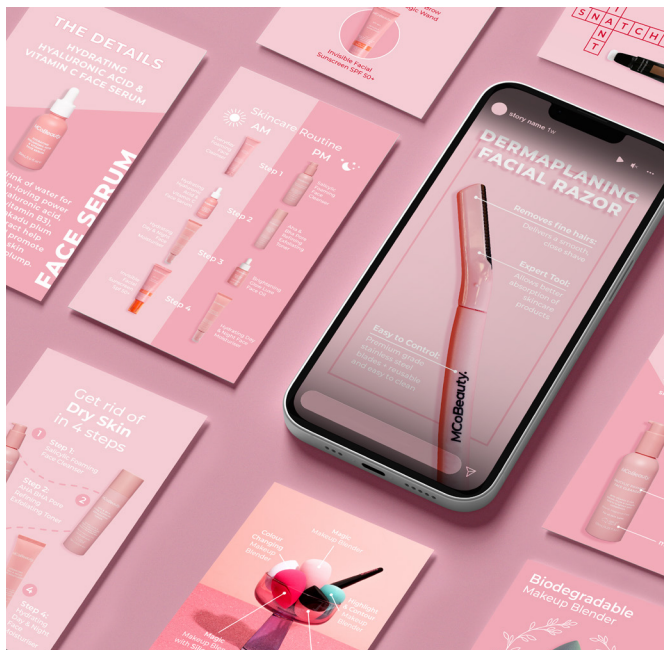
On Instagram, my designs consistently reached over 25,000 accounts and drew an average of 1,500 likes per post, proving my ability to connect design with community engagement. I also contributed to brand refresh work and maintained quality control across evolving creative touchpoints.

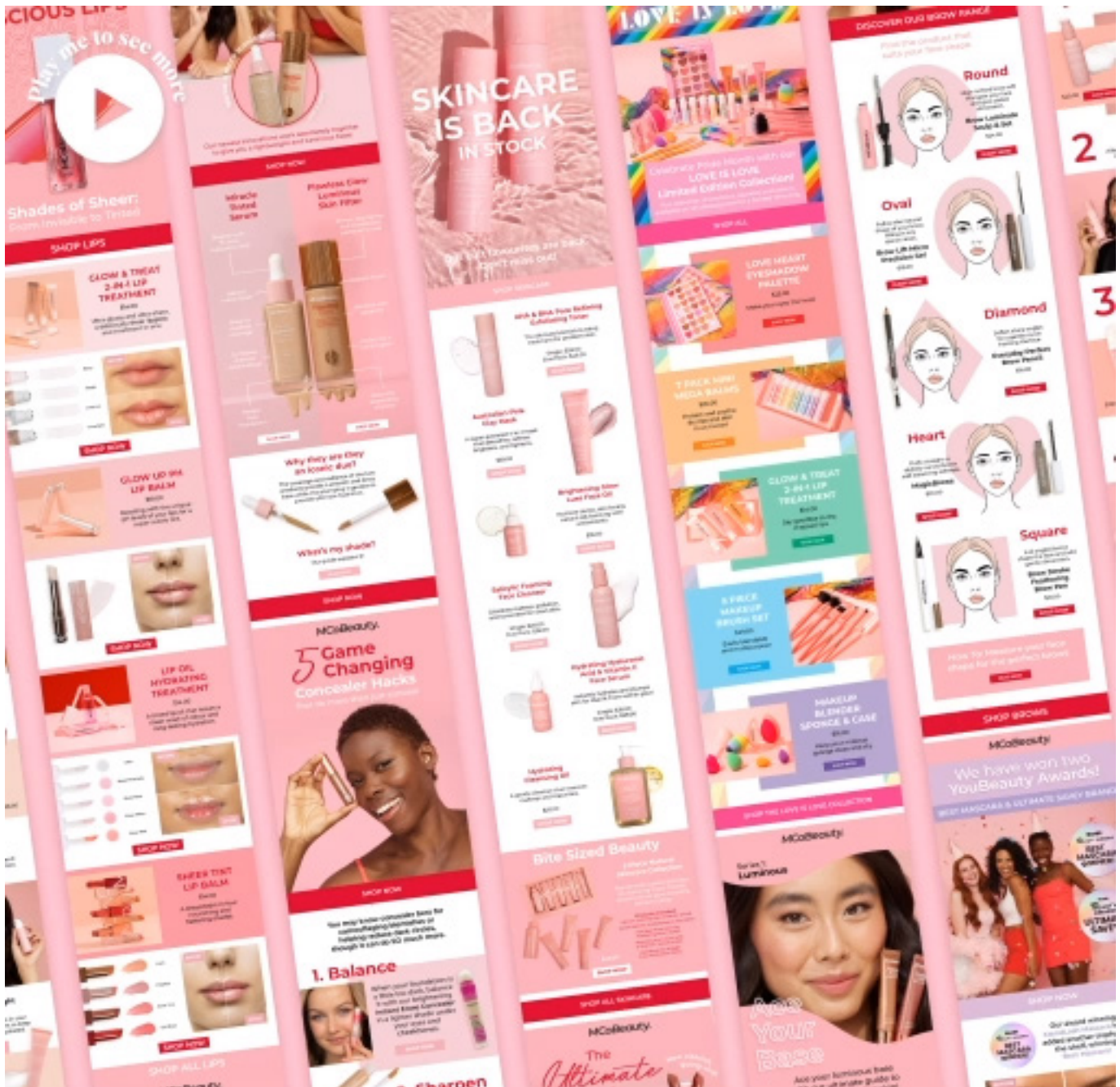
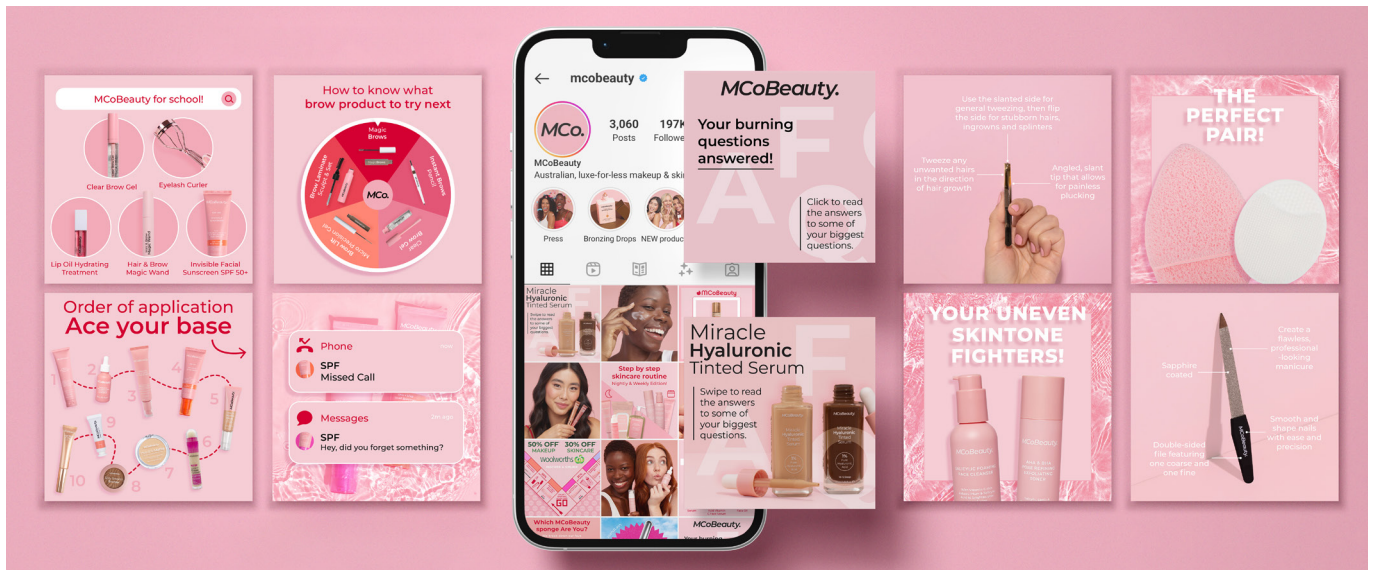
With a deep understanding of design trends, brand strategy, and retail communication, I helped grow MCoBeauty's visual presence and digital performance in a competitive market.



Skills

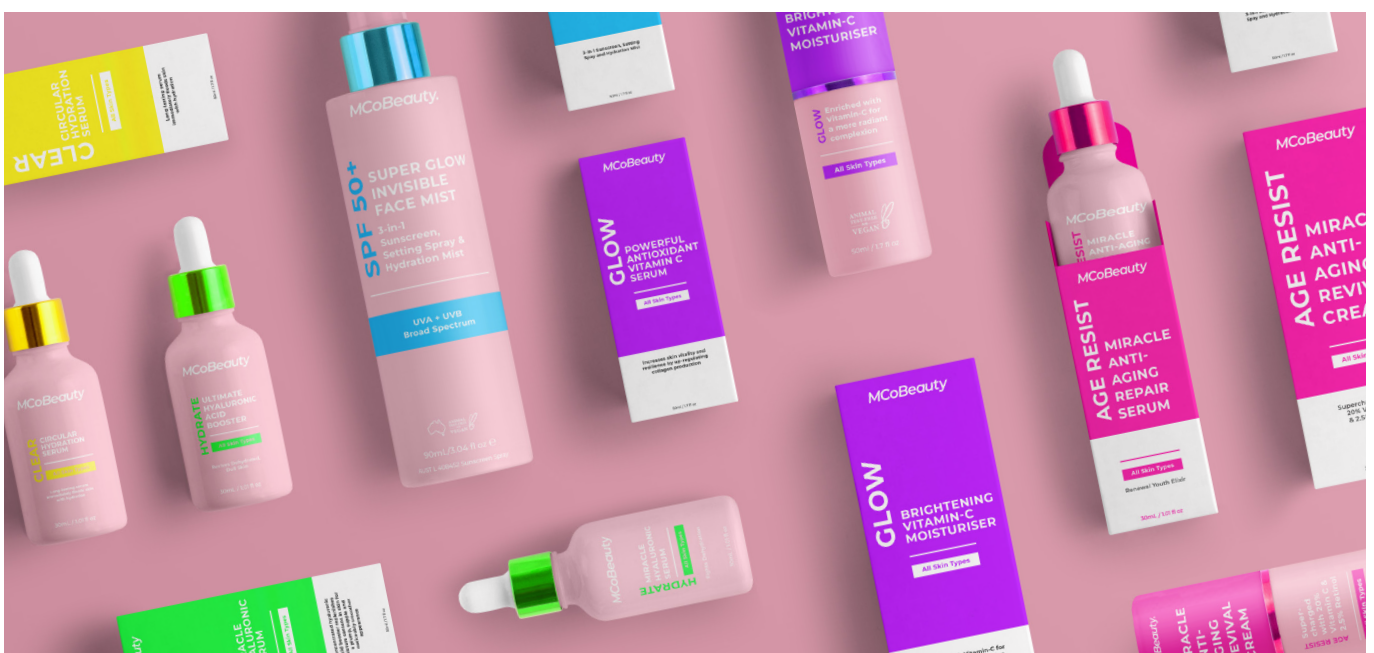
- Email Newsletters (Electronic Direct Mail Marketing)
- Social Media Posts and Stories
- E-Commerce Imagery
- Packaging
- Photo Editing
- Video Animations
- PR Collateral
- Branding Refresh
- Performance-Driven Campaign Design





MCo Beauty



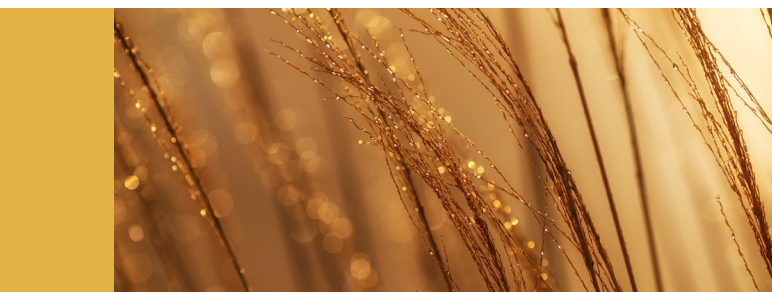
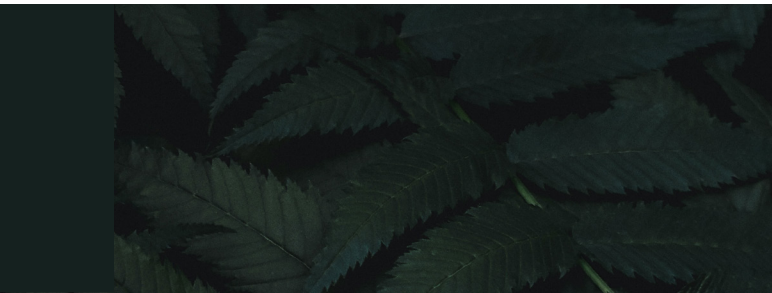




Australian Olympic Committee

Sports

A not-for-profit body responsible for selecting and supporting Australian Olympic teams while promoting youth development through sport.



I was engaged to create a suite of educational and promotional materials for school-age students. My work included the design of educational cards for teachers and kids in early primary years, using playful layouts and visuals to support learning.

I also designed collectable “signature cards” featuring Olympic athletes, as well as digital assets for the “Olympic Diaries” platform. This required working closely with marketing, education, and content teams to ensure everything was on-brand and accessible to a wide age range.

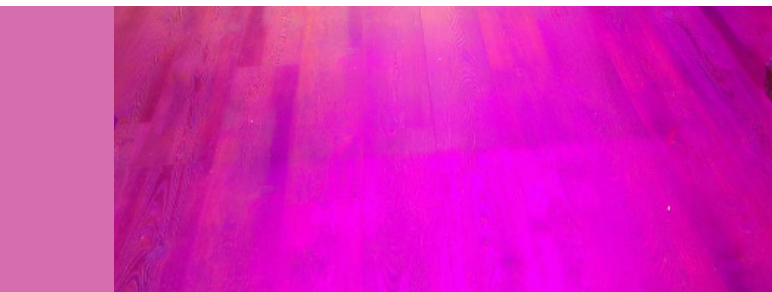
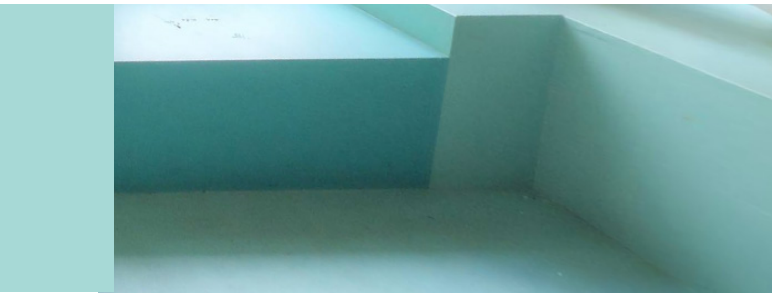
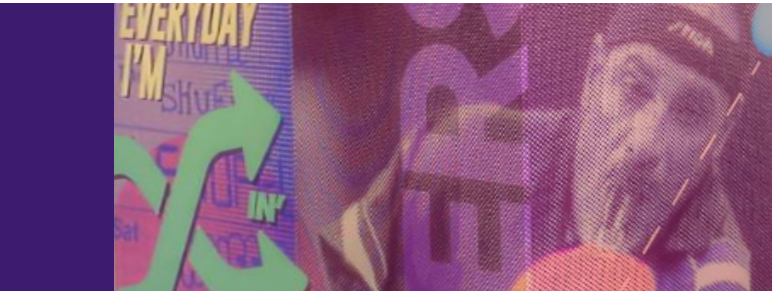
These resources helped connect students with Olympic athletes in meaningful, creative ways while aligning with official Olympic branding and educational outcomes.





Creative Agency

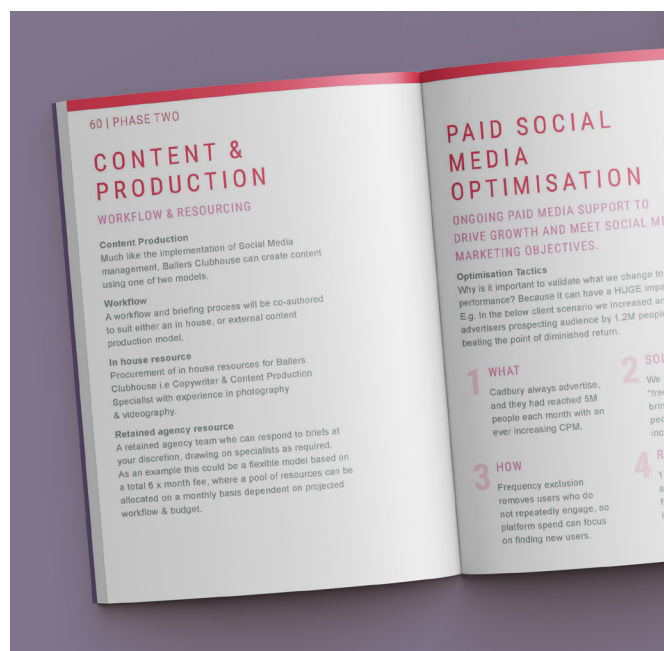
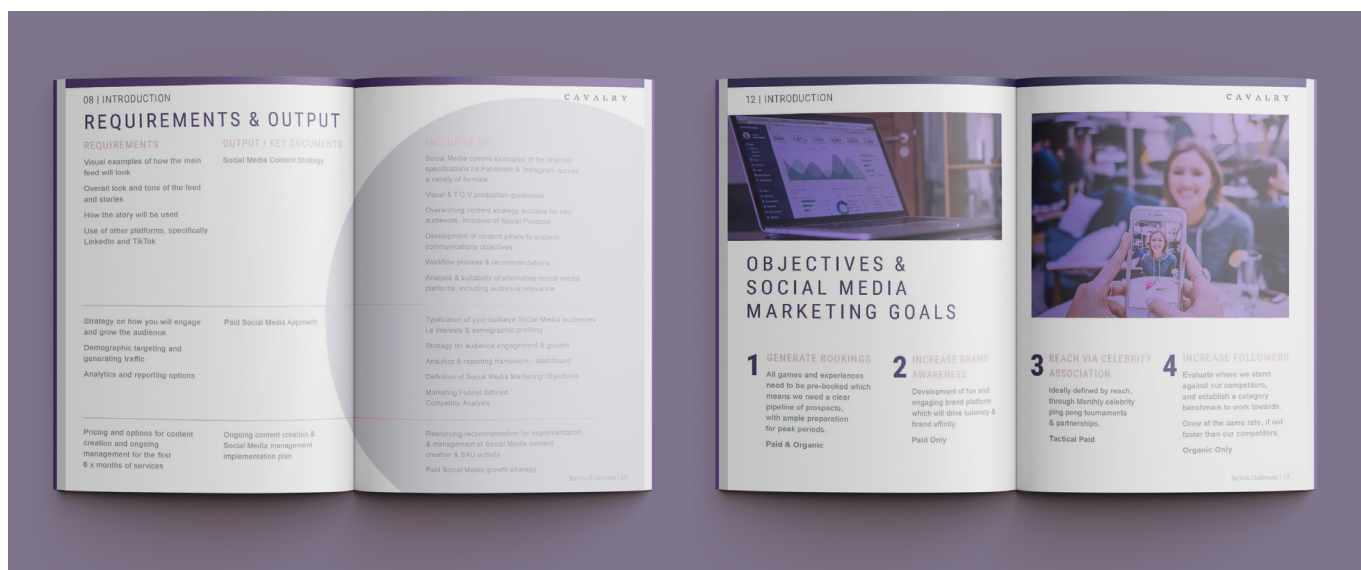
A pitch document for one of Melbourne's most ambitious adult entertainment venues.



I designed a 75-page proposal for Cavalry, pitching their strategic vision for Ballers Clubhouse. The document included agency credentials, strategic frameworks, content plans, media strategy, and budget breakdowns. Each section had a defined visual style using bold colour coding to reflect the dual personality of the brand: polished professionalism and vibrant fun.

I worked closely with business development and strategy leads to shape the structure and visual hierarchy of the proposal, ensuring that each section told a compelling story while keeping the information clear and digestible.

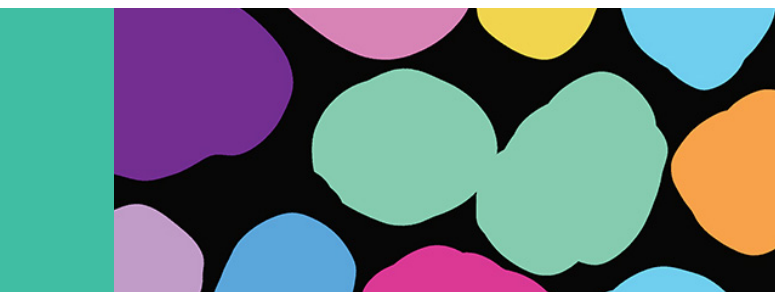
This high-stakes pitch combined strong design aesthetics with clarity and confidence - two things I'm passionate about delivering.



Little Party Dress

E-Commerce Fashion

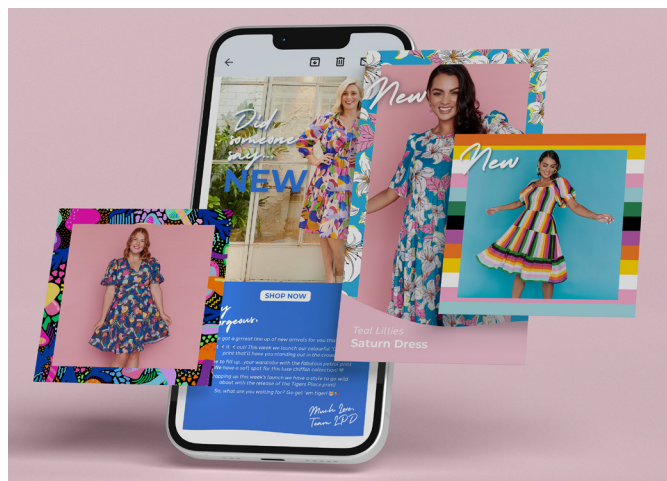
An online boutique known for fun, affordable fashion with bold prints, elastic waists, and pockets.



I was brought on to refine the brand's visual identity through a mini rebrand. This included new brand guidelines, a refreshed digital style guide, and streamlined templates to help the internal team manage fast product turnover and multiple weekly promotions.

I created packaging inserts, thank-you cards, promotional collateral, and video content for social media. I also completed advanced image editing for on-location fashion shoots, often transforming less-than-ideal backgrounds into polished, professional visuals.

Collaboration with the Head of Marketing ensured that every asset met the brand's vision—fun, fast, and fabulous. I focused on efficiency, visual consistency, and injecting personality into every detail.





Thank you

I'm always excited to connect with teams and brands who care about doing things beautifully, purposefully, and on-brand.

If you think we'd make a great match, I'd love to chat.

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