



# ANNA TAYLOR

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annstaylor.nz

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## QUALIFICATIONS

### **Bachelor of Design**

Visual Communications, Christchurch Polytechnic,  
Class of 1999

### **Art Foundation Course**

Hillmorton College, Christchurch, 1998

## SKILLS

### **Computer programmes**

Adobe CS6

Acrobat

### **Technical**

Knowledge and experience in pre-press  
and post-production

Website design

Animated gifs

### **Creative**

Painting

Drawing

Illustration

## WORKING HISTORY

2009 - 2015 Freelance Designer

2007 - 2008 Freelance Designer, UK

2005 - 2006 Designer, Sublime Design

2003 - 2004 Designer, Rip It Up Magazine

# 1 -

**Client**  
Boden

**Job**  
Summer catalogue  
Shoot design assistant

**Technical Info**  
Photoshop, InDesign  
CMYK

**Brief**  
Layout and re-design the Boden Summer 2007 catalogue. The catalogue was changing to a different size so a re-design was necessary. New templates and folios were created. I also went on shoot, as the designer to help with the layout of the clothing in relation to the new page size and general feel. Colours were chosen to suit the Summer season and continuity through the 200 page catalogue was essential.



# 2 -



**Client**  
Boden

**Job**  
16-page brochure

**Technical Info**  
Photoshop, InDesign  
CMYK

**Brief**  
Layout a 16 page direct mail brochure that was sent to all clients on the Boden UK data-base. I had to be on shoot and layout pages as photos were taken.











# 5 -

## Client

Fairfax Media

## Job

Sky Sport magazine

## Technical Info

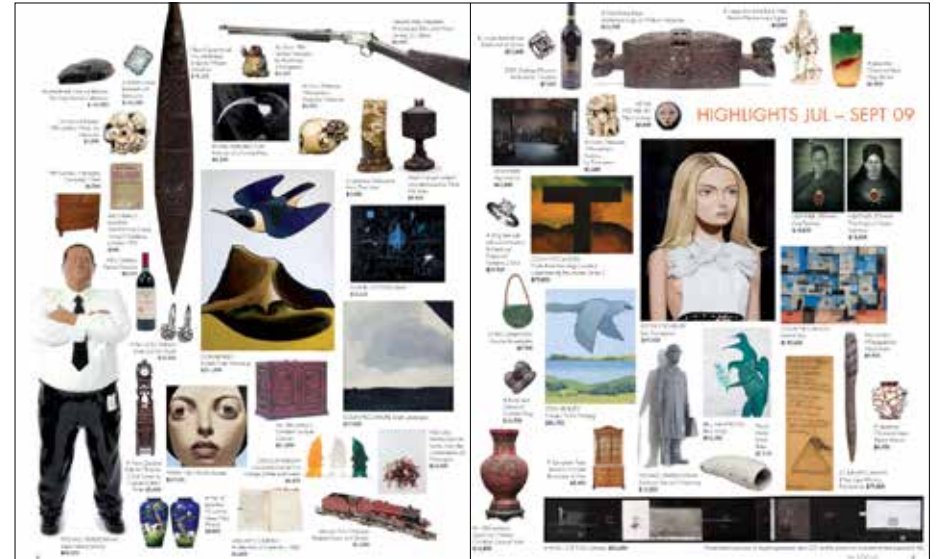
Photoshop, InDesign  
CMYK

## Brief

Create and layout in full Sky Sport Magazine. This is a bi-monthly magazine with a large readership. This job involved working closely with the editor and advertising manager to keep the magazine consistent with previous issues. I had creative control over the style and feel of the magazine and was in charge of sourcing images.



# 6 -



**Client**  
Webb's Auctions

**Job**  
Art auction catalogue

**Technical Info**  
InDesign, Photoshop  
Touch-up work on images  
CMYK

**Brief**  
To re-design the layout for this 200 page auction catalogue. This included layout of five different sections including the cover and liaising with artists and clients.



# 7 -



**Client**  
Sanderson

**Job**  
Artists book

**Technical Info**  
InDesign, Photoshop  
CMYK

**Brief**  
This is a 130 page book about emerging New Zealand artists. I designed the cover and revised the layout of the pages about the artists.





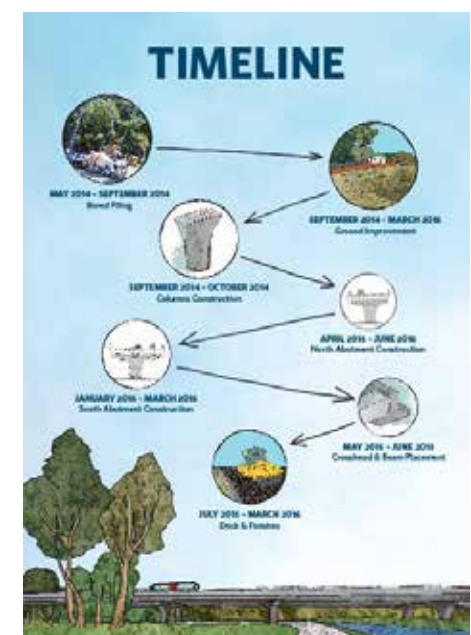
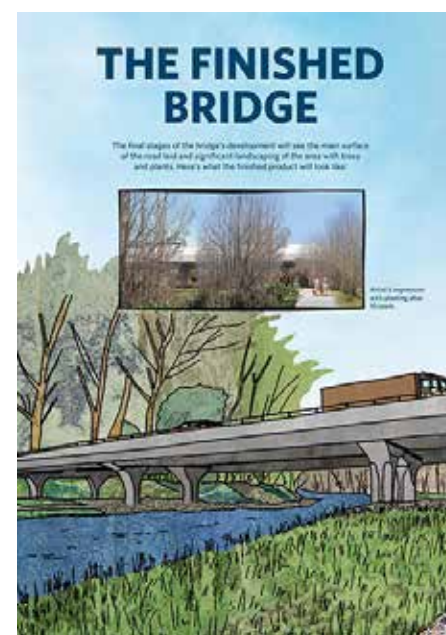
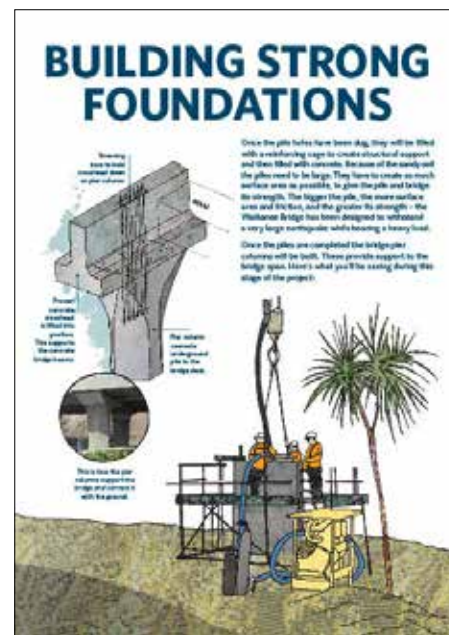
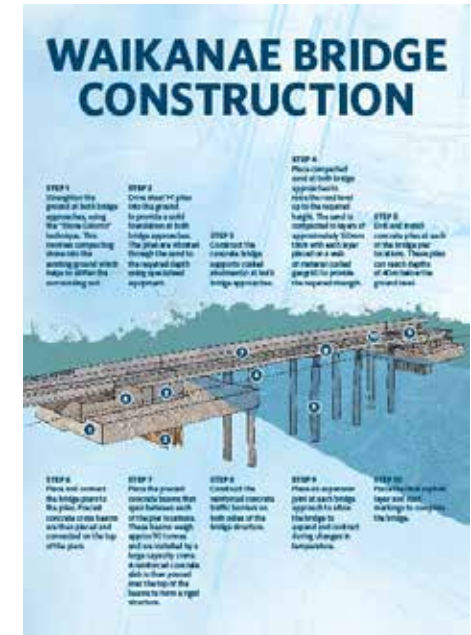
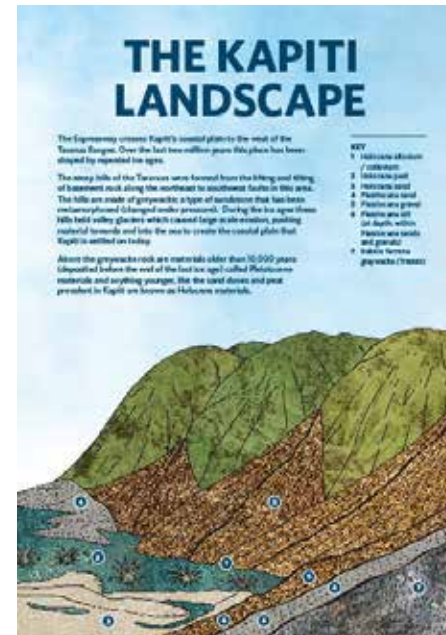
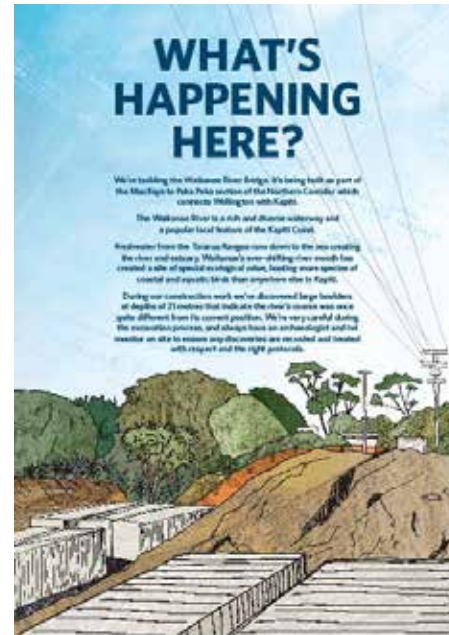
# 8 -

Client  
NZTA

Job  
Signage for Waikanae Bridge construction

Technical Info  
Photoshop, InDesign,  
illustration, drawing

Brief  
This project required the design of seven A0 signs. By using drawings and text, the signs explained each stage of the construction of the Waikanae Bridge which is being built as part of the Kapiti Coast Highway. The signage was for public display. I illustrated and coloured the images.



# 9 -

The  
IVORY  
STUDIO



**Client**  
Company Identities

**Job**  
A range of client identities

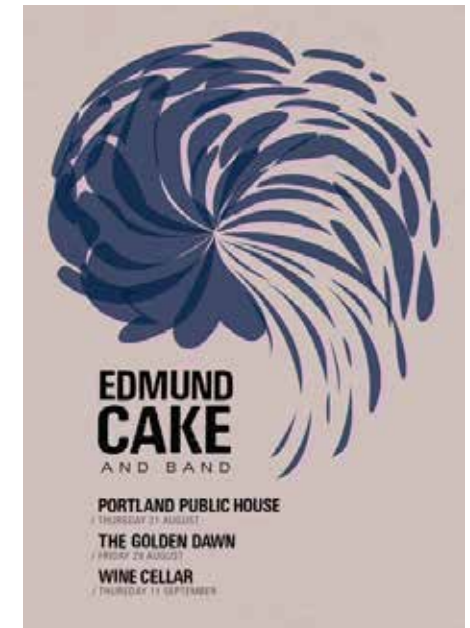
**Technical Info**  
Illustrator, drawing

**Brief**  
This is a collection of logos  
designed for a range of clients.





# 10\_



**Client**  
Various

**Job**  
Poster design

**Technical info**  
Photoshop, drawing,  
illustration  
Full colour

**Brief**  
A selection of posters  
designed for various  
musicians. All projects were  
an open brief.

