Mini Dhawan

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Professional summary

Experience in advertising, web designing (UI) and publishing. Great sense of aesthetics along with strong lateral thinking abilities. Capability to transform words into visual magic. Strong sense of market dynamics and tastes to create work that works! Strong and compassionate leadership qualities with problem solving approach. As a seasoned senior graphic designer, I have a strong track record of delivering exceptional design solutions to a diverse range of clients. With over two decades of experience, I bring a wealth of expertise to every project I undertake.

Skills and accomplishments

- Led various style guides rebranding in Adobe InDesign and created Word and PowerPoint templates through user experience sessions, resulting in a cohesive and professional brand image, adhering to WCAG 2.1 AA and Digital Services Standards.
- Created custom social media style guide and templates for external relations team, streamlining content creation and ensuring consistent brand image.
- Conducted Adobe Express training sessions for external relations team, improving design skills and empowering team to handle urgent projects.
- Managed end-to-end print production and vendor coordination for high-quality collateral, including coffee table books, children's book, reports, signages, merchandises and packaging – ensuring accurate colour reproduction, paper selection, finishing, budget approvals and on-time delivery.
- Translated design concepts across print, digital motion and web media, collaborated closely with developers and multimedia specialists to ensure fidelity and accessibility of final output. Produced well-received short videos and animations in Adobe After Effects.
- Developed solutions for clients by closely understanding their needs and established internal and external networks to deliver projects more effectively.
- Worked with clients including DK (Penguin Random House), Australia India Education (Australian Embassy in India), USG Boral, United Kingdom Independence Party (UKIP), and Confederation of Indian Industry (CII).
- I hold Australian Government Baseline security clearance with effect from 25 November 2023.

Software skills

Adobe CC: InDesign, Illustrator, Photoshop, Acrobat, Premiere Pro, After Effects, XD, Express, Figma
Microsoft Office: Word, PowerPoint, Excel
Other Tools: Canva, SharePoint, Planner, Jira and Service Now for task management.
Design Expertise: Color, composition, typography

Education

Bachelor of Fine Arts (Applied Arts), 1997–2001 – International College for Girls, Jaipur, India
Advanced Diploma in Multimedia, 1999–2002 – Arena Multimedia, Jaipur, India
Recognition: Artist of the Year (2001) | University Topper (4 years)

Present employment status

Australian Digital Health Agency (ADHA)

5 January 2025 – Present

Senior Graphic Designer (Full-time, Non-ongoing, APS6)

- Provide expertise and technical knowledge in specialist area across a range of programs or activities for the agency.
- Conduct regular quality assurance of work area processes and manage identified risks.
- Implement work plans for the work area including setting tasks and priorities, managing workflow and allocating resources.
- Produce work requiring little or no revision before finalisation.
- Manage relationships with stakeholders to achieve work area and agency goals.
- Develop and support complex relationships with internal and external stakeholders.
- Support stakeholders through change.
- Make decisions, with direction from more senior staff, on tasks/assignments with considerable complexity and sensitivity.

Department of Industry Science and Resource (DISR)

9 October 2023 – 8 October 2024

Senior Graphic Designer (Non-ongoing, APS6)

- Work with relationship managers and stakeholders to create high-quality concepts and artwork for both print and digital channels.
- Develop and manage a range of stakeholder relationships. Engage and collaborate with key stakeholders to identify opportunities and facilitate cooperation.
- Provide best practice design and technical production advice.
- Proactively manage jobs from the ticketing system and take on admin tasks related to ensuring the system is maintained and used correctly.
- Ensure that design outputs align with strategic objectives of the department.
- Assist with maintaining departmental brand, sub-brands and brand positioning.
- Assist in developing objectives for short-term tasks and contribute to strategic planning for longer-term initiatives.
- Assist in building team capacity through coaching, performance feedback; and encouraging career development.
- Actively participate in acting role at the EL1 level when required.

Australian Maritime Safety Authority (AMSA)

11 August 2021 – 6 October 2023
Graphic and Digital Designer (Full-time, Non-ongoing APS6, followed by one year in an Ongoing)

- Working with business teams and Communications account managers to interpret design briefs and deliver design concepts, graphic elements, and products in line with AMSA's branding and design guidelines, for delivery through digital and print channels including websites, social media, email marketing, publications, accessible PDFs, banners and displays.
- In my current position, I also manage a team of graphic design freelancers and agencies to ensure efficient handling of workloads. As part of my responsibilities, I oversee all print and merchandising orders across Australia for AMSA.
- Working with the Digital Service Design team to deliver graphic and user interface designs for digital channels, including wireframes, prototypes, style guides and images, in line with the Digital Service Standard, the Australian Government Style Guide, and AMSA's digital design guidelines.
- Assisting with editing and producing videos and photography
- Developing and maintaining AMSA's branding and style guidelines and provide advice to AMSA staff on adhering to the guidelines.
- Working with the Digital Service Design team to design, publish, edit and optimise digital content and assisting in business-as-usual content maintenance for AMSA's websites, intranet and SharePoint sites.

Suburban Land Agency (ACT Government-SLA)

27 July 2020 – 15 March 2021 (Higher Duties)
Digital & Creative Services Officer (Full-time, Temporary, ASO6)
Creative Services Officer Continued 16 March – 10 August (Full-time, Permanent, ASO5)

- Overseeing creative services for marketing:
  - liaising with Graphic Designer and providing feedback on designs as needed.
  - coordinating design requests to ensure deadlines are met based on workload and priorities.
- Coordinating all digital requests and feeding them into the content management team for actioning e.g. website updates, sending of emailers, engaging external agencies as needed.
- Working with Senior Director-Marketing on design concepts of the new website refresh and being involved in stakeholder consultation.
- Support with procuring design/photography contractors if required.
- Lead conversations around Annual Report design.

ACT Health - Culture Review Implementation Branch

17 January – 24 July 2020 (Higher Duties)
Graphic Designer (Full-time, Temporary, ASO6)

- Responsible for creating a visual identity & style guide for branch.
- Designed reports, digital dashboard, frameworks, internet & intranet UI UX designs, etc.
- Worked with the online and design team on various campaigns.

Suburban Land Agency (ACT Government-SLA)

28 March 2018 – 13 January 2020

Creative Services Officer/Graphic Designer (Full-time, Permanent, AS05)

- Handled all design, print and digital activities independently.
- Planned strategy for campaigns related to publications, digital projects, advertising, and promotional collateral.
- Frequently monitored and managed the SLA's web and social media pages.
- Official photographer for all the Mingle events apart from designing the event collaterals.

Canberra Weekly Magazine (Newstate Media Pty Ltd)

9 February – 27 March 2018

Graphic Designer (Part time)

- Created advertisements for a various real estate client like LJ Hooker, Harcourts, Independent, etc.
- Created editorial advertisements on various lifestyle topics.
- Managed day-to-day job execution necessary before every issue released at the studio level. Like last minute quality checks, preparing print ready files, etc.

Past employment history

Cybergraff (A Creative Digital Agency)

November 2009 – December 2017 (9 Years)

Creative Design Lead (November 2009 – December 2010) (Freelance)

Senior Graphic Designer (January 2011 till date) (Freelance)

- Developed UI/UX design for mobile and web projects.
- Created unique brand identities for a varied assortment of clients.
- Lead design and copy teams to create communication across all ATL, BTL and Digital platforms.
- Collaborated with clients for projects from start to finish.
- Strategized with teams to build the brand architecture for clients.
- Managed day-to-day job execution at the Creative Studio level.

Important International and National Projects Completed

Australia India Education, USG Boral, UAS Pharmaceuticals, National Hearing Care, ApplyAssist, UKIP Trade Doc, Migros, Yum Foods, Monterey Homes, MD Analytix, English Helper, Confederation of Indian Industry (CII), Hero Motor Cops, Bollywood Movie – Surkhaab, Vresorts, EAZY Business Solutions, 4 Moles, XSEED, Lotus Valley International School, Confluence, Tushita, Visamco, and many others.

Dorling Kindersley (A Penguin Company - Publishing House)

January 2006 – July 2012 (5 Years 6 Months)
Designer (January 2006 – April 2008) (Full-time)
Assistant Art Editor (May 2008 – December 2012) (Part time Contractual basis)
Design Consultant (January 2011 – July 2012) (on project basis)

- Worked in General Books Department.
- Responsible for designing, planning, scheduling for various book design projects.
- Monitored a team of designers and ensuring the highest levels of quality.
- Organised visual and archival material for projects.
- Seamlessly liaised with editors and DTP staff on every project.
- Supervised the production process of book printing.

Contributed Significantly in Publications like

Birds of Australia, Children Activity Series on Nature, Paint, Baking and Craft, Birds - The Definitive Visual Guide, Birds of North America, Illustrated Encyclopedia of Birds, Science Encyclopedia, Eye Witness Travel – Amber Fort and Taj Mahal, Eye Witness Series Modern China, History of Britain and Ireland, Antiques Collectable, Chinese Cookbook, Yoga Trainer (German edition), Math's Made Easy Level 1 to 5 (series of 5 books) and many other.

Q2A Solutions (A Publishing House, Specializes in Children Books)

Visualiser (October 2004 – December 2005) (13 Months)

- High End Designing of Children Books for UK and US based clients (Marvel Comics, Top That, Franklin Watts, RF, Grandreams, Quantum, etc.) Books designed - Squeaky Nose books, Activity Books, Puzzle Books, Story Books, Bible Books, Drawing Books, Craft Books, Information Books etc.
- Designed Web layouts and Posters.
- Worked on Macintosh Platform on software like QuarkXPress, InDesign, Adobe Illustrator, Photoshop, Coral Draw, etc.

Joint-Arms Communication, (An Ad Agency)

Junior Art Director (15 March 2003 – March 2004) (1 Year)

Ogilvy & Mather, (An Ad Agency)

Trainee (January 2003 – February 2003) (2 Months)

Kompower, (A Branding and Digital Company)

Freelance Design Consultant (May 2002 – December 2002) (8 Months)

Mercury Graphic Design, (A Design House)

Visualiser (July 2001 – February 2002) (8 Months)