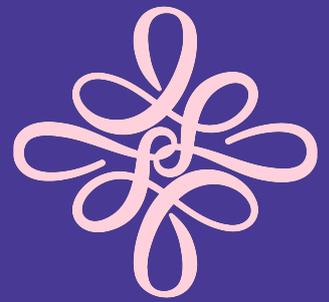# JODIE LO

Design and marketing professional specialising in branding, visual communication, and digital content. Experienced in developing cohesive brand systems, marketing assets, and design solutions across digital and print, informed by human psychology, audience insight and performance data.

CONTACT

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- ➤ www.jodielo.com
- in linkedin.com/in/jodielo
- Bē behance.net/jodie-lo

SKILLS

Design Software
Adobe Illustrator ●●●●●
Adobe Photoshop ●●●●○
Adobe After Effects ●●●○○
Canva ●●●●○
Figma ●●●●○
Microsoft Office ●●●●●
WordPress / Elementor ●●●●●

Social Media Management
Meta Business Suite ●●●●○
MailChimp ●●●●●
Email Marketing ●●●●○

Marketing
Market Research ●●●●●
Data handling/analysis ●●●●○
(e.g. KNIME, Excel, PowerPoint)
Microsoft Office ●●●●●
Google Workspace ●●●●●

Coding & Programming
HTML ●●●●○
CSS ●●●●○
LaTeX ●●●○○

Languages
English ●●●●●
Cantonese Chinese ●●●●○
Mandarin Chinese ●●●●○

EDUCATION

Bachelor of Business Management (Marketing)
The University of Queensland
📍 St. Lucia   📅 02/2022 - 11/2025
Courses Completed:
- Media Design
- Brand Management
- Media Strategies
- Design: Experience
- Digital Visual Communication
- Marketing Strategy

WORK HISTORY

Freelance Design - *Branding, Product & Apparel*
Independent Contractor
📍 Brisbane (Hybrid)   📅 03/2025 – Present
- Translated early-stage concepts into production-ready product and fashion designs through sketching, mood boards, and iterative design development
- Developed visual design concepts, material selections, and reference boards to support product direction and brand consistency
- Produced detailed design specifications and technical documentation to clearly communicate design intent to manufacturers
- Interpreted non-technical and conceptual feedback into clear design revisions and actionable design outputs
- Designed the **Mumma Mail brand identity and visual system**, creating cohesive branding assets to support packaging, social media, and digital content

Marketing & Design Director
Australian Business Students' Association (ABSA)
📍 Australia (Hybrid)   📅 10/2023 – 07/2025
- Redesigned a **complete brand identity system**, including logo, colour palette, typography, and social media assets
- Developed and documented brand guidelines to ensure consistent visual application across digital, print, and web platforms
- Designed and built a responsive website using WordPress and Elementor, improving usability and increasing website traffic by 12%
- Migrated the organisation's website from Wix to WordPress, redesigning layouts and content to align with the updated brand identity
- Designed digital marketing assets for campaigns, events, and partnerships across social media, email, and web platforms
- Wrote and designed newsletter and social media content, contributing to audience retention increases of up to 48%
- Created animated logo and promotional assets using Adobe After Effects for social media and campaign launches

Creative Director
UQ Grace College Student Club
📍 Brisbane   📅 10/2023 – 08/2024
- Designed visual assets for digital and print platforms, including social media content, internal communications, and magazine layouts
- Produced photography and visual content for marketing and community engagement initiatives, increasing engagement by 30%
- Designed, edited, and distributed internal magazines, improving layout clarity, visual consistency, and readership by 80%
- Collaborated with Indigenous (Aboriginal) artists to develop culturally respectful apparel and merchandise designs

ACHIEVEMENTS

🏆 **Presented first-of-its-kind marketing research analysing 800+ Indigenous Australian businesses**
- First-of-its-kind independent, academic research into the naming practices of Indigenous Businesses in ACT and NSW (800+ businesses analysed)

- Conducted original marketing and linguistic research to identify branding and discoverability patterns across language groups and industries
- Built and analysed datasets using KNIME, MAXQDA, Excel and R
- Synthesised linguistic, cultural, and branding theory into applied marketing insights

🏆 Design & Branding

- Developed complete visual identity systems including logo suites, typography, colour palettes and brand guidelines
- Produced print, digital and packaging assets for real clients from concept through production
- Coordinated with committee members and stakeholders to deliver promotional assets under deadline