




lara gough.

Annandale, Sydney 

0404 226 774 

wlara@hotmail.com 

lgdesigns.au 

PROFILE

I am a talented and creative senior graphic designer living in Sydney's inner-west. With over a decade of experience in the design industry, I bring a wealth of expertise in delivering creative, brand-consistent design solutions across print, digital and web platforms.

With great communication and interpersonal skills, I enjoy liaising with clients, managing workflows, mentoring junior designers, and ensuring all projects meet deadlines and brand and quality standards.

SKILLS

TECHNICAL SKILLS

- > Adobe Creative Suite: InDesign, Illustrator, Photoshop, Acrobat Pro, Premiere Pro, After Effects
- > WordPress/Elementor
- > Figma
- > Canva
- > Microsoft Office Suite

DESIGN SKILLS

Print and publication design, typesetting, digital design, web design, packaging design, advertising, POS and branding.

SOFT SKILLS

- > Strong attention to detail
- > Organisation and time management
- > Communication and interpersonal skills
- > Creativity (within brand guidelines)
- > Problem solving
- > Typography and layout
- > Managing workflows and deadlines

EDUCATION

BACHELOR OF DESIGN – UNSW COLLEGE OF FINE ARTS

As a part of my degree I studied graphic design, environmental/spatial design, applied/object design, jewellery design, design history/theory and photomedia.

EXPERIENCE

PINSTRIP CREATIVE

Nov 2011 – Aug 2025

Senior Graphic Designer

As Senior Graphic Designer, I led the design and management of projects for major clients including Macquarie Bank, Bankers Trust, Commonwealth Bank, Westpac, GPT, Diabetes Australia, Ecolab, and Triathlon Australia.

Key responsibilities include:

- > the design of artwork including:
 - print publications such as PDSs, annual reports, brochures, newsletters and magazines
 - flyers, posters, banners and advertising material
 - icons, graphs, charts and infographics
 - logos, branding and corporate stationary
 - digital assets (social media posts and banners, short videos, EDMs and web design)
 - branded Powerpoint presentations and Word docs
- > liaising with clients, managing timelines and workflows, mentoring junior designers, and overseeing quality control to ensure all artwork is accurate, engaging, and aligned with brand guidelines
- > preparing all work for print.