Lauren desouza

Graphic Designer • Advertising Creative

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I'm a curious, human-centered creative, recently graduated with a Bachelor of Design (Graphic Design) from Curtin University, seeking a junior creative role. I aspire to mindfully craft brand identities and advertising strategy through an understanding of cultural insight and user-centered design to produce memorable, measurable campaigns, creatives and more.

EDUCATION:

Bachelor of Design (Graphic Design), **2024 – Present**
Curtin University of Technology
Course Weighted Average: 77.31%
Recipient of Curtin University Academic Merit Scholarship

SKILLS:

Empathy in User-centered Design
- Design solutions grounded in real human needs, using testing and performance metrics
- Use audience insights to inform and validate decisions so that brand strategies are relevant, timely and effectively tailored to the target demographic.

Brand Identity & Strategy
- Mindfully craft cohesive visual systems and messaging to define brand's personality and value proposition.
- Translating brand strategy into logos, color, typography and guidelines across media, ensuring consistent recognition and customer experience.
  Portfolio Reference: La Medina (Food Truck) project

Conceptual Thinking & Storytelling
- Develop original concepts that capture a brand's purpose as clear visual narratives and strategic messaging
- Translate ideas into campaign concepts and prototypes to deliver cohesive, audience engaging stories across channels.
  Portfolio Reference: Lego 'Let wonder grow with you' Campaign

Typography & Visual Hierarchy
- Skilled use of typography and visual hierarchy by selecting fonts, sizes, spacing, weight, contrast, and color to ensure legibility,and guide attention across touchpoints.

Technical Design Proficiency
- Design Software: Illustrator, Photoshop, InDesign, Canva Pro, Framer
- Visual Arts: Illustration, Typography, Branding, Photography, Storyboarding

RELEVANT WORK EXPERIENCE:

Graphic / Advertising Internship Intern **July 2026 – October 2026**
Gatecrasher Advertising Agency

- Contributed to creative projects across a diverse portfolio of agency clients such as Make Smoking History, Road Safety Commission, EMSH, and more.
- Conceptualised and designed social media assets, website landing page graphics and promotional posters.
- Applied creative direction and feedback to refine design concepts and improve the effectiveness of creative outputs.
- Collaborated with the creative team throughout the ideation and design process, contributing ideas and exploring alternative creative approaches.
- Engaged in creative discussions, actively seeking guidance and asking questions to strengthen conceptual thinking and design execution.

Graphic Design Intern **August 2023 – October 2023**
Publicis Business, Saatchi Bengaluru
A Publicis Groupe Company

- Collaborated with the creative team to complete diverse design projects and received client approval for work showcased with brands like Inspira, Jubilant Foods, AIS and Airtel.
- Learned to balance personal creativity with corporate client guidelines for effective design solutions.
- Acquired proficiency in Adobe Illustrator and Photoshop through on-the-job training.
- Contributed to the creation of cover pages, social media visuals, mailers, infographics, and corporate comic strips.

EMPLOYMENT HISTORY:

Sales Assistant **June 2024 – Current**
Salvos Stores Western Australia Perth

- Operating the cash register, handling cash and card transactions.
- Pricing, sorting, replenishing and organizing stock as needed to keep shelves full and appealing.
- Working collaboratively with team members to maintain smooth daily operations.
- Responding efficiently to customer requests and fast-paced retail environments.
- Providing approachable assistance to create positive customer experiences.

ACCOMPLISHMENTS:

Re:act Advertising Competition | Semi-Finalist **June 2026**
Road Safety Commission
RAC in collaboration with Curtin University

- Developed and pitched our “Tailgating isn’t Meet-cute Material” campaign as part of a three-person creative team.
- Achieved Semi-Finalist status and received a highly commended recognition from the judging panel.
- Awarded a 1-year AGDA Membership sponsored by the School of Design and Built Environment.

REFEREES:

Daniel McKeating
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