

Jamin Drupsteen

Graphic Designer & Photographer

I'm Jay, a graphic designer and photographer with six years of in-house experience, most of it as the only designer in the building. I've owned the whole creative output for two businesses: brand, print, packaging, digital and the photography behind it. At Lion I learned to work at FMCG pace, on a different brand most days. I've got a strong eye and the craft to back it up, I sweat the details, and bring a fun, warm energy to the office. I'm from Auckland and live here now, but my partner is in Sydney, so I can make the move on four weeks' notice.



Experience

2025 – Present

Graphic Designer French Country Collections

Sole designer and photographer for a family-run homewares importer, trading since 1987 across New Zealand and Australia. Reporting to the GM of Sales & Marketing.

- The company's first in-house photographer and **retoucher**: new imagery went from four or five drops a year to on demand.
- Design five emails a week in Klaviyo, **averaging a 6% click-through rate**. Retail is now the fastest-growing channel for the first time.
- Grew social following and engagement 30% in 18 months, making all content across Instagram, Facebook, Pinterest and paid ads.
- Redesigned the quarterly 50-page catalogue, and now shoot every new product for the website.
- Use Figma Weave AI to build cohesive, realistic rooms around real product, cutting the cost of location shoots.

2022 – 2024

Intermediate Graphic Designer Lion New Zealand

One of four in-house designers at one of New Zealand's largest FMCG companies, across Smirnoff, Corona, Speight's, Guinness, Steinlager and more.

- Delivered around eight briefs a week, from social assets and OOH rollouts and updates to innovation concepts, usually a different brand each day, each with its own brand manager, guidelines and firm deadlines.
- Designed OOH, shopper-marketing POS and event signage, and shot shopper photography.
- Prepared print-ready packaging with complex dielines, finished to a high FMCG standard.

2020 – 2022

Creative Designer

Good Spirits Hospitality

Sole creative for a group of ten Auckland bars, reporting to the Head of Marketing.

- Rebranded the group, then ran all creative across the venues: social, signage, menus and photography.
- Shot every venue several times a year for menu changes.
- Managed printers and signwriters directly, building lasting relationships.
- Created the brand and interior styling for The Fox, now the busiest bar on the Viaduct.

Skills

Strengths

Brand identity
Typography & layout
Art direction
Print & packaging pre-press
Photography & studio lighting
Retouching & cut-outs
AI imagery & prompting
Website UI/UX
Email design
Social & short-form video

Tools

Illustrator
Photoshop
InDesign
Lightroom
Premiere Pro
Figma
Figma Weave
Framer
Klaviyo
CapCut
Claude

2020 – Present

Brand Identity Designer

Freelance
Self-employed

Brand identities for new businesses, alongside full-time work: someone's big idea, trusted to me to bring to life.

- Wigmore Deli: identity, website and photography for musician Gin Wigmore's deli.
- Ayson Concrete: identity and website, built for search and AI.
- Franklins Bar & Eatery: identity, photography and website for a chef's first restaurant.

Education

2016 – 2019

Bachelor of Media Design

Auckland
Media Design School

Outside work

Cooking, training, long walks, and always the beach.

Links

Portfolio: jamindrupsteen.com
LinkedIn: jamin-drupsteen
Instagram: @madebyjamin