

Michelle Turcsányi

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I have been designing **lovely stuff** for 30 years and am still going strong. Branding, identity, corporate and editorial, you name it, I've done it for **both print and the web**. Drawing from my vast experience, I can provide the personalised service and **attention to detail** that so often makes the difference between great joy and great pain. Above all my work is about ideas; ideas that engage with the people you want to reach.

AREAS OF EXPERTISE

- » Digital design graphics
 - » Social media assets
 - » Corporate branding & marketing
 - » Editorial & magazine design
 - » Picture editing
 - » Art direction
 - » Website design
 - » Logos
 - » All manner of printed material
 - » Signage & wayfaring
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Art Director, Espresso Communications/InnovationAus JUL 2019—PRESENT

I am currently employed part time with Espresso Communications and InnovationAus. Work includes design and implementation of marketing collateral including analytics and research reports, digital graphics and presentation decks. Redesign and ongoing tweaking of InnovationAus website and newsletter, picture research for stories, uploading podcasts and videos, designing various campaigns for sponsored content including webinars and advertising.

Senior Designer, Marketing, Digital and Comms, ActivateUTS JUN—NOV 2018

Designed and produced collateral and digital assets for marketing campaigns promoting events, bars and sporting activities at UTS. Designed and art directed the ActivateUTS Annual Report, Student Elections and Corporate Profile. Designed and rebranded new function package for Aerial Function Centre. "ActivateUTS creates a vibrant, exciting culture that is dedicated to enhancing the UTS community experience".

Senior Designer, Nook Studios OCT 2017–APR 2018

While freelancing at Nook Studios, I assisted in the development of content to support Transport for NSW with the presentation of the 2056 Transport Strategy. Working closely with the planners themselves, we were able to translate Future Transport's initiatives and concepts into informative graphics, maps and tables for public and industry engagement. These were used in the plans and on Future Transport's website.

Art Director, The Chaser Quarterly 2015–2017

Project: 100 page quarterly magazine.

Concept, design, layout and production of new satirical magazine.

Art Director: Michelle Turcsányi

Editor-In-Chief: Charles Firth

Client: The Chaser Comedy Team

Sole Corporate Graphic Designer, UGL Limited Head Office JAN–DEC 2013

Responsible for design and production of all print & digital corporate communications. Understanding UGL's business and translating into fresh and contemporary marketing materials utilising new branding. Print & digital projects: corporate branding guidelines, corporate brochures, corporate profile, services, reconciliation action plan, industry brochures, case studies, e-invitations, magazine advertising, inhouse posters, signage, train livery, trade shows. Extensive work to UGL photo library including searching for new and relevant images to bring UGL's businesses to life. Picture editing for website and touchscreens. Design of banners, buttons, graphics and patterns for new website. Commission of 3mx3m wall mural for trade show illustrating the intricate scope of UGL's sectors and industries.

Art Director, The Weekend Australian Magazine, News Ltd JAN–JUN 2011

Responsible for concept, design and implementation of 40pp weekly magazine. Page layout, picture editing, art direction of photo shoots including portraits, food and reportage, Directing imaging and colour correction, cover concept, design, typography. Worked closely with Editor within a tight editorial team. Concept, design and presentation of redesign of magazine, introducing whole new look and feel incorporating fresh typography, page layouts and robust use of photography. Also designed and produced a weekly cover for the Weekend Australian Review section.

Lecturer, Billy Blue College of Design 2009–2010

COURSES TAUGHT: Design Fundamentals – Computer Skills (Photoshop, Illustrator, InDesign),
Graphic Pre Press – Page Layout (InDesign), Introduction to Design (Illustrator)

Art Director, TIME Magazine & time.com 1998–2008

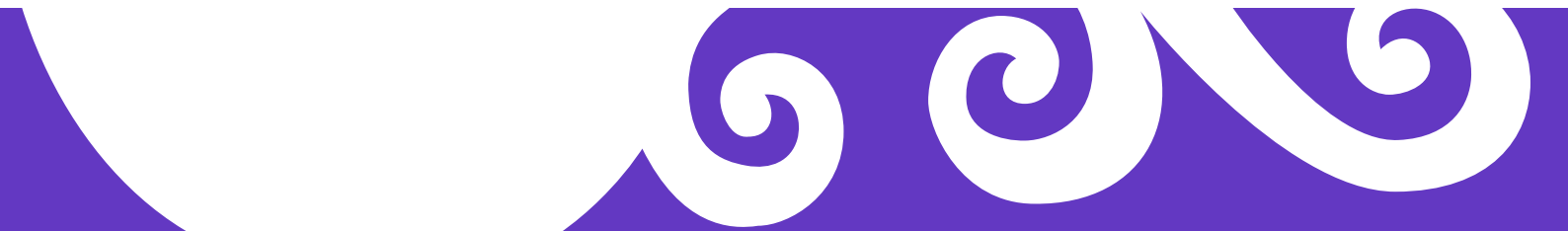
Responsible for all design, layout, photo-editing and graphics of local content and covers. Including Arts, News, Features and Photographic Essays. From the initial brief from Editor through to commissioning of photographers and illustrators, photo editing, producing maps and graphics. Working in tandem with New York office to produce online content for website and other applications.

Awards

2006 NZ Magazine Awards, Cover of the Year

2008 NZ Magazine Awards, Best use of photography in magazine

2008 Australian Magazine Awards, Best use of magazine environment for advertising



Judging

2007 Judge, photographic category, Walkley Awards for Excellence.

TIME, Marketing Department 2007

Designed and produced MY AUSTRALIA magazine in conjunction with Tourism Australia and the TIME Marketing team, which appeared as an exhibition at the Australian Centre for Photography in Sydney and the Melbourne Centre for Photography.

The Vault

1994–1998 Designer, Horniak & Canny, Sydney
1993 Graphic Artist, Benson Design, Glasgow, Scotland
1994 Layout Artist, The Budapest Week, Budapest, Hungary
1989–1993 Finished Artist/Graphic Artist, Horniak & Canny, Sydney
1987–1989 Finished Artist/Graphic Artist, PM Advertising, Sydney
1985–1987 Finished Artist, Ghart Studios, Willoughby, Sydney
1985 Assistant Designer, Brand Management, North Sydney
1985 Studio Junior, Slattery Advertising, Kingsgrove

Education & Qualifications

2015 UX Design & Research, Billy Blue College of Design
2014 Online learning in field of UX and digital design, Lynda.com
2010 Cross Disciplinary Art & Design, Masters, COFA, NSW University (in progress)
2009 Certificate IV Training & Assessment, Hostec
2007 Introduction to Web Design, Flash and Dreamweaver, Enmore Tafe
1987 Certificate, Showcard and Ticketwriting from Sydney Technical College
1984 Diploma in Graphic Art, KVB Visual Concepts, Sydney
1983 Presbyterian Ladies College, Sydney

Referees

Stuart Horton-Stephens, Geeza 0417 418 022
Mel Flanagan, Owner, Nook Studios 0410 498 819
Charles Firth, Editor in Chief, Chaser Quarterly 0419 282 188
Jaimy Walter, Creative Director, Walterwakefield 9211 8807
Steve Waterson, Editor, The Australian 94202501
Margaret Fisher, Big Picture 0416196409

