

Jack Carty

South East Queensland
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DESIGN LEADERSHIP · BRAND GOVERNANCE

PROFILE

A design leader based in South East Queensland with more than a decade in the creative industries, including three-plus years leading design at Queensland's peak body for community-controlled First Nations health organisations. I hold brand consistency across complex projects and organisations, mentor design teams, and treat accessibility and craft as core practice. I bring clear, credible, thoughtfully and efficiently executed communication to every project I take on.

EXPERIENCE

Graphic Design Manager

Nov 2023 – Present

Queensland Aboriginal and Islander Health Council (QAIHC) · SEQ

- Lead and mentor an in-house design team, setting creative direction and quality standards across the organisation's full suite of visual communications.
- Partner directly with executive leadership, member services and program teams to shape clear, effective, community-facing campaigns.
- Hold brand governance for the organisation, maintaining consistency and craft across digital, print and stakeholder materials.
- Manage design workload, priorities and creative briefs across multiple concurrent campaigns.

Senior Graphic Designer

May 2022 – Nov 2023

Muscle Nation

- Owned end-to-end creative execution across digital and print output, including campaign-specific brand identities, website skins, EDM newsletters, packaging, social content, signage and animation.
- Developed on-trend visual systems that supported a fast-moving retail and e-commerce release calendar.

Creative Director / Graphic Designer

Sept 2020 – May 2022

Belle PR

- Directed the design-led creative output of the agency across digital and print for a portfolio of retail and lifestyle clients.
- Led concept development for ad campaigns and directed print production for sixteen regular magazine titles, alongside EDMs, social content, website assets, billboards, signage, packaging and brand identity work.

CAPABILITIES

- Brand governance & stewardship
- Team leadership & mentoring
- Art direction & campaign strategy
- Executive & stakeholder engagement
- Web design & videography
- Accessible & inclusive design
- Instructional & learning design

TOOLS

Adobe Creative Suite (InDesign, Illustrator, Photoshop, Premiere Pro, Dreamweaver, After Effects), Figma, Microsoft Office, MacBook Pro. Canon 60D, DSLR steady-rig, 50mm prime & telephoto lenses.

EDUCATION

Certificate IV in Graphic Design

Shillington College

Bachelor of Arts (Music)

The University of Sydney

Higher School Certificate

Newtown High School of the Performing Arts

Creative Director / Product Designer

Aug 2019 – Sept 2020

Popgun

- Led creative direction for Splash, Popgun's music-making app (1M+ downloads), managing a small team of designers and marketers.
- Partnered with the engineering team to define brand identity and led UX/UI wireframing and design for the app.
- Directed concepts and creative for advertising campaigns, presentations and B2B collateral.

Graphic Designer

2014 – Aug 2019

Freelance

- Delivered brand identities, tour posters, album layouts, magazine layouts, print collateral, UX/UI and website design for clients including Amplified Marketing, Oberon Lane, Tooleyboc, Palm Lake Resort and Jordan Millar.
- Worked end-to-end from concept to delivery, collaborating with marketing teams, artists, managers, programmers and other designers.

SELECTED PROJECT

RACP Sector Orientation Project

QAIHC · in partnership with RACP

- Delivered a multi-module e-learning course orienting physicians to the Aboriginal and Torres Strait Islander health sector, covering ACCHOs, Medicare and Indigenous health policy.
- Led instructional and graphic design across all modules, partnering with a subject matter expert to shape complex health policy into clear, accessible course material, from draft through to final delivery.

References available on request.