



Friday, August 19, 2011

Production Coordinator

Marketing and Communications Department
Melbourne University
Online Application

To Whom It May Concern

I am applying for position number 0004447, *Layout Artist*, advertised recently on www.seek.com.au.

My education, experience and training acquired over the years would enable me to produce documents that are error free, have effective layouts and print as intended.

Using InDesign and supporting CS5 programs, I have redesigned existing publications as well as created new ones. I use the MS Office suite on a daily basis for report writing, formatting of documents, statistical analysis and inventory tracking.

Due to owning a digital SLR camera, I have learnt what makes a good photo. Also how best to print them.

I can demonstrate extensive (but non professional) experience in print production, design, layout and prepress. I like to make sure what I send to a printer prints the way I want it to, so make sure my pre press processes (and communication with the printer) are effective.

I lead my team to ensure testing is done in full and on time. Setting clear expectations and using feedback effectively ensures this happens. In my studies, I have never needed to request an extension. This shows my excellent time management.

I have no issues with following direction, and prefer it when plans are documented. Briefs, KPI's, validation protocols, due dates and the like all give me something to follow and provide clear expectations on outcomes.

Through my studies, the media, and a general interest, I have developed my interest in marketing and branding. Obviously, any brand needs to be consistent, instantly recognizable and tailored to its target market.

The completion of a Bachelor of Science and my progress towards a diploma in graphic design show I know my way around the higher education system. I understand that marketing requires planning and the objectives need to follow the SMART format for success to be adequately evaluated.

Working as a layout artist would enable me to develop my design skills further and in return, would get an enthusiastic creative who has great scientific problem solving, decision making and attention to detail skills, can follow instructions and is a fast learner.

Thank you for your consideration

To view my online portfolio, go here: www.vraliendesign.com.au/portfolio.pdf

