

LAUREL DIAZ

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EDUCATION

Bachelor of Creative Industries

UNIVERSITY OF NEWCASTLE | 2018- CURRENT

Majors: Visual Arts & Design

- Co-designed 2019 *Yak* student magazine series
- Co-coordinated launch of *Reframe: The 2019 Annual Student Art Prize*
- UON Student Representative on 2018 ABC Newcastle panel discussion, *The Future of Creative Arts*

Advanced Diploma of Graphic Design

ENMORE DESIGN CENTRE, TAFE NSW | 2016- 2017

- Designed and produced creative works for commercial clients, including Touria, Crowley Inc., and Vestivus16
- Collaborated with a team of 2 developers to produce digital content for XYZ's winter fashion collection launch

PROFESSIONAL EMPLOYMENT

Designer/ Artist

DIAZ DESIGNS | FEB 2018- CURRENT

Freelance design services for commercial and community organisations. Specialise in corporate branding, promotional imagery, and digital graphic design. Commission art works for private clients.

Art Administration Intern

WATT SPACE, UNIVERSITY OF NEWCASTLE | APR- NOV 2019

Mentored by the University Art Curator to engage in a variety of arts administration activities. Co-coordinated, with gallery curator and another student, the launch of *Reframe: The 2019 Annual Student Art Prize*.

Community Art Project Officer

SUNNYSIDE COUNCIL | JAN- MAR 2019

Coordinated and led a group of 15 early school leavers (14-16 years) with no previous art experience to design and produce a series of 3 public murals across the Sunnyside District. The murals were completed on time, under budget, with 100% participant retention for the duration of the project. The success of the project led to the Council's commitment to additional Community Art activities.

Art Tutor

DIAZ DRAWS | MAY 2015- MARCH 2017

Provided individual tuition and weekly art classes for small groups of primary and secondary school students.

ARTS EXPERIENCE (VOLUNTARY)

Gallery Guide

THE UNIVERSITY GALLERY | NOV 2018- CURRENT

Provide engaging and informative guided tours of visiting and permanent exhibitions for Gallery patrons.

Design Team: 2019 Yak Student Magazine (WIL Project)

SCHOOL OF CREATIVE INDUSTRIES & UON COMMUNICATIONS | FEB- APR 2019

As part of a team of 4 Bachelor of Creative Industries students, liaised with the Communications team to clarify project brief and successfully design the 2019 University of Newcastle Yak student magazine series.

Festival X Exhibition Guide

WATT SPACE, UNIVERSITY OF NEWCASTLE | NOV 2018

Assisted in installation of artworks for Festival X exhibition and acted as gallery guide for the duration of the exhibition.

Graphic Designer

YAK MEDIA, UNIVERSITY OF NEWCASTLE | 2018

Contributed graphic design services to three digital and print editions of YAK Media.

UON Student Representative | Community Panel Discussion: *The Future of Creative Arts*

ABC NEWCASTLE | NOV 2018

Invited to provide a student perspective as a member of a panel comprised of artists, educators, and administrators discussing the future of the Arts on ABC Radio (Newcastle).

Graphic Design Projects

TOURIA | APRIL 2017

Designed and produced a series of interactive installations to promote NSW travel destinations for inbound international tourists.

CROWLEY INC. | OCT 2017

Revitalised the corporate branding and designed new logo and website for large homewares company.

VESTIVUS16 | SEPT 2016

Designed promotional posters and accompanying merchandise and promotional collateral for the launch of Vestivus15, a new music festival travelling the East Coast of Australia during Spring.

CASUAL EMPLOYMENT

Student Ambassador

UNIVERSITY OF NEWCASTLE | 2019

Engaged with high school students across Newcastle and the Central Coast to encourage their consideration of future study at the University of Newcastle. Delivered numerous presentations at schools, open days, career expos and via social media.

Customer Service Assistant

ZIMMER FRAMING AND ART SUPPLIES | 2015- Dec 2017

Advised customers about appropriate materials for variety of projects and suitable framing options. Conducted fortnightly in-store demonstrations of various artistic techniques, utilising materials available for purchase.

PROFESSIONAL SKILLS

PHOTOSHOP
ILLUSTRATOR
INDESIGN
DREAMWEAVER
QUARK
HTML/ CSS
AFTER EFFECTS
DIGITAL MARKETING
COMMUNICATION STRATEGY
BUSINESS ACUMEN

PROFESSIONAL DEVELOPMENT

EMERGING LEADERS | MAR- JUNE 2019
iLead Plus, University of Newcastle

AESTHETICS, POLITICS, AND HISTORIES: THE SOCIAL CONTEXT OF ART | DEC 2019
Art Association of Australia & New Zealand Conference, Melbourne

DESIGN JAM | AUG 2018
Enterprise & Innovation 2018 workshop, University of Newcastle

CONTEMPORARY CURATING: THE GIG ECONOMY | MAY 2018
National Association for the Visual Arts, Brisbane

PREPARING EXHIBITION PROPOSALS | APRIL 2018
Flying Arts Alliance Inc. workshop, Sydney

PROFESSIONAL MEMBERSHIPS

Flying Arts Alliance Inc.
National Association for the Visual Arts
Design Institute of Australia
Art Association of Australia & New Zealand

REFEREES

JANELLE RHEE | MANAGER
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