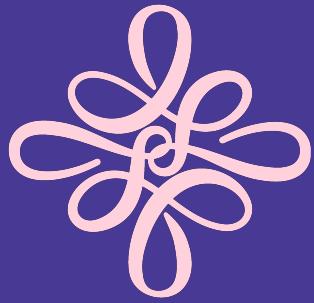


JODIE LO

Design and marketing professional specialising in branding, visual communication, and digital content. Experienced in developing cohesive brand systems, marketing assets, and design solutions across digital and print, informed by human psychology, audience insight and performance data.



CONTACT

✉ contact@jodielo.com

📞 +61 4 1415 1121

📍 Brisbane, Australia 4101

🏠 www.jodielo.com

👤 @Jodie Lo

SKILLS

Design Software

Adobe Illustrator



Adobe Photoshop



Adobe After Effects



Canva



Figma



Microsoft Office



WordPress / Elementor



Social Media Management

Meta Business Suite



MailChimp



Email Marketing



Marketing

Market Research



Data handling/analysis



(e.g. KNIME, Excel, PowerPoint)

Microsoft Office



Google Workspace



Languages

English



Cantonese Chinese



Mandarin Chinese



ACHIEVEMENTS

ACUR 2025 Conference Presenter

Topic: Decolonising the Digital - The Use of Language in the Naming of Indigenous Businesses in ACT & NSW

- First-of-its-kind independent, academic research into the naming practices of Indigenous Businesses registered with Supply Nation in ACT and NSW to investigate the prevalence of non-English Indigenous vocabulary in an ever-digitising era where platforms and search engines alike are not designed to digest Indigenous vocabulary
- 10-minute presentation at the 2025 Australian Council for Undergraduate Research Conference

WORK HISTORY

Freelance Design - Branding, Product & Fashion

Mr Boaz & Mumma Mail

📍 Brisbane, Australia (Hybrid)

📅 03/2025 – Present

- Translated early-stage concepts into production-ready product and fashion designs through sketching, mood boards, and iterative design development
- Developed visual design concepts, material selections, and reference boards to support product direction and brand consistency
- Produced detailed design specifications and technical documentation to clearly communicate design intent to manufacturers
- Interpreted non-technical and conceptual feedback into clear design revisions and actionable design outputs
- Designed the Mumma Mail brand identity and visual system, creating cohesive branding assets to support packaging, social media, and digital content

Marketing & Design Director

Australian Business Students' Association (ABSA)

📍 Brisbane, Australia (Hybrid)

📅 10/2023 – 07/2025

- Designed a complete brand identity system, including logo, colour palette, typography, and social media assets to improve brand consistency and recognition
- Developed and documented brand guidelines to ensure consistent visual application across digital, print, and web platforms
- Designed and built a responsive website using WordPress and Elementor, improving usability and increasing website traffic by 12%
- Migrated the organisation's website from Wix to WordPress, redesigning layouts and content to align with the updated brand identity
- Designed digital marketing assets for campaigns, events, and partnerships across social media, email, and web platforms
- Wrote and designed newsletter and social media content, contributing to audience retention increases of up to 48%
- Created animated logo and promotional assets using Adobe After Effects for social media and campaign launches

Creative Director

UQ Grace College Student Club

📍 Brisbane, Australia

📅 10/2023 – 08/2024

- Designed visual assets for digital and print platforms, including social media content, internal communications, and magazine layouts
- Produced photography and visual content for marketing and community engagement initiatives, increasing engagement by 30%
- Designed, edited, and distributed internal magazines, improving layout clarity, visual consistency, and readership by 80%
- Collaborated with Indigenous (Aboriginal) artists to develop culturally respectful apparel and merchandise designs

EDUCATION

Bachelor of Business Management

📍 University of Queensland

📅 02/2022 - 11/2025

Courses Completed:

- Media Design
- Media Strategies
- Design: Experience
- Brand Management
- Marketing Strategy
- Digital Visual Communication

Major: Marketing