

# SHARON ORGAD

GRAPHIC, TEXTILES & SURFACE DESIGNER

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Hello.

I'm a multidisciplinary designer with a keen eye for colour, style and detail. Over the past 11 years I applied my creative enthusiasm to a variety of areas such as kidswear, corporate uniforms, licensed products, homeware textiles and socks. I have a real passion for smart design and efficient problem solving and thrive on delivering effective and commercial solutions to creative challenges.

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## EDUCATION & TRAINING

Advanced diploma in textile, clothing & footwear  
RMIT  
Completed 2005

B.A. Economics and Business Management  
Rupin Academic Centre, Israel  
Completed 1996

Introduction to machine knitting 1 & 2  
RMIT Short courses  
2013

## STRENGTHS

Fast learner

Efficient

Practical

High standards

Proactive

Energetic

## MY PHILOSOPHY

“ Whatever you are, be a good one ”

Abraham Lincoln

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## PROFESSIONAL EXPERIENCE

**Designs To You & Lumina Active**  
Feb 2014 – Current

### Graphic Designer

Designs To You provides corporate uniform services to medium and large organisations. Lumina Active is a division of DTY which handles Cricket Australia licensed products.

As the only graphics person I cover any aspects of design and print/garment development including catalogues, presentations, final artwork for production, print development, product packaging, coordinating photoshoots and more.

**Minted**  
Jun 2014 – Current

### Freelance Designer

I design a range of stationery, greeting cards and homeware textiles which are sold on my minted online store. Currently there are over 200 items in my store.  
[www.minted.com/store/stylisti](http://www.minted.com/store/stylisti)

**CK Clothing**  
Mar 2013 – Dec 2013  
(Department made redundant)

### Graphic Designer : Girls 1-7 & Babieswear

CK Clothing is a wholesale clothing company supplying majors including Target & Myer.

My main responsibilities were to interpret briefs and design coordinated apparel collections, research trends, create seasonal moodboards and artwork pages for buyers, illustrate garment silhouettes, technical drawings and complete specification packs for production.

## PROFESSIONAL EXPERIENCE (CONT.)

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### Safari Living

Nov 2012 – Mar 2013

### Online Business Manager

Safari Living is a high-end retail homeware shop in Prahran.

I managed the content and daily operation of the online shop and showroom stock, focusing on maximizing sales opportunities and customer service.

I also coordinated re-design of the website and smooth transition from WordPress to a Magento platform, produced graphics for the website, email marketing and social media and resolved technical issues and functionality enhancements.

### Kmart

Aug 2011 – Aug 2012  
(1 Year contract)

### Graphic Designer : Girlswear & Babies

My role was to design placement and yardage prints for babieswear, girlswear and kids sleepwear and to create specification packs once artwork was approved.

It involved interpreting briefs and creating commercial designs that correspond with seasonal themes and market trends.

My designs often achieved exceptional sales in stores with some selling out in only a couple of weeks.

### Ladelle

Jul 2008 – May 2011

### Senior Designer

Ladelle supplies quality kitchen accessories, bed linen and homeware to independent stores and majors including Target, Myer and Woolworths.

I was responsible for forecasting trends, providing creative direction for new ranges and developing seasonal collections from concept to final product. I also provided art direction for photoshoots and presented trends to buyers.

### Holeproof

dec 2005 – may 2008

### Product coordinator - socks

In this role I was responsible for monitoring production and resolving any issues. It included processing and tracking orders, negotiating prices and delivery schedules with factories, ensuring QA compliance and liaising with buyers. I also created an interactive order tracker which became the main tracking tool for all product developers.

### Designer - socks

I developed coordinated sock ranges for men, women and kids for Holeproof, Rio and Slazenger brands. My specialty was sports socks and advanced knit structures. The process involved trend forecasting, ranging and design briefs, creating production art, liaising with local & offshore factories and sample approval.

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## COMPUTER SKILLS

Illustrator



Lightroom



Excel/Word



Photoshop



Keynote



Myob



InDesign



Powerpoint



HTML



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## REFEREES

Available upon request

## INTERESTS

Scandinavian design, Knitting, Fashion & shoes, Travel & Backpacking, Iyengar yoga, Ice hockey (Member of the Melbourne Demons and the Nite Owls Ice Hockey clubs)