



# NANCY

GRAPHIC DESIGNER | UX/UI DESIGN  
DIGITAL MARKETING | CAMPAIGN BUILDER  
BRAND & COMMUNICATIONS STRATEGY

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## ABOUT ME

I am a versatile and passionate Communications, Marketing, and Graphic Design professional with 11 years of experience delivering impactful brand and digital solutions. Specialising in rebranding, brand collateral management, and performance marketing, I bring together creative vision and strategic insight to craft cohesive, purpose-driven campaigns across digital, print, and social platforms. My advanced expertise in Adobe Creative Suite—particularly Illustrator, InDesign, and Photoshop—enables me to produce visually compelling designs that align with user-centric UX/UI principles. Known for my strong leadership, cross-functional collaboration, and commitment to meaningful work, I thrive in environments that value innovation, community engagement, and positive environmental impact.

## EXPERIENCE

ORANGEBOX LIMITED

2023 - Present

### Digital Campaign Builder

- Develop and execute digital campaigns, including email marketing and workflows.
- Manage data and client online storefronts.
- Design creative assets such as graphics, layouts, emails, and brand collateral.
- Work both independently and collaboratively.
- Generate and implement innovative campaign ideas.
- Experience with automation tools, API integrations, and workflows.
- Strong problem-solving skills in both independent and team settings.
- Oversee Orangebox's brand across web and social media.

TE WHAKARŌPUTANGA KAITIAKI KURA O AOTEAROA -  
NZ SCHOOL BOARDS ASSOCIATION

2019 - 2023

### Communications Designer

- Spearheaded the design strategy and lead the creative direction of the organisation's visual communication.
- Looked after the entire design process from ideation to execution, and ensured timely delivery of high-quality designs that align with brand standards and business goals.
- Lead and managed the NZSTA brand assets and design projects from concept to delivery.
- Designed various educational materials, including monthly publications, infographics, UI, and illustrations.
- Developed and managed website elements, digital marketing materials, and video/audio content for board members' professional development.

**Graphic Designer & Digital Print Operator**

- Responsible for accurate order processing and creation of packaging and brand designs.
- Proficient in Photoshop, Illustrator, InDesign, ICC color profiling, and RIP printing software.
- Collaborated with production and dispatch teams to ensure smooth workflows.

## MINZ LIMITED

2015 - 2016

**Graphic Designer**

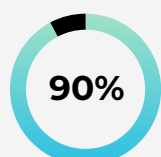
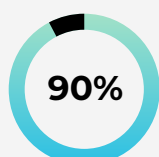
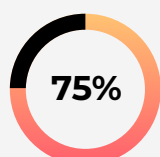
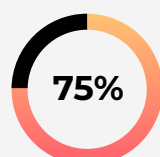
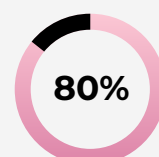
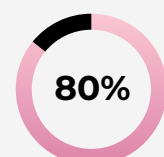
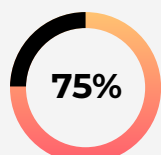
- Responsible for creating newspaper layouts and designing advertisements, meeting client requirements.
- Skilled in visually appealing design and effective message communication.
- Collaborated with editorial and marketing teams for seamless integration.
- Managed multiple projects with attention to detail and translated client brand identities into impactful visual designs.

## PRIME FOCUS WORLD

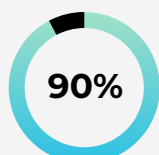
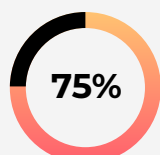
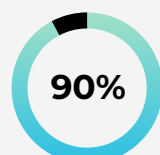
2012 - 2013

**VFX (Visual Effects) Artist**

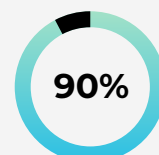
- Executed precise roto and paint tasks to create accurate matte and clean plates for visual effects shots.
- Maintained attention to detail, consistency, and adherence to project specifications and deadlines.
- Continuously improved roto and paint skills and stayed updated with industry techniques.

**SKILLS**Adobe  
IllustratorAdobe  
InDesignAdobe  
PhotoshopAdobe  
XDAdobe  
Premiere Pro  
& After EffectsPressero  
(web-to-print  
platform)

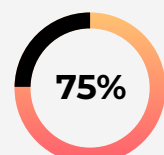
Figma

SilverStripe  
(CMS platform)Salesforce  
(CRM platform)

Final Cut Pro



MS Office Suite

MarketDirect  
(multichannel  
marketing platform)

Quick to learn and adapt to new software, with a strong ability to pick up tools efficiently.

## EDUCATION

### POST-GRADUATE DIPLOMA IN VFX, DESIGN & CREATIVE TECHNOLOGIES (LEVEL 7)

2014

#### Media Design School - Auckland, New Zealand

Gained advanced skills in technology, design, and creative problem-solving, were taught leadership roles in the digital and creative industries. Covered a range of topics, including interactive media, web design, marketing, user experience design, animation, and data visualisation.

### GRADUATION IN ANIMATION & MULTIMEDIA

2010 - 2013

#### Chandigarh University, Punjab, India

Covered a wide range of topics such as graphic design, web design, animation, video editing, digital marketing, and user experience design. Trained to develop creative and technical skills required to create compelling visual content for various digital media platforms.

## KEY SKILL & CORE COMPETENCIES

- 11+ years of experience in graphic design, digital marketing and communications, and brand strategy, with a focus on rebranding and multichannel campaigns
- Skilled in creating user-focused designs by gathering requirements and translating them into clear concepts using wireframes, storyboards, and UI elements
- Proficient in Adobe Creative Suite (Illustrator, InDesign, Photoshop) with strong knowledge of print production, pre-press, and web-to-print platforms like Pressero
- Proven track record of delivering high-quality visuals across print, packaging, POS, and digital media, ensuring consistency and impact
- Strong communicator and team collaborator with excellent project management, problem-solving, and leadership skills

I enjoy doing digital painting, reading books, photography & creating videos in my free time.

## REFERENCES

#### Serena Lim

Data Programmer  
Orangebox Limited

#### Mike Wiles

Business Performance and Operations Manager  
Te Whakarōputanga Kaitiaki Kura o Aotearoa - NZ School Boards Association

#### Deborah Chae

Senior Brand and Marketing Adviser  
Department of Conservation

#### Karen Wheeler

Director  
On Point Print Ltd (formerly known as SG Digital)

THANK YOU