

Christian Ferrero

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LinkedIn

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Skills

Adobe Suite

Photoshop
Illustrator
InDesign
After Effects
Premiere Pro

Figma

HTML

CSS

JavaScript



Overview

I have over 3 years' experience as a multifaceted designer. The channels I have covered are digital and print design, as well as motion graphics and front-end programming. I have worked for multiple brands and not-for-profit organisations. I have a keen eye for detail and communicate effectively with my team and stakeholders.

Experience

Digital Designer

Jun 2022 - Oct 2025

Spotlight Retail Group | South Melbourne

- Adapted my design knowledge for a variety of brands with differing goals to meet. These brands include Anaconda, Mountain Designs, Harris Scarfe, Spotlight and Koo.
- Created assets in different channels such as websites, emails, socials, print and motion graphics.
- Communicated between teams to meet deadlines, retain quality and keep consistency.
- Set up libraries, backups and templates for our designs. This allowed us to speed up workflow and complete projects faster.

Digital Consultant Contract

Jul 2021 - Oct 2021

Causeis | Narre Warren

- Worked with clients directly to ensure the final product was satisfactory and met all their needs.
- Gained guidance for HTML, CSS and JavaScript from team members that allowed me to further my web development knowledge.
- Use my skills with attention to detail, fixing both design and functional mistakes on client websites in a timely manner.
- Workshopped with clients in order to help them understand the systems behind their websites and how they worked.
- Coordinated web assets on a variety of clients' websites. These clients include REINSW, REIV, the Australian Library and Information Association (AILA) and the Australian Institute of Landscape Architects (AILA).

UX Designer Contract

Jan 2021 - March 2021

Hudson Institute of Medical Research | Clayton

- Collaborated with my team in order to meet deadlines and help them achieve their goals.
- Researched what our main objectives were for the website and looked into ways to achieve them.
- Conducted user research from a myriad of users, from researchers to the general public, in order to make sure all target audiences were giving their input.

Education

Royal Melbourne Institute of Technology (RMIT) | Melbourne, VIC |
Course: Bachelor of Design (Digital Media) | 2017-2019