



## Alisa Iwagishi

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### Digital Designer. Unicorn. Hula hoop extraordinaire.

I grew up in ballet tutus and tropical trees in Queensland, with a hands-on maker-mum who helped me to make my own clothes on Sunday crafternoons. So I've always loved all things creative. Typography. Art. Colours. Textures.

I have been working predominately in digital design positions, but my passion lies in illustration, motion graphics, hand lettering and projects that allow me to get hands on.

I've now been working in advertising and digital agencies for over 8 years and never looked back.



## Education

**James Cook University**

**2008 - 2010**

I completed a Bachelor of New Media Arts; majoring in Digital Media Design.

## Employment

**Clemenger BBDO, Melbourne – Interactive Designer**

**Jan 2018 - Present**

In my current role, I work with clients such as Myer, NAB, Pedigree, BMW and Mars. I design websites, eDMs and apps as well as various other digital marketing and social media assets. I am often involved in the art direction process and also sometimes collaborate with the craft team. My day to day at Clemenger is quite varied.

**Isobar, Melbourne – Digital Designer**

**Aug 2015 - May 2016**

During my time in the Isobar studio, I was designing for a variety of digital media as well as the occasional traditional media jobs. In particular I focussed on developing my skills in motion graphics and illustration. Working as part of a small creative team meant that I was also involved in the art direction process.

**Huckleberry Agency, Melbourne – Junior Designer**

**Feb 2013 - Aug 2015**

My position at Huckleberry Agency (formerly Rodeo) nurtured my skills in digital design. I primarily designed microsites and social media assets (including motion graphics) as well as photography.

**Mediapower/Suasive, Cairns – Junior Graphic Designer**

**Feb 2011 - Dec 2012**

In a unique set up, I worked with one small creative team to service the needs of two separate full-service advertising agencies. My work involved generating ideas and designing across a wide variety of media including, print, web, TV and social media.

## Interests

Hula Hooping / Music / Fashion / Art / Yoga / Skateboarding / Cooking / Drawing

## References

**Carmela Soares**

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Creative Strategist at Facebook Creative Shop (former ECD at Clemenger BBDO)

**Brenton Lau**

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Senior Designer – Isobar (former Design Director Huckleberry Agency)