

Tanya Ludvigson.

Senior Graphic Designer

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NATIONALITY

New Zealand

PROFILE

Personal Comment

I am a Senior Graphic Designer with extensive experience working for award-winning design and advertising agencies in London and New Zealand. I have worked across a broad range of brands, creating design solutions for print, digital, and motion that are both creative and effective.

I enjoy working closely with clients, stakeholders, and creative teams to bring ideas to life, from initial concept through to final delivery. Known for my attention to detail, strong communication skills, and ability to work efficiently under pressure, I thrive in fast-paced environments and enjoy managing a varied workload.

I am highly proficient in Adobe Creative Suite and also have experience in Adobe Animate, After Effects, and Dreamweaver.

SOFTWARE

Computer Skills

Adobe Creative Suite

InDesign

Illustrator

Photoshop

After Effects

Acrobat

Dreamweaver

Adobe Animate

Please view my portfolio at tanyaludvigson.co.nz

EXPERIENCE

NOVEMBER 2020
TO PRESENT

Employment History

Senior Graphic Designer

SkyCity In house Studio

A varied and fast-paced in-house design role working closely with the Creative Director on major campaigns, while independently managing creative projects across a diverse portfolio of SkyCity brands. I take approved creative concepts and design direction from brief through to final delivery, creating polished, on-brand design solutions across digital, social, print, OOH, presentation, motion and animation.

Working closely with Project Managers, marketing teams and stakeholders, I translate briefs, campaign ideas, brand guidelines and channel requirements into high-quality creative outcomes that are fit for purpose and ready for production.

My work spans advertising campaigns, marketing collateral, digital content, websites, landing pages, social media, EDMs, display assets, presentations, print and OOH, as well as motion graphics and animation. I adapt, resize and roll out creative across multiple channels and formats, maintaining consistency, brand integrity and design quality throughout.

I manage multiple projects and competing deadlines in a fast-paced environment, balancing creative quality, technical accuracy and efficiency while responding proactively to changing priorities. I collaborate with Creative Directors, Project Managers, marketing teams and stakeholders to develop work, solve design and production challenges, and deliver accurate, production-ready assets on time. I prepare organised design files, final artwork and handover assets, supporting smooth review and production workflows while maintaining a high level of craft and attention to detail.

SkyCity's diverse portfolio includes three hotels, the casino, Sky Tower and nine food and beverage outlets, providing the opportunity to work across a wide range of brands, audiences, campaigns and marketing initiatives. With over 20 years' experience across agency, freelance and in-house design environments, I bring strong production expertise and a high level of proficiency in Adobe Creative Suite, particularly InDesign, Photoshop and Illustrator. My role combines creative craft with technical expertise, efficient production and meticulous attention to detail to consistently deliver high-quality work across the business.

2010 – 2019

Freelancing in Auckland

STUDIOS INCLUDE Ogilvy & Mather, 99, BCFDentsu, Designworks, SkyCity, Big Communications, The Warehouse and True Advertising.

EXPERIENCE

Employment History continued

JANUARY 2005
– **DECEMBER 2006**

Senior Graphic Designer

WRC Agency (part of the DDB group)

I was employed at WRC as a Senior Graphic Designer and gained great experience working alongside some of NZ's top Creative Directors on leading accounts.

CLIENTS Southern Cross, Sky TV, Pacific Retail Finance, Black & Decker and Merial.

APRIL 2000
– **JANUARY 2005**

Freelancing in London**Proximity Marketing Agency**

Clients included: Sainsbury's, EuroStar, VW, Pedigree Masterfoods, O2, Save the Children and Shell International.

Claydon, Heeley, Jones, Mason Marketing Agency

Clients included: Virgin, ING, Mercedes, Bradford Bingley & T-Mobile.

The BBC

I worked for the BBC for a 6 month period where I was involved in projects for various television campaigns.

Royal Mail Group

I was involved in the design and production of branded collateral including web banners, posters, brochures and press ads for their four brands; Royal Mail, Parcel Post, Parcel Force Worldwide and Post Office Services.

REFEREES

Reference

Josh Smith

SkyCity Creative Director
021 721 183

Stephen Churchman

021 639 830

Pete Stockton

021 715 959

Let's talk.

Full portfolio and selected projects at
tanyaludvigson.co.nz