



RONALD CORRAL

Graphic, Digital & Motion Designer | Photographer | Languages Nerd

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ABOUT ME

With over 15 years of experience in the industry as an accomplished Graphic Designer, my journey has been a journey of learning and growth, where I've cultivated a diverse skill set and acquired extensive knowledge across various design mediums. From motion design to digital design, graphic design, and photography, I've embraced it all.

I am committed to a perpetual quest for knowledge, always striving to stay abreast of the latest tools, trends, and techniques in the world of design. In addition to this, I've expanded my horizons when it comes to language proficiency. I can speak the beautiful languages of French, Spanish, and Tagalog, and I am currently on the path of learning German. This linguistic versatility enhances my ability to connect with a wide range of clients, bridging gaps and fostering stronger communication.

But let me be clear – my approach is not just about technical expertise; it's about the people I work with. I'm a team player, and I take immense pride in working closely with my clients. Understanding their unique needs is at the heart of my design process. I create designs that meet expectations, align with goals, and respect budget constraints.

Throughout my career, I've earned a reputation for excellence, and my dedication to delivering exceptional results is unwavering. So, it's with full confidence that I assert my skills and expertise as a valuable addition to any creative team.

KEY SKILLS

Photoshop

Acrobat

Lightroom

Print Production
& Processes

InDesign

Premiere Pro

Adobe XD

UX/UI Design

Illustrator

After Effects

Figma

EXPERIENCE

2021 – Current SENIOR DESIGNER
TPG TELECOM/LEBARA | SYDNEY

In my role as the Senior Designer for the Lebara brand, I have the privilege of working closely with the branding and marketing teams. Together, we strive to weave the fabric of our brand identity across a diverse range of media platforms. My responsibilities are as varied as they are exciting: I craft eye-catching POS posters, breathe life into digital content through animation, design SIM packs, curate social media graphics, construct HTML5 Google advertisements, and forge striking store signages. Each of these elements plays a crucial part in elevating the presence of Lebara and strengthening our brand's identity and engagement.

I've also taken on an additional role in UX Design, where I'm working diligently on the development of the eSIM app and the website. My focus here is to ensure a smooth and user-friendly experience for our customers, providing them with an interface that reflects the values and objectives at the heart of our brand.

So, whether it's through the traditional canvas of print or the dynamic realm of digital design, my mission remains constant: to create compelling visual content that resonates with the essence of Lebara.

2020 – 2021 SENIOR ARTIST AND MOTION DESIGNER
HOGARTH | ST LEONARDS

In my capacity as the Senior Artist in charge of overseeing the Vodafone account, I had the privilege of collaborating with our dedicated team of printers, esteemed clients, and talented producers.

My responsibilities encompassed a broad spectrum of creative endeavors. From conceptualising and crafting engaging social media posts to producing dynamic animations for both digital and retail platforms.

Furthermore, I had the honor of mentoring and guiding a group of promising artists. This team, consisting of a Mid Weight Artist and a Junior Artist, embraced the spirit of innovation and collaboration, helping us achieve remarkable milestones.



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EXPERIENCE CONTINUED

2015 – 2020 SENIOR CREATIVE ARTWORKER AND MOTION DESIGNER VODAFONE | NORTH SYDNEY

As a Creative Artworker, I stepped into a crucial role that supported the design team and campaign managers with a multitude of projects. It was my responsibility to execute designs for print materials such as catalogues and brochures. I also created works for large format printing and point of sale materials.

With the growth of my skills and experience, I transitioned into a motion design role. In this capacity, I was responsible for creating digital stills and animations for nationwide retail stores, and I had the privilege of collaborating with renowned companies such as Apple, Qantas, Netflix, Samsung and Amazon.

2015 FREELANCE GRAPHIC DESIGNER DYSON | ALEXANDRIA

As a Freelancer on a one-month contract, I provided support to the design team by assisting with the daily operations of the studio and overseeing print production. I collaborated with internal stakeholders to ensure that all design specifications were met. Some of the notable projects I worked on included designing EDM campaigns, creating retail graphics, and designing web pages.

2015 SENIOR GRAPHIC DESIGNER IVEO | SYDNEY

Creative and digital services agency. Delivering graphic design solutions in full and on time, with high accuracy. Responding to urgent time frames. Developing strong and profitable business relationships. Appropriate file management of digital assets. Working effectively with internal and external stakeholders.

Clients Included: Insurance Australia Group (IAG), NRMA, SGIO, SGIC, CGU, ANZ.

2007 – 2014 SENIOR GRAPHIC DESIGNER DOMINION PRINT GROUP | SILVERWATER

Provided expert consultation, designed, and developed visually striking graphic design solutions for a wide range of esteemed corporate clients, including Starwood Hotels, top-tier sporting organizations like NRL, AFL, and NSW Rugby, and leading technology companies such as Anixter. Acquired extensive prepress expertise through close collaboration with in-house offset and digital printers.

2002 – 2007 GRAPHIC DESIGNER MARCUS EVANS | SYDNEY

Collaborated with Producers and Campaign Managers on the production and execution of various technology-focused conferences and large-scale event summits, including the development of program books, brochures, and website content. Coordinated design projects with APAC regional offices in Kuala Lumpur and Auckland, and with the London head office, to ensure adherence to brand standards for global projects.

2001 – 2002 JUNIOR GRAPHIC DESIGN CITY DESIGN PRODUCTION | SURRY HILLS

Involved in numerous design projects in this small design studio of 3. Headed by the Art Director and Senior Graphic Designer we produced several works both in print and multimedia. Mainly we were involved working with the NSW Department of Education and produced several publications including the annual TAFE Course Handbook and TAFE Interactive CD ROM Course Guide.



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EDUCATION

2000

DIPLOMA IN GRAPHIC DESIGN

SYDNEY WESTERN INSTITUTE TAFE | LIVERPOOL

1999

CERTIFICATE IV GRAPHIC DESIGN

ST GEORGE TAFE | KOGARAH

LANGUAGES

English (Native)

Spanish(A2)

German (A1)

Filipino (Native)

French (B2)

INTERESTS

I've got a real passion for **language learning**. Currently, I've got a good handle on French and I've dabbled in Spanish and German. Learning new languages can be a bit of a challenge, but it's also incredibly rewarding. It's like a journey that lets me fully dive into different cultures and have meaningful conversations with native speakers when I'm traveling. It's taught me patience, and it's deepened my respect for those who speak English as a second language.

The other thing I'm passionate about, something I've loved since I was just a kid – **pop culture**. It's a world of stories, rich and diverse artistic styles, and let me tell you, I'm one of those folks who can't resist going to those comic book conventions. I love hunting for those rare collectibles and admiring the courage of those cosplayers who really bring those characters to life!

Now, I'm also a fan of **traveling overseas**. Experiencing other cultures, immersing myself in the sights, sounds, tastes, and smells – it's a real treat for the senses. Backpacking is my way of life. I enjoy lounging around in hostels and connecting with fellow travelers from all over the world. It's a great way to broaden my horizons.