

ZOE WHALEY

EDUCATION

Fundamentals of Digital Marketing

May 2026

Google Certification in Digital Marketing

Victoria University of Wellington

2023 - 2025

Bachelor of Design Innovation majoring
in Communication Design

GPA: 7.64 / 9.0

Mount Albert Grammar School

2018 - 2022

NCEA Level 3 Endorsed with Excellence

ACHIEVEMENTS

- VUW Deans List (2023 & 2024)
- VUW Tangiwai Scholarship (2023)
- Pat Hanly Creativity Award (2022)
- The Trusts Awards Youth Photography - 1st (2022)
- ARA Lodge Scholarship (2022)
- NCEA Design Scholarship (2022)
- NCEA Statistics Scholarship (2022)
- 2nd and 3rd in Stills NZ photography competition (2022)
- MABC Logo Competition Winner (2022)

SKILLS

- Graphic Design
- Brand identity creation
- Data visualisation
- Social media management
- Digital marketing
- Photography
- Adobe Suite
 - 5 years' experience with Illustrator, InDesign, Photoshop, Lightroom through my freelance graphic design work.
 - Beginner with After Effects
- Figma
- Canva

PERSONAL STATEMENT

I am a graduate communication designer with experience creating brand identities, print collateral, and social campaigns for clients, including the NZ School of Dance and Zelati Dessert Cafe. With several years of freelance experience, I enjoy working from ideation to final product, and I am not afraid to mix media, multitask projects, build collateral with personality, and learn new software on the go. I am also interested in the intersection between design and marketing. Now, I am looking to enhance my skillset within a brand or agency environment.

WORK EXPERIENCE

HOSPITALITY STORE LEAD, GRAPHIC DESIGNER

Zelati Dessert Cafe

January 2024 - present

- Led a visual rebrand of a Wellington hospitality chain, covering identity, print collateral, and socials.
- Created and managed social content: photography, reels, stories, and student-targeted campaigns.
- Oversaw flagship store operations, including staff training, shift scheduling, and leadership for a team of 10+, 2IC to the owner.
- Designed staff onboarding and internal digital training resources.

GRAPHIC DESIGNER

Lick! Dance Theatre

October 2023 - March 2024

- Developed the full visual identity for a bold new Wellington dance company from scratch.
- Designed a suite of promotional materials (flyers, posters, and website) for the company's debut NZ Fringe Festival 2024 show, which went on to win awards.
- Collaborated closely with the founder to translate her performative vision into a striking black, white, and red identity that positioned Lick! distinctly within Wellington's arts scene.

PHOTOGRAPHER

New Zealand School of Dance

April 2023

- Solely art-directed and photographed a campaign shoot for the NZSD Axis Choreographic Season, resulting in imagery deployed on billboards and posters across Wellington Central.
- Worked directly with NZSD's marketing team to ensure creative output aligned with brand requirements and campaign deadlines.

VOTING OFFICER

Electoral Commission

September 2023 - October 2023

CREW TRAINER

McDonald's

December 2021 - September 2023