

# fiona bickerdike

## GRAPHIC DESIGNER

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I'm Fiona Bickerdike, a graphic design creative and strategist with a keen eye for innovative design and a sharp mind for meaningful strategy. I have worked as a designer in industry for over 15 years. With a relentless pursuit of growth and self-renewal, I am a firm believer in continuous improvement and thrive on embracing new challenges and adapting to new opportunities.

At the heart of my design philosophy lies a deep appreciation for strategy and problem-solving. I believe that every effective design solution starts with a single, powerful question: "Why?" By digging deep into research and analysis, I uncover the underlying motivations and needs that drive my clients target audiences. From there, I craft compelling design stories that can be leveraged, providing solid foundations for long term design stories.

What sets me apart is my insistence on measuring the impact of my design solutions. I believe that great design should be supported by meaningful data, and that's why I'm obsessed with tracking outcomes that prove the effectiveness of my work and offer insight into how to approach the next design creation and evolution.

### PROFESSIONAL EXPERIENCE

#### Graphic Designer Chisholm Institute

Jul 2024- Present

I work under the design lead, to help conceptualise and create all printed and digital assets for different stakeholders across the insitute. Recent work has included concept development with Fuel Agency, and brand development of the new Frankston tech school roll out.

#### Graphic Designer Freelance

2017-Present

Worked with varied clients including Consortium advertising, Aamtech International, Bata Industrials, and other wholesale, and retail brands. Managed design asset creation and execution across catalogues, advertisements, style brand guidelines, logo development, packaging and product branding.

#### Design Manager Mimco

2012-2016

#### Designer Witchery

2008-2010

#### Designer Mimco

2010-2012

#### Design Assistant

Coast London

2006-2007

### EDUCATION

#### BA Communication Design

Swinburne University of Technology  
2019-2024

#### MA Fashion Design

Royal College of Art  
2004-2006

#### BA Fashion Design

Kingston University  
2001-2004

### SKILLS

Creative thinking

Conceptual

Design strategy mindset

Client experience

High initiative

Driven

Experienced in Adobe suite

Ability to work under pressure

*References available on request*