

Zoe McGrath

Creative Designer | Visual Communication & Content

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PROFESSIONAL SUMMARY

Creative designer with over 20 years of hands-on experience across print, digital, publication design, branding, content creation, photography, and video production.

I've worked across a wide range of environments; from building a global e-commerce brand to redesigning event collateral for a high-volume venue to photographing large-scale sporting events with thousands of participants. I work well from a defined brief, but I'm equally comfortable when things need to be figured out along the way.

I tend to notice where things can work better and I like to raise it; whether that's proposing a template rebuild, improving how something is communicated, or identifying a gap that needs filling.

CORE CAPABILITIES

- Adobe CC: InDesign, Photoshop, Illustrator, Acrobat Pro
 - Video editing: Premiere Pro, Final Cut Pro, short-form tools
 - Publication design, marketing collateral, and brand communications
 - Brand identity, style guides, and template systems
 - EDM design and email marketing campaigns
 - Photography, retouching, and visual content creation
 - Foundational understanding of animation principles
 - Confident interpreting briefs within established brand guidelines
 - Managing multiple projects across tight deadlines
 - Experienced across both PC and Mac environments
 - Experienced directing AI-assisted technical development — including a full portfolio website build using Claude Code
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TOOLS & PLATFORMS

Design & Production Software: Adobe CC (Photoshop, Lightroom, Illustrator, InDesign, Acrobat Pro, Premiere Pro), Final Cut Pro, Microsoft Office (Word, Excel, PowerPoint)

Web, CMS & E-commerce: WordPress, Squarespace, WooCommerce, Shopify, CS Cart

Email Marketing: MailChimp, ActiveCampaign, Mailerlite

Business & Project Tools: Ivvy, Sprout Studio, Asana, Google Drive, Dropbox, WeTransfer

AI Tools: ChatGPT (daily use since 2023) & Claude (ideation, research, content refinement & development); Midjourney, Gemini (image generation and visual prompting); ElevenLabs (video and audio generation)

PROFESSIONAL EXPERIENCE

Event Photographer & Participant Engagement Specialist | **2022 – Present**

Race Images (Spartan Events) | Various Locations, Australia

Contributing to the visual coverage of large-scale mass participation sporting events (10,000+ competitors), operating within fast-paced, high-volume outdoor environments while creating moments with participants to capture the energy of the event.

- Delivered real-time photographic coverage across a mass participation sporting event, capturing key moments across multiple zones as specified in the brief.
- Anticipated athlete movement and peak moments under pressure, ensuring consistent capture of high-value content including finishes, medal presentations, and emotional reactions.

- Actively engaged with participants to create dynamic and memorable content, encouraging natural, candid, and playful interactions to enhance overall event storytelling.
- Efficiently review, select, and refine essential images from various photographers to share live on social media.
- Balanced creative direction with speed and efficiency in an uncontrolled, high-traffic setting with thousands of competitors.
- Designed print media used to promote Race Images during event.

Wedding & Functions Coordinator | 2025-2026

Sandstone Point Hotel | Sandstone Point, QLD

Employed as a Wedding & Functions Coordinator in a high-volume venue environment, working within a PC-based setup using Adobe Creative Cloud and Microsoft Office, while also identifying and acting on opportunities to improve how information was presented and used across the business.

- Managed end-to-end coordination of weddings and events, including client communication, event orders, scheduling, and on-the-day execution.
- Redesigned menus and name cards, replacing manual Canva workflows with structured Word templates using mail merge; significantly reducing manual entry and errors.
- Rewrote client email templates to improve clarity, tone, and overall customer experience.
- Refined marketing brochure content to shift messaging toward the emotional experience of weddings rather than purely venue features.
- Conceptualised, photographed, wrote, and designed a comprehensive styling guide used internally and by clients.
- Rebuilt key documents including styling guides and menus in WORD as an editable format ensuring ongoing usability by non-design staff.
- Redesigned floorplan documentation to improve usability and visual clarity, incorporating real event imagery to support client decision-making.
- Developed supporting materials for Wedding Open Days, including reusable event signage.
- Created a supplier guide booklet to support client planning and streamline information sharing.
- Provided ad hoc support across design, content, and technical problem-solving while maintaining full coordination workload.

Photographer & Creative Director | 2021-2024

Zoe McGrath Photography | Self-employed

Operated a portrait and pet photography business with a strong focus on creating meaningful, high-quality printed artwork.

- Specialised in portrait and pet photography, including sensitive sessions with older and terminally ill animals, with a focus on creating lasting, tangible keepsakes for families.
- Delivered a full-service experience from shoot through to final artwork, including in-person viewing sessions and supplied high end printed products with a strong emphasis on quality and finish.
- Designed and maintained all client-facing materials: website, pricing guides, session guides, product brochures, and automated email flows.
- First Place, Ekka Photography Competition, with a programme cover feature the following year.

Founder & Creative Director | 2010-2020

Make it Crafty | Global E-commerce Craft Brand

Built and operated a global creative e-commerce brand over 10 years, combining product design, education, and content to support a highly engaged international community.

- Designed, developed and managed a large catalogue of physical and digital products, supported by consistent branding and ongoing content creation.
- Commissioned and directed a network of illustrators across multiple countries to design exclusive stamp sets and digital image collections.
- Recruited and managed a worldwide volunteer design team to produce content and promote products across multiple platforms.
- Created educational resources including blogs, e-books, and video tutorials, known for clear, engaging, and story-driven communication.

- Designed and managed regular email marketing campaigns (EDMs), including layout, copywriting, and audience targeting, building a loyal customer base through storytelling-led content with consistently high engagement.
- Grew and moderated a Facebook community of more than 5,000 members.
- Travelled to the United States on multiple occasions to teach workshops, building an international profile and customer base.

Freelance Designer | 1999-2009

Self-employed

- Delivered brand identity, print, and digital design for clients across a broad range of industries.
- Translated client ideas into functional, usable design outcomes across branding, advertising, and web.
- Hand-coded websites in HTML and CSS and co-developed a bespoke e-commerce platform from scratch; acted as the primary liaison between end-users and developers to ensure technical logic met aesthetic and functional goals
- Working knowledge of PHP and MySQL for dynamic site functionality.

PORTFOLIO

Zoe's Desk – portfolio.zoemcgrath.com.au

Visit Zoe's Desk for an interactive walkthrough of the work I've designed, photographed, and managed over the years.

Sandstone Point Hotel: Full redesign of event collateral, template systems, styling guide, supplier guide, and open day materials, delivered alongside a full coordination role.

Make it Crafty: E-commerce store, e-book tutorial development and design, product design and manufacturing, EDMs, banner design, social marketing, blogging, papercrafting, laser cutting

Zoe McGrath Photography: Complete client-facing brand: website, pricing guides, session guides, product brochures, and automated email flows.

Prism Magazine (QCG): Took over as editor and rebuilt the monthly publication from a basic newsletter into an editorial magazine. Wrote all event coverage, developed a member questionnaire to generate interview-style spotlights, sourced and edited contributor stories, and redesigned the entire publication in InDesign.

Multimedia & Content: Video production, short-form social content, and action sports photography for Spartan Race and Tough Mudder Australia.

COMMUNITY & RECOGNITION

Queensland Camera Group (QCG) Club Spirit Award recipient. Editor and designer of Prism magazine. Produced a 30-minute documentary video of the club's first gallery exhibition — planning and capturing the setup, interviewing judges and members, filming opening night, then collaborating with a club member on narration before editing and presenting the finished film to the club.

Qld Staffy & Amstaff Rescue Volunteered time and photography skills to organize, promote and run a Christmas portrait session for rescue dogs and their families, raising over \$4,000 for the rescue.

Dog Agility Club Redesigned club apparel and provided ongoing visual communications and branding support.

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