

Zoe McGrath

Creative Designer | Visual Communication & Content

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PROFESSIONAL SUMMARY

Creative designer with a broad, hands-on background across digital, print, content, photography, and video production.

Specialising in turning complex ideas into functional designs; whether translating needs and insights between stakeholders and technical teams, or analysing fragmented information to map out clear, structured outcomes. I'm comfortable working from a defined brief, but I'm just as effective when things are less clear and need to be worked out along the way.

Known for being adaptable and detail-focused, with a strong ability to step into busy environments and contribute immediately.

CORE CAPABILITIES

- Design across digital, print, social, and communications
- Brand consistency and style guide development
- Building templates and systems that improve consistency
- Identifying gaps and opportunities for improvement
- Comfortable across Mac and PC environments
- WordPress builds, Elementor, and ongoing site management
- Produce clear, organised designs from defined briefs
- Managing multiple projects in fast-paced environments
- Collaboration and practical problem solving
- Photography, video production, and content creation
- Adobe CC - Photoshop, Illustrator, InDesign and more
- HTML/CSS, Shopify, and ecommerce platform development

PROFESSIONAL EXPERIENCE

Founder & Creative Director | 2026 – Present

Zoe McGrath Design Studio | Self-employed, Brisbane QLD

Designing and building ecommerce stores, Shopify apps, lifecycle email and the internal systems that support them.

- Store Suite Development, a multi-module Shopify app allowing a single store to trade both B2C and B2B, including tag-based wholesale pricing, server-side checkout validation and a quick-order interface. Approved by Shopify's app review on first submission.
- Designed and built a direct-to-consumer apparel store as a working development environment: brand identity, custom-built Shopify theme, and a trait-based product quiz feeding segmented Klaviyo email flows.
- Developed an internal business intelligence platform connecting Shopify, Klaviyo, Meta and Google, collecting audience research and analysing it alongside store data to generate marketing, content and product recommendations.
- Built automated social publishing to Facebook and Instagram, with engagement data feeding back to inform future content decisions.

Event Photographer & Participant Engagement Specialist | 2022 – Present

Race Images (Spartan & Tough Mudder Events) | Various Locations, Australia

Contributing to the delivery of visual coverage across large-scale sporting events, operating within fast-paced, high-volume environments while creating moments with participants to capture the perfect photo.

- 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, 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.
- Built the business website in WordPress using Elementor Pro, later migrating it to a fast static build by extracting the content directly from the database.
- First Place, Digital Photography, Royal Queensland Show (Ekka), with a programme cover feature the following year. Gold, Australian Digital Photography Awards.

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.
- Built and ran the storefront on CS-Cart with WordPress powering all content and blogs, managing hosting, updates and integrations across the full ten years.
- 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.
- Built a loyal customer base through regular email marketing and storytelling-led content, achieving 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.
- Built and maintained client websites in WordPress from the mid-2000s, including early WordPress ecommerce stores, choosing the platform so clients could confidently update their own content.
- Hand-coded websites in HTML and CSS and co-developed a bespoke e-commerce platform from scratch when the available plugins could not meet client requirements; 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

portfolio.zoemcgrath.com.au

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

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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