Liv Hirst

Overview

Graphic and digital designer with 3+ years creating print, web, EDM and social assets for retail, licensed, beauty and not-for-profit brands. Experienced in high-volume campaign production and working closely with marketing and ecommerce teams. Bachelor of Visual Communication Design (Distinction) and Cert IV in Information Technology.

Contact

oliviaclairehirst@gmail.com
0431 224 221
livhirst.com

Geelong, VIC

Skills

Design

Illustrator, Photoshop, InDesign, After Effects, Premiere Pro, Figma (responsive auto-layout, component libraries), Canva

Digital and Ecommerce

Salesforce Marketing and Commerce Cloud, HTML, CSS

Marketing

EDM campaigns, audience segmentation, social media, lead generation

Collaboration

Microsoft Teams, Trello, Adobe Workfront

Experience

Coworking Space Manager | WOTSO Geelong
Apr 2026 - Present

- Designing reception screens, signage, monthly posters, Instagram and member portal content for the Geelong, Dandenong and Mandurah sites
- Generating leads through social media and community engagement and converting enquiries into memberships and one-off purchases via phone, email and space tours
- Managed local business partnerships and member discount schemes with Novotel Geelong and Simic Financial, as well as hosting monthly member events and meeting room bookings

Digital Designer & Producer | Cotton On Group
May 2025 - Apr 2026

- Rolled out major campaigns such as Black Friday, Afterpay Day and Ramadan across email, web and social, building 30+ audience segments across nine regions and four sub-brands
- Built landing pages and banners in Salesforce Commerce Cloud, adapting global assets into region-specific versions and managing the asset library
- Developed training material and taught digital designers Salesforce and HTML/CSS during the merge of design and production teams

Education

Deakin University
Bachelor of Visual Communication Design (Distinction)
2022

Upskilled
Cert IV in Information Technology (Programming)
2026

References

Available on request

Junior Digital Designer | Cotton On Group
Aug 2023 - May 2025

- Interpreted campaign briefs to develop digital design assets across EDM, web, social, and paid channels for trend, licensed, UGC and sale event campaigns while maintaining brand consistency
- Presented designs through review processes with senior designers, marketing and ecommerce teams on global campaign rollouts while managing high-volume workloads
- Adhered to strict licensing requirements working alongside FIFA, NBA, Jurassic Park, Peanuts and Billie Eilish brands

Volunteer Graphic Designer | Clean Up Australia
Mar 2023 - May 2023

- Designed the 2022 Rubbish Report and 2022 Annual Review of Operations in InDesign, turning operational data into clear infographics and visualisations for the public

Graduate Graphic Designer | Caronlab Australia
Professional beauty & waxing brand
Dec 2022 - Feb 2023

- Produced and edited B2B monthly trend and promotional content across web, social, and video training material
- Designed print-ready flyers and POS material for salons
- Created assets across sub-brands Waxxxpress USA, Ocean Road and Hydro2oil, each with its own visual identity
- Coordinated approval workflows with marketing and liaised with external suppliers and cosmetic chemists on compliant packaging

Graphic Design Intern | Pixeld
Jun 2022 - Sep 2022

- Worked directly alongside marketing specialists to design digital and print deliverables for retainer clients
- Developed brand guidelines, client presentation slides and reusable social templates in Canva