



P O R T F O L I O



“ People with
Passion
can change
the world
for the better.

Steve Jobs

“ *A self motivated,
hardworking, creative
professional with over
25 years experience
across a wide range of
digital marketing and
media applications for
small, medium and large
businesses including
multi-nationals.*

*Passionate about digital
arts with exceptional
attention to detail and
a natural aptitude for
all things geeky.*

Contents

●....	Resume.....	4
●....	Logo Design	6
●....	Corporate Identity	8
●....	Graphic Design.....	12
●....	Websites	14
●....	Video Editing	18
●....	Marketing	20
●....	Signage.....	22
●....	App Support	24
●....	Web Apps	26
●....	Contact Details.....	28

Stuart Harcourt ~ Resume

www.stuartharcourt.com

Please contact me via the website for contact details

Experience

- June 2019 } Present
Senior Communications Officer
@ CatholicCare Central Queensland
📍 Rockhampton
Duties: Web Design, Programming, Digital Marketing, Graphic Design, Social Media Marketing, Video editing & Production, Logo Design, HTML Newsletters, Copy Writing & Content Creation, Internal Communications.
- Feb 2012 } June 2019
Creative Director
@ Almost Anything Web & Graphic Design
📍 Rockhampton
Duties: Creative Direction, Client Liaison, Web Design, Programming, Digital Marketing, Graphic Design, Social Media Marketing, Video editing & Production, Logo Design, HTML Newsletters, Copy Writing & Content Creation, Team Management.
- May 2006 } March 2013
Senior Web & Graphic Designer
@ Automotive Distributors Ltd / Bilstein Group
📍 United Kingdom
Duties: Multilingual Web & Graphic Design, Digital Marketing, Social Media, Client Liaison, Video Editing, Presentation Creation, Product Packaging Design, HTML Newsletters, Recruitment and Team Management.

- April 2005 } May 2006
Graphic & Web Designer
@ BG Electrical Group / Masterplug
📍 United Kingdom
Duties: Web & Graphic Design, HTML Newsletters, Product Packaging Design, Presentation Creation, Digital & Physical Marketing Material, SEO.
- April 2002 } April 2005
Studio Manager
@ Auto Trader Magazine / Trader Media Group
📍 United Kingdom
Duties: Web & Graphic Design, HTML Newsletters, Design, Presentation Creation, Digital & Physical Marketing Material, SEO.
- April 1998 } April 2002
Senior Designer
@ Comma Oil & Chemicals / Exxon Mobil Group
📍 United Kingdom
Duties: Multilingual Graphic Design, Presentation Creation, Point of Sale & Packaging Design (in-house and own brand), Event Management, Recruitment & Team Management.
- August 1996 } April 1998
Graphic Designer
@ Universal Design Group
📍 United Kingdom
Duties: Graphic Design, General Office Duties.

Software, Services & Platforms

- Adobe Photoshop
- Adobe Indesign
- Adobe Illustrator
- Adobe Premiere
- Adobe Dreamweaver
- Final Cut Pro
- Wordpress
- HTML
- CSS
- PHP
- MailChimp
- Campaign Monitor
- Mailpoet
- Facebook
- YouTube
- Instagram
- GoogleMyBusiness
- MS Office including Teams & Outlook
- Google Drive
- Google Docs
- Google Sheets
- Google Slides
- MacOs
- Windows 10/11

Hobbies

- Video production
- Drone video photography
- Walking
- PS5 gaming
- Watching movies
- All things Apple
- BBQ's
- Music

Education

- July 1996
NVQ Level 2 Computer Technology
@ ITEC Springhead (📍 United Kingdom)
- Sept 1994 } July 1996
BTeC National Diploma Performing & Visual Arts - *Distinction*
@ North West Kent College of Technology (📍 United Kingdom)
- Sept 1989 } June 1994
11 GCSE's (Grade A – C)
@ Thameview High School (📍 United Kingdom)

References

Available on request

Logo Design

Over the last 25+ years I have provided logo designs to many business and brands large and small.

A logo in a business's the most forward facing item and can be a key deciding factor in a customers journey from research to conversion.

Every logo should put the customer, not the client, first.

A logo needs to be representative of the business, yes, but first and foremost must be focused on the needs and expectations of the customer.



WorkingWell

Corporate Wellbeing & Health



Corporate Identity

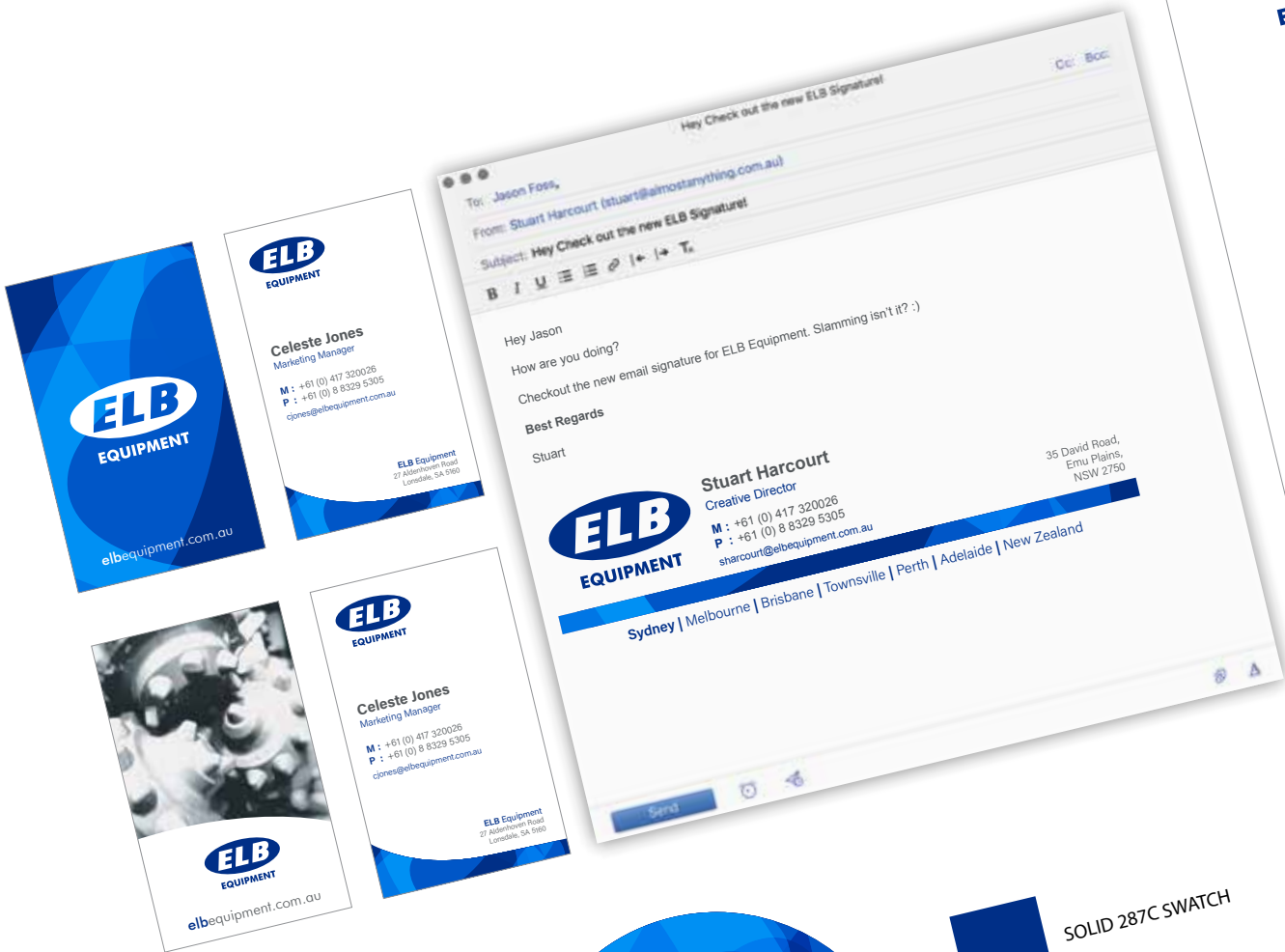
Page layout and the definition and application of a corporate identity is a key skill and passion of mine.

Over the years I worked for both in-house marketing teams as well as design agencies.

Pushing the boundaries of existing brand guidelines and creating new corporate identities and layouts based on only having the logo as a starting point is one of the most enjoyable aspects of my career.

Competencies:

- ✓ Adobe Photoshop
- ✓ Adobe Indesign
- ✓ Adobe Illustrator
- ✓ QuarkXpress
- ✓ Suitcase Fusion



THEME



Dear Stuart,

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.

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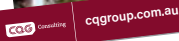
Your Sincerely

Steven Jobs

Steve Jobs

P: 02 4777 7110 | E: sydney@elbequipment.com.au

elbequip



Placement
It is preferred that the full corporate logo is placed to the left of a document.

Exclusion Zone
The logo must always be surrounded by an area which is entirely clear of typography and other graphics.

An exclusion zone around the logo is important to ensure the logo is clearly occupying its own space and does not clash with other elements.

An 8mm minimum exclusion is required around the logo. This area should be clear of any text.

If an application needs to be designed for a specific use, it must then be approved for release by the Communications Team.

Placement:
As a working well the exclusion zone surrounding the logo is not to be used as a design element. The logo is to be used as a design element. The logo is to be used as a design element.



what is school savvy?
Getting children ready for a new school year can be a struggle for many families. School Savvy CQ is an initiative designed to help.

School Savvy CQ is a free online resource that provides parents with information on what to expect from their child's first year of school. It includes a checklist of essential items to have ready, such as school bags, uniforms, and toiletries. It also provides information on how to prepare your child for the first day of school.

Our conversations with parents and teachers have consistently revealed a steady increase in the number of students meeting their school year without adequate clothing, shoes, socks, pencils and other equipment.

Education is key to helping breaking the poverty cycle.

Our origins
CatholicCare delivered Caritas Queensland's first School Savvy program in January 2019, drawing on our vast experience in supporting the vulnerable.

Our organisation
CatholicCare is the largest, not-for-profit local social services organisation in Central Queensland, providing professional community services for over 40 years.

Long Street of CatholicCare Central Queensland employs more than 200 staff members. Our services are delivered through our head office, regional offices, and community centres. We are a family, and we will continue to grow and evolve.

Our work is growing and changing. We are committed to providing support and assistance to those in need. We are committed to providing support and assistance to those in need.

Our mission is to provide support and assistance to those in need. We are committed to providing support and assistance to those in need.

Ash Cloud
The Ash Cloud is an additional visual asset available for use when it is appropriate and necessary to add more visual flair to documents or promotional items while remaining aligned to the official CatholicCare brand.

The Ash Cloud is ideally suited to headers, footers or as a full background image. It can easily be tailored for a more subtle finish. The CatholicCare logo may be positioned over the Ash Cloud - but it is important to refer to page 6 to ensure correct logo and image application.

The Ash Cloud can be reproduced whole or in part, and its use should be directed by the Communications Team.

Wellbeing

WorkingWell can help you get back on track to feeling better, with these great program benefits:

- Dedicated web portal
- Easy appointment booking
- One-on-one counselling support sessions

No matter what industry you work in, **WorkingWell** Corporate Wellbeing & Health is all about you!

www.working-well.org.au | t: 1800 142 422

Proudly providing EAP services & support to Rockhampton

Looking for an exciting new career in... Health Support Services?
Get there with CatholicCare

Obtain your **HLT23215 - CERTIFICATE II HEALTH SUPPORT SERVICES**

Skill Up offers tailored assistance to adult job seekers to upskill or reskill in entry level positions in high priority industries to **maximise** existing and future job opportunities.

At a glance

- No Cost To Participants
- 12 Week Program
- Class Room Training
- Two Days Per Week Work Placement

See over the page for course details and how to apply...

Provided in Central Queensland by **CatholicCare CENTRAL QUEENSLAND** www.catholiccarecq.com

In partnership with **BLUE STONE NATIONAL ACADEMY** and **Skills Assure**

Plan Management
Compassionate, Supportive, Professional

We ndis

youmatterpm.com.au

Logo Exclusion

The below represents the minimum exclusion zone space around the logo. Additional space recommended and / or desirable.

With Tagline

8mm Min

WorkingWell
Corporate Wellbeing & Health

8mm Min

Without Tagline

8mm Min

WorkingWell

8mm Min

Colours

Pantone® 3555c
Coated Stock

CMYK 85 / 98 / 30 / 21
RGB 69 / 38 / 98
WEBHEX #442662

Pantone® 2081c
Coated Stock

CMYK 55 / 75 / 0 / 0
RGB 132 / 91 / 166
WEBHEX #845b66

Fonts

Heading/Title Preferred: Arial Rounded MT Bold

Heading/Title Alt: Open Sans Extra Bold

Body/Tagline Preferred: Calibri Light, Calibri Regular, Calibri Italic, Calibri Bold, Calibri Bold Italic

Body/Tagline Alt: Open Sans Light, Open Sans Regular, Open Sans Bold, Open Sans Bold Italic

Icon

Maybe used to represent the brand where the full logo is too big to be deployed. Example applications include website favicon, App icons & Bookmarks.

Colour

Mono

MAJOR ANNOUNCEMENT - Continued from page one.

CatholicCare CENTRAL QUEENSLAND

The new name for Centacare CQ

You matter

Robert Sims
Director - CatholicCare Central Queensland

We are still the same organisation that we have always been, only with a new name.

We are the same dedicated team of local people, with the same passion for delivering the essential services and supports that so many of you enjoy and rely on.

We have always, and will continue to always, serve you and the fellow members of our communities from all walks of life, regardless of age, religion, race, orientation, or social background.

As we did as Centacare CQ, as CatholicCare we will believe that everyone matters.

We are proud that our new name can celebrate and embrace our rich Catholic history, including that of our humble beginnings from the local church vision of our founding figures, Father Frank Gilbert and Sister Anne Marie Kinnane.

Fr. Frank and Sr. Anne Marie first began their Centacare work out of a small demountable building in Rockhampton, and it is from that point that we have grown into the vibrant and flourishing organisation that we are today.

It is very important to highlight that our name change does not change who we are. It is simply about better reflecting who we are.

We are CatholicCare. We are people sharing in the healing ministry of Jesus to enhance your life and well-being.

We are CatholicCare Central Queensland, and we look forward to bringing you on the journey of this next chapter with us.

Central Queensland's most experienced community services team

- ✓ Aged Care
- ✓ NDIS Services
- ✓ Family Support
- ✓ Counselling

You matter

Call 1300 523 985
www.catholiccarecq.com

FAMILY CENTRE
Rockhampton

As a Australian Government Initiative

Call: 1300 783 544
PO Box 819, Rockhampton QLD 4700
www.familyrelationships.gov.au

Find us at

- Rockhampton: 368 Esplanade Street
- Mackay: 38 Sydney Street
- Gladstone: 381 Herbert Street
- Emerald: 144 Gipsy Street
- Yeppoon: 5/15 James Street

Email Mackay: rockhampton@catholiccarecq.com

Email Rockhampton: rockhampton@catholiccarecq.com

school savvy
by CatholicCare CENTRAL QUEENSLAND

Supporter prospectus 2023

Let's give our kids the best start possible at school

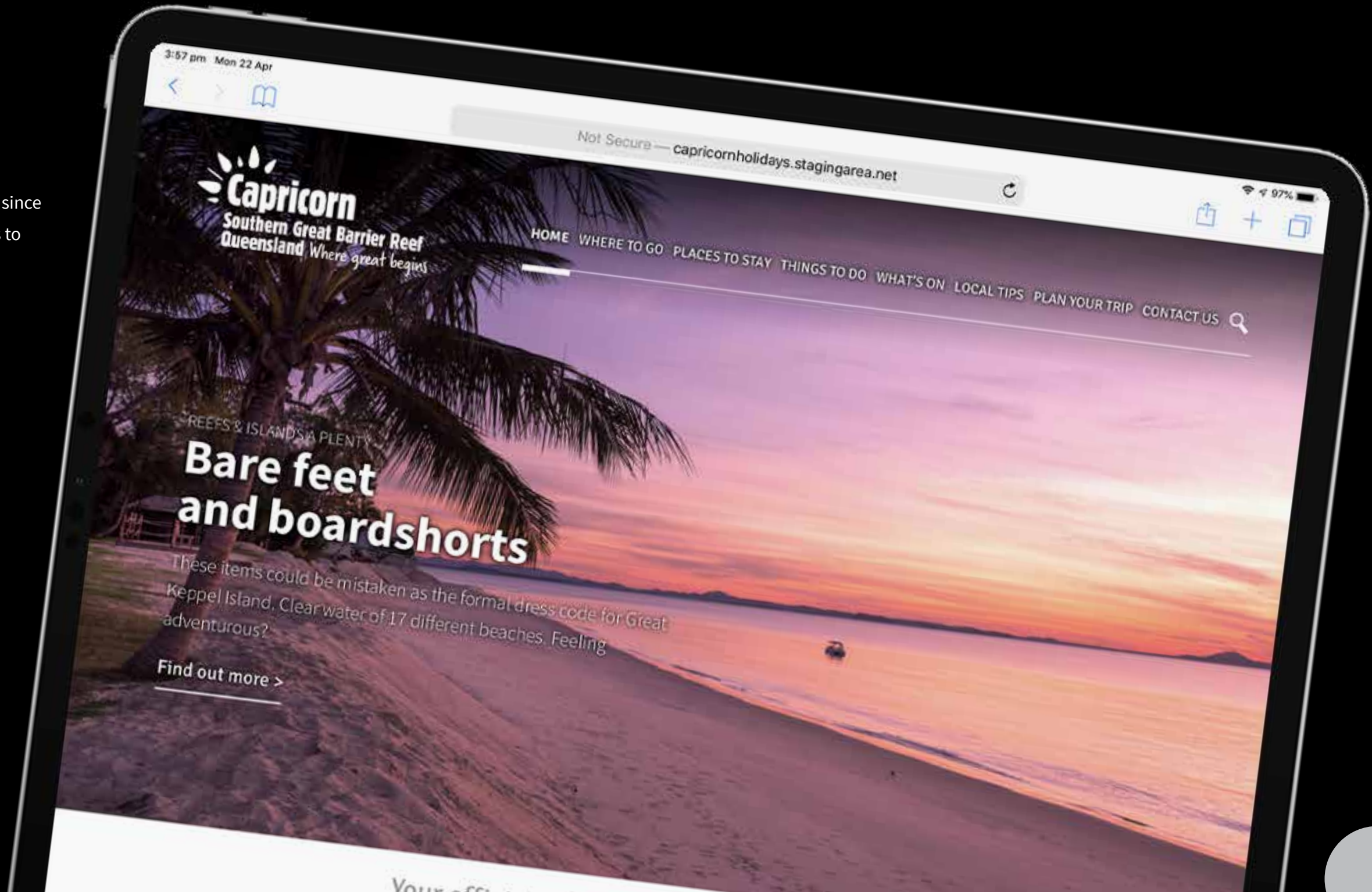
www.schoolsavvycq.com

Web Design & Development

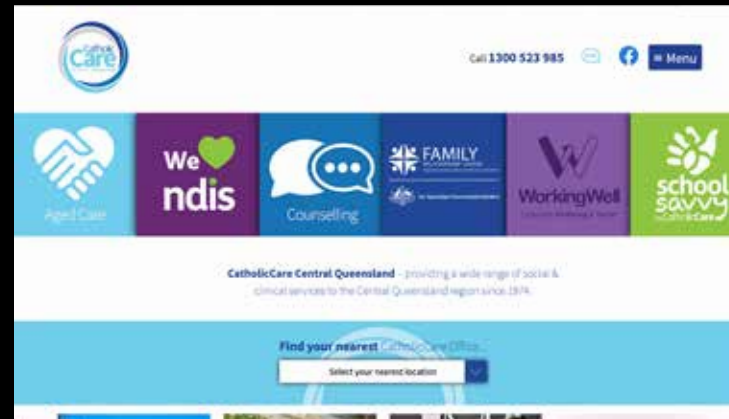
I have been a website designer and developer since 2002 and over the years I have expanded skills to design and develop fully responsive websites.

Competencies:

- ✓ HTML
- ✓ CSS
- ✓ PHP
- ✓ Wordpress
- ✓ Advanced Custom Fields
- ✓ JQuery
- ✓ PHPMyAdmin
- ✓ eCommerce



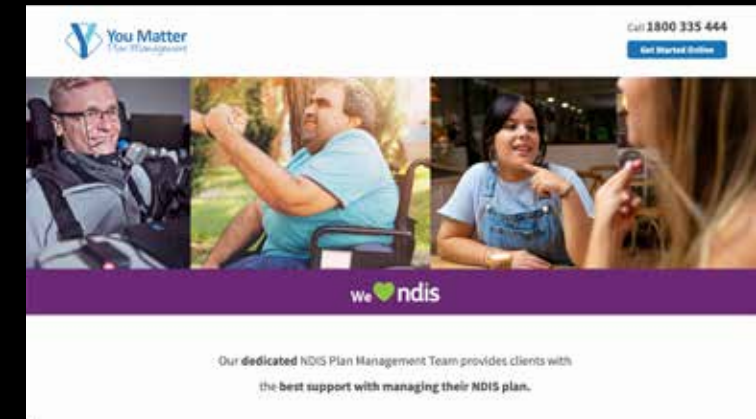
Web Design & Development



catholiccarecq.com



working-well.org.au



youtatterpm.com.au



abmcontractors.com.au



streamlineswimming.com.au



capricornholidays.com.au

Video Editing

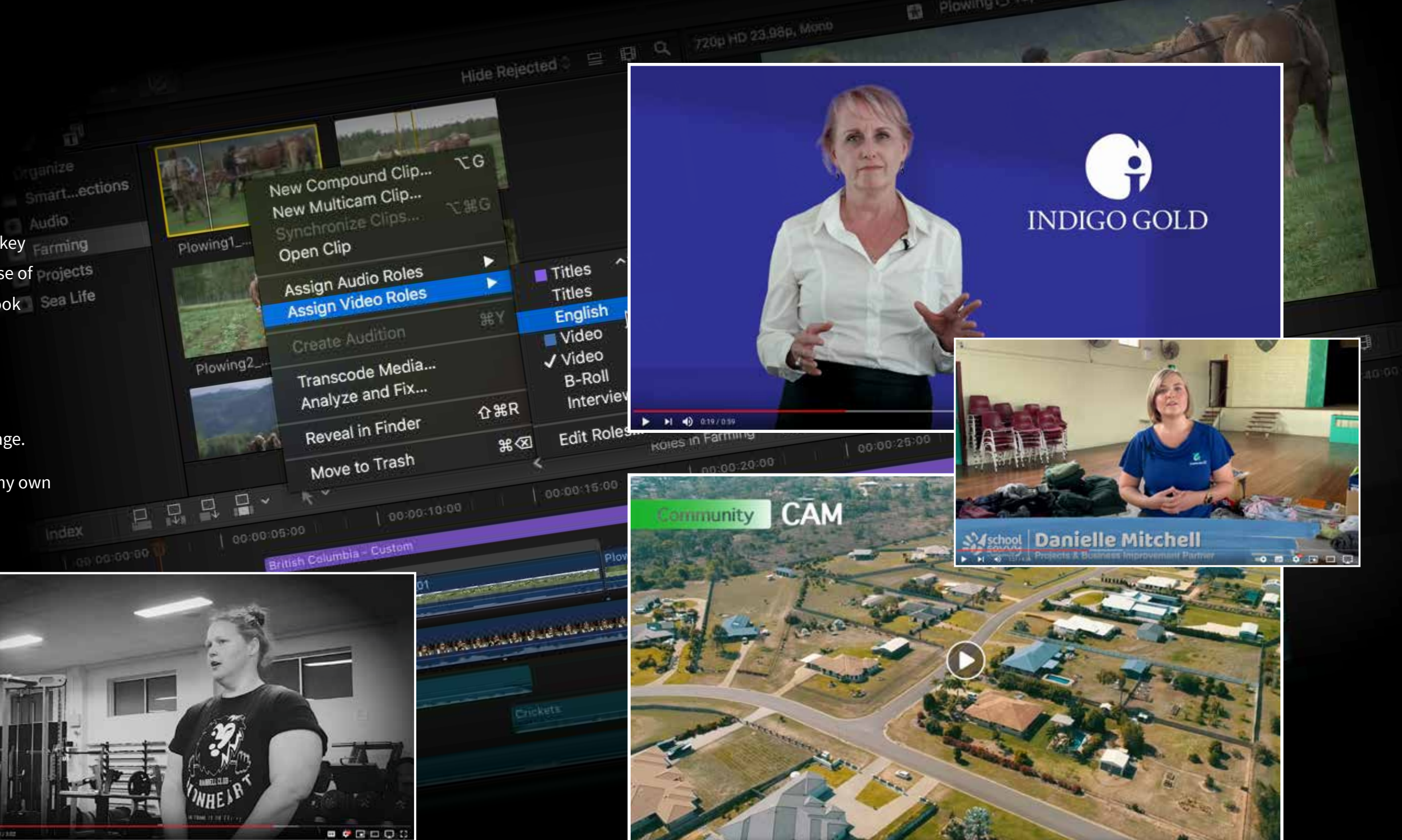
What started as a hobby has fast become a key component of my workflow, aided by the rise of video content required for YouTube, Facebook and Instagram.

I have experience of planning, shooting, recording and editing, including working with green screen and shooting drone footage.

I also score videos using a combination of my own music creations and royalty free music.

Competencies:

- ✓ Final Cut Pro X
- ✓ Adobe Premiere
- ✓ Drone Videography
- ✓ Apple GarageBand
- ✓ YouTube
- ✓ Vimeo
- ✓ Facebook
- ✓ Instagram



Vehicle & Building Signage

From cars to buildings I have created stickers and installs for them all!



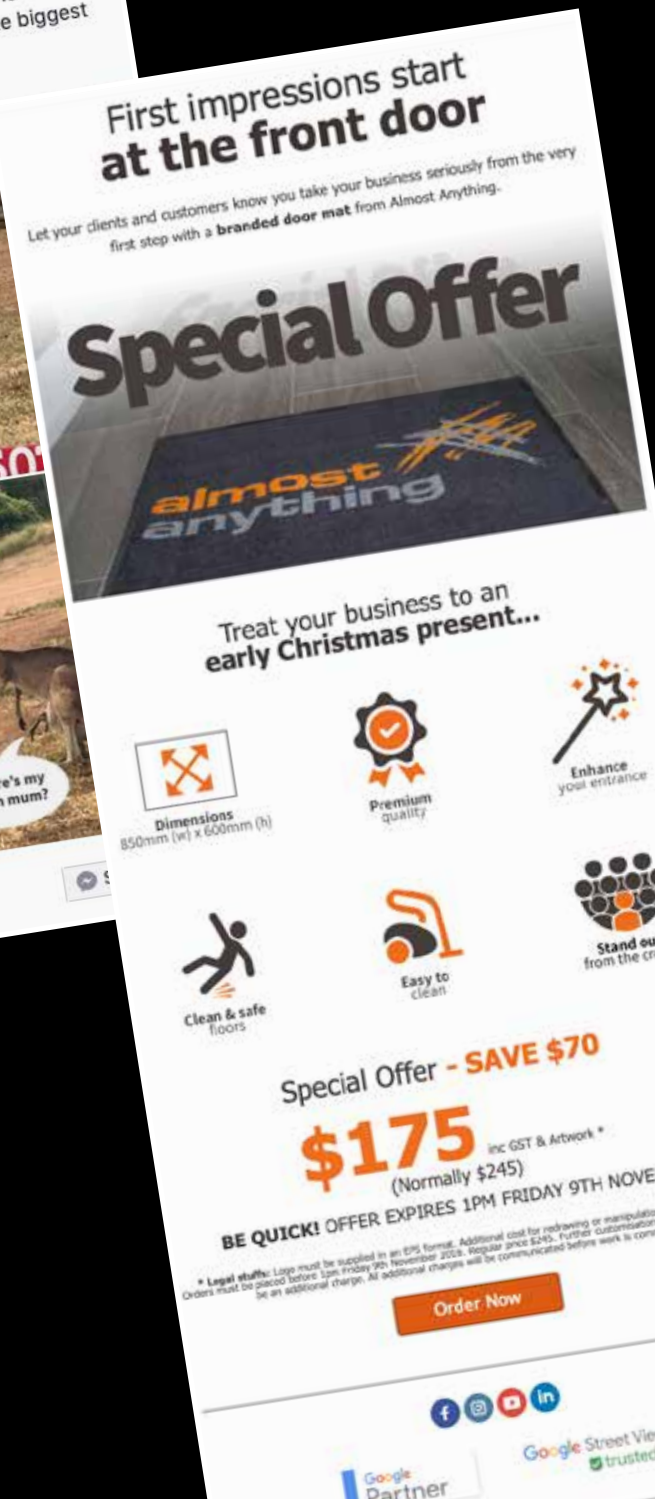
Marketing & Copywriting

I have always enjoyed writing content and articles and I've been fortunate to have the opportunity to do this numerous times in my career.

From blog posts and magazine articles to HTML newsletters and engaging social media posts I have a wealth of experience in this field.

Competencies:

- ✓ Facebook / Instagram / Twitter
- ✓ Mailchimp
- ✓ MailPoet
- ✓ Campaign Monitor



Mobile App Design Support

Whilst I have yet to get my hands dirty with coding an app, over the years I have designed concepts and assets for many mobile and web based applications.

Having worked within a number of programming teams I understand the development process and collaborate well with programmers - complementing their workflows.

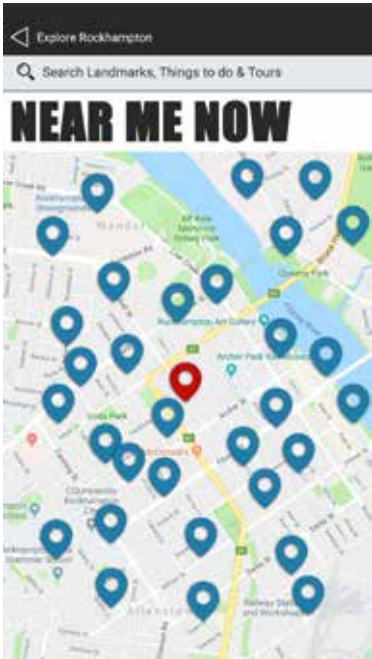
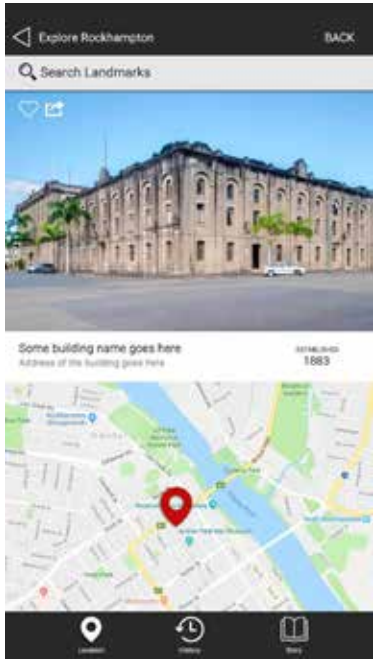
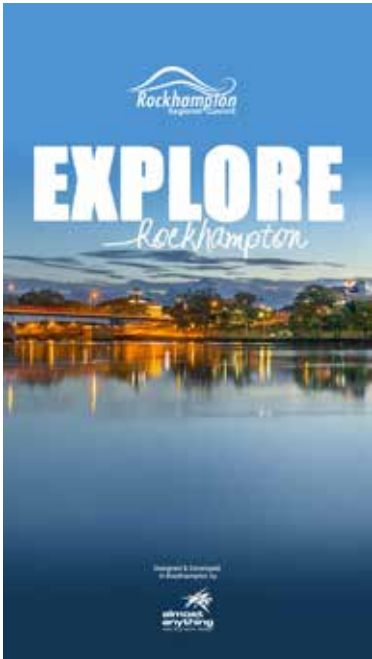
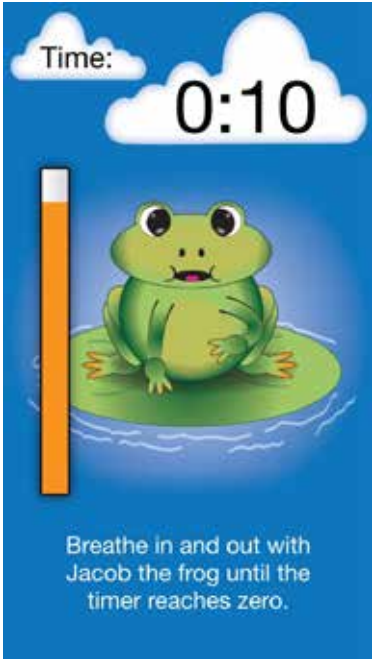


Turn to Jacob when things start to bug you!

Guided breathing with Jacob the Frog is an app for your iPhone, iPad and iPod Touch designed to help kids with anxiety focus on their breathing and calm themselves down.

By breathing in time with Jacob the Friendly Frog your child will learn a deep breathing technique designed to help them calm down when they are worried, nervous or anxious.

Every completed breathing exercise rewards the child with a lily pad sticker, with the goal that ultimately they won't need to turn to Jacob to help when they are worried, nervous or anxious.



Explore and experience Rockhampton like you're one of the locals!

Discover the sights and immerse yourself in the vibrant city of Rockhampton. Let the app be your virtual tour guide to the regions heritage and arts through an interactive app.

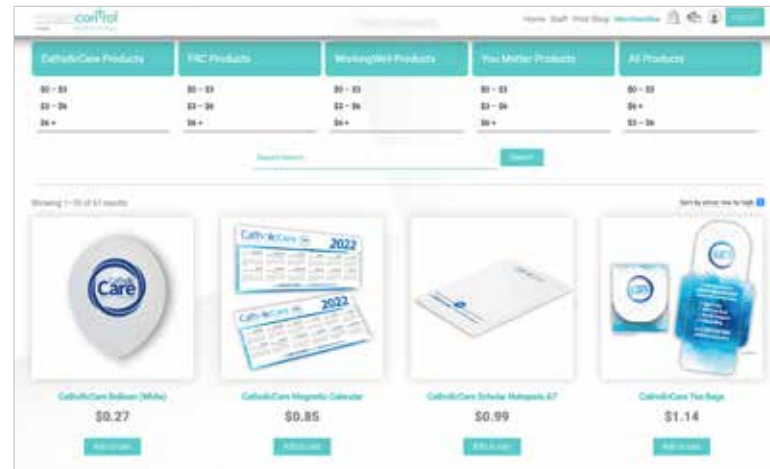
If you've ever wanted to learn the stories behind our beautiful heritage buildings download the app and start exploring Rockhampton's historic streets!

Web Applications

Using Wordpress as a base I have developed a number of web based applications including MissionControl, a web-to-print system for brochures, stationery and branded merchandise along with a number of client area portals with full user management systems.



MissionControl Web-to-Print Shop



MissionControl Merchandise Ordering



Wellness advice for your team is...
just a click away

The **WorkingWell Web Portal** offers instant access to:

- Practical wellness content
- Useful daily life tips
- Great advice from experts
- Training and education
- Easy appointment booking

No matter which industry you work in,

WorkingWell

Corporate Wellbeing & Health

is here to provide you and your employee's with
counselling & support



www.working-well.org.au
t: 1800 142 422

WorkingWell Client Portal



P O R T F O L I O