

MICH RAAP

Senior Graphic Designer | Freelance | Illustration

michraap@gmail.com | turnipdesign.com.au

SUMMARY

I have experience working in both small boutique agencies and large multinationals. I am confident working from concept to finished art and have sound print design knowledge as well as building assets for websites. I am cool under pressure with good organisational skills, attention to detail and the ability to meet tight deadlines.

EXPERIENCE

GRAPHIC DESIGNER [Contract] April 2026 - June 2026 Redlands City Council

Design of catalogues, brochures, booklets, web assets (banners/eDMS/newsletters) infographics, logos, signage, maps, posters.

FREELANCE GRAPHIC DESIGNER 2023 - CURRENT MindMob

We build clarity through strategy, creativity, and execution. I translate brand strategy into compelling design, from brand identity to digital assets that turn messaging into visuals that connect.

SENIOR GRAPHIC DESIGNER 2021 - 2023 REIQ (Real Estate Institute of Queensland)

Designed and delivered a broad range of B2C and B2B design concepts for a variety of channels including but not limited to:

- Unique concept development for events, training lead generation campaigns and Membership retention campaigns.
- Digital marketing assets for campaigns including eDM banners, templates, website images, videos, social media ads and web banners.
- Printed collateral such as brochures, flyers or event menus.
- Digital education material for the REIQ training department.
- REIQ Annual Report.
- Championing the brand, developing and maintaining the print and digital design style guide.
- Editing videos (Adobe Editor Pro) and/or creating 2D animations (Adobe After Effects).
- Editing high resolution photography in Adobe Photoshop.
- Pitching and contributing creative ideas in line with the Marketing and Content Strategy.
- Supporting customer journey optimisation.
- Website content management, making recommendations to ensure website visual assets are kept fresh and relevant.
- Content administration managing the storage and filing of design files, imagery and iterations of the brand style guide.

SENIOR GRAPHIC DESIGNER 2018 - 2020 BEDA (Brisbane Economic Development Agency)

Designed print collateral and digital assets including: Annual Reports, Visitor Guides, Tourism Booklets, Pull-Up Banners, Web Banners, Info Sheets, EDMs, Facebook and Instagram posts.

PREVIOUS ROLES AVAILABLE UPON REQUEST

LANGUAGES

English (Native) | Afrikaans (Proficient) | Dutch (Proficient)

INTERESTS

Wildlife and animals / Moto GP/ Rugby Union / Kayaking / Biking / Painting and drawing / Jigsaw puzzles.

VALID AUSTRALIAN DRIVERS LICENCE

AUSTRALIAN CITIZEN WITH FULL WORKING RIGHTS

REFEREES AVAILABLE UPON REQUEST



turnip
DESIGN

KEY ACHIEVEMENTS



ENHANCED CUSTOMER ENGAGEMENT

Increased customer engagement by 25% through compelling print ads, digital banners, information booklets and expo designs for Brisbane Economic Development Agency.



DIVERSE PROJECT PORTFOLIO

I have experience creating work for print, digital and illustration by hand.



CHOSEN ARTIST FOR BRISBANE'S LORD MAYOR'S AWARDS - 2019/2020

My artworks were printed and presented to the winners of the LMBA Event categories as A3 framed prints.



AWARD WINNING DESIGNER - 2017

Won First Place for Scody's and BCC Cycling Jersey Competition: Printed, manufactured and sold.



EXHIBITING ARTIST

Exhibited at South Australian Living Artists (SALA) - 2016
Exhibited at Higher Pitch Exhibition in London - 2011



FIFA SOCCER WORLD CUP, SOUTH AFRICA - 2019/2010

Was chosen to work on the FIFA World Cup Design Account at TBWA/ Hunt Lascaris, Durban.

EDUCATION

DIPLOMA OF PROFESSIONAL CHILDREN'S WRITING - 2004
Australian College of Journalism

NATIONAL DIPLOMA OF GRAPHIC DESIGN - 1990/1991/1992
University of Johannesburg, South Africa

SKILLS

ADOBE SUITE

InDesign / Photoshop / Illustrator / Acrobat

INFOGRAPHIC DESIGN

BROCHURE DESIGN

PACKAGING DESIGN

CATALOGUE DESIGN

LOGO DESIGN

WEB DESIGN

POINT OF SALE DESIGN

MAP DESIGN

TRAINING / COURSES

FIGMA ESSENTIALS TRAINING - 2024
With Merit

CERTIFICATE III IN INDIVIDUAL SUPPORT - 2017