

Janine Springer BDes FDIA

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Commercial | Retail | Hospitality | Residential

Award winning, enthusiastic and creative designer with extensive interior expertise ■ Track record of project management and generating site specific design solutions ■ Exceeding client expectations through provision of design coordination, quality monitoring and project leadership

"The only important thing about design is how it relates to people" - Victor Papanek

Senior Interior Designer

Design & Fabrication | Interior Architecture | Furniture & Product Development
Project Administration | Client Consultations | Quality Monitoring
Marketing & Exhibitions | Sustainable Design Plans | Council Submissions
Document Control | Team Management | Service Excellence
Concept Design | Space Planning | 3D Modelling | Project Management

Career Snapshot

PROJECT DESIGN COORDINATOR

SPUD - Super Projects Under Development, Port Fevre WA
Apr 2012 - May 2014

Turnkey Solutions | Public Art | Design Consultancy

Headhunted to expand business into retail fit-out and production, securing 20 lucrative contracts within six months ■ Specialised in fast-paced retail design projects (over \$12 million) and infiltrated saturated and aggressive hospitality sector market.

Leveraged multi-faceted team of 18 staff to maximise workload allocation and project management across several sites ■ Slashed billable man-hour deficiencies and production delays through streamlined pre-fabrication processes to gain additional 35% profit.



Plant 13 ■ Milkaholics ■ Kartridge Kiosk ■ Go Vita ■ Fu's Chinese Massage

SENIOR INTERIOR DESIGNER

Bards Interior Design, Fevre Park WA
Oct 2009 - Mar 2012

Functional Design | Project Management | Creative Solutions

Single-handedly captured national retail chain roll-out through conceptualising creative solutions from basic client ideas ■ Surpassed project delivery dates and design briefs for three major clients to generate and maintain store traffic growth by 15%.

Mentored team of 12 interior designers to profitably deliver up to nine simultaneous projects ■ Drove project milestones across space planning, concept and design development stages to generate extra \$2 million in new projects.



Beaumont Tiles ■ Chemplus ■ Spendless Shoes ■ Doodling ■ Herbalife

Career Snapshot cont...

INTERIOR DESIGN CONSULTANT

Design Diva Pty Ltd, Perth WA

Jul 2007 - Sep 2009

Aesthetic Balance | **Furniture Design** | **Concept Presentation**

Capitalised on a combination of referrals, industry networking and personalised service to spearhead design of unique office refurbishments, food outlets and specialty stores ■ Collaborated with world renowned designer on several hospitality projects to deliver intricate concept drawings and finishing specifications.

Won international award for unique Mama Seat design, as selected by 'Despoke & Shapeways' at 100% Design - UK's largest design trade event ■ Negotiated exclusive contract for one-off trade production.



Sublime ■ **Photolibrary** ■ **Radford House** ■ **Mama Seat** ■ **Urban**



FURNITURE DESIGNER

Bardospringer Pty Ltd, Port Fevre WA

Jan 2002 - Jun 2007

Commercial Furniture | **Unique Designs** | **Award Winning**

Instrumental in establishing fledgling business, designing one-offs and exclusive furniture ranges, to high net-worth clientele and leading furniture sales companies ■ Recognised for innovative designs and awarded 'winning product design' from Design Institute of Australia.

Showcased new product lines in prominent furniture designer 'Salon South' Exhibition ■ Shortlisted and promoted across InDesign's 'Launch Pad' and the prestigious 'Vivid' competitions, gaining national exposure and 450% sales increase.

Lilypad Seat ■ **Ripple Chair** ■ **Plane 1 Tables** ■ **Festival Theatre Foyer**

Qualifications, Training & Affiliations

Bachelor of Design (Interior Design) | University of Western Australia, 2001

Fellow of the Design Institute of Australia (FDIA) | Design Institute of Australia, 2009

AutoCAD 2014 | SketchUp | InDesign | Adobe: Photoshop, Illustrator | MYOB | QuickBooks

Microsoft Office 7: Word, Excel, Outlook, Publisher, PowerPoint

Tutor - Interior Architecture | University of Western Australia | 2002 - Current

Organiser | Xperiment Design Symposiums - Design Institute of Australia | 2008 - 2010

Committee Member | Design Institute of Australia WA | 2004 - 2013

Explanation

Janine approached me just before her company downsized and restructured, as she was keen to continue in a project management role, once her current job was dissolved.

Her original resume was the typical MS template that was outdated and just bland job lists which showed no highlights in her career, project specifics or successes.

Working collaboratively with Janine, we set out to showcase a visually pleasing resume style that captured the design industry needs. Formatting was the key to this resume as she was targeting a local high-level recruitment company who recruited for the major players within her industry. I created a bold and unusual layout utilising the key colour (orange) to match the recruitment company's business profile, this was also a current 'in' colour. Also utilising Century Gothic sans serif font was another change from the more common fonts and I felt it had a more updated 'hip' look.

On Janine's request, I utilised a few of her photos to capture her industry diversity, as she was keen to quickly show the recruiters a snapshot of projects prior to an interview and her full portfolio presentation. Also the quote inclusion is a motto she lives by and believes is her key to successfully collaborating with clients.

Short and sharp key highlights within each role assisted in showing her project management, leadership and innovative design skills. Visually, I felt bullets distract from making the photos the main visual component. With 'name dropping' of key client/project names at the bottom of each job, I was also able to bring out her award winning accomplishments and ability to bring on new major clientele/contracts. Showcasing her education and fellowship (FDIA is well known in this industry) as part of her title, was important to highlight her level of contribution to the design industry.

Outcome: Joanne was thrilled with the result and utilising the PDF version, gained a call and interview from this recruitment company within 24hrs. She was quickly put forward and accepted a key role (prior to it being advertised through reverse marketing) - at an international company (ranked as one of top 100 Australian companies), to reignite a low-performing division. The client was impressed by her resume too - seeing it as modern, bold and driven!

TORI Submission: In line with TORI requirements, I have changed the document size to 8.5 x 11 inches (US-Letter size) as it was originally created on A4 paper but have left the original spelling - English (Australian) such as modelling/modeling, recognised/recognized, maximise/maximize, etc .