
Joel Gracia

Dee Why 2099
Sydney

References available
upon request

joelgb99@gmail.com
0420 644 560

Creative Designer based in Sydney with 5+ years of experience across digital, brand, web, campaigns, OOH, paid social, photography and content production. I like creating work that looks considered, works in real life and helps brands feel more consistent across every touchpoint.

Working Mindset

Easy to work with and team-oriented. Comfortable working independently. Organised, reliable and detail-focused with strong time management.

Tools

Adobe Photoshop, Illustrator and InDesign. Lightroom, Premiere Pro and After Effects. Figma. WordPress. AI tools for design and workflow optimisation. Notion, Hive and Monday for project management.

Education

2020
Advertising Graphics
Superior Degree

2017
Intermediate Degree Artistic
Education in Graphic Design

2015
Intermediate Degree
Graphic Design

Work Experience

Aug 2025 - Present

Digital Graphic Designer - Pharmacare Group

Creating digital assets across a portfolio of 20+ brands within the PharmaCare Group, working with different brand guidelines and visual requirements. Designing visuals for paid social campaigns, website updates and image optimisation. Editing video content for social media and Facebook Ads, and collaborating closely with marketing teams in a fast-paced, multi-brand environment.

Apr 2024 - June 2025

Midweight Graphic Designer - Digency

Creating visual concepts and design work across branding, print and digital. Working on photography, video content, websites and social media assets, managing projects from brief to delivery. Collaborating with clients and internal teams to meet deadlines and maintain consistent visual quality.

Apr 2023 - March 2024

Graphic Designer - DK Advertising

Played a key role in brand and campaign design across multiple channels. Working on logo design, retail and website visuals, social content and large-format advertising. Contributing to video production, storytelling and motion content for brand and campaign work.

Aug 2020 - Feb 2023

Midweight Graphic Designer - Komunica Power

Responsible for the graphic department and day-to-day brand execution. Maintaining and improving brand guidelines, and producing visual content across product photography, web, social, packaging and marketing materials. Supporting the business with consistent and practical design solutions.
