

# ALANA MOFFATT

GRAPHIC & WEB DESIGNER | ILLUSTRATOR


+64 21 035 9391 | alana@4amstudio.co.nz | Hedditch Street, Wanaka, NZ


## ABOUT ME


Name: Alana Moffatt  
Nationality: New Zealander  
Address: Hedditch Street,  
Wanaka  
Date of Birth: 25 Oct, 1985  
Licence: Learners


I have been living and working from home in Wanaka for 4+ years. I have worked for businesses and clients both nationally and worldwide for 14+ years with my background being in Visual Arts and Web Design. Currently I freelance and contract, remotely, to smaller - medium sized businesses across Wanaka and New Zealand as a graphic, web and print designer as well as a social media and marketing consultant. As of Dec 2021 I became a stay-at-home parent to Ada.


## MY SKILLS


HTML/CSS: 


WORDPRESS: 


PHOTOSHOP: 

ILLUSTRATOR: 

INDESIGN: 

SEO: 

GOOGLE WORKSPACE: 

GOOGLING SOLUTIONS: 

## REFERENCES

Available upon request.

## WORK HISTORY

4am Studio 2007 - Now  
GRAPHIC DESIGNER, WEB DESIGNER & DEVELOPER,  
ILLUSTRATOR, ADMINISTRATOR & OWNER

Specialising in working with individuals, start-ups and small businesses, I assist clients with graphic/print and website design and illustrations. Some of my services include but are not limited to: Corporate/Brand Identity, Illustrations, Business Stationery, Marketing Materials, Web Development, Web Design, Apparel and Signage design & application and more.

Pukka & Print It Wanaka 2019 - 2020  
GRAPHIC & WEB DESIGNER

On a contract basis, and working along side other graphic designers, and production teams I was primarily responsible for graphic design solutions (including production and print preparation) for clients through-out Central Otago.

Management Services Ltd 2010 - 2018  
WEB DESIGNER & DEVELOPER, GRAPHIC DESIGNER,  
ADMINISTRATION & IT

Working as part of the management team that served as an umbrella for several businesses ranging from recruitment, accommodation, training (courses) for both the UK and NZ, construction and agricultural. With offices across the globe, I was responsible for all graphic, web design & development solutions across all sectors.

Firecrest Systems 2009 - 2009  
WEB DESIGNER & DEVELOPER, GRAPHIC DESIGNER

Based in Palmerston North, I was responsible for web development, design and graphic design as part of taking up a maternity leave position. The work involved the employers own CMS as well as hard-coding websites in HTML, CSS, graphic design and print preparation.

## EDUCATION

Degree: Bachelor of Applied Visual Imaging  
WEB DESIGN 2006 - 2009

## INTERESTS

Family | Music | Illustration | Art & Design

# ALANA MOFFATT

GRAPHIC & WEB DESIGNER | ILLUSTRATOR

+64 21 035 9391 | [alana@4amstudio.co.nz](mailto:alana@4amstudio.co.nz) | Hedditch Street, Wanaka, NZ

## GRAPHIC DESIGN

Examples



Album Illustration and Design



Accompanying Facebook Banner



Accompanying Poster

## PORTFOLIO

<https://4amstudio.co.nz/portfolio.html>

<https://www.facebook.com/four.am.studio/>

Select portfolio pieces: available in PDF

## WEB SITE DESIGN/DEVELOPMENT

[4amstudio.co.nz](http://4amstudio.co.nz)

[caringcremations.co.nz](http://caringcremations.co.nz)

[southerncultivation.co.nz](http://southerncultivation.co.nz)

[pennyshomecare.co.nz](http://pennyshomecare.co.nz)

[allloads.co.nz](http://allloads.co.nz)

[riverlea-ag.com](http://riverlea-ag.com)

[contractconnections.co.nz](http://contractconnections.co.nz)

[comscentral.co.nz\\*](http://comscentral.co.nz)

[honeysticks.co.nz\\*](http://honeysticks.co.nz) - Shopify website

[wanakabullockbar.co.nz\\*](http://wanakabullockbar.co.nz) - e-commerce website

[nhvets.co.nz](http://nhvets.co.nz)

[avocasprings.co.nz](http://avocasprings.co.nz)

Portfolio and Websites completed for Management Services & Pukka/Print It are available upon request and subject to availability. \*indicates initial design/set up was completed and now managed elsewhere.

## SOME CLIENTS

Wheels at Wanaka

Fox Glacier Guiding

Rural TV

Yamaha Powersports Wanaka

Caltex Wanaka

Donna Tisdall - PGG Wrightson Real Estate

Wanaka Liquorland

Perfect Woman Competition

Canstaff, Agstaff Recruitment

Sabelle