

## ISOBELLE R MCCALL [she/her]

+61 419 607 382

isobellermccall@gmail.com

isobellemccall.com

### ABOUT ME

I'm a Naarm-based (Melbourne) graphic designer and ceramicist. My design practice has a typographic focus, and I have particular interests in creative coding. Additionally, I have cultivated a portfolio which spans through to 3D digital art, branding, and ceramics.

### SKILLSET

Indesign, Photoshop, Illustrator, Blender, Visual Studio Code, Processing, Figma, Notion.

### EDUCATION

Bachelor of Design (Graphic Design)

University of Melbourne

[2022 — 2024]

### REFERENCES

Shannon Bell

Creative Director, Re.Design (Melbourne)

(+61) 430 102 528

Ela Egidy

Designer and researcher, University of

Melbourne, ela.egidy@unimelb.edu.au

(+61) 424 560 500

### EXPERIENCE

Design Intern

Re.Design (Melbourne)

[July — October 2024]

Re.Design was my first exposure to design outside of the university walls. Being a shorter internship, the most pivotal learning was in the relationships I built, and learning to navigate collaborative work in an industry setting.

Exhibition Visual Identity

[July — November 2024]

DesignX, University of Melbourne

Collaboratively working to develop the visual identity for an exhibition. Managing project deadlines, and communicating across teams to ensure we achieved roll out on time.

Freelance Designer,

[2022 — ongoing]

Keelan Mak [musician]

'Brave Face' and 'Boy's In Love' EP

These projects required producing graphic elements that reflected Keelan's personality, and existing social presence, while showcasing his difference and growth across the EPs.

Melbourne Design Week Book Fair, 2024.

Here, I exhibited my unconventional typesetting of 'Alice's Adventure's in Wonderland.' This typographically led project explored how the type is laid out impacts how the story is read, in turn reimagining the meaning and understanding of a classic book.

Freelance Designer

Artist Fundraiser, with Fight Together For Justice at Fenton Farmhouse

[May — September 2023]

For this project, I focused on the graphic outputs promoting this fundraiser, as well as resourcing the venue, communicating across the involved groups, organising event sponsors, and managing the event. We raised over \$5k for a refugee who had been released from detention, and had required back surgery after sustaining serious injuries during detainment, leaving him unable to work.