

# PAUL CLIFTON CURRICULUM VITAE

## CONTACT

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## PROFILE

I am a design professional with a specific interest in publishing design, layout and production.

From an early career in cartography, I have developed a skills set that covers the full gamut of design and communications for a wide range of clients and products, from books, magazines and guides to websites, social media and videos.

I have extensive management abilities, great interpersonal skills and a strong work ethic.

## ONLINE FOLIO

[paulclifton.beige.com.au/portfolio](http://paulclifton.beige.com.au/portfolio)

## EDUCATION

Bachelor of Applied Science (Cartography), RMIT

## MAJOR PROFESSIONAL ACHIEVEMENTS

- **2020-2022:** Concept, design and production of *Sentry* e-magazine to support union members during Covid lockdown.
- **2002-2022:** Design, production and maintenance of the NTEU's entire communications suite, including numerous print and online magazines, booklets and guides, recruitment and campaign materials, training materials and merchandise.
- **2005-2014:** Design overhaul of the print and digital communications of the Melbourne Queer Film Festival for greatest effect within a tight budget. Including the annual Program Guide, website and online ticketing system, with accompanying marketing and communications materials (e-news, social media, signage).
- **1995-2014:** Building a successful and stable graphic design business, Beige Design, with a specific focus on delivering high quality, low cost, sustainable print and digital design products to small business clients.
- **1998-2002:** Development, design and production of Lonely Planet's City Maps series: 40 titles, including London City Map (Winner, Mapping Sciences Institute

## PROFESSIONAL EXPERIENCE

### POLICY AND PROJECT OFFICER – ATWD PUBLICATIONS AND DIGITAL

Australian Institute for Teaching & School Leadership • 2022–present (contract)

- Support and contribute to the delivery of the Australian Teacher Workforce Data (ATWD) Products and Data Access Strategy, including policy publications and a suite of digital data products, in order to provide easily accessible and visually compelling data to a diverse range of stakeholders.

### NATIONAL ORGANISER, PUBLICATIONS (PUBLICATIONS COORDINATOR)

National Tertiary Education Union, Melbourne • 2002–2022

- Production coordination (planning, development, budgeting, scheduling, design, layout, typography, colour schemes, writing, editing, copy writing, proofing, photography, print and online management, distribution, compliance, archiving, analytics) of all communication and promotional materials. Includes magazines, academic journal, booklets, brochures, e-newsletters, posters, forms (print and interactive), memes, submissions, posters, flyers, manuals, adverts, signage and merchandising.
- Design, maintenance and development of national website, campaign websites and intranet using custom content management system, plus CSS, HTML, Wordpress and Sharepoint.
- Development and delivery of staff training for Adobe Creative Suite, graphic design and CMS.

### DESIGNER / BUSINESS MANAGER

Beige Design, Melbourne • 1995–2014

- Design, production, layout, editing, web development and print coordination for all forms of promotional and marketing materials, including books, program guides, flyers, posters, signage, merchandising, maps, and stationery.
- Invoicing, quoting, budgeting, accounts, tax and business development.

### MAP PUBLISHING MANAGER / CARTOGRAPHY MANAGER / DESIGNER

Lonely Planet Publications, Melbourne • 1992–2002

- Maintenance and development of mapping products and services, coordinated globally.
- Production management of dedicated map titles, including City Maps and Road Atlas series.
- Development of business and marketing plans, identification of new business opportunities, preparing contracts and licensing agreements, developing budgets and ensuring they are met.
- Supervision and management of senior cartographic and editorial staff. Assisting their professional development and monitoring their overall efficiency.
- Production management, supervision and scheduling of cartographic staff for new products, foreign rights, custom mapping and map licencing.
- Development and maintenance of cartographic specifications for all products.
- Layout, mapping, illustrations, cover and photographic section design for travel guides.

## VOLUNTEER EXPERIENCE

### CO-CONVENOR / PUBLICATIONS DIRECTOR

Melbourne Queer Film Festival • 2004–15

- Overseeing, planning and strategic development of annual film festival.
- Management of staff, volunteers and the Board of Management.
- Re-design and ongoing production management of annual Program Guide and associated publications, advertising, signage, promotional materials and merchandise.
- Redesign of website, including online ticketing system, & development of iPhone app.
- Strategic development and management of Festival graphic collateral in adherence to branding, sponsor requirements and long-term financial restrictions.
- Advising on latest technological developments in branding, publishing, ticketing and streaming.

### PUBLICATIONS & WEB DIRECTOR

Midsumma Festival • 1999–2001

- Development and coordination of publishing schedule and budget.
- Development and management of Festival graphic collateral in adherence to branding, sponsor requirements and long-term financial restrictions.
- Production management, layout and design assistance for annual guide, promotional postcards, brochures, advertising, banners, tickets, stickers and merchandising.

### COMMUNITY REPRESENTATIVE

Wye River Separation Creek Community Resilience Committee • 2016–17

- Act as a conduit for relaying information from the fire affected communities.
- Inform communities on progress of Recovery Action Plans, and gain feedback from them.

## SKILLS

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### GENERAL

- Proven abilities in all areas of design, production and marketing for almost any product in print or digital format.
- Able to distil disparate information into legible and attractive communication.
- Highly organised and able to coordinate several projects at once.
- Experienced in working under pressure, within strict deadlines and tight budgets.
- Excellent attention to detail.
- Able to work independently and collaboratively.

### PUBLISHING

- Highly experienced in all aspects of desktop publishing, from product conception, design and planning through scheduling, budgeting, production, editing, advertising, proofing, print check, distribution, archiving and marketing.
- Experienced in dealing with every manner of printed product: books, magazines, brochures, postcards, posters, adverts, stationery, merchandising, billboards etc.
- Experienced in identifying and developing innovative new products to better serve client and corporate needs and growth.
- Proficient in the design and use of all online products, including blogs, apps, e-books, e-newsletters, widgets, interactive forms, mailing lists, voting systems, membership databases and ticketing systems.
- Experienced in the production of refereed academic and scientific journals.

### MANAGEMENT

- Proficient in the development and maintenance of project schedules and budgets.
- Highly experienced in staff supervision and coordinating freelancers/contractors.
- Experienced in issues of governance and corporate responsibility.
- Highly experienced in communicating and collaborating with internal and external teams, including corporate and government stakeholders, executive boards and private clients.
- Experienced in undertaking tenders and negotiating payments.

### APPLICATIONS

- Highly proficient in the use of Adobe In Design, Illustrator, Photoshop and Acrobat. Experienced with Adobe Premiere Pro, Dreamweaver and After Effects.
- Highly proficient in the use of all Microsoft Office products: Word, Excel, Sharepoint, Powerpoint.
- Able to comprehend and use any new computer program quickly and easily.
- Experienced in both Mac and Windows systems.

### DESIGN

- Highly proficient in graphic design for all print and digital products.
- Extensive experience in working in all formats and across multiple materials.
- Highly experienced in the design of infographics for training, campaigning and marketing.

### EDITING

- Highly experienced in writing, editing and proofreading for educational, marketing, academic and social networking purposes.
- Experienced in editorial proofing for AGPS and APA style guides.
- Experienced in working with foreign languages and scripts.
- Basic knowledge of Italian.

### PRINT

- Very proficient in the design and production of a wide variety of printed products.
- Highly experienced in liaising and communicating with printers and suppliers.

### DIGITAL

- Highly experienced in the design and production of products for digital display and distribution.
- Proficient in the use of online publication systems, such as Issuu.

### COMMS & MARKETING

- Experienced in the use of membership databases and Customer Relationship Management systems, including iMIS and custom systems.
- Highly proficient in the production of Electronic Direct Mail, including within MailChimp and SendBlaster.
- Experienced in use of digital analytic tools, such as Google Analytics.

### WEBSITES

- Experienced in website conception, construction, design and maintenance via various content management systems.
- Experienced in the construction and maintenance of Sharepoint intranet.
- Highly experienced in customising and adapting Wordpress themes, in using custom content management systems (CMS), and in editing within HTML, SQL and CSS.
- Experienced in the set up and maintenance of websites (CPanel, FTP, domain registration).

### SOCIAL MEDIA

- Proficient in producing memes and graphics for various social media platforms.
- Experienced in using Facebook, Twitter and Instagram for marketing and campaigns.
- Experienced in using SMS P2P platforms.

### CARTOGRAPHY

- Highly experienced in the design and production of the full range of mapping products, from simple directional diagrams and to tourist maps and topographic charts.

### PHOTOGRAPHY & VIDEO

- Proficient in taking and editing of photos.
- Experienced in the conception, production and editing of videos in iMovie, Adobe Premier Pro and Animoto.
- Experienced in using photo libraries and negotiating with photographers.
- Experienced in the requirements and restrictions of copyright law and permissions.

### TRAINING

- Experienced in developing and delivering training programs for publishing, graphic design and various software programs.
- Experienced in the development and production of training materials, style manuals, educational booklets and information guides.

### LEGAL & GOVERNANCE

- Experienced in coordinating the cohesive documentation of projects.
- Highly experienced in developing specifications for a range of design products.
- Experienced in ensuring compliance with governance and legal requirements, including legal deposit, privacy and electoral acts.
- Experienced in the procurement and application of ISBN and ISSN.

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## REFEREES

### PROFESSIONAL

Associate Professor Jeannie Rea  
National President,  
National Tertiary Education Union (2010–18)

Dr Terri MacDonald  
Director, Policy & Research  
National Tertiary Education Union

Dr Ian Dobson  
Editor,  
*Australian Universities' Review*

Lisa Daniel  
Director,  
Melbourne Queer Film Festival (1998-2015)

### PERSONAL

Sarah Johnson  
Director, Policy & Sector Development,  
Solar Victoria

Peter D'Onghia  
Journal Publishing Manager,  
Wiley-Blackwell

*Referee contact details available upon request*