

STEVEN LAY



E: design@stevenlay.com.au

W: stevenlay.com.au

M: 0412 459 254

Bio

Graphic Designer with over 10 years' experience delivering impactful design solutions across infrastructure, government, telecommunications, and retail. I specialise in tender submissions, brand development, and strategic communication—bringing clarity and creativity to high-stakes projects. Known for my ability to translate complex information into engaging visuals, I've partnered with leading organisations including Snowy Hydro 2.0, Transurban, NBN Co, and Downer to produce work that's not only visually compelling but aligned with project goals and stakeholder needs.

Education

Bachelor of Applied Design Multi Media, Billy Blue, 2010-2013

Proficiencies

Design Tools

- After Effects
- Illustrator
- Indesign
- Photoshop
- Adobe XD
- Figma

Motion, Video & 3D

- Premiere Pro
- Final Cut
- Cinema 4D
- Maya
- Mudbox

Software

- Microsoft Office
- Microsoft PowerPoint

Capabilities

- Print & Digital Design
- Motion Graphics and Animation
- Video editing
- Illustrations
- Brand Development
- Concept Ideation
- Website Design

Reference

Reference will be provided upon request.

Struber

Associate Senior Creative
Consultant | May 2024 - April 2025 (1y)

Creative Consultant | June 2021 - May 2024 (3y)

Notable clients

Transurban | Parklife Metro | Snowy Hydro 2.0

Key Accountabilities

- Delivered end-to-end design solutions across print, digital, and motion for clients including Transurban, Parklife Metro, and Snowy Hydro 2.0.
- Worked collaboratively with consultants and senior stakeholders to shape multi-phase communication campaigns.
- Maintained and advocated for consistent brand integrity across all client-facing material, improving clarity and recognition.

NBN Co

Graphic Designer | June 2016 - April 2021 (4y 10m)

Key Accountabilities

- Coordinated with internal departments and external agencies to maintain design consistency across all communication materials.
- Mentored and directed a team of external designers, ensuring timely delivery of creative assets for diverse business units.
- Championed brand governance by updating and maintaining corporate design guidelines across digital and print platforms.

Rashays

Graphic Designer | May 2015 - June 2016 (1y 2m)

Key Accountabilities

- Defined and implemented new brand guidelines across all restaurants and internal departments.
- Designed campaign materials, menu boards, and internal communications with a strong focus on visual consistency and customer experience.
- Strengthened the company's brand presence through cohesive visual storytelling and strategic design thinking.

Yorkie Advertising

Graphic Designer | August 2014 - April 2015 (9m)

Key Accountabilities

- Created branding, print, and digital designs for a diverse client base, tailoring each solution to industry-specific goals.
- Provided creative consultancy to help clients communicate effectively with their target audiences.
- Collaborated directly with clients to refine concepts and translate business needs into impactful design solutions.