



Environmental Graphic Designer

With a passion for Design and the Built and Natural Environment, I have had 17 years of experience as a Designer within the fields of Urban Design, Landscape, Architecture, Interior Design and Engineering.

I have been extensively involved in the process of concepts and visions, the creation of diagrams, master plans, 3D models and visualisations, human centred design, customer centred design, journey mapping, wayfinding and signage, photography and branding.

Through our life experiences, I believe that our thoughts evolve and influence how we live, communicate and design. As a designer, my goal is to help create beautiful places and a better way of living through the language of design.

PERSONAL INFORMATION

Name: Elizabeth Tan
Date of Birth: 05 October 1982
Place of Birth: Christchurch, New Zealand
Nationality: Australian
Website: www.liz105.com

SOFTWARE PROFICIENCY

Adobe Creative Suite CC - Photoshop, Illustrator, InDesign, Lightroom, Muse, Dreamweaver, After Effects, Premiere Pro, Animate, XD, Fresco, Rush, AutoCAD, Rhino, Microstation, Projectwise, Sketchup, 3D Studio Max, Lumion, ArcGIS, QGIS, Revit, Microsoft Office - Word, Powerpoint, Excel, Project, Access.

CAREER HISTORY

Wayfinding Specialist

Billard Leece Partnership, Sydney
March 2019 - Current

Marketing Manager

Billard Leece Partnership, Sydney
March 2019 - Current

Graphics & Marketing Submissions Co-ordinator

Scott Carver, Sydney
November 2018 - February 2019

Senior Design Lead

Wayfinding Transport for NSW /
Sydney Metro, Sydney
November 2017 - November 2018

Visualisation Specialist

Archipelago Architects, Brisbane
February 2017 - November 2017

Senior Graphic Designer

AECOM (DP+E), Hong Kong
July 2012 to May 2016

Visual Designer

PDM International, Hong Kong
July 2011 to July 2012

Design Consultant

Woods Bagot, Hong Kong
November 2010 to July 2011

Visual Designer

Hassell, Brisbane
May 2006 to October 2010

Urban Design Team Assistant

PMM Group (now RPS), Brisbane
November 2003 - May 2006

EDUCATION

Cert. Visual Communication
Design College Australia, 2002

Expertise

WAYFINDING

Leading major projects in the application of their wayfinding system from strategic concept development through to the documentation and management of signage delivery

- excellent knowledge of wayfinding principles, systems, manufacturing processes and products
- preparation of wayfinding guidelines
- high quality analysis through the interpretation of site plans and verification of schedules
- understanding site operations and architecture
- development of strategy and concept design options and solutions for complex project sites
- managing the deliverables relating to permanent sign production
- supervising multiple project sites concurrently
- development of schedules and artwork to final production
- construction - manage sub-contractors and manufacturers

HUMAN / CUSTOMER CENTRED DESIGN (CCD)

Introduced a new way of working at Transport for NSW and a first for the industry. It was process used to inform the design of an easy customer experience for Sydney Metro Stations.

- prepared customer journeys and personas after conducting CCD research, facilitating user VR testing and consolidating data from community consultation
- designed the ultimate experiences for customers
- preparation of CCD guidebook

ENVIRONMENTAL GRAPHICS

- preparation of content and material for various stages of projects, from tender stage to construction.
- concept design - facilitating workshops and preparation of strategy, concept, content and report
- site analysis, site visit, base mapping, calculations, plans, sections, 3D models, 3D renders, 3D fly-through animations
- master plan - illustrative master plan
- schematic & detail design - project design and documentation and report

MARKETING & SUBMISSIONS

- management of the blp marketing team - resource and task management, strategy development
- facilitate the tender submission from go-no-go to final lodgment adhering to the submission process
- leading kick-off meetings
- coordination, preparation, formulation and collation of EOI's and tender submissions
- proof reading, editing and writing of non-technical content for submissions, including cv's and project sheets and format and design tasks for the submission – overall look and feel, imagery, theme, logos, infographics, diagrams etc and 'on brand' with company corporate identity and branding guidelines
- preparation of award entries
- marketing collateral - design and roll out of general marketing materials
- maintenance of cvs, project sheets, photography, open asset, hubspot CRM

CORPORATE RE-BRANDING

- rebranding of Hassell, which in a span of 2 years involved collaborating with national internal designers and external marketing studio to discuss, test and implement ideas streamlining and maintaining consistency in final outputs of work and forming guidelines and a graphics and templates library that could be accessed by all studios
- design and management of new collateral for the re-brand of Scott Carver

GENERAL EXPERIENCE

- team management - managing marketing, communications and graphic design teams
- design mentoring - principles and tips and how to apply to work
- software training - training in Adobe, 3D rendering software
- project photography - photographer of projects upon completion

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TfNSW Wayfinding
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Archipelago Architects
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ARUP
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Andy Lewis
Director
Cistri (Urbis) HK
+852 9121 7225

Referees

Key Projects

Transport & Infrastructure

- Sydney Metro – North West, South West & City Stations, Sydney NSW*
- Cross River Rail, Brisbane, QLD*
- Airport Link, Brisbane, QLD
- Ipswich Motorway Upgrade, Ipswich, QLD
- Ipswich Motorway Upgrade Noise Walls, Ipswich, QLD
- Express Rail Link West Kowloon Terminus, Hong Kong
- HKIA Hong Kong International Airport Master Plan Study 2035, Hong Kong
- Technical Study on Transport Infrastructure at Kennedy Town for Connecting to East Lantau Metropolis, Hong Kong
- Tai Po Road Widening, Noise Barrier Design, Hong Kong*

Health

- Campbelltown Hospital Redevelopment Stage 2, Campbelltown, NSW*
- North Shore Health Hub, NSW*
- The Children's Hospital at Westmead Stage 2 Redevelopment, NSW*
- Sydney Children's Hospital Stage 1 Redevelopment, NSW*
- Brighton Health Campus Master Plan, Brighton, QLD*
- Gold Coast University Hospital Precinct Master Plan, Gold Coast, QLD*

Education

- Picton High School Redevelopment, NSW*
- James Cook University Villages Master Plan, Townsville, QLD
- University of New England Masterplan, Armidale, NSW
- Gold Coast University Hospital Precinct Master Plan, Gold Coast, QLD

Cultural, Recreation, Public Realm & Waterfront

- Millennium Square Master Plan, Brisbane, QLD*
- Banyo Northgate Industrial Precinct, Brisbane, QLD
- Hysan Harmony Retail Mall Development, Hong Kong*
- Urban Underground - Pilot Study on Underground Space Development in Selected Strategic Urban Areas, Hong Kong*
- Creative Park Mixed-use Development, Shenzhen, China
- Science & Technology Park, Shenzhen, China
- Poly Foshan Desheng Mixed-use Development, Foshan, China*
- Gold Coast Commonwealth Games Village, Gold Coast, QLD*
- Zhuhai Waterfront Competition, Zhuhai, China*
- Zhuhai Waterfront Phase 1 & 2, Zhuhai, China*
- RNA Showgrounds Master Plan, Brisbane, QLD
- Southbank Master Plan, Brisbane, QLD
- Urban Design Study for the Wan Chai North and North Point Harbourfront Areas, Hong Kong*
- Cross Harbour Pedestrian Tunnel Feasibility Study, Hong Kong*
- Kai Tak Cruise Terminal, Hong Kong
- Yuhang Cultural and Art Center, Hangzhou, China
- Taichung Greenway, Taichung, Taiwan
- Chengdu Riverside Redevelopment, Chengdu, China

Masterplanning

- Bellflower Cunning Lots Master Plan, Sunshine Coast, QLD
- Palmview Master Plan, Sunshine Coast, QLD
- Kelvin Grove Urban Village Master Plan, Brisbane, QLD
- Alyangula Township Master Plan, Alyangula, NT
- Fortitude Valley Urban Vision, Brisbane, QLD*
- Portside Master Plan, Brisbane, QLD*
- Northshore Master Plan, Brisbane, QLD*
- Queen Street Precinct Upgrade Master Plan, Brisbane, QLD*
- Built Form Review Guidelines for Brisbane City Council, Brisbane, QLD*

* Wayfinding specific projects