



Amy Common

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Education

Master of Education
Learning & Leadership
University of Technology, Sydney

Graduate Certificate in Higher
Education Teaching & Learning
University of Technology, Sydney

Graduate Certificate in Professional
& Organisational Learning
University of Technology, Sydney

Cert IV TAE 40110
Training & Assessment
Fortress Learning

Diploma of Interior Design
The Interior Design Institute

Bachelor of Design
Visual Communications
University of Technology, Sydney
First Class Honours
Photography sub-major

Mentoring

- Advance HE Fellowship Mentor
- Navitas Global Mentor
- Oxfam Design for Change Mentor
- Smith Family Mentor

Higher Education Experience

SAE UNIVERSITY COLLEGE / 2022 – CURRENT

Faculty Development Lead

Provision of national senior level academic leadership and mentoring.

Course and curriculum development (online, face-to-face and blended), unit coordination and delivery of lectures and tutorials, including online delivery.

Lecturer, National Unit Coordinator, Course Committee, Campus Moderation Committee, Student Progression Panel, Academic Integrity Officer

Key Achievements

- Strategic oversight of curriculum and course development during the transition from a face-to-face to online delivery model
- Consistently achieved over 85% student retention (7-15% lower attrition than all other national campuses)
- Interdisciplinary unit design and development using LX methodology which consistently scores over 3.5 out of 4 on student feedback survey data
- Planning, creation and implementation of teaching resources and programs to support teaching success and pedagogical excellence of faculty
- Leading multiple national Communities of Practice for consensus calibration and moderation, curriculum improvement and collegial networking
- Development of internal PD and training programs including Unit Coordinator training microcredential, peer observation training, Generative AI Toolkit
- Lead on the development of SAE's L&D strategy framework
- Project managed and presented at multiple National Teaching & Learning forums
- Academic onboarding, induction, and mentoring of commencing faculty on active learning and project based learning strategies
- Oversight of high quality learning outcomes for over 600 students via Academic Integrity Officer role and working with Student Convenor to monitor students at risk
- Successfully led teaching team through restructure and organisational change
- Subjects delivered: Principles of Design, Scholarly Perspectives on Design, Design Studio 1, 2 and 3, User Centered Design, Project Design and the Entrepreneur, Social Media Marketing & Content Creation

UNIVERSITY OF TECHNOLOGY, SYDNEY / 2007 – 2024

Lecturer & Subject Coordinator, Design, Architecture & Building Faculty
Systems Coordinator, in the Visual Communications Program

Provided regular delivery of design lectures and tutorials to 1st, 2nd, 3rd and final year students, including recording, editing and compressing teaching demonstration videos and delivering Zoom online learning classes.

- Fashion Illustration Fundamentals 1 and 2, Fashion Illustration Exploration, Drawing & Digital Media, Fashion & Textiles Research & Conceptualisation, Advanced Fashion & Textiles Techniques, Visualising Fashion 2
- Pre-press and Print Production, Community Project, The Ethics of Image and Text
- Honours year Major Project supervision and Adobe Training for staff

Key Achievements

- Planning and implementation of course structure and learning plan content including the creation of subject outlines and project briefs
- Exam supervision, marking and assessment of student course work, including a position as a visiting academic assessor at Newcastle University
- Achieved consistently excellent student and supervisor feedback
- Creating inclusive classrooms that are safe and supportive for diverse and special needs students



Accreditation

Senior Fellow (SFHEA)
Advance HE - awaiting finalisation

Fellow (FHEA)
Advance HE

Evidencing Professional Practice
in Higher Education
Microcredential issued by Navitas

Teaching & Learning Online
Microcredential issued by Navitas

SafeWork NSW Health and Safety
Representatives (HSR) Training
Pinnacle Safety & Training

- Health & Safety Representative
SafeWork NSW

Short Courses

CLO Virtual Fashion Inc.

- CLO Academic Summit

University of Sydney

- Introduction to Cultural Studies
- Aesthetics and Art
- Philosophy of Mind
- Web Skeletons and Skins
- Coding Literacy
- Business Ethics
- Global Ethics
- Reality, Ethics and Beauty
- Society, Knowledge and Self
- Religion: Texts, Life & Tradition

ACADEMY XI / 2022

Course Planning & Development, Content Creation

Developed content and resources for 12-week subject within the Graphic Design Transform course, including Subject Outline, Lesson Plans, Course Content & Resources, Assessment Tasks and Quizzes.

- Adobe XD & Introduction to Web Design

JMC ACADEMY / 2021 – 2022

Course Planning & Development, Content Creation, Lecture Delivery

Developed content and resources for 12-week elective course, including Subject Outline, Lesson Plans, Presentation Slides, Assessment Tasks and Marking Rubrics. Delivery of design lectures and tutorials.

- Coding for Designers

SYDNEY COMMUNITY COLLEGE / 2014 – 2015

Course Development, Content Creation, Lecture Delivery

Developed content and resources for 6-week design courses and delivered this content via lectures and tutorials to mature aged design students.

- Graphic Design Essentials
- Fashion Illustration for Beginners

PRIVATE TEACHING / 2013 – 2016

Created & delivered custom training workshops for fashion businesses and UTS staff

Professional Experience

SLATE CREATIVE / 2010 – 2024

Creative Director

Provided full spectrum design project management for clients across diverse industries and business structures on time and to budget. Developed and built client, supplier and contractor relationships. Hired, briefed and managed creatives and production teams to ensure client outcomes were delivered to a high standard.

Key Achievements

- Consulted with clients to establish their unique technical and conceptual communication needs and developed customised project plans
- Conceptualised and designed graphics, typesetting, illustration and photography for logos, stationery, brochures, postcards, invitations, posters, signage, websites, exhibition spaces, newsletters, presentations, adverts and publications
- Simultaneously project managed multiple clients, projects, timelines and budgets from conception to completion
- Managed external contractor and supplier relationships and quality controlled all deliverables and event bump-ins and bump-outs
- Preflighted and prepared technical print files for press and production
- Produced mixed media digital files for distribution across multiple platforms



Skills

PROFESSIONAL

- Campaign management
- Project management
- Production management
- Stakeholder management
- Team management
- Risk management
- Critical thinking
- Education and training
- Sponsorship strategy formulation and execution
- Course design
- Learning design
- Technology enhanced learning

TECHNICAL

- Mac and PC
- Adobe Photoshop, Illustrator, InDesign, XD, Acrobat
- CLO 3D Virtual Fashion
- Basic After Effects
- HTML, CSS, Basic JavaScript
- MailChimp, Wix, WordPress, Joomla, October, Squarespace
- Google Analytics
- Mac Pages, Numbers, Keynote
- Microsoft Office Suite
- Salesforce, iMIS CRM System
- Blackboard, Canvas, Moodle LMS, H5P
- Trello, Bootcamp, Slack, Discord

DESIGN

- Photography and re-touching
- Digital illustration
- PrePress and Print Production
- UI & UX

TRIUMPH LEISURE SOLUTIONS / 2020 – 2021

Manager Special Projects TLS & TLS Brand Marketing

Provided end-to-end project and campaign management of multi-day photoshoots, videoshoots, event activations, and marketing campaigns on time and to budget. Defined, managed and implemented strategies to manage cost, risk and quality of service. Hired, led and directed teams of contractors, production staff and interns responsible for project deliverables. Ensured projects were risk managed and met compliance requirements during Covid.

Key Achievements

- Provided project management from conception to completion for Wahu Australia, Bluey, and Ingenia Holidays, including relationship management of stakeholders with competing interests (clients, sponsors, council, agencies, contractors, suppliers, talent, wardrobe, catering and venues)
- Delivered pre-production, onsite production management and post-production, including personnel recruitment, WH&S, targeted risk assessment, equipment manufacture and logistics, COVID safety planning, design and print, and high production filming and photography
- Successfully established, communicated with, prioritised and managed strategic partnership relationships to promote events and generate and distribute marketing assets to over 3 million people
- Developed and executed integrated marketing strategies for campaigns and partnership opportunities including PR management
- Conceptualised and designed event brands, websites, digital marketing campaigns and signage
- Completed research, content creation and design of sponsorship documents and campaign reports which were then presented to stakeholders
- Built an extensive database using digital campaigns

UNIVERSITY OF TECHNOLOGY, SYDNEY / 2012 – 2018

Design Production Manager, Marketing & Communications Unit

Provided project and team management from conception to completion for immersive multimedia exhibitions on time and to budget. Built and strengthened relationships with university stakeholders, design teams, technical suppliers and building contractors to deliver excellent results and work seamlessly with university stakeholders (academics, marketing, gallery staff, building services, security).

Key Achievements

- Supervised and coordinated large scale exhibition design and production teams (professional contractors as well as student groups)
- Project managed from conception to completion the design, manufacture and construction of over 20 individual exhibitions to time and to budget
- Coordinated, commissioned and supervised specialised contractors to build and install custom event structures and lighting plans
- Designed floor plans, 2D and 3D mock-ups, event logos, stationery, brochures, postcards, invitations, posters, signage, web sites and publications
- Winner of 2018 tender to create and manage UTS: Creating Futures 25 Year Anniversary exhibition

NSW FARMERS' ASSOCIATION / 2008 – 2011

Senior Graphic Designer

- Management of advertising buy, including design and placement of content
- Design and manufacture of event branding and signage for large scale events including Annual Conferences, Oysters in the House, Royal Easter Show
- Design, coordination and distribution of membership collateral for renewing members as well as all Association templates, advertisements and reports
- Management and coordination of Association image library, online shop and Education & Training courses