



It's great to see you here!



Hi there!
I am **Steph Luchtenberg**

WHO AM I?



Well, hello! I am a [creative designer](#) and [visual storyteller](#) with over [15 years](#) of experience, working alongside multidisciplinary and technical teams while bringing a diverse skill set, design expertise, technical proficiency and problem-solving approach to the table. I thrive at developing creative and visual strategies that communicate ideas with clarity, insight, personality and depth.

These days, I specialise in visual strategy and high-impact design for urban planning, government, and infrastructure projects. My world has been pretty much all about working alongside urban planners, strategists, and technical teams to bring city-shaping ideas to life. I am passionate about transforming complex information into accessible and engaging visuals that people can actually connect with, whether that is through public-facing and community engagement materials, campaigns, strategic documents, precinct visions, reports, data visualisation, infographics and maps.

With background in advertising, my career has been shaped over many years by successfully promoting an enormous variety of products and services... when I say enormous, believe me, [it has been a fun ride!](#) Combining with experience in creative leadership roles, I bring a thoughtful, strategic approach to delivering design solutions that are both effective and aligned with the needs of clients and communities alike.

Besides all the fun, I always portrayed myself very professionally and politely. I am an introvert only on Mondays before a cup of coffee. Any time after that, you can count on me to really do my best and use the most of my skills in order to achieve the success you are seeking for such a long time.

Alright! Enough about me. I mean... I think that's what you're here for, right?! So keep browsing as much as you'd like. If I do not get the job, at least you might want a cool CV too, huh?! (~~sorry, I can't help my sales pitch sometimes~~).

[Let's grab a coffee!](#)



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THE REAL DEAL

SOFT SKILLS:

Fast Learner	Creative Thinking	Problem-Solving	Communication
Time Management	Assertiveness	Multitasking	Prioritising
Fast Paced	Open-Minded	Feedback Receiver	Leadership
Empathetic	Detail-Orientated	Highly Motivated	Extremely Patient

CAREER-RELATED:

Let's grab a coffee!

LANGUAGES:



Portuguese (BR)
Proficient



English
Proficient



German
Surname only!



Hi there!
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SOFTWARE



You won't find a massive list of software here. I am a self-taught designer (~~whoops~~) and... there are **a lot** of software out there – you name it. But hey! I am curious as hell so here is what I have mastered so far:



InDesign



Photoshop



Illustrator



Lightroom



Acrobat Pro DC



EditorX



Miro



Microsoft Suite



Templafy



Monday



Windows PC and iOS operating systems

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You might be thinking “oh, is that it?!” and I don't blame you. I am a work in progress. Come on! Since you are already here, please have a look at what I am learning next on the [career focus](#) section and I am sure you will see some potential.



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CAREER FOCUS



I know it sounds promising but here is a list of software that I am currently exploring, meaning that I know the basics (or at least the purpose of it and what it looks like inside) but I would **love** to start working with! So shoot me some projects, provide me some guidance, be a little bit patient and I am sure we will get great stuff done.



Adobe XD



After Effects



Figma



Animate



Premiere Pro



HTML



Sketch



Webflow



InVision



Everything that involves motion graphics, interactivity, digital, web, UI & UX.

Let's grab a coffee!

As important as telling you what I can do and what I am looking forward to learn, here is what I can't do and I won't be learning any time soon (just to make things clear): I am not an illustrator neither a web developer. I am great at working with vector assets and I am able to create amazing things with them. However, I don't illustrate. Same as I am able to design website interfaces and use some cheap platforms to put a website together. However, I don't do coding neither web development (yet!).



Hi there!
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15+ YEARS OF DESIGNING GOOD STUFF




SENIOR CREATIVE DESIGNER

Urbis (Urban Consultancy)

- Defined ways to improve client services and outputs, sharing and developing ideas and solutions with peers to leverage collective expertise;
- Mentored new team members, delegating client projects and guiding through creative processes with templates, client deliverables and peer reviews;
- Proactively addressed knowledge gaps in Microsoft and Templafy platforms, engaging with stakeholders to build a scalable, One Urbis approach to brand and template deployment;
- Designed, developed and deployed advanced Microsoft templates via Templafy, integrating content libraries and dynamic forms, and embedding custom ribbon enhancements through coding, ensuring seamless rollout, enhancing operational efficiency and company-wide adoption;
- Mastered workflow management systems to document briefs, project allocation, production and scheduling in consultation with local and national teams.

 Hybrid

 Sydney

 Jun 2024 - Present

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15+ YEARS OF DESIGNING GOOD STUFF



CREATIVE DESIGNER

Urbis (Urban Consultancy)

- Clarified and shaped project briefs to align audience needs, strategic goals, and design constraints for successful project outcomes;
- Applied Urbis' visual identity with precision across diverse creative projects, reinforcing brand consistency and client impact;
- Delivered bold, brand-aligned visual solutions across print and digital formats, including urban design reports, tenders, planning reports, strategic documents, thought leadership campaigns, and community engagement collateral;
- Managed Engagement (Community Planning) team workload, ensuring smooth project flow and building trusted cross-BU relationships;
- Designed bespoke deliverables tailored to clients' brand guidelines, ensuring consistency, impact and high-quality outcomes;
- Streamlined national workflows by automating resource allocation tools and developing a debrief framework to boost team efficiency.

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In-house



Sydney



Jun 2022 - Jun 2024



Hi there!
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15+ YEARS OF DESIGNING GOOD STUFF



GRAPHIC AND DIGITAL DESIGNER

RedHill Education & iCollege Group
(All Greenwich College brands)

- Lead creative projects across Greenwich global marketing, communications and student experience strategies;
- Redesign visual identity in order to create a better brand experience and ensure all creative concepts align with the brand guidelines;
- Create design concepts for print media, including brochures, text books, posters, flyers, infographics, promotional materials, among others;
- Create marketing collateral, such as magazine and press adverts, as well as large-scale (OOH) digital and print artwork to spec;
- Design creative concepts and storyboards for digital display campaigns and social media, such as banners, newsletter, infographics, ads and posts;
- Maintaining and documenting all creative assets, files and archives.

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In-house



Sydney



Oct 2018 - Jun 2022



Hi there!
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15+ YEARS OF DESIGNING GOOD STUFF



GRAPHIC AND DIGITAL DESIGNER

Hello Study Group

(Hello Australia & Hello Canada)

- Determine the objectives and constraints of the design brief by consulting, attending meetings and working collaboratively with the marketing team;
- Prepare sketches and formulate layouts from the briefing to communicate design concepts to appeal to the brand's key target markets;
- Lead creative projects across all Hello Australia offices (Brisbane, Gold Coast, Melbourne, Sunshine Coast and Sydney) and Hello Canada (Toronto);
- Create design concepts for print & digital media, including flyers, posters, folders, banners, newsletter, email marketing, ads and posts on social media;
- Adaptation of marketing campaigns to all collateral materials, social channels & ad formats;
- Maintaining and documenting all creative assets, files and archives.

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Freelance



Sydney



Dec 2017 - Oct 2018



Hi there!
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15+ YEARS OF DESIGNING GOOD STUFF



CREATIVE DIRECTOR

Bandeira Franco
(Marketing & Advertising Agency)

- Distribute roles, organise and compose the creative team to find fast, creative and efficient solutions;
- Define and create a visual identity as an extension of new brands (guidelines, logotypes, iconography, colours, typography, photography, etc.);
- Create all kinds of design concepts for print & digital media;
- Selecting, specifying or recommending functional and aesthetic materials and medias for publication, delivery or display;
- Detailing, documenting and finalising the selected design for carrying out production in the chosen media;
- Work with a wide variety of clients in diverse segments and juggle multiple projects simultaneously, meeting deadlines at all time;
- Negotiate design solutions with clients, management, sales and production staff.

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In-house



Brazil



Dec 2015 - Dec 2016



Hi there!
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15+ YEARS OF DESIGNING GOOD STUFF



GRAPHIC AND DIGITAL DESIGNER

Bandeira Franco (Marketing & Advertising Agency)
(Junior • Mid Weight • Senior)

- Collaborate with the creative team to find fast, creative and efficient solutions;
- Development of logotype and visual identity for new brands;
- Prepare sketches and layouts from the briefing through to completion, communicating design concepts;
- Create design concepts for print media, such as billboards, catalogs, brochures, posters, flyers, folders, magazines, menus, packaging, among others;
- Create design concepts for digital media, such as banners, newsletter, email marketing, websites, ads and posts on social media;
- Adaptation of marketing campaigns to all collateral materials, social channels & ad formats;
- Manipulation, treatment and correction of images.

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In-house



Brazil



Sep 2012 - Dec 2015



Hi there!
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EDUCATION



DIPLOMA OF **ENTREPRENEURSHIP AND INNOVATION**

Laneway Education

 Sydney  2019-2020



CERT. IV IN **MARKETING AND COMMUNICATION** (SOCIAL MEDIA)



Greenwich Management College

 Sydney  2018-2019



GENERAL ENGLISH (ADVANCED LEVEL)

Cambridge College International

 Sydney  2018



BACHELOR OF **COMMUNICATION, MARKETING AND ADVERTISING**

Univali - University of Vale do Itajai

 Brazil  2011-2014

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Hi there!
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PORTFOLIO



[That's all folks!](#)

I am going against the odds with a hand-picked selection of projects that I have created, I hope that shows at least bravery from my side. If you are not so sure yet, please visit www.steph.graphics to see more projects. If there is any chance I could be a good fit for your team, an email from you will certainly make my day!



I'm looking
forward

to working
with you!

LET'S CONNECT!

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 +61 405 154 837  [steph.graphics](https://www.steph.graphics)