



Contact

0421 826 432

contact@maysiemaysie.com

West Footscray VIC 3012

Education

2018

Master of Communication in
Visual Communication Design
Deakin University, Australia

2013

Bachelor of Arts in Multimedia
Arts
De La Salle – College of Saint
Benilde, Philippines

Certifications

2023

Content and Social Media
Marketing
RMIT University (Online),
Australia

Maysie Lecciones

Graphic designer

Graphic designer with over ten years of experience creating clear, engaging print and digital communications across brand, campaigns, editorial, social and web. I turn complex information into accessible, inclusive visual content for diverse audiences, and I keep brands consistent through templates, style guides and shared design tools that help non-designers stay on-brand. Having worked in agencies for most of my career, my skills truly shine in community-grounded work, including cultural festivals, migrant-maker events, and book launches. I am advanced across Adobe Creative Cloud (InDesign, Illustrator, Photoshop, XD) and Canva, and I bring a practical, service-minded Customer First approach to every brief. I am familiar with Microsoft 365, including basic navigation of core productivity and file-sharing apps to support daily project workflows.

Skills

- Brand Identity and Visual Systems
- Editorial, Publications, and Layout Design
- Print Production and Finished Art
- Digital Illustrations, Social and Campaign Design
- Signage, Event and Campaign Collateral
- Simple Animation and Short-form Video Editing
- Photography and Art Direction
- Templates, Style Guides, and Canva Design Toolkits
- Digital Asset Organisation and File Management
- Accessible and Inclusive, Plain-language Visual Communication
- Briefing and Collaborating with Printers, Suppliers and External Designers
- Stakeholder Collaboration

Experience

Visual Designer, Digital Marketing Specialist and Associate

New Doors Agency, Melbourne | Full-time to Contract | Remote | 2021 to current
Marketing agency for the built-environment industry.

- Built brand identities, visual systems and style guides that kept clients on brand across print and digital.
- Designed print and editorial materials, including capability statements, tender submissions, brochures and large-format construction hoarding, all as print-ready finished art in InDesign.
- Created reusable templates and Canva toolkits so clients' own teams could produce on-brand social, document and presentation assets themselves, which cut turnaround times and held with brand consistency.
- Organised and maintained shared asset libraries in Google Drive using clear folder structures, naming conventions and version control, so teams could quickly find the current, on-brand files.

Toolkit

- Adobe Creative Cloud (InDesign, Illustrator, Photoshop, XD, Premiere Pro)
- Canva
- Figma
- Google Workspace
- Dropbox
- WordPress
- Squarespace
- Shopify
- HubSpot
- Omnisend

Reference Contact

Available upon request

- Designed digital and social campaigns, including EDMs, social media, simple animations and short-form video for a range of audiences.
- Art-directed and led website projects from concept to delivery, working with an offshore team, with a focus on accessibility, usability and clear visual storytelling.
- Worked with marketing strategists and copywriters to turn complex messaging into clear, inclusive content that matched each client's values.

Brand Visual Designer and Photographer

La Sierra, Melbourne | Freelance | 2018 to current

Ethical brand of handcrafted alpaca-fibre products made by Indigenous artisans in Ecuador and Peru.

- Grew the brand over six years as its designer, photographer and creative collaborator, working directly with the founder on strategy, creative direction and content.
- Led a brand refresh that updated the strategy, visual identity and marketing direction, then rolled it out consistently across all their materials.
- Grew Instagram engagement by 68% within three months in 2022 through a redesigned, repeatable content system.
- Designed print collateral, including product labels, packaging, wrapping, postcards, brochures, flyers and catalogues, and managed the finished art through to print.
- Art-directed and photographed studio and on-location product and lifestyle shoots that matched the brand's storytelling.
- Customised and maintained the Shopify site and produced seasonal EDMs, social posts and reels, as well as web assets that communicated the brand's ethical values.
- Built and maintained my own filing system for brand assets, artwork and photography, so final files stayed organised and easy to find.

Graphic Designer

Struck and Spink, South Melbourne | Full-time | 2019 to 2020

Creative Agency (no longer trading)

- Developed brand identity and visual system for MOVE Moonee Valley Sub-brands for the Moonee Valley City Council
- Designed print and digital collateral for government, public-sector and not-for-profit clients:
 - Signages for MOVE Moonee Valley Sub-brands
 - Illustrations for the Banyule City Council Community Climate Action Plan
 - Flyers for RACV programs
 - Annual reports for East Timor Hearts Fund and a range of other print collateral, keeping each client's brand consistent throughout.
- Developed storyboards and illustrations for animation, and worked with offshore animators and voice-over talent.
- Supported various clients' seasonal campaign, event and editorial content

Community and Cultural Engagement

Welcome Merchant, event branding and campaign design | 2025–26

Social enterprise supporting refugee and asylum-seeker makers and entrepreneurs.

- Island Bites: A Sri-Lankan and Filipino Dinner – flyer, menu, social media assets
- Melbourne Christmas Ho-Down – flyer, social media assets

[View my interactive CV here](#)

maysiemaysie.com
(currently updating)

- [Anthony and Cleopatra's Feast: Italian and Egyptian Dinner](#) – flyer, menu, social media assets
- [Parramatta Lanes Festival, Sydney](#) – poster, social media assets

Magenta House, program and creative collaborator | 2025–26

A gathering and knowledge-sharing space that explores the synergies between art, food, communing and experimental practices.

- [Breakfast with Nanay](#) (Sydney book launch with Filipino breakfast and kids' activities) – Book illustrator, program collaborator, social media designer, and helped prepare and serve food for attendees.
- [Bebot Barkada](#) (a community program spotlighting independent creatives, artisans, and cultural producers across art, design, fashion, food, and drinks) – program assistant and event photographer.

ViệtSpeak Language in Community Festival 2026, program collaborator | 2026

ViệtSpeak is a non-profit organisation based in Maribyrnong, made up of parents, teachers, academics, activists and community members who advocate for community-centred language education.

- [Language in Community festival](#) community stall and Melbourne launch of Breakfast with Nanay, a children's picture book about Filipino breakfasts, and prepared food for free distribution to festival attendees.

The Entree.Pinays, member, illustrator and photographer | 2019–23

[Filipina collective](#) working together to bring Filipino cuisine, culture, and community to hearts and minds on Wurundjeri country.

- [Melbourne Food and Wine Festival: BARRIO \(2019\)](#) – co-organised a community event and contributed illustration and photography.
- [The Calamansi Story: Filipino Migrants in Australia Book \(2023\)](#) – project partner, layout artist, illustrator

Selected Published Work

July 2026 – Photography contributor for Australian-Chinese artist Marisa Mu
[Every Tile is a Flower Book](#) (Australia, USA)

November 2025 – Project partner, illustrator, layout artist.
[Breakfast with Nanay Book](#) (Australia)

June 2025 – Photography contributor for La Sierra
Issue #16, Slow Magazine | Australia

January 2024 – Photography contributor for Australian-Chinese artist Marisa Mu
Issue #38 Summer Edition, Art Edit Magazine | Australia and New Zealand

March 2023 – Project partner, Co-designer, Layout artist, Illustrator
[The Calamansi Story Book](#) | Australia

[View my interactive CV here](#)

Let's Connect

[Email](#)
[LinkedIn](#)
[Website](#) (currently updating)