

SARAH JAMES

GRAPHIC DESIGNER

EXPERIENCE

PGG Wrightson, Retail & Water Marketing

Graphic Designer / 2019 – present

Responsible for creative direction and design of campaign artwork throughout the year, design and layout of two monthly publications, their associated point of sale, web, social media and EDM artwork. Other duties include photoshoot organisation, event display design, as well as guiding other designers and team members.

Committed to respecting the long history of the brand, while pushing the boundaries of the brand guidelines to remain relevant in the modern world.

McKenzie & Willis

Graphic Designer / 2012 – 2019

Responsible for the production of advertising for national magazines and local newspapers, as well as graphics for the web and social media.

Design of multiple catalogues, leaflets, creation of all in-store point of sale and specification sheet design.

Responsible for ensuring the brand is correctly represented across all mediums, while ensuring it remains fresh and relevant in the current market.

Freelance / 2005 – 2012

Clients include: Moffatt's Flower Company, Koru Care Christchurch, Partnership Health Canterbury, Missing Link, Spin Design.

Printstop

Graphic Designer / 2005 – 2007

Roles included preflight/file checking, liaising with printers and customers while providing quality design on a time crunch.

QUALIFICATIONS

Design & Arts College of New Zealand / 2003 – 2005 / Diploma in Communication Art and Design

RELEVANT SKILLS

All aspects of print design, many aspects of digital design – I have a lot of experience but there's always more to learn!

Very high level of skill using the Adobe Creative Suite. Solid working knowledge of HTML, CSS, Mailchimp, Magento and Microsoft Office applications.

Proficient with a digital camera, excellent image retouching and editing abilities, and a strong sense of composition.

Extensive freelance experience, as well as experience working with and guiding other designers, liaising with project managers, and pre-press.

PERSONAL

I'm a massive fan of movies, I care for *a lot* of houseplants (with no plans to stop), good interior design is important to me, I love to DIY, and I strive for a life of simplicity.

I'm organised, missing a deadline is not an option, and I've never been one to shy away from a challenge!

I'D LOVE TO HEAR FROM YOU!

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References available by request



PGG Wrightson

**Working alongside you,
every season of the year.**



I work in the most customer-facing business unit at PGG Wrightson. I have been fortunate to be tasked with creating and implementing the look and feel for our major Rural Supplies campaign, which tells the stories of our Customer Service staff as well as their loyal customers.

It has been hugely rewarding to learn more about the folks on the ground, and to create a look that is as versatile as they are!

 @pgwretail



PGG Wrightson

**Working alongside you,
every season of the year.**

Always keen to hear what's happening on-farm, your local PGG Wrightson team is filled with friendly, familiar faces you would have seen on the sideline, at the recent dog trial or doing the BBQ at last year's A&P show.

Come in-store to discuss what you need with a team of people who love finding solutions and who have the product knowledge to deliver practical advice and recommendations.



Find a store near you

store.pggwrightson.co.nz



We know
horticulture

Collaborating,
innovating
and
supporting
New Zealand
growers

fruitfedsupplies.co.nz

Fruitfed Supplies



Fruitfed Supplies

For over 100 years, Fruitfed Supplies has worked alongside growers, organisations and suppliers, delivering reliable advice and solutions for a range of crops.

I had the opportunity and responsibility to design a look and feel for Fruitfed Supplies' first push into marketing the brand. It's a modern, interesting and bold look, which has been in use since 2021.

YOUR INDUSTRY



Shayna Ward, compliance and quality manager Te Mata Exports, relaxing at home with her dog Mopper.

Flexible working conditions enhance industry's appeal

More flexible working conditions implemented by many in the horticultural industry during the Covid-19 pandemic are helping to make the sector even more attractive to women, says Shayna Ward, compliance and quality manager Te Mata Exports.

Elaine Fisher

"Because of labour shortages, many employers are looking at different ways staff can work and that's not always starting and finishing at set times. The focus is how to get the job done. Many post-harvest operators are now offering school working hours for parents, which wasn't the case when my children were young," says Shayna who is a member of the executive of Women in Horticulture.

"Today women have more opportunities to find the right job and right team to fit their values and the needs of their families.

"I think horticulture as a career has been underrated, but it is exciting to see more women in leadership roles in every part of the industry. Often, they are the main cog in a much larger wheel."

Shayna is also pleased to see more young women, and young people in general coming into the industry. "The industry offers a broad variety of opportunities for everyone from all different academic levels. You don't need a degree to succeed in horticulture and there are so many opportunities from research to nursery to orchard and post-harvest, to marketing and logistics. It's a really exciting industry to be part of."

Born in England, Shayna moved to the Hawke's Bay as a four-year-old, attending local schools. Her first job was as a trainee science technician with the Department of Scientific and Industrial Research as part of its fruit physiology and post-harvest team research programme in the Hawke's Bay.

We know horticulture

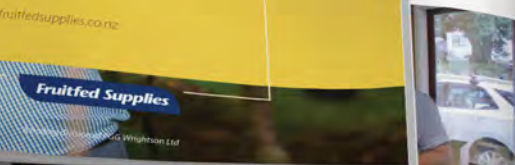
Collaborating, innovating and supporting New Zealand growers

Woven into the horticultural industry for more than 100 years, we have been working alongside growers, organisations and suppliers to deliver reliable advice and solutions for a range of crops.

fruitedsupplies.co.nz

Fruited Supplies

A trading division of PGG Wrightson Ltd



Camille Pearson preparing seeds ordered online for dispatch to clients

Gerard says the company has found a niche for itself in supplying home gardeners and smaller commercial growers.

"There are around ten big seed companies in New Zealand supplying commercial growers. We concentrate on growers who supply farmers' markets with vegetables or seedlings for grow gourmet vegetables for restaurants and cafes, who require smaller volumes of seeds than big growers. There is an increasing interest in different cuisines from around the world too. All this is added to where we are at within the industry because of the range of seeds we offer."

PROVENANCE AND FOOD SAFETY IS INCREASINGLY IMPORTANT FOR CONSUMERS, WHICH IS WHY MANY PEOPLE LIKE TO BUY FOOD FROM FARMERS' MARKETS WHERE THEY CAN TALK DIRECTLY TO THE GROWER

Charlotte says provenance and food safety is increasingly important for consumers, which is why many people like to buy food from farmers' markets where they can talk directly to the growers.

For growers, the fact that Kings Seeds has many heirloom varieties and grows and harvests seeds in New Zealand also appeals.

Part of the reason for growing seeds locally is to ensure they will do well in New Zealand conditions, says Gerard. "We try to ensure things are easier to grow rather than fruit stumped at the first stage by seeds which are too cold, too hot, too wet or frost tender or not suitable for their region."

Provenance and food safety is increasingly important for consumers, which is why many people like to buy food from farmers' markets where they can talk directly to the grower

As well as vegetable seeds, the company has an extensive range of flower seeds popular with home gardeners and small commercial growers. "Flowers, especially wildflowers, are very much on trend and many of our customers grow them for farmers' markets or roadside stalls," says Charlotte.

There's also been increased demand from another sector. "There has been a proliferation of interest in community gardens, gardens at marae, in schools and in early childhood centres which is excellent. Because it's helping to teach people about growing their own food, which in today's environment with rising food prices is very important."

YOUR INDUSTRY

While the Covid-19 pandemic has brought growth in demand for its seeds, it has also thrown up issues for the company, exacerbated by the impacts of the war in Ukraine.

"The supply chain is tight and globally there is a lot of demand for seeds of all varieties. Where once we could expect to receive seeds in two to six weeks, it may now take six months. The costs of freight have increased as have fuel costs," says Charlotte.

Like the seeds it specialises in, the company hasn't stopped growing since it was founded in 1978 by Ross and Glenys King, who sold through their first catalogue, 65 herbs and flowers, eight gourmet vegetables and 170 herb plants. Barbara and Gerard bought the business in 1999, relocating it from Auckland to Katikati. The company now sells around 1,000 different varieties of seeds, including many described as "weird and wonderful" in line with the King's founding philosophy to keep things interesting.

1978
AROUND
250 VARIETIES

2022
AROUND
1,000 VARIETIES

EVERY DAY
BOXES OF SEEDS
ARE POSTED
TO CLIENTS
THROUGHOUT
NEW ZEALAND



Whether you're looking to establish a new orchard or further improve an existing one, Fruited Supplies can offer the services and support you need to grow your business.

We offer:

- Crop establishment advice
- Orchard layout
- Supply chain programme
- Designated farm management
- Crop monitoring
- Extension services

We know horticulture

Find your local Fruited Supplies store online: www.fruitedsupplies.co.nz

Fruited Supplies

A trading division of PGG Wrightson Ltd





At McKenzie and Willis I was tasked with helping to reinvent and refresh the established McKenzie & Willis brand, to portray a more modern look that appeals to a broad audience.

From in-store tickets and point of sale to catalogues and magazine advertising, it was my job to maintain a consistent look through all media.

It was a role that I cherished and I'll always be proud of the work I produced.

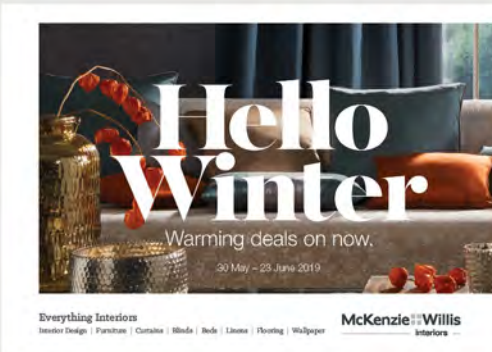


During my time at McKenzie & Willis, I designed a number of product catalogues which serve as a directory of the full range of beautiful product available to their customers.



te a Noma Bedsread in Marine from \$744 b Suro Blanket in Blue/Pale Grey \$238 c Tessere Comfoter in Midnight from \$648 d Chouchin Cushion in Cerulean Blue \$168 e Sashiko Cushion in \$216 f Noma Pillowsham in Marine \$84 g Tessere Eurocase in Midnight \$108

top Hadab Cushion in Ooze \$216 middle Botaniska Cushion in Charcoal \$168 bottom Temari Cushion in Duck Egg \$180



LOGOS

Created while freelancing

