

DETAILS



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Bay of Plenty - Rotorua

PORTFOLIO



www.nuttergfx.com

SKILLS

- Management
- Organizational Skills
- Attention to Detail
- Communication
- Problem-Solving
- Time Management
- Client Proposal Preparation
- Fashion Design
- Textile Design
- Artwork Graphic Design
- Garment Construction/Technology
- Fabric Screen Printing
- Fabric Colour Palette/Pantone
- Direction
- Concept Development
- Illustration
- Customer Service
- Brand Development/Logo Design
- Social Media Management
- Sales
- Event Coordination
- Relationship Management
- Art

INTERESTS

- Management
- Fashion Design
- Textile Design
- Artwork Graphic Design
- Garment Construction/Technology
- Fabric Screen Printing
- Fabric Colour Palette/Pantone
- Direction
- Concept Development
- Illustration
- Customer Service
- Brand Development/Logo Design
- Sales
- Art



SHERRYL NUTTER

FREELANCE GRAPHIC DESIGNER

SALES AND CLIENT EXPERTISE/OFFICE SUPPORT

FASHION DESIGNER

TEXTILE DESIGN AND ARTIST

ABOUT ME

As a progressive professional with 10 years in the fashion/textile industry, I took a sabbatical from the industry in 2014 to allow myself the time to be with my small children and focus on their fundamental upbringing whilst I continued to advance my skills outside of fashion Industry contracting and freelancing for various marketing projects.

Energetic and proactive professional with a strong background in design and sales. Skilled in preparing client proposals, managing office administration, and supporting sales processes. Adept at data analysis, event coordination, and fostering trusted relationships with stakeholders. Excellent attention to detail and organizational skills, thriving in fast-paced environments.

During my tenure as a fashion designer, I have been responsible for managing my team, product strategy, fashion trends, garment design as well as the artwork for garments and all-over repeats/rotary prints on fabric for client approval, from brief right through to production.

As a contractor/freelance graphic designer, the projects included retouch products/photo editing and creating elements for TV programs. Campaigning, advertising, social media, ticketing, and CI branding for music festivals, holiday programs, and startup businesses.

I am confident and creative in my ideas and collections, and I have enhanced my interpersonal abilities and cultivated a reputation as a major contributor through communication and time management. I am a collaborative team player who is always searching for opportunities to impart valuable insights. With these qualities, I can facilitate positive change and impacting outcomes. I'm always happy to roll up my sleeves to get the job done.

SUMMARY

- Experienced Graphic Designer with demonstrated history in graphic design .
- Strong reasoning, influencing and negotiating skills.
- Creative divergent thinker.
- Strong arts and design professional.
- Work well within a team with leadership qualities and great interpersonal/relationship building skills.
- Strong ability to work independently, professional and loyal.
- Capable to manage multiple tasks, meet deadlines and strong work ethics.
- Proven high abilities to be efficient, dependable and reliable worker.
- Excellent organizational skills.
- Enthusiastic approach to all work.

REFERENCES

- Lea McLean – Hikoi Productions
Number on request
- Di Riddell – BOP Blues Director (Contract):
+64 27 956 3105
- Catherine Botha – Brite Buddyz Social Club Director (Client):
+64 21 892 9131
- Claire Venter – Recruitment Business Partner (Client):
+61 435 351 788
- Tanya Wolf – Fashion designer & graphic artist at Jacques Hau:
+27 71 371 2130
- Luanne Appunn-Steyn – Textile & graphic artist at Truworths (Naartjie brand was bought by Truworths): Number on request

WORK HISTORY

2025 – Current Side Hustle

Squirrel Clothing Ltd

Designer

Founder and designer of Squirrel Clothing Ltd, a small independent kidswear brand focused on playful, commercial apparel design.

2020– Current Freelance in New Zealand

Nutter GFX (TA)

Graphic Designer, New Zealand

Projects Have Been:

- **Hunting Aotearoa –Hikoi Productions**
Retouch products/photo editing.
- **Bay of Plenty Blues Club:**
All graphic artwork for campaigning, advertising, social media and ticketing for the Bay of Plenty Blues Festival.
- **Otonga Holiday Program “OSP”:**
All graphic artwork for branding, advertising, social media and t-shirts for the children holiday program. Also, I was a part of the Holiday care team looking after children during the holidays.
- **Special Care Social Club “Brite Buddyz”:**
All graphic artwork for CI branding, advertising and social media.
- **Built a new client base for graphic design, advertising and trading as Nutter GFX in NZ:**
CI branding for new & small businesses, Adverts, Brochure, Business cards, Flyers, Menus, Invitations, Textile Artwork (always keeping an eye for current trend), Photoshop editing for branding and creating vectors for miscellaneous design, Website design through web templates.
- **Personnel Resources / Temp Resources:**
 - **BOP Plumbing and Gas Ltd**–Office administrator
 - **Morrison Kent (Law Firm)**– Receptionist
- **MIQ Rydges Hotel (Rotorua) during Covid** -F&B Supervisor

2016– 2019 Contractual and Freelance in South Africa

Nutter GFX (TA)

Graphic Designer,

- **Three years contracted for Tswelopele Productions (TV Show Production):**
 - Taking on work for graphic design on campaigns and advertisements as well as retouch products/photo editing (for AFP advertising funded programs).
 - TVC experience (I have been indirectly involved in campaign briefing productions for TVC storyboarding as my husband was a Senior TV editor/Postproduction supervisor at Tswelopele Productions)
- **MIA Films (TV/Film Production):**
 - I worked on show flyers (TV Show pitch) on pending shows and a couple of movie posters
- **Built a new client base for graphic design, advertising and trading as Nutter GFX in NZ:**
 - CI branding for new & small businesses, Adverts, Brochure, Business cards, Flyers, Menus, Invitations, Textile Artwork (always keeping an eye for current trend), Photoshop editing for branding and creating vectors for miscellaneous design, Website design through web templates.

2011 Feb– 2014 November

Jacques Hau cc

Fashion Designer

- **Promoted to Designer Lead (Managed a Team) – March 2012– November 2014**
 - Designs were made up and I presented and sold to the buyers.
 - Managed my team and I worked closely with the seamstress, pattern making and garment technician department and oversaw fits for garment construction.
 - My sales experience grew through presenting my samples and cad designs to buyers at head office retail companies. These presentations sold the product, that was then manufactured and put on shelves nationwide in SA.

WORK HISTORY..

- Designed and planned the ranges from season to season as well as designed the artwork for garments and all-over repeats/rotary prints on fabric for client approval from brief right through to production.
 - Compiled the technical specifications for all garment specs for local production with style sheets and size specs sheets, including product sketches, showing detailed trims. Communicated with factories where there were required changes and amended where necessary.
 - Designed artwork graphics and compiled technical specifications for printers and embroider suppliers.
 - Supplied specifications for China measuring every point on spec and noting differences for sample amendments and fabric specifications for all proto samples.
 - Liaised with licensee brands, composing together the artwork for licensee character prints as well as the approval process.
 - I kept up to date with up-and-coming trends, colour pallets often creating trend forecasts, finding fresh inspiration for the season to season buying trips.
 - I often trained new employees coming into the industry and I worked well within a team.
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- **Designer / Textile Artist – Girls Wear (2-16) – Feb 2011– March 2012**
 - Designed garments and artwork for garments as well as for all over repeats/rotary prints on fabric.
 - My experience included design and construction of garments and helped where necessary to meet our targets and deadlines.
 - Compiled the technical specifications for production as well as for printers and embroiders.
 - Trained new employees.
 - Found fresh inspiration for the season to season buying trips and keeping with up-and-coming trends.

During my time at Jacques Hau (supplied solely to Woolworths), 90% of the company's garment supply was on the retail floor nationwide, South Africa for all kids wear, (boys and girls ages from 2 years to 16 years). The company was awarded supplier of the year 2 years running.

Jan 2010 – November 2010

Honey Jewellery, South Africa

Sales Representative

- Prepared client proposals tailored to individual needs, contributing to successful sales outcomes.
- Ensured accuracy in product descriptions, pricing, and proposals.
- Organized and managed events, including jewelry showcases and client presentations.
- Built and maintained strong client relationships, contributing to retention and business growth.
- Communicated effectively with clients and stakeholders to facilitate sales and resolve issues.
- Developed creative solutions to address client concerns and optimize sales processes.
- Prioritized tasks to meet deadlines and sales targets.
- **Achieved recognition with a National Bronze Certificate.**

Jan 2009 – December 2009

Get-a-head

Head Wear Designer – Contract

- Designed and supplied major chain stores in South Africa, for men's, ladies' and kid's head wear. Design of the product, right through to production stage.
- Specifications for China. Sample amendments.
- Liaison and meeting with buyers.
- Composing together the artwork for licensee character prints as well as the approval process.

March 2006 –May 2008

Naartjie Clothing (Boutique brand bought out by Truworths)

Graphic Designer/ Cad Artist

- Taking on the overflow of all related work within the design team. Helping assistant designers.
- Designing accessories and artworks.
- Compiling the technical concept designs for export to China.

WORK HISTORY..

Year 2005–2006 (Whilst Freelanced)

Santum – South Africa

Sales Agent

- Sold funeral cover and life insurance to government employees, including teachers, nurses, and doctors, in rural areas.
- Conducted client consultations to understand their insurance needs and provide tailored solutions.
- Managed client relationships, ensuring high levels of satisfaction and retention.
- Achieved sales targets in a commission-based role, demonstrating strong sales performance.
- Developed strategies to approach potential clients and effectively communicate the benefits of insurance products.

June 2004 – March 2006

Creative Links (ta)

Graphic Designer – Freelance

- Adverts, brochures, branding, invitations, letterheads, business cards and menus.

September 2002 – June 2004

Style Eyes of California

Fashion/Textile Graphic Designer

With some Graphic Design knowledge and skill, Style Eyes of California employed me and trained me in house in the fashion/ textile industry trade. I took on all responsibility in their graphics department as their sole fashion/textile designer and textile artist. All design, as well as the graphics artwork was for all ladies', men's and kids' wear.

- Designed the ranges from season to season as well as designed the artwork for garments from brief right through to production. Compiled the technical specs for all garment specs for production with style sheets and size specs sheets, showing detailed trims. Designed artwork graphics and compiled specifications for printers and embroider suppliers.
- Supplied specs for China measuring every point on spec and noting differences for sample amendments and fabric specs for all proto samples.
- Designed for men's casual t-shirts and ladies' garments.
- Designed promotional prints South African Breweries with the logos for eg. Millers.
- Liaised with licensee brands, composing together the artwork for licensee character prints as well as the approval process. Communicated with factories where there were required changes and amended where necessary.
- Kept up to date with up-and-coming trends, often creating trend forecasts, finding fresh inspiration for the seasons buying trips. Organised filing system for graphics artwork and story boards and photography of all garments.
- Designs were made up and I presented and sold to the buyers.

1996 – 2002 – Scholar during holiday breaks and contracted part time during university

African Defense Systems

(Electronics company in SA specialising in Naval Systems designing and upgrading systems mainly for the SA Navy)

- From sixteen years, I worked through school holidays and after school and contracted as a secretary/PA and deputized for people on leave in various departments (i.e., Logistic Support, Hardware, Software, Marketing etc.).
- I self-taught to use graphic programs and often put together presentations for my managers. I had therefore received meaningful exposure in a corporate and technical environment and where I knew I wanted to pursue graphic design.