

JOSH MARSDEN

GRAPHIC DESIGNER – BRAND IDENTITY & DIGITAL

AUCKLAND, NEW ZEALAND 021 145 5587 JOSH.MARSDEN@NONOGRAM.CO.NZ

SUMMARY

Graphic designer with ten years of independent practice in Auckland, working across brand identity, art direction, typography, and digital production for New Zealand clients including Hampton Downs Motorsport Park, the NZ Superbike Championship, and Ada Studio. Takes projects from initial brief and concept through visual systems and final delivery. Front-end and Shopify development experience allows digital work to move directly from design into production.

SKILLS

DESIGN

Brand identity
Art direction
Typography
Layout
Design systems
UI design

TOOLS

Illustrator
Photoshop
InDesign
Figma
Canva

DIGITAL & TECHNICAL

Shopify
Design-to-code
implementation
Generative AI & creative
automation
Custom AI tool development
TypeScript / React / Astro

EDUCATION

Bachelor of Media Design

Media Design School · Auckland · 2016

Full Stack & Advanced Software Developer Accelerators

Mission Ready · Auckland · 2023

EXPERIENCE

[Skip to content](#)

INDEPENDENT GRAPHIC DESIGNER & DEVELOPER 2016 – PRESENT

SELF-EMPLOYED · AUCKLAND, NZ

- Created Ada Studio's brand identity and product packaging, then designed and built its Shopify storefront, improving bounce rate from 98% to 60%.
 - Created McMath Construction's brand identity and collateral system across business cards, hard hats, hi-vis, vehicles, site fencing, and signage.
 - Developed the brand identity for Nehora Collective, creating a coherent visual direction for the Australian creative and business-growth studio.
 - Expanded the practice into full-stack web and e-commerce work in 2024 and created Nonogram as a platform for packaged branding, website, and online-store projects.
-

WEB DESIGNER & DEVELOPER 2024 – PRESENT

NZ SUPERBIKE CHAMPIONSHIP · NEW ZEALAND · [NZSUPERBIKESERIES.CO.NZ/](https://nzsUPERBIKESERIES.CO.NZ/)

- Provide ongoing web design and development for the championship's public platform.
 - Designed and built a custom content-management system for news, events, riders, teams, sponsors, and forms.
 - Created reusable event and campaign landing pages for championship and foundation initiatives.
-

GRAPHIC DESIGNER 2019

STONEWOOD GROUP · NEW ZEALAND

- Produced brand collateral for businesses across the Stonewood Group portfolio.
 - Worked within the in-house marketing team to deliver consistent assets across the group's brands.
-

GRAPHIC DESIGNER — CONTRACT 2017 – 2019

HAMPTON DOWNS MOTORSPORT PARK · WAIKATO, NZ

- Produced event campaign artwork across posters, advertising, social media, email, and website graphics.
- Prepared production-ready assets for signage, wayfinding, race programmes, sponsor collateral, and merchandise.
- Adapted campaign systems across event, sponsor, venue, and promotional touchpoints.