



# I'm Caleb Loeken, a designer and photographer.

**Phone:** 0413 855 406  
**E-Mail:** info@calebloeken.com.au  
**Website / Portfolio:** www.calebloeken.com.au

 /caleblphotography  
 @caleb\_loeken

## About Me

I am a highly motivated, enthusiastic, honest, and hardworking individual with experience as a freelance designer and photographer. Design and photography is my passion and the career I want to pursue. Completing three years of study I am a Queensland University of Technology (QUT) Bachelor of Creative Industries graduate, where I majored in Interactive and Visual Design and Marketing. While at university I established my own freelance photography and design business which I continue to build.

## Professional Experience

### *calebloeken (personal business)*

#### *Owner / Designer / Photographer (2012 - Ongoing)*

- I have established my own business as a freelance photographer
- My images have been published in a number of print and web publications including BMag, Quest Newspapers, and many Endeavour Foundation publications
- In 2015 I began adding design skills to my business' portfolio. I have worked with many local, national and international clients. I also sub-contract to graphic design studios, and advertising agencies
- Negotiating and planning products and services with my clients has enabled me to enhance my oral communication skills. This has resulted in having repeat customers that know I am willing to deliver a high standard of service

### *Crank Digital*

#### *Intern Junior Graphic Designer (2017)*

- While completing my degree at QUT, I interned at Crank Digital for 200hrs over 12 months
- In this time I gained advanced skills in the Adobe suite (InDesign, Illustrator, Photoshop, Lightroom), and obtained on the job experience in an organisation
- Work from my time at Crank Digital has been published nationally and internationally. Examples of my work at Crank Digital can be found on their website: [www.crankdigital.com.au](http://www.crankdigital.com.au)

### *Endeavour Foundation*

#### *Intern Event Photography Coordinator (2015)*

- I completed a 12 month event photography internship at Endeavour Foundation
- I coordinated the photography of all of the organisations corporate events eg. 500km Team Endurance Relay, Great Endeavour Rallies and their Anniversary Gala. This involved writing briefs, obtaining quotes, and hiring of photographers.
- When I wasn't working with Endeavour Foundation's events department I was working with their branding and design department, capturing images throughout the organisation for use on annual reports and other publications.

## Personal Qualifications

### *Bachelor of Creative Industries*

#### *Queensland University of Technology (2015 - 2017)*

- At QUT I majored in Interactive and Visual Design and Marketing, allowing me to see and learn the processes of how marketing collateral is designed and implemented
- These skills in web and graphic design, and marketing have also allowed me to advance my own business by putting them into practice with my clients.

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## *Certificate IV in Residential Design*

[Southbank Institute of Technology \(2011 - 2013\)](#)

- In this time I first learnt basic design and colour principles, while the context is different they can be universally applied across all fields of design.

## **Community Involvement**

*Organisation Member, Photographer, Social Media Marketing Consultant*

[Make it Home Safely Inc. \(2016 - Ongoing\)](#)

- Initially I was the photographer and videographer for the organisation but took the opportunity to become a member of the organisation, where I share the responsibility in the direction of the community project
- This role has enabled me to work as part of a team, alongside graphic designers, web designers, state and federal Members of Parliament, and other supporters to achieve and continue to achieve the goals and objectives of the organisation
- Consultant for social media marketing services
- In 2016 I had the opportunity to train a work experience student in developing their video recording and editing skills.

*Event Coordinator*

[Eastside Community Church \[Eastside Community Carols\] \(2016 - Ongoing\)](#)

- Prior to being the Event Coordinator, I was the Production Manager for 2 years
- In my first year of running the event there was an estimated 20% growth in attendees
- My role involves managing budgets, risk awareness and safety, marketing (including overseeing marketing collateral design), fundraising, and leading the 90+ volunteers to bring the event together.

*Youth Leader*

[Eastside Youth \(2014 - Ongoing\)](#)

- I co-lead 60+ high school students with 11 other youth leaders
- Together we seek to care for, empower and run fun engaging programs for the students in our care, developing them into stronger leaders into the future
- This role has further developed my communication and team leadership skills.