LISA FRIEBEL
GRAPHIC DESIGNER



Design Support for Communications Teams

A selection of case studies, and how I can support your team.

updated Oct 2026

An experienced design resource for busy communications teams

I work alongside marketing and communications teams to develop and maintain professional, consistent visual communications... from brand systems and templates to publications, campaigns and events.

0410 756 767 | lisa.friebel@gmail.com

www.lisafriebel.com.au

Graphic design support for the marketing team

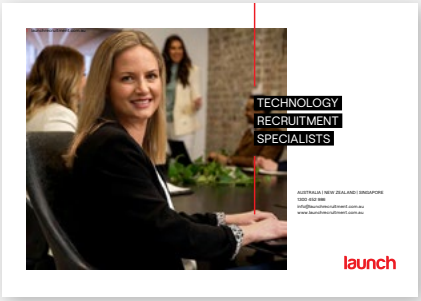
This client needed all their proposals and presentations to look professional, cohesive and memorable.

What I did:

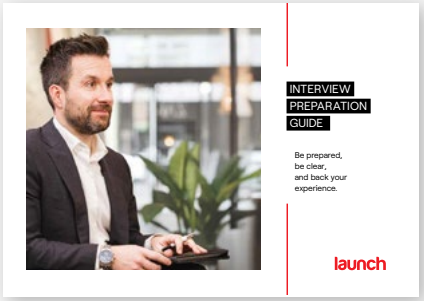
- Developed new templates for the team to use in Indesign, Powerpoint and Word
- Used new photography across all proposals
- Created graphics in brand colours and fonts to explain difficult concepts
- Produced presentations pitching for high value recruiting contracts
- Provided source files for documents
- Worked closely with the marketing team on projects with tight deadlines

www.launchrecruitment.com.au









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Launch utilises the service to support our in-house Marketing team in times of high demand.

From the beginning, Lisa has demonstrated a clear understanding of our brand ethos and objectives. She responds promptly to requests for support which are often ad-hoc and deadline driven, delivering high-quality work within tight timeframes.

Lisa has shown a remarkable ability to adapt to evolving project needs, incorporating our input with precision.

With Lisa, you are not just getting a design service; you are gaining a partner who values your vision and is dedicated to bringing it to life.

Rebecca Wallace
Founder and Managing Director
Launch Group

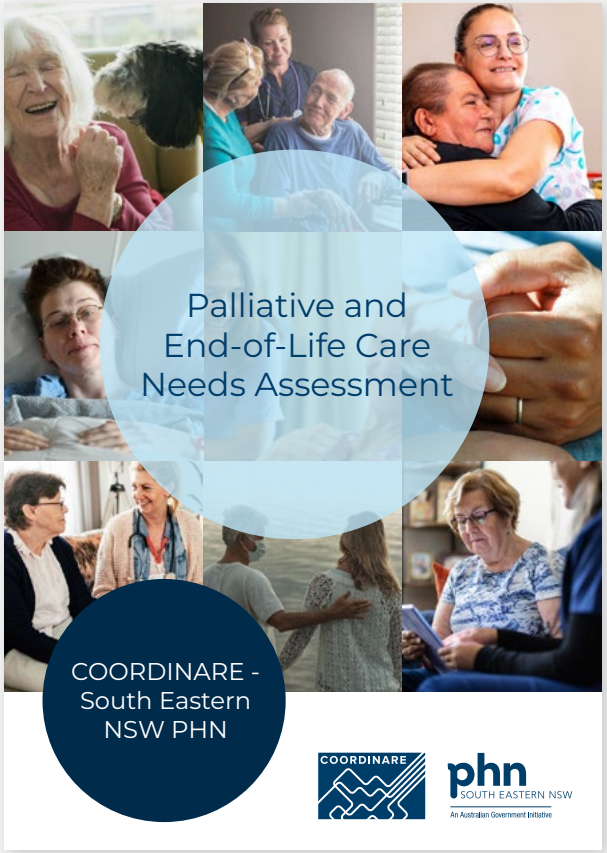
Work with the comms team to create visual content

This client needs artwork designed and created for branded content for print and digital, as well as campaigns for various health programs.

What I did:

- Corporate documents and social tiles
- Campaign design and graphics graphics, flyers, banners and social tiles
- Event marketing and signage design and artwork
- Expo materials
- Content targeted to audiences with specific health needs
- Providing feedback to commissioned providers to ensure compliant branding

https://www.coordinare.org.au/







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Lisa is a fantastic graphic designer and a pleasure to work with. She’s always responsive, easy to communicate with, and consistently delivers high-quality work. Her pricing is reasonable, and she goes above and beyond to make sure projects meet expectations. We will continue to work with Lisa and would highly recommend her to anyone looking for a talented and reliable designer.

Kristine Laird
Communications Manager
COORDINARE - South Eastern NSW PHN

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An extension of your communications team

Providing ongoing design expertise to support and extend your existing team.

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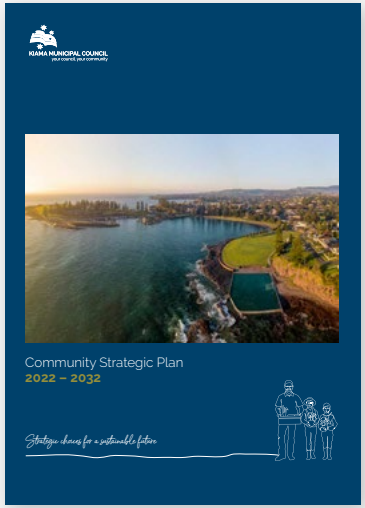
Flexible freelance graphic design service

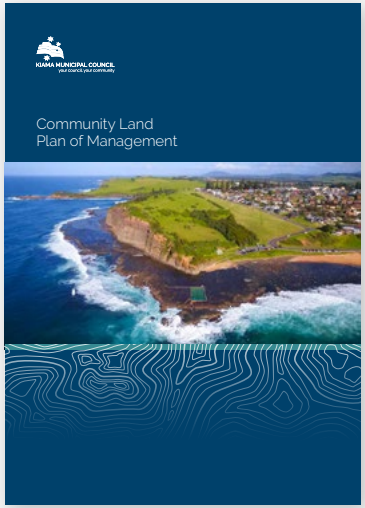
This client needs graphic design assistance on demand, working to a brief and following house style. Creating professional reporting and communication items as required by local government.

What I did:

- Annual reports, documents, brochures
- Advertising campaigns, posters, social media
- Newspaper spreads
- Waste collection calendars
- Provide final packaged files

www.kiama.nsw.gov.au





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Lisa is great to work with. Professional, conscientious, on time and brings creative flair to any design job. Highly recommended.

Manager Communications & Engagement,
Kiama Municipal Council







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Event marketing print materials

This client needed support with creating artwork that would print acurately at all sizes, from beautiful crisp images to brand colours and sponsor logos.

What I did:

- Create artwork for postcards, signage, program, vehicle graphics, site maps
- Review sponsor logos for print purposes
- Collaborate with client in Canva
- Work with the marketing team to meet deadlines and budgets
- Liaise with printer as needed

https://www.naroomaoysterfestival.com/











Lisa has a rare blend of creative magic and technical professionalism which extends from concept through to delivery of both print and digital collateral.
Her input is a critical part of my own workflow as a marketer for non-profit events such as Narooma Oyster Festival and Eurobodalla's River of Art and I can rely on her for clear communication, flexibility and a 'big picture' approach to all projects, however large or small.
Lisa's decades of experience in tourism and commercial design and her constant drive to incorporate best practice and new technologies give her a sound knowledge base that would be an asset to any business looking to meet their design needs or develop their brand.

Sarah Chenhall
Marketing Specialist
Narooma Oyster Festival

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Updated brochure design

This client needed a revitalised and revised version of their walking guide to better align with updated branding, colour palette and publications.

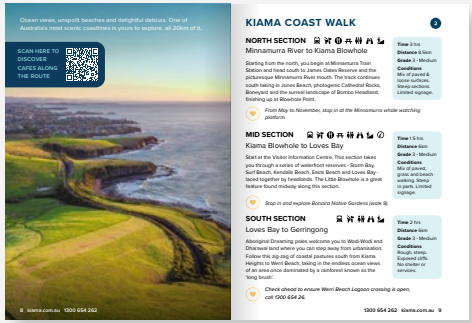
What I did:

- Redesign front cover and internal layout
- Suggest improvements to the guide's ease of use and navigation
- Incorporate new imagery
- Revise map graphics
- Integration of a QR code linking to online map
- Provide print ready and web optimised pdf files and source documents.

See the brochure here:
https://kiama.com.au/wp-content/uploads/2023/10/Kiama-Walks-Guide-2023.pdf







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It was an absolute pleasure collaborating with Lisa on the creation of our Kiama Walks publication. Lisa has a great eye for balancing the need to create a professional product with something that is also fun and creative. She brings excellent ideas to the table, and it is clear she keeps up with design trends.

Throughout the design phase, we requested multiple variations, and Lisa displayed remarkable patience, persistently working with us until we discovered the layout that perfectly suited our needs. Lisa is very professional, easy to work with and very responsive. I would highly recommend her to anyone looking for design services!

Lauren Res
Visitor Services Coordinator
Destination kiama

An ongoing design resource

For organisations with regular design requirements
that don’t need a full-time designer.

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Let’s work together

If your team needs an experienced designer to help keep your communications professional, consistent and on-brand, I’d love to hear from you.



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www.lisafriebel.com.au
book a call

Based in Jervis Bay, NSW,
Working with clients across NSW.

Design support that fits your team

Tracked Hours

Flexible design support billed by the hour, with time tracked against each project or piece of work. Ideal for occasional or ad-hoc design needs.

Retainer

An agreed allocation of design hours each month, providing ongoing access to a dedicated design resource. Ideal for organisations with regular design requirements and a need for consistent support.

Project-Based

A defined scope of work with an agreed project fee. Ideal for larger or clearly defined projects such as publications, campaigns, events or brand development.