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ANTHONY CUMMINS

I am a graphic designer, web developer and qualified trainer with over 20 years of industry experience across print, branding, photography, illustration and web development. I build custom WordPress sites, accessible digital documents and print publications for agency, government, financial services, arts and community clients, and I design, deliver and assess nationally recognised training.

EDUCATION & PROFESSIONAL DEVELOPMENT

Foundation Skills Integration Skill Set (TAESS00026) ..... St George & Sutherland Community College 2026

Certificate IV in Photography and Digital Imaging (CUA41120) ..... TAFE NSW Ultimo 2024

Certificate IV in Training & Assessment (TAE40116) ..... TAFE NSW Ultimo 2023

Bachelor of Arts (Graphic Design) ..... University of Newcastle 1997

INDUSTRY EXPERIENCE

Senior Web Developer **Red Flame Design** ..... **2018 — Present**

Contracted Senior Web Developer delivering design and digital services for agency, government, financial services and professional services clients.

- **Web development:** custom WordPress builds, HTML/CSS, SEO, Google integrations, hosting, server management and site migrations
- **Digital campaigns:** EDM design and development (HTML, MailChimp, Outlook), web banners, and brand rollout across digital and print
- **Accessible documents:** interactive and self-validating PDF forms, accessible Word and HTML documents
- **Creative production:** illustration, campaign and staff photography, retouching, and print design

Creative Director / Freelance Designer **Red Ant Media** ..... **2004 — Present**

Founded and directed a boutique creative agency (2004–2014), then continued as a freelance practitioner serving arts, community, government, legal and retail clients.

- **Brand & print:** brand identity, publication design and typesetting, catalogues, signage and pre-press
- **Web:** end-to-end website projects, from audit and proposal through design, custom WordPress development, launch and handover
- **Photography & video:** product, event and portrait photography; short-form social video, from shoot to grade, edit and delivery

TEACHING, TRAINING & ASSESSMENT EXPERIENCE

Trainer, Assessor & Resource Developer **Sydney East Community College** (RTO 90269) ..... **2024 — Present**

- Deliver and assess the Business Technology Program (BSBTEC201, 202, 203) in classroom and blended settings, using observation, portfolio and written assessment
- Deliver reading, writing and numeracy training (15+ FSK units, ACSF Levels 1–2) to patients in the Forensic Hospital Program (2025–present)
- Developed the full training and assessment packages for both programs: learner guides, workbooks, trainer and assessor guides
- Integrated new unit BSBTEC101 into the Business Technology package (2026), raising compliance from 7 to 38 of 38 unit requirements and preparing the validation mapping

SKILLS & SOFTWARE

Design	Logo & brand identity, design systems, print & publication design, typesetting, illustration, signage, screen printing, pre-press
Web	WordPress (custom themes, ACF Pro, WooCommerce), HTML5, CSS3, JavaScript, PHP, MySQL, Bootstrap, SEO, accessibility
Photo/video	Studio, event, product & portrait photography; retouching; shooting, grading & editing short-form social video
Training	Competency-based assessment, learning resource & assessment tool design, validation, foundation skills (LLN), blended delivery
Platforms	Adobe CC (InDesign, Photoshop, Illustrator, Lightroom, Premiere Pro, Acrobat), Canva, MailChimp, Google Analytics & Search Console, Microsoft 365, cPanel/WHM, AI-assisted workflows (Claude)

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