

DESIGNER



Graphic
Design

Web & UX
Design

Creative
Marketing

Digital
Innovation

Kia ora, welcome to Yoobee College of Creative Innovation

As part of the Yoobee tribe, from day one you'll be learning through creating and designing or programming and coding.

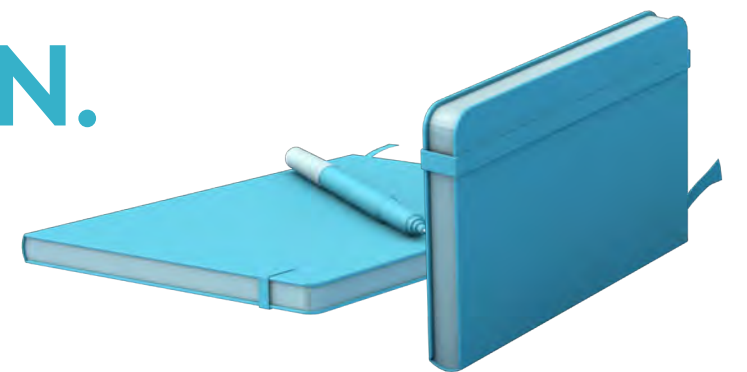
This means you're spending time bringing your ideas to life rather than getting bogged down in endless theory.

You'll be much better prepared for the industry when you graduate because you've spent your time with us doing the type of work the industry demands.

At Yoobee College of Creative Innovation you'll be in a supportive learning environment where tutors want you to thrive. Classes are small enough so that you know everyone's name and you'll get more 1:1 guidance from your tutors. But that doesn't mean we're small fry.

We've got campuses in Auckland, Wellington and Christchurch and even some online learning options. Our long history means we have the right connections in the industry to help while you study and when you graduate.

YOU MAKE. YOU LEARN.



Yoobee College of Creative Innovation is accredited at the highest level nationally and internationally by the New Zealand Qualifications Authority (NZQA) with a Category One rating.

KICK OFF A GREAT DESIGN CAREER AT YOOBEE

DESIGN IS THE CORNERSTONE OF YOOBEE COLLEGE OF CREATIVE INNOVATION.

For the past 20 years we've been helping creatives unlock their talents with real-world, hands-on learning through some iconic New Zealand schools, including Yoobee School of Design, NatColl and Christchurch's Design and Arts College which have now formed Yoobee's Faculty of Design.

When you study with Yoobee, New Zealand's largest specialist design school, you're working with top professionals from the world of graphic design, digital and web design.

OUR STRENGTHS INCLUDE

- **YOU MAKE YOU LEARN**
Our training is practical. You will be assessed by the quality of the work you create and the design processes you use, there are no written exams
- **TIME TO FIND YOURSELF**
Not sure if you want to be a Graphic or Web/UX Designer? We teach both and our designer pathways start with our Level 5 Diploma, which gives you a great grounding in both areas, so you can decide which one to specialise in at Level 6.
- Not sure how long to study for? Our pathways mean you're not locked into a set number of years.
- Not sure if design is right for you? Start with our Level 4 course which introduces you to Design, Film, Web and Animation so you can decide where your strengths lie. If you decide it's Film, Web or Animation, you can easily switch to our Level 5 Diplomas in those specific areas.
- **INDUSTRY-LED**
Our programmes are designed with extensive consultation with industry so you'll learn the skills employers want. We review our programmes regularly to keep them up-to-date with the latest technology and trends.

Our Design graduates are working in amazing studios and organisations all over the world. Here are just some of them...



KIA WHAKARONGO ATU
KI TĒTAHI O A TĀTOU TAUIRA

MEET OUR STUDENTS

DIPLOMA
IN CREATIVE
DIGITAL DESIGN

REBECCA
BELL



WHY REBECCA CHOSE YOOBEE?

During high school I visited Yoobee for tutorials in web coding and Photoshop. I really enjoyed these and how the tutors taught. I've always loved art and design, so I decided to do more research into Yoobee's courses, and they sounded very practical rather than just theory based. Choosing Yoobee was the best decision I made.



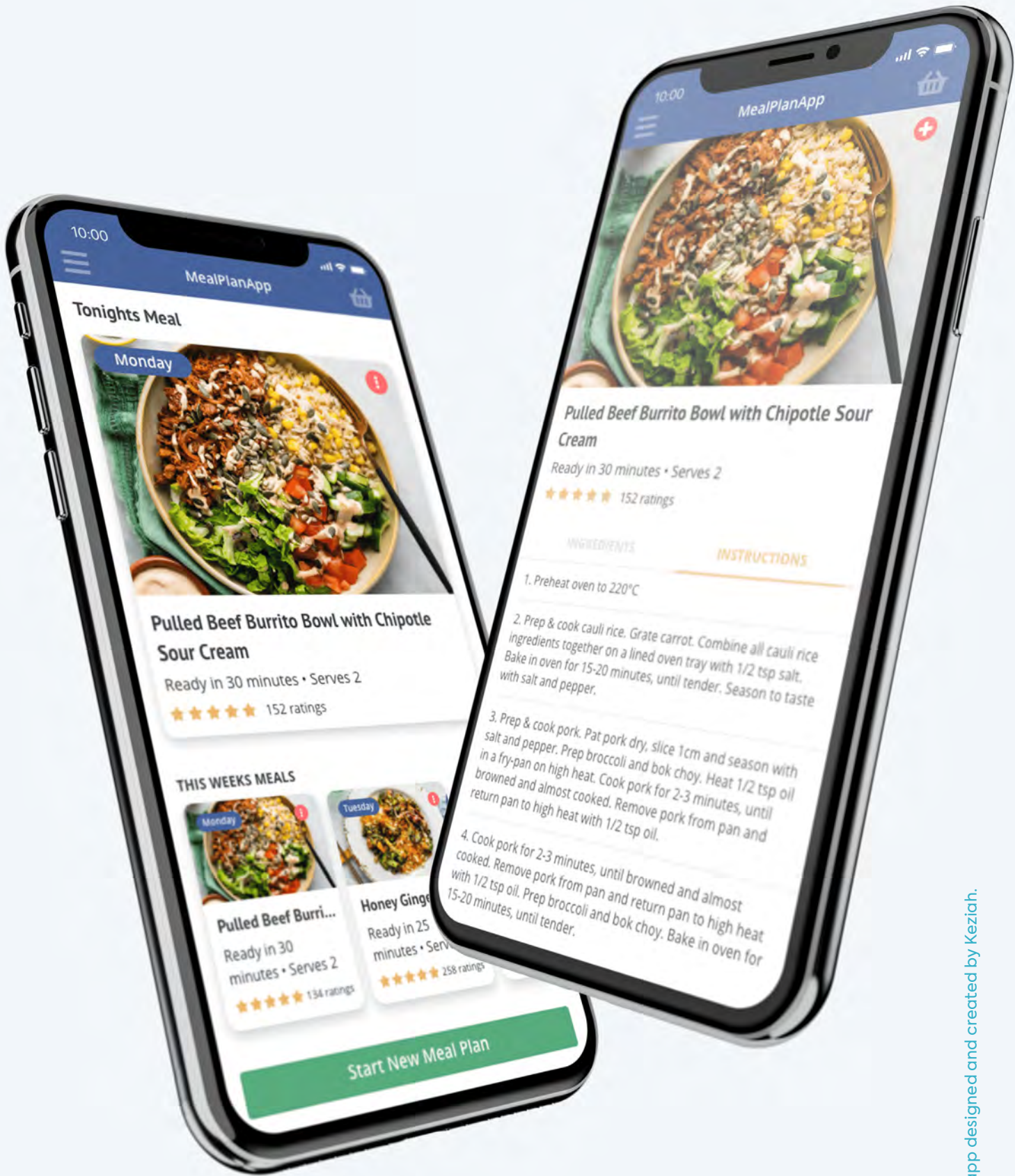
Coffee branding and packaging project by Rebecca.

WHAT SHE LOVES ABOUT YOOBEE?

I love how practical the work is at Yoobee. I also love how comfortable, small, and creative the environment is in the campus. Everyone's very friendly, especially the tutors. They've helped me a lot with becoming a better designer with advice from their own experiences in the industry. Yoobee has made me realise what my passion in life is and that I should keep pursuing it in the future.

SOMETHING SURPRISING STUDYING AT YOOBEE TAUGHT HER

Yoobee has completely changed how I work and how I think—in the best way possible!



Meal planning app designed and created by Keziah.

DIPLOMA
IN WEB & UX
DESIGN

KEZIAH
RACKLEY-GALE

WHAT MADE KEZIAH CHOOSE YOOBEE?

I did quite a bit of research before I decided on Yoobee, and in the end I chose it because it had the most up to date and industry ready courses.

WHAT WERE THE HIGHLIGHTS OF LEVEL 6?

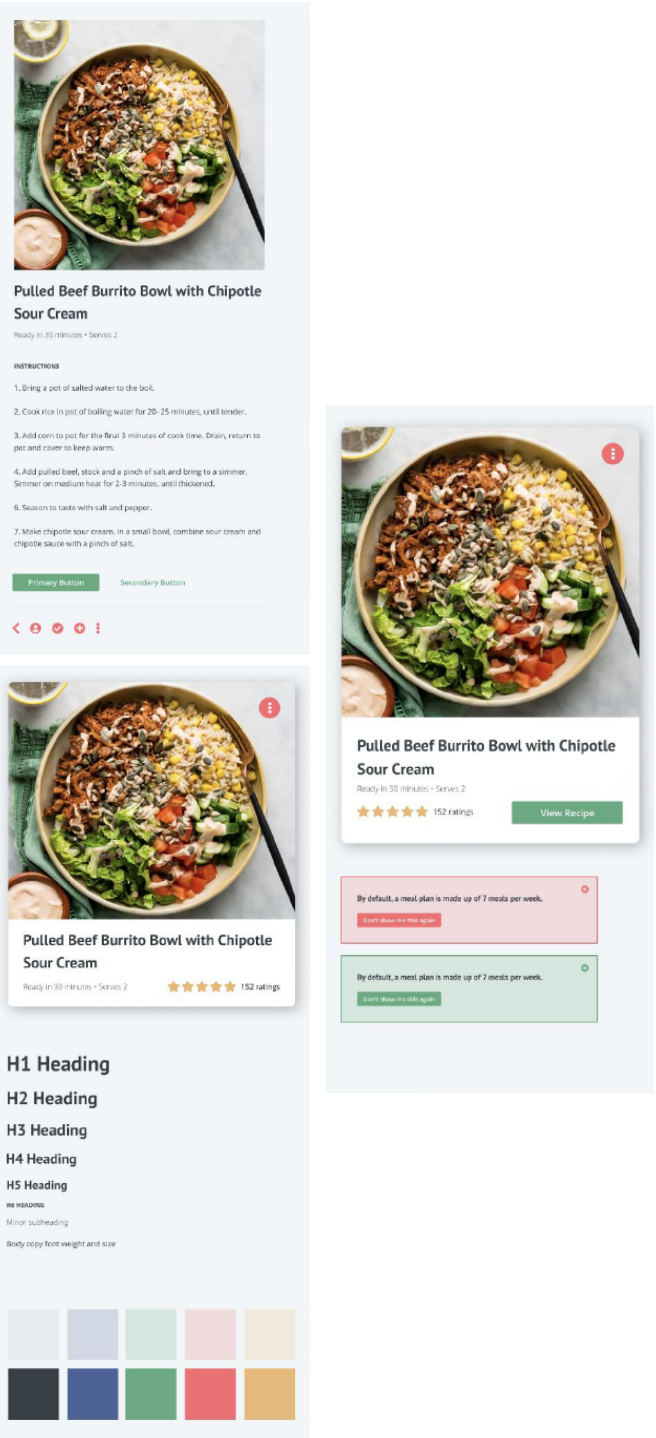
It was awesome to see how much we all learned every 10 weeks and how everyone interpreted the project briefs differently. Looking back at our first project and comparing them to the last, it's crazy to see how much everyone improved.

HOW YOOBEE HELPED KEZIAH'S CAREER

I was lucky enough to secure two internships through Yoobee. One was a short, week-long UX Design internship at a company called Radian Digital, and the other was an internship as a Junior Web Developer at Harvey Cameron. These internships were invaluable learning experiences and definitely opened the door to the industry for me. I'm proud to be a Yoobee student. The quality of the courses are excellent and I know that people in the industry regard Yoobee highly.

WHAT WOULD YOU SAY TO SOMEONE WHO IS CONSIDERING PURSUING STUDY AT YOOBEE?

I'd say go for it! You'll get access to industry standard software and learn from experienced tutors who have industry contacts. What more could you ask for?





Aihe
DOLPHIN



Ehouhounamu
RED MOKI



Haku
KINGFISH



Īnanga
WHITEBAIT



Kina
SEA URCHIN



Manaia
SEAHORSE



Nana
SEAGRASS



Ngōiho
EEL



One
STINGRAY



Pātangatanga
STARFISH



Rāwaru
COD



Tohorā
WHALE



Uhaura
KRILL / SHRIMP

Te Reo Alphabet poster designed by Kate Efimova and Rebecca Bell.
Diploma in Creative Digital Design.

HE AHA TĒNEI
MOMO AKORANGA

WHAT IS A DESIGNER?

You're aesthetically minded and see detail within everything. You visually consume the world around you and are naturally inclined to wonder if the slightest change in font, shade, layout or style can enhance the look, feel, and functionality of what you see.

You're also a communicator. Designers use visual storytelling to communicate a message, guiding people through an emotional connection with a product or service enhancing their experience of the product or brand.

KIA MŌHIOTIA AKE
TE ĀHUATANGA O TĒTAHI UMANGA

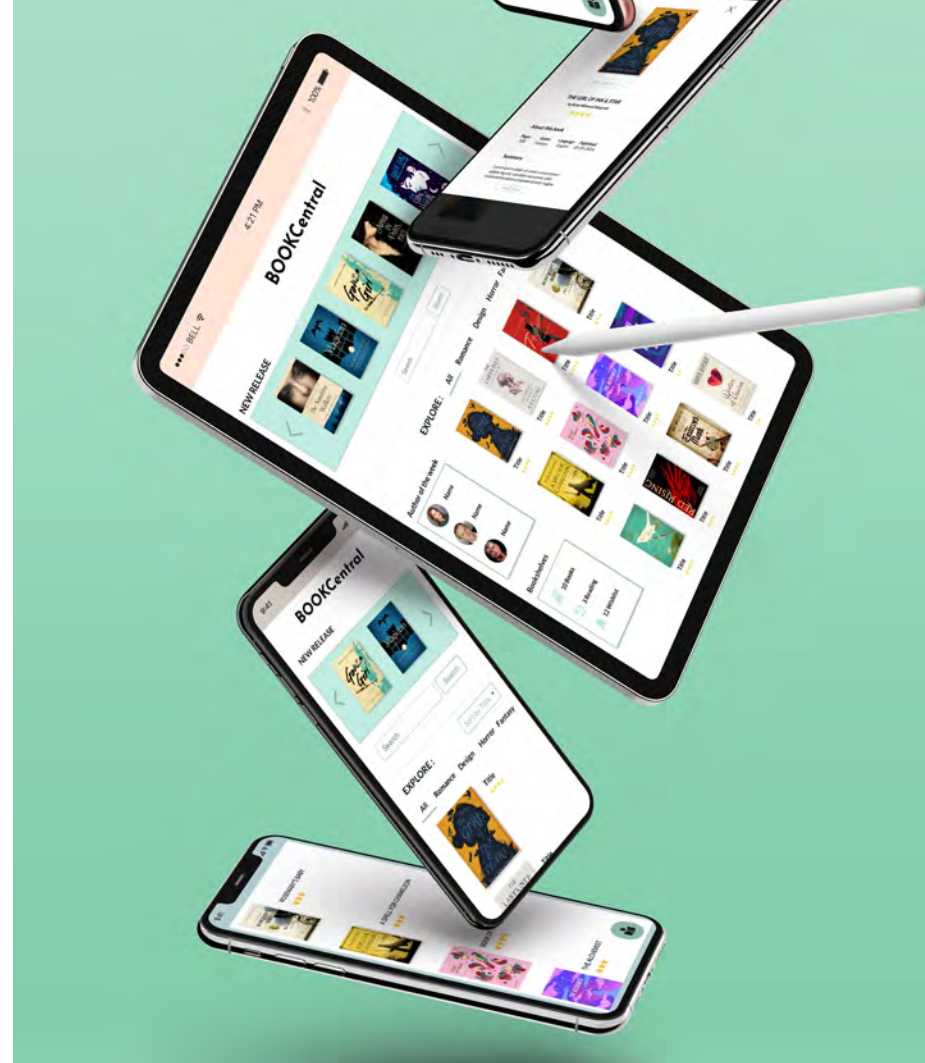
WHAT IS A GRAPHIC DESIGNER?

If you love making your ideas come to life then Graphic Design might just be the career for you.

No matter what type of designer you eventually want to be, all design careers will start with a grounding in Graphic Design. Graphic Designers use colours, images, shapes and words to create visual elements used in places like logos, brochures, leaflets, business cards, invitations, packaging, and so much more. Your ideas can inspire people to try new things, buy new things or get involved in things they've never done before. A Graphic Design career is open to so many exciting routes.

Graphic Design is competitive, but there is and always will be a demand for good designers. If you have talent, skill and determination to work hard, you can be confident that you will always find work in this fun, flexible and creative career.

Poster designed by Leo Brown.
Diploma in Creative Digital Design.



Book Central app designed by Pearly Choong.
Diploma in Web & UX Design.



WHAT IS A WEB DESIGNER?

If you want to make the web a better, place, you might just be Web Designer.

Web Designers spend their time making the internet look good. You'll use your creativity and technical abilities to build or redesign websites. Your ability to understand what is needed to make a website functional and easy to use, but at the same time make it look great to the user, will make you a great Web Designer.

With digital media being a major part of our lives the demand for Web Designers isn't going anywhere. Web Design is growing rapidly and the industry has strong job prospects and future growth.

WHAT IS A UX DESIGNER?

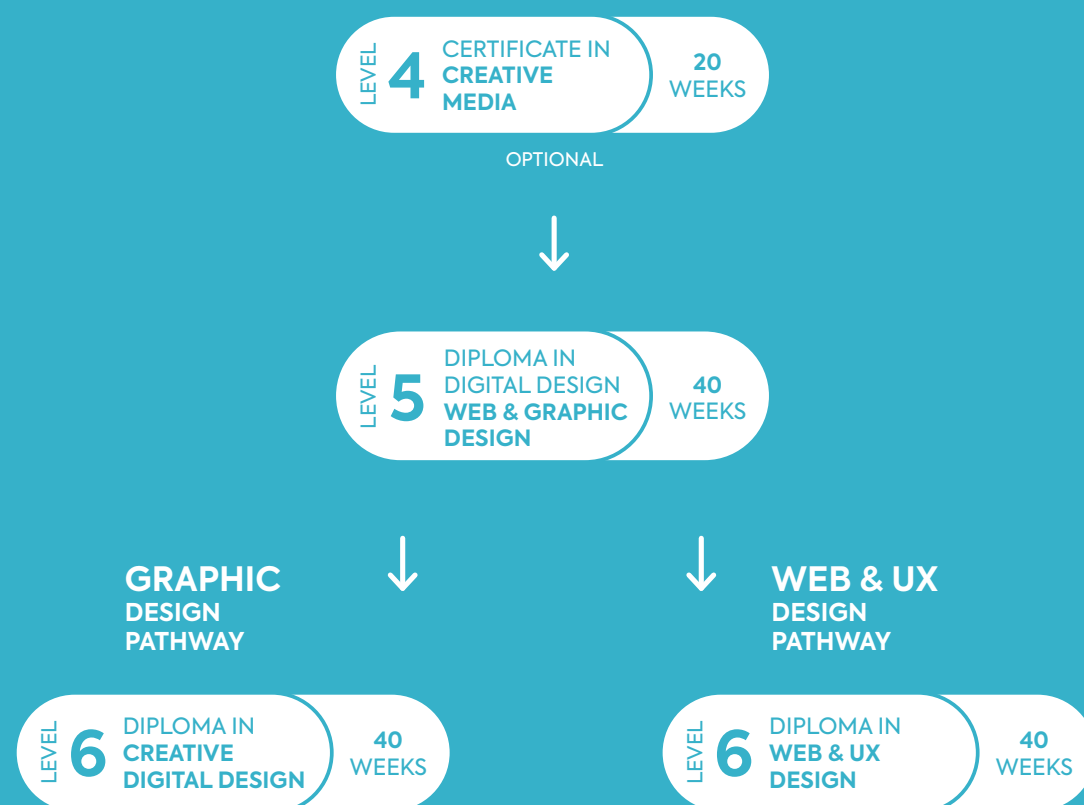
You're all about making the User eXperience with a product or service as good as it can be.

Whether that's an interaction with a website, an app or even a coffee machine, you'll combine psychology, business, market research, design, and technology to develop the best possible experience. You won't necessarily work on the visual design, but you'll focus on the journey that the user takes and how the product is structured to facilitate this journey. UX Designers tend to work as part of a wider product team, and will often find themselves bridging the gap between the customer, the development team, and key business stakeholders. It's a hugely varied role with loads of scope for careers in almost any type of business.

ME PĒHEA AI E TAREA

PATHWAYS TO YOUR DESIGN CAREER

The Yoobee pathway to a Graphic Design or Web & UX Design career starts in the same place. We give you time to figure out which type of designer you want to be before you choose your pathway.



20 WEEKS

Certificate in Creative Media Level 4 OPTIONAL

For students that have little or no experience in design, our Level 4, 20-week certificate is the perfect way to test out your creativity and experience a range of creative fields.

What will you learn?

DESIGN

You'll learn the key principles of design and apply them to work you create in InDesign and Photoshop. Design is all about conveying a message and you'll discover how to target a specific audience to get your ideas across.

FILM

Why are some films great and others not so much? You'll explore what makes an awesome film and the processes behind making it.

ANIMATION

Using Illustrator and other digital software, try your hand at a range of animation techniques, including claymation, stop-motion and shadow puppetry. You'll also learn how to tell incredible stories through the animated character you've designed.

INTERACTIVE

You'll look at the basics of both UX and UI (User Experience and User Interface) design.

You'll touch on the principles of code, and work on interactive projects such as creating simple websites and learning about what makes a game truly playable.

This certificate also leads to filmmaking, animation and game development careers.

40 WEEKS

Diploma in Digital Design – Web & Graphic Design Level 5

Developed to meet the latest industry demands, this dynamic programme is an excellent starting point for students looking to study Graphic, Web and UX Design. Combining design principles and technical skills, you'll get a taste the major components of Graphic Design and Web Development needed to produce engaging work.

You'll cut your teeth on some insanely cool projects that not only build your skills but also help you begin your portfolio.

What will you learn?

DESIGN FOUNDATION

These core skills are a must for any aspiring Designer. Get the skinny on current industry processes so you can hit the ground running once you nail a job.

WEB DESIGN

A functional, responsive website is a beautiful thing. Find out how to make one for tablet and smartphone using WordPress, HTML and CSS.

GRAPHIC DESIGN

Master the skills to create a standout range of professionally-crafted documents for the print and digital world. Study the way humans and technology interact and learn to build a user interface that's both functional and intuitive.

INTERFACE DESIGN

You'll produce interfaces for a variety of devices and display systems that have clearly defined goals, a strong purpose with an intuitive screen interface. This module will develop techniques for ensuring that designs succeed for both the client and the viewer.



GRAPHIC DESIGN

You'll work on a variety of design briefs and projects, ranging from developing or refreshing a brand identity, developing mood boards and colour-palettes, logos, imagery, infographics and a range of visual assets for print and digital advertising. You'll also get experience designing sustainable packaging. All of this will form part of your professional portfolio so that you smoothly transition into the workplace as a confident, solution-ready Graphic Designer.



Diploma in Creative Digital Design Level 6

For digital design junkies, every minute of this 40-week course will be pure gold.

Master the skills that will keep you fresh and relevant. You'll learn to combine your creative and digital talents to produce work that's compelling, persuasive and seriously cool.

We'll teach you typography, layout and how to capture and manipulate images. You'll deepen your understanding of the conventional design process, and learn how to channel that knowledge into the creation of epic work, from digital packaging and posters to magazines, brochures and ads.

You'll also gain the practical software, creative and pre-press design skills that industry wants.

What will you learn?

BRANDING

Discover how branding and identity influence consumers' views of products and services and create a range of visual assets, including print, screen, public advertising and uniforms.

INFORMATION DESIGN

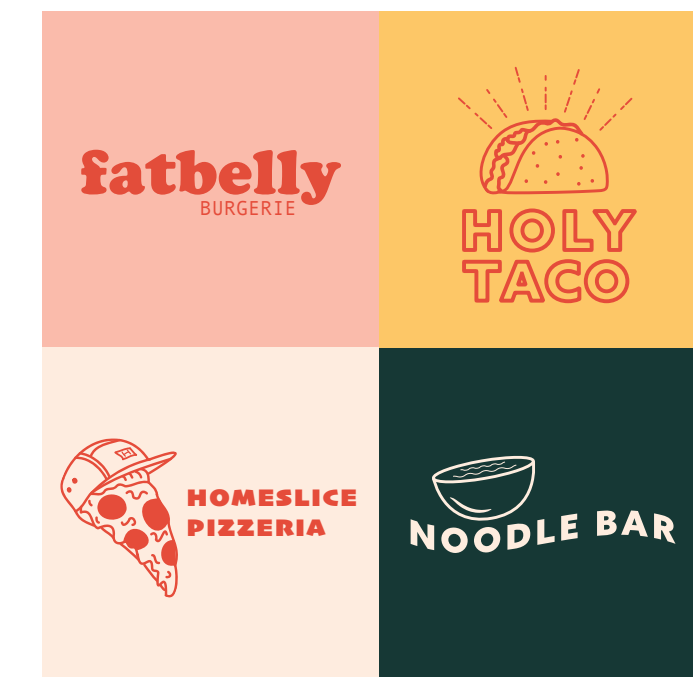
Learn to design publications that speak clearly to a target audience. Work with typography, layout and visual components to create deliverables that are bang on the money.

PRODUCT LAUNCH

We'll take you through the process step by step, kicking off with creation of deliverables, and working our way through bar-coding, QR codes, product photography, dielines, packaging and printing. We'll even show you how to access crowdfunding.

EVENT

Create the visual and experiential elements of an event through experimentation and research of way-finding, user experience, and the creation of inspired and effective digital and print collateral.



Merchant Market branding designed by Amber Dempsey. Diploma in Creative Digital Design.



WEB & UX DESIGN



Diploma in Web & UX Design Level 6

Learn how to apply the principles of visual design and master the scripting languages that support client-side development. By encouraging creativity and teaching the essentials of web programming and design this programme sets you on the path to a brilliant career in online media.

You'll finish with a comprehensive knowledge base and an online portfolio to showcase your new skills.

What will you learn?

UX DESIGN

Master the basic principles of UX design and gain an insight into new and emerging HTML5 technologies and current industry-standard JavaScript libraries.

FOUNDATION CODING

Learn basic programming principles which lay a foundation for developing interactive web interfaces. Learn how to create applications which perform well and use industry-standard code libraries to produce top-quality interfaces.

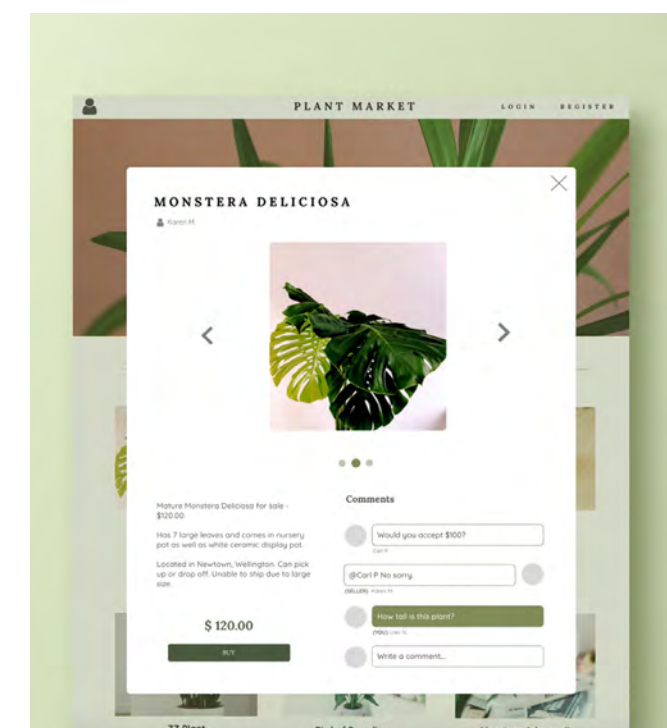
APPLICATION DEVELOPMENT

Work with third-party applications to retrieve and manipulate data, making your apps easy to understand and intuitive to use. Work with agile methodology in a collaborative environment and discover how to use a complete JavaScript framework to create dynamic projects.

CONTENT MANAGEMENT SYSTEMS (CMS)

Most websites are created using a CMS, and what sets a developer apart is their ability to create something individual from a stock-standard system- which is exactly what you'll learn here.

Technology continues to reinvent the way we communicate, shop, bank, socialise, play games and share information. The pace of change is accelerating which means that there is huge demand for talented Web & UX Designers to bring this rapid change to life.

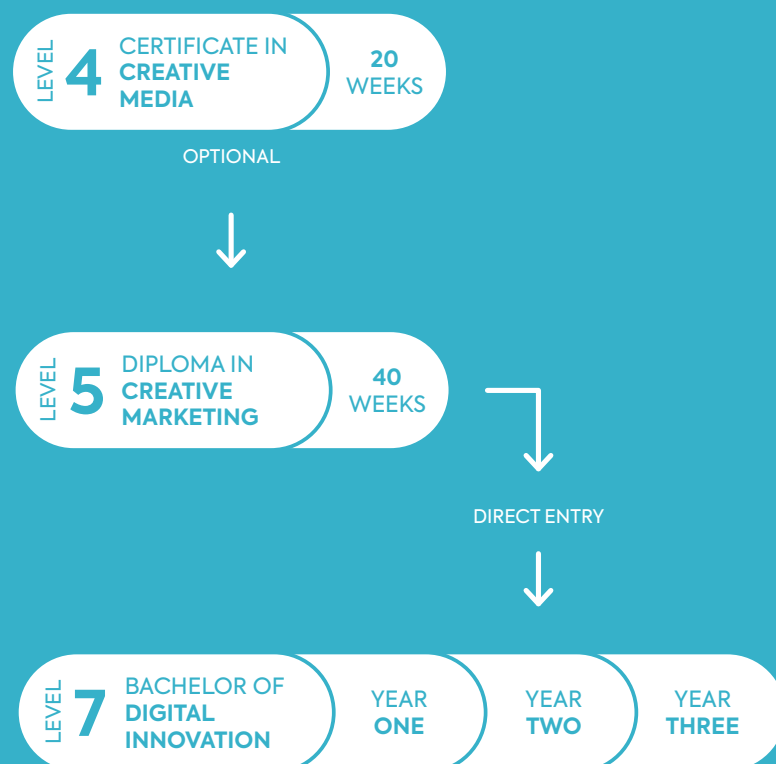


Plant Market app designed by Nathan Romanos, Shay Wellington, Alexis Arazo. Diploma in Web & UX Design.

ME PĒHEA AI E TAREA

PATHWAY TO YOUR CREATIVE MARKETING CAREER

More and more businesses are looking for multi-skilled marketers who can manage marketing planning and implementation as well as design the campaigns. So we have launched a truly unique programme to address the growing demand. Our Diploma in Creative Marketing launched in 2021 and our Bachelor launched in 2022. Studying our diploma will give you direct access to Year Two of the Bachelor if you decide to continue studying.

40
WEEKS

Diploma in Creative Marketing Level 5

This Diploma will turn you into a sought after marketer who possesses design skills in a business world and business acumen in a design environment. We'll teach you how to develop creative assets and launch them through planned, multi layered campaigns. This means you can promote yourself as a one-stop shop marketer to SME's and organisations who are crying out for people who can do it all.

You can study this programme as a stand-alone course, which will give you the entry-level knowledge you need to get out into the industry, or it can be the first step toward our Bachelor of Digital Innovation.

What will you learn?

FUNDAMENTALS OF DESIGN

Learn what makes a design element successful by getting a handle on the principles of design. Using InDesign and Photoshop, create design assets and find out what makes certain designs appeal to certain people by learning more about target audiences. You'll even find out how to create your own animated gifs. Understanding the end-to-end design process can give you a real edge over other marketers.

WEB AND GRAPHIC DESIGN

A functional, responsive website is a beautiful thing. Find out how to make one for tablet and smartphone using WordPress, HTML and CSS. You'll also learn how to use content management systems, plugins and widgets, and a website template builder like Wix to create a website.

STORYTELLING AND CONTENT CREATION

You'll learn to develop the bones of a great piece of content including the set-up of the story. You'll build your copywriting skills and use your new digital marketing skills to develop and repurpose content across a range of social media, digital and print mediums.

CONSUMER BEHAVIOUR

You'll look at customer insights, social and cultural influences on buying behaviour, the psychology of pricing and the role of media in consumer perceptions.

MARKETING FOUNDATIONS AND DIGITAL MARKETING

You'll learn the role of marketing in a successful business, how to clearly define a target market and identify their media consumption trends.

You'll learn about developing a unique selling proposition and how to create a plan to effectively communicate your brand and message.

You'll also get the practical skills to use online platforms and tools to implement and execute an effective digital marketing plan, including identifying social media platforms and content that reaches your target audience.

You'll learn how to design and implement effective email campaigns. Explore advertising platforms and plan targeted campaigns, learning when and how to use SEO, SEM, Email marketing, social custom audiences and retargeting.

You'll be able use a range of engagement measures to monitor and report on outcomes and goal achievements of your online campaigns.

INTRODUCTION TO ENTREPRENEURSHIP

Here is where you delve into the mindset of an entrepreneur. Learn about design thinking, start up principles, the ins and outs of working for yourself, how to build resilience, and how to face business challenges.

DEVELOPING A SUCCESSFUL CAMPAIGN

This is where you combine everything you've learned and develop a campaign. You'll find a market need through research or your own ideas, write a marketing plan, develop and repurpose content, develop creative assets, and present the plan to your fellow students.



DIGITAL INNOVATION

2 YEARS Bachelor of Digital Innovation
Level 7

The Yoobee Bachelor of Digital Innovation lives in the future, a place where tech meets business, meets marketing, meets tomorrow.

The world is changing at an exponential pace right now. What worked a few years ago, doesn't anymore. We need to change the script, flip the conversation, use un-business business thinking to read the shifts and get ahead.

So, while others are teaching obsolete business and marketing concepts and theory, our new degree lives in the future. A place where the lines between business, tech, design, and marketing don't exist. A place where you can get 8-10 weeks guaranteed work experience while you study.

YEAR ONE

What will you learn?

A SOLID FOUNDATION

Choose to study online or at one of our campuses. Your first year will teach you to think like a designer, design like a marketer, and break the rules of business, ideating, designing, launching and tracking campaigns. Modules include:

- Fundamentals of Design
- Web and Graphic Design
- Storytelling and Content Creation
- Consumer behavior
- Marketing Foundations and Digital Marketing
- Introduction to Entrepreneurship
- Developing a successful campaign

YEAR TWO

What will you learn?

FOCUS AND DEVELOP

Your second year focuses on developing your skills in key areas of Branding, Project and Stakeholder Management, SEO & CRMs, Inbound Marketing, Integrated Marketing Communications and Product Launches. You will also get to choose two electives out of Digital Marketing, Data Analytics and Advertising, and Communication.

YEAR THREE

What will you learn?

PUT IT ALL INTO PRACTICE!

This final year is all about developing your critical thinking, self-development and getting prepared to become a change maker in the industry. You'll be involved in a lot of project-based work, and because business and marketing come with restrictions to creative thinking and decision making, the various problem-based studio projects replicate that in a creative setting.

You'll produce a business strategy and design work at an industry standard. You'll also spend a lot of time pitching and presenting your work so you're experienced in stakeholder, manager and investor approvals for your ideas.

INTERNSHIPS

We're the only institution in New Zealand offering guaranteed work experience at some of the world's biggest brands like Meta, Hewlett Packard and Snapchat. As part of the Bachelor of Digital Innovation you'll get 8-10 weeks of guaranteed work experience.

GRAPHIC DESIGN STUDENT PROJECT

Mental health is a growing issue amongst young people, and our student Harriet Norton used the theme as the focus for an Information Design project during her Diploma in Creative Digital Design Level 6 studies.

Her campaign is aimed at those experiencing mental health issues, offering the hope of encouragement and ideas for how they can tautoko, support their loved ones.

Harriet's colour palette and mother and child bird imagery are used to evoke feelings of care and nurture.

KIA TITIRO ATU ME PĒHEA AI TE MAHI A NGĀ TAUIRA



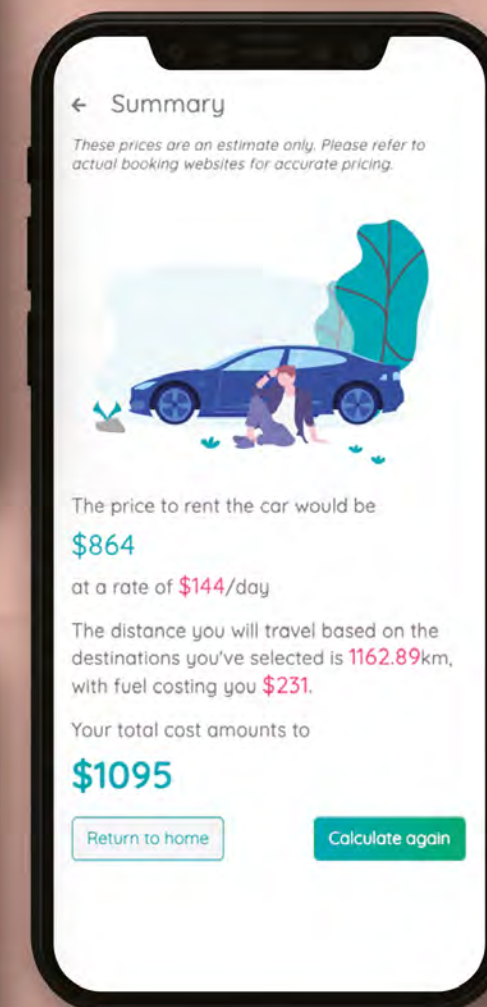
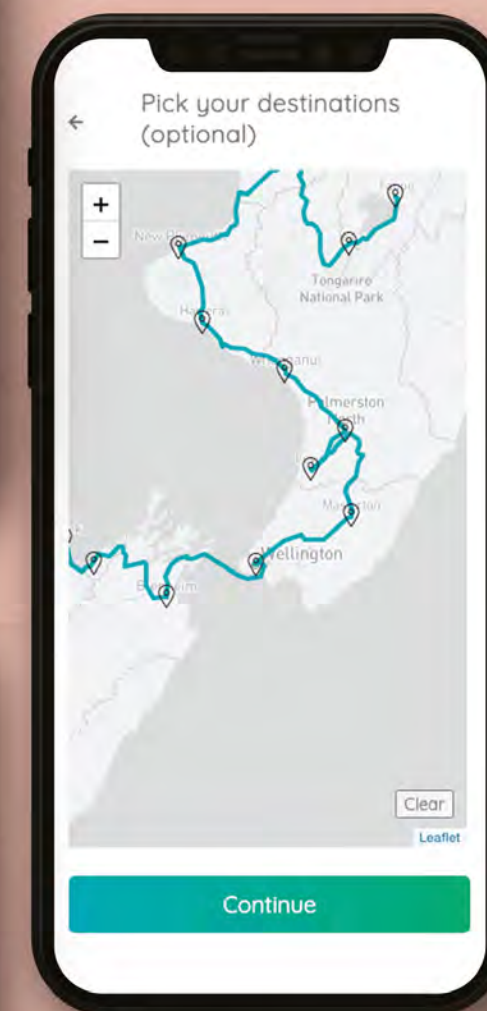
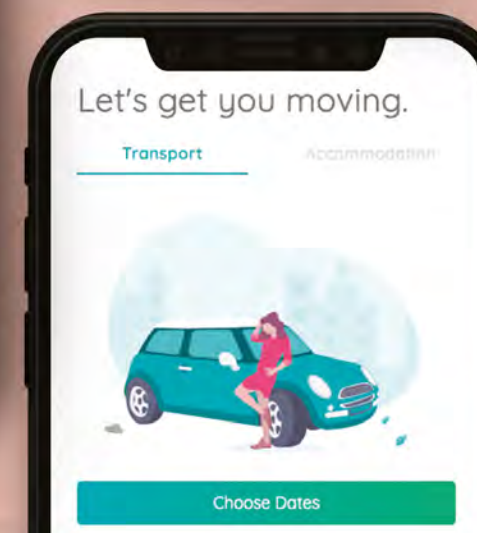
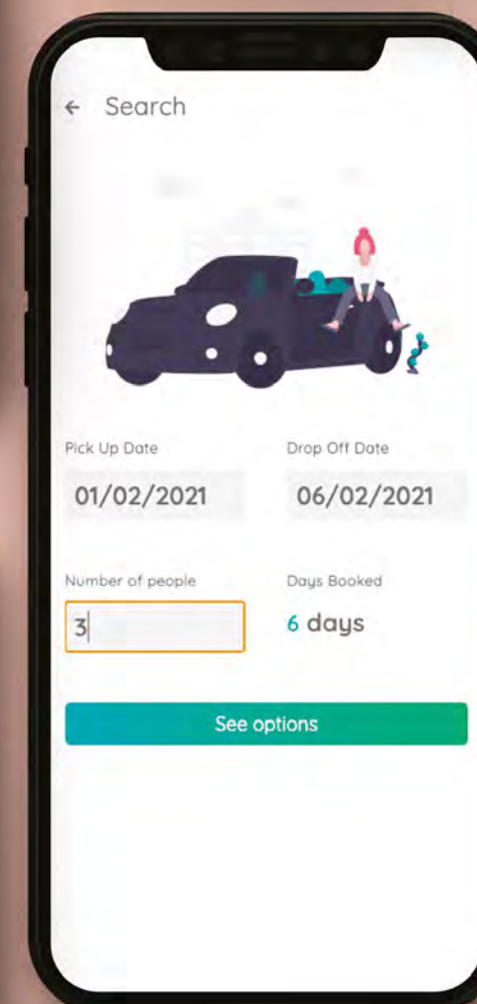
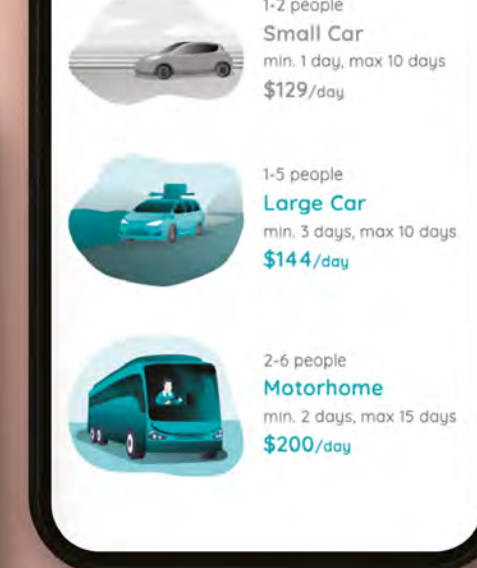
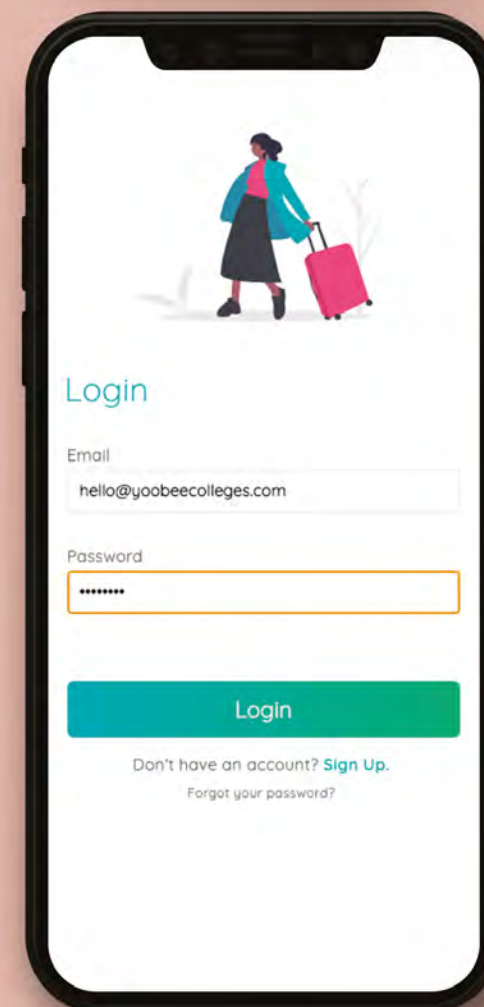
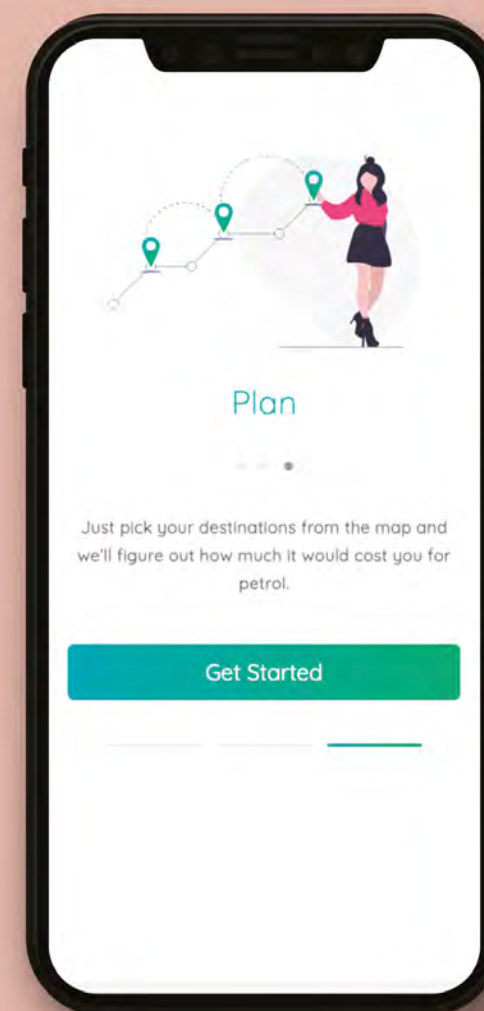
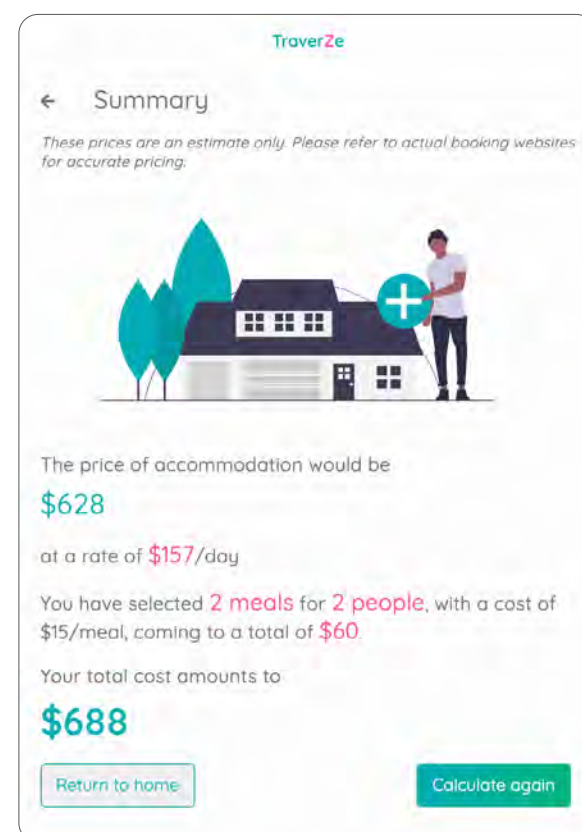
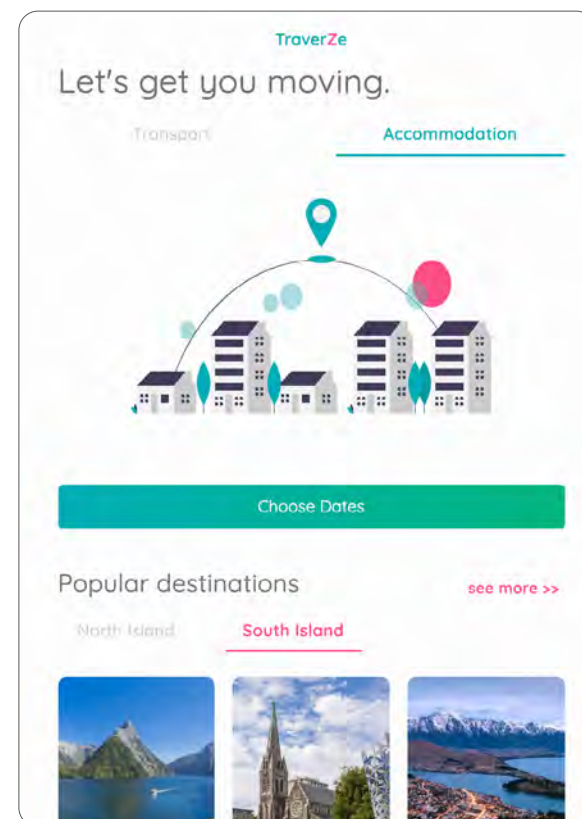
KIA TITIRO ATU ME PĒHEA AI TE
MAHI A NGĀ TAUIRA

WEB & UX STUDENT PROJECT

Who doesn't love a well-designed
and easy to use travel app?

Our student Ming Lo designed one
using JavaScript as part of a Diploma
in Web and UX Level 6 project.

Just tap in your travel needs and the
app will calculate options for you
based on the information provided.



ME WHAKARONGO
KI NGĀ KŌRERO
A NGĀ KAI AKO

MEET OUR TUTORS



Small trash sculptures: Tiger King and Covid Press Conference, created by Scott and Colleen.



WHY DO YOU TEACH?

I love sharing my passion with others (or with anyone who's willing to listen!) and it's also really gratifying to be part of the student journey and see people develop a love for design and web technologies.

WHAT DO YOU LOVE ABOUT YOOBEE?

The creative nature of our programmes makes it a breeding ground for opportunities. There's a lot of collaboration going on and always some fun and exciting projects to jump on board of.

WHAT DO YOU LOVE ABOUT WEB & UX DESIGN?

The dynamic nature of the subject matter is something I really enjoy. Although the core technologies remain the same, frameworks are constantly improving and there's no chance for things to stagnate—you need to stay informed and ahead of the game. Every day I find out something new and say "Oh, that's cool!"

IF YOU WERE A TYPEFACE WHICH ONE WOULD YOU BE?

Roboto would be the obvious choice, but maybe something with a bit more style!

RICHARD

LOVELL

DIPLOMA IN WEB
& UX DESIGN
LEVEL 6



SCOTT SAVAGE

ft. Earl



DIPLOMA IN CREATIVE DIGITAL
DESIGN LEVEL 6 TUTOR /
ASSISTANT HEAD OF FACULTY
WEB & GRAPHIC DESIGN



Nominals created by Scott.

WHAT DO YOU LOVE ABOUT YOOBEE?

We have very jam-packed courses, our students get the chance to learn more in less time. Yoobee is also very focused on tutor time in the classroom which means you get to build strong bonds with the students we teach. They keep me relevant (I think) and I enjoy getting educated in their music and fashion choices.

TELL US ABOUT YOUR CAREER OUTSIDE YOOBEE

When I'm not working I like using my hands to make art. For the past six years, I've been making designer toys which are small collectable sculptures. I dedicate a lot of time to it and it has led to a lot of opportunities for me including exhibitions, travel for shows overseas, press, and an ongoing list of commissions.

Recently my wife Colleen (who also teaches at Yoobee) and I have turned to creating small sculptures out of our recycling. Being home over lockdown we became very aware of how much we were generating and wanted to transform it into something which gives it a second life. It was fun to see the potential in the materials in making art from essentially trash.

IF YOU WERE A TYPEFACE WHICH ONE WOULD YOU BE?

Eames Century Modern designed by Erik van Blokland and House Industries. It's versatile, elegant and graceful, encapsulating traditional and modern traits, so basically me right?

VICKI

PARKER



DIPLOMA IN CREATIVE DIGITAL
DESIGN LEVEL 6

WHAT DO YOU LOVE ABOUT YOOBEE?

The students and the nurturing atmosphere where I see friendships blossoming and individuals excelling in what they love.

TELL US ABOUT YOUR CAREER OUTSIDE YOOBEE

I've got over 25 years experience within the design and arts industry, culminating as an Art Director. I've collaborated with a number of highly respected creative agencies and I have worked in many different creative capacities including Art Gallery Curator, secondary art and design educator, product designer and photographer, signwriter, and more. All of which are as diverse as me. This has given the perfect combination for teaching with in-depth knowledge and understanding of what the industry wants and the students desire.

IF YOU WERE A TYPEFACE WHICH ONE WOULD YOU BE?

Vag Rounded. Available in four weights—from thin to black the VAG Rounded family is a fun rounded typeface with lots of personality.



KI HEA KOE WHAI AI I TE MĀTAURANGA

YOOBEE CAMPUSES

AUCKLAND CAMPUSES

We have two Auckland campuses – a Hollywood-style production studio and a high-tech animation and technology centre.

CITY ROAD CAMPUS

Yoobee City Road is a tech, design, animation & gaming powerhouse featuring 11 computer labs, a 3D graphics suite, a green screen room and a fully loaded sound studio.

There's also a dedicated exhibition space and, with over 400 students, there's always something amazing on show.

Level 4
3 City Road
Grafton
Auckland 1010

T. +64 9 303 3120

SOUTH SEAS CAMPUS

This campus functions like a real-life working Hollywood-style studio.

The 40,000 square-foot production complex completely immerses you in the world of film and television production and has bred an army of creatives in post-production, directing, scriptwriting, art and design, VFX and acting.

Unit 3
75 Ellice Road
Glenfield
Auckland 0629

T. +64 9 444 3253

WELLINGTON CAMPUS

We're inside the Wellington Railway Building and feature nine computer labs, three theory rooms, a large A/V studio with a green screen and sound booth, and a flatbed and pull-down screen for photography.

Our large classrooms are perfect for collaboration and there's a comfy student common room area where you can relax when you're not busy creating.

Level 2
West Wing
Wellington Railway Station
2 Bunny Street
Pipitea
Wellington 6011

T. +64 4 384 9624

CHRISTCHURCH CAMPUS

With space for 700 students, our brand-new central-city campus is custom-made for creating and collaborating.

Our bright, fully renovated space contains two makeup studios, design studios and workrooms, a green screen room, seven computer labs and a special lab for short and industry courses.

573 Colombo Street
Christchurch Central
Christchurch 8011

T. +64 3 377 1978

ONLINE LEARNING

We understand there are different lifestyles or preferences to fitting in your study so where possible, some of our programmes are offered online.



ME WHAKARONGO KI TĒTAHI TAUIRA
KUA MUTU ANA NEI AKORANGA

MEET A GRAPHIC DESIGN GRADUATE

Within 18 months of graduating from Yoobee, Leah Sullivan had the world quite literally at her feet. An epiphany while living in the French ski town of Chamonix inspired Leah to launch her own branding and design business.

LEAH
SULLIVAN



GRAPHIC DESIGN GRADUATE AND TRAVEL ADDICT

She now roams the globe (when she's not in lock down), creating incredible work through her business [Leah Sylvia Creative](#). "It's definitely a dream situation. Living this nomadic lifestyle and being able to support myself and work from anywhere with a good Wi-Fi connection is honestly epic," says Leah.

After graduating Leah went straight into a role as a Graphic Designer for an Auckland-based print, design and signage company. After a year she got itchy feet and headed to Europe. A chance branding job for a new family business while overseas, and the need to fund her travels, inspired her to put her portfolio on her travel blog [FREE & ADDICTED](#) and slowly but surely jobs started rolling in from all over the world.

"I love being able to take an idea, a concept or a vision and bring it to life. It can be hard for clients to imagine the way their brand might look, and it's my job to guide them through that process. I strategize, research, conceptualise, refine, explain and craft each element, so that clients can envision and follow our creative direction. Do this right and you'll feel a great sense of self-worth in the work you produce, and the clients will stick by you because of it."

A three month stint in Bali took this already awesome job satisfaction to a whole new level. "Each day started with a surf, followed by five or six hours sitting at a café, drinking coffee and smoothies, eating vegetarian food and working on my laptop..." Leah describes the last two years as a "massive learning curve", and attributes her success, in part, to her commitment to following the design process, a process which she was taught in thorough detail at Yoobee.



MEET A WEB & UX DESIGN GRADUATE



MATTHEW
BOYLES

DIPLOMA IN
WEB & UX DESIGN
GRADUATE AND
SOFTWARE ENGINEER



"I knew studying at Yoobee was going to be an amazing experience. But I could never have imagined the outcomes and experiences that came from it! Enrolling in Yoobee really was one of the best decisions I have ever made."

"We learned industry standards and how to best execute design flows and iterations. I also got to meet some awesome, like-minded people. It didn't take long until I could use these skills in the real-world, with freelance clients being impressed by the knowledge I had."

With the resources and networks at Yoobee, after graduation Matthew jumped straight into a job as a Labtech in Lightning Labs Kiwibank Fintech Accelerator programme. From there he took a role working as a Software Engineer at JRNY. Matthew gets to work on future-focused technologies, including artificial intelligence and machines. He also works on design assets for presentations, print and online use.

"The ability to work with technology that is growing so fast is such an amazing learning experience. I get to learn new things every day, and that really excites me!"

Without the support of my tutor and careers adviser, and the other awesome people at Yoobee, I wouldn't have had the opportunity to be part of the KFA programme, or have my current role at JRNY."

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