

Nina Troeger

Overview

I'm a seasoned integrated designer with a knack for building and evolving brands that connect across platforms. I bring together big-picture thinking and hands-on execution, whether that's campaign creative, digital design, or building brand systems. I've worked across both agency and in-house teams, and I know how to balance strong creative with business goals.

I'm collaborative, confident leading projects from start to finish, and genuinely enjoy mentoring junior designers and helping teams grow. Creating a culture of curiosity, clarity, and high craft is something I care about deeply. My toolkit includes Adobe Creative Suite, Figma, and all the usual suspects, and I'm always keen to explore whatever else helps get the job done better.

Say hello



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/nina-troeger



trogies



Sydney, Australia

Experience

DIRECTOR, BRAND DESIGN

Deputy - Sydney, 2019 - 2025

I was leading a dynamic brand design team, fostering growth and looking after their development whilst ensuring brand consistency and delight across all touch points. We successfully implemented a rebranding initiative that uplifted our brand identity, reinforcing our commitment to creating impactful and engaging experiences, keeping customer needs at the heart of every design decision.

FREELANCE SENIOR DIGITAL DESIGNER

Adrenalin - Sydney, 2017 - 2018

Concept and design of websites, digital campaigns, marketing collateral and in-app experiences for clients such as UNSW, Burger King and Sanofi.

SENIOR DIGITAL DESIGNER

HAVAS Creative Network - Sydney, 2014 - 2017

Concept and design for websites, micro-sites, ads, social and EDM for clients such as Australian Defence Force, Paypal, Peugeot, ebay and Virgin. I was also able to guide junior designers in their daily journey to become better at their craft, which was very rewarding.

Education

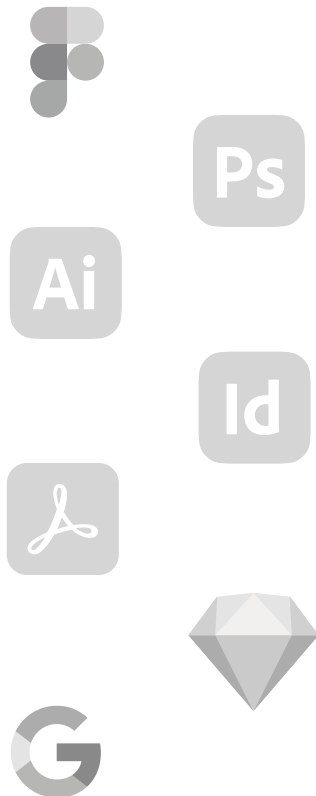
BACHELOR OF PRINT AND DIGITAL MEDIA DESIGN

*Oberstufenzentrum für
Mediengestaltung und
Medientechnologie, Berlin*

Nina Troeger



Skill set



Languages

English / German

Experience (cont.)

CREATIVE ARTWORKER

Clemenger BBDO - Wellington, 2011 - 2013

Design and creation of final artwork for digital/print campaigns, including photography and illustration for brands like Toyota, NZ Post and FlyBuys.

GRAPHIC DESIGNER

Medical Architecture - London, 2010 - 2011

Concept and implementation of company's re-brand as well as handling all daily design needs from web to print.

GRAPHIC DESIGNER

Zalando - Berlin, 2009 - 2010

Creation of all marketing content - digital banners, ads, social, EDM, DM, branding, packaging, product photography, image editing.

JUNIOR GRAPHIC DESIGNER

DerLeuschner. Creativbüro - Berlin, 2007 - 2008

Print/web design, marketing collateral, branding, copywriting for small to medium-sized businesses.

GRAPHIC DESIGN INTERN

Otherview - Berlin, 2004 - 2006

Print/web design, website built, branding, copywriting for small to medium-sized businesses.

References

TARYN SLIGH

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Growth at Canva*

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Leader at WooliesX*

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