

# HandToolHouse



This portfolio is a mishmash of everything I love about creative work: building brands that stick, campaigns that actually connect, and designs that cut through the noise.



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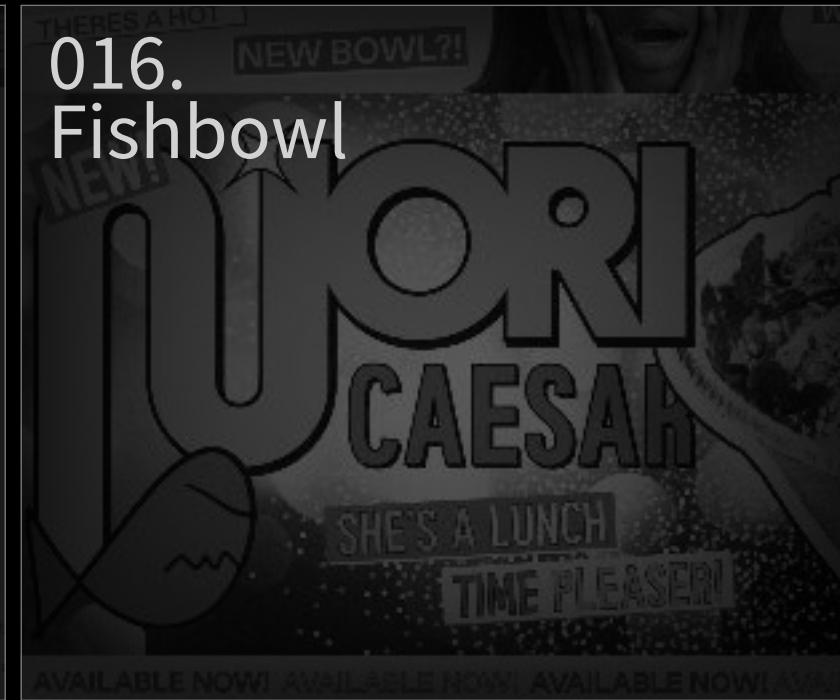
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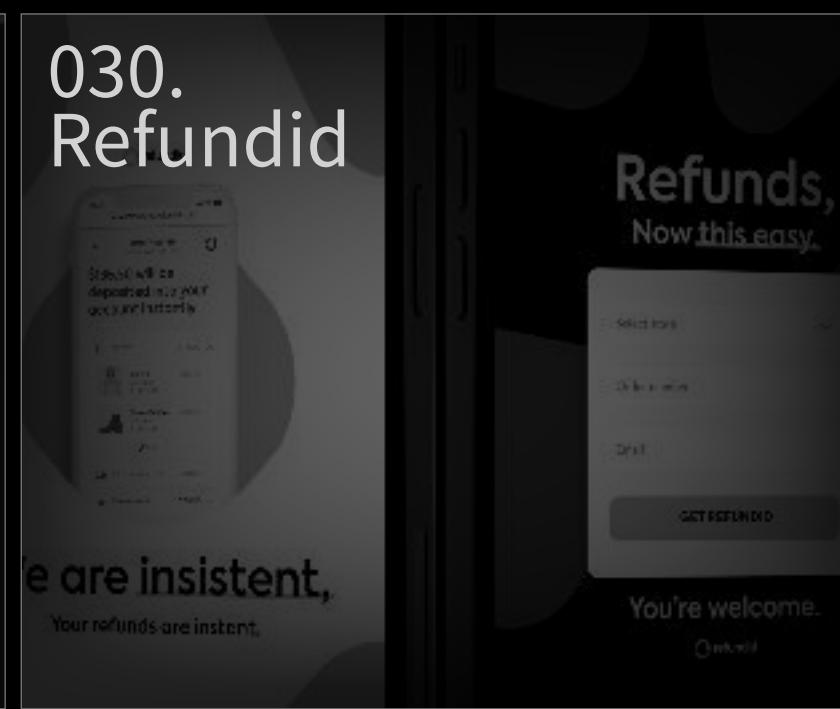
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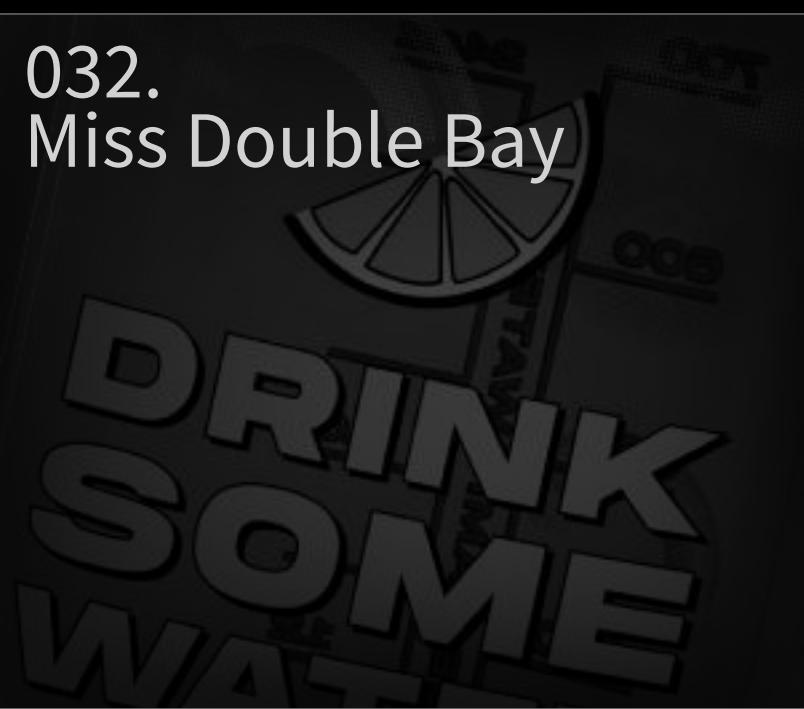
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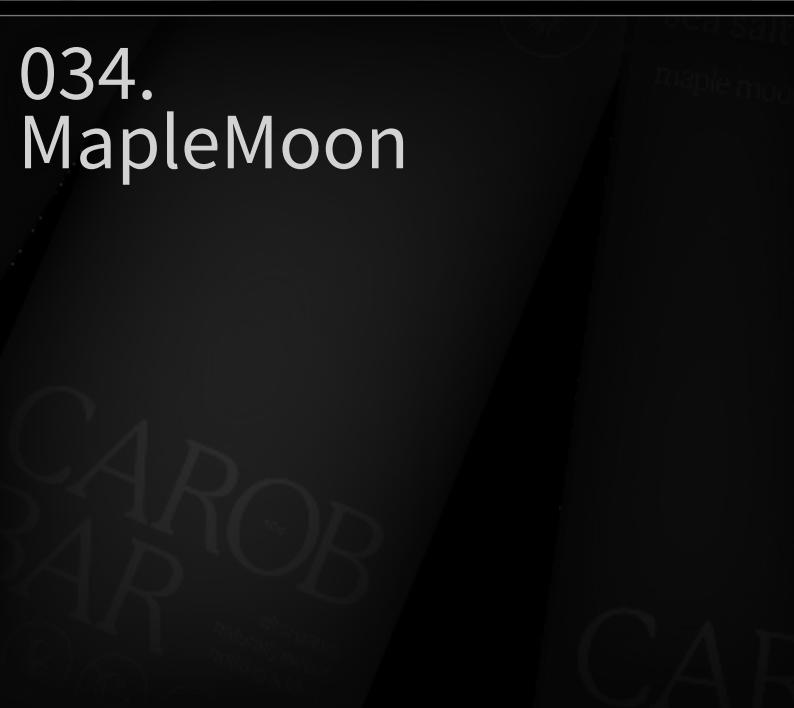
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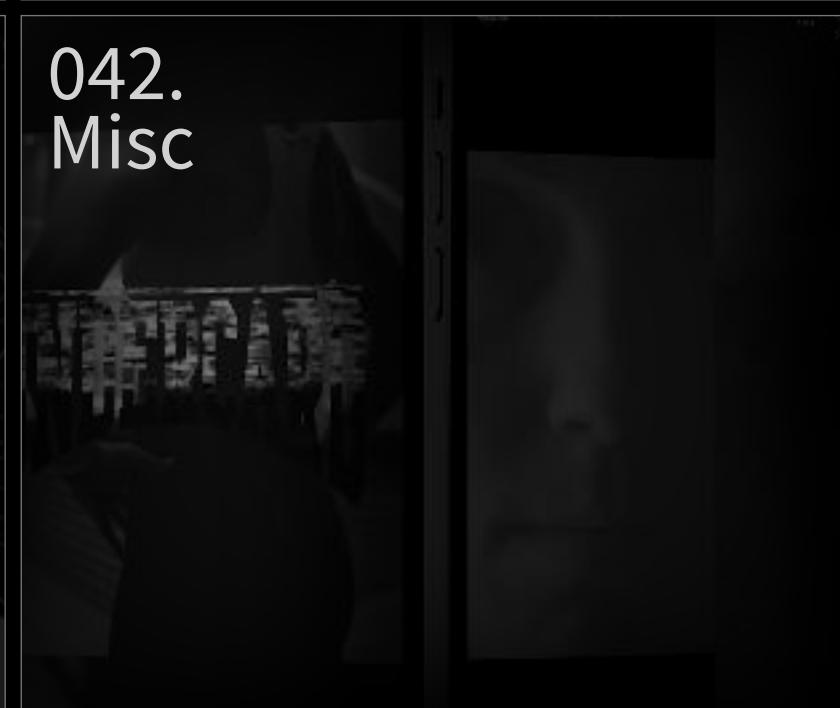
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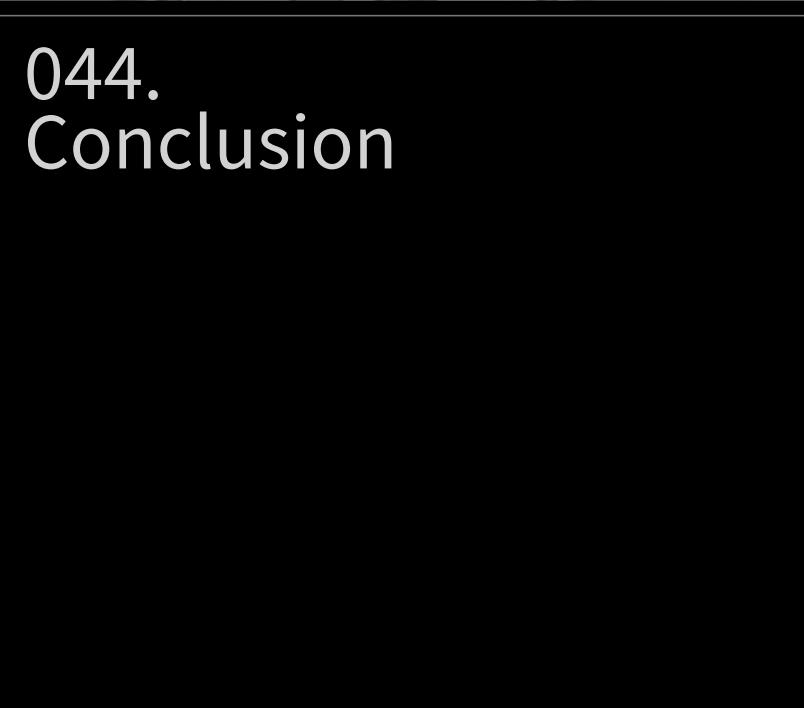
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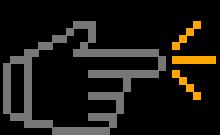
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This portfolio showcases a curated selection of my work across branding, content creation, and strategic design. Each case study represents a unique challenge and my tailored approach to delivering impactful solutions for brands ranging from startups to global leaders. Explore the projects to uncover the depth and breadth of my expertise, and how I've partnered with clients to craft compelling, results-driven campaigns and designs. My commitment to innovative storytelling and design excellence ensures every project stands out and leaves a lasting impression.



## Professional Summary

I'm Nate, a designer and strategist who's been around the block with brands of all shapes and sizes.

With 8+ years in the creative world, I've worked on everything from scrappy startups to global heavyweights. I'm all about bringing brands to life with visuals that actually resonate and strategies that make a difference.

Whether it's a rebrand, a social campaign, or a full-blown product launch, I'm here to make sure it connects, cuts through, and brings real results.

## Core Skills:

### ▪ Brand Strategy & Market Positioning

Developing strategic brand identities that resonate across digital and physical touchpoints.

### ▪ Cross-Industry Adaptability

Extensive experience across fashion, hospitality, e-commerce, and public art sectors.

### ▪ Creative Campaign Development

Expertise in ideating and executing campaigns that drive audience engagement and brand loyalty.

### ▪ AI-Enhanced Workflow Management

Leveraging tools like ChatGPT and Claude to streamline creative processes and enhance team productivity.

### ▪ Product & Merchandise Design

Skilled in designing apparel, packaging, and product lines that align with brand aesthetics and consumer expectations.

### ▪ Digital & Print Content Creation

Proficient in creating cohesive visual narratives across multiple platforms, including social media, web, and print.

## Additional Information

### My Approach

My approach centers on delivering authentic, impactful solutions that speak directly to target audiences.

I believe in balancing data-driven insights with creative intuition, engaging with brands as partners to unlock unique, resonant stories.

Whether working with startups or established global brands, I prioritize clarity, adaptability, and a strategic mindset that fosters measurable success.

### Career Highlights

- Increased customer engagement by 55% for S'WICH through strategic menu design and targeted add-ons.
- Produced a high-engagement social media campaign for Allegra Spender MP with Miss Double Bay, resulting in a 200% growth in audience engagement.
- Created content for Ferrari, delivering premium video assets that captured their positioning.

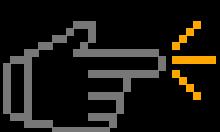
### Specialized Skills

- Technical Skills:**  
Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects, Premiere Pro), Figma
- Project Management Tools:**  
Asana, Trello, Slack, Google Business, Teams
- E-commerce Platforms:**  
Shopify, Squarespace, Wix, WordPress



## Personal Information

- Name:**  
Nathan (Nate) Alexander Don
- Professional Title:**  
Creative Director & Brand Strategist
- Location:**  
Bondi Beach, Sydney, Australia
- Availability:**  
Open to Contract & Full-Time Roles
- Education:**  
B. Design, UNSW Art & Design (2018)
- Industry Experience:**  
Hospitality, Fashion & Retail, E-commerce & Technology, Finance & Insurance, Automotive, Health & Wellness, Public Art
- Interests:**  
Art, Surfing, Bikes, Watching paint dry.
- Favorite Design Tool:**  
Adobe Illustrator





**Allegra Spender MP**  
FEDERAL MEMBER FOR WENTWORTH

**Allianz Retire+**  
POWERED BY PIMCO

 AURA therapeutics

 bankwest

 CareSuper



 ENDOCA  
AUSTRALIA

| HESTA |

**essence**

**Ferrari**

**FISHBOWL**



  
maple moon

 medbox  
PHARMA

  
MISS  
DOUBLE BAY

  
THE MIX  
FAMILY  
GROUP



  
palo  
projects

  
People's  
Choice

**salesforce**

**sculpture**  
by the sea



  
TROOD PRATT & CO  
CHARTERED ACCOUNTANTS

**SOFTLITE**

**STEALTH**

**S'WICH**

 refundid

**UNDERCARD**

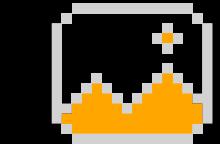




# /Skills+Profficiencies



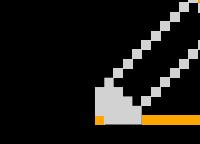
/Brand-Identity



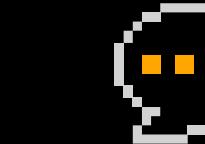
/Art-Direction



/Strategy



/Copywriting



/Conceptualisation



/Data+Research

Ai

/Adobe/Illustrator

Ps

/Adobe/Photoshop

Pr

/Adobe/Premier-Pro

Ae

/Adobe/AfterEffects

Id

/Adobe/Indesign

Me

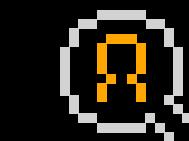
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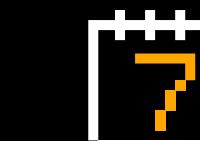
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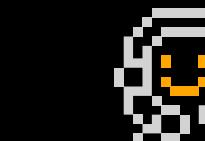
/Trend-Forecasting



/Consumer-Insights



/Events



/Management



/Hospitality-Consult



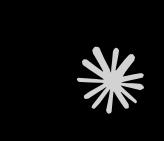
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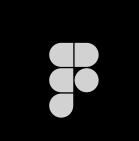
/Adobe/Creative-Cloud



/Chat-GPT



/Claude.Ai



/Figma



/Canva



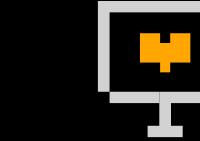
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/Packaging



/Product



/Apparel



/Signage



/Documents



/Capcut



/Instagram-Insights



/Squarespace



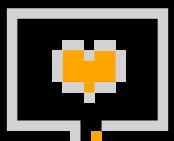
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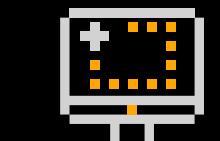
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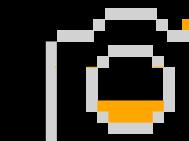
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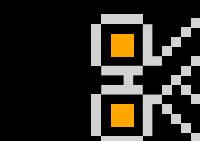
/Content-Creation



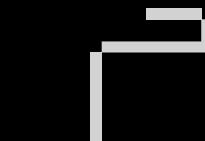
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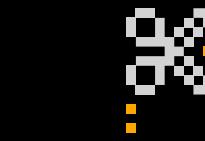
/Photography



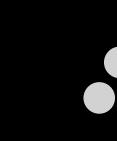
/Photo-Editing



/Videography



/Video-Editing



/Asana



/Trello



/Slack



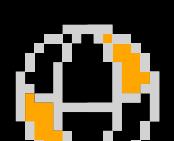
/Teams



/Word



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/Web



/UX



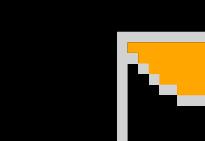
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/Printed-Services



/Documents



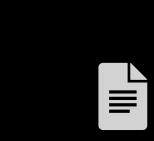
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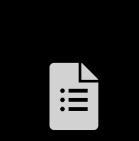
Chrome-Dev



/Docs



/Sheets



/Forms



/Slides



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# S'WICH

Brand:

S'WICH

Client:

Direct

Year:

2020 - Present

Role:

Brand Strategist & Head Designer

Project Type:

Branding, Packaging, Campaign Design

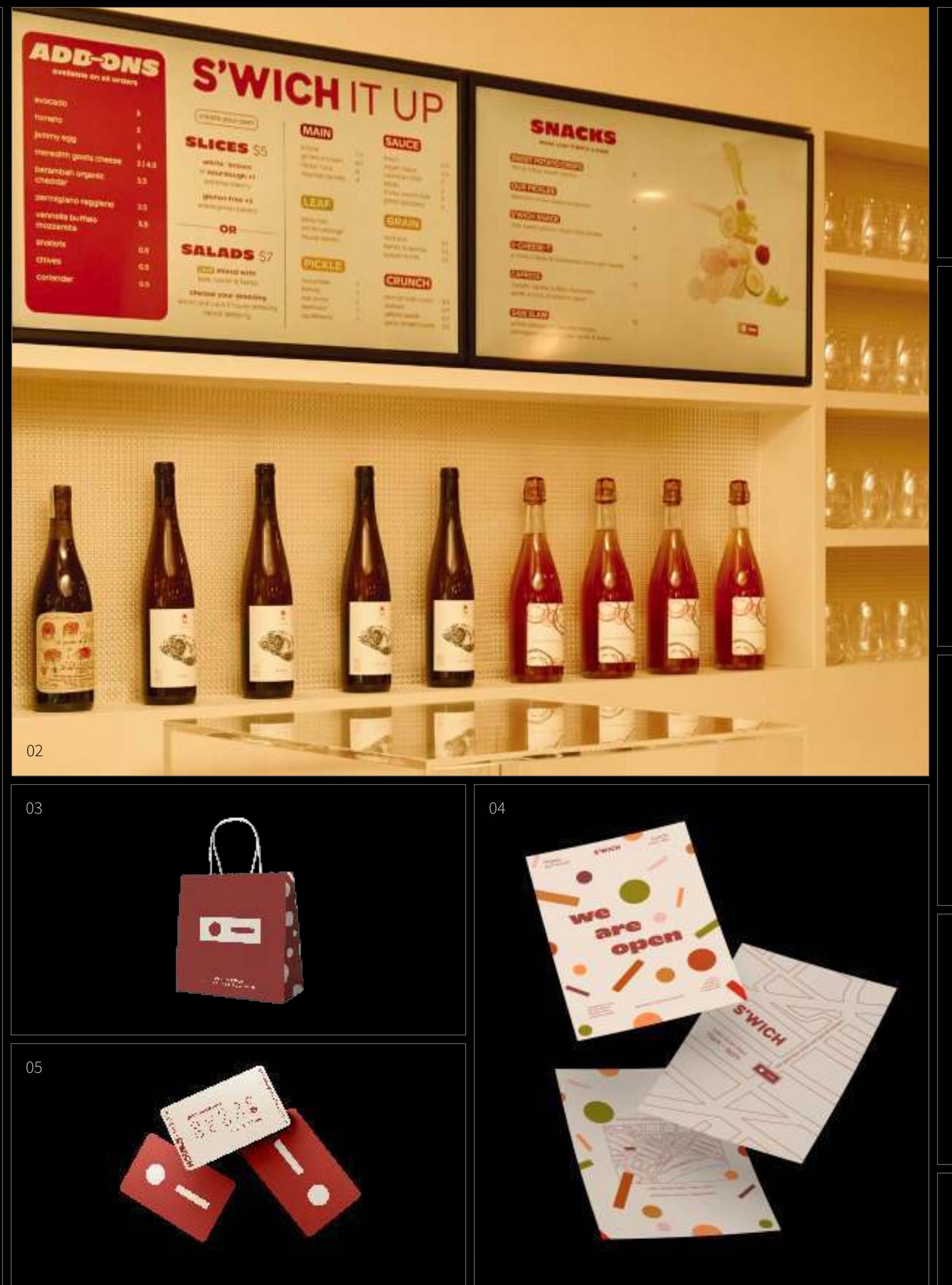
Deliverables:

Brand Id, menus, packaging, digital campaigns

As Creative Lead for SWICH, I developed a cohesive brand identity spanning both physical and digital platforms. From strategizing major campaigns for partners like Heinz to crafting targeted visuals for The Pilates Class, I drove engagement and sales, boosting brand visibility and positioning SWICH as a premium food brand.



01



## Challenge:

- S'WICH began with minimal branding—a basic logo, color palette, and wordmark. The challenge was to create a cohesive identity that would unify their menus, packaging, and digital presence while maintaining a distinct voice in a highly competitive hospitality market. Additionally, they required compelling campaigns to drive customer engagement and increase average order value.

## Solutions

- Developed a comprehensive branding system that extended across physical and digital assets, aligning all visual touchpoints for a cohesive customer experience.
- Executed a strategic launch plan to position S'WICH as a standout brand in a saturated market, leveraging unique storytelling and community engagement to drive foot traffic and brand loyalty.
- Designed an optimized menu with strategic upselling opportunities, such as highlighting add-on purchases through effective design.
- Produced targeted social campaigns, including the highly successful "Golden Grove Olive Oil" initiative, leveraging creative visuals and storytelling to captivate their audience.

## Results

- 55% increase in average order value following the implementation of the revamped menu.
- 50% of product inventory sold out after just two social posts.
- Recognized as Best Café Design at the 2023 Eat Drink Design Awards for its innovative approach to branding and experience design.

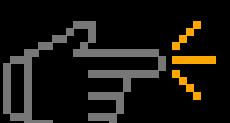
## Testimonial

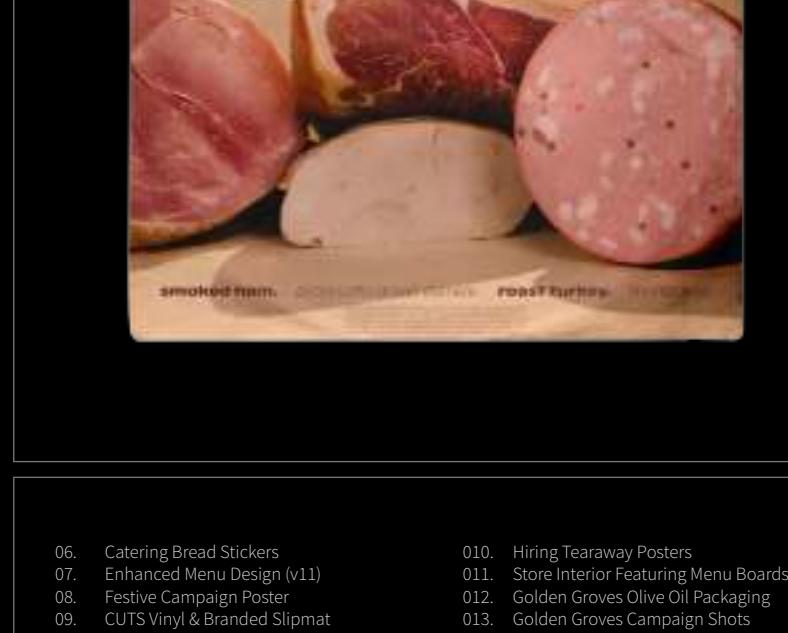
"Before Nate joined S'WICH, we were just a concept with a logo, color palette, and a rough idea of who we wanted to be. Nate became instrumental not just in shaping our design but in guiding our overall strategy. From the way our menu drives upselling to how our branding connects with customers online and in-store, every element has been carefully thought through and elevated under his direction" - J. Abrams - Founder

**S'WICH**

Brand Strategist & Head Designer

01. Produce Coaster Sets
02. Animated Menu Boards (v1)
03. Branded Takeaway Bags
04. Launch Poster with Custom Map
05. Loyalty Program Cards





06. Catering Bread Stickers  
07. Enhanced Menu Design (v11)  
08. Festive Campaign Poster  
09. CUTS Vinyl & Branded Slipmat

06. Catering Bread Stickers  
07. Enhanced Menu Design (v11)  
08. Festive Campaign Poster  
09. CUTS Vinyl & Branded Slipmat



# Ferrari

Brand:

Ferrari Australasia

Client:

WPP/AKQA/Essence for Ferrari Australasia

Year:

2020 - 2022

Role:

Freelance Graphic Designer & Video Editor

Project Type:

Digital Campaigns

Deliverables:

Promotional visuals, animations, branded digital assets

I delivered Ferrari's high-stakes campaigns with precision, balancing their iconic branding with digital innovation. Through collaborative content creation, I elevated Ferrari Australasia's online presence, aligning every asset with the sophistication the brand demands.



## Challenge:

Ferrari Australasia partnered with AKQA/Essence to elevate their digital presence through visually compelling monthly content. The challenge was twofold: to craft engaging visuals and strategies for promoting new car models and events like the Australian Grand Prix. Operated within the constraints of Ferrari's global brand guidelines navigating their digital asset management (DAM) system to source materials and create standout content.

## Solutions

- Developed and executed monthly content calendars tailored to Ferrari Australasia's objectives, combining strategic messaging with visually striking content to drive engagement and sales.
- Produced video promos, motion graphics, and interactive content for key campaigns, including the 296 GTS launch, Australian Grand Prix promo series, and pre-owned vehicle sales.
- Crafted narrative-driven content and custom designs, such as image composites and interactive polls, that aligned Ferrari's legacy with fresh, local engagement strategies.
- Maximized creative freedom within brand guidelines to deliver high-quality, consistent visuals across platforms.

## Results

- Increased social media engagement across Ferrari Australasia's platforms, resulting in higher awareness of new models like the Roma and 296 GTS.
- Delivered impactful campaigns, such as the Australian Grand Prix promo.
- Enhanced sales for pre-owned Ferrari models through a targeted storytelling series.
- Built seamless workflows to meet monthly deadlines while exceeding client expectations.

## Testimonial

"Nate's ability to dive into Ferrari's extensive digital ecosystem and deliver high-quality, brand-aligned content each month was invaluable. From crafting impactful visuals for our 296 GTS launch to creating engaging pre-owned vehicle campaigns, his work elevated our social presence while maintaining Ferrari's renowned elegance and exclusivity." - L. Mathieson - AKQA/Essence Lead



Freelance Graphic Designer  
& Video Editor

01. 296 GTS Promo Video  
02. Interactive Poll  
03. 296 GTS Promo Video  
04. Aus Grand Prix Motion Graphics



01



02



03



04



/011

05



06



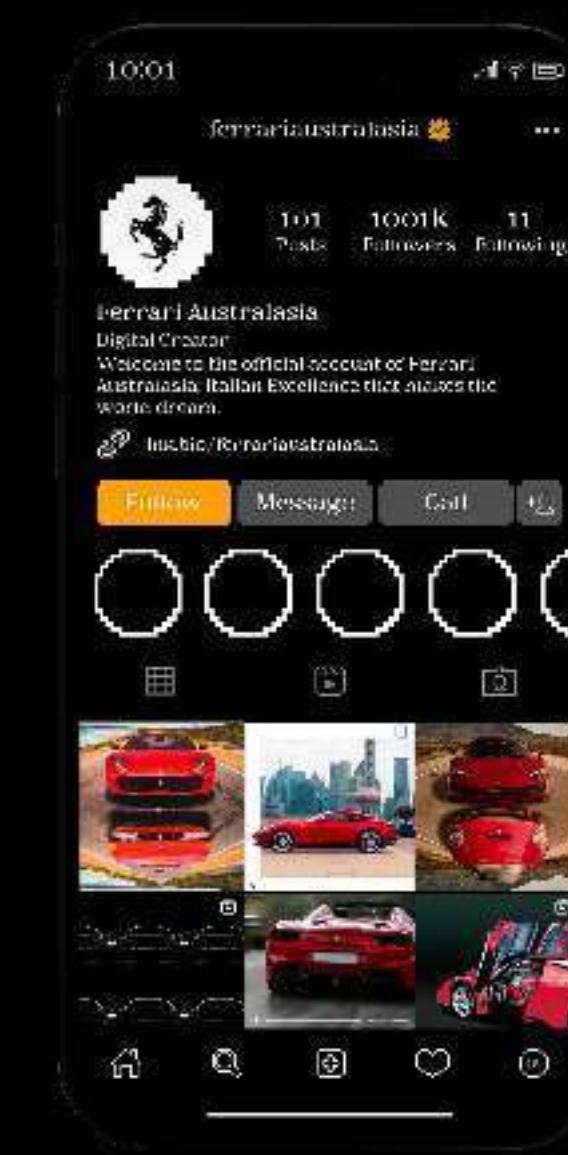
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07



09



010



05. 812 GTS Inspiration Custom Campaign  
06. Ferrari Roma Introduction  
07. Red Ferrari Swiper Series  
08. Pre-Owned Vehicle Swiper Series

09. Content Overview  
010. 296 GTS Promo Video

/012



## TROOD PRATT & CO CHARTERED ACCOUNTANTS

**Brand:**

Trood Pratt & Co.

**Client:**

Direct

**Year:**

2024 - Present

**Role:**

Creative Consultant & Brand Design

**Project Type:**

Full-Scale Branding, Print & Digital & Online

**Deliverables:**

Brand Id, Website, Print & Digital Assets

I rebranded Trood Pratt & Co., creating an approachable yet professional identity. By modernizing their website and designing cohesive print materials, I refined their visual communication to better align with their trusted position in the financial sector.



01



02



03



04



## Challenge:

- Trood Pratt & Co, a Sydney-based accounting and advisory firm with over 50 years of history, faced the challenge of modernizing their visual identity. Despite their longstanding client relationships and expertise across diverse sectors, their brand lacked consistency, and their digital and physical assets were outdated, making it difficult to appeal to both existing and younger clientele.

## Solutions

- Traianos Pakioufakis  
Brand Identity Overhaul: Redesigned their visual identity, retaining elements of their established aesthetic while introducing a modern, cohesive look. This included a refreshed logo, refined typography, and a sophisticated color palette.
- Asset Development: Delivered business-critical assets, including business cards, ID cards, email signatures, letterheads, and presentation folders.
- Website Redesign: Crafted a user-friendly and visually engaging website that highlighted Trood Pratt's extensive services, making it easier for clients to navigate and access resources.
- Photography Direction: Partnered with professional photographer Traianos Pakioufakis to produce corporate portraits and office imagery, adding a personal and professional touch.

## Results

- Strengthened brand presence across physical and digital platforms, aligning with their forward-looking vision.
- Improved client engagement through a modernized website and unified visual identity.
- Reinforced trust and credibility with existing clients while appealing to new, younger demographics.

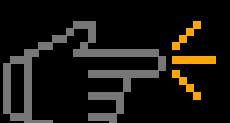
## Testimonial

"Working with Nate was an incredible experience. He took the time to understand our firm's values and legacy, ensuring that the rebrand reflected who we are today while positioning us for the future. His ability to collaborate with our team and bring our vision to life exceeded expectations."

— E. Nesbitt, Business Services Manager

Creative Consultant  
& Brand Designer

01. Business Card Design
02. Website Redesign
03. Staff Portraits & Group Shots  
Photography by Traianos Pakioufakis
04. ID Cards



/014

05



05. Stationary & Web Design  
06. Partner Profile Portrait - T. Pakioufakis  
07. Client Feedback Postcard  
08. Presentation Folder Design  
09. Letterhead & Envelope Design  
010. Office Workspace Snapshot - T. Pakioufakis  
011. Calendar Design  
012. Office Meeting in Progress - T. Pakioufakis

# FISHBOWL

Brand:

Fishbowl

Client:

Direct

Year:

2023/2024

Role:

Freelance Senior Graphic Designer & Campaign Strategist

Project Type:

Integrated Campaigns

Deliverables:

Video & Graphic & Print Assets

For Fishbowl's "Nori Caesar" campaign, I produced playful, on-brand designs for print and digital. My contributions brought a fresh, dynamic flair to their visuals, boosting engagement across multiple platforms.



## Challenge:

- Fishbowl's growing success and continuous menu innovation required an agile creative to step in during their lead designer's absence. They needed someone capable of maintaining their day-to-day creative flow while developing two major campaigns: the Nori Caesar launch and the nationwide Street Food rollout. This included creating over 250+ assets spanning digital, print,

## Solutions

- Nori Caesar Campaign: Developed an entirely new creative direction, diverging from traditional brand guidelines to craft a bold, tabloid-inspired aesthetic. This included digital content, motion graphics, print advertisements, and store visuals, all designed to amplify the product's unique appeal.
- Street Food Rollout: Designed over 250+ assets, including restaurant signage, social media content, newsletters, vehicle wraps, and more. Managed asset deployment across digital and physical channels for maximum reach and consistency.
- Provided on-demand creative solutions for day-to-day requirements, including web updates,

## Results

- Nori Caesar Campaign: Launched a visually disruptive campaign that captured audience attention and exceeded engagement expectations.
- Street Food Rollout: Delivered 250+ assets seamlessly across all platforms, ensuring a cohesive brand message and polished execution.

## Testimonial

"Nate's ability to energize a team and bring fresh creative insight made a huge difference for us. He seamlessly stepped into our fast-paced environment, delivering top-tier designs and campaigns that resonated with our audience. We genuinely loved having him in the office—his presence elevated our collaboration and brought a dynamic edge to our projects." - L Hurst - Marketing Manager

**FISHBOWL**

Freelance Senior  
Graphic Designer &  
Campaign Strategist

01. Nori Caesar Social Media Promo
02. Tabloid Print Spread
03. Outdoor Poster
04. Tabloid Print Cover
05. Tabloid Print Spread



06



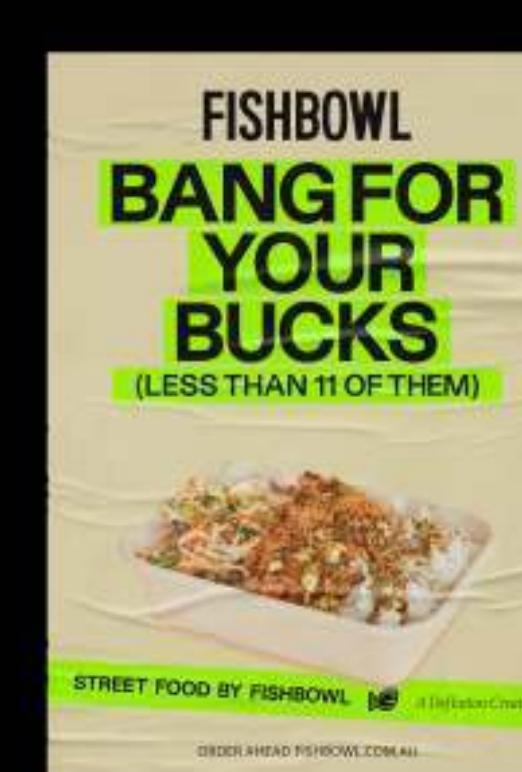
07



08



09



10



06. Street Food Campaign Screens  
07. Billboard Campaign  
08. Vehicle Wrap Design  
09. Storefront Banner Design

010. Bus Shelter Print Design  
011. Bus Shelter Animated Screen Design  
012. Animated Digital Launch Promo Video  
013. Building Wrap Ad Design

11



12



13



# sculpture by the sea

Brand:

Sculpture By The Sea

Client:

Direct

Year:

2024

Role:

First Time Artist & Project Manager

Project Type:

Installation & Sculptural Art

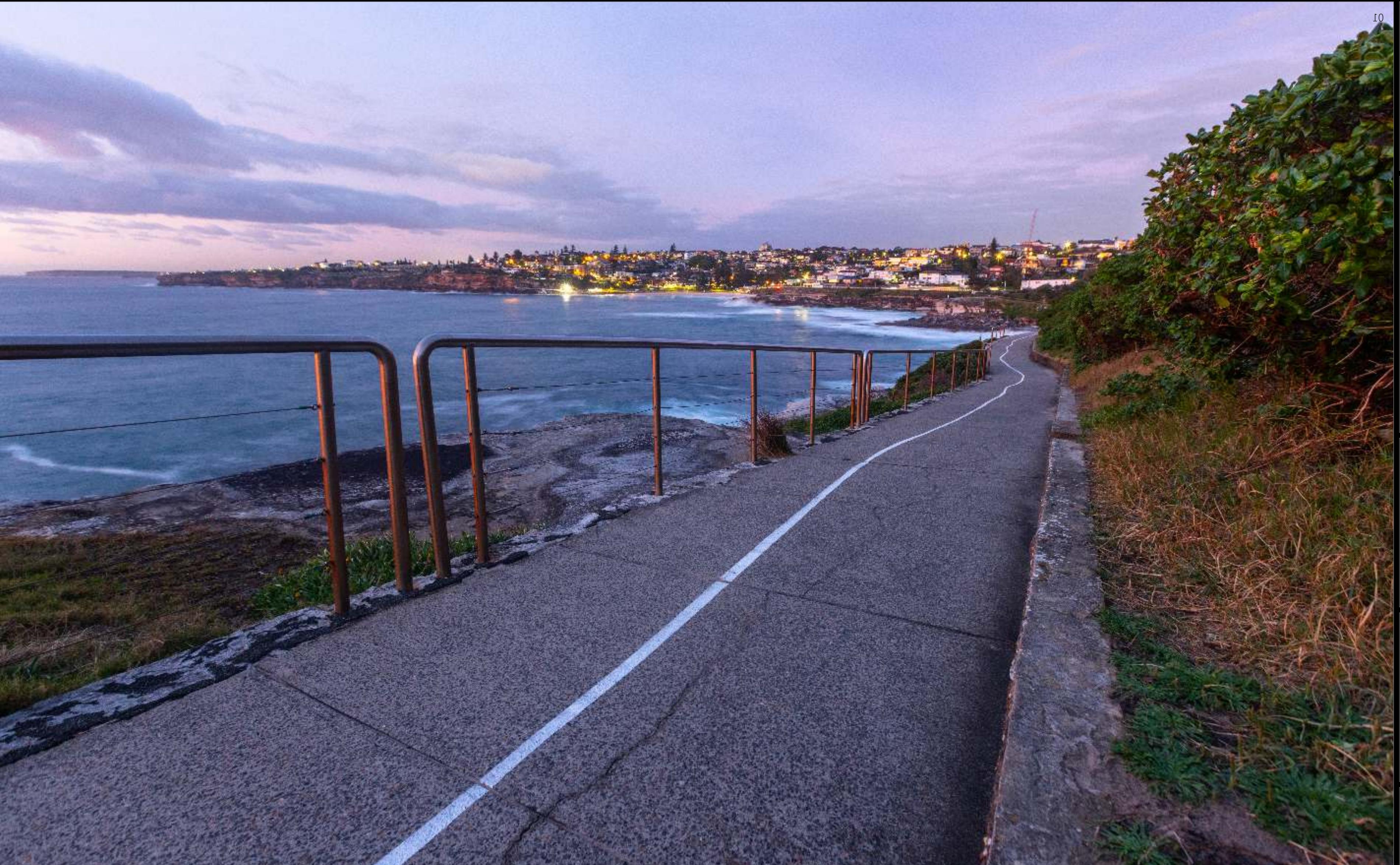
Deliverables:

Site Specific Art Installation & Sculptural Artwork

For Fishbowl's "Nori Caesar" campaign, I produced playful, on-brand designs for print and digital. My contributions brought a fresh, dynamic flair to their visuals, boosting engagement across multiple platforms.



/019



## Challenge:

As a first-time invited artist for Sculpture by the Sea, Bondi 2024, I developed White Line Therapy, a 2km pathway intervention addressing pedestrian flow and urban systems along Bondi's iconic coastal walk. The project required navigating council regulations, environmental guidelines, and public safety measures while maintaining artistic integrity. A complementary rock sculpture was conceptualized mid-project, presenting additional challenges of material sourcing and construction within timelines.

## Solutions

- Designed and proposed White Line Therapy as a reflective, playful artwork, employing a wavy line to reimagine public space and pedestrian movement.
- Collaborated with Waverley Council to adapt the design, including adjustments for heritage zones and environmental compliance using eco-friendly chalk paints.
- Managed a multidisciplinary team, coordinating painters, documentarians, and traffic controllers during installation, while overcoming equipment delays and unpredictable weather.
- Sourced and fabricated a rock sculpture to complement the primary artwork, partnering with welders and carpenters to achieve structural stability and conceptual cohesion.

## Results

- White Line Therapy became the largest artwork in Sculpture by the Sea's history, garnering extensive media attention, including features on ABC and Channel 10.
- The installation sparked public dialogue on civic systems and art's role in urban spaces.
- The rock sculpture sold for \$9,800, reinforcing its artistic and market value.
- Achieved full compliance with council and eco requirements, despite logistical hurdles.

## Testimonial

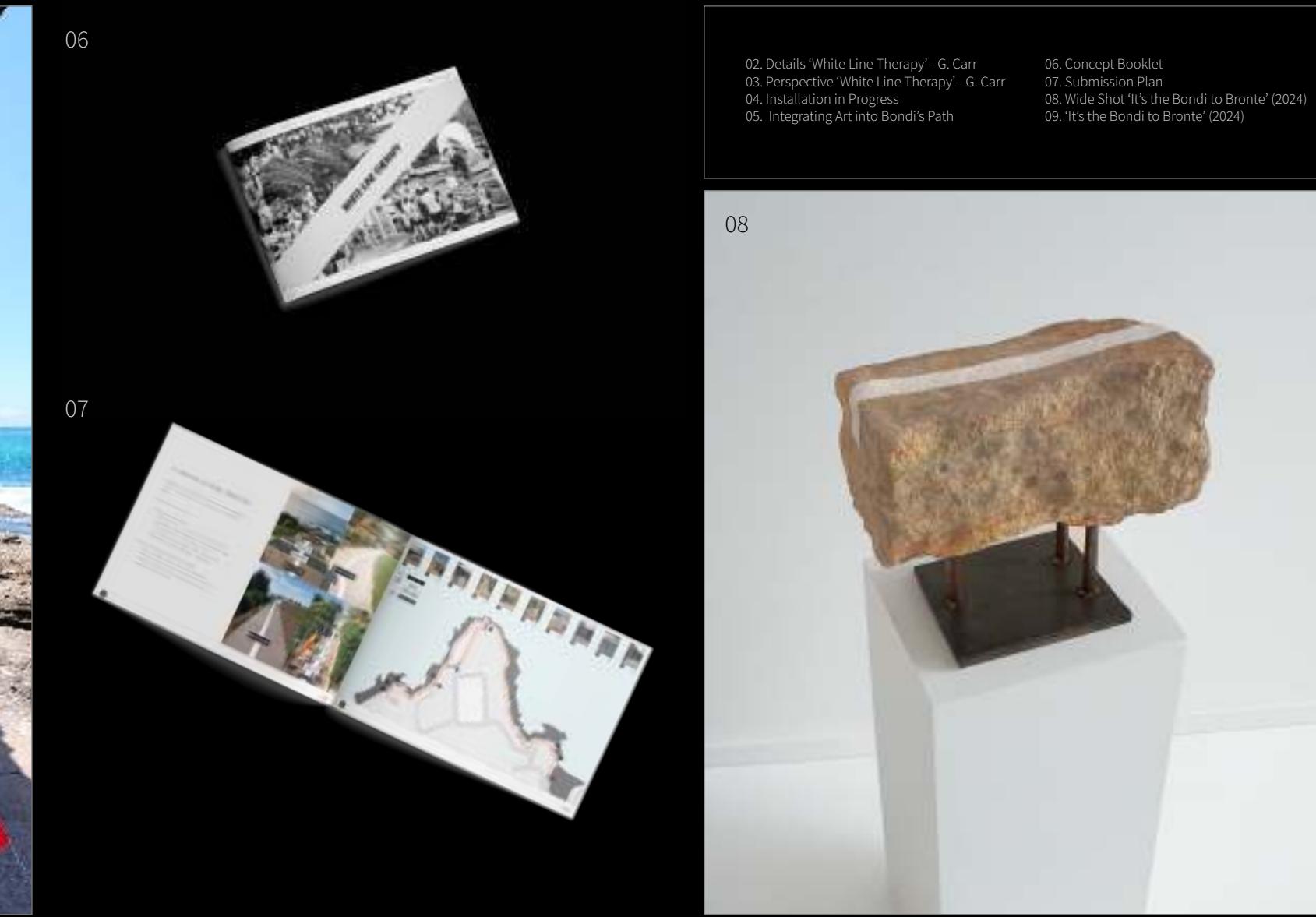
"Nate's ability to translate ambitious concepts into public artworks of this scale was exceptional. White Line Therapy blended humor, creativity, and social commentary, setting a new benchmark for installations along the Bondi path. The result showcased both artistic vision and practical leadership." – S Clark - Production Executive

sculpture  
by the sea

First Time Artist  
& Project Manager

01. 01.'White Line Therapy' (2024)  
- Photograph by Gareth Carr





# salesforce

Brand:

Salesforce APAC

Client:

WPP/AKQA/Essence for Salesforce APAC

Year:

2020 - 2022

Role:

Freelance Content Creator & Video Editor

Project Type:

Campaign Assets

Deliverables:

Animations, motion graphics, video editing

For Salesforce, I created a series of assets to support ongoing campaigns. I delivered tailored animations, motion graphics, and video content, ensuring brand alignment and enhancing campaign performance.



/022

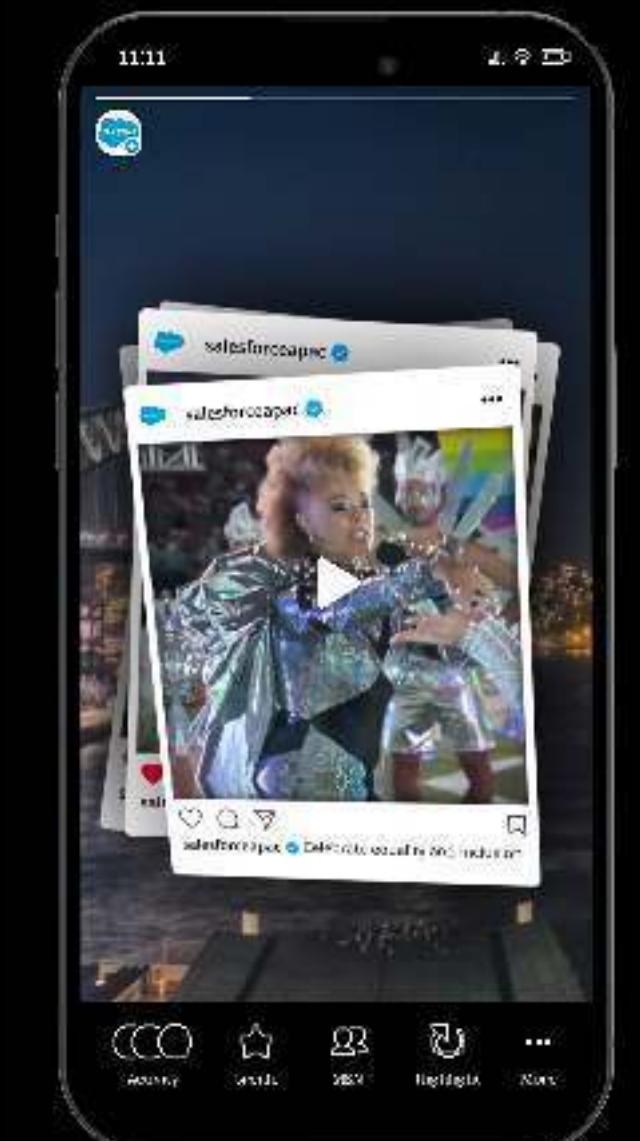
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## Challenge

Salesforce required dynamic, engaging, and polished B2B and promotional content across multiple campaigns, including its partnerships with Singapore Airlines, Slack, and Salesforce World Tour.

The challenge lay in maintaining brand consistency across a vast array of digital touchpoints while adapting to different campaign briefs, assets, and regional needs.

Additionally, some projects required finding innovative solutions to execute content when existing resources were incomplete or unavailable.

## Solutions

- Designed and rolled out social and interactive content tailored to B2B and engagement goals.
- Produced campaign videos, including motion graphics and video edits, by leveraging Salesforce's digital asset library (DAM) and sourcing complementary media as needed.
- Delivered comprehensive transcription and video editing for projects like Singapore Airlines x Salesforce interview promos and 2021 recap videos, using advanced transcription tools.
- Supported campaign rollouts by executing screen-ratio-specific ads, including global campaigns for Salesforce World Tour and Slack partnership promotions.
- Adapted to resource gaps with innovative approaches and finding new software solutions.

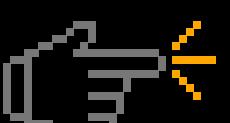
## Impact

- Established consistency and quality across Salesforce's B2B campaigns, ensuring alignment with brand goals and regional audience expectations.
- Enabled streamlined campaign rollouts across various formats and channels, improving production efficiency and delivery times.
- Contributed to higher engagement rates for video and motion graphics content through compelling visuals tailored to Salesforce's storytelling approach.
- Produced scalable content formats that were used across multiple platforms, amplifying campaign longevity and reach.

**salesforce**

Freelance Content Creator & Video Editor

01. 01. Salesforce B2B campaign assets  
02. 02. eBook promo motion graphics  
03. 03. Singapore Airlines x Salesforce video motion graphics  
04. 04. Salesforce 2021 recap motion graphics  
05. 05. Slack campaign video rollout  
06. 06. Multi-screen ad campaign



/023



Brand:

BankWest

Client:

Direct

Year:

2020 -2022

Role:

Freelance Content Creator & Designer

Project Type:

Integrated Campaign

Deliverables:

Digital marketing materials, campaign visuals

Working with BankWest, I created engaging campaign assets that drove user interaction and brand engagement. Through precise execution of graphics and animations, I helped bring their campaign narratives to life across digital platforms.



## Challenge

As a contractor with AKQA/Essence, I was brought on mid-project to support Bankwest's "ScrimpOrSplurge" and "Brilliant Broking" campaigns after another designer became unavailable. This required quickly familiarizing myself with the existing creative direction, assets, and project objectives. The campaigns aimed to create cohesion between physical convention booth experiences and digital marketing efforts, requiring innovative approaches to engage audiences.

## Solution

- Designed high-quality booth displays, including banners, interactive elements, and promotional materials, ensuring consistency.
- Developed the Wheel Spin Game, a gamified experience to attract and engage.
- Produced digital campaign content for the "#ScrimpOrSplurge" initiative, incorporating motion graphics and tailored designs for multiple platforms.
- Delivered cohesive mockups for printed and digital use.

## Impact

- Increased Engagement: Boosted convention booth engagement by 30%, with the Wheel Spin Game and interactive displays becoming a focal point for attendees.
- Social Media Success: Amplified social media impressions for the ScrimpOrSplurge campaign, effectively merging in-person with digital visibility.
- Efficiency Gains: Streamlined production processes by optimizing existing assets and templates, reducing production timelines by 20% while maintaining quality.



Freelance Content  
Creator & Designer

01. Brilliant Broking booth  
02. ScrimpOrSplurge motion graphics  
03. Gamified Wheel Spin Game  
04. Social media swipers  
05. ScrimpOrSplurge motion graphics  
06. Brilliant Broking banners

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**Brand:**

Hills Pet Nutrition AU/NZ

**Client:**

WPP/AKQA/Essence for Hills Pet Nutrition AU/NZ

**Year:**

2020 - 2022

**Role:**

Freelance Content Creator & Animator

**Project Type:**

Animations and Graphics

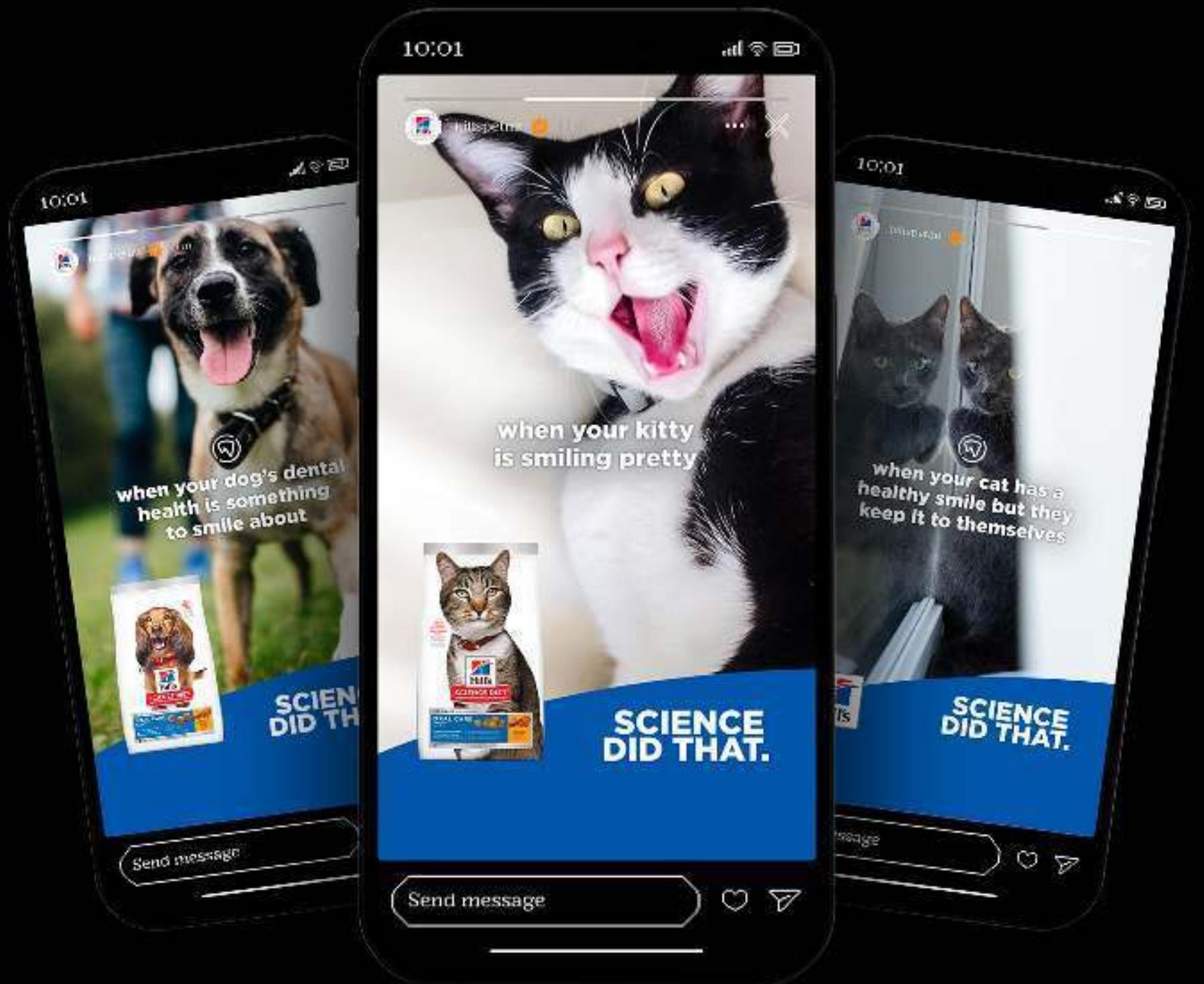
**Deliverables:**

Story-driven animations, videos, custom graphics

For Hills Pet Nutrition, I developed targeted animations and visual graphics that simplified complex information about pet health. By blending creativity with educational content, I enhanced the brand's outreach and resonance with its audience.



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## Challenge

Hills Pet Nutrition, in collaboration with AKQA/Essence, required engaging digital content to promote its science-backed pet food products. As a contractor, I was tasked with creating interactive social campaigns that effectively communicated Hills' unique value proposition—"Science Did That." This included navigating their Approved Pets List to ensure all visuals aligned with specific breeds and species guidelines while sourcing high-resolution images to maintain quality. Additionally, I had to produce a high volume of content under tight deadlines, ensuring brand consistency across campaigns while balancing educational and playful tones to resonate with diverse pet-owner demographics.

## Solutions

- Campaign Development: Designed interactive Instagram stories and swipers, incorporating gamified elements like quizzes and infographics to educate and entertain users.
- Creative Execution: Leveraged Hills' extensive asset library while independently sourcing and editing high-res images of approved pet breeds to meet campaign requirements.
- Innovative Design: Developed playful illustrations and motion graphics tailored to individual campaigns, emphasizing both product benefits and relatable pet-owner scenarios.
- Cross-Team Collaboration: Worked closely with the marketing and creative teams at AKQA/Essence to align all content with Hills' branding and campaign objectives.

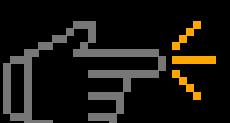
## Impact

- Increased Engagement: Boosted Instagram story interactions by 40%, attributed to gamified quizzes and visually dynamic storytelling.
- Enhanced Brand Awareness: Elevated Hills' positioning as a leader in science-backed pet nutrition by presenting complex information in a digestible and engaging format.
- Efficient Workflow: Streamlined content creation by effectively managing the Approved Pets List and utilizing both existing and independently sourced assets, enabling rapid turnaround without sacrificing quality.



Freelance Content  
Creator & Animator

01. UGC Dog Callout
02. Animated Dog Health Video
03. Dog Park Meme Map
04. Quiz Callout Animation
05. Winter Safety Swiper
06. Science-Backed Stories Series



# O refundid

Brand:

Refundid

Client:

Direct

Year:

2021 – 2022

Role:

Freelance Content Creator & Designer

Project Type:

Campaigns, Digital & Print Design

Deliverables:

Social campaigns, branded assets

Collaborating with Refundid, I executed a series of impactful campaigns showcasing their unique e-commerce solutions. Through innovative content creation and targeted social media strategies, I enhanced their market visibility and strengthened customer engagement.



## Challenge

Refundid, an innovative startup revolutionizing the returns process for e-commerce, needed creative assets to establish its brand identity as both approachable and cutting-edge. My role involved developing visually cohesive and engaging materials to boost user adoption and drive partnerships with retailers. This required aligning Refundid's playful yet professional tone with diverse audiences—from fashion-forward consumers to B2B stakeholders. Stepping into ongoing campaigns, I faced tight deadlines to produce versatile assets, including Instagram campaigns, packaging concepts, and event materials. Additionally, I had to manage creative challenges like balancing Refundid's bold, minimalist style with messaging clarity across digital, print, and physical touchpoints.

## Solutions

- Created dynamic content across Refundid's campaigns, including social media stories, animated videos, and printed assets.
- Developed brand-consistent B2B presentation decks and guides to align messaging across stakeholders.
- Designed key visuals for Refundid's social media and marketing, such as interactive quizzes, swipeable animations, and product features.
- Managed their creative asset pipeline, sourcing and adapting high-resolution visuals to maintain quality and consistency.
- Incorporated humor and relatability into campaigns to build stronger engagement.

## Impact

- Increased User Engagement: Instagram campaigns boosted user engagement by 45%, using dynamic storytelling and bold visuals to convert curious viewers into active users.
- Strengthened Retail Partnerships: Professional presentation materials helped Refundid secure key collaborations with leading online retailers, amplifying brand credibility.
- Expanded Brand Recognition: Cohesive branding and promotional assets reinforced Refundid's position as a trusted name in fast e-commerce returns.
- Enhanced Consumer Trust: Delivered campaigns and collateral that simplified Refundid's messaging, making the service's value easy to grasp for first-time users.
- Boosted Team Efficiency: Streamlined content production by creating reusable templates.

01. Swipeable stories highlighting Refundid's instant refund benefits.  
02. Animated banner showcasing refunds in action.  
03. Promotional poster emphasizing features.  
04. Instagram animation explaining the process.  
05. Instagram profile showcasing brand consistency and engagement.  
06. Branded "Instant Noodles" packaging for campaign use.  
07. Custom postcards for B2B and consumer outreach.

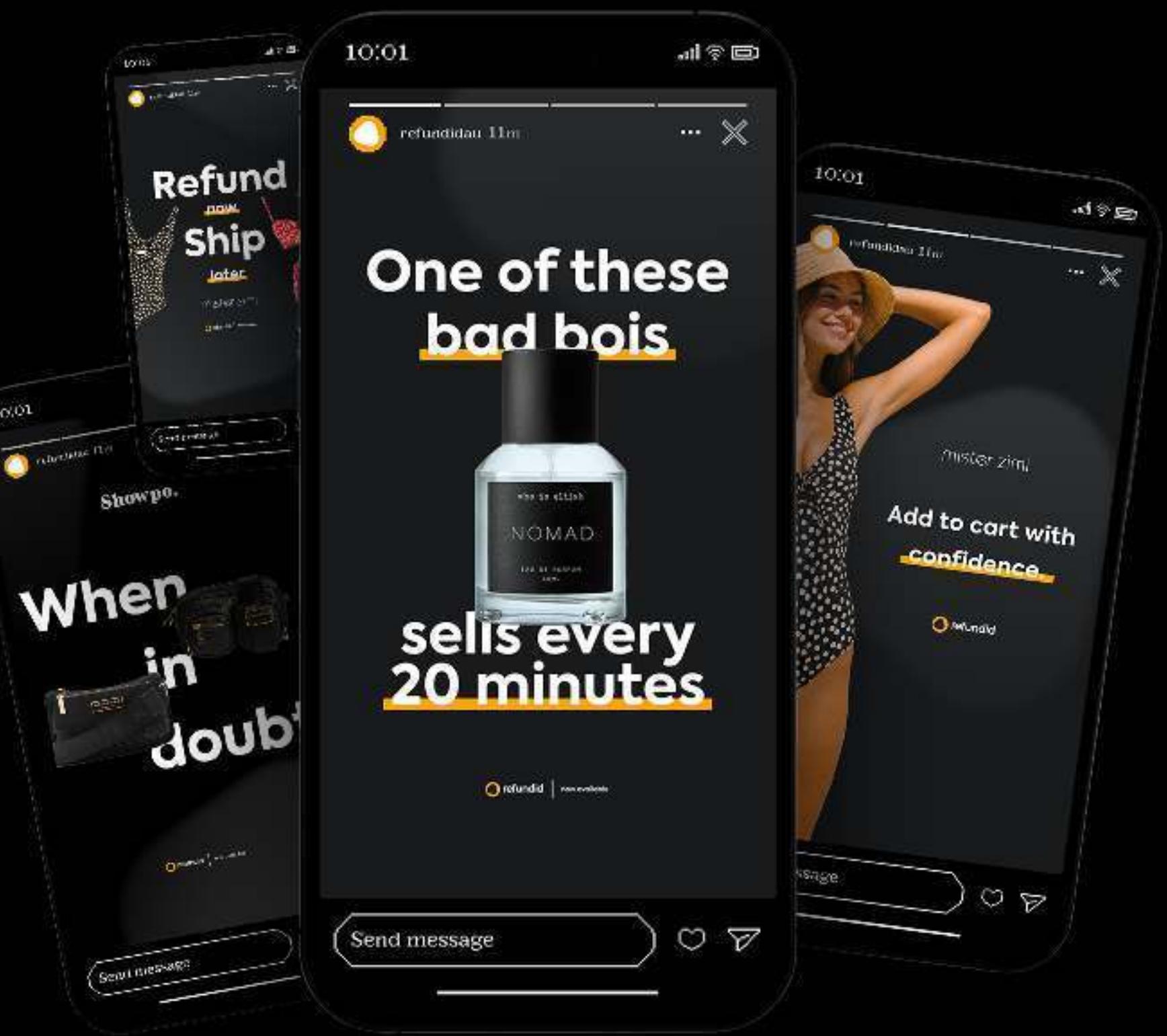
Freelance Content Creator & Designer



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/029



Brand:

S'WICH

Client:

Direct

Year:

2020 – 2023t

Role:

Freelance Designer

Project Type:

Packaging Design, Branding, Print and Digital Collateral

Deliverables:

Packaging, product renders, catalogues + more

For Endoca, I led a complete overhaul of their product packaging, designing cohesive and elegant visuals that reflected their values of quality and sustainability. By crafting product renders, print assets, and digital updates, I ensured their presentation aligned seamlessly across platforms while appealing to modern wellness consumers.



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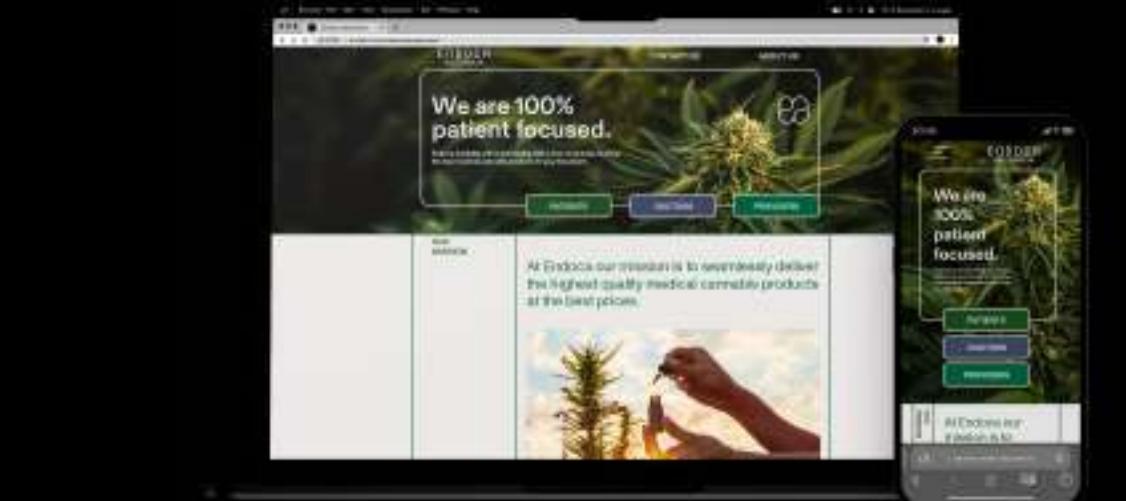
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## Challenge

Endoca faced the challenge of modernizing their entire product line's packaging design while maintaining brand consistency across diverse applications, including digital platforms, print materials, and e-commerce. The absence of cohesive, high-quality mockup files for products such as jars, lids, and boxes further complicated this task. Additionally, they required updated visual assets that could effectively communicate the premium nature of their products to stand out in a crowded and competitive wellness market. The redesign also needed to resonate with Endoca's commitment to sustainability while meeting the aesthetic expectations of both consumers and industry stakeholders.

## Solutions

- Designed a comprehensive range of cohesive printed and digital packaging assets to unify Endoca's branding across all touchpoints.
- Delivered a polished product catalog showcasing their product range with high-quality imagery, clean layouts, and structured organization tailored for industry trade shows and marketing events.
- Revamped the visual identity of their product line, including vape cartridges, THC oil concentrates, and other packaging types, aligning with modern wellness trends.
- Produced reusable templates and mockups improve workflow efficiency for internal teams.
- Incorporated humor and relatability into campaigns to build stronger engagement.

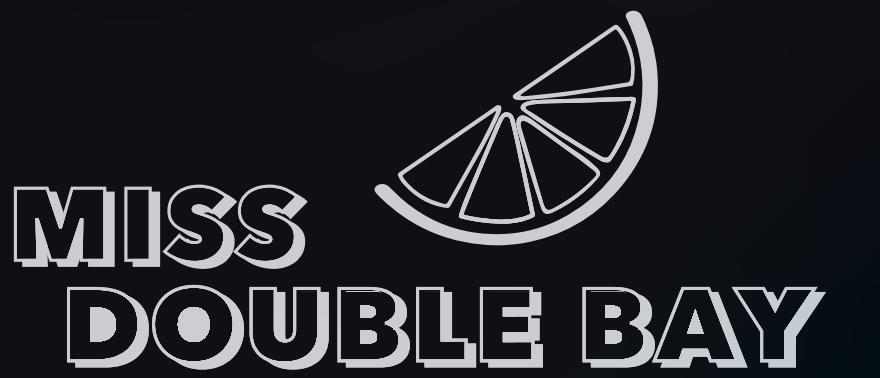
## Impact

- Achieved a consistent and professional brand presentation across all physical and digital assets, reinforcing Endoca's position as a trusted wellness brand.
- Boosted consumer trust and brand reputation through improved packaging that communicated quality and sustainability.
- Increased engagement and sales at trade shows with the enhanced product catalog and marketing materials, offering a professional and visually impactful showcase of the product line.
- Streamlined internal production processes by introducing reusable mockups and templates, reducing design and production time by 35%, enabling faster turnaround for future campaigns.

 ENDOWCA  
AUSTRALIA

Freelance Designer

01. Product Catalog 2023
02. Oil line packaging refresh
03. Vape cartridge packaging
04. THC oil concentrate packaging
05. Vape cartridge packaging
06. Product range layout
07. Product booklet range
08. Redesigned website for Endoca Australia



Brand:

S'WICH

Client:

Direct

Year:

2020 – Present

Role:

Creative Consultant & Brand Designer

Project Type:

Branding, Digital & Print Campaign, Product Design

Deliverables:

Merchandise, campaign visuals, promotional assets

As Creative Lead for Miss Double Bay, I crafted brand-aligned campaigns that elevated her digital presence. From designing standout merchandise to executing targeted campaigns, I created works for her that stood out.



## Challenge

- Miss Double Bay's creative studio was tasked with several diverse campaigns, including creating a dynamic and engaging promotional video for Allegra Spender's parliamentary campaign, developing unique designs for CAN Drinks' giveaway and the MDB-branded Water Bottles campaign, and executing a collaborative Vajazzled Kit with ModiBodi. Each campaign had distinct creative and strategic goals, such as driving sales, introducing new products, and maintaining brand alignment across various promotional channels. The MDB Water Bottles campaign required a comprehensive rollout, including posters, swipers, and content series, while the Vajazzled Kit collaboration demanded precise packaging that matched the original ModiBodi reference.

## Solutions

- Allegra Spender Campaign: Conceptualized and produced a fast-paced, rap-inspired meme video using supplied and sourced footage to resonate with younger audiences.
- CAN Drinks Giveaway: Designed a custom "SoFresh Album Cover" giveaway, leveraging MDB's quirky brand identity to engage followers.
- Water Bottles Campaign: Delivered end-to-end creative assets, including product design, swiper series, posters, and a full digital content rollout, to introduce MDB's branded water bottles
- ModiBodi Collaboration: Meticulous attention to detail ensured seamless packaging design, aligned with ModiBodi's branding standards while reflecting MDB's playful tone.

## Impact

- Increased product awareness and sales for the MDB-branded water bottles through an integrated campaign spanning posters, digital content, and social media.
- Boosted MDB's reach and cultural relevance through the Allegra Spender video, which resonated with her target demographic of younger voters.
- Strengthened brand equity by maintaining creative excellence across all collaborations, from CAN Drinks to ModiBodi, ensuring a seamless blend of humor and sophistication.
- Enabled efficient project execution and rapid turnaround by balancing in-house design with client feedback.



Creative Consultant &  
Brand Designer

- Allegra Spender Promo Video
- CAN Drinks Giveaway
- MDB Water Bottles
- Water Bottles Swiper Series
- Water Bottles Posters
- Content Overview
- Fayshell & ViveActive Invites
- ModiBodi Vajazzled Kit
- Water Bottles Posters





maple moon

Brand:

MapleMoon

Client:

Direct

Year:

2022 - Present

Role:

Freelance Designer & Brand Strategist

Project Type:

Branding, Digital & Print Campaign, Packaging Design

Deliverables:

Packaging design, brand identity, tradeshow materials

Tasked with building MapleMoon's brand from the ground up, I designed their full packaging suite, established their brand identity, and developed promotional assets, positioning them as a premium player in the health-food market.



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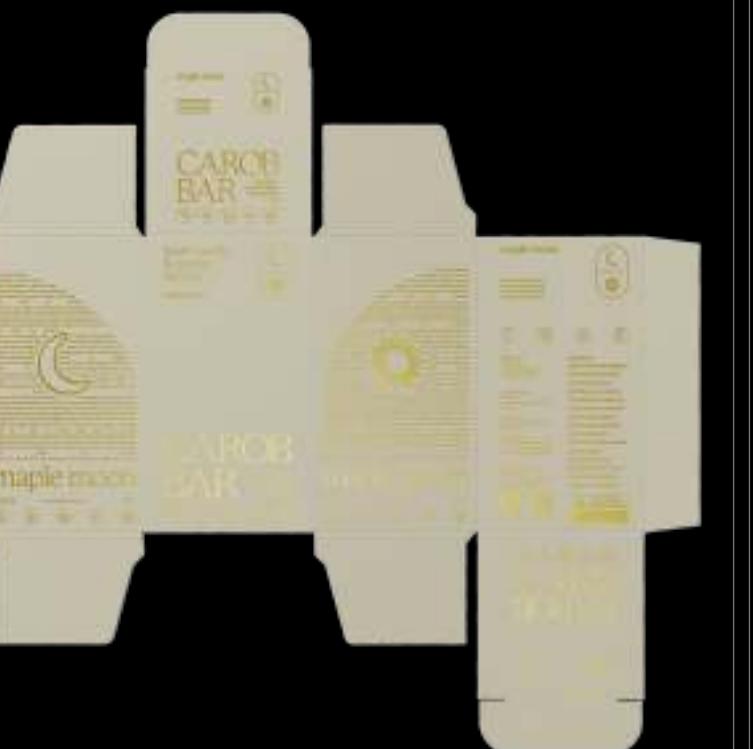
## Challenge

MapleMoon, a boutique health food brand, approached me to create their complete visual identity and packaging design from scratch. At the time, their products were sold in plain brown bags with small stickers. The challenge was to craft a cohesive brand identity that not only aligned with their commitment to sustainability and wellness but also positioned them as a premium player in the competitive health food market. This included designing packaging for their entire product range (Carob Bars, Elixirs, and shipping boxes), developing custom dielines, and creating promotional materials like a tradeshow booth and branded stand. Additionally, I worked with copywriting, ensuring the messaging reflected their values and resonated with their target audience.

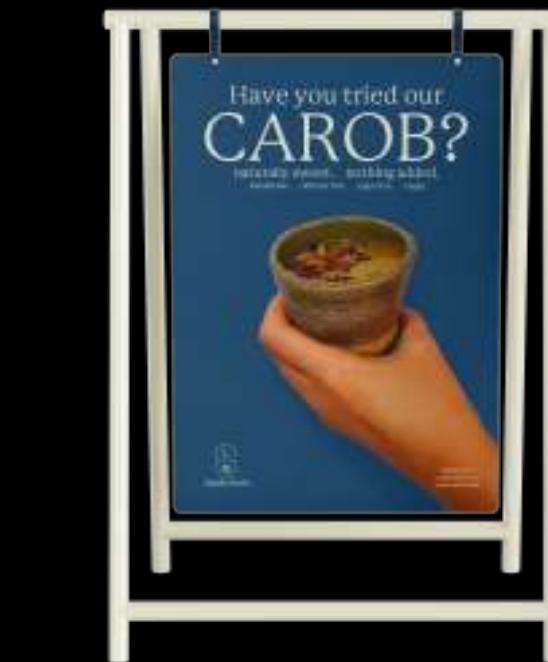
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## Solutions

- Designed a sophisticated brand identity to highlight MapleMoon's wellness and sustainability ethos, creating a cohesive visual language for the brand.
- Developed packaging from scratch for Carob Bars, Elixirs, and eco-friendly shipping boxes, including custom dielines that balanced aesthetics with functionality.
- Assisted with product messaging to ensure alignment with the brand's values, helping to craft clear, engaging copy for packaging and marketing materials.
- Created branded tradeshow materials for an impactful industry presence, including banners and stands that elevated the brand at events.
- Coordinated with manufacturers and distributors to ensure smooth production.

## Impact

- Launched a cohesive brand identity, establishing MapleMoon as a premium health food brand and differentiating it in a competitive market.
- Boosted product appeal through refined packaging and messaging that resonated with health-conscious consumers and retail buyers alike.
- Increased brand awareness with striking tradeshow materials that drew attention at industry events and helped secure new business opportunities.
- Strengthened sustainability messaging through eco-friendly packaging solutions, enhancing the brand's alignment with ethical consumer expectations.
- Ensured production efficiency and quality by liaising directly with manufacturers and distributors.



Freelance Designer &  
Brand Strategist

01 Pure Carob Bar Packaging  
02 Tradeshow Booth  
03 Elixir Jars  
04 Carob Bar Product Lineup  
05 Shipping Boxes  
06 A-Frame Stand

# SOFTLITE

Brand:

Softlite Surfboards

Client:

Direct

Year:

2019 - 2022

Role:

In-House Designer

Project Type:

Branding, Packaging, Campaign Design

Deliverables:

Board designs, promotional campaigns

As Softlite's in-house designer, I spearheaded the creative overhaul of their surfboard line, refreshed board graphics, and launched compelling campaigns that resonated with surfers worldwide.



## Challenge

Softlite, a well-established surfboard brand since 2005, needed a fresh perspective to modernize their design language while preserving their legacy as a trusted name in accessible surfing. As their in-house graphic designer, I was tasked with managing all creative outputs for a small-to-medium company, encompassing product design, branding, and marketing. This included evolving the aesthetic of their signature surfboards to appeal to both beginner surfers and performance-oriented riders, while collaborating with major retailers like SurfCulture, Rip Curl, and Softboard Centre Hossegor. Balancing their rich heritage with vibrant, contemporary designs was critical to maintaining their competitive edge in the softboard market.

## Solutions

- Board Designs: Designed visually captivating surfboards, blending Softlite's playful branding with technical design features for models like the Chop Stick, Pop Stick, and Fish Stick.
- Brand Modernization: Introduced updated design elements for logos, packaging, and promotional materials, revitalizing Softlite's brand presence while respecting its legacy.
- Creative Ownership: Managed all creative deliverables, including digital and print advertising, catalogs, and social media content, ensuring a consistent and cohesive look across touchpoints.
- Cross-Team Collaboration: Worked closely with the product team to execute functional, user-friendly designs while consulting surf schools and ambassadors for feedback.

## Impact

- Elevated the brand's relevance by redesigning legacy board styles, helping Softlite maintain its position as a leader in the surfboard market.
- Strengthened partnerships with surf retailers through exclusive designs that boosted in-store visibility and sales.
- Improved customer engagement with playful, high-impact visuals that resonated with Softlite's core audience of younger surfers and beginners.
- Streamlined the production workflow by creating reusable templates for packaging and advertising, reducing design turnaround time.

**SOFTLITE**

In-house Designer

01. Chopstick/Popstick/Fishstick Series
02. Softlite Hybrid Series
03. Packaging Stickers
04. Collaborative Campaign Launch
05. Product Catalog - Pop Stick Spread
06. Leg Rope Packaging



01



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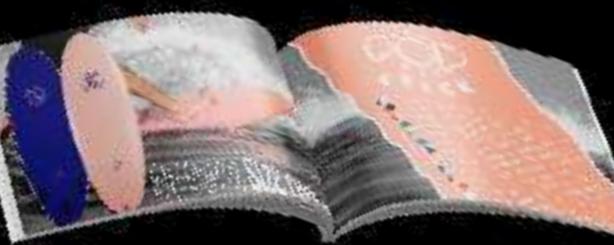
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# STEALTH

Brand:

Stealth Bodyboards

Client:

Direct

Year:

2019 - 2022

Role:

In-House Designer

Project Type:

Branding, Packaging, Campaign Design

Deliverables:

Board graphics, branded materials, promotional visuals

I redefined Stealth Bodyboards' visual identity, designing custom graphics for their boards and creating impactful campaigns that elevated their appeal within the competitive water sports market.



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## Challenge

As the in-house designer for Stealth Bodyboards, I was responsible for managing the creative production of a globally recognized bodyboarding brand while maintaining its established identity. My role required balancing bold, brand-consistent visuals with the distinct styles and needs of distributors, sponsored riders, and event organizers. This included refreshing logos for Team Rider Boards, such as the Golden Child Board, and designing promotional assets for global campaigns. Additionally, I developed packaging posters and created layouts for Movement Magazine. Producing rider videos involved editing raw footage to craft high-energy clips that aligned with Stealth's visual style while meeting the individual personalities of the athletes. The role also required collaborating with international distributors and navigating diverse global audience expectations.

## Solutions

- Redesigned Team Rider boards like the Golden Child Board, blending bold branding with performance aesthetics.
- Produced high-energy rider video edits, showcasing athletes while staying true to Stealth's ethos.
- Created packaging posters, magazine layouts, and branded event materials to maintain Stealth's visual presence across all touchpoints.
- Partnered with distributors and athletes to deliver cohesive designs adapted to global markets.

## Impact

- Elevated Stealth's global presence with cohesive visuals across print, video, and digital touchpoints, strengthening brand recognition.
- Boosted athlete visibility and engagement through high-impact rider videos and personalized promotional materials.
- Enhanced product appeal with refreshed packaging designs that resonated with customers and increased sales in retail spaces.
- Expanded international market reach by creating assets that aligned with distributors' local needs and cultural nuances.

**STEALTH**

In-house Designer

- 01. Golden Child Team Rider Board
- 02. Stealth Sessions - Rider Videos
- 03. Packaging Stickers
- 04. Event Branding
- 05. Product Catalog - Pop Stick Spread
- 06. Team Hoodie Design
- 07. Movement Magazine Layout

# MULLET

Brand:

Mullet Surfboards

Client:

Direct

Year:

2019 - 2022

Role:

In-House Designer

Project Type:

Branding, Packaging, Campaign Design

Deliverables:

Packaging design, board graphics, tone of voice

For Mullet Boards, I aligned their edgy, irreverent brand ethos with striking visuals, including custom board graphics, playful packaging, and a refined tone of voice that set them apart.



## Challenge

Mullet Bodyboards, renowned for its irreverent and edgy brand personality, tasked me with creating visually striking assets that could seamlessly embody its playful yet bold ethos. From designing logos and packaging to refreshing product branding, I needed to ensure Mullet's humor and distinct identity stood out in a competitive market. Working closely with distributors, event organizers, and sponsored riders, I developed assets tailored to diverse audiences while maintaining a unified global presence. With projects ranging from illustrated stickers and event materials to bold product catalogues, I helped Mullet push creative boundaries without losing sight of functionality or global appeal.

## Solutions

- Playful Illustrations: Hand-drew product care stickers and crafted irreverent packaging designs that embraced Mullet's daring and humor-filled tone.
- Brand Refresh: Designed FatCat and BobCat logos for signature models, bringing Mullet's playful personality into its key product lines.
- Bold Product Presentation: Produced a vibrant product catalogue to showcase Mullet's board lineup, combining bold designs with user-focused product details.
- Event Presence: Delivered an attention-grabbing tent design and supporting materials to elevate Mullet's visibility at events and competitions.

## Impact

- Amplified Brand Visibility: Reinforced Mullet's position as a leader in the bodyboarding market with designs that resonated globally.
- Enhanced Product Recognition: Boosted the appeal of signature boards like the FatCat through refreshed branding and bold aesthetics.
- Engaged Customers Creatively: Delivered playful assets like product stickers and packaging that connected directly with Mullet's customer base.
- Elevated Event Presence: Ensured Mullet stood out at industry events with cohesive and visually exciting materials.



In-house Designer

01. Product Care Stickers
02. Product Catalogue
03. Packaging Stickers
04. Event Tent Design
05. FatCat Board
06. Leg Ropes Packaging

02



03



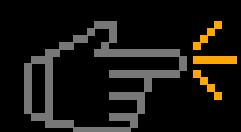
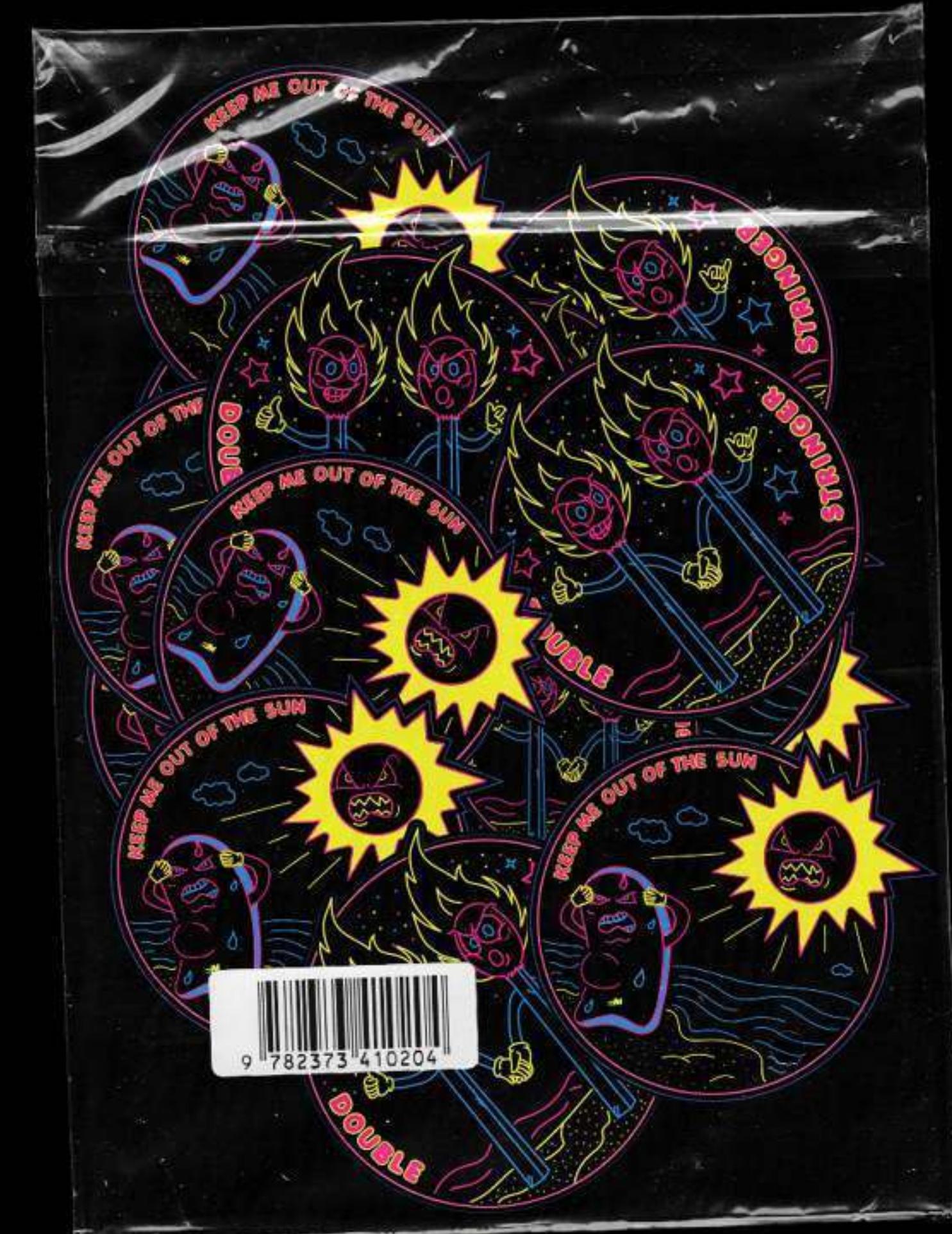
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Across various freelance projects, I delivered tailored designs and branding solutions for a diverse clientele, adapting seamlessly to each brand's unique requirements and exceeding their creative expectations.

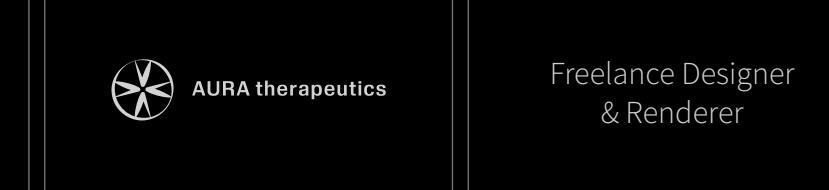




Allianz Retire+ collaborated with Essence to produce visually engaging animations that transformed complex financial concepts into approachable and relatable content. The materials addressed retirees' core financial concerns while reinforcing Allianz's reputation for stability and long-term security.

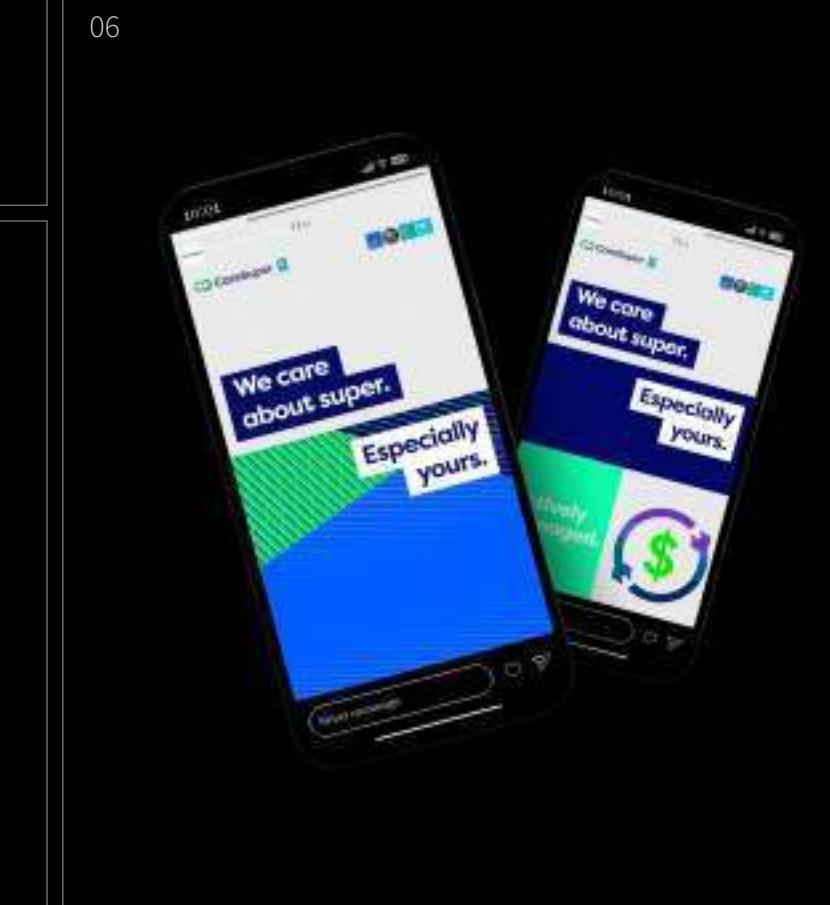
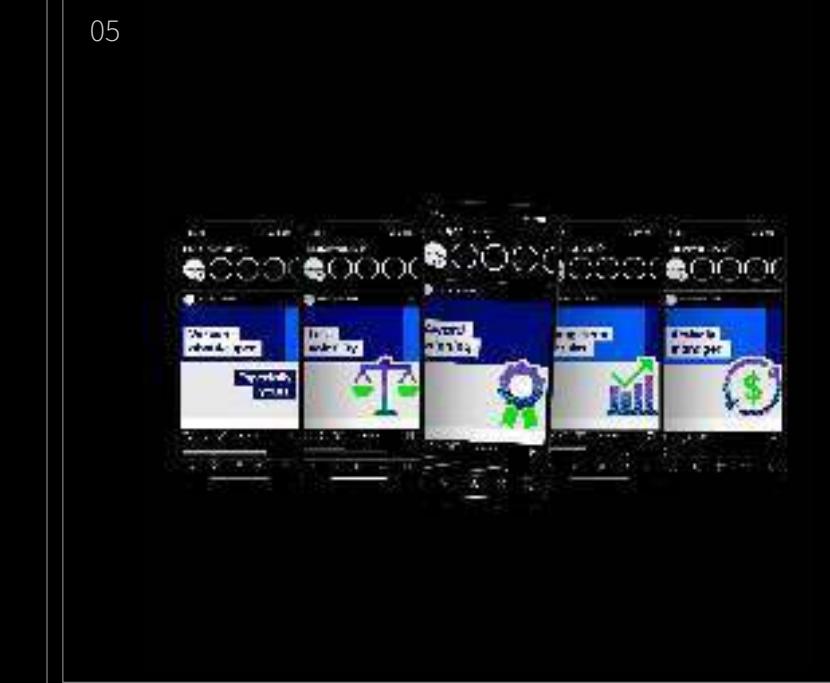
01. Motion graphics with custom illustrations  
02. Carousel series with custom illustrations

**Allianz Retire+**  
POWERED BY PIMCO



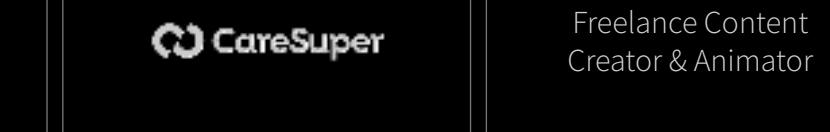
Aura Therapeutics needed precise, high-quality product mockups that adhered to strict industry and export compliance standards. These mockups, crafted entirely from scratch, combined sleek, modern aesthetics with practical functionality. This project showcased Aura's dedication to natural wellness, bolstering trust through refined, regulatory-compliant visuals.

03. High-resolution product renders  
04. Full product line renders



CareSuper's campaign, created in partnership with Essence, required animations and visuals that effectively communicated the brand's promise of financial security and support. The polished assets underscored CareSuper's dedication to helping members achieve their retirement goals, building trust and reinforcing the brand's caring ethos.

05. Motion graphics social swiper series  
06. Carousel campaign posts



03. High-resolution product renders  
04. Full product line renders



The Char's rebranding project included designing their now-iconic heart logo and revitalizing their online presence with a modern, user-friendly website. The redesign emphasized warmth and approachability, while also improving customer engagement. Beyond digital updates, tote bag merchandise expanded the brand's reach, creating a cohesive identity.

07. Bespoke website design with custom animations  
08. Custom Logo graphic pattern for apparel and merchandise



Undercard's "Run the Night" campaign needed bold, high-energy video content featuring rapid cuts, sharp transitions, and glitch effects to reflect the brand's edgy ethos. The visuals embodied Undercard's uncompromising attitude, resonating with their target gym audience. These striking, on-brand assets amplified the campaign's intensity and reinforced their distinctive identity.

09. "Run the Night" campaign video editing and motion graphics  
010. Reel version with accompanying swiper series



011. Women's Day campaign visuals story and carousel  
012. Vinyl album cover artwork for product inspired playlists



Verde + Remedy's innovative campaign turned their lip balm packaging into music-themed album covers, complete with Spotify playlists for each product. This bold concept celebrated inclusivity while resonating with their largely female customer base. Branding for their Women's Day campaign further highlighted empowerment and community connection.

011. Women's Day campaign visuals story and carousel  
012. Vinyl album cover artwork for product inspired playlists

There is a lot more that could be put in here but we are getting dangerously close to a 50 page document and no-one wants that. So, instead, I'm going to wrap this up



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