| Changes to be made | Completed |
| --- | --- |
| * Remove dot points from footer |  |
| * Body text needs to be change to style guide body font |  |
| * Remove github icon next to other social media icons on landing page |  |
| * Ensure all text is readable against background (eg. my logo - creative co) |  |
| * Change “Welcome” button to “Portfolio” |  |

Welcome! As a graphic designer, my approach to design is centred around creativity, clarity, and connection. With a passion for transforming ideas into visually compelling stories, I focus on crafting designs that not only look beautiful but also resonate with the people who experience them.

I’ve gained hands-on experience with a variety of design projects—from branding and web design to print and digital media. For me, each project is an opportunity to learn, grow, and push the boundaries of what design can do while working closely with clients to bring their ideas to life.

When working with me, you can expect a collaborative process where your vision takes centre stage. I’m committed to understanding your needs, goals, and unique challenges, ensuring that the final design reflects both your brand's identity and connects with your audience. I’m committed to delivering polished, professional designs that leave a lasting impression!

| Wild Betty | **Project: Billy’sBrew Beer Label – Wild Betty**The project brief was to design a unique craft beer label for Billy's Brew, a new Noosa-based brewery, targeting young, hip craft beer enthusiasts.The design solution incorporated a nautical theme with vintage-inspired illustrations and typography, ensuring a strong connection to Noosa's coastal culture. The challenge of standing out in a crowded market was addressed through custom die-cutting and embossing techniques. The central illustration depicts a hand drawn script and custom illustration of a powerful sea goddess. This dynamic imagery symbolises the wild nature of the sea and metaphorically conveys the boldness and complexity of the beer's flavours. The result is a memorable, locally resonant design that blends traditional sailor tattoo aesthetics with modern craft beer sensibilities. |
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| Elektrik Eel | **Project: Elektrik Eel Festival Website Design – Capturing the Pulse of the Underground**  For this project, I designed a website for Elektrik Eel Festival, a cutting-edge traveling electronic music festival. With a target audience of sophisticated electronic music lovers aged 20–35, the design reflects the festival's bold and edgy identity. Inspired by the themes of neon, electricity, and the underground music scene, the website incorporates striking visuals, sleek navigation, and a dynamic layout to evoke the energy of the electronic genres featured. |
| Design Jam | **Project: Magazine Layout and Adaptive Web Design – Stefan Sagmeister**  This project involved designing a two-page magazine layout and an adaptive web version of an article on influential designer Stefan Sagmeister. Drawing inspiration from Sagmeister’s bold, experimental style, I created layouts that reflect his innovative approach to design. The magazine spread combines dynamic typography and visual storytelling, capturing the essence of Sagmeister’s work. For the web version, I developed an adaptive layout optimised for desktop, tablet, and mobile devices, incorporating interactive features and seamless social media integration to enhance user engagement. The design celebrates Sagmeister’s creative spirit while ensuring accessibility and functionality across platforms. |
| Cinderella | **Project: Promotional Brochure Design – *Cinderella* Australian Ballet Tour**  As part of a university project, I designed a DL-sized promotional brochure for The Australian Ballet's national tour of *Cinderella*. Tasked with creating a high-quality, print-ready design using a two-color palette, I conducted extensive research on two-color printing techniques and contemporary brochure layouts. The final design effectively balances artistic elegance and modernity, aligning with the company’s commitment to excellence and spirited style. The brochure captures the timeless beauty of ballet while maintaining a cost-efficient and visually striking aesthetic. |
| Hismile | **Project: Hismile Flavoured Toothpaste Campaign – BotaniKiss (Morning Dew & Midnight Mist)**  For this live client brief with Hismile, I identified an untapped market need for natural-flavoured toothpastes tailored to morning and evening rituals. The result was *Morning Dew* (Elderflower Citrus) and *Midnight Mist* (Chamomile Cucumber), a premium set of toothpaste designed to enhance daily self-care routines. Inspired by the soothing and invigorating qualities of the flavours, the visual identity incorporated watercolour textures and abstract floral artwork to create a luxurious and enticing aesthetic. The campaign included cohesive branding, campaign imagery, and multi-touchpoint communication strategies, positioning the products as essential additions to a refined oral care experience. |
| Tote Bag | **Project: Faux Gallery Tote Bag Design – Unfold: A Celebration of Art Through Time**  For this project in the Visual Language of Design subject at Billy Blue Torrens University, I responded to a brief from Faux Gallery to create a tote bag design inspired by the style of renowned designer Milton Glaser. The exhibition, *Unfold: A Celebration of Art Through Time*, sought to honor influential artists and their timeless impact on design. My solution combined Glaser’s hallmark aesthetic—vibrant colors, organic shapes, and a playful yet sophisticated composition—with a modern and functional tote bag design. The final piece celebrates Glaser’s legacy while serving as a versatile and memorable keepsake for gallery attendees. |
| Boost Juice | **Project: Boost Juice Rebrand – Adapting to an Evolving Market**  This project involved rebranding an organisation to reflect its growth and evolving identity while maintaining relevance to its target audience. I chose Boost Juice, a brand synonymous with health and vitality, as my client. Through in-depth research, I explored the brand’s core values and evolving market trends. Using iterative sketches and concept development, I refined my strongest idea to create a dynamic, modernised brandmark. The new design retains Boost Juice’s energetic essence while incorporating a fresh, contemporary aesthetic that resonates with both loyal customers and new audiences in a competitive marketplace. |
| Paris Poster | **Project: Advertising Poster Design – Unfold: A Celebration of Art Through Time**  In response to a brief from Faux Gallery, I designed a global advertising poster for the exhibition *Unfold: A Celebration of Art Through Time*. Tasked with showcasing the essence of Paris, I focused on its iconic status as the fashion capital of the world. The design draws inspiration from the bold, playful spirit of the Moulin Rouge and integrates architectural motifs, such as the Eiffel Tower, with a cheeky, avant-garde twist. This poster celebrates Paris as a timeless epicenter of creativity and design, embodying the theme of a global celebration of art through time. |
| Katie Rose Cottage | **Project: Katie Rose Cottage Rebrand – A Modern Identity with Warmth and Dignity**  For this project, I rebranded Katie Rose Cottage, a Sunshine Coast-based hospice, to better reflect its compassionate mission and values. The aim was to create a visual identity that conveyed warmth, dignity, and respect while embracing a modern aesthetic. The rebrand included designing a new logo, developing a cohesive style guide, crafting custom icons, designing a user-friendly website, and creating relevant touchpoints. The final outcome strikes a balance between contemporary design and heartfelt sensitivity, enhancing the organisation’s connection with its community and reinforcing its role as a place of care and comfort. |
| Aurum Flour | **Project: Flour Packaging Redesign – Pop Art Meets Baking as an Art Form**  For this project, I reimagined the packaging for flour to appeal to consumers who view baking as an art form. Drawing inspiration from pop art, I created a bold and vibrant design that celebrates creativity and elevates the baking experience. The product was named *Aurum Flour* to evoke the concept of “golden flour” and the idea of achieving “golden bakes.” The redesigned packaging focused on functionality, reducing mess and enhancing usability, while maintaining a visually striking appearance. The result is a product that combines practicality with artistic flair, standing out on shelves and connecting with passionate bakers. |