

# NAOMI ETHERIDGE

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## EDUCATION

St James' Secondary College,  
Bolton, UK  
2010 – 2013

Lavalla Catholic College,  
Traralgon, Australia  
2013 – 2016

Monash University Caulfield Campus  
(*Bachelor of Communication Design*)  
2017 – 2019

## VOLUNTEERING

Monash University DanceSport Club  
Publicity Officer 2018  
President 2019

Remar and MYM (Marist Youth Ministry)  
2014 – 2017

Monash Mental Health Champions  
2018

## WORK EXPERIENCE

The View From Here, Traralgon  
December 2016 (one week)

Stockdale and Leggo  
April – September 2019

Freelance Work  
Sporadic

Bespoke Maps & Data: one month  
TRASHTALK Magazine: October – present

## REFERENCES

Ariane Ang  
0455 245 774 • yanminariane@gmail.com

Georgia Braun-Hutchison  
0434 970 727 • design@stockdaleleggo.com.au

Anna Thomas  
0424 931 775 • athomas@stockdaleleggo.com.au

## OTHER AWARDS

VCE Completion  
November 2016

Certificate III in Interactive Digital Media  
November 2016

Accredited Mental Health First Aid  
September 2017

Rotary Youth Leadership Award  
October 2017

SafeTALK  
February 2018



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MONASH DANCESPORT IDENTITY

# PERFORMANCE NIGHT 2018

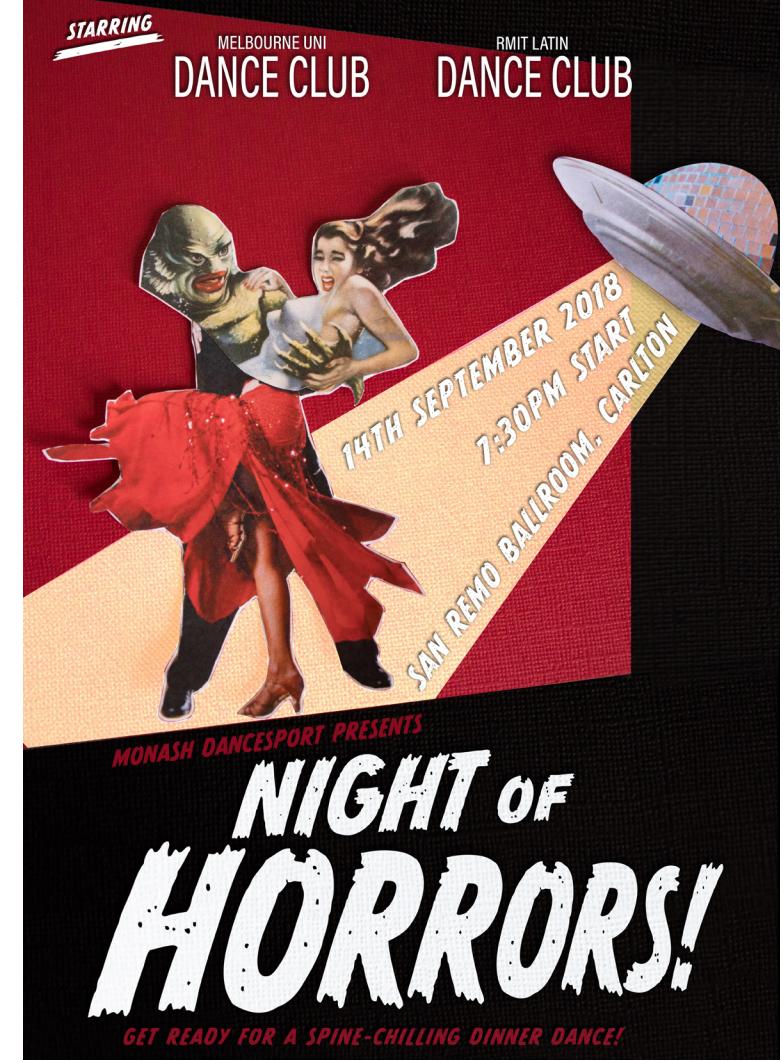


GLEN EIRA AUDITORIUM

21ST SEPTEMBER, 6PM START

\$10 EARLY BIRD, \$15 AT DOOR

TICKETS CAN BE PURCHASED AT THE MDS DESK OR AT THE DOOR.  
LIGHT REFRESHMENTS SUPPLIED FOR SPECTATORS.

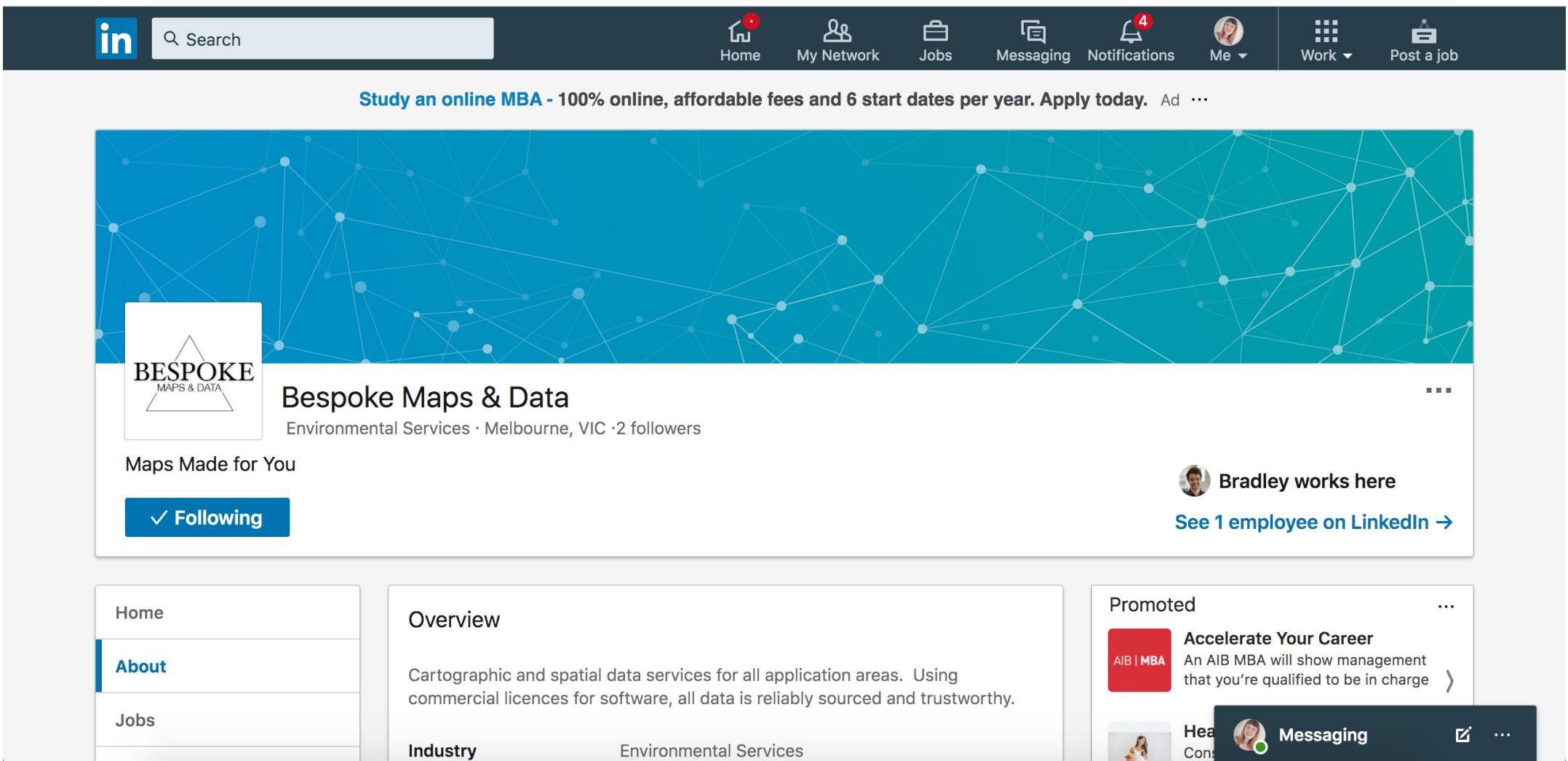


I was elected to be Publicity Officer for Monash University Dancesport Club for 2018. My role was to design for and market various events and classes that the club ran. I started the year by creating a new logo for the club (previous page), but my main work was through event posters.

You can find the video promotion that accompanied the "Night of Horrors" poster [here](#).



**BESPOKE**  
MAPS & DATA



The image shows a LinkedIn company profile page for 'Bespoke Maps & Data'. The header features a navigation bar with links for Home, My Network, Jobs, Messaging, Notifications (with 4 notifications), Me, Work, and Post a job. A search bar is also present. A banner at the top promotes an online MBA program.

**Bespoke Maps & Data**  
Environmental Services · Melbourne, VIC · 2 followers

Maps Made for You

✓ Following

Bradley works here  
See 1 employee on LinkedIn →

**Home**

**About** (selected)

**Jobs**

**Overview**  
Cartographic and spatial data services for all application areas. Using commercial licences for software, all data is reliably sourced and trustworthy.

**Industry** Environmental Services

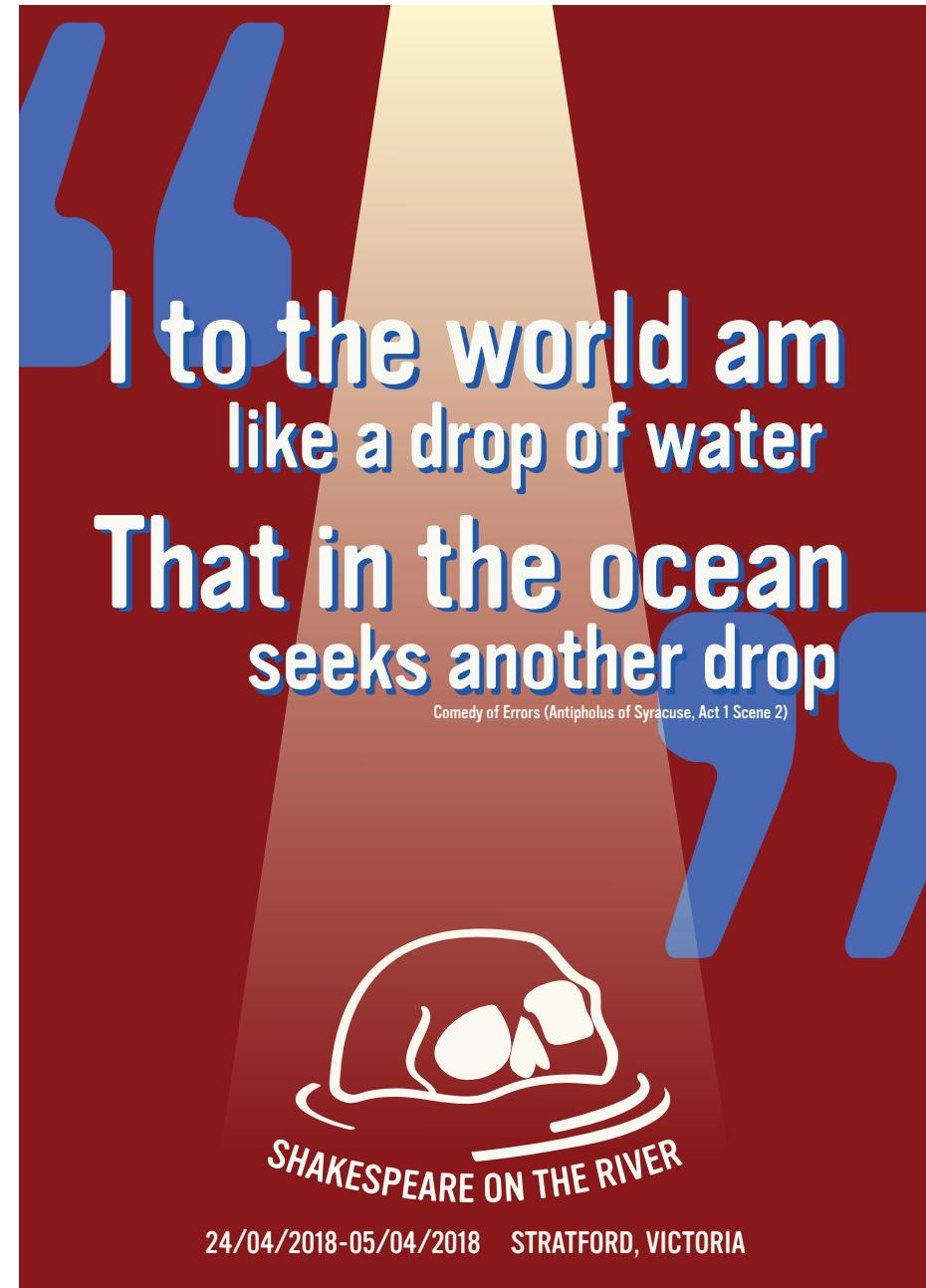
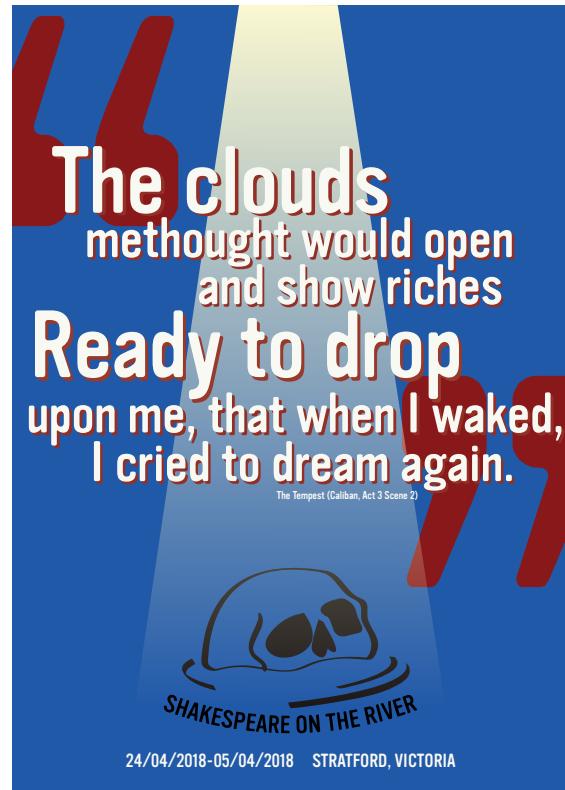
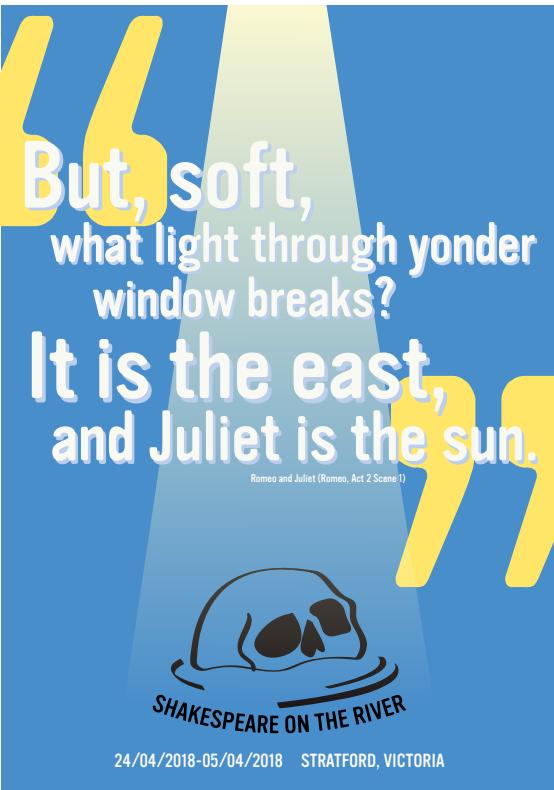
**Promoted**  
**AIB | MBA** Accelerate Your Career  
An AIB MBA will show management that you're qualified to be in charge ➔

**Headlines** **Messaging** **Cons...**

Earlier this year I was approached by a young, freelance cartographer to create a logo for his freelancing business, Bespoke Maps & Data. He requested something simple and classic that also spoke about the kind of work he does. The triangle represents markers commonly used by cartographers to help with accuracy when creating maps.



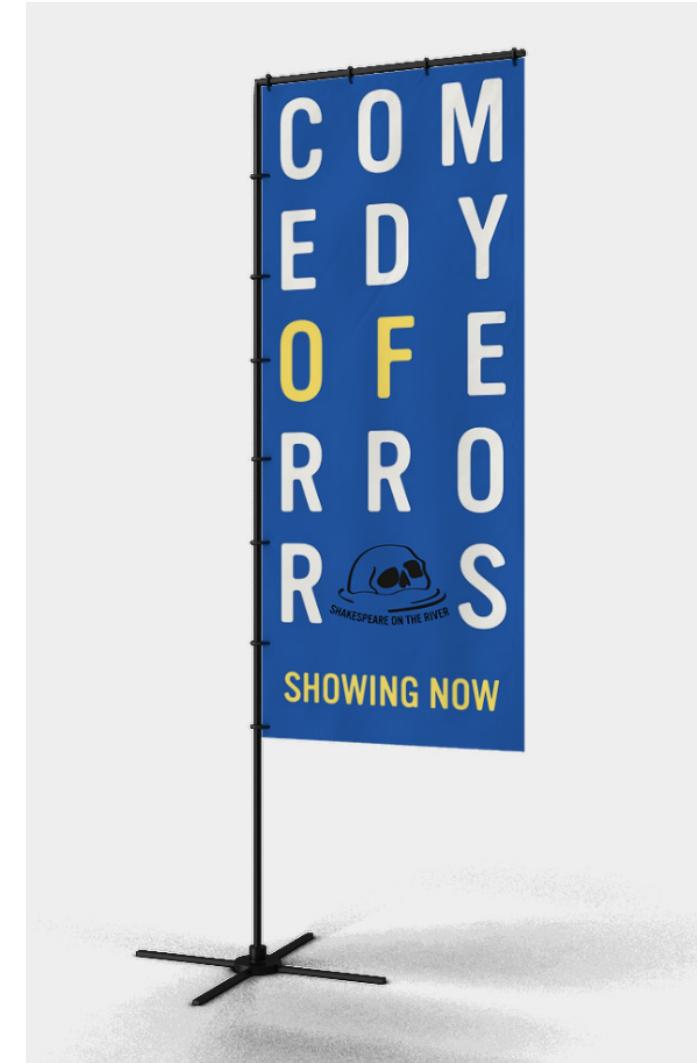
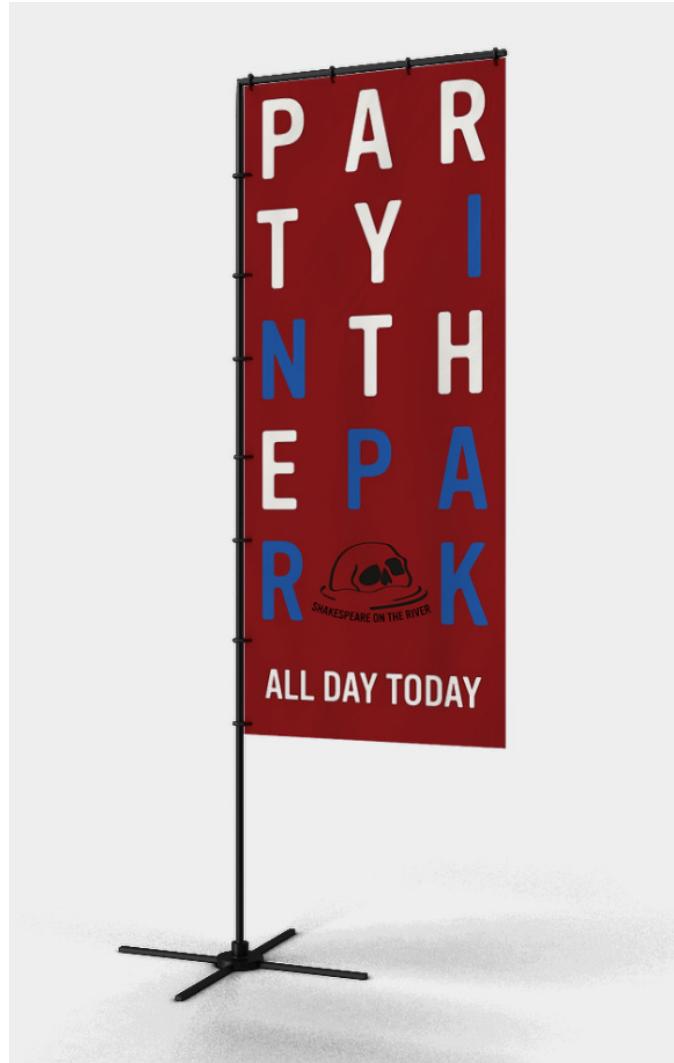
**SHAKESPEARE ON THE RIVER**





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SHAKESPEARE ON THE RIVER FESTIVAL IDENTITY



In reference to the programme, each event has a flag coloured blue (for plays), light blue (for food events) and red (for miscellaneous events).

# Short Reads Book Club

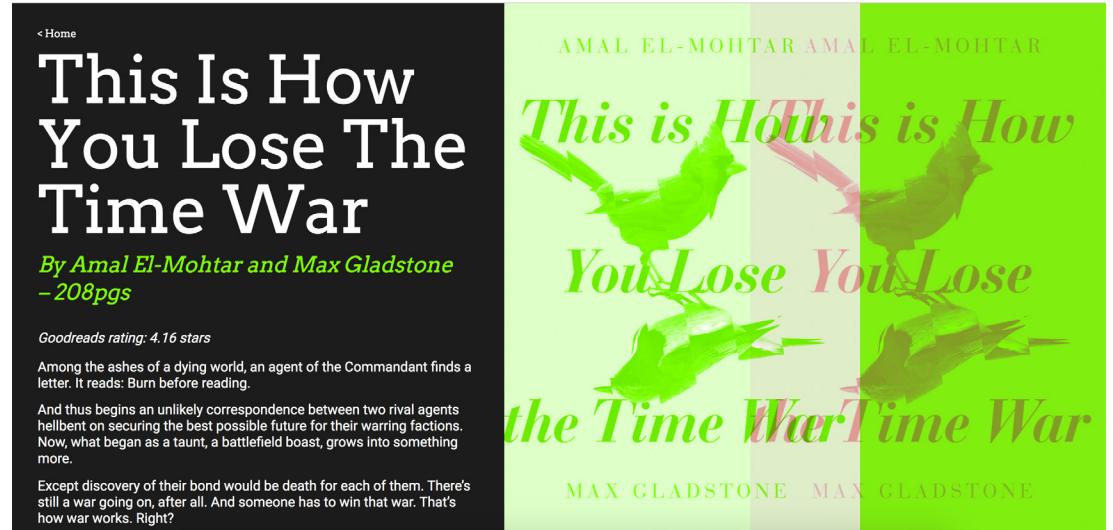
This Month's Books

About

Archives

Challenges

Send us a suggestion



The “Short Reads Book Club” was a website created with time poor students in mind. It offers a platform for them to discover new books with less than 300 pages in a variety of genres, as well as the opportunity to challenge themselves to read more – encouraging mindfulness in stressed students.

It is also linked with Goodreads – a site where there is a further community of book lovers, where readers can leave a review and discuss more about books.

This website can be found [here](#).

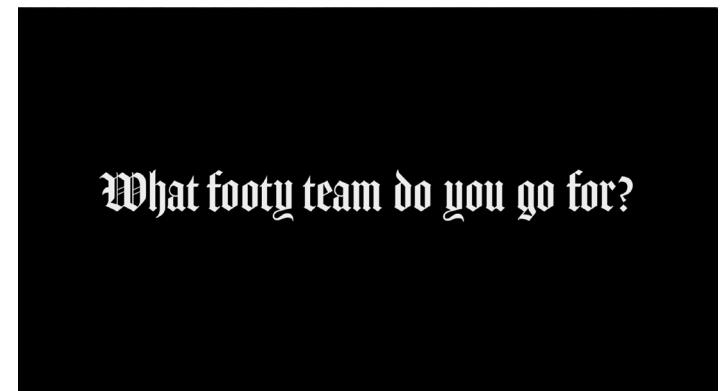
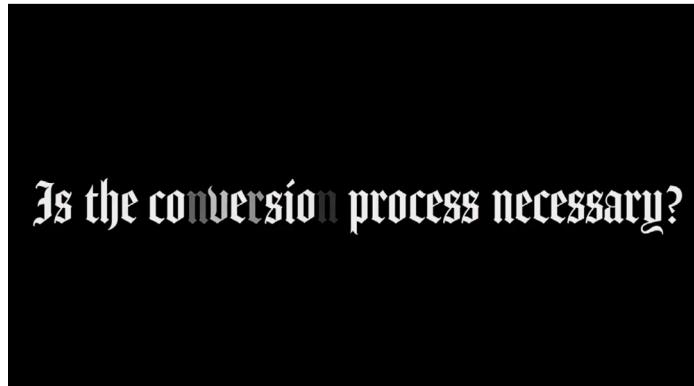
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index.html
1 <!DOCTYPE html>
2 <html>
3   <head>
4     <meta charset="UTF-8">
5     <meta name="viewport" content="width=device-width,initial-scale=1">
6     <title>SHORT READS</title>
7     <link rel="stylesheet" href="assets/css/reset.css" type="text/css">
8     <link rel="stylesheet" href="assets/css/main.css" type="text/css">
9     <link href="https://fonts.googleapis.com/css?family=Roboto&display=swap" rel="stylesheet">
10    <link href="https://fonts.googleapis.com/css?family=Arvo" rel="stylesheet">
11    <script src="assets/js/jquery-3.4.1.min.js"></script>
12    <script src="assets/js/main.js"></script>
13  </head>
14  <body>
15    <!-- DO NOT REMOVE ABOVE -->
16    <!-- start here -->
17    <div class="grid">
18      <div class="left">
19        <div class="left-content">
20          <h1>Short Reads Book Club</h1>
21          <br><br><b></b>
22          <h2 class="btn-books">This Month's Books</h2>
23          <br>
24          <h2 class="btn-about">About</h2>
25          <br>
26          <h2 class="btn-archive">Archives</h2>
27          <br>
28          <h2 class="btn-challenge">Challenges</h2>
29          <br>
30          <h2 class="btn-suggestion">Send us a suggestion</h2>
31        </div>
32      </div>
33    </div>
34  </div>
35
36  <div class="right">

```

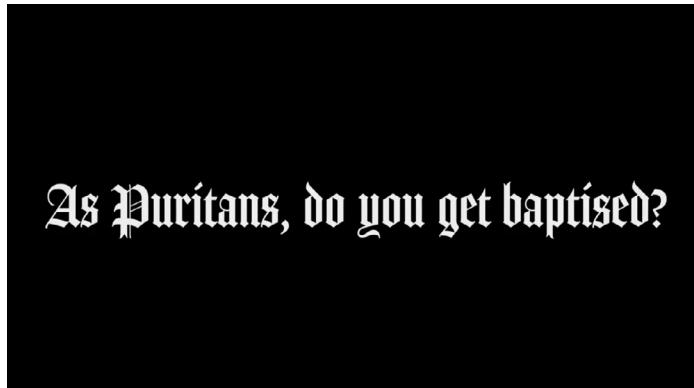
Line 1, Column 1      I master      Tab Size: 4      HTML

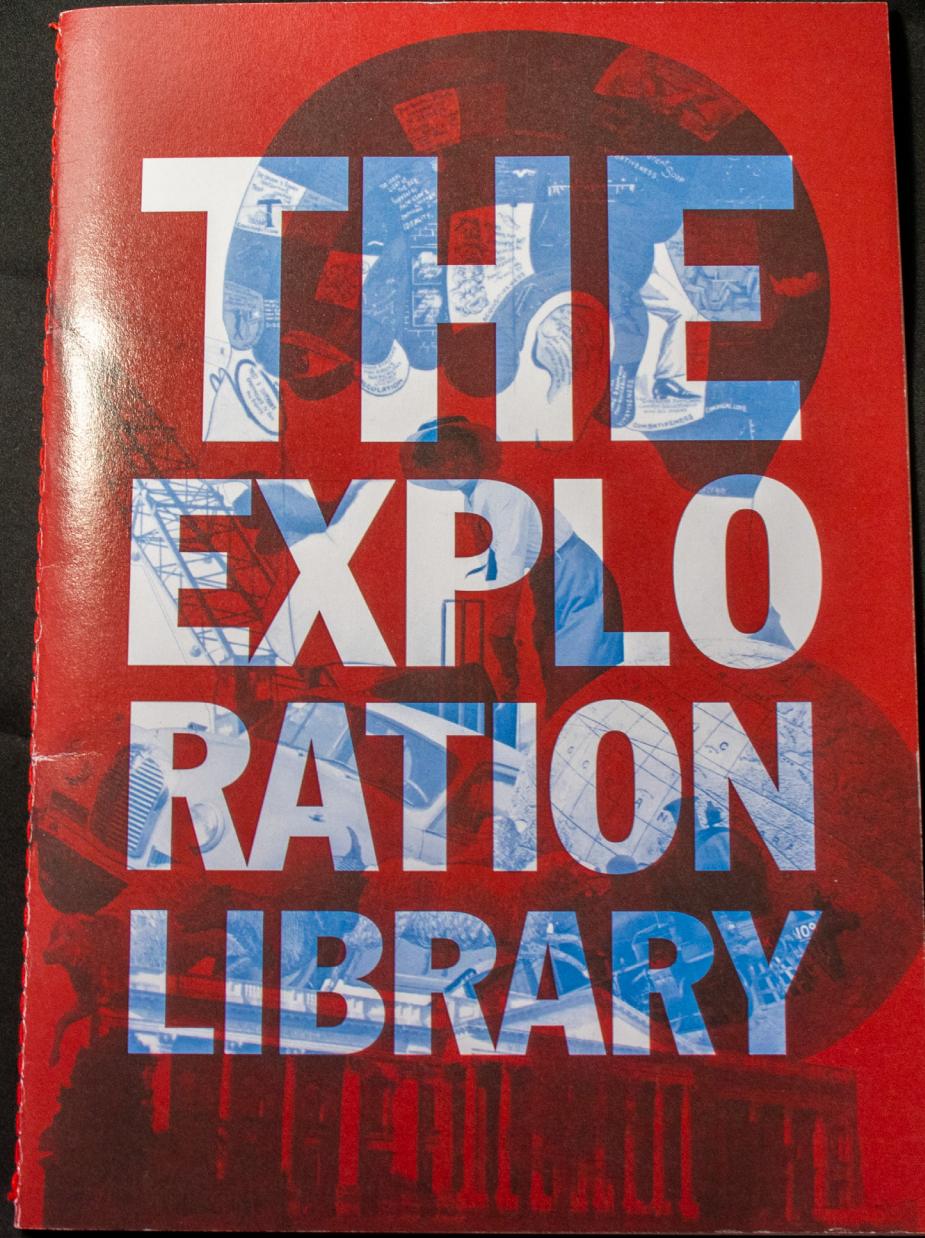
Where did all the  
Puritans go?



For this brief, we were asked to document a wikipedia page in a form of design. I created a mockumentary in a "You can't ask that" style that questions so-called modern-day Puritans what they believe in and why they died out.

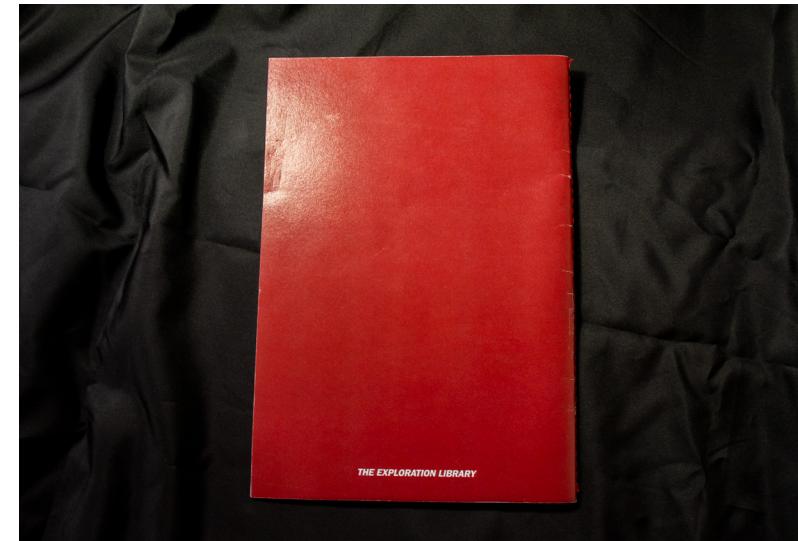
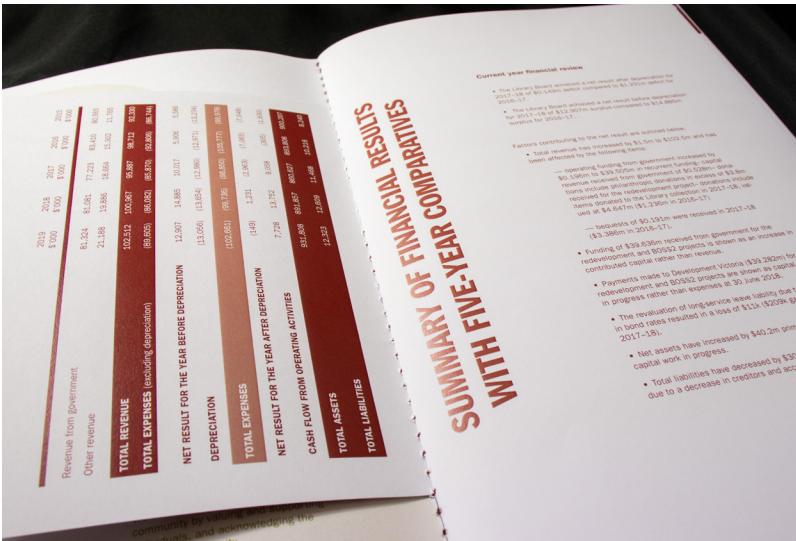
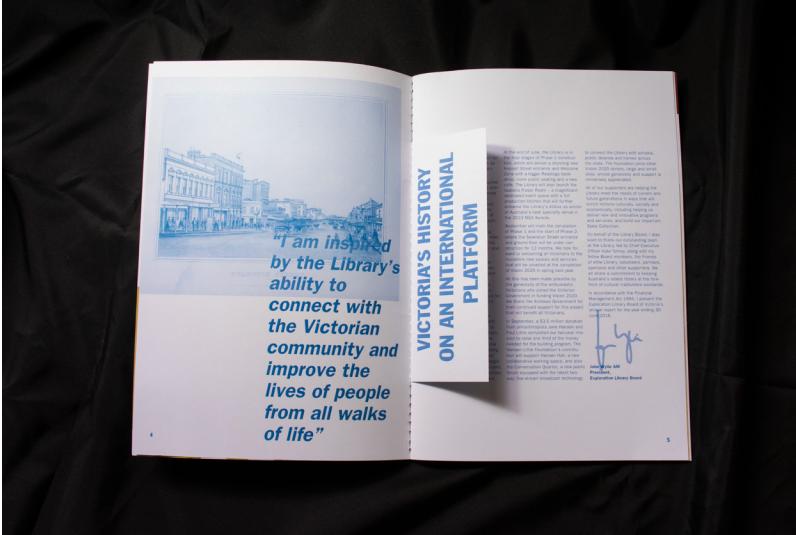
You can find this video [here](#).





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THE EXPLORATION LIBRARY ANNUAL REPORT

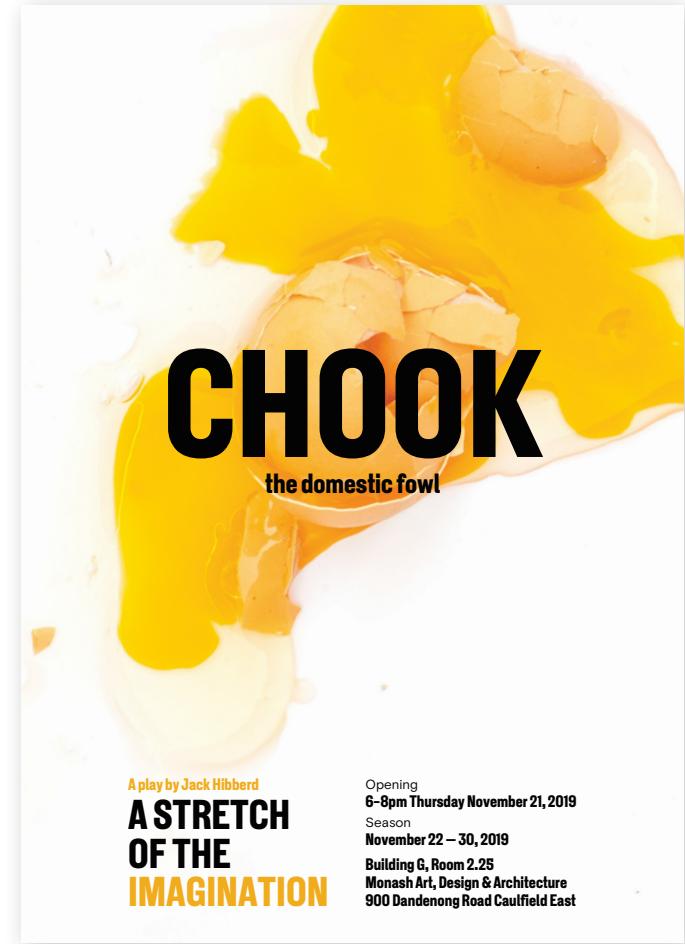
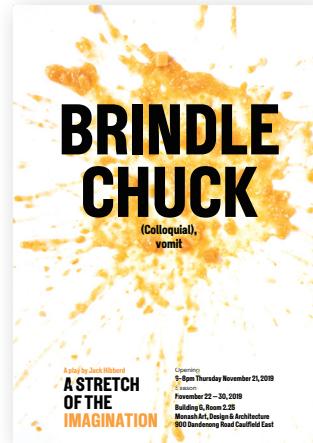
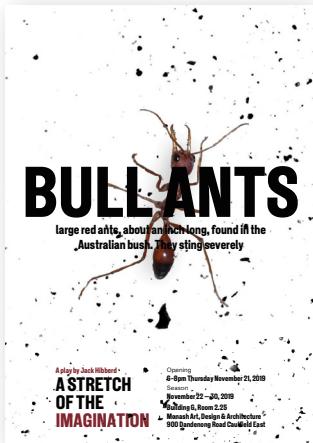
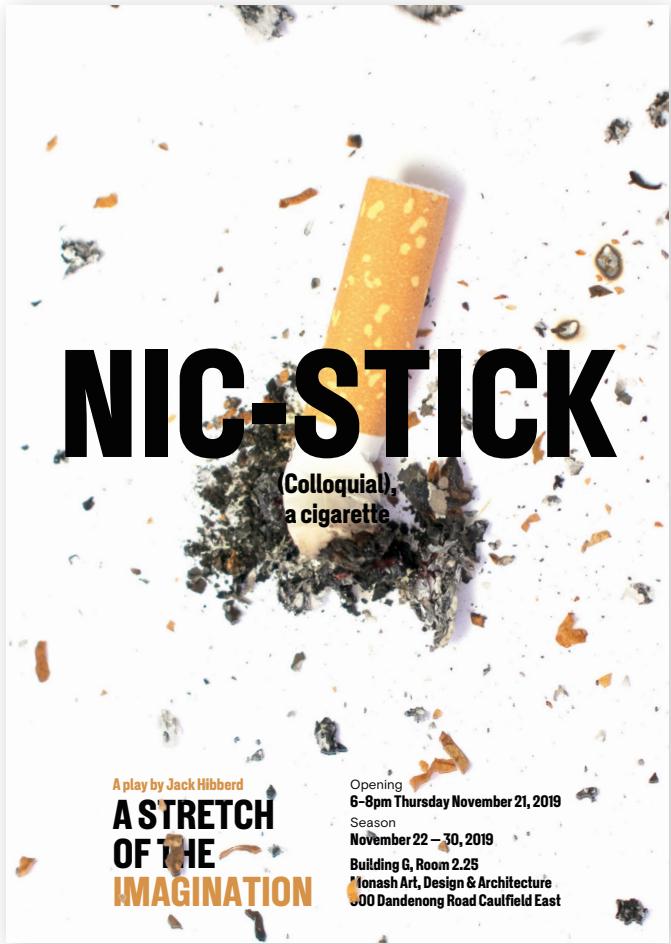


This is a shortened annual report based off of the State Library of Victoria's annual report for 2018. The brand name has been changed and slightly altered to allow us to create a new identity.

# NIC-STICK

A close-up photograph of a cigarette butt lying on a surface covered in ash, debris, and small pieces of burnt material. The cigarette butt is positioned vertically in the center of the frame, with its burnt end at the bottom and the filter pointing upwards. The background is a stark white, making the dark ash and the yellowish-brown filter stand out.

**(Colloquial),  
a cigarette**



For my final studio, I created an identity for a 1970's Australian play, *A Stretch of the Imagination*. Australian theatre capitalises on mundanity, and I wanted to show that in my posters. *Stretch* in particular uses Australian vernacular very strongly throughout, and even has a glossary at the back of the script, which I have made use of heavily in the identity. It allowed me to create a series of posters rather than just one.

You can find accompanying teaser videos at [1](#) [2](#) [3](#) [4](#)



9 000 263 346 72 3445 0

Building G2.25, Monash Art, Design and Architecture  
900 Dandenong Road, Caulfield East  
Thurs 21 November 2019 07:30PM

Seat  
**H16**

Seat No.  
**H16 - G.2.25**

21 November 2019  
07:00 PM  
\$15.00

Monash Art, Design and Architecture  
presents

## A STRETCH OF THE IMAGINATION



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07:00 PM  
\$15.00

Monash Art, Design and Architecture  
presents

## A STRETCH OF THE IMAGINATION



**NIC-STICK**

(Colloquial),  
a cigarette



**CHOOK**

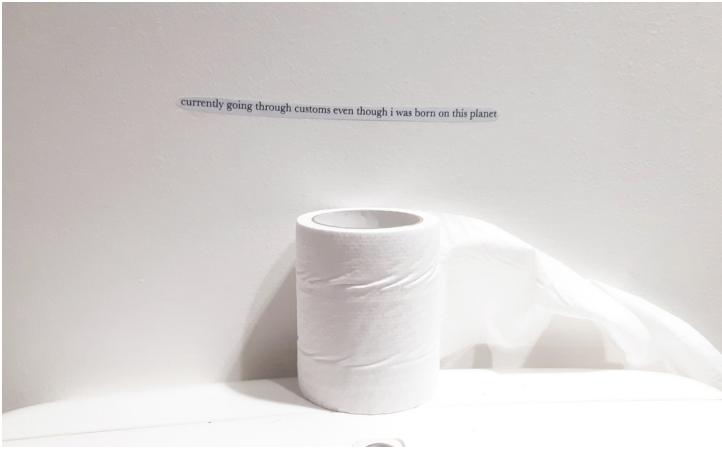
the domestic fowl



**BULLANTS**

large red ants, about an inch long,  
found in the Australian bush.  
They sting severely





This brief asked us to take a public webpage and publish it physically without it being a book. So I took Jaden Smith's twitter feed (known for his "woke" and strange quotes) and turned them into stickers that I placed in areas where graffiti and other "woke" quotes may be seen.

A big part of this project was shock factor, and to get people asking about it. Since these stickers have been placed in bathrooms around Monash University Clayton and on people's possessions, I have heard a lot of feedback that people have commented and been bemused by them.

THANK YOU!