

*syd*  
**BROSS**

# **PORTFOLIO OF WORK**

# Hi, I'm Sydney!

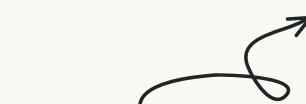
I specialise in brand design, social media design and print, with strength in illustration and photography.

I am originally from Canada, but have chosen a life in sunny Perth.  
I do not miss scraping ice off my car!

I spend a lot of my free time rock climbing, painting, going to  
concerts, running and hiking.

I believe that great design is a collaborative effort, and I thrive on  
working closely with clients to achieve meaningful results.

In this document you'll find my portfolio of design work from the  
last couple years. I look forward to working with you!



*Me, enjoying not  
scraping ice off my  
car in Vancouver*

**CLAIRE SEEBER**  
leadership and career consultant + coach

## Corporate Solutions

HELPING YOU ATTRACT, NURTURE + DEVELOP YOUR TALENT POOL.

FEMALE ELEVATE SPONSORSHIP PROGRAM

### How It Works

This program is designed for Organisations looking to increase the advancement of their female talent internally. Retain their top talent and emerging female talent, and engage in a deeper conversation around the unique challenges and barriers facing female leaders.

- Hands on, immersive career accelerator and self leadership program for aspiring and emerging female leaders
- Built upon the proven 5 key career pillar formulae for sustained success
- Playshop with your Senior Executives and Internal Male Allies, answer a Q&A on how they can practically continue to support and drive stronger diversity and inclusion within your organisation.

Key Outcomes

- Your female talent feel genuinely valued and invested in, with genuine opportunities for growth
- Increased job satisfaction and employee engagement
- Improved employer brand
- Stronger talent pipeline
- Opportunity for your male allies to get involved and increase their own leadership through advocacy for the program and its participants
- Stronger demonstration of a commitment to diversity and inclusion within your Organisation.

PROGRAMS

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**So, what's the solution?**

To sustain the engagement of a workforce, more than just a flare gun is needed. This is where most programs fail. There is an investment in time and passion, but it is then not sustained.

The sweet spot of sustained success comes from the purposeful integration of three key areas. My "Advance" formula brings together these key elements required for sustained engagement and outcomes.

OUTCOME: RETAIN + (GENUINELY) ENGAGE YOUR TALENT.

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1-DAY GO GETTER IMMERSIVE

### How It Works

One day in person or virtual immersive and interactive workshop with your high potential talent and emerging leaders.

### Who Is It For?

Organisations who want to support, motivate, retain and develop their top talent in a 'talent tight' market.

Teams who are ready to come together and understand more about how they leverage their strengths together, and build off each other's knowledge, motivations and skills.

PROGRAMS

### Your Investment

Your Investment into keeping your Top Talent - \$8,500 + GST

### Win Win

We understand that many leaders haven't gone to the school of leadership - they've learnt as they've grown in their roles, and often relied on habits and behaviours they have observed along the way.

This one day intensive provides your talented future leaders with an entry into the skills, mindsets and strategies they need to be aware of to lead themselves, their teams and your organisation. Best of all - as a leader, you get to keep the people that you don't want to lose.

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INTERESTED IN HOW WE CAN DRIVE A MORE ENGAGED, PROACTIVE AND RESILIENT WORKFORCE TOGETHER?

## Reach Out & Let's Connect!

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THOSE AT THE TOP OF THE MOUNTAIN DIDN'T FALL THERE

CLAIREE SEEBER

**Losing great talent is an expensive exercise.**

On average, it costs organisations two to three times the departing employee's annual salary to replace an individual, and over 12 months to get a new team member up to the same level of productivity.

The cost doubles and triples if it's high potential talent you're losing.

Top talent, high performers and emerging leaders are in HIGH DEMAND, so it's incumbent on organisations to consistently explore ways to grow, nurture, engage, motivate and retain them.

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## Practical Application

With three solutions tailored to your Organisation's unique engagement needs and priorities, you can feel confident that you'll be empowering your top talent, motivating your high potentials, developing your next generation of leaders, and retaining the diversity you need to succeed.

- Uncover the next level of talent in your organisation and future-proof yourself with a strong succession plan.
- Unleash Self-starters: Elevate and grow the performance of your most promising individuals through a purposefully designed framework. Our Go-getter leadership programme will push them to new heights, fostering a culture of curiosity and learning, and ensuring their sustained contributions.
- Develop Emerging Leaders: Secure the future leadership of your company by strategically guiding your Emerging Leaders to lead themselves first. Our programs ensure your best talent remains committed to your organisation, contributing within the organisation, contributing to your long-term success.
- A Retention Solution: Retaining top-tier talent and ensuring diversity is a shared responsibility. We provide a remedy, addressing the critical need to keep your best professionals engaged, motivated, and deeply aligned with your company's vision.

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**We know that great leadership isn't often something we are just born with. It is developed. Grown. Nurtured and valued.**

And yet, in the chaos of the world we continue to operate, we tend to forget this. We EXPECT that our employees just know how to lead themselves, or even more so, how to lead others and how to lead for organisational outcomes.

They say employees leave organisations because of bad managers, and although this is true, I have another belief.

I BELIEVE EMPLOYEES LEAVE ORGANISATIONS WHEN THEY'EVE LOST HOPE.

HOPE that they can actually have an impact.  
HOPE that better days are coming.  
HOPE that the opportunities they heard so much about, actually exist. And,  
HOPE that the organisation sees them. Hears them. And values them.

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# Claire Seeber

## DOCUMENT/LAYOUT DESIGN

Collaborating with Claire was an absolute treat. She is a career coach, speaker, and the face behind Eating Your Cake Too - a community for corporate women to excel and have fun while doing it.

This project was developed after a recent rebrand, and we knew this corporate offerings document had to pop.

I wanted to make sure that this wasn't any old boring offerings pack, because Claire is absolutely not any boring person! I created layouts that were intriguing, yet still easy to digest. All while bearing in mind the final viewer - higher ups in corporate spaces.



# Various Clients

## SOCIAL MEDIA DESIGN

Through the years I have assisted businesses in utilising their brands appropriately and consistently across several mediums, including social media.

I have also been in charge of social media optimisations when companies rebrand, this includes ensuring that all social media profiles (FB, IG, LI, YT, GMB) consistently reflect their new brand.

I always ensure to provide easy to use templates, clear brand guidelines to follow, and direction for imagery.

I have designed social media tiles for a range of industries, including farm supplies, restaurants, retail, career coach, and much more.



# Amazing South Coast Magazine

## PRINT/LAYOUT DESIGN

I had the opportunity to collaborate with Amazing South Coast and the Great Southern Weekender to create the 2022 Amazing South Coast Tourism magazine.

The brief was fun, rugged, outdoorsy, and colourful.

Through this project, we sought out local photographers to feature, wrote up informative and exciting copy, and laid out all content in an engaging yet easy to read way.

This magazine was available for free in countless tourist destinations throughout Western Australia to encourage travel in WA's south west regions.

# Flawless Smiles

## BRAND DESIGN

The image displays the Flawless Smiles brand design assets. It includes:

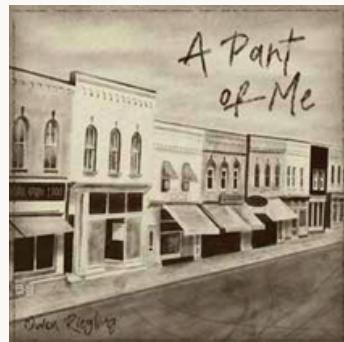
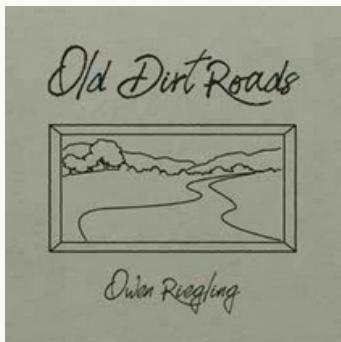
- Logo:** "Flawless Smiles" in a white monoline script font next to a white tooth icon, with "Teeth Brightening" in a smaller sans-serif font below it.
- Business Card:** A white card featuring the logo and "Teeth Brightening".
- Brand Guide:** A template for an "Easy Brand Guide" showing color swatches (Baby Blue, White, Dark Gray, Light Gray), font examples (Palm Canyon Drive, Avenir Pro Extra Light, Avenir Pro), and other design notes.
- Social Media Post:** A template with the text "Smile." and a photo of a woman laughing.

This brand design for Flawless Smiles is fresh, minty, and smooth.

Rubeena is the owner of Flawless Smiles, and she is a classy lady who wanted a classy, clean design.

I took inspiration from 1950s ads with a light and retro monoline script, which makes the logo feel nostalgic, clean and trustworthy.

She was provided with a quick and easy brand guide, and we also created a simple, modern, punchy ad.



# Owen Riegling

## ILLUSTRATION/ ALBUM ART

Owen Riegling is a country music artist from a small town in Canada.

He has become very successful over the last few years, winning the Emerging Artist award at a country music festival, signing with Universal Music, and amassing over 1 million monthly listeners on Spotify.

His logo represents a rugged small town musician, and his album art includes a series of illustrations that have a folky, sketch book feel to further portray his small town music.

# Lions Club Convention ‘23

## PRINT/LAYOUT DESIGN



This information booklet was such a blast to work on.

The Ripley Lions Club was looking for something more exciting than the usual.

They wanted to get people excited to come to their convention the following year.

I worked with them to come up with a super fun, celebration style design for their booklet this year.

Using lighter and fresher versions of the Lions Club colours, this design will get people very excited to get together with their peers and celebrate what they're a part of.

# Fitness With Amy

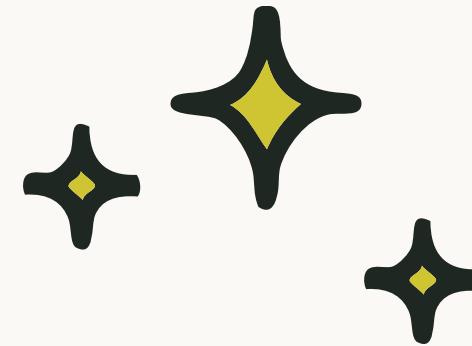
## LOGO DESIGN



A pillar in the community, Amy was a fitness instructor who just wanted to make people love their bodies.

She wanted a logo for her personal training that people would recognize. Something upbeat and happy and strong.

This logo portrays all the hard work she put into taking care of her own body over the years, and is an easily recognizable symbol for all. Rest in Peace to my lovely mum 1977-2019.



# Thanks for looking!

I would love to hear from you!

Send me an email:

[sydbross@gmail.com](mailto:sydbross@gmail.com)

Chat soon!

syd  
**BROSS**