

Portfolio

2023

Packaging

ewool

Product Launch Packaging

Ewool, creators of innovative and powerful heated clothing, approached me to develop materials for the launch of their newest products. The launch required clean minimalist packaging design, social media posts, advertising designs, and email marketing to promote the new products and increase brand awareness.

The main challenge was to create a cohesive and minimalist design that would effectively communicate the power and innovation of the new products, while still being visually appealing and easy to understand. Additionally, the designs needed to be adaptable for use across different mediums.



Iconography

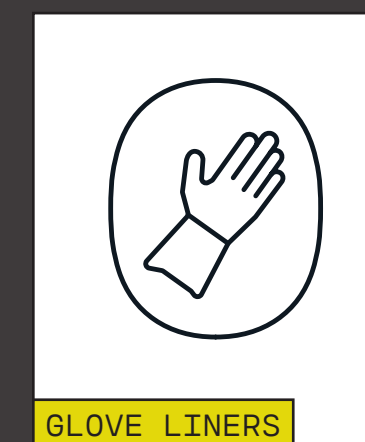
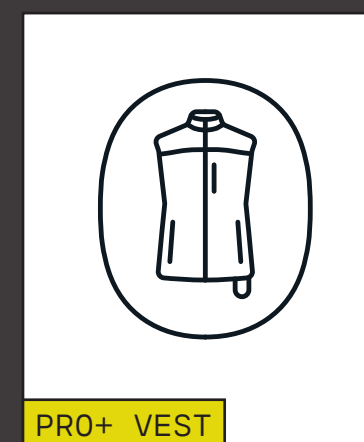
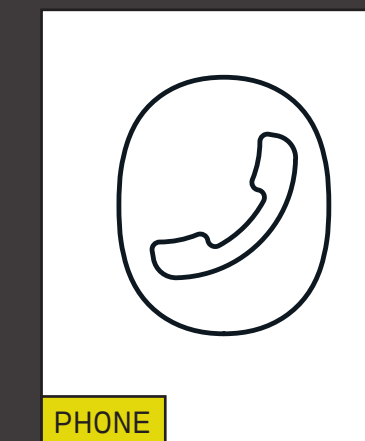
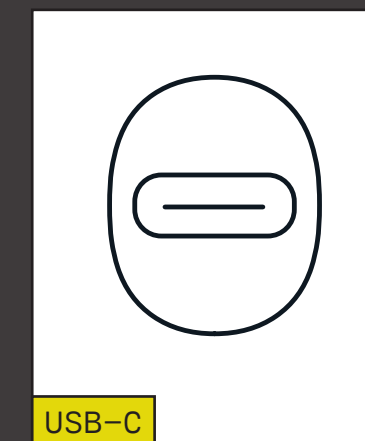
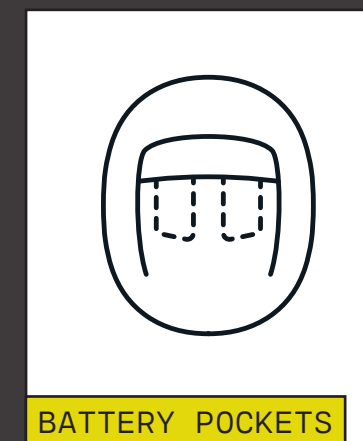
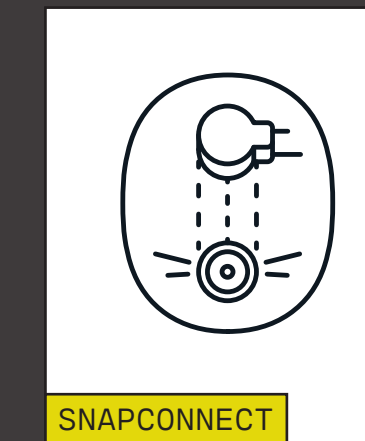
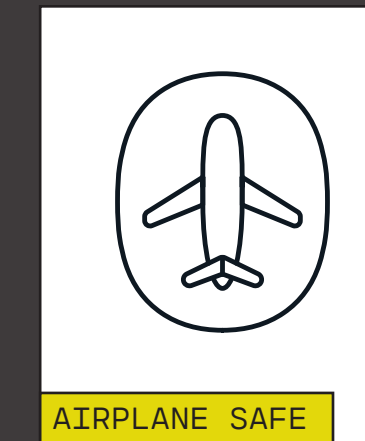
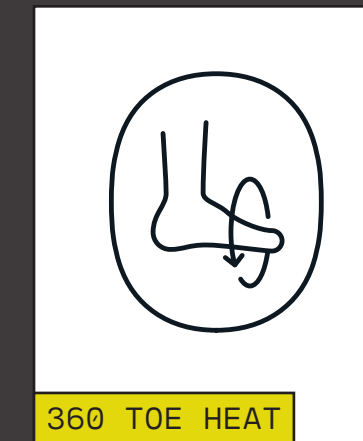
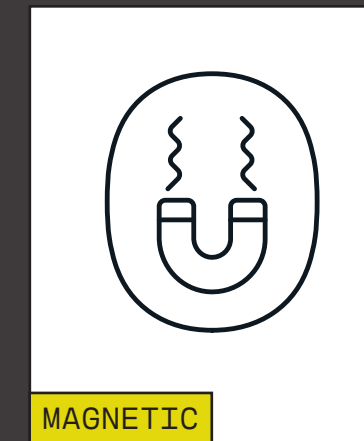
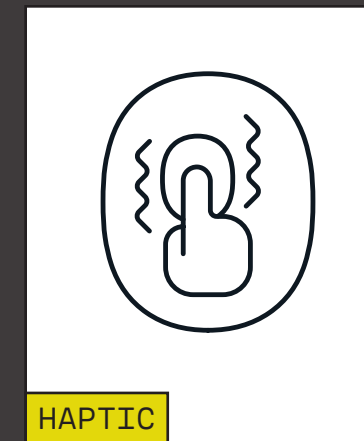
ewool

Icon Set

I worked closely with the ewool team to understand their brand and the features of the new products, including the revolutionary SnapConnect.

I used a clean and minimalist design style, with a focus on simplicity, functionality and elegance. I helped refine their existing icons and develop new ones through a system that would represent the brand and the new products.

The icons were designed to be simple and easy to understand, yet still engaging and visually appealing. I adhered to their colour palette that would be consistent across all materials, with a focus on neutral shades of grey and black, and the signature ewool red as a highlight.



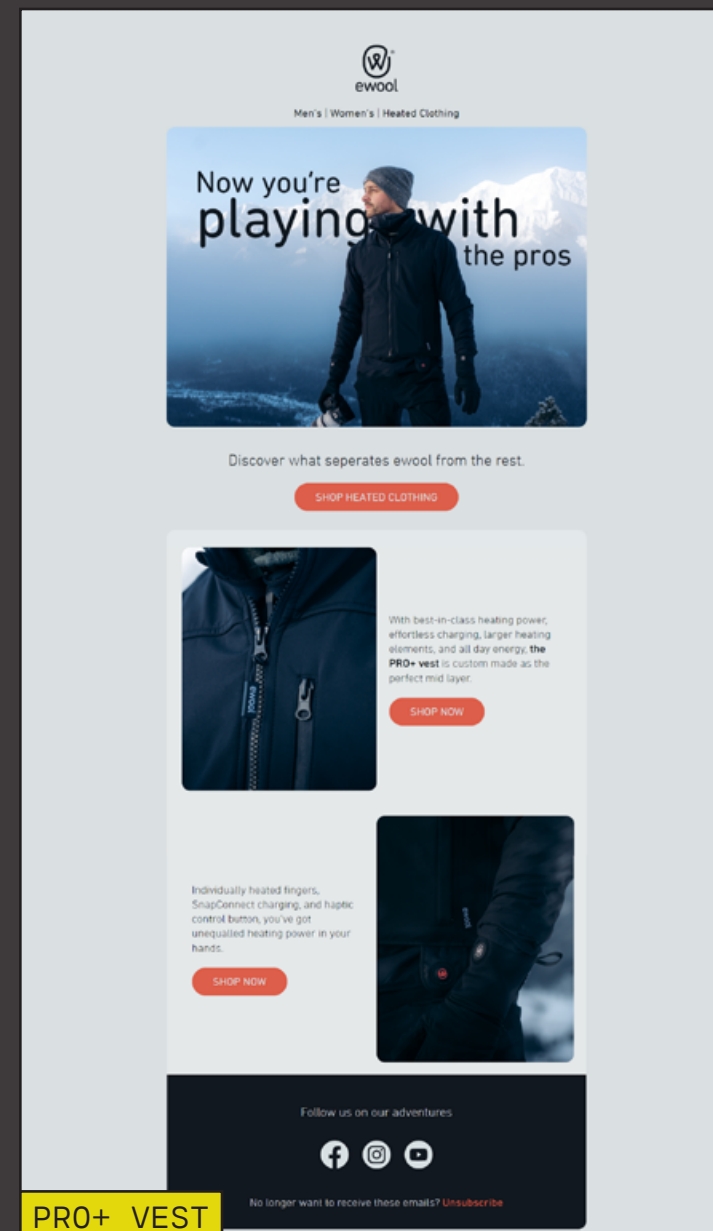
Email Marketing

ewool

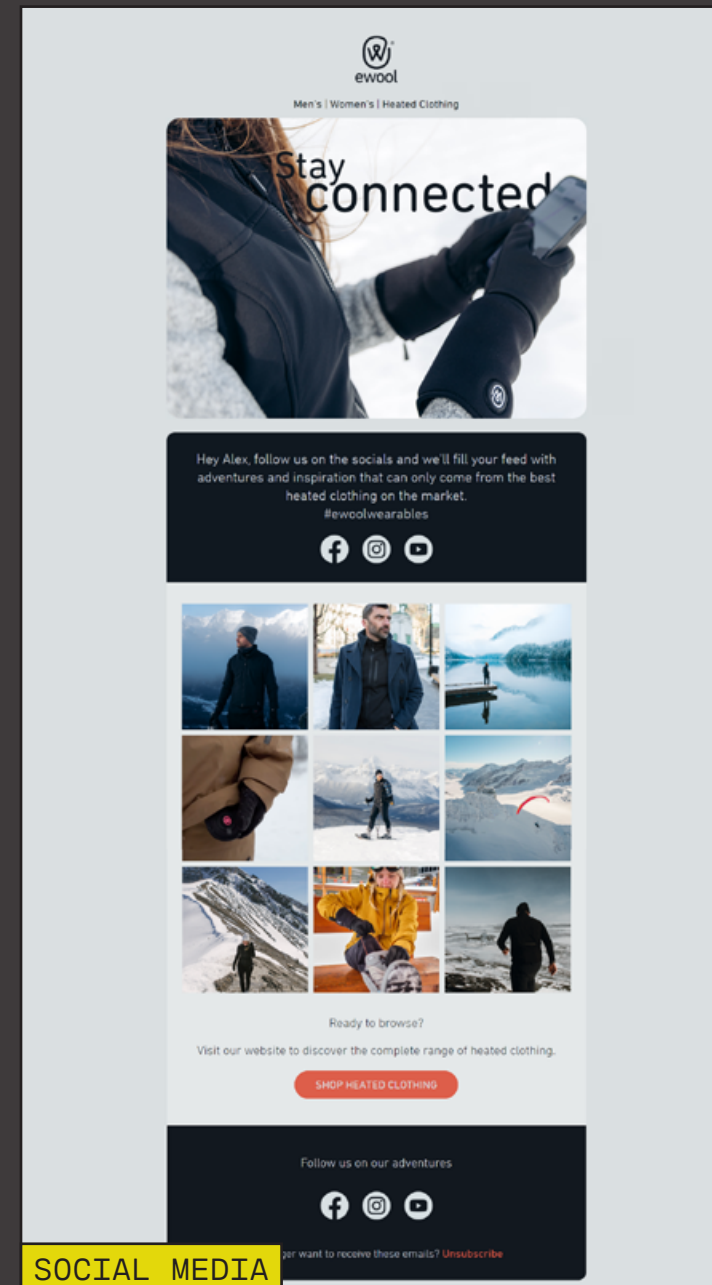
Email Design

The new packaging design, social media posts, advertising designs, and email marketing were well received by the ewool team and their customers. The clean and minimalist design effectively communicated the power and innovation of the new products, and helped to increase brand awareness. The designs were also successful in creating a sense of consistency and professionalism across all mediums, and helped to establish ewool as a leader in the field of heated clothing.

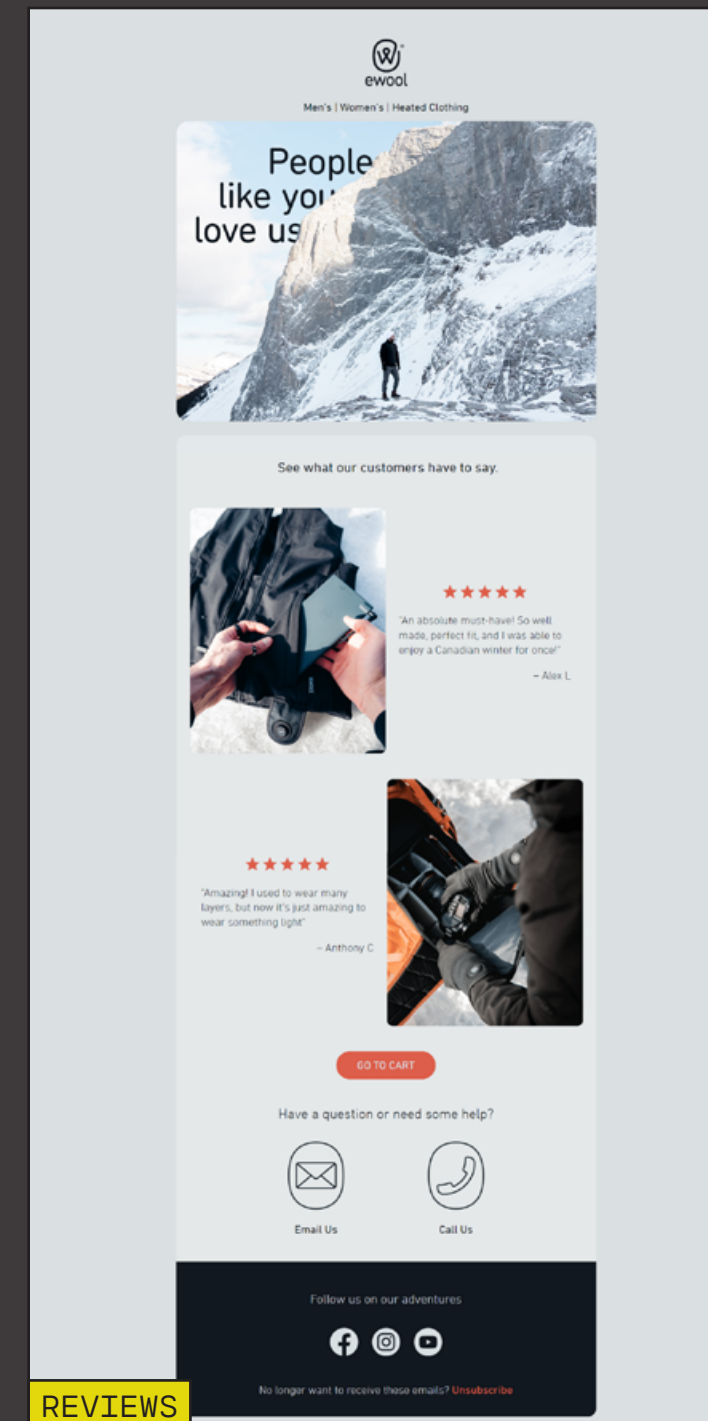
The cohesive and minimalist design style helped to communicate the key features of the new products and effectively increase brand awareness. The adaptability of the designs across different mediums made it easy for the ewool team to promote the new products in various ways and reach a wider audience.



PRO+ VEST



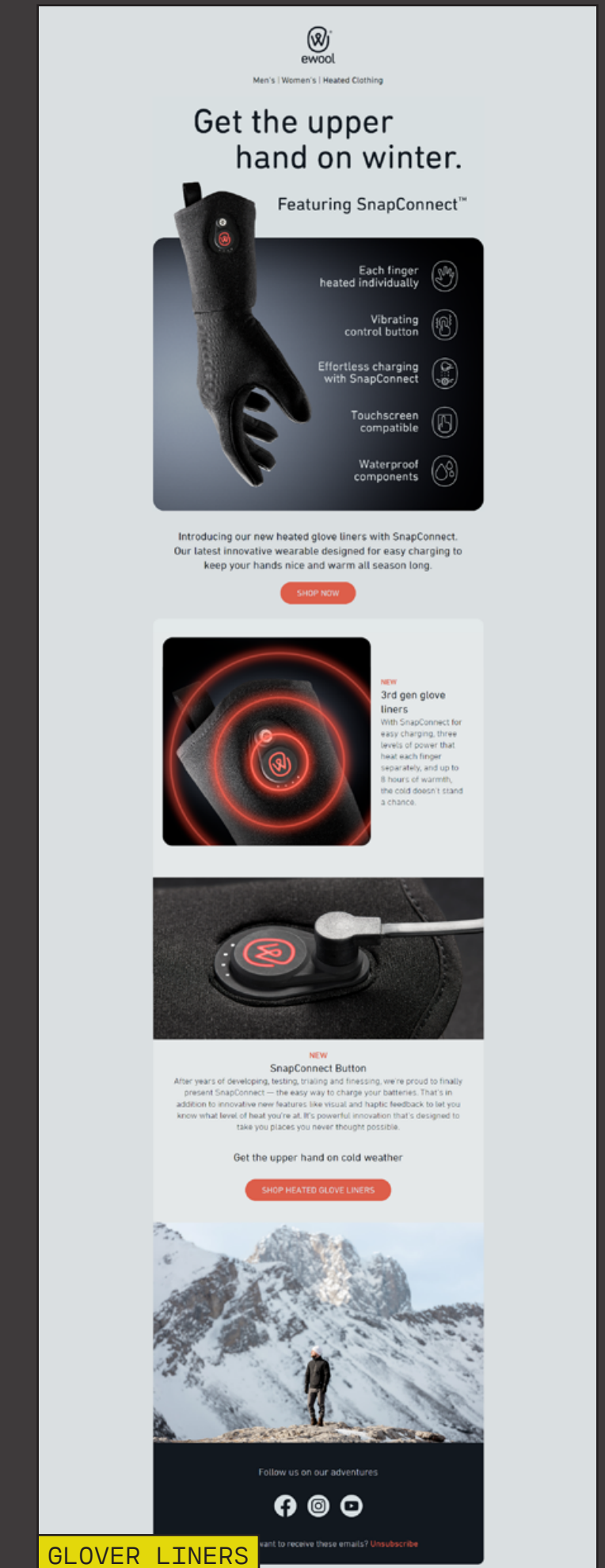
SOCIAL MEDIA



REVIEWS



SOCK COVERS



GLOVER LINERS

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Brand Design

Australian Data Archive

CADRE

The Australian Data Archive approached me about developing a brand for a new framework they were developing.

As a kind of digital passport, the framework covers the safe transfer and access of sensitive data, especially data concerning social studies.

It was important to convey feelings of security and safety through the brand, but with a request for it to be friendly and bright.



Brand Design

Australian Data Archive

Logo System

The logo is the core of the brand identity.

It is dynamic, each variation representing the myriad data that will be accessed through CADRE.

Constructed via a triangular framework, the very foundation of the logo is inspired by the basis of the brand ideals, cadre being latin for framework.

Each logo is constructed of the central arrow, symbolising the speed at which the system operates, and the containing C.

The C is always made of five segments, and the arrow, two. This stands for the 5+2 Safes, the safety principles on which the framework is based.

Logo Variations

The CADRE logo is a dynamic system, representing the myriad ways in which CADRE will be used to request and deliver data to researchers.

Each of the variations features the same central element, the Arrow, and the containing C.

Every C is made of five segments, which when couple with the central two, represents the 5+2 safes.

Below are some examples of the generations possible with the dynamic logo system.

CADRE

Logo System

The design system for the CADRE logo is created using a triangular grid, shown below.

From this grid, the Arrow is created. The Arrow remains consistent across all variations of the logo.

Each of the variations is constructed by joining the triangular grid segments that make up the outside C. This must result in 5 segments.

Once the segments have been created, all the corners are rounded.

The outlines are removed from the logo, leaving the final version.

CADRE

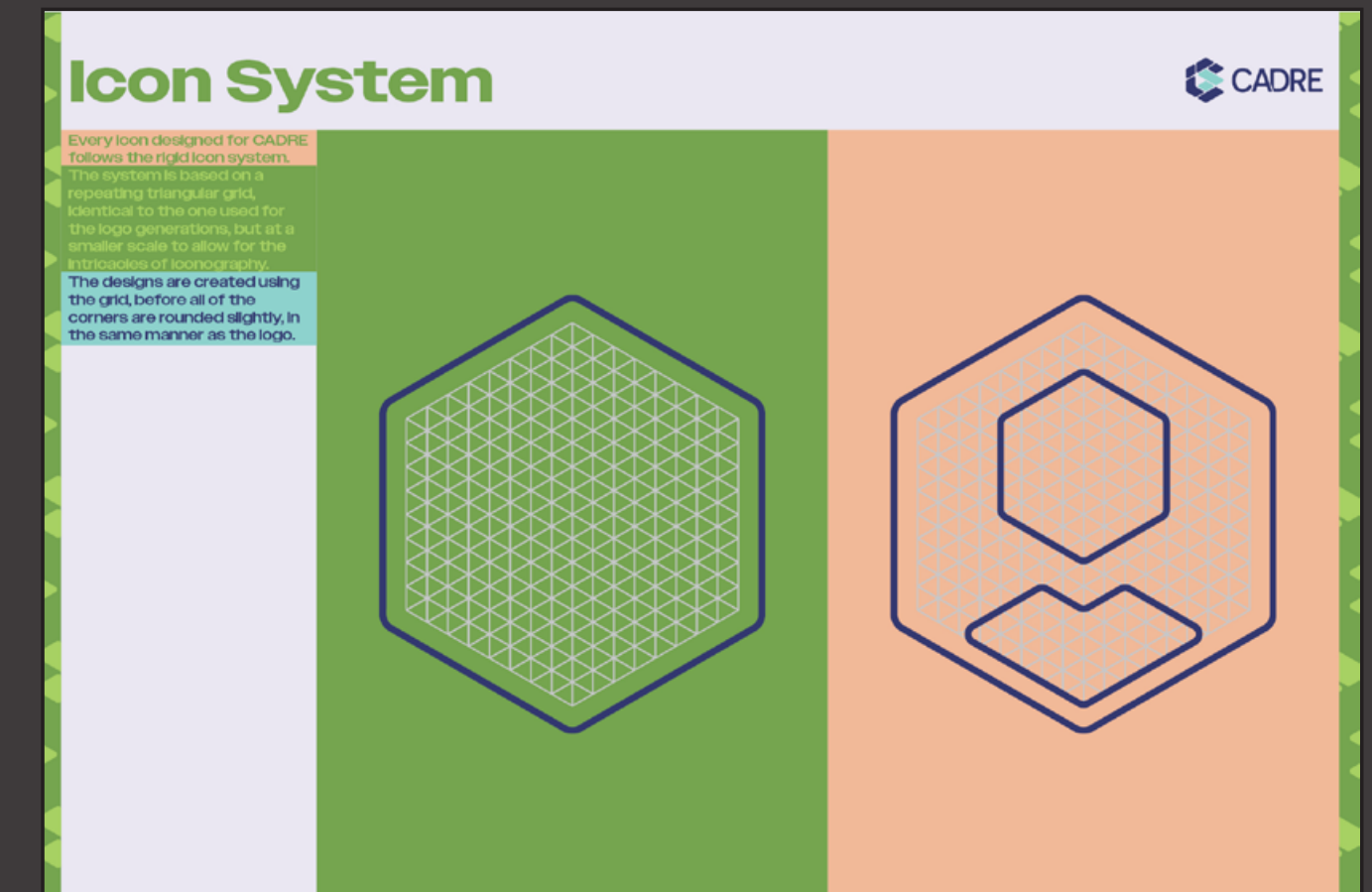
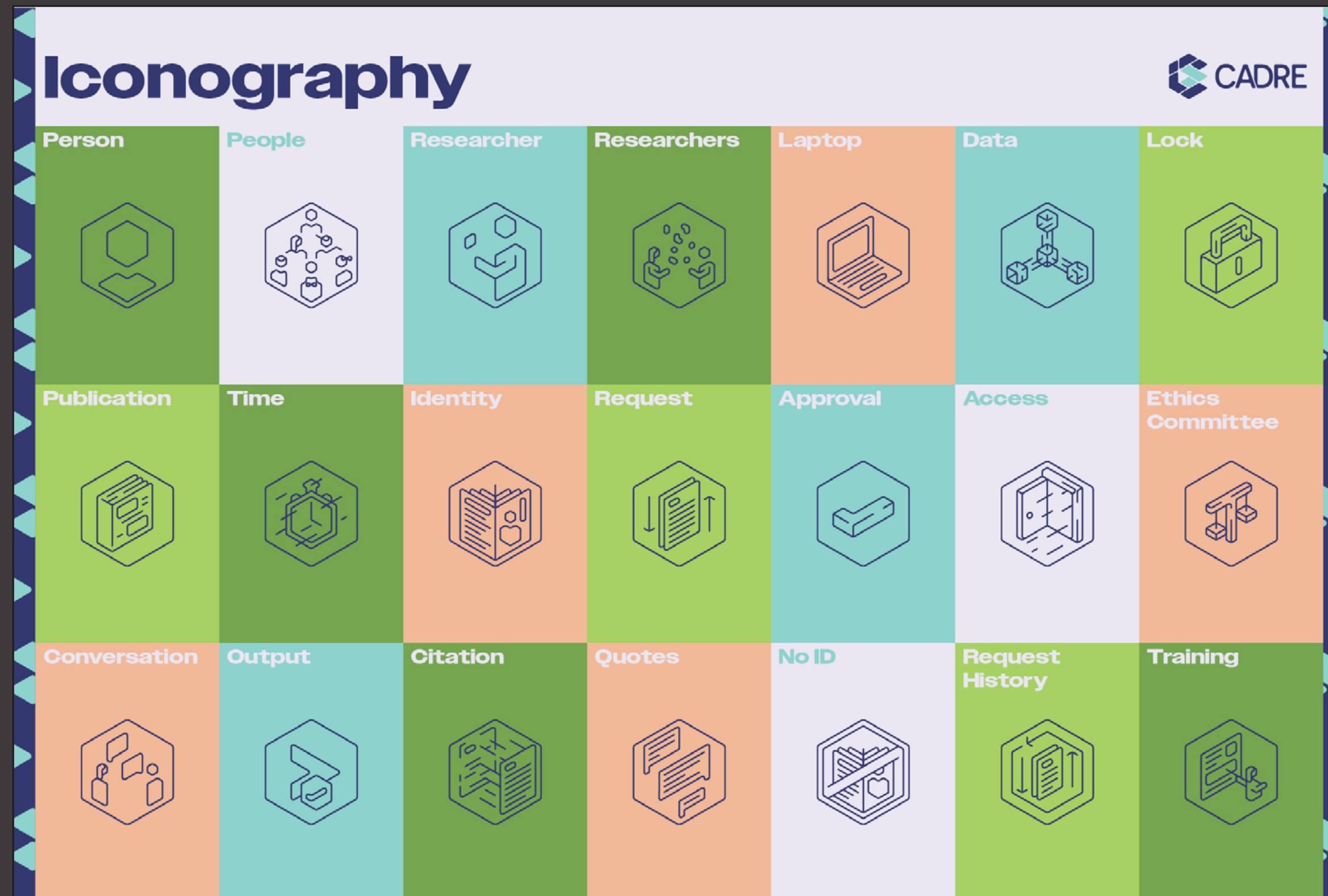
Brand Design

Australian Data Archive

Iconography

Bold typography was chosen to continue the work of the logo and colour scheme, creating more notions of strength and security, but simultaneously maintaining a friendlier air than would be presented by a geometric typeface.

The icons were developed through a triangular framework similar to the logo. It ensured a feeling of similarity across each of the icons, as well as carrying on the sense of order and security that the logo features.



Brand Design

Scouts Australia

SDG Challenge: Infinite Circle

In this project I explored the concept of a dynamic logo.

The SDG Challenge is Scouts Australia's implementation of the United Nations Sustainable Development Goals. It covers seventeen different goals, and all ages of youth members, from five to twenty-six years old. To represent this diversity I wanted the youth to be able to create a unique logo that represents them and their challenge.

To do this, I created a parametric design system in Blender, a free and open-source 3D computer graphics software toolset. This parametric system allows for the creation of infinite versions of the logo, thus the name, Infinite Circle.



Brand Design

Scouts Australia

SDG Challenge

A display of the generations I created as an example for the organisation to use.

Below is a screenshot of the generation system I created for use in Blender. The system uses easily adjustable parameters to develop the unique versions of the logo, changing colours, the number and shape of blocks.



LOGO GENERATIONS



GENERATION SYSTEM

Iconography

Scouts Australia

Icon Design

Scouts Australia was reviewing their current youth program and developing a new one.

At their request I created a series of icons to represent various elements of the program. Many of these would later become badges for the Personal Progression award scheme.

Special Interest Areas



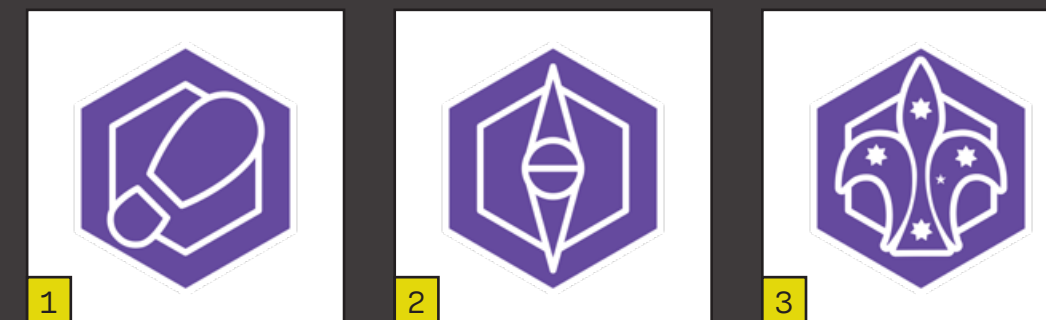
SPICES



Outdoor Adventure Skills



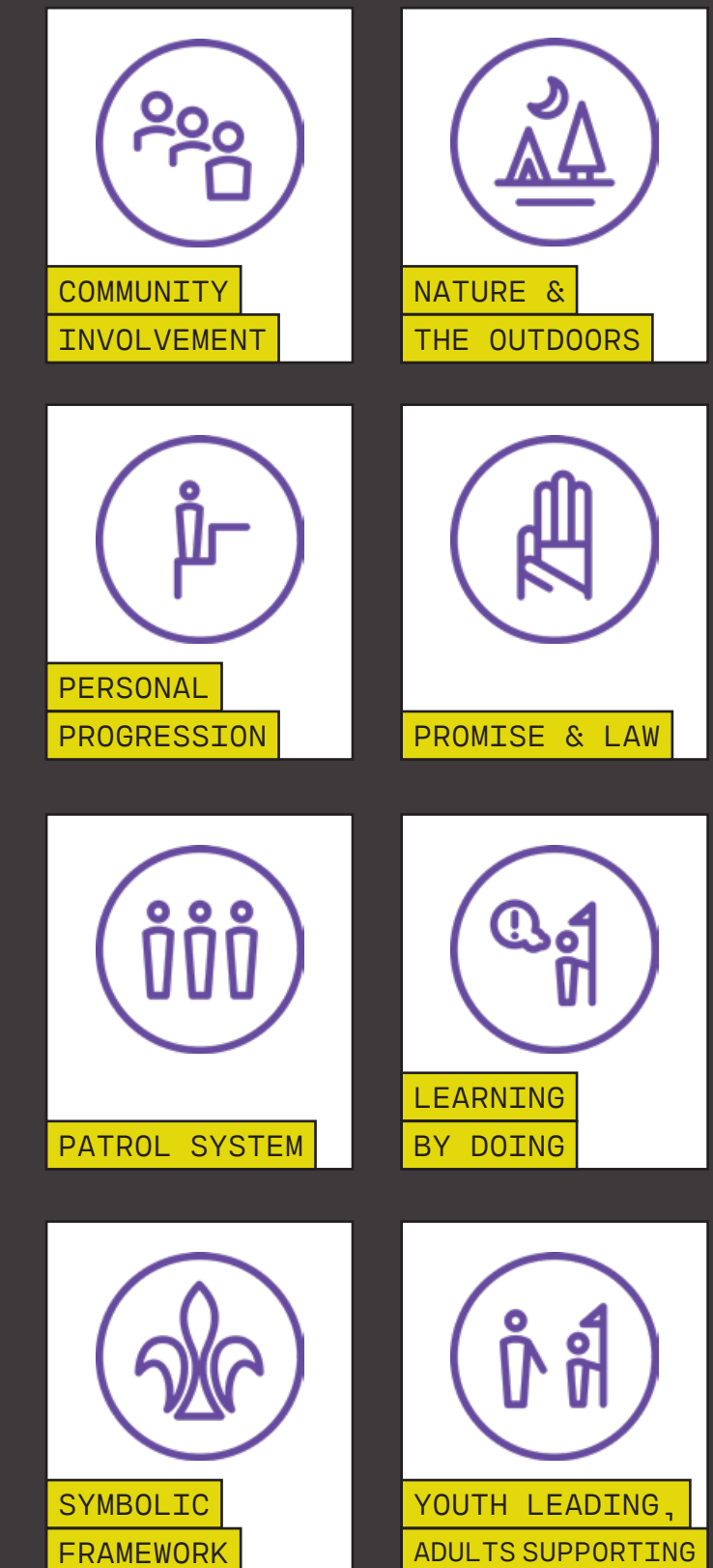
Milestones



Challenge Areas



Scout Method



Poster Design

Scouts Australia

Board Presentation Design

During the development of their new youth program, Scouts Australia contracted me to create a series of display boards to show the research, new branding design courtesy of Cato Brand Partners, and to request feedback and ideas from the youth members.

These large boards were displayed at the Australian Jamboree in 2019.

The Patrol System

- Four to eight members
- Some change in Patrol members will be experienced for logistical reasons, but generally they will remain the same.
- The number of Scouts within each Patrol should be kept as equal as possible.
- Led by a Patrol Leader, normally a more experienced Scout showing good leadership abilities. Patrol Leader is supported by 1-3 Assistant Patrol Leaders.
- Patrol Leader
- Assistant Patrol Leaders
- Unit Leaders are the senior members of a Unit and have developed skills and experience from their time in the Unit. Unit Leaders do not sit within a regular patrol, but provide extra leadership for the Unit as a whole.
- The Unit Council are a Patrol that work to support the section.

Project Patrols

- A Project Patrol is a temporary group formed for a specific camp, activity or project.
- Has a Patrol Leader and 1-3 Assistant Patrol Leaders.
- Can involve Scouts from outside the Unit, and from other sections.
- Scouts can be in more than one Project Patrol at once.
- Project Patrols should:
 - Be approved by Unit Council
 - Have clear goals
 - Use Plan-Do-Review
- Project Mentors (youth or adult) can help support and advise the Patrol on technical details.
- Patrol Leaders are appointed by the Project Patrol, and the Project Patrol will disband after the goal is achieved.
- Project Patrols are most common in the Scout, Venturer Scout and Rover Scout sections.

Setting the Scene

A changing Australian society

Gen Z Est. 1995

University degrees: Gen X, Gen Y, Gen Z (represented by icons)

Gen Z are: Visual, Digital, Educational, Global, Social, Mobile

Effective Engagement: Boomers (Verbal, Sit & Listen, Teacher, Job Security) vs Gen Z (Visual, Try & See, Facilitator, Flexibility)

Vocational: 3yrs per job vs 17 employers in a lifetime

Health: % likely to struggle with obese/overweight when all Gen Z have reached adulthood (78% vs 62%)

Social Media: 5,900,000,000 searches/day, 4,000,000,000 views/day, 1,400,000,000 active users, 500,000,000 tweets/day

Gen α Est. 2010

Gen Y: The parents of Gen Alpha

- 2.5 Million Gen alpha's born each week
- 29.7 Age of first marriage
- 80.1 Life Expectancy
- 1.7 Total fertility rate
- 27.7 Age of first birth

Scouts Australia Education Proposal

Being a young person in today's world has a number of opportunities and a number of challenges, some of them peculiar to the 21st Century, and some that have been the case for many years.

What is most important to youth? 1 Family, 2 Education, 3 Friends, 4 Food, Water, Shelter, 5 Play and Recreation

What sorts of challenges and opportunities face Australian young people in the 21st Century?

- LGBTQ Young People
- Positive Social Influences
- Having a Voice
- 1 in 5 15-19 year-olds (21%) meet the criteria for a probable serious mental illness
- Young adults (18-34yrs) were more than three times as likely as those in 1976 to report no religion (39% compared with 12%)
- Mental Health
- Learning Styles
- Changing Religious Beliefs
- Cigarettes, Alcohol & Drugs
- 1 in 2001, 24% of 18-24 year olds smoked. In 2010 it decreased to 16%. Smoking rates of adolescents aged 12-15 has decreased from 20% to 6% in 10 years.
- Body Image
- Illicit drug use is more prevalent among the following groups: Males: 17%, Younger people (10-29yrs): 28%, Unemployed people: 25%, LGBT people: 36%
- Bullying and Harassment
- Sexual Activity
- Digital Citizenship
- Helicopter Parenting
- In 2008, 27% of Australian Year 10 students, and 50% of Year 12 students had experienced sexual intercourse. Two-thirds of sexually active students used a condom at their most recent sexual encounter.

One Program, One Journey

- DISCOVER ADVENTURE
- CREATE THE PATH
- EXPLORE THE UNKNOWN
- LOOK WIDE
- BEYOND THE HORIZON

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Publication Design

Scouts Australia

Scout Section Record Books

After developing the new program, Scouts Australia needed new record books for youth members to understand the new program and personal progression framework, and record their own progress as they complete challenges and achieve badges and awards.

I created a record book for each of the five Scout sections, Joey Scouts, Cub Scouts, Scouts, Venturer Scouts and Rover Scouts.



Presentation Design

Kleffmann Group

Kleffmann Australia Portfolio

During my time at Kleffmann Group, I was requested to create a short portfolio documenting why clients should use the companies services. I illustrated the graphical elements and designed the layout. The end result is this professional and clean document covering the strengths of Kleffmann Australia's services.



Our Services

What We Do

Kleffmann Australia

- » Founded in 1995.
- » Crop protection, seed and animal health.
- » Office located in Hampton East.
- » In-house call centre with interviewers who are specially trained to conduct computer assisted telephone interviews.
- » Strong relationships with farmers across Australia and New Zealand.
- » Own database with 30,000 growers.
- » Excellent, free, ongoing Customer Support.

AMIS Syndicated Research

Every year, Kleffmann Australia covers 65% of the crop protection product market every year, and when pastures are included we cover 85%. We also cover 45% of the seed market.

Kleffmann Australia has extensive experience in marketing research studies, in a variety of agricultural fields including:

- » Crop Studies in both Crop Protection Products and Seed Products.
- » Distribution Studies.

Customised AdHoc Solutions

Kleffmann Australia is not just limited to AMIS Panel studies. Some of the many studies that have been completed include:

- Branding and Communications**
- Market Positioning and Analysis**
- Product Positioning and Analysis**
- Pricing and Trade Off Analysis**
- Loyalty and Key Decision Factor Analysis**
- Gap Analysis and Lead Identification**
- Business Intelligence and Data Mining**

"Research is creating new knowledge."
-Neil Armstrong

KLEFFMANN GROUP
more than facts

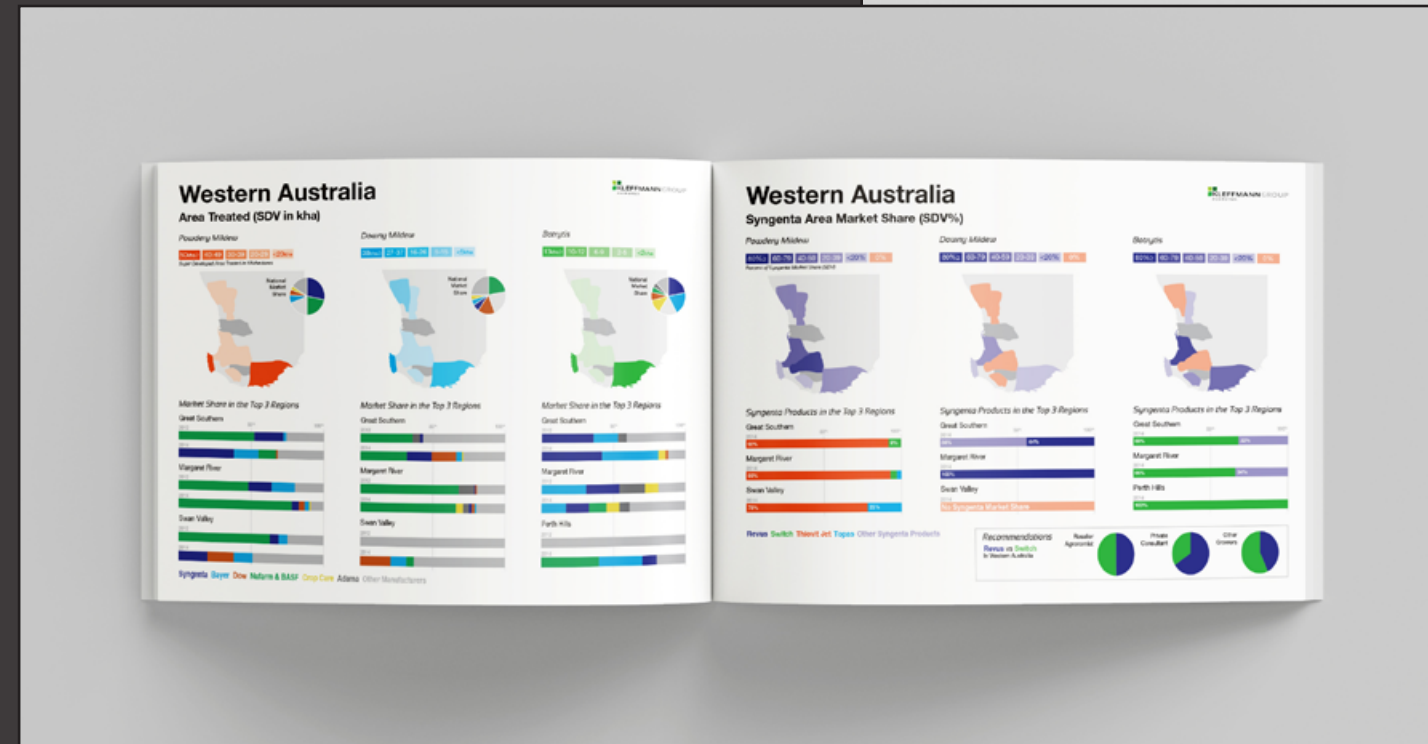


Data Visualisation

Kleffmann Group

Viticulture Study

A study of all of Australia's viticultural regions, covering the types and amounts of fungicides used to target different vine diseases, primarily powdery mildew, and downy mildew, and botrytis.



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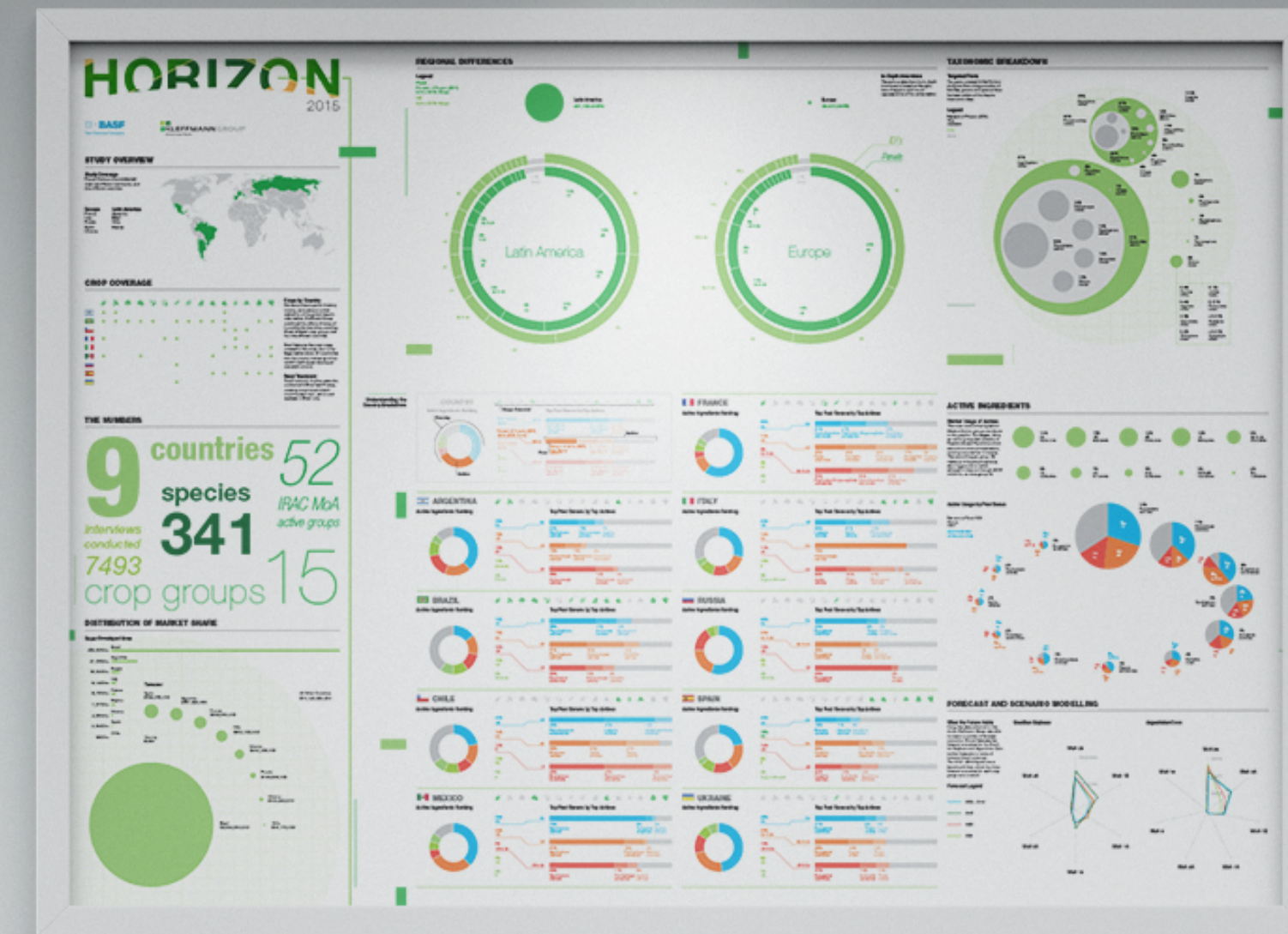
Data Visualisation

Kleffmann Group

Project Horizon

Project Horizon was a meta-analysis performed by Kleffmann Group covering insecticide usage, species targets, modes of action and active ingredients across nine different countries.

I was tasked with creating this poster as a visual aid for the client, to assist their comprehension of an extremely detailed and complex study.



Data Visualisation

Kleffmann Group

Paraquat vs. Diquat

This is one of many Top Line Results documents I created for an array of clients during my time at Kleffmann.

It covers the comparative usage of two chemicals, Paraquat and Diquat, across Australia. Then dives into the performance of the client's brands of those chemicals.



Personal Projects

UI Design

DiscYus.

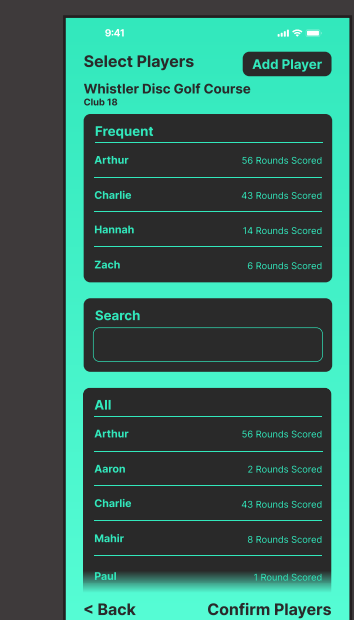
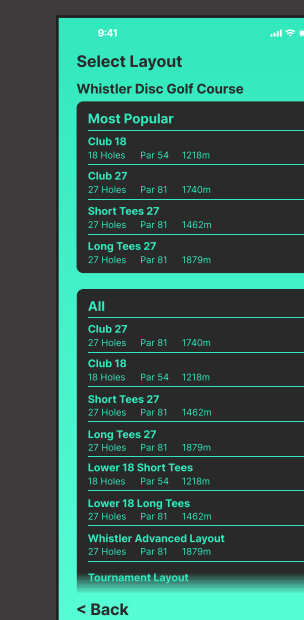
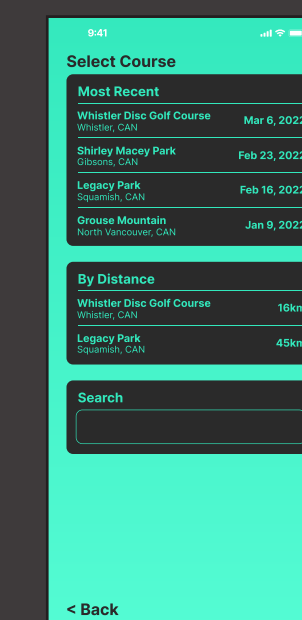
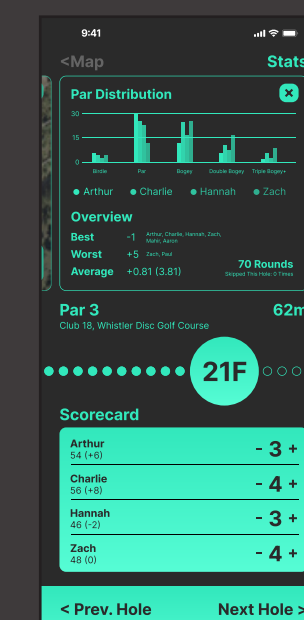
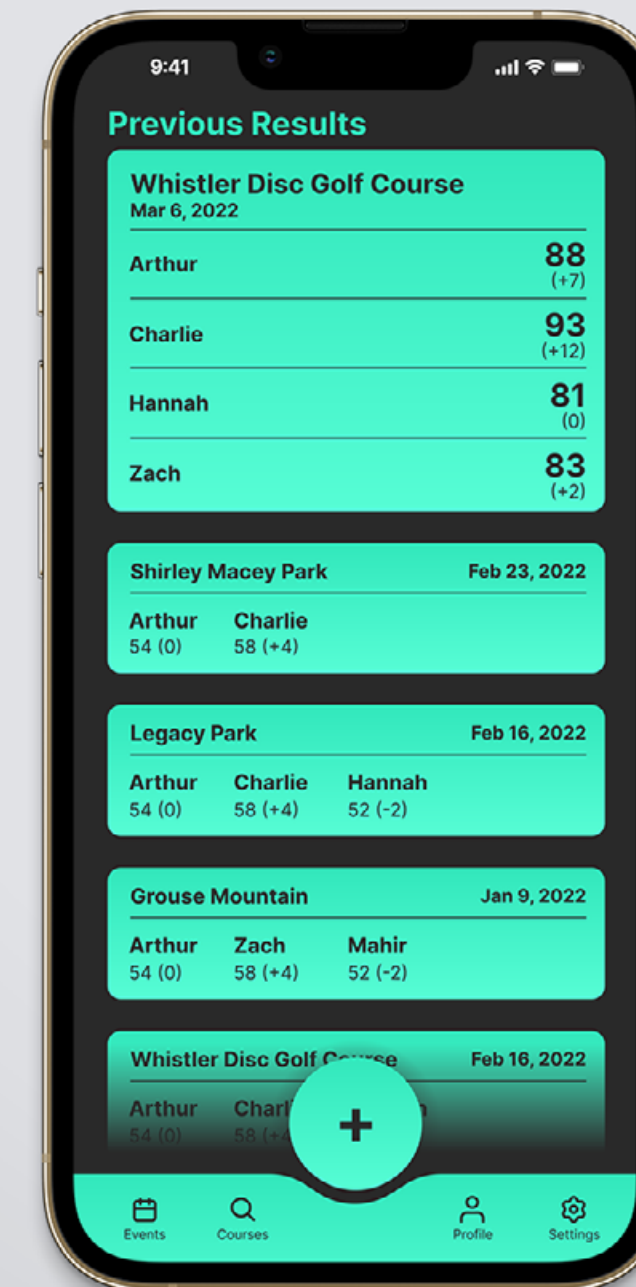
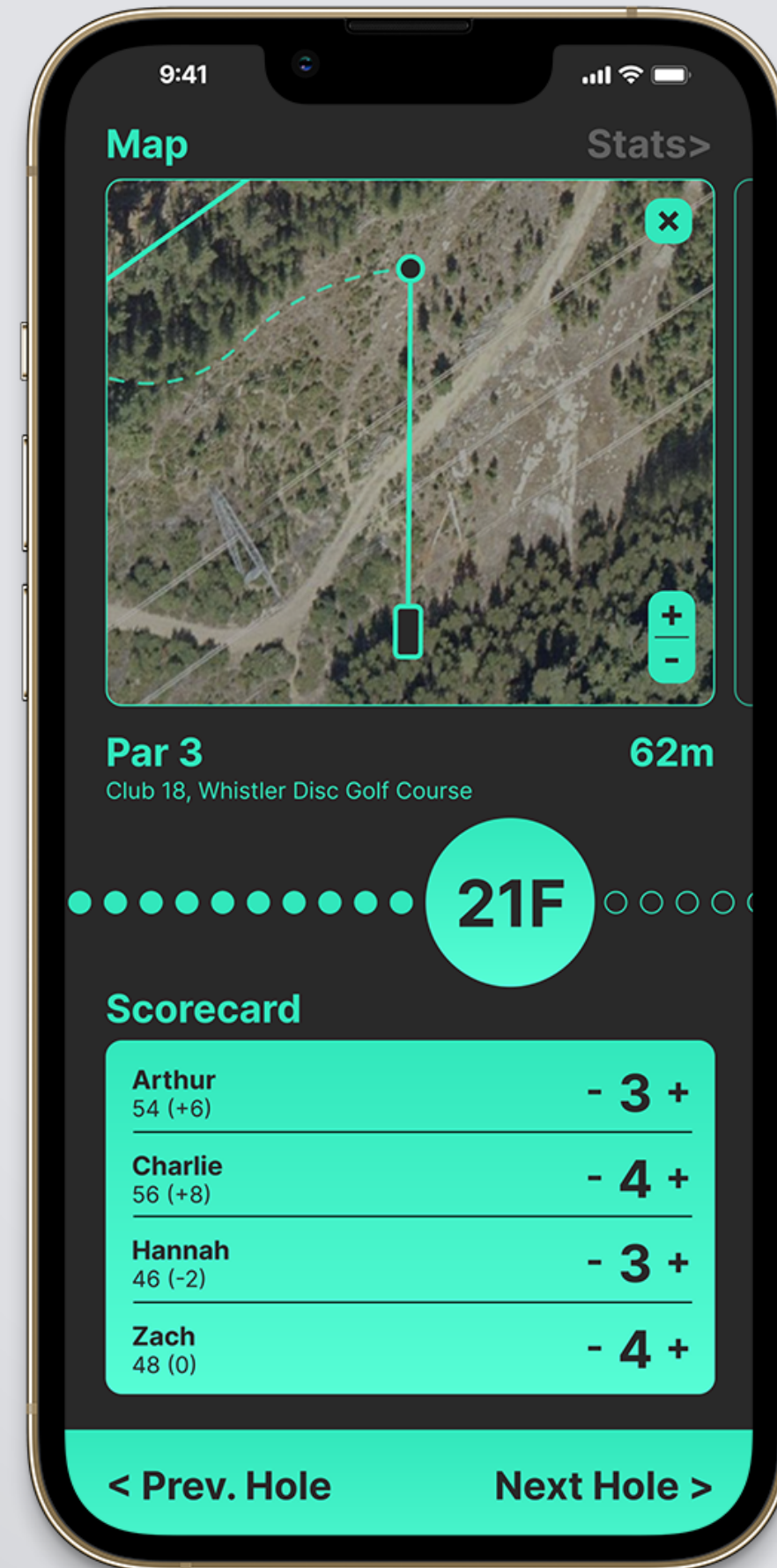
UI Design

To explore my skills as a UI designer, I created a small project to design the UI for a disc golfing app.

I was inspired to do this when using the other disc golf scoring apps available, as I felt they were lacking in quality of user experience and interface.

I created this in Figma, and the interactive prototype for this can be viewed here:

[Link to prototype](#)



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3D Design

Fifteen Sailors Winery

Product Video

I created the fifteen sailors logo, wine label and 3d product showcase video as an exercise to hone and exhibit the breadth and flexibility of my graphic and 3d design skillsets.

The video can be viewed here:

[Link to video](#)



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Logo Design

Logocore Daily Challenge

