

GRAPHIC DESIGN

POR

TFO

LIO

ALYSSA CUSCHIERI



WELCOME

Hi! My name is Alyssa and I'm really excited to share my portfolio with you!

I have recently graduated from Torrens University's Billy Blue College of Design with a Bachelor of Communication Design and have gained experience along the way with design thinking and graphic design. I am an all-rounder, having tried different things, I have dipped my toe within the world of motion graphic design, UX design and Web Design. However, my best work comes from brand identity, advertising and campaigning, and packaging and branding.

Within this portfolio, you will witness how and why I have created my projects and what my overall skillset is. Designing isn't just a job, its a hobby! It is something that I love doing and you can clearly see that with my work. Design is everywhere, its just a matter of who has the ability to make their work stick out the best.

Let's get started!

EDUCATION

2015-2020

Year 12 High School Certificate
Gynea Technology High School

2021-2023

Bachelor of Communication Design
Torrens University Australia

EXPERIENCE

2020-PRESENT

Head Graphic Designer
Cove Bar | Grill

2020-2021

Marketing Intern
Sharks At Kareela

2021-PRESENT

Social Media Marketer
Cove Bar | Grill

DESIGN SKILLS

ADOBE CREATIVE SUITE



MICROSOFT SUITE



CANVA



CONTACT

MOBILE

+61 457 471 761

EMAIL

alyssacuschieri@hotmail.com

SOCIALS

@A.C_Graphica

AC Graphica



www.linkedin.com/in/alyssa-cuschieri-787b622a0

CAMPAIGN WORK

As an activist, I love creating campaign artwork and brands for topics that I am really passionate about. Throughout my design journey I have been fortunate enough to create a cornucopia of artwork with a strong and powerful voice radiated through it. Everything I have showcased within this portfolio is designed solely by me and has been created with the intention of emitting a powerful voice, look and feel. From logo design, marketing collateral, merchandising, and more; this voice has been spoken with such power and has radiated throughout each piece of design work.

- + CAMPAIGN LOGOS
- + SOCIAL MEDIA ICONS
- + SOCIAL MEDIA POSTS + STORIES
- + POSTER + PRODUCT DESIGNS
- + MERCHANDISING
- + ADVERTISING + MARKETING



CALL OUT CANCEL CULTURE CAMPAIGN

- CLIENT: Billy Blue College Of Design
- YEAR: 2023
- CONCEPT: Counterculture Campaign

ABOUT THE CAMPAIGN

The 'CALL OUT CANCEL CULTURE!' campaign was designed to fight against 'Woke' behaviour. This campaign highlighted the damages of unnecessary boycotting and how it affects not only Hollywood, but society as a whole.





CANCEL CANCEL CULTURE

For this campaign, a logo was created for the overall brand, along with other illustrative logos for the sub-brand and merchandising. The design itself was created with the intention of power and preaching.

THE LOGO - The logo was created using Adobe Illustrator depicting a megaphone screaming the name of the campaign; "CALL OUT". The idea of the megaphone is from the concept of protesting in the street and getting your point across quick and easy through a large crowd. The logo itself is a powerful staple of the CALL OUT CANCEL CULTURE campaign and can be seen on all posters and merchandising.

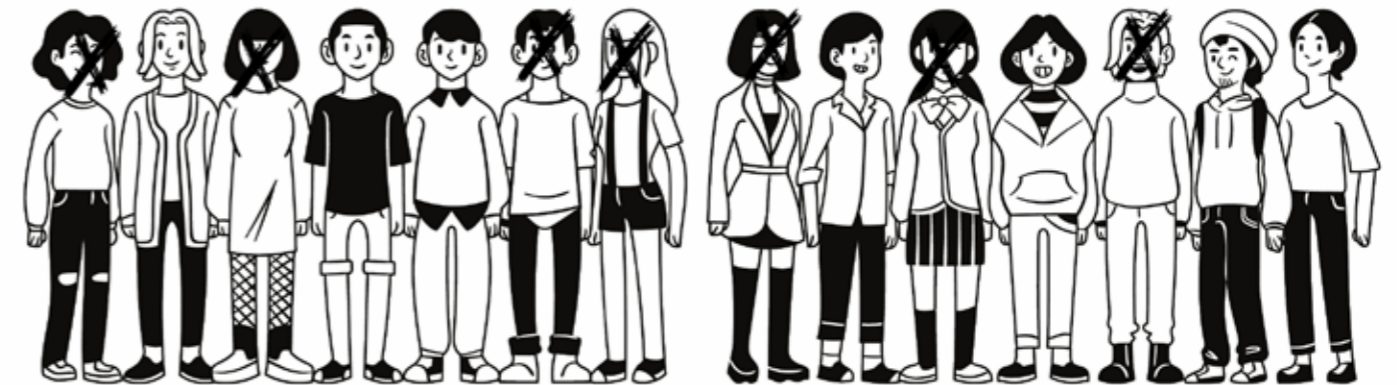
THE SUB-LOGO - Also created using Adobe illustrator the STOP CANCEL CULTURE sub-logo has been designed to get the point of the campaign across quick and easy. The idea and purpose behind the logo stems from the concept of creating stickers for the merchandising and for the branded experience of the campaign. This logo can be seen on merchandising and other campaign posters.

CANCELLING CULTURE

CALLOUTCANCEL CULTURE



55% OF PEOPLE WILL BE AFFECTED BY CANCEL CULTURE



CONQUER
CENSORSHIP



COTTON ON BODY POSITIVITY CAMPAIGN

- **CLIENT:** Billy Blue College Of Design
- **YEAR:** 2023
- **CONCEPT:** Advertising Campaign

ABOUT THE CAMPAIGN

COTTON ON GROUP isn't known for their inclusivity when it comes to body positivity. This advertising campaign tells you otherwise. My mission was to create an advertising campaign that would shine the company in a better light and help grow their audience by introducing inclusivity.



PACKAGING + BRANDING

Packaging and branding is one of my favourite forms of graphic design. Creating a completely brand new (no pun intended) brand identity is one of the most amazing and rewarding experiences a graphic designer could have. Having the creative freedom to create something for a client and helping them kickstart their dream business is such an amazing opportunity to be a part of.

Creating packaging for a product is also a very rewarding experience as you get to hold your design within the palm of your hand. In my experiences with packaging design, I have found it the most rewarding as it was amazing to see my ideas and design come to life and go from the drawing board to the shelves of the store. In this portfolio I have showcased some of my favourite packaging and label designs, along with the brand identity that corresponds with the business.

- + BRAND IDENTITY
- + PACKAGING DESIGN
- + SOCIAL MEDIA POSTS + STORIES
- + MERCHANDISING
- + ADVERTISING + MARKETING

CHOW PALS

• CLIENT: Billy Blue College Of Design

• YEAR: 2023

• CONCEPT: Brand Identity + Packaging

ABOUT THE BRAND

CHOW PALS is a sustainable, ergonomical and thoughtful brand with the consumer as the first priority. Market research concluded that the pet food industry has plenty of flaws including ridiculous price points, lack of healthy options, poor functionality, and not only a lack of care for the pets who consume the product, but also for the person who has to transport the product home. With these issues in mind, I introduce to you...CHOW PALS!







KEEPING YOUR PET'S BELLY FULL, NOT THE LANDFILL!

As a pet owner myself, I know how annoying the pet food industry can be. From heavy and hard to transport packaging, to overpriced food, even to finding food that is healthy and suitable for your pet! When it comes to my pet, their health is my number one priority! Along with this, the idea of throwing away so much packaging and filling the landfill for no reason also irks me. For these issues, I had created a very handy design solution! 100% Recyclable packaging with handles suitable for transportation, along with a handy dandy scoop that the consumer can take with them and re-use at any time!

THE BRANDING - The logo illustrates a cat and a dog, which represents that the company, CHOW PALS, caters for both animals. The original colouring of the logo has been carefully picked to represent the natural essence of the product, however it can be adapted to fit within the colour palette of the product. The line of products are colour coded; 'Natural Pet Food' being brown and green to capture the natural essence of the product, 'Premium Pet Food' being different shades of purple to symbolise royalty and premium quality, and 'Premium Puppy Food' being different shades of blue to illustrate the rough-housing and fun-loving essence of a young pup while also keeping to the premium and royal roots.

THE LOGISTICS - All illustrative features were handdrawn digitally then vectorised in Adobe Illustrator. Although the logo was tweaked and designed a multitude of times, I believe that the logo gives CHOW PALS a premium and strong place within the pet food market. Although the illustrations are vectorised and seem to be drawn, the overall packaging gives the brand a serious and worthy look and feel.



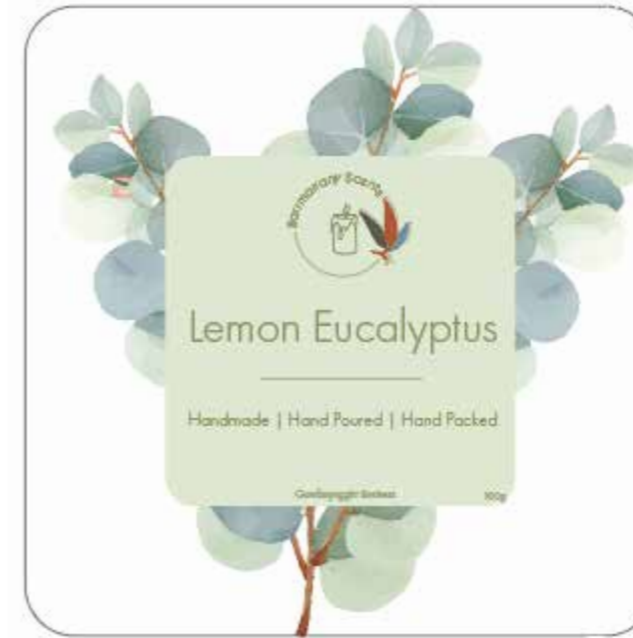


BARRMARRANY SCENTS

- **MADE FOR:** Barmarrany
- **YEAR:** 2023
- **CONCEPT:** Sub-Brand Identity + Packaging

ABOUT THE BRAND

Barmarrany is an Aboriginal owned family business that specialises in healing trauma and connection for the Aboriginal community. The founder of the company is a Stolen Generation survivor who has spent their time working through their trauma healing and has found many different ways to heal their trauma, including candle making. Candle making has been something that has helped them feel connected to their roots and feel a sense of security and tranquility. Due to the experiences of the Stolen Generation, the repercussions have had everlasting effects on the family and have created a generational trauma. Barmarrany is their way of healing and connecting with one-another.



CONNECTION TO NATURE

After countless meetings with the client, the founder of Barmarrany and Barmarrany Scents had made it specific that they wanted to ensure that their business highlighted that the candle products are handmade, hand poured and hand packed. I had come with the solution to use water colour illustrations to help reinforce these ideals and connect with the culture and overall design brief. Along with the graphical designs, I had also ideated that the packaging material should resemble handmade paper with floral accents to further accentuate the handmade aesthetic and ideals. The client had loved this approach and had liked how everything had fit and balanced together so nicely throughout all the labels and designs.

THE LOGO - The sub-brand logo intertwines with the original main Barmarrany logo, incorporating the leaves that are present in the Barmarrany logo. I had added a dainty melted candle illustration that resembles the handmade and hand poured aesthetic, while using funky and fresh typography. The logo can be seen on all of the products and can be recoloured to match any of the colour palettes that each label uses.

THE LOGISTICS - All illustrative features were vectorised in Adobe Illustrator, using a watercolour brush to further colour the illustrations to match the aesthetic I was trying to achieve. All together there are 156 unique labels for each of the products that Barmarrany Scents carries, along with 'Thank You' cards to go with all the products.



EVENT COLLATERAL

Growing and learning in the hospitality industry has kept me on my toes and has kept me up to date with the latest trends, but has also taught me how to think outside the box while also connecting with my target audience in a fast-pace environment. Advertising is my passion. When I first started designing, I was designing to promote and to showcase my thoughts and overall feelings, whether it'd be through campaigning or even through traditional advertising. As a designer, I have been fortunate enough to learn and create for businesses that are looking to develop a brand identity and get their name out there through special events. In this portfolio you will see some of my best event collateral including traditional advertising posters, food and beverage menus for special event days and for normal à la carte restaurants and cafés.

- + SOCIAL MEDIA ARTWORK
- + FOOD + BEVERAGE MENU DESIGN
- + SOCIAL MEDIA POSTS + STORIES
- + POSTER ADVERTISING

03



BRAZIL THE SHOW

- CLIENT: Cove Functions | Events
- YEAR: 2023
- CONCEPT: Advertising Event Collateral

ABOUT THE EVENT

BRAZIL THE SHOW is the perfect combination of Brazil's essence, energy, dance, culture, music and skilled artists! Cove Functions | Events hosted this event in October of 2023 and were looking to illustrate the essence of BRAZIL THE SHOW through the decor and event collateral.



Herbed Spiced Chicken,
Served With Steamed Rice (GF)

Calamari Served With Aioli (GF)

Garlic Button Mushrooms (GF)

Spanish Meatballs & Chorizo Salsa,
Served With Tortillas

Cinnamon Churros

COME ONE, COME ALL!

BRAZIL THE SHOW was one of the most fun and exciting events I have designed for. I loved letting my creativity flow and playing around with all the colours and illustrations. Seeing the design come to life as it was posted around social media and was created into little flyers was exhilarating and very rewarding.

THE AESTHETICS - As I had created for this business before, I already had an idea of what essence they were looking for. I needed to create something fun and fabulous, to which I feel as if I succeeded in doing so.

THE LOGISTICS - This design was created using Adobe Illustrator with vectorised illustrations and a unique colour palette.



MENU DESIGNS

- **CLIENT:** Cove Bar | Grill
- **YEAR:** 2023
- **CONCEPT:** Merchandising + Advertising

ABOUT THE COLLATERAL

Cove Bar | Grill is located in the heart of Kareela Golf Club in the Sutherland Shire. Not only do they specialise in family-friendly and high quality restaurant service, but they are also responsible for hosting one of many amazing events including Christmas luncheons, Melbourne Cup luncheons, and even one off events like Christmas In July.

YOUR CLUB, OUR COMMUNITY

I know Kareela Golf Club like the back of my hand due to all of the amazing work we have created together. From menus, to brand identity, to social media advertising, to literally everything. I have had the pleasure of creating all the event collateral used from 2020 to present day which has helped me gain some absolutely amazing experience and has helped me understand what the current trends for that particular target market are. In this portfolio, you will be able to see some of my favourite pieces that I have created for this amazing business.

THE AESTHETICS - As I have designed for this business before, I already had an idea of what essence they were looking for. Their current target market sits at ages 30+ with families and casual diners being the main hit.

THE LOGISTICS - These designs were created using Adobe InDesign with vectorised illustrations created in Adobe Illustrator.





Menu

Sparkling Wine on Arrival

STARTERS

Artisan crostini & bread rolls with assorted spreads

ALTERNATE SERVE MAINS

Pork Cutlet

on smashed potatoes, with an apple and raisin chutney, roasted cauliflower & apple cider jus

OR

Atlantic Salmon

Chargrilled salmon fillet with an Israeli couscous salad of baby radish, pomegranate, spring onion & corn with pistachio butter.

OR

Chicken Roulade

Roasted chicken filled with spinach & feta, served on kipfler potatoes & broccolini with a dill and yoghurt dressing

ALTERNATE SERVE DESSERT

Deconstructed Christmas Pudding

Served with brandy custard, cherry puree & spiced crumble

OR

Chocolate Pudding

Warm chocolate pudding served with fresh mint, berry compote & double cream

KIDS MENU

Cheesy Garlic Bread on Arrival

PLEASE CHOOSE FROM THE FOLLOWING

Battered Fish Fillet Made In-House with Chips

Deluxe Cheeseburger served with Chips

Spaghetti & Meatballs in Napolitana Sauce

DESSERT

Two Scoops of Creamy Gelato

To Share

- Garlic Bread (V)** 8/9
Toasted sourdough smothered in garlic butter (4 pcs)
- Cheesy Garlic Bread (V)** 10/11
Toasted sourdough smothered in garlic butter & topped with melted cheese (4 pcs)
- Sydney Rock Oysters** 1/2 Doz | 1 Doz
Natural with lemon (GF) 27/30 | 40/44
Kilpatrick
Mornay
- Crispy Cauliflower Bites (V)** 16/18
Parmesan crumbed cauliflower bites served with a garlic aioli swipe
- Szechuan Calamari (GF)** 18/20
Lightly fried calamari seasoned with spicy szechuan pepper & served with a sweet sesame soy sauce
- Filo Baked Feta (V)** 18/20
Baked feta in filo pastry drizzled with organic honey & topped with sesame seeds
- Lobster Spring Rolls** 22/25
Lightly fried lobster spring rolls served with a petite Asian style slaw and nam jim dressing (5 pcs)

Feelin' Peckish?

- Crispy Fries** 8/9
Add Gravy \$2/2.5
- Wedges** 11/13
With sour cream & sweet chilli

Eat ya' Greens

- Burrito Bowl (V, GF)** 20/22
Spicy rice, corn, queso cheese, black beans, cherry tomatoes, shallots & cos lettuce in a tortilla bowl, topped with sour cream & guacamole
- Classic Caesar Salad** 19/21
Bacon, cos lettuce, shaved parmesan, free range egg & toasted crispbread, with our in-house caesar dressing
- Traditional Greek Salad (V)** 19/21
Cos lettuce, tomato, cucumber, onion, olives & feta with a lemon & olive oil dressing, served with chargrilled pita & tzatziki

Salad Add Ons

Add Grilled Chicken, Grilled Halloumi or Smoked Salmon to any salad (GF) 8/9



ME NU

KIDS

ALL KIDS MEALS ARE \$12 MEMBERS | \$14 VISITORS
AVAILABLE FOR ALL KIDS 12 & UNDER

- | | |
|---|---|
| Battered Fish Cocktails
with chips, mini tomato & cucumber salad & tomato sauce | Grilled Chicken (GF)
with chips, mini tomato & cucumber salad & tomato sauce |
| Crumbed Chicken Tenders
with chips, mini tomato & cucumber salad & tomato sauce | Ham & Cheese Pizza Sub
Tomato base with shredded leg ham & mozzarella cheese, served with chips |
| Linguine & Meatballs
Pasta with meatballs in a napolitana sauce, topped with cheese | Cheesy Pasta (V)
Pasta tossed in butter, topped with parmesan cheese |

Our menu is sourced as locally and organically as possible.
Our food is cooked to order, your patience is appreciated.
Please be aware that a 10% surcharge is applied on public holidays.

BURGERS

- Signature Cheeseburger** 19/21
Beef patty, double cheese, bacon, cos lettuce & our special pickle burger sauce, served with chips
MAKE IT A DOUBLE FOR \$7
- Deluxe Scotch Sandwich** 23/26
Grilled Scotch Fillet with crispy fried onion rings, lettuce, tomato, cheddar cheese & dijon aioli, served with chips
- Chicken Royale** 20/22
Grilled chicken, bacon & pineapple with crunchy slaw, tasty cheese & creamy garlic aioli, served with chips
- Shroom Burger (V)** 19/21
Chargrilled halloumi & portobello mushroom, with crispy cos lettuce, tomato, spanish onion & chilli jam, served with chips

Weekly Specials

- | | |
|---|--|
| Monday's \$17
Chicken Schnitzel
300g panko crumbed chicken breast served with chips & seasonal salad | Tuesday's \$17
Old School Fish & Chips
Market fresh fish fillets battered in-house, served with chips, salad, our homemade tartare & lemon |
| Wednesday's \$17
Stone Baked Pizzas
Choose any of our stone-baked pizzas
GLUTEN FREE BASE AVAILABLE FOR \$3 | Thursday's \$18
Baked Dinner
8 hr slow roasted beef brisket with roasted vegetables & gravy |

ALL PRICES QUOTED ARE MEMBER'S PRICE ONLY | NOT AVAILABLE ON PUBLIC HOLIDAYS & SPECIAL EVENT DAYS | CHARGES APPLY ON ANY ALTERATIONS

The Classics

- Chicken Schnitzel** 24/27
300g panko crumbed chicken breast, seasonal salad & chips
- Cheesy Chicken Parmigiana** 27/30
Our 300g schnitzel topped with ham, napolitana sauce & a trio of cheese, served with crunchy slaw & chips
- Salt & Pepper Calamari (GF)** 25/28
Lightly fried calamari made in-house with chips & salad, garlic aioli & lemon
- Old School Fish & Chips** 25/28
Market fresh fish fillets battered in-house, served with chips, salad, our homemade tartare & lemon

Signature Dishes

- Cove's Lamb Shoulder (GF)** 43/48
Our award winning 8hr slow roasted lamb shoulder with roasted potatoes, baby carrots, topped with Persian feta & a red wine jus
- Chicken Saltimbocca** 30/34
Grilled chicken breast with crispy prosciutto, bocconcini pearls & green beans on creamy mash, topped with a sage butter
- Grilled Barramundi Fillet (GF)** 34/38
Served with a red curry coconut cream sauce, sautéed cavolo nero & steamed Jasmine rice
- Seared Atlantic Salmon (GF)** 34/38
Served with baby beets, rocket & feta with sautéed potatoes & seeded mustard dressing
- Prawn Saganaki** 32/35
Our award winning sautéed prawns in white wine & garlic with a rich napolitana sauce, mild chilli, olives, crumbled feta & chargrilled pita bread
- Ricotta Ravioli (V)** 28/31
Fresh ricotta & parmesan ravioli in a burnt dukkah butter with roasted almonds & crispy onion, topped with a dollop of mascarpone & gremolata
- Prawn Risoni** 32/35
Sautéed prawns with mushrooms, eschalots, prosciutto & green peas in a rich tomato cream sauce with shards of fresh parmesan cheese
- Seafood Platter For Two** 125/138
A selection of cold prawns, smoked salmon, natural & kilpatrick Sydney Rock oysters, lobster spring rolls, atlantic salmon fillet, battered prawns, salt & pepper calamari, sautéed garlic & chilli prawns with rice, battered fish fillet, chips, Greek salad, sauces & lemon

\$6 Sides

Mash | Steamed Veg | Coleslaw | Seasonal Salad
* VISITORS \$7

THE GRILL

OUR STEAKS COME WITH A CHOICE OF TWO SIDES:
CHIPS, SALAD, MASH, STEAMED VEG

- 250g Rump Steak (GF)** 29/32
100-day grain fed Upper Murray region; YG
- 350g Scotch Fillet (GF)** 42/47
120-day grain fed, Riverina region black angus scotch fillet
- CHOOSE YOUR SAUCE: 2/2.5**
Gravy | Mushroom | Pepper | Bernaise | Red Wine Jus (GF) | Garlic Butter
Turn your steak into a Surf & Turf with our garlic butter prawns (GF) 8/9
- Pork Cutlet (GF)** 34/38
300g Tender Valley pork cutlet with a peach & bourbon glaze on roasted potatoes, topped with a charred peach & sunflower seed slaw
- Mediterranean Grill** 35/39
Marinated lamb skewers, grilled halloumi, Greek salad, chips, pita bread & tzatziki
- Eggplant Steak (V, GF)** 27/30
Charred spiced eggplant & portobello mushroom with pomegranate glaze, puffed rice, fried kale, pepitas & Greek yoghurt

PIZZAS

- Three Cheese Margherita (V)** 17/19
Cheddar, mozzarella & queso cheese with parsley
- Classic Pepperoni** 19/21
Lashings of thinly sliced pepperoni & mozzarella cheese
- The Veggie Patch (V)** 20/22
Roasted cauliflower, cherry tomatoes, onion, baby spinach, mushrooms, olives, fresh herbs, mozzarella & crumbled feta
- Simply Supreme** 22/25
Shaved leg ham, pepperoni, bacon, onion, capsicum, mushroom, pineapple, olives & mozzarella
- Peri Peri Chicken** 22/25
Roast chicken, bacon, capsicum, onion, mozzarella & peri peri chilli drizzle
- Garlic Prawn & Halloumi** 22/25
Garlic prawns, cherry tomato, fresh parsley, halloumi & mozzarella with a lemon wedge
- Truffle Mushroom & Prosciutto** 22/25
Roasted mushrooms with prosciutto, mozzarella, fresh herbs & drizzled with truffle aioli
- The Butcher's BBQ** 22/25
Bacon, chorizo sausage, ham, pepperoni, capsicum & onion, with mozzarella cheese & drizzled with BBQ sauce

GLUTEN FREE BASES AVAILABLE FOR \$3

- Passion Panna Cotta (GF) 15/17**
Creamy panna cotta with a sweet passionfruit sauce & shards of coconut
- Hazelnut Gelato (GF) 15/17**
Hazelnut gelato with vanilla halva, crushed pistachios & toffee crunch
- Chocolate Indulgence 15/17**
Warm decadent chocolate lava cake served with vanilla ice cream
- Kids Ice Cream (GF) 6/7**
A scoop of vanilla ice cream with a choice of topping & sprinkles
- Frangelico Affogato (GF) 16/18**
Vanilla ice cream, Frangelico & a shot of espresso
- Milkshakes 7/8**
A choice of very vanilla, strawberry, chocolate or caramel

LOGO DESIGN

Logo design was the first ever proper design work I was entrusted with by a client. I had the pleasure of creating a whole new brand identity of a business which included a new logo, business cards, email signatures, social media presence, even merchandising for name tags, shirts, and other forms of media such as menus, and advertising. Seeing your logo on a billboard, or even a shirt is such a rewarding experience as a designer as it really showcases what you are capable of making and how your designs fit within the real world.

- + BRAND IDENTITY
- + BRAND ASSETS
- + MERCHANDISING
- + SOCIAL MEDIA PRESENCE

04



COVE BAR | GRILL

- CLIENT: Cove Bar | Grill
- YEAR: 2020
- CONCEPT: Logo Design

THE LOGO DESIGN

Cove Bar | Grill is one of my main clients. They reached out to me asking for a re-brand. The main aesthetics the client wanted was a clean and sleek look that represented a restaurant with their new slogan 'FROM FARM TO PLATE'. After many meetings and brainstorm sessions, my client has happy with the final outcome. The logo represents a plate, which suits their slogan while also maintaining a clean and sleek look. Overall, the logo was a great success.



BLUE BARISTA CAFÉ

- CLIENT: Blue Barista Café
- YEAR: 2022
- CONCEPT: Logo Design

THE LOGO DESIGN

The Blue Barista Café had originally created their logo using Canva as they were a small business. I had reached out to them asking if they would like a re-brand to which they were happy to receive! The design they were looking for was something a bit abstract and modern to reach a larger audience. The design presented fit with their exact criteria which had help kickstart the re-branding of their small business!



COVE FUNCTIONS | EVENTS

- CLIENT: Cove Functions | Events
- YEAR: 2020
- CONCEPT: Logo Design

THE LOGO DESIGN

Being the sub-brand of Cove Bar | Grill, they wanted me to also create their logo to reflect the main logo of their business. With the completion of this logo, I also had to honour of creating all the email signatures and function event packages which are present on their website.

SOCIAL MEDIA MARKETING

Having a social media presence is one of the most important aspects of expanding your business. If you don't put your business out there correctly on social media, you risk not reaching your target audience and being overshadowed by other competing businesses. Not only am I a graphic designer, but I am also a social media marketer which has lots of experience in content creation and social media marketing in general. As of now I am in charge of multiple social media pages on many different platforms for a couple of businesses. This means that I not only post their marketing material, but I also have the pleasure in making my own to further advertise the business. In this portfolio is a snippet of what I am capable of and what I have previously created on social media for businesses.

- + INSTAGRAM PRESENCE
- + FACEBOOK PRESENCE
- + TIKTOK PRESENCE
- + WEBSITES
- + CONTENT CREATION

05

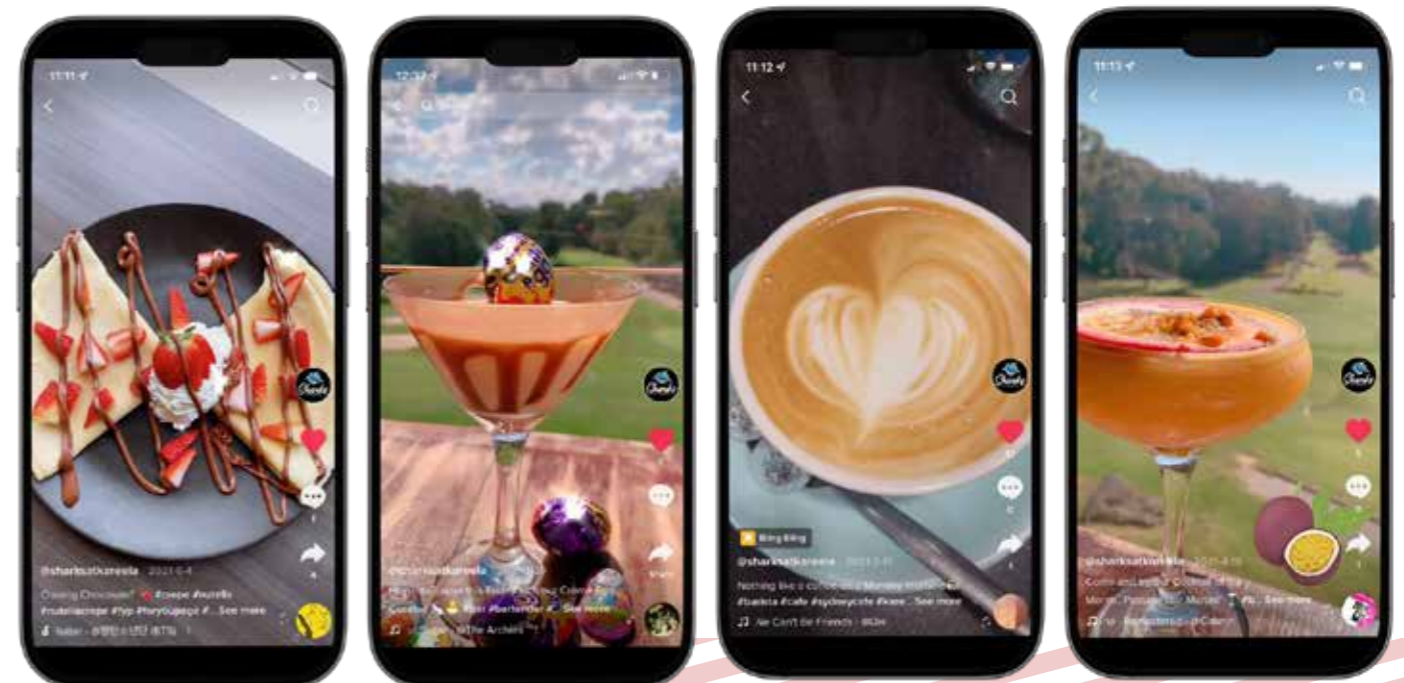


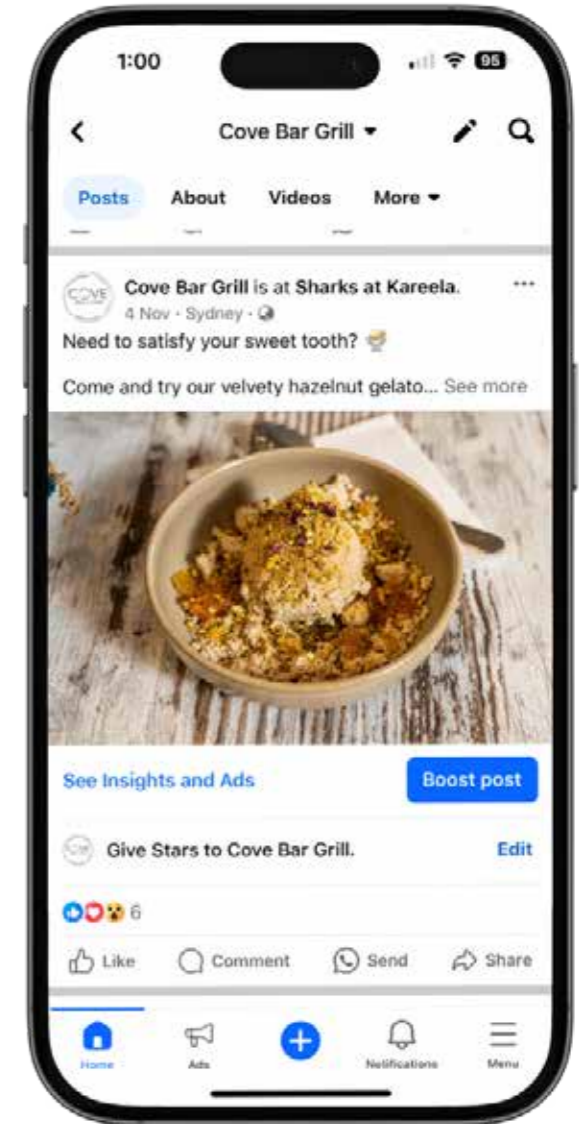
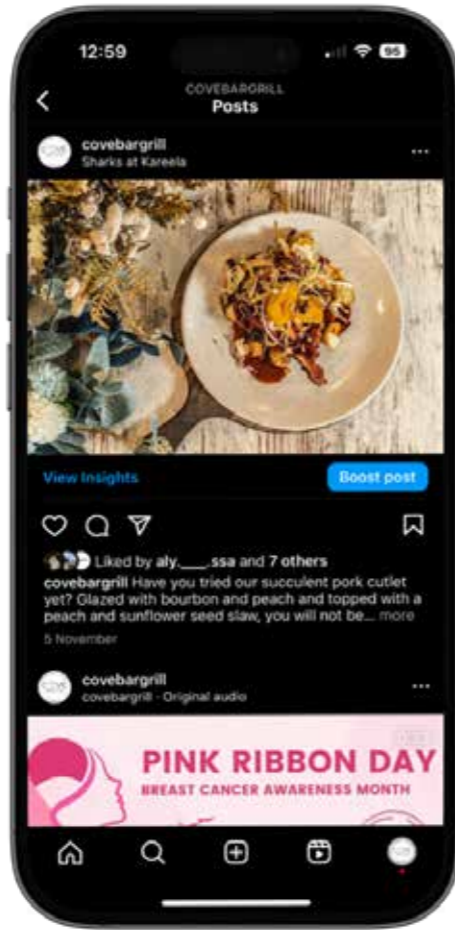
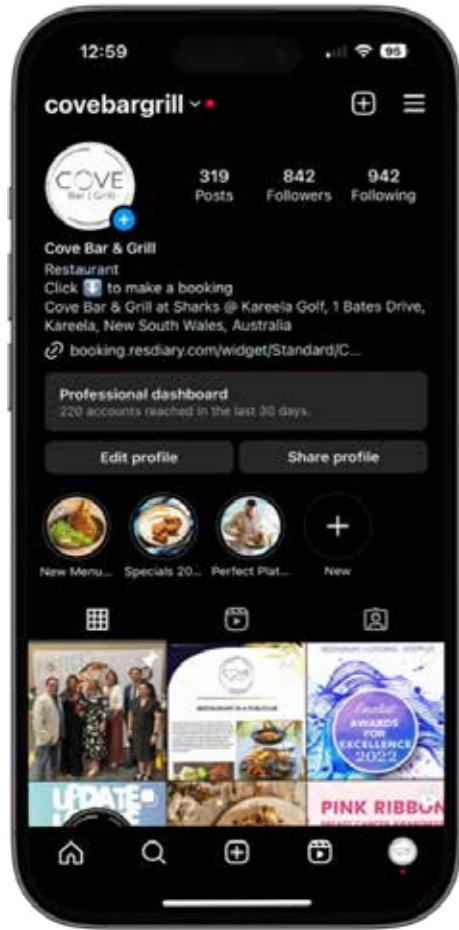
SHARKS AT KAREELA TIKTOK

- CLIENT: Sharks At Kareela
- YEAR: 2021
- CONCEPT: Content Creation

CREATING THE CONTENT

Sharks At Kareela had asked me to hop on the new TIKTOK platform and cater to a different audience. My client asked me to showcase the food and beverage aspects of the club as they are the heart and soul of Sharks At Kareela. I created a few videos during my time there and I thoroughly enjoyed every minute of it.





COVE BAR | GRILL SOCIALS

- CLIENT: COVE BAR | GRILL
- YEAR: 2022
- CONCEPT: Content Creation

CREATING THE CONTENT

Cove Bar | Grill wanted to see their new brand identity come to life! This led to the creation of their Instagram and Facebook pages. Not only have I been able to work closely with photographers and have been posting their material, but I have also had the pleasure in creating my own content for the pages including short videos of new menu items and special event days.



NOT JUST A DESIGNER

Having this experience has shown me that there is so much more to being a creator. Its about learning new tricks on familiar mediums, its also about stepping out of your comfort zone. I have always been one to influence on social media, but I have never created business-type posts or videos before. Working for Cove Bar | Grill has taught me that not only am I capable of creating such content, but I'm good at it too!

PASSION PROJECTS

Creating work for clients is one thing, but creating for yourself is another whole basket of eggs. When I'm not designing event collateral or creating a social media presence, I am creating stuff for myself and for the people I care about. I am a gift giver; my love language is gift giving. I have always had a love and knack for handmade things, so when I started to design and learn how to use these complex programs, I decided to commit to my craft and create things for other people. In this portfolio, I have showcased some of my favourite passion projects!

- + STICKERS
- + GREETING CARDS
- + ARTWORK
- + ILLUSTRATIONS
- + PERSONAL BRANDING

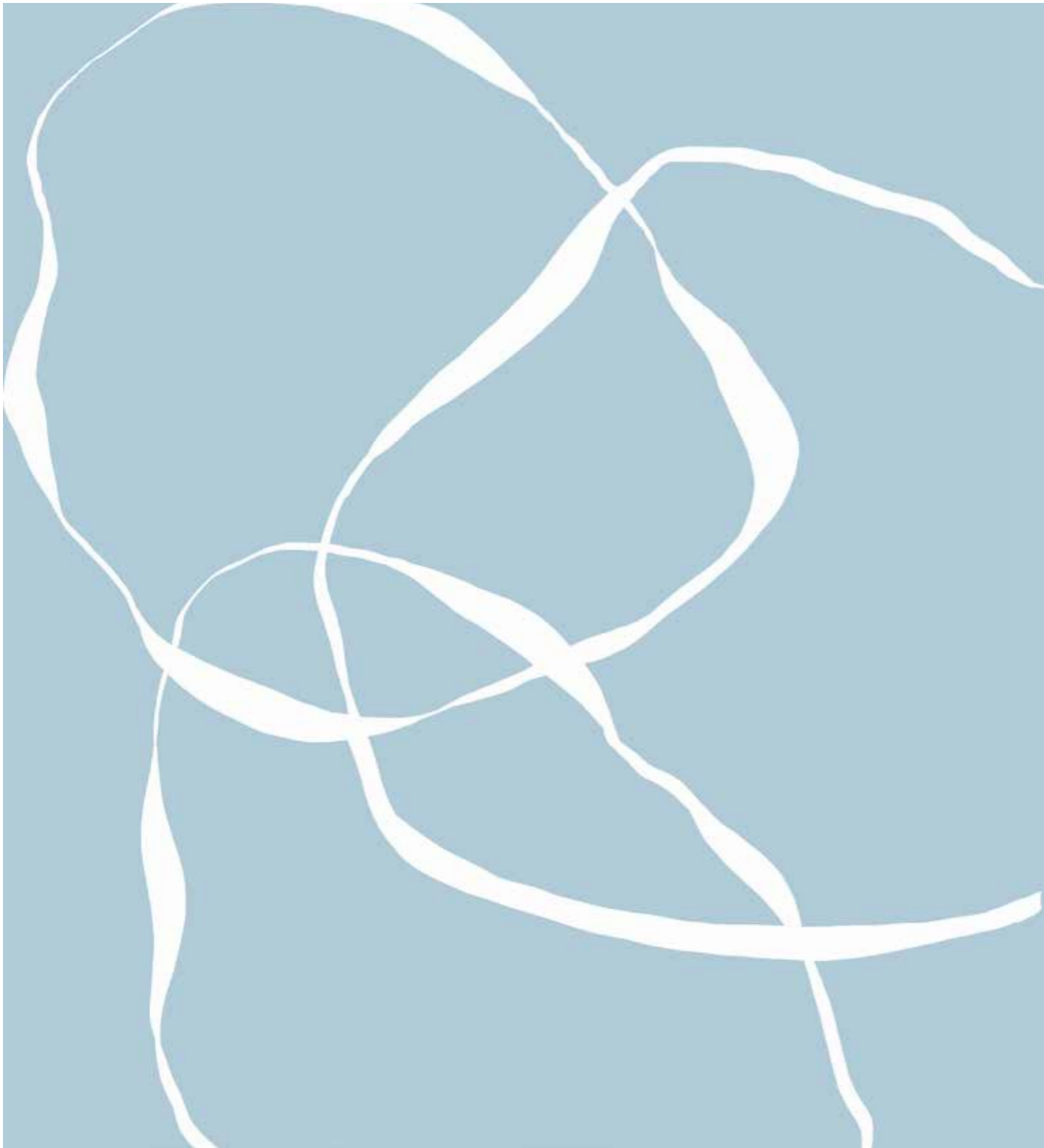
CHILDREN'S STICKERS

- CLIENT: Myself!
- YEAR: 2022
- CONCEPT: Passion Project

ABOUT THIS PROJECT

I love homemade and handmade gifts. I believe that homemade gifts are straight from the heart and people take such care when making their gifts. My little cousin is about to head off into pre-school and I wanted to create something just for him to place on his belongings so he doesn't lose them in the abyss of pre-school children. Naturally, being a 4 year old boy, he loves dinosaurs! So... here is what I created!





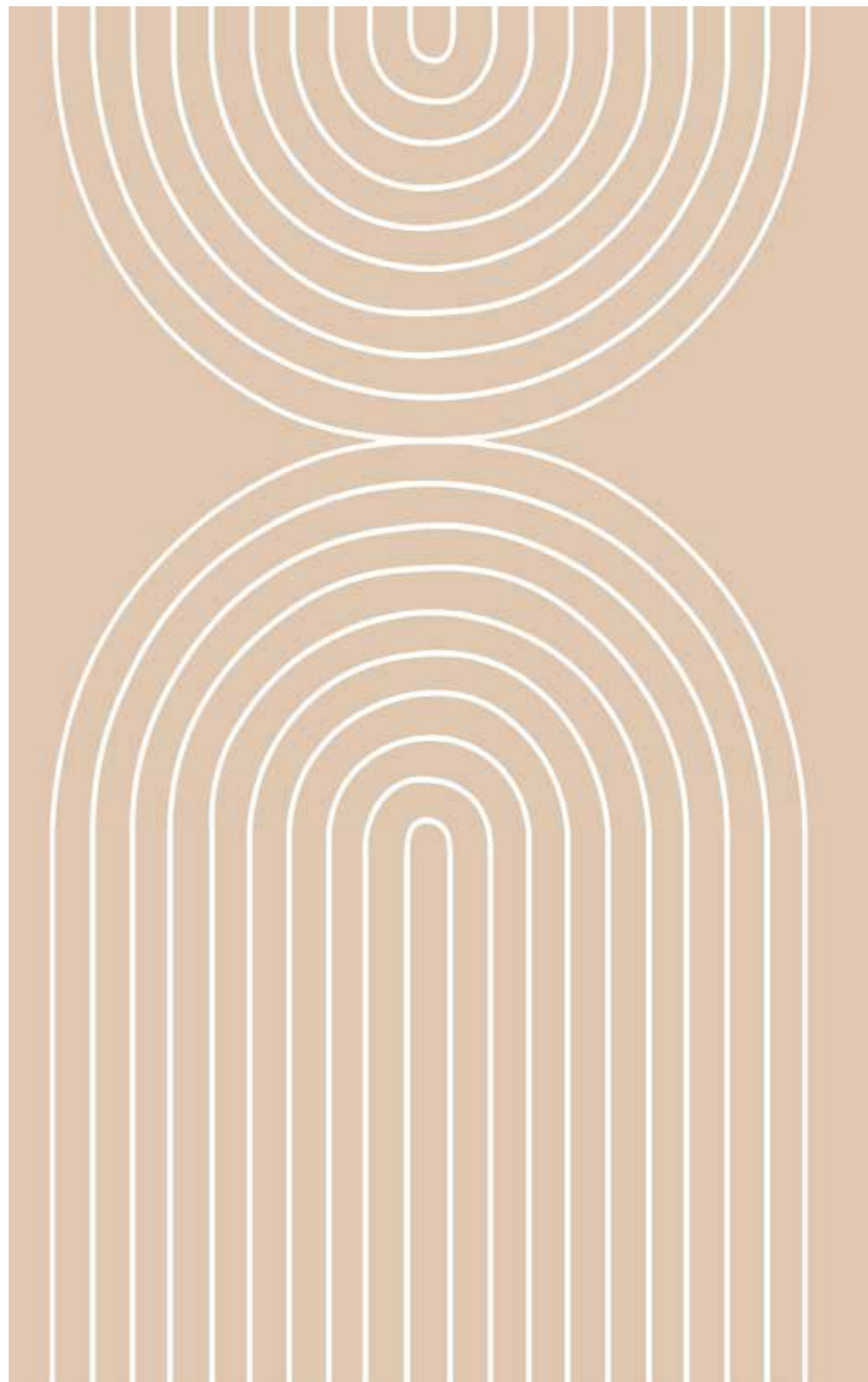
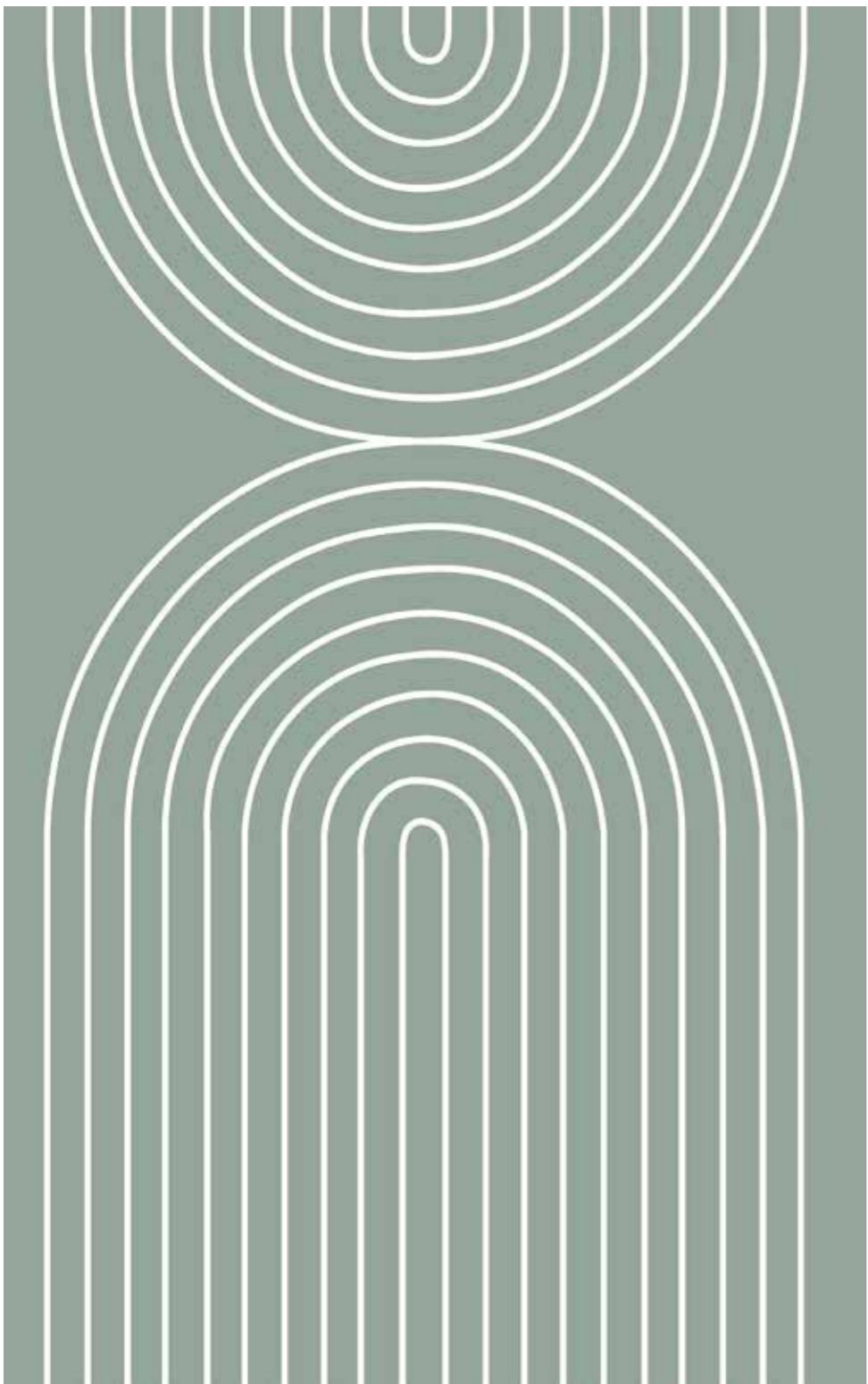
ILLUSTRATIVE ARTWORK

- **CLIENT:** Myself!
- **YEAR:** 2021
- **CONCEPT:** Passion Project

ABOUT THE PROJECT

Here we have a collection of abstract and fun illustrative pieces I have done to improve my skills and test out what I can do. I enjoy creating pieces that are balanced and uniform due to my previous work experience, this is evident through my abstract pieces as even though they may include random shapes, they are still placed evenly and accordingly to balance out the piece.







GREETING CARDS

- CLIENT: Myself!
- YEAR: 2022
- CONCEPT: Passion Project

ABOUT THE PROJECT

The best thing about gifting presents is writing a special message in a card. Whether it'd be for your parent, your best friend, your soulmate, or even just Susan from the office. I found that creating your own greeting cards gives your gift that extra special touch as you can create something tailored just for that person. Here are some of my best works!

Let the
CELEBRATIONS
BE-GIN! 40

Happy
Birthday
~to you~



CONGRATS!



LETTUCE CELEBRATE
YOUR ACHIEVEMENT!

Chef



LOOK AT YOU BECOMING A CHEF N' SH*T



THE 21ST BIRTHDAY





POR
TFO
LIO