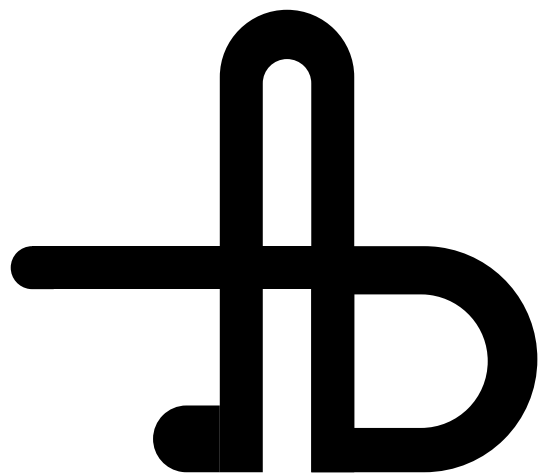


**TURNING  
IMAGINATION  
INTO REALITY.**



# HI I'M LUCY



**I'm a Sydney based Graphic Designer, freshly graduated with a Bachelor of Design Communications from Billy Blue.**

As a creative and playful designer, I thrive on turning imaginative ideas into captivating and engaging experiences.

My diverse love of branding, illustration, and graphic design allows me to seamlessly blend creativity, technical expertise, and innovation into every project I undertake.

My passion for design fuels innovation and playful functionality to create visually captivating and engaging experiences for both clients and end-users.

I love to talk  
I'm funny... I think  
Strong emphasis on family  
Enjoy meeting new people  
And always available for brunch.



Page 6



Page 16



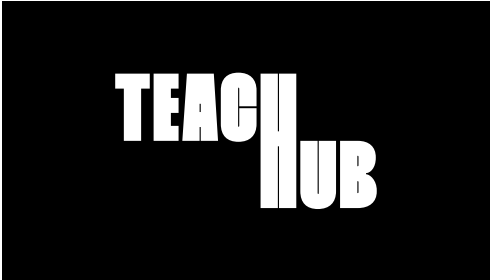
Page 24



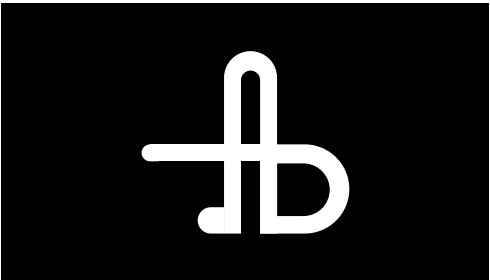
Page 38



Page 46



Page 56



Page 66

# CONTENTS

RAWGAINS



STRATEGY, BRANDING, PACKAGING

**Brief**

Create an innovative packaging solution for a current product category.

**Opportunity**

Societies increased focus on a healthier lifestyle has dramatically increased the target audience for Protein Powder. Redesigning the current bulky and unhygienic packaging will enhance the functionality and usability of the product.

**Outcome**

Raw Gains presents Protein Pods, an innovative alternative to the current loose protein powder design. The biodegradable edible film packaging is compact, mess free and portion-sized, allowing active consumers to use the product on the move and throughout the day.





# PROTEIN

# PODS...

A refreshing clear protein water supplement that is a light alternative to the usual milky protein shake.

With benefits of protein, collagen, electrolytes and BCAA's.

RAW GAINS Protein Pods are a fruity and thirst quenching drink to use any time of the day!

# WHAT?!





Apple  
Mango  
Pineapple  
Blueberry  
Raspberry  
Passionfruit







# BOTTOMS UP

Cocktail cards

# BOTTOMS UP

IDENTITY, ILLUSTRATION, PRINT

## Brief

Create an artifact for your own Self-initiated project.

## Opportunity

Create a tangible design that showcases my playful personality and my illustration skills.

## Outcome

Bottoms Up consists of 20 cocktail cards that provide people with an exciting and convenient way to be creative with drinks.

This vast cocktail recipe range not only teaches the audience how to make each drink, but also provides them with a range of beautiful illustrations that can be displayed on the counter top.

The cards designed for both professional and home bartenders, have a drink strength scale, adding a playful element to the design.











CONSENT MATTERS CONSENT MATTERS CONSENT MATTERS CONSENT MATTERS CONSENT MATTERS  
CONSENT MATTERS CONSENT MATTERS CONSENT MATTERS CONSENT MATTERS CONSENT MATTERS  
CONSENT MATTERS CONSENT MATTERS CONSENT MATTERS CONSENT MATTERS CONSENT MATTERS  
CONSENT MATTERS CONSENT MATTERS **CONSENT FIRST** CONSENT MATTERS CONSENT MATTERS  
CONSENT MATTERS CONSENT MATTERS CONSENT MATTERS CONSENT MATTERS CONSENT MATTERS  
CONSENT MATTERS CONSENT MATTERS CONSENT MATTERS CONSENT MATTERS CONSENT MATTERS



# CONSENT FIRST

STRATEGY, BRANDING, CX & DIGITAL

**Brief**

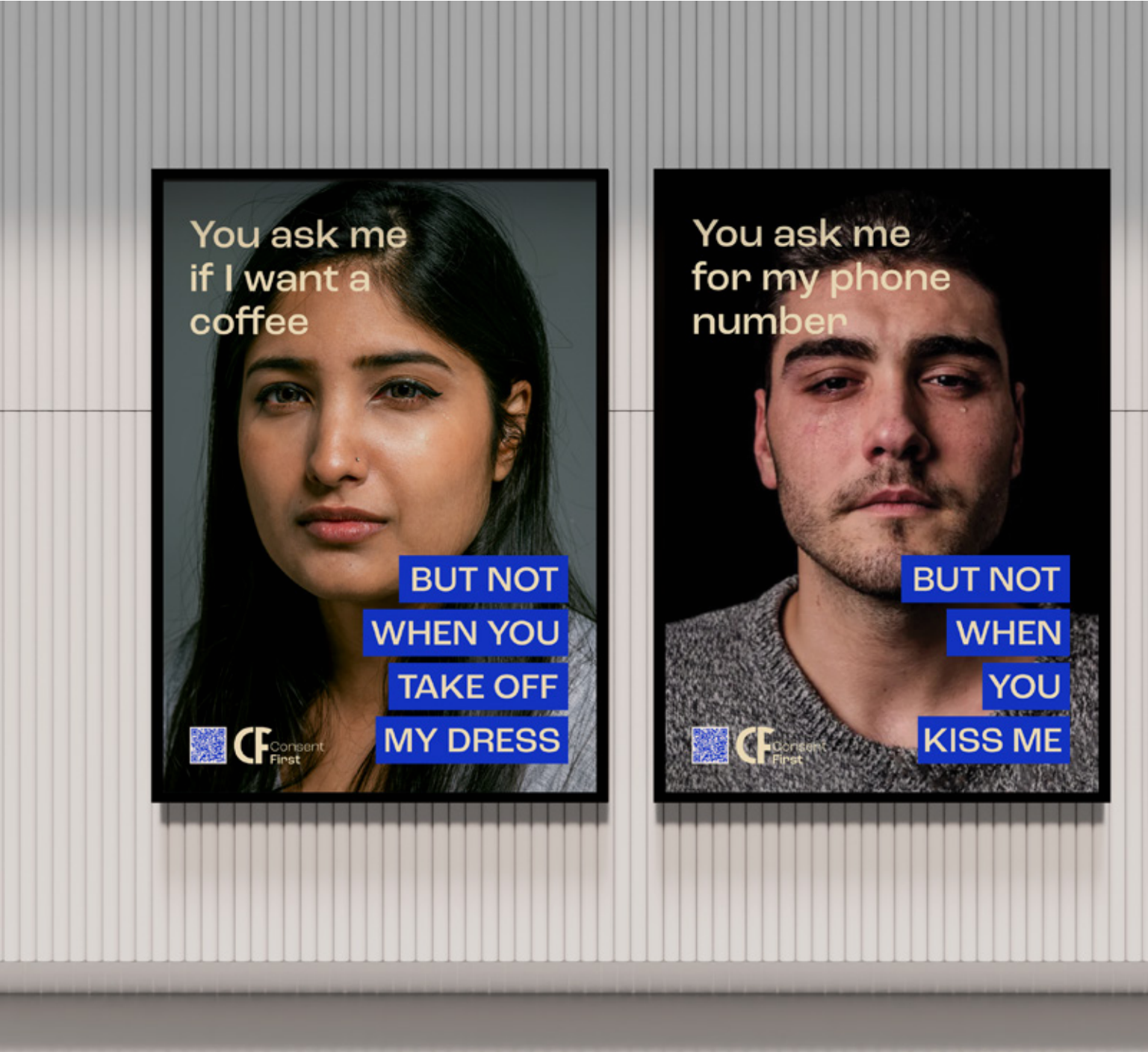
Design a multi-sensory experience that uses touchpoints to persuade the target audience to shift their perspective on the chosen topic.

**Problem**

Australia’s lack of ‘Consent Education’ remains, despite recent developments for school students. The majority of society has already finished school, resulting in a lack of consent education and accessibility for a huge percentage of Australian’s.

**Outcome**

Consent First is an educational pop-up experience to empower consent education. It takes place around Hyde Park, encouraging adults to walk through the branding experience. Through adopting disruptive and unconventional strategies to engage the audience, it emphasises the importance of consent and encourages open discussion. This immersive experience is often confronting to evoke an emotional response and engage people on an entirely new level.





You ask for  
consent  
everyday



**BUT NOT  
WHEN IT  
REALLY  
MATTERS**



# TARGET AUDIENCE

HAMISH NASH, 20 YRS OLD

### About

Hamish is a young adult living in Sydney, currently completing his Bachelor’s in Commerce. He finds the topic of consent confusing and overwhelming. His friends and him have fun going to parties and hanging out with girls but have never talked or worried about consent.

### Bias

- Believes if she doesn’t stop him then it’s a yes.
- Believes consent is only taught to school students.
- Believes asking for consent is awkward and would ruin the mood.
- Believes if he takes a girl on a date, then he should get something in return.

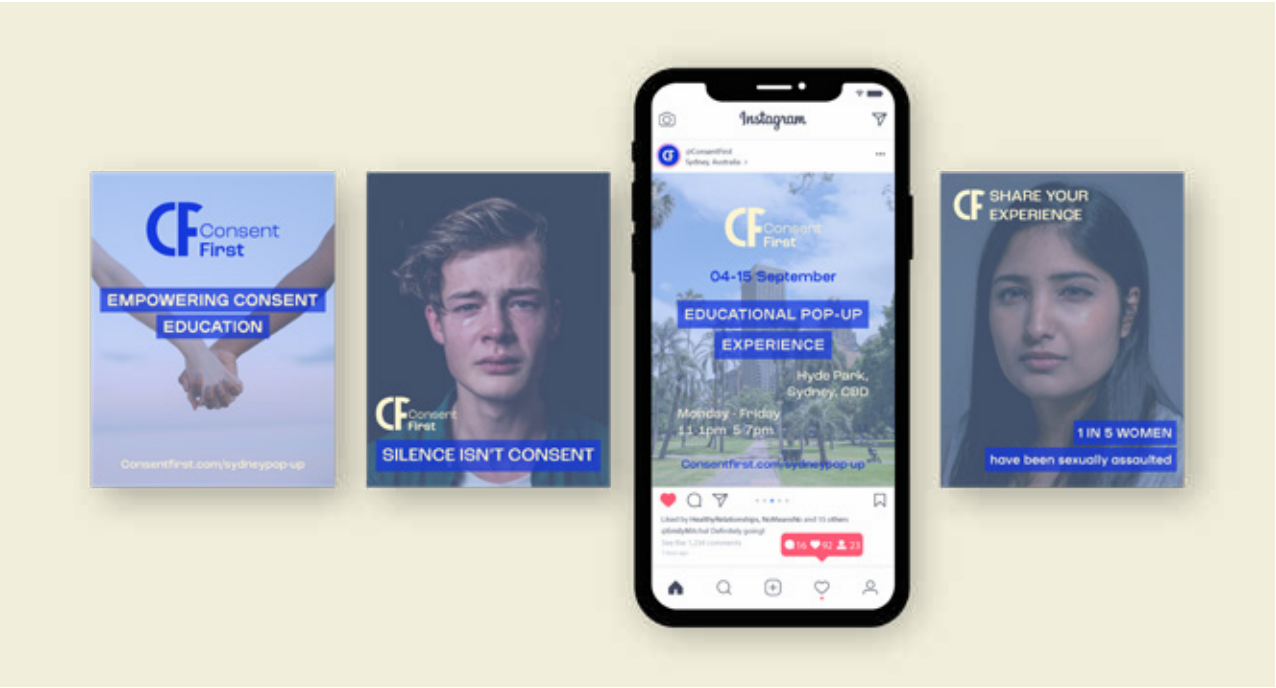
### Messaging

Hamish is the main target audience, as a young male heavily influenced by the world around him. He needs accessible information to educate and encourage open conversations about consent.

Hamish needs to understand what ‘yes’ and more importantly ‘no’ looks like. This will teach him the importance of consent and make him feel confident when he asks someone for consent.

















# ROSE WINE

BRANDING, IDENTITY & DIGITAL

**Brief**

Design the branding and collateral work for a new restaurant chain. They will offer both eat-in and takeaway options.

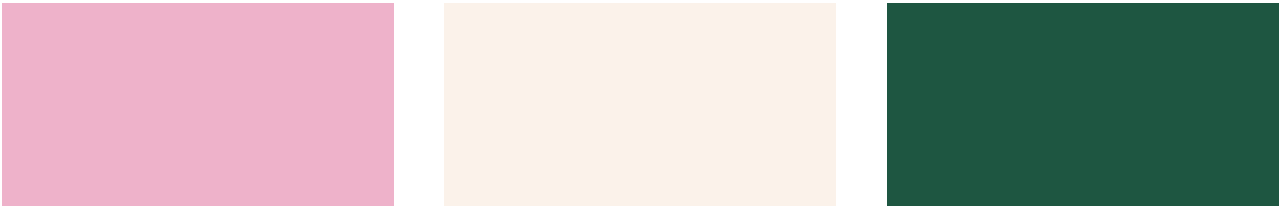
**Opportunity**

Create a brand that uses an illustrative component / pattern to be adapted across all collateral and chain restaurants, creating a cohesive brand identity.

**Outcome**

Rose Wine combines the fresh scent of flowers with delicious food. This cafe & florist has a vibrant colour palette and personality that transfers across their multiple chains.

The logo combines a coffee cup in the shape of a wine glass, with a flower at the bottom of the stem.



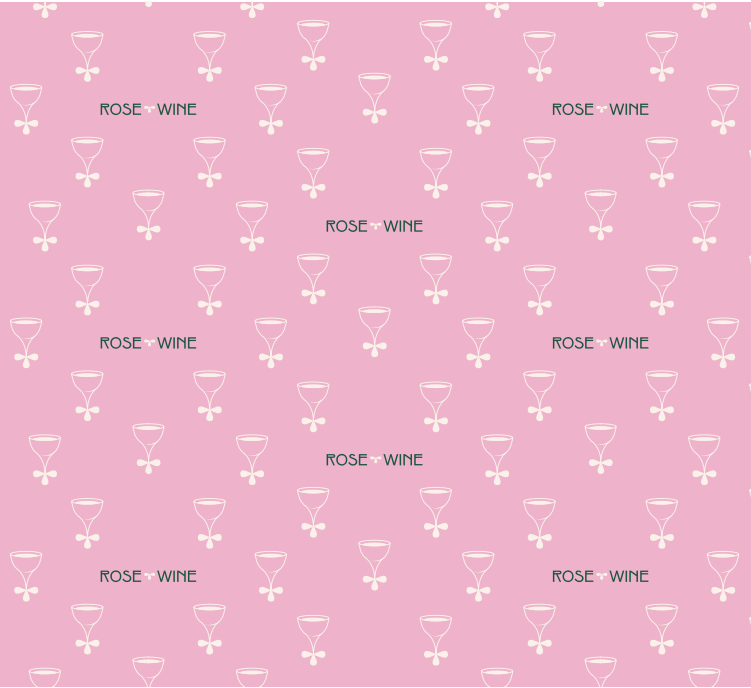




## WHERE BLOOMS BLOSSOM AND COFFEE BREWS







STEIL



# SOLEIL

STRATEGY, IDENTITY, PACKAGING & DIGITAL

**Brief**

Select a current brand that needs to improve their current market perception by creating a new service.

**Opportunity**

Focus on the sun safety element of Sunglass Hut. Rather than protecting your eyes, create a protective shield for your skin. This product will act as a sun protection and education service.

**Outcome**

Soleil is a sub-brand of Sunglass Hut, providing a protective shield for your skin with sunscreen.

The brand identity features an elegant packaging design, which captures the importance of sun care, while making sunscreen a stylish product.

**Group Work**

Idea - collaborative  
Execution - individual



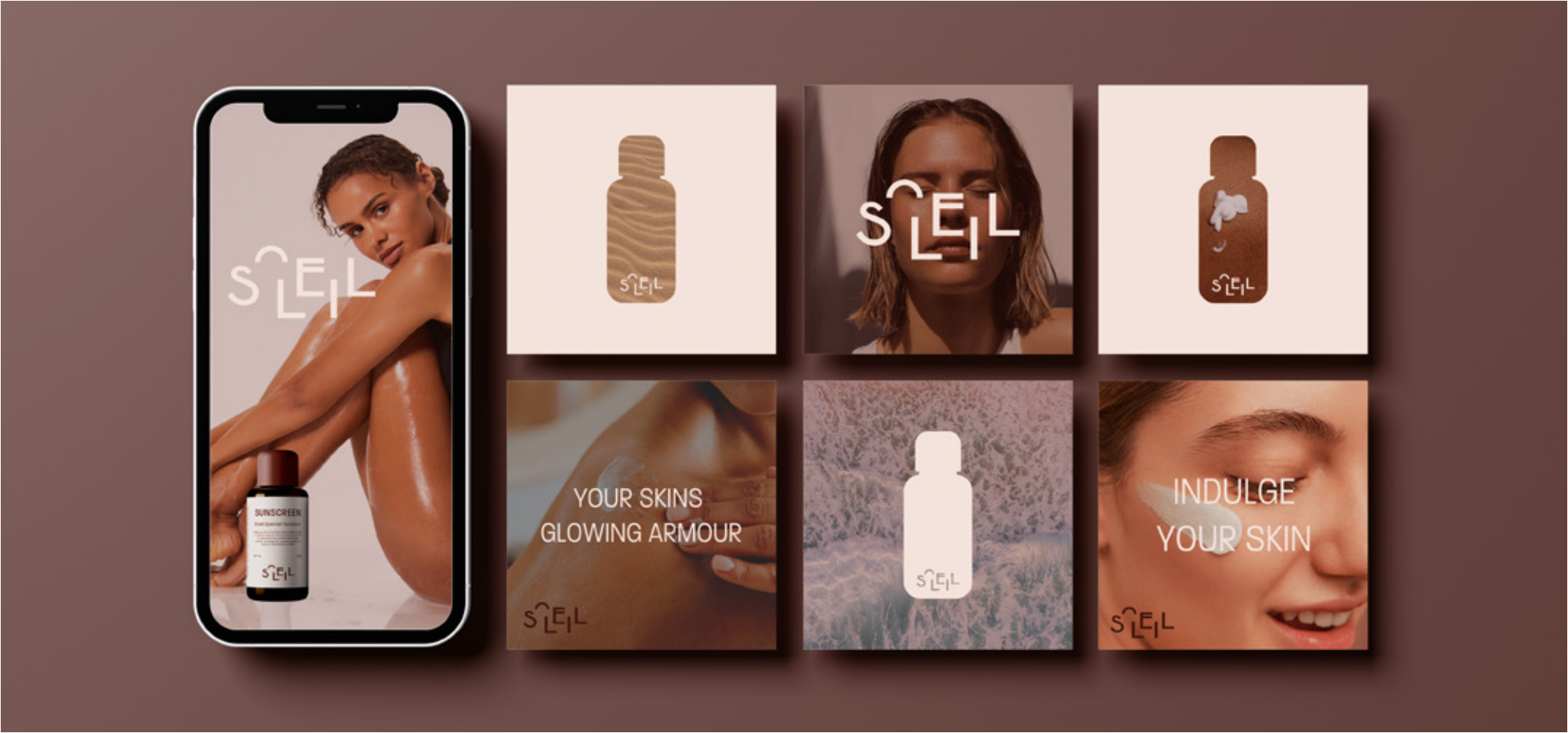














**TEACH  
HUB**

# TEACH HUB

STRATEGY, BRANDING, UX & UI

**Brief**

Design an online interface that solves a real world user problem and improve user experience.

**Problem**

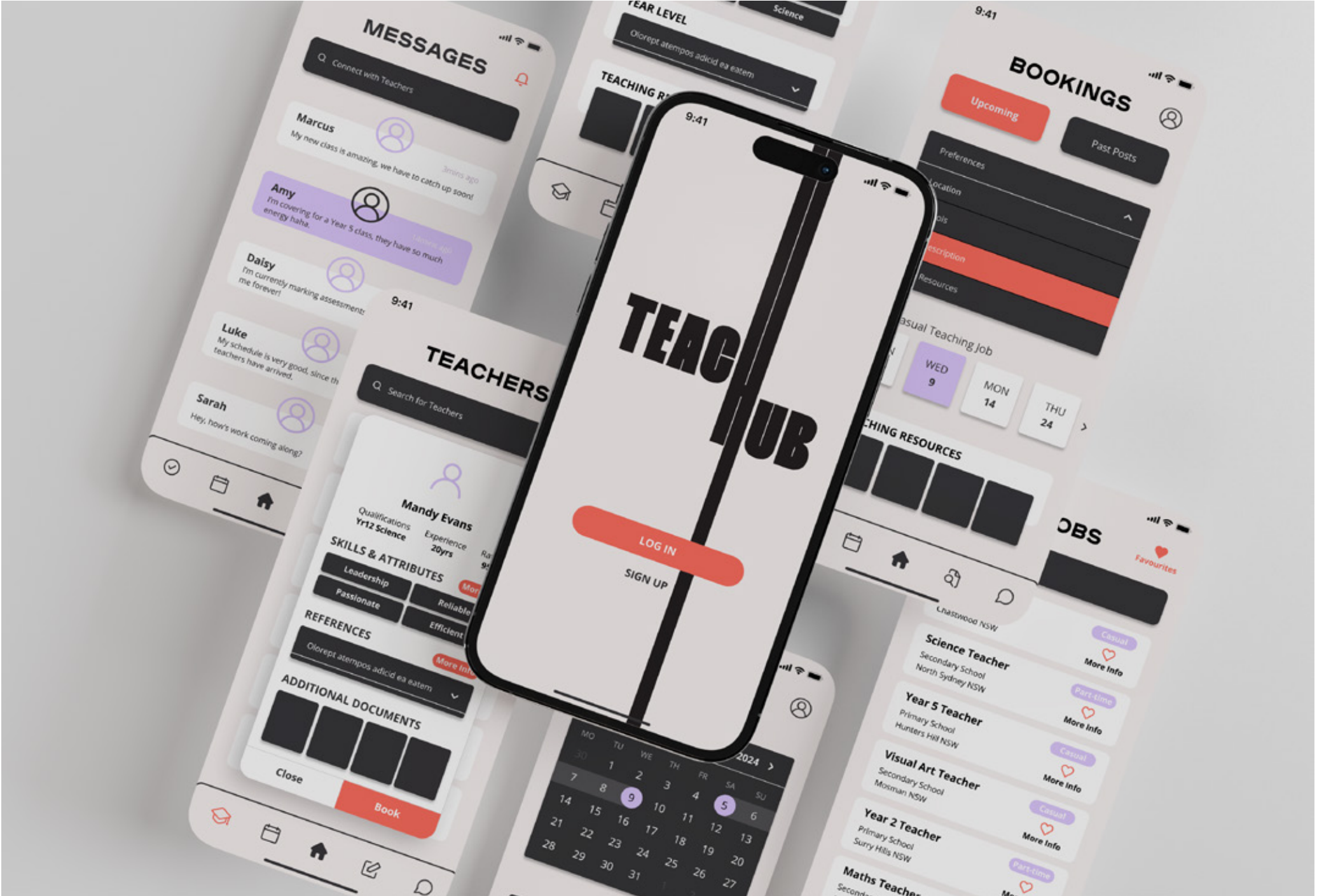
The greatest emergency in education right now is the growing teacher shortage across Australia. The quality of education provided by schools is decreasing, as many students don't have a teacher to support and educate them. Teachers are experiencing unbearable workloads and poor working conditions.

**Outcome**

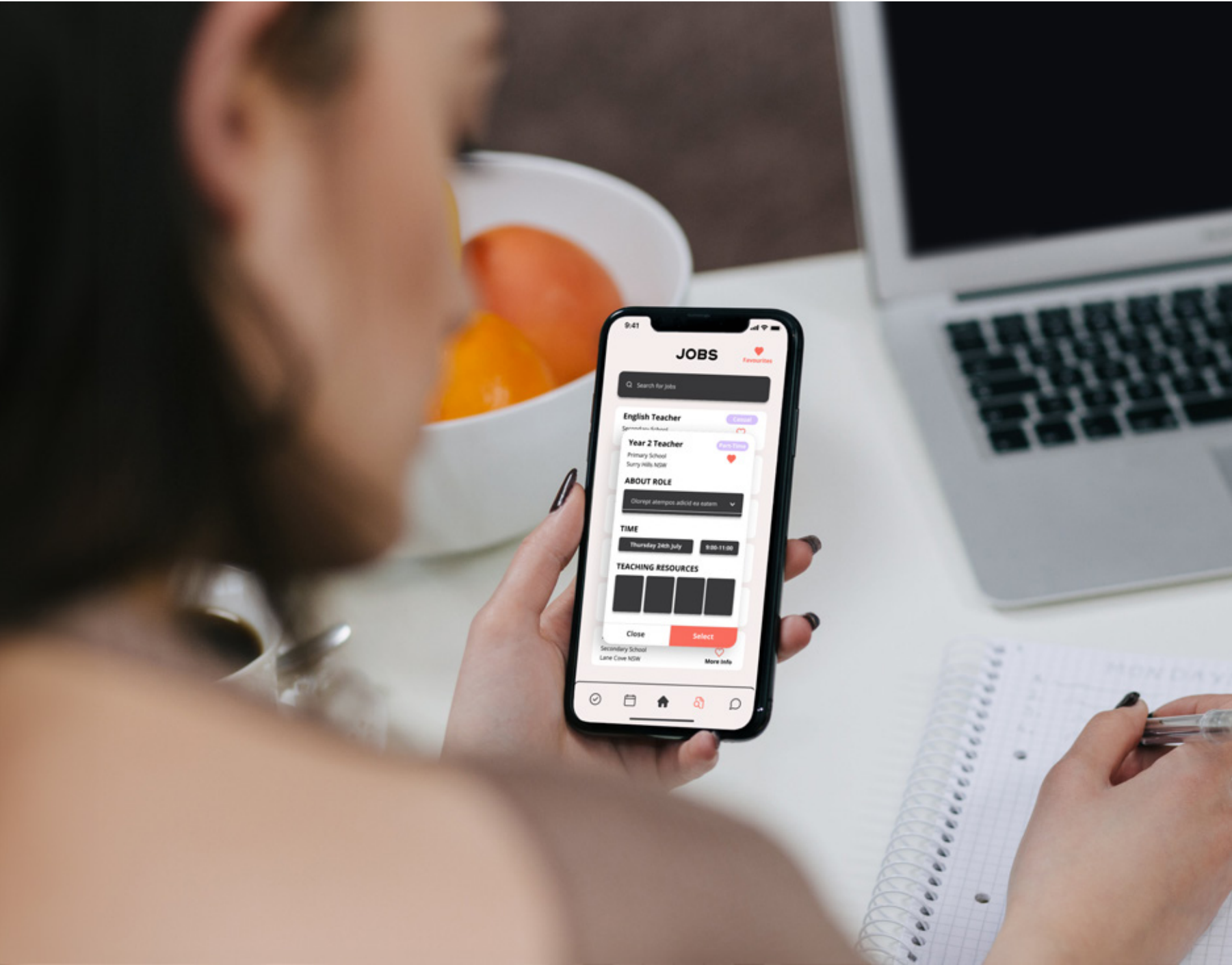
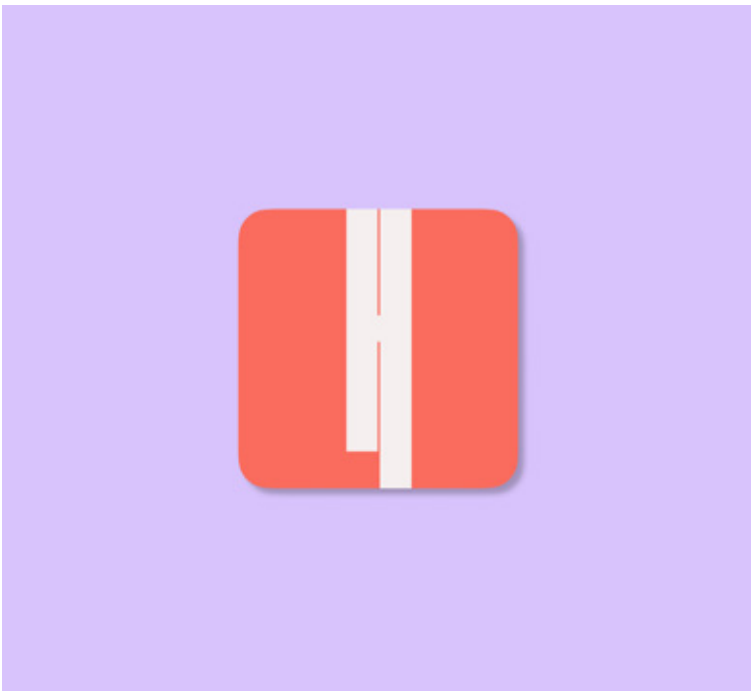
Teach Hub is an app that connects casual teachers with schools. Teachers are notified of casual jobs that match their profile, and can network with schools and educators, and book job opportunities.

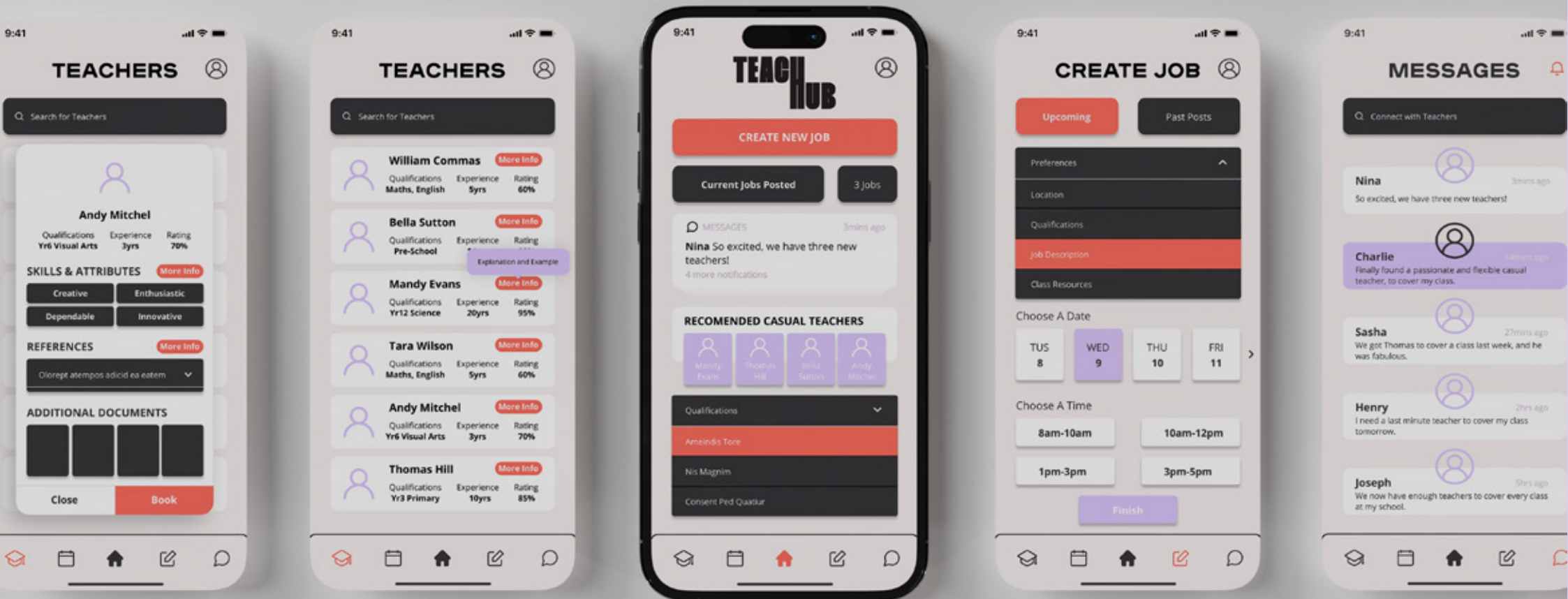
Schools can choose quality teachers through Teach Hub, and send alerts when classes need to be covered.

This allows teachers to focus on their specified class, increasing the standard of education for students.







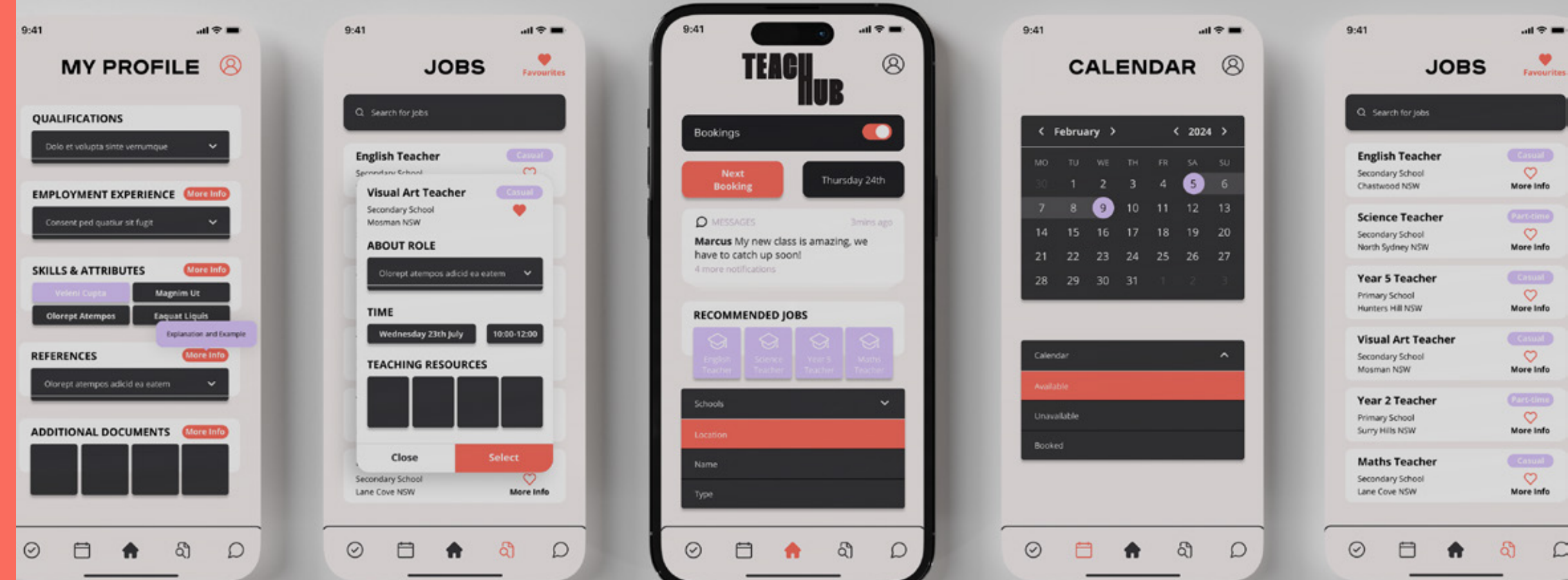


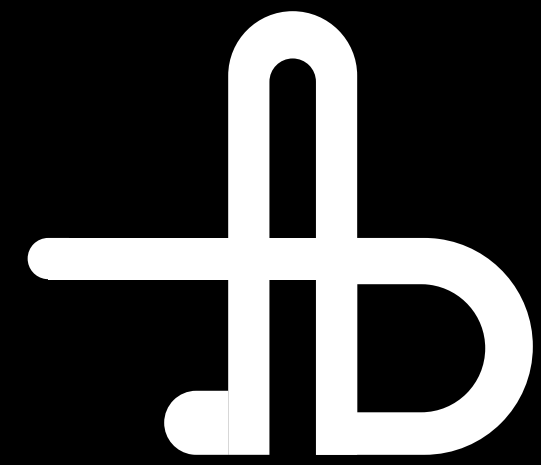
SCHOOLS SEEKING  
**CASUAL TEACHERS**



# CASUAL TEACHERS

SEEKING JOBS









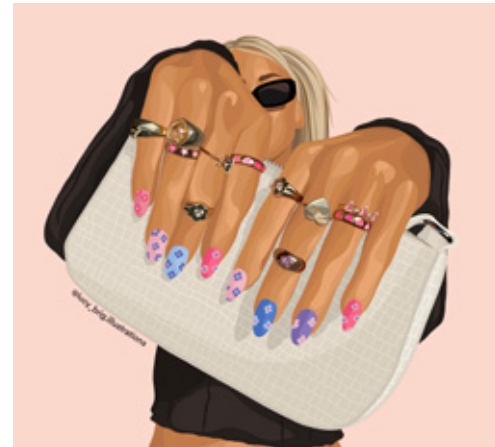
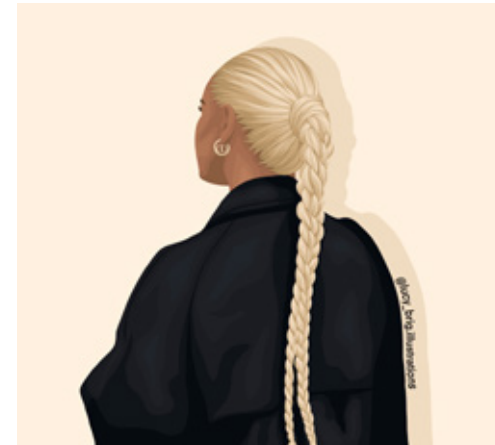
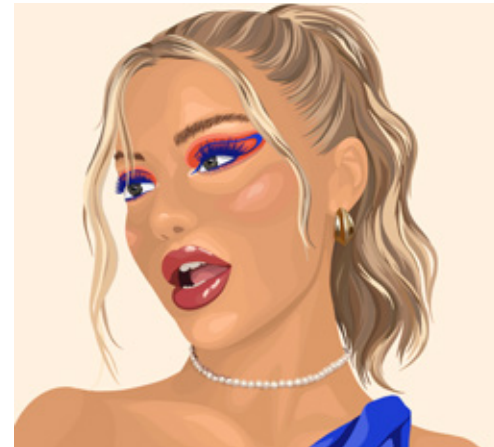
# LB (THAT'S ME)

ILLUSTRATION

## Outcome

Connecting and collaborating with artists on illustration projects all over the world.

I've gained customers and a large community of followers on Instagram, allowing me to be creative and have fun with digital design.



# IT'S A MATCH!

**Let's have a chat...**

0427170037

lucy@brigstocke.com

Linked In

@lucybrigstocke

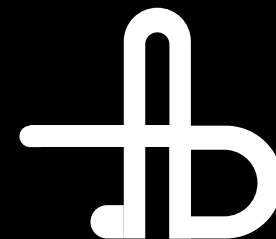
**...Or stalk me**

Instagram

@lucybrigstocke\_design

@lucy\_brig.illustrations





**LUCY BRIGSTOCKE.**