

HOLLY THEISSEN
designs

2023 – 24

PORTFOLIO



HELLO, I'M HOLLY.

it's a pleasure to meet you

GRAPHIC DESIGNER / DOG-MUM / GREY'S ANATOMY DEVOTEE

Sydney-based graphic designer, with a passion for creating meaningful design through unique human-centered solutions. Optimistic, driven and detailed by nature, Holly thrives in a fast-paced, collaborative environment. Captivated by thoughtful concepts and experimental visual language, she's keen to continue refining her skills in the digital space of UI/UX and motion design.

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let's grab coffee.



PROJECTS



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Brand Identity

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MICRO DELI & TAPAS EATERY

EST. 2023

BAR SOLUNA

BRAND IDENTITY

BAR SOLUNA

A premium hole-in-the-wall deli wine bar inspired by the Spanish coastal town, Sitges. Serving up rich coffee roasts and authentic Spanish small plates of locally-sourced, fresh produce, paired with an exclusive wine selection from the region.

BRIEF

Develop a branding suite for a small, high-end Deli and Tapas Restaurant influenced by Spain.

CREATIVE DIRECTION & SOLUTION

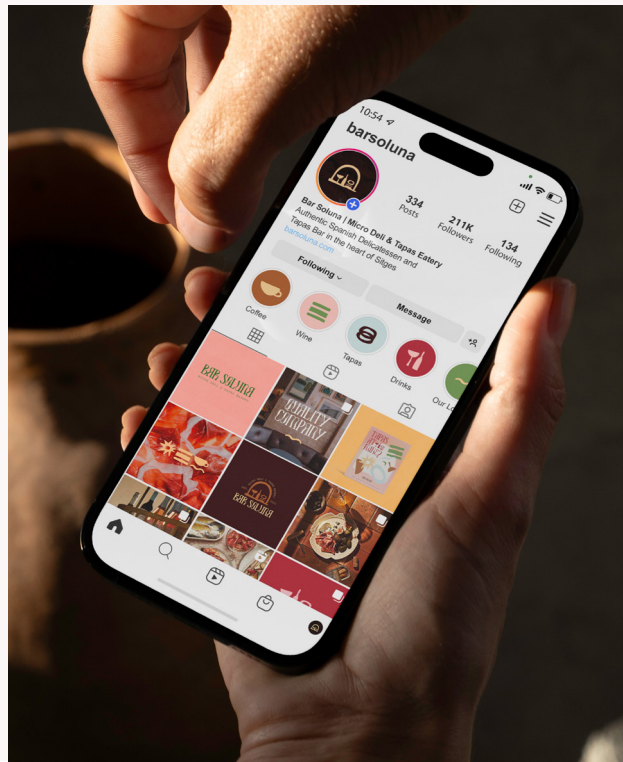
I aimed to cultivate a lively, refined brand oozing taste, intimacy and opulence. Slinging sangria from dawn 'til dusk, this hidden gem is the go-to neighbourhood bar where locals are treated like family.

Influenced by the vibrant coastal town, Sitges, the identity captures authentic ornamental architecture and secret cobblestone laneways. Illustrations inspired by organic simplicity of the siesta sun casting moody shadows across the back bar.

Bar Soluna is playful yet refined, thoughtful yet natural and at ease. Celebrating cultural difference by exploring the unique, expansive offerings of the Spanish region.



BAR SOLUNA





WEB DESIGN, BRAND IDENTITY

ELEKTRIK EEL FESTIVAL

The hottest underground electronic music festival to hit Australian warehouses this summer. Boasting a packed 3 days of premier artistry and hypnotic craftsmanship from a sweltering lineup of global talents, the elektrik experience is not to be missed.

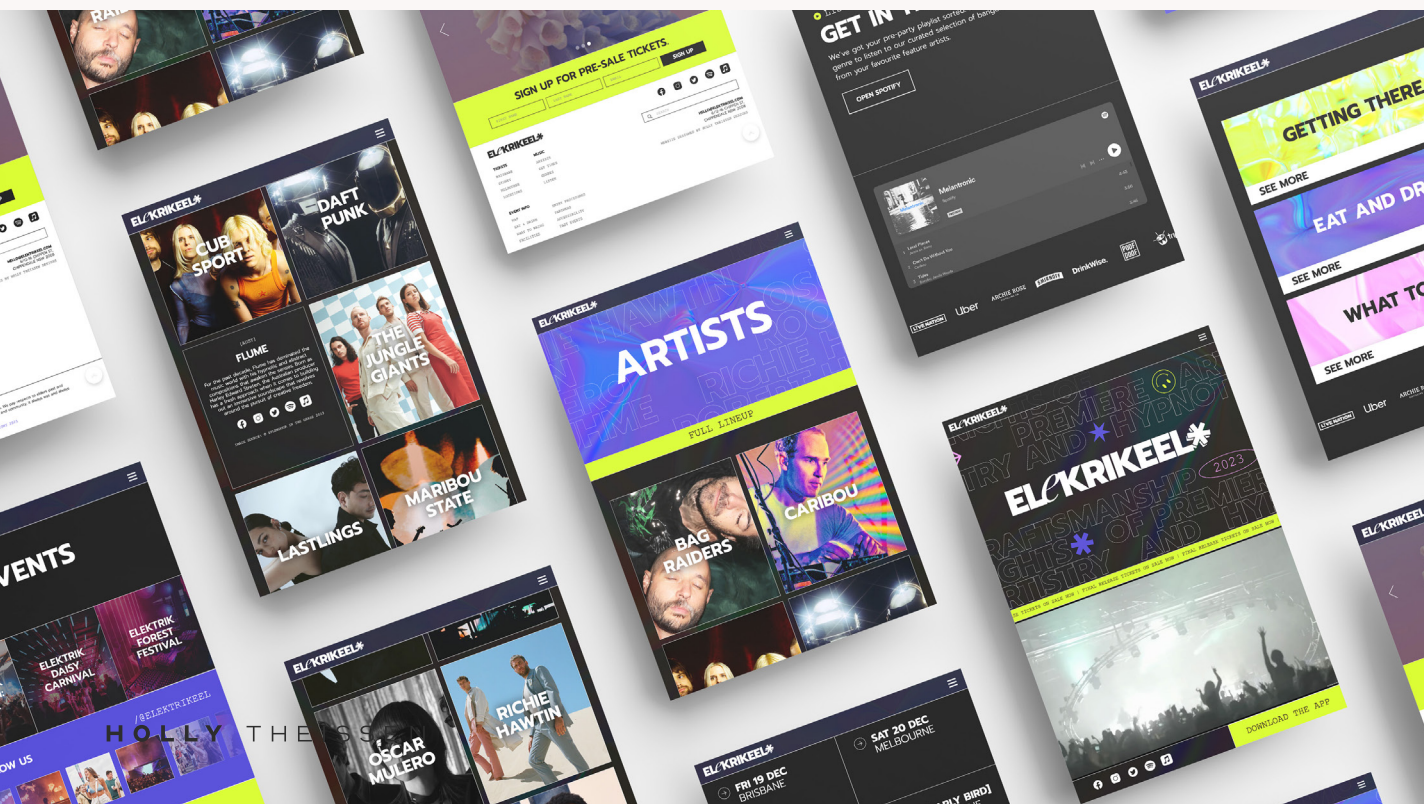
BRIEF

Design and build a functional, responsive website using HTML, CSS and Javascript/Jquery; supported by a cohesive brand identity for electronic music festival - Elektrik Eel.

CREATIVE SOLUTION

Welcoming fresh festival youth to nostalgic rave-veterans, Elektrik Eel is designed to captivate and excite. Born in the synthwave-acid house era, the vibrant 90's neon approaches a sleek Y2K iconography style. The brand honors a love for quintessential underground clubbing and tech-talent, appreciated by music-lovers between 18 to 35 years old.

Driven by user-experience and immediate engagement, the website evokes a sense of curiosity and familiarity. With functionality at the fore-front, the landing page fulfills all immediate user-needs from ticket sales, set times, line-ups to essential event info and maps. For an elevated brand experience and to generate a sense of FOMO, I embedded additional components into the site including categorized Spotify playlists, hype reels, partner brands and event galleries. Use of subtle but responsive animation and micro-interactions compliment the interface creating an overall attractive, easy digital experience.



ELeKRIKEEL*



ELEKTRIK EEL





BRAND IDENTITY, PACKAGING

HEY FREYA

The period product you can trust is doing good things for you and the planet. Driven by inclusivity, accessibility and sustainable practices, the product packaging minimizes stress while simultaneously reducing your environmental footprint every single month. Hey Freya is the thoughtfully-designed period product you didn't know you needed.

BRIEF

Develop a sustainable, innovative packaging solution in response to market needs; supported by a cohesive brand identity and product artwork.

CREATIVE SOLUTION

Designed to educate and empower, Hey Freya demonstrates to consumers how their eco-conscious choices can benefit the planet. Every inch of the packaging is bio-degradable, utilizing innovative, environmentally-friendly materials.

The Plantable tampon box is composed of seed paper to be planted in soil after use. Each product in the range correlates to a different native plant that can be grown.

The flushable tampon wrapper is 100% dissolvable paper made of wood pulp and can be flushed down the toilet after use - instantly dissolving in water in under 30 seconds!



HOLLY THEISSEN



HEY FREYA

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BRAND EXTENSION, ILLUSTRATION,
WEB DESIGN, CONTENT CREATION, MERCH

THE MOVEMENT CORE *ll*

A thoughtfully-designed space to move freely with purpose and happiness. Results driven by form, and a community rooted in feeling well, The Movement Core has cultivated a welcoming environment that genuinely cares for every body.

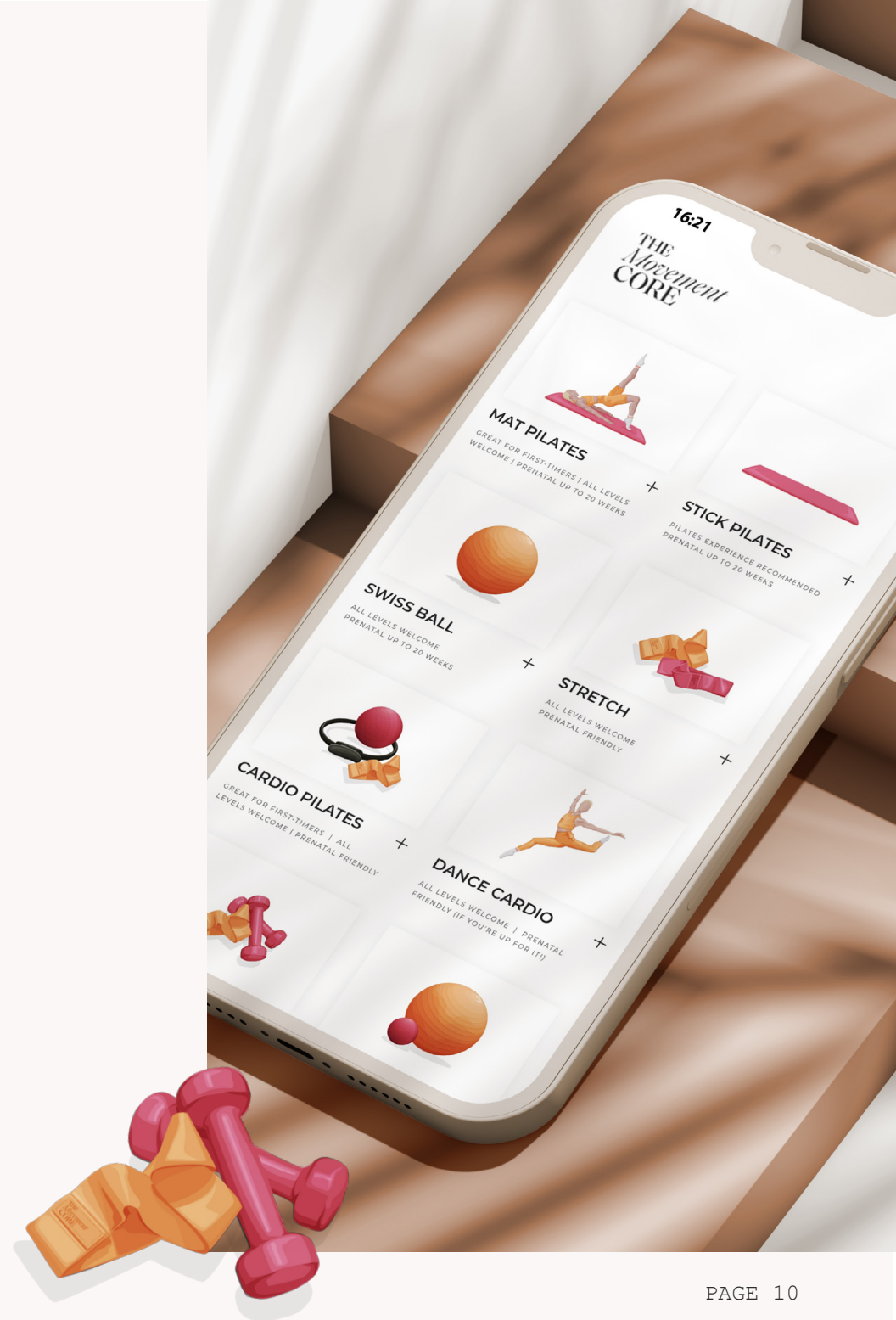
BRIEF

Build a strong online and community brand presence through identity expansion, website design, social media content and illustration.

CREATIVE SOLUTION

The Sydney-based pilates and reformer studio successfully launched November 2022, supported by a cohesive brand identity, custom website and strong online presence.

Sara (Founder/Director) approached me with a couple of logos and vision to illustrate her passion for people, movement and Pilates. We worked closely to design an extensive, user-friendly website, complimented by an array of social media content, templates and merchandise. Through this process we expanded on the logos, developing a memorable brand identity complimented by a custom illustration library to support her recognisable presence online and in the community.







ILLUSTRATION, STATIONERY,
PRINT & DIGITAL DESIGN

RYAN & AARON'S WEDDING

Illustrated with love, for love. This thoughtfully-curated wedding project began with a portrait and ended with a weekend at Oberon celebrating love. I created the visual identity for Ryan & Aaron's wedding, making for a seamless, cohesive and visually pleasing day to remember.

BRIEF

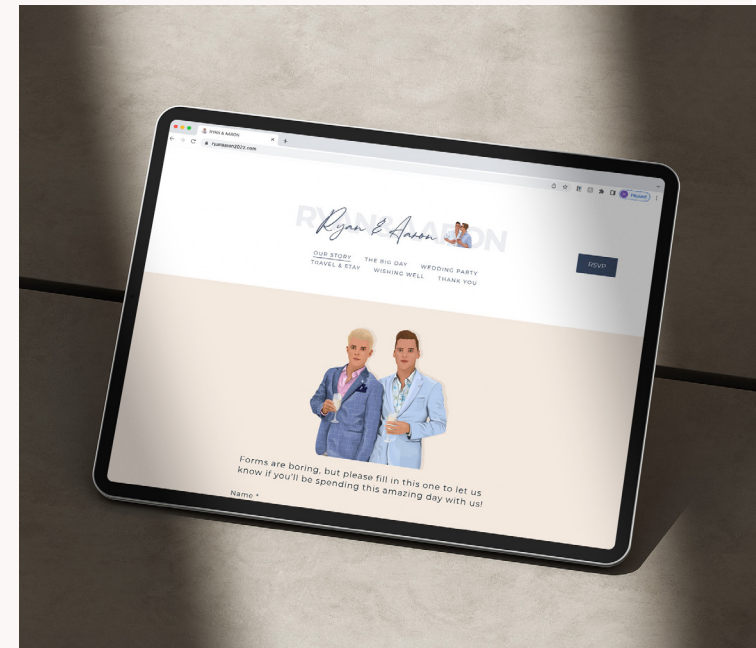
Create a cohesive suite of wedding collateral including invitations, website, menus, signage and stationary, complete with custom digital illustrations applied throughout.

CREATIVE DIRECTION & SOLUTION

I curated a wedding brand for the boys that would leave a lasting impression on every guest from invite to goodnight. Not a detail was forgotten on the day of Ryan and Aaron's wedding, from what colour palette the guests would wear to thank you gifts for every supplier, and all the stationary in-between. Beginning with a suite of custom portrait illustrations, I designed an invitation experience complete with RSVP cards featuring QR codes that lead right to their wedding website.

I created a website that became a hub for guests to check in, RSVP, explore accommodation and activities in the area and read up on their love story. Being the organized bunch they are, we developed an infographic-style itinerary complete with custom illustrations and supporting map.

As the big day grew near, the second stage of stationary was in full swing. Continuing the rustic, familiar identity, I designed a suite of assets from welcome signage, seating charts, wayfinding, placecards, menus, drink selections, bonbonniere labels and more. The cool April day was luxe but intimate, and bought a tear to every guest's eye.



ANIMATION, CONTENT CREATION

HARVEY'S HOT *ll* SANDWICHES

Harvey's Hot Sandwiches are slinging real big, hot and tasty rolls, generously packed with flavour and made to order. Think homemade sangas, signature salad bowls and succulent sides.

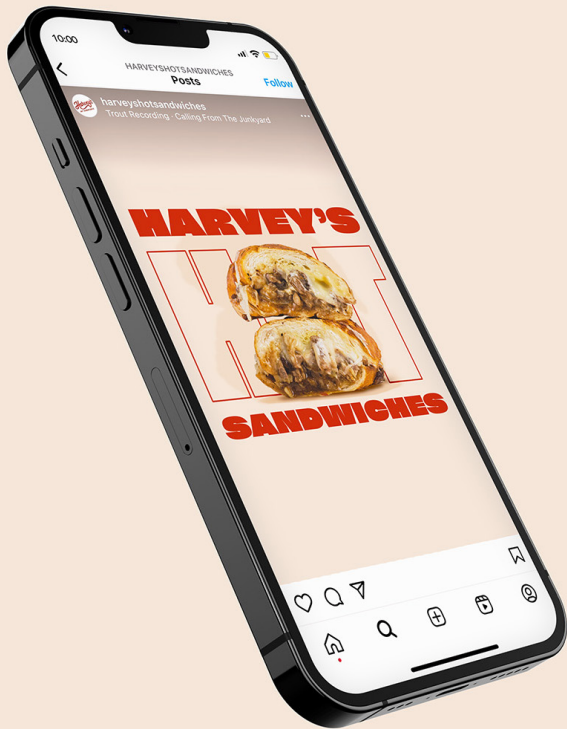
BRIEF

Create monthly animated advertisements showcasing the unique offerings and brand awareness across social platforms.

CREATIVE SOLUTION

Utilizing animation and brand photography as a key engagement driver, Harvey's social strategy is real, engaging and delicious - just like their sandwiches. Working with the Social team at Distil, I developed a series of monthly ads, utilizing updated photography from our shoots.

Since the team took over Harvey's social media management early 2023, I create a monthly suite of animated content displayed across Instagram, Tiktok and Facebook promoting menu items, brand awareness and generating user engagement.





HARVEY'S HOT SANDWICHES





BRAND IDENTITY

HILLS YARNING

An identity built on sought-after reconciliation with the Indigenous people in the heart of Dharug Country.

CREDITS

Artist: Lucy Brush
Designer: Holly Theissen

BRIEF

Develop a visual identity for Hills Yarning inspired by commissioned work from Indigenous artist, Lucy Brush. The identity should communicate the historical significance of the Hills journey and transitional push for change in the community.

CREATIVE DIRECTION & SOLUTION

Influenced by talented Indigenous artist Lucy Brush, the Hills Yarning brand identity is built around connection to land and community of Dharug Country. The brand tells more than the story of our ancestors, but the challenges the community continues to face concerning a deeper problem of acknowledgement, inclusion and acceptance of cultural diversity. The logomark portrays the insightful connection between Lucy's artwork "Hills Yarning" and the council groups' drive for change.

Symbolism is drawn directly from the artwork with earthy elements representing soil and land, track prints reflecting the journey of our ancestors and iconography demonstrating the Hills as a "meeting place". The strong sans-serif typeface gives the brand a professional stance, complimented by the personalized, hand-drawn characters demonstrating significance of intimacy and connection to land. A thoughtfully-curated colour palette picked from the artwork itself combines the earthy Australian soil with passion for change in the Hills. Growing up in the area myself, it was an absolute honour to be involved with such an incredible, knowledgeable group, striving for equality and acceptance of all humans.



Dear Client,

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forward to hearing from you soon.

Chivvy
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Your kindness goes a long way.

Thankyou for your gernerosity and support to our organisation. Your donation is going towards improving equality and living conditions in our local community.

Have an beautiful day.



ANIMATION, CONTENT CREATION,
PRINT & DIGITAL DESIGN

ZEUS STREET GREEK

An authentic Greek icon in the hospitality industry, Zeus Street Greek offers a delicious, healthy and sustainable cuisine, prepared with the best Australian produce.

BRIEF

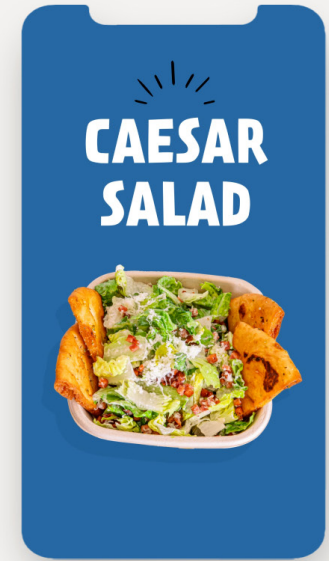
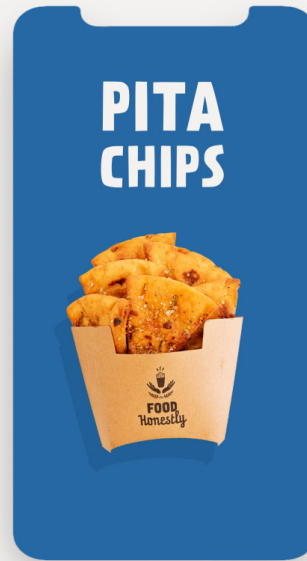
Increase brand awareness in the physical and digital space through cohesive, engaging content creation and effective campaign strategies.

CREATIVE DIRECTION

Utilising playful content, striking graphic design techniques and humour with a touch of Greek philosophy, I've contributed to building a strong brand identity across ZSG's social media platforms. Engaging, animated content promoting current and new food offerings are executed in a playful, captivating manner. Custom brand iconography and photography are used to curate a cohesive, memorable identity in a saturated food market.

I've worked on a few recent campaigns that have had a significant impact on social community engagement numbers and positively pushed the brand forward promoting new items and service offerings. I've also worked on the redesign store menus rolled out across franchises nationwide, ranging from dine in, takeaway, printed boards and digital screen assets.





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