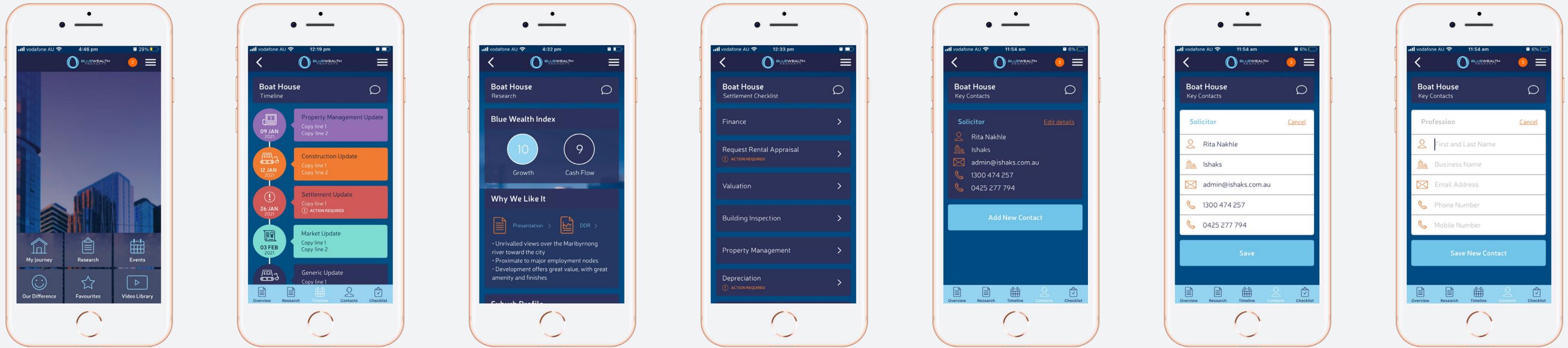




A



B

**Primary Colours**

- #041E42
- #2C325C
- #F17C31
- #71C5E8

**Secondary Colours**

- #7EDDD3
- #888B8D
- #946EB5
- #D05A57

**Typography**

**Neris Semibold**  
Aa ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

**Neris Light**  
Aa ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

**Heading 1**  
Neris Semibold 21pt

**Heading 2**  
Neris Semibold 18pt

**Heading 3**  
Neris Light 16pt

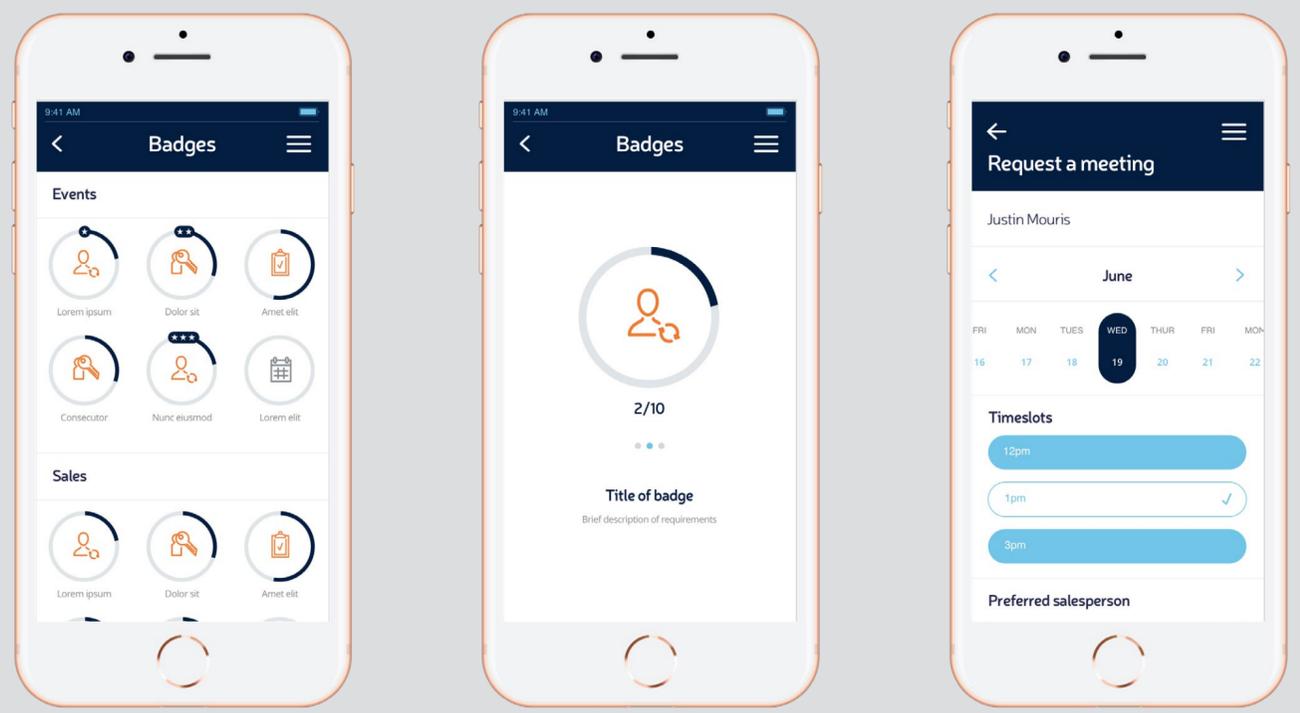
**Bodycopy 1**  
Neris Light 16pt

**Tab Heading**  
Neris Light 16pt

**UI/Components**

- Add New Contact** Button 347 x 67px
- Checklist Item** Checklist Module 347 x 69
- Checklist Item** Padding 14px Left & Right edge
- Market Update** Update Module 251 x 85px Circle 86 x 86px
- Construction Update** Vertical Padding 16px Between Update Modules
- Property Management Update**
- Settlement Update**
- Generic Update**

C



*client*  
Blue Wealth Property,  
February 2021

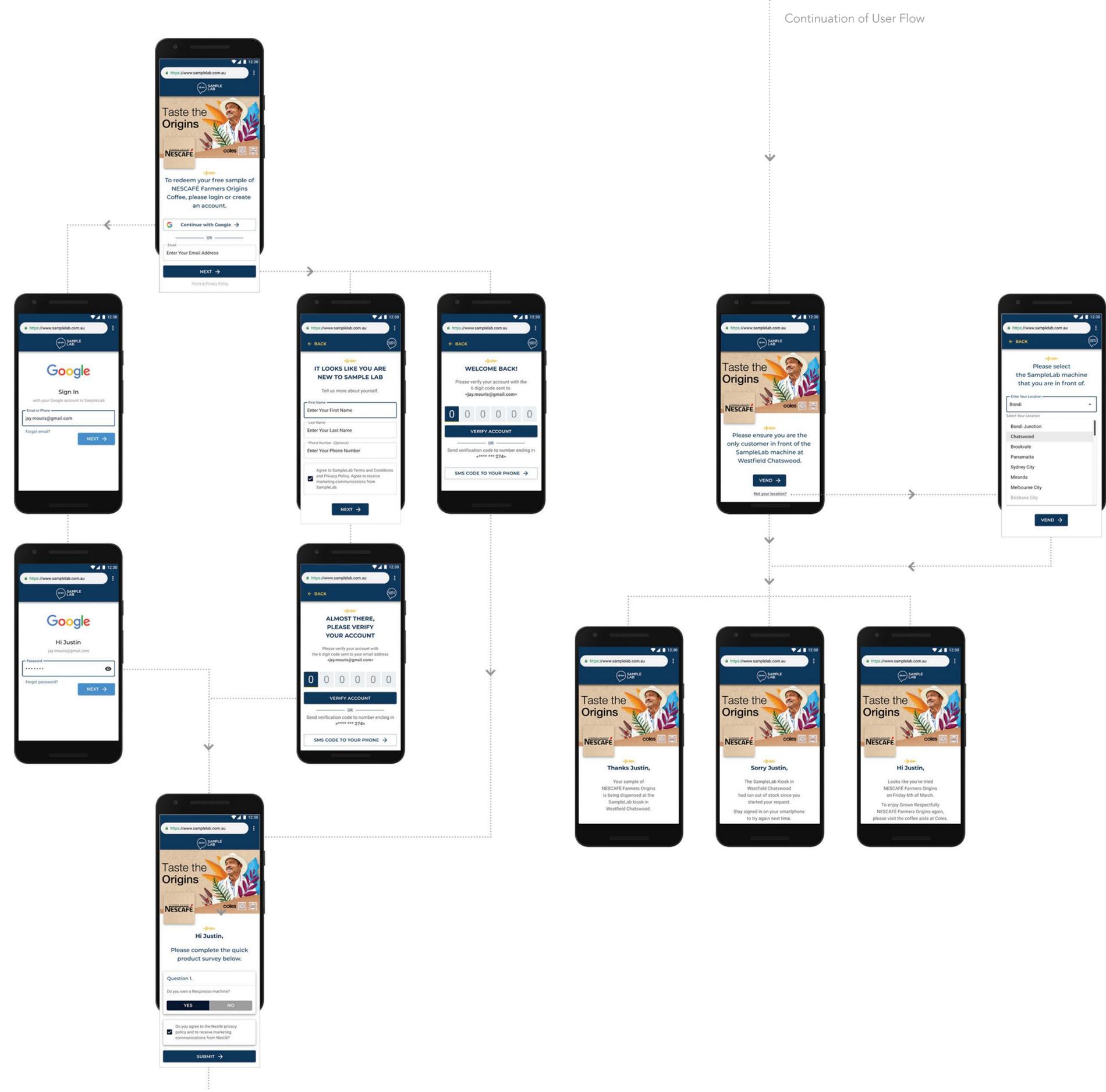
*role*  
iOS App Design, Prototyping  
& Design library.  
1 week design sprint.

*brief*  
Blue Wealth required their App to be updated, all previous working files were lost, so I had to re-create from existing screenshots. I was then required to design new screens, considering UX (A).

I put together a Design library for the developers (B).

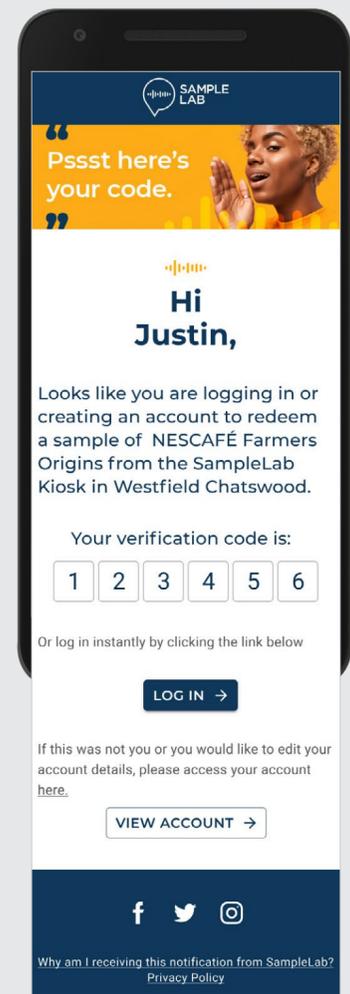
Concepts for future functionality were designed such as earning badges and requesting a meeting with a salesperson (C).

A

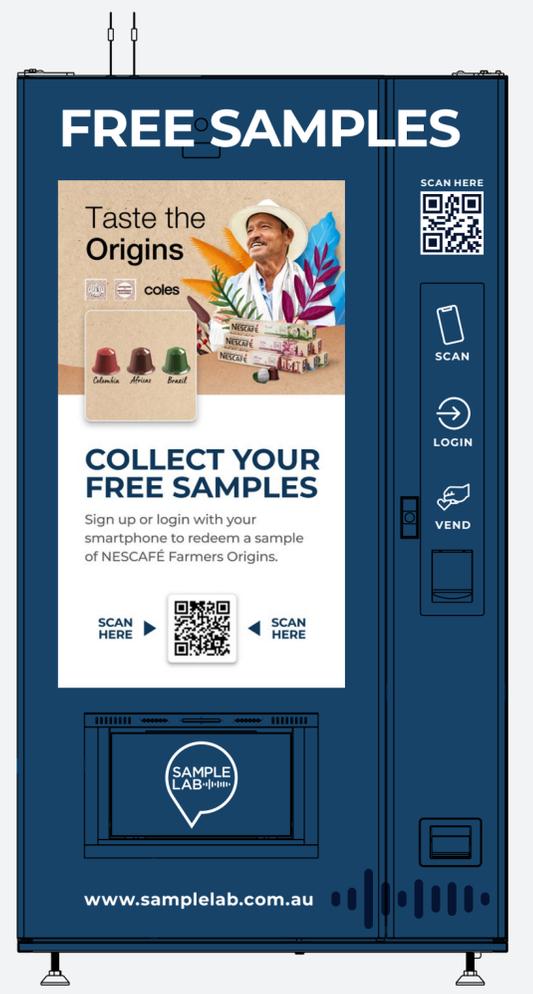


Continuation of User Flow

B



C



*client*  
SampleLab & XPO Brands, March 2021

*role*  
User Interface Design, Mobile Website Design & Vending machine screens. 1 week design sprint.

*brief*  
I was required to design a mobile website to allow Users to sign-up after scanning a QR code from a vending machine screen to allow them to sample new products. I was required to use the Android Material UI components.

I also designed eDM templates that were needed for verifying new Users (B). Finally I was also required to design a number of touchscreens for the SampleLab vending machines (C).

A

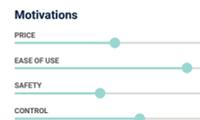
# Customer Journey Map



**Hannah Dawson, 36**  
The Advocate

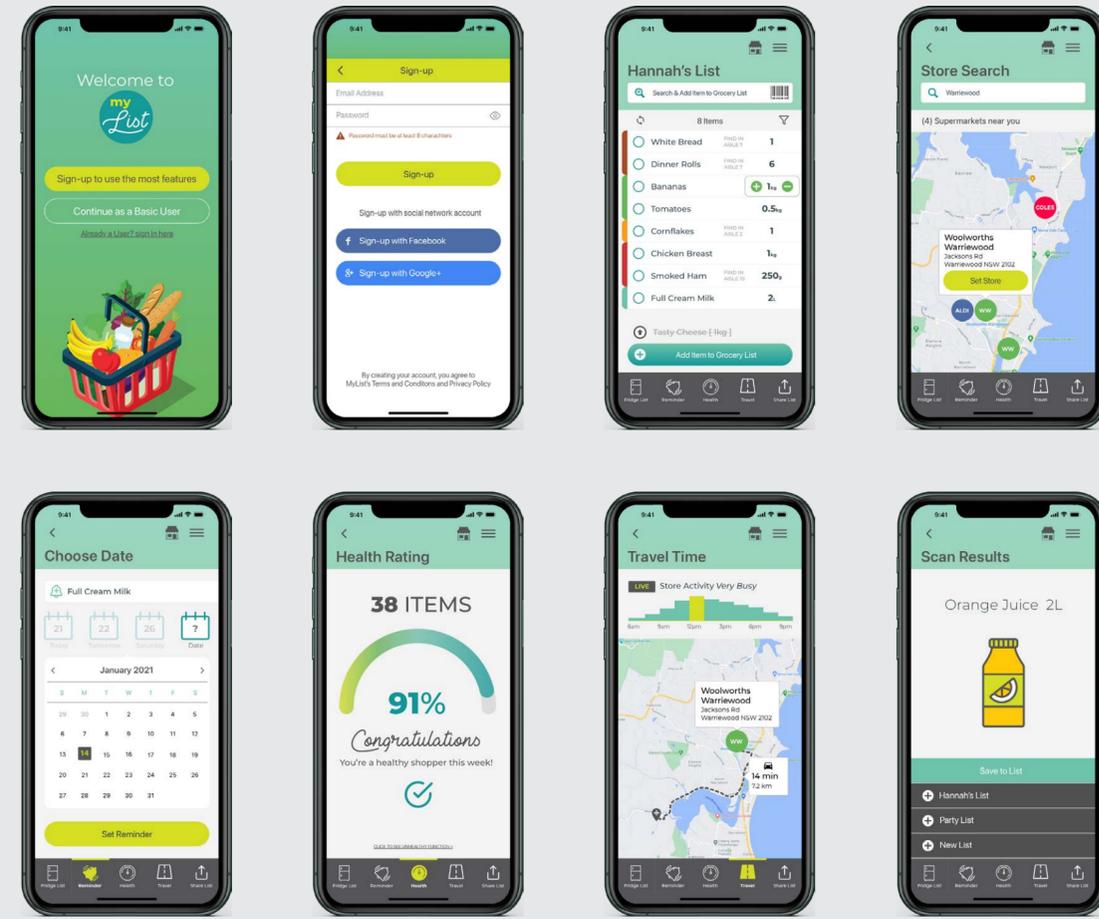
MARRIED No  
KIDS No  
EDUCATION Degree  
OCCUPATION Business Analyst  
LOCATION Sydney

**My Story**  
Hannah works long hours for a governmental department, when she is not working she likes to spend time catching up with friends. She often uses the internet and checks out Instagram while on her commute to work. Hannah and her partner like to eat fresh, quality food and would be happy to pay premium prices to know that they will eat quality produce.



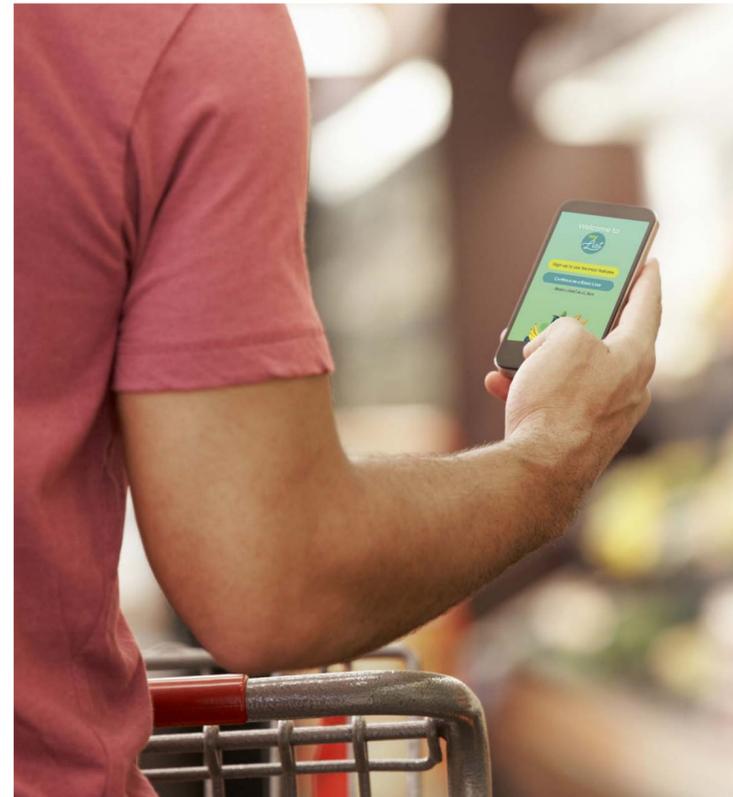
DO	THINK	FEEL	TOUCH	INSIGHTS
<p><b>MONDAY</b></p> <p>At lunch, talking with her friends about a delicious recipe to cook this week.</p>	<p>When I get home I'll ask Google for a good recipe.</p>	<p>GOOD</p>		<p>A Home Assistant device such as Google Nest Hub can save time by not having to search the internet for recipes.</p>
<p><b>TUESDAY</b></p> <p>Hannah was talking to her sister Joey, who had a bad experience recently with getting her groceries delivered.</p>	<p>I was going to try home delivery because I know we are going to be very busy soon. However, after my sister had some of her grocery items incorrectly delivered I'm not confident to try it.</p>	<p>MEDIUM</p>		<p>Users prefer to shop in person to avoid mistakes.</p>
<p><b>WEDNESDAY</b></p> <p>On Wednesday night Hannah receives a notification on her phone to check her milk supply level. Hannah checks the fridge and indeed the milk would probably run out tomorrow.</p>	<p>I better get some more milk tomorrow I don't want wake up on Friday morning and not be able to eat my Cornflakes!</p>	<p>GOOD</p>		<p>Reminders remove the frustration of running out of grocery items mid-week.</p>
<p><b>THURSDAY</b></p> <p>At 5pm Hannah receives a notification on her phone reminding her to buy more milk today. On the way home Hannah pop's in to her local supermarket and stocks up on another 2L of milk.</p>	<p>Lucky I got that reminder notification today I nearly forgot to buy the milk.</p>	<p>GOOD</p>		<p>Reminders remove the frustration of running out of grocery items mid-week.</p>
<p><b>FRIDAY</b></p> <p>Hannah was really looking forward to having dinner after work with her partner and another couple. Her friend was sick so they decided to try again next Friday.</p>	<p>I'm so disappointed I didn't get to eat out with my friends this week.</p>	<p>SO BAD</p>		<p>If Users are flexible they can save time by not shopping during peak times of customer activity.</p>
<p><b>SATURDAY</b></p> <p>Hannah checks MyList App to see the traffic conditions around her local shopping centre. The App indicates the roads are very busy and there is a high level of people shopping at the moment. Hannah checks with her partner to see if he has synced his shopping list. Hannah decides to do the grocery shop late on Sunday afternoon, the traffic was light and plenty of parking spaces were available at her local shopping centre.</p>	<p>I have a bit of spare time on Saturday morning to do the weekly grocery shop. Decides to wait until tomorrow when the shopping centre is less crowded. I hope I've got all the groceries listed that we need for next week. I better check with my partner to see if he wants to add any other items.</p>	<p>GOOD</p>		<p>Users save time and are more confident while grocery shopping.</p>
<p><b>SUNDAY</b></p> <p>Today is the day of her weekly shop. Hannah checks her fridge and looks at her MyList App on her phone to see if she has her grocery list updated. Hannah checks with her partner to see if he has synced his shopping list. Hannah decides to do the grocery shop late on Sunday afternoon, the traffic was light and plenty of parking spaces were available at her local shopping centre.</p>	<p>What a relief – the supermarkets are quiet, I've gotten all my grocery shopping done in under an hour.</p>	<p>PERFECT</p>		<p>Users save time and are more confident while grocery shopping.</p>

C



B

- Icons: Barcode, Store, Menu, Calendar, MyList logo, Milk carton, Bell, Shopping cart, Arrow up, Eye, Plus, Search bar, X, Checkmark, Back, Refresh.
- Buttons: Login, Sign-up with Facebook, Sign-up with Google+, Add Item to Grocery List.
- Search Bar Copy: White Bread, FIND IN AISLE 7, 1
- Form: Enter Item Name, Setting # (toggle), Enter Amount (Kg, G, L, ML, G), Keep grocery list screen awake (toggle).
- Bottom Bar: Delete, Most Relevant, Grocery Type.
- Other: Grocery Item Names (Montserrat Medium 20pt), Quantity 1 (Montserrat Bold 20pt), Button Labels (SF Pro Display Medium 20pt), Search Bar Copy (SF Pro Display Light 18pt).

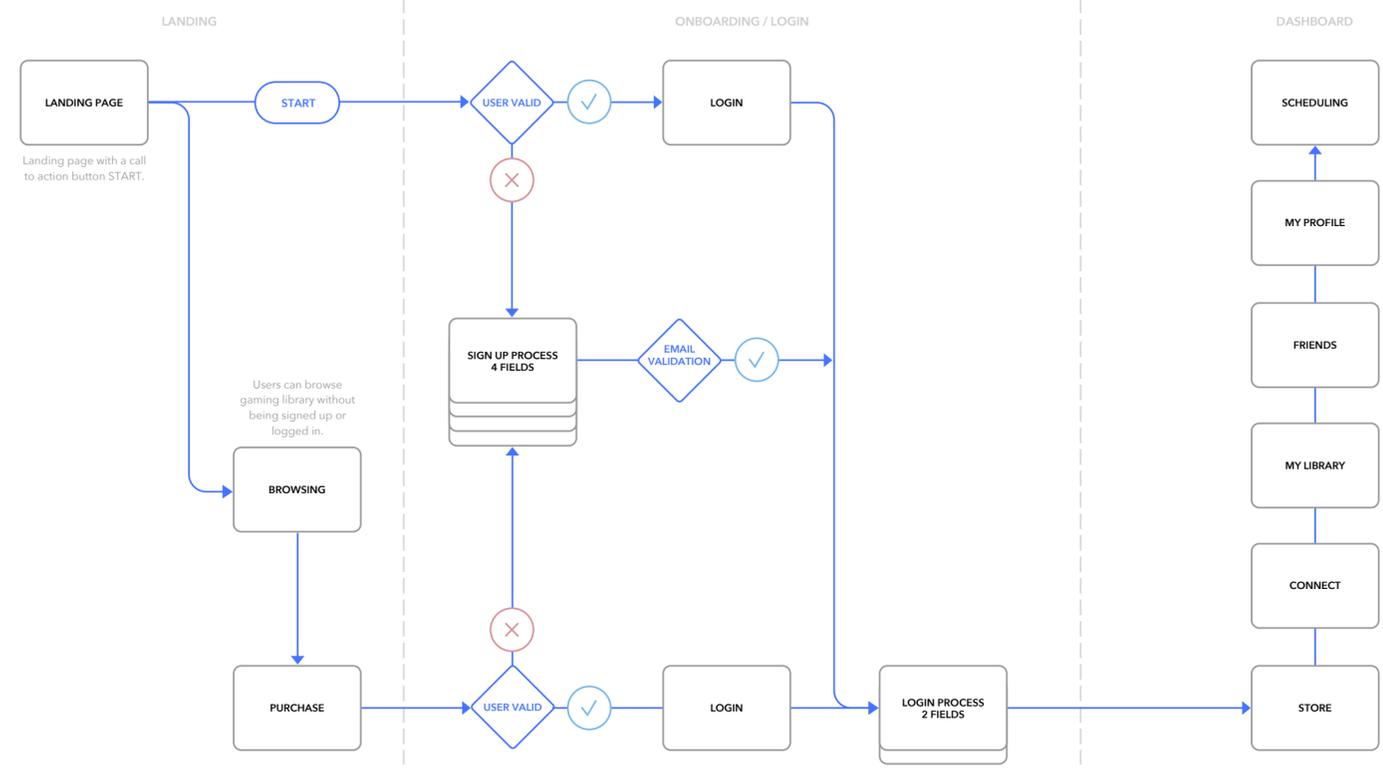


*case study*  
Mouris Creative, December 2020

*role*  
Research, Empathy mapping, Prototyping, iOS App Design & User testing.

*brief*  
The problem: Often households forget that they are running out of certain groceries or they have used up a certain item. The opportunity: Less time spent grocery shopping by reducing the number of times visiting a grocery store each week. Reduce stress of the grocery shopping experience.  
(A) Customer journey map.  
(B) Pattern library.  
(C) Initial high-fidelity design solution.

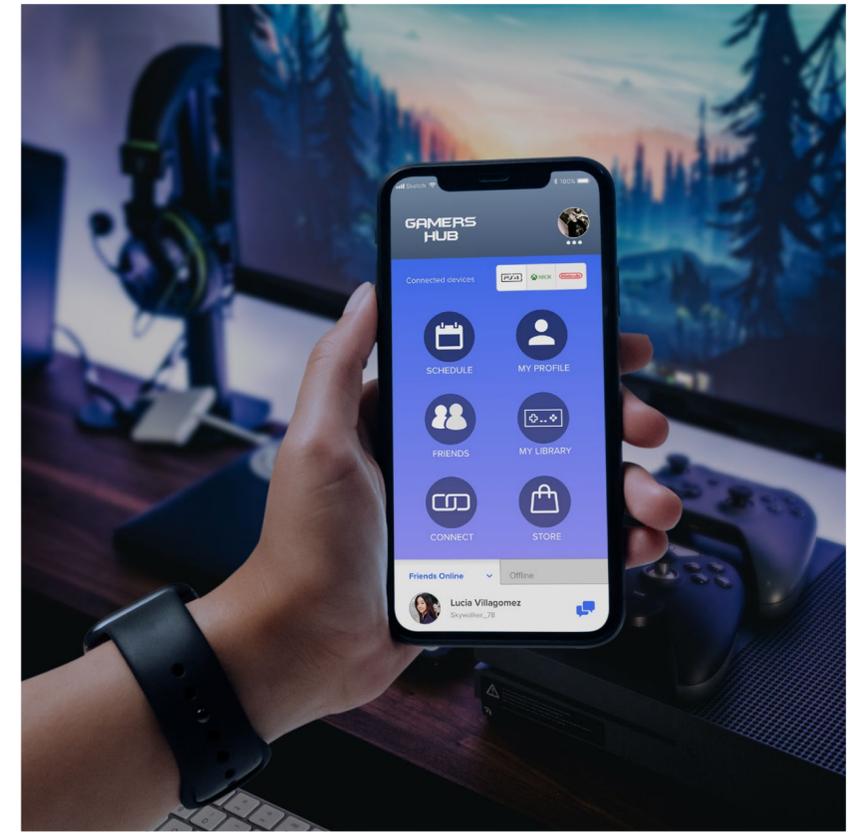
A



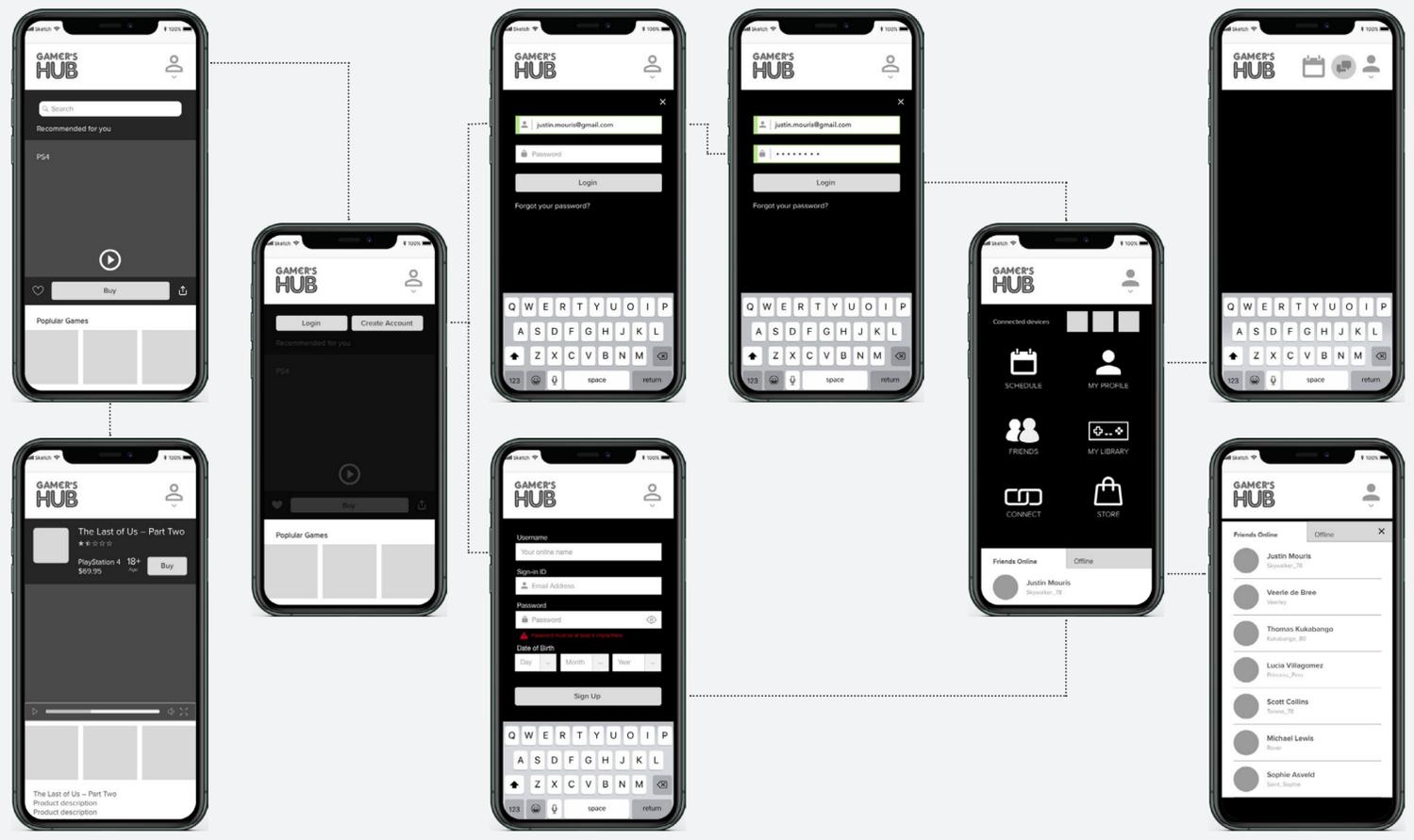
*case study*  
Mouris Creative, August 2020

*role*  
User analysis, Prototyping, Design & User testing.

*brief*  
Develop and produce a mobile phone App for gamers to connect and schedule video gaming sessions together on multiple gaming platforms.



B

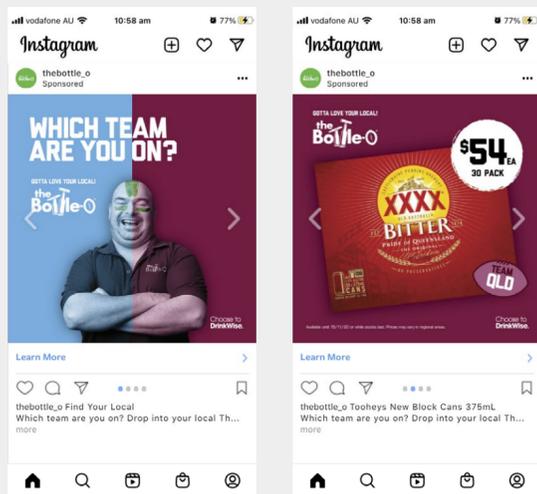
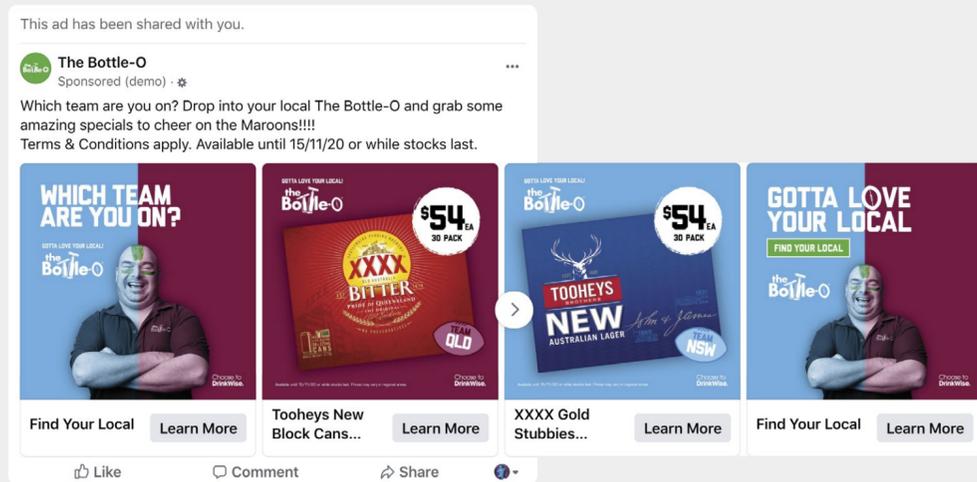


C





B



*client*

(A) Qantas, (B) The Bottle-O, (C) Microsoft, (D) Evergreen Tours, (E) Nokia.

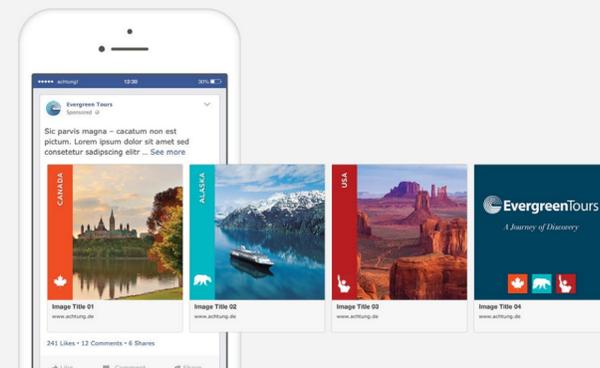
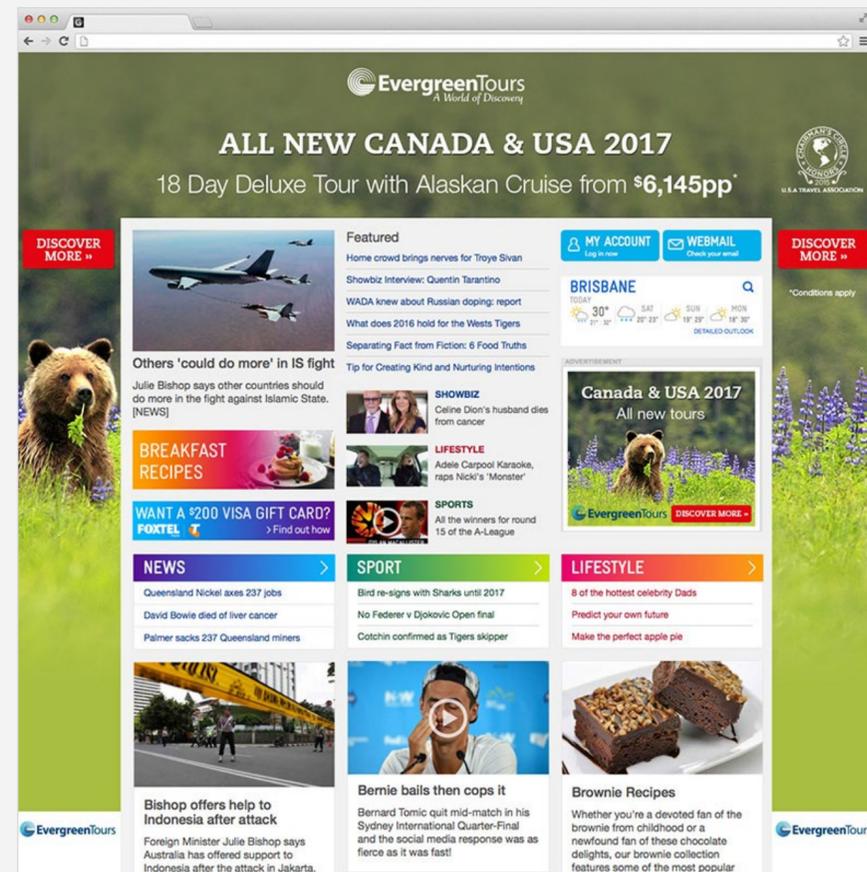
*role*

(A) Animation @ MercerBell, (B) Concept & design @ Australian Liquor Marketers, (C) Finished Art @ Wunderman, (D) Design @ Evergreen Tours, (E) Finished Art @ Wunderman.

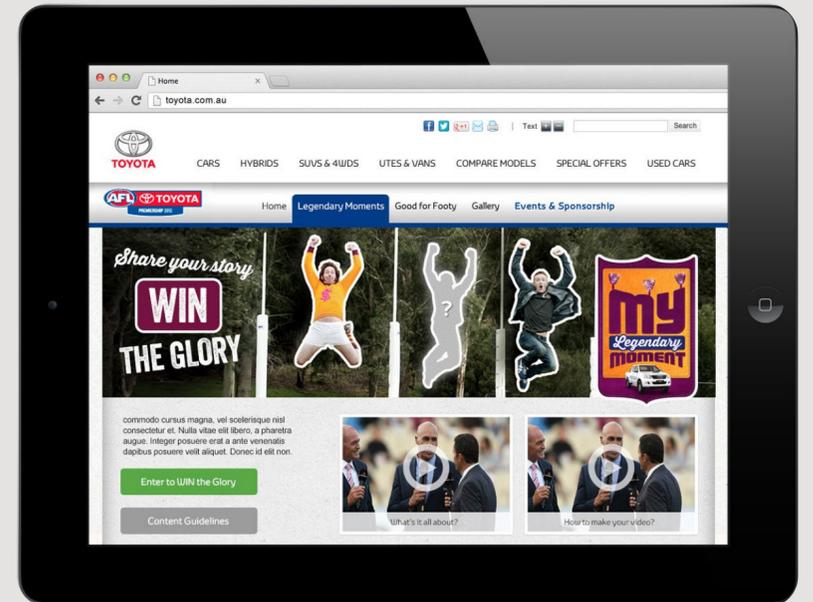
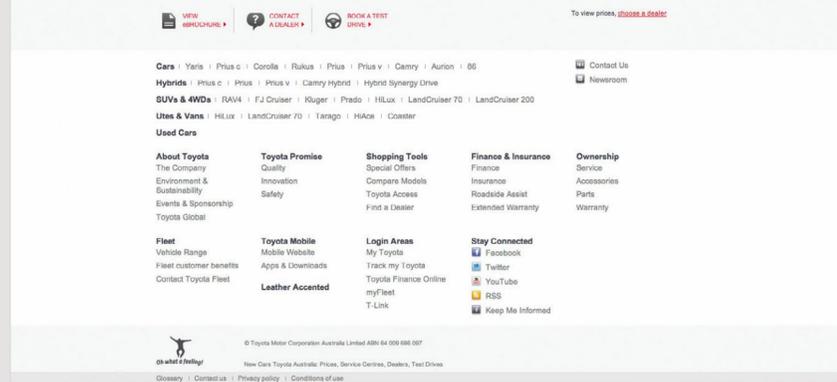
*brief*

(A) Animate the supplied assets so that the products animate into the shape of a palm tree, (B) Design banners for the State of Origin social media campaign, (C) Design main frames for Windows 10 animated banners, (D) Design take-over style banner for news website, (E) Design main frames for Nokia Windows Phone animated banners.

D



E



*client*  
Toyota Australia, August 2013.

*role*  
Concept & design @ HotHouse.

*brief*  
Design a splash page and registration page for a competition and cross promotion with the AFL. Fans were invited to upload a short video, to share their Toyota or AFL experience.



# Back to School 2014

## \$100m

in additional equity funding for NSW schools



## 345

new graduates in their first permanent position

## 3

new public schools opening



## up to 340

cadets, interns and scholarships



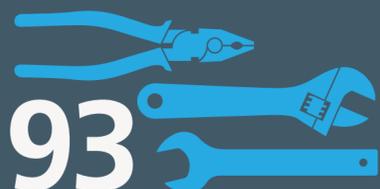
## 48

new principals



## 93

minor capital works projects undertaken (\$20m) over the Christmas holidays



## 19

comprehensive upgrades or rebuilds in schools for children with the most complex learning needs

## 78

Instructional Leaders, Literacy and Numeracy working in public schools on the first day of the school year as part of the Literacy and Numeracy Action Plan



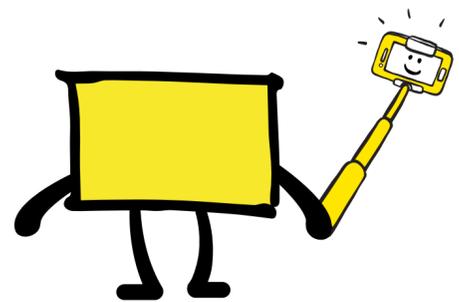
## 5

new major capital works projects completed for day 1, 2014

B



### #NeverSurrender your mobile



Madame Tussauds

## Because, well... kids.



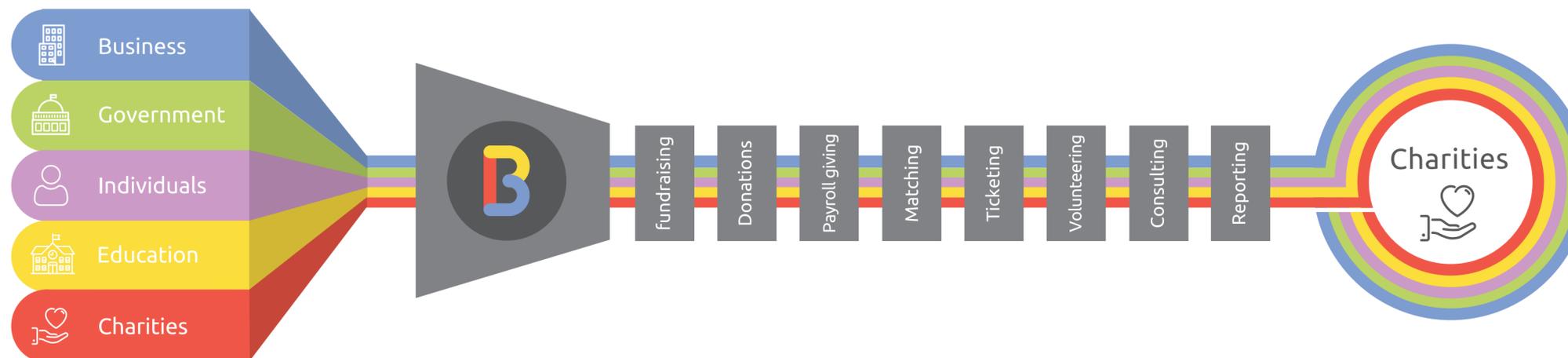
STOCKLAND CORPORATE RESPONSIBILITY & SUSTAINABILITY REPORT JUNE 2011

ABOUT STOCKLAND KEY FINANCIAL RESULTS

### Key financial results

UNDERLYING PROFIT	UNDERLYING EARNINGS PER SECURITY	DIVIDEND AND DISTRIBUTION PER SECURITY	STATUTORY PROFIT	WEIGHTED AVERAGE COST OF DEBT FY11 %	WEIGHTED AVERAGE DEBT MATURITY YRS	GEARING %
FY11: 752.4	FY11: 31.6	FY11: 23.7	FY11: 754.6	5.7	5.9	22
FY10: 692.3	FY10: 29.1	FY10: 21.8	FY10: 478.4			
FY09: 631.4	FY09: 36.5	FY09: 34.0	FY09: (1,801.9)			
FY08: 674.0	FY08: 46.2	FY08: 46.5	FY08: 704.6			
FY07: 611.0	FY07: 44.0	FY07: 44.3	FY07: 1,716.3			

C



### client

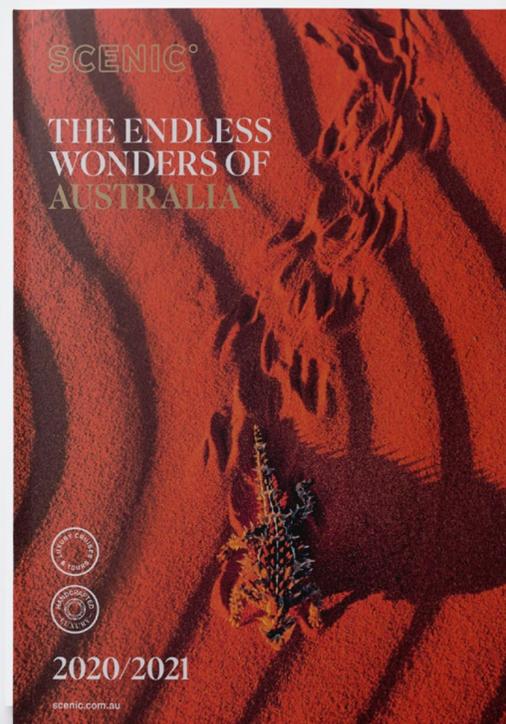
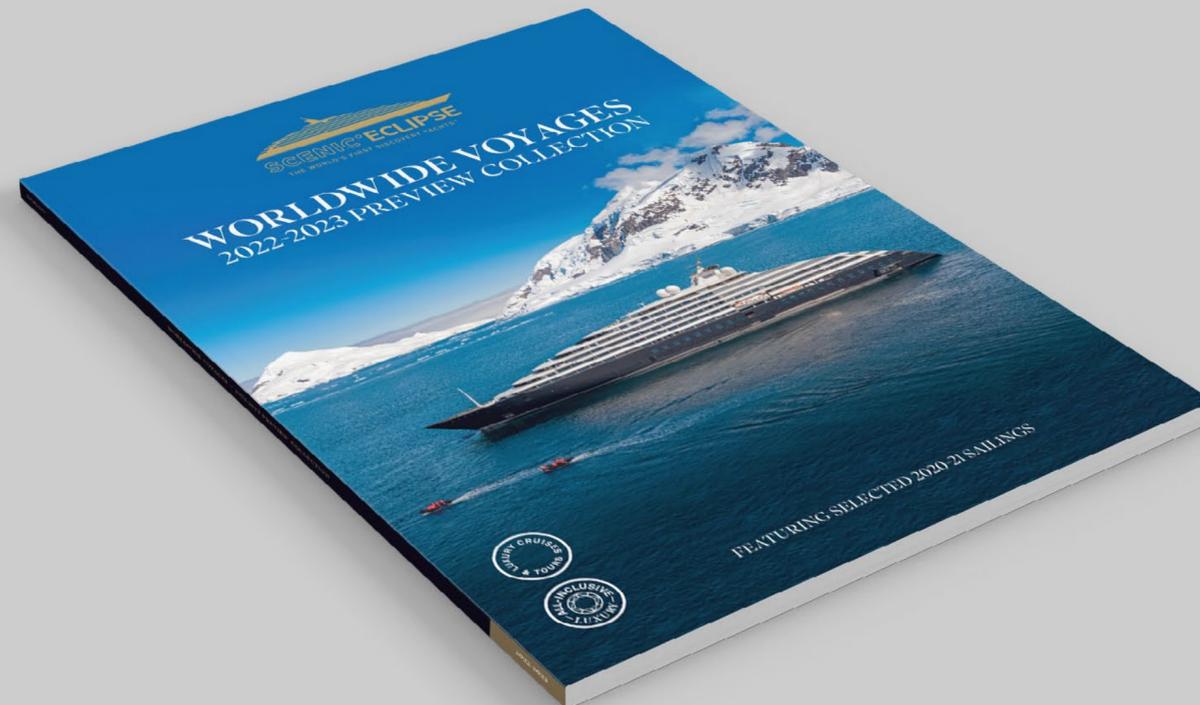
(A) Department of Education, (B) Brightside Cover, (C) Stockland, (D) Benjo.

### role

(A) Design @ Department of Education (B) Illustration & design @ Brightside Cover (C) Finished Art @ The Precinct (D) Infographic & icon design @ LOUD Advertising.

### brief

(A) Design an infographic to highlight the key back to school facts in 2014. (B) Create various illustrations that match the current style of Brightside Cover's brand. (C) Design various graphs using the data supplied for Stockland Annual Report 2011. (D) Design an infographic to communicate how different sectors can come together to contribute to charities.



# SCENIC°

**client**  
Scenic, June 2019 - March 2020.

**role**  
Design & Finished Art @ Scenic Luxury Cruises, brochures, trade advertising and social media banners.

**brief**  
Produce the 2021 range of Scenic River Cruising & Scenic Eclipse brochures. I was required to research images relevant to new and existing travel itineraries. Produce illustrated itinerary maps.  
(A) Scenic Australia 2020-21 (92pp).  
(B) Scenic Eclipse Worldwide Voyages 2022-23 (76pp).

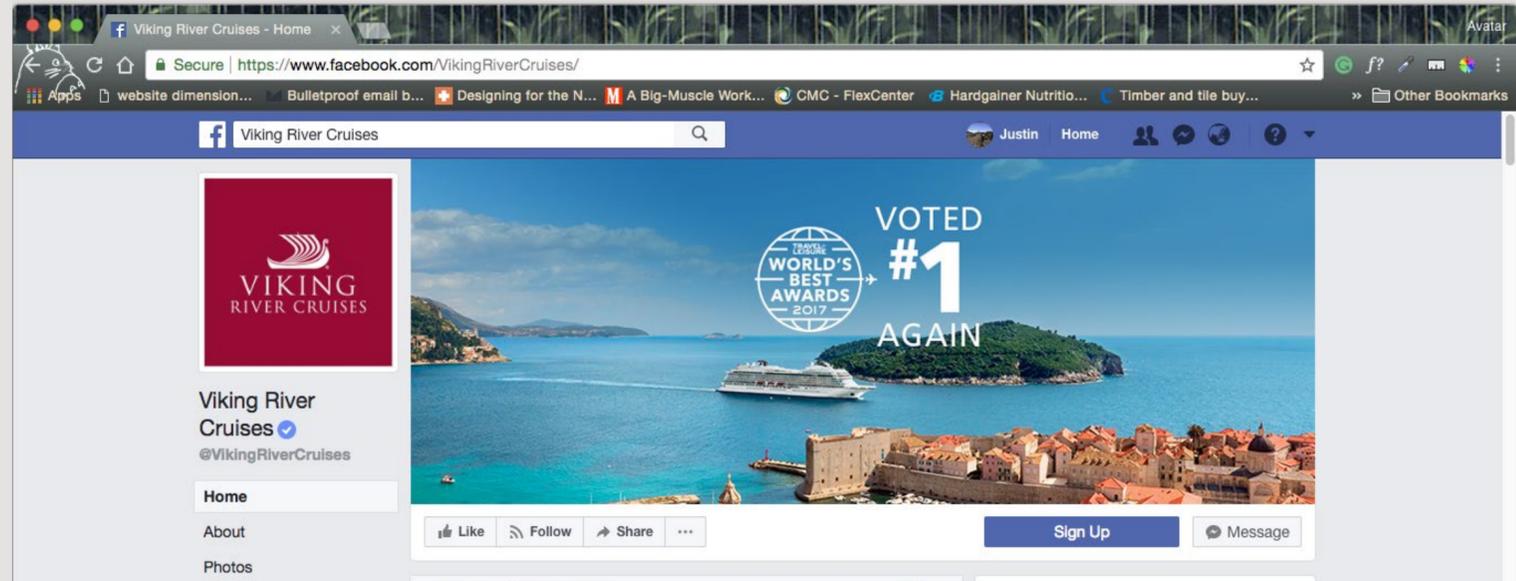


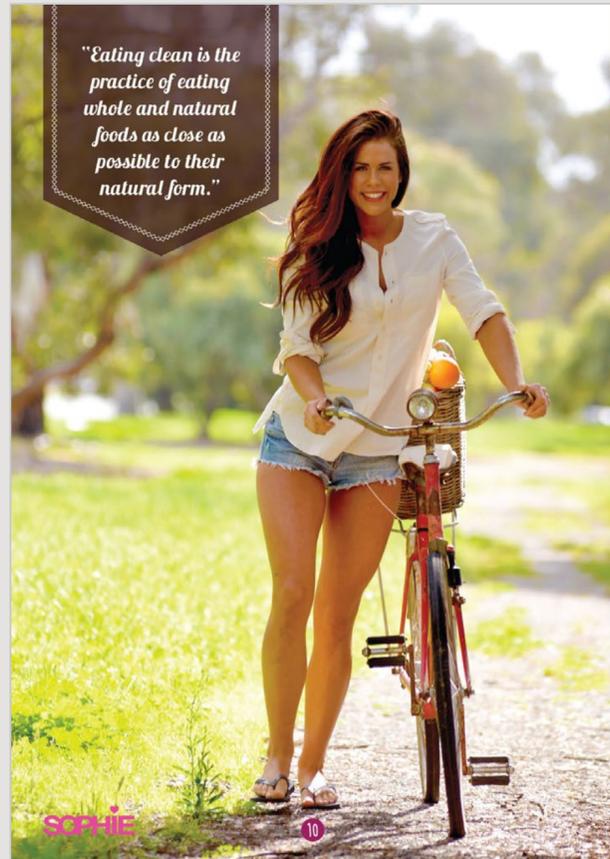


**client**  
Viking Cruises, June 2017.

**role**  
Design @ Viking Cruises, brochures, press advertising and banners.

**brief**  
Design collateral for print and digital applications in line with current brand. (A) Special offers A5 brochure. (B) Ocean cruises brochure supplement, 66pp. (C) Double page magazine spread for Departure magazine. (D) Facebook tile. (E) Facebook cover image.



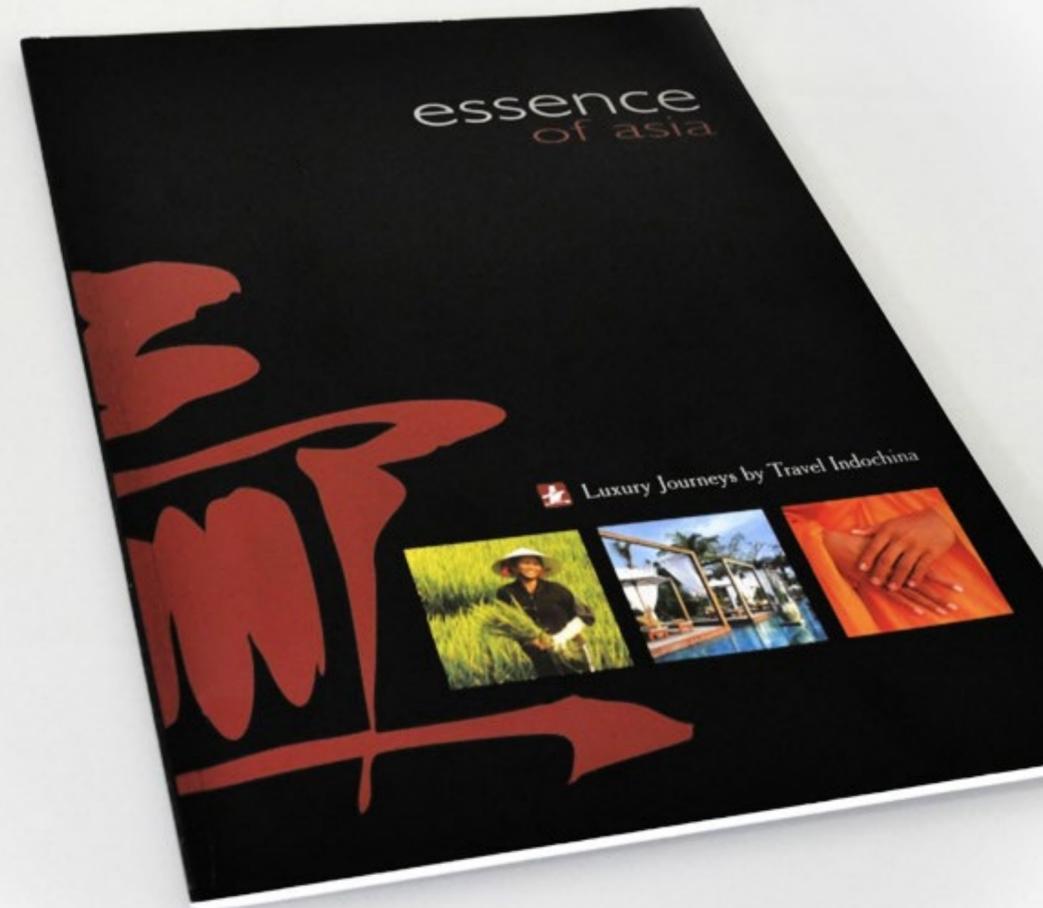


## WHAT IS CLEAN EATING?

*Everyone has a different theory of what 'clean eating' is. These are my guidelines; this is what I use to structure my diet and what works well for me!*

Eating clean is the practice of eating whole and natural foods as close as possible to their natural form. It also means staying away from processed foods, which make up 99% of most diets. These types of food include man-made sugar, bad fats (hydrogenated, trans-fat), preservatives, white bread and any other ingredients that are unnecessary. The foods eaten on a clean food diet are as close to their natural form as possible. They have not been processed and have minimal additives and preservatives. To create an ideal clean meal, the best processes are boiling, poaching or grilling as they require no oils or additives. If you are accustomed to a high fat and heavily processed diet, your body will need time to adjust to a clean diet. This will take some time. As well as adjusting to different tastes and flavours, your body may go into detox. During this detox stage you may experience headaches, breakouts, cravings, irritability or constipation. This will pass and means you are already on the right track to a healthier you! Remember that the transition to a clean eating lifestyle will be a huge change, it may take some time to adjust the way you shop, socialise and cook! This is a guide that will help you with all the steps needed to make this important and essential change!

CLEAN EATING GUIDELINES



**client**  
Travel Indochina, July 2008.

**role**  
Design and production @ Stella Travel, brochure design.

**brief**  
Design a coffee style book. Outcome Used as a premium marketing brochure for Travel Indochina.

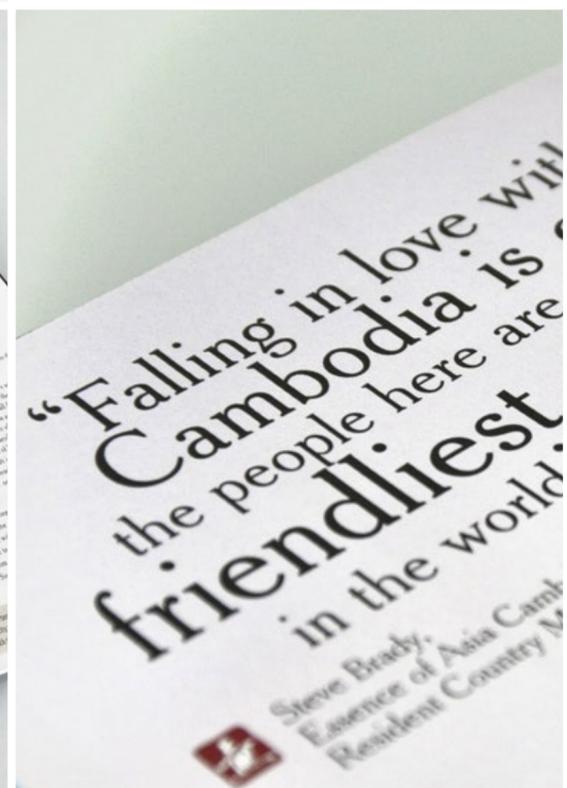


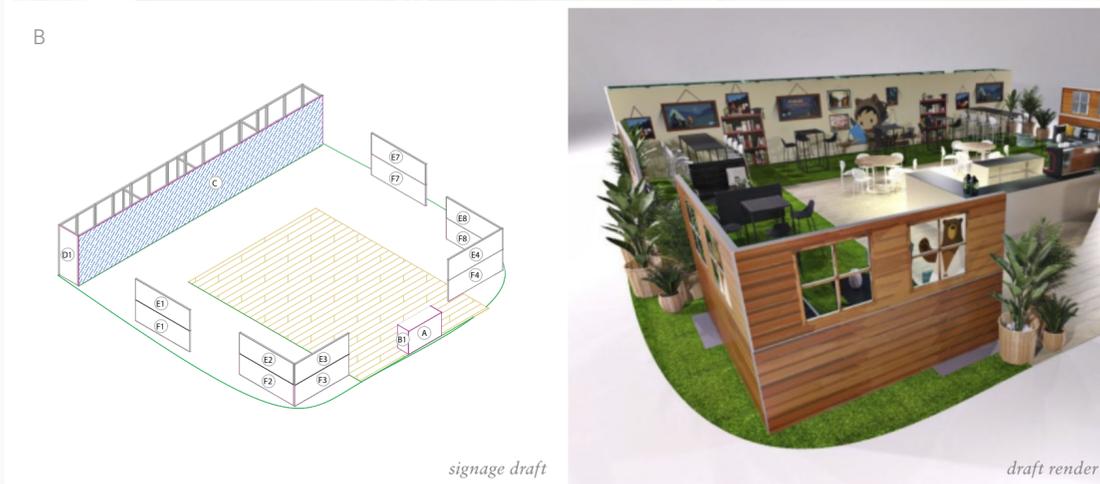
**SOPHIE**

**client**  
Sophie Guidolin, August 2014.

**role**  
Design & production @ Mouris Creative, Clean Eating Guidelines & Total Body Transformation e-Books.

**brief**  
Design a range of e-Books that had a fun, hand crafted, organic and premium look & feel. A feminine colour palette was also a requirement.





**GO LARGE**  
for **\$2.50**  
with any combo or boxed meal

**2 LARGE SIDES**  
for **\$5.95**

ONLY AVAILABLE WITH  
24 NUGGETS FOR \$10  
9 PCS. FOR \$9.95 TUESDAYS

UPSIZED to Large Chips & 600ml Pepsi Max\*  
+ \$2.50 +1162kJ

+ \$5.95 ADD ON Any 2 Large Sides

Lge. Chips +2070kJ Lge. Potato & Gravy +1345kJ  
Lge. Coleslaw +2070kJ Honey Mustard Shaker Salad +814kJ

The average adult daily energy intake is 8700kJ

**\$4 FILL UP**  
4.95  
Until 4pm

**AVAILABLE AT WEST END PLAZA**

**POPCORN BOX**  
1 snack Popcorn Chicken\*, 1 Wicked Wing reg. Potato & Gravy, reg. Chips, Dinner Roll

**Sorry WE'RE CLOSED**

**PLEASE COME BACK BETWEEN 10AM-10PM**  
(10am-11pm Friday & Saturday)

**KFC® U Later**

**\$5 MORNING FILL UP**

**\$5** 2643kJ  
**BREKKY SLIDER BOX**  
BBQ Flatbread Slider, 1 Original Tender, 2 Hash Browns

**+ COFFEE \$2**

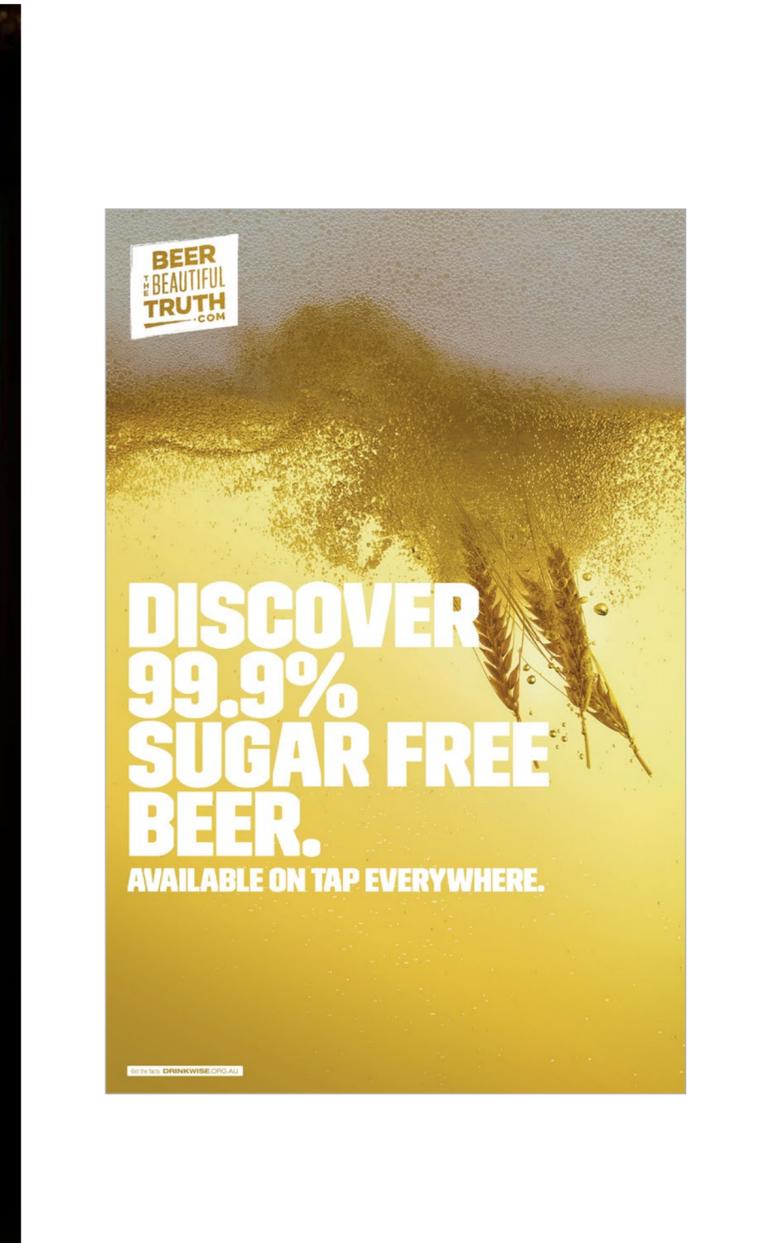
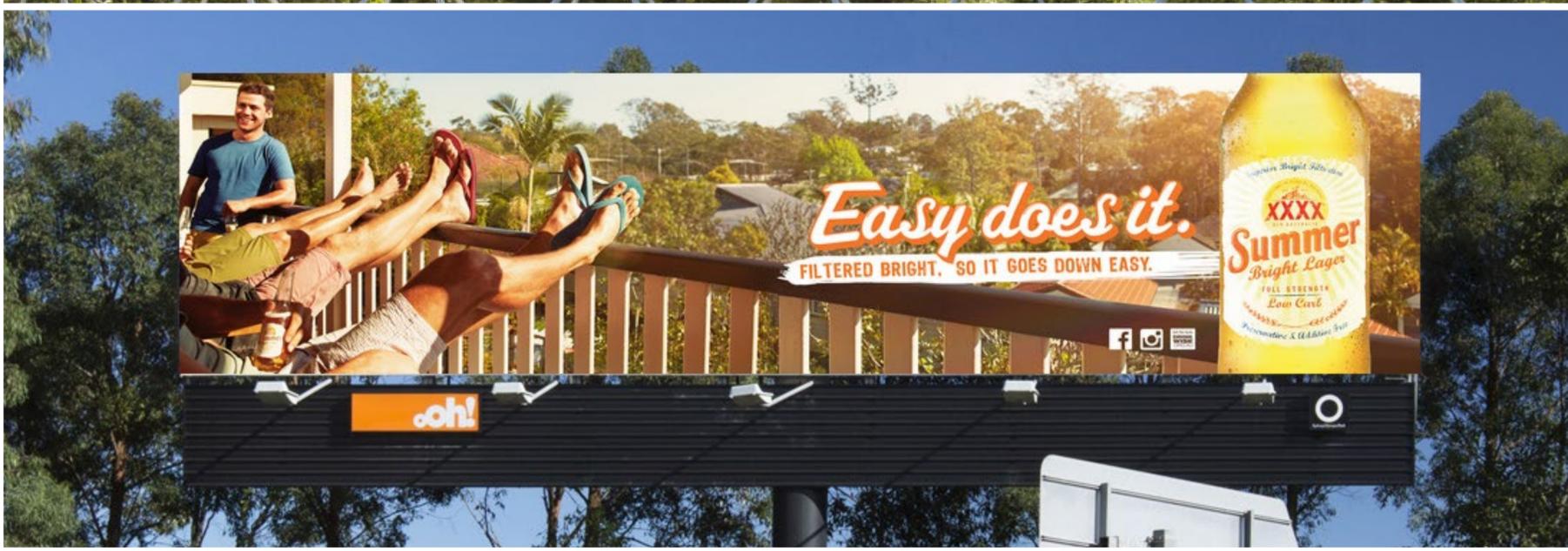
The average adult daily energy intake is 8700kJ



*client*  
KFC Australia, March 2018.

*role*  
Finished Art & Design @ Design Intoto.

*brief*  
(A) Counter card A3.  
(B) Drive-through lightbox.  
(C) Instore POS, A1.



client  
Lion Nathan, October 2015.

role  
Finished Art @ BMF Advertising,  
Outdoor posters.

brief  
Resize existing layout to the  
JC Decaux specifications.

**client**

(A) Bodytrim, (B) Arnott's, (C) Ease-a-Cold

**role**

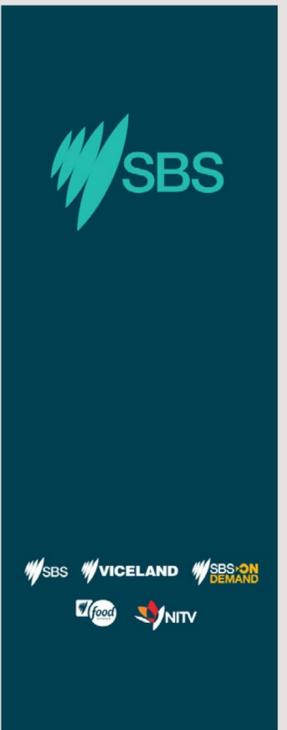
(A) Design & mock-up @ IGEA Life Sciences  
 (B) Photoshop mock-up @ Saatchi & Saatchi  
 (C) Design & mock-up @ Pharmacare

**brief**

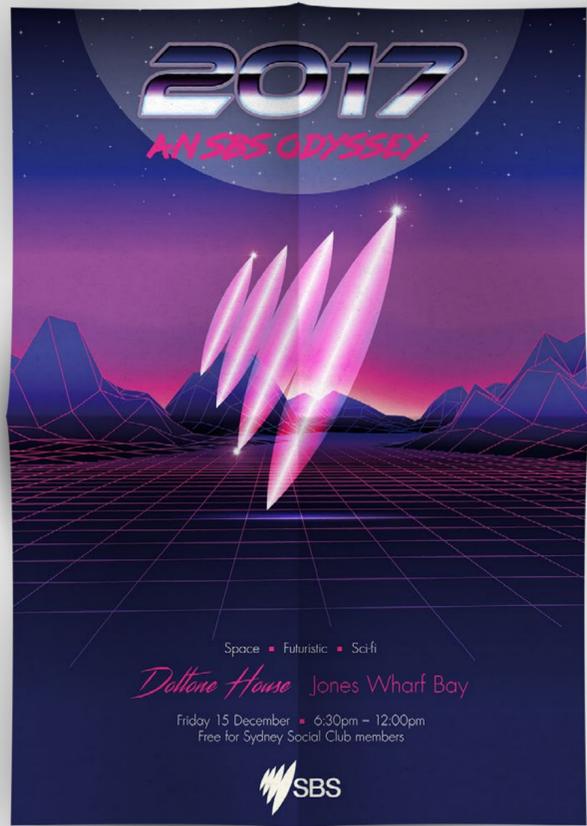
(A) Produce an eye-catching design for a range of new protein bar and protein cookie flavours.  
 (B) Put together a mock-up of how a new Shapes promotion would look for an in-store POS display.  
 (C) Update the packaging design for cold & flu tablets. I was required to convey the message that these tablets are suitable for day and night use.



A



B



C



*client*  
SBS, September 2017.

*role*  
Design @ SBS.

*brief*  
(A) Pull-up banners that are not programme specific. (B) Staff end of year function invite. (C) Maeve O'Meara's Food Safari Earth concept and Photoshop comp's.



# SCENIC°

*client*  
Scenic, February 2020.

*role*  
Retouching @ Scenic Luxury Cruises.

*brief*  
Composite the luxury yacht, Scenic Eclipse into various locations in Europe.

*client*  
Ali Baba, September 2011.

*role*  
Retouching @ Channel Zero, menu board.

*brief*  
The clients feedback was that the beef did not look like it was cut fresh off the grill. I was required to make the beef look like it was hot, just off the grill. I created the steam and smoke by hand, through airbrushing techniques in Photoshop.



*client*  
Cancer Council Australia, August 2011.

*role*  
Retouching @ LOUD Advertising, "I Heart Pink" campaign.

*brief*  
Remove studio background, while retaining the models shadows. Remove the flash reflection off the sign.

