

CREATIVE PORTFOLIO

Creative Portfolio

INTRO DUCTION

Design, for me, is about making ideas visible in a way that feels clear, smart, and memorable. As a Graphic Designer with over a decade of experience across branding, print, digital, retail, and spatial design. I enjoy building visual systems, crafting strong layouts, and creating design that not only looks good, but communicates with purpose.



Creative Portfolio

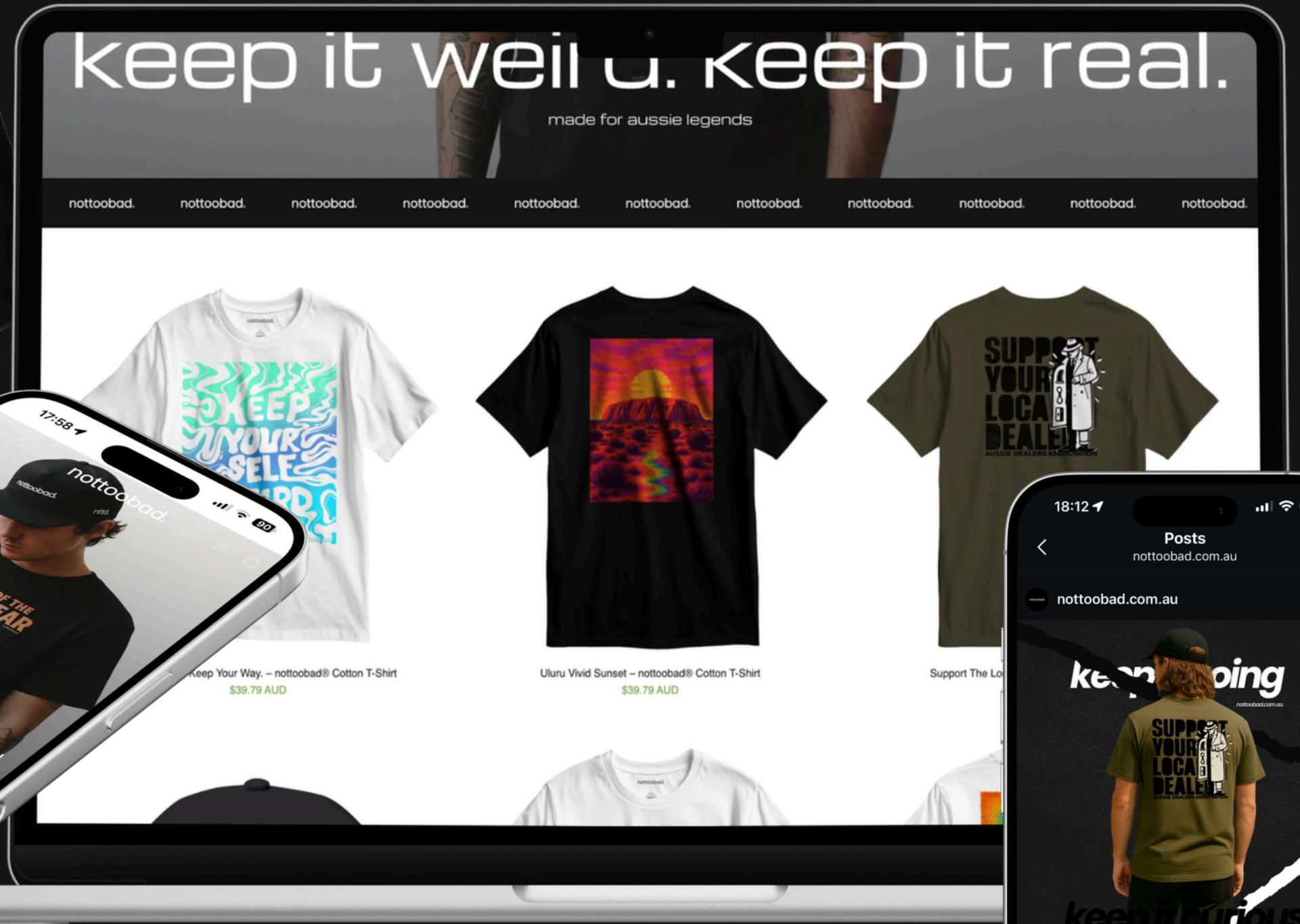
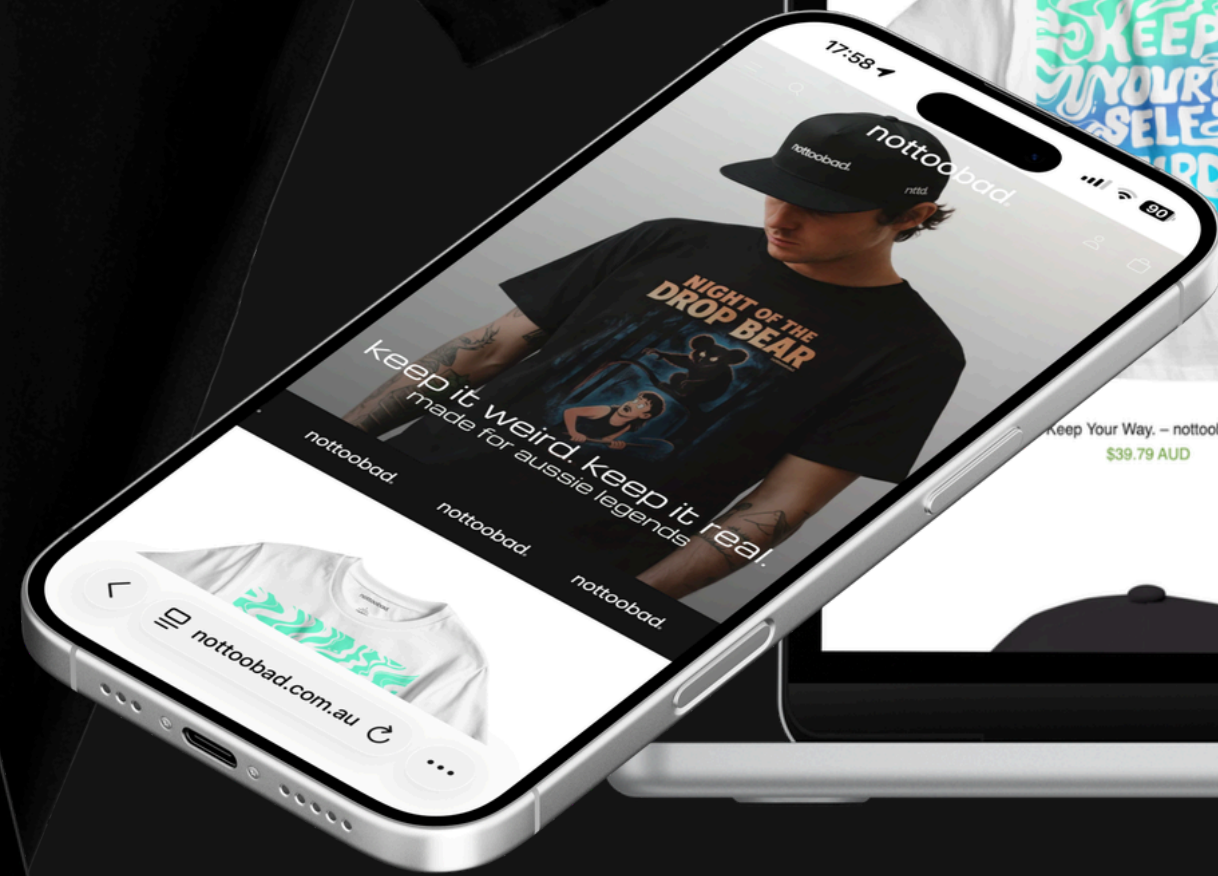
BALTER BEER PROJECT

Inspired by Balter's laid-back and playful brand personality, this project explored a fun, lifestyle-driven approach to merchandise and promotional design. The range combined bold graphics, relaxed colour palettes, and casual product applications to create a collection that felt fresh, approachable, and true to the brand's easygoing spirit.



Creative Portfolio

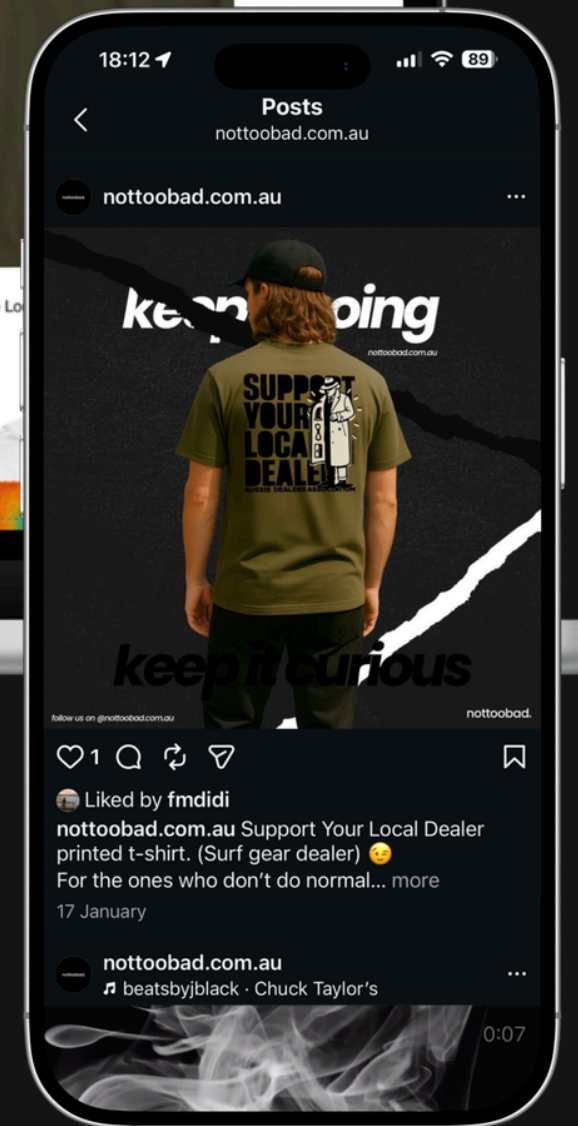
NOTTOOBAD PROJECT



nottoobad®

Inspired by local culture, relaxed attitude and street style, nottoobad® reflects the brand's authentic Aussie identity. nottoobad® is bold and unapologetically, rooted in laid-back Aussie culture. Keep it weird. Keep it real.

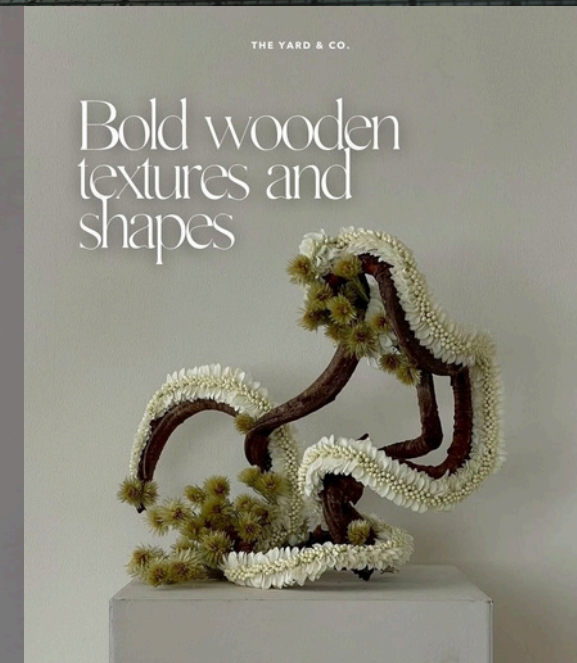
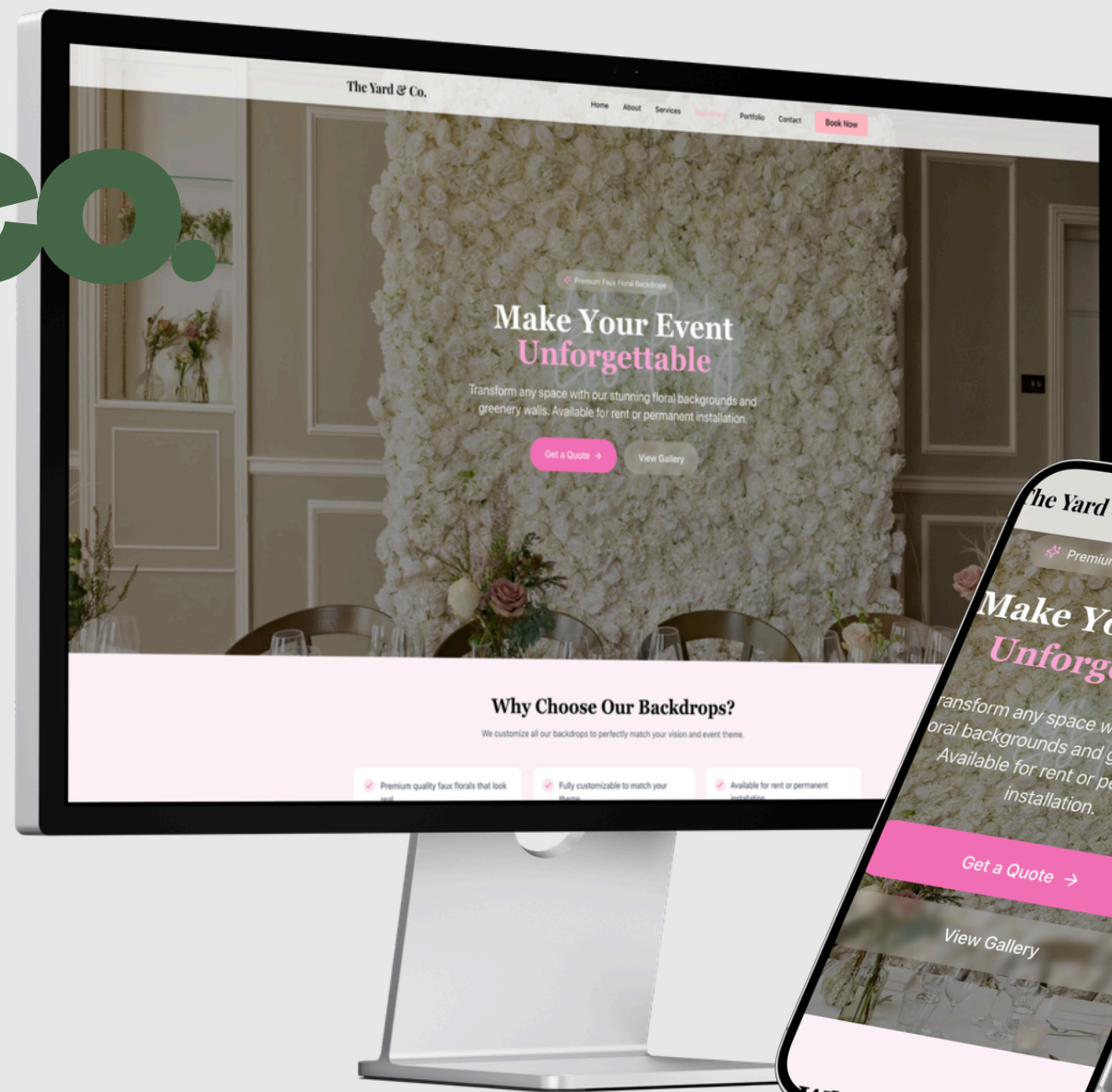
Website Online Store
Mobile Website
Social Media Content
Prints & Mockups



Creative Portfolio

THEYARD&CO. PROJECT

Inspired by The Yard & Co.'s refined and creative brand world, this project brought together digital design, environmental graphics, and visual storytelling across multiple touchpoints. The work combined elegant layouts, floral imagery, and polished branding to create a cohesive identity that felt premium, modern, and visually engaging.



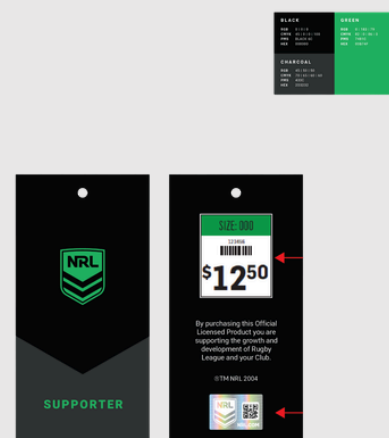


NRL LICENSED PROJECT

Inspired by NRL fan culture, this project brought team identity to life through bold colours, clean graphics, and commercially driven apparel and accessory design. The range was created to feel modern, wearable, and true to each club's character.



Website Online Store
 Mobile Website
 Social Media Content
 Prints & Mockups



SEW-IN LABEL

PANTONES GUIDE





SKILLS

I'm a collaborative and detail-focused designer with strong communication and problem-solving skills. I work well in team environments, manage deadlines effectively, and bring a practical, organised approach to creative projects. I value clarity, consistency, and teamwork, and I'm always focused on delivering work that meets both creative and business goals.

Adobe Creative Suite Expert

Highly skilled in Photoshop, Illustrator, and InDesign, with strong experience creating polished, production-ready work across print, digital, branding, and campaign design.

Inspired by the World Around Me

I draw inspiration from everyday life, culture, fashion, spaces, and visual details around me, using these influences to shape fresh and engaging creative ideas.

Originality in Every Project

I believe every project should have its own unique visual approach, with ideas developed thoughtfully to create work that feels distinctive, relevant, and true to the brand.

WHAT'S

OUR NEXT

PROJECT?