

P!NG



P O R T F O L I O

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THE STORY SO FAR...

"Find a job you enjoy doing and you will never have to work a day in your life."

– Mark Twain.

From an early age, I was known as the 'Creative One'. While other kids hung out at the malls eating flavoured yoghurt, I holed myself up in my room, drawing, making stuff, and reading up on famous designers.

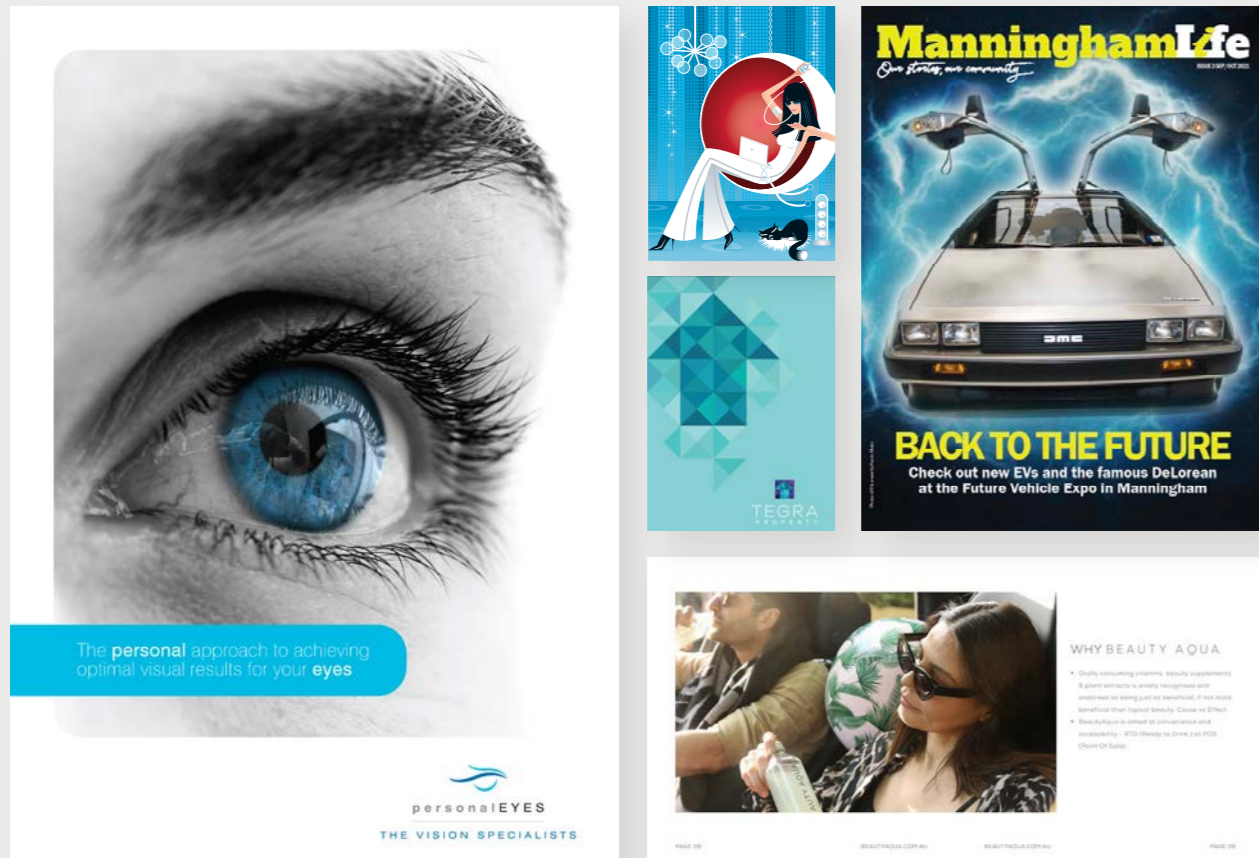
Fast forward to today – I've been active in a vast array of industries from print to digital, from publishing to advertising & marketing. I've also collaborated with major publishing houses like Penguin, and clients & agencies from the US, UK, Spanish, and Japan.

Some other highlights include:

- designing the 'Domina' doll (left) for the Trexi series of action figures
- featuring in several publications, including 'IMAGEMAKERS: Cutting Edge Fashion Illustration'
- one of four international artists selected by Pepsi to design limited-edition cans for Pepsi Light

The following pages showcase samples of my work. Hope you enjoy them!





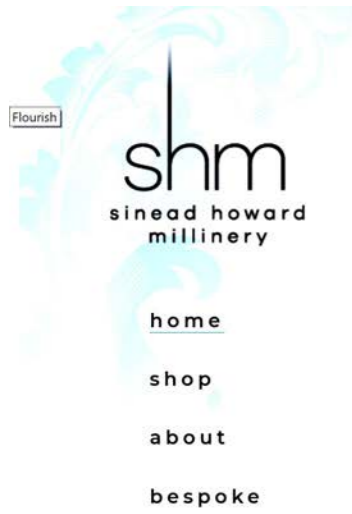
PRINT
VARIOUS

Publishing is where I started, learning about the ins & outs of the industry while managing tight deadlines, mobilizing the creative team, and coordinating with suppliers & freelancers. Lunchtimes were usually *el desko*.

BRANDING
NOVATTI

Established in 2015 and headquartered in Melbourne, Novatti is an end-to-end payments provider with a fast-growing global presence. I spearheaded their brand refresh, designing tradeshow booths, marketing materials like brochures & banners, in-house stationery & signage, created a centralized virtual & physical assets repository, and produced various collateral like infographics, corporate decks & EDMs. Exciting stuff.





BRANDING & WEB

SINEAD HOWARD MILLINERY

Melbourne-based milliner Sinead Howard launched her premier collection in 2018, showcasing some of her incredible creations at the Virgin Australia Melbourne Fashion Festival, and placing in the top 10 for the Millinery Association of Australia's Annual Design Award. I created a custom logo, business card design & online shop. Sadly, her business took a hit with the pandemic. Zoom meetings would be more interesting if more people wore hats.



LOGO DESIGN

VARIOUS

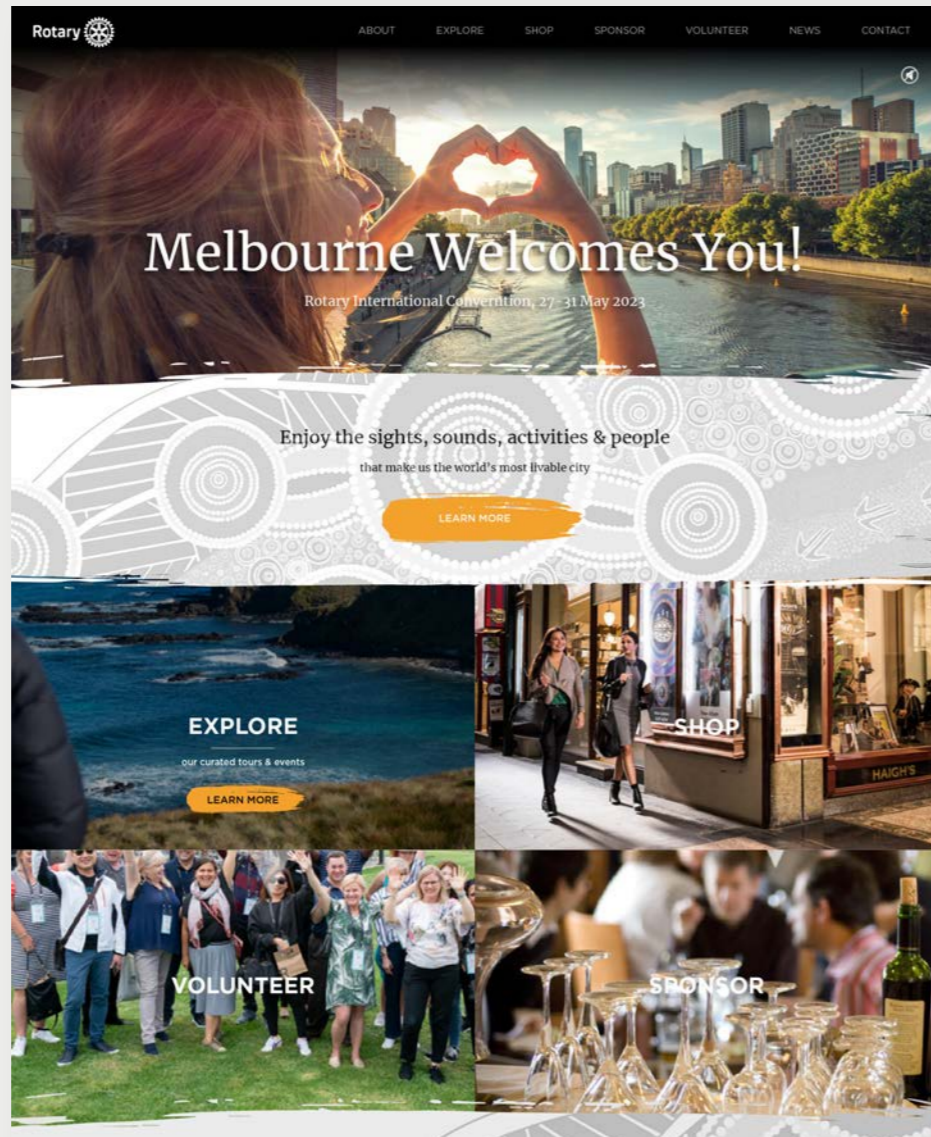
Logo design poses the challenge of understanding the client's desires, and bringing them to life in a logo that encapsulates their brand. Ensuring that it is a collaborative process with my clients, I spend time during the initial stages trying to draw out as much information from them. I then design & present them with a range of options, fine-tuning till they have a logo that they absolutely love. It can be a long-drawn-out process, with the client wanting it darker/lighter, bigger (but not that big), left a bit, right a bit, only to decide on a logo that looks suspiciously like version 1. But I'm happy when they're happy (hyperventilates into a paper bag).



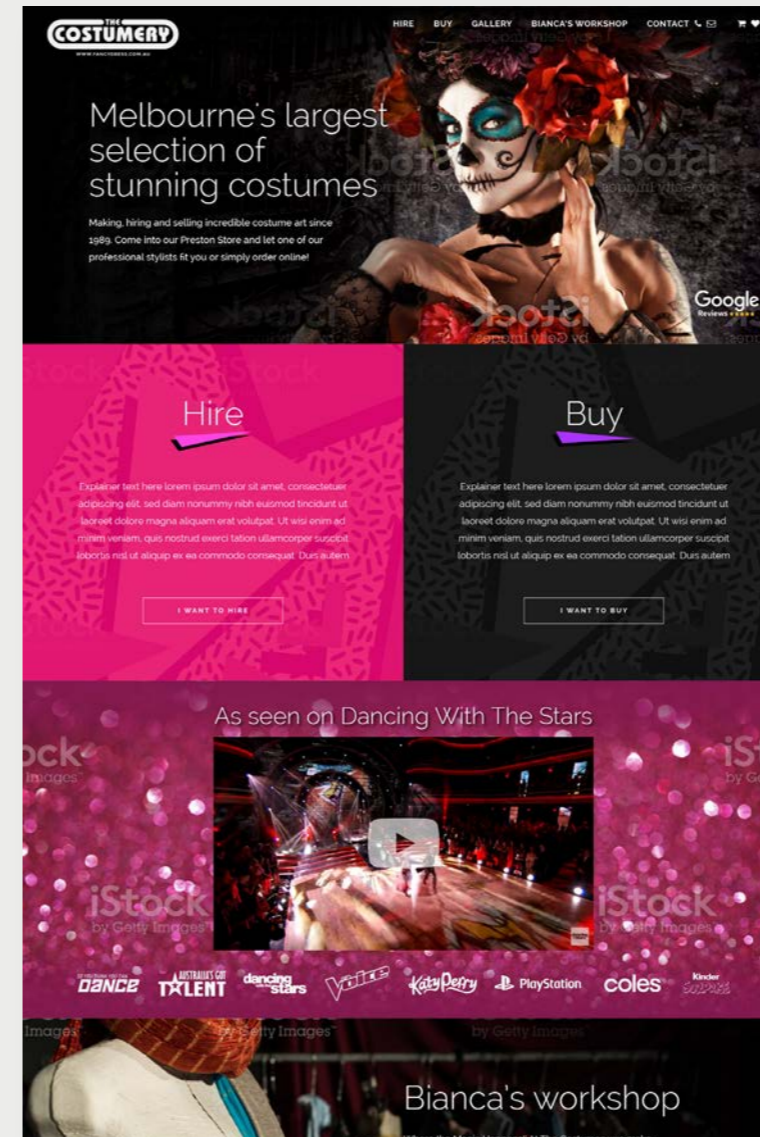
WEB DESIGN VARIOUS

Working with clients from a wide range of industries, from industrial services to fancy-dress retailers, I design engaging & user-friendly websites. Here are some examples of my recent work.

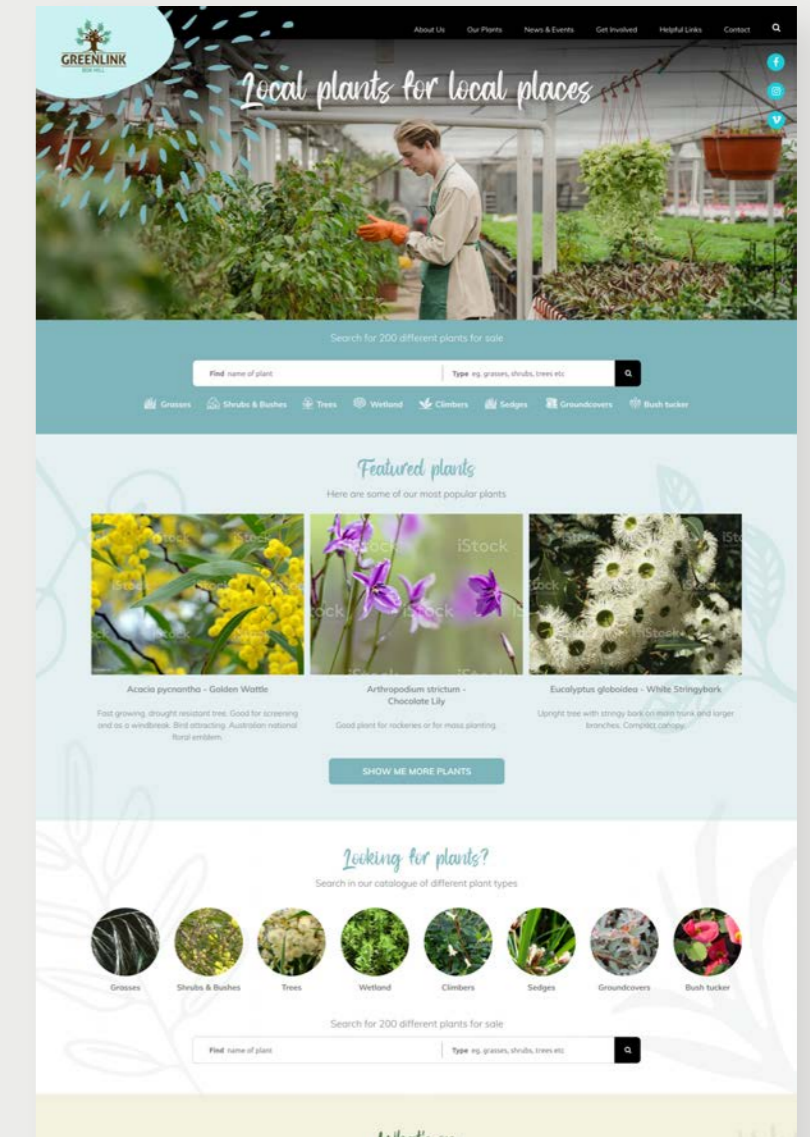
ROTARY CONVENTION



THE COSTUMERY



GREENLINK



ILLUSTRATION

STYLE MAGAZINE

This lifestyle periodical had initially planned a straight-up photo-pictorial spread. However, the Art Director thought the initial pics lacked oomph. Our collaboration resulted in a series of photo-realistic illustrations which brought 'wow' factor that he was after.



PACKAGING

BEAUTY AQUA

Founded in 2020 by Laurina Fitzgerald, BeautyAqua sparkling Australian spring waters are infused with vitamins, amino acids, antioxidants, electrolytes & botanical extracts. The challenge was to compress all the nutritional information into the design, while maintaining the minimalist look. I sampled the product, which was quite refreshing, but I don't think make me more beautiful.





PACKAGING

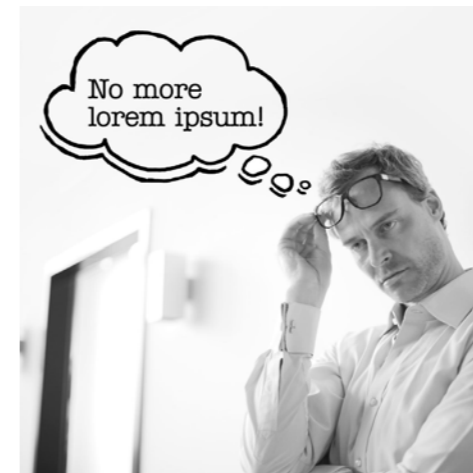
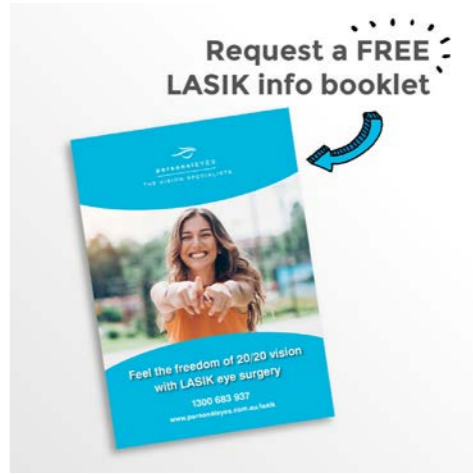
**PEPSI LIGHT:
LIMITED EDITION**

BBDO España commissioned these illustrations for a series of limited-edition Pepsi Light cans. Among the contributors to the project were underground comic artist Ceesepe (who designed the movie posters for Spain's leading filmmaker, Pedro Almodóvar), as well as superstar illustrator, Jordi Labanda. These, folks, were Illustration Royalty, and this pale, awkward and very very small Asian was just happy to be there.

SOCIAL

VARIOUS

It's a fun challenge to use colour, typography & quirky copy to create eye-catching, engaging & memorable content for social media, all within a bite-size box of design goodness.



T H A N K Y O U

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