

WORK SAMPLES

2020

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Creative Direction
Team Management
Product Concept + Development
Print Restoration + Repeat
IP + Design Asset Management
Desktop Publishing
Project + Traffic Management
Realistic Product Mock Up
Photo Editing
Trend Research
Pre-Press Work Flow





Florence Broadhurst



Beat Bugs

Brand:

Multiple

Role:

- Creative Concepting + Ideation
- Trend Research + Mood Boards
- Style/Brand Guide Creation
- Creative Direction

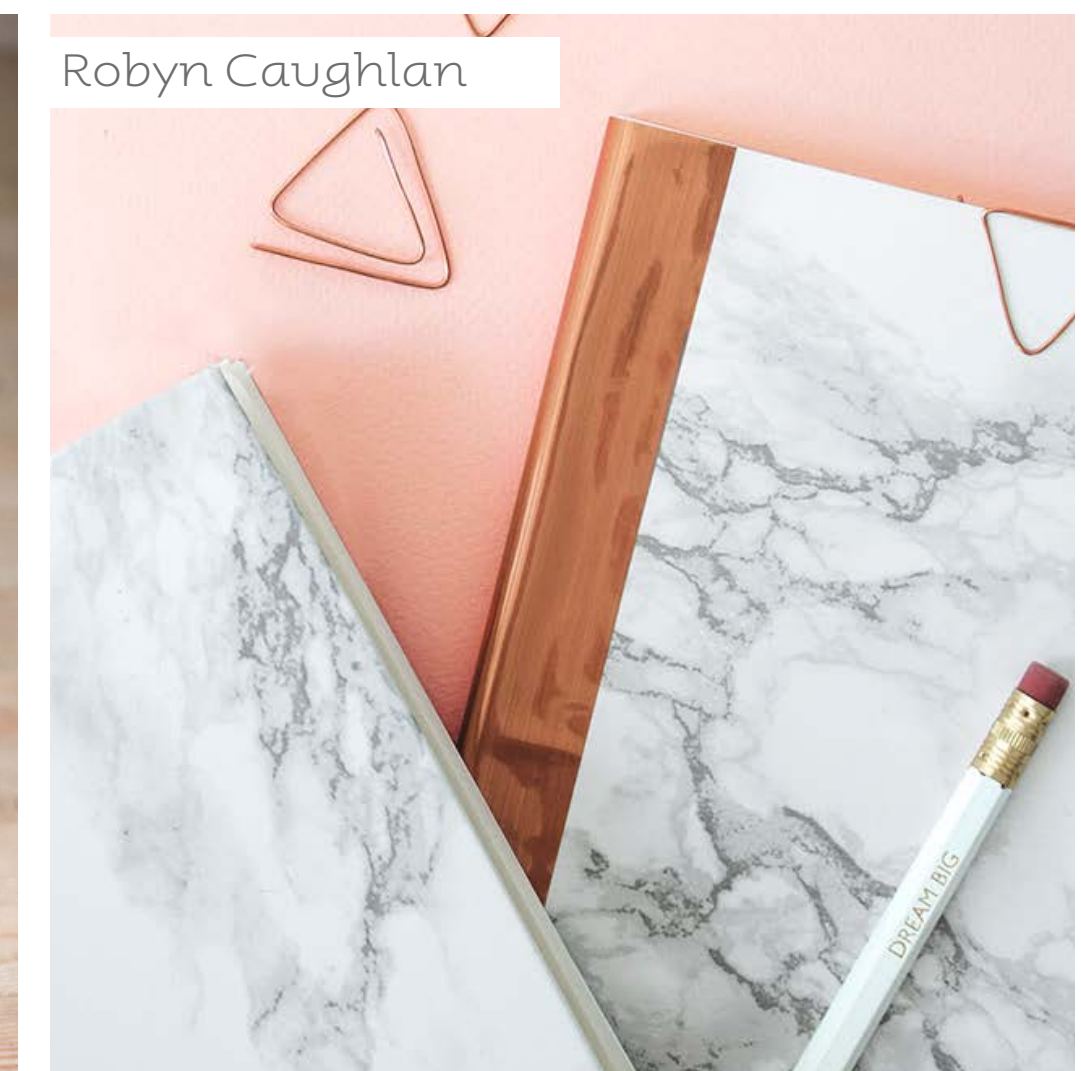
Working in smaller creative teams has given me the opportunity to develop a variety of skills.

Bringing the products to life with quality concept mock ups, trend and mood boards can be valuable to any presentation or brand guide.

My attention to detail, passion for designing, and 18 years of Photoshop experience makes this a really enjoyable part of the creative process.



Annie Georgeson



Robyn Caughlan



Styling and Sourcing for 8 Lifestyle Settings

Editing: Wallpaper added in post

Brand:

Florence Broadhurst

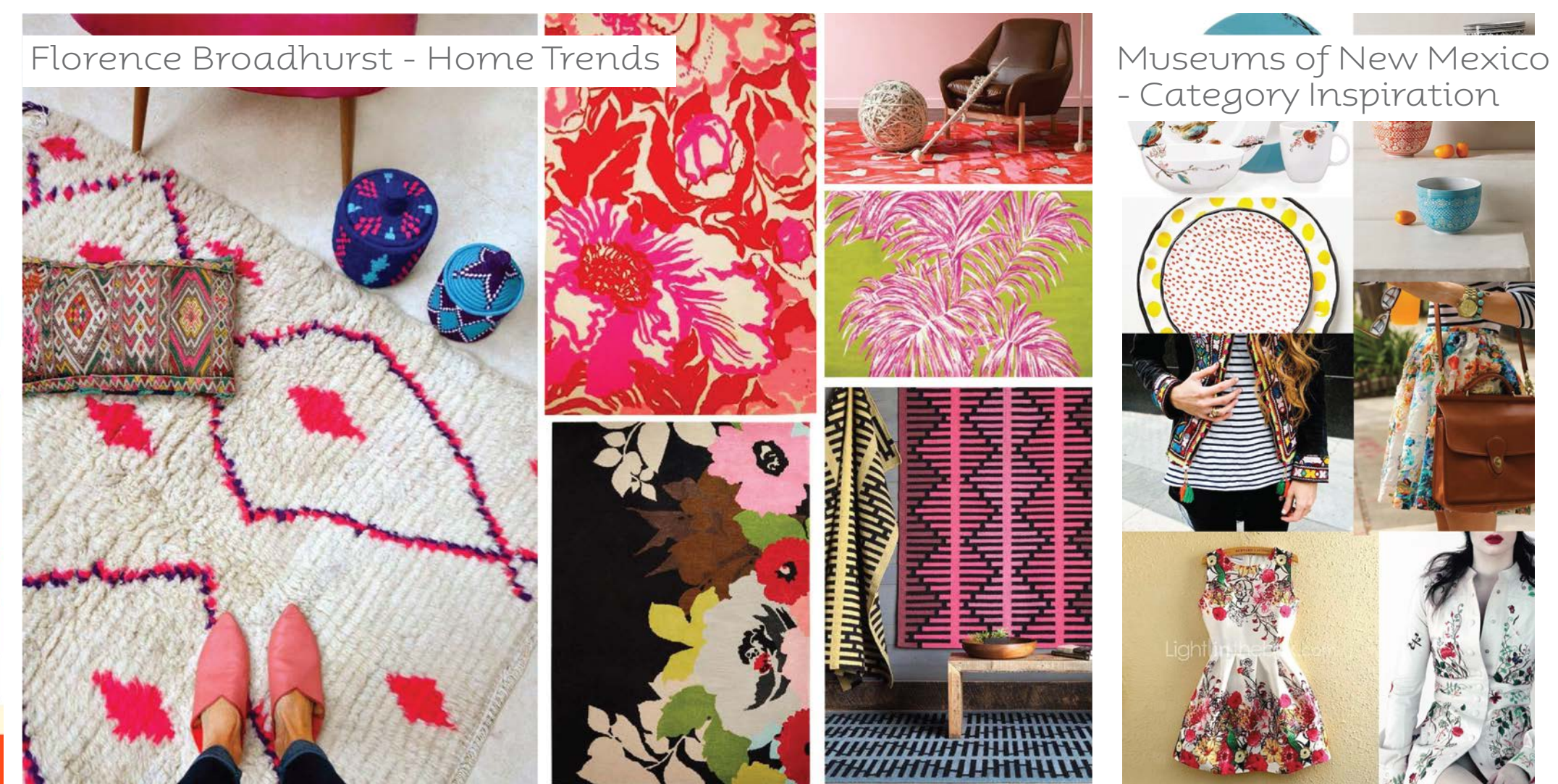
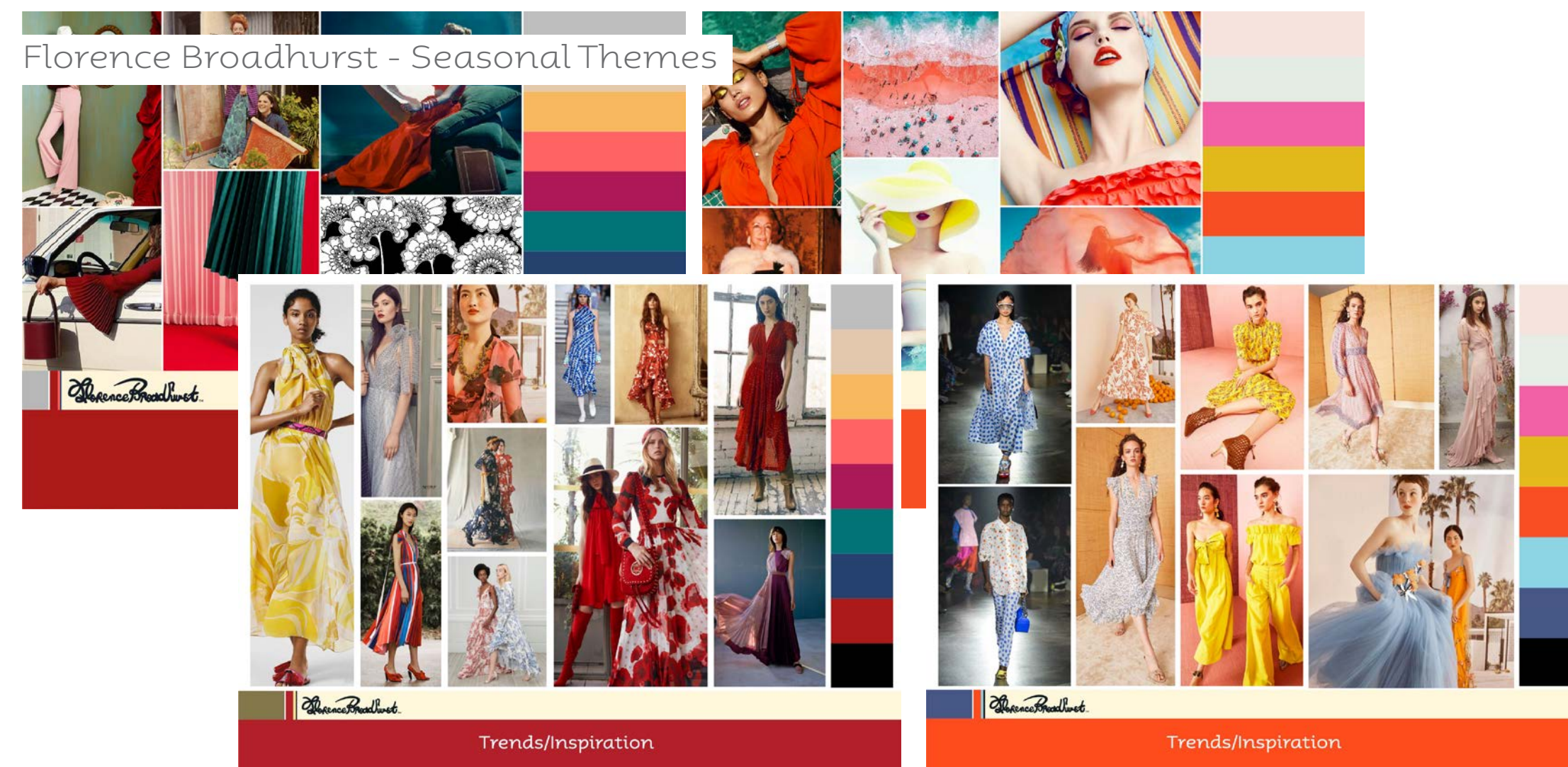
Role:

- Creative Direction
- Producer
- Photo editing

The Project: Rug Collection Photoshoot

With 3 weeks notice, and shooting just a few days before Christmas it was a miracle this photoshoot came together at all. Even in the short timeline this was a really exciting project to be a part of, I planned each shot ahead of time, sourcing the furnishing and accessories

Working with stylist Bianca Pagliai and photographer Jon Black, in just two days we were able to capture the rugs in 8 different lifestyle settings. It was a wonderfully collaborative process that ended with a collection of beautiful images. After the shoot I edited the images and added in wallpaper to feature the additional Florence products from York Wallcoverings.



Brand:
Multiple

Role:

- Creative Direction - Print + Color
- Trend Research + Mood Boards
- Presentation to Executive teams

Watching the current and coming trends is a passion of mine.

I love to embrace the core of a brand and empower each license, artist, or licensee to visualise their goals for the coming seasons.





Concept Artwork



Final Product



Collection of 5 prints across the bottles and packaging

Brand:

Florence Broadhurst

Role:

- Creative Concept + Ideation
- Design Execution + Print Files

The Project: Home Fragrance

For Sapphire Group/Circa Home as licensees for home fragrance to brand Florence Broadhurst.

I was given the unique challenge to translate five large archival designs onto glass bottles and packaging.

As the prints were designed for wallpaper they often step on the repeat. It was challenging but very fulfilling to achieve a seamless result for all five designs on multiple bottle and box sizes.

As Creative Director for Florence Broadhurst this project gave me the opportunity to nurture the product from trend boards, concept art, print art for both bottle and boxes, through to final product review and approval.



Print Design



Concept Artwork

Brand:

Circa Home

Role:

- Creative Concepting + Ideation
- Print Design

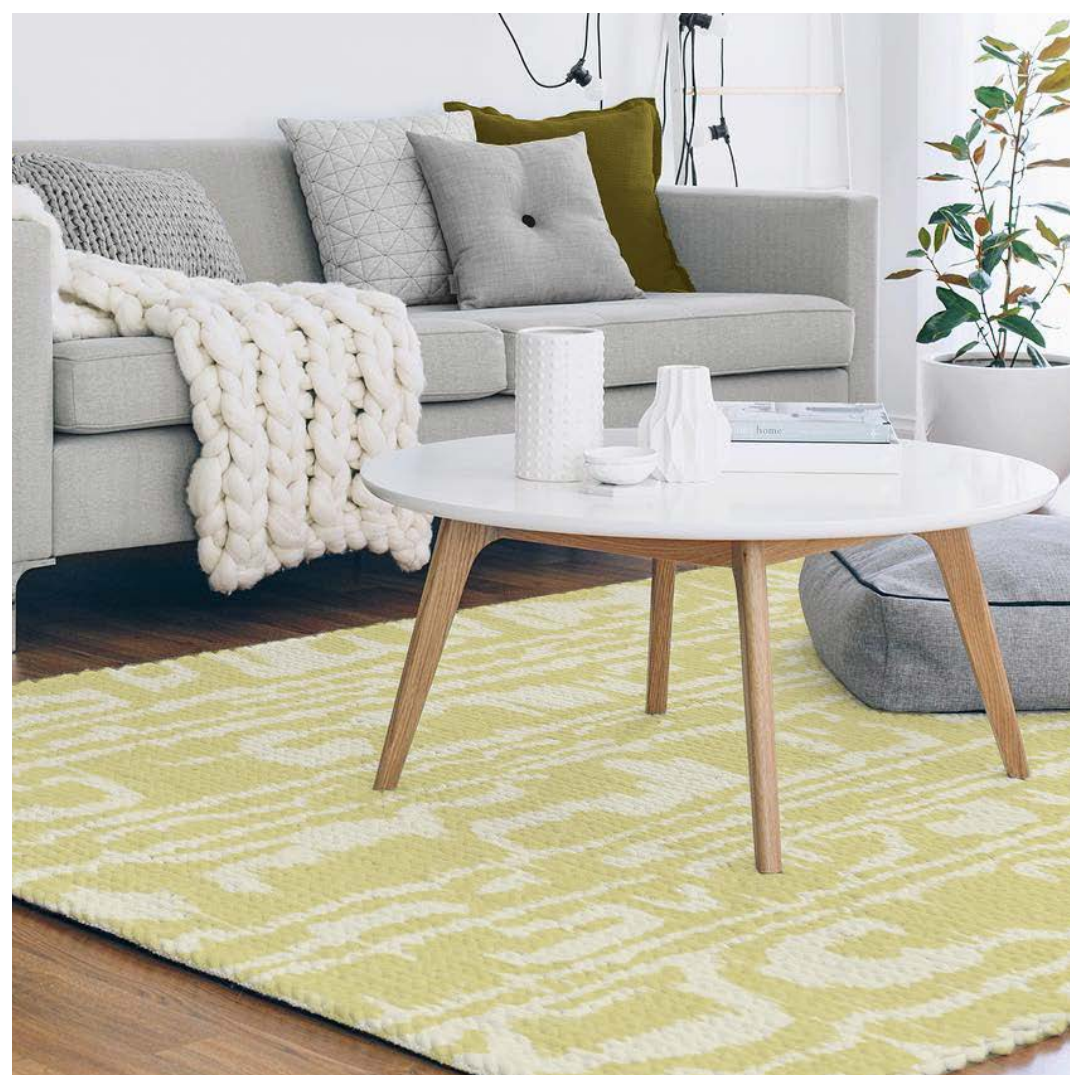
The Project: Print Design for Home Fragrance

For 16 years I have worked in product development for licensed entertainment and design brands, it is always a treat when I get to work on my own original designs.

This was a fun project, ideation of packaging and creating repeating patterns in the Circa Home signature pastel palette. The brief was to capture the feminine and floral scents with a growing print and color story.



Product Design



Concept Mock Up



Photography Production and Editing



Styling and Editing

Brand:

Florence Broadhurst

Role:

- Creative Concepting + Ideation
- Product Development
- Production of Photo Shoot
- Photo Editing

The Project: Rug Collection Design

In 2018 I was able to work on a really special project: a range of 14 hand tufted rugs for the brand Florence Broadhurst. This enigmatic wallpaper designer left behind a treasure trove of beautiful designs when she died. It was a dream to create a range of unique rugs from this archive.

The greatest challenge was to develop a range that would stand out in an over saturated market, with texture and color that captures the buyer's imagination.

I loved directing this project from the initial concepts right through to producing the photo shoot in Dec 2018. Launched globally in Spring 2019, the range is distributed by Brink & Campman.



Concept Artwork



Final Product



Dinnerware Launch 2014 - Ace Hotel NYC

Brand:

Florence Broadhurst

Role:

- Creative Direction
- Design Execution + Print Files
- Visual Merchandising + Event Management of launch

The Project: Dinnerware

In collaboration with licensee Gibson USA, and Creative Director Laurie Gates, we developed a range of dinnerware for design brand Florence Broadhurst.

There were new challenges every step of the way; in order to manipulate the wallpaper designs onto different shapes and print applications.

The most enjoyable, and personally fulfilling, part of this project was the opportunity to decorate 2 suites at the Ace Hotel NYC in conjunction with the New York Tabletop Show. It was a complete take over, with wall to floor dressed in vibrant Florence prints on bedding, dinnerware, pillows, rugs, and accessories.