

RICH PACK **PORTFOLIO** **RETOUCH** **VISUALISATION &** **CREATIVE ARTWORK**

Professionally qualified senior retoucher, creative artworker and high-end visualiser with more than twenty years experience, accomplished in all areas of design, pre-press & creative artwork for digital, print & packaging. Including design roll out, high-end retouching from concept stage through to finished artwork, and PMS spot channel separations.

With typesetting experience and a meticulous eye for detail.

I am a highly motivated, strong all-rounder who is used to managing various projects, across large campaigns whilst working to strict deadlines.

RETOUCH & VISUALISATION

LORÉAL

MATRIX BIOLAGE

LOOK BOOK

These visuals are from a 'look book' created for Matrix Biolage haircare range, the brief was to show natural produce through ingredients. I created these visuals, ingredient shots and bottle renders featured throughout the book.

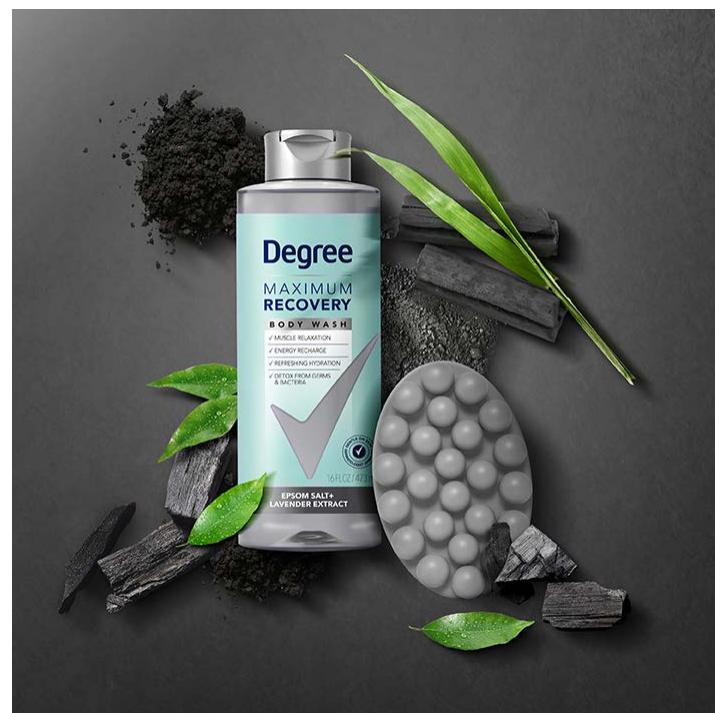


DESIGN & VISUALISATION

UNILEVER

REXONA / DEGREE

KEY VISUALS



RETOUCH & VISUALISATION MASTERFOODS KEY VISUAL

Key art for Masterfoods new Born in the Flames sauce range. All images were comped from a photoshoot, each individual element was retouched to look more appealing – the aim was dark & moody with highlights to see the food clearly. Flames & smoke were added along with a final colour grade to complete it.



TAKE HOME THE ART OF BBQ

RETOUCH & VISUALISATION

COLGATE

KEY VISUAL

Key art for Colgate Optic White Range.

All elements were comped together to achieve a cohesive look, the talent was colour matched to the look & feel, lighting, flares and bokeh was added to reflect the products and tie in with the headline, shadows & highlights were also added to the renders.

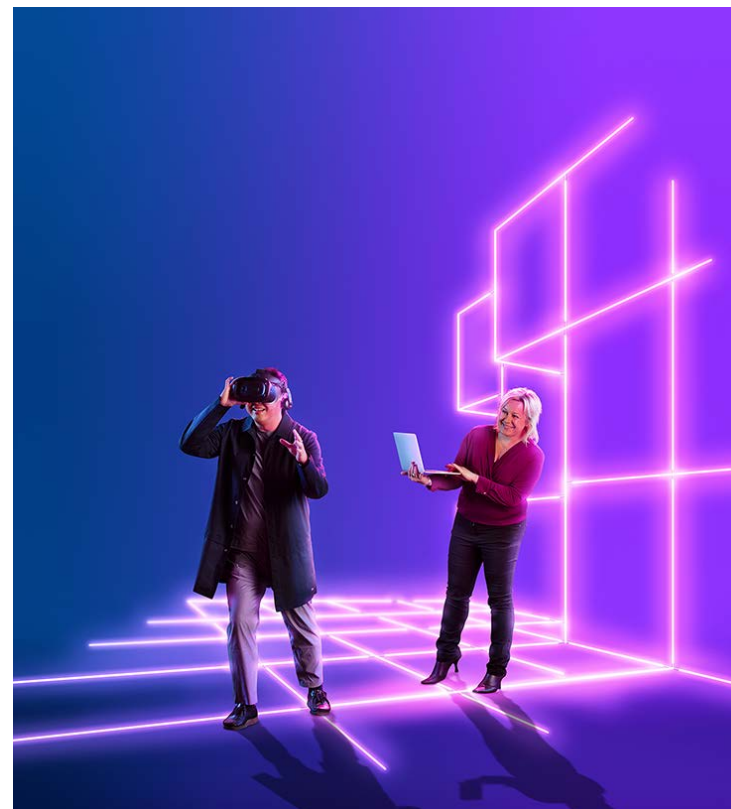
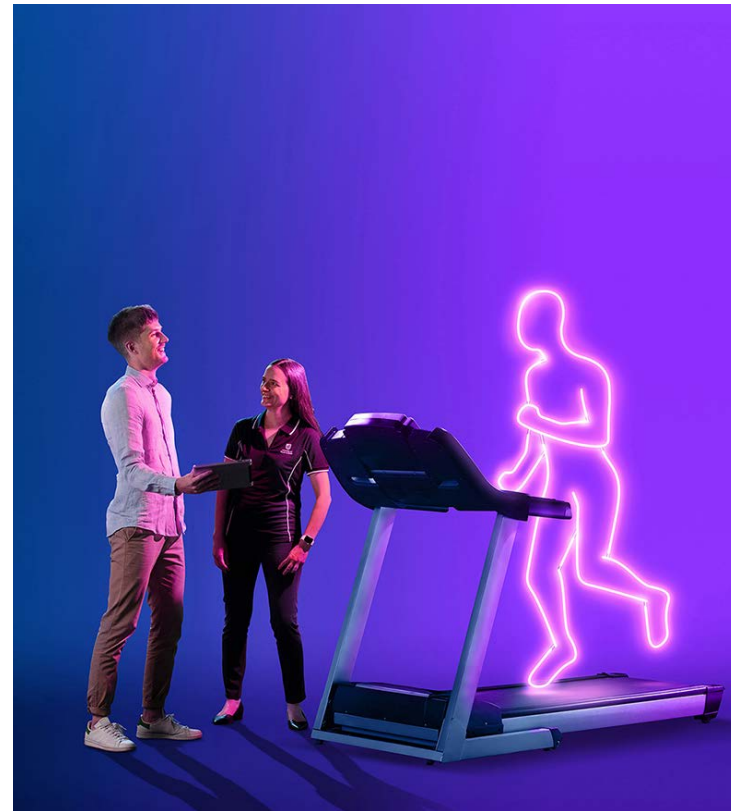
The advertisement features a vibrant red and purple background with bokeh light effects. On the left, a woman with dark skin and curly hair, wearing a red top and large hoop earrings, is smiling broadly, showing her white teeth. In the top left corner, the Colgate logo is displayed in white on a red background, with 'OPTIC WHITE' in white text on a dark grey background. The headline 'GLOW UP FOR SUMMER' is written in large, white, dotted letters, with 'FOR SUMMER' in solid white. Below the headline, it says '#1 TEETH WHITENING BRAND IN AUSTRALIA*'. On the right side, there are three Colgate Optic White products: a red and white LED light device, a tube of 'OPTIC WHITE PRO SERIES' toothpaste (labeled 'REMOVES 15 YEARS OF STAINS*' and '5% HYDROGEN PEROXIDE'), and a red electric toothbrush. The bottom left corner contains fine print: '*Colgate Optic White Range. Retail sales IRI Australia Grocery and Pharmacy scan data 2022. Data sourced from IRI MarketEdge based on data definitions provided by Colgate-Palmolive Pty Ltd.'

RETOUCH & VISUALISATION

UNI SA

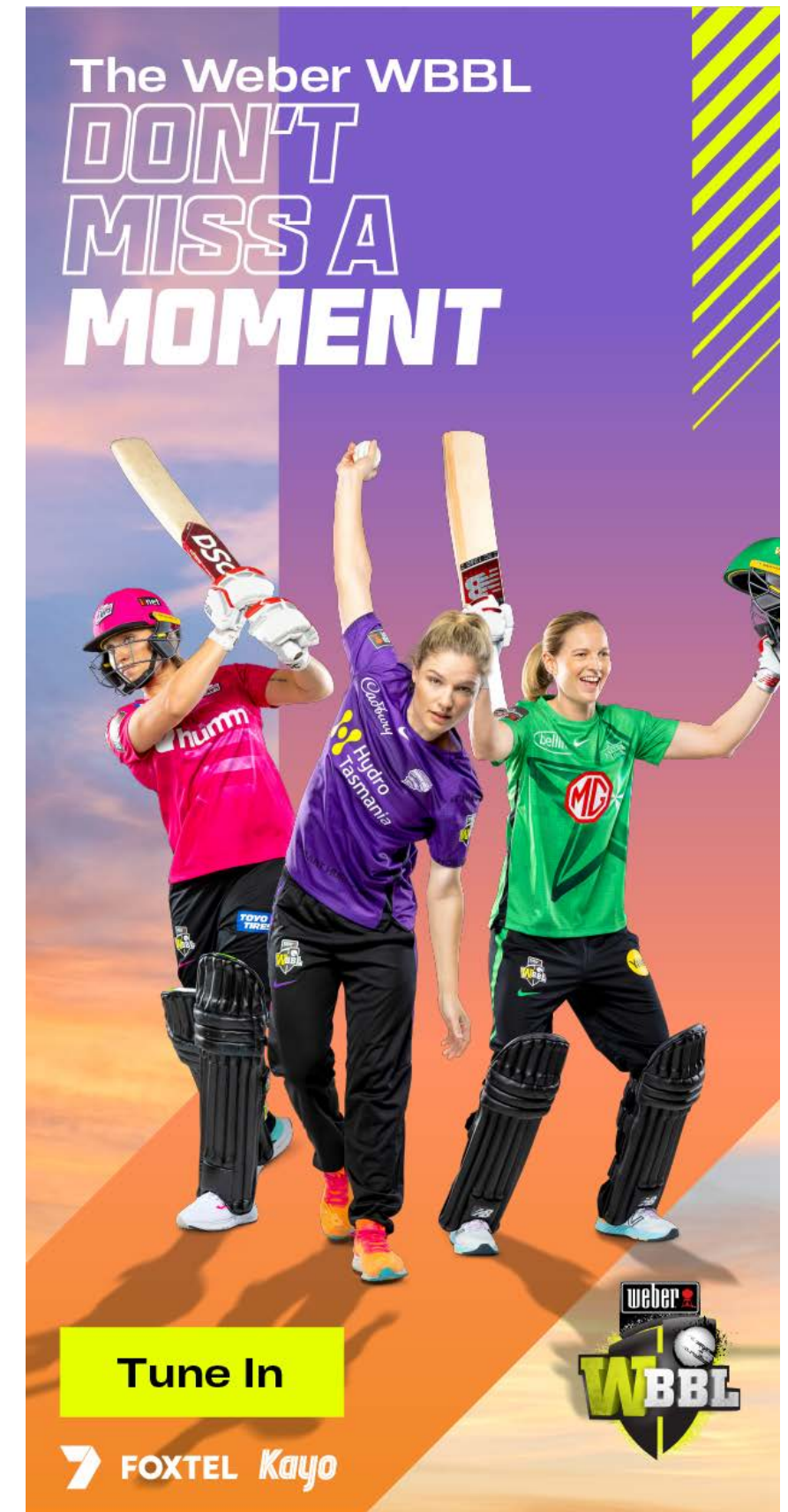
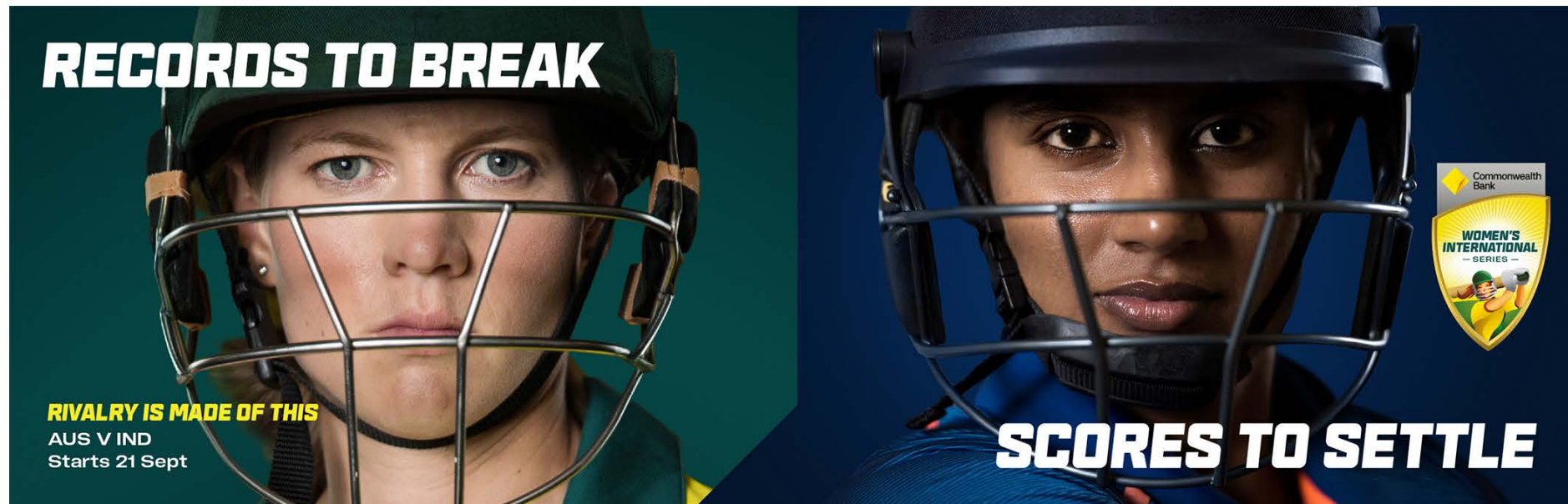
INDUSTRY COURSES

A set of 15 images were created for UNI SA to showcase the different industries the university offers courses in. Typically the talent & props were shot in the studio, and the **neon industry elements & colour grade** were added in Photoshop. Below you can see, Environment, Health, Energy, Tech & Arts.



RETOUCH & DESIGN CRICKET AUSTRALIA CAMPAIGN ROLL OUT

I worked on the Cricket Australia account for 2 years for the in-house design team. Working on **retouch of all talent, design & finished artwork** for multiple large scale campaigns including, digital takeovers, large-format & press ad roll out.



PLAYER RETOUCH CRICKET AUSTRALIA SEASON KIT SWAP

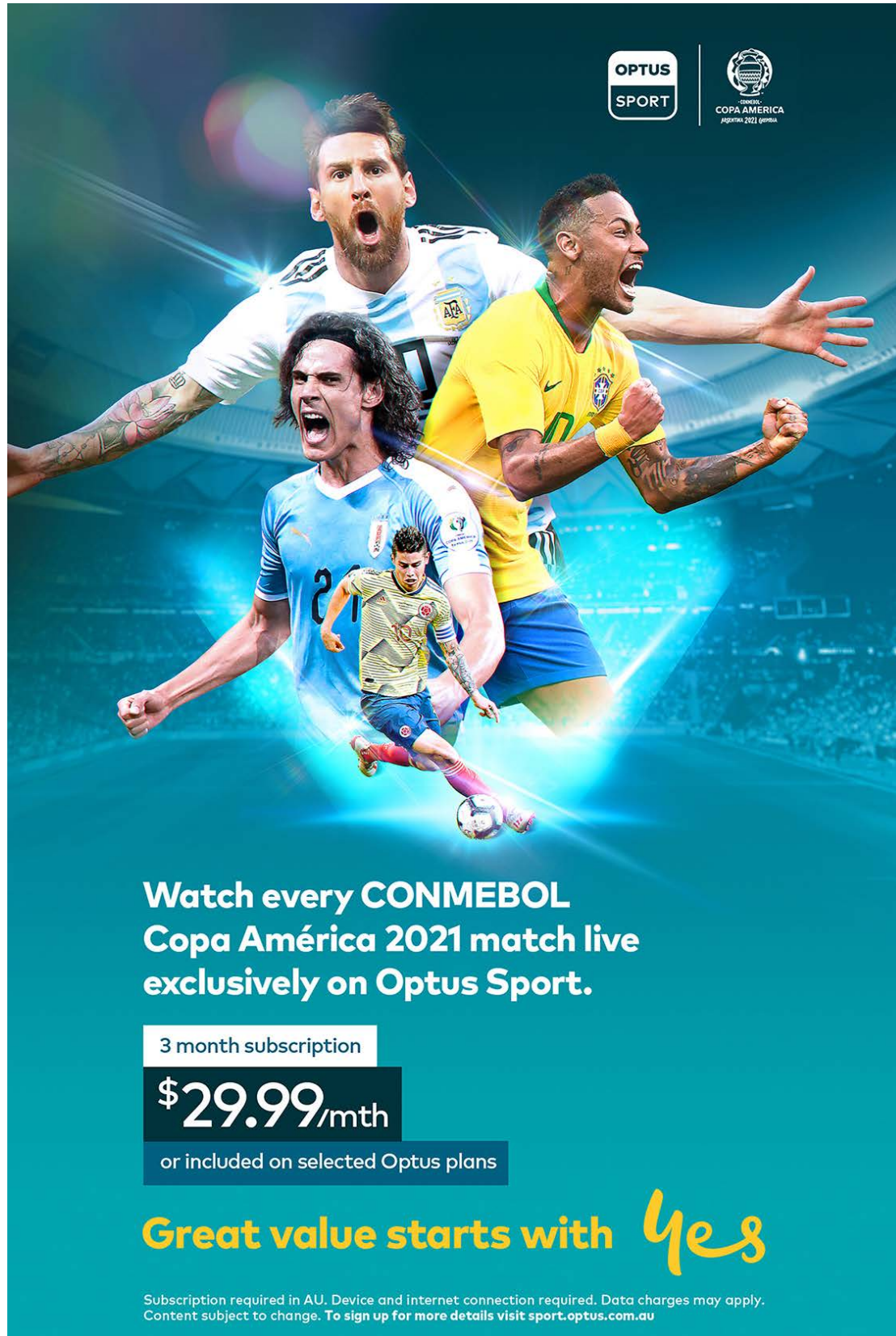
During the pandemic, it was impossible to get all 8 BBL Teams together for a photoshoot. My task here was to individually retouch the new Nike kit and logos on to existing photography to be used in the new season campaign roll out.



RETOUCH & VISUALISATION

OPTUS EURO 2020

This retouching assignment was to create a heroic visual of some of the star players of the Euro 2020 for Optus Sport. This was created with stock imagery, I then added **lighting FX** and a **final colour grade** was done.



OPTUS
SPORT

COPA AMERICA
argentina 2021 gonias

Watch every CONMEBOL
Copa América 2021 match live
exclusively on Optus Sport.

3 month subscription

\$29.99/mth

or included on selected Optus plans

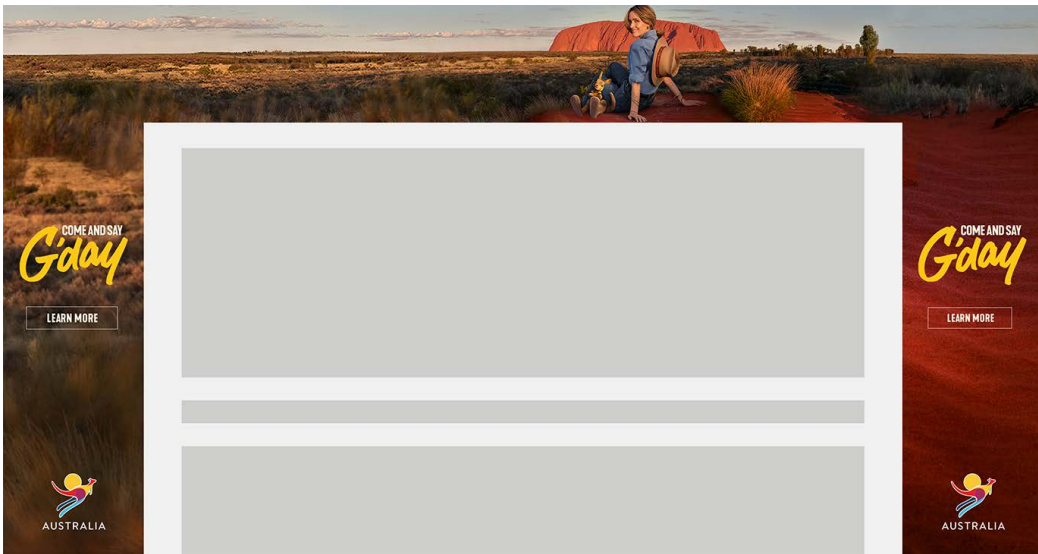
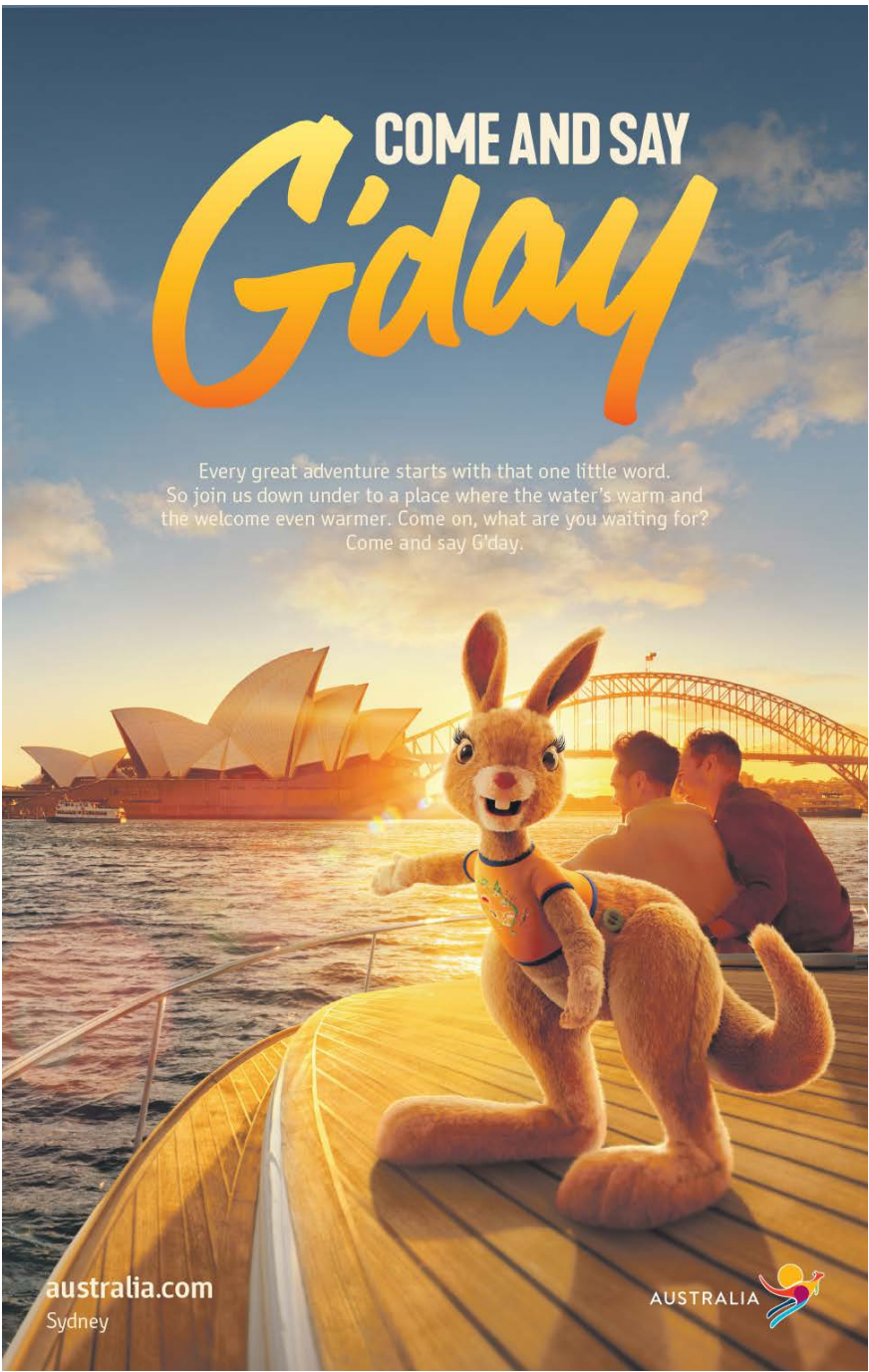
Great value starts with *yes*

Subscription required in AU. Device and internet connection required. Data charges may apply.
Content subject to change. To sign up for more details visit sport.optus.com.au



RETOUCH TOURISM AUSTRALIA G'DAY CAMPAIGN

As a senior retoucher for Tourism Australia, I've worked on various projects including **travel photography retouch** & also **comps and extensions** for multiple campaigns including digital, large-format & press ad roll out.



RETOUCH & DESIGN ROLL OUT

PARAMOUNT+

This huge campaign was for the launch of the new Paramount+ streaming platform. My role was senior retoucher of all character art, comping talent & backgrounds & colour grade. This was all alongside creating large-format roll out across transport & station takeovers & digital billboards.



RETOUCH & VISUALISATION DYSON

I worked at Dyson as freelance support for the in-house design team, working on **retouch, design & finished artwork** for press ads & campaigns.



PACKAGING ARTWORK POS DESIGN DYSON

Design & finished artwork for print & digital ads, and **box packaging design** for the Dyson Supersonic



PACKAGING ARTWORK & FOOD RETOUCHING WOOLWORTHS XMAS

Retouching food photography for use in packaging. I typically take on both roles as retoucher & finished artist.



RENDER CREATION RETOUCH & VISUALISATION NUXE RANGE SHOT

These range visuals are typical across the beauty sectors through different brands, the idea is to show the range in a 'heroic' light. I created everything from the renders to the artwork design & range visual.



RETOUCH & VISUALISATION

UNILEVER

DOVE RENDERS

Various renders created using stock elements for Dove's Hair and Men + Care ranges. Renders are built in Photoshop.



RETOUCH & VISUALISATION

STREETS

PACKAGING RENDERS

The concept for Cornetto & Golden Gaytime 'Gaynetto' started with **render creations** for the Front of Pack, Artwork was later created from designs for the wrapper and boxes and **images were separated into PMS channels** for pre-press .

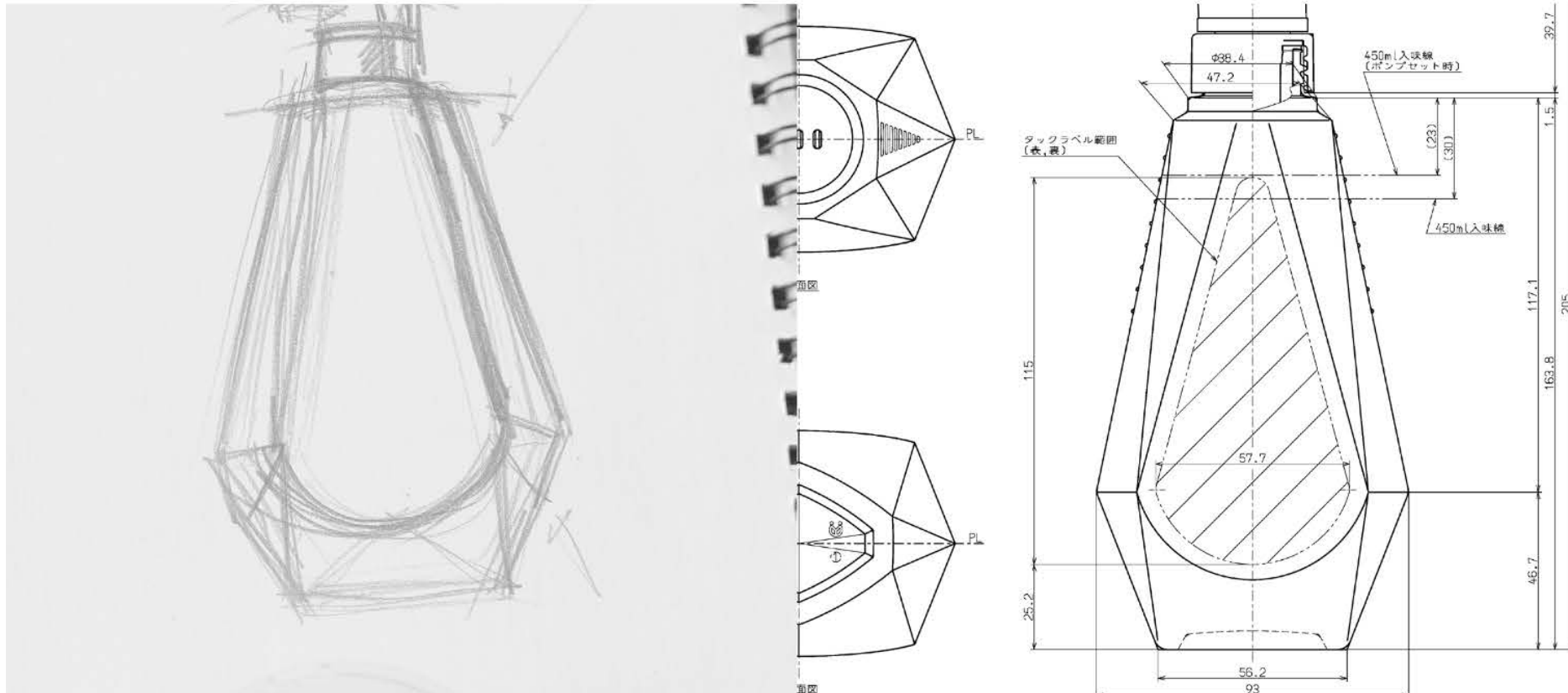


RETOUCH & VISUALISATION

LUX

RENDER CONCEPTS

The concept creations for Lux started with a **sketch** from the Creative Director and the **render creations** were created from **dielines** for use in design collateral.



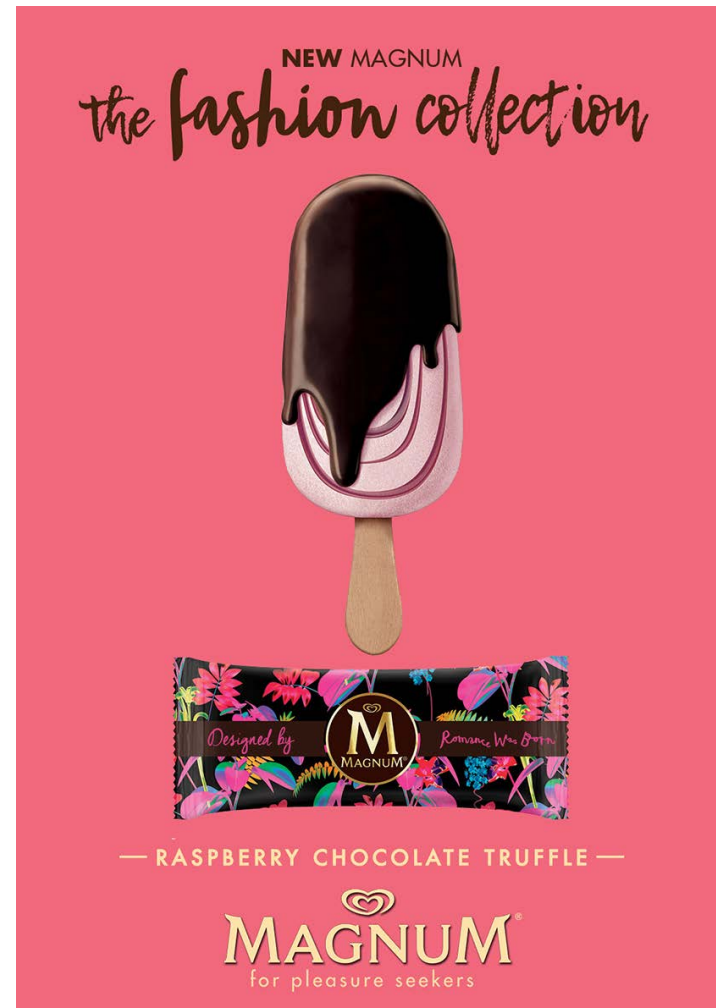
RENDER CREATION & DESIGN ROLL OUT REDKEN NEW YORK

Various renders were created for concept packaging, designs were then rolled put across other variants.



DESIGN, RETOUCH & VISUALISATION STREETS & MAGNUM RENDERS & KEY ART

Various **packaging renders** were created using final artwork along with **product renders** for the finished artwork for pack.



RETOUCH & VISUALISATION

VARIOUS FOOD PACKAGING

Various packaging renders were created using concept or final artwork - along with product renders for the pack & artwork. Typically I would work on the renders, the visual design and the finished artwork throughout the project.



RETOUCH & VISUALISATION **FERRERO** EASTER KEY VISUAL

This key visual was created and put together from a shoot for Easter. Each element was shot individually and comped together. The background was created using stock elements and hand-drawn text was added by a designer to set the scene.



RETOUCH & VISUALISATION VASELINE PRODUCT KEY VISUAL

This concept key visual for Vaseline was created using elements of stock images and renders I created. Background and light effects were created in Photoshop.



RETOUCH & VISUALISATION

ST IVES

PRODUCT KEY VISUAL

This flatlay key visual for St Ives consisted of pack & product renders created from the pack artwork, combined with stock imagery.



RETOUCH & VISUALISATION UNILEVER INGREDIENT CAMEOS

Various creams and splashes that are trademark throughout the advertising and packaging industry. These visuals were a mixture of stock imagery and lighting effects.



RETOUCH AGENCY HEADSHOTS

This retouch brief for an Adelaide Design Agency was to **deep etch & retouch** all 32 staff members from a photoshoot. Rollover **backgrounds were created** to change colour on the website



RETOUCH & VISUALISATION CLARISONIC MODEL RETOUCH

This retouch brief for a Clarisonic talent shot was to improve skin using frequency separation, hair and eyes were cleaned & brightened, the 'smile' was increased and contour shading was added.

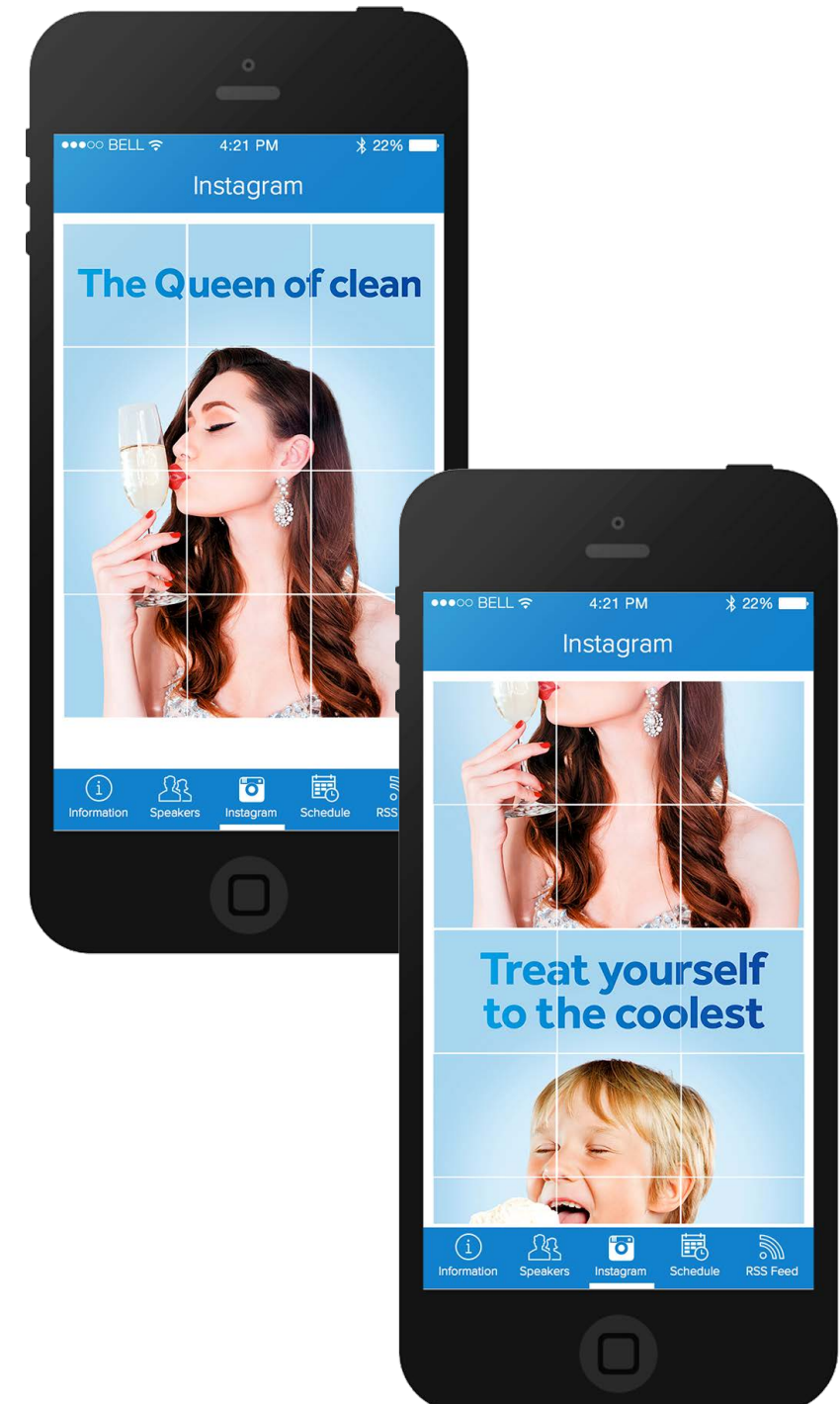


VISUALISATION & CREATIVE ARTWORK

HAIER

INSTAGRAM TILES

These visuals were created for Instagram split tiles. A series of 9 were created which included, deep etching models, retouching, creating the design & artwork, and outputting individual tiles.

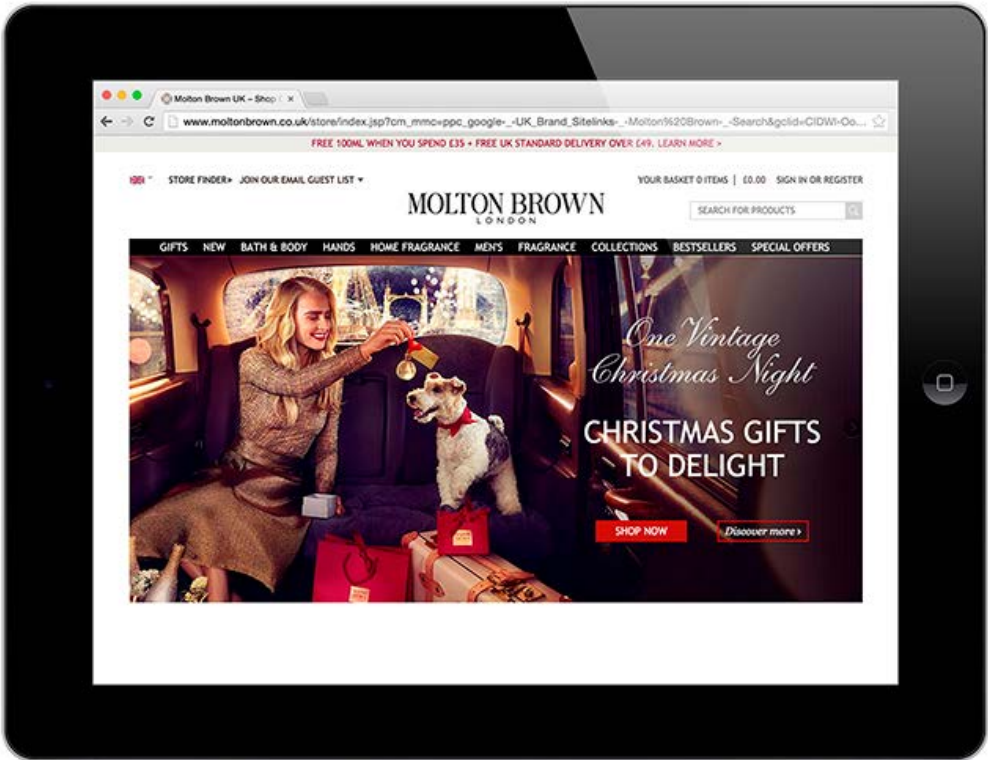


DESIGN & ARTWORK

MOLTON BROWN

XMAS CAMPAIGN

Securing a 3 month contract with leading cosmetics company Molton Brown as senior artworker with the campaign team, we produced 3 large campaigns and continuous ad hoc material, here you can see a [press ad](#), [packaging design](#) & [outdoor banners](#) for the Xmas campaign.

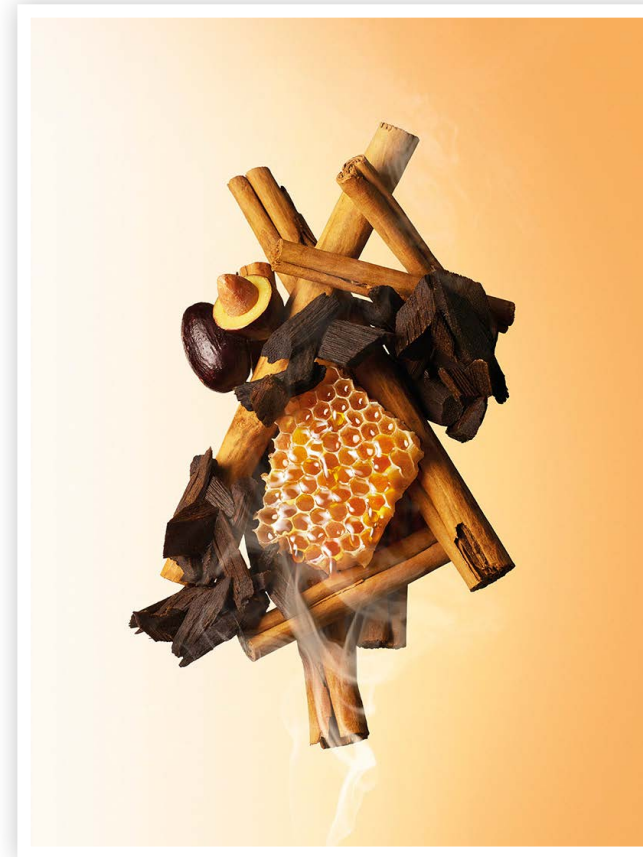


DESIGN & RETOUCH

MOLTON BROWN

EDT RETOUCH

For the Eau de Toilette campaign, these sculptures were shot
I then retouched these for use in various collateral, including
the fragrance collection booklet, glorifiers and POS.



DESIGN & RETOUCH

MOLTON BROWN

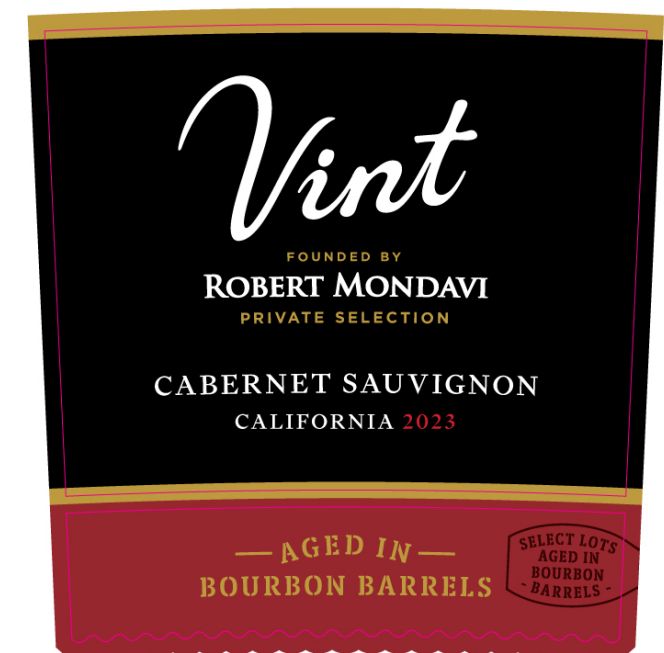
EDT FRAGRANCE BOOK

Fragrance book for the Eau de Toilette box collection, this folded booklet shows the ingredients and region with quotes from the perfumers, every image was a sculpture and shot professionally, I retouched all imagery & designed the booklet.



RETOUCH & ARTWORK CONSTELLATION VINT REBRAND

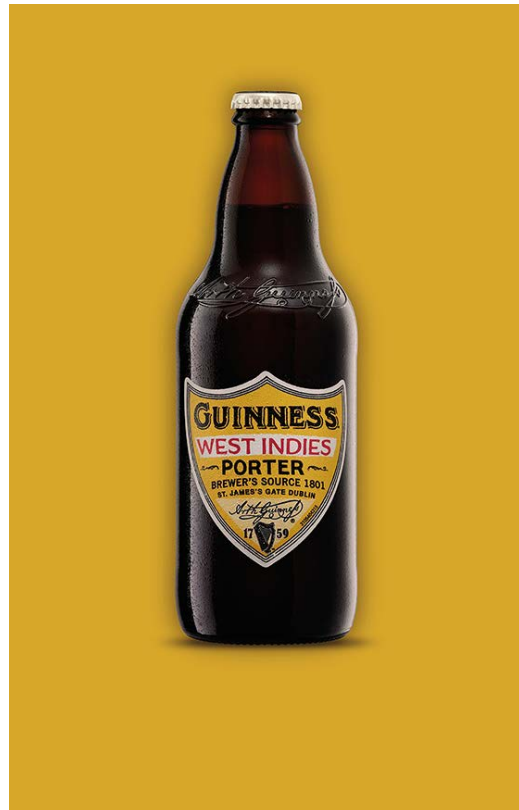
Retouch & finished art for Robert Mondavi Vint rebrand.
All plates created for colour separations, foils, varnishes,
emboss & deboss & high gloss builds. Visual renders were
also created.



RETOUCH & VISUALISATION

DIAGEO

Retouch & design for Diageo. **Renders** created, artwork was then applied, light, shade & bubbles were added for realism.



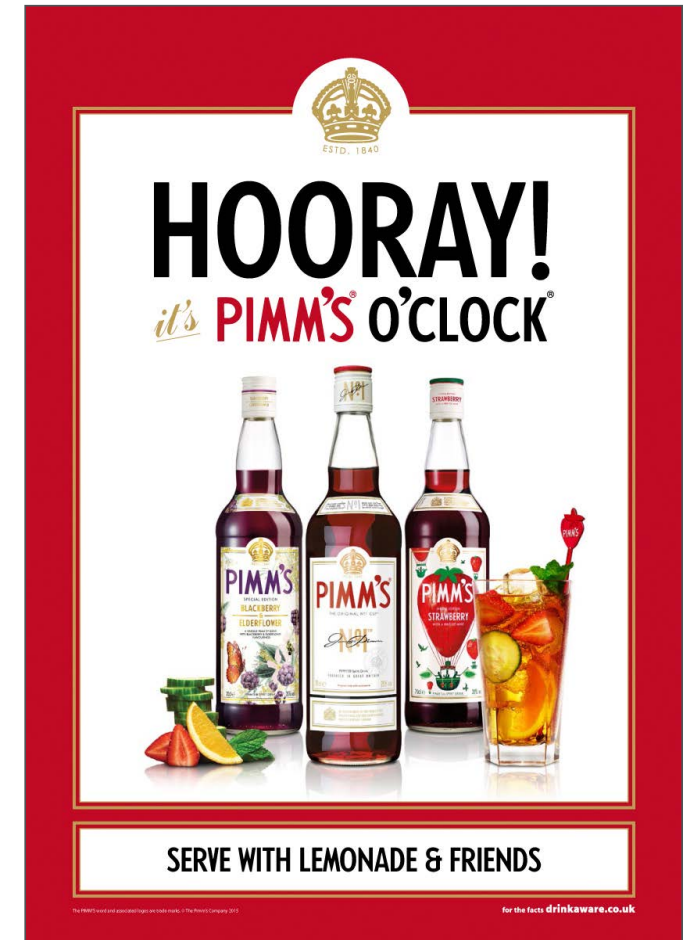
DESIGN & ARTWORK

DIAGEO

ALCOHOL BRANDS

POINT OF SALE

A variety of point of sale assets were created for drinks brand giants, Diageo – that included **lightboxes, posters & large banners**. Working on a variety of established alcohol brands.



CREATIVE ARTWORK

VODAFONE

A FRAMES & COUNTRY TRANSLATIONS

New Vodafone branding was used in creating these A frame traffic drivers, various translations were then created from copy documents, **glyphs were created and drawn** in illustrator. Press ad's were also created for various publications

summer savings, go go go

Free from £22 a month

- Unlimited texts
- 500 UK minutes
- 500MB UK data

When bought with a £10 Freedom Freebee. Ask in store for details and terms.

Products shown: iFrogz emergency charger, Samsung Galaxy A3, iFrogz Bluetooth speaker.

¡VAMOS. ANÍMATE! TARJETA PREPAGO

HASTA £175 DE DESCUENTO

Oferta válida hasta el lunes

Smartphones shown: Sony Xperia Z3, Samsung Galaxy A3, HTC Desire S10.

Roam THE World OVER

From Portugal to Panama, roam in over 60 countries worldwide from only £3 a day with EuroTraveller and WorldTraveller

Upload photos of the spectacular scenery, check maps to get your bearings and call home as often as you like. What are you waiting for?

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With Vodafone EuroTraveller on Pay monthly you can take your UK minutes, texts and data with you to more than 30 countries in our Europe Zone for only £3 a day. You'll also be able to call anywhere in our EuropeZone or back to the UK. Text ADD to 40506

Vodafone EuroTraveller on Pay as you go
With EuroTraveller on Pay as you go you can use your UK minutes and texts in our Europe Zone, and get 100MB of daily data, for only £3 a day. You can use your Big Value Bundle (excluding data, Freebie Minutes, Freebie Texts, Extra Minutes and Extra Texts bundles. Text EURO to 2345

Vodafone WorldTraveller
If you're a Pay monthly customer, you can take your UK minutes, texts and data with you in our WorldTraveller Zone, which includes 30 countries for only £3 a day. You'll be able to call and text mobiles and landlines in the country you're in, as well as back to the UK. Text ADD to 40508

It won't cost you anything to receive calls and you'll only pay for the days you use your phone.

Call 5555 to opt in to EuroTraveller or WorldTraveller. For the full list of countries, visit vodafone.co.uk/travelling

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If you frequently work abroad, it won't cost you the earth to stay in touch. Vodafone EuroTraveller and WorldTraveller mean you'll be able to catch important business calls, even when you're abroad. Go to vodafone.co.uk/workingabroad to find out more

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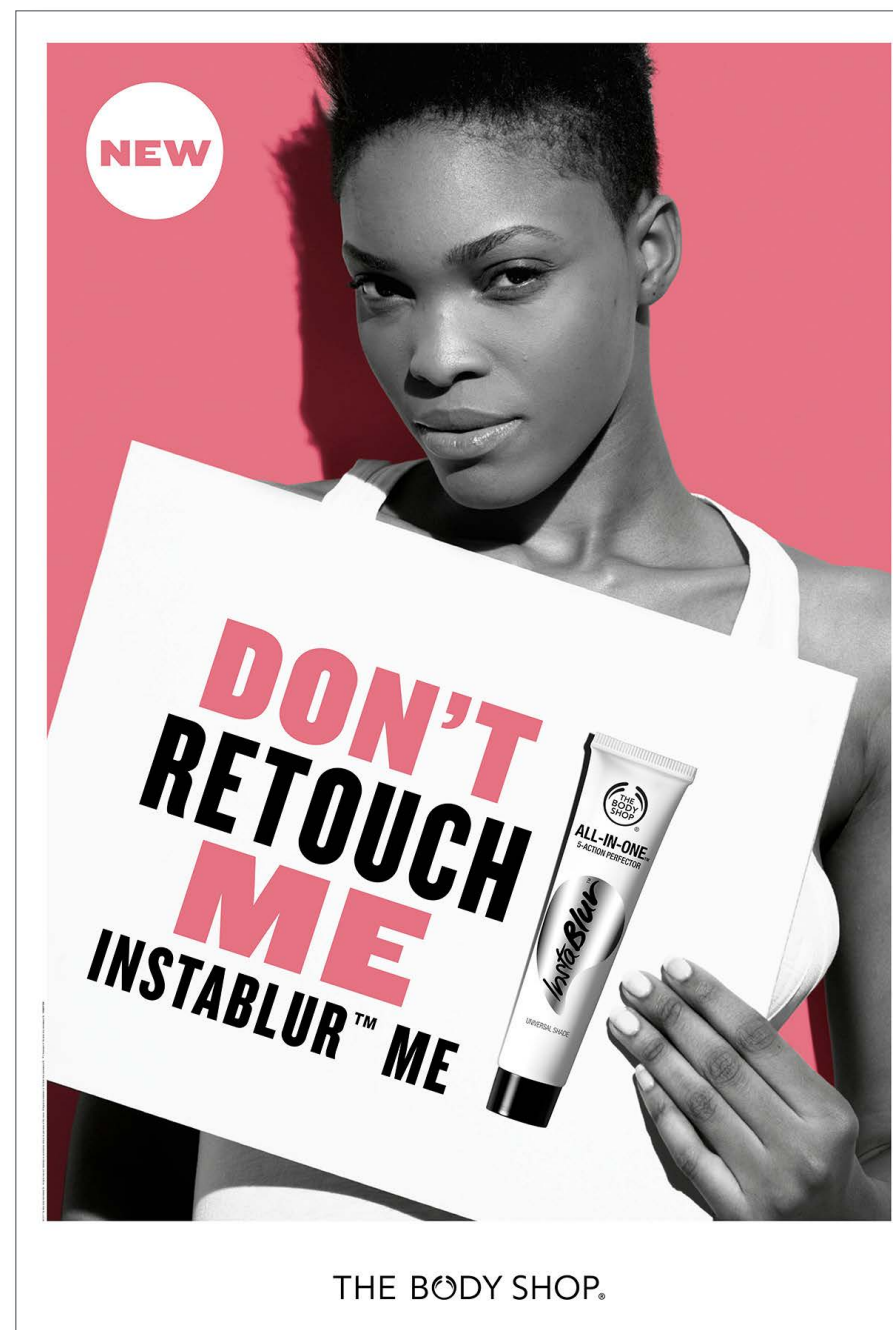
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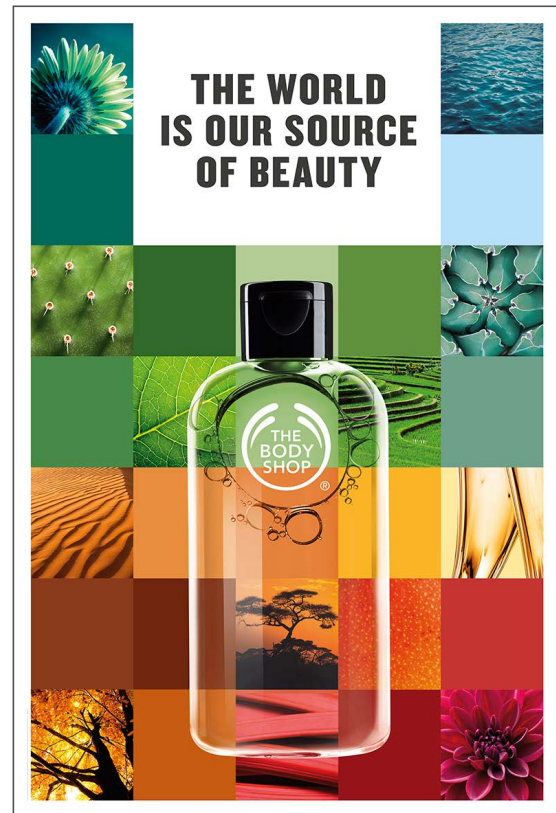
CREATIVE ARTWORK THE BODY SHOP WINDOW POSTERS

From design concepts, posters and various in-store elements are created, keeping **on-brand consistency** throughout each event. The Body Shop window posters, are at the forefront of each launch.



CREATIVE ARTWORK THE BODY SHOP LARGE FORMAT EXTERNAL GRAPHICS

A range of **large format external graphics** were produced to be adapted across markets to fit specific stores, this re-branded style is for the new look store launch.



WINDOW FRONT EXECUTION



EXPERIENTIAL LOVE BEAUTY & PLANET POP UP GIFT BOX STAND

This visualisation was created for the concept for a Love Beauty & Planet pop-up installation selling create-your-own gift boxes.



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