

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.

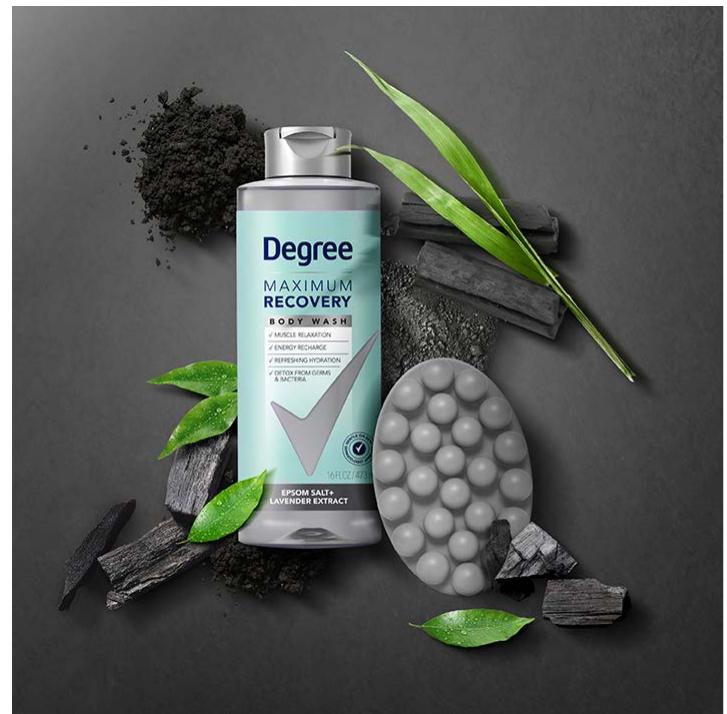


DESIGN & VISUALISATION

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.



The advertisement features a dark, smoky background with a fire and smoke effect. In the foreground, there is a wooden cutting board with a rack of ribs and a burger. To the right, three bottles of Masterfoods Born in the Flames sauce are displayed: Spicy Buffalo Wing Sauce (orange), Original Big BBQ Sauce (dark), and Hickory & Brown Sugar BBQ Sauce (brown). The Masterfoods logo is in the top right corner. The text 'BORN IN THE FLAMES CRAFTED BY MASTERS' is prominently displayed in the center-left. The tagline 'TAKE HOME THE ART OF BBQ' is at the bottom left.

**BORN IN
THE FLAMES
CRAFTED BY MASTERS**

MasterFoods™

Spicy Buffalo Wing SAUCE

Original Big BBQ SAUCE

Hickory & Brown Sugar BBQ SAUCE

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 woman with curly hair laughing joyfully, wearing a red turtleneck. In the top left corner, the Colgate logo is displayed within a red circle, and the 'OPTIC WHITE' product name is in a white circle. The central text 'GLOW UP FOR SUMMER' is written in a large, glowing, dotted font. Below it, the text '#1 TEETH WHITENING BRAND IN AUSTRALIA*' is shown. To the right, a collection of Colgate Optic White products is displayed, including a red electric toothbrush, a red tube of toothpaste labeled 'VIVIDLY FRESH', a red LED teeth whitening tray with a white power base, and a red tube of whitening gel. The background is a vibrant red with glowing bokeh lights.

Colgate® OPTIC WHITE®

GLOW UP FOR SUMMER

#1 TEETH WHITENING BRAND IN AUSTRALIA*

CAUTION
KEEP OUT OF REACH OF CHILDREN
READ SAFETY DIRECTIONS

Colgate® Enamel Safe Fluoride Toothpaste

OPTIC WHITE® PRO SERIES

REMOTES 15 YEARS OF STAINS*

5% HYDROGEN PEROXIDE

VIVIDLY FRESH

ENAMEL SAFE

NET 80 g (63 mL)

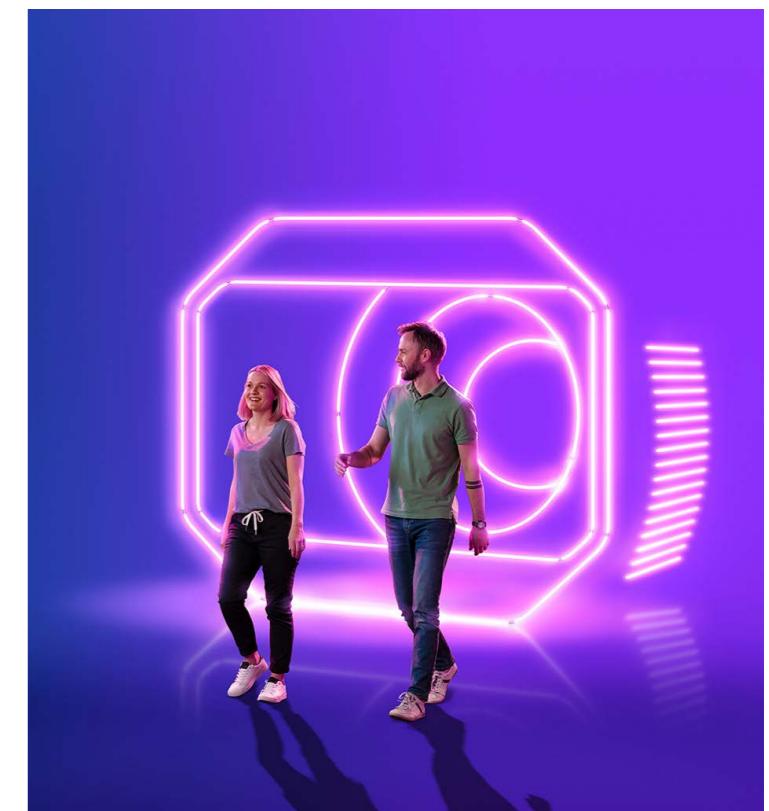
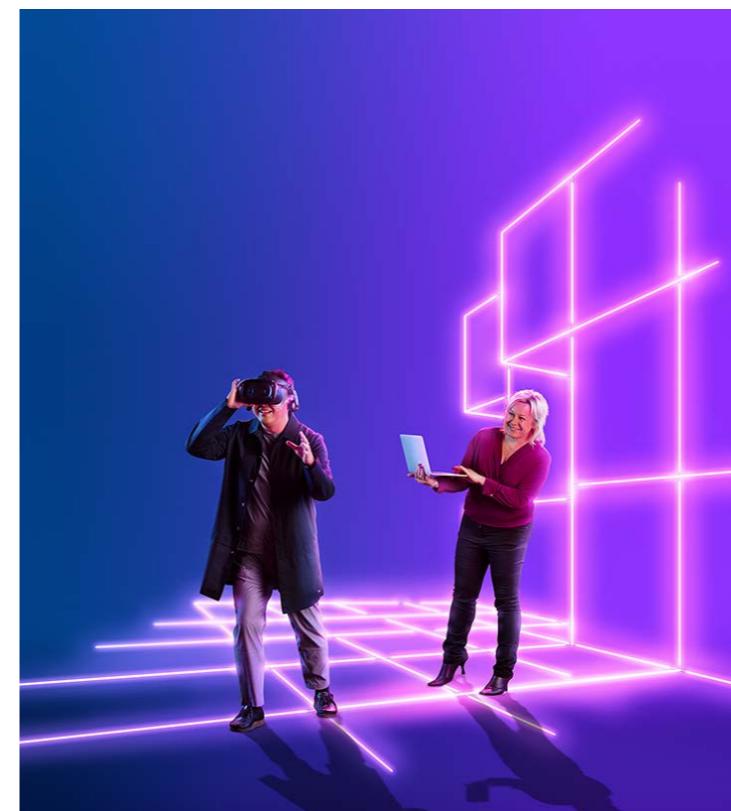
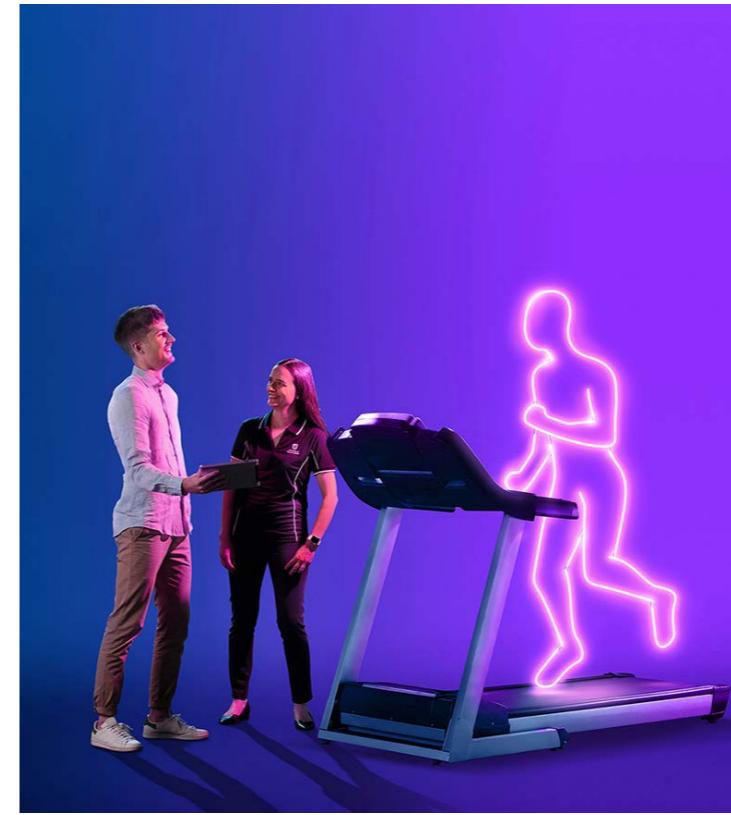
HYDROGEN PEROXIDE 40 mg/g (5.0%)

Colgate

*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.

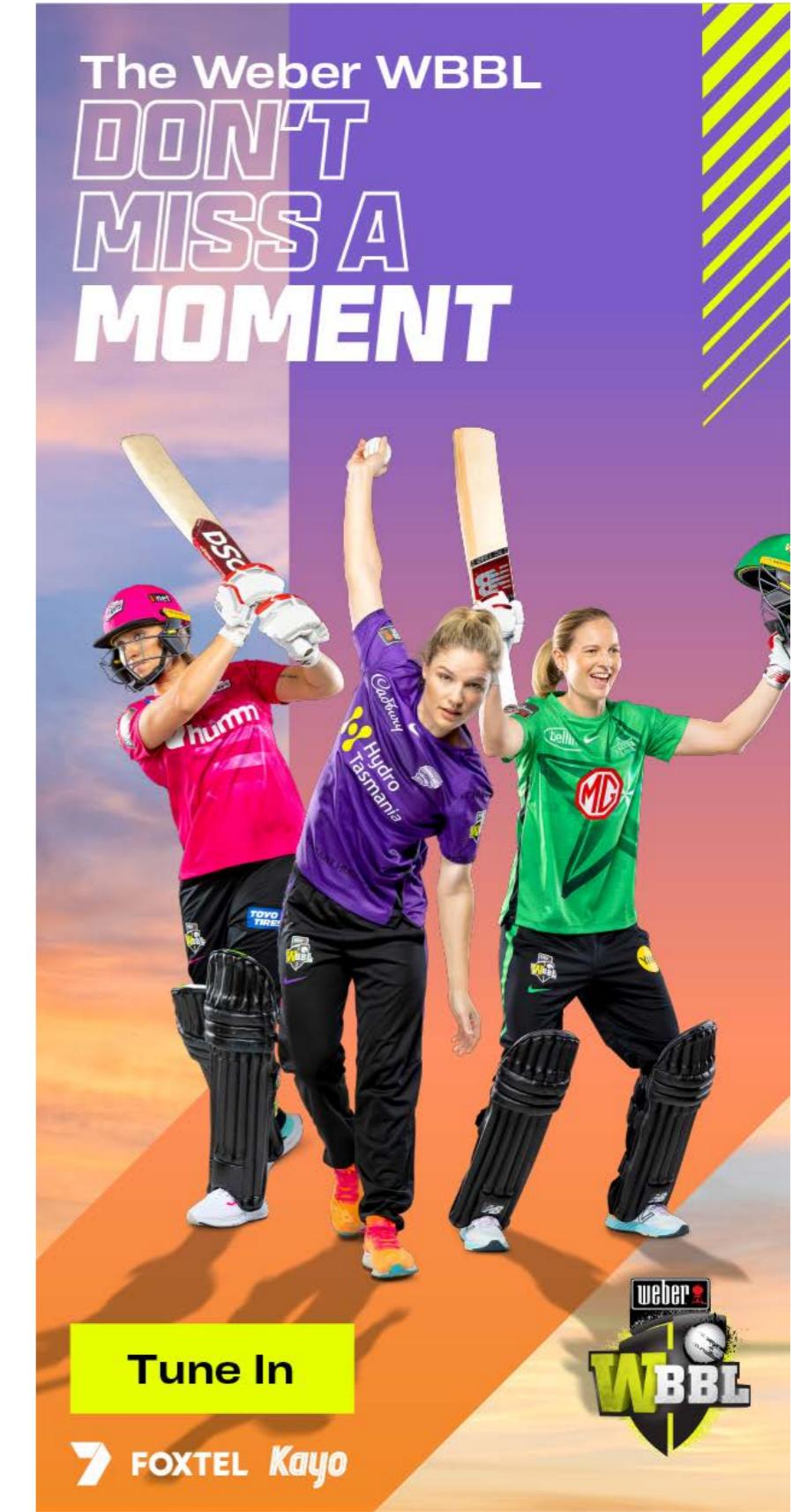
RETOUCH & VISUALISATION UNI SA INDUSTRY COURSES

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.

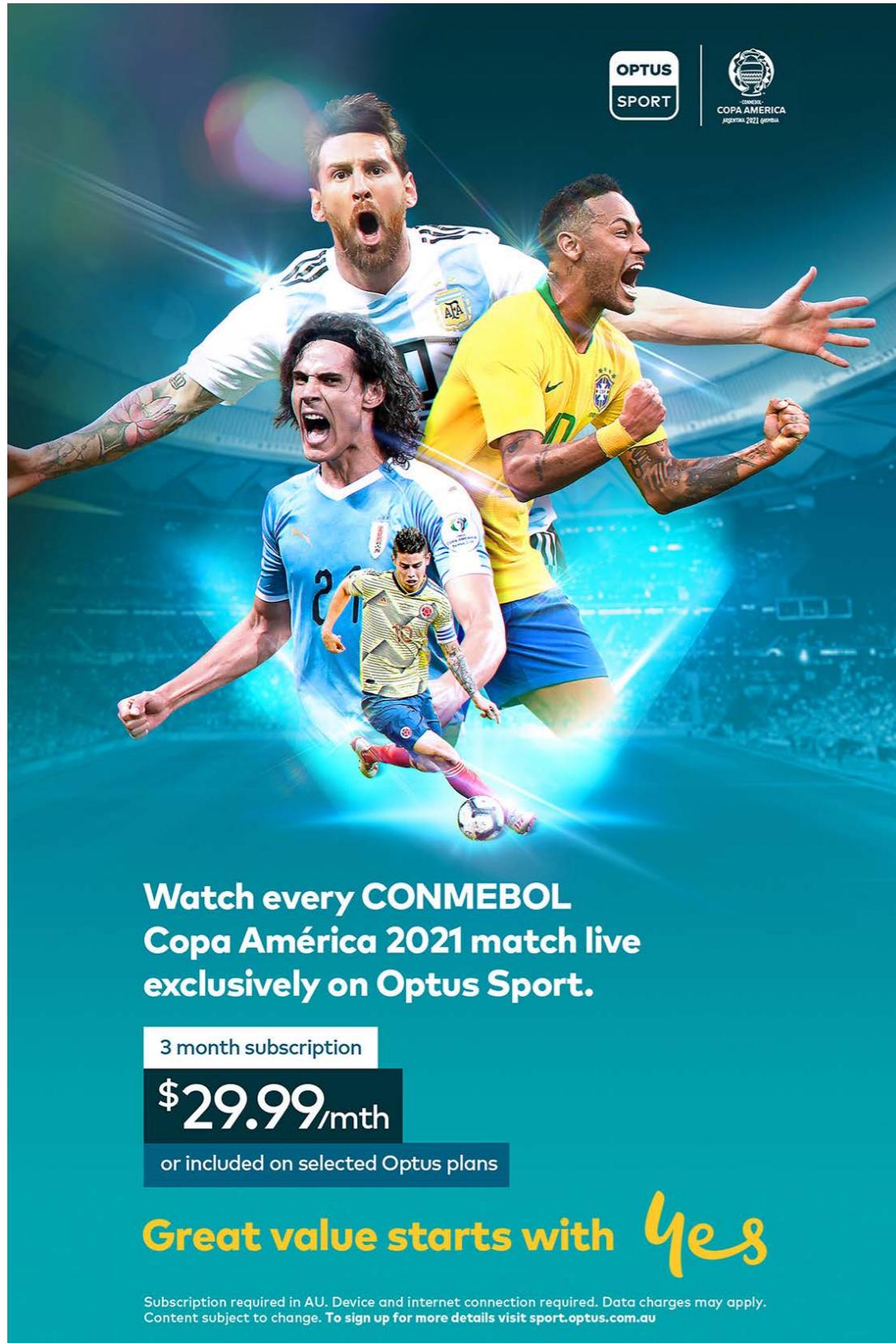


PLAYER RETOUCH CRICKET AUSTRALIA SEASON KIT SWAP

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

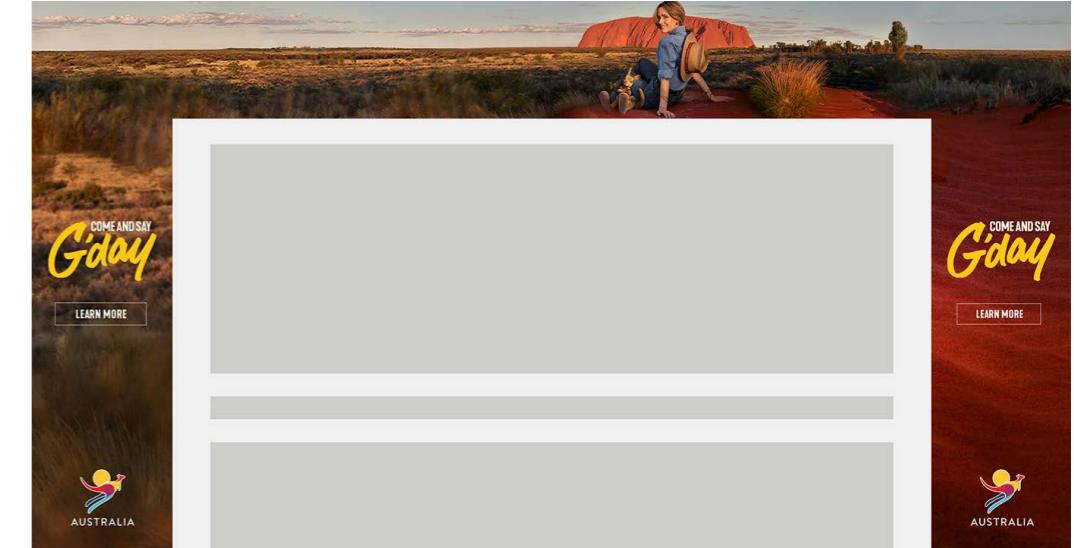
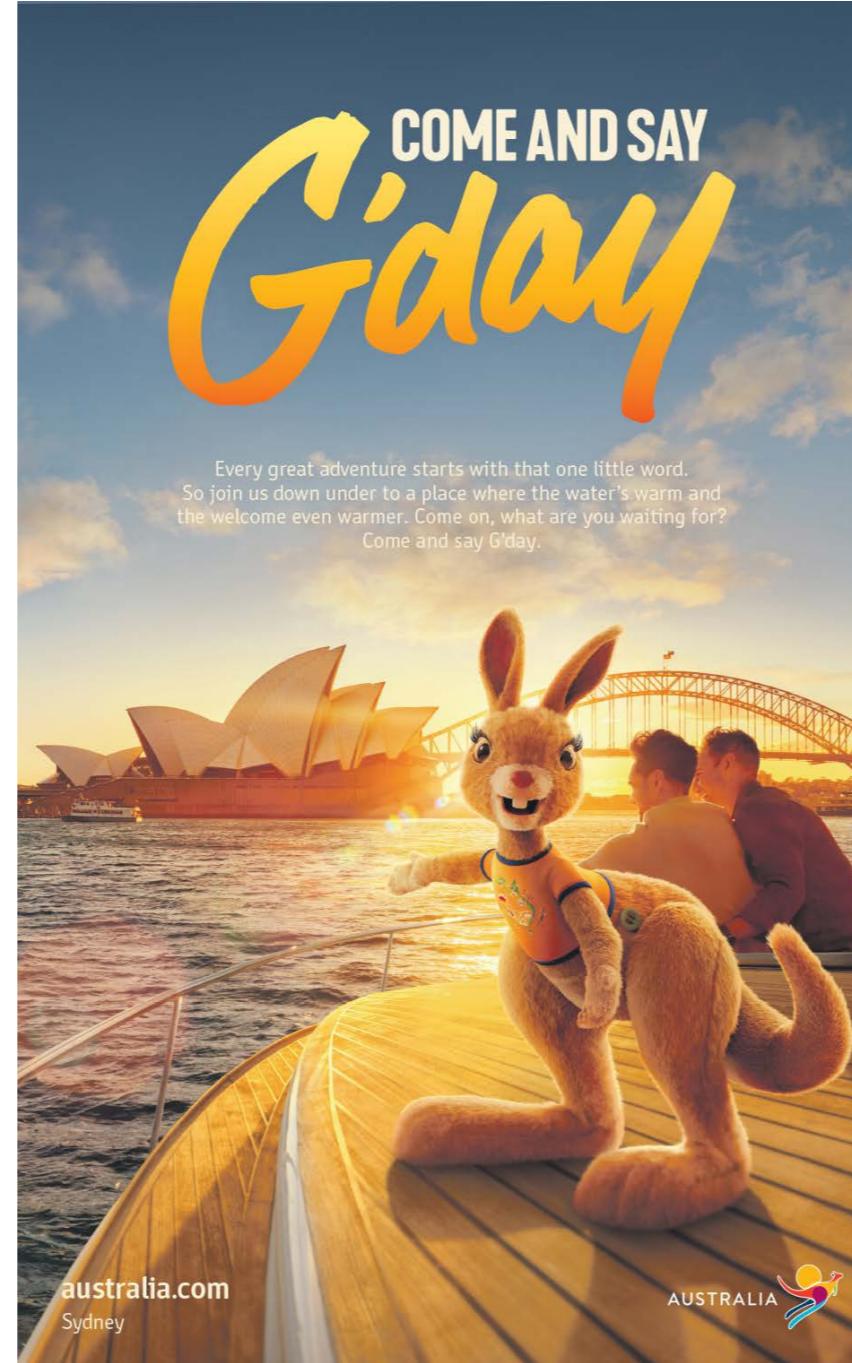


This retouching assignment was to create a heroic visual of some of the star players of the Euro 2020 for Optus Sport. This was created with stock imagery, I then added **lighting FX** and a **final colour grade** was done.



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, compositing 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

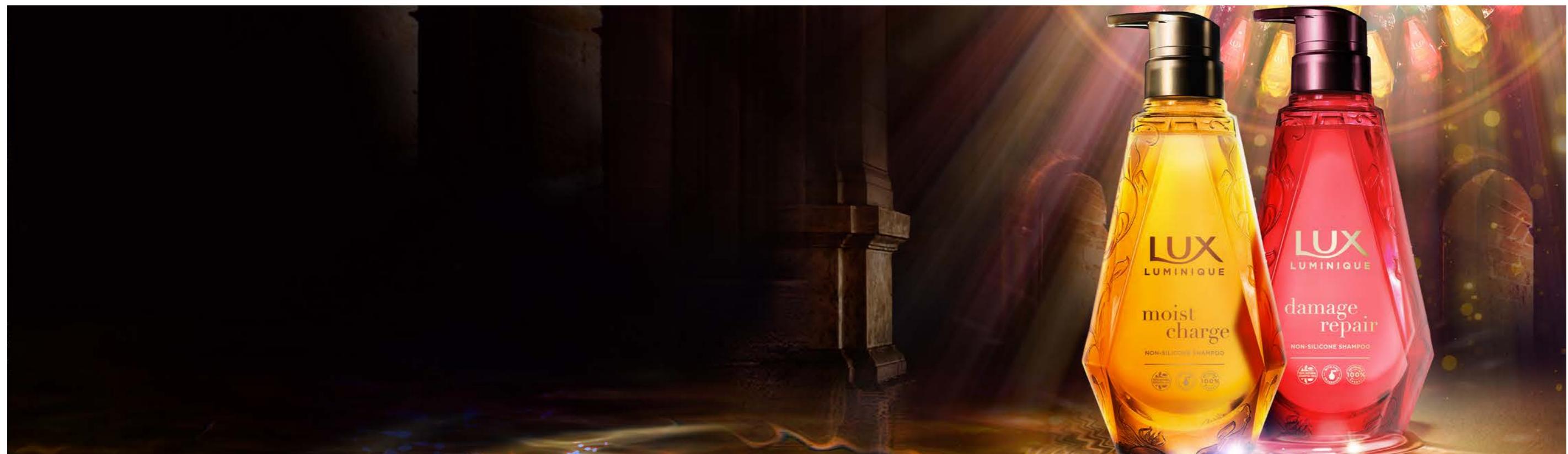
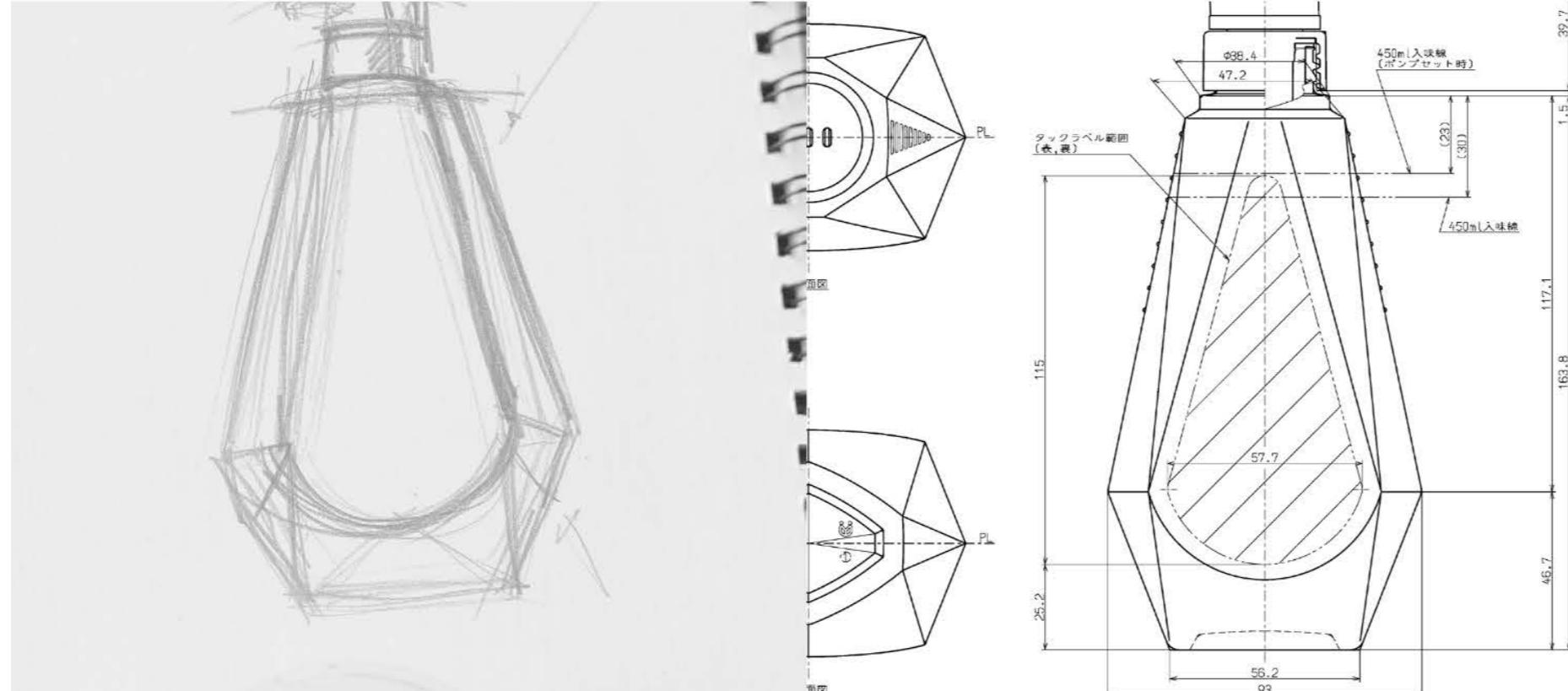


The concept for Cornetto & Golden Gaytime 'Gaynetto' started with **render creations** for the Front of Pack, Artwork was later created from designs for the wrapper and boxes and images were separated into PMS channels for pre-press .



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.



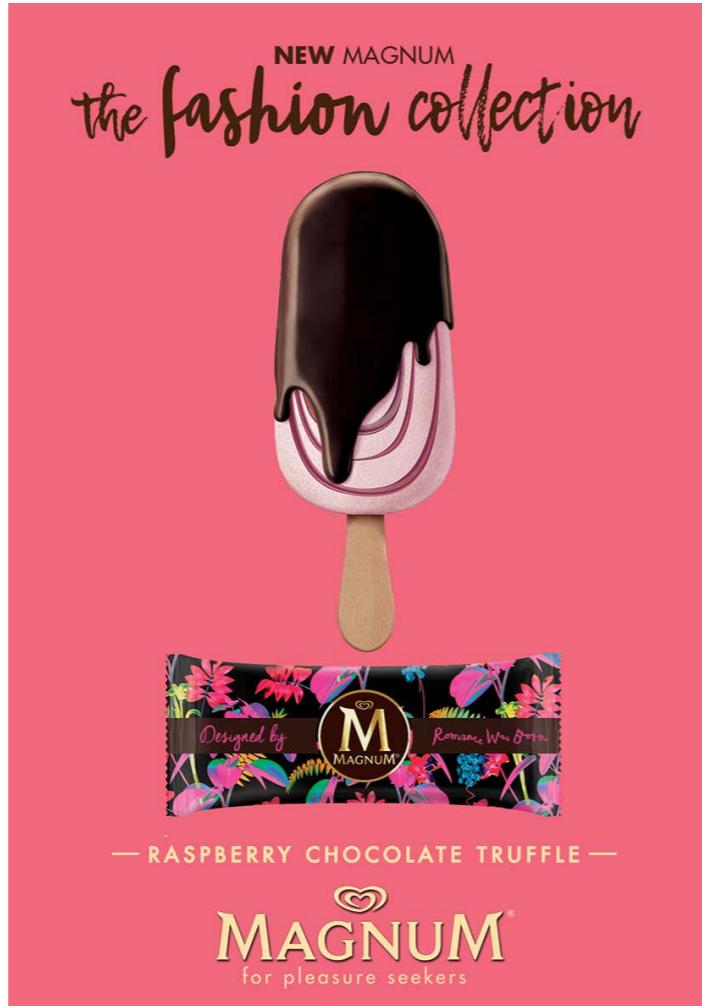
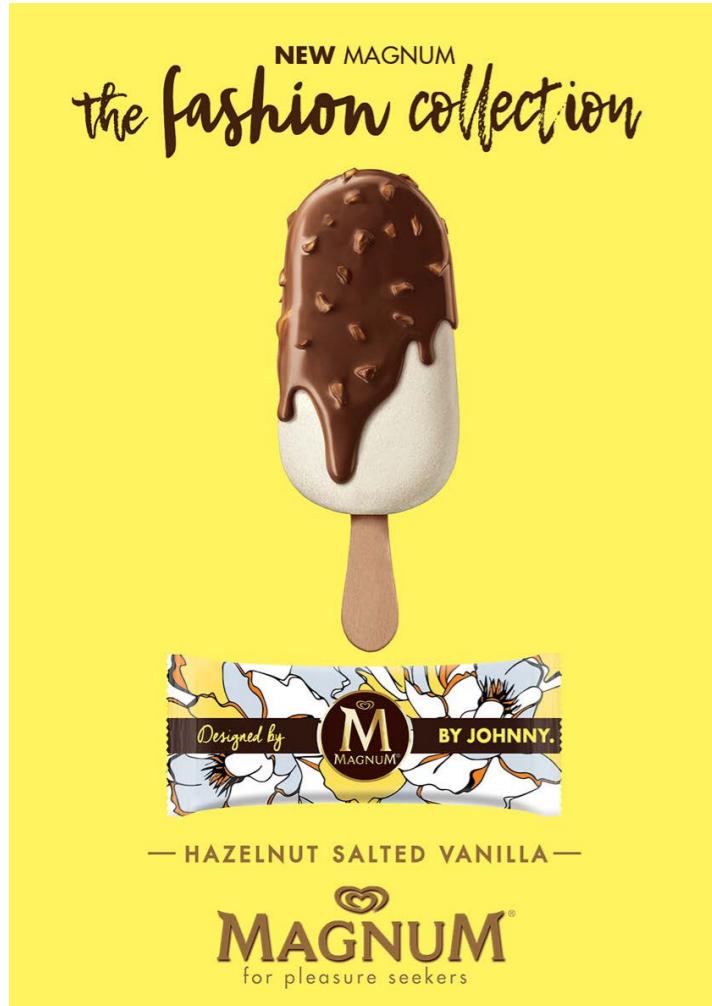
RENDER CREATION & DESIGN ROLL OUT REDKEN NEW YORK

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



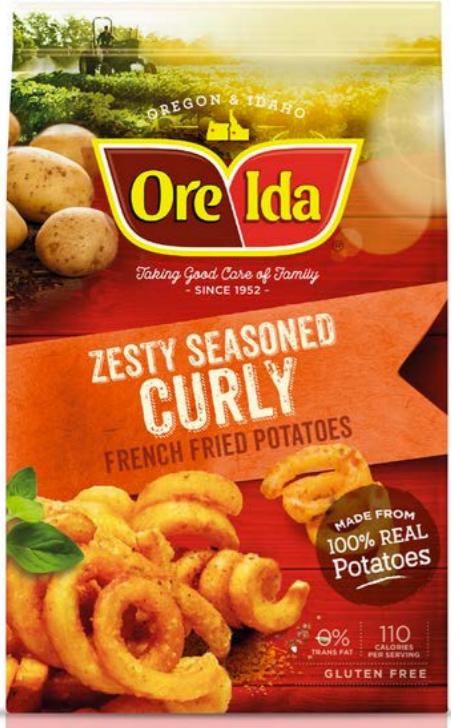
DESIGN, RETOUCH & VISUALISATION STREETS & MAGNUM RENDERS & KEY ART

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



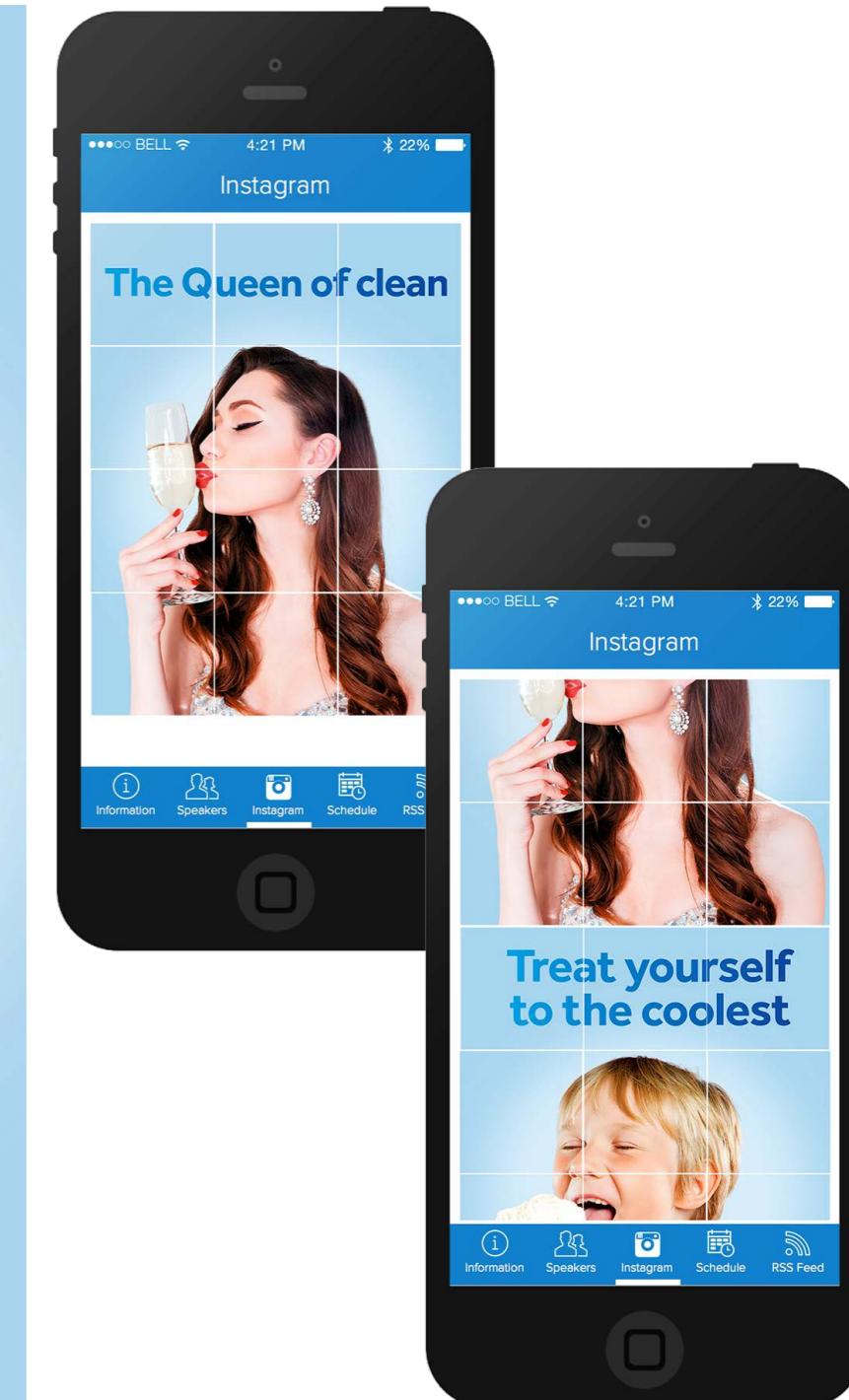
This retouch brief for a Clarisonic talent shot was to improve skin using frequency separation, hair and eyes were cleaned & brightened, the 'smile' was increased and contour shading was added.



VISUALISATION & CREATIVE ARTWORK

HAIER

INSTAGRAM TILES



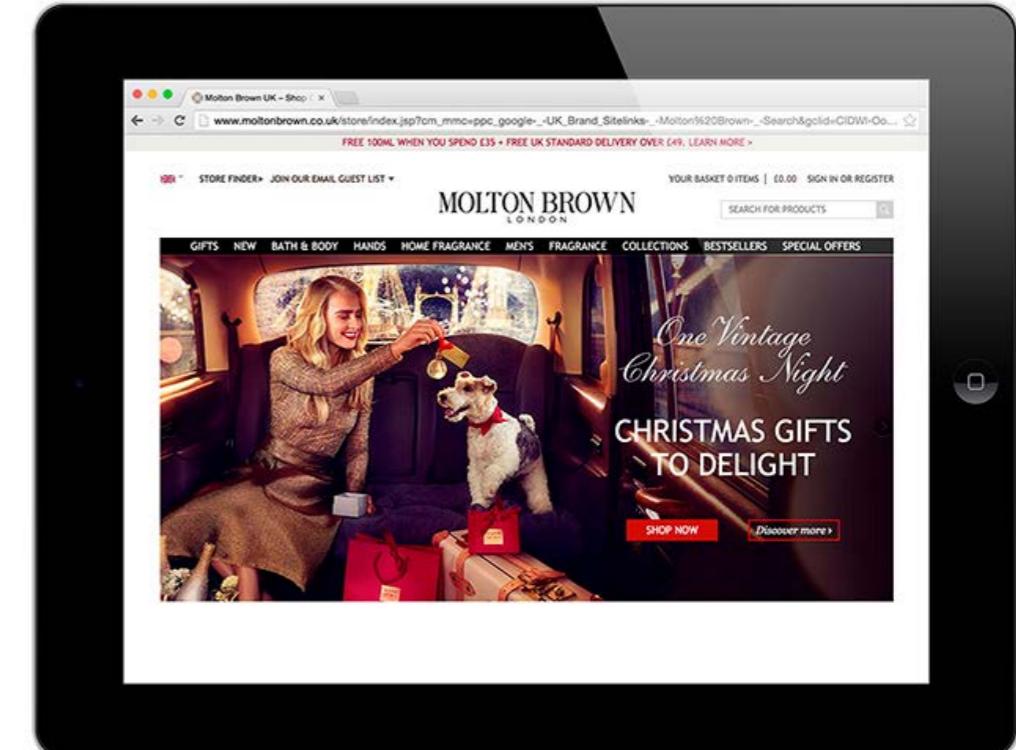
These visuals were created for Instagram split tiles. A series of 9 were created which included, deep etching models, **retouching, creating the design & artwork**, and outputting individual tiles.

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.



Heavenly Gingerlily

LONDON VIA TAHITI

Exotic. Alluring. Escapist.

"Heavenly Gingerlily is incredibly timeless and feminine, embodying the spirit of wide open spaces. The opulent floral character of tuberose and lily in the body collection is enhanced with ginger and real rose oil in the top and middle notes, whilst cardamom balanced the fragrance. Cedarwood and noble musks in the base make it more long-lasting."

Jacques Chabert,
Perfumer, Fragrances Essentielles



Blossoming Honeysuckle & White Tea

LONDON VIA SICHUAN

Graceful. Tranquil. Beloved.

"Blossoming Honeysuckle & White Tea has warmth and richness making it a contemporary but fresh translation of a white floral. The mandarin and bergamot top notes are exciting and sparkling, intertwined with heart notes of honeysuckle and white tea emphasising the innocence, grace and purity of the fragrance. The base notes of heliotrope and sandalwood are inspired by the narcotic, sensual dusk, perfectly capturing the tranquil mood."

Shyamala Maisondieu,
Perfumer, Givaudan



Orange & Bergamot

LONDON VIA SEVILLE

Lively. Zesty. Unmistakable.

"Orange & Bergamot is based on the natural, fresh, juiciness of citrus oils and is heavily reliant on what Mother Nature has given. Carefully blending the fruit of both sweet and bitter orange trees with lemon, bergamot and mandarin essential oils make for a refreshing top note. The depth of the heart is constructed with subtle floral and green notes such as muguet and petitgrain with a hint of cardamom. Musk increases the longevity while neroli gives this invigorating fragrance an uplifting character."

Tim Gage,
Perfumer, CPL Aromas



Bushukan

LONDON VIA THAILAND

Zingy. Classic. Clean.

"Bushukan has a distinct character, combining a fresh, sparkling top note with spices such as black and pink pepper, in keeping with Molton Brown traditions. The aromatic fresh facet on top was emphasised by adding petitgrain lemon, cardamom and rosemary, balanced out with a woodiness in the body, finally enhancing the vetiver and tolu absolute in the base note with noble musk."

Nathalie Koobus,
Perfumer, Fragrances Essentielles



MOLTON BROWN
LONDON



Re-charge Black Pepper

LONDON VIA MADAGASCAR

Hot. Spicy. Adventurous.

"Re-charge Black Pepper is invigorating, spicy and sophisticated, with a vivacious citrus top note and spicy, woody dry down. The pepper note on top has been enhanced with saffron adding depth to a heart of coriander oil and floral, woody body. An addition of leather in the base blends perfectly with the musky, vetiver base making it fresh yet darker, more manly and sensual for a feeling of long-lasting, lingering comfort."

Jacques Chabert,
Perfumer, Fragrances Essentielles



Fiery Pink Pepper

LONDON VIA THE GULF OF GUINEA

Sultry. Humid. Spicy.

"Fiery Pink Pepper is fresh and voluptuous, emphasizing the existing spiciness of ginger and the floral heart of the body collection. A freesia / rose accord is added to the tangerine and elemi oil on top, jasmin sambac becomes flamboyant in the middle while a rich, warm musk accord melts into the patchouli and oakmoss woody combination of the dry down."

Carla Chabert,
Perfumer, Fragrances Essentielles



Mesmerising Oudh Accord & Gold

LONDON VIA ASSAM

Precious. Heady. Mesmerising.

"Mesmerising Oudh Accord & Gold is a refined fragrance with dark complexity. Top notes open the fragrance on a spicy, citrusy burst of bergamot, black pepper, nutmeg and cinnamon leaf oil for a modern hook. An aromatic floral heart of rose, elemi oil and black tea on a soft petal touch contrasts with its strong dark base. Constructed around oudh's natural leathery notes and sensitized by golden honey and tobacco fumes, the base is intertwined with woody vetiver, cedarwood and moss, adding refinement with a hint of mysterious saffron."

Philippe Bousseton, Perfumer, Takasago



Ylang-Ylang

LONDON VIA MADAGASCAR

Rich. Peaceful. Harmonious.

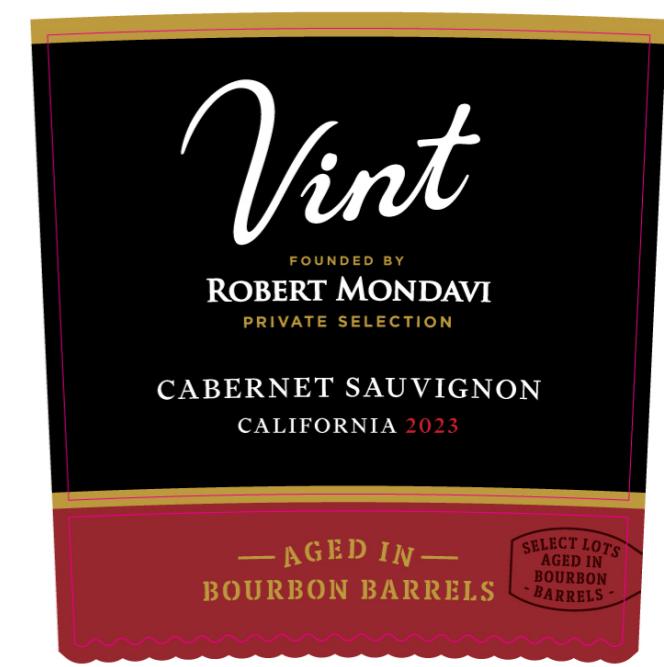
"Ylang-Ylang oil alone embodies a rich and floral top note, spicy in the warm in the base note, it's almost by itself. The freshness in the top body collection was enhanced with lemon oil, bergamot and chamomile complimenting the cardamom with jasmin sambac harmoniously linking body and dry down. The warmth of musk in the base note was complemented by the addition of orange flower and rose absolute."

Jacques Chabert,
Perfumer, Fragrances Essentielles

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.



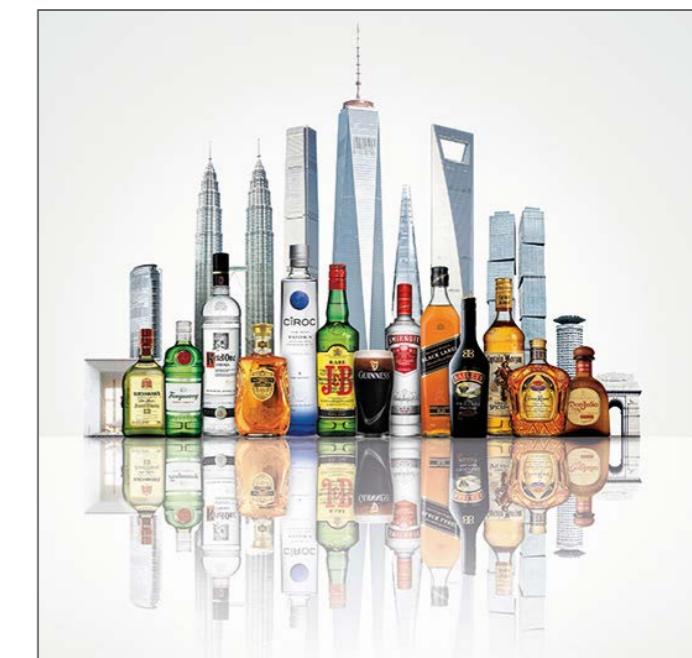
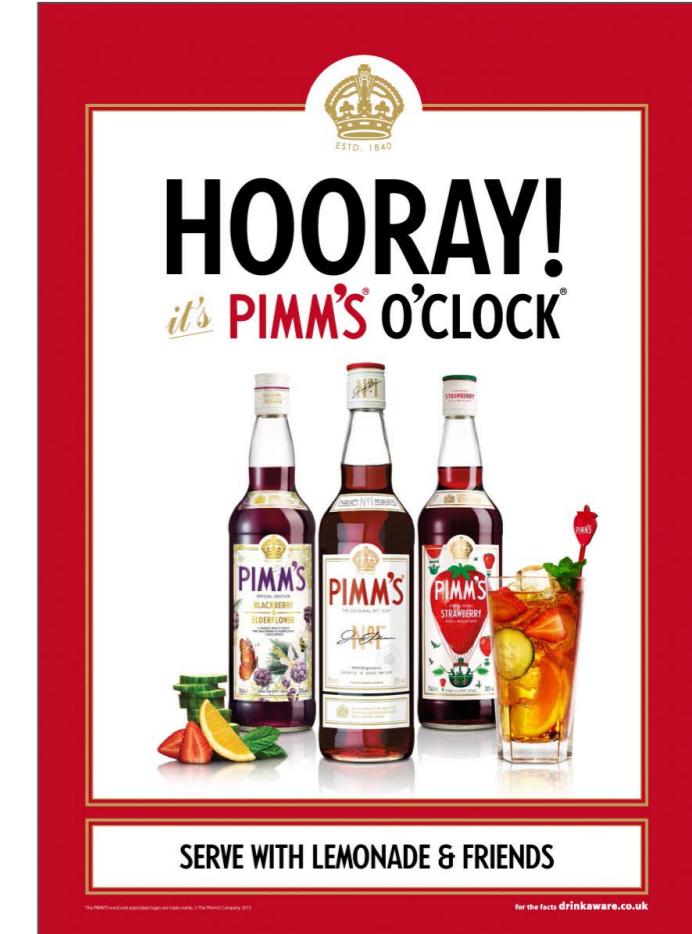
DESIGN & ARTWORK

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

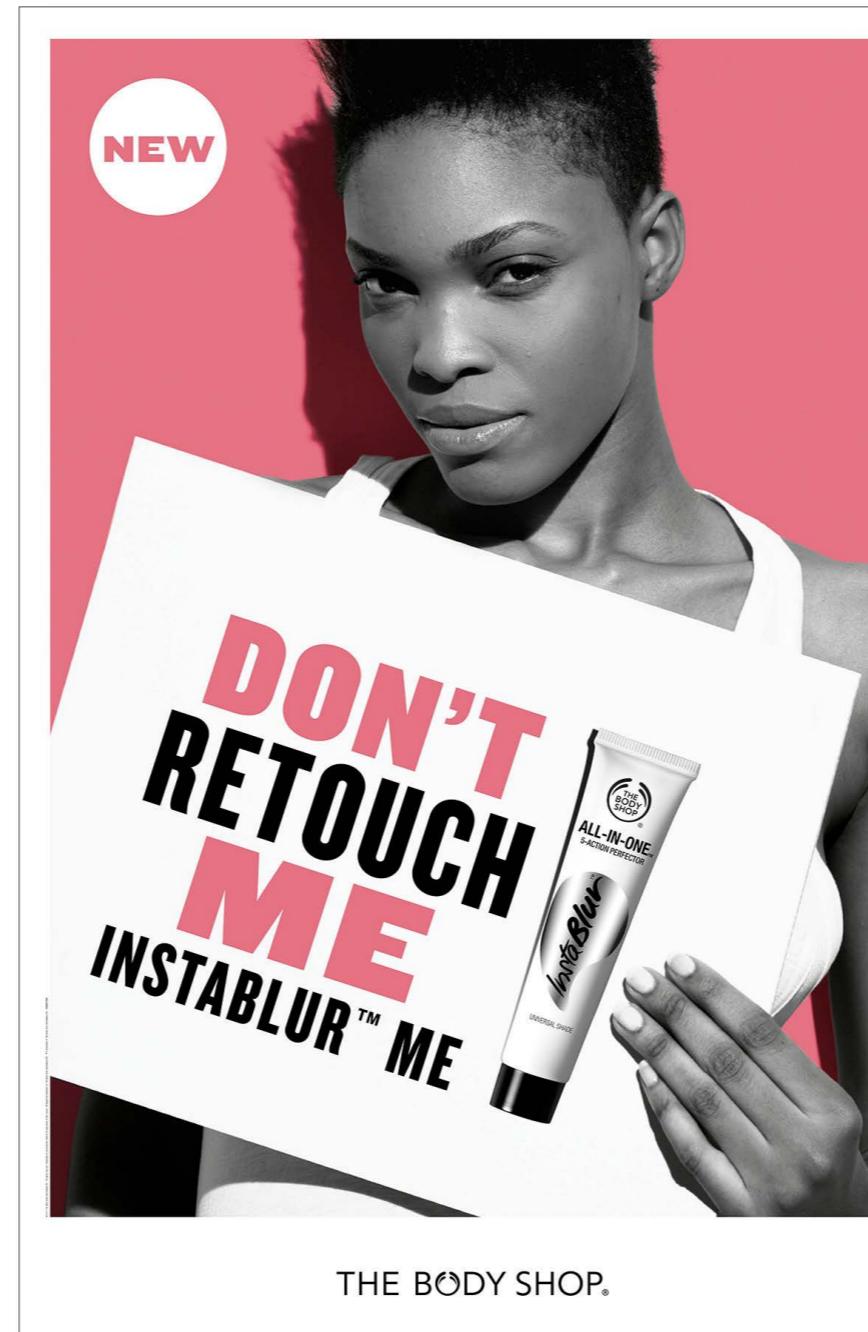
VODAFONE

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

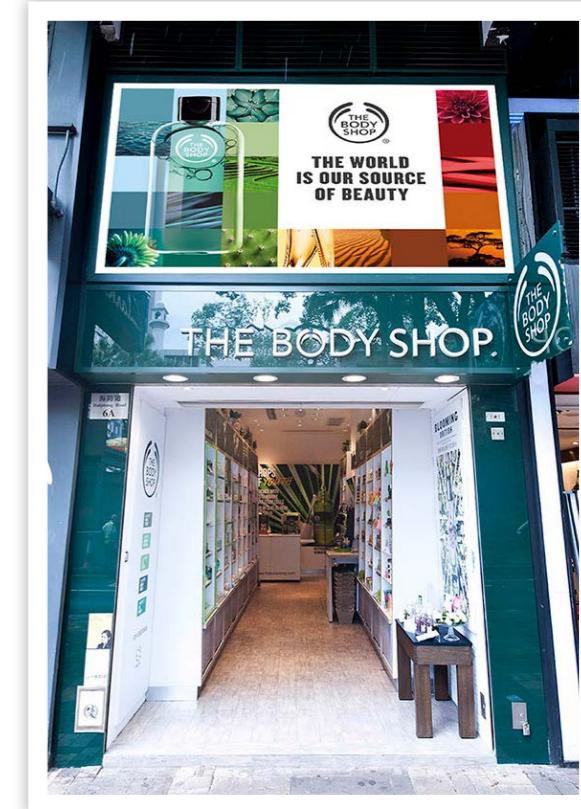
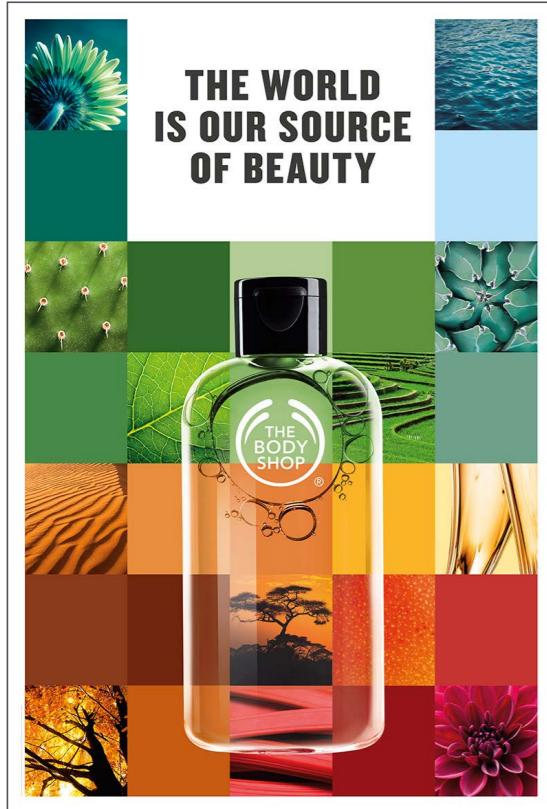
CREATIVE ARTWORK THE BODY SHOP WINDOW POSTERS

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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