

CORPORATE PORTFOLIO

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P. 2 Brand Identity

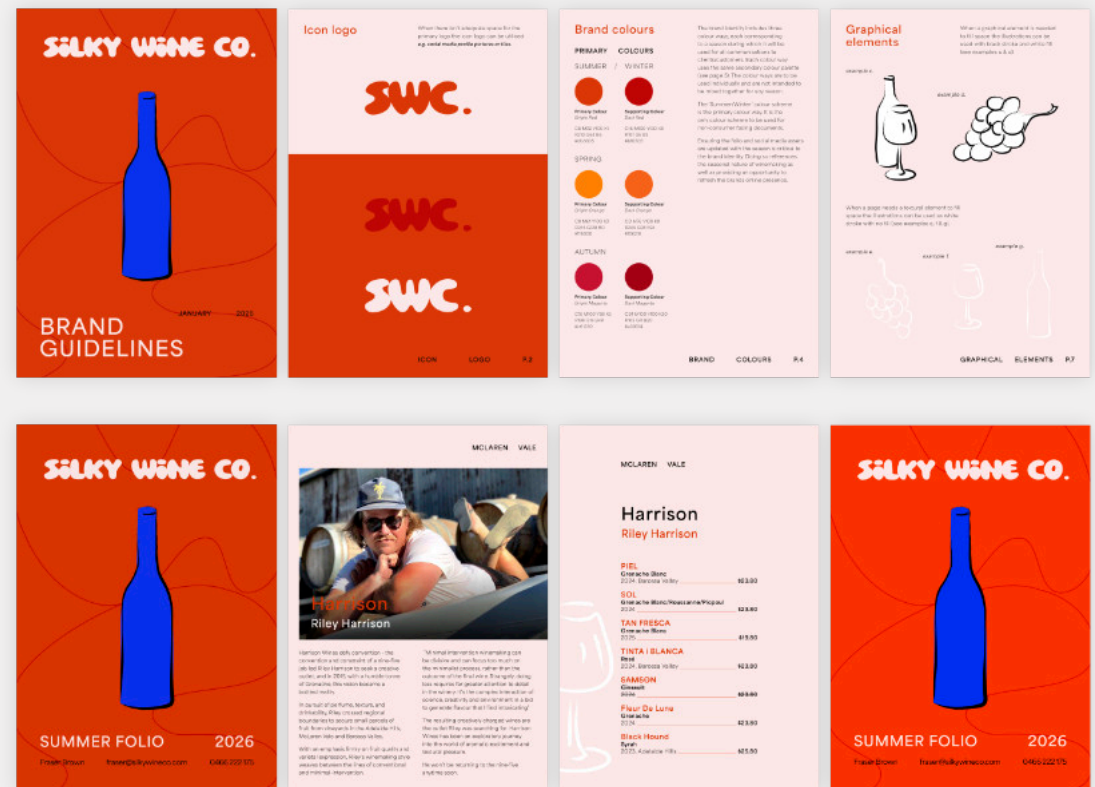
SILKY WINE CO.

Silky Wine Co. is a wine import and distribution business.

I developed the entire brand identity, including the logotype, icon logo, brand colours, brand graphics and style, font selection, style guide and wine folio template development.

SWC.

SILKY WINE CO.



P. 4 Label Design

DCB WINES

DCB Wines is a wine label based in the Yarra Valley.

For DCBs 2025 vintage they approached me to do a redesign of their labels. The goal was to elevate, while still communicating the bright, cheerful and reasonably priced brand identity.



Paid Advertising

CONTENT CREATOR COMPETITION

John Deere is a global agricultural equipment company. They produce tools and equipment for nearly every agricultural sector. As part of their global business they engage different creators across social media to demonstrate the utility of their products.

This campaign is a competition to select an online content creator to represent the John Deere brand across the AU and NZ region. I created all of the assets that are to be used as paid social media advertisements for this campaign.



P. 6 Social Media

I regularly have to produce social media assets for our clients to use across their social media channels.



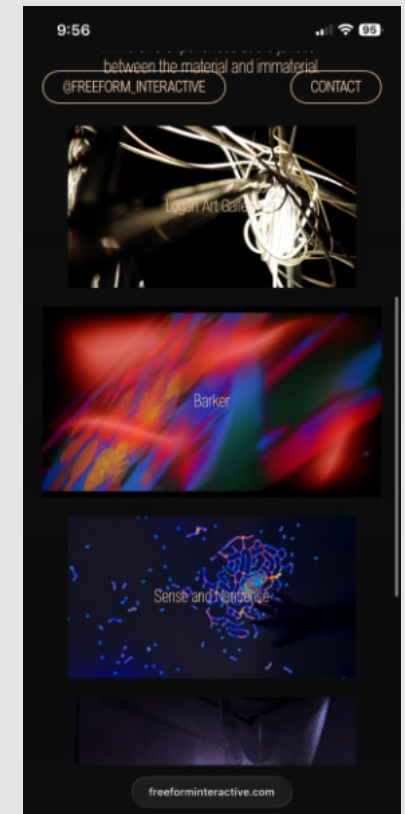
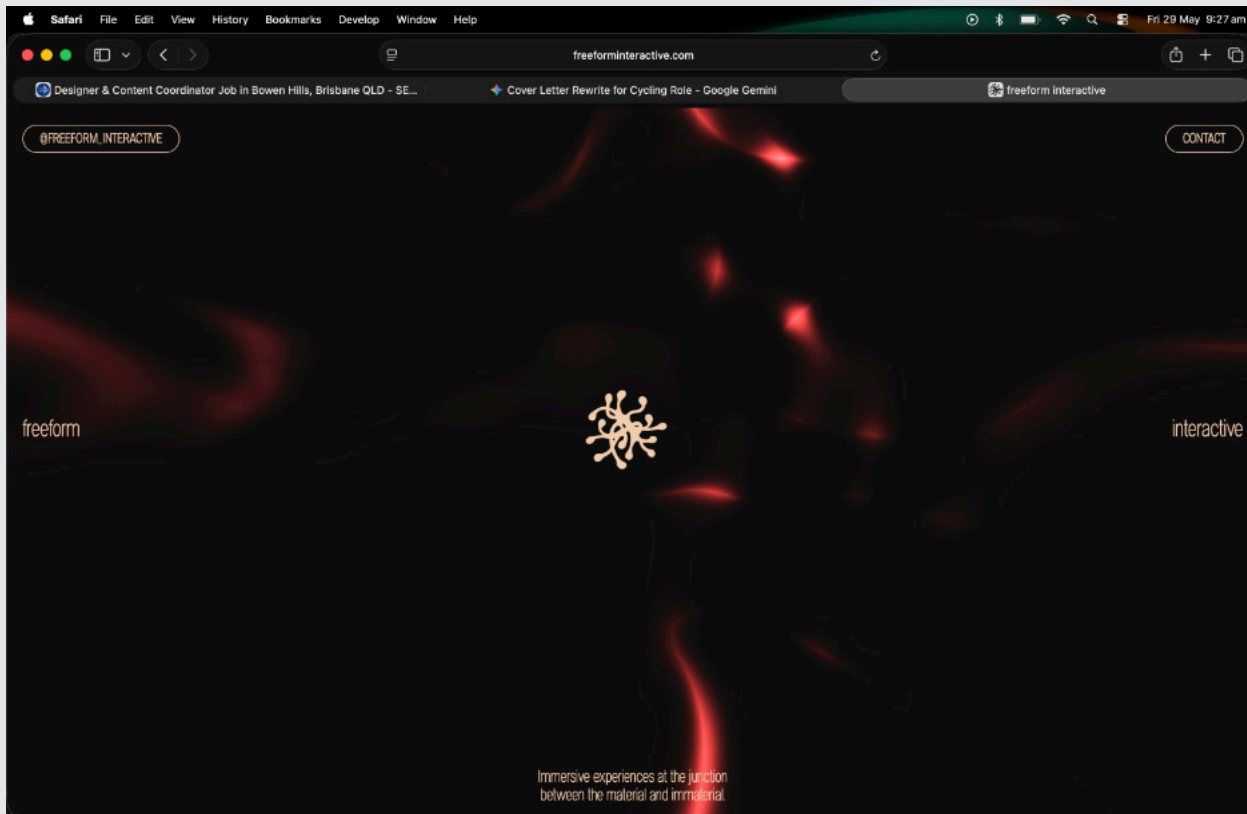
P. 7 Web dev

FREEFORM INTERACTIVE

freeforminteractive.com

Freeform Interactive specialises in interactive installation work for venues and events. Myself and the other founding members are artists in their own right, and together we are interested in finding immersive and moving applications of new media, generative art.

I created the folio site from the ground up programming all of the functionality, without using any premade CMS or similar. I used React Vite for the structure and WebGL for the interactive generative elements.

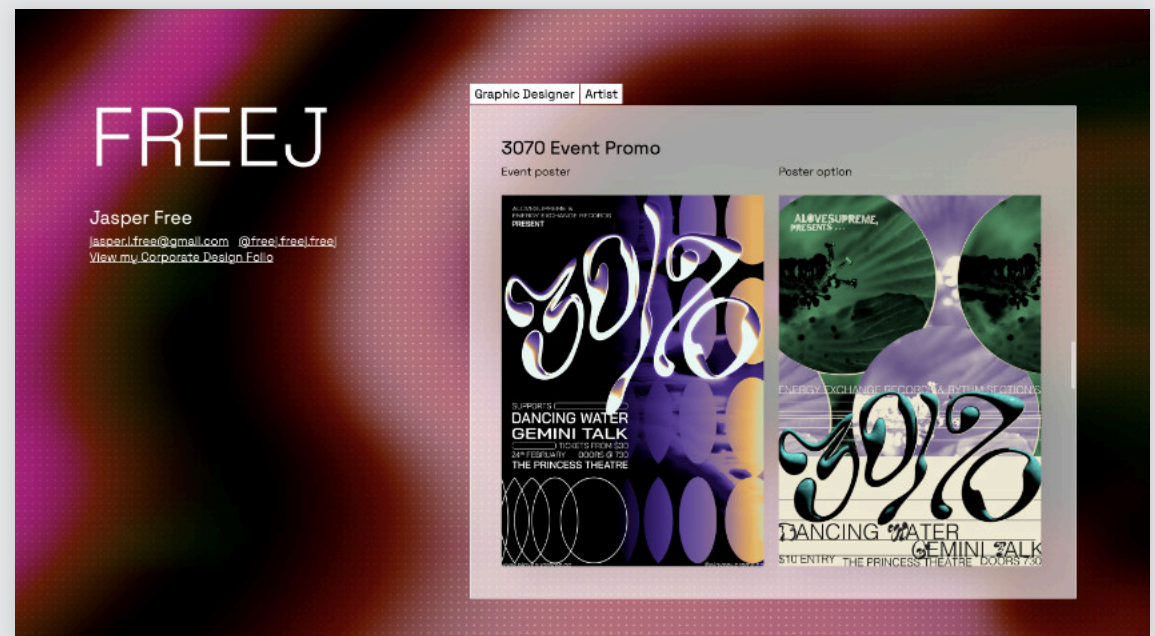
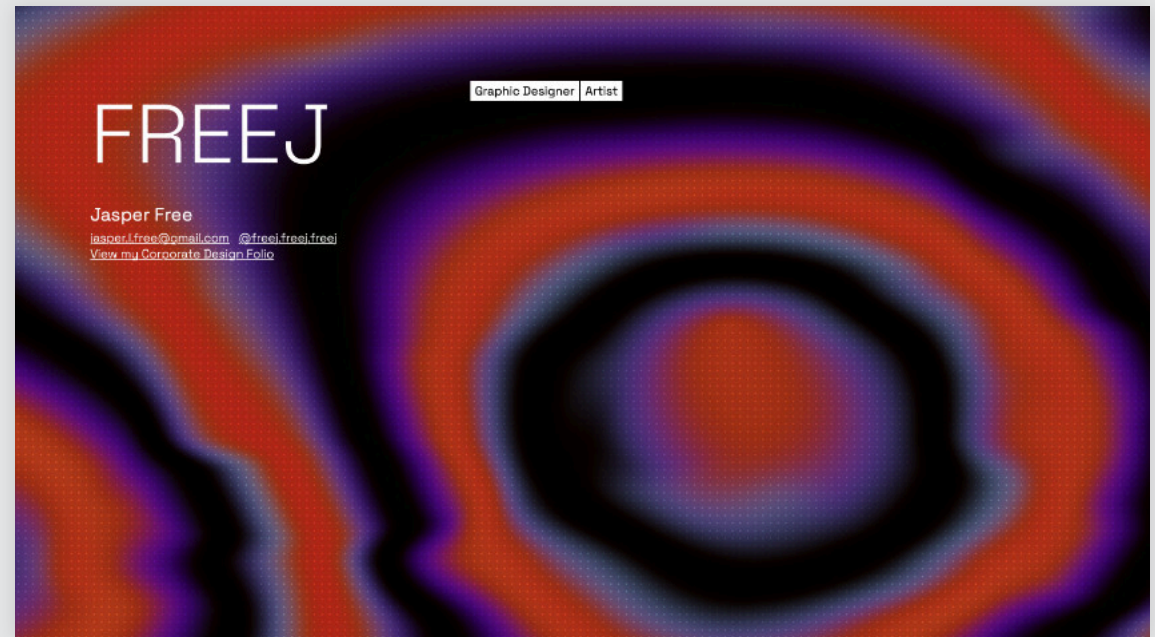


P. 8 **Web dev**
PORTFOLIO WEBSITE

I developed a portfolio website for myself from scratch. I wrote all of the code myself, including Gls (OpenGL) to create the interactive graphic, Javascript, HTML and CSS.

Throughout this site are examples of my freelance work and artist practice.

freej.au



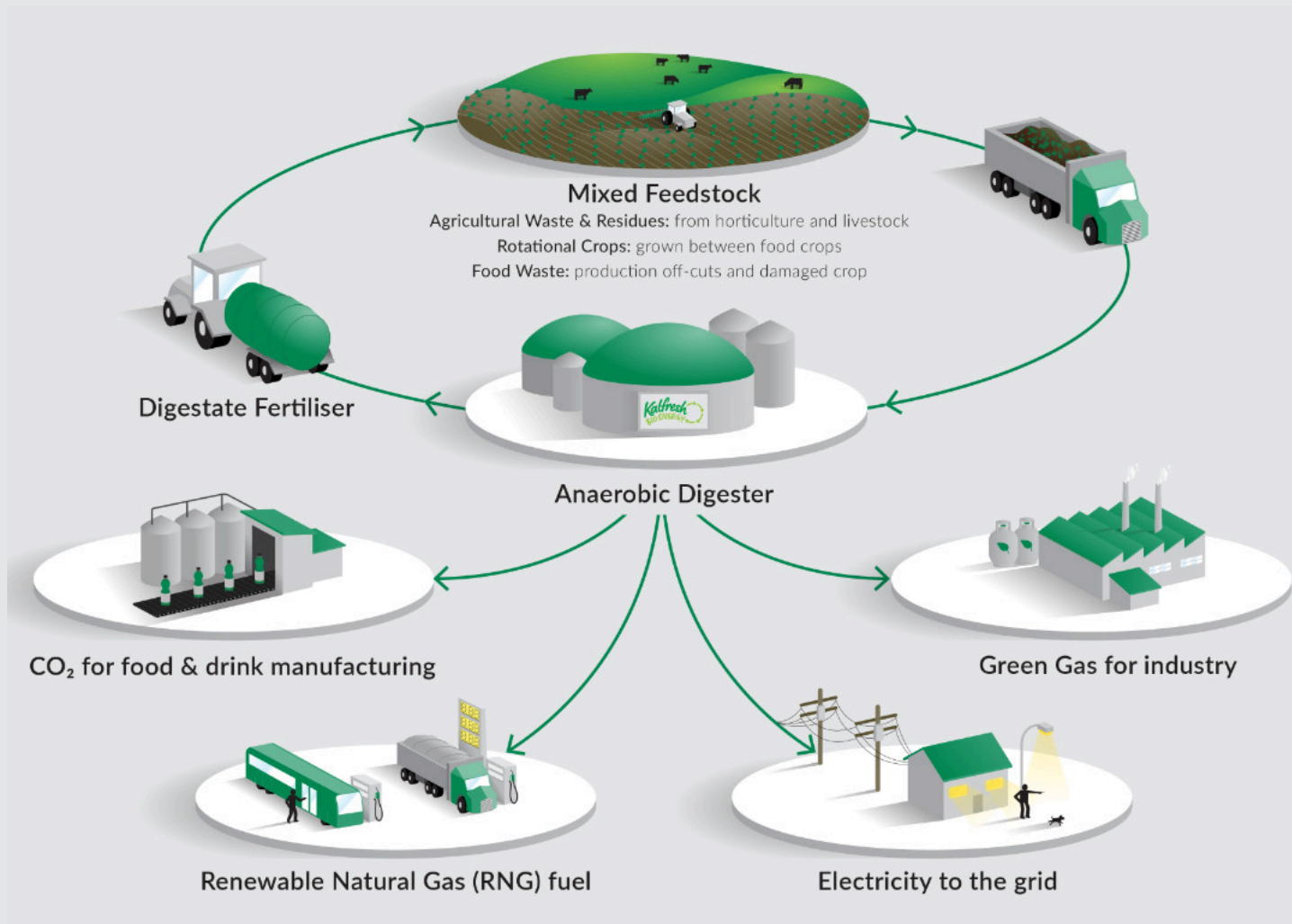
Infographics

CIRCULAR ECONOMY

Anaerobic Digestion Infographic

Kalfresh are vegetable producers who have recently announced a bioenergy project utilising anaerobic digestion to generate power and LNG.

This infographic was produced as part of the announcement campaign to be used across a range of contexts. I also animated each element of the infographic for use on social media and the company website.



P. 10 Editorial Design

AAM

AAM is a large-scale, wholly Australian-owned operator and provider of strategic investment, asset management and operational management services.

I was supplied imagery and brand guidelines from the client, which I used to produce a large document outlining their sustainability credentials. This included typographic and layout design and infographic production.

