I'm a graphic designer who is passionate about using design as a storytelling tool, bringing together my interests in visual creativity and meaningful communication. With a hands-on approach to problem-solving, I’m always eager to craft thoughtful, practical design solutions that connect with people.

EXPERIENCE

GRAPHIC DESIGN
BRANDING
WEB DESIGN
INFOGRAPHIC DESIGN
& VIDEOGRAPHY

EDUCATION

BACHELOR OF DESIGN,
MAJOR IN GRAPHIC
DESIGN
UNIVERSITY OF
MELBOURNE

SAM@SAMANTHASHING.COM
+61 451 647 852

Samantha

Contents

PART ONE

Bachelor of Design

MUSEE DU QUAI BRANLY
Branding & print applications

VIVARIUM FESTIVAL
Branding & print applications

RED SEAL
Branding & packaging

HOME.TWO CAFETERIA
Branding, print & digital applications

PART TWO

Industry Projects

MASTERTON DISTRICT COUNCIL
Infographic design & large-scale print applications

BLUEBEACON
Branding & digital applications

CONVENIENCE PULSE
Web design

MUSEE DU QUAI BRANLY

PART 01
Bachelor of Design

BRIEF

For this project, we were tasked with refreshing the visual identity of a cultural institution. This involved crafting a comprehensive set of branding elements including a new logo and its variations, distinctive patterns, and a refined colour palette. Additionally, our scope extended to developing media applications aimed at effectively promoting the rebranding initiative. I selected the Musee du Quai Branly, a Paris-based museum renowned for its focus on indigenous art from cultures of Africa, Asia, Oceania, and the Americas.

DESIGN OUTCOME

I crafted four distinctive pattern elements, each symbolising one of the four key regions featured in the museum. These patterns were derived through in-depth research into the indigenous cultures of each area. The continent's climate informed some of the selections of patterns and colours, while others hold cultural significance to the region.

SOFTWARE USED

- Adobe Illustrator
- Adobe InDesign
- Adobe Photoshop

LOGO

STANDARD LOGO
WHITE ON BLACK

MUSÉE DU
QUAI BRANLY

STANDARD LOGO
BLACK ON WHITE

MUSÉE DU
QUAI BRANLY

REGION-SPECIFIC LOGO
WHITE ON BLACK

ASIA (ASIE)
AFRICA (AFRIQUE)
AMERICAS (AMÉRIQUES)
OCEANIA (OCÉANIE)

LETTERMARK
COLOUR ON BLACK

REGION-SPECIFIC LOGO
BLACK ON WHITE

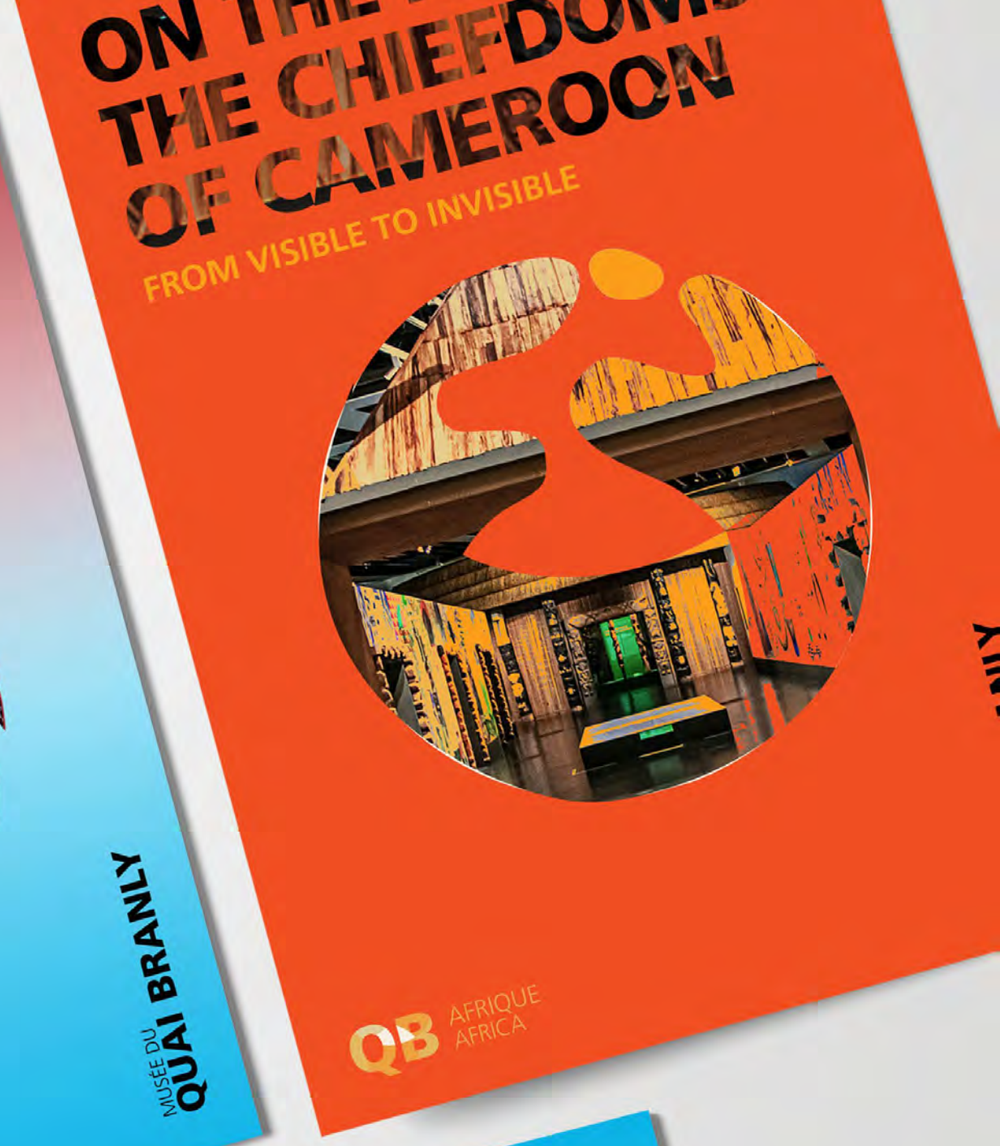
ASIA (ASIE)
AFRICA (AFRIQUE)
AMERICAS (AMÉRIQUES)
OCEANIA (OCÉANIE)

LETTERMARK
COLOUR ON WHITE

MUSÉE DU
QUAI BRANLY
QB AFRIQUE
AFRICA

QB OCÉANIE
OCEANIA

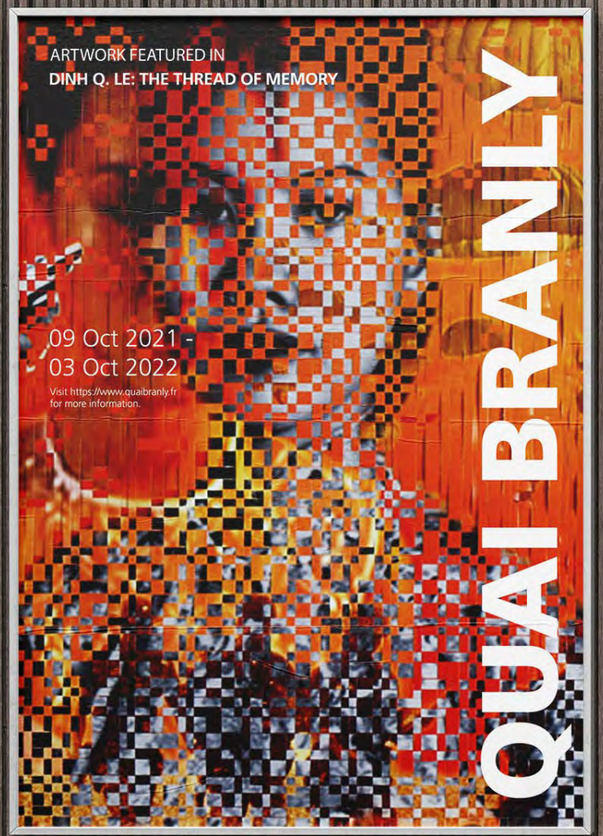
EXHIBITION
COLLABORATION
DINH Q. LE: THE THREAD OF MEMORY
08 June 2023 – 25 July 2023
MUSÉE DU
QUAI BRANLY
QB ASIE
ASIA
QB OCÉANIE
OCEANIA

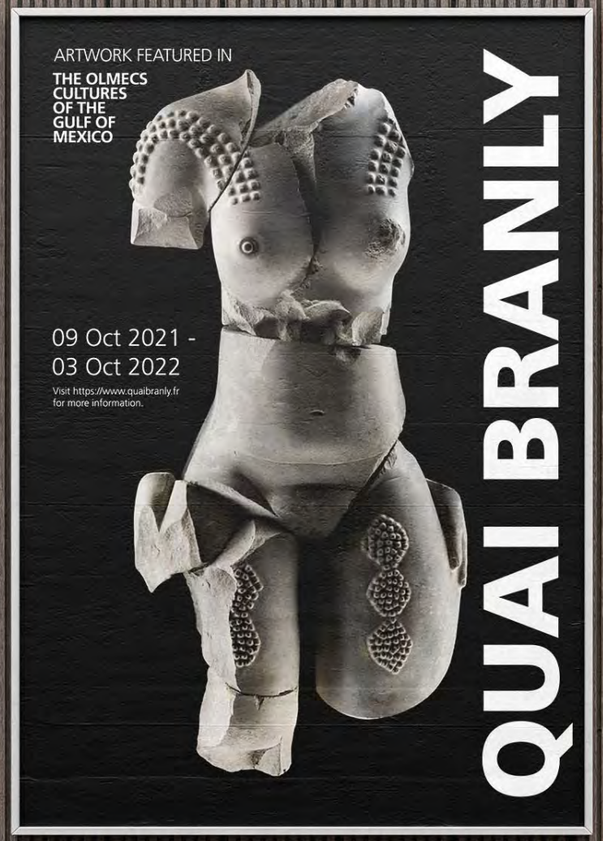

ON THE ROAD TO
THE CHIEFDOMS
OF CAMEROON
FROM VISIBLE TO INVISIBLE
QB AFRIQUE
AFRICA

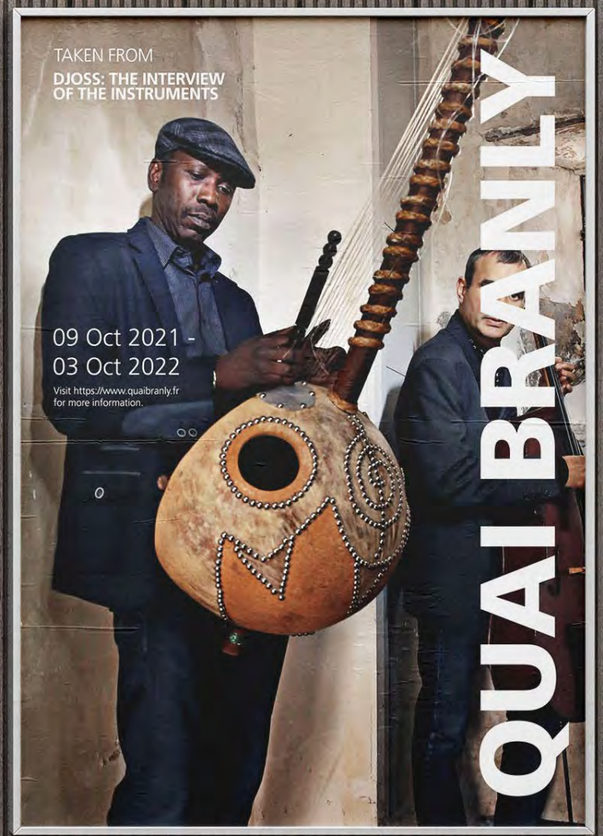
OWER &
RESTIGE
ACIFIC MACES ART
08 June 2023 – 25 July 2023
MUSÉE DU
QUAI BRANLY
QB OCÉANIE
OCEANIA

ON THE ROAD TO
EDOMS

POWER &
PRESTIGE
PACIFIC MACES ART
08 June 2023 – 25 July 2023


ARTWORK FEATURED IN
DINH Q. LE: THE THREAD OF MEMORY
09 Oct 2021 -
03 Oct 2022
Visit https://www.quaibranly.fr
for more information.
QUAI BRANLY


ARTWORK FEATURED IN
THE OLMECS
CULTURES
OF THE
GULF OF
MEXICO
09 Oct 2021 -
03 Oct 2022
Visit https://www.quaibranly.fr
for more information.
QUAI BRANLY


TAKEN FROM
DJOSS: THE INTERVIEW
OF THE INSTRUMENTS
09 Oct 2021 -
03 Oct 2022
Visit https://www.quaibranly.fr
for more information.
QUAI BRANLY

MUSÉE DU
QUAI BRANLY
AMÉRIQUES
AMERICAS
500m2
OCÉANIE
OCEANIA
AFRIQUE
AFRICA
ASIE
ASIA
ARTEFACTS
MASK WITH HEADDRESS
FROM BRAZIL
An exhibition that
Art of Hair: Frivolit
included displays o
scalps, Ecuadorean
and Peruvian mumm
heads.
me year on "The
s and Trophies"
American Indian
shrunken heads
afied trophy
OUTSIDE
AMERICAS SECTION
OUTSIDE
AMERICAS SECTION
ACTIVIST TRY STEAL AFRICAN ARTEFACT
AFRICA SECTION
OCEANIC STATUES
MAIN HALL
AFRICAN MASKS
AFRICA SECTION
EX AFRICA
AFRICAN EXHIBIT
ASIAN MARTIAL ARTS
ASIA SECTION
ROOF

VIVARIUM

PART 01
Bachelor of Design

BRIEF

Vivarium Festival is an arts and culture event held in Portugal, showcasing a blend of sculptural, artistic, and musical compositions that delve into the fusion of the natural and the artificial in contemporary society. I designed a set of branding elements that seamlessly unify the festival's digital and physical promotional media through combining physical and digital methods. These cohesive elements serve to encapsulate the intricate harmony between nature and technology that defines the event's unique annual theme.

DESIGN OUTCOME

For the fourth edition of Vivarium, I created the sub-theme 'The Merging of Mediums.' This concept encouraged me to explore a combination of digital elements and hand-made, spray-painted elements. This approach sought to create a compelling synthesis of artistic mediums in order to captivate and engage the festival's audience.

SOFTWARE USED

- Adobe Illustrator
- Adobe InDesign
- Adobe Photoshop

LOGO

STANDARD LOGO
WHITE ON BLACK

STANDARD LOGO
BLACK ON WHITE

KHYAM ALLAMI
18 NOVEMBER
MAUS HABITOS

VIVRIUM
EDITION FOUR
2023
18-19 NOVEMBER
MAUS HABITOS

CARINCUR
18 NOVEMBER
MAUS HABITOS

VIVRIUM
EDITION FOUR
2023
18-19 NOVEMBER
MAUS HABITOS

LUCRECIA DALT
18 NOVEMBER
MAUS HABITOS

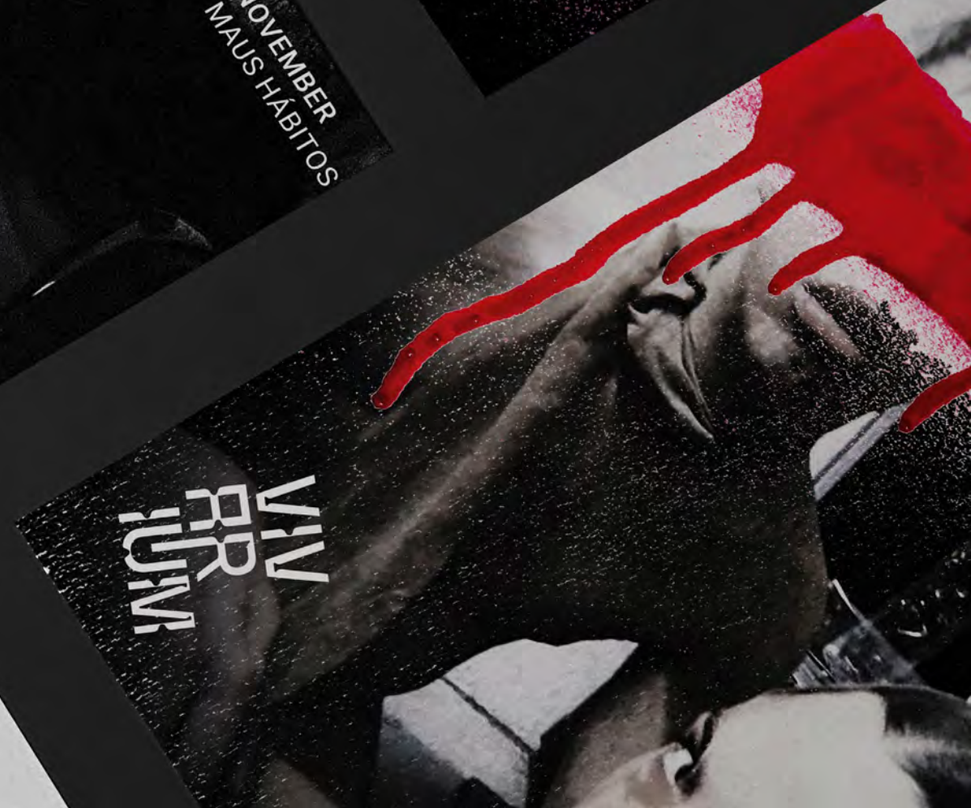
VIVRIUM
EDITION FOUR
2023
18-19 NOVEMBER
MAUS HABITOS

19 NOVEMBER
MAUS HÁBITOS

LUCRECIA DALT
18 NOVEMBER
MAUS HÁBITOS
VIV
RR
IUM

VIV
RR
IUM
EDITION
FOUR
2023
LUCRECIA DALT
MAI MAI MAI
LUÍS FERNANDES
TATSURO ARAI
BARI+SOTE
KHYAM ALLAMI
CARINCUR
VOLT
TRANSITION
MARIANA VILANOVA
18-19 NOVEMBER

VIV
RR
IUM
EDITION
FOUR
2023
LUCRECIA DAL
MAI MAI MAI
LUÍS FERNAN
TATSURO ARA
BARI+SOTE
KHYAM ALLA
CARINCUR
VOLT
TRANSITIO
MARIANA
18-19 NOVEMBER
MAUS HÁBITOS


VIV
RR
IUM

VIVARIUM
FESTIVAL
STAFF
VIVARIUM
EDITION FOUR
2023
VIVARIUM
FESTIVAL
VISITOR
VIVARIUM
EDITION FOUR
2023
VIVARIUM
FESTIVAL
ARTIST
VIVARIUM
EDITION FOUR
2023

RED SEAL

PART 01
Bachelor of Design

BRIEF

NZ-based natural tea company Red Seal recently introduced a new Hot or Cold product range with the intent of creating a tea range that does not need to be 'tied to the kettle.' Either brewing as a sweet winter tea for cold nights or adding cold water and creating a refreshing summer drink, Red Seal aimed to expand their audience through this product range. I was tasked with rebranding this line and modernising the overall brand identity to better reflect Red Seal's commitment to health and wellness and its connection to the NZ landscape.

DESIGN OUTCOME

My logo concept combines the literal meaning of the brand name with a visual twist. I aimed to design a pictorial logo that incorporates elements of both a wax seal and a seal (the animal). I also aimed to bring this brand back to its roots and incorporate some native NZ plants in my packaging design as well as a more natural yet equally vibrant colour palette.

SOFTWARE USED

- Adobe Illustrator
- Adobe InDesign
- Adobe Photoshop

LOGO

ALTERNATIVE LOGO
WHITE + RED

EST 1923

ALTERNATIVE LOGO
WHITE + RED

EST 1923

A TASTE OF NEW ZEALAND
EST
1923
red seal
HOT OR COLD BREW
NATURALLY CAFFEINE FREE
STRAWBERRY & RHUBARB
20 TEABAGS | 50g NET
ZERO SUGAR | ZERO CALORIES | GLUTEN FREE
CONTACT
1300 430 611
contact@endeavourconsumer.com
PO Box 7300,
Melbourne VIC,
8004
APPLE & ELDERFLOWER
PEACH & PINEAPPLE
LEMON & GINGER
20
50g

A TASTE OF NEW ZEALAND
EST
A TASTE OF NEW ZEALAND
EST
1923
red seal
HOT OR COLD BREW
NATURALLY CAFFEINE FREE

HOME.TWO

PART 01
Bachelor of Design

BRIEF

We were tasked with rebranding one of the cafeterias within the ForChange branch, a social enterprise dedicated to tackling youth homelessness. I chose to rebrand Home.Two, a cafe strategically located next to the University of Melbourne and tailored to serve the student community. This rebranding initiative aimed not only to create a welcoming and vibrant space for students but also fostered a sense of community engagement, aligning Home.Two's identity with the broader mission of ForChange.

DESIGN OUTCOME

I centred my design concept for Home.Two's logo, packaging, and overall visual style on the notion of stacking building blocks. This tessellation created a playful feel as well as a versatile and cohesive visual language that seamlessly extends from the physical ambiance of the cafe to its online presence.

SOFTWARE USED

- Adobe Illustrator
- Adobe InDesign
- Adobe Photoshop

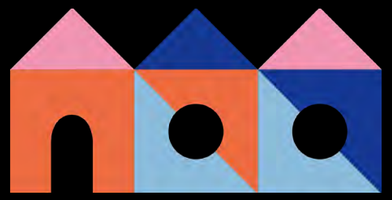
LOGO

STANDARD LOGO
COLOUR ON BLACK

STANDARD LOGO
COLOUR ON WHITE

COMBINATION LOGO
COLOUR ON BLACK

LOGOMARK
COLOUR ON BLACK

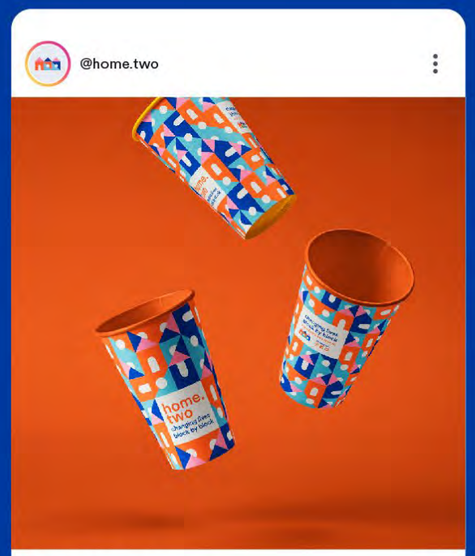


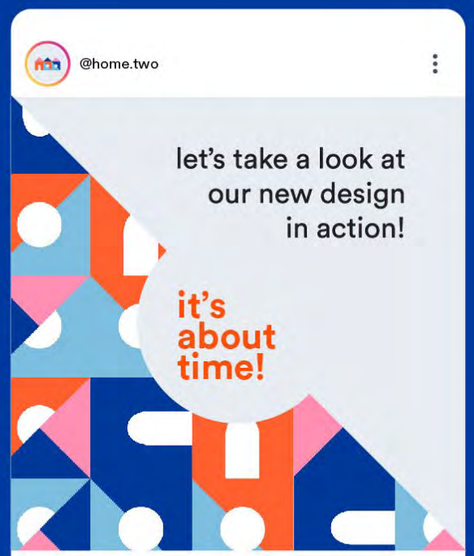
COMBINATION LOGO
COLOUR ON WHITE

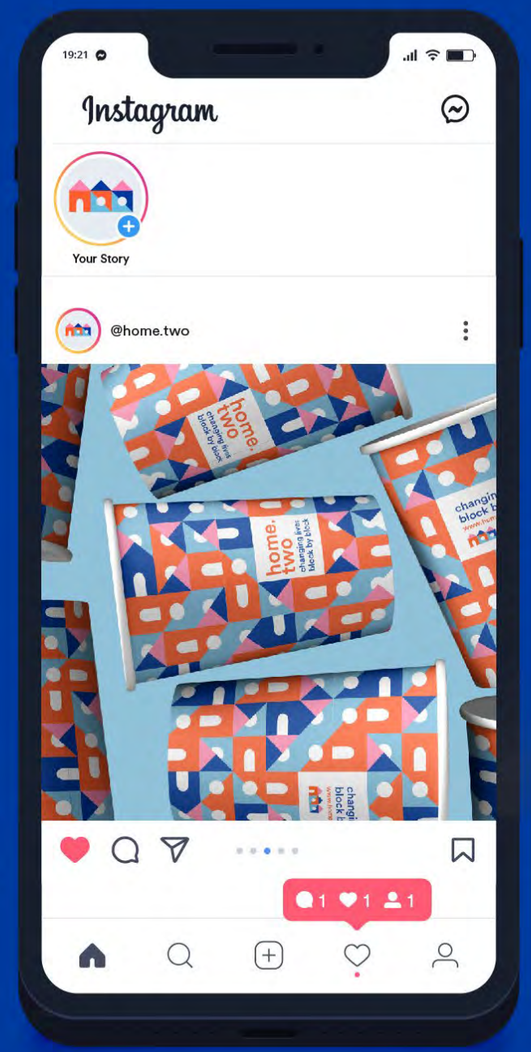
LOGOMARK
COLOUR ON WHITE

home.
two
changing lives
block by block

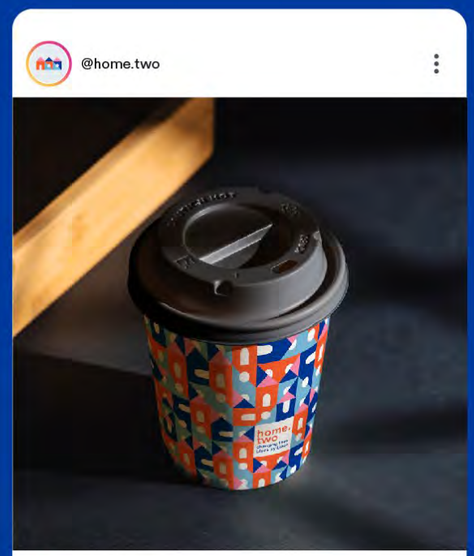
home.
two
building homes
block by block
home.
two
building homes
block by block
find us on www.home.two.com.au
follow us:

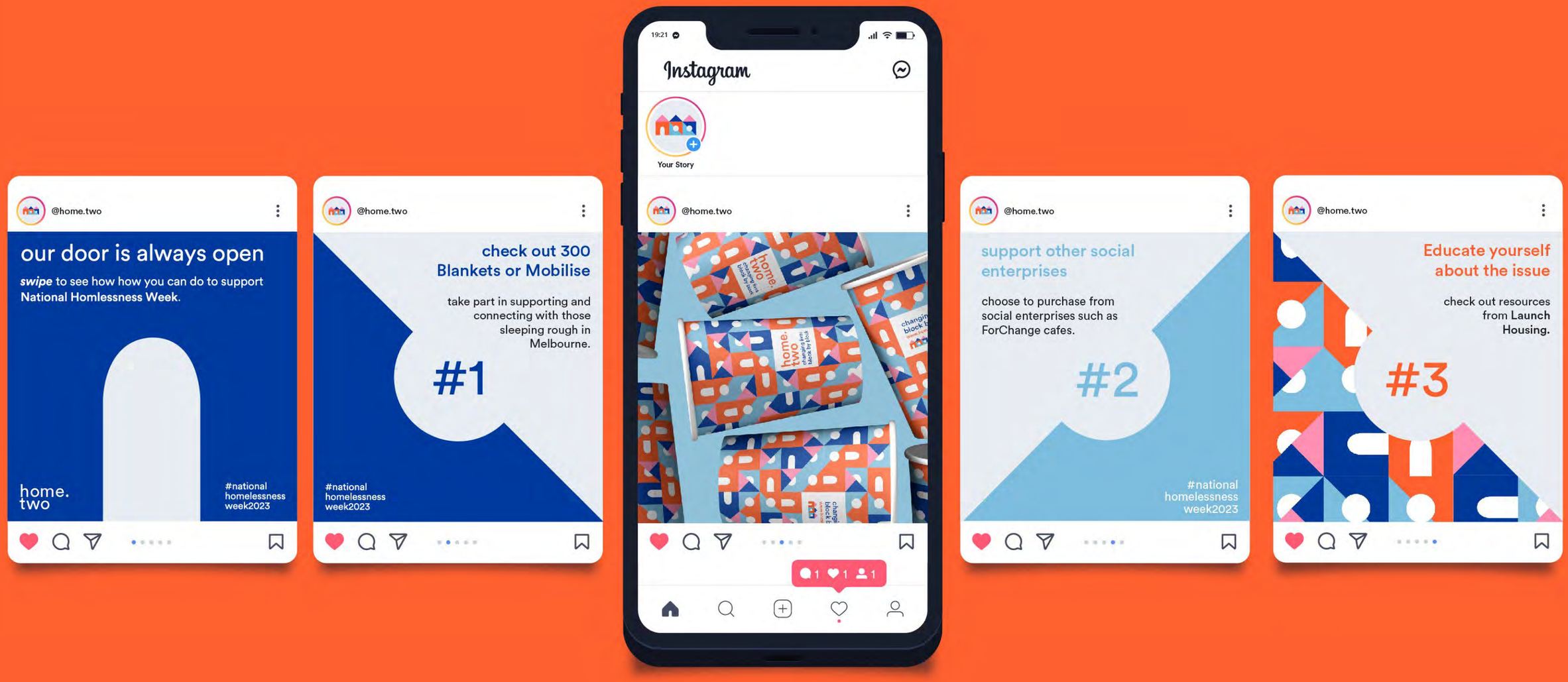

@home.two
home.
two


@home.two
let's take a look at
our new design
in action!
it's
about
time!


19:21
Instagram
Your Story
@home.two
home.
two

@home.two
home.
two


@home.two


@home.two
our door is always open
swipe to see how how you can do to support National Homlessness Week.
home. two
#national homelessness week2023
@home.two
check out 300 Blankets or Mobilise
take part in supporting and connecting with those sleeping rough in Melbourne.
#1
#national homelessness week2023
19:21
Instagram
Your Story
@home.two
@home.two
support other social enterprises
choose to purchase from social enterprises such as ForChange cafes.
#2
#national homelessness week2023
@home.two
Educate yourself about the issue
check out resources from Launch Housing.
#3

MASTERTON DISTRICT COUNCIL

BRIEF

Masterton District Council required a series of journey maps to visually document their internal asset management processes. These maps were designed to illustrate key workflows, stakeholder roles, and decision-making pathways, helping streamline operations and improve transparency. By mapping out these complex processes, the council aimed to enhance collaboration and operational planning across departments. I was tasked with translating technical information into clear, intuitive visuals that could be easily interpreted by both specialist and non-specialist teams.

DESIGN OUTCOME

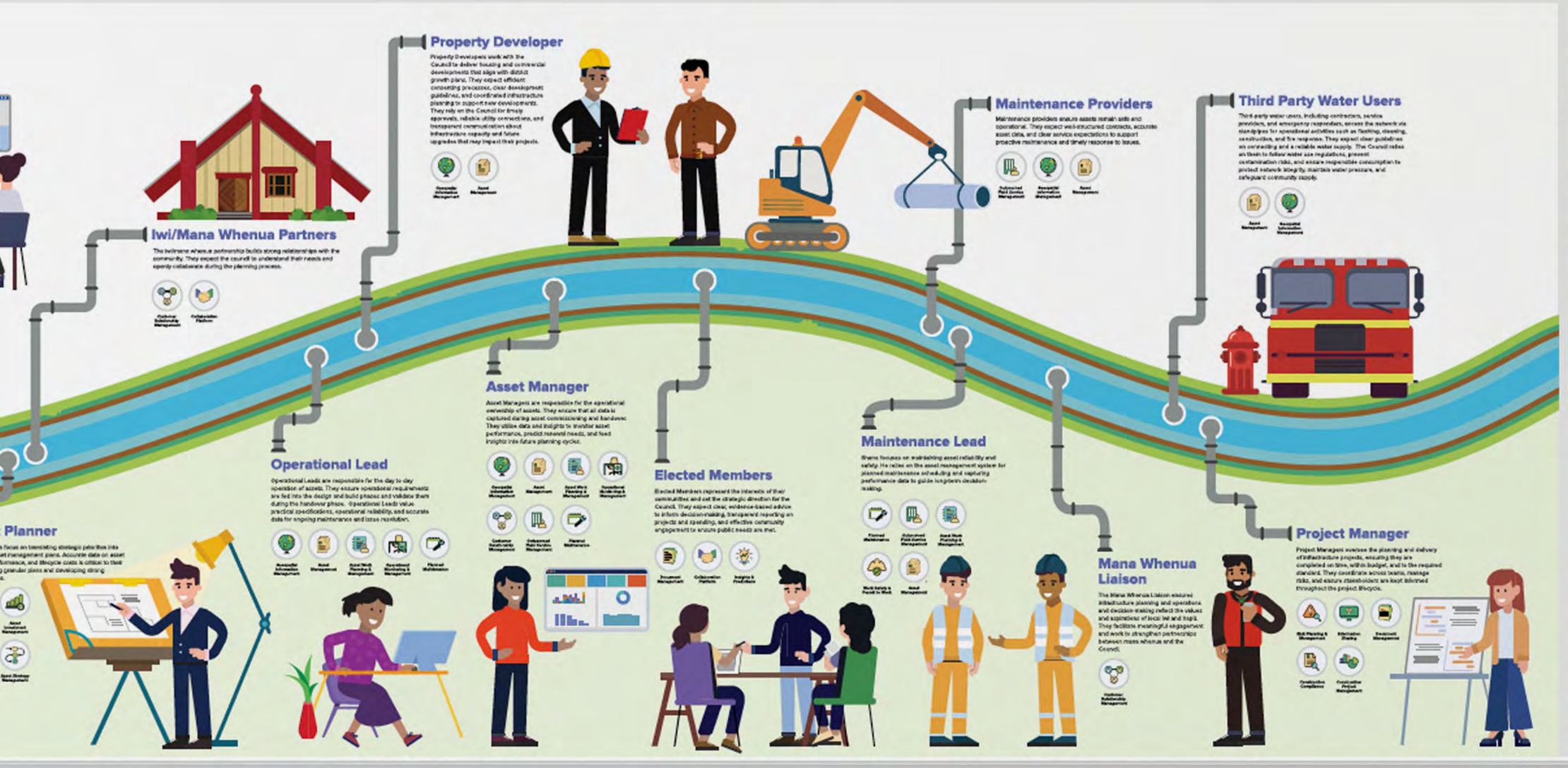
The final deliverables included two large infographic designs spanning 1 metre wide to 3-4 metres long, providing a clear and structured visual reference for planning, procurement, and long-term infrastructure management. These visuals will continue to support council teams in navigating operational challenges and improving service delivery.

SOFTWARE USED

Figma

Adobe Illustrator

MASTERTON WHAKAORIORI DISTRICT COUNCIL



Asset Management | Masterton District Council

MASTERTON WHAKAORIORI DISTRICT COUNCIL

STRATEGIC PLANNING | ASSET PLANNING | DESIGN AND CONSENTING | OPERATING THE ASSET | MANAGING ASSET FINANCIALS | ASSET PERFORMANCE

The Story

Masterton District is seeing a rise in popularity as young families choose to relocate to the region. With the attraction of good local services and a more affordable lifestyle, Masterton is experiencing a boom in development and population growth.

Masterton District Council (MDC) is keeping ahead of the game to ensure that the community continues to enjoy reliable services and facilities. A local developer is planning a new housing development on the outskirts of town. The developer will be responsible for the provision of all connections to the existing water, wastewater and stormwater networks, but will rely on them once it is handed over to MDC through the asset vesting process. However, MDC has identified that the combination of increased demand from new development growth as well as the new housing development will require improvement. A staged infrastructure improvement plan is required to ensure that the wastewater pathway from collection to treatment. The most significant challenge is the fact that an existing wastewater pump station does not have sufficient capacity. The existing pump station is 30 years old and struggles to manage current peak flows. Council staff, as well as MDC determines that a new pump station is

1 Long Term Planning

Sally is the Strategic Planner responsible for leading the development of MDC's Long Term Plan. Sally works closely with the Executive Leadership Team to develop the long-term plan in alignment with Council, iwi and community priorities. Sally and Michelle, GM Infrastructure, rely on robust data from MDC's asset management system to inform their planning and ensure MDC's infrastructure strategy aligns with expected community needs, including increased demand through population growth.

2 Data Driven Insights

Sally works with Paul, an Asset Planner in Michelle's team to analyse their data and insights from the asset management system to provide a view of the current condition and performance of their infrastructure assets. They combine these insights with their analysis of other external drivers, such as population growth and changing compliance requirements, to identify the activities required to manage, renew and extend MDC's infrastructure to meet community demand, both now and in the future. By utilising their vesting information, they are able to confidently estimate the cost of renewing and maintaining existing infrastructure and delivering new infrastructure and include the information in the long term plan.

3 Liaising with Mana Whenua

Ariana is responsible for leading MDC's liaison with Mana Whenua. MDC is committed to ensuring that Māori are involved in the business of the Council, particularly the planning and delivery functions. Sally works with Ariana to arrange a series of hui to discuss MDC and Mana Whenua collective priorities and ensure that Mana Whenua are able to contribute to the LTP.

4 Community Consultation

Having had the draft LTP approved by the Mayor and Councillors, Sally leads the community consultation process. Sally is confident that the Long-Term Plan is robust and investment has been appropriately prioritised.

5 Developing the Asset Management Plan

Paul, the Asset Planner, uses the Long Term Plan as the basis to build out the detailed asset management plan. He assesses current network capacity, potential environmental impacts, and lifecycle costs to build out a granular plan of all asset investments for MDC. Paul utilises important data from the asset management system, including criticality, condition and asset performance to inform the prioritisation of asset investment across the portfolio.

6 Developing the Business Case

Paul collaborates with Jono, the Finance Manager, to develop the business case and secure the budget for the wastewater pump station. Together, they ensure alignment between the LTP, the AMP and the pump station business case.

7 Preparation for Procurement

Now that the business case is approved, Michelle's team can get on with delivering the new pump station. With support from the Procurement Manager, Milly, Michelle's team prepares a tender for the design and build of the pump station.

Tina, the Operations Lead, makes sure the specifications include the operational requirements to have required for the operation, management and maintenance of the pump station once it is built. Tina's team has a wealth of data from the asset management system which, when combined with their on the ground experience, means they know what works and what doesn't work.

8 Engaging the Market

Through the tender process, MDC shares the design specifications with the market, ensuring that the market understands that MDC uses a standardised design approach to achieve efficiencies in the infrastructure delivery. Venus and Tina also ensure that the market fully understands MDC's requirements for asset data to be handed over to MDC at the conclusion of the project.

MDC receives several tender responses. Following a rigorous evaluation process, the tender is awarded to a local company, Crane Construction Limited.

9 Designing the Wastewater Pump Station

Brian is the lead from Crane Construction on the pump station project. His team works with the MDC team to design the pump station to meet the short and operational requirements of MDC. They utilise the MDC wastewater network model as part of this design process. The MDC team have requested that Brians team also consider the opportunities to bring new thinking to the table through this design process. MDC also engages with Iwi and local community stakeholders to make sure their views are heard as part of the design process. The team at Crane Construction welcomes a fresh look at the design and, with the environmental impact targets, MDC has the design peer reviewed to ensure it meets their standards and best practices.

10 Building the Wastewater Pump Station

Having obtained the necessary operational and construction consents, Brian coordinates the construction of the new pump station. He manages site activities, ensuring that the build progresses via schedule and adheres to MDC's design and quality standards. Venus and Tina check in frequently, making sure the project is progressing to plan and meeting with any questions that come up along the way. Jono supports Michelle in monitoring the budget and ensuring that the project will come in on time and within budget.

11 Commissioning and Handing Over the Wastewater Pump Station

With the build complete, the project transitions to commissioning. Brian leads the testing phase with Tina to verify that all components of the pump station meet operational standards. Once testing is successful, Tina and his team, including Shona, a Maintenance Lead, take ownership of the asset, and conduct the final checks to ensure reliability and safety.

Venus oversees the handover and ensures that the as-built diagrams and asset data are transferred from Crane Construction and loaded into MDC's asset management and document management systems. The GIS system is automatically updated through integration with the asset management system. Venus understands the value of good data, so he ensures that the data is complete and of high quality.

12 Operating the Asset

Now that the pump station is operational, Tina, Shona and the Operations Team ensure it operates as expected. They monitor data from the various wastewater pump station sensors, ensuring that it is operating within normal parameters and investigating any anomalies.

Shona pays particular attention to the critical spares to make sure they have sufficient inventory on hand to be able to undertake both planned and unplanned maintenance.

13 Creating a Planned Maintenance Schedule

Shona ensures that planned maintenance schedules are developed and loaded into the asset management system so that the pump station is regularly maintained once in operation.

The planned maintenance schedule incorporates the routine work that needs to be completed at various intervals to ensure optimal operation of the pump station.

14 Undertaking Planned Maintenance

Shona receives automatic prompts driven by the planned maintenance schedules held in the asset management system and sends the schedules to the maintenance contractor to complete inspections and preventative maintenance on the pump station. Contractors are required to enter their findings, observations and other data about the performance of the pump station along with helpful photos and sends it to MDC so it can be reconciled against the asset in the asset management system. Capturing this data is essential to build up a picture of asset performance over time and to support future decision-making.

15 Responding to Customer Issues

Meaty mentits' artic Dale, a Customer Service Rep, receives a call from a member of the community about an odour problem near her home.

At the same time, Tina's team received an alert from the control system that overshot the pump station, showing that there is an issue with one of the pumps.

Shona receives the information from Dale as well as the alert from the system and establishes that it is most likely caused by a pump failure and an issue with inadequate sealing around access points resulting in odour.

16 Sending Work to the Maintenance Contractor

The maintenance contractor inspects the pump stations, and team find one of the pumps had failed. The investigate the odour issue and also resolve that whole they're unable. Once the issues have been resolved, the maintenance contractor sends cost information back to MDC so they have a good view of how much it to cost them. Cost information is stored against the work order in the asset management system and automatically passed it through to the financial system.

Updates from the asset management system are fed back to the Customer Management System, and Dale is able to update the Customer to let them know the issue has been resolved.

17 Capturing Asset Financial Information

Jono ensures that project budget is tightly managed and all the detailed financial information about the asset is captured during the build and handover process. The financial value of the pump station and its useful life are captured so that it can be created as an asset in the financial system, capitalised and depreciated over its useful life.

Integration between the asset management system and the finance system means that Jono has a good level of detail and can manage the asset financials processes with confidence.

When maintenance costs flow through from the asset management system, Jono is able to match them with contractor claims and ensure that everything is correct before contractors are paid. He and Michelle regularly review asset financials so that they have a good understanding of what it costs to operate and maintain their asset infrastructure.

18 Understanding Asset Performance

Vence utilises data and reports from the asset management system and the pump station control system to monitor the pump station's performance, assessing its efficiency, costs, and reliability. Robust reporting enables him to identify any trends or risks that could impact service delivery. The asset management system utilises a deterioration model, which allows Vence to predict the likely point in the future when the pump station will need renewal.

Even though the renewal timeline is a long way in the future, Vence makes sure to feed this information to Sally in the next LTP cycle so that she includes it in the strategic plan.

ASSET DECOMMISSIONING

19 Decommissioning the Asset

Years down the line, after many years of reliable performance and when the pump station reaches the end of its useful life, Barbara, who took over from Vence, initiates a decommissioning plan.

She engages with the local community and Mana Whenua to make sure they have a chance to provide their input.

Crane Construction is engaged to manage the physical decommissioning of the above ground pump station building. Barbara coordinates with the decommissioning team to ensure safe dismantling, disposal and compliance with environmental standards.

Even though the above ground building has been removed, the pipes that connect the pump station are still in the ground so MDC needs to ensure that information is available to all staff, now and in the future. Barbara re-initiates the updating of the pump station asset data to in the asset management system, GIS and financial system to show the asset as decommissioned and no longer in service.

Enabling Capabilities

lanagement | Masterton District Council

STRATEGIC PLANNING

1 Long Term Planning

Sally is the Strategic Planner responsible for leading the development of MDC's Long Term Plan. Sally works closely with the Executive Leadership Team to develop the long-term plan in alignment with Council, iwi and community priorities. Sally and Michelle, 6M Infrastructure, rely on robust data from MDC's asset management system to inform their planning and ensure MDC's infrastructure strategy aligns with expected community needs, including increased demand through population growth.

2 Data Driven Insights

Sally works with Paul, an Asset Planner in Michelle's team to analyse their data and insights from the asset management system to provide a view of the current condition and performance of their infrastructure assets. They combine these insights with their analysis of other external drivers, such as population growth and changing compliance requirements, to identify the investment required to manage, renew and extend MDC's infrastructure to meet community demand, both now and in the future. By utilising their overlay information, they are able to confidently estimate the cost of renewing and maintaining existing infrastructure and delivering new infrastructure and include the information in the long term plan.

3 Liaising with Mana Whenua

Anara is responsible for leading MDC's liaison with Mana Whenua. MDC is committed to ensuring that Māori are involved in the business of the Council, particularly the planning and delivery functions. Sally works with Anara to arrange a series of hui to discuss MDC and Mana Whenua collective priorities and ensure that Mana Whenua are able to contribute to the LTP.

4 Community Consultation

Having had the draft LTP approved by the Mayor and Councillors, Sally leads the community consultation process. Sally is confident that the Long-Term Plan is robust and investment has been appropriately prioritised.

ASSET PLANNING

5 Developing the Asset Management Plan

Paul, the Asset Planner, uses the Long Term Plan as the basis to build out the detailed asset management plan. He assesses current network capacity, potential environmental impacts, and lifecycle costs to build out a granular plan of all asset investments for MDC. Paul utilises important data from the asset management system, including criticality, condition and asset performance to inform the prioritisation of asset investment across the portfolio.

6 Developing the Business Case

Paul collaborates with Jane, the Finance Manager, to develop the business case and secure the budget for the wastewater pump station. Together, they ensure alignment between the LTP, the AMP and the pump station business case.

DESIGN AND CONSENTING

7 Preparation for Procurement

Now that the business case is approved, Michelle's team can get on with delivering the new pump station. With support from the Procurement Manager, Billy, Michelle's team prepares a tender for the design and build of the pump station.

Tina, the Operations Lead, makes sure the specifications include the operational requirements his team requires for the operation, management and maintenance of the pump station once it is built. Tom's team has a wealth of data from the asset management system which, when combined with their on the ground experience, means they know what works and what doesn't work.

8 Engaging the Market

Through the tender process, MDC shares the design specifications with the market, ensuring that the market understands that MDC uses a standardised design approach to achieve efficiencies in the infrastructure delivery. Vance and Tina also ensure that the market fully understands MDC's requirements for asset data to be handed over to MDC at the conclusion of the project.

MDC receives several tender responses. Following a rigorous evaluation process, the tender is awarded to a local company, Crane Construction Limited.

9 Designing the Wastewater Pump Station

Brian is the lead from Crane Construction on the pump station project. His team works with the MDC team to design the pump station to meet the specs and operational requirements of MDC. They utilise the MDC wastewater network model as part of the design process. The MDC team have requested that Brians team also consider the opportunities to bring new thinking to the table through the design process. MDC also engages with iwi and local community stakeholders to make sure their views are heard as part of the design process. The team at Crane Construction proposes a modern design that is in keeping with the environment. Once complete, MDC has the design peer reviewed to ensure it meets their standards and best practices.

10 Building the Wastewater Pump Station

Having obtained the necessary operational and construction consents, Brian coordinates the construction of the new pump station. He manages site activities, ensuring that the build progresses on schedule and adheres to MDC's design and quality standards. Vance and Tina check in frequently, making sure the project is progressing to plan and dealing with any questions that come up along the way. Jane supports Michelle in monitoring the budget and ensuring that the project will come in on time and within budget.

11 Commissioning and Handing Ov the Wastewater Pump Station

With the build complete, the project transitions to commissioning. Brian leads the testing phase with Tina to verify that all components of the pump station meet operational standards. Once testing is successful, Tina and his team, including Sh Maintenance Lead, take ownership of the asset, and conduct the final checks to reliability and safety.

Vance oversees the handover and ensures that the as-built diagrams and asset d are transferred from Crane Construction and loaded into MDC's asset manageme document management systems. The GIS system is automatically updated throu integration with the asset management system. Vance understands the value of data, so he ensures that the data is complete and of high quality.

13 Creating a Planned Maintenance Schedule

Shane ensures that planned maintenance schedules are c and loaded into the asset management system so that the station is regularly maintained once in operation.

The planned maintenance schedule incorporates the routi needs to be completed at various intervals to ensure optim operation of the pump station.

14 Undertaking Planned Maintenance

Shane receives automatic prompts driven by the planned maintenance schedules held in the asset management sys sends the schedules to the maintenance contractor to sch inspections and preventative maintenance on the pump st The maintenance contractor captures condition information other data about the performance of the pump station alon helpful photos and sends it to MDC so it can be recorded i the asset in the asset management system. Capturing this essential to build up a picture of asset performance over ti to support future decision making.

BLUEBEACON

PART 02
Industry Projects

BRIEF

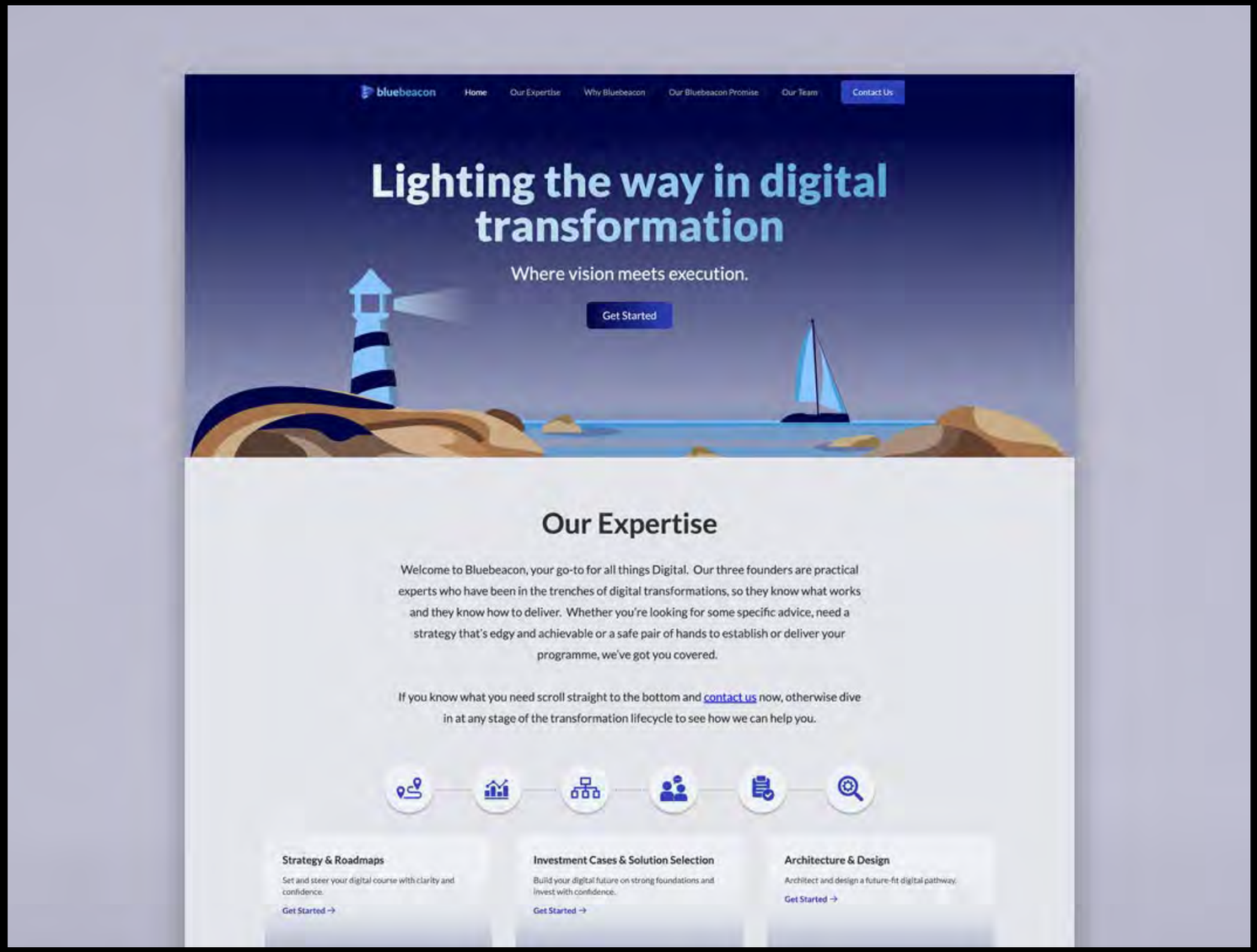
My freelance work for Bluebeacon, a New Zealand-based IT consulting company, involved developing a clear and strategically aligned web presence to support their business growth. In addition to designing the site, I established comprehensive brand guidelines to ensure a cohesive and consistently applied visual identity across all touchpoints. The website delivered a seamless and user-centred experience and allowed me to integrate thoughtful brand strategy with practical, UX-driven web design, resulting in a cohesive and highly functional digital identity that supported their business growth.

DESIGN OUTCOME

I crafted a striking brand identity and website for the company, alongside creating marketing collateral such as brochures, PowerPoint templates, and laptop stickers. This comprehensive approach ensured brand consistency across all touchpoints, reinforcing the company's professional image and enhancing its market presence.

SOFTWARE USED

- Figma
- Webflow
- Adobe Illustrator



bluebeacon
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Our Expertise
Our Bluebeacon Promise
Our Team
Contact Us
Lighting the way in digital transformation
Where vision meets execution.
Get Started
Our Expertise
Welcome to Bluebeacon, your go-to for all things Digital. Our three founders are practical experts who have been in the trenches of digital transformations, so they know what works and they know how to deliver. Whether you're looking for some specific advice, need a strategy that's edgy and achievable or a safe pair of hands to establish or deliver your programme, we've got you covered.
If you know what you need scroll straight to the bottom and contact us now, otherwise dive in at any stage of the transformation lifecycle to see how we can help you.
Strategy & Roadmaps
Investment Cases & Solution Selection
Architecture & Design

bluebeacon Home Our Expertise Why Bluebeacon Our Bluebeacon Promise Our Team Contact Us

Lighting the way in digital transformation

Where vision meets execution.

Get Started

Our Expertise

Welcome to Bluebeacon, your go-to for all things Digital. Our three founders are practical experts who have been in the trenches of digital transformations, so they know what works and they know how to deliver. Whether you're looking for some specific advice, need a strategy that's edgy and achievable or a safe pair of hands to establish or deliver your programme, we've got you covered.

If you know what you need scroll straight to the bottom and contact us now, otherwise dive in at any stage of the transformation lifecycle to see how we can help you.

Strategy & Roadmaps
Set and steer your digital course with clarity and confidence.
Get Started →

Investment Cases & Solution Selection
Build your digital future on strong foundations, and invest with confidence.
Get Started →

Architecture & Design
Architect and design a future-fit digital pathway.
Get Started →

Programme Establishment
Setup and prepare for successful digital delivery.
Get Started →

Programme Delivery
From vision to victory. Delivering your digital programmes successfully, on time, every time.
Get Started →

Independent Governance & Assurance
Keep your digital programmes on course with our experienced navigators.
Get Started →

Strategy

Strategy & Roadmaps

At Bluebeacon, we're dedicated to crafting digital strategies and roadmaps built just for you.

- **Tailored Strategies:** We bring deep industry knowledge to create digital plans that fit your unique needs perfectly.
- **Clear Goals & Plans:** Anchoring in your objectives, we map out clear actionable steps so you know exactly where you're heading.
- **Expert Guidance:** With Bluebeacon by your side, you're on a straight path to success. We transform your vision into a practical plan that not only advances your business but also prepares you for success in a digital future.

Trust Bluebeacon to build a strategy and pathway tailored directly for you.

Start Your Strategy

Investment Planning

Investment Cases & Solution Selection

At Bluebeacon, we're here to help you make sense of the complex world of digital investments. We make sure every step—from setting clear goals and defining the problem to figuring out costs and selecting the right solutions - is solid and sound. We dive deep to make sure every investment sets you up for a smart digital future.

- **Options Analysis:** We'll work with you to get clear on what problems & challenges you need to solve and what options you should consider.
- **Investment Cases:** Once you have a clear pathway, we'll work with your team to make sure your investment case, including costing, is robust and will set you up well for success.
- **Go to Market:** It can be daunting to prepare and go to market for solutions but not with Bluebeacon by your side. We support you with a market engagement approach that makes sure you have the right players at the table.
- **Locking in Value:** We know good digital contracts and we'll work with you to make sure your contracts have all the right levers to deliver a great result.

Let us help you navigate your digital investment journey with confidence.

Plan Your Investment

Architecture

Architecture & Design

In this fast-changing digital world, having solid and smart design and architecture is key to keeping up.

- **Robust and Adaptive Design:** At Bluebeacon we get that you need to meet today's needs and be ready to adapt to new tech and shifting business demands.
- **Responsive Design Principles:** Our experts are here to help you build a landscape that's not just robust but also flexible enough to handle whatever changes come your way.
- **Solid Foundations:** We'll help you create a foundation that keeps you strong and steady, no matter what the world throws at you.

Bluebeacon will support you to prioritise both current efficiency and future flexibility in your digital environment.

Architect Your Solution

Programme Establishment

Programme Establishment

Team up with Bluebeacon and set your projects up for success right from the start. Our pros will work side by side with you to lay out a crystal-clear path, making sure every part of your digital project is planned down to the last detail for a smooth ride.

- **Programme Delivery Structure:** No matter the size of your project or programme, assembling your programme team to work as an aligned, well-oiled machine is essential. We'll work with you to make sure your programme team structure works for you, and for your team.
- **Governance:** Good governance is at the heart of successful programme delivery. Let us help you put the right governance structures in place so your Governance groups are well prepared to oversee & support your successful delivery.
- **Ways of Working:** Whether its team alignment, management of planning cycles, financials, dependencies, risks, real-time status reporting or any other aspect of the programme machine, we've got your back and we'll make sure you're set up with the right ways of working to avoid any nasty surprises.

Think of us as your navigation crew. We've got our eyes on all the elements that make for successful programme & project delivery. We'll load your team up with the tools and know-how they need to tackle any challenge and keep things moving in the right direction.

Establish Your Programme

Delivery

Programme Delivery

Turn those big ideas into real results with our programme & project delivery services. At Bluebeacon we're experts at slicing up huge digital plans into doable, straightforward steps. We make sure everything runs smoothly, from kick-off to closure.

- **Start as you mean to finish:** With our Bluebeacon team hands-on from the start you'll rest in the knowledge that you're set up for success.
- **Navigate the Journey:** At every twist and turn we'll navigate the journey, making sure your programme stays on course. We'll bring you both the good news and the tough calls, making sure you're well placed to make the best decisions along the way.
- **Finish Strong:** We'll wrap up, close out and handover to your teams when the job is done, making sure they're well prepared to take the reins.

Team up with us and we'll make sure your projects don't just get done—they get done right and end up being something to celebrate.

Deliver Your Programme

Governance

Independent Governance & Assurance

At Bluebeacon we understand the complexities of managing and governing digital programmes. Whether you're in the delivery seat or you're holding a Governance role, our skilled team at Bluebeacon is here to back you up through every twist and turn of the process.

- **Independent Review:** Our fresh pair of eyes will bring an independent perspective – we'll call out what's working well and where there's opportunity for a little more fine-tuning – all informed by our lived experience of what works.
- **Customised Support:** Benefit from our flexible services, ranging from one-off reviews to full programme assurance, tailored to address your specific challenges and objectives.
- **Proactive guidance:** Bluebeacon will work with you to keep your digital projects sailing smoothly, steering clear of any hidden snags and heading straight for clear, successful results.

Govern and assure your programmes for success with our practical, actionable guidance.

Govern Your Programme

Why Bluebeacon?

Here at Bluebeacon, we're more than just consultants – we've led top-notch digital teams and tackled big digital transformation projects head-on. We know how to drive change while keeping everything running smoothly. Stick with us, and you'll get down-to-earth, practical and effective advice that really values your time and money.

We Get Transformation

We get the headaches of digital transformation – from stretching tight resources to making sure every penny counts. Our approach is all about being practical and realistic because we understand the complexities you're dealing with.

At Bluebeacon, We Get It Done Right

Count on Bluebeacon to nail 'digital done right' at every step. Feel the difference with partners who've been in your shoes.

Let's reshape your digital future together.

Meet Our Team

Our Bluebeacon Promise

When You Win, We Win
At Bluebeacon, we're more than consultants; we're your trusted digital partners. Our experience is a fundamental part of our approach. We get the complexities you face every day because we've lived them. We're your biggest fans, always ready to go the extra mile to see you succeed. When you win, we win—that's how we operate.

People First, Always
Our Bluebeacon team is our secret sauce, the shining light guiding all our efforts. That's why we put them first, always ensuring they have what they need to succeed and grow. Our people are our strength, and we empower them to shine.

Delivery with Conviction
With years of expertise and solid industry knowledge, we know the ropes. We're all about guiding you with confidence, helping you navigate through complex challenges because we know what works. We're here to achieve the results you need, always balancing decisiveness with openness to new ideas. We listen, we adapt, and we deliver with conviction

Blueprints for Bold Moves
'Good enough' doesn't cut it – we're setting new standards. At Bluebeacon, we combine practicality with uncompromising quality. We arm our team – and yours – with robust, scalable methods and frameworks, helping them focus on delivering results, not on reinventing the wheel. Getting to outcomes faster, we're all about getting you where you need to be.

Our Team

Our Bluebeacon crew is like a lighthouse in the rough seas of digital transformation. They come loaded with a wealth of diverse experience, from leading large teams to navigating complex project deliveries, driving innovations, and shaping strategic blueprints.

Bonded by our mission to empower businesses through 'digital done right', Bluebeacon stands as a guiding light of expertise and trust. We're here to steer you safely through the digital waters, illuminating the way to success.

Rebecca Chenery | Paul de Quaasteniet | Daryl Shing

Contact Us

Not sure what you need? The team at Bluebeacon can help put you on the right path.

Email Us
Send us an email.
contact@bluebeacon.co.nz

Call Us
Call our team anytime.
+64 21 373 034

Let's Get In Touch

Name | Company
Email | Phone Number
Your Message
Send Message

bluebeacon
Where vision meets execution.

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Our Team

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CONVENIENCE PULSE

BRIEF

Working for Majella Studio, I was tasked with helping to design a digital presence for Convenience Pulse that positioned them as both an innovative and credible resource for convenience retailers in the U.S. market. As a team, our goal was to create a site that felt professional yet approachable, while clearly showcasing the program's methodology, reports, and actionable insights to potential retail participants. The final site balances polished, data-driven design with an inviting tone that builds confidence in Convenience Pulse as a reliable industry resource.

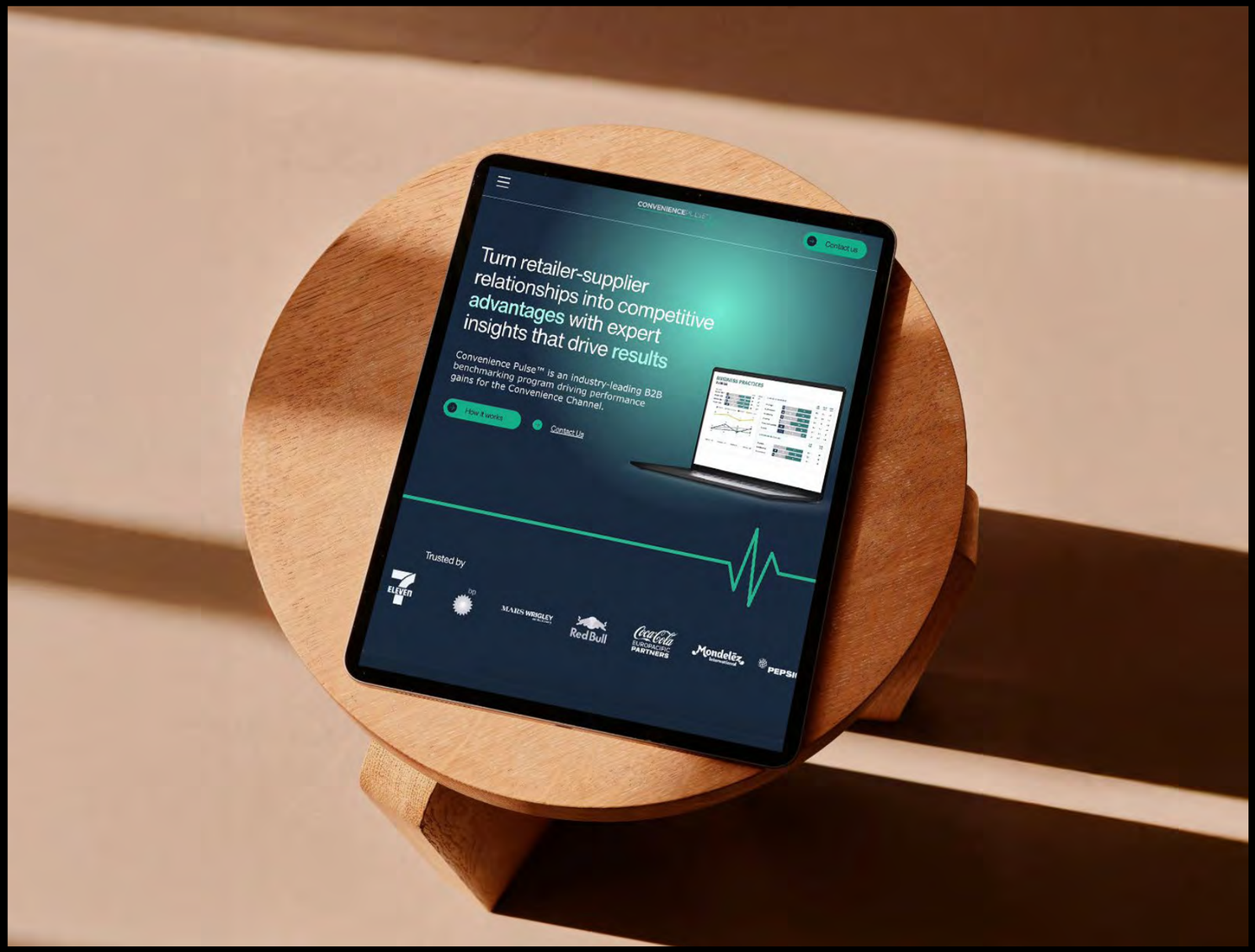
DESIGN OUTCOME

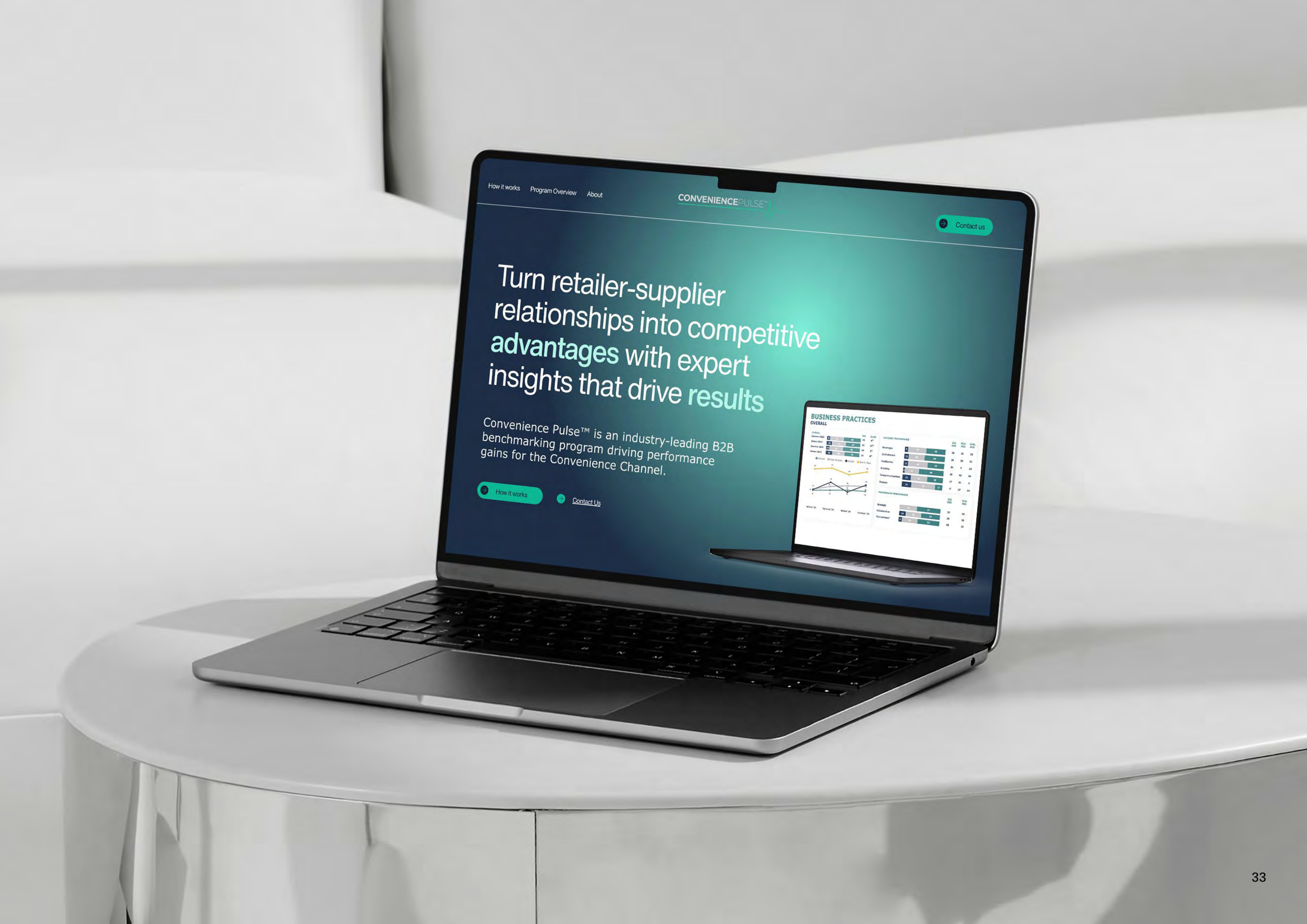
I designed the home page layout and supported the website build in Wix Studio, focusing on delivering fresh, dynamic visuals with an equal focus on seamless navigation, responsive design and an intuitive user flow. The aim was to champion Convenience Pulse's existing bold colour palette and unique logo mark, yet lend the brand a sharper, modernised edge.

SOFTWARE USED

Figma

Wix Studio




How it works
Program Overview
About
CONVENIENCEPULSE™
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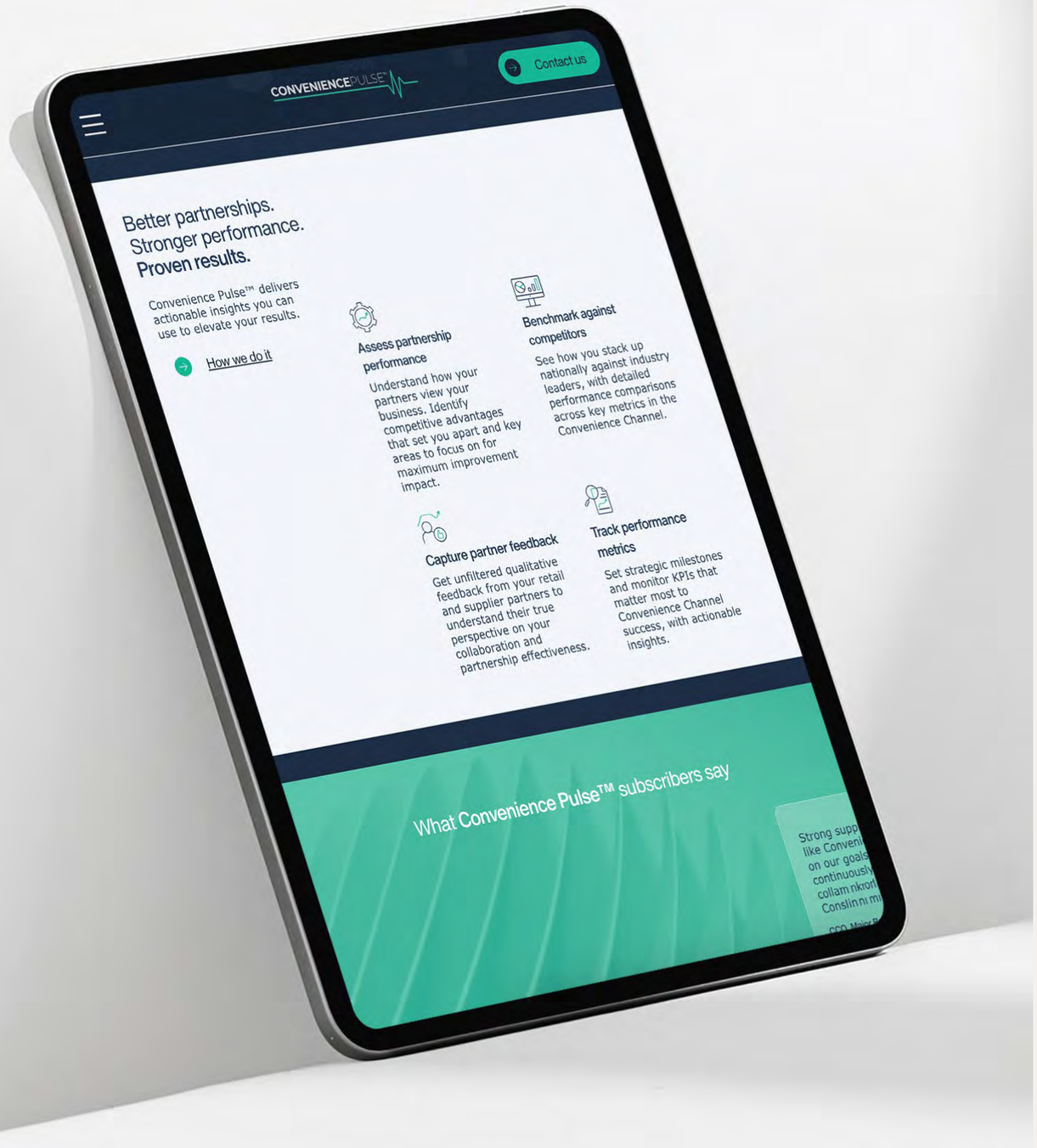
Turn retailer-supplier relationships into competitive advantages with expert insights that drive results
Convenience Pulse™ is an industry-leading B2B benchmarking program driving performance gains for the Convenience Channel.
How it works
Contact Us
BUSINESS PRACTICES
OVERALL


CONVENIENCEPULSE
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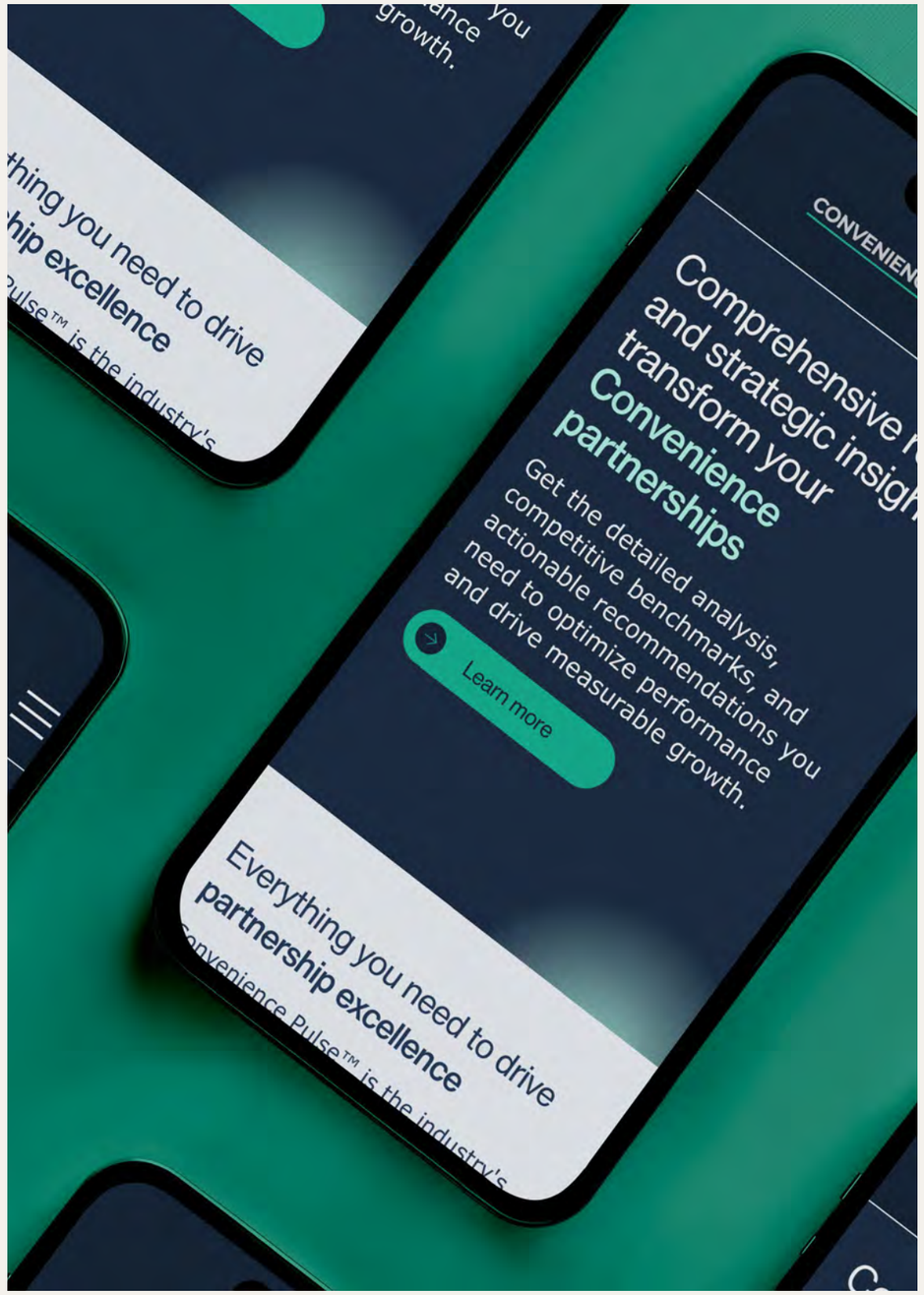
Better partnerships.
Stronger performance.
Proven results.
Convenience Pulse™ delivers actionable insights you can use to elevate your results.
How we do it
Assess partnership performance
Understand how your partners view your business. Identify competitive advantages that set you apart and key areas to focus on for maximum improvement impact.
Benchmark against competitors
See how you stack up nationally against industry leaders, with detailed performance comparisons across key metrics in the Convenience Channel.
Capture partner feedback
Get unfiltered qualitative feedback from your retail and supplier partners to understand their true perspective on your collaboration and partnership effectiveness.
Track performance metrics
Set strategic milestones and monitor KPIs that matter most to Convenience Channel success, with actionable insights.
What Convenience Pulse™ subscribers say


Comprehensive and strategic insight transform your Convenience partnerships
Get the detailed analysis, competitive benchmarks, and actionable recommendations you need to optimize performance and drive measurable growth.
Learn more
Everything you need to drive partnership excellence

Get In Touch.

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