

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

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+61 451 647 852

Samantha

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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







VIV AR RUM

EDITION
FOUR
2023

18-19 NOVEMBER
MAUS HÁBITOS

LUCRECIA DALT
MAI MAI MAI
LUÍS FERNANDES
TATSURO ARAI
BARI+SOTE
KHYAM ALLAMI
CARINCUR
VOLT
TRANSITION
MARIANA VILANOVA



LUCRECIA DALT

18 NOVEMBER
MAUS HÁBITOS

VIV
AR
RUM

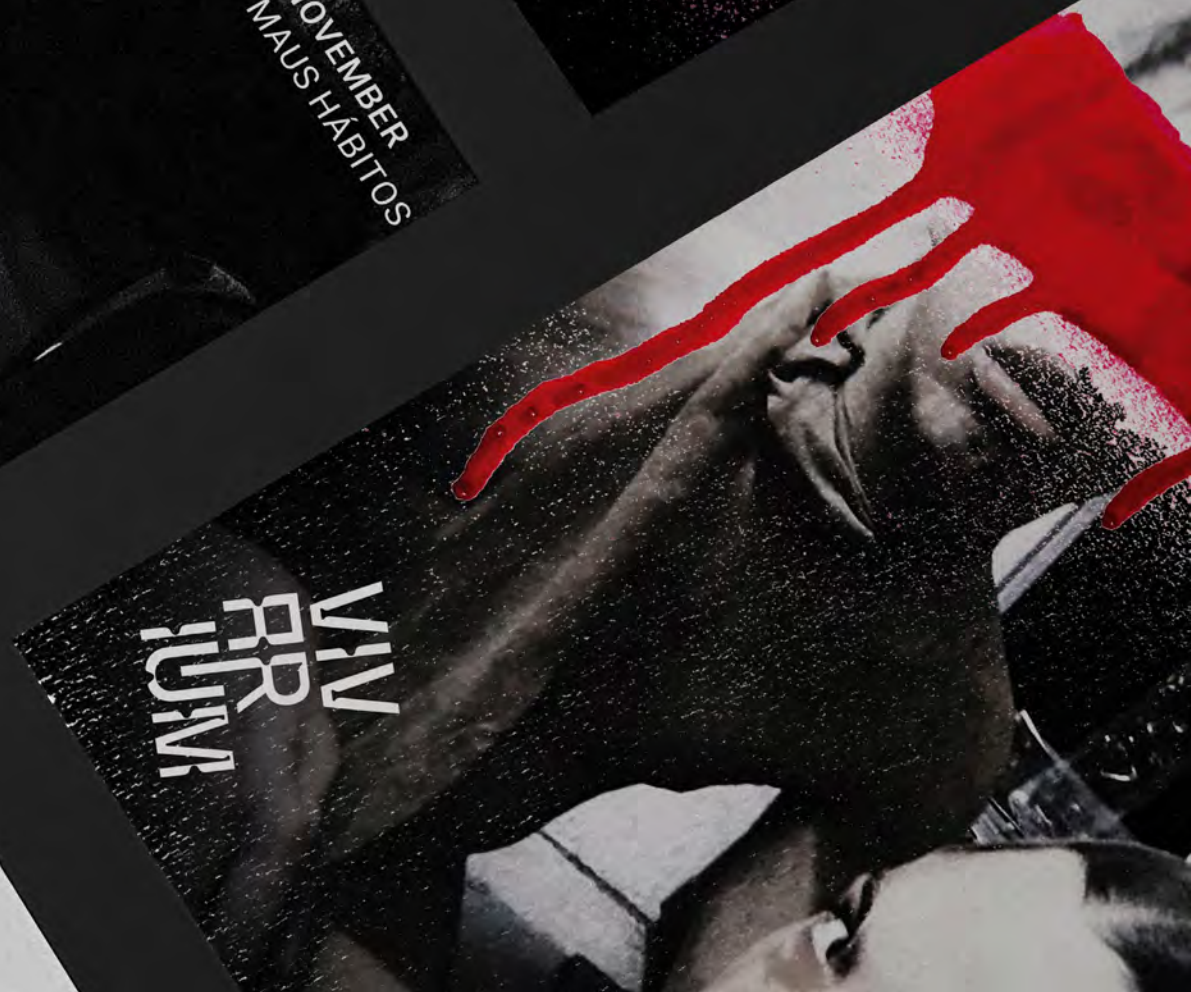
VIV
AR
RUM

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TATSURO ARAI
BARI+SOTE
KHYAM ALLAMI
CARINCUR
VOLT
TRANSITION
MARIANA VILANOVA



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

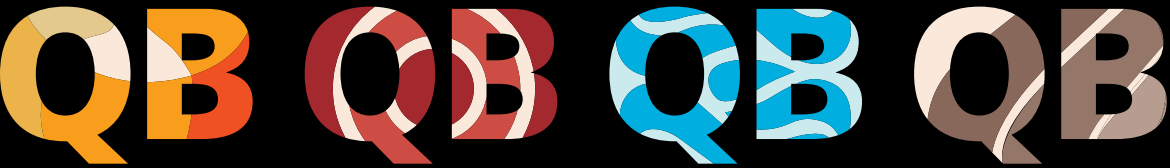
MUSÉE DU
QUAI BRANLY

REGION-SPECIFIC LOGO
WHITE ON BLACK



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

LETTERMARK
COLOUR ON BLACK

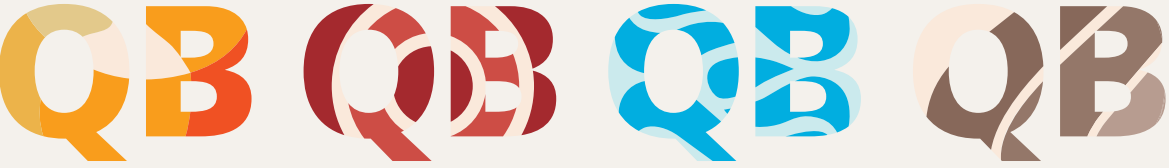


REGION-SPECIFIC LOGO
BLACK ON WHITE



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

LETTERMARK
COLOUR ON WHITE





QB AFRIQUE
AFRICA

MUSÉE DU
QUAI BRANLY

QB OCÉANIE
OCEANIA

MUSÉE DU
QUAI BRANLY

POWER &
PRESTIGE

PACIFIC MACES ART
08 June 2023 - 25 July 2023

EXHIBITION
COLLABORATION

DINH Q. LE: THE THREAD OF MEMORY
08 June 2023 - 25 July 2023

ON THE ROAD TO
THE CHIEFDOMS
OF CAMEROON

FROM VISIBLE TO INVISIBLE

QB AFRIQUE
AFRICA

QB OCÉANIE
OCEANIA

MUSÉE DU
QUAI BRANLY

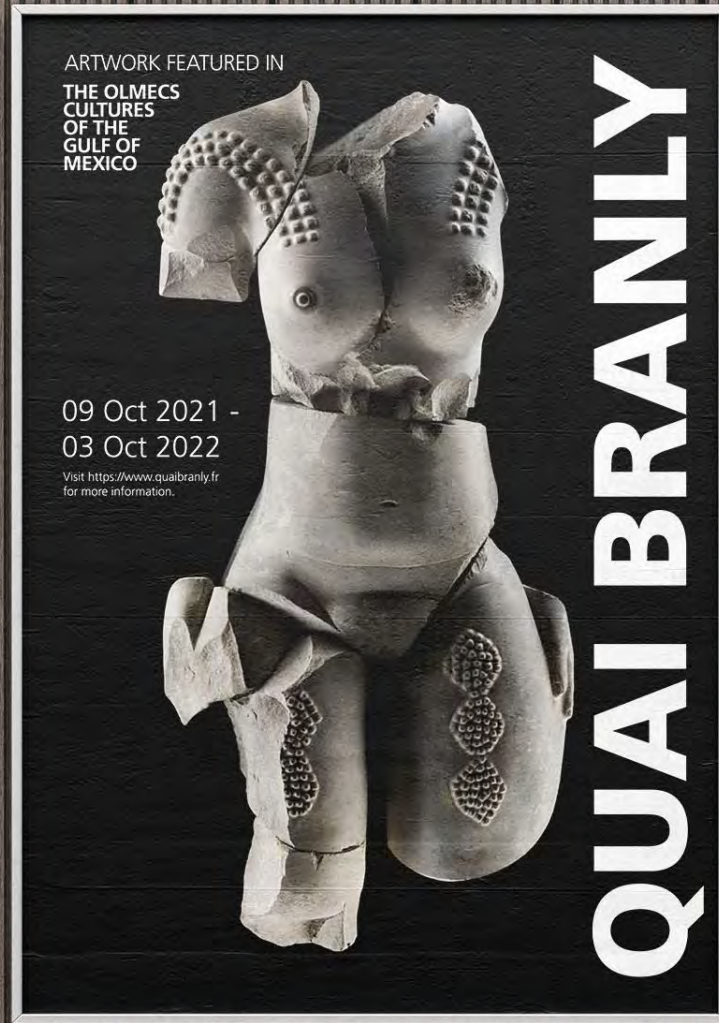
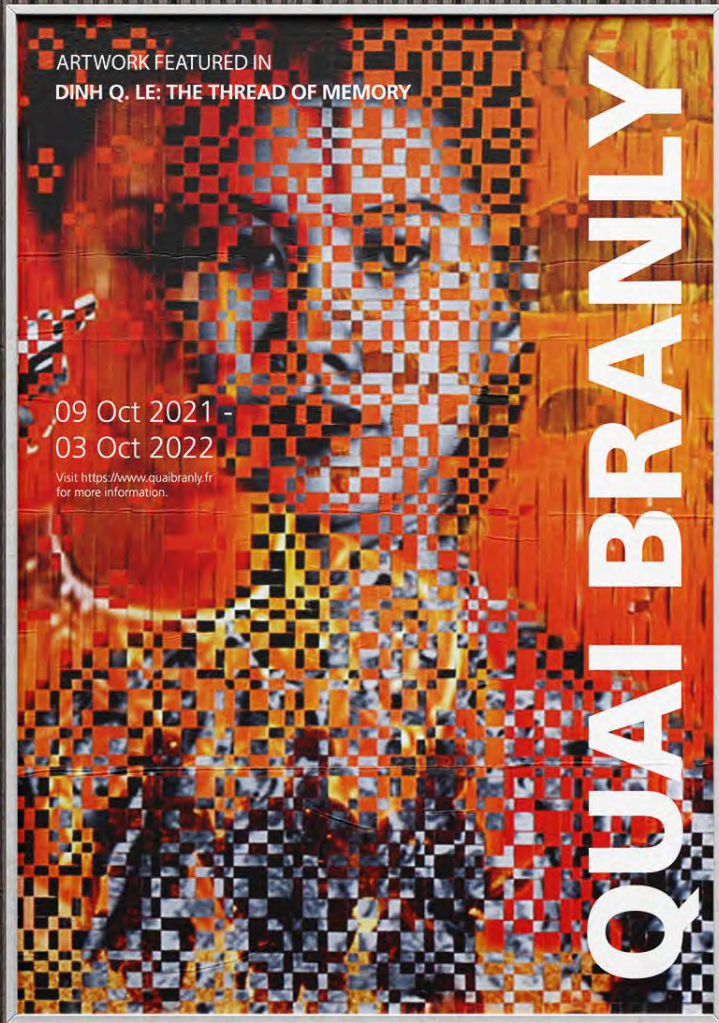
QB ASIE
ASIA
QB OCÉANIE
OCEANIA

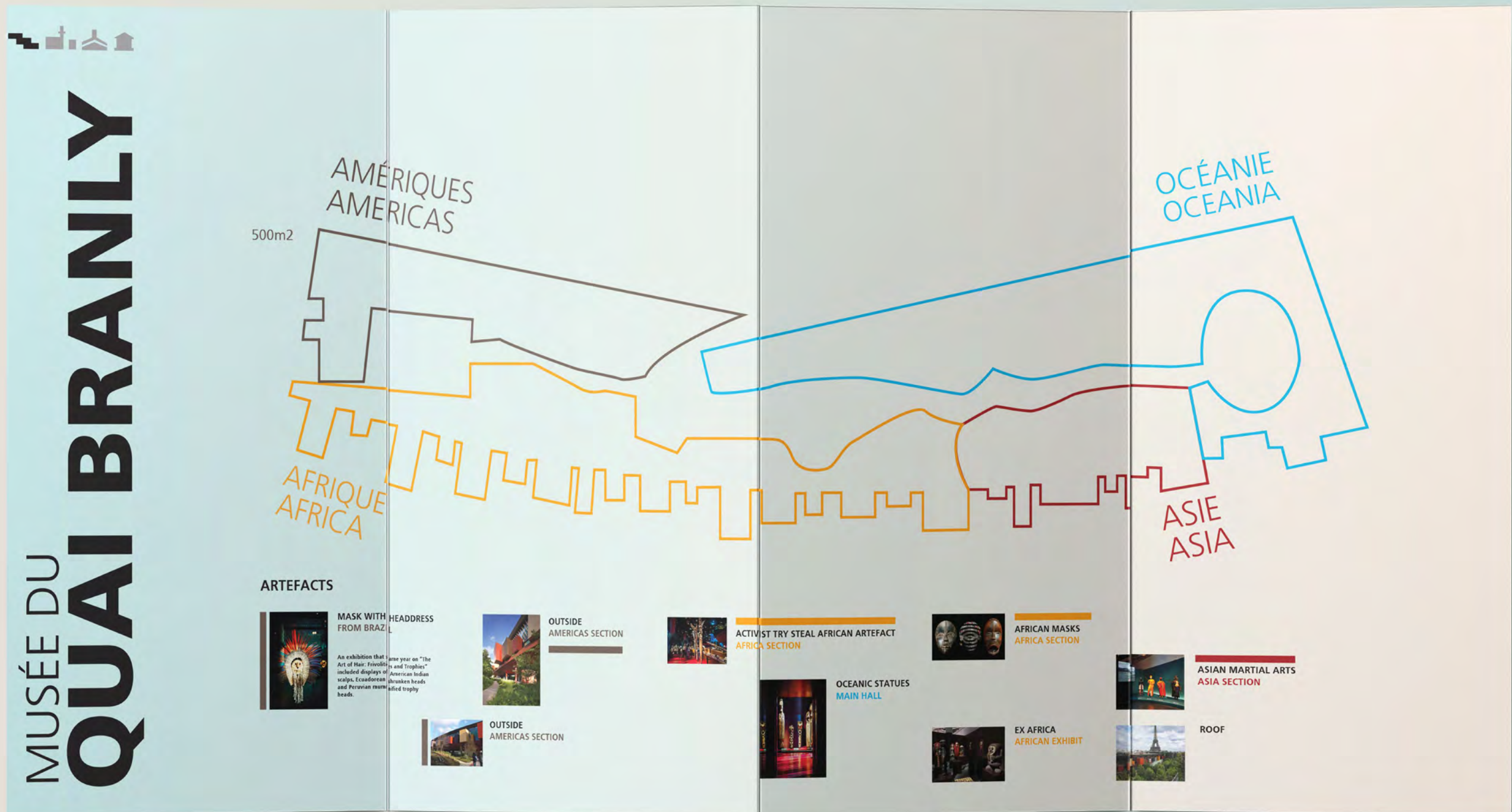
MUSÉE DU
QUAI BRANLY

POWER &
PRESTIGE

PACIFIC MACES ART
08 June 2023 - 25 July 2023

ON THE ROAD TO
FREEDOMS





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



ALTERNATIVE LOGO
WHITE + RED





EST 1923
A TASTE OF NEW ZEALAND
red seal
HOT OR COLD BREW
NATURALLY CAFFEINE FREE
20 TEABAGS | 50g NET
ZERO SUGAR | ZERO CALORIES | GLUTEN FREE
CONTACT
1300 430 611
PO Box 7300
Melbourne VIC
8004
contact@redseal.co.nz

EST 1923
A TASTE OF NEW ZEALAND
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HOT OR COLD BREW
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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



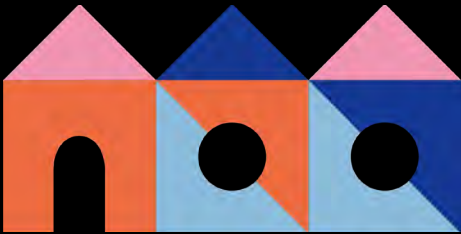
STANDARD LOGO
COLOUR ON WHITE



COMBINATION LOGO
COLOUR ON BLACK



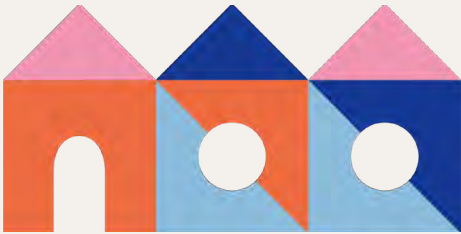
LOGOMARK
COLOUR ON BLACK



COMBINATION LOGO
COLOUR ON WHITE

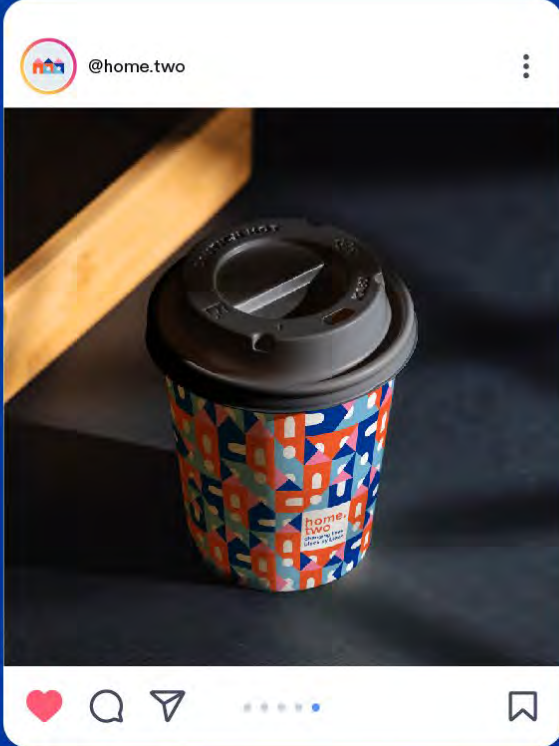
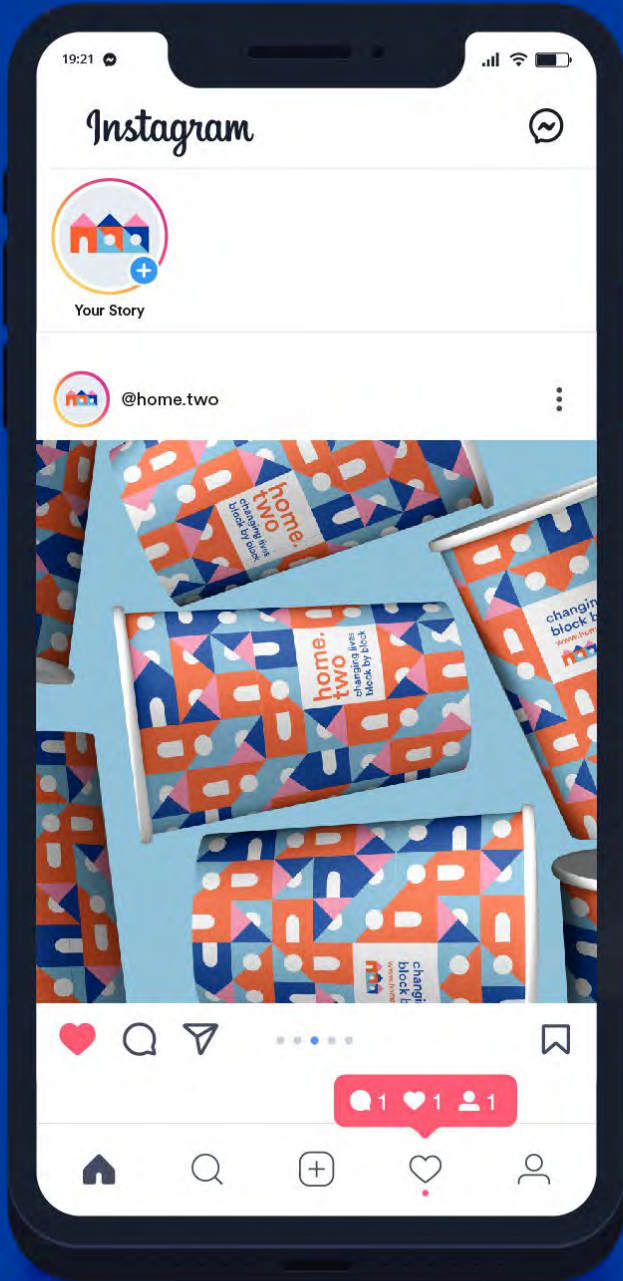


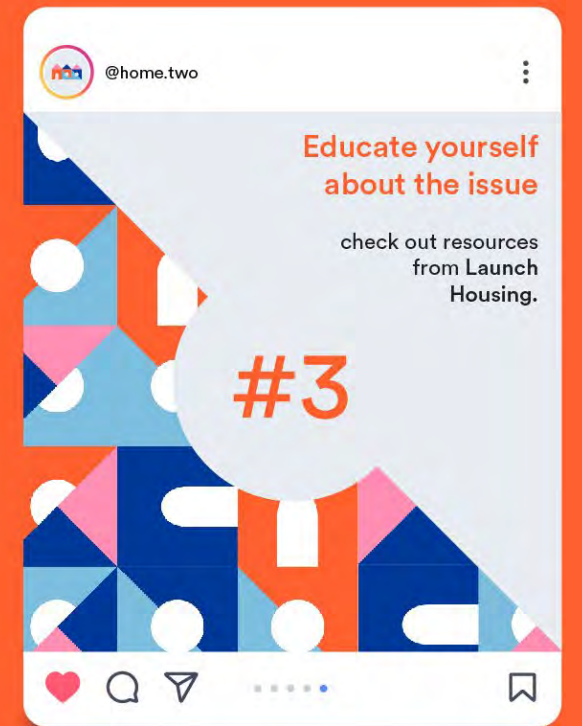
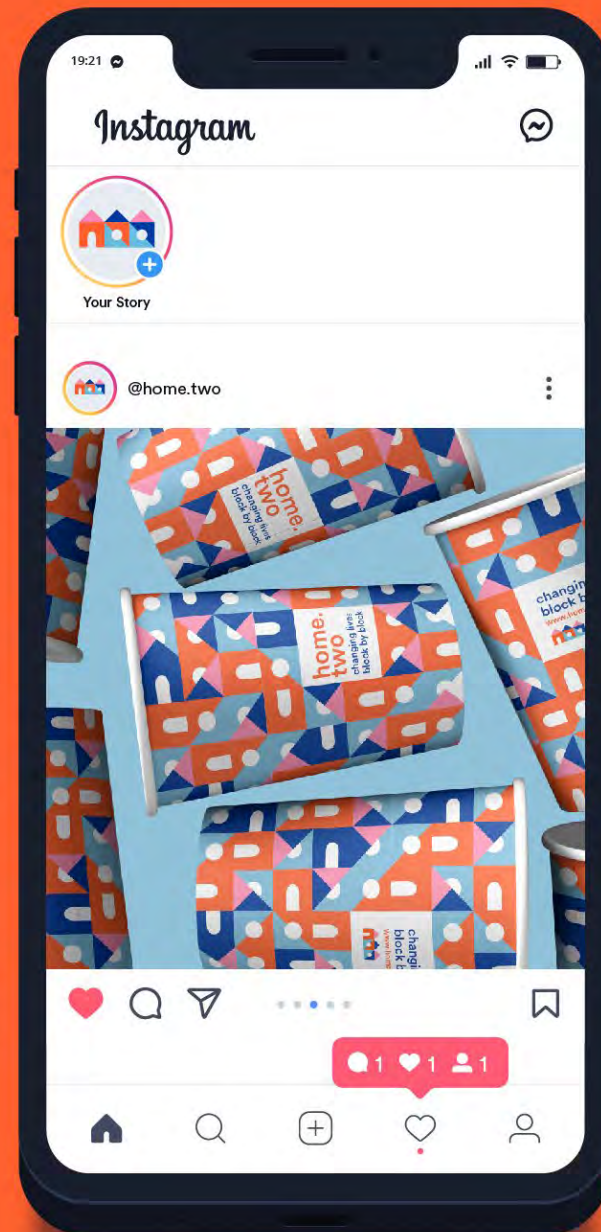
LOGOMARK
COLOUR ON WHITE











MASTERTON DISTRICT COUNCIL

PART 02 Industry Projects

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

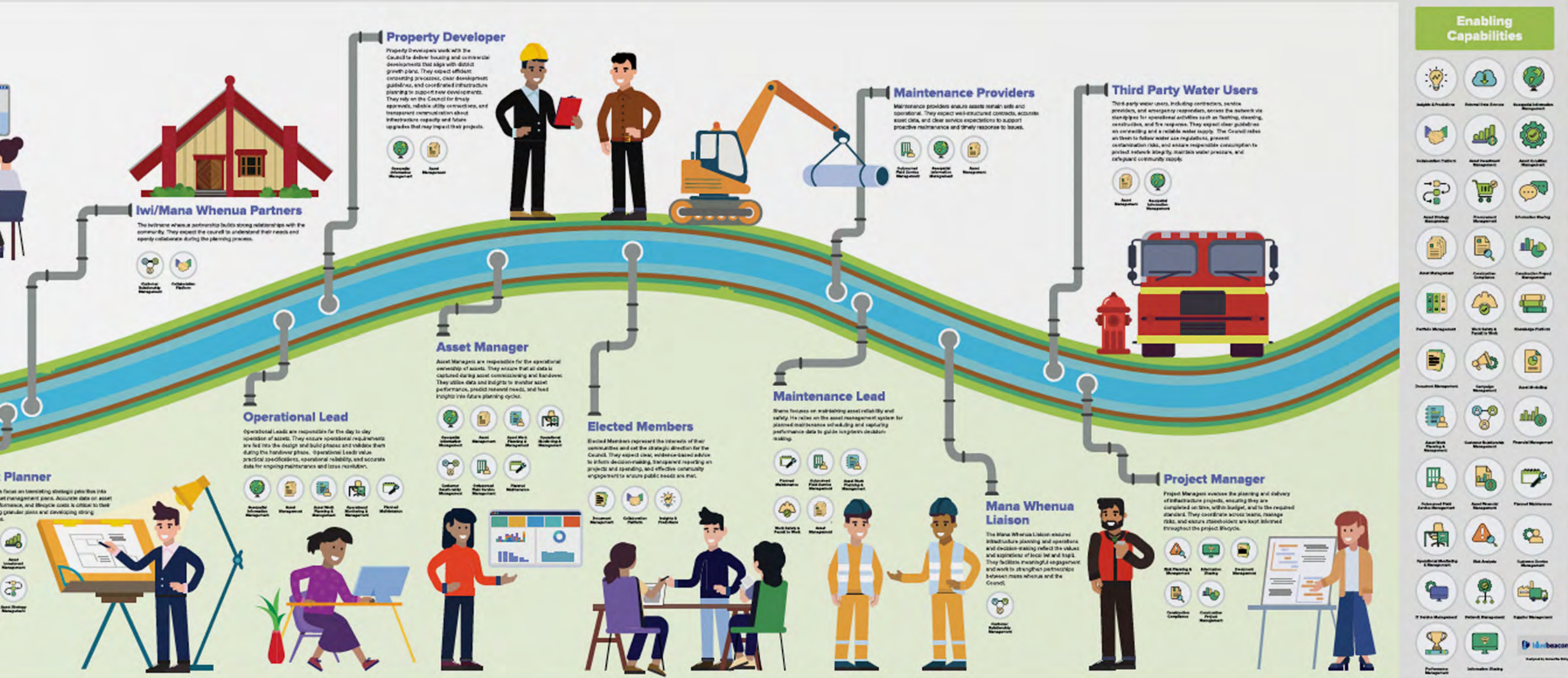
The final deliverables included two large infographic designs spanning 1 metre wide to 3-4 metres long, providing a clear and structured visual reference for planning, procurement, and long-term infrastructure management. These visuals will continue to support council teams in navigating operational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

SOFTWARE USED

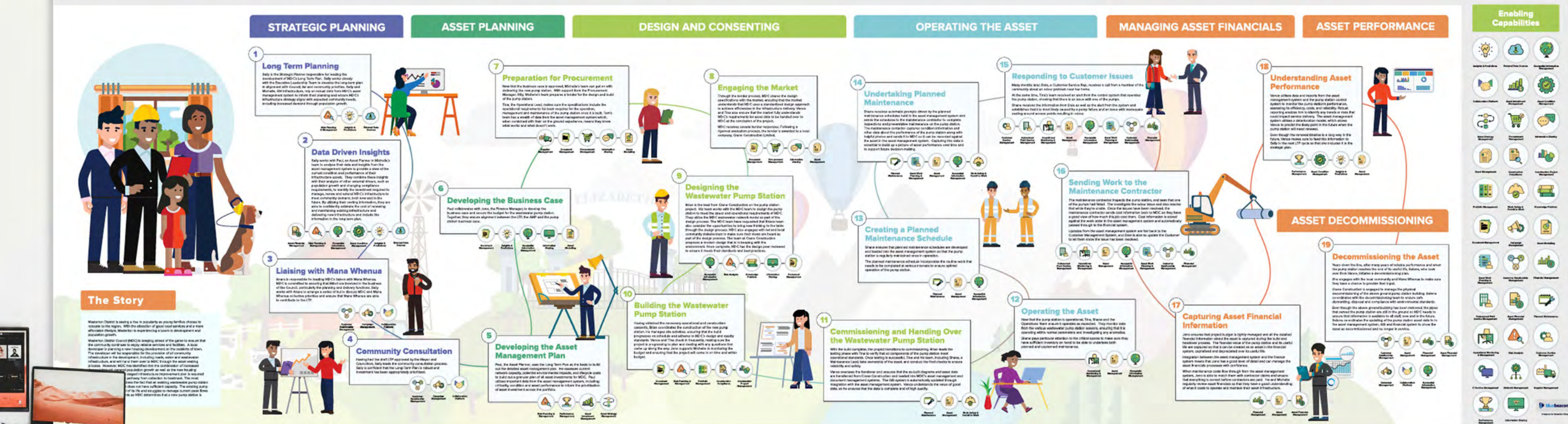
Figma

Adobe Illustrator





Asset Management | Masterton District Council



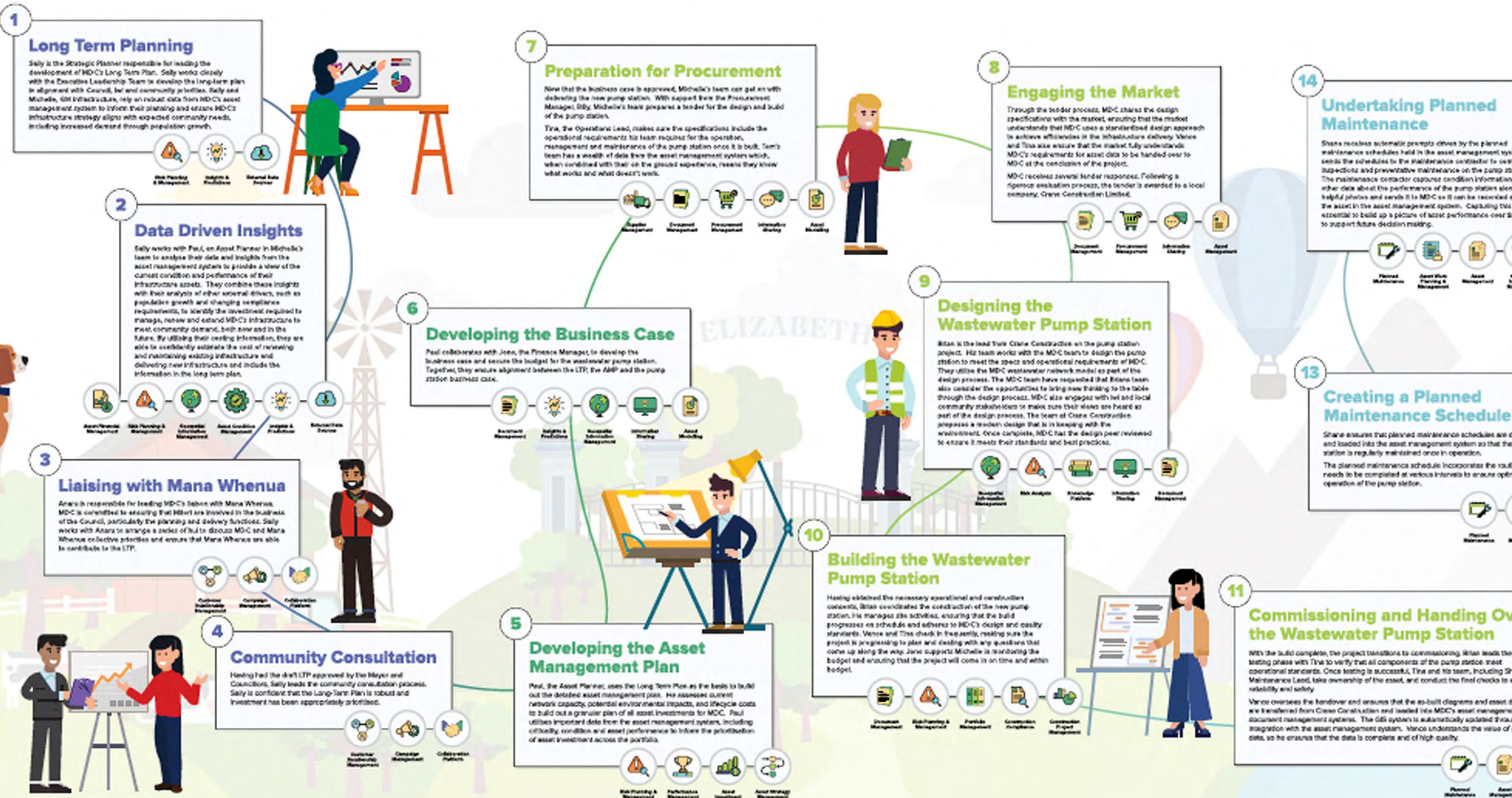
Asset Management | Masterton District Council

STRATEGIC PLANNING

ASSET PLANNING

DESIGN AND CONSENTING

OPERATION



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

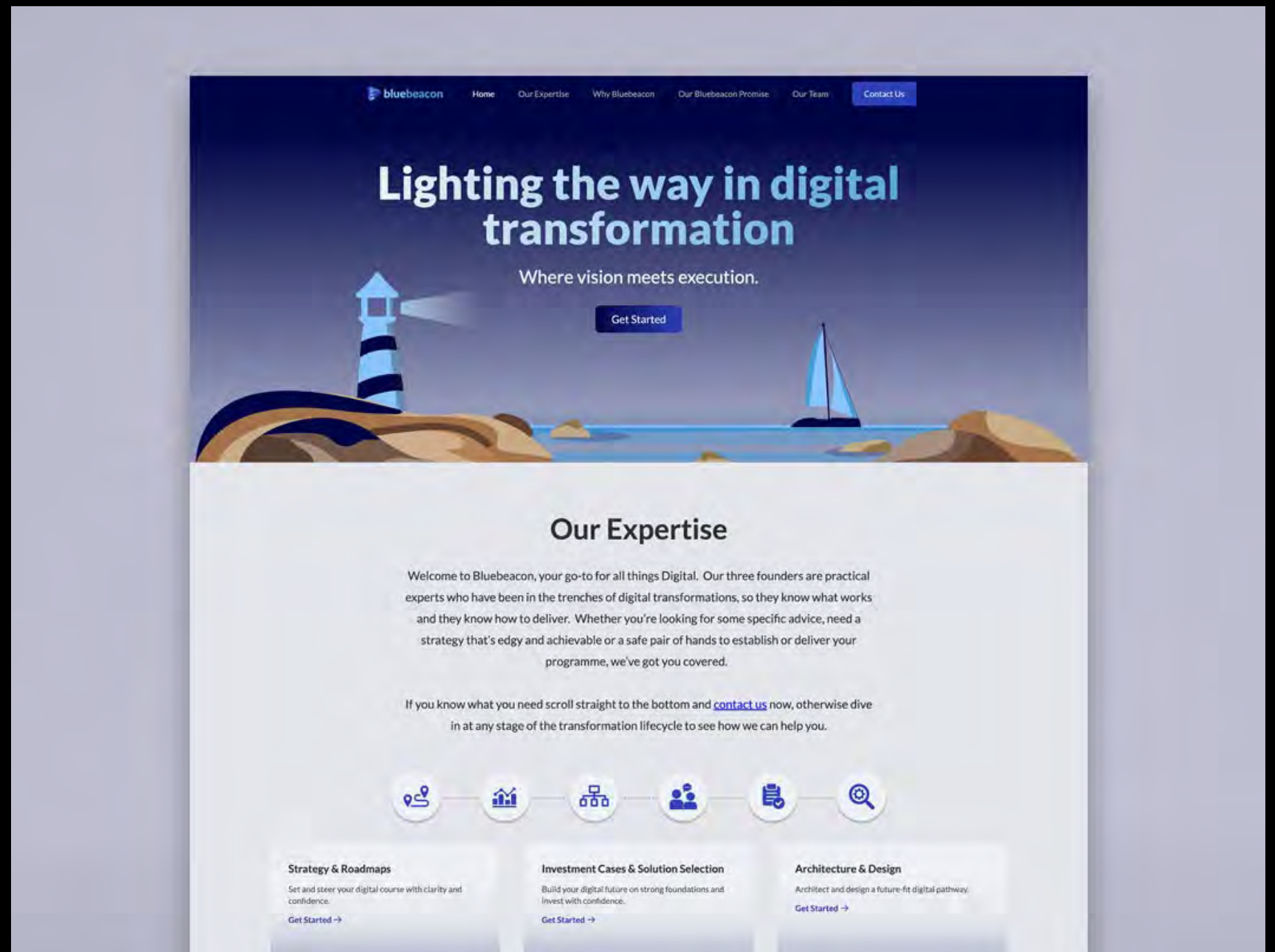
I crafted a striking brand identity and website for the company, alongside creating marketing collateral such as brochures, PowerPoint templates, and laptop stickers. This comprehensive approach ensured brand consistency across all touchpoints, reinforcing the company's professional image and enhancing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

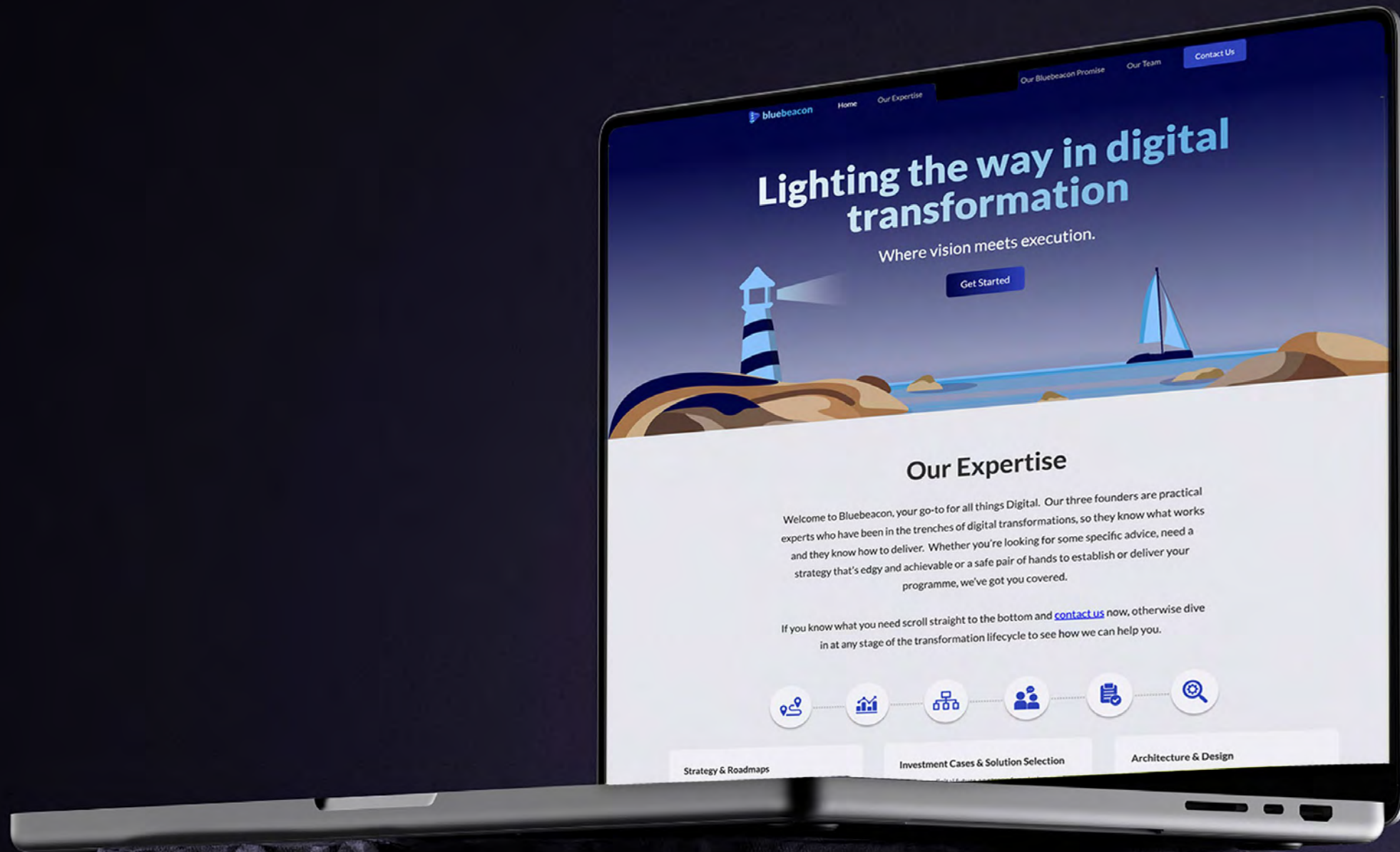
SOFTWARE USED

Figma

Webflow

Adobe Illustrator





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 shape 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

Know when to launch. Delivering your digital programme successfully in time, every time.

Get Started →

Independent Governance & Assurance

Keep your digital programmes on course with our independent oversight.

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 to 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 advises your business but also ensures your 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 let you up-sell 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.
- ✓ **Looking 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 adjust 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

Streamline 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 set the right governance structures in place so your Governance groups are well-prepared to oversee & support your successful delivery.
- ✓ **Ways of Working:** Whether it's management, 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 lead 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 turn 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.

Even 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:** Benefits 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

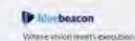
Call Us

Call our team anytime.

+64 21 373 034

Let's Get In Touch

Name	Company
<input type="text"/>	<input type="text"/>
Email	Phone Number
<input type="text"/>	<input type="text"/>
Your Message	
<input type="text"/>	
<input type="button" value="Send Message"/>	



About Bluebeacon
Home
Our Expertise
Why Bluebeacon
Our Bluebeacon Promise
Our Team

Contact Us
contact@bluebeacon.co.nz
+64 21 373 034

Privacy Statement
You have the right to ask for a copy of our privacy policy and to request that we delete your personal information. You also have the right to request that we correct or update your information. If you have any questions or concerns about our privacy policy, please contact us at contact@bluebeacon.co.nz.

CONVENIENCE PULSE

PART 02 Industry Projects

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.

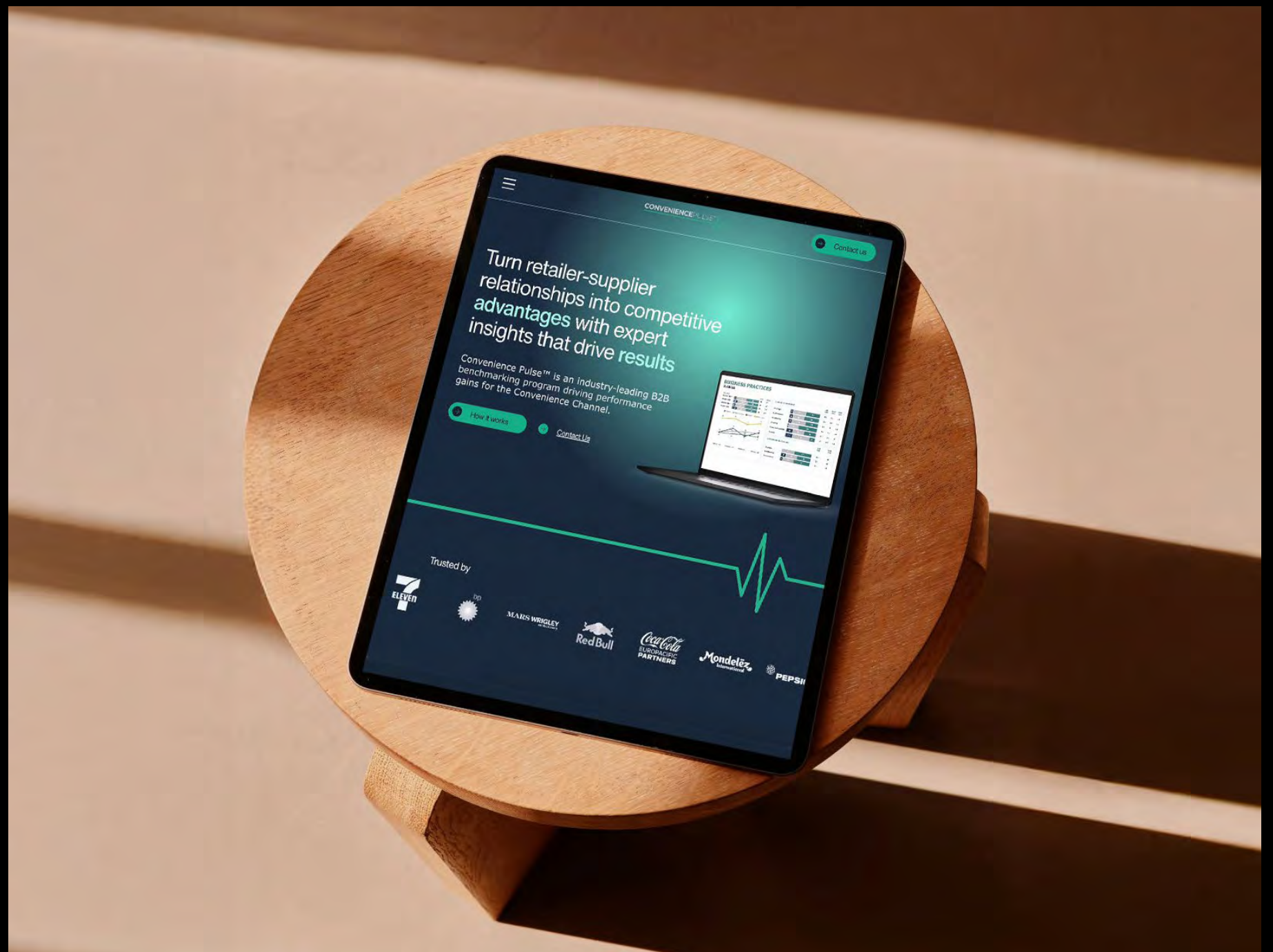
DESIGN OUTCOME

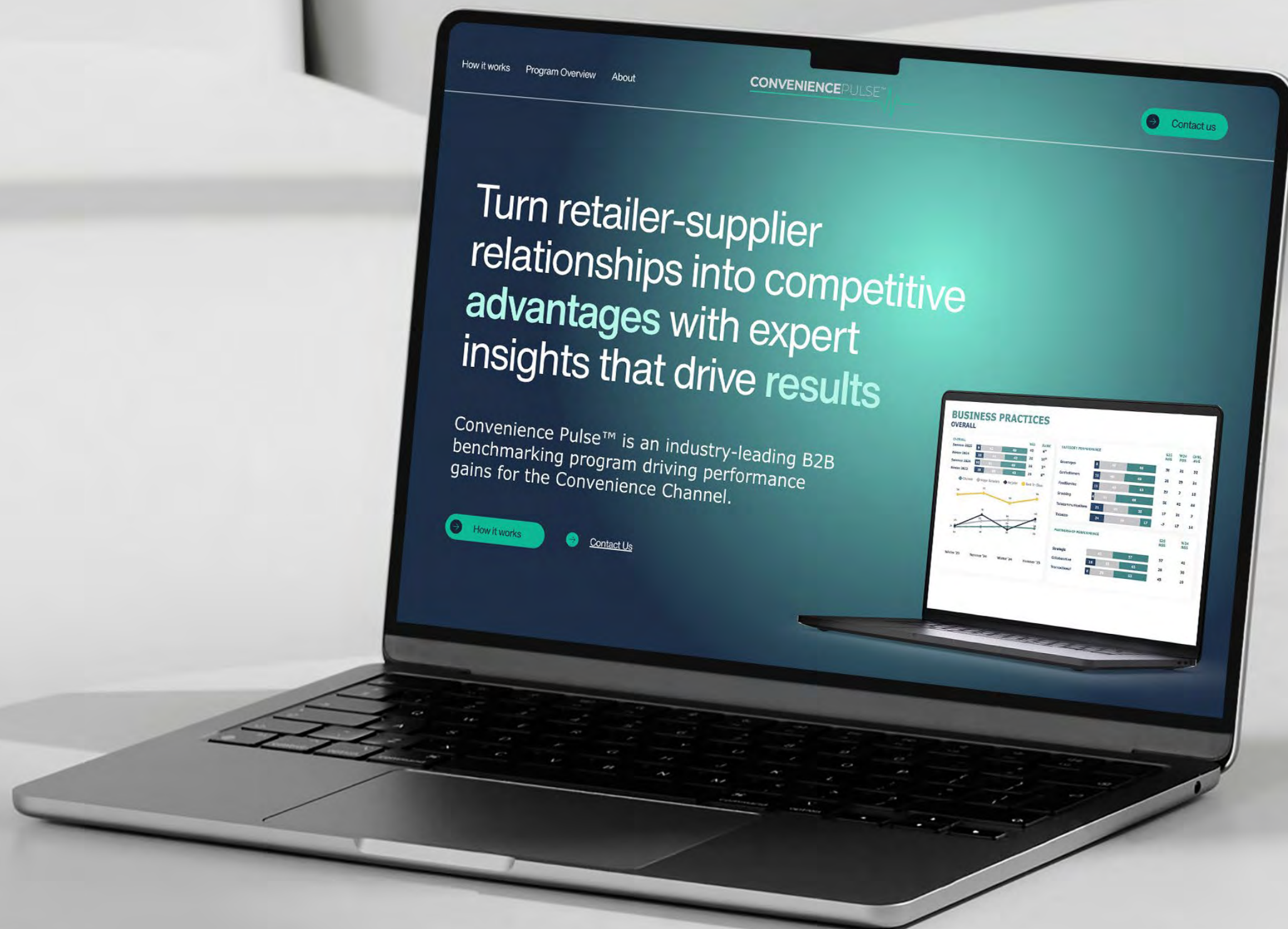
I designed the home page layout and supported the website build in Wix Studio, focusing on delivering fresh, dynamic visuals with an equal focus on seamless navigation, responsive design and an intuitive user flow. The aim was to champion Convenience Pulse's existing bold colour palette and unique logo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

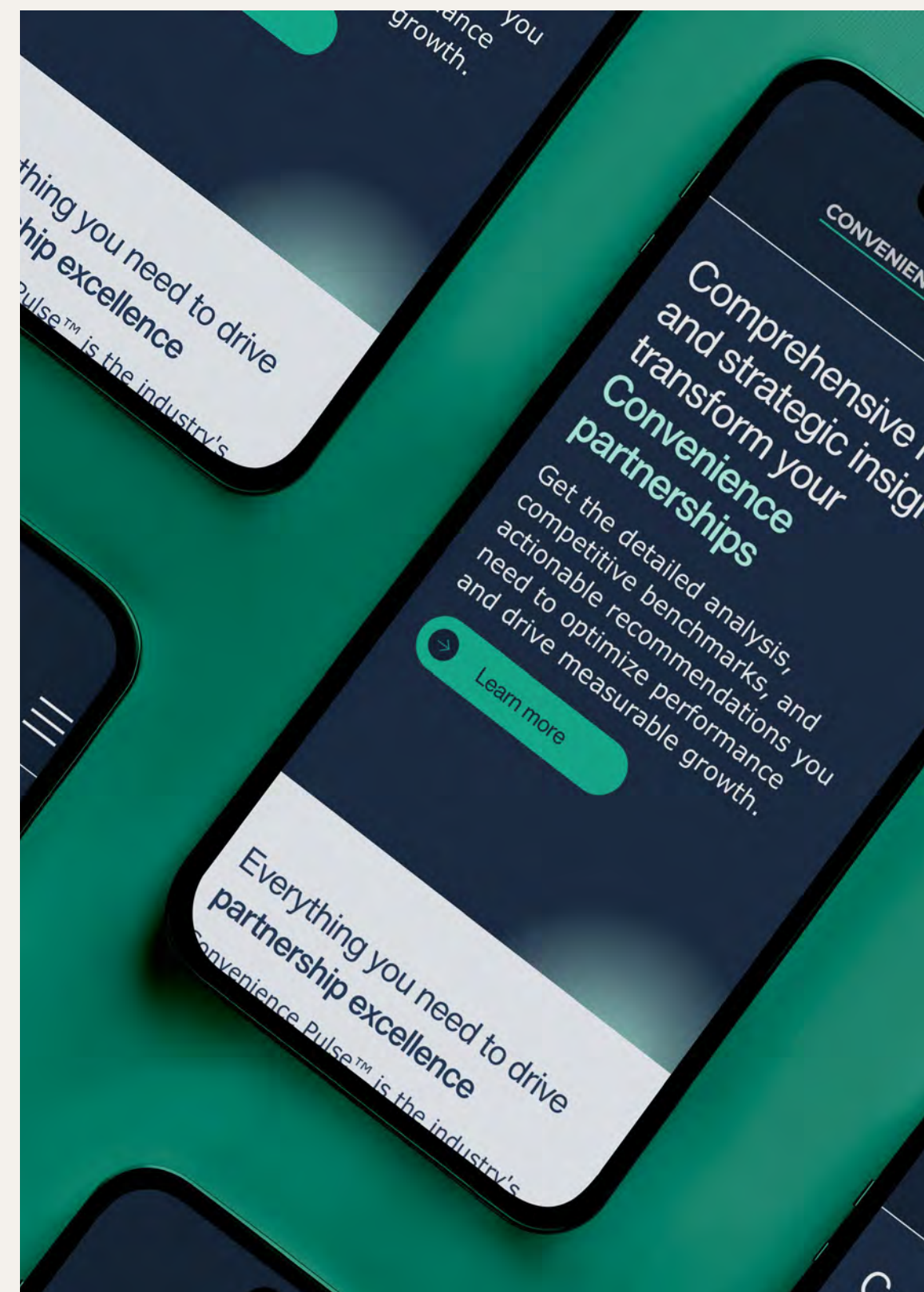
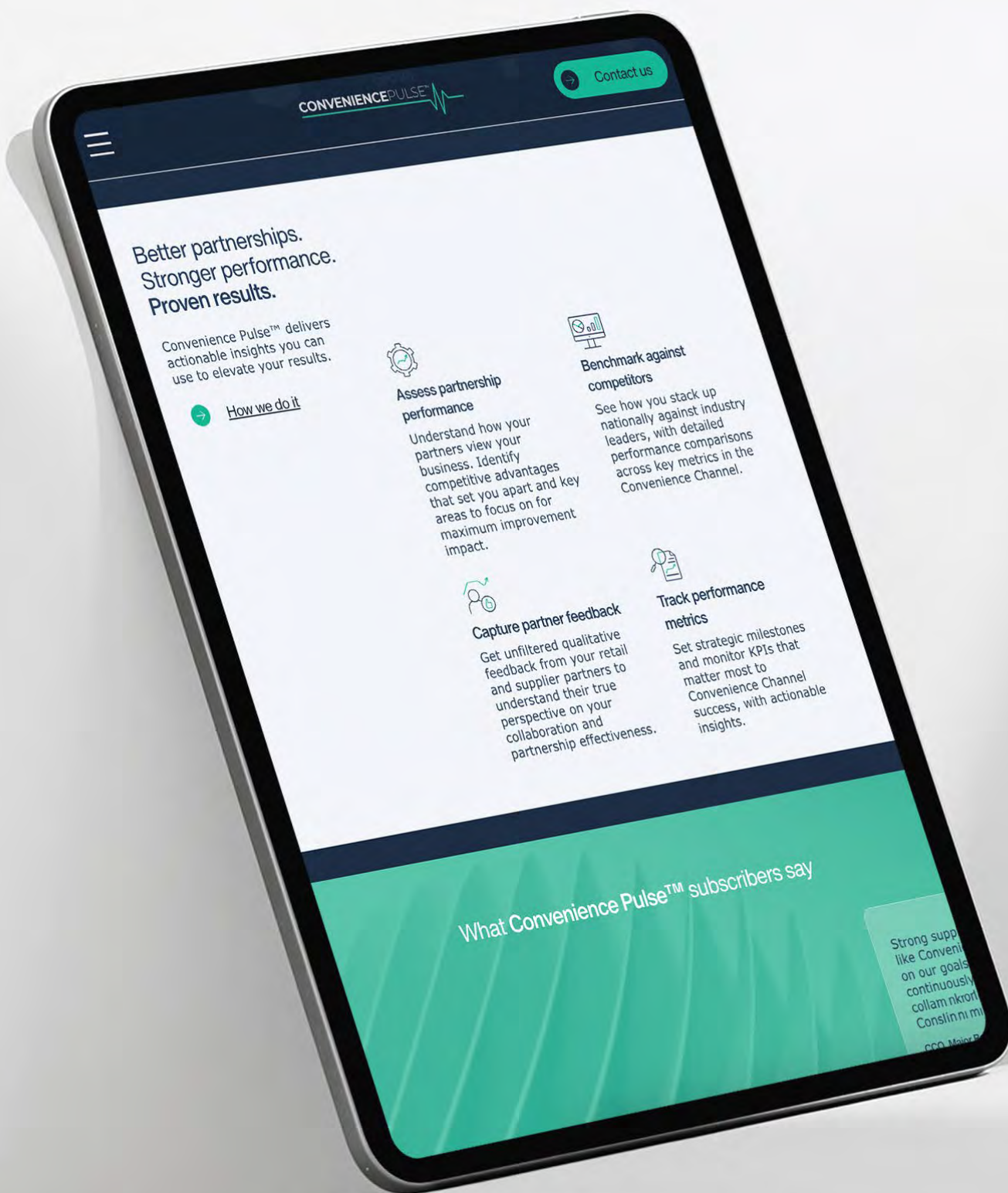
SOFTWARE USED

Figma

Wix Studio







Get
In
Touch.

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