

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

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STANDARD LOGO  
WHITE ON BLACK



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STANDARD LOGO  
BLACK ON WHITE







# 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**

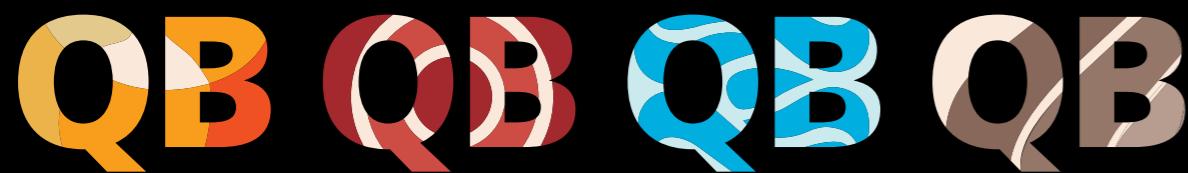
STANDARD LOGO  
BLACK ON WHITE

MUSÉE DU  
**QUAI BRANLY**

REGION-SPECIFIC LOGO  
WHITE ON BLACK



LETTERMARK  
COLOUR ON BLACK



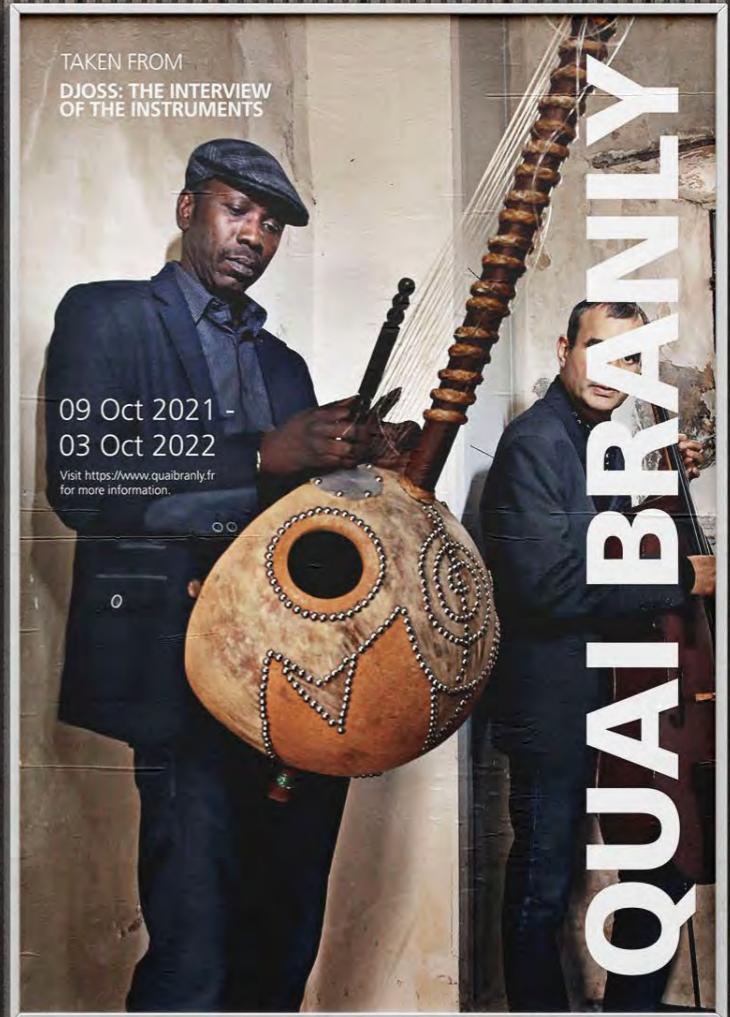
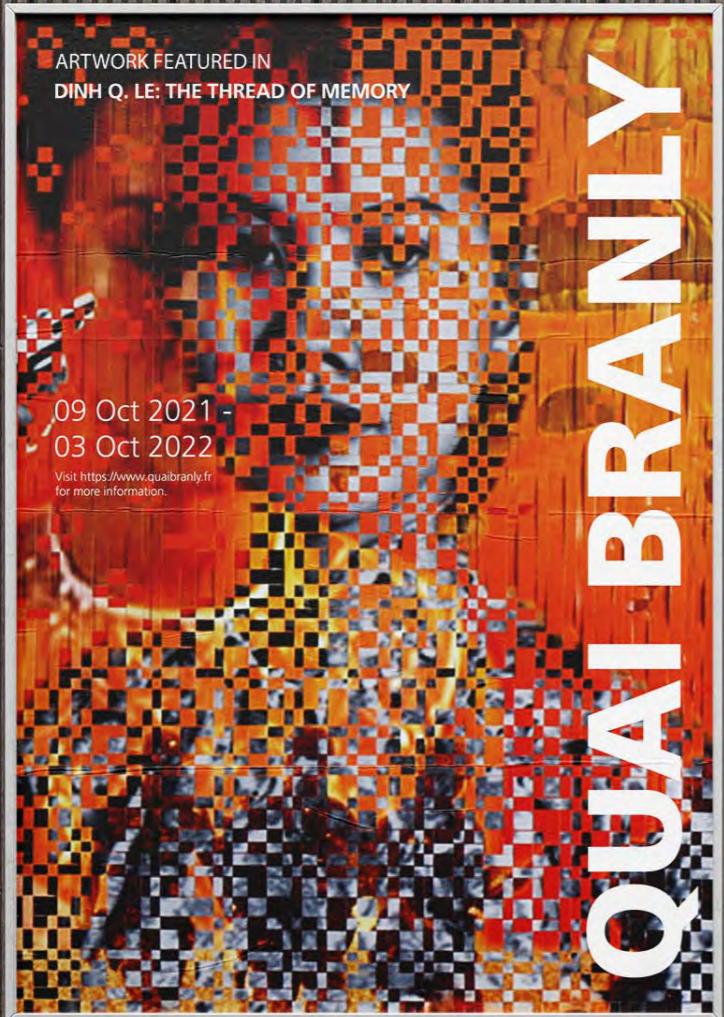
REGION-SPECIFIC LOGO  
BLACK ON WHITE



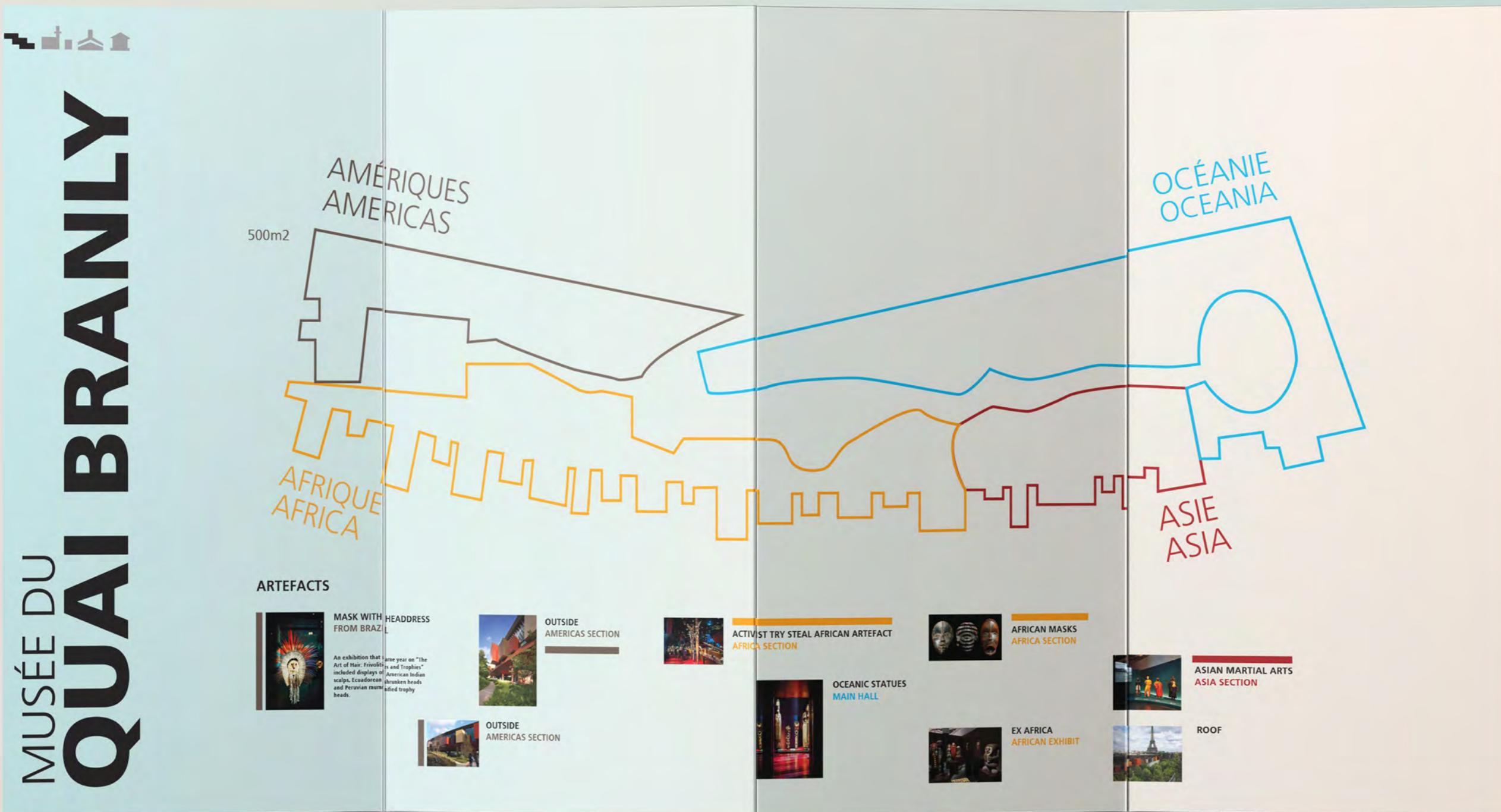
LETTERMARK  
COLOUR ON WHITE







# MUSÉE DU QUAI BRANLY



# 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





## 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

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STANDARD LOGO  
COLOUR ON BLACK



---

STANDARD LOGO  
COLOUR ON WHITE



---

COMBINATION LOGO  
COLOUR ON BLACK



---

LOGOMARK  
COLOUR ON BLACK



---

COMBINATION LOGO  
COLOUR ON WHITE



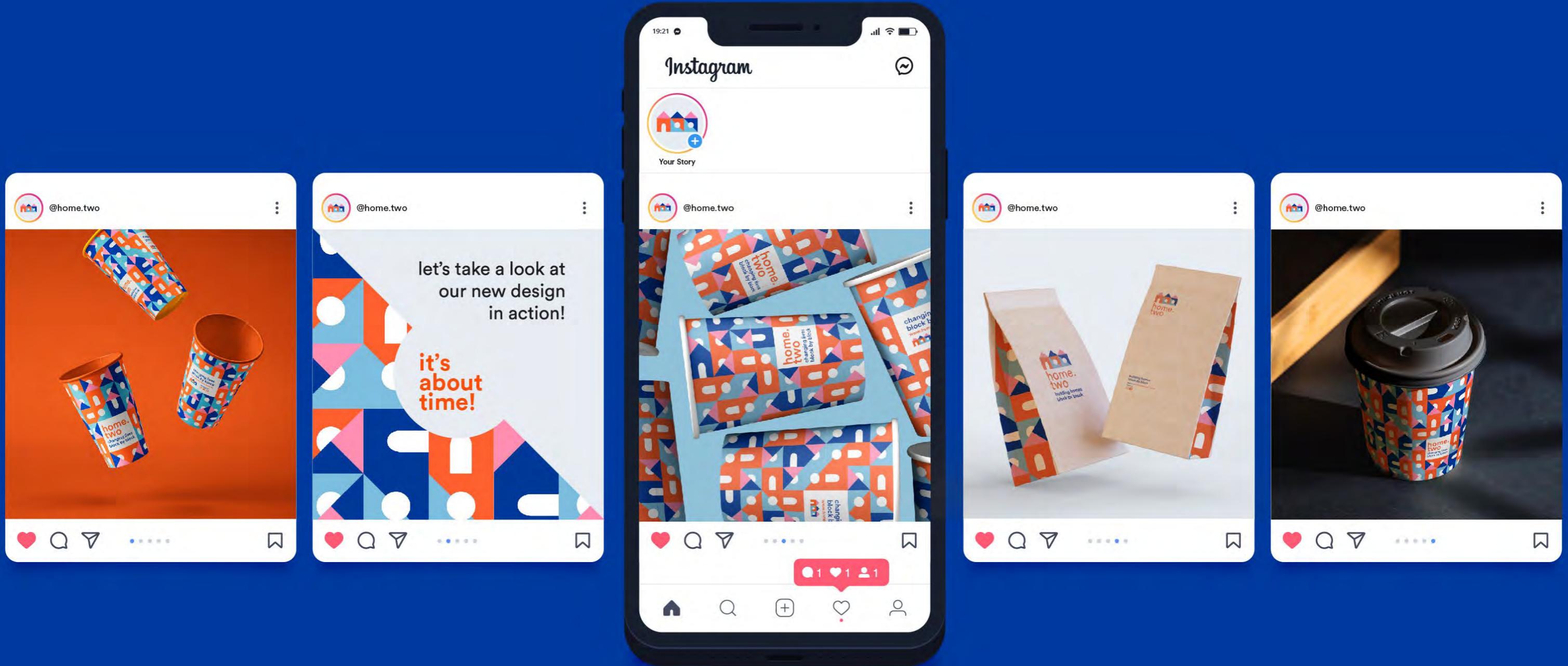
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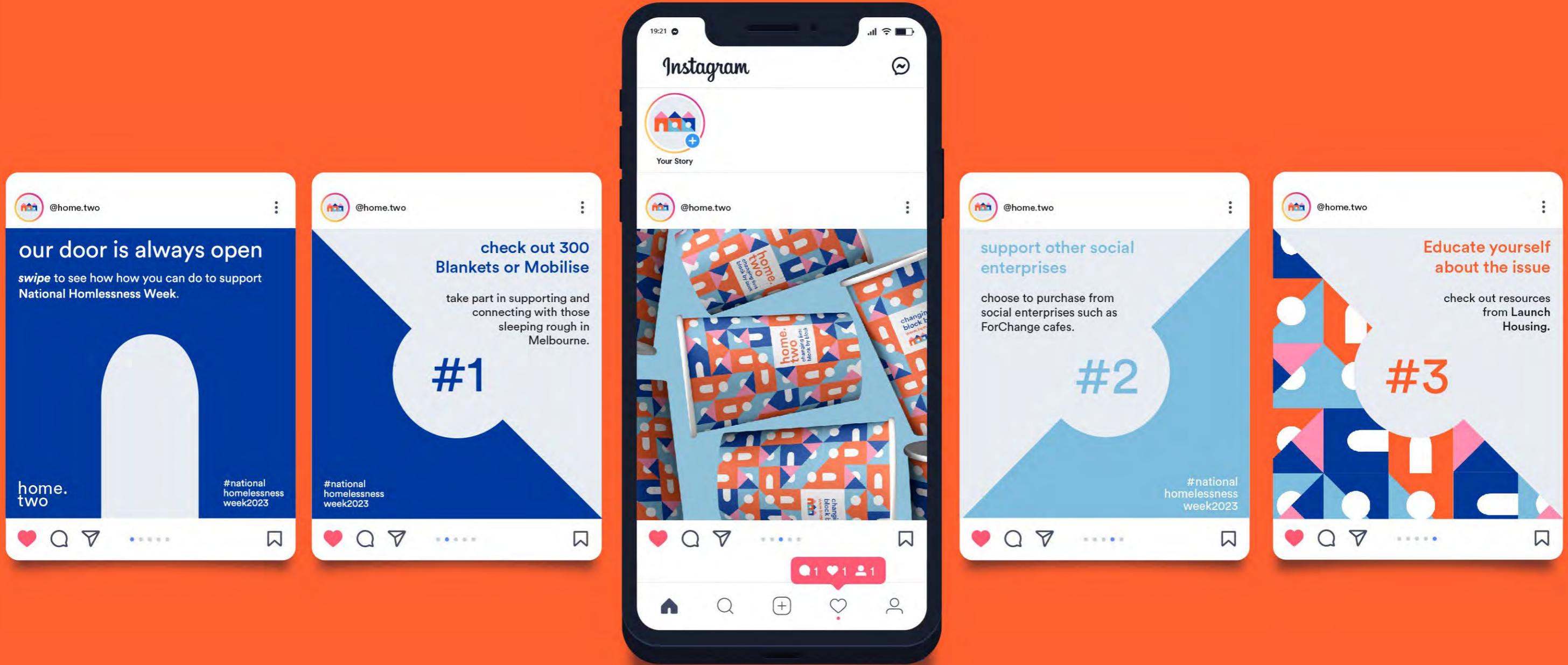
LOGOMARK  
COLOUR ON WHITE











# 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.

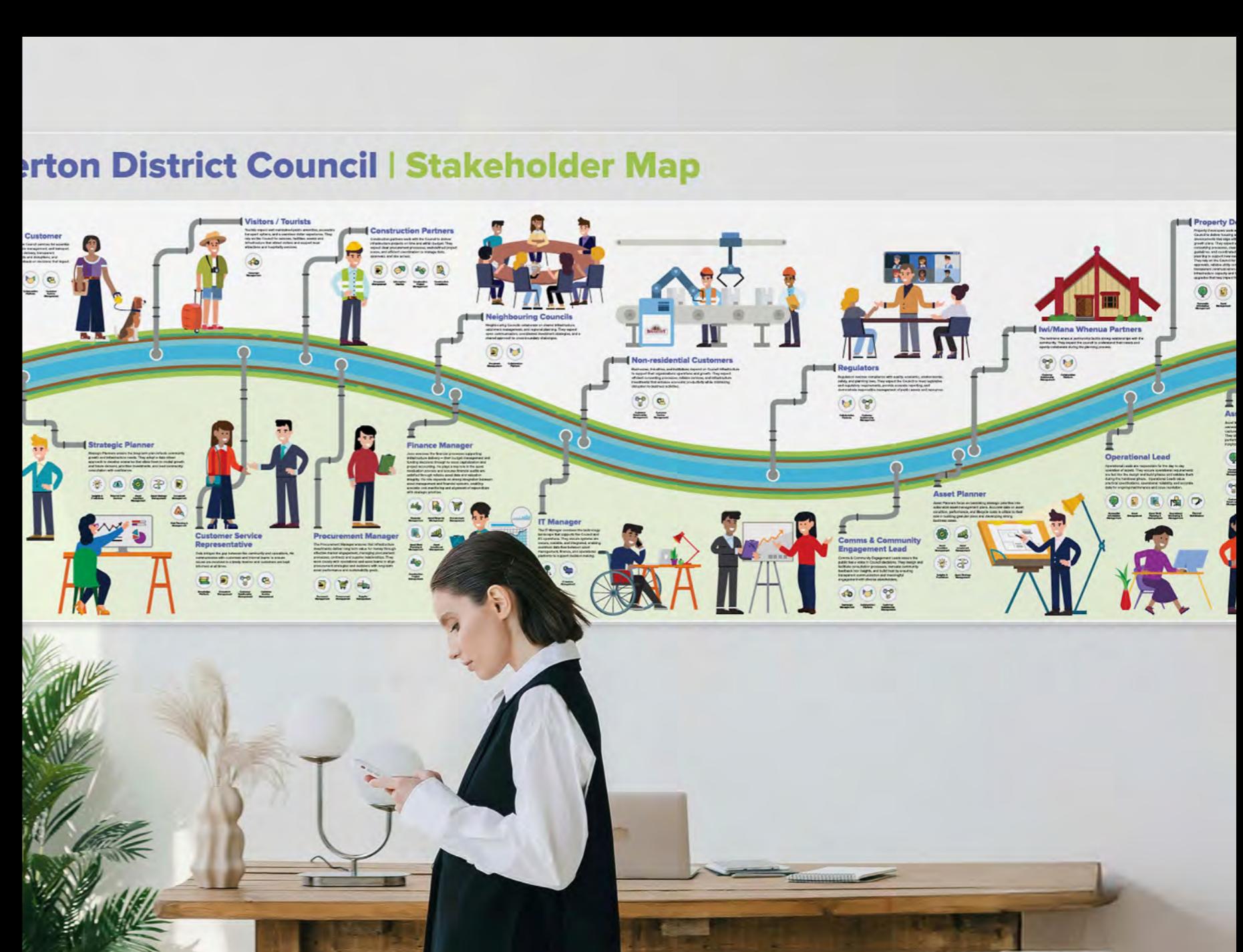
### DESIGN OUTCOME

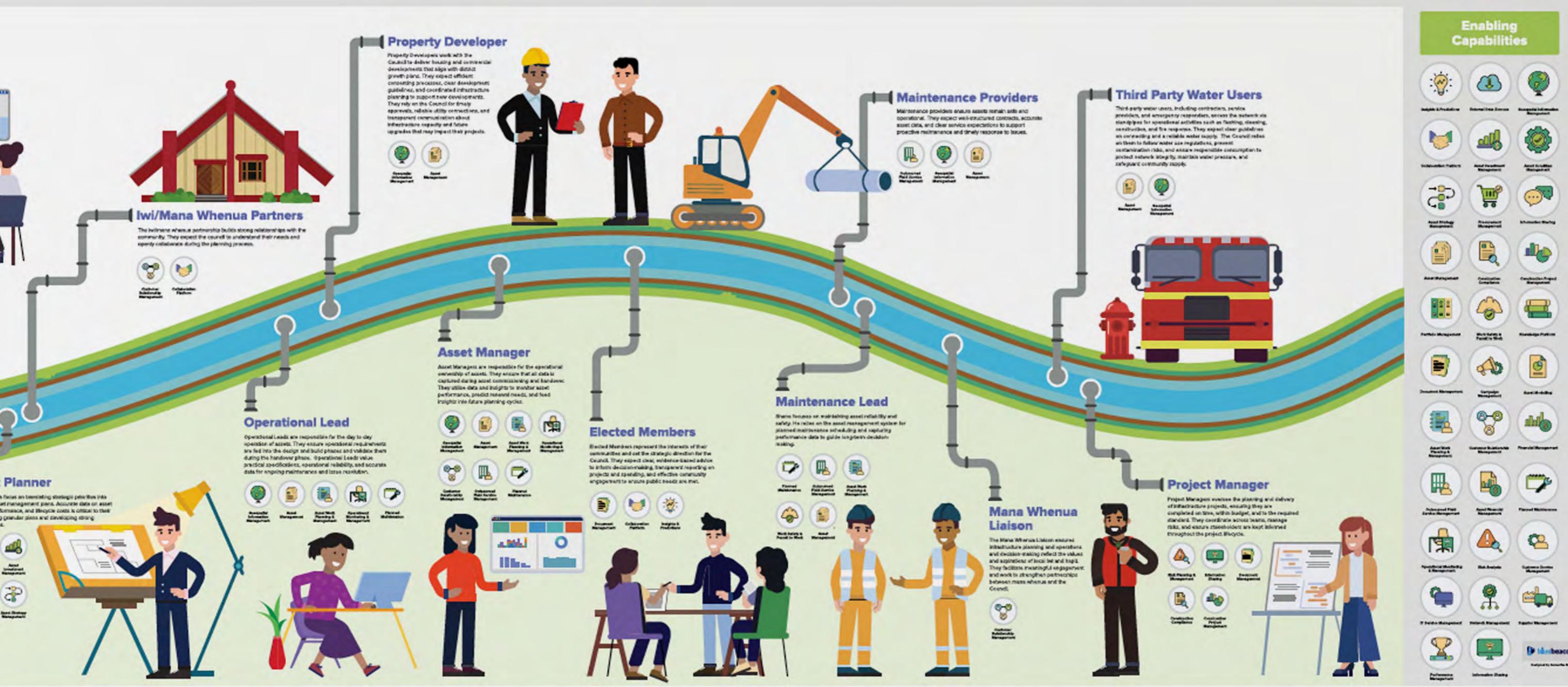
The final deliverables included two large infographic designs spanning 1 metre wide to 3-4 metres long, providing a clear and structured visual reference for planning, procurement, and long-term infrastructure management. These visuals will continue to support council teams in navigating operational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

### SOFTWARE USED

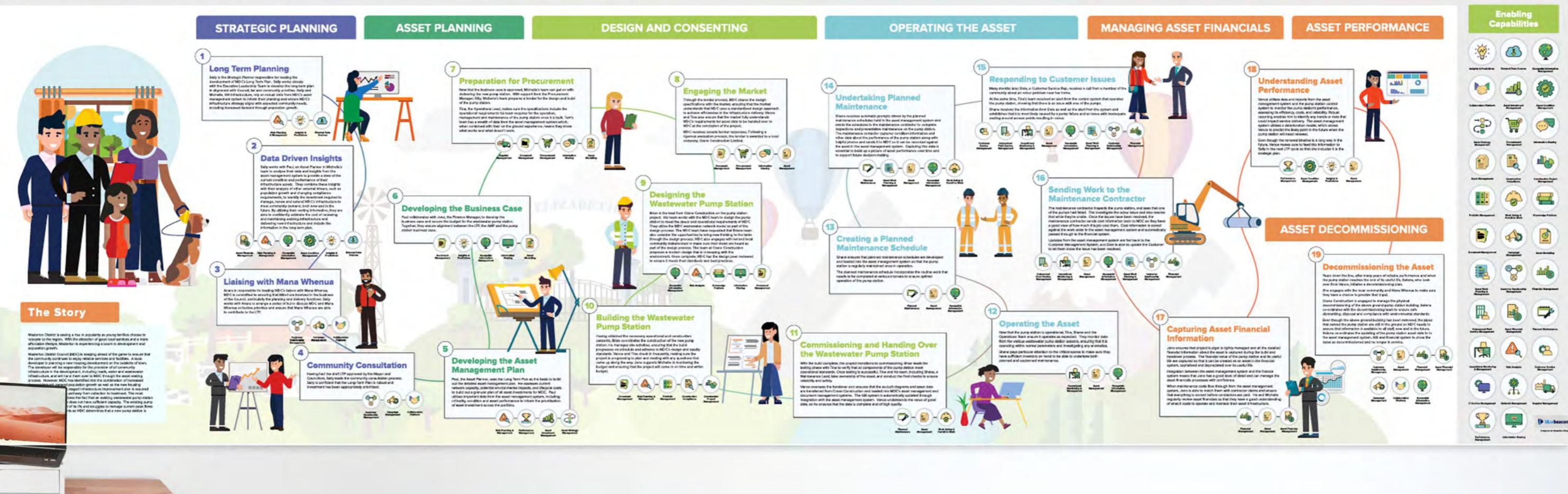
Figma

Adobe Illustrator





# Asset Management | Masterton District Council



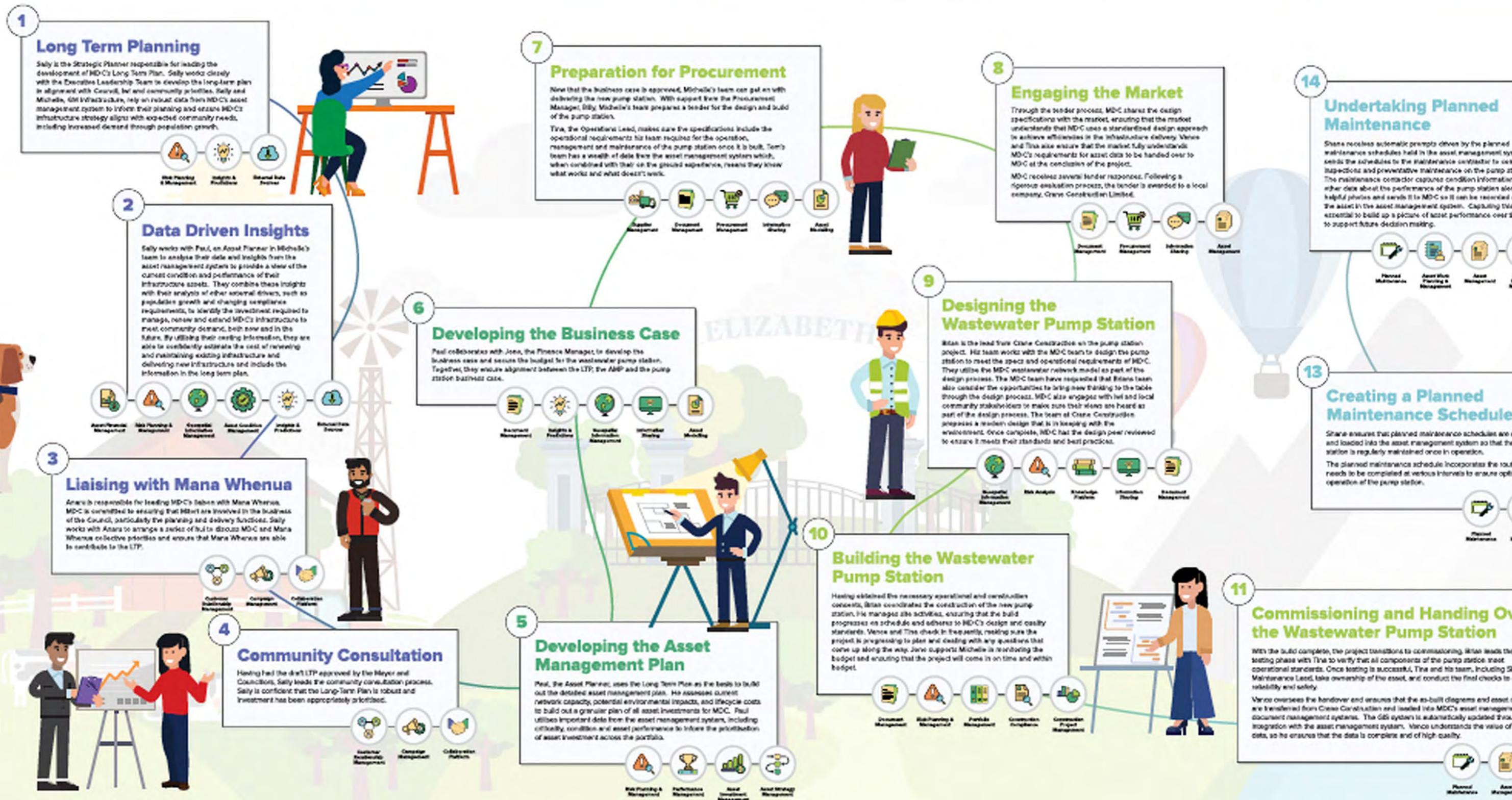
# Management | Masterton District Council

## 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

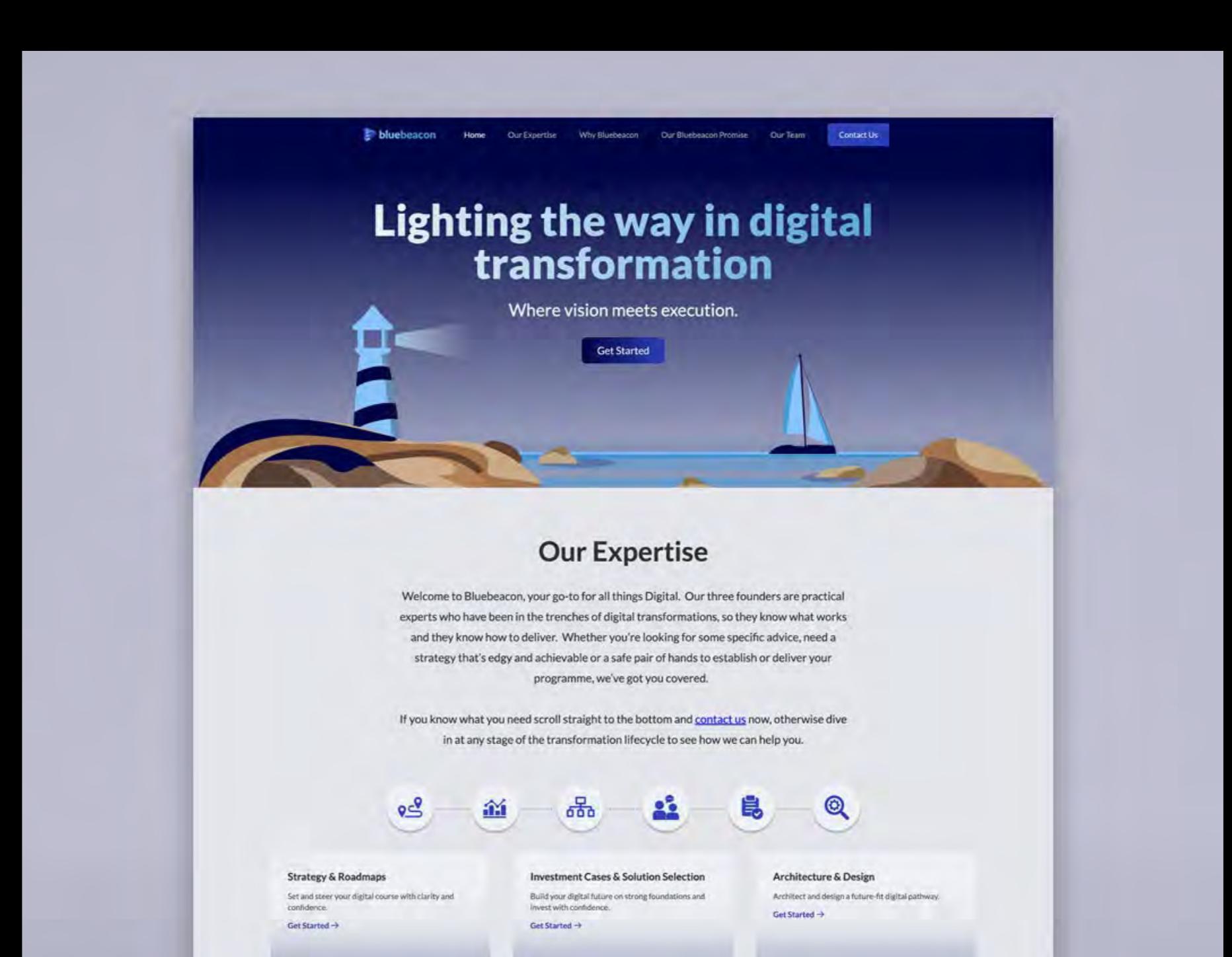
I crafted a striking brand identity and website for the company, alongside creating marketing collateral such as brochures, PowerPoint templates, and laptop stickers. This comprehensive approach ensured brand consistency across all touchpoints, reinforcing the company's professional image and enhancing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

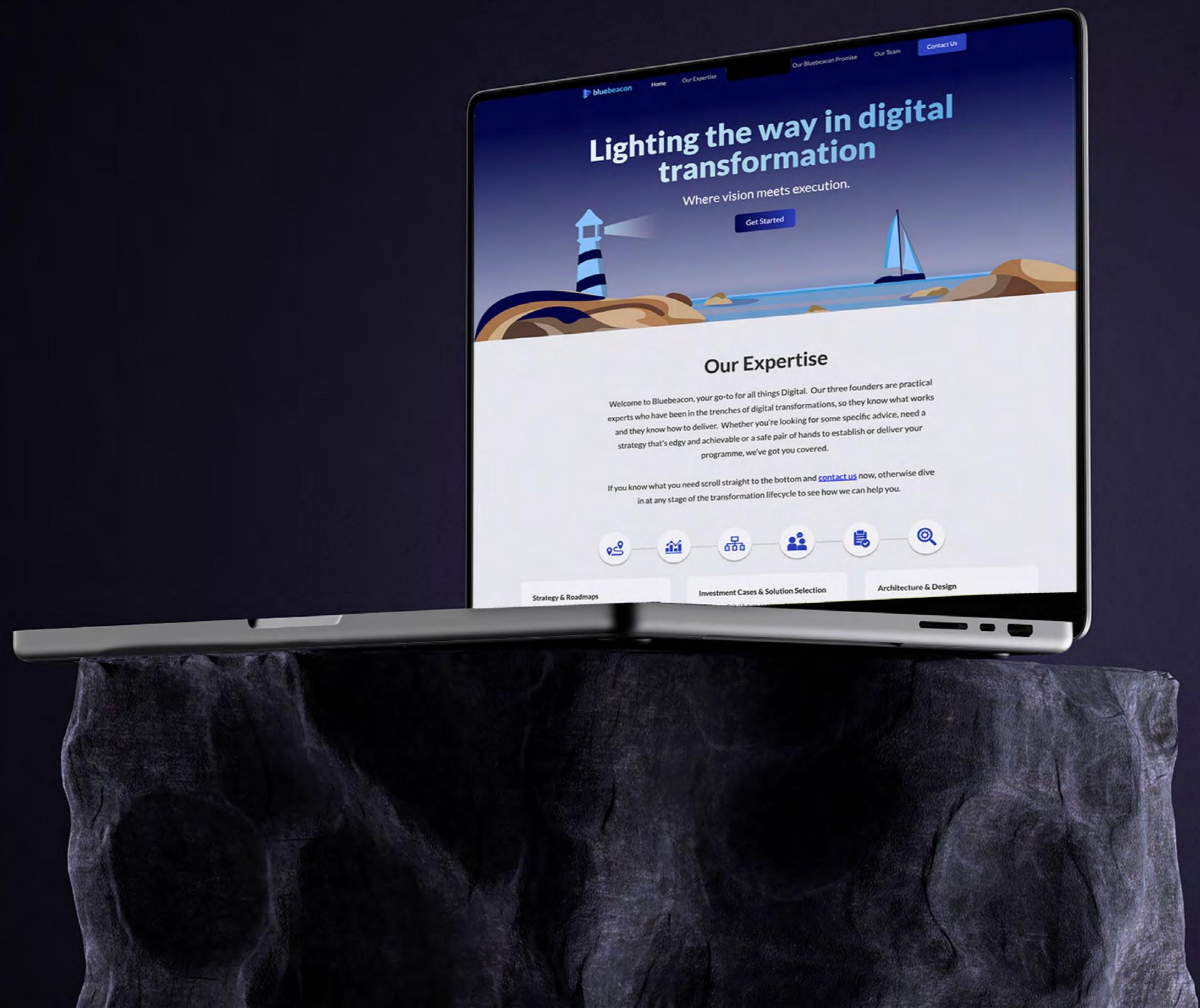
### SOFTWARE USED

Figma

Webflow

Adobe Illustrator





bluebeacon Home Our Experience Why Bluebeacon Our Mission & Purpose 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**  
Get started →

**Investment Cases & Solution Selection**  
Get started →

**Architecture & Design**  
Get started →

**Programme Establishment**  
Get started →

**Programme Delivery**  
Get started →

**Independent Governance & Assurance**  
Get started →

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

**Tailored Strategy:** 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 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 valid and sound. We strive 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 navigate 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

**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

Architecture & Design

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

**Robot and Adaptive Design:** At Bluebeacon we get that you need to meet today's needs and be ready to adapt to new niches and shifting business demands.

**Responsive Design Principles:** Our experts turn to responsive design principles 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.

**Programme Establishment**

Team Up with Bluebeacon and set your projects up for success right from the start. Our team 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 it's management, management of planning cycles, financial dependencies, risks, real-time status reporting or any other aspect of the programme machine, we've got you back and we'll make sure you're set up with the right ways of working to avoid any nasty surprises.

**Architect Your Solution**

**Establish Your Programme**

**Delivery**

Turn those big ideas into real results with our programme & project delivery services. At Bluebeacon we're experts at taking huge digital piles into doable, straightforward bites. 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 take the best decisions along the way.

**Finish Strong:** We'll wrap up, clean out and handover to your team when the job is done, making sure they're well prepared to take the miles.

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

**Programme Delivery**

**Govern**

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 traps and heading straight for clear, successful results.

**Deliver Your Programme**

**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](mailto:contact@bluebeacon.co.nz)

**Call Us**  
Call our team anytime.  
[+64 21 373 034](tel:+6421373034)

### Let's Get In Touch

Name:   
Email:   
Phone Number:   
Your Message:

Send Message

**Bluebeacon**  
Visit [bluebeacon.co.nz](http://bluebeacon.co.nz)

**About Bluebeacon**  
Home  
Our Experience  
Our Bluebeacon Project  
Our Team

**Contact Us**  
Visit [contact@bluebeacon.co.nz](mailto:contact@bluebeacon.co.nz)  
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# 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

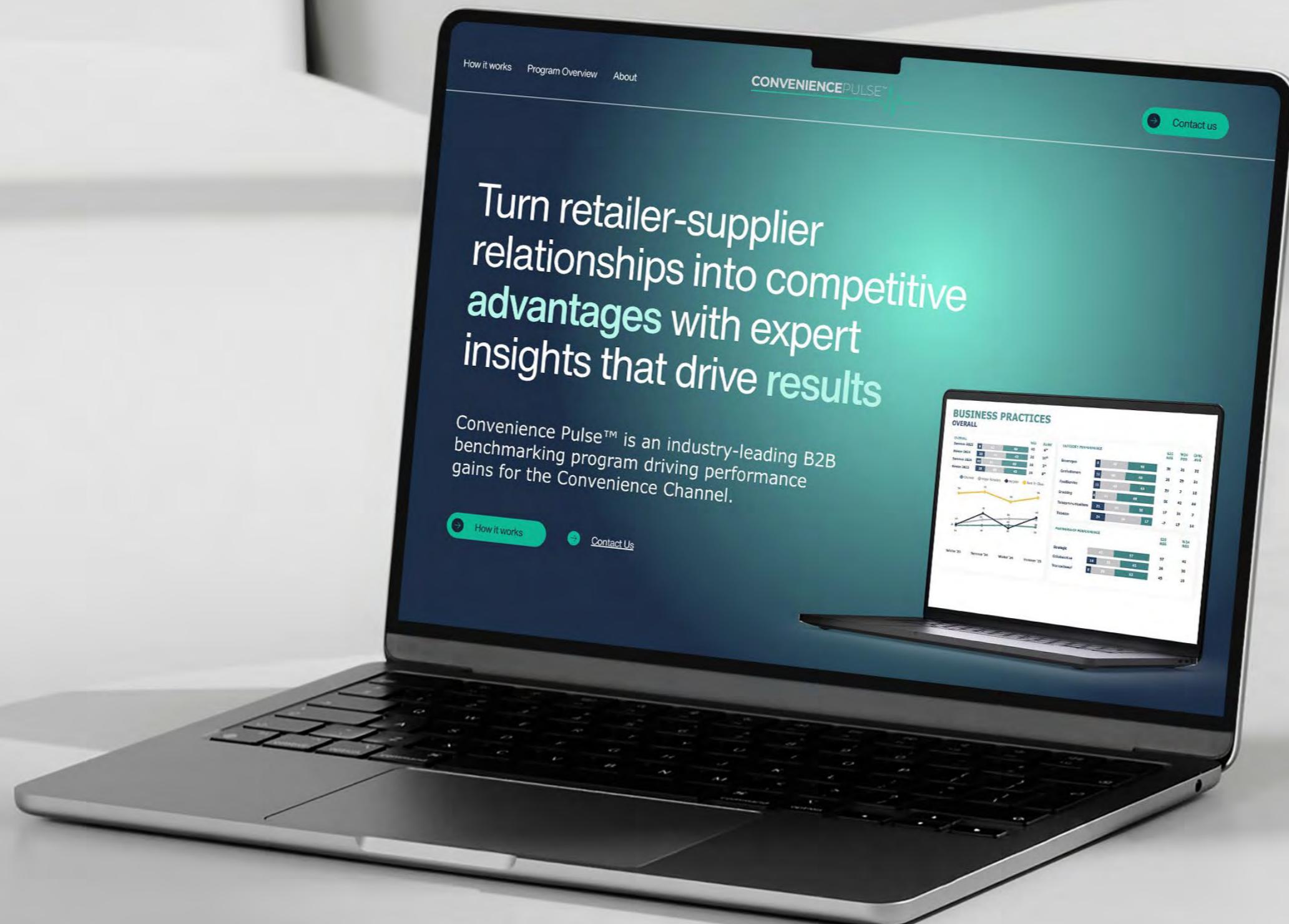
I designed the home page layout and supported the website build in Wix Studio, focusing on delivering fresh, dynamic visuals with an equal focus on seamless navigation, responsive design and an intuitive user flow. The aim was to champion Convenience Pulse's existing bold colour palette and unique logo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

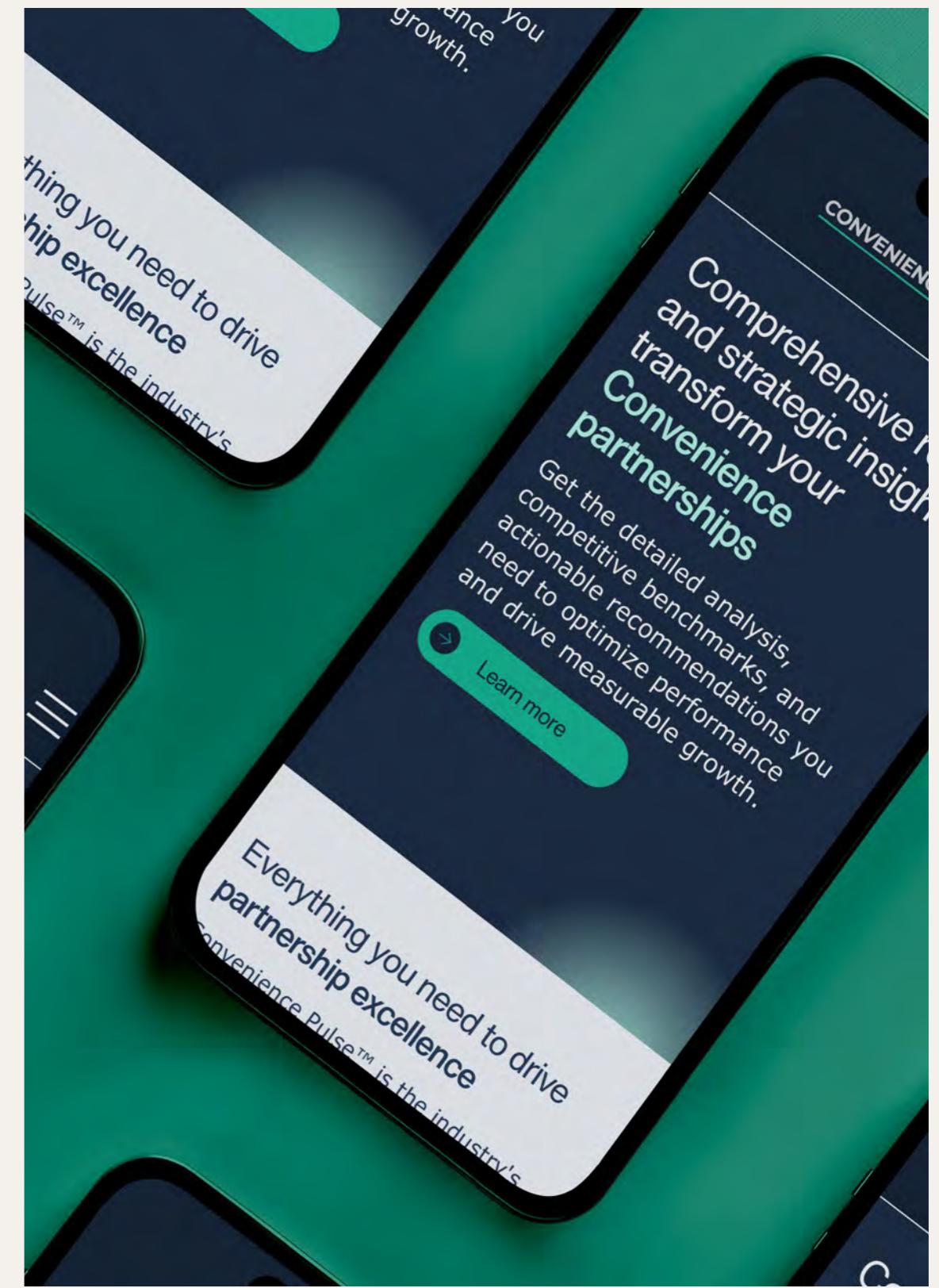
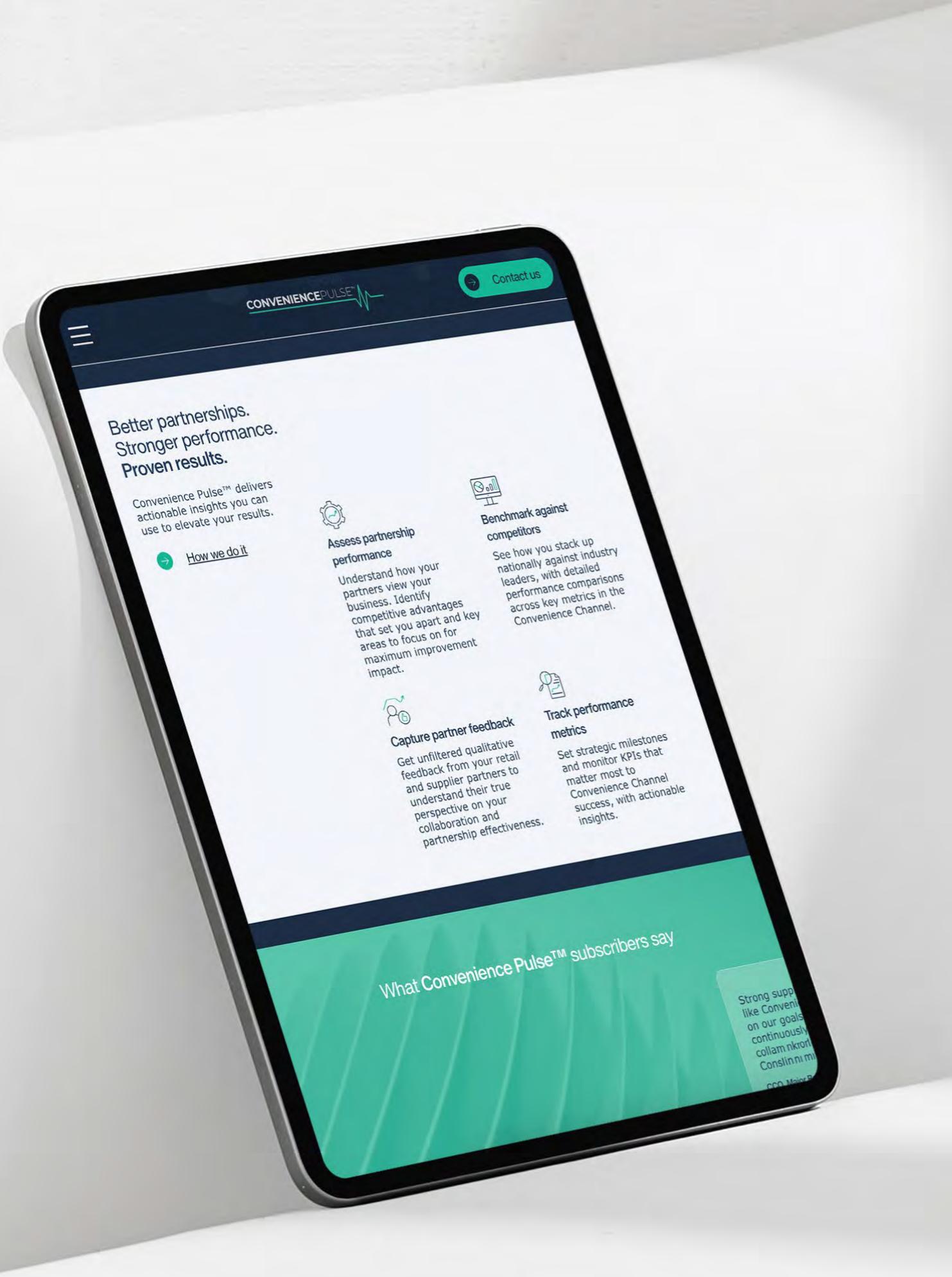
### SOFTWARE USED

Figma

Wix Studio







Get  
in  
Touch.

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