#### TARNI PEARCE

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## Design Portfolio

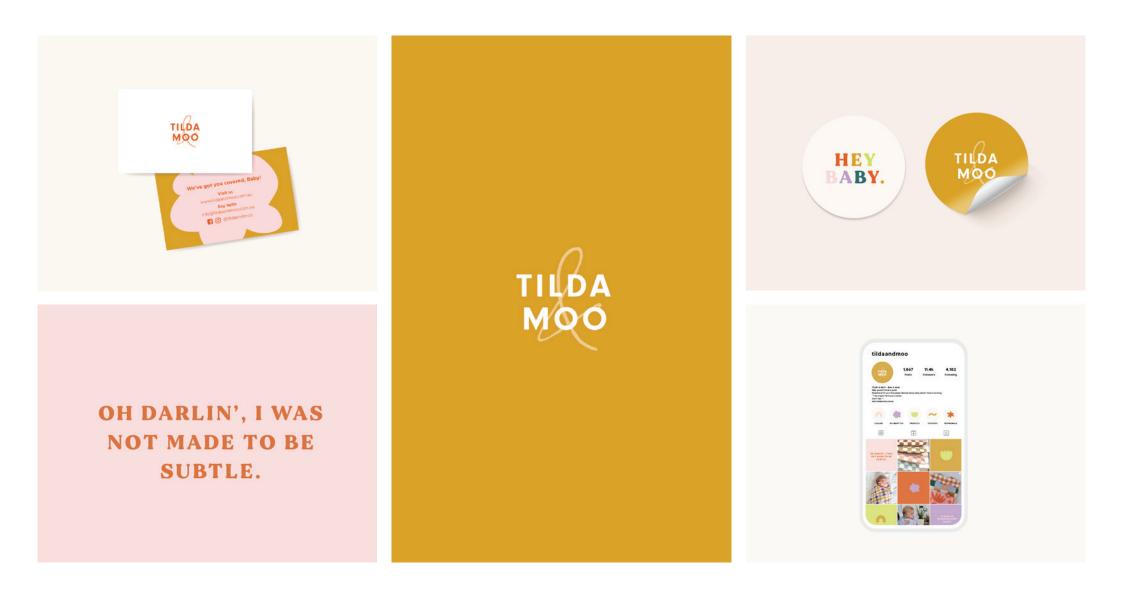
TARNI PEARCE I PORTFOLIO

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### Design Portfolio

### Branding



#### Tilda and Moo

A small business with big personality. Bright colours and funky shapes bring nothing but fun vibes.



#### Vitamin Me

A holistic vitamin brand that truly cares about YOU. Simple, sleek and classy.



### The Whole Approach

The brief: Calming colours to create a holistic vibe, with a logo that represents my field of work.









#### **True Blend**

A coffee roaster with a funky cafe and ultra cute personality.









#### The Level Fifty.

A sleek and modern brand for a trendy inner city wine bar.



#### Gelatopia

Playing with pastels is so much fun and suits this brand so much! Some cute little icons to match and you have yourself a super fun ice cream brand.







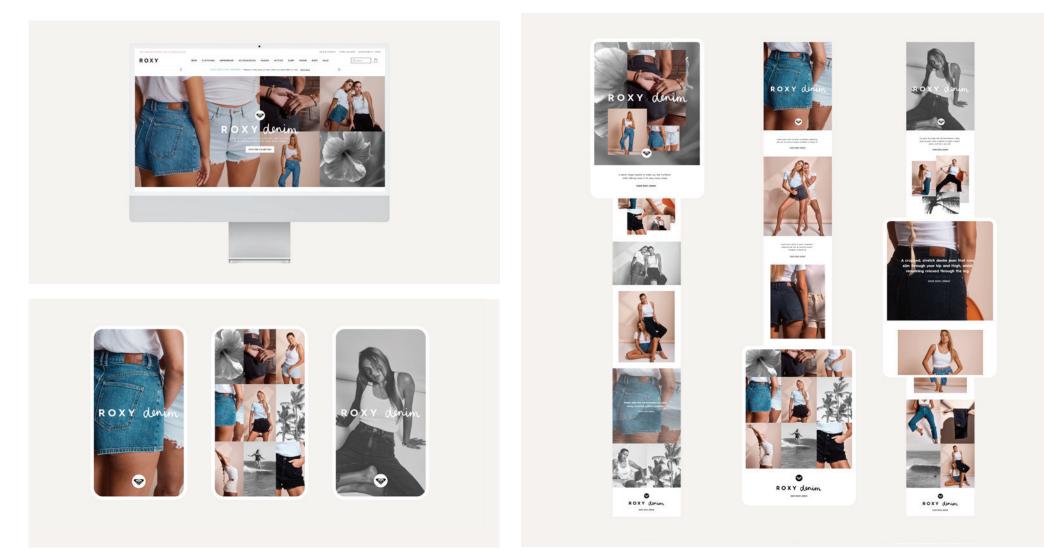




#### Lumina

Skincare that stands out for the right reasons. A colourful take on neutrals to create a "skin" aesthetic brand and packaging.

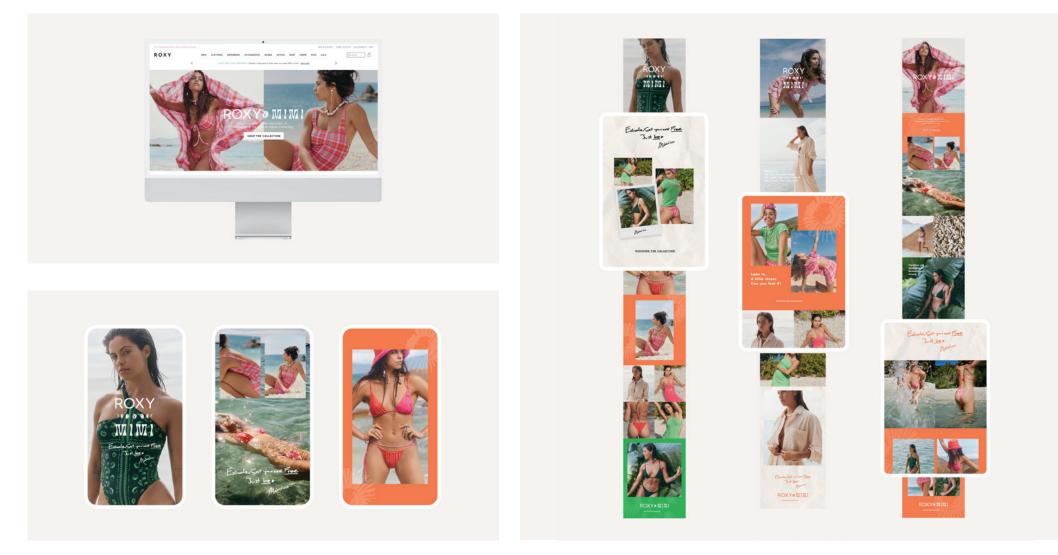
## Digital Marketing



#### **ROXY Denim**

A campaign designed to be high end and sexy, whilst still bringing that Roxy core surf flare.

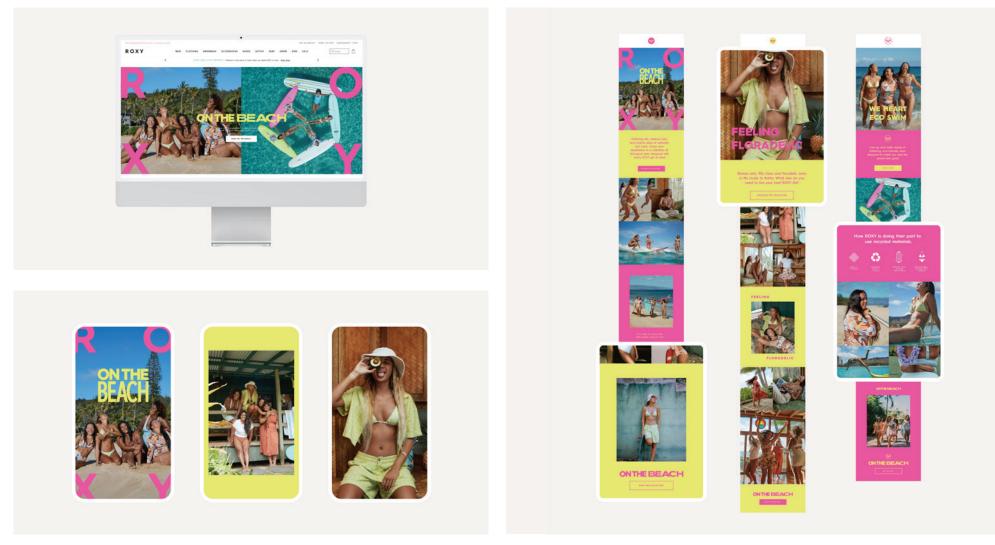
This campaign involved the design of EDM's, paid social assets, website homepage assets, website banners and tiles and UX page assets.



### Mimi x ROXY

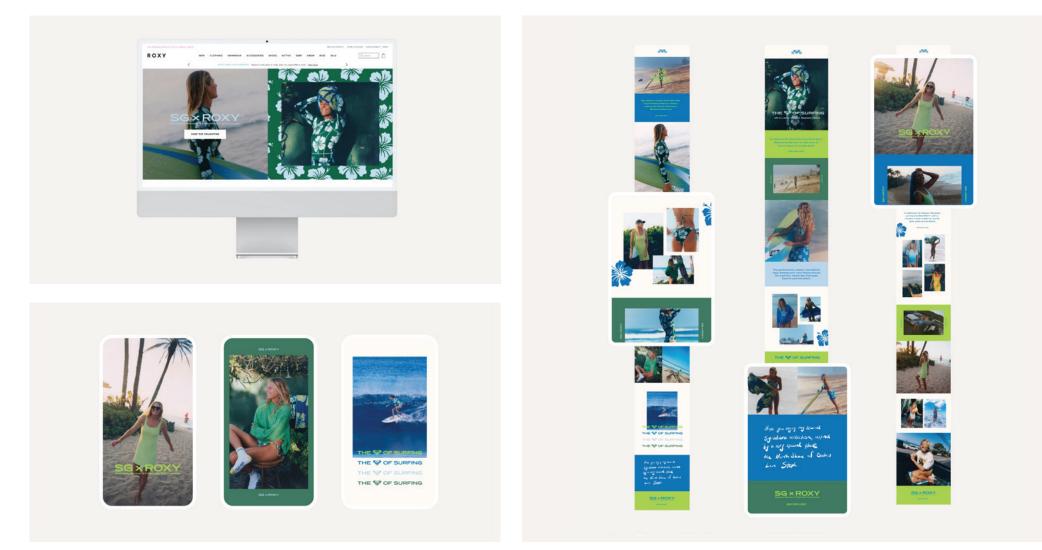
A vibrant collaboration between spiritual creative, Mimi Elashiry, and ROXY.

This campaign involved the design of EDM's, paid social assets, website homepage assets, website banners and tiles and UX page assets.



#### ROXY On The Beach

On the Beach is a reoccurring campaign for ROXY and always contains super fun imagery and colours that bring the summer vibes all year round.

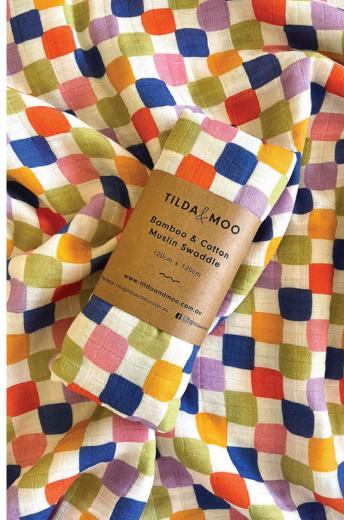


#### Steph x ROXY

An iconic collaboration with 8x World Surfing Champion, Stephanie Gilmore, bringing nothing but 90's surf vibes through funky florals and a retro colour palette.

# Textile Design







### Textile Design.

After creating the brand creative for Tilda & Moo, I have been involved in creating a number of ranges of textiles that have been turned into beautiful bibs, burp cloths, swaddles and cot sheets.

## Print Marketing





### Annual Report

In my experience at Paul Kelly Creative, we completed a number of Annual Reports. This one was completed for Deakin University.



#### Wedding Stationary

The beginning of a suite of wedding/ engagement collateral for a dear friend of mine. Absolutely LOVED creating this.

#### DOGS

Following a big year last year of change and mplementation for the Dogs Department, this year our focus was on discovery and refinement.

> Our alfiliated rescue groups offered a tremendous amount of support to the dogs department again tast yew. Who're them, for some animals their pathewy would've been fir more challenging to maingter and for this our team and of occurs the dogs are forever thankint. Although COVID-19 has been a trying stee, we have adapted with to the new of nour change.

and worked hard to consider alternative ways of continuing our work. The team has remained positive and adapted quickly to a new online

adoption application process that we had been working towards prior to COVID-19. This new onlin application system has increased our efficacy as

more information is collected and assessed prior to scheduling a 'meet and great'. We have found that this has greatly enhanced our 'meet and greats' and strengthmed our way successful adjoction rates.

In addition to our new online adoption application

process, we have implemented additional follow up calls to check on our GAN/S Graduates and their new owners in their new homes. We are always here

After implementing new programs (including our expanded TLC Club and Walking Program) and retrining our behavior assessment this has do to the identification of an array of additional areas to source incegnant and grows. The dopt them has faced many challenges again this year, but with challenge comes profit deprivating for positive growth and one which the team has embraced

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We obcear an increase in challenging behavioural concerns over the year with some of the dogs that cancer into care. With the expanded TLC Oub and walking the previous year, our ability obstrify and work with these behavioral concerns became a focus. Throughout the year theat to programs have been further refreed and strengthmend and pairs was at setting incredible results.

We have slowly increased the use of the GAWS Foster Care Program and have seen some incredibly successful outcomes.

Becontrol to develope and the observation of the set of the operation of the operation

<complex-block>

The dogs team has faced many challenges this year, but with challenge comes great opportunity for positive growth and one which the team has embraced.

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#### Annual Report

In my experience at Paul Kelly Creative, we completed a number of Annual Reports. This one was completed for Geelong Animal Welfare Society.



### Product & Packaging

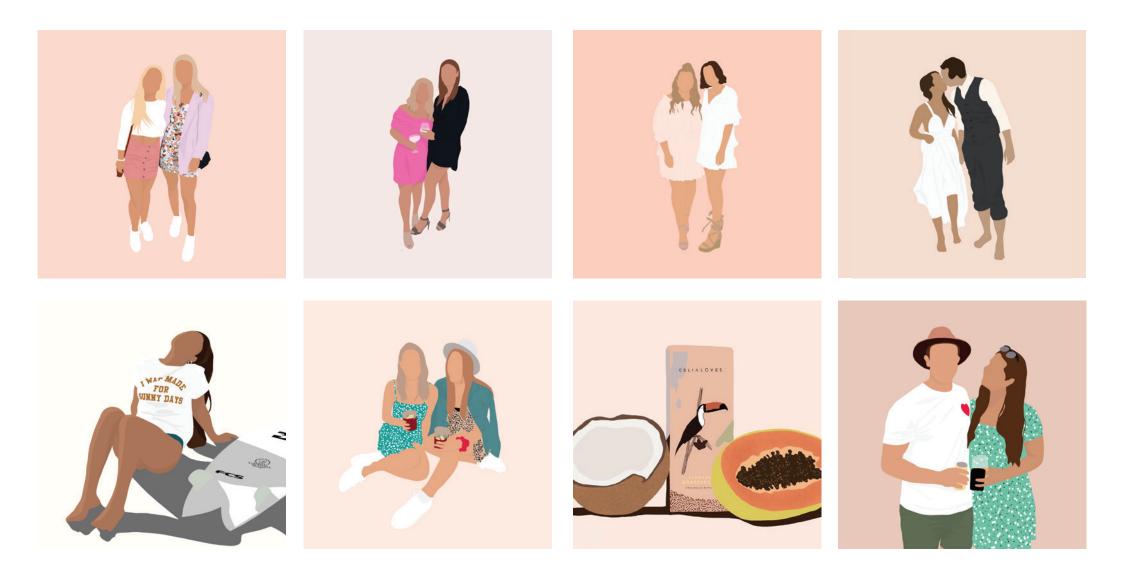
This project involved designing a set of 32 cards printed front and back, as well as the packaging design of the box.



### Annual Report

In my experience at Paul Kelly Creative, we completed a number of Annual Reports. This one was completed for the Committee For Geelong.

### Illustration



#### Illustration

Through my freelance work, I have completed a number of different custom illustrations for a variety of clients.



#### Hand Lettering

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