

TARNI PEARCE

0421 363 352

tarni.pearce@gmail.com

FIND ME HERE

@tarnipearce

@basicallybytarni

www.basicallybytarni.com

Design Portfolio

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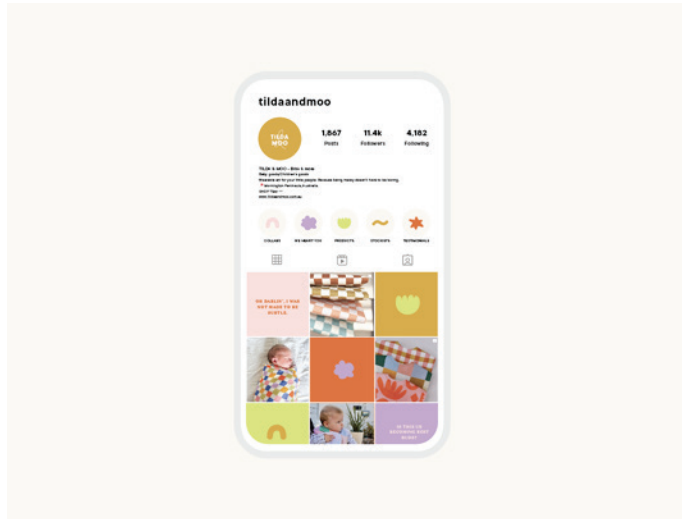
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Branding

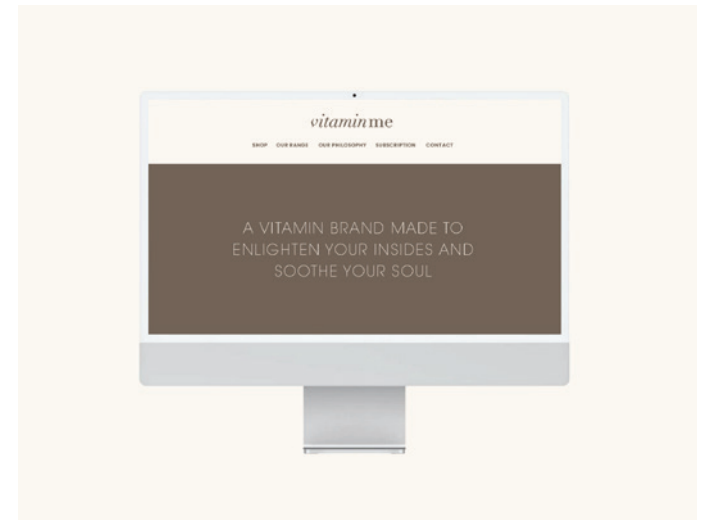


**OH DARLIN', I WAS
NOT MADE TO BE
SUBTLE.**



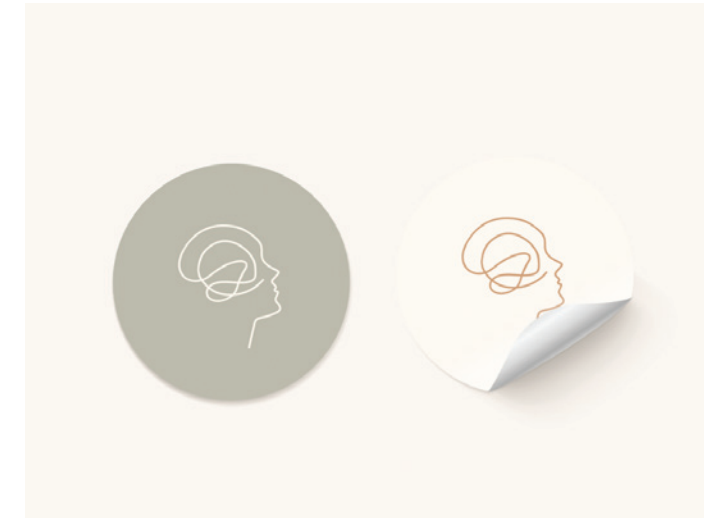
Tilda and Moo

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



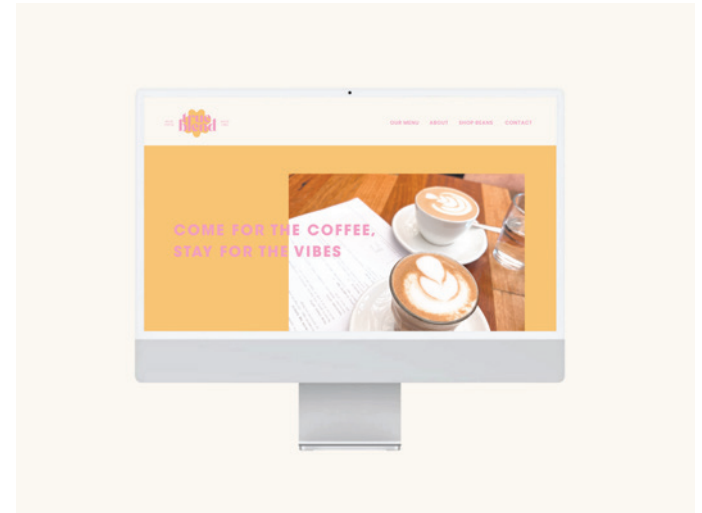
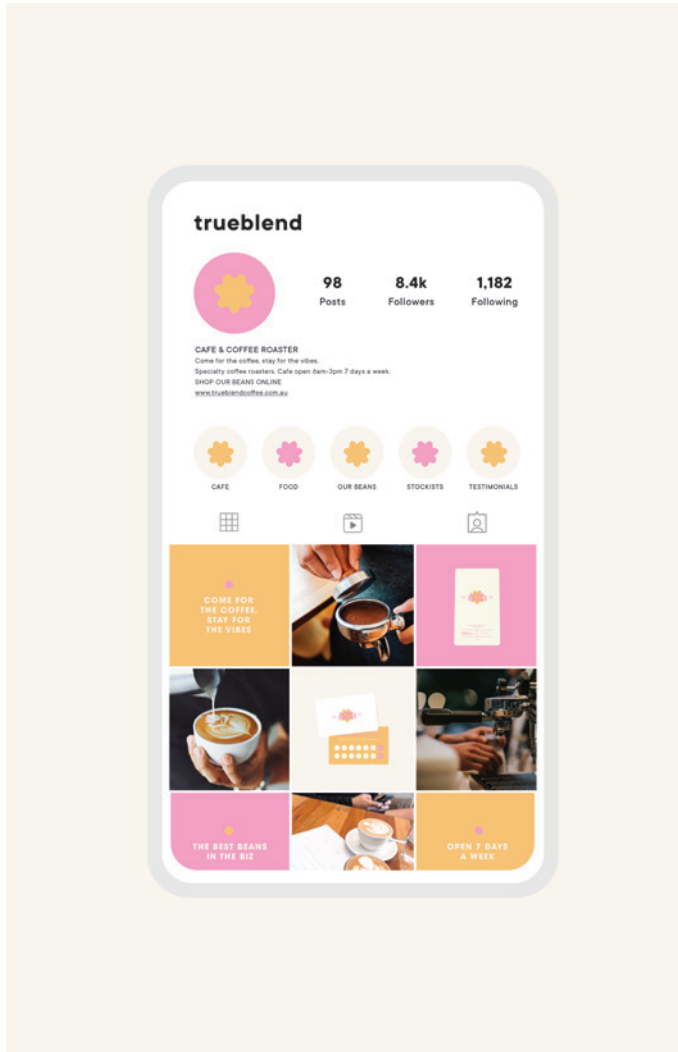
Vitamin Me

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



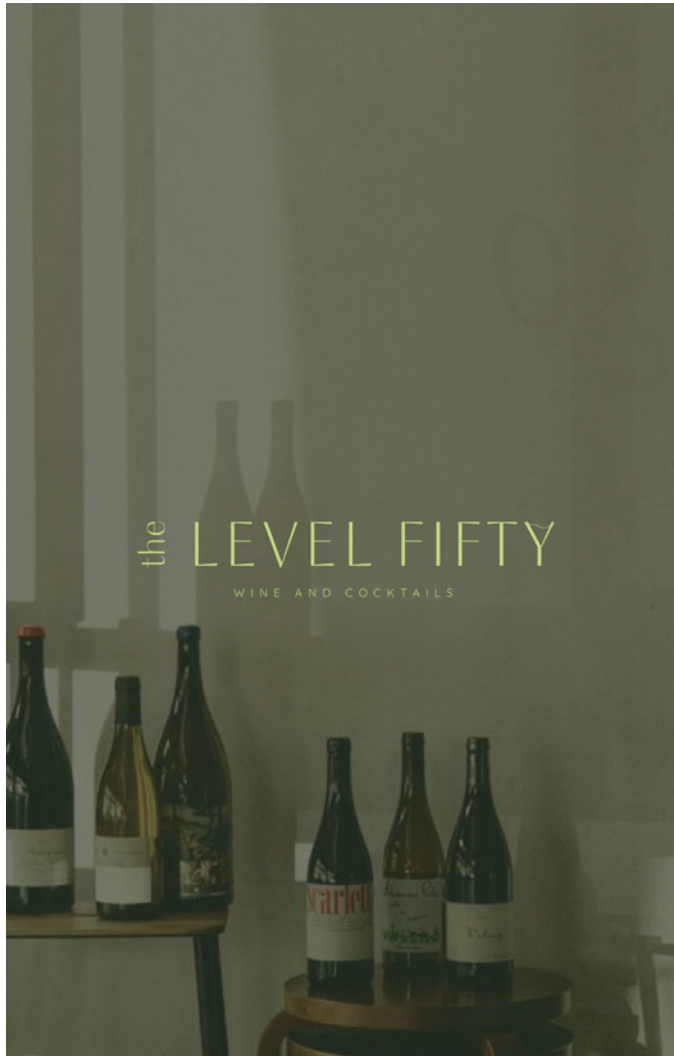
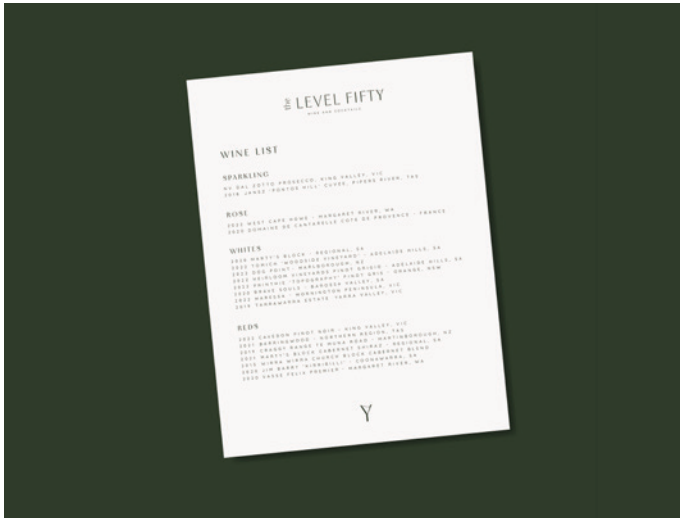
The Whole Approach

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.

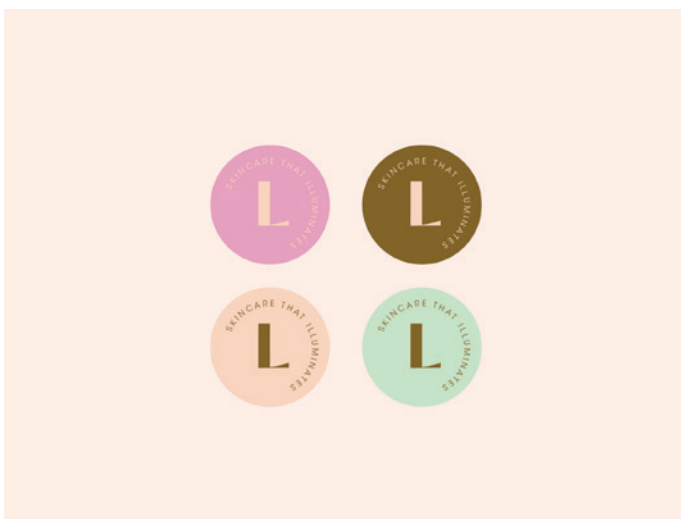
A sleek and modern brand for a trendy inner city wine bar.

Gelatopia



Gelatopia

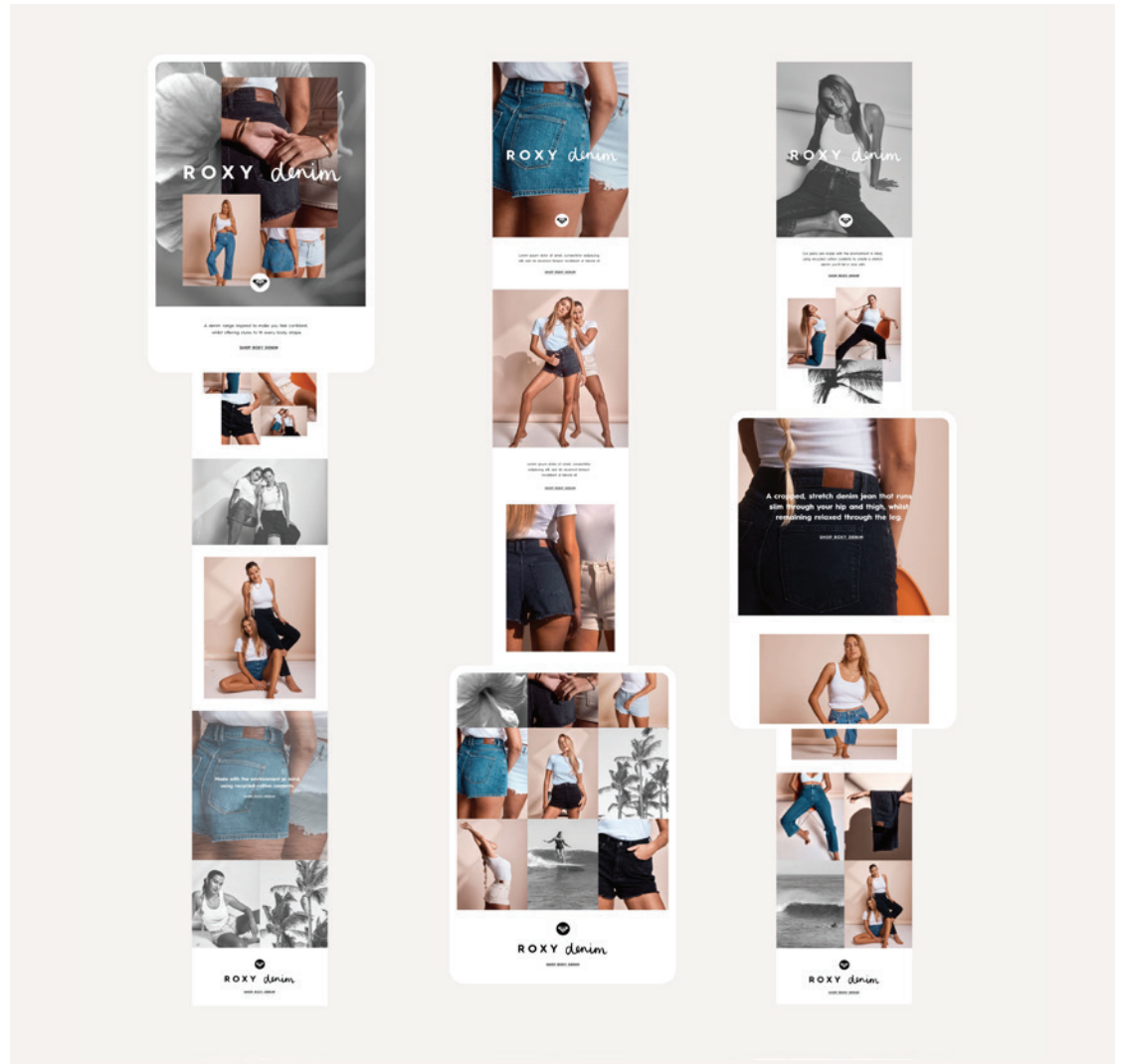
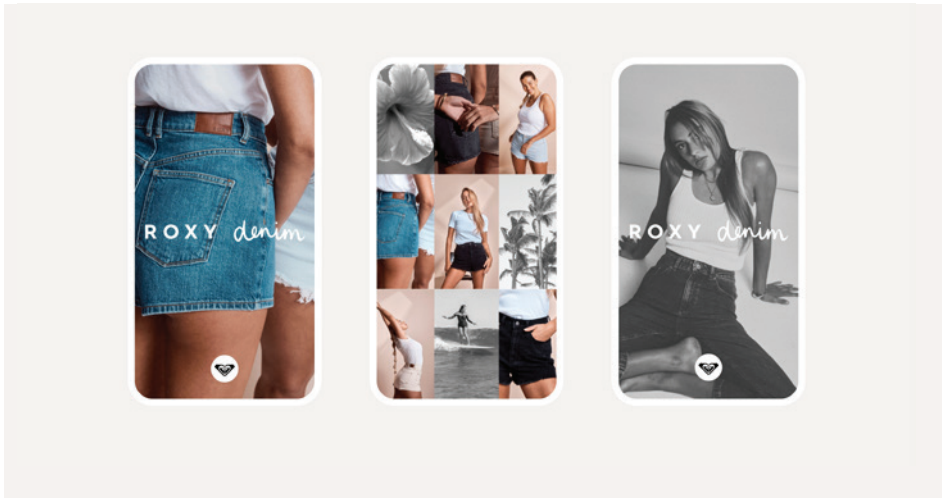
Playing with pastels is so much fun and suits this brand so much! Some cute little icons to match and you have yourself a super fun ice cream brand.



Lumina

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

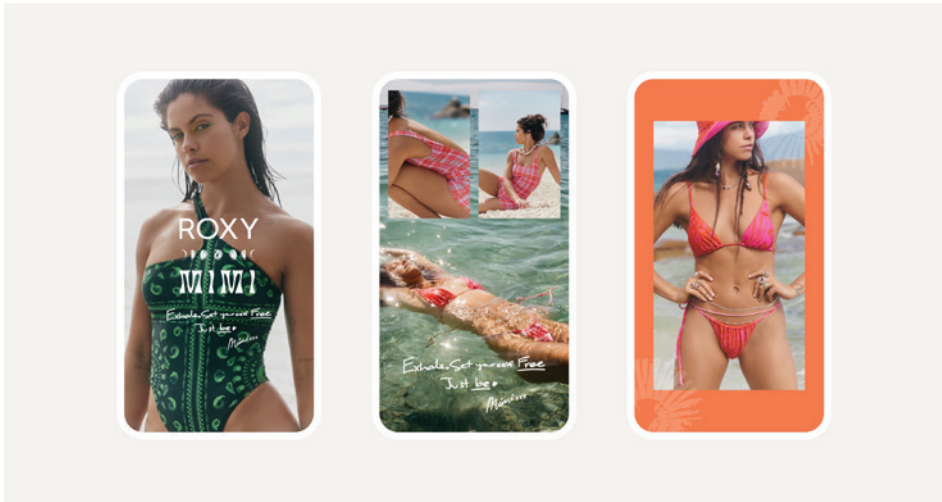
Digital Marketing



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.

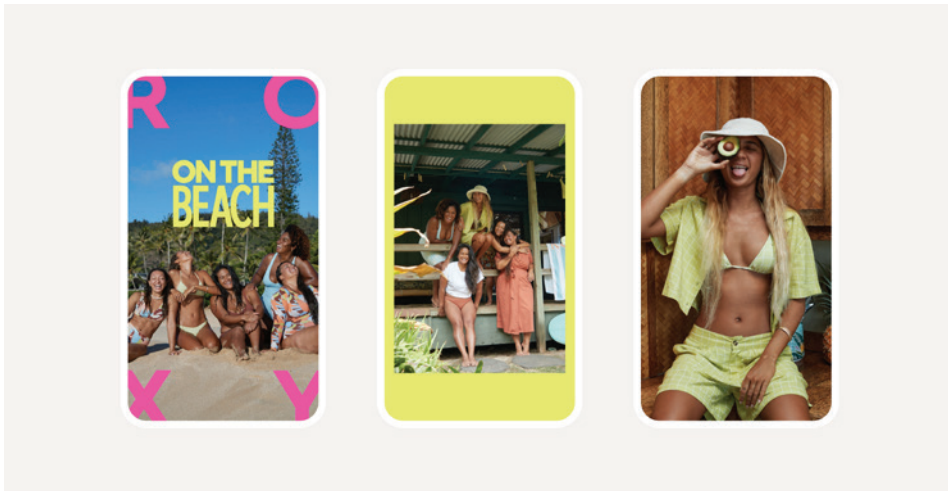
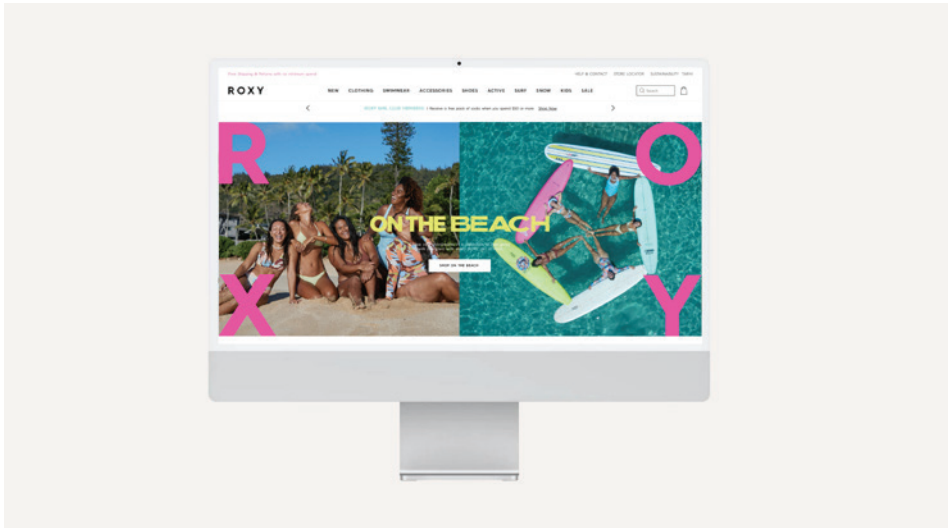
ROXY Denim



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

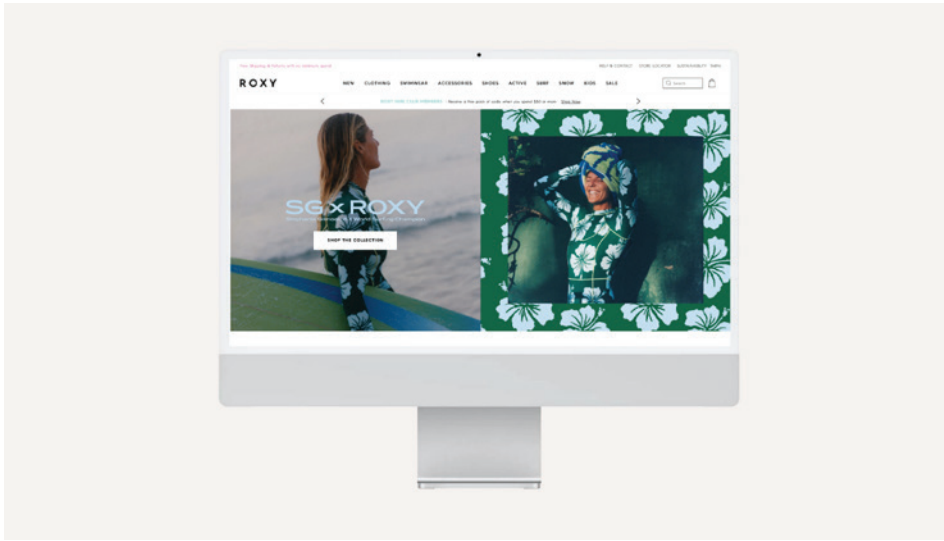
This campaign involved the design of EDM's, paid social assets, website homepage assets, website banners and tiles and UX page assets.

Mimi x ROXY



ROXY On The Beach

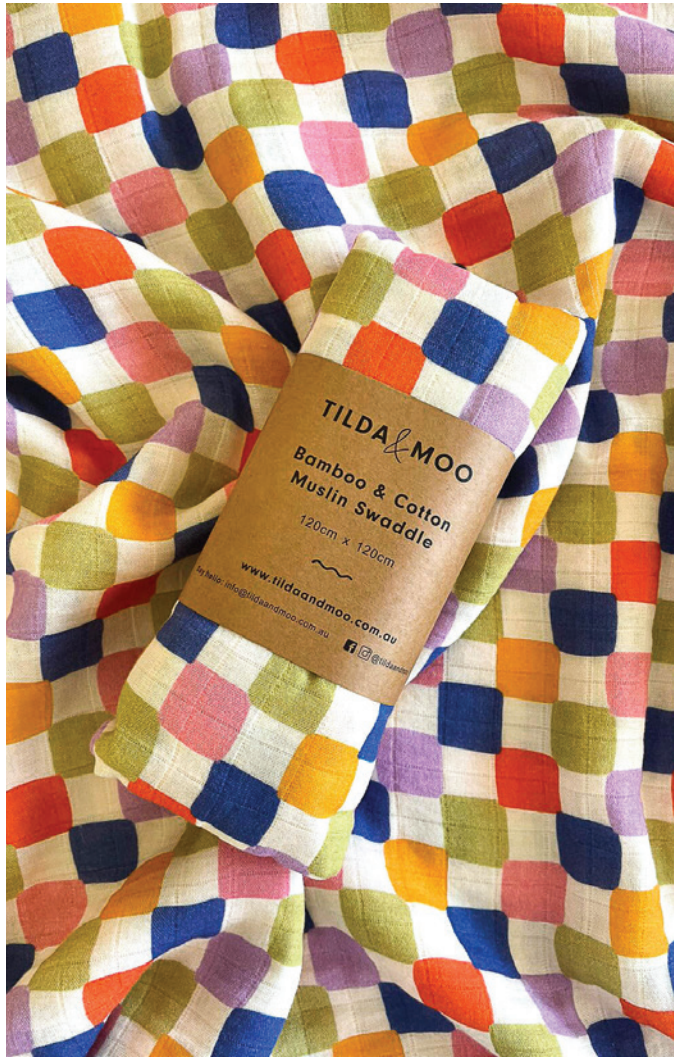
On the Beach is a reoccurring campaign for ROXY and always contains super fun imagery and colours that bring the summer vibes all year round.



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



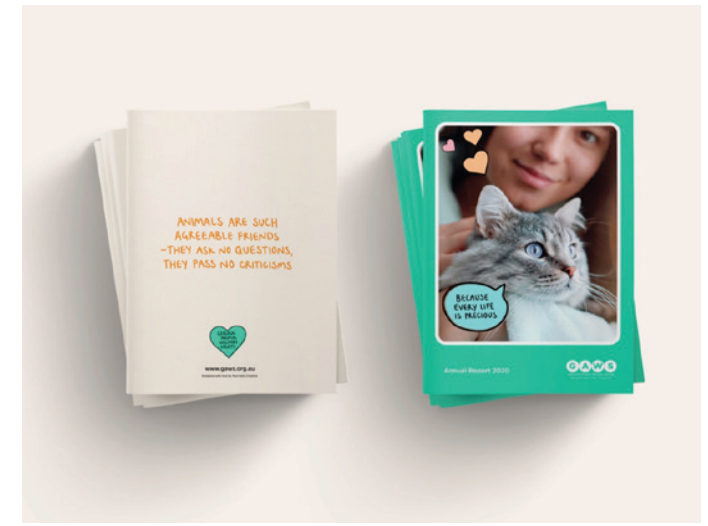
Annual Report

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



Wedding Stationery

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



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

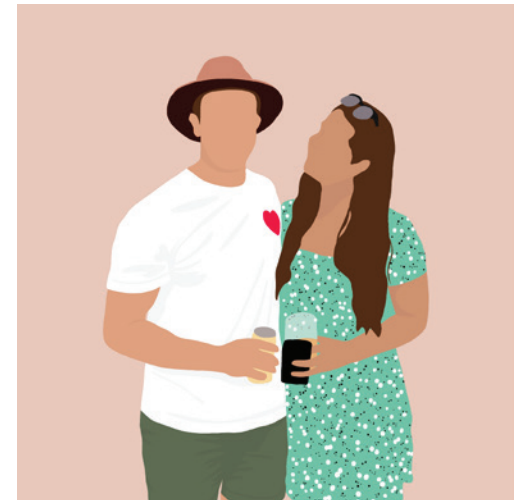
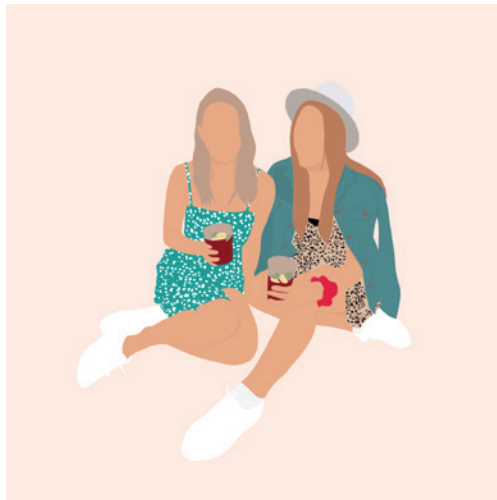
This project involved designing a set of 32 cards printed front and back, as well as the packaging design of the box.



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