### PORTFOLIO

### 10+ Years Experience

#### **Pearly Wamsley**

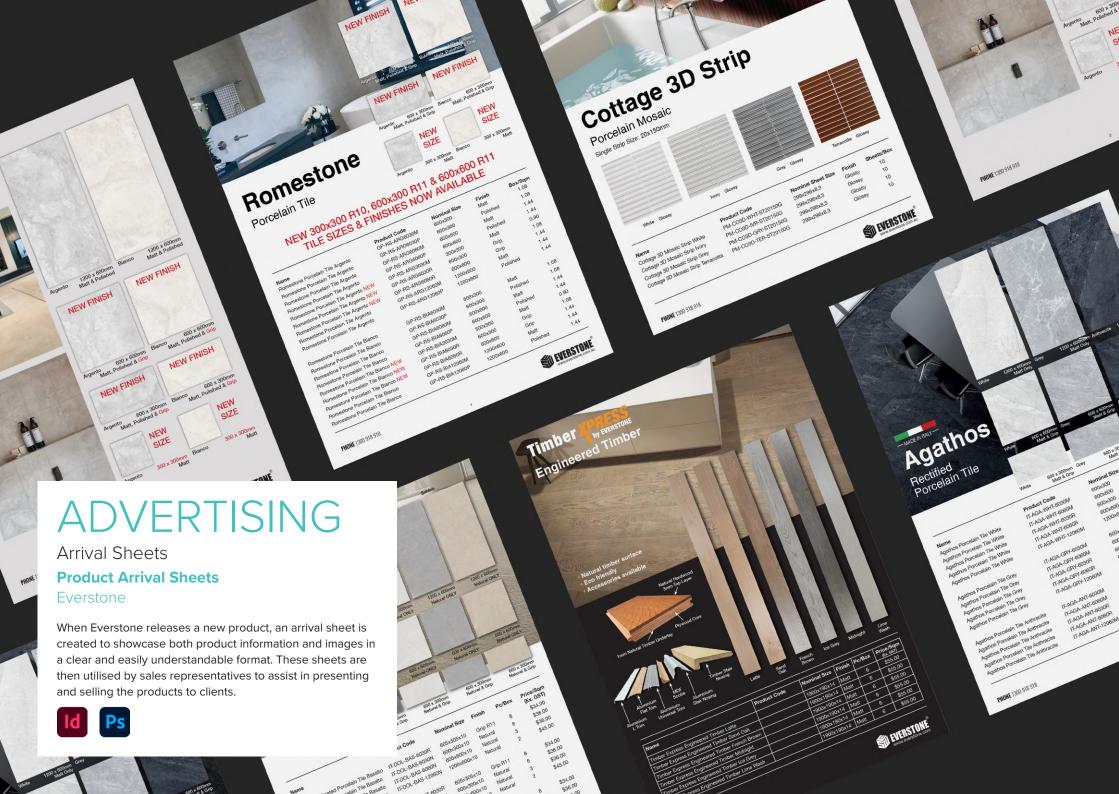
#### Graphic and Digital Designer

I am a graphic designer with a comprehensive background in advertising, marketing, and both graphic and digital design. I am seeking a role within the digital and graphic design industry that will allow me to apply and expand upon my diverse skill set.

I am eager to deepen my knowledge of design and its practices, striving to elevate my design thinking and approach challenges from diverse and innovative perspectives. I believe that learning in design is a continuous journey with no final destination, and there is always more to explore and understand.

I approach design and the workplace with a positive and proactive attitude. I am dedicated to enhancing my understanding of design and its applications, and to applying this expertise effectively in my professional role. I am committed to exploring a range of disciplines and continuously expanding my skill set.

When I'm not deep into work, you can find me hanging out with friends, exploring new cafes and restaurants, or hitting the gym. I also enjoy kicking back with a stack of mangas or getting engrossed in animations and TV shows.



### Display

## **All Energy Australia Exhibition & Conference Stand**Lek Energy

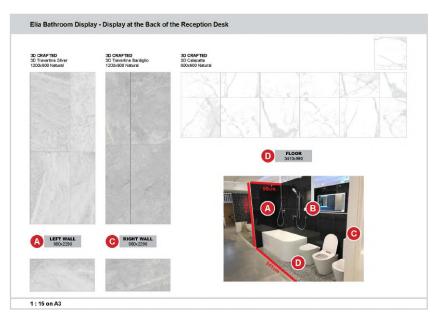
Creating a professional and visually coherent layout mockup for the product display and informational panels for the All-Energy Exhibition stand. In addition to designing the booth walls, artwork was developed for the front desk, plinths, overhead banner, and overall booth colour scheme.











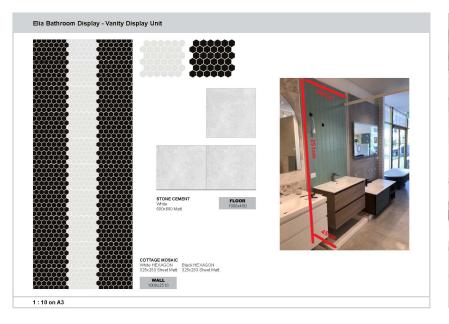


### Display

### **Elia Bathroom Display Mockup**

#### Everstone

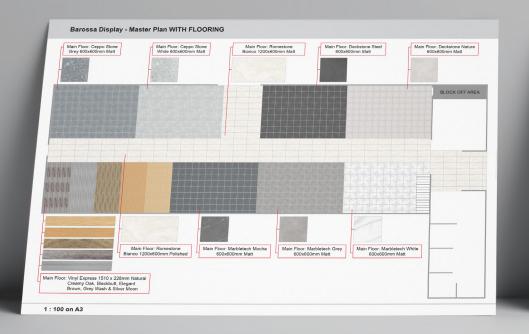
Developing a clear and comprehensible layout mockup for individual displays intended for retail locations. The existing display is provided as a reference for the placement of the new display. This process includes designing the new display's configuration within that space, as well as detailing the required products and the overall dimensions of the display area.

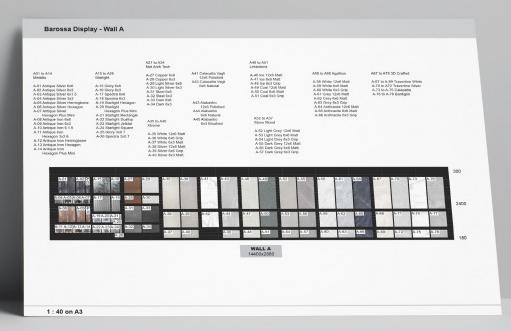












### Layout

### **Barossa Showroom Layout Mockup**

#### Everstone

When Everstone sets up a showroom to display their products, design layouts are developed to guide both clients and workers on the store's setup. A master floor plan is created, indicating the placement of displays and floor tiles, if applicable. Each individual wall is then mocked up, with every product clearly labeled to provide workers with a detailed installation guide. Additionally, 3D modeling is produced to help the client visualise the final setup.











Print

**AWISA Magazine** 

Lek Supply

A quarterly magazine published by AWISA where Lek Supply showcases the drawer systems they offer. The advertisements are designed to prominently feature images of the products in use, effectively capturing the customer's attention. Key product information is presented in a concise manner to avoid detracting from the visuals, while providing enough details for readers to seek further information.







Pull-Up Banners

**All Energy Australia Exhibition** Lek Energy

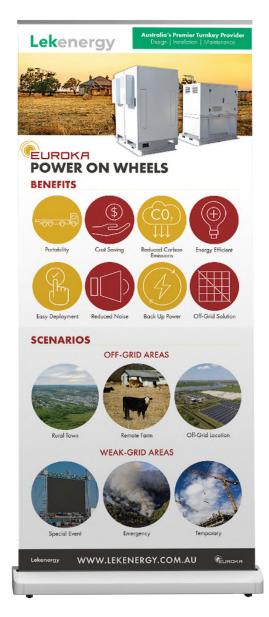
Pull-up banners are utilised at exhibitions to attract attention to Lek Energy's services and products. Bold colours and fonts are strategically used to capture interest from a distance, helping to draw attendees to the Lek Energy booth and encouraging inquiries about the company and its products on display.













Signage

**NSW Office Building** 

Lek Supply

Lek and Hettich signage has been installed at the NSW office, featuring a 3D Lek logo and a Hettich Aluminium Composite Panel on the front of the building for clear visibility from the road. A white window decal displays the office hours, while blockout window graphics have been applied to shield the front desk and showroom from harsh sunlight, simultaneously promoting our products to passersby.















### Signage

#### **SkyAus Vehicles**

SkyAus

When Sky Communications rebranded to SkyAus, all vehicles across NSW, VIC, QLD, and SA required rebranding as well. The update included applying the new SkyAus logo and ISO certifications to demonstrate compliance with regulatory standards to customers and stakeholders. The rebranding process involved removing the old logo and adding new vinyl lettering signage to the vehicles.























Video

### **Diamond Dotz Instructional Videos**

Hobbysew

This explanatory video covers everything from what's included in a Diamond Dotz package to how to complete your design. The tone is clear and informative, while maintaining a fun and visually engaging style. To hold the viewer's attention, the video is designed to be 30–60 seconds in length, combining live-action footage with whiteboard techniques. It is part of a series of similarly styled videos, each following the same format but featuring different Diamond Dotz designs.













# DIGITAL MARKETING

**EDM** 

### **Friday Mailer**

Hobbysew

Using Mailchimp, an email is sent every Friday to notify customers of new products and sales on at Hobbysew. Each product banner is created in Photoshop then imported and linked to its corresponding product page in Mailchimp.





### DIGITAL MARKETING

#### EDM

#### **Project Highlights**

Lek Supply

Completed Lek Supply projects are shared with current customers to encourage the use of our products in both ongoing and future projects. Once a project is finished, photos are captured on-site and incorporated into an EDM via Mailchimp. The images serve as the centerpiece of the EDM, with key project highlights listed beneath, including all Lek Supply products used, along with links directing customers to the website for further information.









# DIGITAL MARKETING

Newsletter

#### **Company Newsletter**

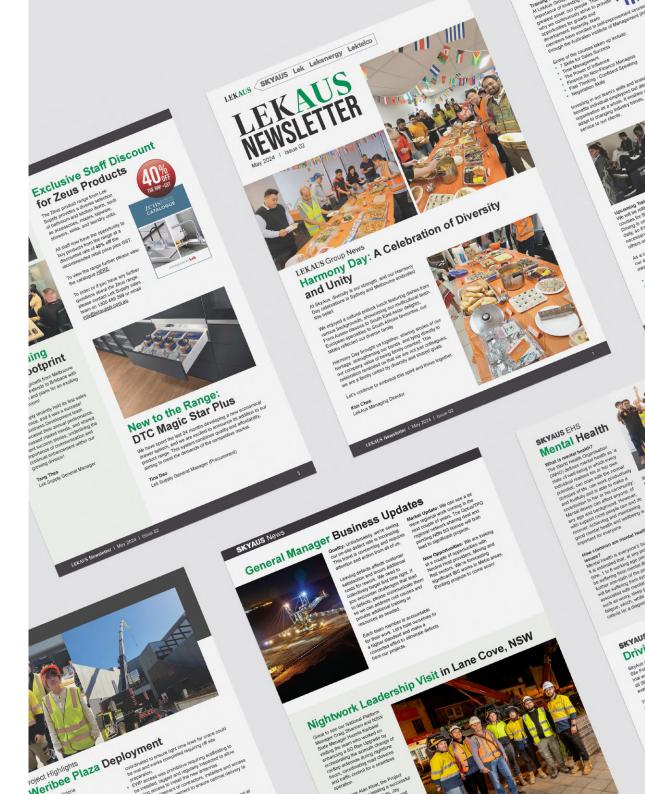
LekAus

A quarterly company newsletter that highlights key updates from LekAus and its subsidiaries—SkyAus, Lek Supply, and Lek Energy. Each section is designed to be concise and engaging, featuring visually appealing elements to enhance readability.









# DIGITAL MARKETING

Social Media

Instagram

Lek Supply

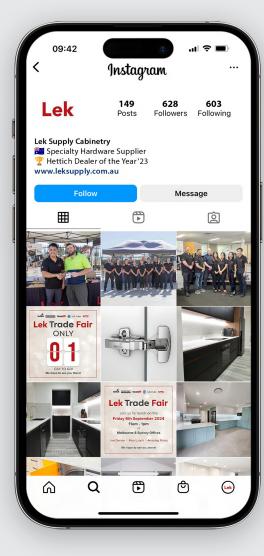
Maintain an active and engaging social media presence by sharing updates on events, new product launches, promotions, and project highlights.



















### **Brand Identity**

#### **Lek Energy**

Lek Energy

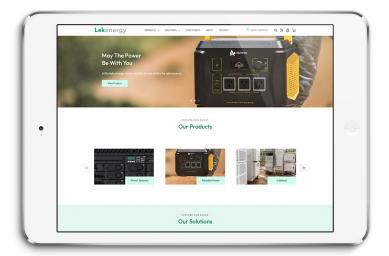
The establishment of the subsidiary company, Lek Energy, involved the development of a logo, business cards, letterhead, and a website. The chosen green colour palette conveys a natural and calming atmosphere, reflecting the company's commitment to providing green energy solutions. The design adopts a minimalist approach, emphasizing imagery as the focal point of communication.











#### Lekenergy

Lek Energy Pty Ltd PO Box 4418 Dandenong South, VIC 3175

#### 9 February 2024

To: Ben Lek 37 Letcon Drive, Bangholme VIC 3175

#### RE: Example of using the Lek Energy Letterhead

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Kind Regards, Keer Cui General Manager

HQ - MELBOURNI 37-41 Letcon Driv Bangholme VIC 3175 SYDNEY 96 Newton Road Wetherill Park BRISBANE 8/62 Crockford St Northgate ADELAIDE 41 Weaver Stree Edwardstown

19 Irvine Dri Malaga

BN 82 659 530 506

m.au **W** www.lel

P 1300 800 820



Created for Kemppi Australia's service division, this informative trifold pamphlet outlines why their repair and maintenance workshop is the premier choice for servicing your Kemppi equipment. It also includes a detachable section for easy completion and submission, facilitating a smooth repair process.













Capability Report

**Capability Statement** 

SkyAus

The SkyAus Capability Statement provides a comprehensive overview of the company's experience, expertise, commitment, performance, resources, and team. It is designed to convey why SkyAus stands out from competitors and positions itself as the turnkey expert and the telecom partner of choice in Australia.



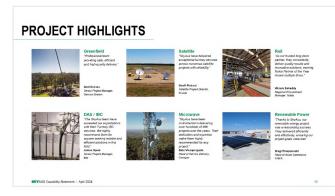


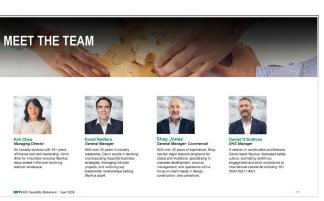




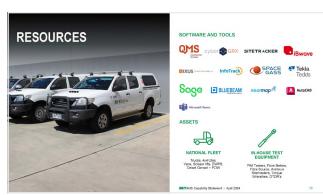


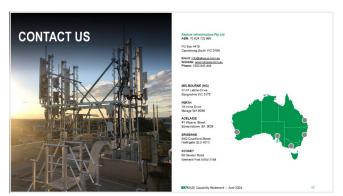














### Catalogue

#### **Handles & Knobs Product Catalogue**

Lek Supply

This product catalogue features the complete selection of handles and knobs available from Lek Supply. It provides detailed information on the style, shape, SKU, size, and colours for each item in the range. Designed for clarity, the catalogue ensures easy navigation and includes visuals to clearly represent each product.







### GRAPHIC DESIGN

### Catalogue

### **Portable Power Station Blackbee Series** Lek Energy

This catalogue has been developed to highlight the key functions and features of the AlphaESS portable power station. It is designed with a professional, clean aesthetic that is also visually engaging. The colour palette follows Lek Energy's branding guidelines, ensuring consistency with the company's identity.









#### Catalogue

#### **Essential Products**

Lek Supply

This 24-page catalogue was developed to showcase the best products available from Lek Supply across a variety of categories, including drawer systems, hinges, handles, slides, fasteners, adhesives, consumables, and more.





# GRAPHIC DESIGN

#### Catalogue

#### 2021-2022 Australian Stock Gallery

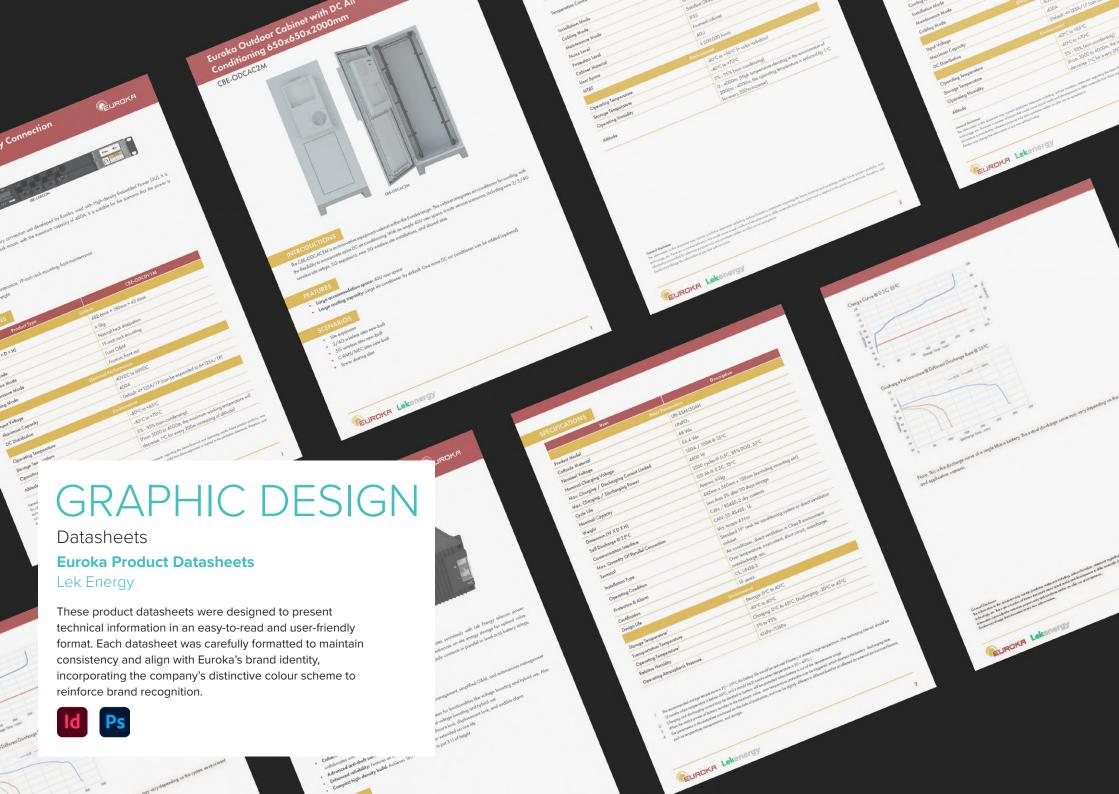
#### Everstone

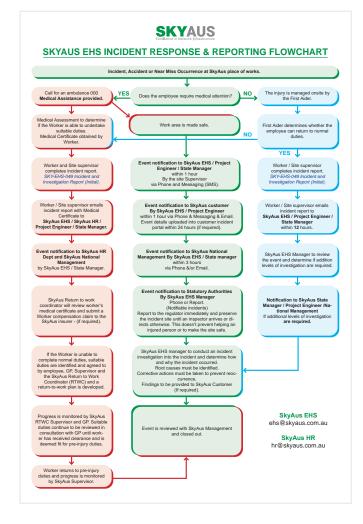
This catalogue presents the complete range of tiles and mosaics available at Everstone from 2011 onward. The layout is straightforward and clean for easy viewing, while modern design elements, including product tiles, add a dynamic touch using the Everstone colour palette.











#### Flowchart

### **EHS Incident Response & Reporting Flowchart** SkyAus

A clear, easy-to-follow flowchart for workplace emergencies, featuring direct statements and colour coding for quick reference and effective communication.



### **GRAPHIC DESIGN**

#### **Flyers**

#### **New Product Flyers**

Lek Supply

With each new product release from Lek Supply, an introductory flyer is produced to highlight the product's purpose, functionality, and key features. The flyer also includes images to illustrate the product's appearance and demonstrate how it works.











**Elita Handles** Premium handles designed with a touch of elegance and sophistication.



**Euroka** An Australian-owned and operated brand dedicated to providing sustainable energy solutions.



**LekAus Group** The parent company that oversees SkyAus, Lek Supply, Lek Energy, and Lek Telco.



**Lek Energy** Leading the way in sustainable energy solutions that contribute to a greener future.



**Lumi** A cost-effective lighting range that maintains high quality while offering a wide variety of options.



**Starke** An extensive range of budget-friendly fasteners.

### **GRAPHIC DESIGN**

Logos

**Brand Logos** 

LekAus

In line with brand guidelines, a series of logos have been created to reflect the brand's offerings. These logos adhere to specified font choices, colour schemes, and overall design aesthetics to ensure consistency with the brand's identity.









Marketing Campaign

**Dealer Training Seminar** 

Kemppi Australia

The Dealer Training Seminar is an event that Kemppi Australia holds in each state of Australia and New Zealand to teach Kemppi dealers new updates about Kemppi products and what dealers can expect from Kemppi Australia for that year. The campaign's design collateral included invitations, name cards, place cards, event schedules, and certificates.















Marketing Campaign

**NMW Posters** 

Kemppi Australia

Kemppi Australia required a series of posters for their booth at the NMW 2016 exhibition. These posters highlighted the services provided and introduced new equipment. The sizes varied, including pull-up banners and A0 posters, with up to three A0 posters dedicated to each product.







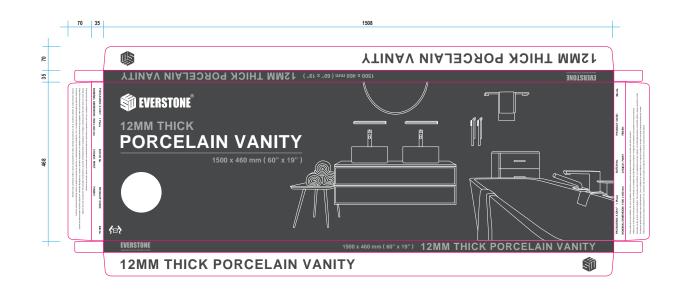




### Packaging

### **12mm Thick Porcelain Vanity Packaging** Everstone

The packaging was designed to be simple yet modern in appearance. A single colour was chosen to minimise printing costs, with the rest of the box left white. The featured image is an illustration of a typical bathroom setup, showcasing where the porcelain vanity—the product inside the box—would be used. All product information was strategically placed on the sides of the box to ensure a strong visual impact when viewed from the front.







Photography

### **Product and Store Photography**

Hobbysew / SSS

Photographs were captured using a DSLR camera and subsequently edited in Photoshop. Product images were shot with lightbox/softbox lighting, often enhanced with etching techniques in Photoshop. These images are typically created for both print and digital advertising purposes.









#### Poster

#### **Company Values**

LekAus

A Company Values poster was designed to communicate LekAus' core principles to both employees and clients. The layout was developed to accommodate a substantial amount of information while maintaining a clean, uncluttered appearance. The poster incorporates LekAus' brand colours but features all subsidiaries under the LekAus umbrella.







### **GRAPHIC DESIGN**

#### Signage

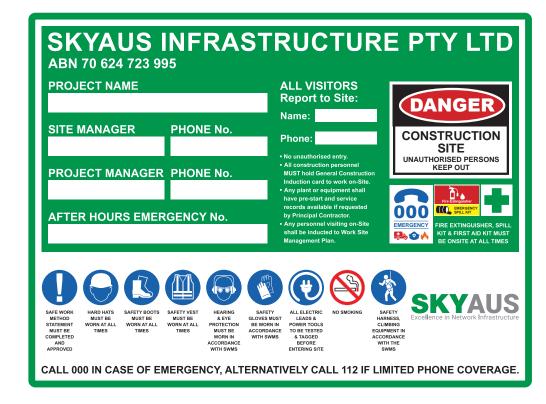
#### **SkyAus Project Information**

SkyAus

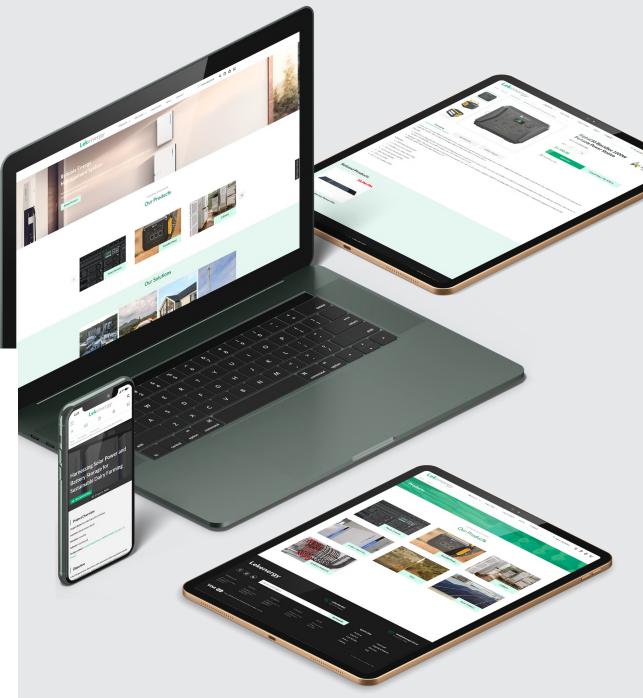
For all SkyAus construction projects, an EHS safety sign is required on-site. This highly visible sign will clearly display project details, contact information, and all relevant safety and emergency protocols.











Website

#### **Lek Energy Website**

Lek Energy

#### https://www.lekenergy.com.au/

An informational website about Lek Energy, showcasing the brand, the services and solutions offered, and the available products. The site includes case studies that demonstrate how Lek Energy helps customers achieve more sustainable energy solutions. Designed for ease of navigation and visual impact, the website enhances the presentation of products, making them more engaging for potential clients. Information is complemented by images to effectively illustrate the products and encourage further exploration of the solutions they provide.











