



## ALICIA BRAUMBERGER

COMMUNICATION DESIGNER AND VISUALISATION ARTIST

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### ABOUT

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#### **I am Alicia, a Melbourne-based communication designer and visualisation artist.**

I work with clients to transform their ideas into simple and clear visual designs. Through consultation I identify the core purpose of the project and provide creative solutions. This involves refining abstract and complex information and visualising final outcomes through illustration.

I have worked with marketing and advertising agencies, product development teams, educational institutes, event management and town planning. My illustrations take the form of artist impressions, journey maps, concept boards, ideation snapshots, live scribing and infographics.

Clients I have teamed up with include the Australian Open, The Melbourne Cup, Fonterra, Uniqlo, Swinburne University, Wesley College, Toyota, Zoos Victoria, Suncorp and the Woolworths Group.

### SKILLS

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#### **Visualisation**

Understanding, interpreting and depicting complex ideas through imagery, enabling further development of concepts.



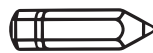
#### **Live scribing and facilitation**

Capturing ideas on the spot and representing them in graphic format. This includes figurative and symbolic illustration which guides the discussion and highlights key points.



#### **Concept Art and Design**

Consulting with clients and communicating project possibilities. Creating unique solutions to project briefs. Developing multiple rough idea sketches, revising to project needs and completing final artwork.



#### **Digital Art, Illustration and Design**

Creation of finished art for print and digital media. Fulfilling project requirements and successful delivery of a polished product. Including artists impressions, finished art boards, commercial illustration and product design.

### QUALIFICATIONS

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#### **Bachelor of Design (Multimedia Design)**

Swinburne University of Technology

*Graduated 2008 with High Distinction*

## SELECTED PROJECT EXAMPLES

### CONCEPT IDEATION

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**Client: The Lab Insight & Strategy (2016-present)**

*Brands: Associated British Foods, Nestle, Toyota, RACQ, KMart, TAB, Sanitarium, GIO, Audley Travel*

**Client: GFK (2016-2018)**

*Brands: Optus, ANZ, Bosch, Latina Pasta*

**Client: Metrix Consulting (2013-2019)**

*Brands: Nestle, Deakin, Chamber of Commerce, Alpha Keri, Deep Heat*

**Client: The Be Counsel (2013-present)**

*Brands: Frasers Property Group, YMCA, Swinburne University, ProtectABed*

**Individual Brands (2012-present)**

*Uniqlo, Jemena, CBUS, Zoos Victoria, RAC, Libra, RMIT, Suncorp, Creative Cubes, The Good Guys*

I have worked regularly with the above companies, using my visualisation skills to assist their projects. This has involved participating in workshops around Australia, facilitating and providing live scribing illustration - both in person and online. I synthesise the ideation sketches from these sessions and use them to provide my clients with resources such as customer journey maps, product designs and infographics. These illustrations are able to simply and clearly communicate the outcomes of the research and provide visual resources for the client to evaluate.

A recent highlight was working with Toyota to run nationwide workshops and create a visual guide of the regional differences around customer needs.

### EVENT VISUALISATION

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**Client: Tennis Australia (2019-2020)**

*Brands: The Australian Open, JP Morgan, Remedy Kombucha, Swisse, Kia*

**Client: The Big Group Creative (2018-2020)**

*Brands: The Melbourne Cup*

**Client: Solution Entertainment (2018-2019)**

*Brands: The Grand Prix, Google, Disney, Toyota, Film premieres (Harry Potter, The Lion King, Wonder Park),*

**Client: GFK (2018-present)**

*Brands: Melbourne Fashion Week, Eastland, Visit Victoria*

An 'artists impression' is invaluable at the conceptual stages of event development. My role in the project is to take the emerging concept ideas and bring them to life. I have helped shape the layout of Grand Slam Oval at the Australian Open and given Lexus a glimpse into how their take on the Melbourne Cup's 'Birdcage' would be realised.

My work with Tennis Australia also included working with the team on internal projects - such as sponsorship partnerships. I illustrated concept boards showing how brands such as JP Morgan and Swisse could feature at the Open - whether it was a vitamin juice bar, or a 'start-to finish' storyboard of the VIP guest experience. My illustrations were also featured throughout the event itself - such as KIA activation featuring a Rafael Nadal 'Selfie' interactive mural.

## SELECTED PROJECT EXAMPLES

### PRODUCT CONCEPT DESIGN

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**Client: Fonterra (2014-present)**

*Brands: Mainland Cheese, Perfect Italiano, Western Star Butter, Anchor Milk*

**Client: Simplot (2018-present)**

*Brands: Edgell, Leggos, John West, I&J, Birds Eye, Commercial Food Service*

**Client: Moose Toys (2015-2018)**

*Brands: Shopkins, Kindi Kids, Little Live Pets,*

**Client: Kin Group (2015-2019)**

*Brands: McDonalds, Coles, Greens Baking, Lowan, Cobbs*

The research and development stage of product design is where illustration is my strongest tool to communicate and explore ideas. I have worked with major food manufacturers to visualise how new products could be developed, packaged and marketed. I have been involved at many stages of the design process - from initial ideation through to customer evaluation.

I worked with Moose Toys for several years, creating new concepts and working on strategic product development. My role involved world building within the individual brands, creating greater scope to expand the range. I designed maps, environments and storylines to accompany product designs, broadening the context in which the toys could be marketed.

### EDUCATION VISUALISATION

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**Client: Association for Supervision and Curriculum (2014-present)**

*Brands: Habits of Mind Institute, Learning Sets*

**Individual clients (2011-present)**

*Wesley College, Scotch College, Swinburne University, RMIT, School Library Association of Victoria, CFA (Country Fire Authority) Victorian Curriculum and Assessment Authority*

When working on projects for educational organisations, my role involves interpretation of teaching and learning concepts. I translate the complex information into effective graphic designs. I have worked with the ASCD (The Association for Supervision and Curriculum) who provide training and support to educators across the USA. My role is to review the course material and refine it into core concepts, which I then represent visually. These resources are used in training sessions, publications and online reference. A highlight was re-imagining their Habits of Mind iconography into bold and engaging illustrations. I have also worked with Australian educators - providing student journey maps for RMIT and Swinburne University.

My work with Wesley College has involved all three campuses and many different projects. I have worked on space layout, interior design, publication layout and even created blueprints for laser cut illustrative signage. Most recently, I worked with Cox Architects to design the feature window of the Wesley College Glen Waverley Chapel.

### AND ALSO...

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Publication illustration and design for **Penguin, Brimax, Scholastic, Eksmo, and Macmillan Publishing.**  
Map layout and illustration for **Fraser's Property Group and MAP Design.**  
Greeting card illustration and homeware design for **Kyla May, Mintie Moo and Koh Living.**  
Infographic design for the **Woolworths Group and RACQ.**

References are available upon request. Please see my folio for examples of my work.