

# **ALICIA BRAUMBERGER**

GRAPHIC DESIGNER, ILLUSTRATOR & MULTIMEDIA ARTIST

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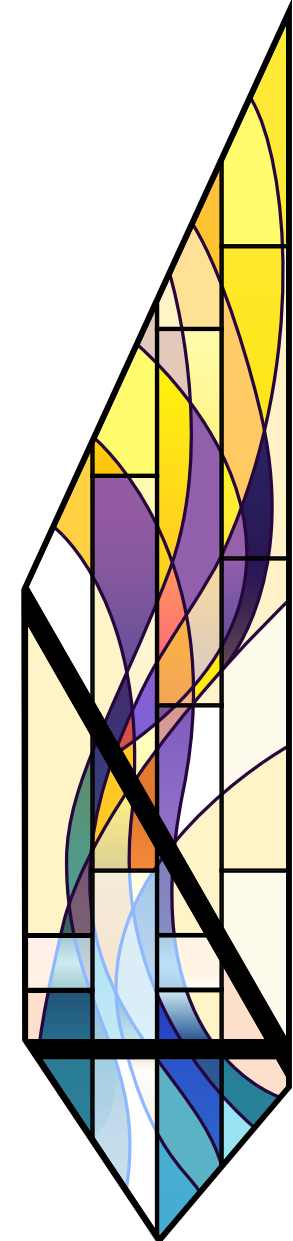
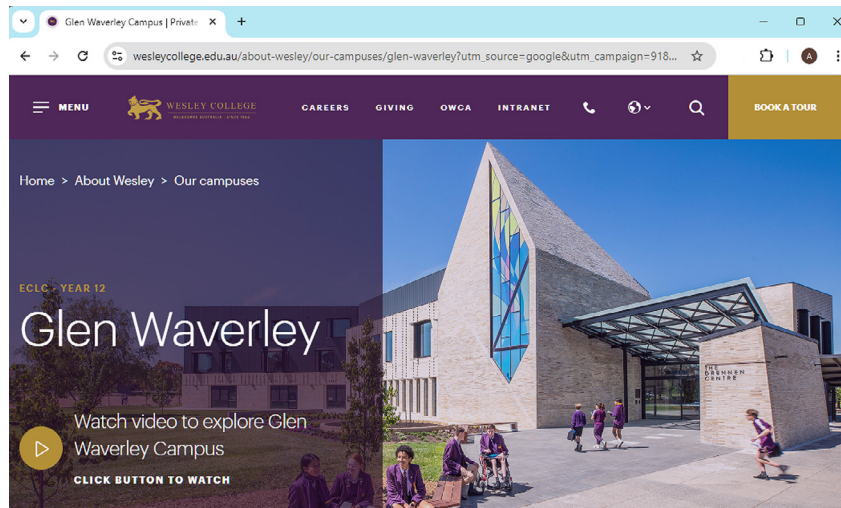


## WESLEY COLLEGE: Decal design

When the Wesley College chapel was destroyed in a fire, I was contracted by Cox Architects to solve a design problem during the rebuilding process. The new feature window was casting a glaring hot spot. My brief was to design a decal that would soften and diffuse the light. The outcome was an abstract stained glass pattern, which became the focal point of the chapel. The gradation of colour leads the eyes upwards to the soaring ceiling, while the subtle flame motif hints at its rebirth from the ashes.



FEATURED IN PROMOTIONAL IMAGERY: CURRENT WESLEY WEBSITE







## ILLUSTRATION: Book covers

I illustrated the book covers for the international version of Terry Pratchett's 'Tiffany Aching' series.







## ILLUSTRATION: Greeting cards

These 'Christmas' cards were designed to only hint at classic Christmas themes.



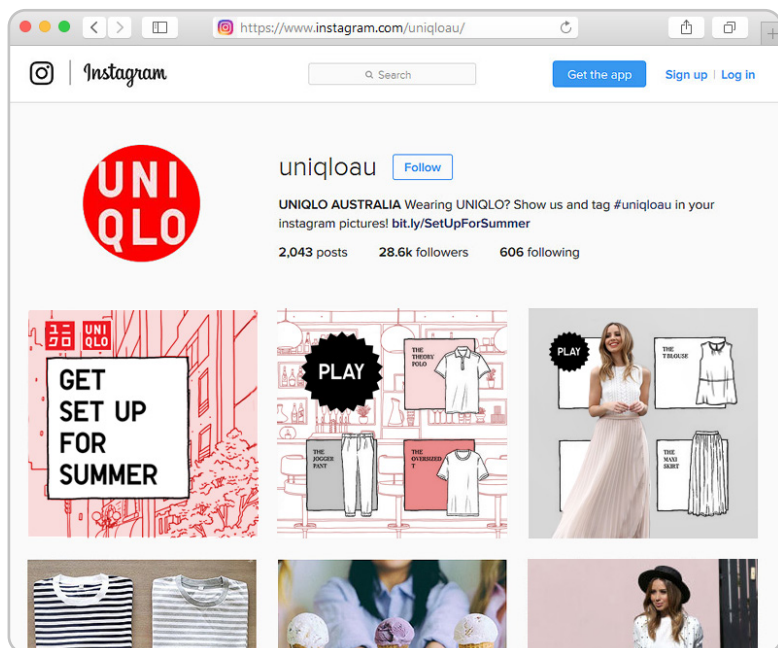




## UNIQLO: Layout design, illustration, campaign asset creation

I worked with Uniqlo to develop concepts for their Spring/Summer 'Get Set up for Summer' campaign.

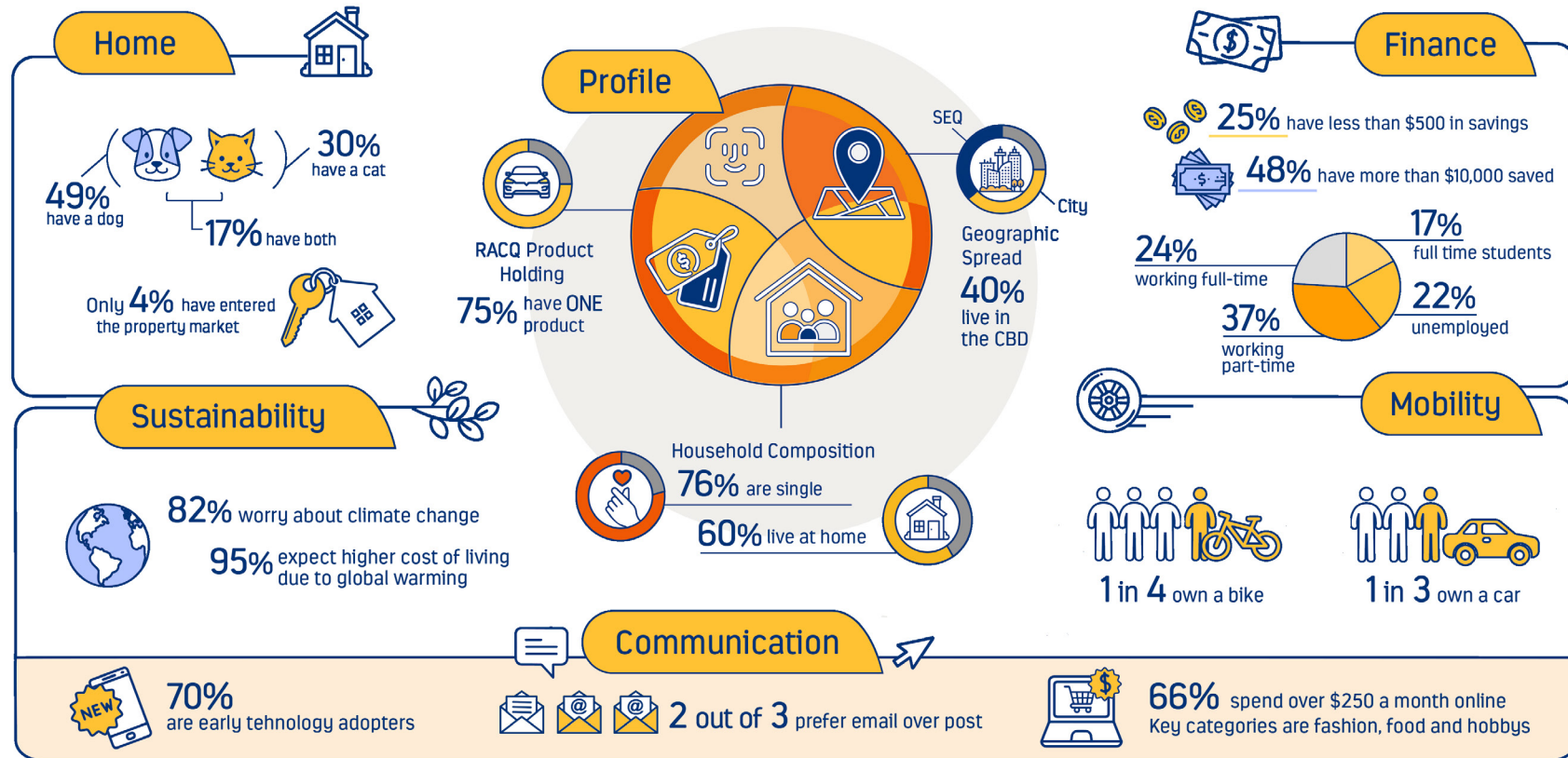
I illustrated the window backdrops, designed the brochure and created additional assets for use online and in social-media.





I transformed RACQ's customer research data into a visual handbook and PowerPoint deck. I presented the information as journey maps, infographics and customer profiles.

## **RACQ** Demographic map: 16-25 year olds

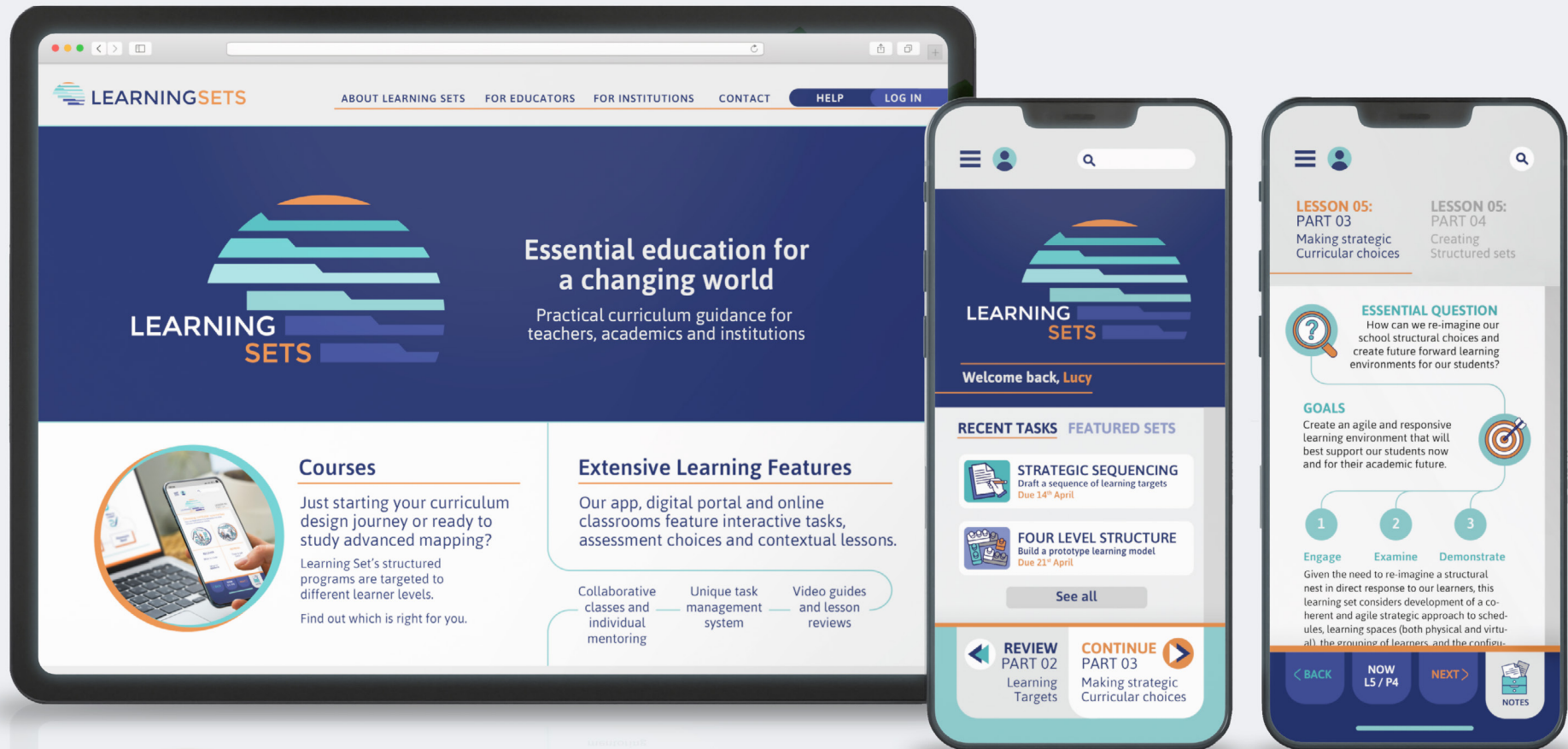






## ASSOCIATION FOR SUPERVISION & CURRICULUM DEVELOPMENT: Document design, layout & infographics

'Learning Sets' is an online education training course in development by ASCD, which provides online curricula training to academic professionals. I undertook the role of lead designer for the project. I developed the logo, brand style guide, PowerPoint deck design, infographics, workbook layout and iconography.

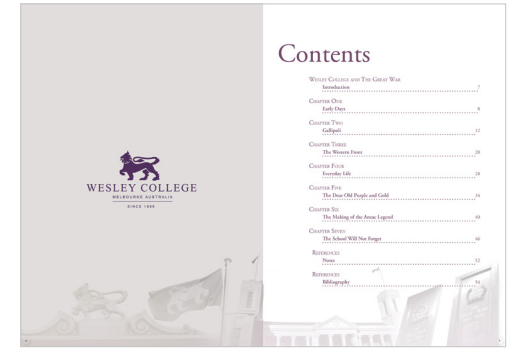
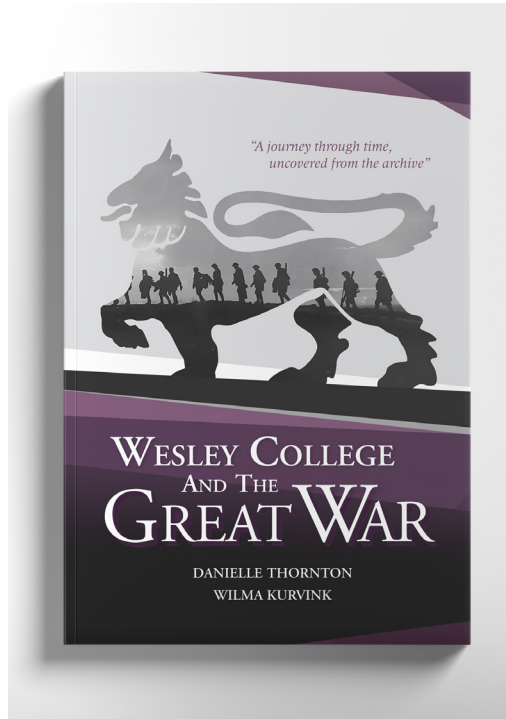




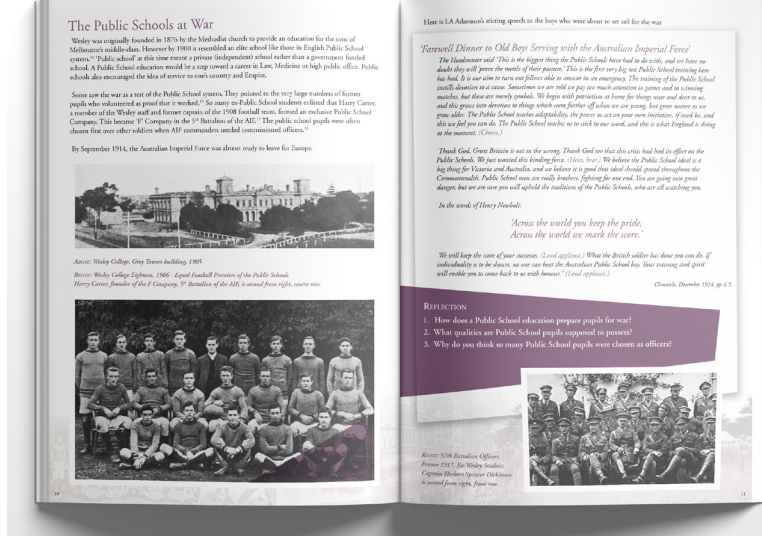
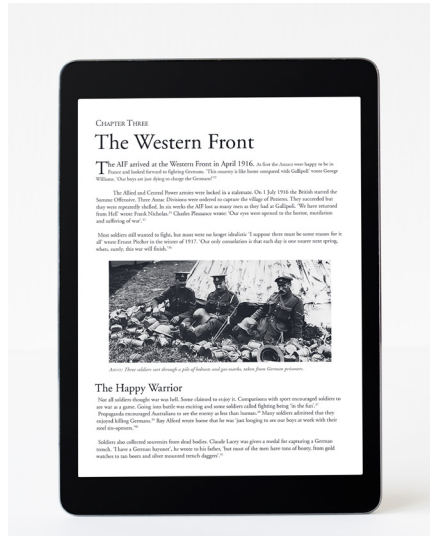


# WESLEY COLLEGE: Publishing layout, styling, information refinement, photo sourcing, print production

I designed this commemorative learning resource from cover to layout, including print, e-reader and digital versions.



## E-READER BLACK & WHITE FORMAT





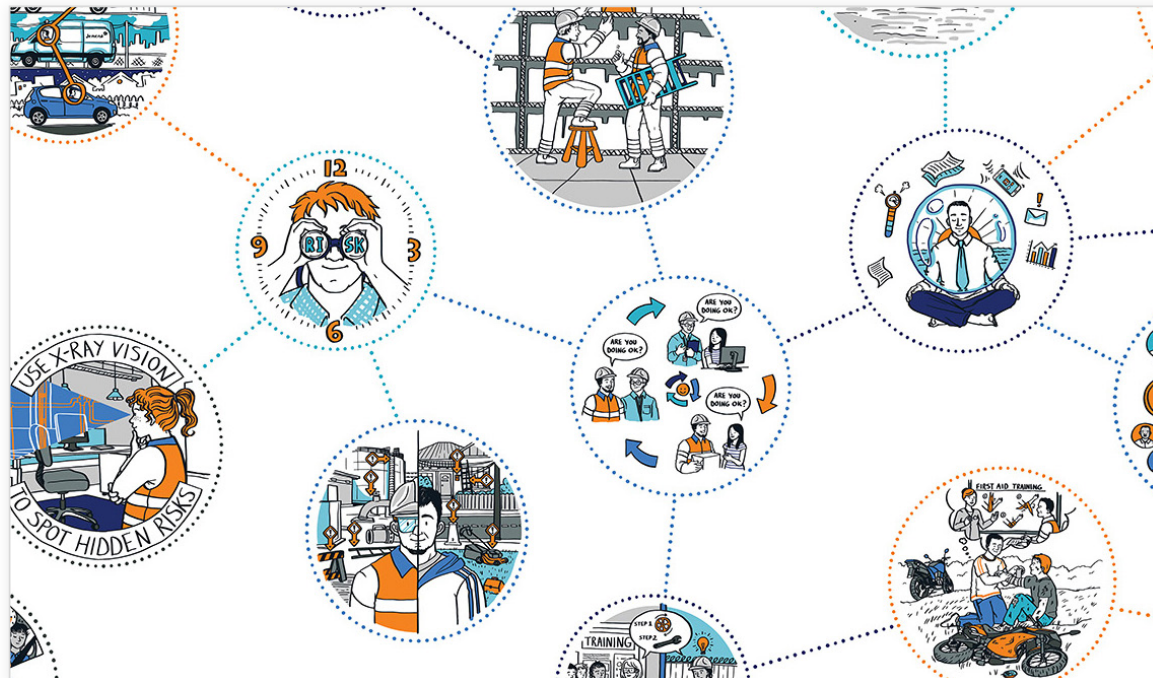


I worked with Jemena to create an infographic mural highlighting health and safety concerns in the workplace. I provided live-scribing at innovation sessions to visualise employee experiences, and translated this information into clear, engaging graphics. I delivered the final outcome as a seamless pattern, installed as a decal.

## INDIVIDUAL VISUALISATIONS



## FINAL PATTERN



## DECAL INSTALLATION







## PRODUCT DEVELOPMENT: Concept Illustration

These detailed, full colour illustrations are created during the last stage of development before production.

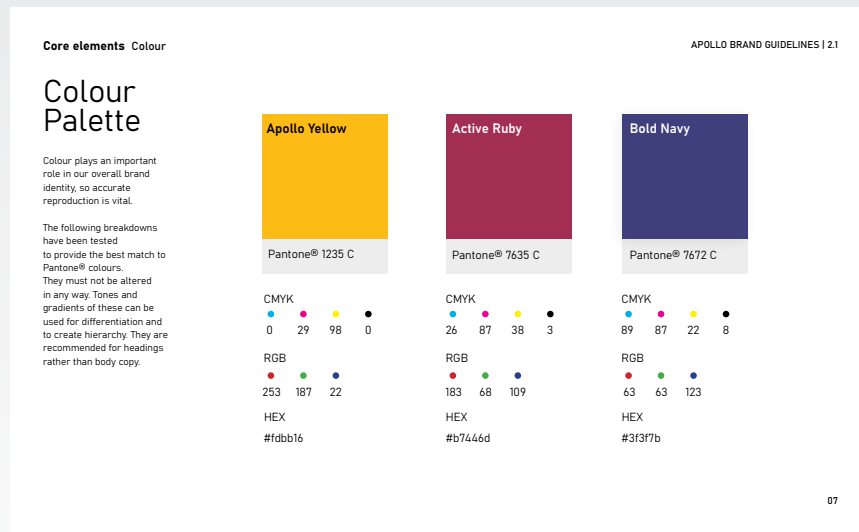
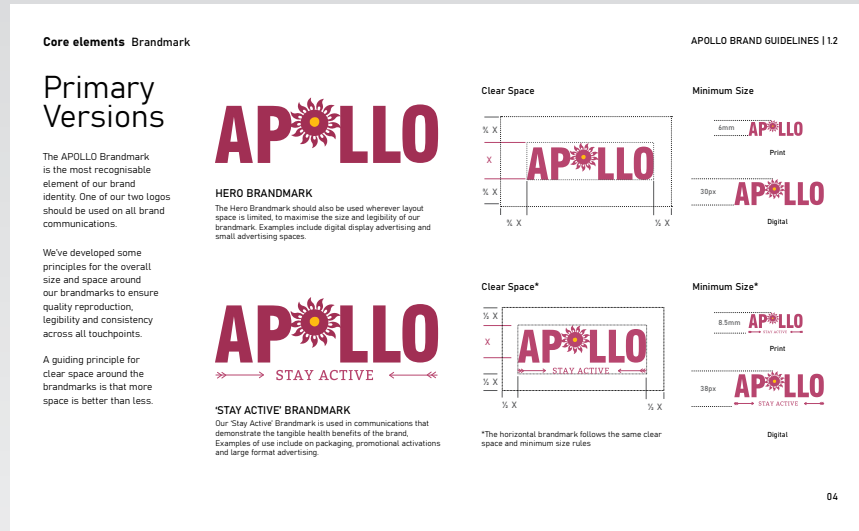






# FONTERRA: Brand, styleguide and packaging design

I developed the Apollo range with Fonterra, for which I also designed the packaging and styleguide.







## SHOWREEL: Presentations, animated infographics, social media reels and film-making

My showreel consists of projects that I was solely responsible for developing, designing and creating. This includes motion graphics, animations, presentations and reels.  
Please click below to watch or visit: <https://www.alicia-b.com/showreel/>

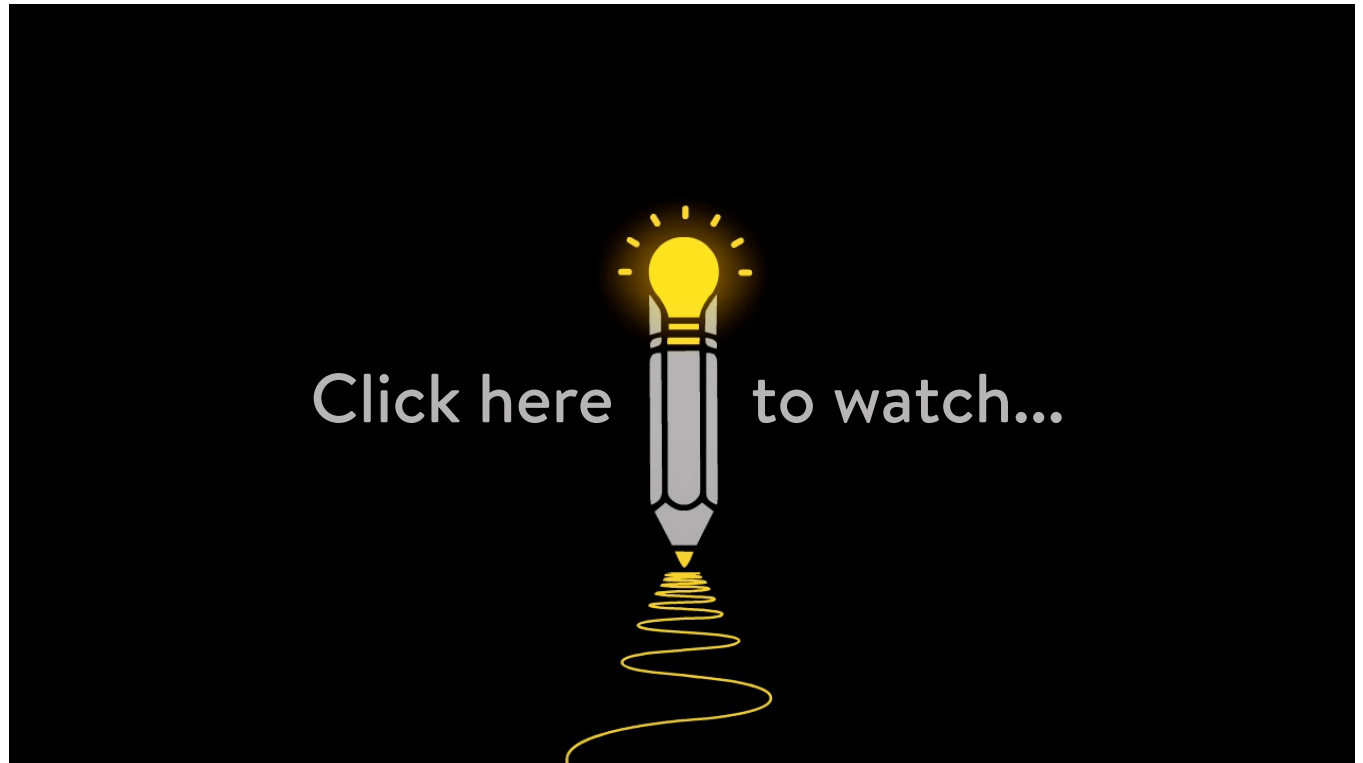


one **school**

WESLEY COLLEGE PROMO VIDEO (LIBRARIES)



a designer who  can analyse



Click here to watch...



WESLEY COLLEGE OPEN DAY VIDEO (EXCHANGE PROGRAM)



SOCIAL MEDIA REELS & ASSETS