

# PORTFOLIO

LENKA

0400 432 742 | [hi@lenkadesign.com](mailto:hi@lenkadesign.com) | [LenkaDesign.com.au](http://LenkaDesign.com.au)

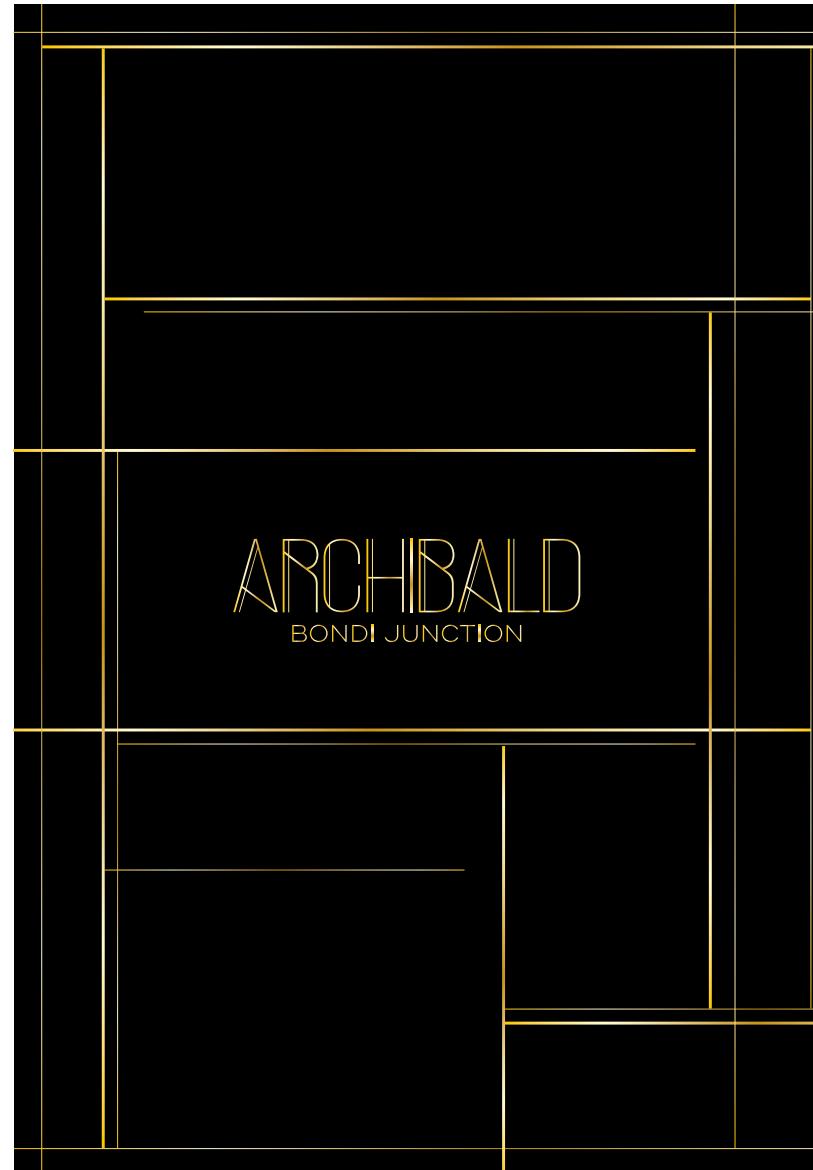
## Archibald

This project won Gold for Marketing – Branded Experience at Sydney Design Awards 2019 celebrating my creative and innovative campaign.

As lead designer I worked directly with the client in creating a character and series of personas for a residential development, Archibald. My character was brought to life through video, print and digital. I designed the brand, look and feel of the campaign, plus storyboarded the promotional video. I was integral in conceptualising and designing the unique carry handle brochure, which emulated a premium shopping bag. I was also involved (styling, grading) in making a series of cinema-graph files used to promote the residencies digitally, a first ever used in this industry.

View online: [lenkakadesign.com.au/archibald/](http://lenkakadesign.com.au/archibald/)

BRAND | LOOK AND FEEL



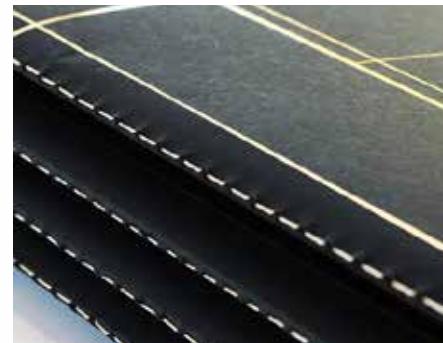
PROJECT: ARCHIBALD - PROPERTY DEVELOPMENT

DELIVERABLES: BRAND, BROCHURE, WEBSITE, EDM, PRINT & ONLINE ADS, SIGNAGE, DISPLAY SUITE

SOFTWARE: ILLUSTRATOR, PHOTOSHOP, INDESIGN

ROLE: LEAD CREATIVE, PHOTOGRAPHY ASSISTANT, CLIENT FACING

BROCHURE | ILLUSTRATED MAP



PROJECT: ARCHIBALD - PROPERTY DEVELOPMENT

DELIVERABLES: BRAND, BROCHURE, WEBSITE, EDM, PRINT & ONLINE ADS, SIGNAGE, DISPLAY SUITE

SOFTWARE: ILLUSTRATOR, PHOTOSHOP, INDESIGN

ROLE: LEAD CREATIVE, PHOTOGRAPHY ASSISTANT, CLIENT FACING

WEBSITE | VIDEO STORYBOARD | CINEMA-GRAF



View cinema-graphs and movie online: [lenkakadesign.com.au/archibald/](http://lenkakadesign.com.au/archibald/)



PROJECT: ARCHIBALD - PROPERTY DEVELOPMENT

DELIVERABLES: BRAND, BROCHURE, WEBSITE, EDM, PRINT & ONLINE ADS, SIGNAGE, DISPLAY SUITE

SOFTWARE: ILLUSTRATOR, PHOTOSHOP, INDESIGN

ROLE: LEAD CREATIVE, PHOTOGRAPHY ASSISTANT, CLIENT FACING

DISPLAY SUITE | SIGNAGE



PROJECT: ARCHIBALD - PROPERTY DEVELOPMENT

DELIVERABLES: BRAND, BROCHURE, WEBSITE, EDM, PRINT & ONLINE ADS, SIGNAGE, DISPLAY SUITE

SOFTWARE: ILLUSTRATOR, PHOTOSHOP, INDESIGN

ROLE: LEAD CREATIVE, PHOTOGRAPHY ASSISTANT, CLIENT FACING

## Highline

Highline is a master-planned residential community within the heart of Westmead's health and wellbeing ecosystem. Inspired by New York's High Line, the development offers residents resort-style apartments and vibrant green spaces.

I led the brand design and rollout, including the creation of the brochure, display suite design, advertising, and website, ensuring a cohesive and striking visual identity that reflected Highline's aspirational positioning 'LIVE THE HIGH LIFE'. Targeting investors, first-home buyers, upgraders, and downsizers, the strategy focused on crafting a brand and aesthetic that stood out in a crowded market. The campaign achieved sales targets within months, establishing Highline as a landmark in Western Sydney living.

BRAND | LOOK AND FEEL

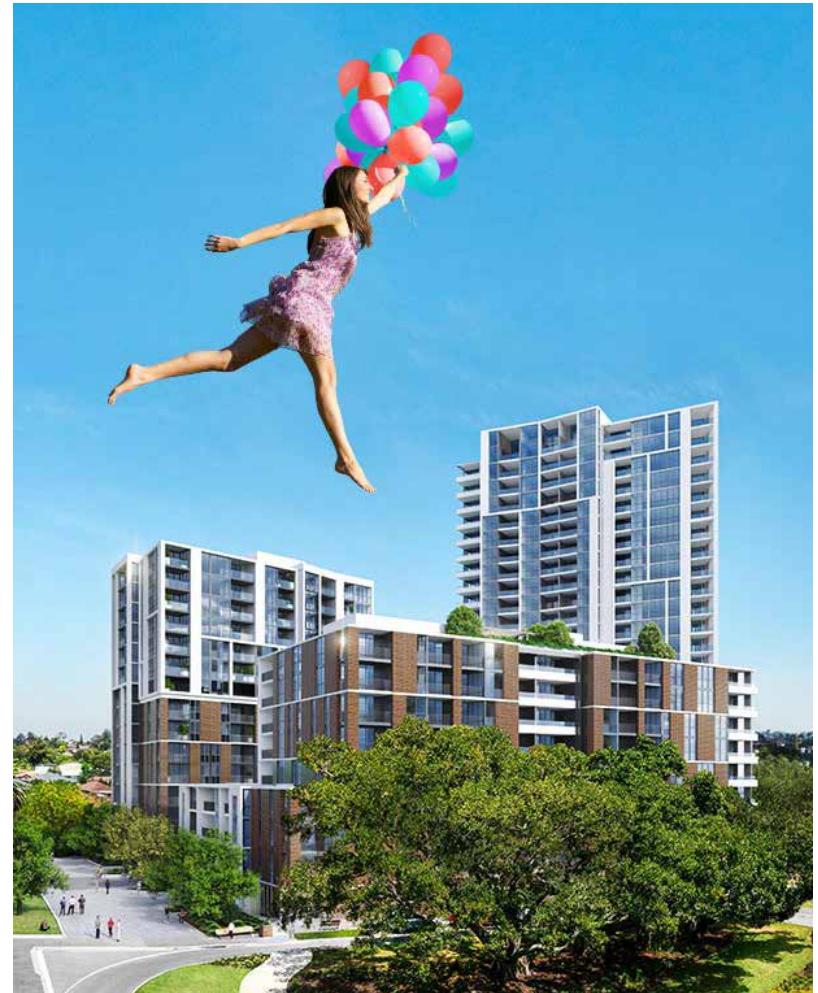


PROJECT: HIGHLINE - PROPERTY DEVELOPMENT

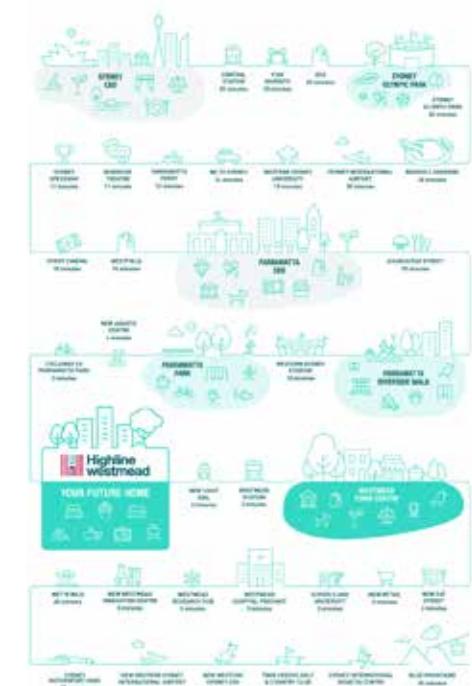
DELIVERABLES: BRAND, BROCHURE, WEBSITE, EDM, FLYER, SIGNAGE, DISPLAY SUITE

SOFTWARE: ILLUSTRATOR, PHOTOSHOP, INDESIGN

ROLE: LEAD CREATIVE, CLIENT FACING



BROCHURE | ILLUSTRATED MAP



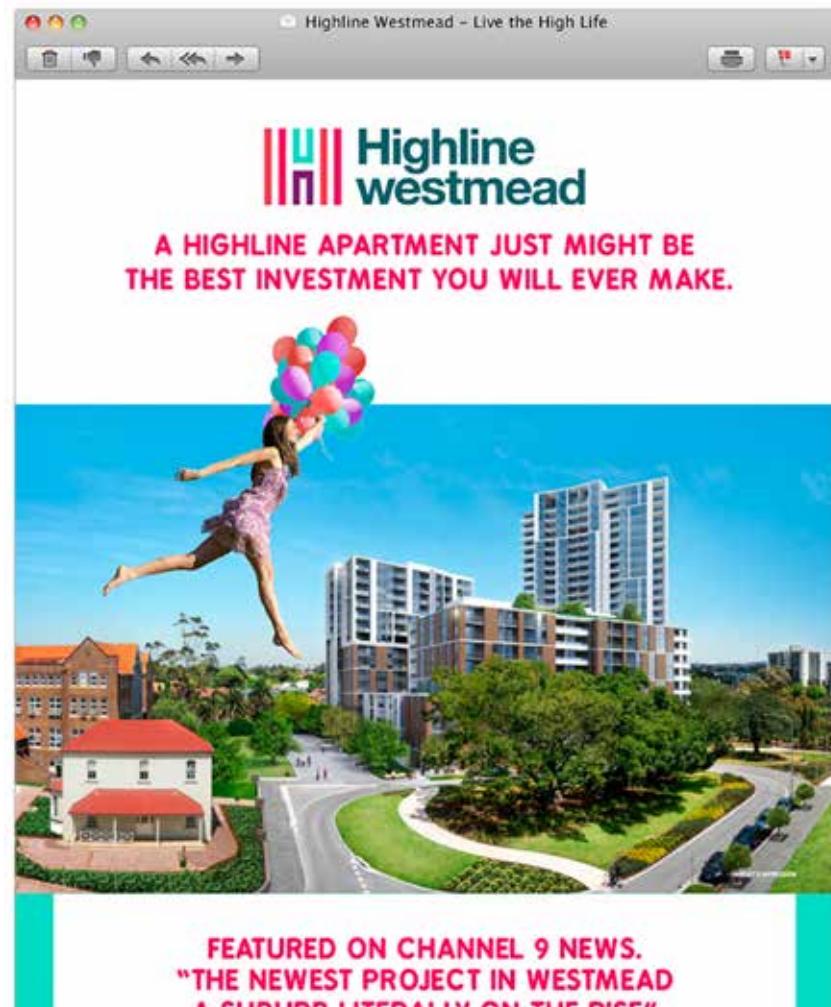
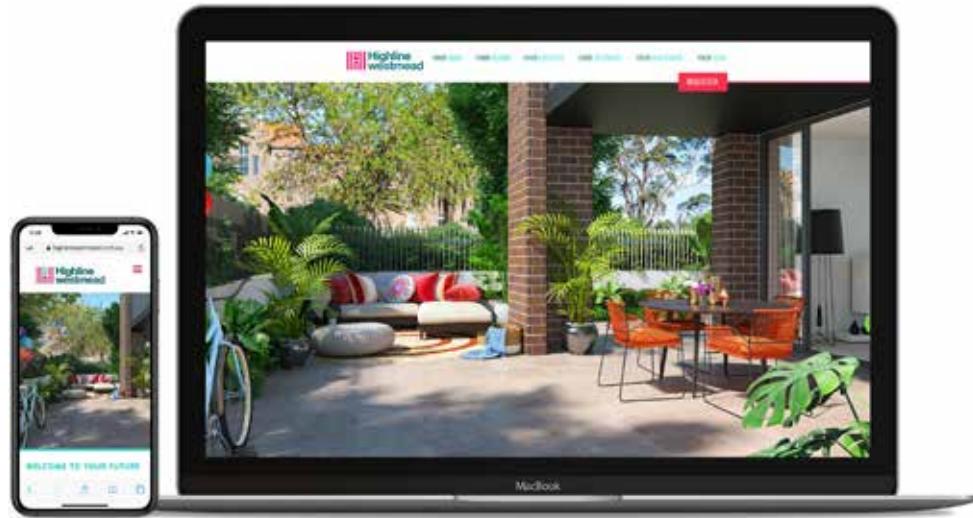
PROJECT: HIGHLINE - PROPERTY DEVELOPMENT

DELIVERABLES: BRAND, BROCHURE, WEBSITE, EDM, FLYER, SIGNAGE, DISPLAY SUITE

SOFTWARE: ILLUSTRATOR, PHOTOSHOP, INDESIGN

ROLE: LEAD CREATIVE, CLIENT FACING

WEBSITE | FLYER | EDM



PROJECT: HIGHLINE - PROPERTY DEVELOPMENT

DELIVERABLES: BRAND, BROCHURE, WEBSITE, EDM, FLYER, SIGNAGE, DISPLAY SUITE

SOFTWARE: ILLUSTRATOR, PHOTOSHOP, INDESIGN

ROLE: LEAD CREATIVE, CLIENT FACING

## DISPLAY SUITE | SIGNAGE



PROJECT: HIGHLINE - PROPERTY DEVELOPMENT

DELIVERABLES: BRAND, BROCHURE, WEBSITE, EDM, FLYER, SIGNAGE, DISPLAY SUITE

SOFTWARE: ILLUSTRATOR, PHOTOSHOP, INDESIGN

ROLE: LEAD CREATIVE, CLIENT FACING

## Naturally Sauced

I was briefed with creating a brand for an exciting, fresh and inspiring new food product that aspires to bring passion into the kitchen, in a healthy, easy and eco-friendly way. With many Sydneysiders bored with their repertoire of meals and spending more time cooking at home, a niche market was discovered. Mostly organic, all fresh and sustainably sourced, the ingredients and blends speak for themselves when they hit the plate. They simply are the easiest sauces to make any meal sing.

View instagram page: [instagram.com/naturallysauced](https://www.instagram.com/naturallysauced)

Website in development

BRAND



PROJECT: NATURALLY SAUCED - SAUCES, MARINADES AND DRESSINGS

DELIVERABLES: BRAND, PACKAGING, WEBSITE DESIGN, SOCIAL MEDIA VISUALS,

SOFTWARE: ILLUSTRATOR, INDESIGN

ROLE: INTEGRATED DESIGNER, PRINT MANAGEMENT

BRANDED MERCHANDISE



PROJECT: NATURALLY SAUCED - SAUCES, MARINADES AND DRESSINGS

DELIVERABLES: BRAND, PACKAGING, WEBSITE DESIGN, SOCIAL MEDIA VISUALS,

SOFTWARE: ILLUSTRATOR, INDESIGN

ROLE: INTEGRATED DESIGNER

TYPOGRAPHY AND MESSAGING

# EAT WELL, WASTE LESS, FEEL GOOD... NATURALLY

VECTOR LOGOS



PROJECT: NATURALLY SAUCED - SAUCES, MARINADES AND DRESSINGS

DELIVERABLES: BRAND, PACKAGING, WEBSITE DESIGN, SOCIAL MEDIA VISUALS,

SOFTWARE: ILLUSTRATOR, INDESIGN

ROLE: INTERGRATED DESIGNER

## PACKAGING



PROJECT: NATURALLY SAUCED - SAUCES, MARINADES AND DRESSINGS

DELIVERABLES: BRAND, PACKAGING, WEBSITE DESIGN, SOCIAL MEDIA VISUALS,

SOFTWARE: ILLUSTRATOR, INDESIGN

ROLE: INTEGRATED DESIGNER

WEBSITE



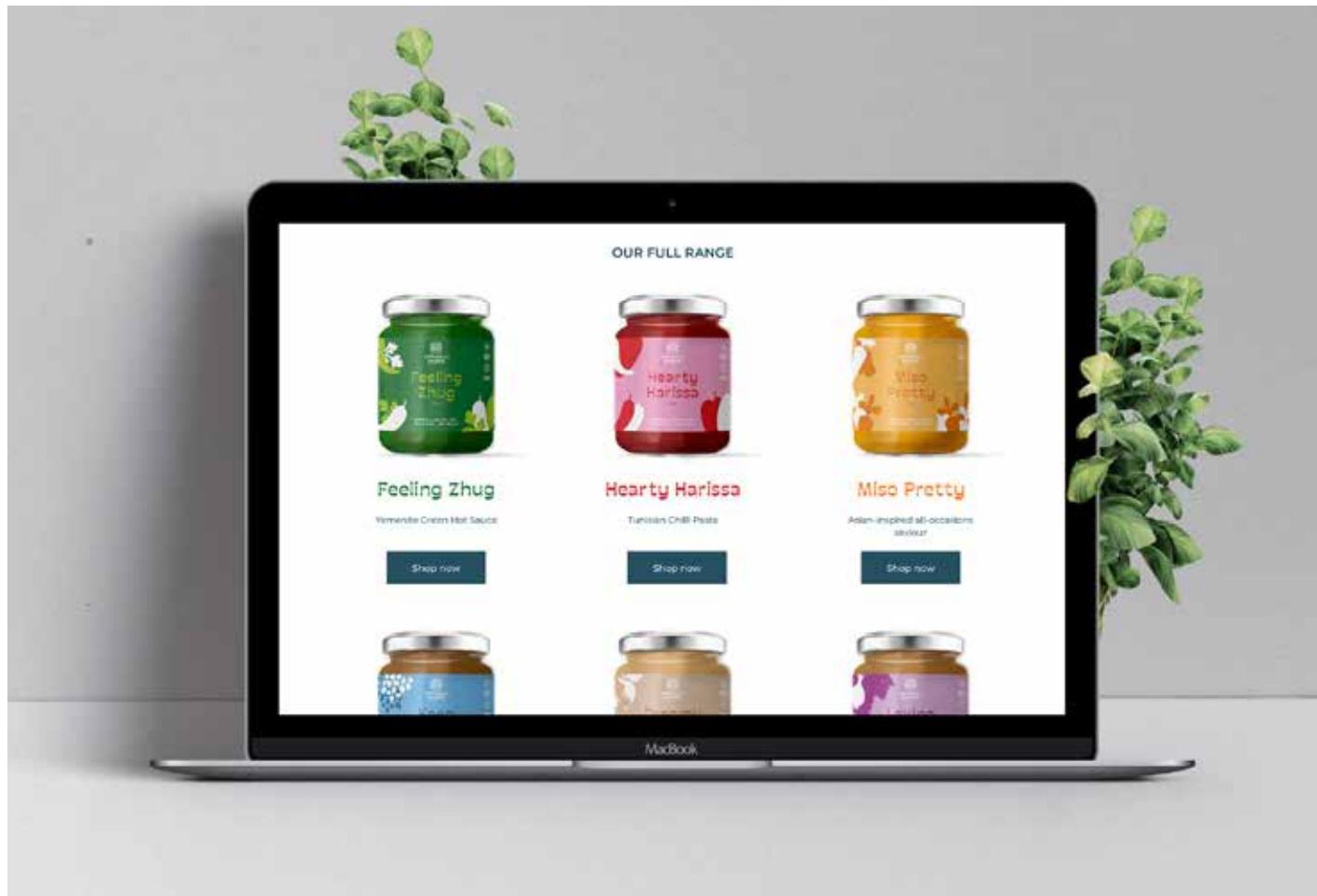
PROJECT: NATURALLY SAUCED - SAUCES, MARINADES AND DRESSINGS

DELIVERABLES: BRAND, PACKAGING, WEBSITE DESIGN, SOCIAL MEDIA VISUALS,

SOFTWARE: ILLUSTRATOR, INDESIGN

ROLE: INTEGRATED DESIGNER

## WEBSITE



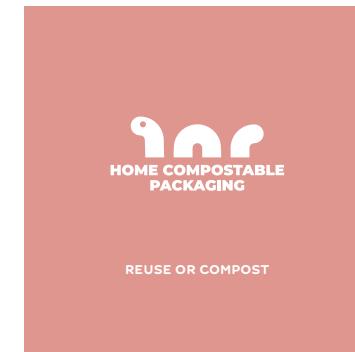
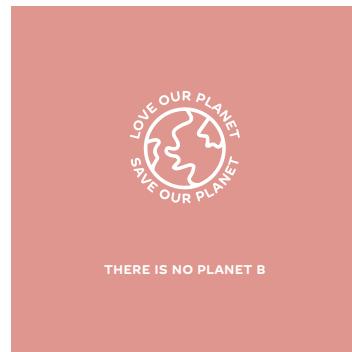
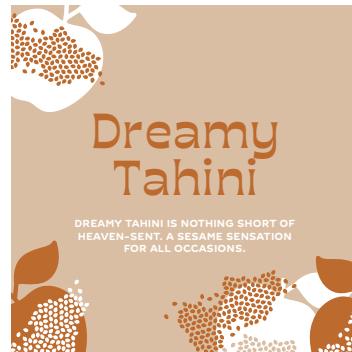
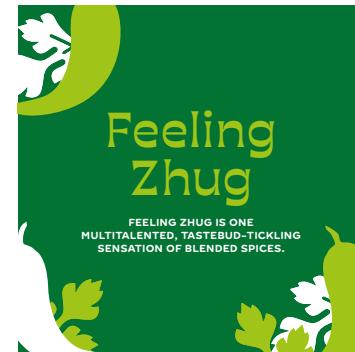
## PROJECT: NATURALLY SAUCED - SAUCES, MARINADES AND DRESSINGS

## DELIVERABLES: BRAND, PACKAGING, WEBSITE DESIGN, SOCIAL MEDIA VISUALS,

## SOFTWARE: ILLUSTRATOR, INDESIGN

## ROLE: INTEGRATED DESIGNER

## SOCIAL MEDIA - VISUAL STYLE



PROJECT: NATURALLY SAUCED - SAUCES, MARINADES AND DRESSINGS

DELIVERABLES: BRAND, PACKAGING, WEBSITE DESIGN, SOCIAL MEDIA VISUALS,

SOFTWARE: ILLUSTRATOR, INDESIGN

ROLE: INTEGRATED DESIGNER

## SALES COLLATERAL



PROJECT: NATURALLY SAUCED - SAUCES, MARINADES AND DRESSINGS

DELIVERABLES: BRAND, PACKAGING, WEBSITE DESIGN, SOCIAL MEDIA VISUALS,

SOFTWARE: ILLUSTRATOR, INDESIGN

ROLE: INTERGRATED DESIGNER

## Splendour

I have worked closely with Splendour Tailored Tours since its conception in 2014 to deliver their brand and offering. Splendour is an ultra-luxury travel brand targeting affluent North Americans coming to NSW. Today Splendour generates over a million dollars a year in revenue.

It's brand assets and online presence needed to reflect prestige, privilege, and precision. I have helped grow this brand and influenced how it is placed within the travel industry.

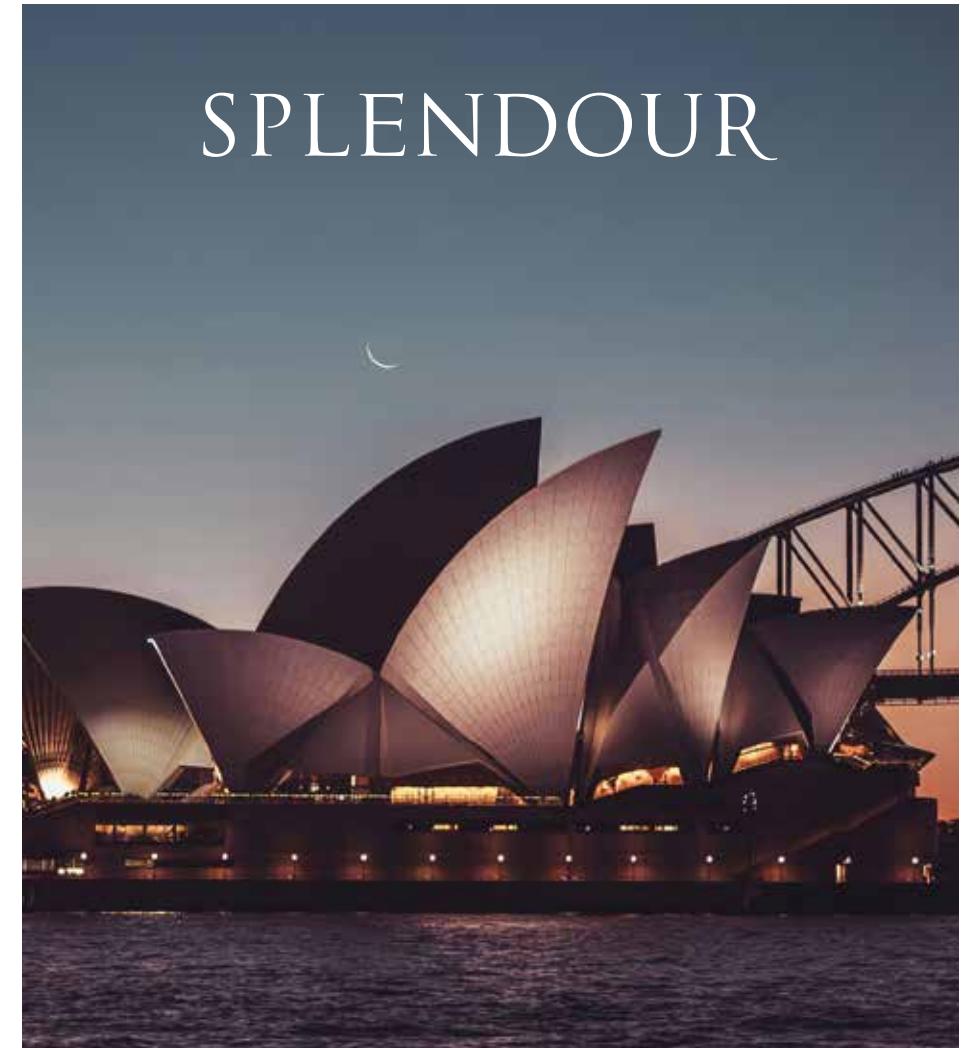
View website: [splendourtailoredtours.com.au](http://splendourtailoredtours.com.au)

BRAND | LOOK AND FEEL



SPLENDOUR  
TAILORED TOURS

SPLENDOUR



**PROJECT:** SPLENDOUR TAILORED TOURS - TOURISM START-UP

**DELIVERABLES:** BRAND, WEBSITE DESIGN AND BUILD, BUSINESS CARDS, BROCHURE, SIGNAGE AND EDM

**SOFTWARE:** ILLUSTRATOR, PHOTOSHOP, INDESIGN, WORDPRESS

**ROLE:** CREATIVE & STRATEGY, PROJECT MANAGE PRINT AND WEBSITE

## WEBSITE



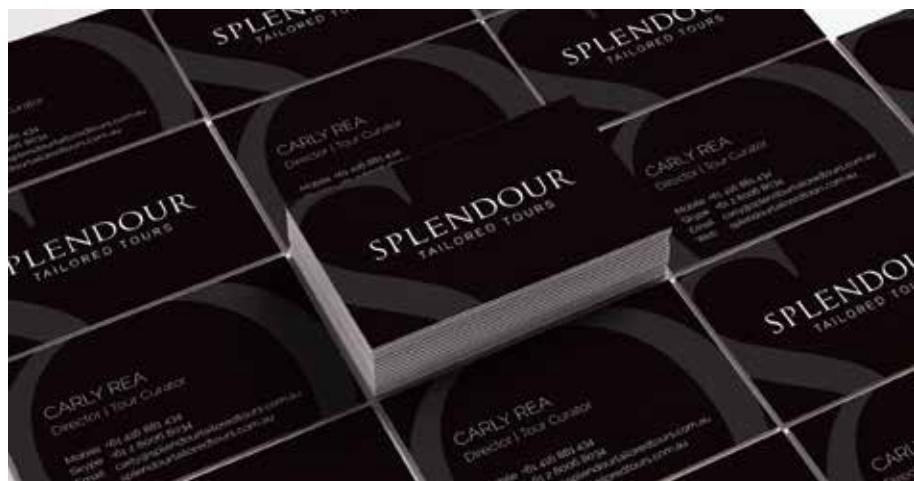
**PROJECT:** SPLENDOUR TAILORED TOURS - TOURISM START-UP

**DELIVERABLES:** BRAND, WEBSITE DESIGN AND BUILD, BUSINESS CARDS, BROCHURE, SIGNAGE AND EDM

**SOFTWARE:** ILLUSTRATOR, PHOTOSHOP, INDESIGN, WORDPRESS

**ROLE:** CREATIVE & STRATEGY, PROJECT MANAGE PRINT AND WEBSITE

BROCHURE



**PROJECT:** SPLENDOUR TAILORED TOURS - TOURISM START-UP

**DELIVERABLES:** BRAND, WEBSITE DESIGN AND BUILD, BUSINESS CARDS, BROCHURE, SIGNAGE AND EDM

**SOFTWARE:** ILLUSTRATOR, PHOTOSHOP, INDESIGN, WORDPRESS

**ROLE:** CREATIVE & STRATEGY, PROJECT MANAGE PRINT AND WEBSITE

## Elysium

I was the lead creative on the Elysium project, it was a huge marketing success, selling out within two weeks of the launch date.

'Elysium' in Terrigal was coined as such for its positioning as a heavenly resort-style residential development. I created the brand and style to emulate this and to embody the relaxed coastal feel of the region. The highlight for me creatively was producing the brochure and planning and managing the promotional video

View online: [lenkakadesign.com.au/elysium/](http://lenkakadesign.com.au/elysium/)

BRAND | LOOK AND FEEL

ELYSIUM  
TERRIGAL



**PROJECT:** ELYSIUM - PROPERTY DEVELOPMENT

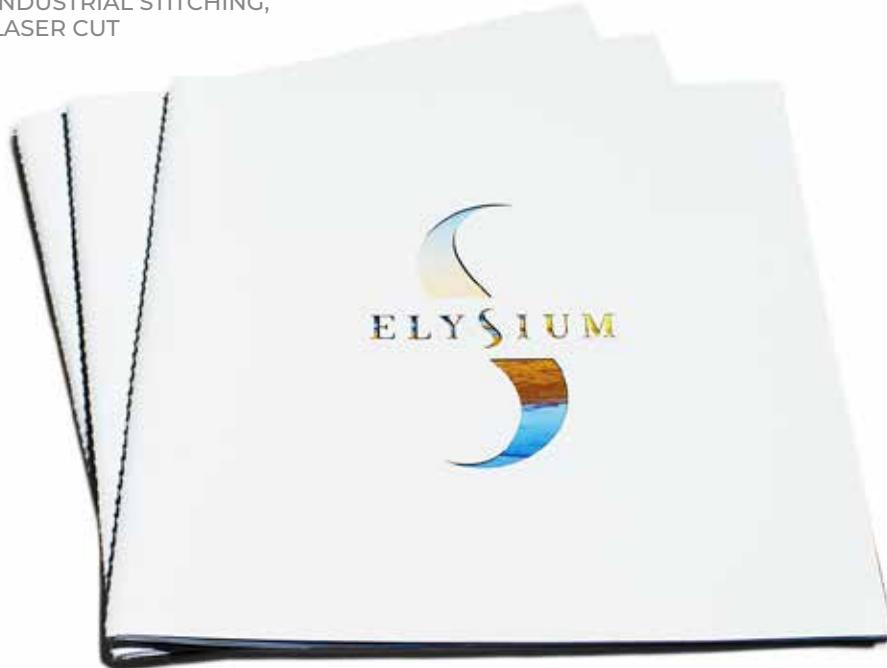
**DELIVERABLES:** BRAND, BROCHURE, ILLUSTRATED MAP, WEBSITE, EDM, PRINT & ONLINE ADS, DISPLAY SUITE

**SOFTWARE:** ILLUSTRATOR, PHOTOSHOP, INDESIGN

**ROLE:** LEAD CREATIVE, PHOTOGRAPHY ASSISTANT

BROCHURE | ILLUSTRATED MAP

INDUSTRIAL STITCHING,  
LASER CUT



**PROJECT:** ELYSIUM - PROPERTY DEVELOPMENT

**DELIVERABLES:** BRAND, BROCHURE, ILLUSTRATED MAP, WEBSITE, EDM, PRINT & ONLINE ADS, DISPLAY SUITE

**SOFTWARE:** ILLUSTRATOR, PHOTOSHOP, INDESIGN

**ROLE:** LEAD CREATIVE, PHOTOGRAPHY ASSISTANT

WEBSITE | VIDEO STORYBOARD | PHOTOSHOOT



**View online:** [lenkakadesign.com.au/elysium/](http://lenkakadesign.com.au/elysium/)



**PROJECT:** ELYSIUM - PROPERTY DEVELOPMENT

**DELIVERABLES:** BRAND, BROCHURE, ILLUSTRATED MAP, WEBSITE, EDM, PRINT & ONLINE ADS, DISPLAY SUITE

**SOFTWARE:** ILLUSTRATOR, PHOTOSHOP, INDESIGN

**ROLE:** LEAD CREATIVE, PHOTOGRAPHY ASSISTANT



**CENTRAL REAL**  
**ELYSIUM**  
TERRIGAL

**TERRIGAL'S MOST BEAUTIFUL PLACE TO LIVE**

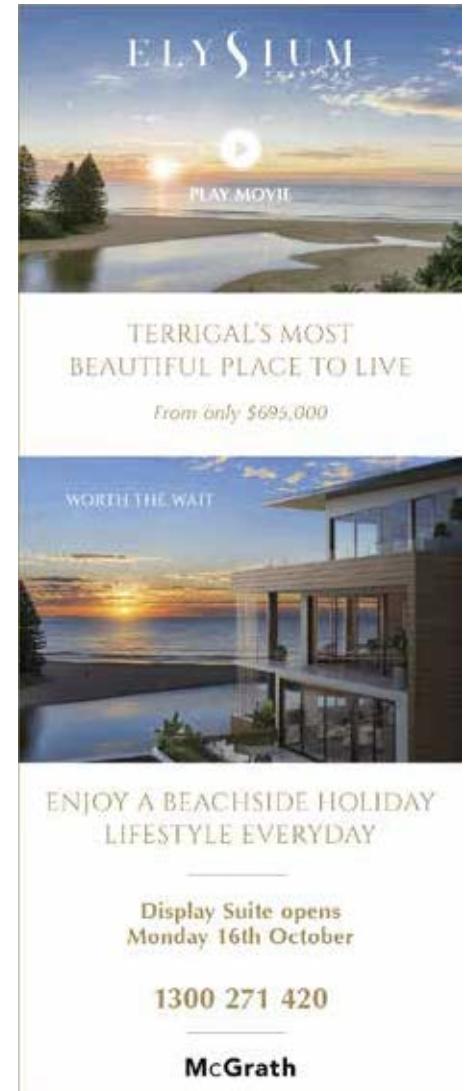
Coming soon to Terrigal's most beautiful location where the ocean meets the lagoon. Elysium Terrigal is an opportunity of unprecedented significance. Offering a collection of limited one, two & three bedroom apartments set amongst 2.5 acres of tropical gardens. Elysium will be Terrigal's most beautiful place to live.

Display suite opening Saturday 21st October  
Terrigal Building (Bennelong Park) Level 1, 301 Coombabah Lane, Terrigal, NSW 2260

The Sanctuary Collection Apartments from \$770,000    **5% INITIAL DEPOSIT\***  
The Beachfront Collection Apartments from \$1,400,000    **5% INITIAL DEPOSIT\***

**ELYSIUMTERRIGAL.COM.AU**   **1300 271 420**

**McGrath**



**ELYSIUM**  
TERRIGAL

**PLAY.MOVIE**

**TERRIGAL'S MOST BEAUTIFUL PLACE TO LIVE**

*From only \$695,000*

**WORTH THE WAIT**

**ENJOY A BEACHSIDE HOLIDAY LIFESTYLE EVERYDAY**

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**Display Suite opens  
Monday 16th October**

**1300 271 420**

**McGrath**

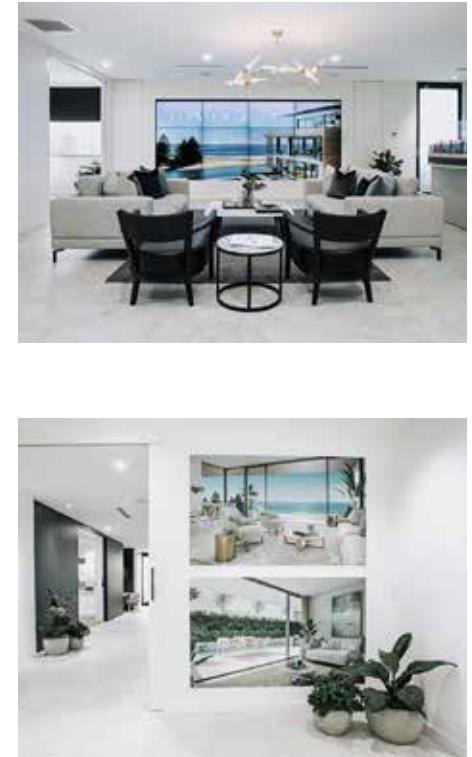
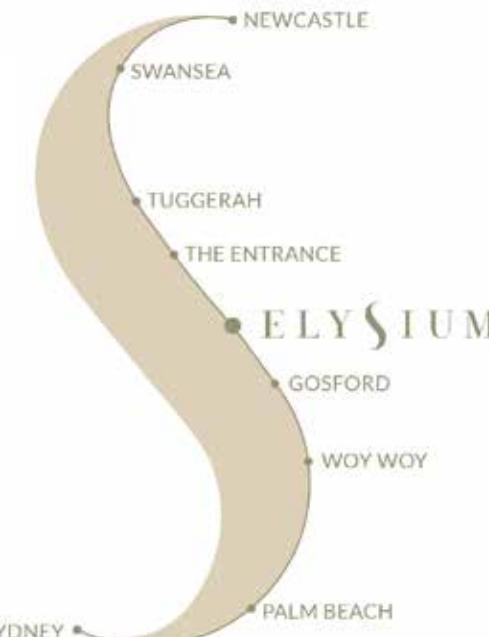
**PROJECT:** ELYSIUM - PROPERTY DEVELOPMENT

**DELIVERABLES:** BRAND, BROCHURE, ILLUSTRATED MAP, WEBSITE, EDM, PRINT & ONLINE ADS, DISPLAY SUITE

**SOFTWARE:** ILLUSTRATOR, PHOTOSHOP, INDESIGN

**ROLE:** LEAD CREATIVE, PHOTOGRAPHY ASSISTANT

## ILLUSTRATED MAP | DISPLAY SUITE



**PROJECT:** ELYSIUM - PROPERTY DEVELOPMENT

**DELIVERABLES:** BRAND, BROCHURE, ILLUSTRATED MAP, WEBSITE, EDM, PRINT & ONLINE ADS, DISPLAY SUITE

**SOFTWARE:** ILLUSTRATOR, PHOTOSHOP, INDESIGN

**ROLE:** LEAD CREATIVE, PHOTOGRAPHY ASSISTANT

## Vacations and Travel

From cover to cover, feature articles and the all important redesign, I immersed myself in everything travel for this role. I worked closely with the publishing team at *Vacations and Travel* magazine for 10 years, from Senior Designer to Art Director. I am most proud of the publication's redesign which took a fresh, contemporary, aspirational look and pushed the 'norm' in the industry. I was also responsible for website and EDM design, online ads and POS material for trade shows and expos.



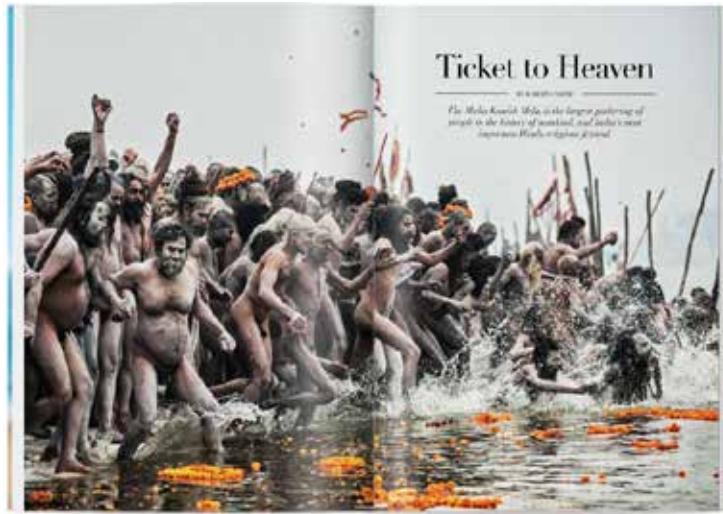
PROJECT: VACATIONS & TRAVEL - TRAVEL MAGAZINE

DELIVERABLES: MAGAZINE DESIGN AND LAYOUT, WEBSITE DESIGN, ONLINE ADS AND EDM

SOFTWARE: ILLUSTRATOR, PHOTOSHOP, INDESIGN

ROLE: ART DIRECTOR, PRODUCTION ASSISTANT

MAGAZINE LAYOUT - FEATURE STORIES



PROJECT: VACATIONS & TRAVEL - TRAVEL MAGAZINE

DELIVERABLES: MAGAZINE DESIGN AND LAYOUT, WEBSITE DESIGN, ONLINE ADS AND EDM

SOFTWARE: ILLUSTRATOR, PHOTOSHOP, INDESIGN

ROLE: ART DIRECTOR, PHOTO EDITOR, PRODUCTION ASSISTANT

## MAGAZINE LAYOUT | REGULAR SECTIONS ICONS

**global markets**  
Chor Bazaar, Mumbai, India  
Bolgão Market, Porto, Portugal  
Night Market, Luang Prabang, Laos  
St. Lawrence Market, Toronto, Canada

**shop around**  
Jalousie UP  
Sip it with Saccs  
Coconut Revolutions  
Camila Maria Travel Weekender Bag  
Hermès Colognes  
Samsung GALAXY S4 mini

**global dining**  
Noma's Flying Visit to Japan  
Thompson, Bangkok, Thailand  
Bring Your Own Bubbles  
New York, By The Glass  
Goodbye Leicester Square

**hotel update**  
The Address  
On the QT  
Find your Shangri-La in Tibet  
Bali beauty  
Bathtime at Jimbar Sella

global village

global galleries

global dining

global markets

shop around

the last word

PROJECT: VACATIONS & TRAVEL - TRAVEL MAGAZINE

DELIVERABLES: MAGAZINE DESIGN AND LAYOUT, WEBSITE DESIGN, ONLINE ADS AND EDM

SOFTWARE: ILLUSTRATOR, PHOTOSHOP, INDESIGN

ROLE: ART DIRECTOR, PRODUCTION ASSISTANT

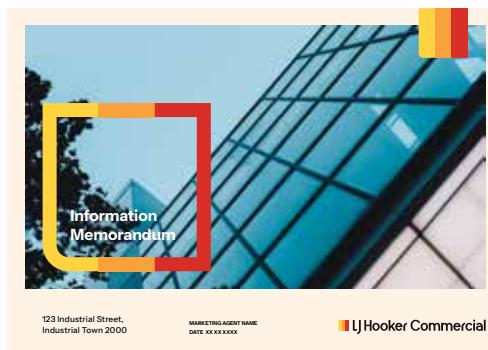
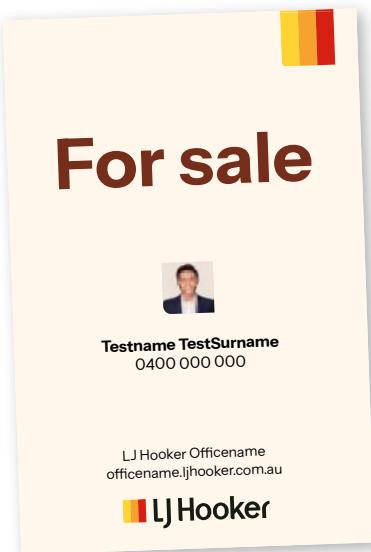
## LJ Hooker

As a Visual Designer working under the Head of Marketing at LJ Hooker, one of Australia's most recognised real estate brands, I played a key role in rolling out the refreshed brand across a wide range of collateral.

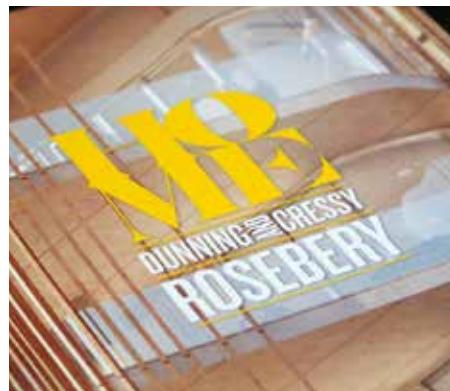
From brochure templates and signboards to ads, PowerPoint decks and social media marketing resources, I brought consistency, clarity and visual impact to every touchpoint. Confidently working within the supplied brand guidelines, I ensured each piece reflected the new identity with precision and energy—supporting a cohesive national rollout and empowering teams with flexible, on-brand assets.

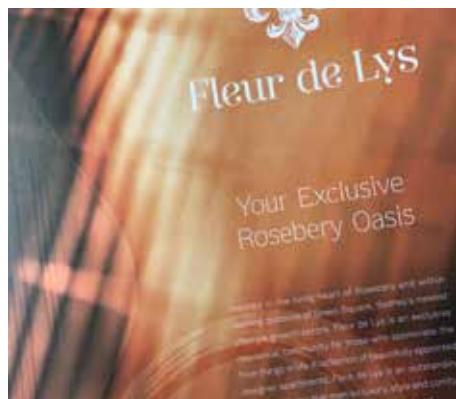


## BRAND ROLL OUT



**PROJECT:** LJ HOOKER - BRAND ROLL OUT  
**DELIVERABLES:** VARIED COLLATERAL  
**SOFTWARE:** INDESIGN, ILLUSTRATOR, PHOTOSHOP  
**ROLE:** VISUAL DESIGNER









## Flagship Cultural Event Engagement Snapshot



In October 2019, City of Newcastle (CN) commenced community engagement for the development of a new flagship cultural event to be launched for Newcastle.

Over a three-month time frame, we completed the following engagement methods:

- Online survey
- Online Ideas walls
- In person engagements
- Feedback forms
- Networking event

This Engagement Snapshot highlights the key findings in the feedback from the community. For more detail, [read our Engagement Report](#).

### Engagement timeline

More than 120 one-on-one meetings were held with arts and cultural sector stakeholders, and ran concurrently the following engagement activities.



## In person engagement



**In person engagements occurred at**

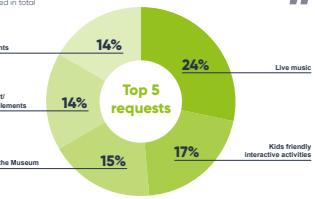
- Newcastle Vegan Markets
- Wallsend Library
- Olive Tree Markets
- Newcastle Museum School Holidays program
- Australia Day stall at The Station
- Australia Day stall at Foreshore Park

**Ideas wall confutes** 155 responses were received in total - Top 3 results

Response	Count	Description
Experiencing something new and unexpected	23	Thinking my hand at a new creative skill
Trying my hand at a new creative skill	23	Learning about history and culture
Learning about history and culture	20	

**Feedback form results** 78 feedback forms were received in total

**What art and cultural events would you love to see more of in Newcastle?**



**Next Steps**

In light of public health concerns and NSW Government restrictions on events due to COVID-19, the timeline for delivery of the event has been delayed and is being reviewed. To stay up to date with developments [keep an eye on our website](#) and social media channels.



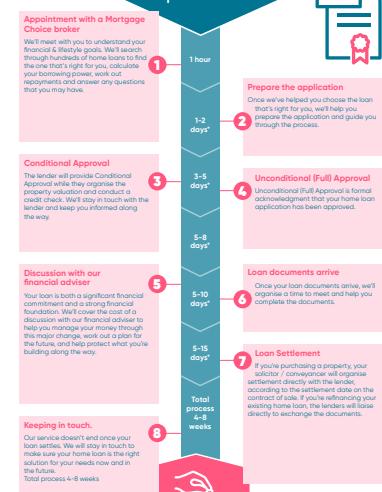
[newcastle.nsw.gov.au](#)



### What does a Mortgage Choice broker do?



### The home loan application process



**Appointment with a Mortgage Choice broker** 1 hour

**Prepare the application** 1-2 days\*

**Conditional Approval** 3-5 days\*

**Unconditional (Full) Approval** (conditional full approval to formal acknowledgement that your home loan application has been approved)

**Discussion with our financial adviser** 5-8 days\*

**Loan documents drive** 5-10 days\*

**Loan Settlement** 5-15 days\*

**Keeping in touch** Total process 4-8 weeks

\* Business days above are a guide only and are not to be taken up if entering into a contract.

In its pitch stage, Balance Superfoods wanted a unique brand for a new product. After researching the current products in the same market, I created an organic but playful packaging design. This flowed well with the friendly copy used in proposed marketing as well as on the packet.



**PROJECT: BALANCE SUPERFOODS - VEGAN FOOD PRODUCTS**

**DELIVERABLES: PRODUCT BRAND AND PACKAGING**

**SOFTWARE: ILLUSTRATOR, PHOTOSHOP, INDESIGN,**

**ROLE: PACKAGING DESIGNER**