

# PORTFOLIO LENKA

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

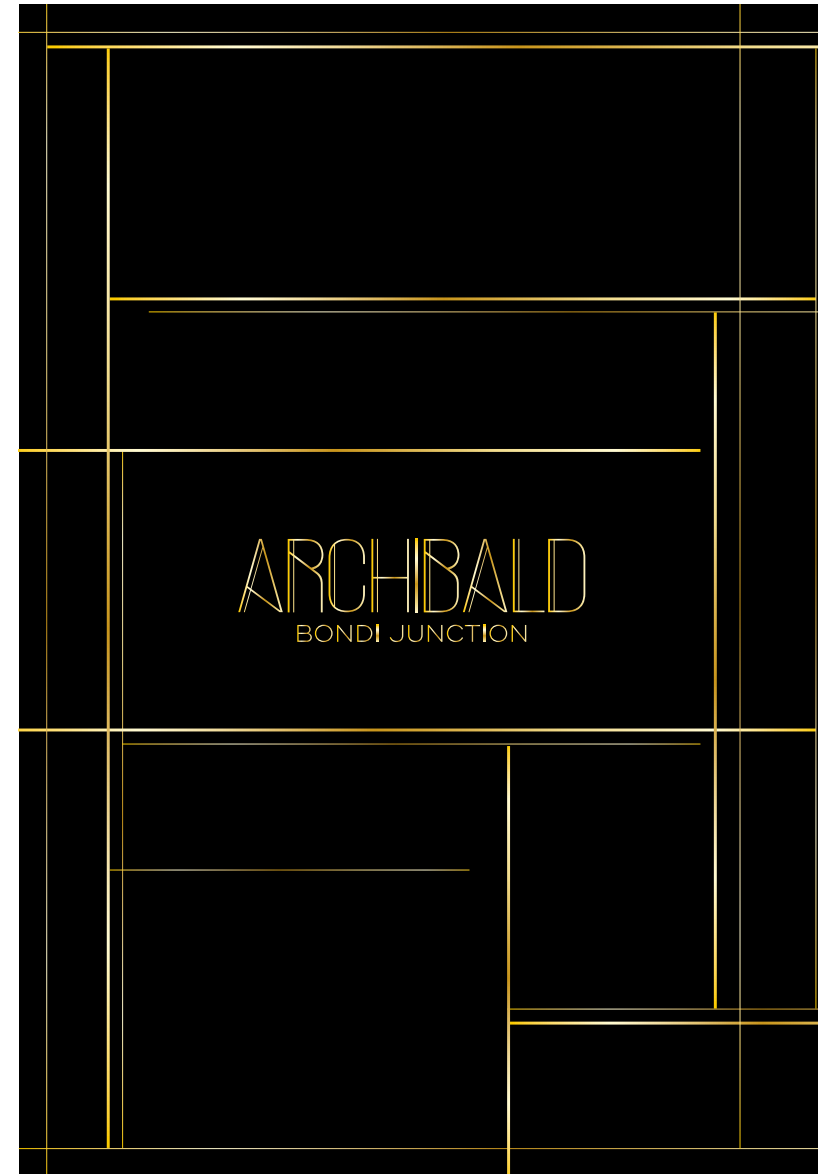
## Archibald

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

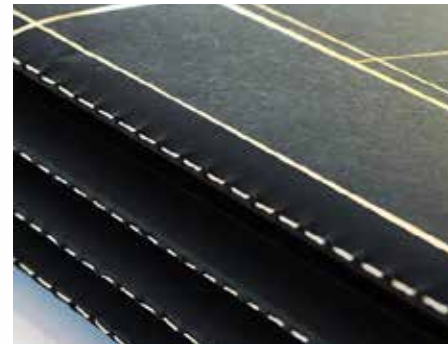
DELIVERABLES: BRAND, BROCHURE, WEBSITE, EDM, PRINT & ONLINE ADS, SIGNAGE, DISPLAY SUITE

SOFTWARE: ILLUSTRATOR, PHOTOSHOP, INDESIGN

ROLE: LEAD CREATIVE, PHOTOGRAPHY ASSISTANT, CLIENT FACING



DIE CUT,  
FOIL, PULL OUT,  
INDUSTRIAL STITCHING



**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-GRAPH



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

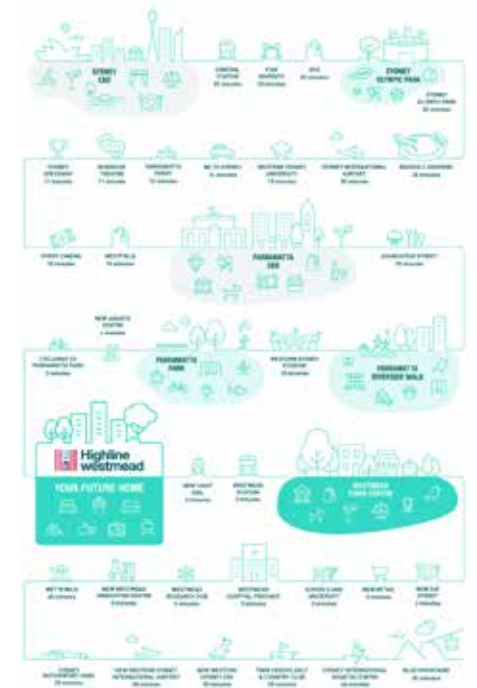
**SOFTWARE:** ILLUSTRATOR, PHOTOSHOP, INDESIGN

**ROLE:** LEAD CREATIVE, CLIENT FACING





## BROCHURE | ILLUSTRATED MAP



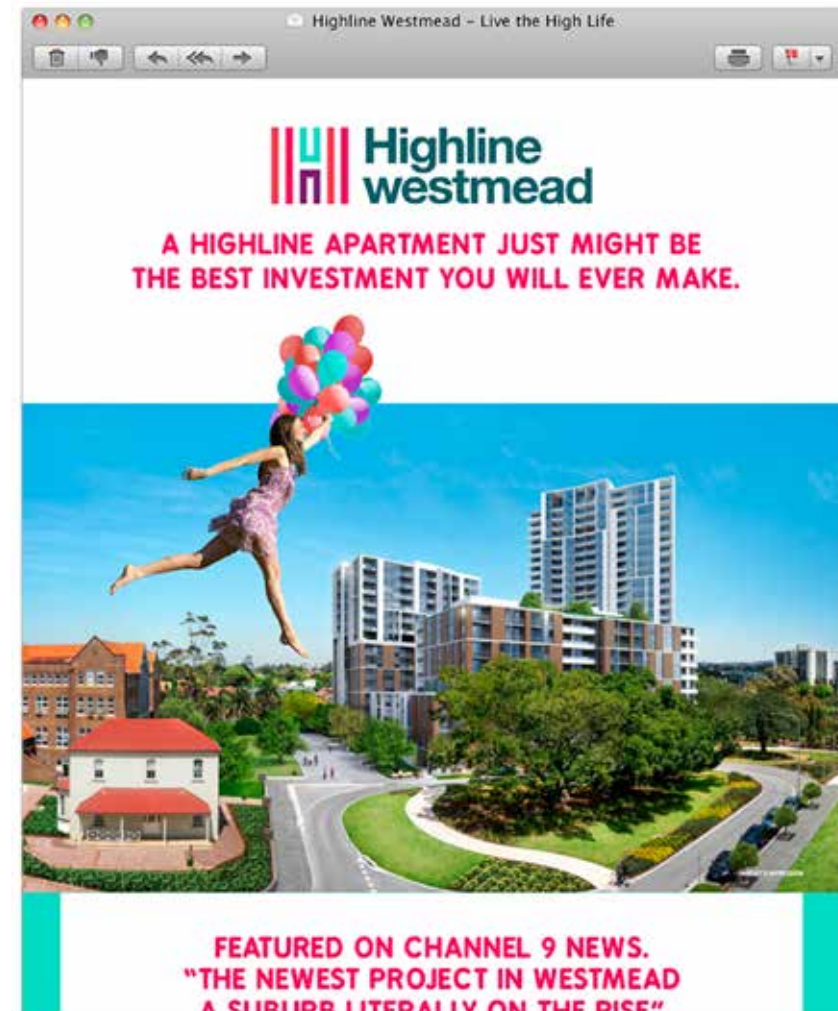
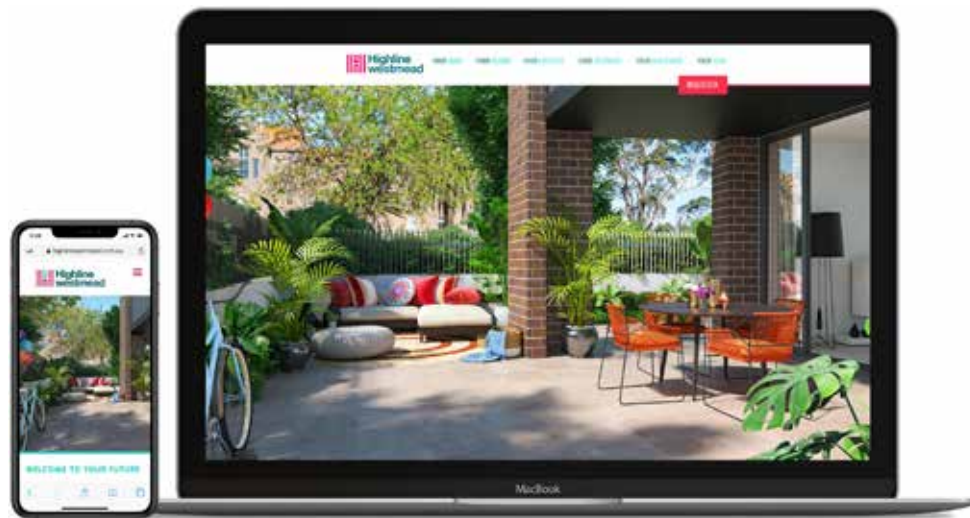
PROJECT: HIGHLINE - PROPERTY DEVELOPMENT

**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/naturallysauce](https://www.instagram.com/naturallysauce)

Website in development

### BRAND



PROJECT: NATURALLY SAUCED - SAUCES, MARINADES AND DRESSINGS

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

SOFTWARE: ILLUSTRATOR, INDESIGN

ROLE: INTERGRATED DESIGNER, PRINT MANAGEMENT

## BRANDED MERCHANDISE



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

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

**SOFTWARE:** ILLUSTRATOR, INDESIGN

**ROLE:** INTERGRATED DESIGNER



# 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:** INTERGRATED DESIGNER

## WEBSITE



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

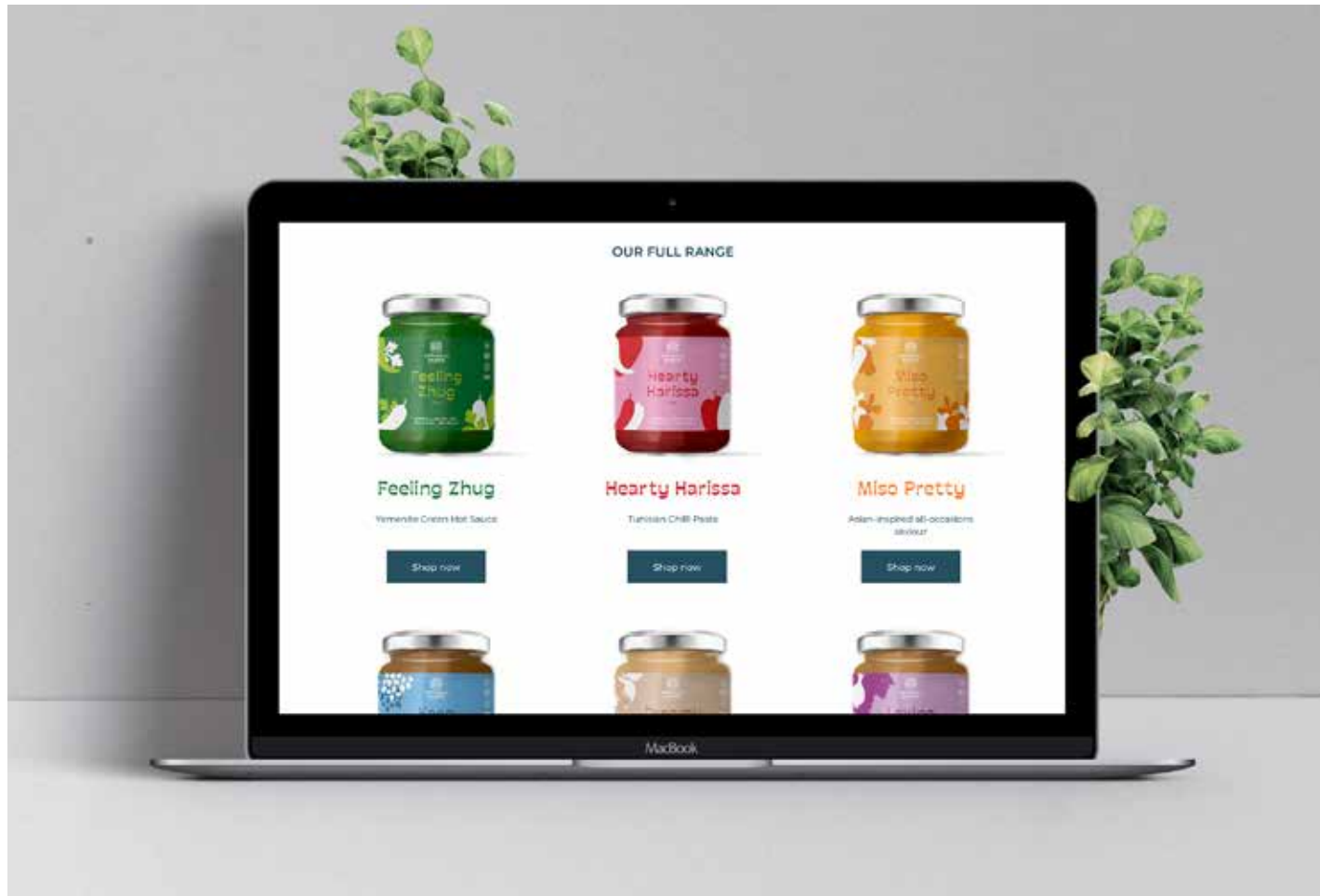
**DELIVERABLES:** BRAND, PACKAGING, WEBSITE DESIGN, SOCIAL MEDIA VISUALS,

**SOFTWARE:** ILLUSTRATOR, INDESIGN

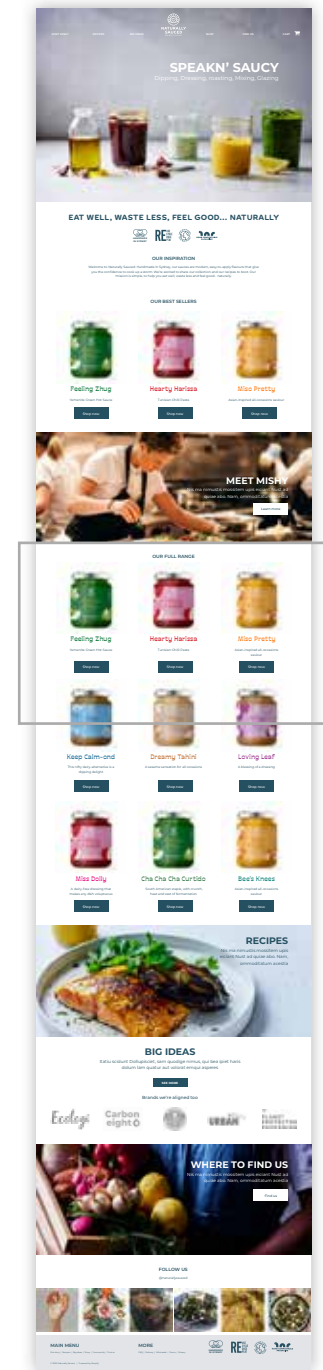
**ROLE:** INTERGRATED DESIGNER



## WEBSITE



**PROJECT:** NATURALLY SAUCED - SAUCES, MARINADES AND DRESSINGS  
**DELIVERABLES:** BRAND, PACKAGING, WEBSITE DESIGN, SOCIAL MEDIA VISUALS,  
**SOFTWARE:** ILLUSTRATOR, INDESIGN  
**ROLE:** INTERGRATED DESIGNER



## SOCIAL MEDIA - VISUAL STYLE



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

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

**SOFTWARE:** ILLUSTRATOR, INDESIGN

**ROLE:** INTERGRATED 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.

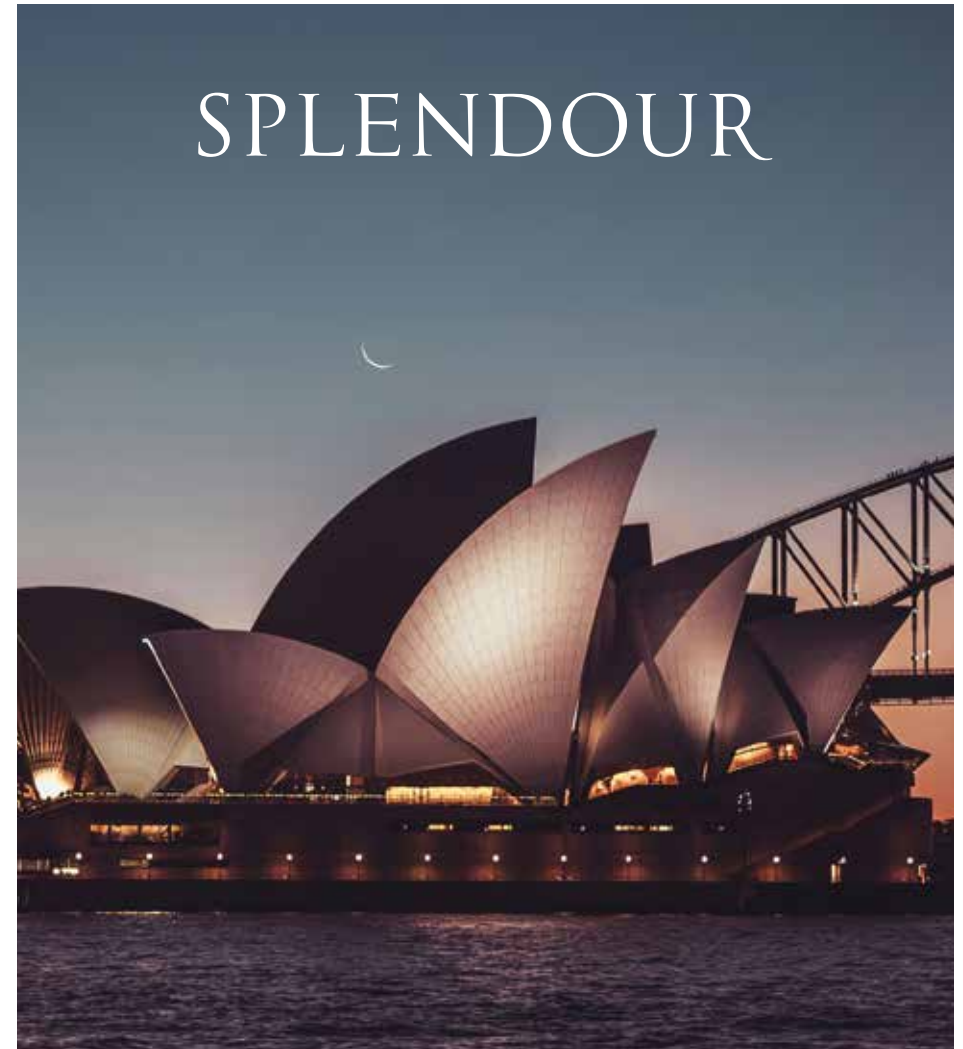
View website: [splendourtailoredtours.com.au](http://splendourtailoredtours.com.au)

## BRAND | LOOK AND FEEL



SPLENDOUR  
TAILORED TOURS

SPLENDOUR



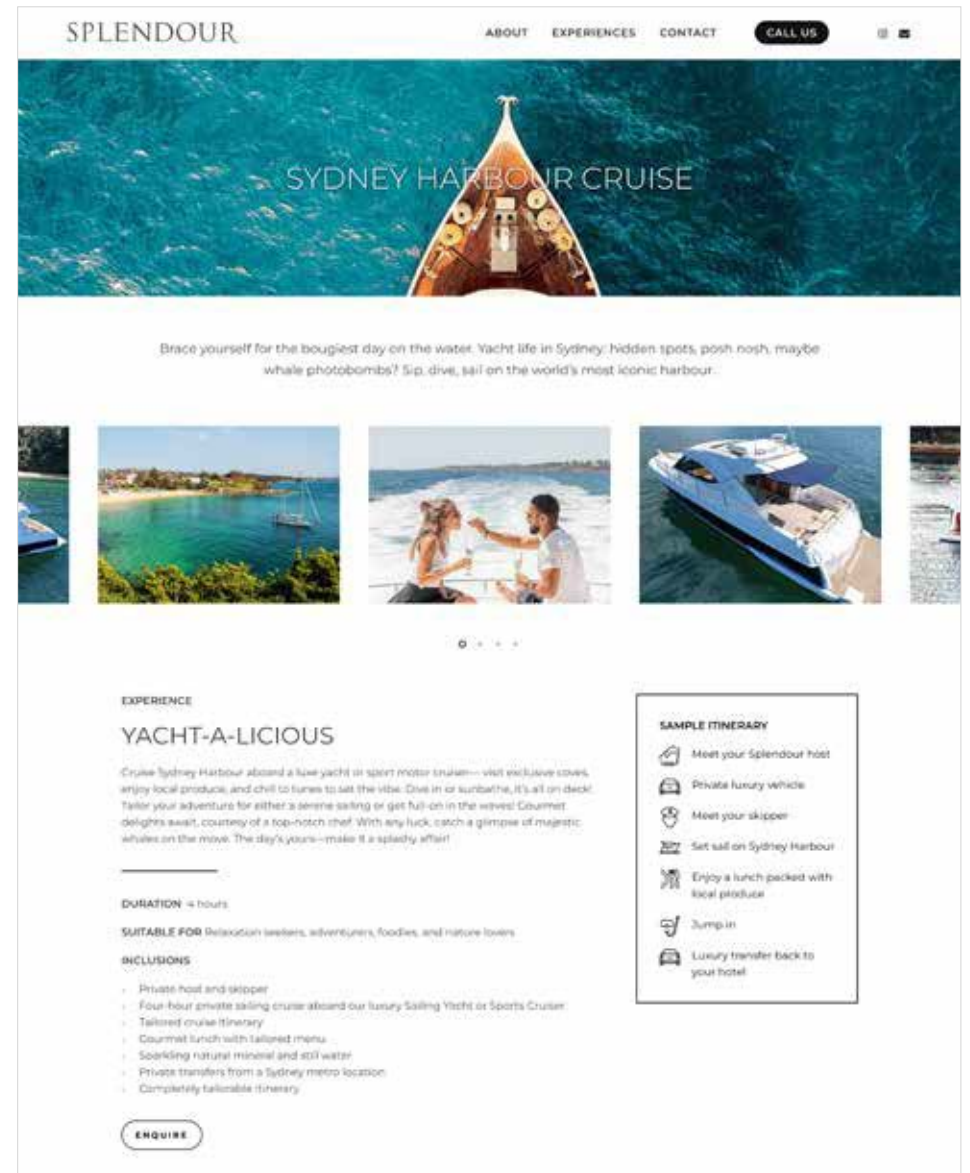
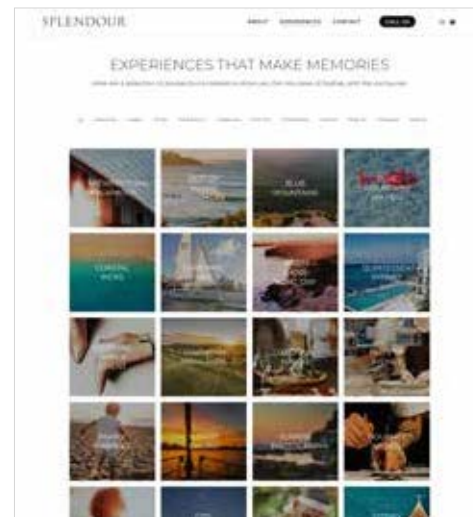
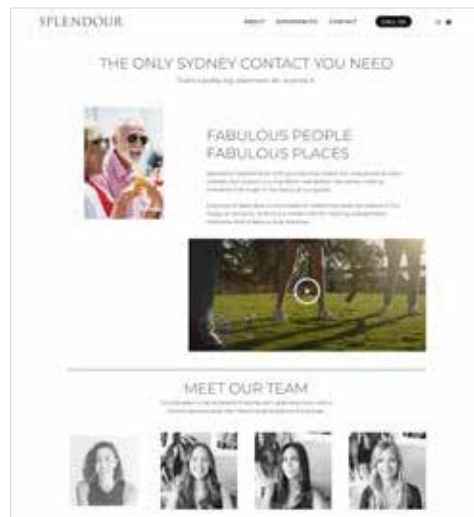
**PROJECT:** SPLENDOUR TAILORED TOURS - TOURISM START-UP

**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:** SPLENDOR TAILORED TOURS - TOURISM START-UP

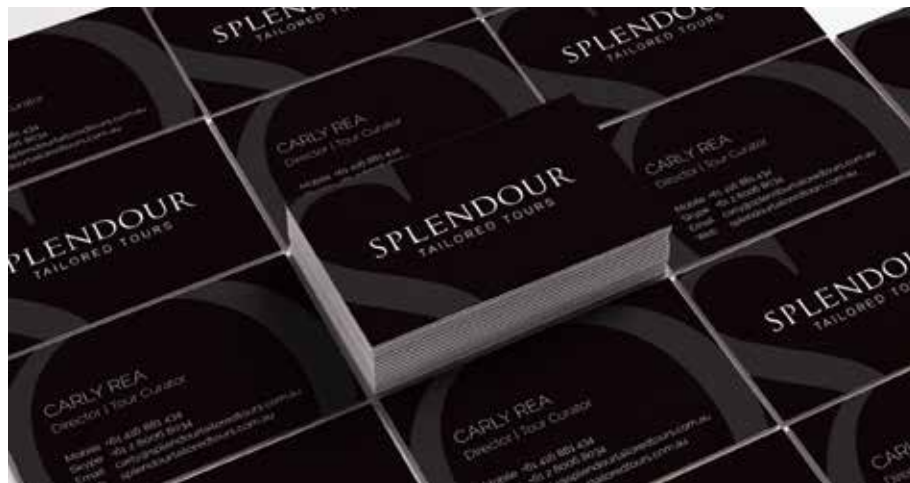
**DELIVERABLES:** BRAND, WEBSITE DESIGN AND BUILD, BUSINESS CARDS, BROCHURE, SIGNAGE AND EDM

**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



**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





CENTRALREAL  
present

# ELYSIUM TERRIGAL

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

Enjoying one of Terrigal's most beautiful locations where the ocean meets the lap, Elysium Terrigal is an opportunity of unparalleled significance. Offering a collection of 60 luxurious, new, three & four 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

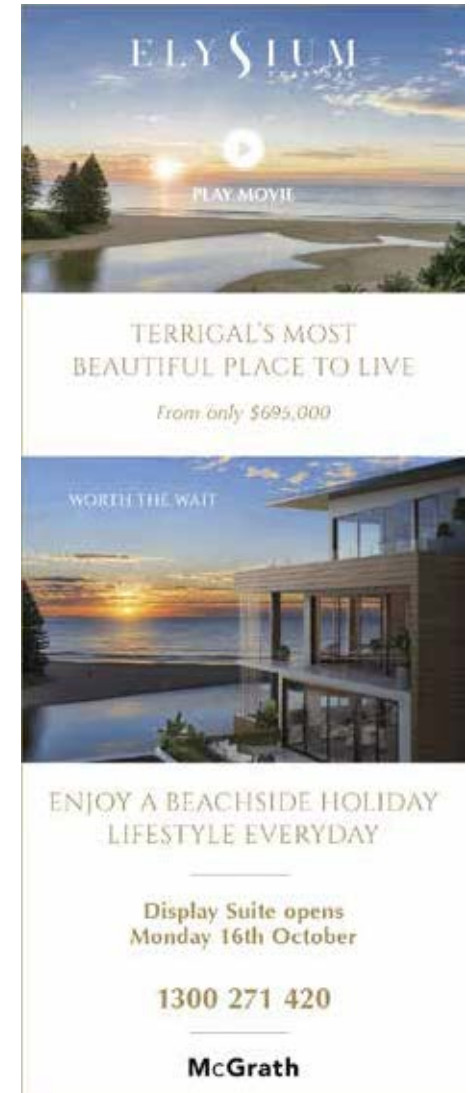
Reference: Building (Residential) Level 1, 3rd Street, 3rd Highway, North Sydney

The Sanctuary Collection Apartments from \$770,000  
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**

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 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

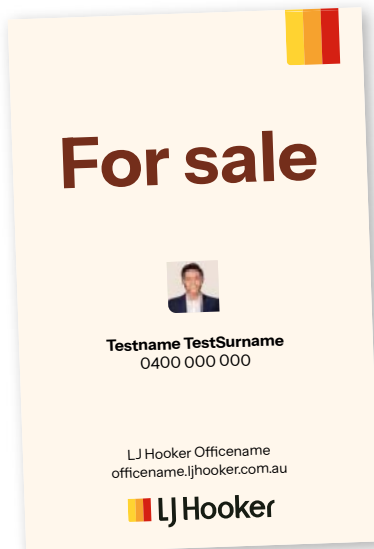


## LJ Hooker

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







PORTFOLIO: SPECIALITY PRINT







## 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.

- Phase 1 October - November 2019 (Early engagement)
  - Dedicated Have your Say Page
  - Digital Cultural Conversations campaign
- Phase 2 November 2019 - January 2020
  - Dedicated Have your Say Page
  - Social Pinpoint survey and ideas wall
  - Networking event with arts practitioners
  - Six face to face engagements

## In person engagement

**In person engagements occurred at**

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

**Ideas wall corflutes** 150 responses were received in total - Top 3 results

"Think about the best experience you ever had with arts and culture - what made it such a great experience?"

- 23 responses: Experiencing something new and unexpected
- 23 responses: Trying my hand at a new creative skill
- 20 responses: Learning about history and culture

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

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

- Dancing events: 14%
- Aboriginal art/ indigenous elements: 14%
- Activities at the Museum: 15%
- Live music: 24%
- Kids friendly interactive activities: 17%

**Next Steps**

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

## What does a Mortgage Choice broker do?

- We will work with you to evaluate your home loan needs.
- We will calculate how much you can borrow so you know the price range you can afford.
- We will then compare and contrast hundreds of home loan products from our wide choice of lenders.
- And provide expert advice to help you choose the right home loan.
- We will do all the paperwork and follow through the entire process with the lender making it as hassle-free as possible for you.
- We may even be able to get you pre-approval on your home loan.
- We will do all of this at no charge to you because the lenders pay us.

## The home loan application process

- Appointment with a Mortgage Choice broker** (1 hour)
 

We'll meet with you to understand your financial & lifestyle goals. We'll search through hundreds of home loans to find the one that's right for you, calculate the interest rate, work out repayments and answer any questions that you may have.
- Prepare the application** (1-2 days)
 

Once we've helped you choose the loan that's right for you, we'll help you prepare the application and guide you through the process.
- Conditional Approval** (3-5 days)
 

The lender will provide Conditional Approval while they organise the property valuation and conduct a credit check. We'll stay in touch with the lender and keep you informed along the way.
- Unconditional (Full) Approval** (5-8 days)
 

Unconditional (Full) Approval is formal acknowledgment that your home loan application has been approved.
- Discussion with our financial adviser** (5-10 days)
 

Your loan is both a significant financial commitment and a strong financial foundation. We'll cover the cost of a discussion with our financial adviser to help you manage your money through the major changes, work out a plan for the future, and help protect what you're building along the way.
- Loan documents arrive** (5-10 days)
 

Once your loan documents arrive, we'll organise a time to meet and help you complete the documents.
- Loan Settlement** (5-15 days)
 

If you're purchasing a property your solicitor / conveyancer will organise settlement directly with the lender according to the settlement date on the contract of sale. If you're refinancing your existing home loan, the lenders will issue directly to exchange the documents.
- Keeping in touch.** (Total process 4-8 weeks)
 

Our service doesn't end once your loan settles. We'll stay in touch to make sure your home loan is the right solution for your needs now and in the future.

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