

# PORTFOLIO LENKA O

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## ARCHIBALD

**Gold Winner, Marketing – Branded Experience, Sydney Design Awards 2019**

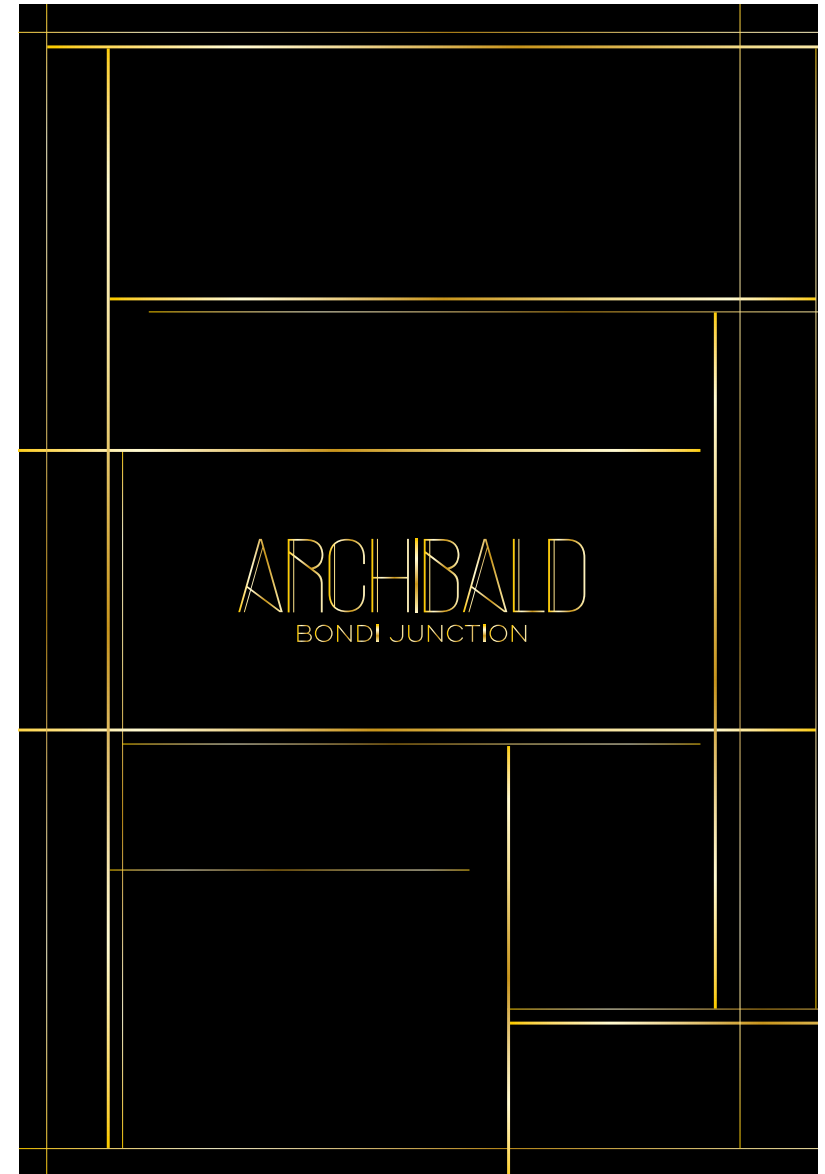
Archibald was a character-led campaign for a premium residential development, created to cut through a saturated property market with a distinctive point of view.

As lead designer, I partnered directly with the client to develop the central character and personas that anchored the campaign narrative. I defined the brand strategy and visual language across video, print and digital, including storyboarding the promotional film and conceptualising a bespoke carry-handle brochure that reimaged traditional property collateral as a premium retail experience.

The campaign introduced cinemagraphs to the sector and was awarded Gold at the 2019 Sydney Design Awards for its originality and impact.

[View case study](#)

BRAND | LOOK AND FEEL



**PROJECT:** Archibald, Residential Development

**ROLE:** Lead Creative and Client Partner, Campaign Development, Art Direction Support

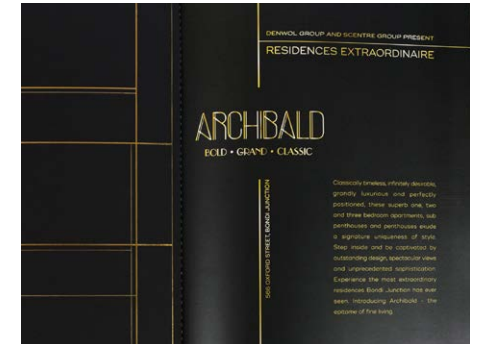
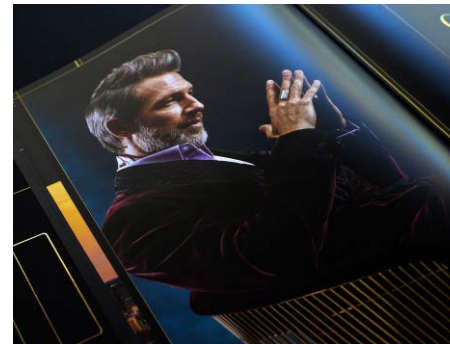
**SCOPE:** Brand Identity, Campaign Collateral, Brochure, Website, EDM, Print & Digital Advertising, Signage, Display Suite

**TOOLS:** Adobe Illustrator, Photoshop, InDesign

BROCHURE | ILLUSTRATED MAP



DIE CUT, FOIL, PULL OUT,  
INDUSTRIAL STITCHING



**PROJECT:** Archibald, Residential Development

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**SCOPE:** Brand Identity, Campaign Collateral, Brochure, Website, EDM, Print & Digital Advertising, Signage, Display Suite

**TOOLS:** Adobe Illustrator, Photoshop, InDesign



[View case study](#)



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**TOOLS:** Adobe Illustrator, Photoshop, InDesign

DISPLAY SUITE | SIGNAGE



**PROJECT:** Archibald, Residential Development

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**SCOPE:** Brand Identity, Campaign Collateral, Brochure, Website, EDM, Print & Digital Advertising, Signage, Display Suite

**TOOLS:** Adobe Illustrator, Photoshop, InDesign

## SPLENDOUR

Since 2014, I have worked in close partnership with Splendour Tailored Tours to shape and evolve the brand from inception into an established ultra-luxury travel offering. Designed for affluent North American travellers visiting NSW, the brand demanded a level of refinement, discretion and precision aligned with the expectations of a high-net-worth audience.

I developed the identity and led the creation of its complete brand ecosystem, spanning digital, print and experiential touchpoints. Over more than a decade, I have continued to steward the brand's visual direction, ensuring it remains elevated, cohesive and strategically positioned within the luxury travel sector. The business now generates over \$1 million annually, reflecting sustained growth and brand strength.

[View website](#)

BRAND | LOOK AND FEEL



SPLENDOUR  
TAILORED TOURS

SPLENDOUR



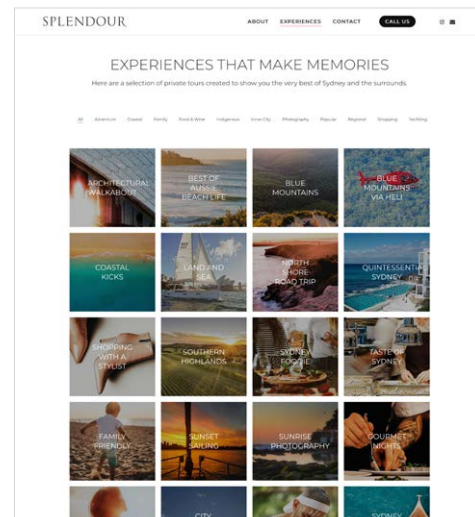
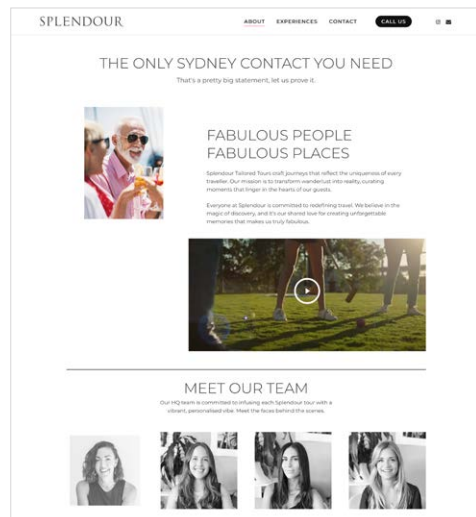
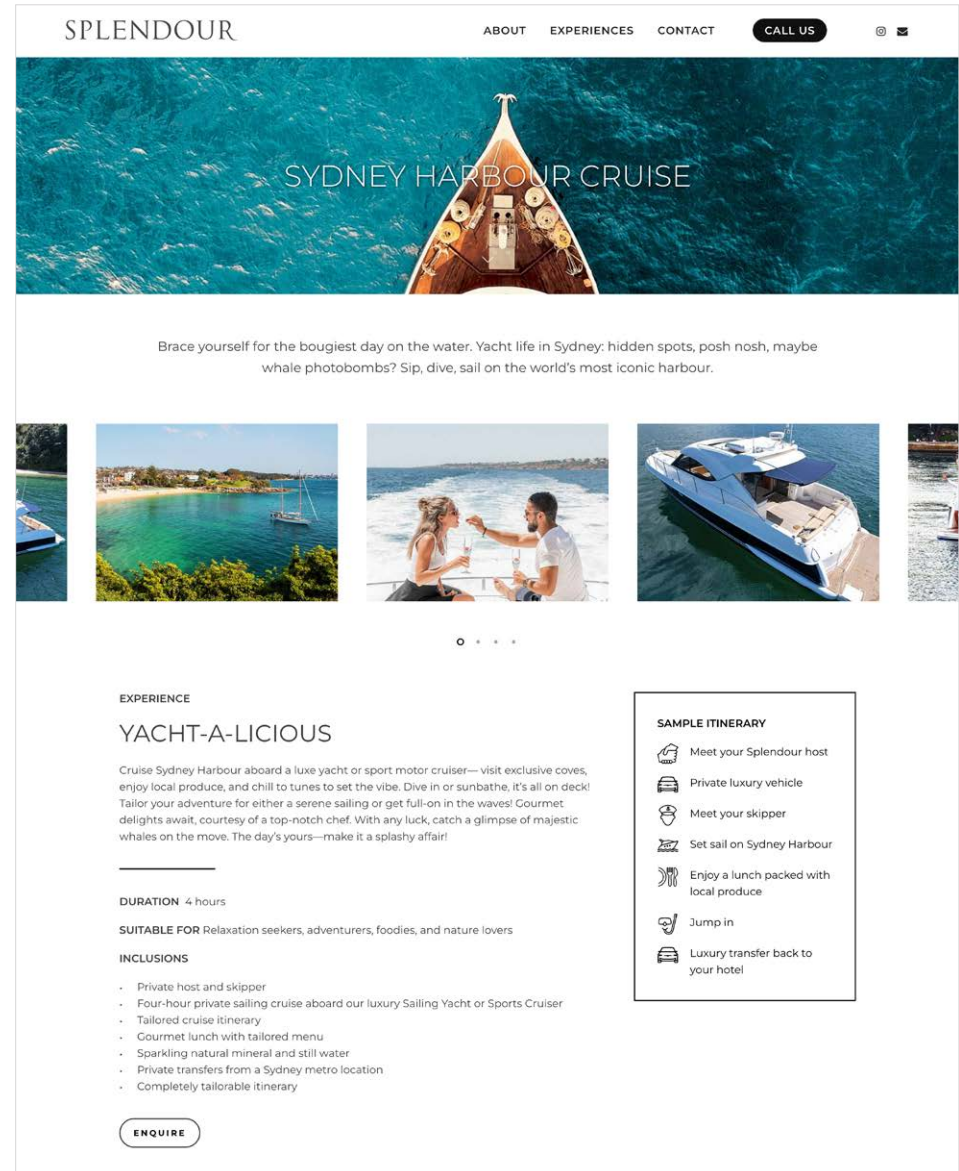
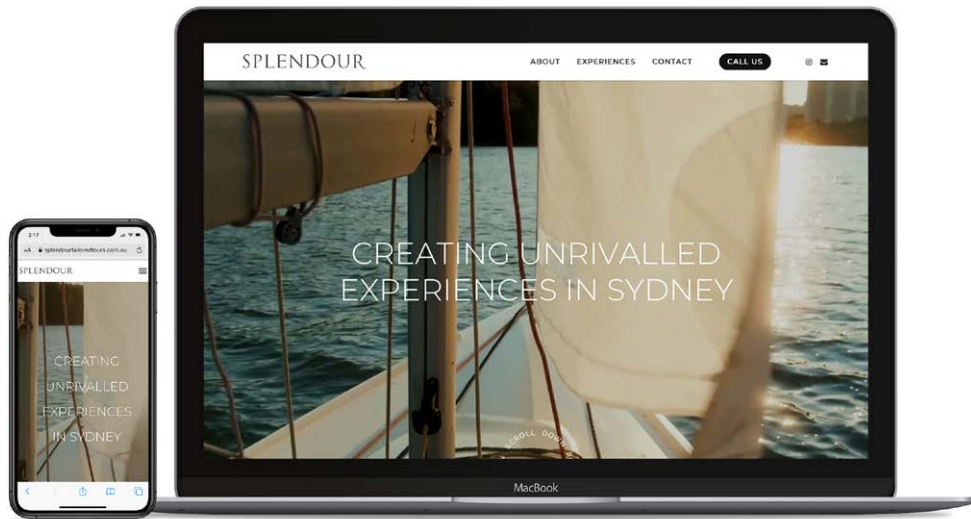
**PROJECT:** Splendour Tailored Tours, Ultra-Luxury Travel Brand

**ROLE:** Brand and Creative Lead, Long-Term Strategic Partner

**SCOPE:** Brand Identity, Website Design and Build, Brochure, Business Collateral, Signage, EDM

**TOOLS:** Adobe Illustrator, Photoshop, InDesign, WordPress

WEBSITE



**PROJECT:** Splendour Tailored Tours, Ultra-Luxury Travel Brand  
**ROLE:** Brand and Creative Lead, Long-Term Strategic Partner  
**SCOPE:** Brand Identity, Website Design and Build, Brochure, Business Collateral, Signage, EDM  
**TOOLS:** Adobe Illustrator, Photoshop, InDesign, WordPress

BROCHURE



**PROJECT:** Splendour Tailored Tours, Ultra-Luxury Travel Brand  
**ROLE:** Brand and Creative Lead, Long-Term Strategic Partner  
**SCOPE:** Brand Identity, Website Design and Build, Brochure, Business Collateral, Signage, EDM  
**TOOLS:** Adobe Illustrator, Photoshop, InDesign, WordPress

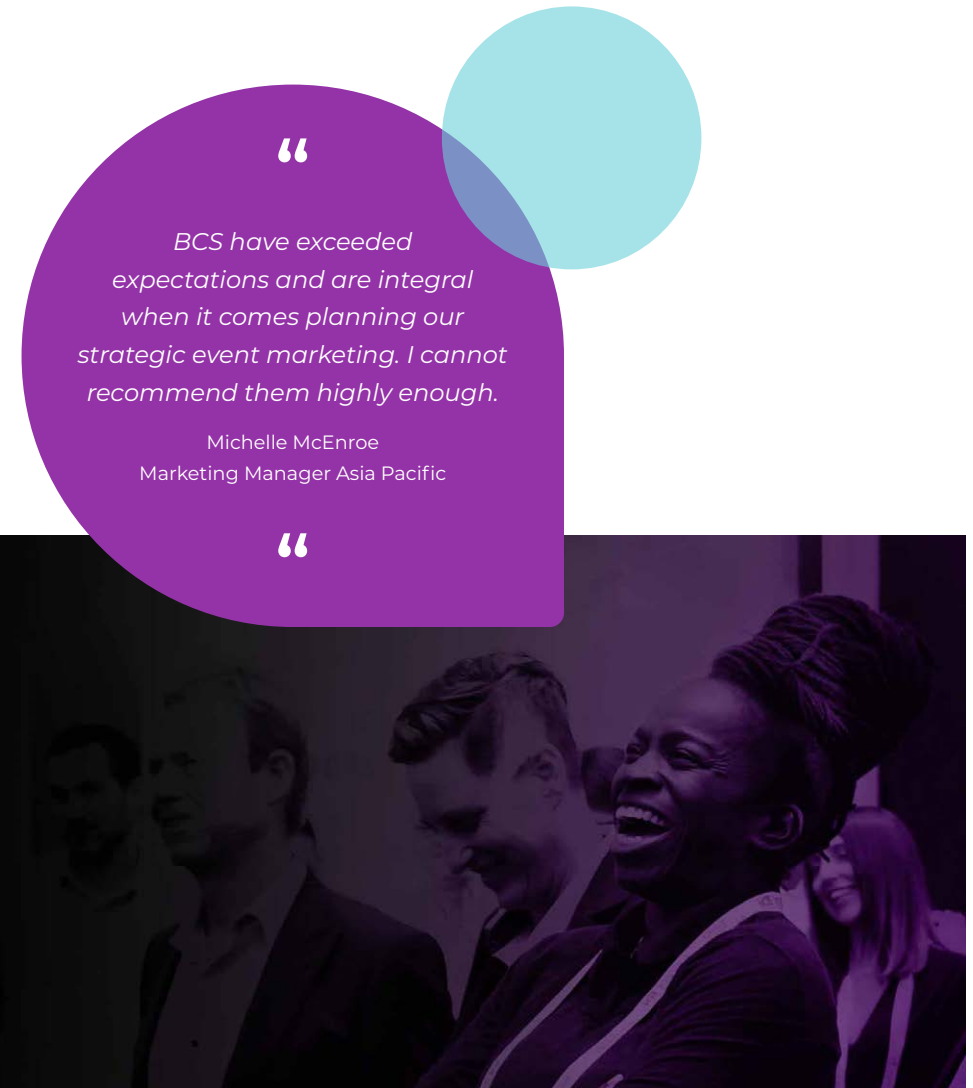
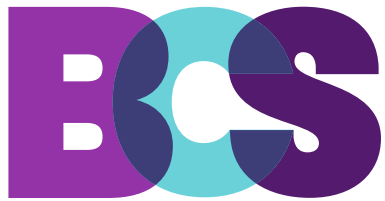
## BEST CASE SCENARIO

BCS, Best Case Scenario is an events company championing high-level networking across government, finance, health and technology. I led the rebrand to better reflect its strategic positioning and cross-sector influence, working closely with the Head of Marketing and consulting key stakeholders to refine the brand narrative and visual direction.

The new identity extended across a complete website redesign and a suite of business-critical assets, creating a cohesive and contemporary brand system. This included proposal templates, a custom icon set and a detailed style guide to support consistency at scale. I also edited event footage to produce a seamless showreel montage for the website, bringing multiple live experiences together into a single, compelling brand story.

[View website](#)

BRAND | LOOK AND FEEL



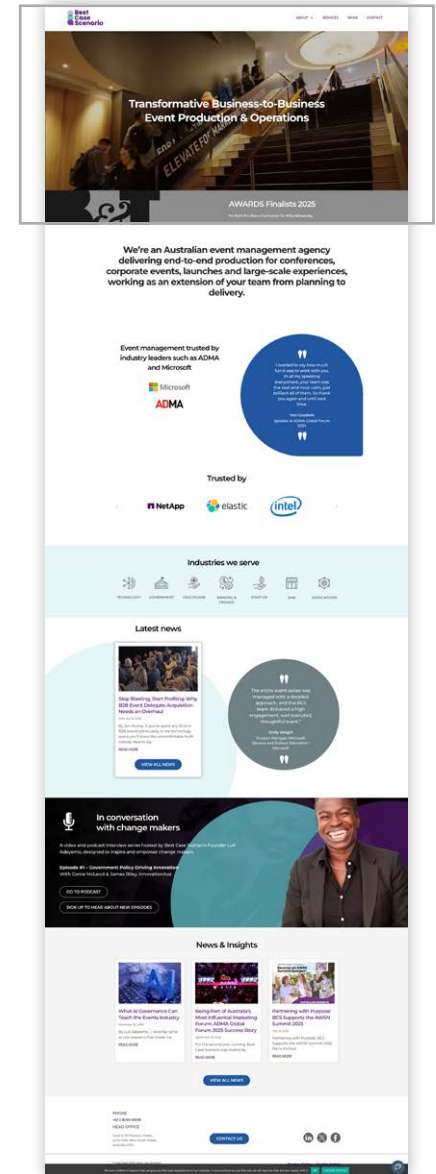
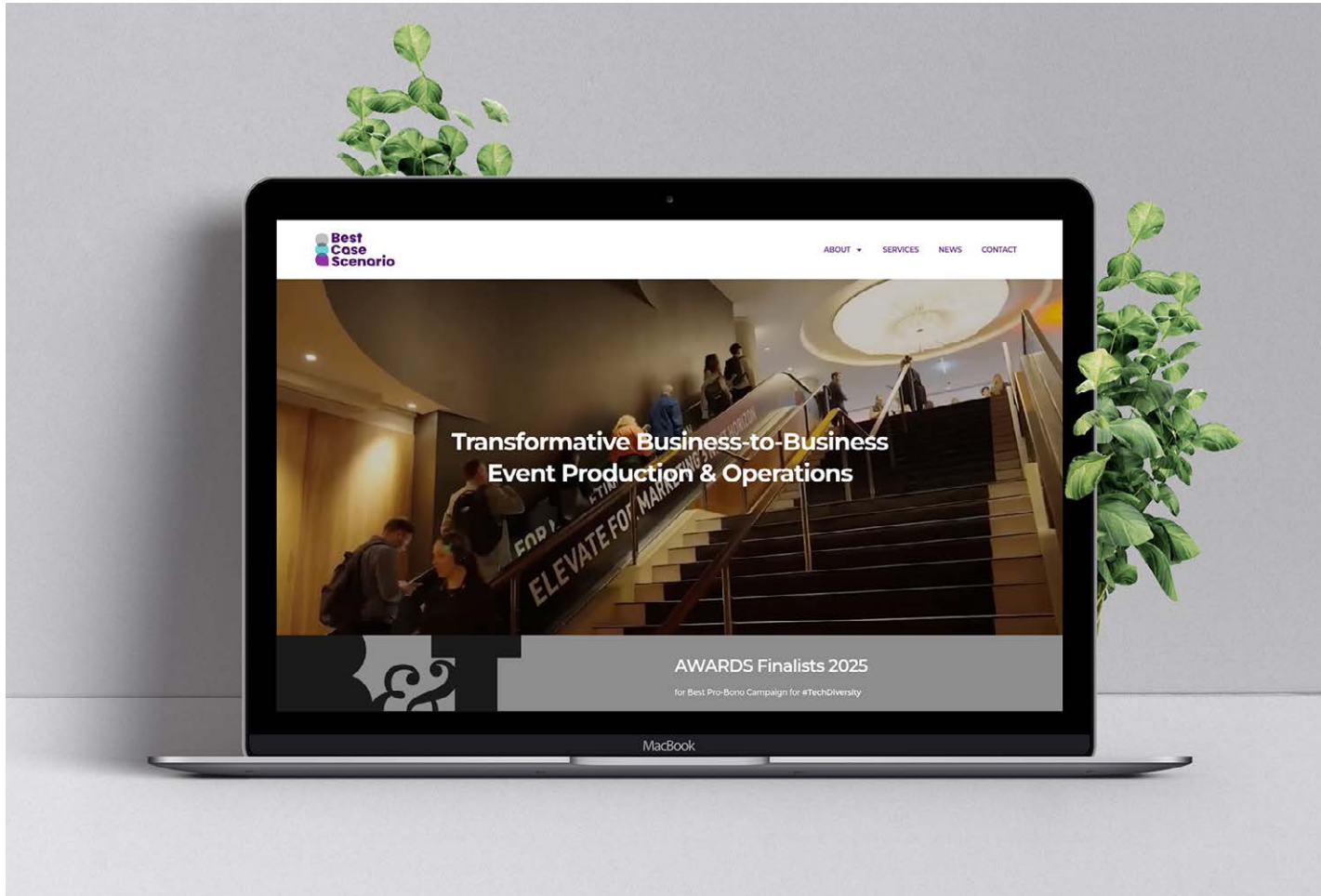
**PROJECT:** BCS, Best Case Scenario, Corporate Rebrand

**ROLE:** Brand and Creative Lead, Strategic Design Partner

**SCOPE:** Brand Identity, Website Redesign, Proposal Deck Templates, Icon System, Brochure, Event Showreel and Motion Assets

**TOOLS:** Adobe InDesign, Illustrator, Photoshop, Premiere Pro, Wordpress, Microsoft PowerPoint, Canva

WEBSITE



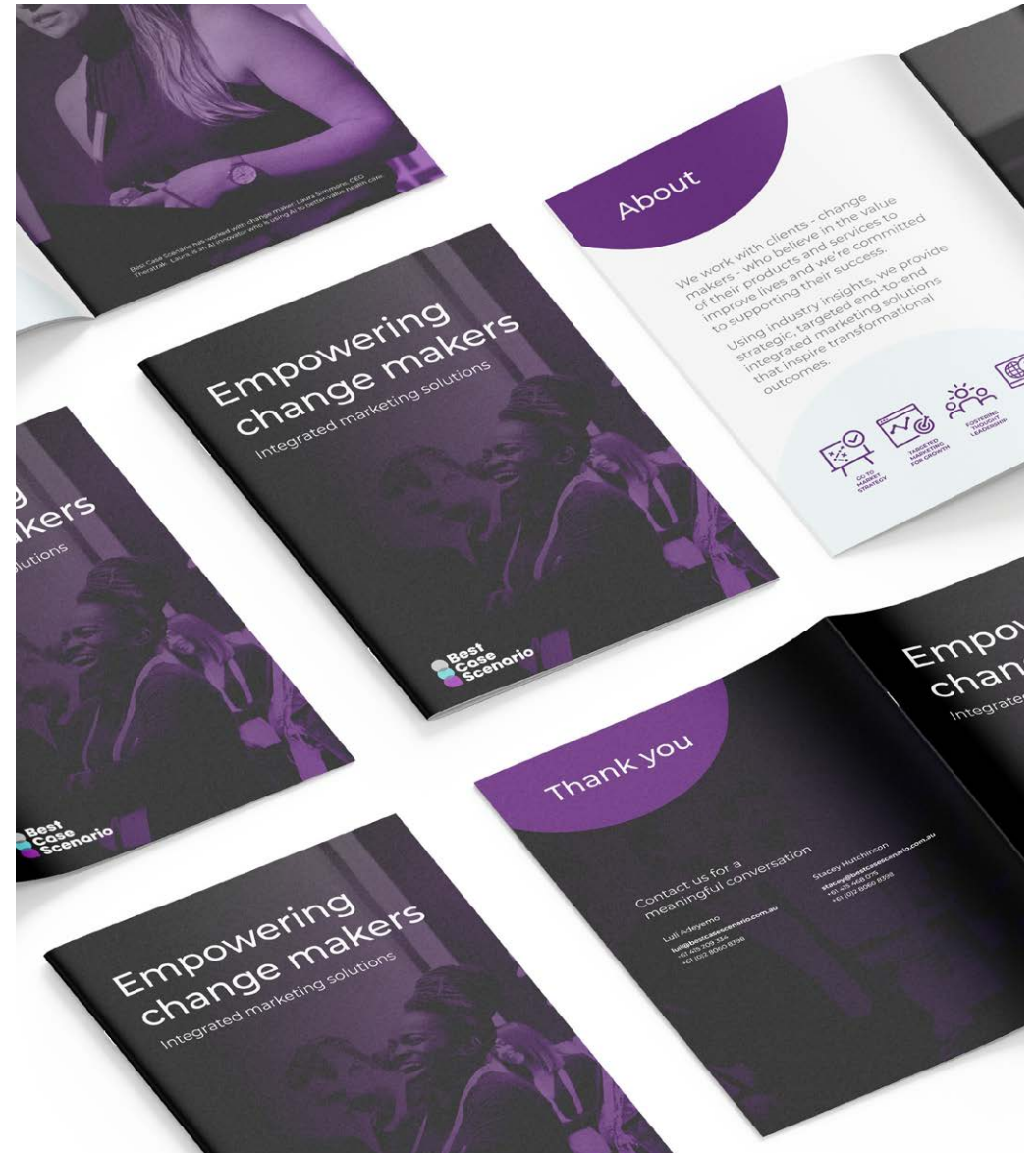
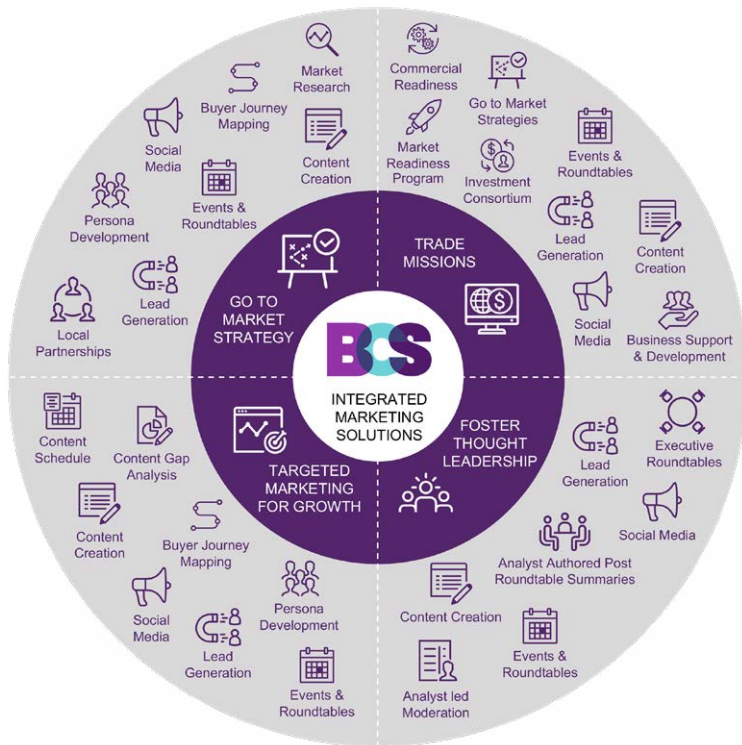
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**SCOPE:** Brand Identity, Website Redesign, Proposal Deck Templates, Icon System, Brochure, Event Showreel and Motion Assets

**TOOLS:** Adobe InDesign, Illustrator, Photoshop, Premiere Pro, Wordpress, Microsoft PowerPoint, Canva

ICONOGRAPHY | BROCHURE



**PROJECT:** BCS, Best Case Scenario, Corporate Rebrand

**ROLE:** Brand and Creative Lead, Strategic Design Partner

**SCOPE:** Brand Identity, Website Redesign, Proposal Deck Templates, Icon System, Brochure, Event Showreel and Motion Assets

**TOOLS:** Adobe InDesign, Illustrator, Photoshop, Premiere Pro, Wordpress, Microsoft PowerPoint, Canva

## TENDERTRACE

Tendertrace is an AI-driven market intelligence platform helping organisations navigate complex public sector procurement across Australia and the UK. As the company's positioning evolved, its legacy website no longer reflected the sophistication of the offering and had accumulated outdated content and fragmented structure.

Working closely with the Head of Marketing, I led a complete rebuild from the ground up, rationalising obsolete pages while preserving and redesigning a substantial library of reports and insights. Retaining the existing logo and brand equity, I modernised the visual language, refining the colour palette and updating the illustration style to create a cleaner, more contemporary presence.

I also collaborated with the video production team to align the site design with a new explainer animation, ensuring a cohesive experience across motion and digital touchpoints.

[View website](#)

BRAND | LOOK AND FEEL

The logo consists of five horizontal red bars of varying lengths, stacked vertically, followed by the word "tendertrace" in a bold, lowercase, sans-serif font.

**tendertrace**

**PROJECT:** Tendertrace, Website Rebuild and Brand Refresh

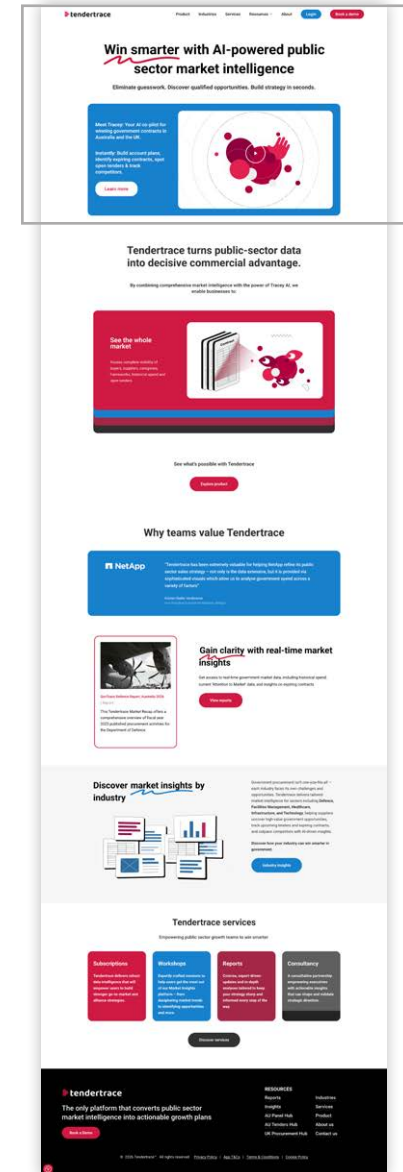
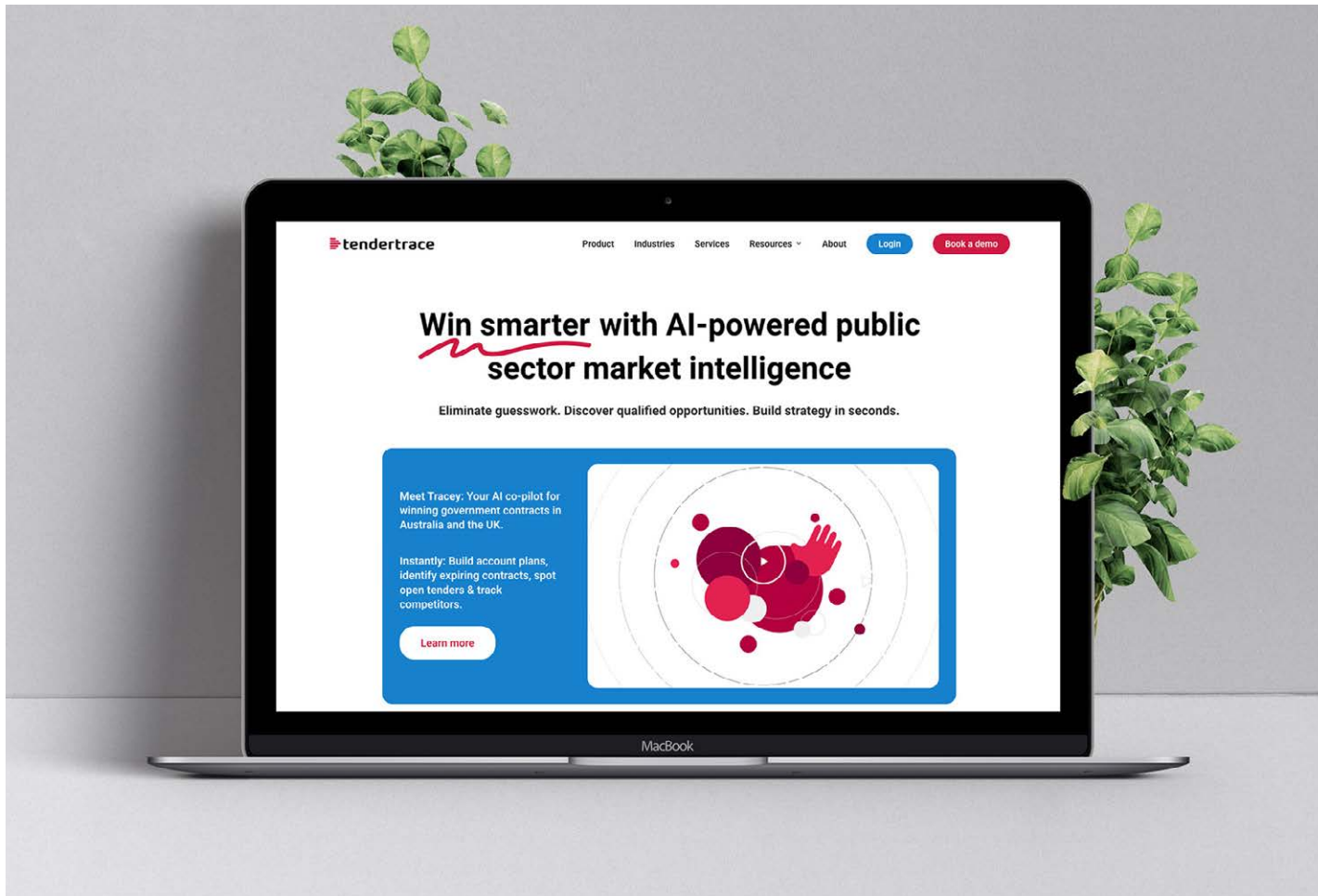
**ROLE:** Digital Design Lead, Strategic Partner

**SCOPE:** Website Architecture, UX/UI Design, Content Rationalisation, Visual Refresh, Blog and Insights Migration

**TOOLS:** Adobe Illustrator, Photoshop, WordPress, Canva



WEBSITE



**PROJECT:** Tendertrace, Website Rebuild and Brand Refresh

**ROLE:** Digital Design Lead, Strategic Partner

**SCOPE:** Website Architecture, UX/UI Design, Content Rationalisation, Visual Refresh, Blog and Insights Migration

**TOOLS:** Adobe Illustrator, Photoshop, WordPress, Canva

## PREM & PRANA

Prem & Prana is an emerging wellness brand requiring a refined and cohesive presence as it entered the market. Working directly with the founder, I acted as a creative consultant to translate the existing identity into a practical, production-ready brand system.

While the core visual direction had been established, it had not yet been tested across real applications. I adapted and extended the style to ensure it worked consistently across packaging, print and event environments, maintaining the intended tone while improving clarity, legibility and impact.

From packaging and marketing collateral to business stationery and large-format event materials, I oversaw design and print execution, liaising directly with suppliers to deliver high-quality outcomes that supported a confident brand launch.

BRAND | BRAND MARK

प्रेम और प्राण  
PREM & PRANA



**PROJECT:** Prem & Prana, Wellness Brand Launch

**ROLE:** Creative Consultant, Brand Implementation and Production Lead

**SCOPE:** Packaging Design, Printed Collateral, Business Stationery, Event Signage and Banners

**TOOLS:** Adobe Illustrator, InDesign, Photoshop

BRAND | BRAND MARK



**PROJECT:** Prem & Prana, Wellness Brand Launch

**ROLE:** Creative Consultant, Brand Implementation and Production Lead

**SCOPE:** Packaging Design, Printed Collateral, Business Stationery, Event Signage and Banners

**TOOLS:** Adobe Illustrator, InDesign, Photoshop

## NATURALLY SAUCED

Naturally Sauced was created to bring more joy, flavour and ease to everyday cooking. Designed for time-poor home cooks who value quality, the range champions fresh, largely organic ingredients and sustainable sourcing, elevating familiar meals with minimal effort.

I developed the brand from the ground up, creating an identity that felt confident, contemporary and rich in appetite appeal. The visual system was rolled out across packaging, digital and retail touchpoints, ensuring a cohesive presence from shelf to screen. Every element was crafted to position the product as accessible yet considered, resonating with modern, design-aware consumers.

## BRAND



**PROJECT:** Naturally Sauced, FMCG Food Brand

**ROLE:** Brand and Creative Lead, End-to-End Design and Production Oversight

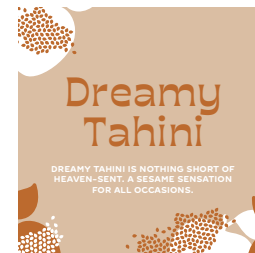
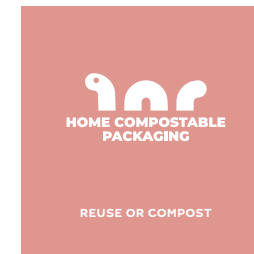
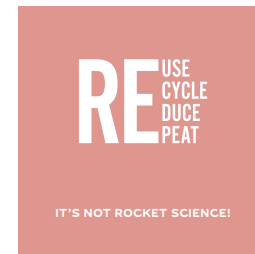
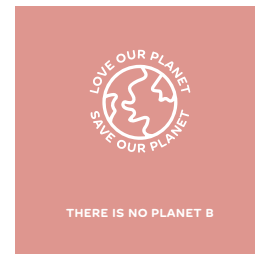
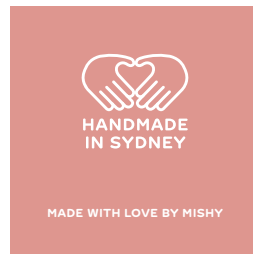
**SCOPE:** Brand Identity, Packaging Design, Website, Social Content, Merchandise

**TOOLS:** Adobe Illustrator, InDesign, Photoshop

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



## SOCIAL - VISUAL STYLE



**PROJECT:** Naturally Sourced, FMCG Food Brand

**ROLE:** Brand and Creative Lead, End-to-End Design and Production Oversight

**SCOPE:** Brand Identity, Packaging Design, Website, Social Content, Merchandise

**TOOLS:** Adobe Illustrator, InDesign, Photoshop

## PACKAGING



**PROJECT:** Naturally Sauced, FMCG Food Brand

**ROLE:** Brand and Creative Lead, End-to-End Design and Production Oversight

**SCOPE:** Brand Identity, Packaging Design, Website, Social Content, Merchandise

**TOOLS:** Adobe Illustrator, InDesign, Photoshop

WEBSITE



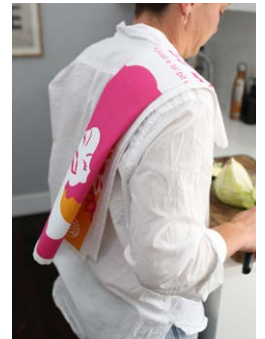
**PROJECT:** Naturally Sauced, FMCG Food Brand

**ROLE:** Brand and Creative Lead, End-to-End Design and Production Oversight

**SCOPE:** Brand Identity, Packaging Design, Website, Social Content, Merchandise

**TOOLS:** Adobe Illustrator, InDesign, Photoshop

MERCHANDISE



**PROJECT:** Naturally Sauced, FMCG Food Brand

**ROLE:** Brand and Creative Lead, End-to-End Design and Production Oversight

**SCOPE:** Brand Identity, Packaging Design, Website, Social Content, Merchandise

**TOOLS:** Adobe Illustrator, InDesign, Photoshop

## MISHY'S

Following the success of Naturally Sauced, the brand expanded into a produce-led restaurant helmed by chef Michelle, known as Mishy. With a daily market shop shaping the menu, the offering is seasonal, generous and grounded in the same philosophy of freshness and simplicity.

I evolved the original identity into a more expressive, organic and vibrant visual system suited to a living dining environment. Retaining the recognisable brand mark while introducing a new wordmark and sun device, I developed a flexible identity with layered colour variations that allowed the restaurant to feel dynamic while remaining connected to its retail roots.

The brand was translated seamlessly across menus, digital platforms and merchandise, ensuring consistency from product shelf to physical space.

### BRAND



MISHY'S



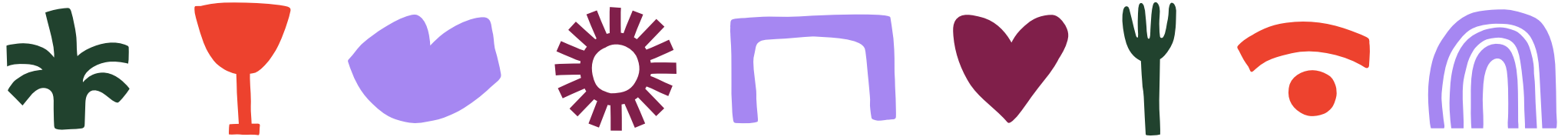
**PROJECT:** MISHY'S, Produce-Led Restaurant

**ROLE:** Brand and Creative Lead, Identity Evolution and Implementation

**SCOPE:** Brand Identity, Website Design and Ongoing Management, Social Content, Merchandise

**TOOLS:** Adobe Illustrator, InDesign, Photoshop

## ICONOGRAPHY



## MENU, SOCIAL AND MERCHANDISE



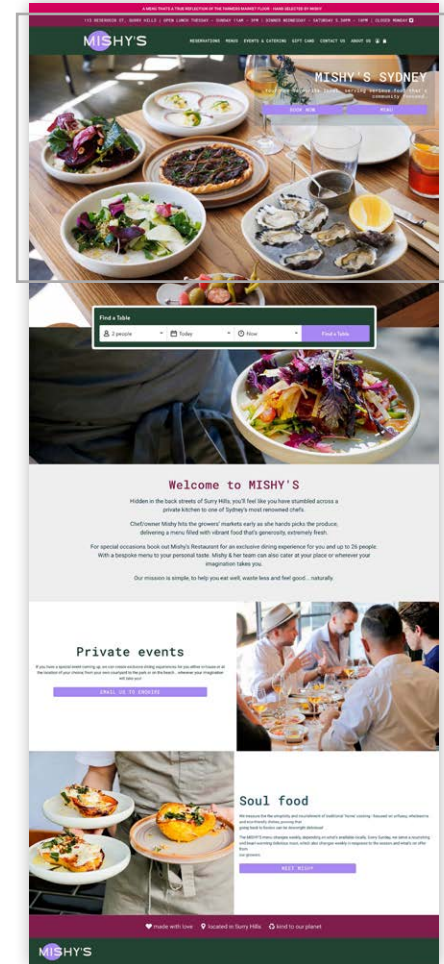
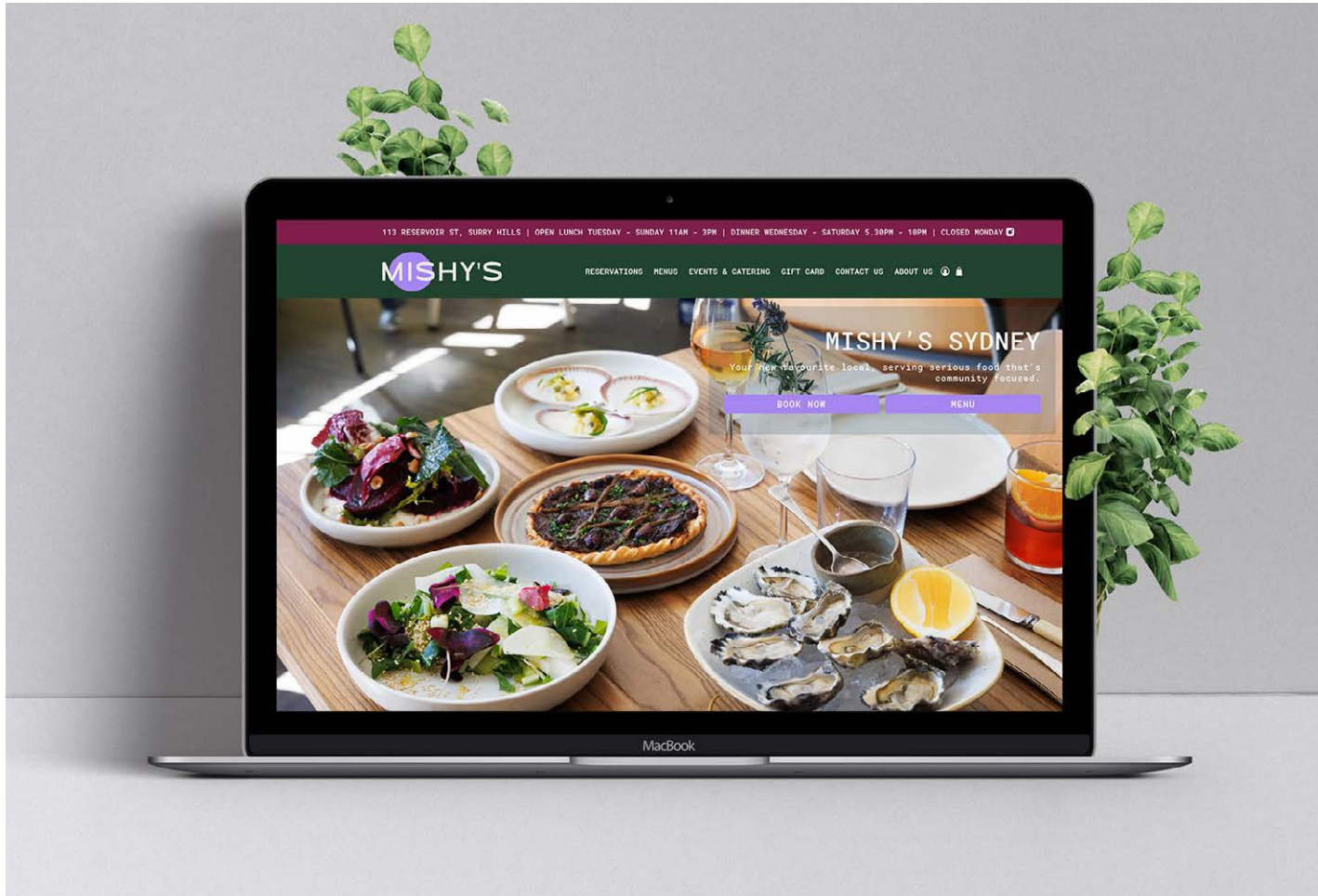
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**ROLE:** Brand and Creative Lead, Identity Evolution and Implementation

**SCOPE:** Brand Identity, Website Design and Ongoing Management, Social Content, Merchandise

**TOOLS:** Adobe Illustrator, InDesign, Photoshop

# WEBSITE



**PROJECT:** MISHY'S, Produce-Led Restaurant

**ROLE:** Brand and Creative Lead, Identity Evolution and Implementation

**SCOPE:** Brand Identity, Website Design and Ongoing Management, Social Content, Merchandise

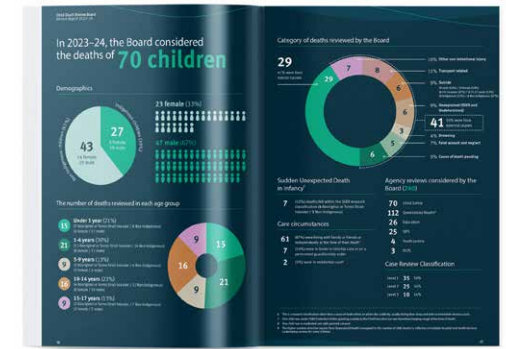
**TOOLS:** Adobe Illustrator, InDesign, Photoshop

# QUEENSLAND FAMILY AND CHILD COMMISSION

Working under agency direction, I delivered a highly complex, long-form government report requiring rigorous structure and precision. Due to the scale of the document, I utilised InDesign's Book and Chapter functionality to manage multiple sections efficiently while maintaining consistency across the full publication.

I flowed and structured large volumes of content, including dense copy, data tables, charts and infographics, ensuring clarity, hierarchy and readability throughout. Particular care was taken with footnotes and cross-referencing, supporting accuracy and ease of navigation in a document of significant length and detail.

## REPORT



**PROJECT:** Queensland Family and Child Commission, Government Report

**ROLE:** Document Designer, Long-Form Publication Specialist

**SCOPE:** Publication Design, Document Structuring, Content Flow, Data Visualisation Integration, Footnotes and Cross-Referencing

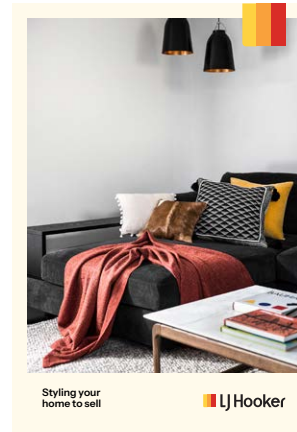
**TOOLS:** Adobe InDesign (Book and Chapter), Illustrator, Photoshop

# LJ HOOKER

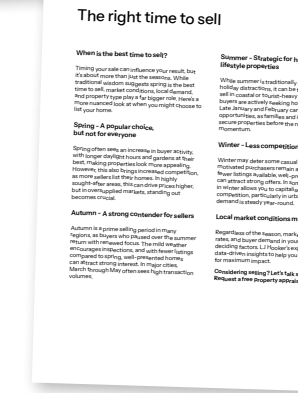
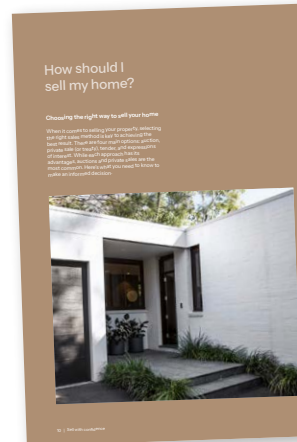
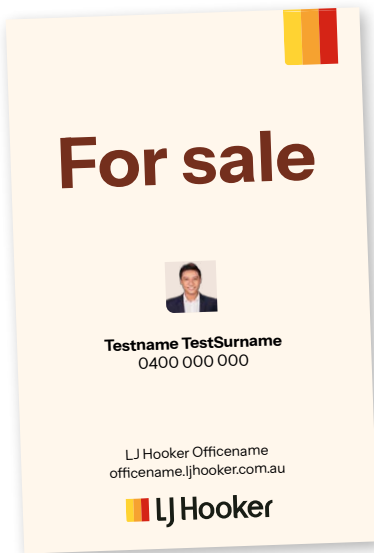
I was engaged to support the national rollout of LJ Hooker's refreshed brand identity, working alongside the Head of Marketing to ensure consistent implementation across high-volume collateral.

A significant focus was transforming complex, information-heavy documents into clear, engaging and visually considered assets. Operating within strict brand guidelines, I balanced precision with creativity, elevating long-form materials while maintaining alignment with the new identity system.

The result was a cohesive suite of flexible templates and resources that supported a confident, unified rollout across the network.



# BRAND ROLL OUT



**PROJECT:** LJ Hooker, National Brand Rollout

**ROLE:** Visual Designer, Brand Implementation Support

**SCOPE:** Template Development, Long-Form Document Design, Brochures, Signage, Presentation Decks

**TOOLS:** Adobe InDesign, Illustrator, Photoshop, Canva

## HIGHLINE

Highline is a master-planned residential community positioned within Westmead's health and wellbeing precinct. Inspired by New York's High Line, the development pairs resort-style apartments with expansive green space.

I led the brand creation and rollout, delivering a cohesive identity across brochure, display suite, advertising and digital. Anchored by the positioning 'Live the High Life', the brand was designed to elevate perception and stand apart in a competitive market.

The first release sold out in under two months, exceeding sales targets and cementing Highline as a defining address in Western Sydney.

BRAND | LOOK AND FEEL



**PROJECT:** Highline, Residential Development

**ROLE:** Lead Creative and Client Partner, Brand Development and Campaign Rollout

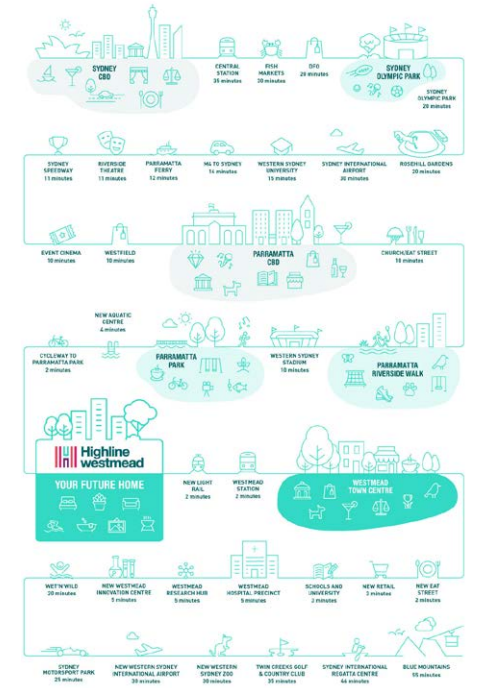
**SCOPE:** Brand Identity, Brochure, Display Suite, Website, Print and Digital Advertising

**TOOLS:** Adobe Illustrator, Photoshop, InDesign

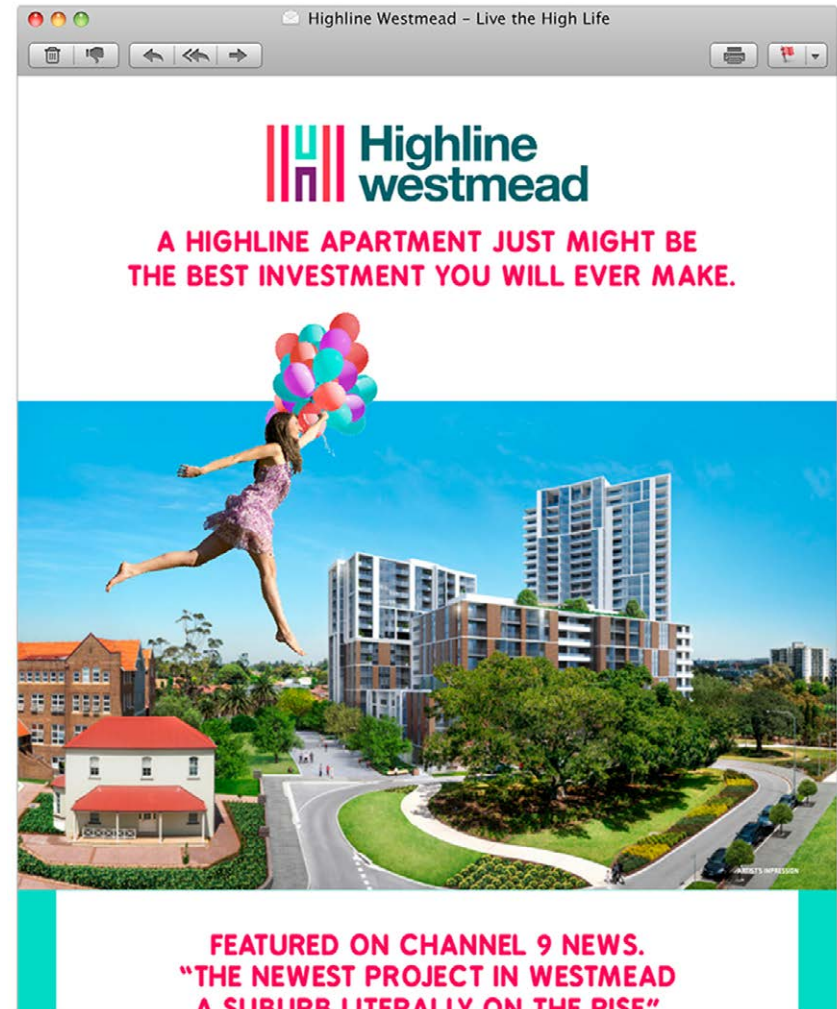
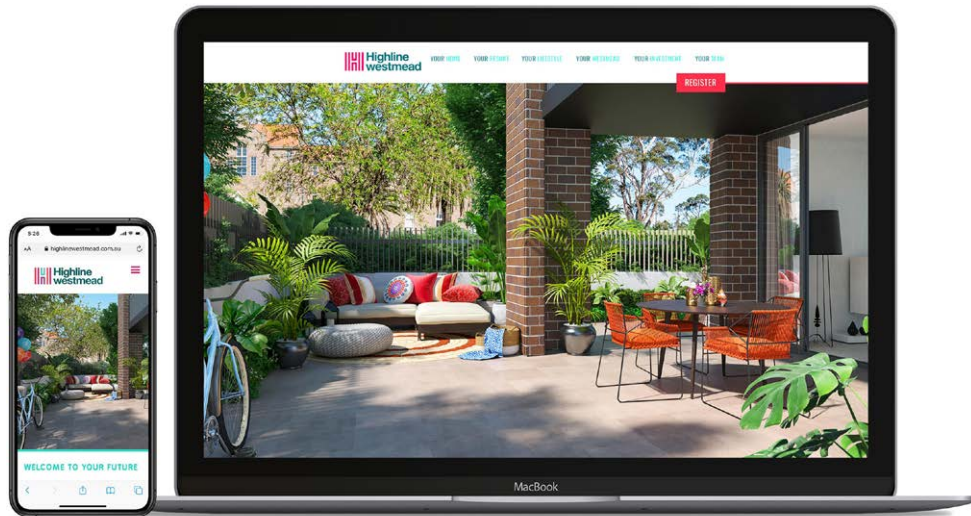
**LIVE THE HIGH LIFE**



BROCHURE | ILLUSTRATED MAP

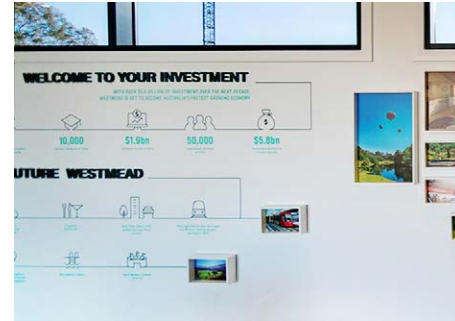


**PROJECT:** Highline, Residential Development  
**ROLE:** Lead Creative and Client Partner, Brand Development and Campaign Rollout  
**SCOPE:** Brand Identity, Brochure, Display Suite, Website, Print and Digital Advertising  
**TOOLS:** Adobe Illustrator, Photoshop, InDesign



**PROJECT:** Highline, Residential Development  
**ROLE:** Lead Creative and Client Partner, Brand Development and Campaign Rollout  
**SCOPE:** Brand Identity, Brochure, Display Suite, Website, Print and Digital Advertising  
**TOOLS:** Adobe Illustrator, Photoshop, InDesign

DISPLAY SUITE | SIGNAGE



**PROJECT:** Highline, Residential Development  
**ROLE:** Lead Creative and Client Partner, Brand Development and Campaign Rollout  
**SCOPE:** Brand Identity, Brochure, Display Suite, Website, Print and Digital Advertising  
**TOOLS:** Adobe Illustrator, Photoshop, InDesign

## ELYSIUM

Elysium, a resort-style residential development in Terrigal, was positioned as a refined coastal sanctuary. I developed the brand identity and visual language to embody its relaxed, elevated character while maintaining strong market appeal.

As Lead Creative, I directed the campaign across brand, print and digital, with the brochure and promotional film central to the storytelling. I was closely involved in pre-production and on-set execution, contributing to storyboarding, wardrobe styling and art direction to ensure a cohesive brand expression.

The project sold out within two weeks of launch, marking it as a standout commercial success.

[View case study](#)

BRAND | LOOK AND FEEL

ELYSIUM  
TERRIGAL



**PROJECT:** Elysium, Residential Development

**ROLE:** Lead Creative and Client Partner, Campaign Direction, On-set Art Direction Support

**SCOPE:** Brand Identity, Brochure, Illustrated Map, Website, EDM, Print and Digital Advertising, Display Suite

**TOOLS:** Adobe Illustrator, Photoshop, InDesign

BROCHURE | ILLUSTRATED MAP

INDUSTRIAL STITCHING,  
LASER CUT



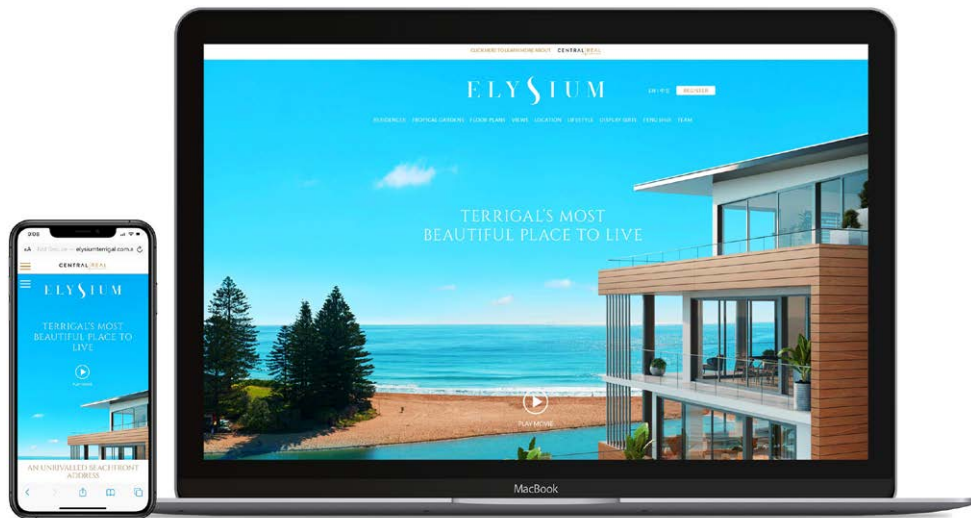
**PROJECT:** Elysium, Residential Development

**ROLE:** Lead Creative and Client Partner, Campaign Direction, On-set Art Direction Support

**SCOPE:** Brand Identity, Brochure, Illustrated Map, Website, EDM, Print and Digital Advertising, Display Suite

**TOOLS:** Adobe Illustrator, Photoshop, InDesign

WEBSITE | VIDEO STORYBOARD | PHOTOSHOOT



[View online](#)



**PROJECT:** Elysium, Residential Development

**ROLE:** Lead Creative and Client Partner, Campaign Direction, On-set Art Direction Support

**SCOPE:** Brand Identity, Brochure, Illustrated Map, Website, EDM, Print and Digital Advertising, Display Suite

**TOOLS:** Adobe Illustrator, Photoshop, InDesign

CENTRAL REAL  
ELYSIUM  
TERRIGAL

**TERRIGAL'S MOST BEAUTIFUL PLACE TO LIVE**  
Experiencing some of Terrigal's most renowned locations where the ocean meets the lagoon, Elysium Terrigal is an opportunity of unparalleled significance. Offering a collection of the luxurious, five, three & two 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  
Belconnen Building, Riverside Park, Level 1, 887 Central Coast Highway, Wooli Woorli

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



TERRIGAL'S MOST BEAUTIFUL PLACE TO LIVE

From only \$695,000



ENJOY A BEACHSIDE HOLIDAY LIFESTYLE EVERYDAY

Display Suite opens  
Monday 16th October

1300 271 420

McGrath

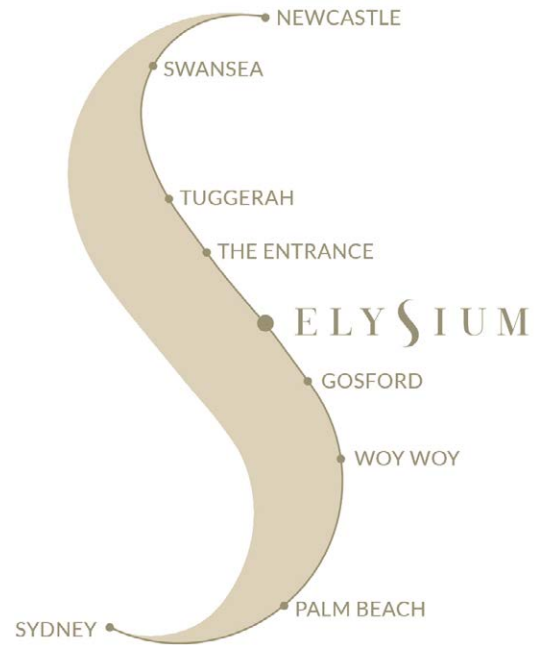
**PROJECT:** Elysium, Residential Development

**ROLE:** Lead Creative and Client Partner, Campaign Direction, On-set Art Direction Support

**SCOPE:** Brand Identity, Brochure, Illustrated Map, Website, EDM, Print and Digital Advertising, Display Suite

**TOOLS:** Adobe Illustrator, Photoshop, InDesign

ILLUSTRATED MAP | DISPLAY SUITE



**PROJECT:** Elysium, Residential Development

**ROLE:** Lead Creative and Client Partner, Campaign Direction, On-set Art Direction Support

**SCOPE:** Brand Identity, Brochure, Illustrated Map, Website, EDM, Print and Digital Advertising, Display Suite

**TOOLS:** Adobe Illustrator, Photoshop, InDesign

## VACATIONS AND TRAVEL

For a decade, I led the creative direction of *Vacations & Travel*, designing the quarterly publication end-to-end, from cover concepts to feature layouts and overall visual narrative. Progressing from Senior Designer to Art Director, I partnered closely with the publisher, editor and production teams to deliver a cohesive and commercially strong title.

A defining milestone was the full redesign of the magazine, introducing a more contemporary, aspirational aesthetic that challenged conventions within the travel publishing sector. Beyond print, I extended the brand across digital and promotional channels, including website, EDMs, online advertising and trade show collateral.



**PROJECT:** Vacations & Travel, Quarterly Travel Publication

**ROLE:** Art Director, Editorial Design Lead

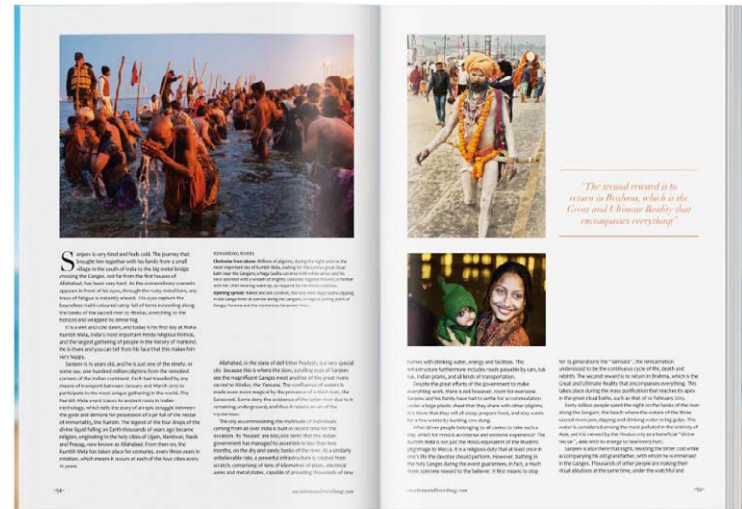
**SCOPE:** Magazine Redesign and Layout, Cover Concepts, Website Design, EDM, Digital Advertising, Trade Show Collateral

**TOOLS:** Adobe InDesign, Photoshop, Illustrator



## Ticket to Heaven

BY ROBERTO VOTRI  
The Maha Kumbh Mela, the largest gathering of people in the history of mankind, and India's most important Hindu religious festival.



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MAGAZINE LAYOUT | REGULAR SECTIONS ICONS



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