

# LENKA HULMES

SENIOR BRAND & CREATIVE DESIGNER / ART DIRECTOR

Senior brand and visual designer with 20+ years' experience delivering award-winning campaigns and brand systems across property, lifestyle and corporate sectors. Skilled in leading creative from concept through production, combining strong art direction with meticulous execution across agency, in-house and freelance environments.

## ★ CORE EXPERTISE

- › Brand Identity Systems
- › Campaign Creative & Visual Storytelling
- › Editorial & Layout Excellence
- › Integrated Print, Digital & Experiential
- › Client Presentation & Pitch Support
- › Mentoring & Creative Leadership

## 🏆 AWARDS

Sydney Design Awards 2019 Winner – Marketing & Brand Experience

## ⚙️ TOOLS

Adobe Creative Suite | Figma | WordPress

## 🎓 EDUCATION

BA (Hons) Graphic Design,  
University of Lincolnshire & Humberside

## ♥️ INTERESTS

Ocean swimming, travel, mindfulness and contemporary art.

## 💬 CONTACT

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DOWNLOAD PORTFOLIO

## 👤 EXPERIENCE

### Senior Designer / Creative Consultant

#### Self-Employed 2018 – Present

Long-term freelance partnerships with CX consultancies, design agencies and premium brands across Australia.

Senior freelance designer partnering with agencies and in-house teams to deliver brand, digital and CX projects across travel, property, technology and government sectors. Engaged to elevate creative, scale delivery during peak demand, and bring senior craft to complex multi-stakeholder projects.

#### CX & Product Design

Auxilio Ventures, Behavior – UI design for digital products and platforms.

Kinlab – Customer journey mapping and presentation assets for global entertainment and sporting clients incl. Formula 1 and the Women's Basketball World Cup.

Tobias – Large-format journey maps and workshop artefacts supporting CX programmes across finance and government.

#### Brand & Agency Projects

Brand identity and campaign rollout for residential and commercial property developments.

Propeller Graphics – Large-format signage, social assets, long-form publications across property, healthcare and government sectors.

Three Scoops – Recreated archival May Gibbs artwork into scalable commercial pattern systems.

#### Brand, Digital & Marketing

Splendour Tailored Tours – Website design, EDM campaigns, event collateral, signage and premium marketing publications.

Tendertrace – Designed and built the website and supporting social media assets for an AI data platform.

Best Case Scenario – Delivered full rebrand and website for an events business spanning finance, technology, health and government sectors.

ADMA Global Forum – Brand refresh and social campaign assets for international marketing conference.

#### Brand Rollout & Production

LJ Hooker, Hamilton Island – Supported rollout of brand refresh across print and digital marketing channels.

The Design Embassy – Website asset design and film production pitch decks.

### Senior Brand & Campaign Designer

#### Our Agency 2015–2018

Delivered brand, campaign and marketing design for residential and commercial property developments.

For earlier experience and additional project work, please see my [LinkedIn profile](#).