

---

P O R

T F O

L I O

---

2 0 1 6

---

Mellos

— GRAPHICS —



# ASHLEY PICKERING

## CREATIVE DESIGNER

MelloGraphics is my design collection. I am a creative designer with eight years of professional experience working in-house, alongside agencies and freelancing.

I have enjoyed leading and working within teams to create innovative, vibrant concepts and designs across many disciplines. This work has lead me to tackle projects for clients of all sizes around the world.

For my 2016 Portfolio I have collected my favourite and most challenging projects for you to browse. So grab a cuppa and enjoy!

 ashley@mellographics.com

 (+61) 411 042 539

 www.mellographics.com

 instagram.com/themellotimes

 dribbble.com/mellographics

 find me on linkedin.com

# THE CO-OPERATIVE REBUILD

The Co-operative Group had experienced a year of crisis that threatened its survival as a business.

As the lead creative, I helped design and deliver a three-year internal engagement strategy to help return this British institution to full health.

Throughout each stage of the program I created colourful and dynamic designs – including animation and video – to raise colleague awareness of the strategy.

---

Concept creation • Campaign branding • Illustration • Strategy booklets and guide • Strategy team map • Market stall campaign advertisements • Market stall design and set up • Market stall give-aways • iPad app icons • Animation • Video editing • Word and PowerPoint branded templates • Organise packaging and delivery of final branding elements



# RIO TINTO

## FOUNDATIONS FOR SUCCESS

Rio Tinto rebooted their business strategy with a new 'Foundations for Success' framework. It clarified the direction of the group and how the distinct Product Groups fitted into the bigger picture for the business.

I developed the designs for a combination of offline booklets, infographic posters and online resources to leverage all available communication platforms to reach employees.

Working with Diamonds & Minerals led to other projects across Rio Tinto, such as developing campaigns for Rio Tinto Alcan and within the Copper & Coal Product Group.

---

Concept creation • Campaign branding • Artwork creation  
• Strategy booklet layout • 'On a page' infographic artwork  
• Supplied design elements for strategy app • PowerPoint presentations • Duplicate all materials in multiple languages • Organise packaging and delivery of final branding elements




# BARCLAYS

## PERSONAL BANKING STORY

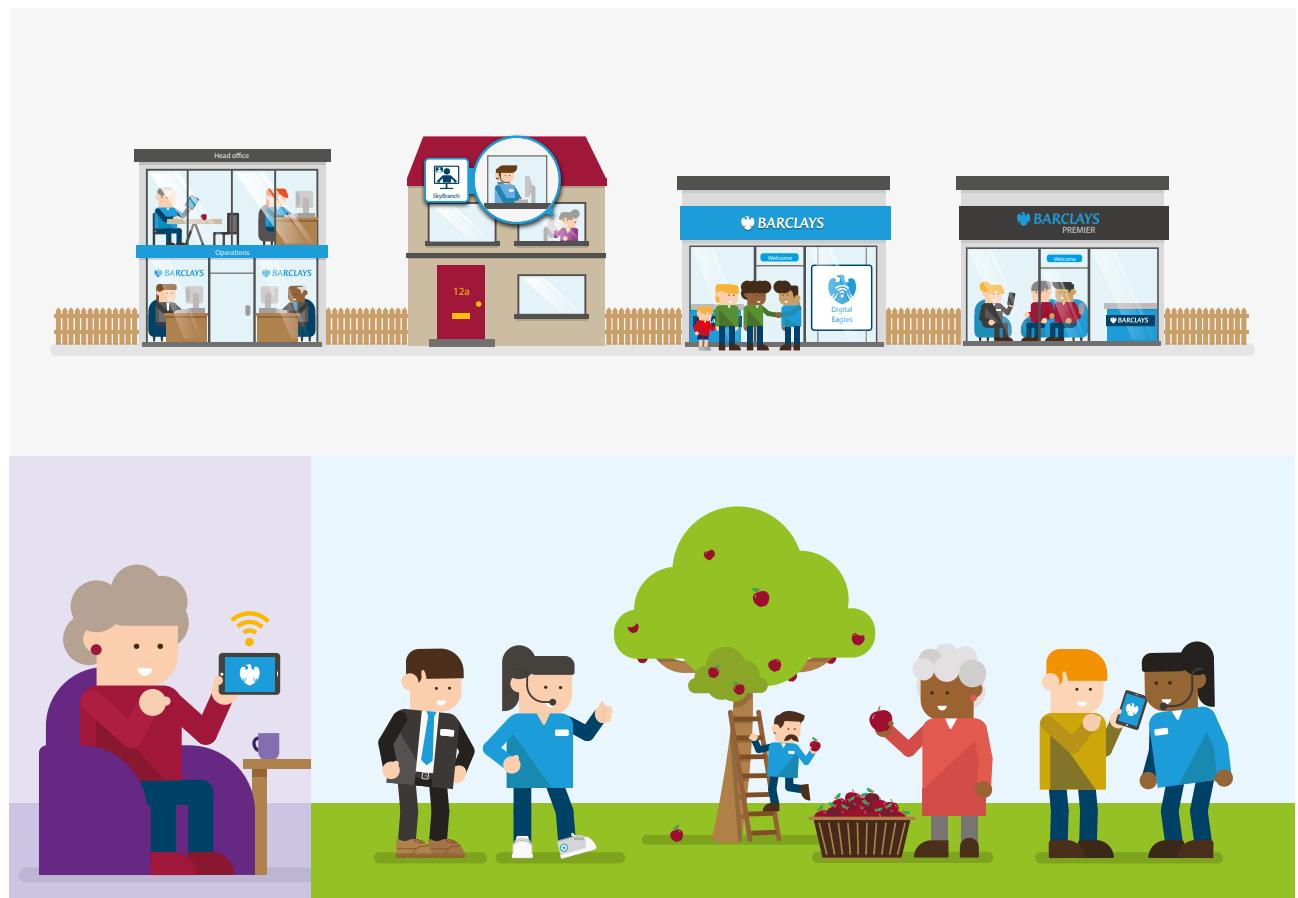
After the creation of the new Personal and Corporate Banking division, Barclays faced the challenge of reviewing its colleague communications and engaging its people on a new digital-centred, customer-focused strategy.

After Karian and Box gained detailed insight and created a narrative, I lead the creative team to help deliver a full engagement campaign across Personal Banking.

We engaged 16,000 colleagues in the strategy through leadership communications, dynamic visual content and team discussion tools.

---

Concept creation • Campaign branding • Illustration • Strategy map • Animation • Office wall art design, print and delivery • Word and PowerPoint branded templates • Packaging and delivery of final campaign elements



# THE CO-OP BANK

## TRANSFORMING THE WAY WE WORK

Following the The Co-operative Bank's departure from The Co-operative Group, the Bank needed to re-establish the values that had historically distinguished it from its competitors.

As the lead creative on the project I developed the visual brand of a culture transformation programme and provided design support for a series of workshop roadshows and internal materials.

---

Concept creation • Campaign branding • Illustration • Roadshow PowerPoint presentations, hand-outs and infographics • Leader strategy booklets and guide • Team strategy map • Employee tattoo photo shoot creative direction • Internal engagement report design • Word and PowerPoint branded templates • Organise packaging and delivery of final campaign elements



# TRY S

## THE VILLAIN AND HIS TUBA

TRY S is a talented guy, especially when it comes to music.

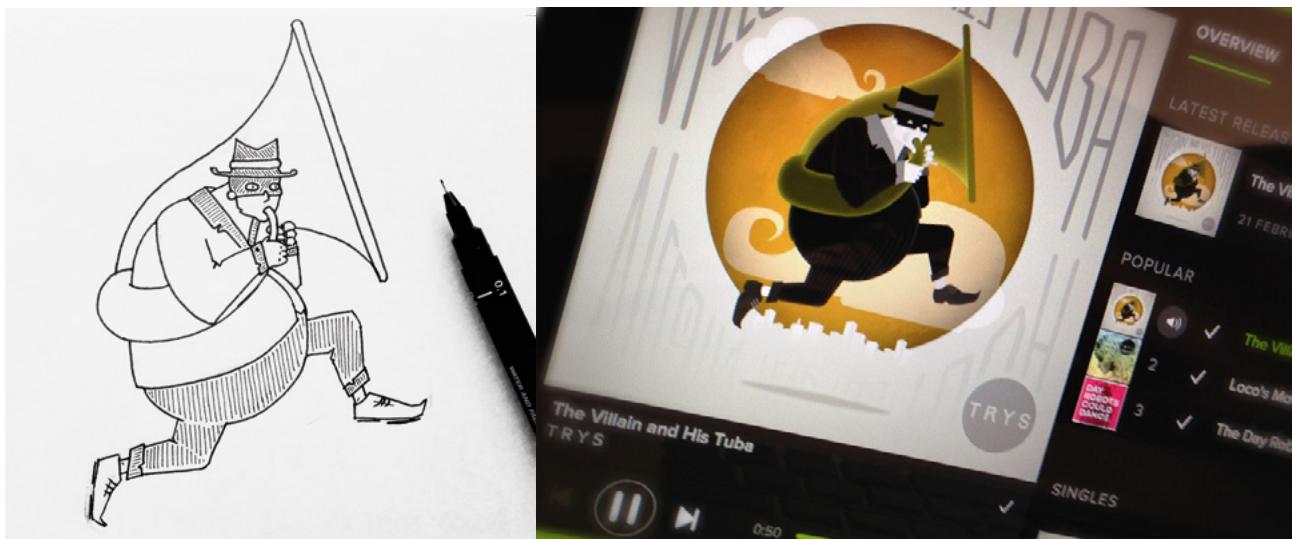
I was asked to produce artwork from only listening to a sample of his new untitled track.

The track has an amazing groove that runs throughout and a very dark vibe. As the song builds it adds new layers of synths and samples which lead to an intense sounding end.

After creating a story featuring a villainous tuba man, the illustration was created along with a title for the track.

---

Concept creation • Illustration • Artwork mockups



# NOURI

## SNACK WITH A PURPOSE

NOURI stands for NOURISH. To support, to feed, to cherish.

As a graduate startup, the company needed help turning their ideas into reality.

I worked with them to develop a vibrant brand and packaging, giving them materials to get their product off the ground.

---

Concept creation • Packaging • Product mockups • Marketing flyers



**nouri**



# KARIAN AND BOX

## REBRAND

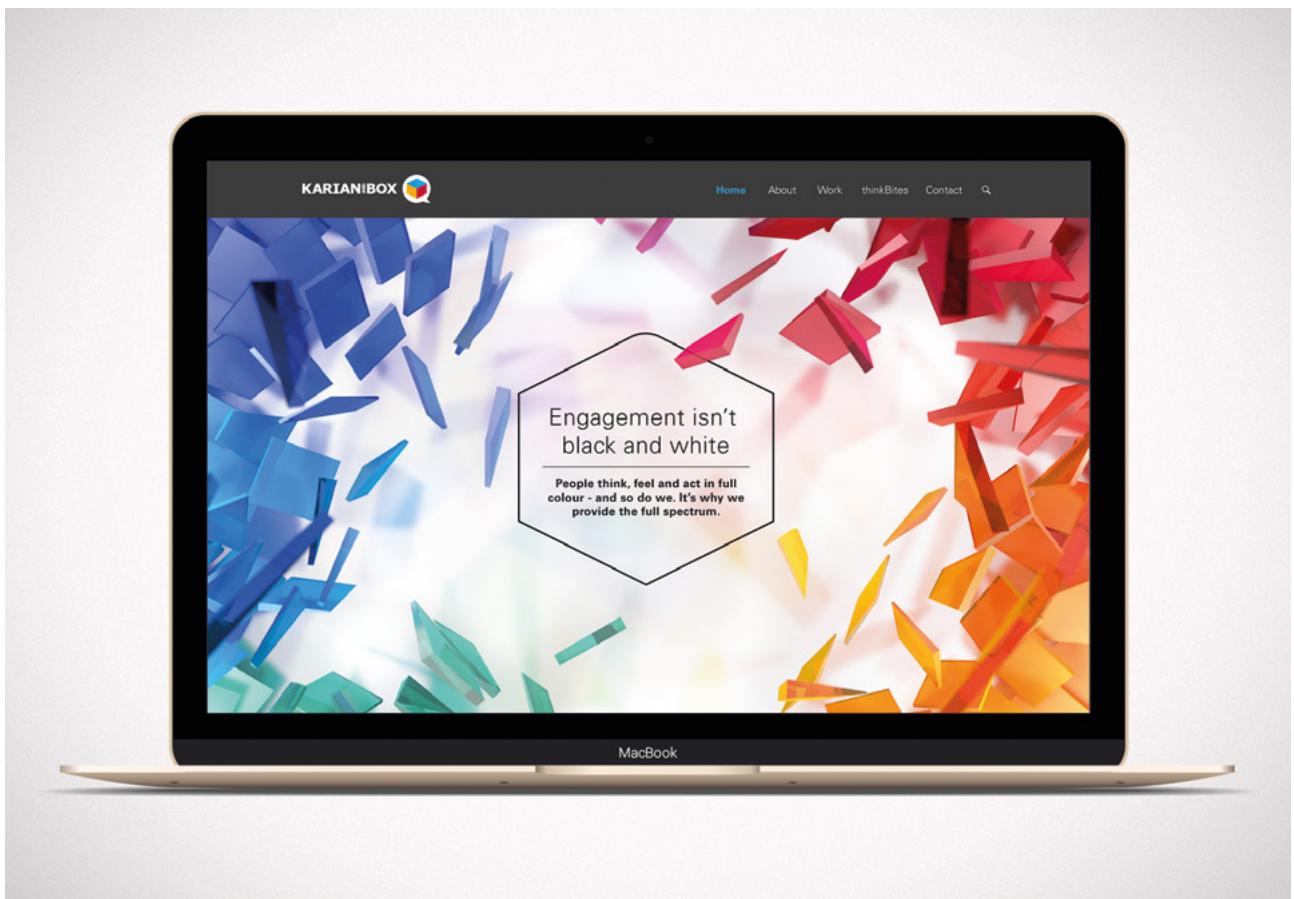
Karian and Box's global client base is expanding rapidly and the company is growing to meet new demands.

They needed to update their branding to bring consistency through marketing and conference materials.

Working with the team I lead the creation of the new brand and introduced guidelines which reflects the services and creativity that the agency offers

---

Brand design • Brand guidelines • Adobe CC and Microsoft Office templates • Motion graphics elements • Marketing materials • Conference materials • Website design and layout • Office design and layout • Hand-painted wall graphics • Set up 'celebrate wall' • Entrance and reception sign designs



# THINKBOX

## AYOUT

ThinkBox is a magazine journal featuring the latest thinking on employee engagement. Used as one of Karian and Box's main form of marketing, it is used to showcase their pioneering communication and engagement case studies.

After the redesign of the Karian and Box brand, this magazine was next to get a face lift.

---

Magazine layout and design • Illustration • Print preparation



# POWER HEALTH

## REBRAND

Power Health have been manufacturing health food supplements, sports nutrition and natural hair and skin care products since 1972.

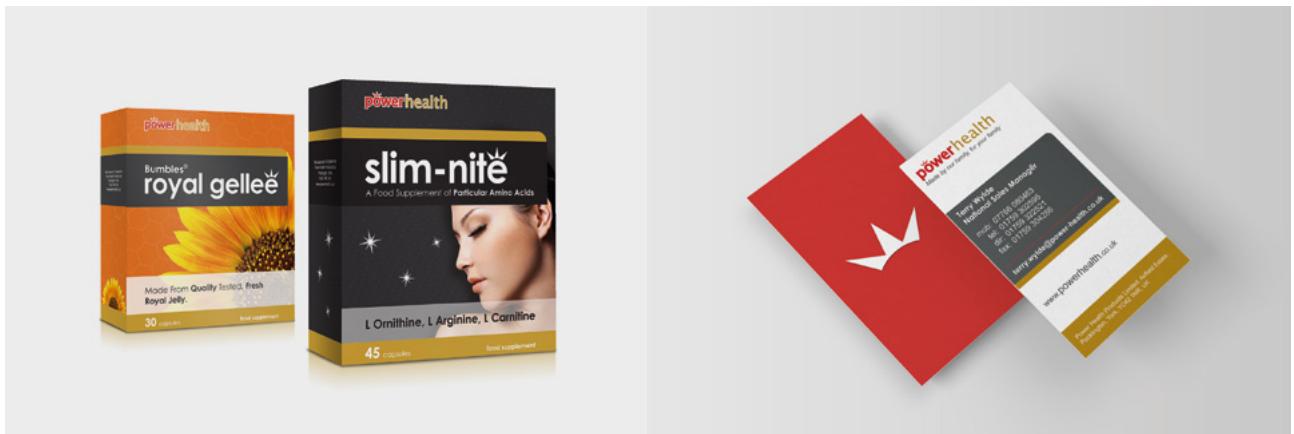
I joined their team as an in-house designer in 2007, where I took on multiple projects from packaging design to marketing and web.

After working with the current materials it became clear that consistency through artwork and branding was low and outdated.

I teamed up with the Marketing Manager to help bring Power Health back up-to-date, giving them a fresh new brand that will last for years to come.

---

Brand design • Brand guidelines • Stationery • Marketing materials • Adobe CC and Microsoft Office templates • Website design • Product packaging • Product photography • Organise a cost effective printing solution



# DJ ADZY.K

## BRANDING DESIGN

After seeing my previous work with other DJ's in Whistler, Adzy.K came to me wanting the same results.

Big and bold was key to give the logo a fighting chance on various club posters and advertising.

---

Brand design • Stationery • Marketing materials



# BRAND ARCHITECTS

## WEB DESIGN

Brand Architects is a Melbourne based practice focused on the delivery of environmentally and socially responsible architecture.

I worked alongside BJM Design to develop a website which enabled Brand to update and display their vast portfolio with ease.

---

Concepting • Wireframing • Web design • Image retouching



# DJ SAM WHITMORE

## BRANDING DESIGN

Sydney DJ, Sam Whitmore needed an identity to use on club marketing materials and social media.

He wanted something that would last through the changing design trends and was simple yet effective.

---

Brand design • Stationery • Marketing materials



# IBSC

## BRANDING DESIGN

I Buy Static Caravans are a UK wide caravan buyer who wanted to set themselves apart from their competitors.

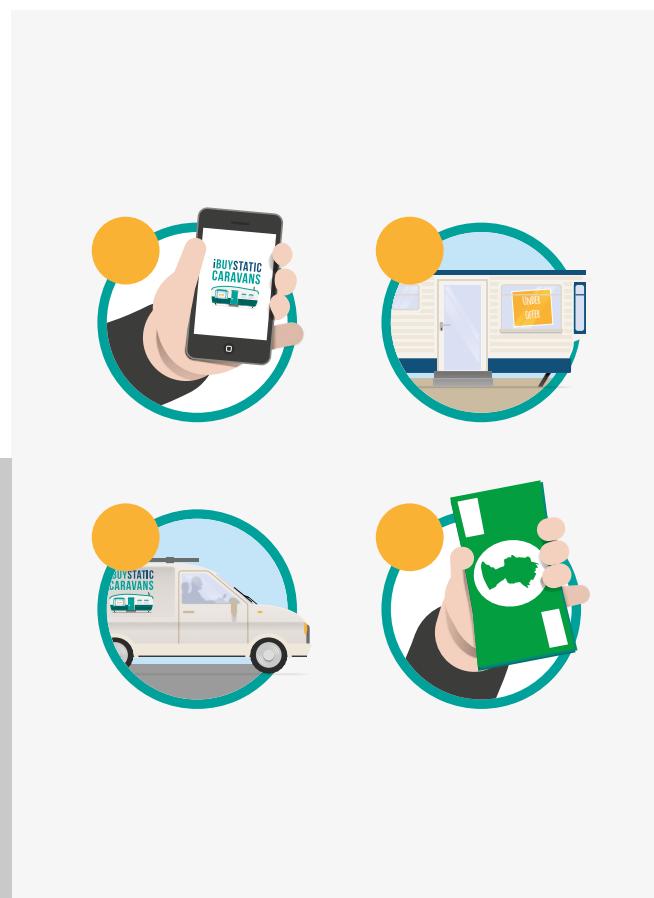
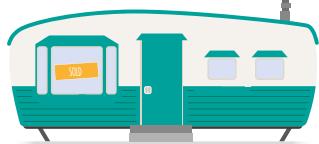
They wanted their branding to be friendly, approachable and steer clear of the gimmicky look that other business in this area can often give off.

---

Brand design • Illustration • Website design • Stationery •  
Marketing materials



# iBUYSTATIC CARAVANS



# THANK YOU

Thank you for taking the time to look through my 2016 Portfolio. I am currently on the look out for new work opportunities, and would love the chance to talk.

A handwritten signature in black ink, appearing to read "Ashley Pickering".

**Ashley Pickering**

Creative Designer | MelloGraphics

---

 ashley@mellographics.com  themellotimes

 (+61) 411 042 539  mellographics

 www.mellographics.com  linkedin.com

---

---

T H A

U K

Y O U

---