

PATRICK WHITE

2024

Portfolio

Graphic design

Creative direction

Motion graphics

Web design

Copywriting

Brand strategy

Photography

Illustration

Digital marketing

Campaign strategy

Hey, I'm Patrick.

I'm a multi-disciplinary creative specialising in graphic design, brand strategy, motion graphics, photography and web design.

I'm from Australia, and currently living and working in Bologna.

I've worked across a range of creative fields in organisations big and small, allowing me the opportunity to build a vast set of skills and knowledge.

I'm a curious and creative person. I'm easy to get along with. I love branding, I love design, and I love bringing ideas to life. I have many interests, but I could talk forever about music, films and football.



CASE STUDIES

JA MORENO

Branding,
graphic design,
creative direction

Ja Moreno is a multi-award nominated director based in Los Angeles who has worked with the likes of Sting, Steve Aoki, Kendall Jenner and Vogue Magazine.

Ja wanted to create a brand, separate to his own persona, to elevate his presence as a director and emulate the success of others in his industry.

The brief was to create something punchy and memorable that wouldn't look out of place amongst popular streetwear brands.

For this project I conceptualised and designed the final logotype and branding system, and also led the naming process.

Project completed at BANTA.



HILLS BAPTIST CHURCH

Branding,
graphic design,
creative direction



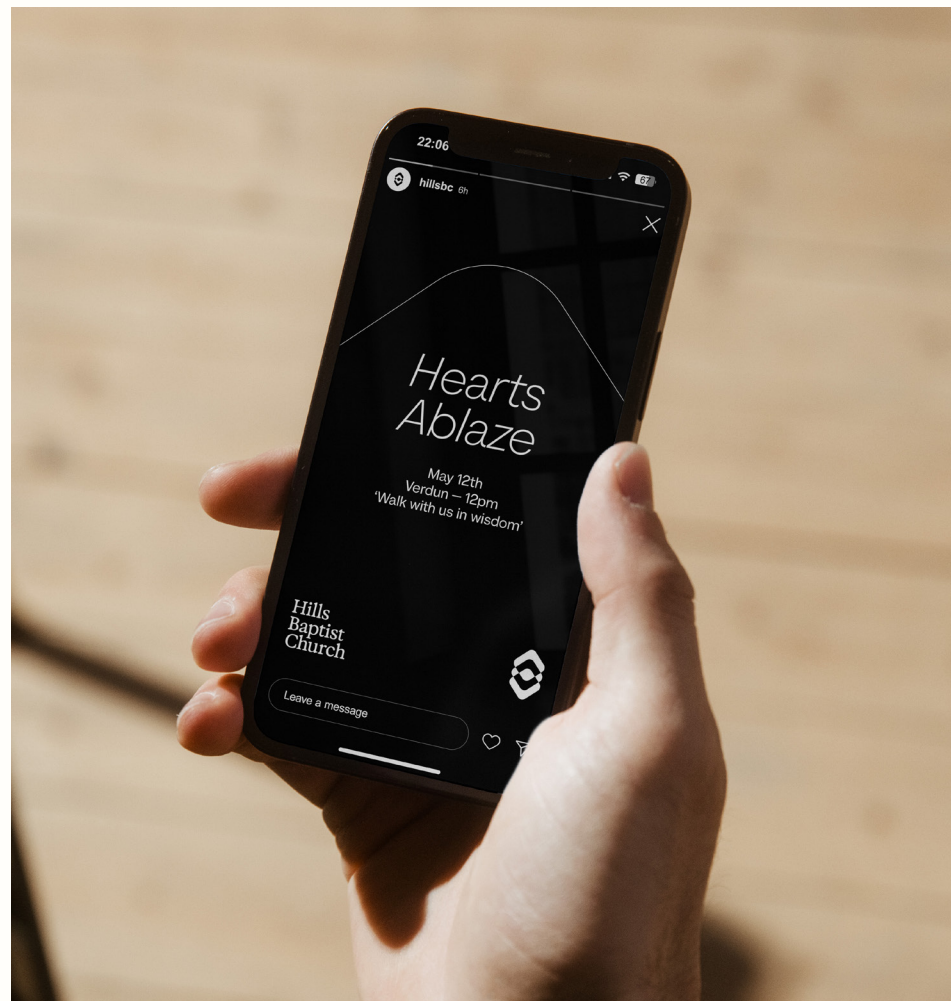
Hills Baptist Church is a church located in South Australia's Adelaide Hills.

HBC were in the process of expanding their facilities and wanted to refresh their brand to reflect their lofty ambitions.

The brief was something contemporary, but timeless with ties to symbolism and ideas related to their beliefs.

For this project I was involved in leading the creative direction, conceptualisation and identity of the final brand. This is my unused concept.

Project completed at BANTA.



SA MUSEUM

Campaign strategy,
graphic design,
creative direction,
copywriting

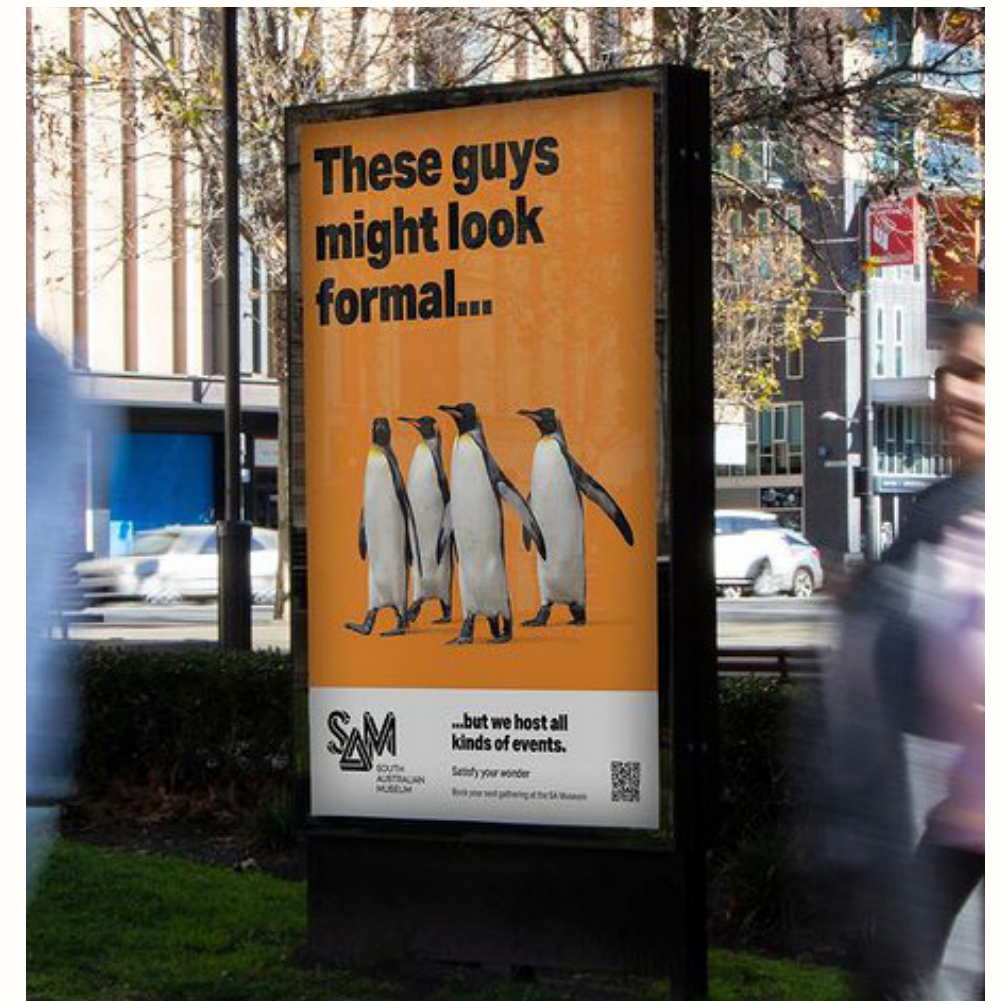
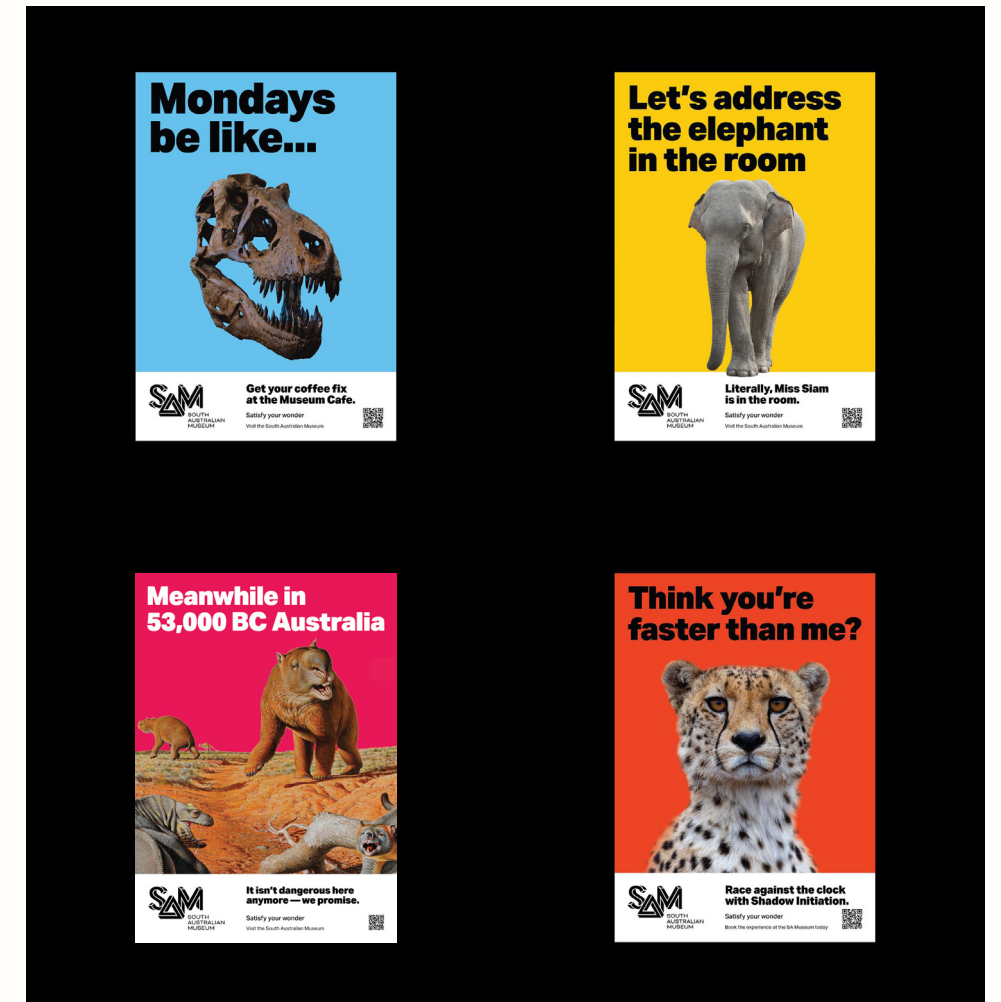
SA Museum is a large government-funded museum in South Australia housing over four million specimens and cultural items.

SAM required creative for an evergreen advertising campaign intended to run between major exhibitions and activations.

The brief was to build intrigue in the museum through humour, bright colours and impactful visuals.

For this project I led the campaign strategy and creative direction while also doing much of the copy write and design application.

Project completed at BANTA.



BLK MRKT COFFEE

Branding,
copywriting,
creative direction

BLK MRKT Coffee is a small batch coffee roaster from Adelaide, Australia.

BLK MRKT were looking to refresh their existing branding and also refresh their packaging, stationary and Ecommerce website.

The brief was to give the brand a new bold and timeless look inspired by coffee roasting equipment and to build on the playful, direct tone established by the original branding.

For this project I was involved in informing the creative direction of the branding as well as copy writing for the product packaging and website.

Project completed at BANTA.



WORK COFFEE AND FOOD

Branding,
graphic design

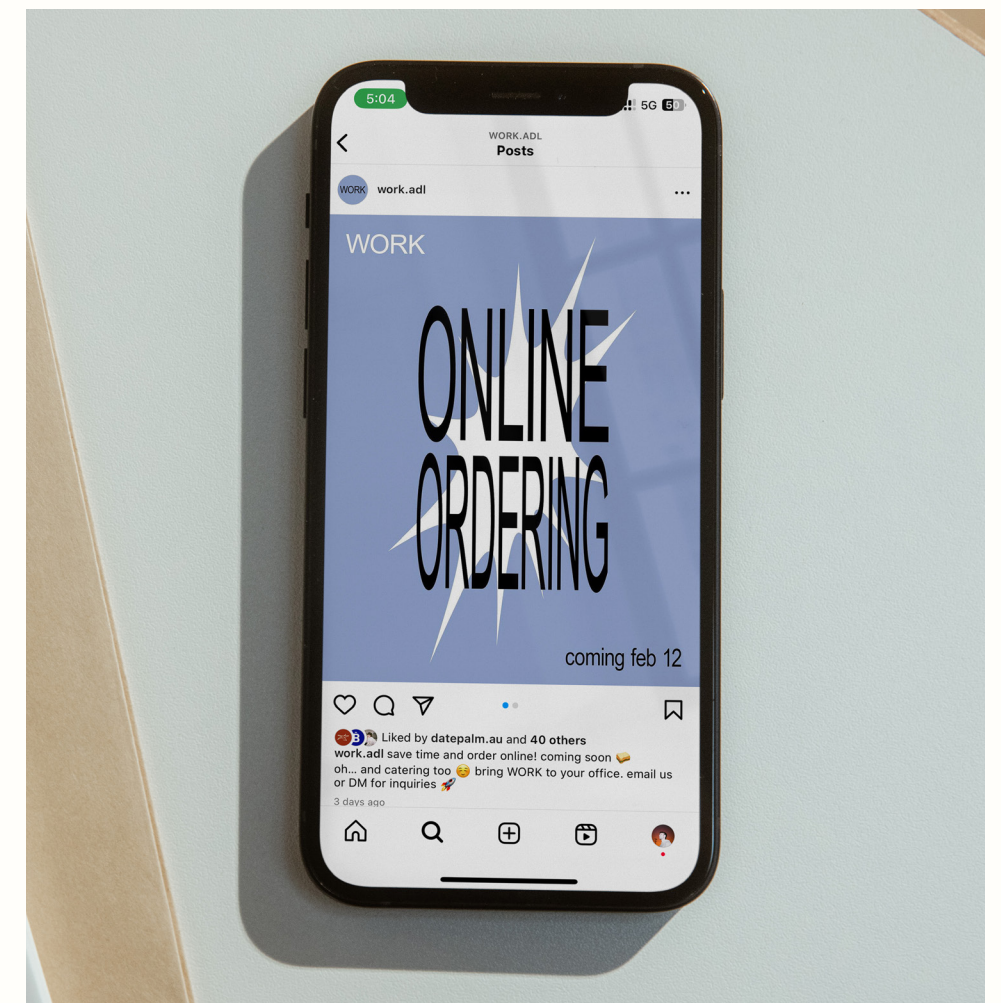
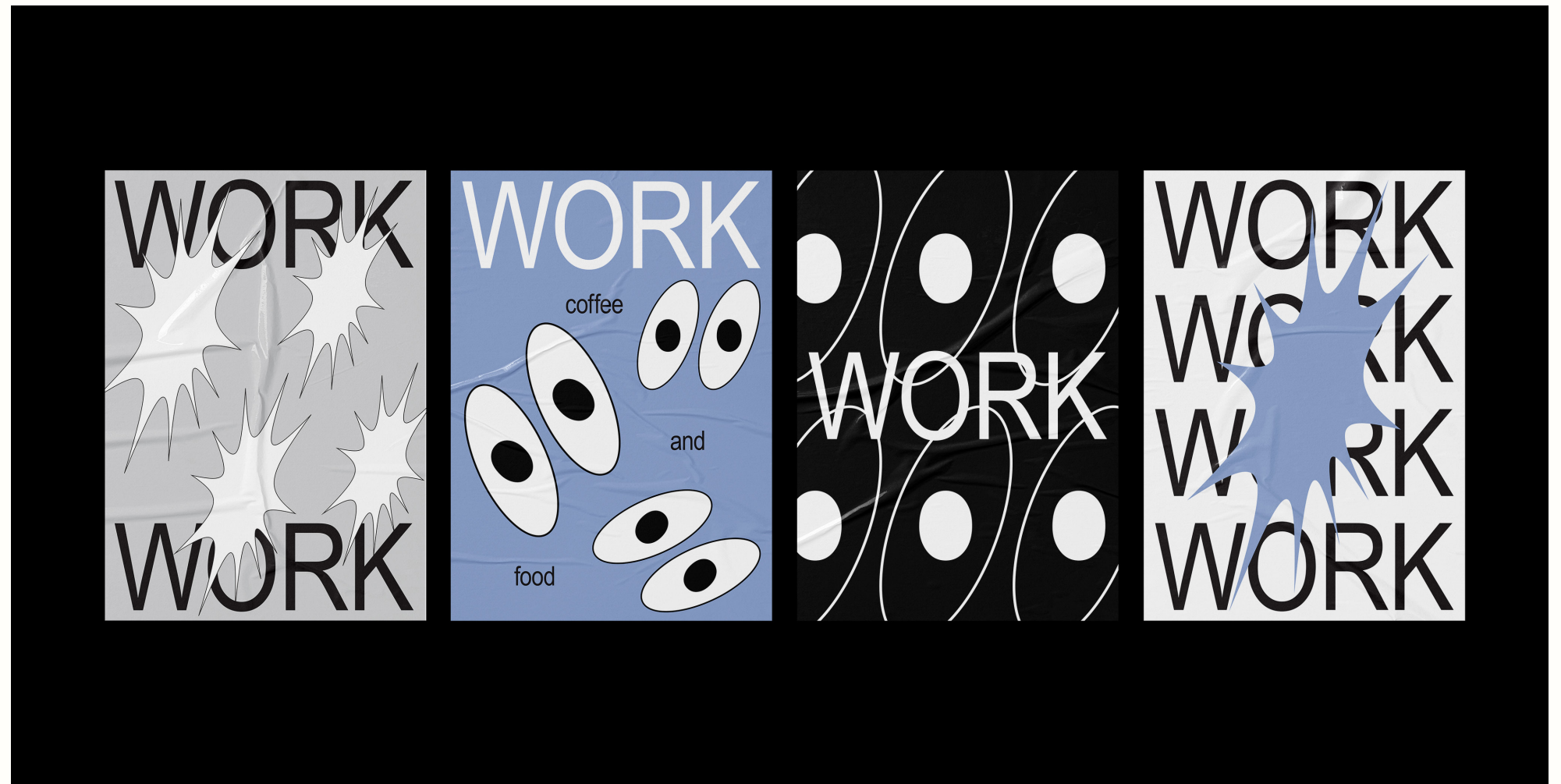
WORK - coffee and food is a cafe/coffee shop based in the CBD of Adelaide, South Australia.

The WORK team required branding for their newly-renovated cafe space to be applied to signage, posters, packaging and assets for online platforms.

The brief was to create a vibrant brand with elements of playfulness and quirkiness utilising vibrant and off-kilter colours, stretched type and simple shapes.

For this project I assisted in the branding application process and designed posters, merchandise, social media assets and website assets.

Project completed at BANTA.



FRENCH LAUNDRY

Web design,
copywriting,
branding

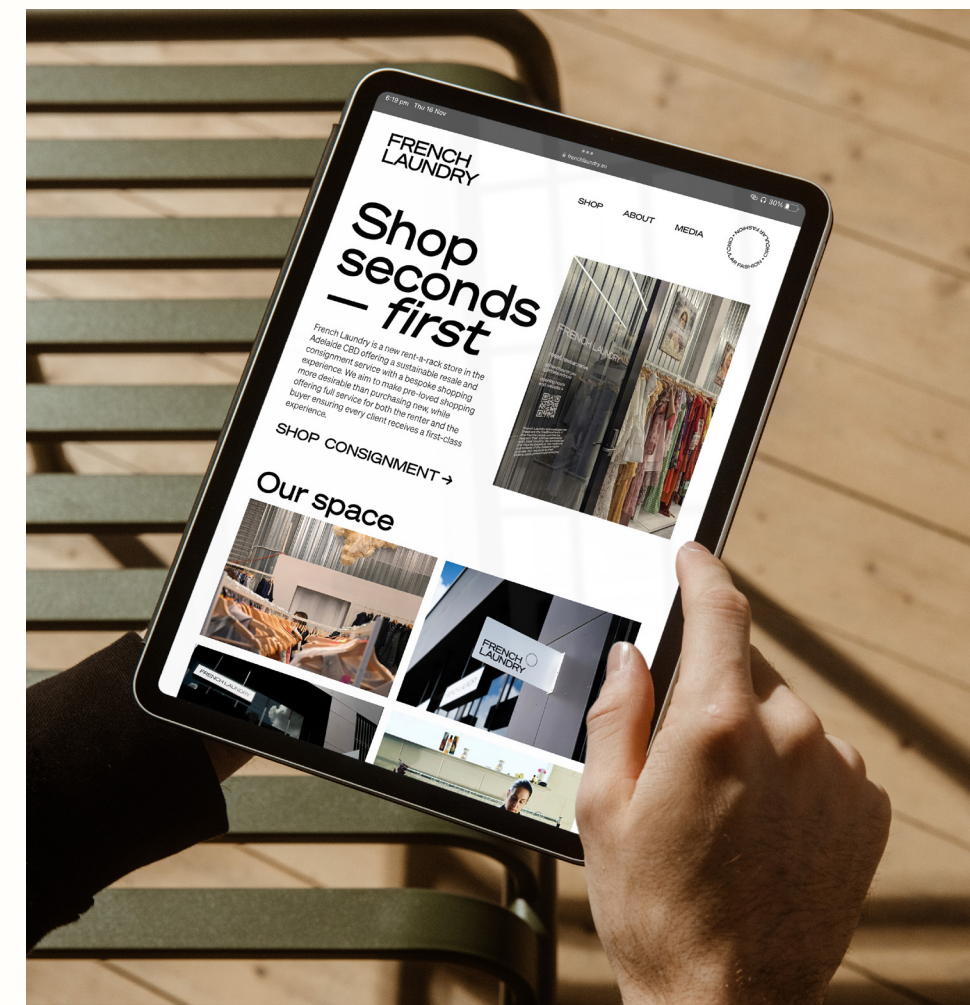
French Laundry is a sustainable resale consignment service providing a personalised experience for shoppers in Adelaide.

Mia from French Laundry required refreshed branding following the expansion of her store. Included in the brand refresh was a new identity, signage, digital assets and a website.

The brief was to apply the new branding to a landing page that effectively communicated French Laundry's ethos, services and contact information.

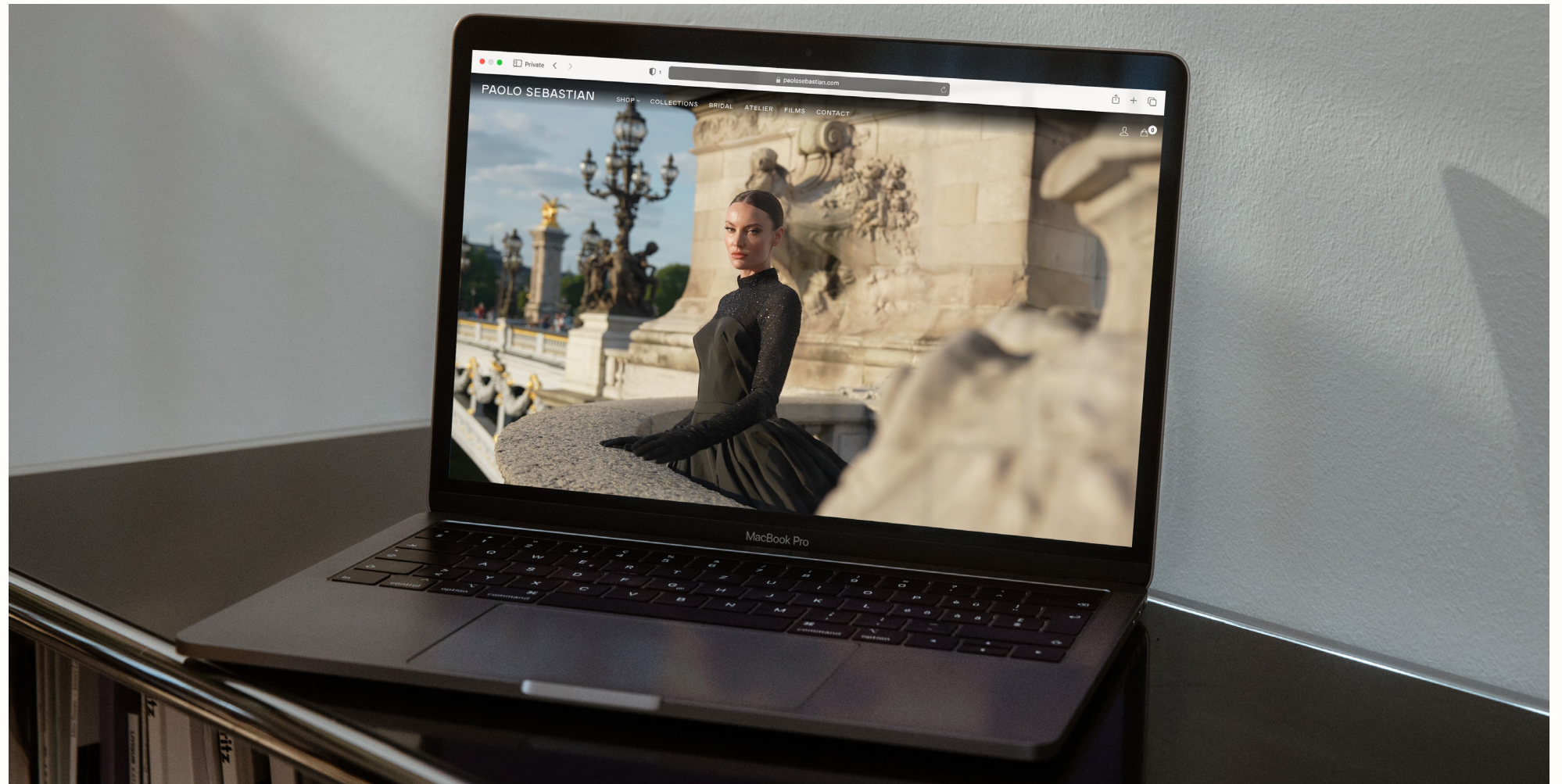
For this project I designed, built and wrote copy for the French Laundry website. I also was involved in the branding process alongside other team members.

Project completed at BANTA.



PAOLO SEBASTIAN

Web design,
project management,
search engine optimisation

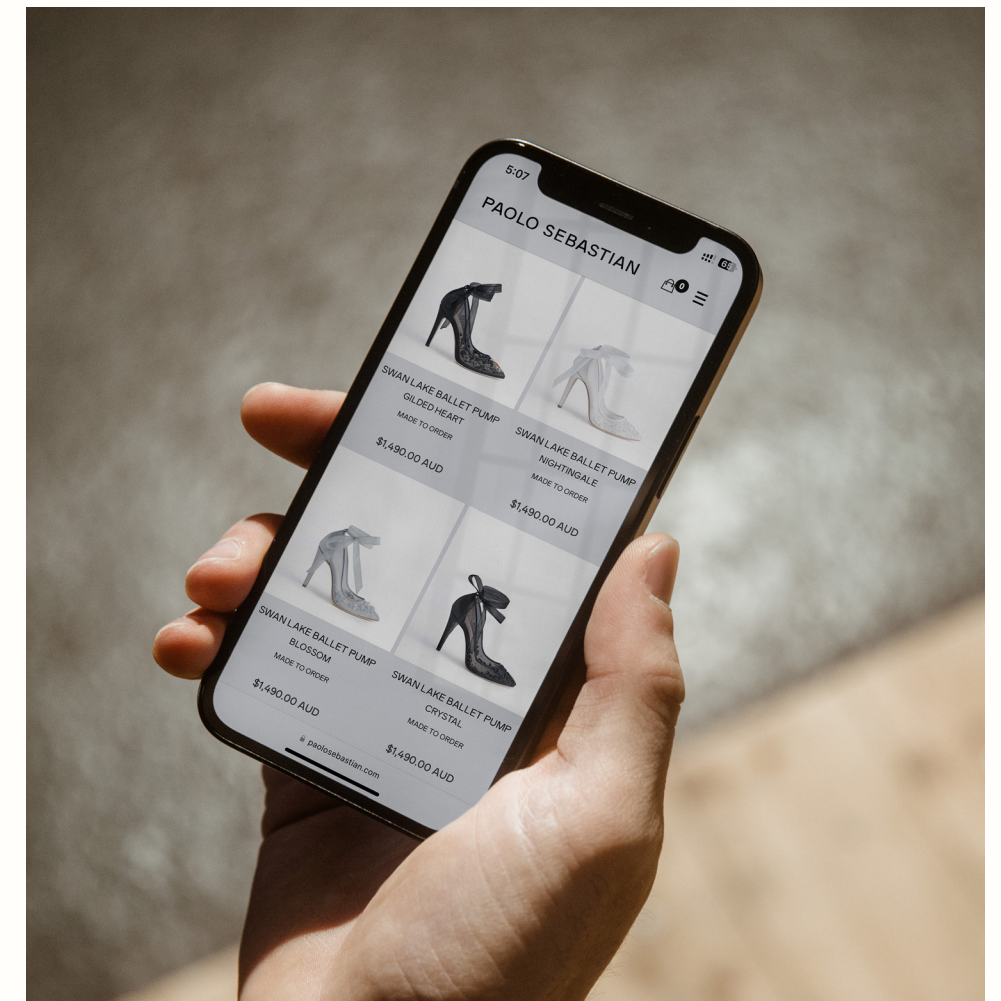
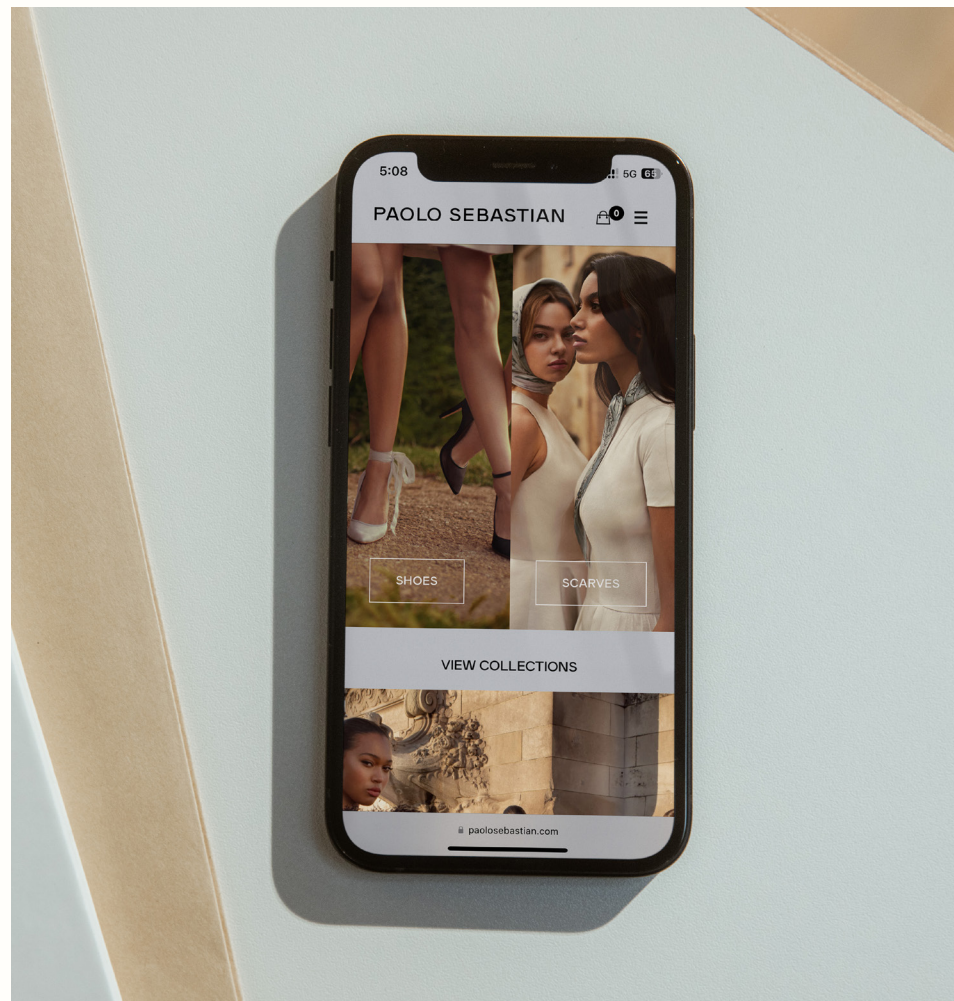


Paolo Sebastian are a globally renowned couture house, crafting garments for the likes of Kim Kardashian, Hilary Swank and Katy Perry.

Paolo Sebastian required a new website design and build with inbuilt eCommerce functionality to showcase their content and sell ready-to-wear products.

On this project I worked alongside web developers and designers on the UI and UX of the site and optimised the site content for SEO.

Project completed at BANTA.



LOT FOURTEEN

AR development,
creative direction,
photography

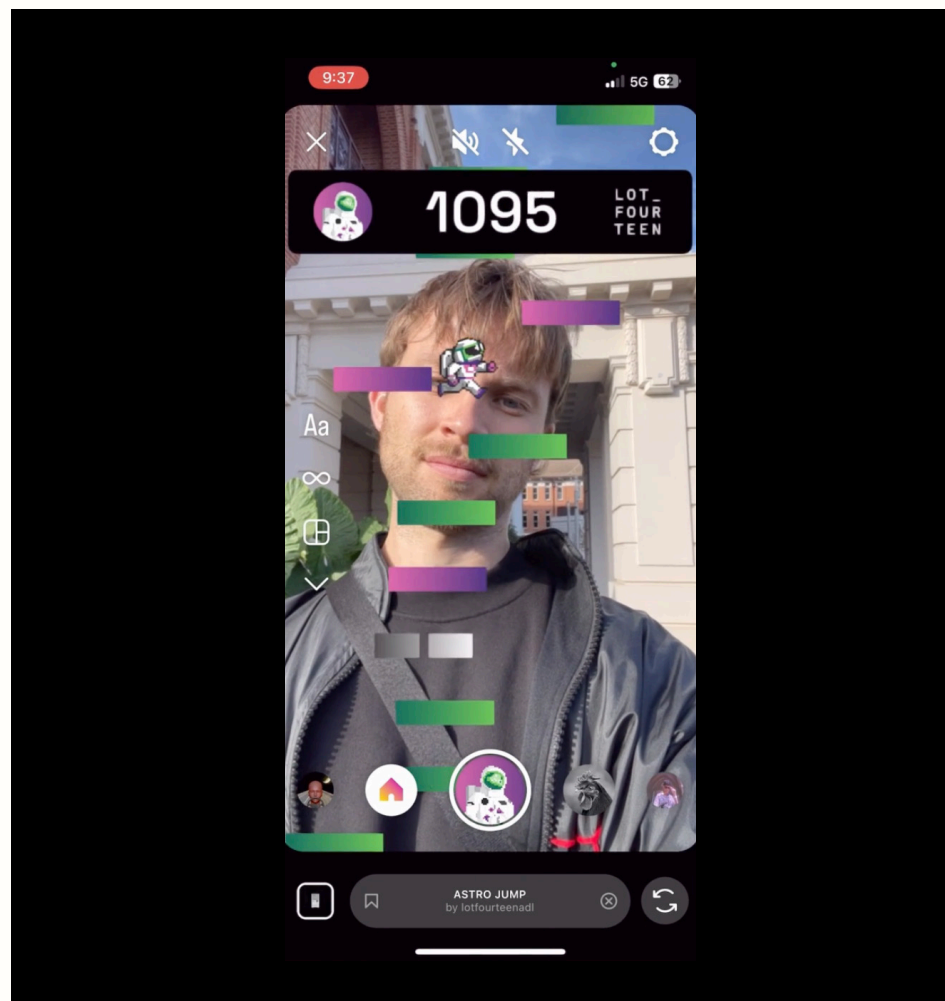
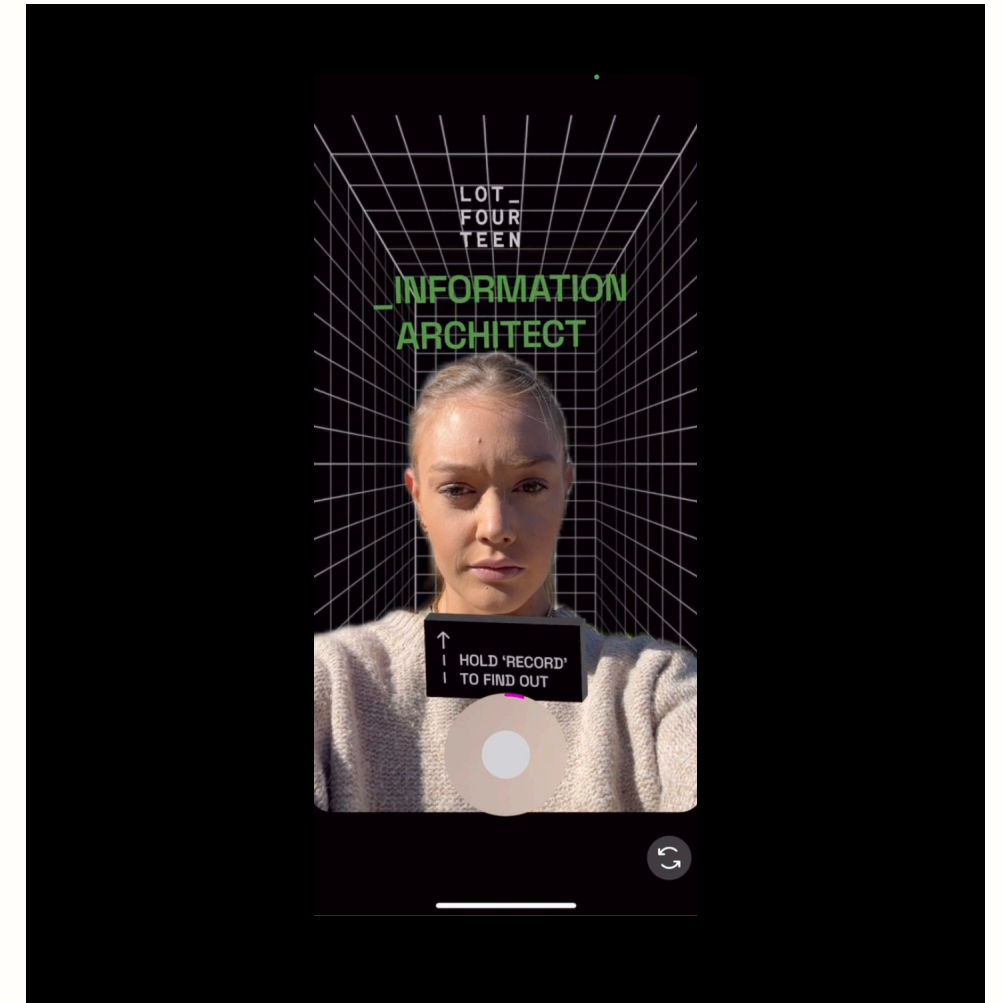
Lot Fourteen is an innovation district dedicated to solving complex global challenges located in Adelaide, Australia.

As part of a redevelopment project, Lot Fourteen required artwork for a large section of hoarding surrounding a construction site.

The brief was to create artwork that was expressive and aligned with the Lot Fourteen brand guidelines. Also required were several AR effects that encouraged engagement with the hoarding.

For this project I assisted in the creative direction of the final artwork and I designed and built the AR experiences on Meta Spark AR.

Project completed at BANTA.



CARTON DELI

Web design,
photography,
creative direction



Carton Deli is a popular coffee and sandwich shop located in the heart of Adelaide, Australia.

Carton Deli founder, Zac had just signed the lease for his shop and required branding, signage and a website.

The brief was to create a visual identity for Carton Deli inspired by the cult sandwich institutions of New York and Melbourne.

For this project I designed and built the website, created animated social media content and assisted in the creative direction of the branding.

Project completed at BANTA.



THE LOCAL CANTEEN

Photography,
videography,
creative direction

The Local Canteen (TLC) is a coffee shop located in Henley Beach, South Australia.

The TLC team required branding for their new shop and content for their social media.

The brief was to create a visual identity using earthy, pastel colours and to incorporate iconography from the surrounding suburb to evoke a 'laid back beachside feeling.'

For this project I took photos and filmed videos which I then optimised and edited for social media. I also assisted in the creative direction of the branding.

Project completed at BANTA.



IMMERSE

*Campaign strategy,
digital marketing,
photography,
branding*

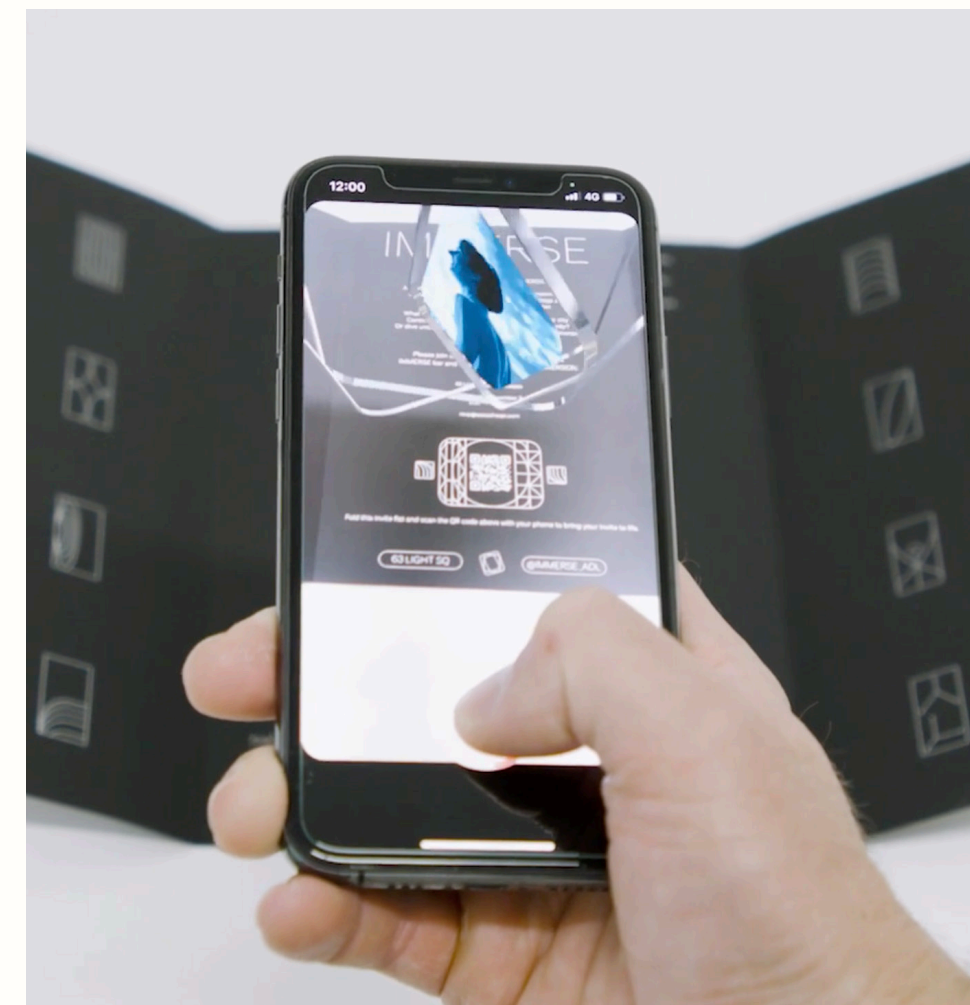
IMMERSE is a month-long festival in Adelaide, Australia celebrating technological innovation in the entertainment industry.

Festival owner Light ADL required branding, a campaign strategy and content to be used across out-of-home and digital mediums.

The brief was to create a new identity for the festival based on the established style of the Light ADL brand and build excitement with a campaign.

For this project I conceptualised and led the campaign strategy across OOH and digital platforms and assisted with the brand creative direction. I created campaign content by capturing and editing photo and video to be used across owned, earned and paid media.

Project completed at BANTA.



PHOTOGRAPHY

Digital and analog

FOOD AND DRINK







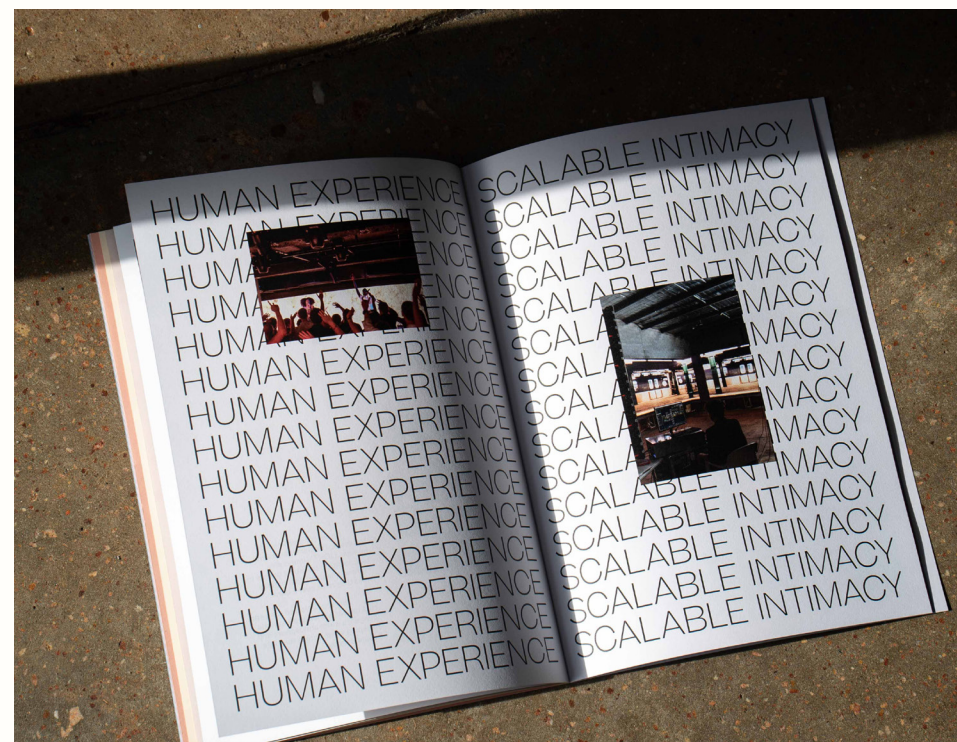
PEOPLE



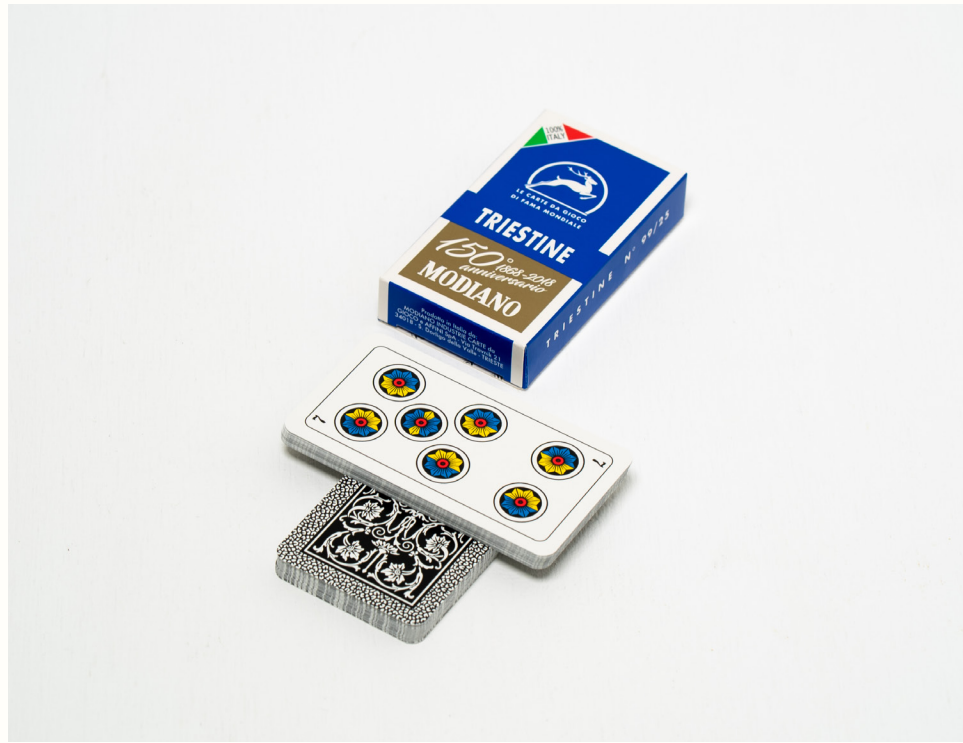




PRODUCTS PACKAGING AND SIGNAGE

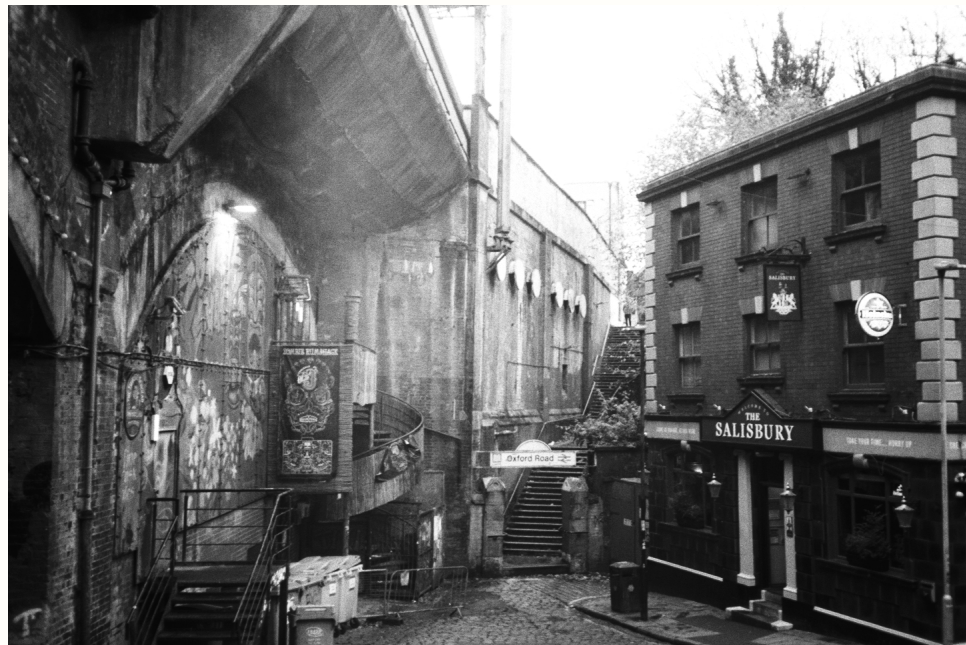


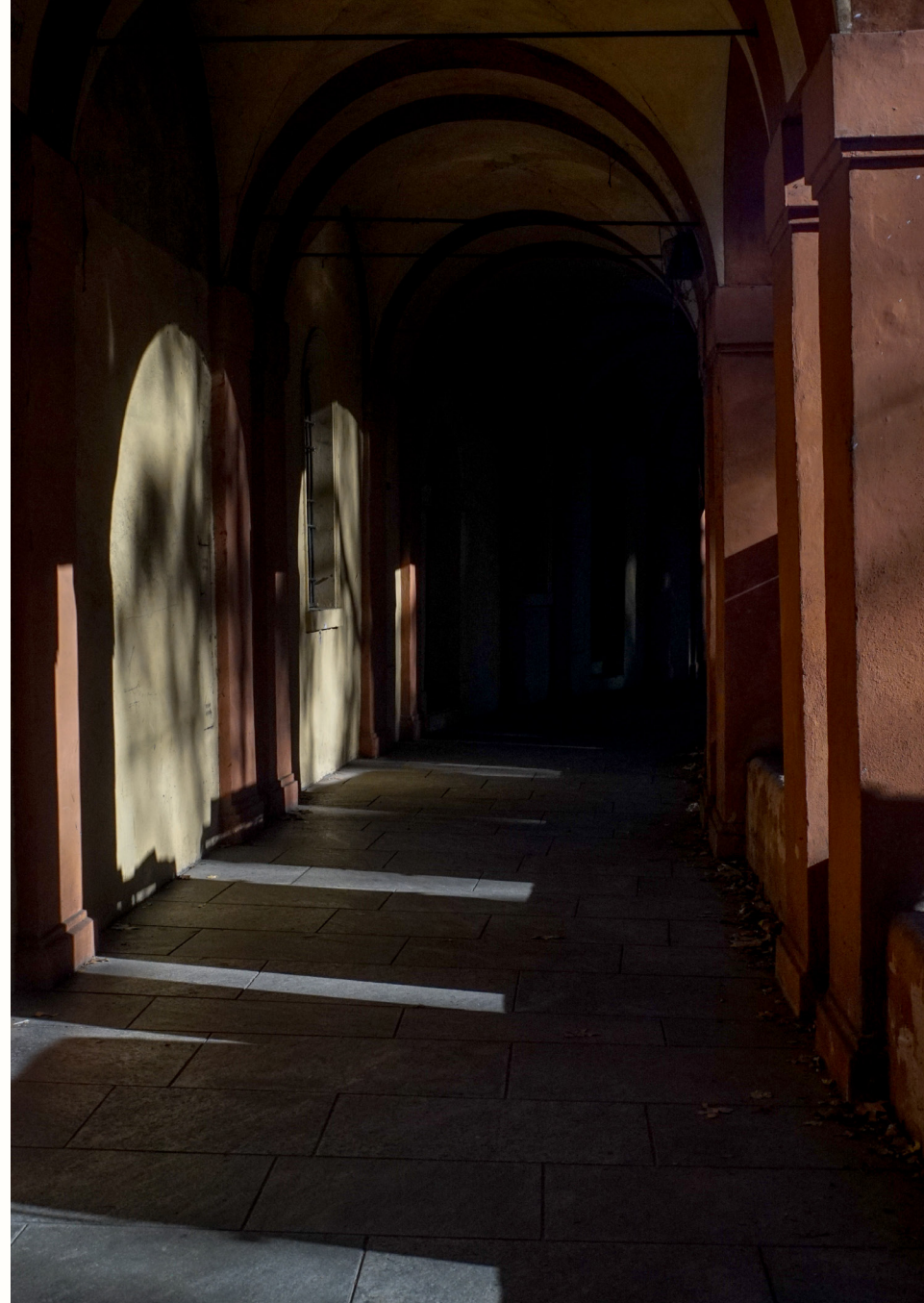




TRAVEL / PERSONAL








EXTRA CONTENT

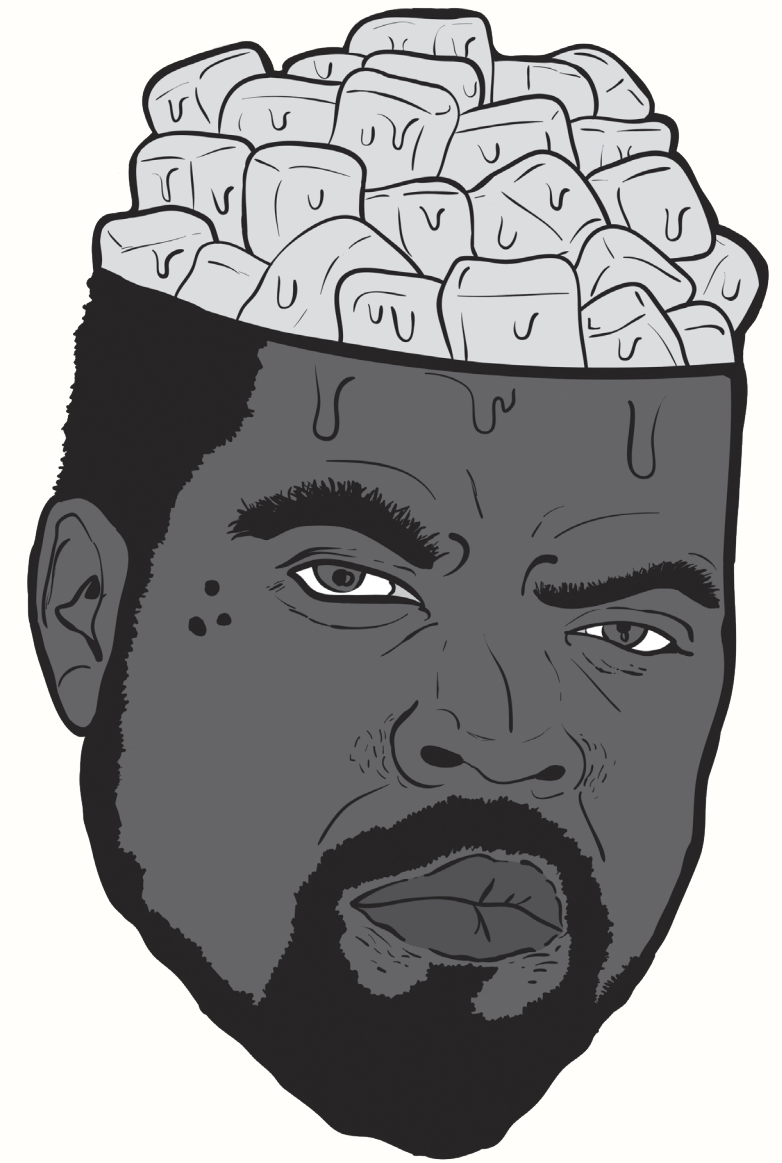
ILLUSTRATION



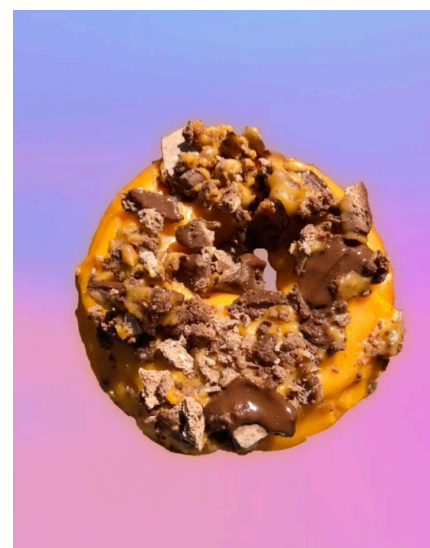
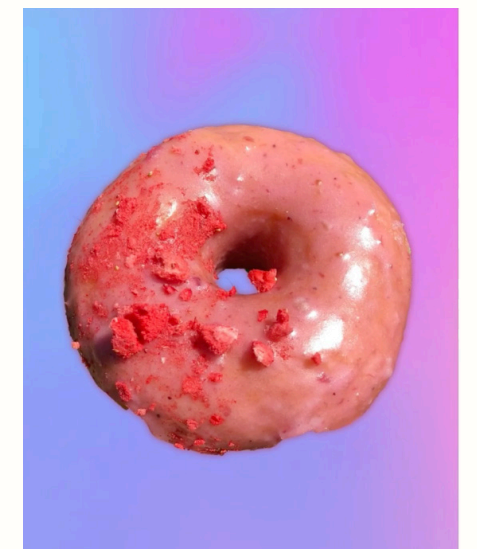
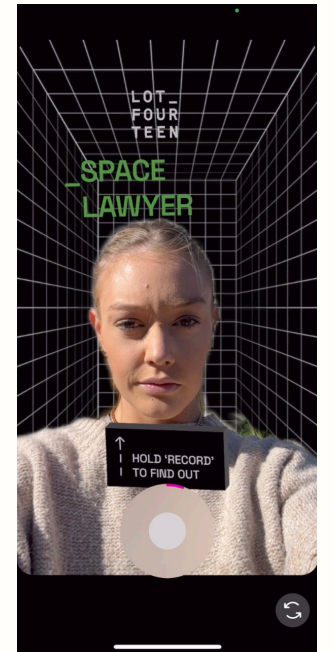
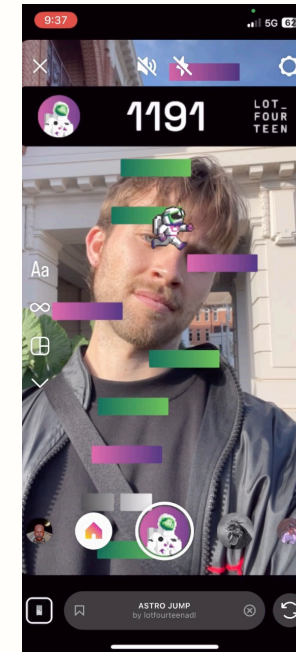


THE CURSE

*THERE'S NO CONFLICT, THERE'S NO DRAMA.
THAT'S NOT SOMETHING PEOPLE WANNA WATCH.*



3D / MOTION GRAPHICS



Play reel ►

THANK

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YOU