

PATRICK WHITE

2020

Portfolio

Graphic design

Art 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, art direction, brand strategy, motion graphics and digital design.

I'm from Australia, and currently seeking work in Melbourne.

I've worked across a range of creative fields in organisations big and small. I've also spent the last few years co-running my own small studio LUNCH OFFICE.

This experience has allowed 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

AH-SAI-YEE

Branding,
graphic design,
creative direction

AH-SAI-YEE is a dessert bar with multiple locations across South Australia.

AH-SAI-YEE were in need of a brand refresh as they prepared to expand their product offering and open new stores.

The brief was to create a visually fun and impactful brand that incorporated their preferred colour palette of purple and orange.

For this project I lead the art direction and designing of the brand identity including a custom logotype. I also designed their menus, packaging, uniforms, signage, website, custom art and store interiors.

Project completed at LUNCH OFFICE.







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 colead the art idrection of the branding and designed posters, menus, merchandise, digital assets and other application items.

Project completed at BANTA.





MISS MOODY PIZZA BAR

Branding,
graphic design,
creative direction

Miss Moody is a pizza bar located in Goodwood, South Australia.

Owners Hayley and Pietro were in need of a brand identity for their restaurant affectionately named, Miss Moody.

The brief was to build a fun, cheeky, dynamic identity that took influence from the city of Palermo, Italy where owner, Pietro, spent his childhood. The logo and logotype is inspired by a mix of signwriting styles that can be found throughout the city of Palermo.

For this project I was involved in leading creative direction and conceptualisation and designing the visual identity of the brand including a custom logotype.

Project completed at LUNCH OFFICE.



HILLS BAPTIST CHURCH

*Branding,
graphic design,
creative direction*

Hills
Baptist
Church



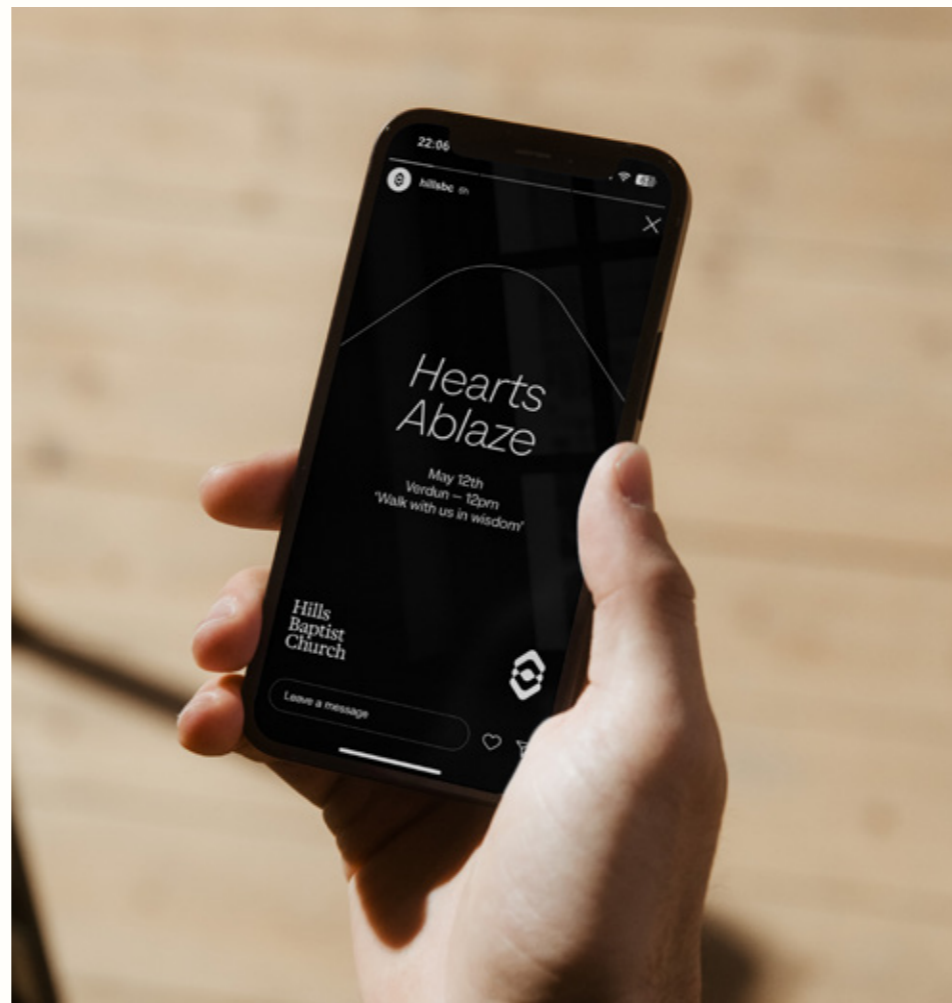
Hills Baptist Church is a church located in South Australia's Adelaide Hills.

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.



JAMORENO

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.



SA MUSEUM

Campaign strategy,
graphic design,
creative direction,
copywriting

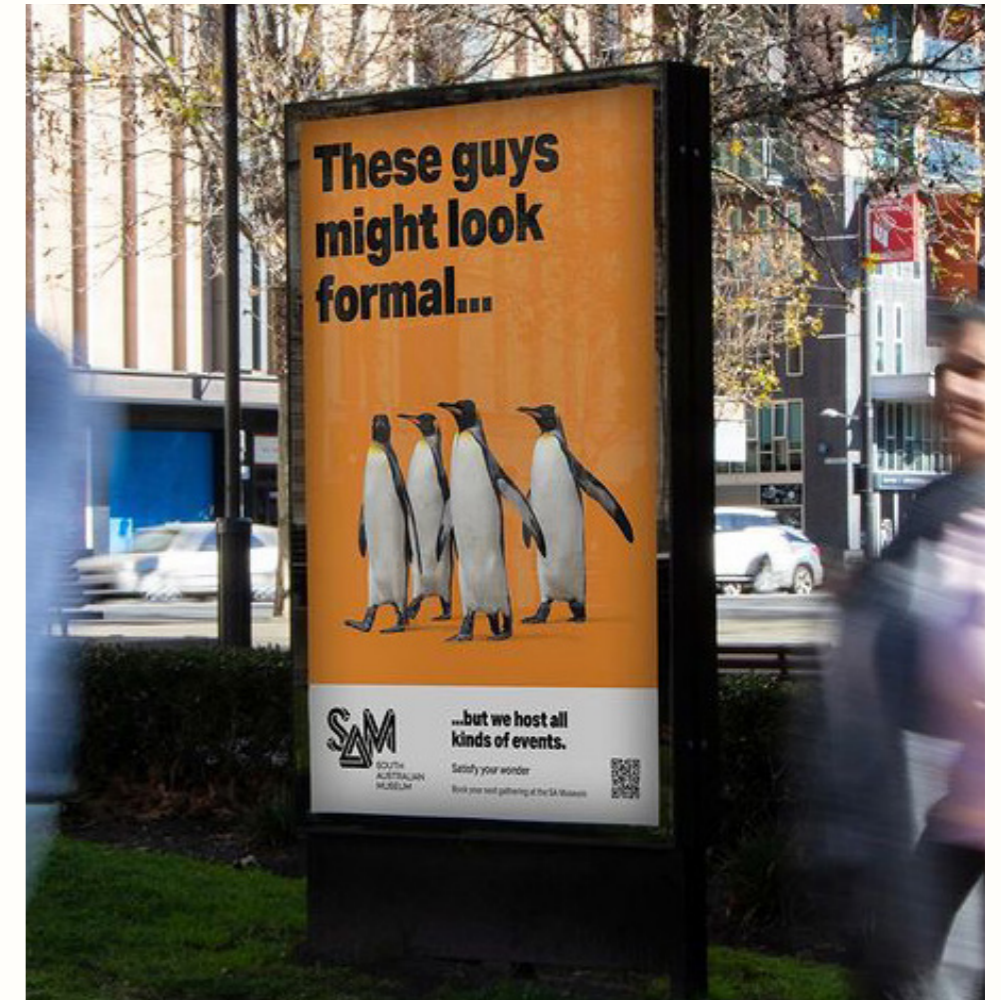
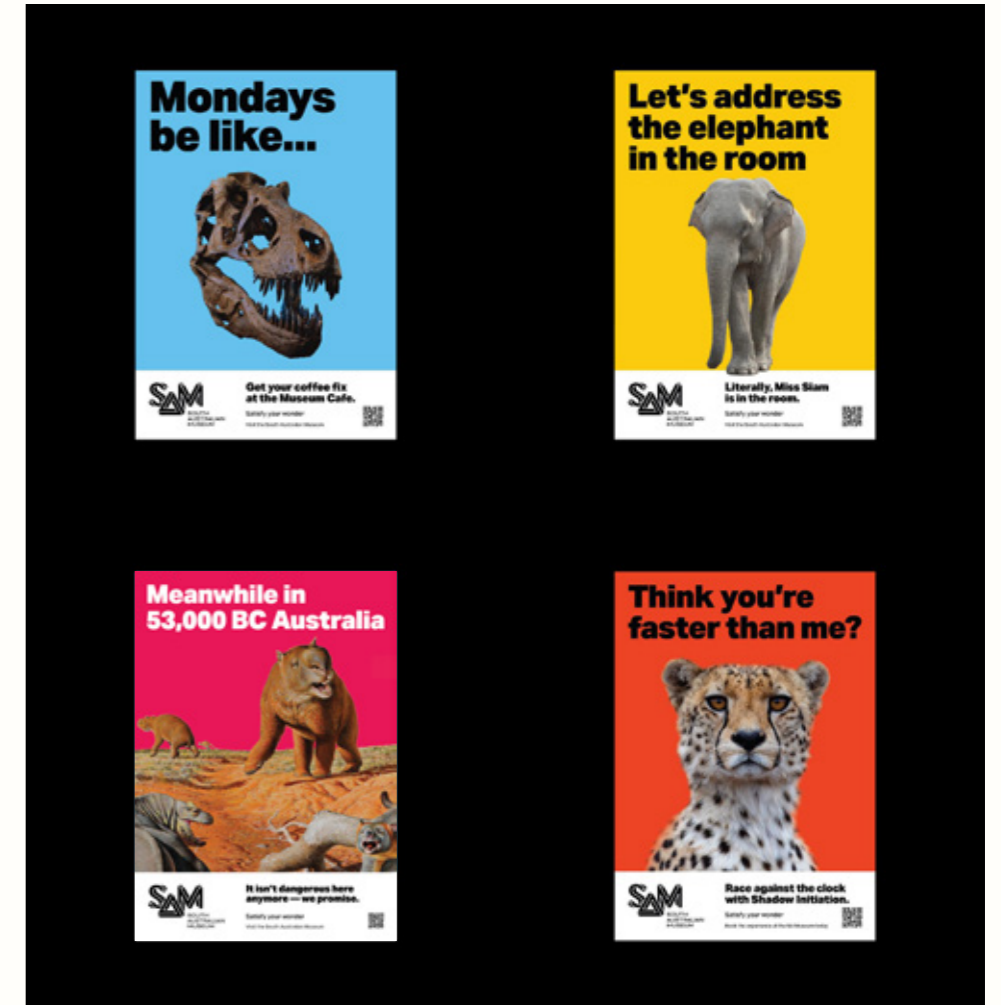
SA Museum is a large government-funded museum in South Australia housing over four million specimens and cultural items.

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.



FRENCH LAUNDRY

Web design,
copywriting,
branding

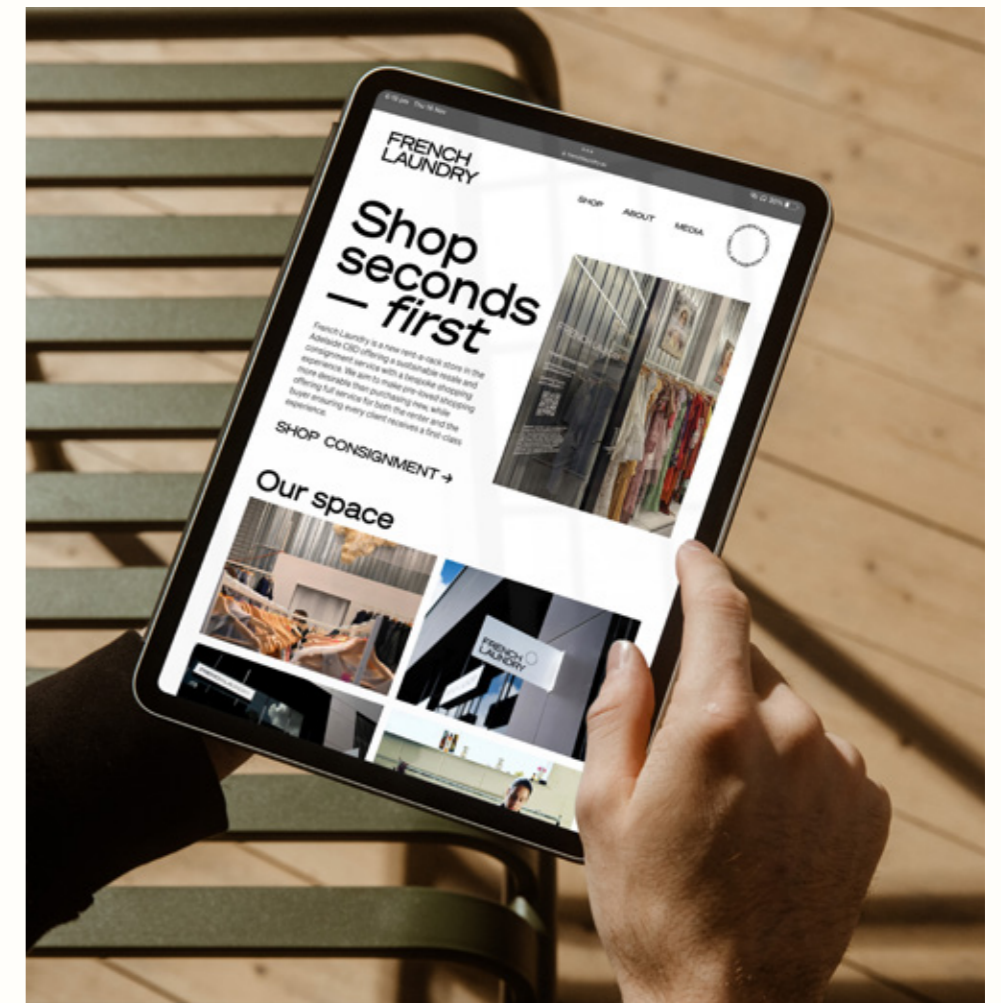
French Laundry is a sustainable resale consignment service providing a personalised experience for shoppers in Adelaide.

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.

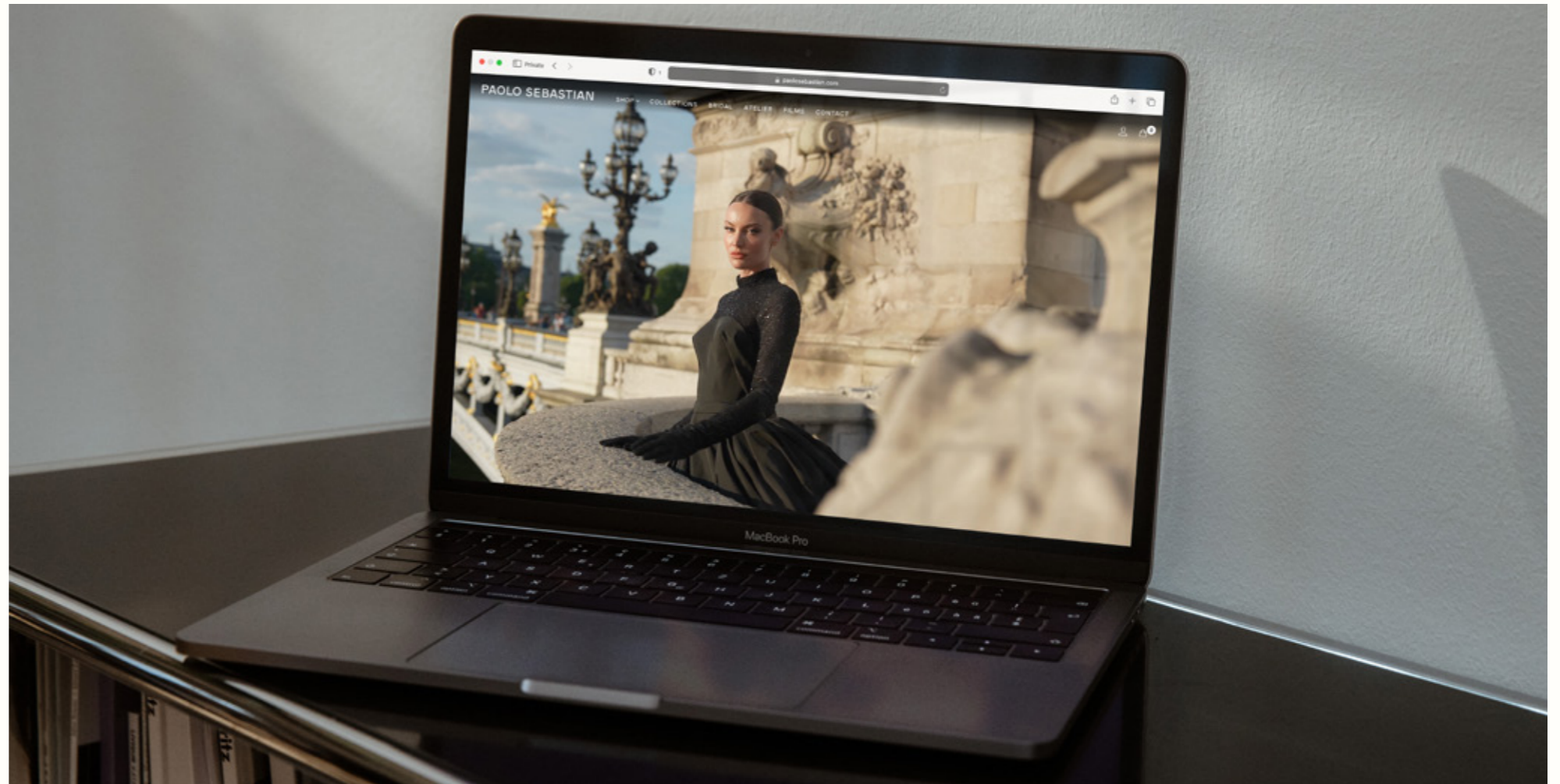
For this project I designed, built and wrote copy for the French Laundry website. I also was involved in the branding process alongside other team members.

Project completed at BANTA.



PAOLO SEBASTIAN

Web design,
project management,
search engine optimisation

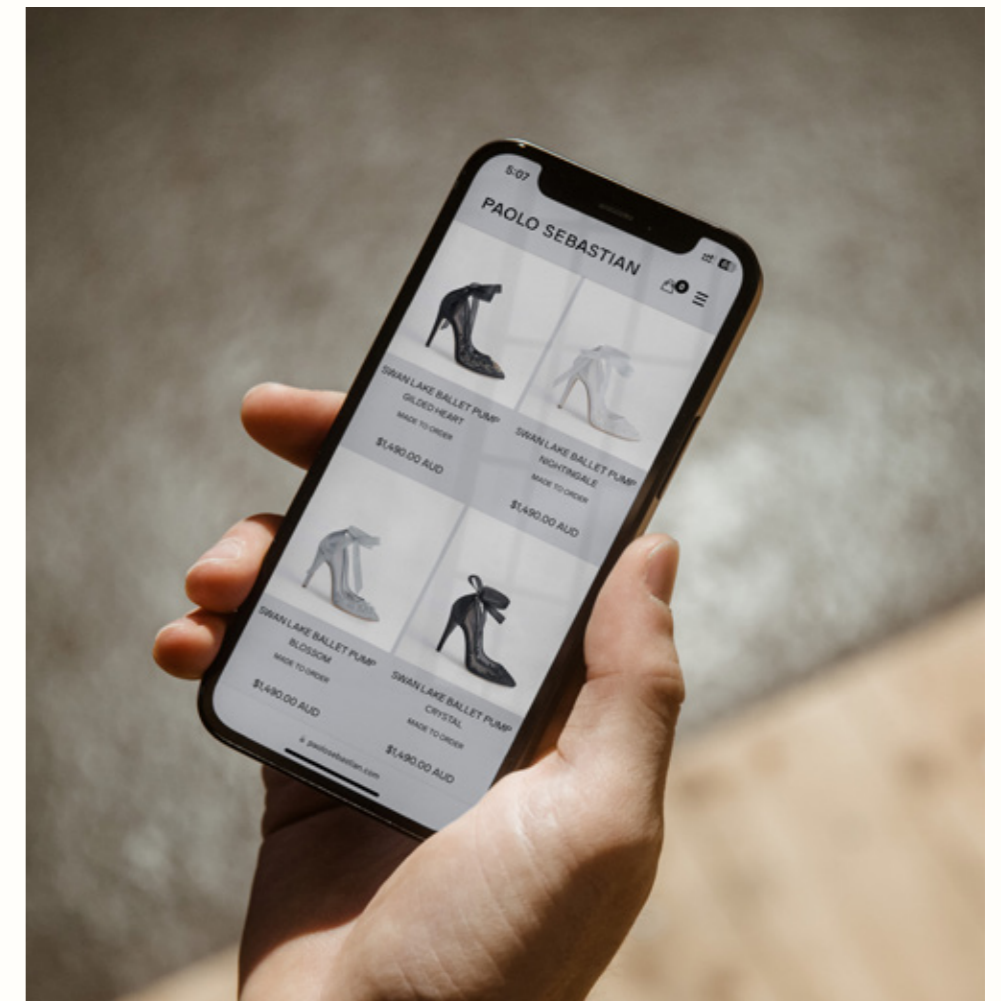
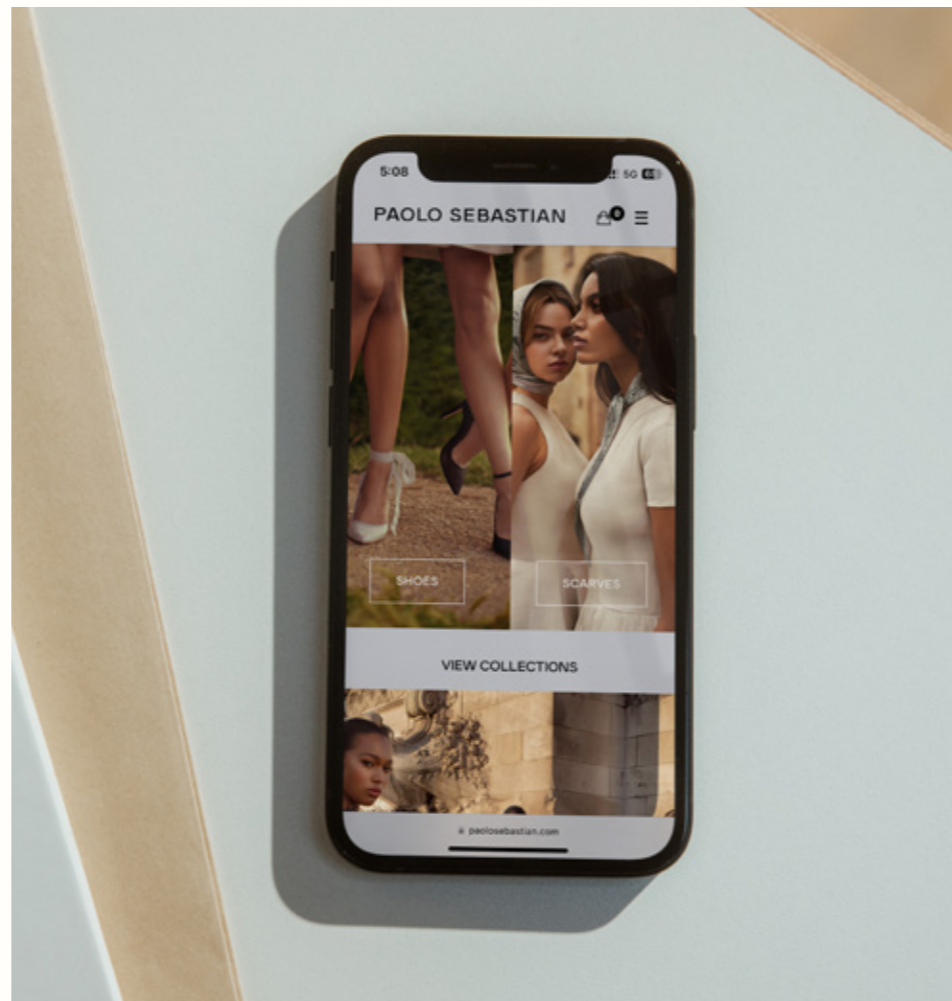


Paolo Sebastian are a globally renowned couture house, crafting garments for the likes of Kim Kardashian, Hilary Swank and Katy Perry.

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

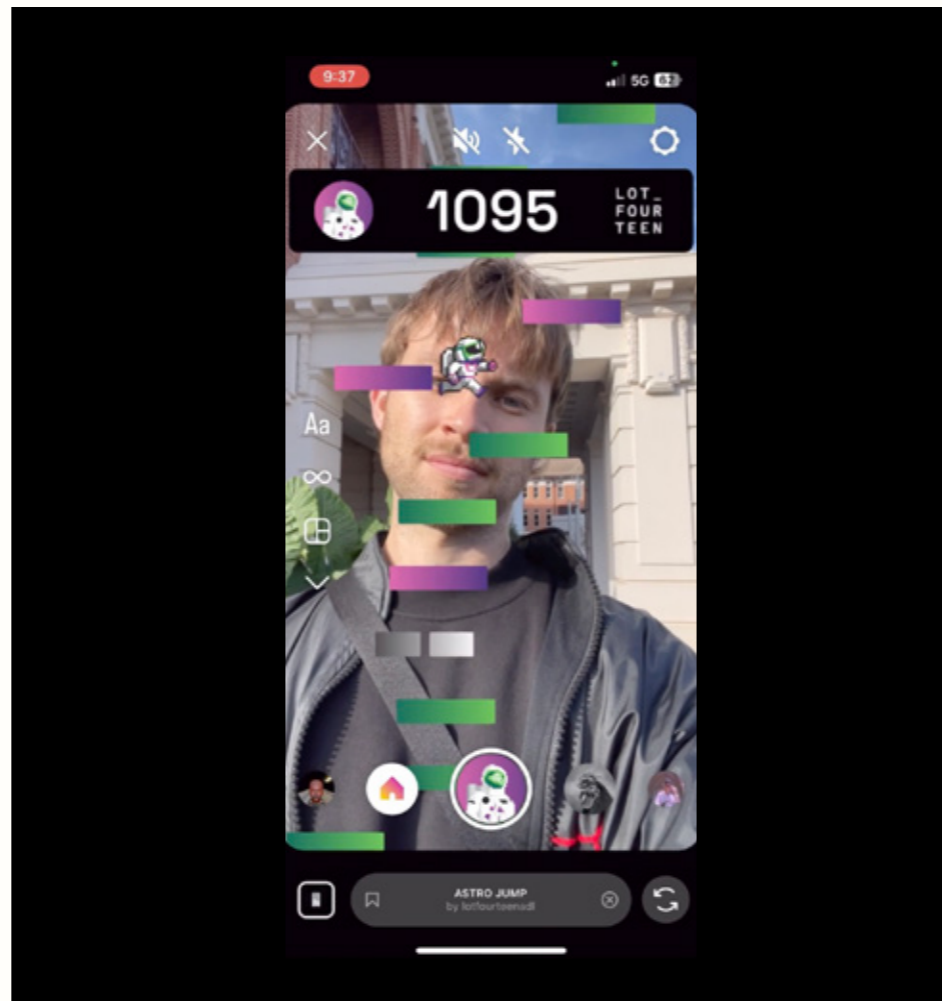
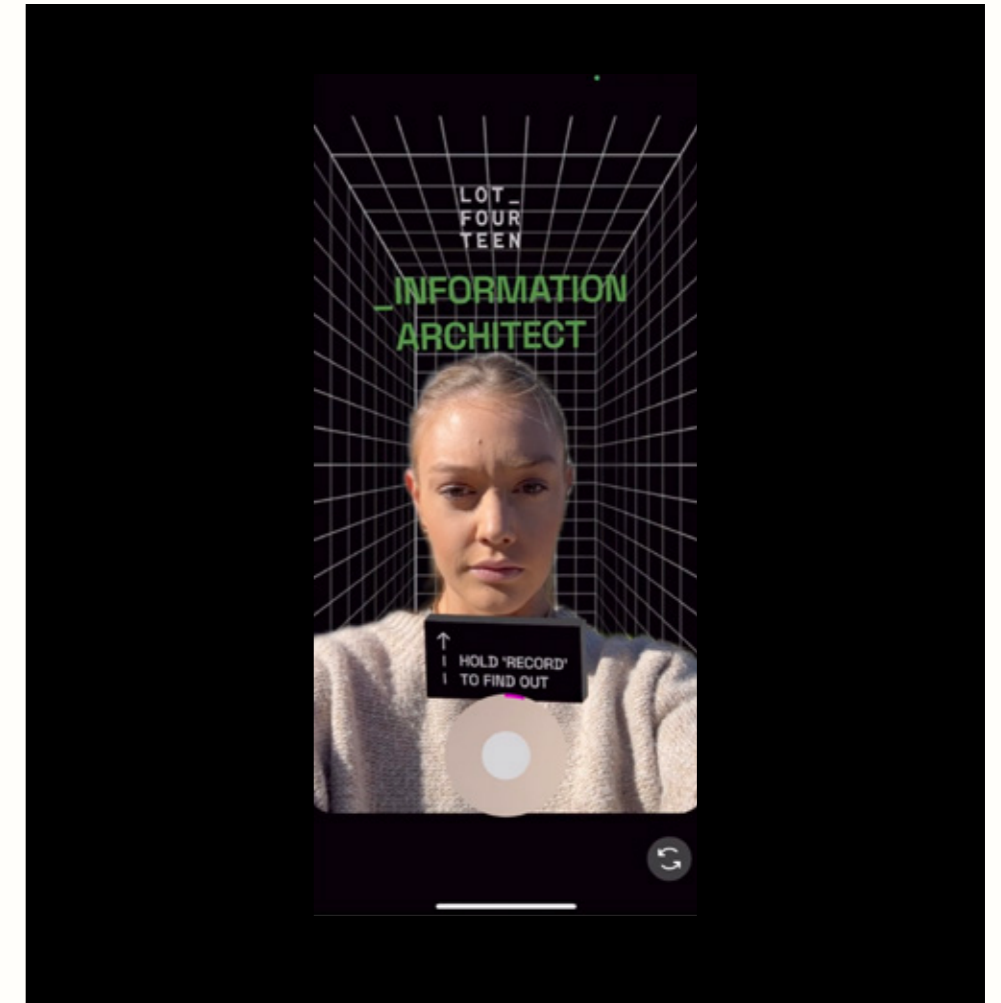
Lot Fourteen is an innovation district dedicated to solving complex global challenges located in Adelaide, Australia.

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 public interaction 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*

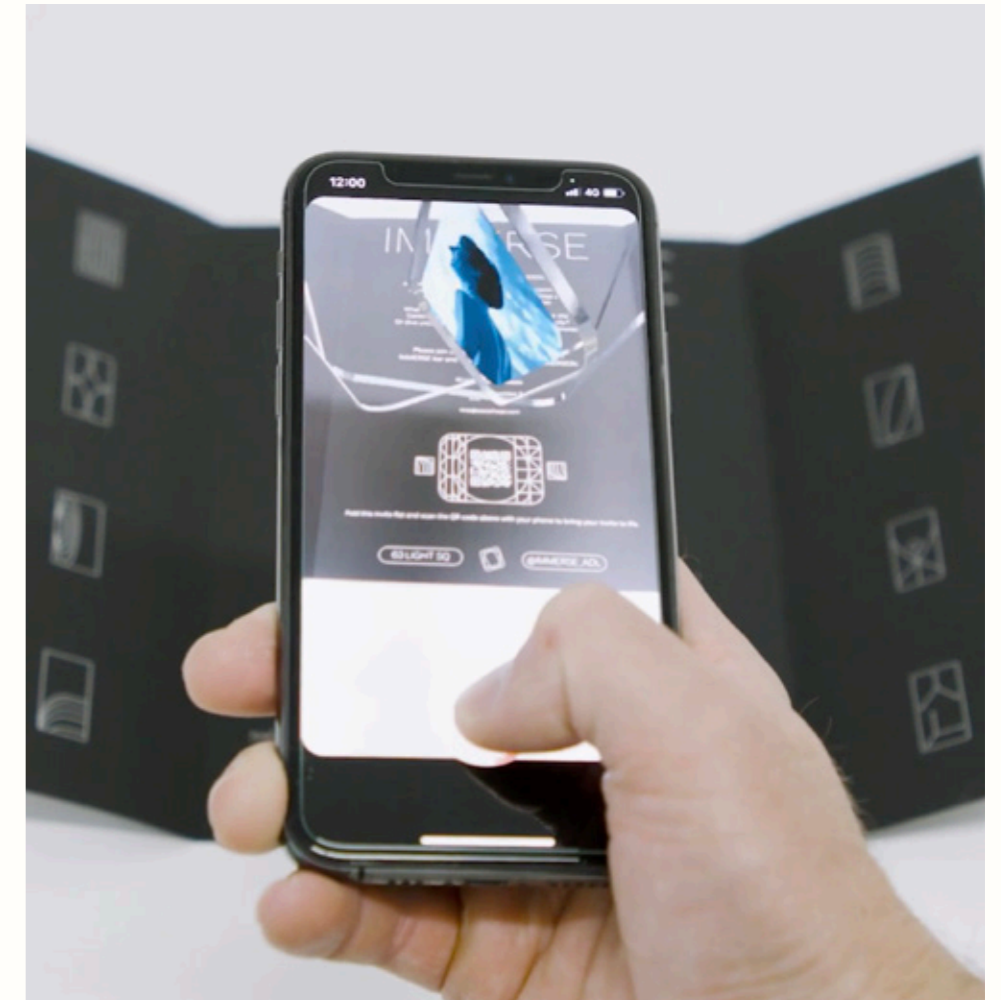
IMMERSE is a month-long festival in Adelaide, Australia celebrating technological innovation in the entertainment industry.

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.



CAFE DANZO

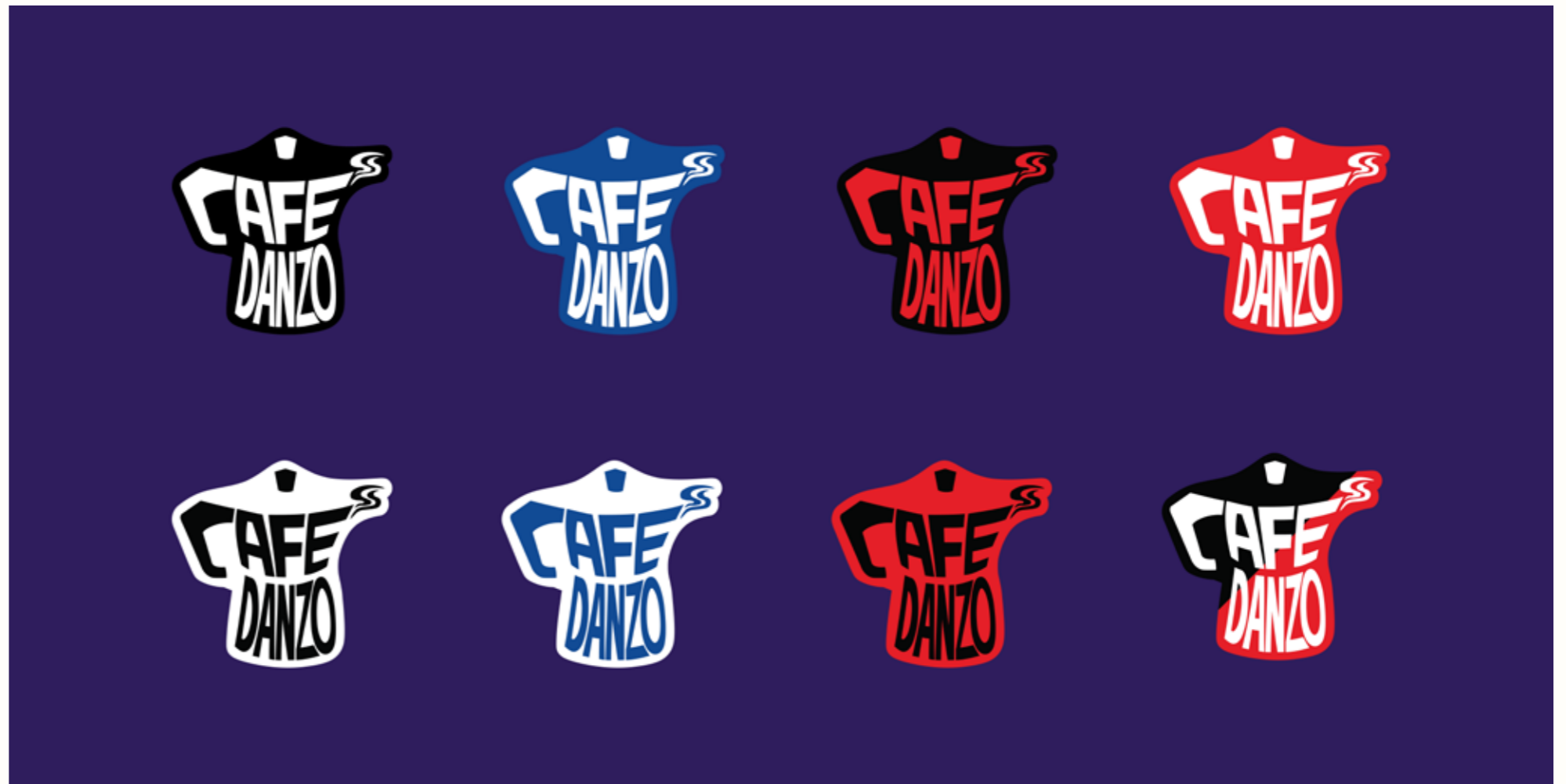
Logo design



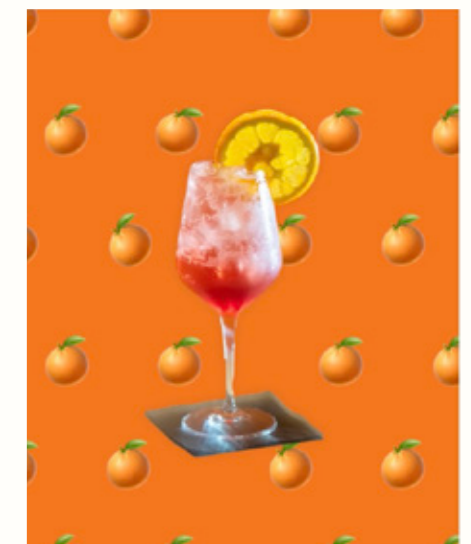
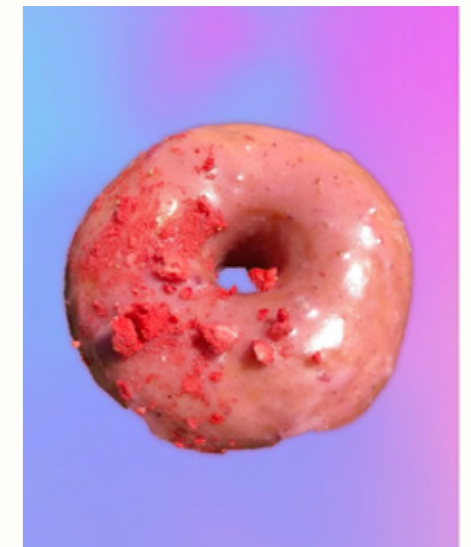
A personal project for a friend, Cafe Danzo is a fictional cafe that required a logo and sticker design.

The brief was to create a logo using the imagery of a classic Italian Moka Pot whilst incorporating the expressive typography and bold colours of veteran Italian coffee brands like Lavazza, Segafredo and Caffè Vergnano.

For this project I designed the logo and created the colour palette from scratch and prepared print files for stickers.



3D / MOTION GRAPHICS



Play reel ►

If link doesn't work:
<https://patrickwhite.website/reel>

PHOTOGRAPHY

Digital and analog

FOOD AND DRINK







PEOPLE



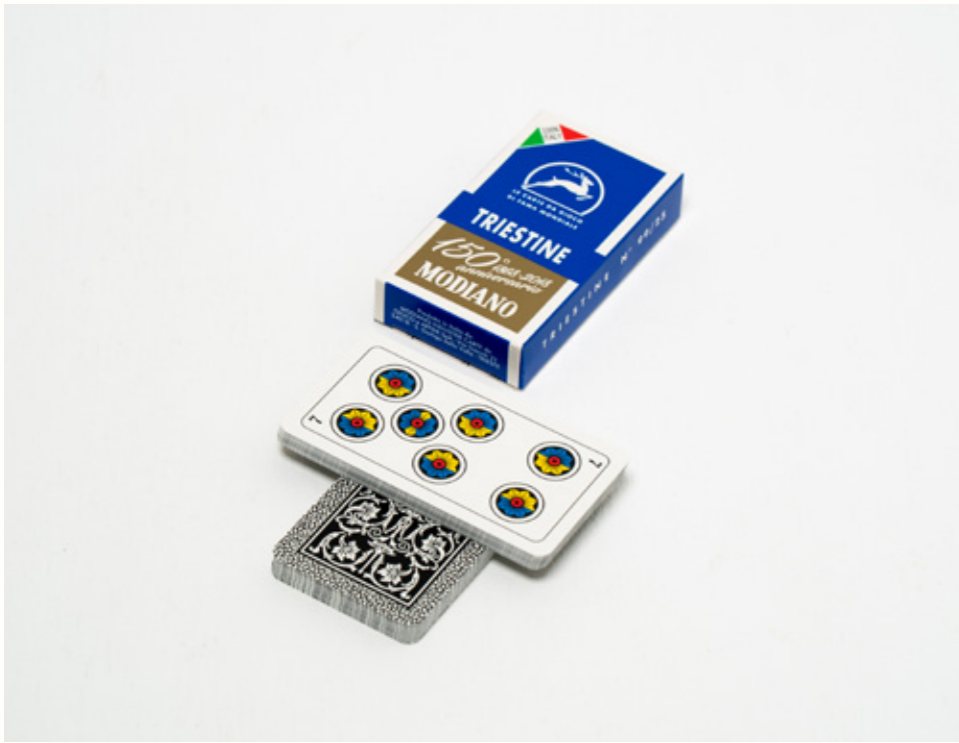




PRODUCTS PACKAGING AND SIGNAGE

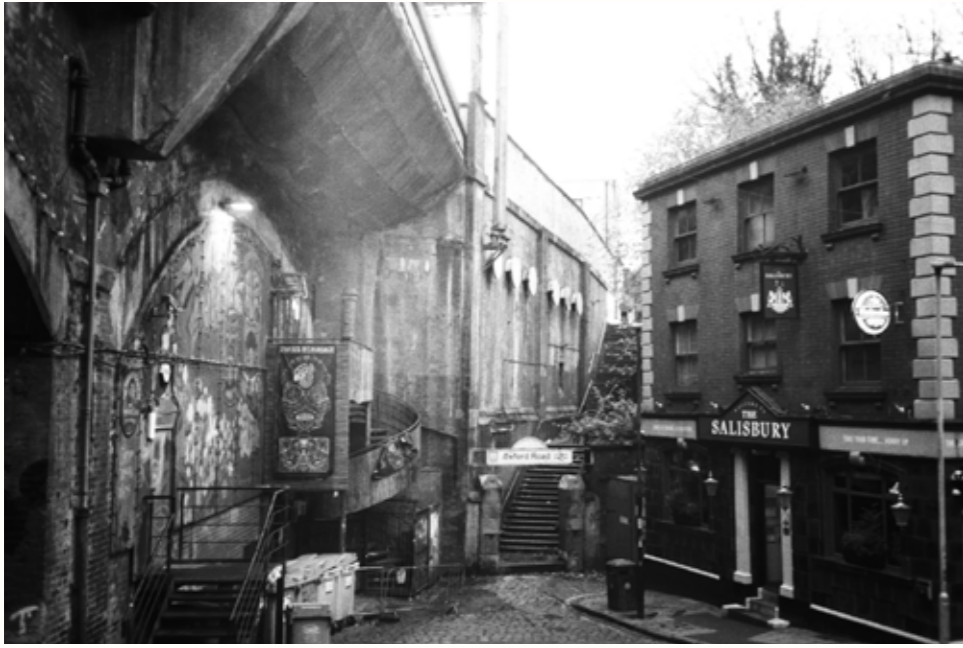


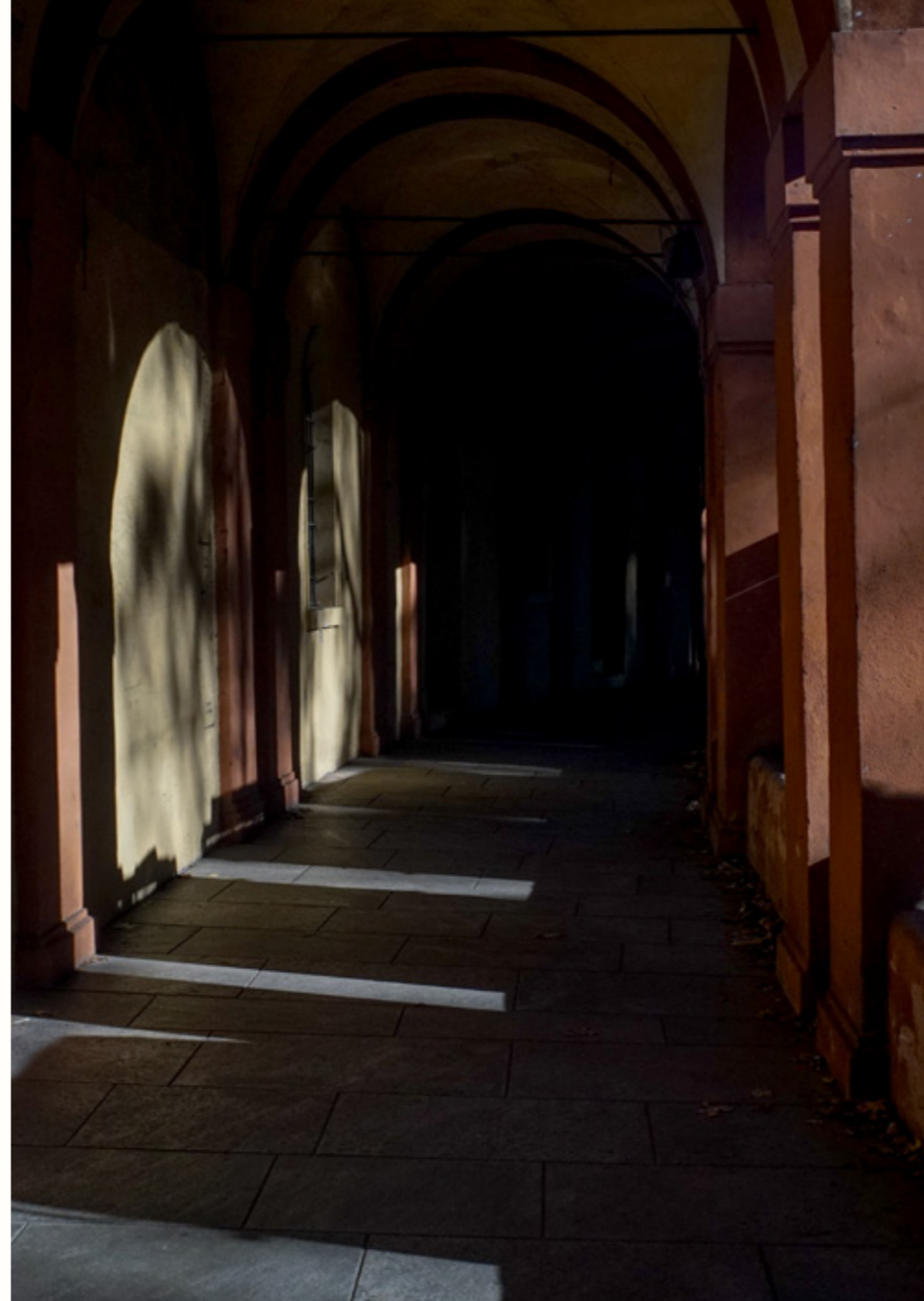




TRAVEL / PERSONAL







EXTRA CONTENT

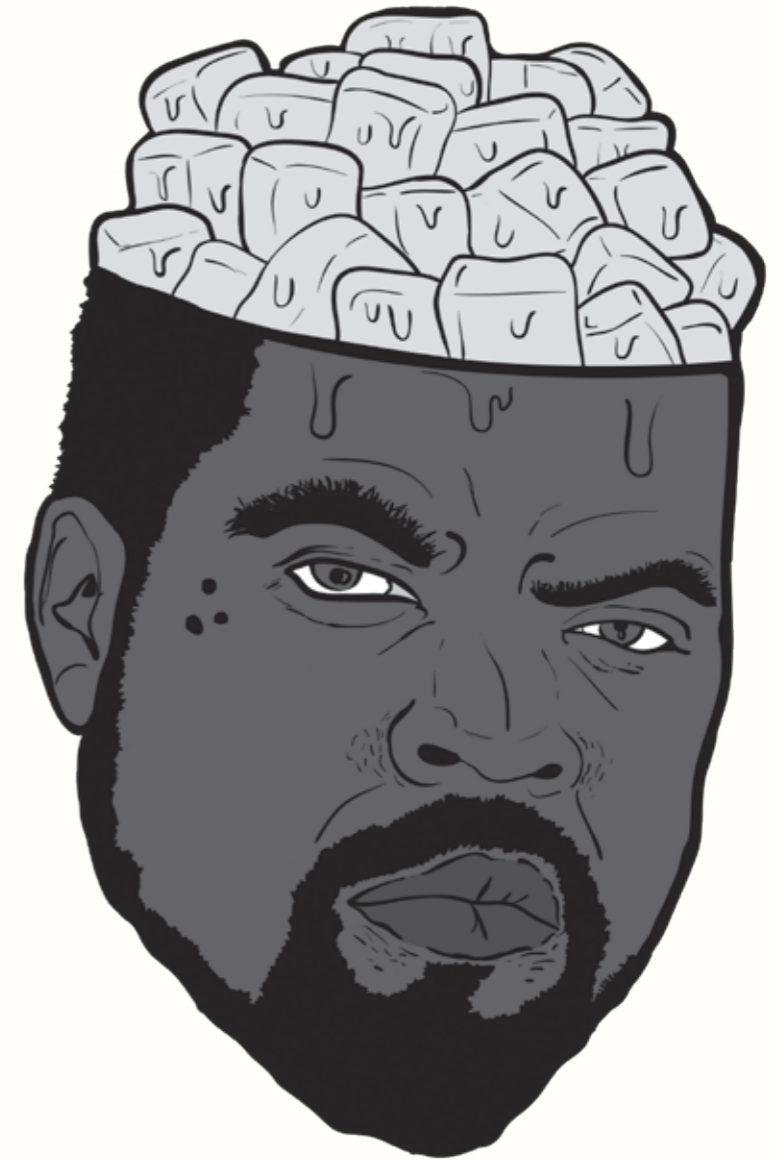
ILLUSTRATION





THE CURSE

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



THANK

*patrickjrwhite@gmail.com
my linkedin and website*



mobile: +614 0373 4656

YOU