

# Tess Nulty

Design Portfolio 2024

# Treasury Victoria— Small Business Cyber Resilience Service

Alt/Shift/ Internship

## HAS YOUR BUSINESS BEEN IMPACTED BY A CYBER ATTACK?

Access free, tailored support to help your business recover from a cyber attack.

Learn more at [treasury.gov.au](https://treasury.gov.au)



## NO BUSINESS IS TOO SMALL FOR A CYBER ATTACK

You could be eligible for free cyber-security training to protect your business.  
Learn more at [treasury.gov.au](https://treasury.gov.au)



## HAS YOUR BUSINESS BEEN IMPACTED BY A CYBER ATTACK?

Access free, tailored support to help your business recover from a cyber attack.  
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## IS YOUR SMALL BUSINESS SCAM-SAFE?

If you have 19 employees or less, you could be eligible for free cyber-security training to protect your business.



Learn more at [treasury.gov.au](https://treasury.gov.au)

This set of social media assets was used by Alt/Shift in response to a brief from Treasury Victoria. The Treasury sought to build awareness of their new Small Business Cyber Resilience program, among small business owners and employees. I was tasked with creating some assets for illustrative purposes, showcasing potential content styles and angles. I adhered to Victorian Treasury branding guidelines to create engaging, simple and informational graphics.

# Victorian Department of Health— Inquiry into Women's Pain

Alt/Shift/ Internship

The Victorian Department of Health engaged alt/shift/ to drive survey respondents to inform its Inquiry into Women's Pain. We used:

- 1 High profile ambassadors
- 2 Real life case studies
- 3 Relevant expert opinions

Here's how it went...

**33** combined hits across online, TV, radio and social media.

6.95% average engagement rate on socials



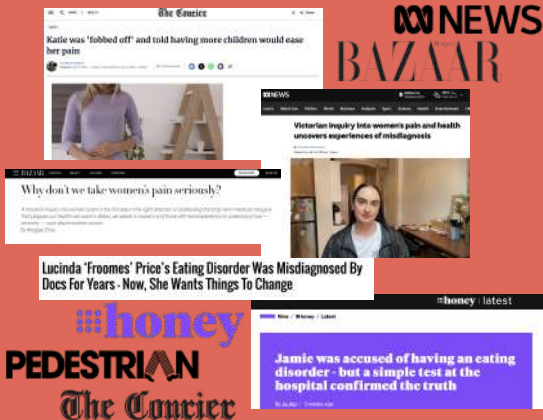
&



@yemagz

@froomes

Reaching a potential audience of more than **8.9 million...**



All contributing to the campaign's **13,296** responses.

Alt/Shift worked with the Victorian Department of Health to drive survey responses for its Inquiry into Women's Pain. I was tasked with putting together a carousel to be shared on social media, utilising post-campaign reporting and campaign content to highlight Alt/Shift's impressive results.

I used a title slide to establish the agency's response to the brief, before sharing top performing content and media hits. Rounding out the post, the statistic on survey responses underscore's the campaign's success.

I had a degree of creative freedom to explore engaging ways to present the information, and experiment with Alt/Shift's branding, while adhering to the brand font and colour palette.

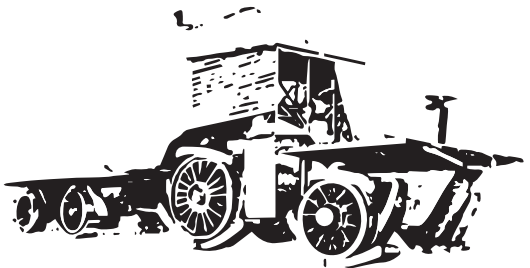
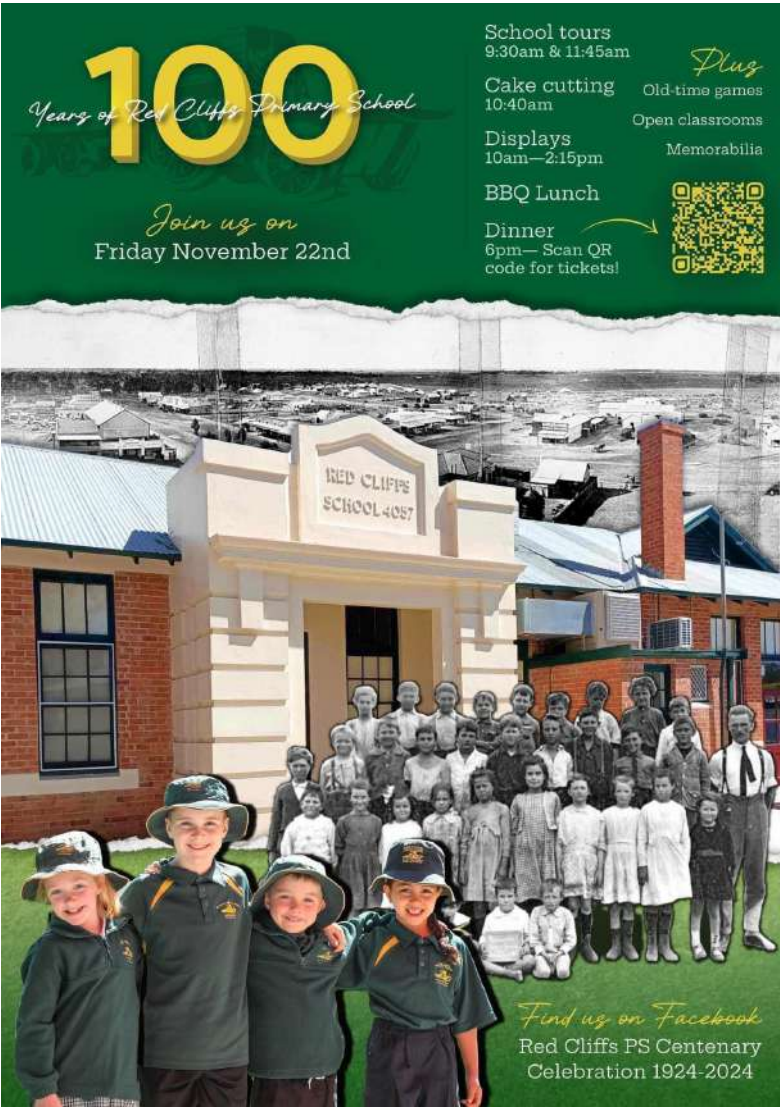
# Red Cliffs Primary School

## Logo design, promotional materials

As a former student of Red Cliffs Primary School, I was commissioned to create a series of promotional materials for the school's 2024 Centenary event; a flyer, Facebook header and commemorative Star of the Week certificate. The client wanted the designs to be eye-catching and easy to read, utilise school colours, and feature a custom centenary logo.

I sought to combine historical and recent imagery to reflect on the school's history, and progress. I decided on a collage style to convey this, which added a 'school project' feel to the flyer. For the Facebook header and Star of the Week certificate, I kept the designs simple and consistent with the school's existing branding, while still capturing the centenary theme.

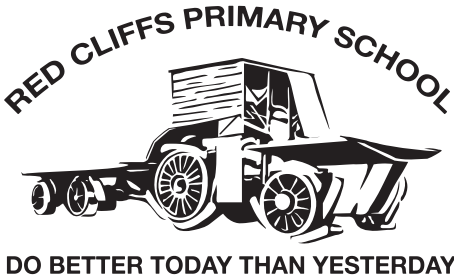
Additionally, the school requested a refresh of the existing school logo. I simplified the Big Lizzie tractor design by removing stray dots and lines, and cleaning up the silhouette to be more legible.



Previous logo



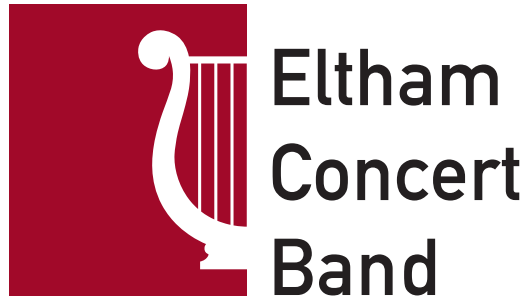
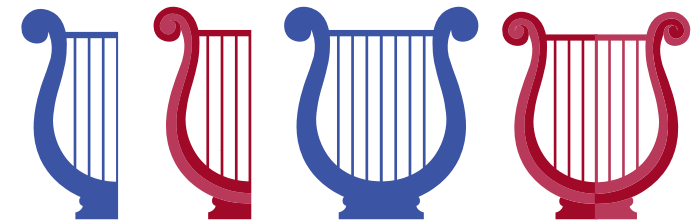
Updated logo



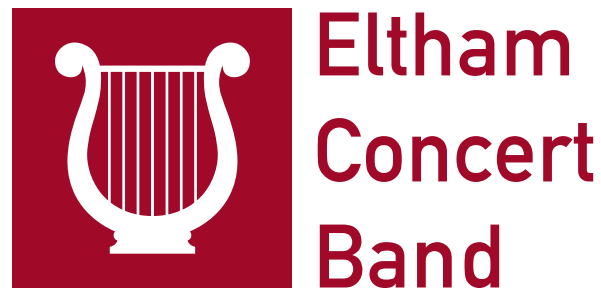


# Eltham Concert Band

## Logo Design



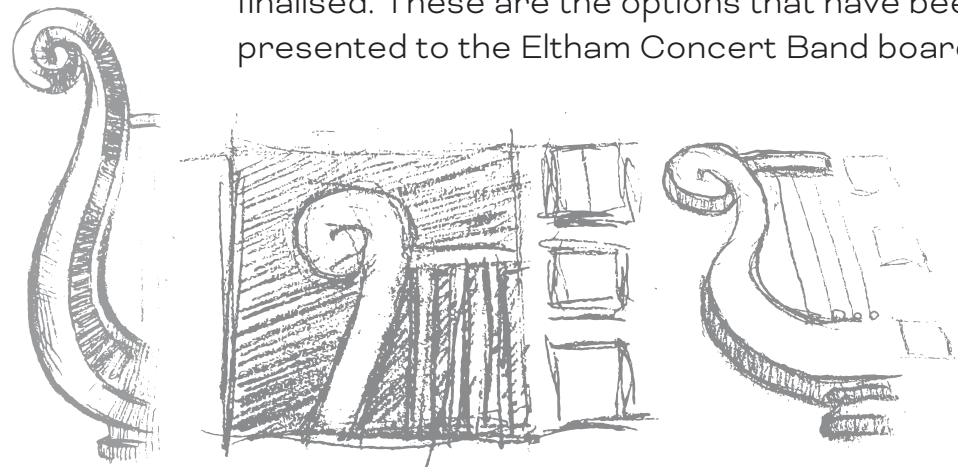
Eltham Concert Band is a community band based in the North Eastern suburbs of Melbourne, looking for a clean and modern redesign of their logo. The logo is primarily for use on music stand banners, which will face the audience at performances. The client has requested a logo with the band's full title, as well as an abbreviated version for letterheads and web collateral.



Integral to the brief is the inclusion of a lyre, a feature of their previous logo. In my design, I have created a simple, minimalist lyre icon, paired with a simple sans serif font that will be legible from a distance for their concert audiences.



This project is ongoing, with the logo still to be finalised. These are the options that have been presented to the Eltham Concert Band board.



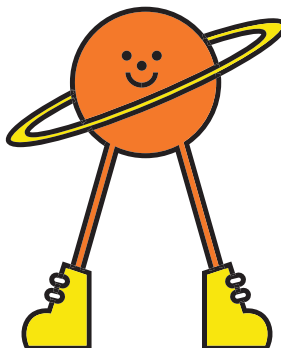
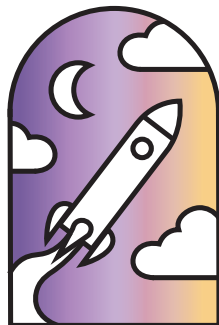
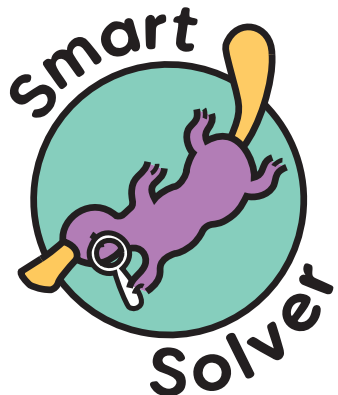
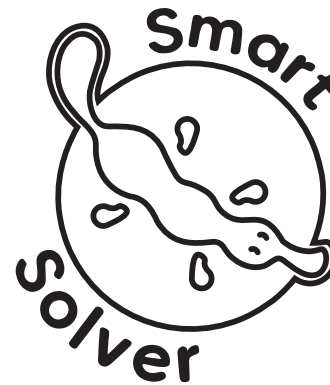
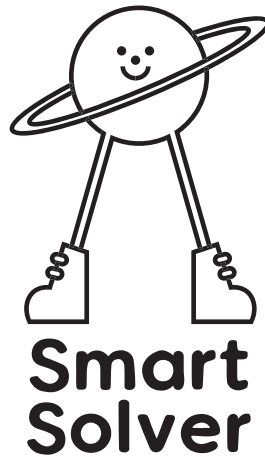
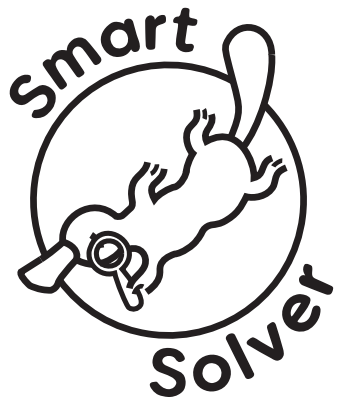
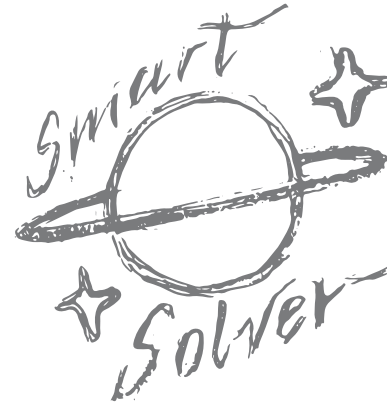
original  
sketches

# Smart Solver

## STEM-inspired kids' toys

Smart Solver is a STEM-inspired toy brand with a subscription box business model. The brief stated that they were looking for a logo to “encourage a growth mindset for kids between 8-12”, aiming to appeal to young girls in particular, without taking an overtly feminine visual approach.

original  
sketches

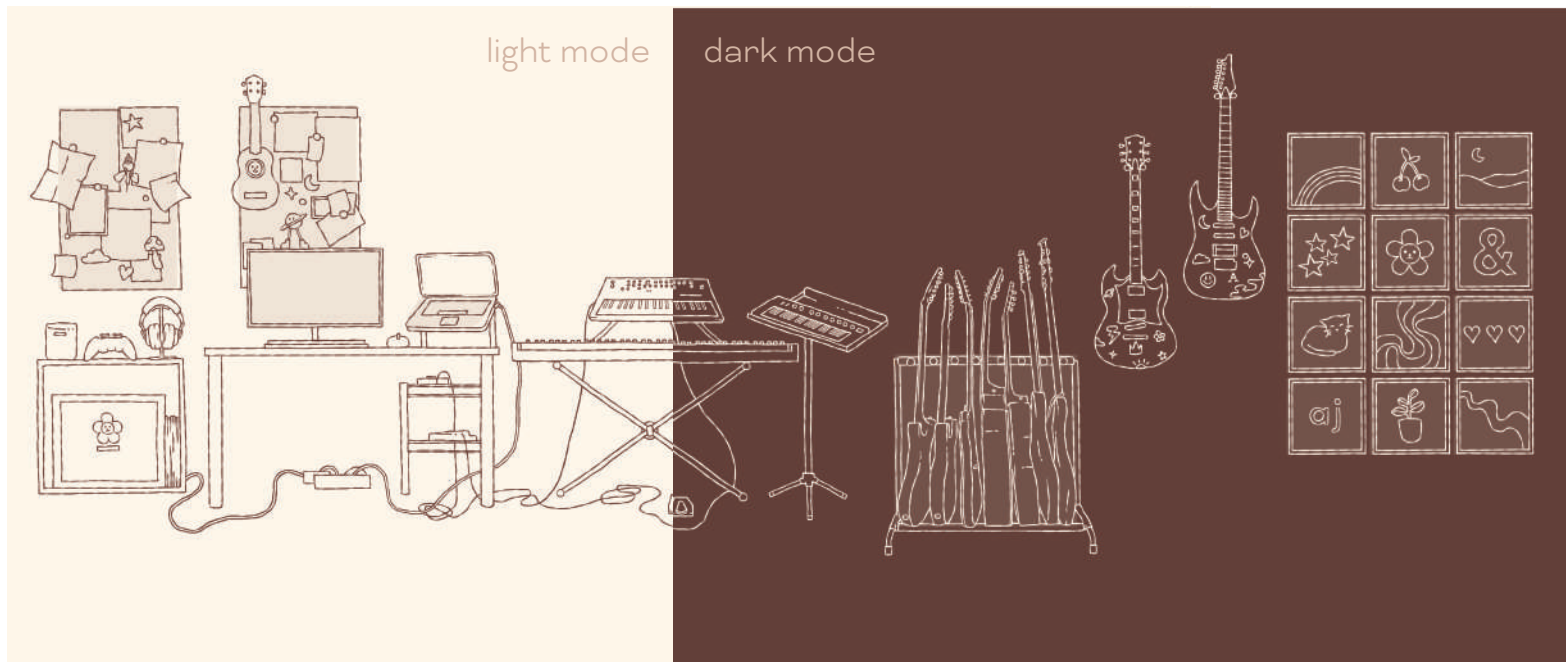


The client was open to having a mascot, especially one which would appeal to Australian children, which prompted my exploration of the platypus character.

I also created some space-themed designs, the latter of which was chosen as the final logo— a friendly and inviting planet mascot to represent Smart Solver.

# milk tea studio

Logo, illustrations & web design



Hovering over the illustration brings up clickable panels to navigate the site.



milk tea studio is an ongoing project started by myself and my partner Alex, which will operate as a platform to support young creatives that are looking to publish music; from production and recording, to cover art and branding.

Our vision for the studio's branding was to create a homely feel, as we want to welcome artists into the industry in an comfortable, unpretentious environment. This inspired the idea for my detailed illustration of Alex's bedroom-studio, which functions as our website homepage. The wobbly, hand-drawn lines, chocolatey palette and subtle serif font help to capture a cozy feel.



growco.

Practice Mockup

Logo

grow  
co.

Using a practice prompt from @briefclub, growco. is an organic food co-op seeking a logo and packaging illustrations. Looking to target an audience of health-conscious young adults, I have created a playful and welcoming brand image that seeks to reflect a wholesome, organic ethos. My designs for this project are derived from loose, organic shapes, paired with bright, yet natural colours. Alongside this, the vivid hand-drawn packaging illustrations will compliment and contrast the brightly coloured produce, standing out on supermarket shelves and market stalls.

Bunny alt logo mark



Packaging Illustration

