

Brent C. Airey

FOLIO OF WORK

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DIGITAL AND TRADITIONAL ART DIRECTOR/MANAGER
BRAND . UX/UI/IA . CX . MOTION/EDITING . CONCEPT & ON-TOOLS



QUT - THINK YOUR WAY CAMPAIGN AND ONLINE PORTAL

Produced while with Carbon Media the project involved the UX/UI of an education portal and a supporting campaign to promote this to the target audience.

RESPONSIBILITIES: Campaign and brand proposal, UX/UI concepts in partnership with the inhouse developer.



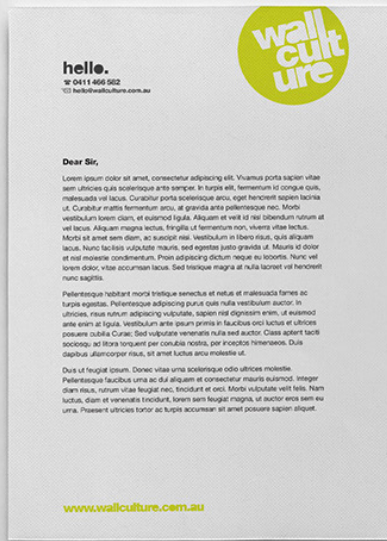
KEIRNAN BRAND + WEBSITE CONCEPT

Re-branding project for a premium residential design and build. The project included naming and brand expanded across the various marketing and digital requirements.

RESPONSIBILITIES: From client meeting to final delivery of concepts and final artwork where required.



DIVISION 6
INTERACTIVE ENVIRONMENTS



AEX

PROCESS & THEORY
PROCESS AND THEORY.COM

THE
GRAND
ON STANLEY

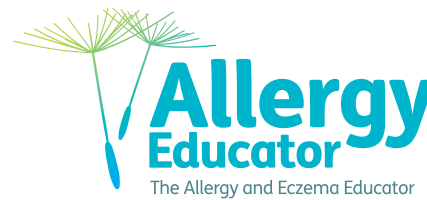
**COC
KTAL
LS**
TOILET
FISH

**Proper
Copy.**

Residence
PROPERTY GROUP

**BRANDING
VARIOUS**

A random selection of logotypes. I have worked in brand for most of my career, assisting in projects from naming stages through re brands.



VARIOUS LOGOS

Most of the following logos are alive in the wild but some are proposals that were knocked back or are businesses no longer operating.

RESPONSIBILITIES: All 100% my work.



resolutionTM
research strategists



**VESPA
PIZZA**



.O **urbandigital**

MIATOM





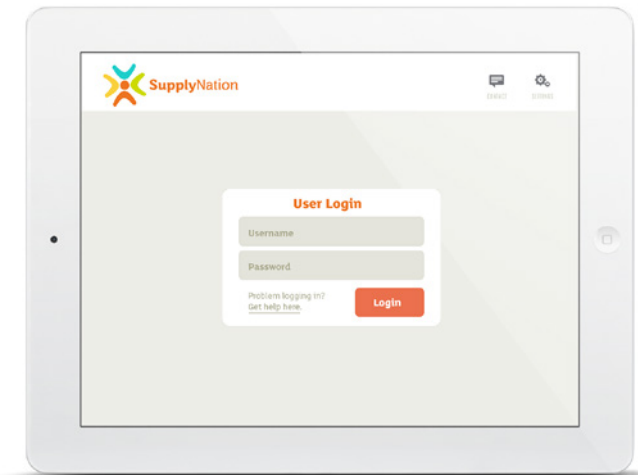
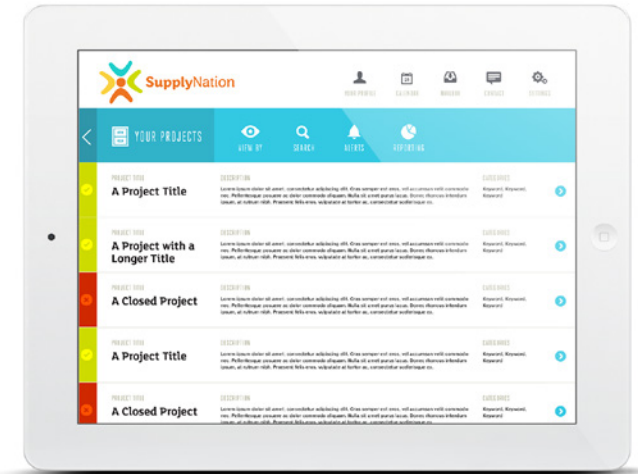




EASY MIX UX, UI + DEVELOPMENT

Built for WordPress using Twitter Bootstrap. The site offers a comprehensive product listing, retailer search tool and marketing banners with advertisement areas.

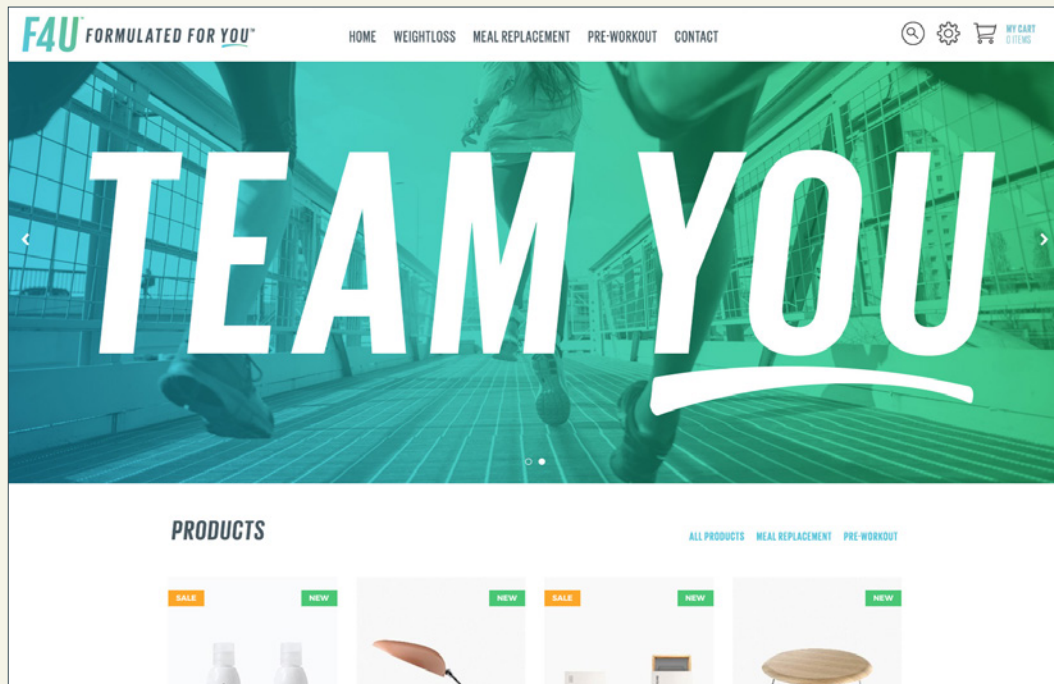
RESPONSIBILITIES: Complete solution - from client meeting, scoping, UX/UI and project managing an overseas Developer.



▶ SUPPLY NATION MARKETPLACE WEB-APP CONCEPT

Produced while at Carbon Media I was asked to create a proposal for a portal to enable the hiring of Supply Nation approved services while also promoting Supply Nation as an authority.

RESPONSIBILITIES: From an initial conversation I created the proposal concept in terms of what it could offer and how it may work. Complete UX/UI in consultation with the in-house developer.



Logo variations

F4U FORMULATED FOR YOU™

F4U FORMULATED FOR YOU™

F4U™
FORMULATED
FOR YOU

F4U™

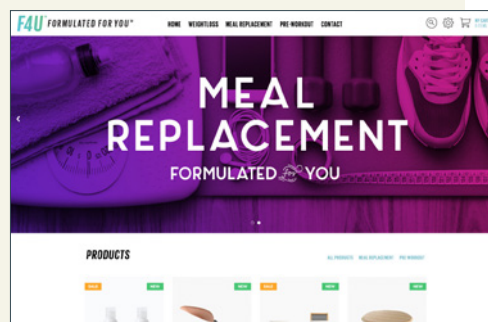
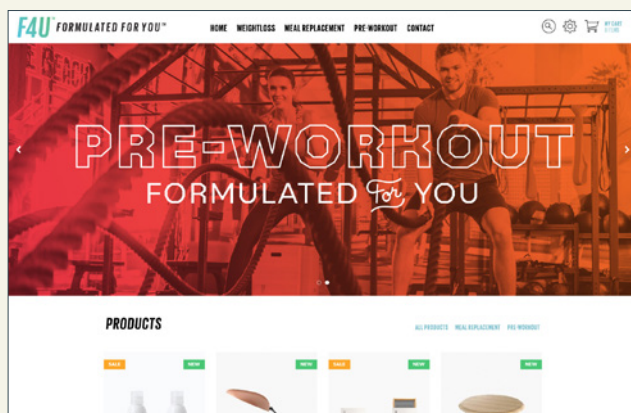


Example product sub-brands

**MEAL
REPLACEMENT**
FORMULATED for YOU



PRE-WORKOUT
FORMULATED for YOU



FORMULATED FOR YOU BRAND CONCEPT

Formulated For You, contracted in this concept to F4U was a supplements business owned and operated by a food scientist. The approach chosen was to aim at the sport and lifestyle category. The client chose the wellness and healthfood category as that was closer to her heart.

RESPONSIBILITIES: Complete concept, naming variation and CX advice.



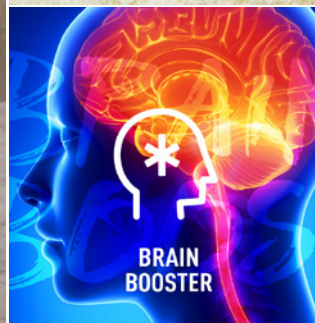
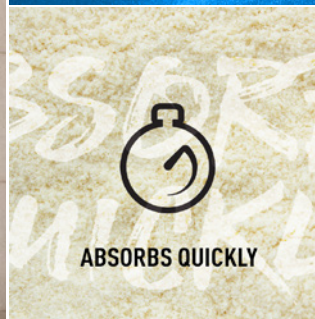
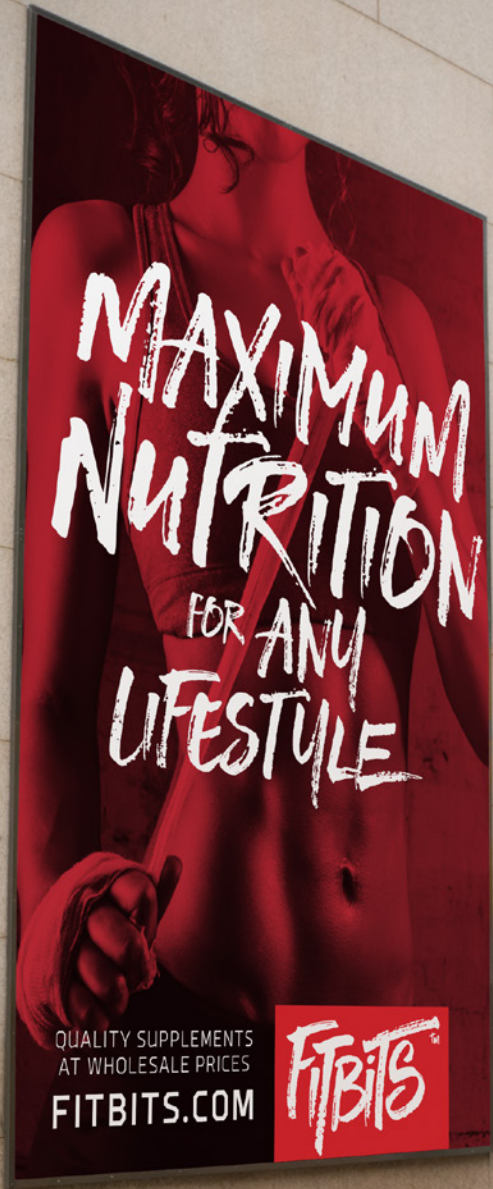
PWEI
2014
it's self

PWEI

PWEI BAND BRAND PROPOSAL

A self-initiated brand project.

The typeface is currently being produced for commercial sale.



FITBITS REBRAND

Supplement online retailer requiring a new brand that positioned comfortably in the category while still creating a strong sense of self.

RESPONSIBILITIES: Complete project from brief to brand through marketing concepts, packaging, an icon system and banner advertising.

CQUNIVERSITY AUSTRALIA LEAD DESIGNER

My last 4.5 years have been in-house as the Lead Designer (Brand) with CQUniversity Australia within the Marketing Services department. Our focus was primarily 'prospective' customers with additional support to the Vice-Chancellor (VC) and Communications offices.

This time gave me various opportunities to shape some of the University's brand and visual communication of various key products and projects.

Over the following few pages I have chosen some key elements that I feel show some of the change I was able to facilitate within both the core brand and brand extensions.

Note: While with the University my contact with web or app design was minimal, mainly delivering brand and concept work, print, motion graphics or HTML5 display advertising and EDM design and builds.




AVERAGE FULL-TIME STUDENT GROWTH OF MORE THAN 7% PER YEAR OVER THE PAST FIVE YEARS



AUSTRALIA'S ONLY UNIVERSITY WITH A CAMPUS PRESENCE IN EVERY MAINLAND STATE



ONE OF THE TOP 10 FASTEST GROWING UNIVERSITIES IN AUSTRALIA



20+ PHYSICAL SITES ACROSS AUSTRALIA

Iconography

When I joined the University there was in place a wide array of icons with huge variation in style as they were created as and when required.

Early in my role I phased them out and replaced them with a standardised monoline iconography style. When new icons are required the same style and stroke weight is matched, strengthening the brand.

Corporate Comms / VC

This is usually a corporate document for political or a high level corporate audience.

The primary difference here is a more minimal and clean approach attempting to sell the message with more macro imagery and thematic.

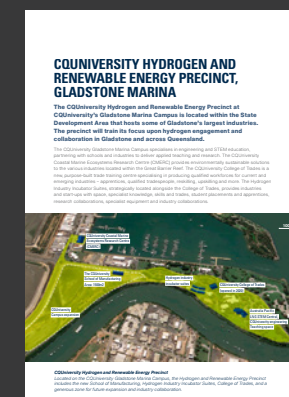
To improve how we visually communicated to different audiences I refined and modernised the initial design style and created further style categories.

Retail

This is a prospective or existing student-facing visual style. Usually study area marketing.

Corporate / Retail

There is cross-over with retail here, but this audience is at a higher level than retail, selling both the business and the education aspects.



► CQUNIVERSITY RETAIL AND CORPORATE COMMS COMMUNICATION STYLES

In my first month with the University I was tasked with the Publications covers, usually a simple job of slight design variation and image selection.

My approach instead was to treat the Publications as a micro-campaign brand extension. Using the opportunity to **stand out from the crowd** at student trade shows and **lean-in to the brand persona**.

This was the first time the University had done anything like this outside of the main marketing campaign and gave me the opportunity to show the internal stakeholders how a brand extension can look different while feeling part of the brand whole and persona.

To achieve this brand extension tightrope the covers are treated as a campaign billboard contained within a frame of core brand assets and styles. Making a creative cover simply a replacement for the image and is changed each year.

Past style of publications

Shown below is the style used prior to my starting with the University. This visual style connected strongly and literally to the core brand.



➤ CQUNIVERSITY
ANNUAL COURSE INFO
PUBLICATIONS

The new Vice-Chancellor (VC) wished to create and present a strategy for the future of the University. My role was to create concepts and then roll-out the ongoing collateral to support the vision.

My role in this project included naming the overall strategy ('The Future Is You'), creative concepts as a brand extension and delivery of print, presentation, video and social assets as and when required.

Unique icons matching the iconography I had already standardised throughout the University was used here to show the distinct areas of focus. The script font was added at the VC's request to have something a little more 'hand-done' and textural to the look and feel.



Strategic plan booklet



COVID-19 was addressed by the VC's office using a variation of the brand extension



Presentation



Pillar iconography



Instagram Story

CQUNIVERSITY VICE-CHANCELLOR'S STRATEGIC PLAN - BRAND EXTENSION

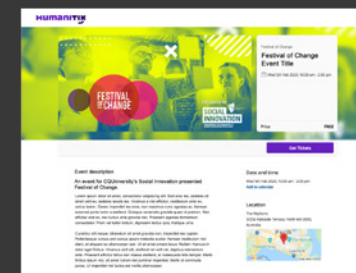


Social Innovation is an important area for the University and it's growing presence required a unique brand extension to stand out at public events and assist in moving the University's brand awareness and overall brand aesthetic forward.

Additionally the SI team present a community changemaker event each year called the Festival of Change. For this event I was able to present a product brand extension, stretched across the various potential marketing channel.



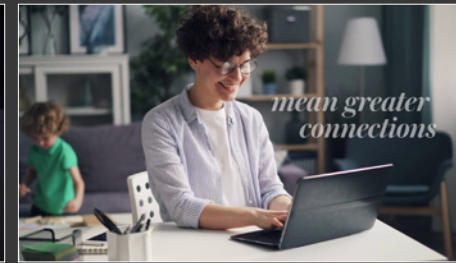
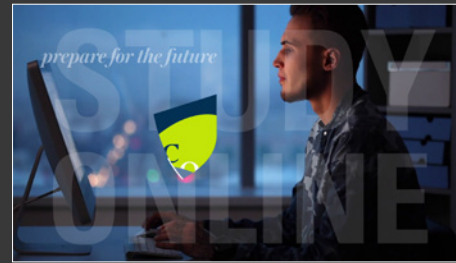
Pull-up banners and social tiles



The Festival of Change event/product brand extension

➤ **CQUNIVERSITY**
SOCIAL INNOVATION
BRAND EXTENSION

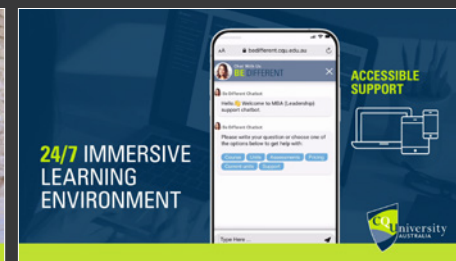
COVID-19 Online Study promotion



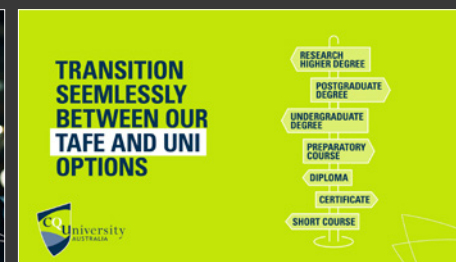
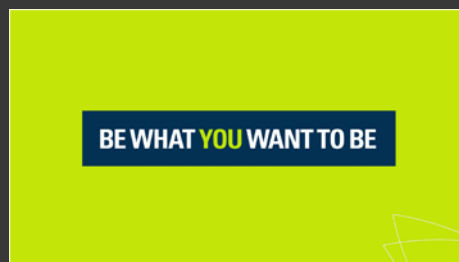
EVP (Employee Value Proposition) community morale video



MBA-L / BE DIFFERENT online education platform overview



MBA-L / BE DIFFERENT online education platform overview



RESPONSIBILITIES: Concept and storyboard from supplied script (some script input). Footage sourcing (where owned assets are not available), editing, motion graphics and audio selection, editing and mastering. Additional VO recording project management when required.

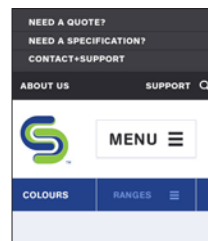
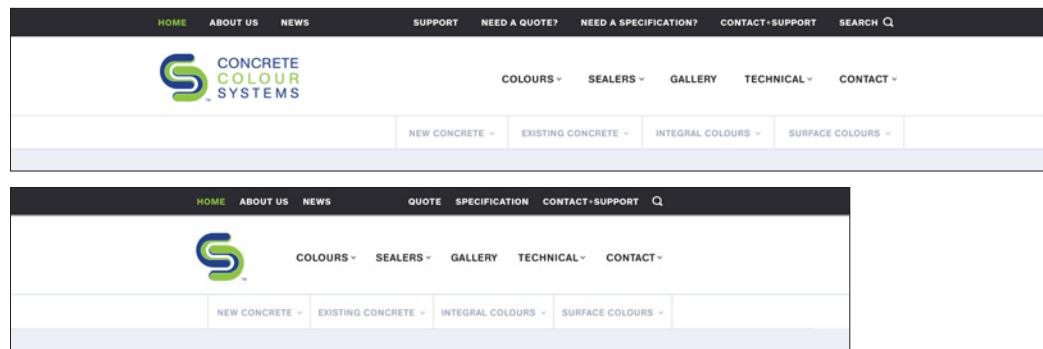
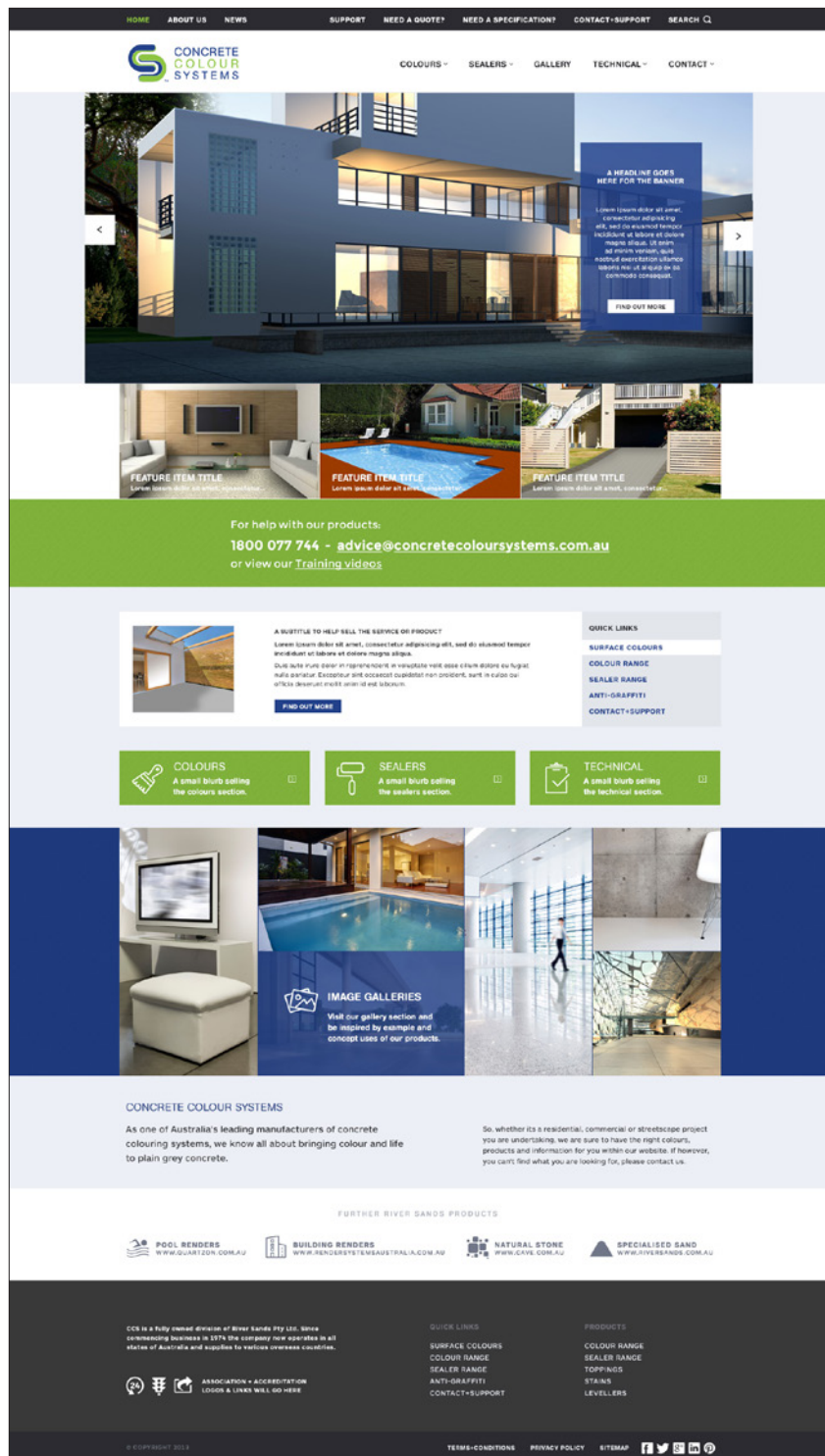
► **CQUNIVERSITY**
VARIOUS VIDEO CONCEPTS,
EDITING & MOTION GRAPHICS



BUREAU PROBERTS UX/UI, DEVELOPMENT

Built pre-responsive design frameworks but was designed to work on tablets in a modern way similar to Flash websites of previous years. Developed in WordPress the site supported fullscreen galleries and some smooth UI elements allowing some rich content for search value while minimising the visual clutter.

RESPONSIBILITIES: From client meeting to delivery of various UX/UI concepts and then project management of the site development.



CCS UX, UI + DEVELOPMENT

Built for WordPress using Twitter Bootstrap. The site was to offer a comprehensive customer solution for product search, ideas, DIY and how-to concepts.

RESPONSIBILITIES: Complete solution - from client meeting, scoping, UX/UI and project managing an overseas Developer.



STRONG IMAGES USED HERE
WILL PROMOTE CASE STUDIES
OR PRODUCTS

Welcome to River Sands - Supplier
of tailor made products for the mining
and construction industries since 1974.

For over 35 years River Sands has supplied the construction and water
filtration industries in Australia as well as overseas, and has earned a reputation
for quality, service and technical expertise. The private company is part of the
successful Neuman Group and is 100% Australian owned.
[FIND OUT MORE](#)

Featured Products



A PRODUCT NAME
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THIS IS A TYPE OF NEWS ITEM
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OUR BRANDS



PRODUCT CATEGORIES

- BIORETENTION
- CONSTRUCTION
- MANUFACTURING
- PLAYGROUNDS
- SPORTS TOOLS
- WATER FILTRATION

RIVER SANDS HEAD OFFICE

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or Brisbane 07 5412 8111
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17
JANUARY
[NEWS CATEGORY](#)

A news item title

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12
DECEMBER
[NEWS CATEGORY](#)

A news item title

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About River Sands

For over 35 years River Sands has supplied the construction and water filtration industries in Australia as well as overseas, and has earned a reputation for quality, service and technical expertise. The private company is part of the successful Neuman Group and is 100% Australian owned. River Sands is part of the Australian owned Neuman Group of Companies.

The Neuman Group

Established in 1948 by Alfred Neumann, the Neuman Group of Companies have a proud and successful history. Commencing operations as a sand mining business, the group has developed and diversified over the years and now trade within the steel, specialised metals, civil construction, petroleum, quarrying pre-mixed concrete, mineral sands and land development industries.

River Sands Newsletter

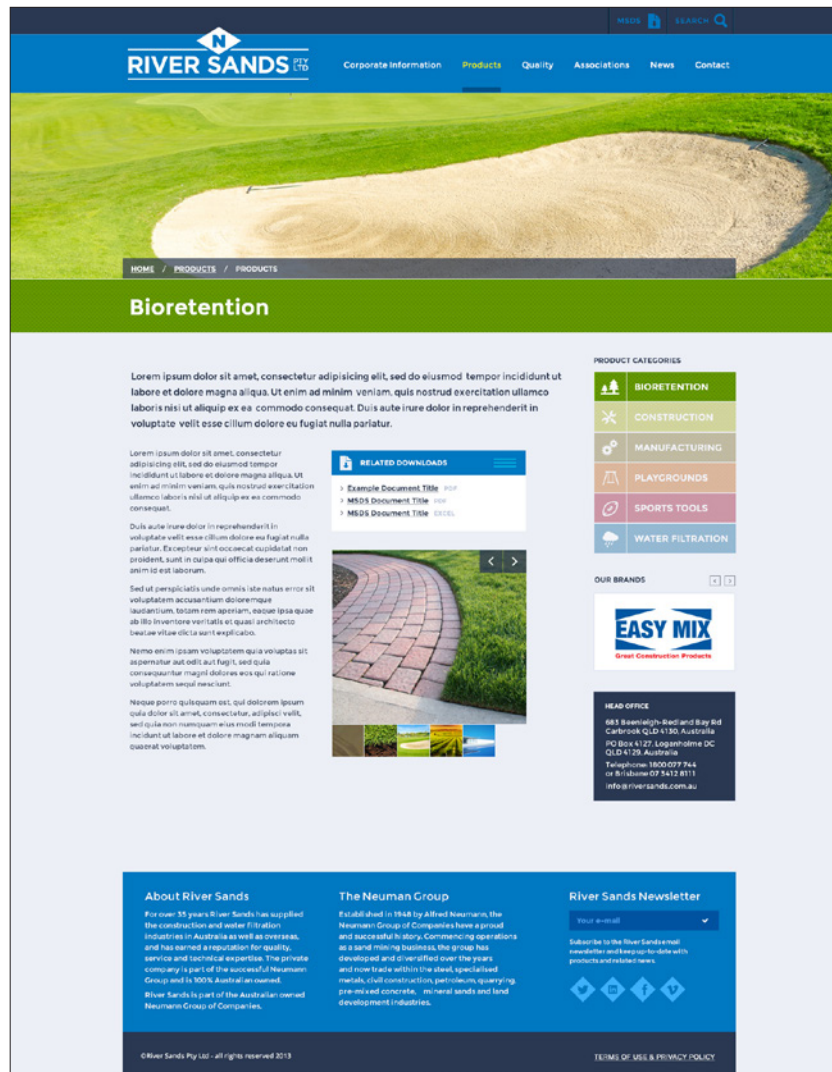
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Bioretention

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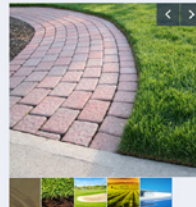
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- RELATED DOWNLOADS**
- Example Document Title PDF
 - MDS Document Title PDF
 - MDS Document Title DOCX



PRODUCT CATEGORIES

- BIORETENTION
- CONSTRUCTION
- MANUFACTURING
- PLAYGROUNDS
- SPORTS TOOLS
- WATER FILTRATION

OUR BRANDS



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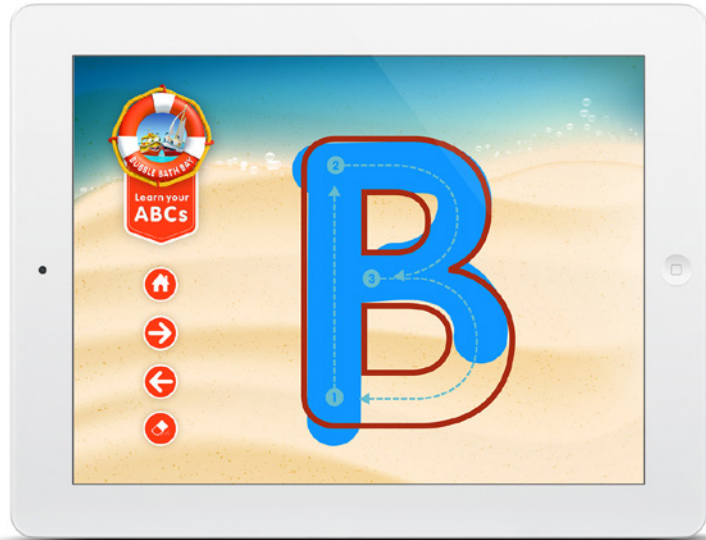
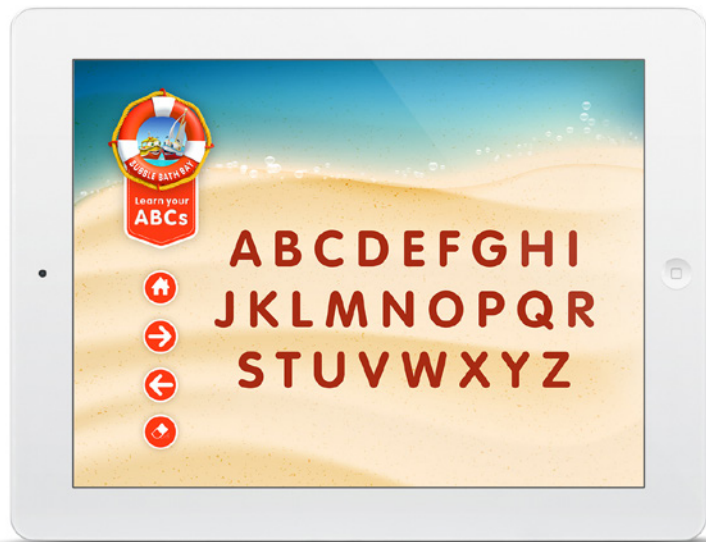
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RIVERSANDS UX, UI + DEVELOPMENT

Built for WordPress using Twitter Bootstrap. The site was designed to showcase sub-brands and specific products.

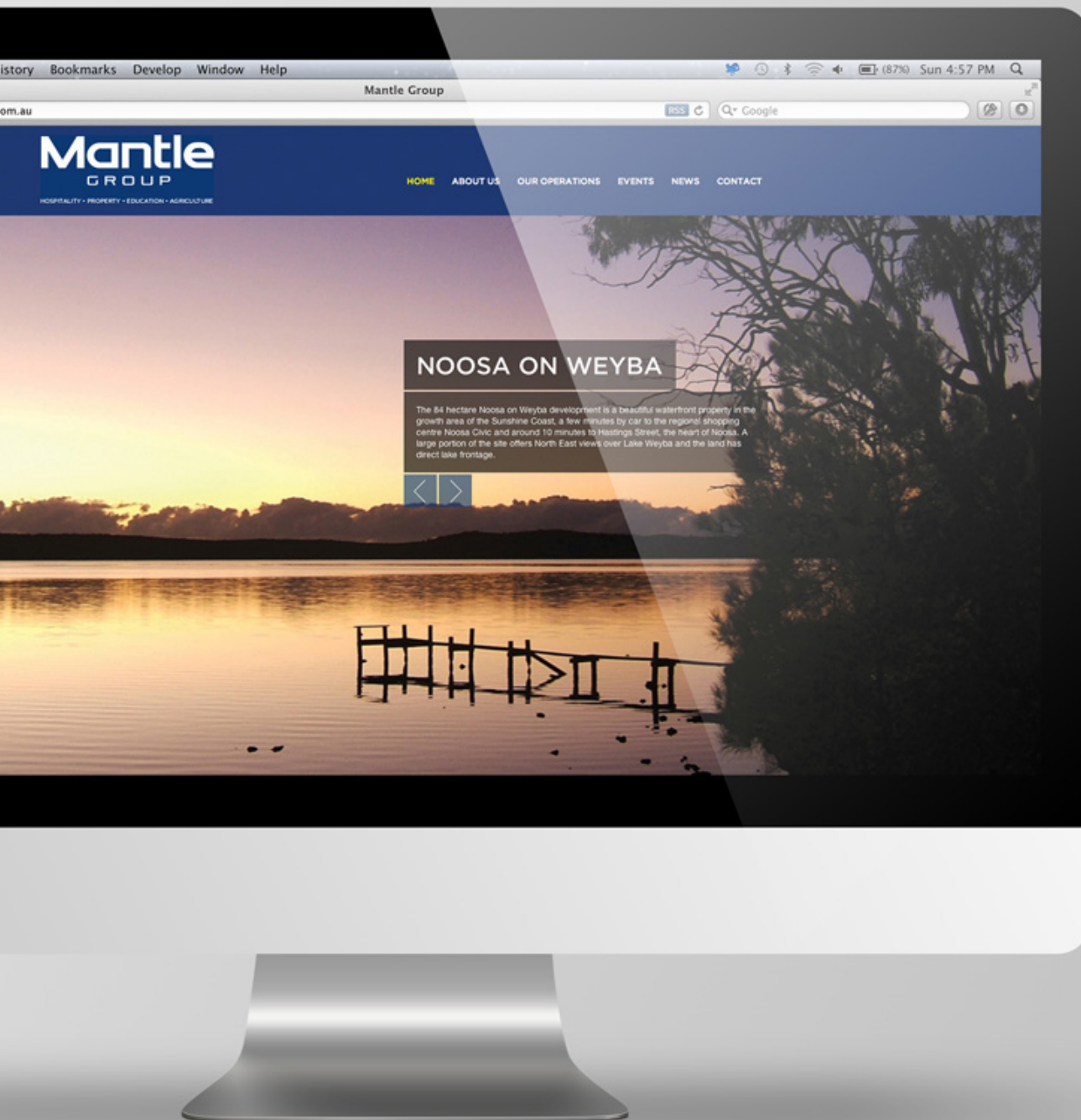
RESPONSIBILITIES: Complete solution - from client meeting, scoping, UX/UI and project managing an overseas Developer.



BUBBLE BATH BAY TV SHOW SUPPORTING APP

Produced (concept only) while with Carbon Media this project involved the creation of both concept and design of Apps relating to a kid's TV show to act as brand extensions.

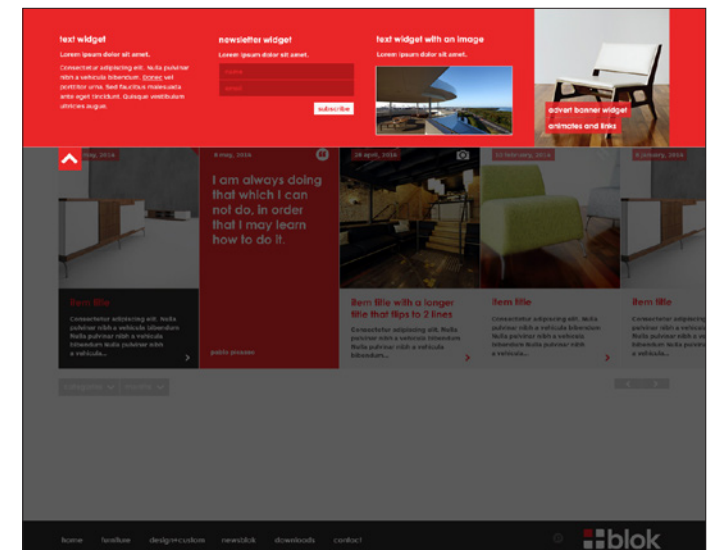
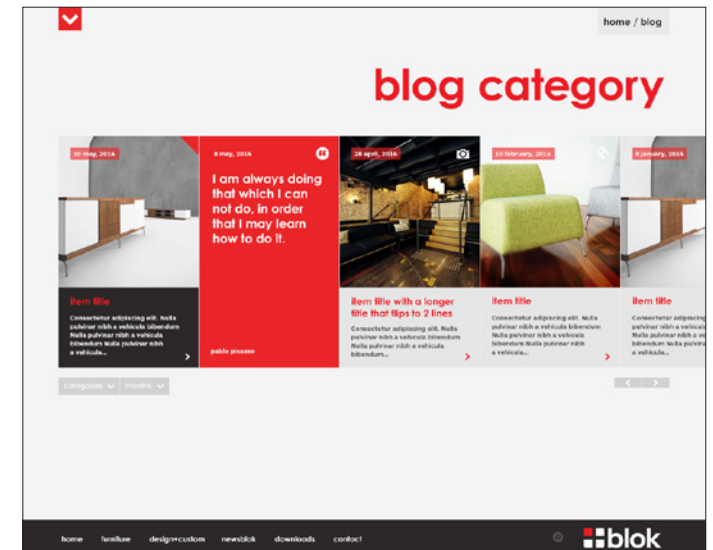
RESPONSIBILITIES: Partnering with the in-house developer concepts were generated and then designs + UI was created to sell the idea to various stakeholders.



THE MANTLE GROUP UX, UI + DEVELOPMENT

Built for WordPress using Twitter Bootstrap. The site offers a showcase of Mantle Group businesses and ongoing news releases / posts for media engagement.

RESPONSIBILITIES: Complete solution - from client meeting, scoping, UX/UI and project managing an overseas Developer.



BLOK FURNITURE UX, UI (CONCEPT ONLY)

Designed for WordPress using Twitter Bootstrap, the concept offers a comprehensive series of page and content types.

RESPONSIBILITIES: This was a self-motivated proposal for a Wordpress theme to be developed both for a client and for commercial sale.



Thanks for your time.

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DIGITAL AND TRADITIONAL ART DIRECTOR/MANAGER

BRAND . UX/UI/IA . CX . MOTION/EDITING . CONCEPT & ON-TOOLS