

Steffani Souza
GRAPHIC DESIGN

hi there



My name is Steffani, I'm a dedicated and detail-oriented *creative* designer, with a love of playful *visual expression*.

I see design in everything and put emotion and heart in my work.

My skill set includes illustrations, branding, typography and packaging. Adept in soft skills with Adobe Photoshop, Indesign and Illustrator, I'm also proficient in Premiere Pro.

I am *driven* to be a better version of myself, striving to create the *best* work for every project and task.

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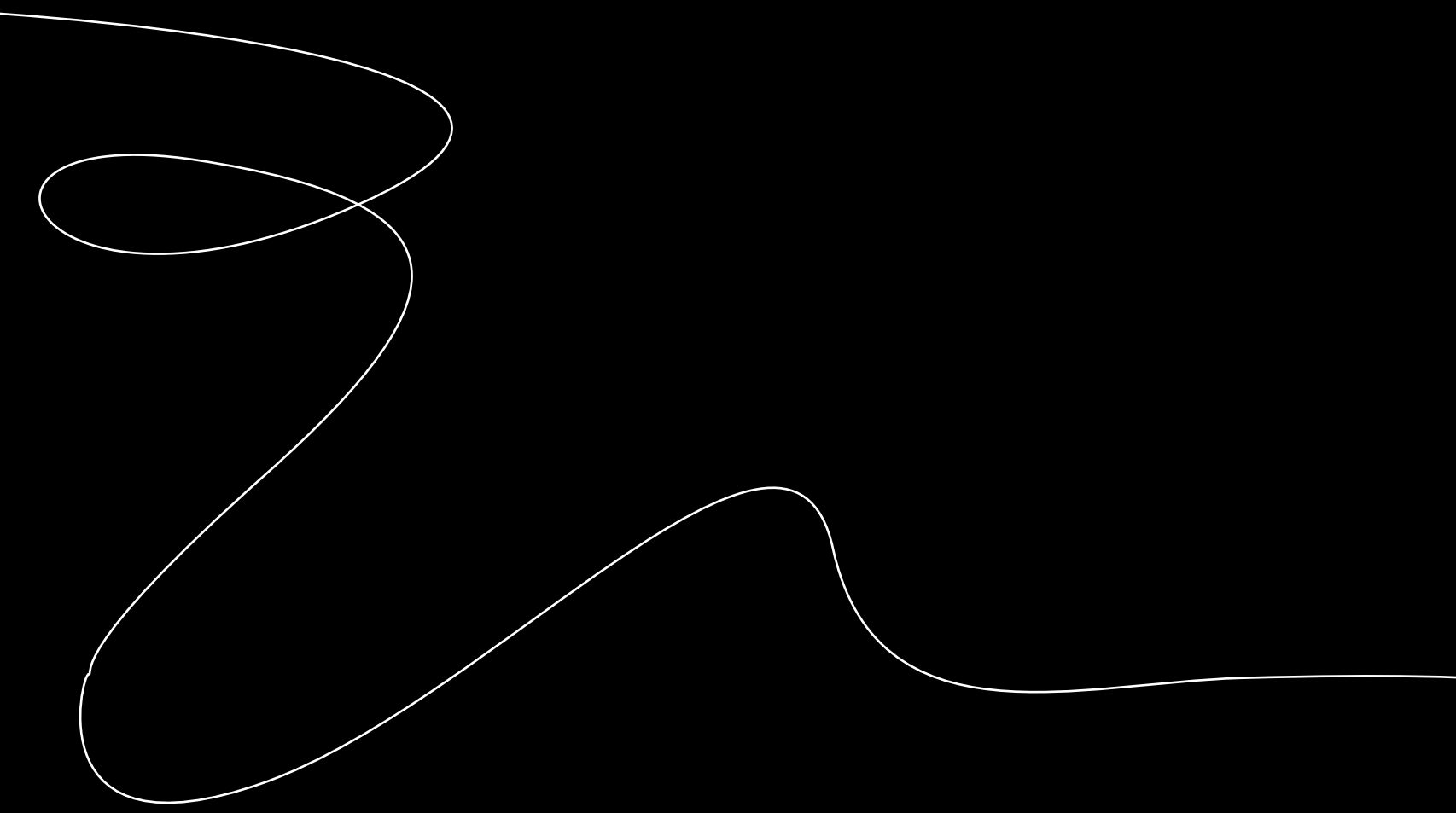
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01

PROJECT NAME
My Nature

CATEGORY
Brand & Packaging

CLIENT
Billy Blue College Project

“My nature - Your best organic personal care”

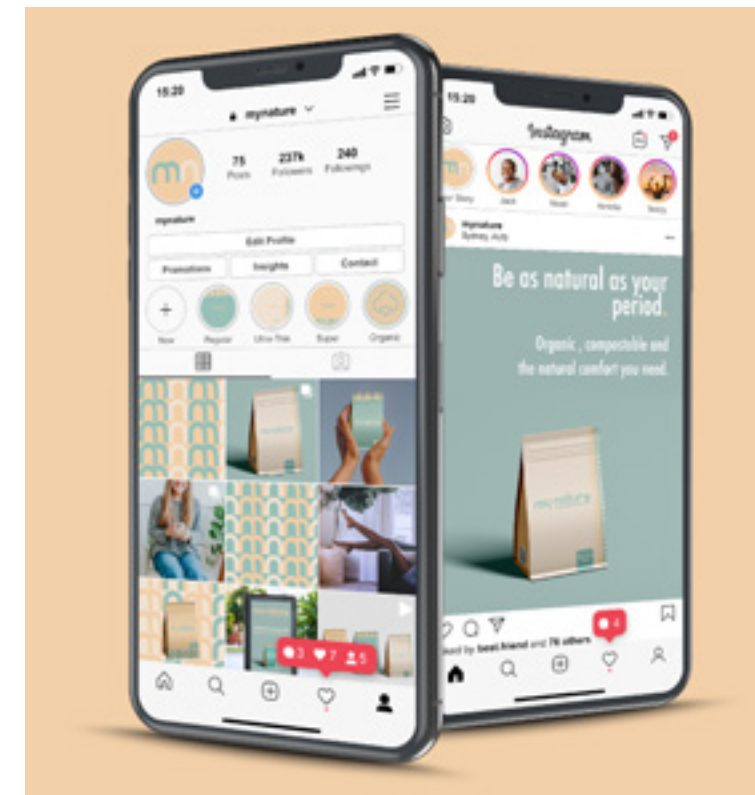
The branding and packaging project focused on an environmentally friendly option for menstrual period pads. The design is modern, minimalist, bold, different from competitors and discreet to entice women who think about the environment and prefer a premium quality product.

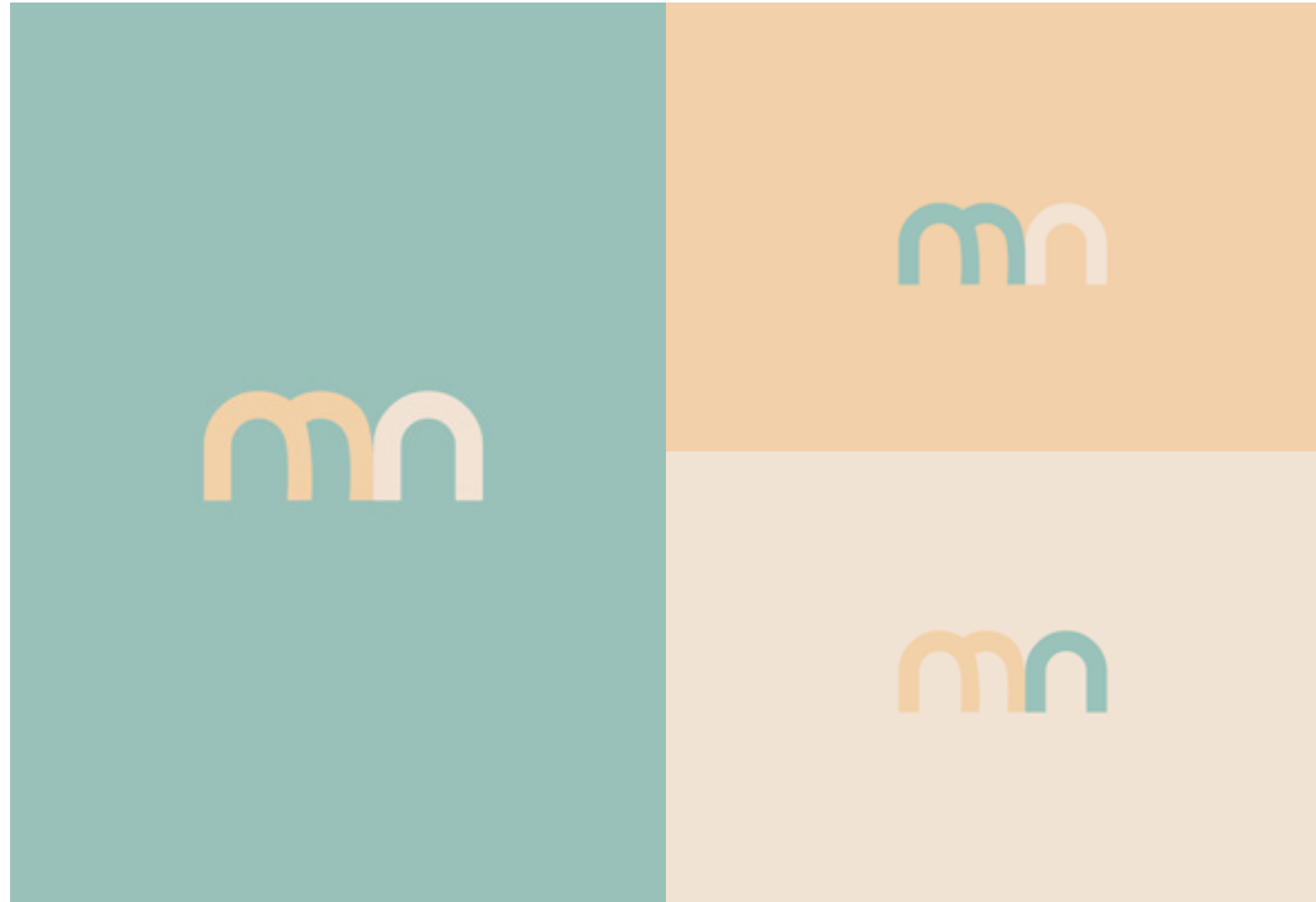




Be as natural as your period.

Clean, calm, relaxed, modern and safe feel. Also, considering all brands in this segment have similar colours and packaging shapes, the idea was to stand out and, at the same time, bring a feel that is compatible with the brand positioning.





“A very good piece of packaging design and visual communication.”

-Paul Devonshite, lecturer at Billy Blue and founder of DeMo.



02

PROJECT NAME

Livia Typeface

CATEGORY

Typography Design

CLIENT

Billy Blue College Project

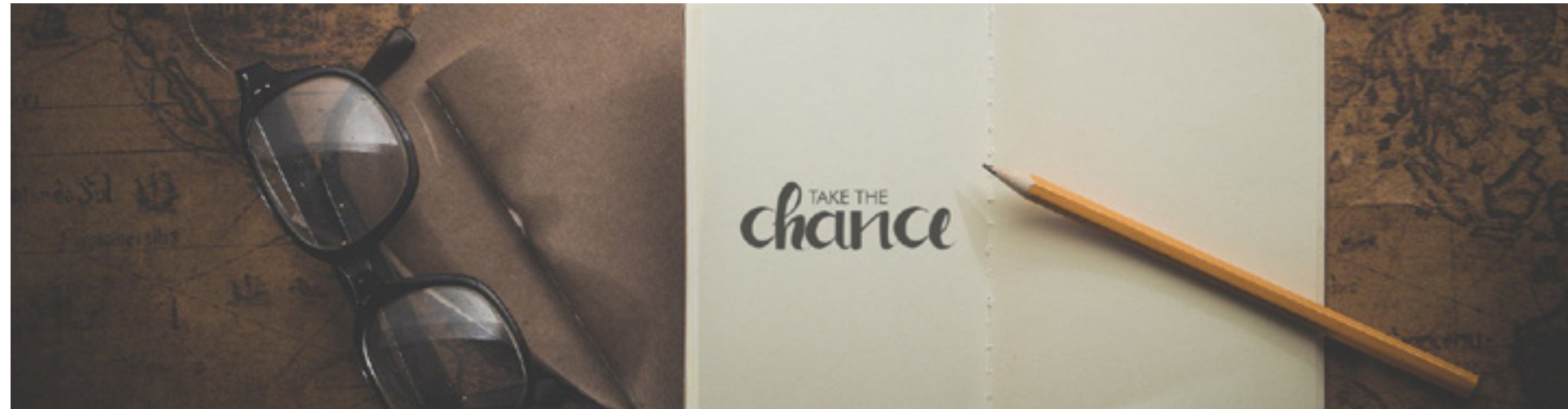


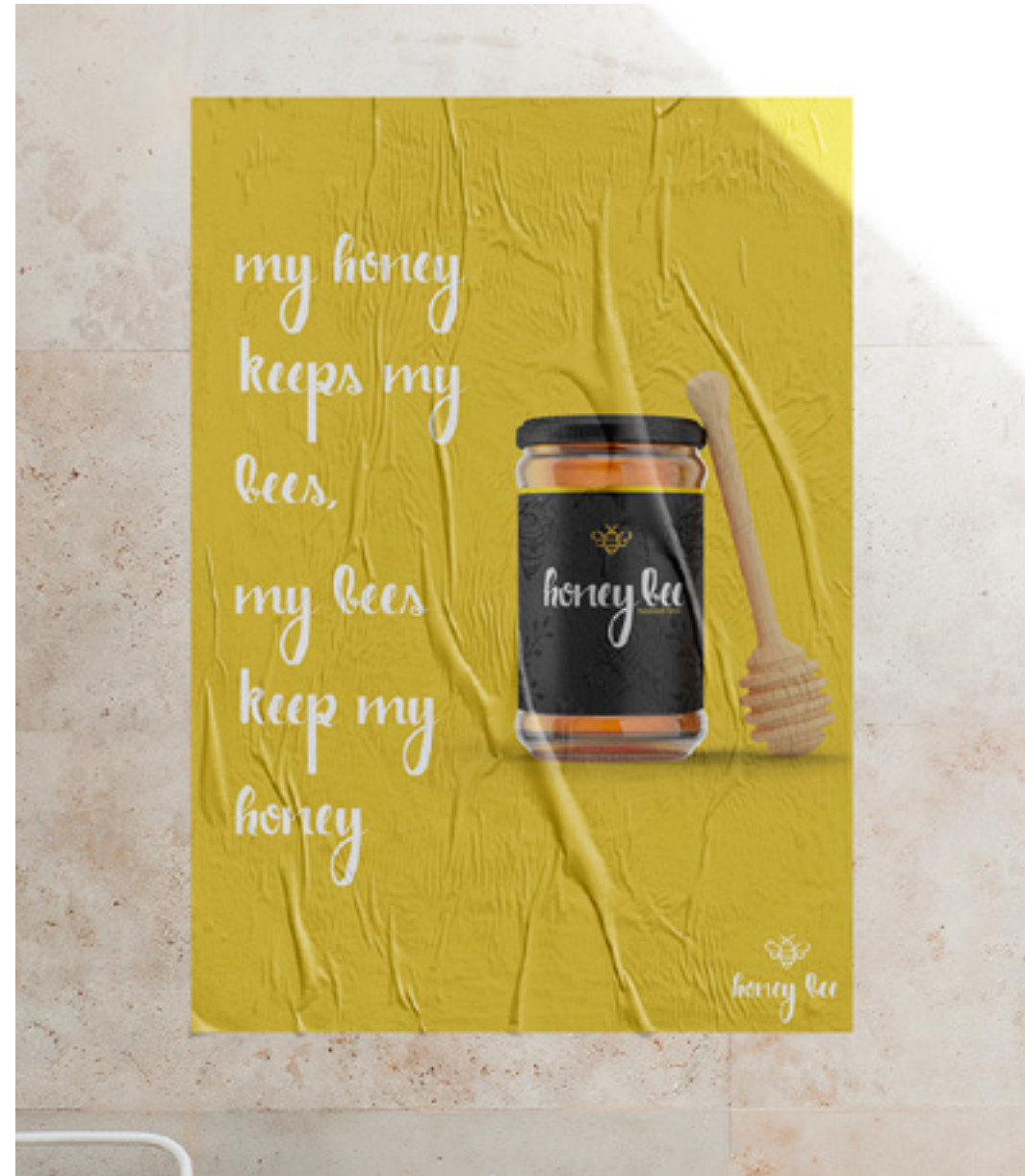
characters set

a b c d e f g h i j
k l m n o p q r
s t u v w x y z

Hand lettering with brush pen techniques

This style has a specific characterist when drawing it, thick lines when going down and thinner line when going up. That's one of the most significant differences of my typeface and that's the style I decided to go through with.





“This is an excellent achievement and one that is appropriately celebrated in a superb specimen that really shows off the typeface to best advantage.”

-Nigel Bailey, lecturer at Billy Blue and founder and CEO at Bailey James Creative Consultants Pty Ltd



03

PROJECT NAME
TEAPE Brand Development

CATEGORY
Branding

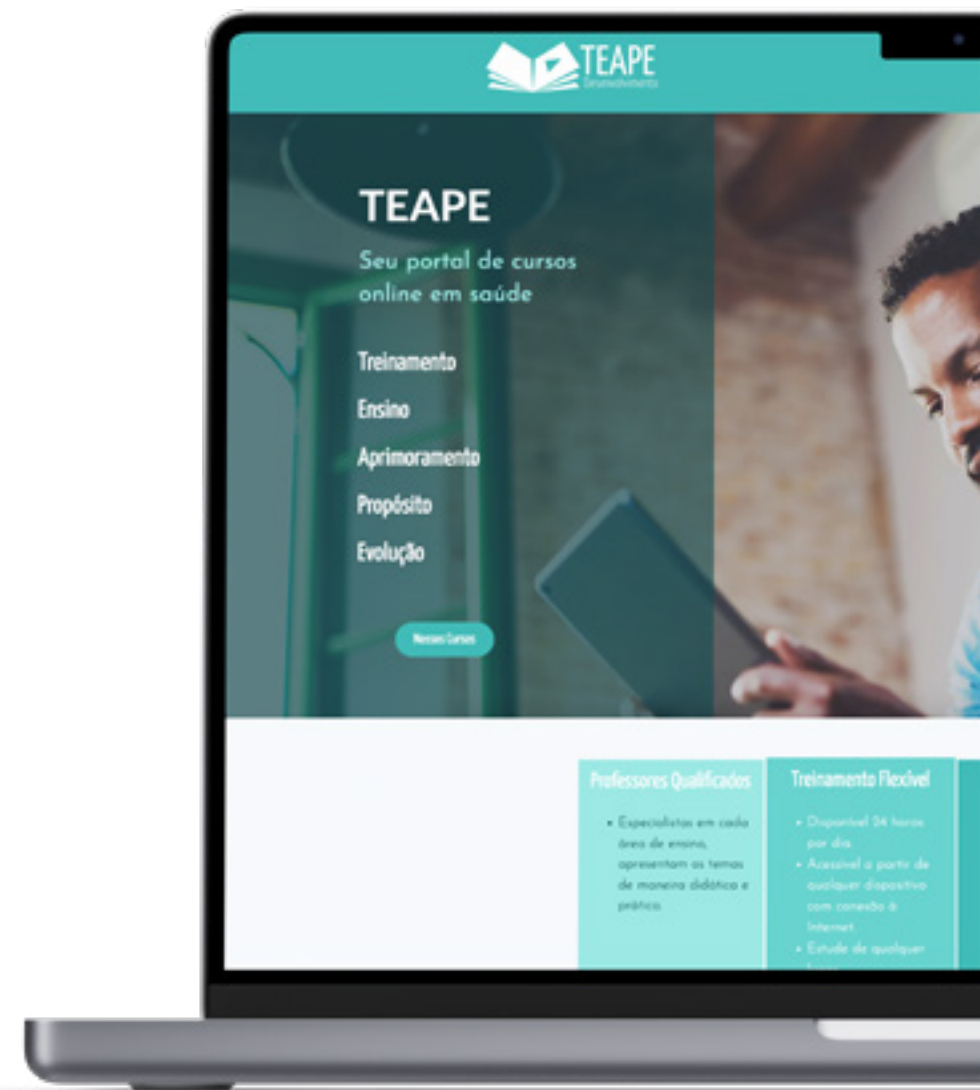
CLIENT
TEAPE Development
(online courses)

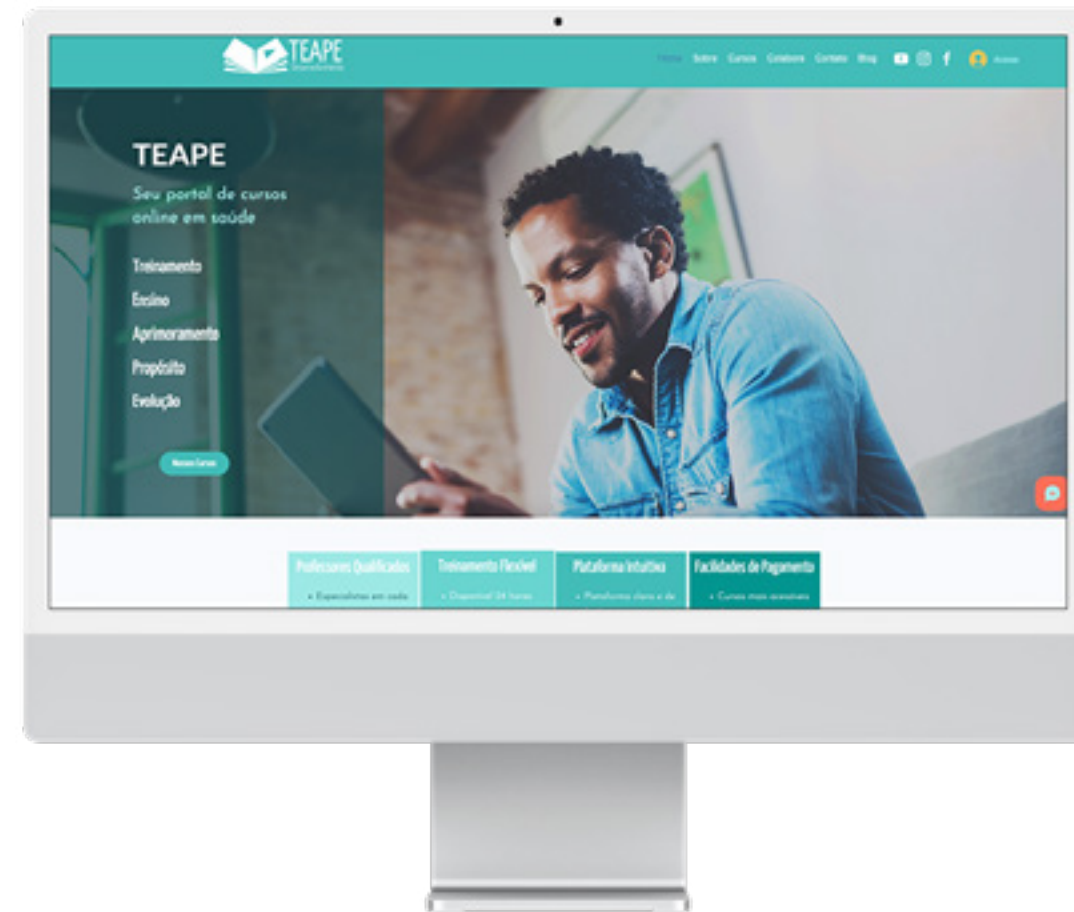
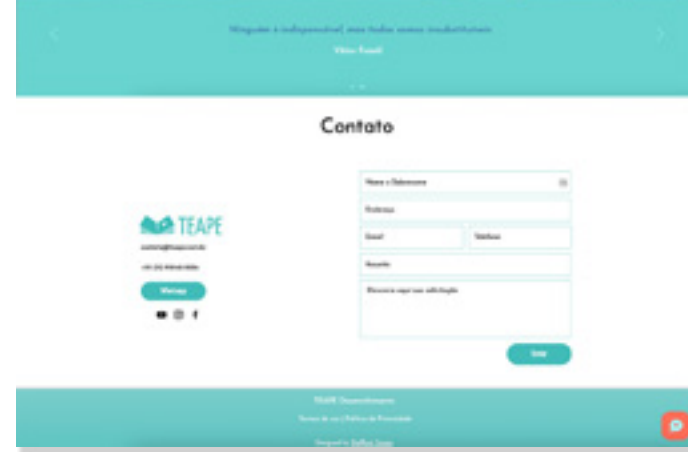
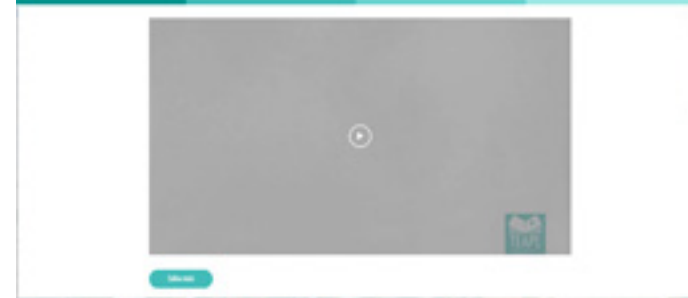
TEAPE Development Connecting knowledge, generating purposes.

TEAPE Development is a company that values care in all its active forms. They offer the best to its clients, and their products cooperate with personal and professional development, which is their purpose.

Having that in mind, the branding development of this company was smooth and professional.







“The work was excellent, with great professionalism and attention to the smallest details, ensuring a delivery above expectations.”

-Camila Sartorato, CEO and one of the Founders at TEAPE Desenvolvimento





04

PROJECT NAME
Kamay Botany Bay Park

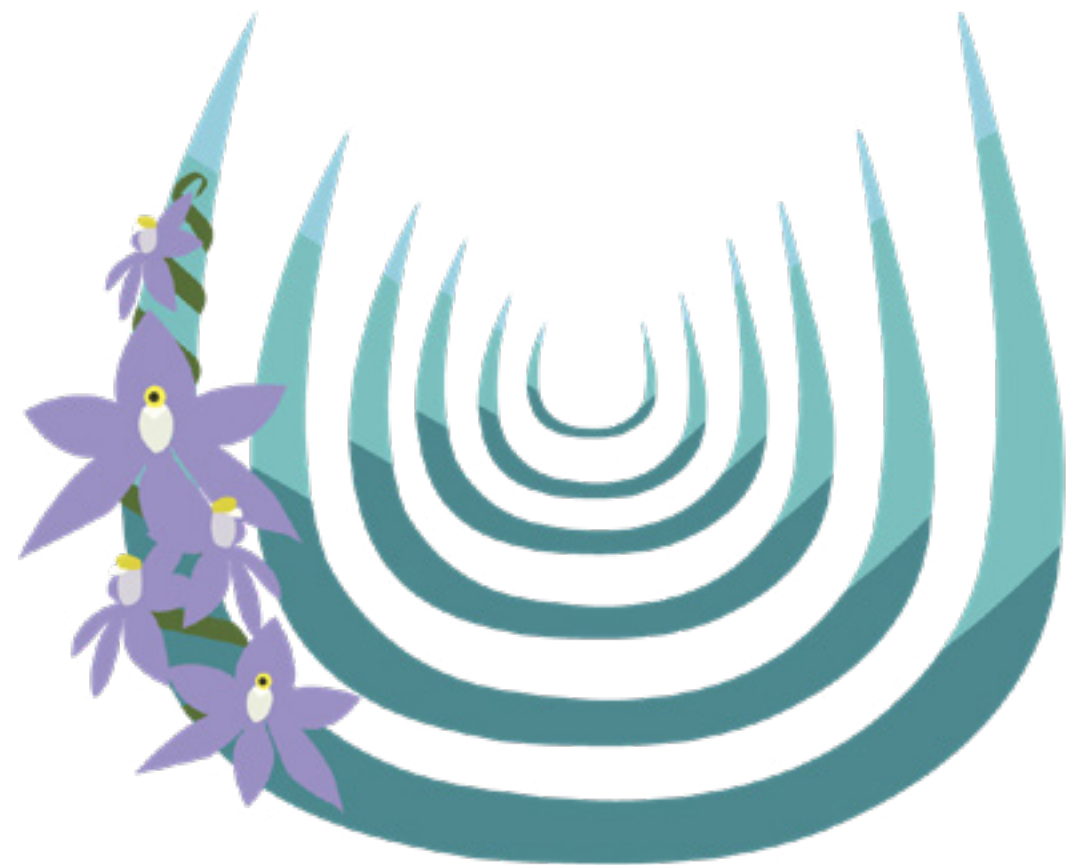
CATEGORY
Re-Branding

CLIENT
Billy Blue College

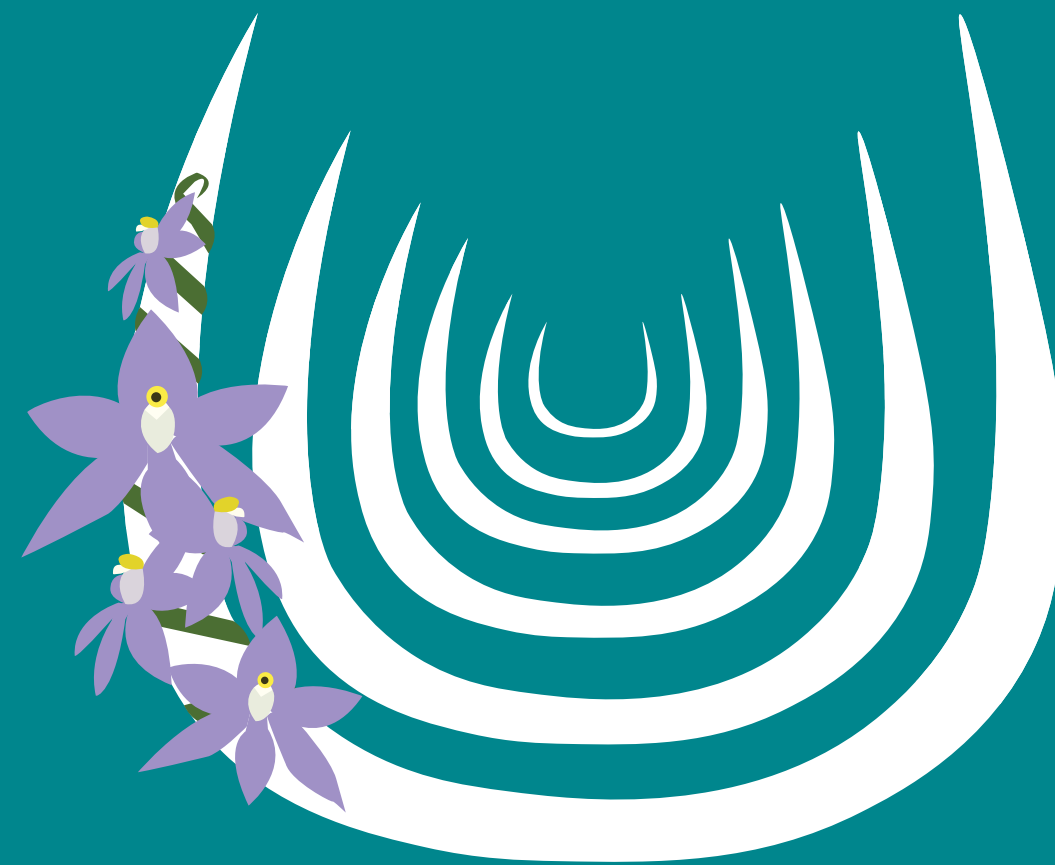
Rich Aboriginal culture, native plants, nature and treasures!

An underused and neglected site needs reinvigoration. I designed a logotype that features the new visual identity according to the main characteristics of the site. As a public space, the goal was to enhance engagement with the local community based on the research findings.

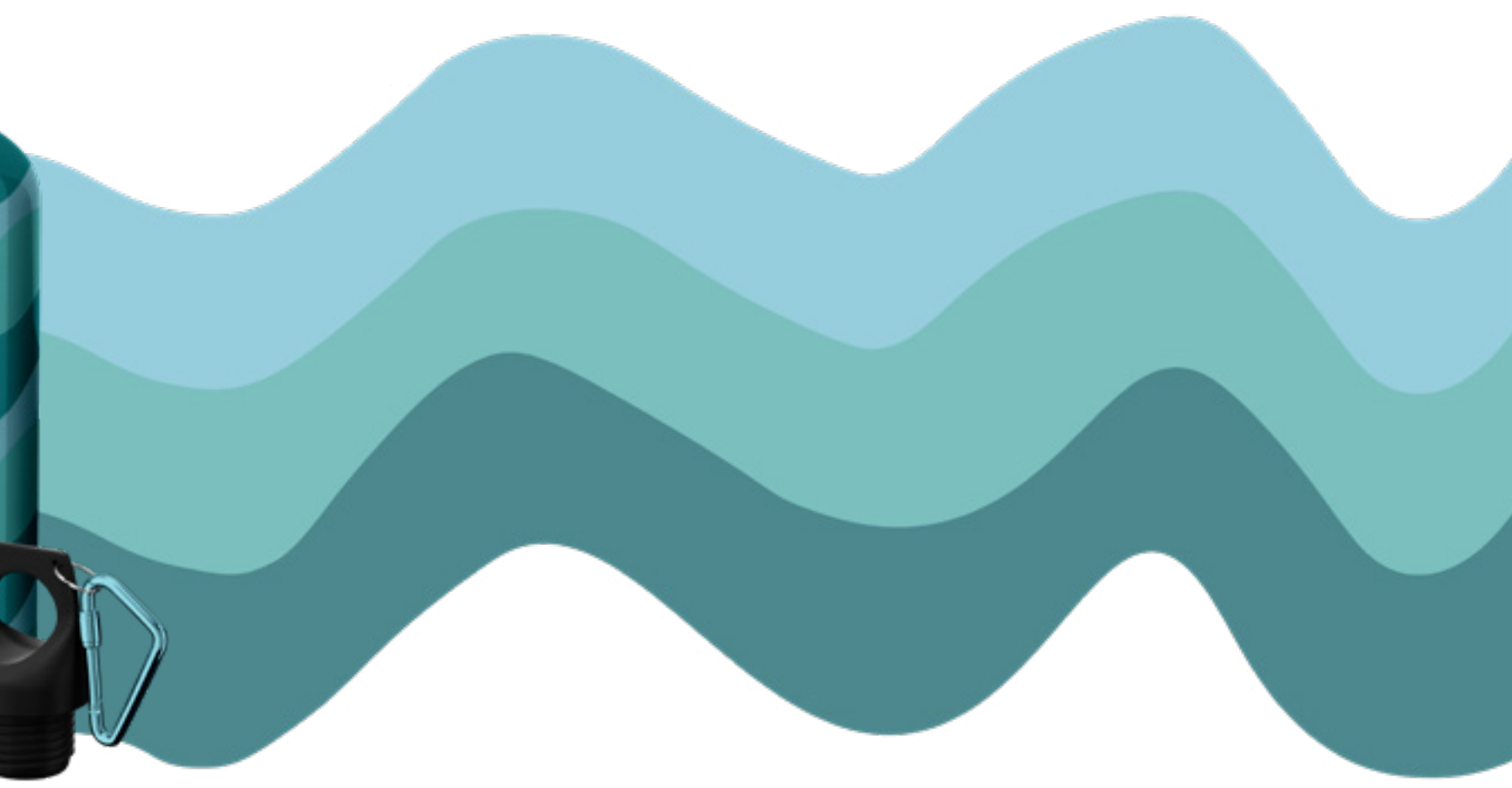




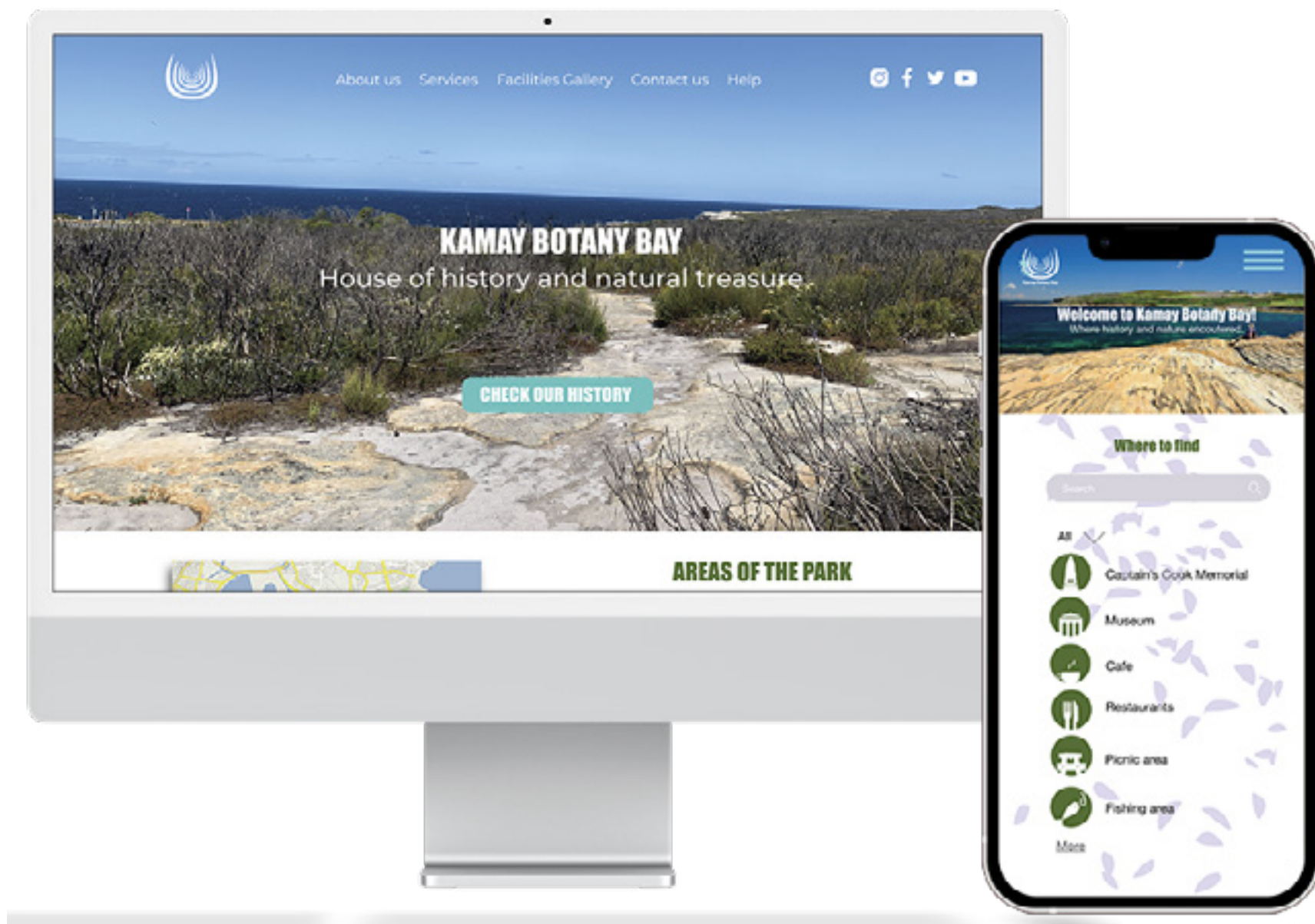
Kamay Botany Bay

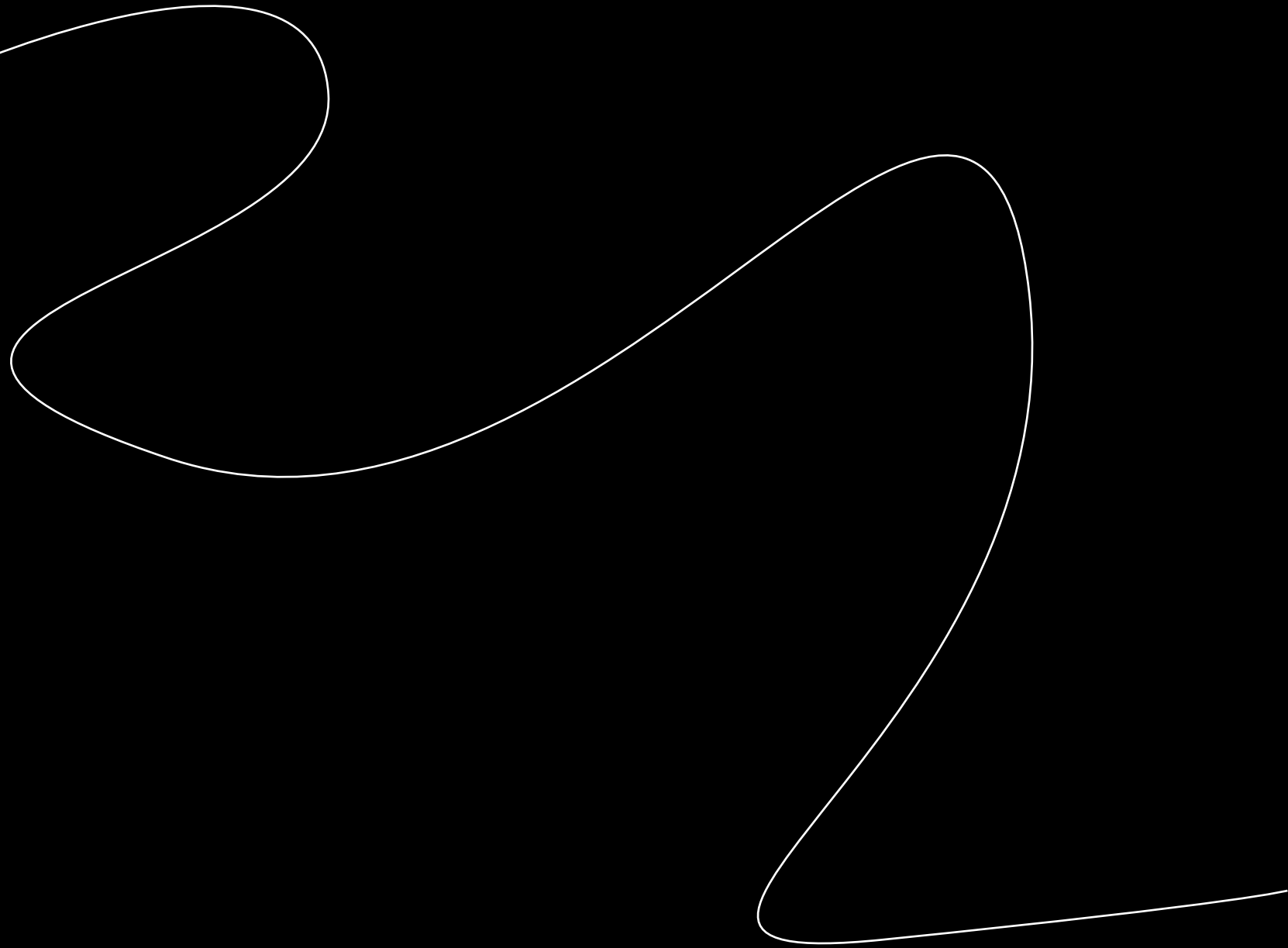


Kamay Botany Bay



The new identity revitalise the physical appearance, visitor facilities and accessibility to the areas of the park, make it stand out more and add value the resources of the area.





05

PROJECT NAME

It is what it is

CATEGORY

Major Project

CLIENT

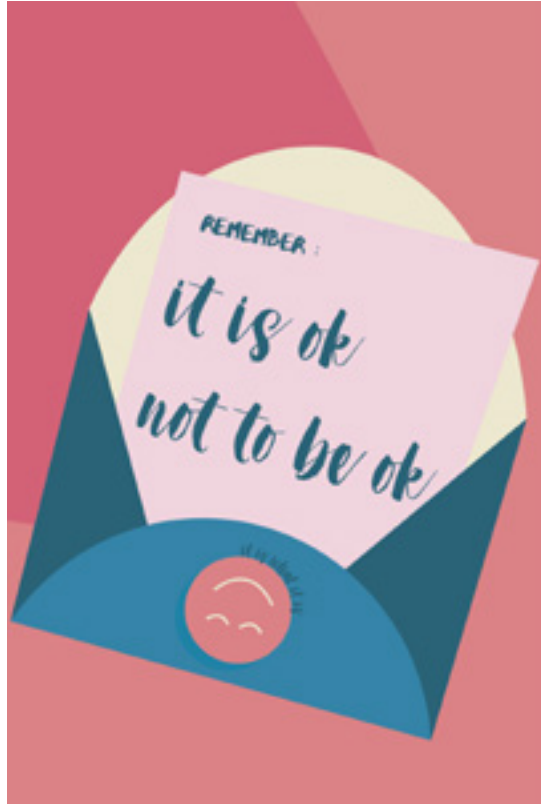
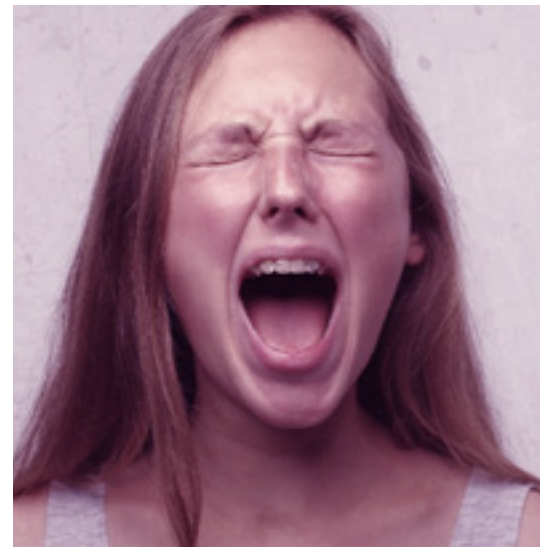
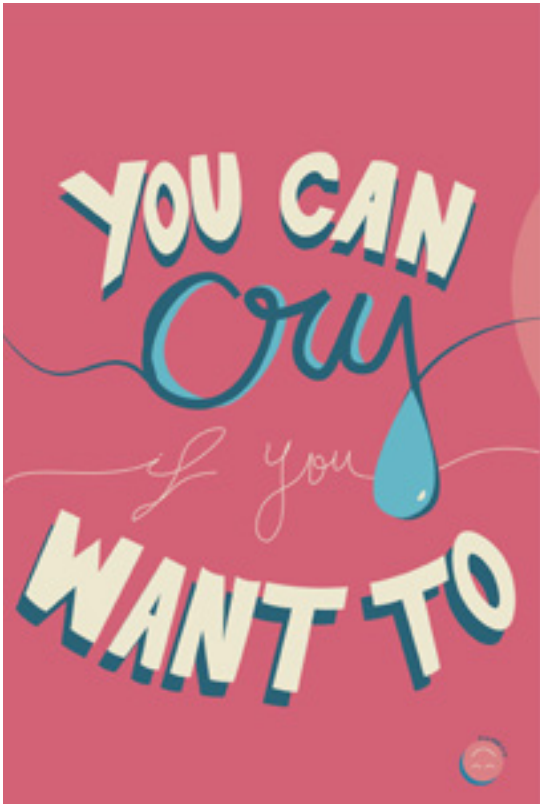
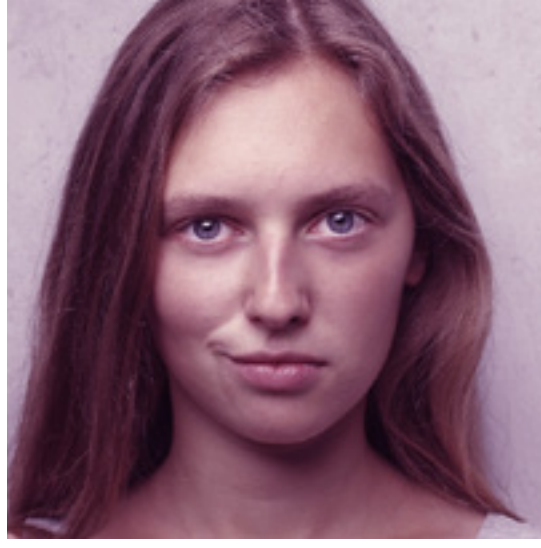
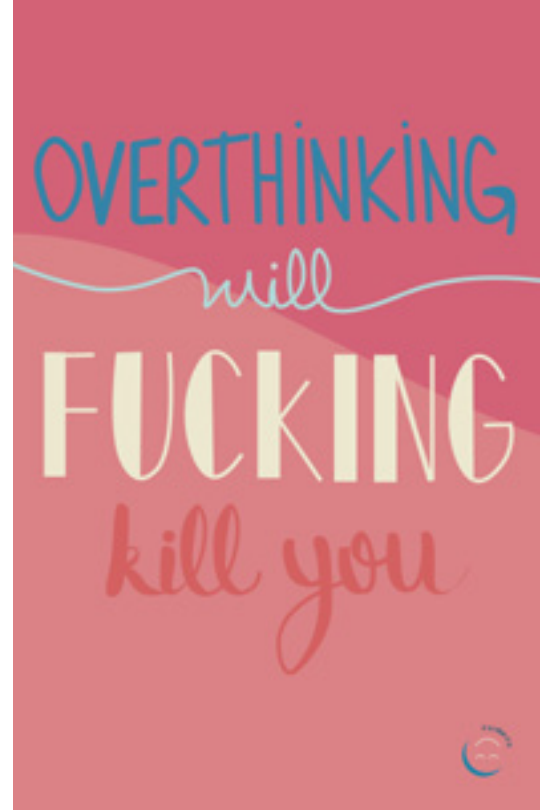
Billy Blue College

It is what it is!

People think of something vibrant, cute, positive, and warm when talking about motivational quotes. The idea of using the colour palette of “It is what it is” was to inform people that complaining, cussing, and even swearing are helpful to anxiety and stress.

So yes, there is some swearing on this set, but not without basis; according to Raffaello Antonino, a counselling psychologist and the clinical director and founder of Therapy Central, “swearing can have a truly liberating effect when we’re feeling bottled up with frustration. Saying the F-word, or similar can have an immediate calming impact on the difficult emotions we might be experiencing”.





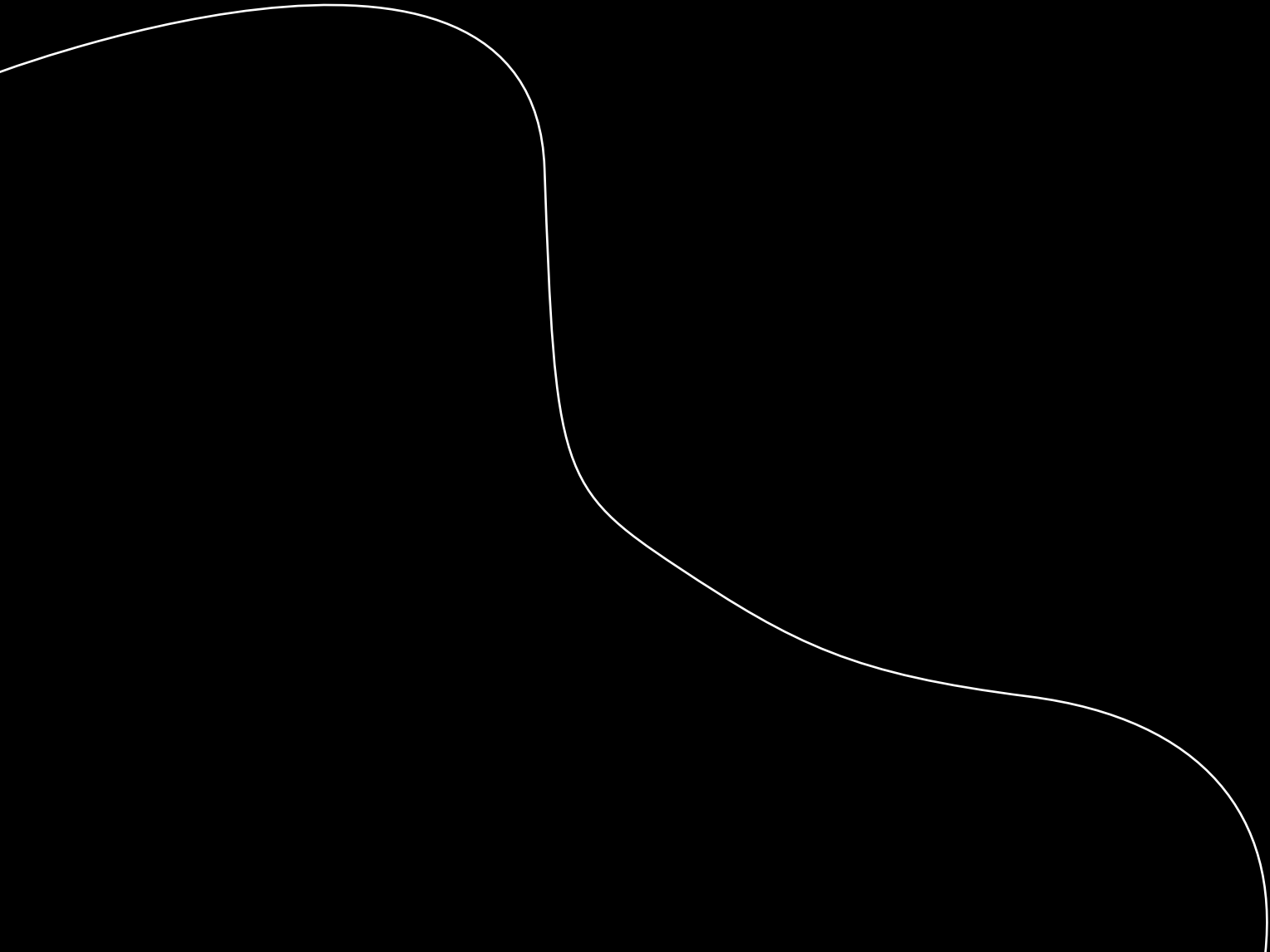
It is what it is - The real feelings set cards, demonstrate and state what we feel when life is not easy on us. Sometimes, none of the usual motivational quotes we hear makes things better. So this set of cards demonstrates that we're allowed to be moody and feel whatever bad/uncomfortable feeling we're feeling.

Playfully, I demonstrate my illustration, typography and hand lettering skills.





Thanks for looking



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in | [Steffani Souza](#)