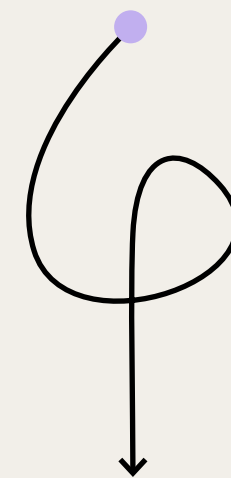


2024 Portfolio Sample

Abi Gordon



See abigordon.com for more

01. Boost Lab

Tip: Jump to a project by clicking below.



Boost Lab

QT Hotel

All About Women

Snapchat

Archie Rose

Illustration

Boost Lab

About

A new brand to a crowded market; Boost Lab wanted to bring scientifically backed formulas to a broader audience with affordable prices.

Outputs

- Brand Design
- Packaging Design
- In-Store Displays
- FA

My Role

- Designer
- Finish Artist

boostlabco.com
Completed at Squad Ink

Boost Lab

QT Hotel

All About Women

Snapchat

Archie Rose

Illustration



Boost Lab

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In-Store Displays
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Completed at Squad Ink

Boost Lab

QT Hotel

All About Women

Snapchat

Archie Rose

Illustration



02. QT Hotel



- Boost Lab
- QT Hotel**
- All About Women
- Snapchat
- Archie Rose
- Illustration

QT Hotel

About

For the rebrand of QT Hotel’s rooftop bars, we paired a slick modular logo with abstract imagery, designed to match the eclectic aesthetics of each hotel, and reflect the cultural nuances each location.

Outputs

Visual Identity & Image Creation
Printed Venue Collateral
FA

My Role

Designer & Image Creator
Finish Artist

Awards & Accolades

Graphis Awards: Gold
NZ Best Design Awards: Finalist
AGDA Awards: Distinction
Featured on The Brand Identity

Completed at Toben

Boost Lab

QT Hotel

All About Women

Snapchat

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Illustration



QT Hotel

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NZ Best Design Awards: Finalist
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My Role

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Finish Artist

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AGDA Awards: Distinction
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Completed at Toben

Boost Lab

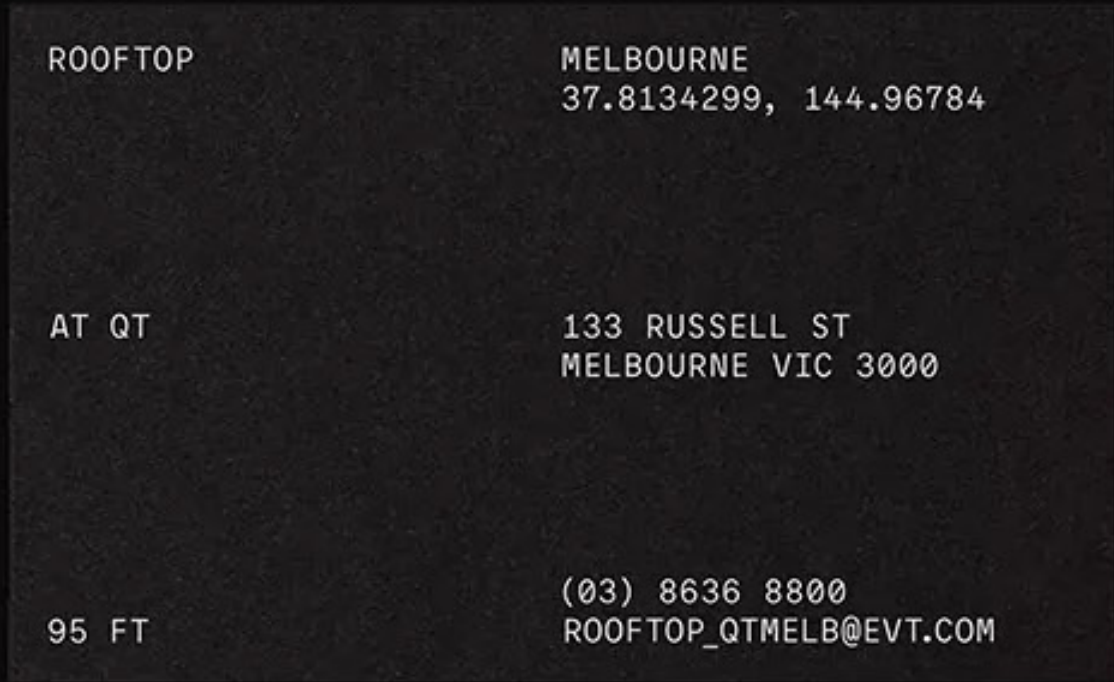
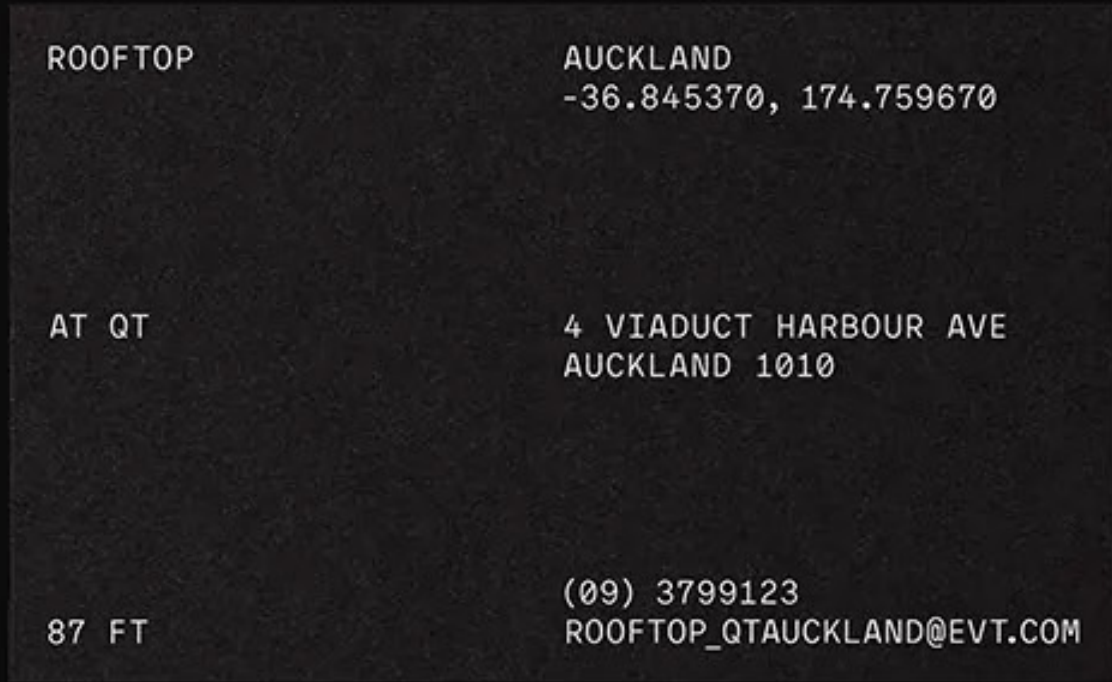
QT Hotel

All About Women

Snapchat

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Illustration



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Outputs

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FA

My Role

Designer & Image Creator
Finish Artist

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NZ Best Design Awards: Finalist
AGDA Awards: Distinction
Featured on The Brand Identity

Completed at Toben

Boost Lab

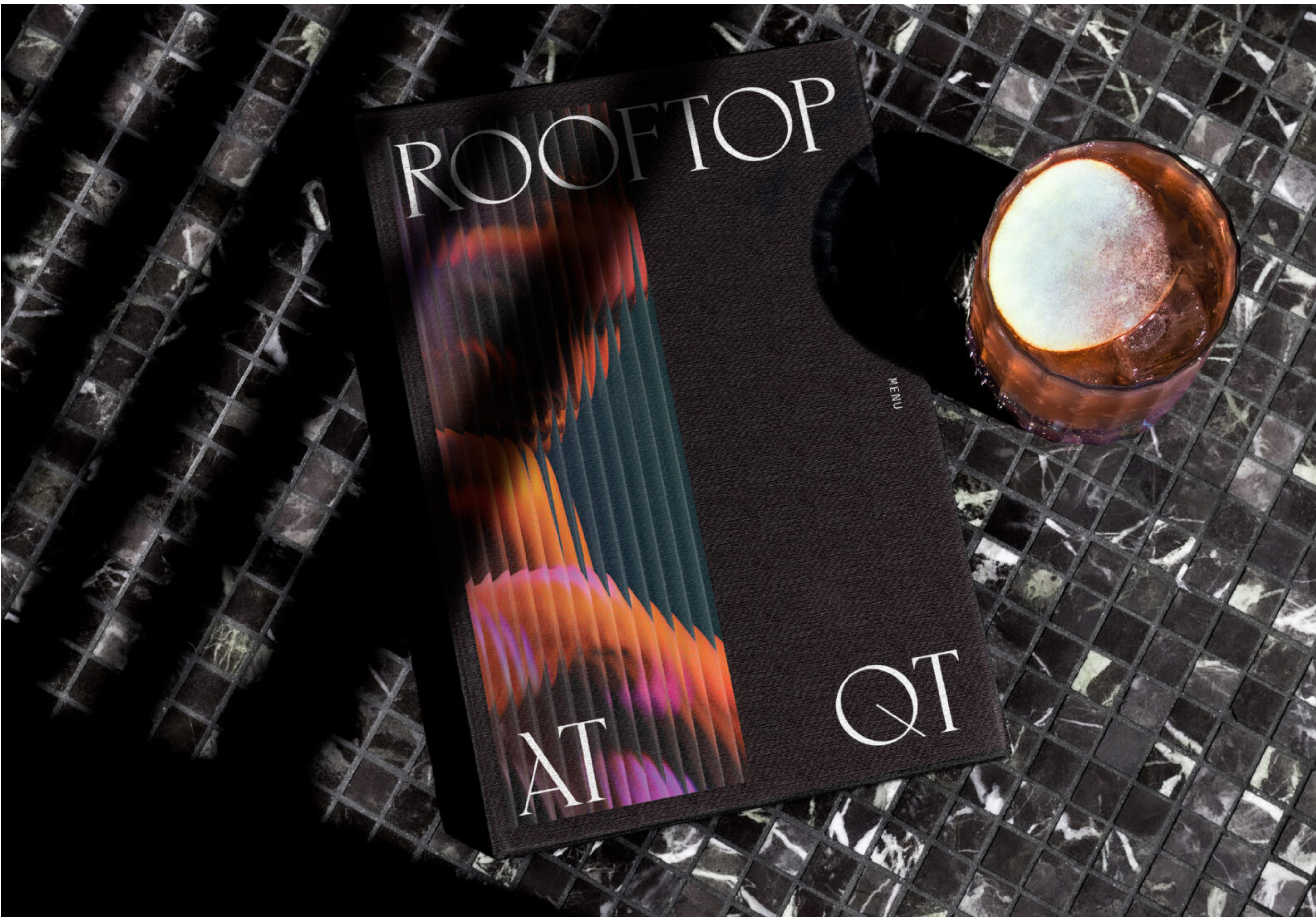
QT Hotel

All About Women

Snapchat

Archie Rose

Illustration



QT Hotel

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FA

My Role

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Finish Artist

Awards & Accolades

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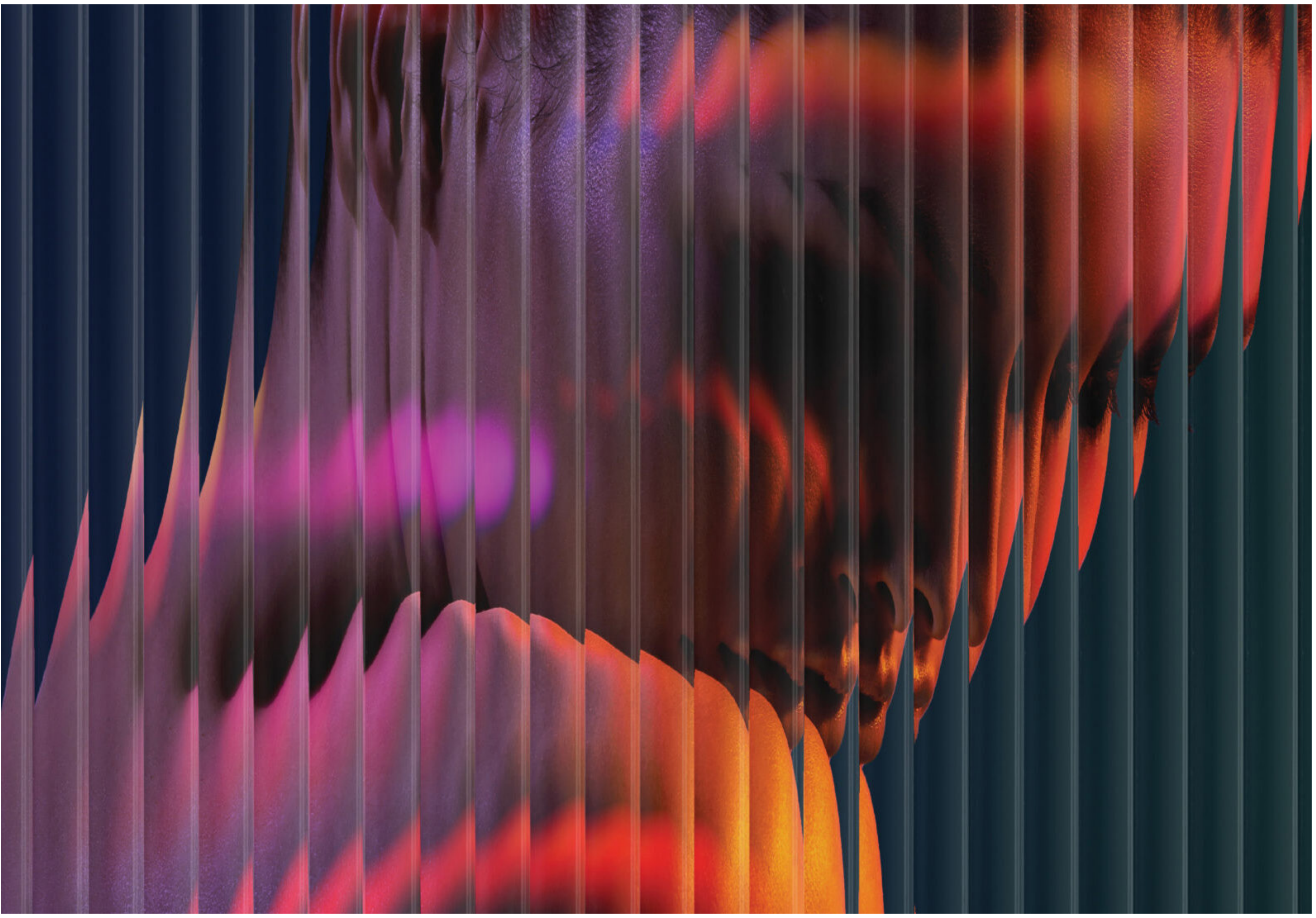
QT Hotel

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Awards & Accolades

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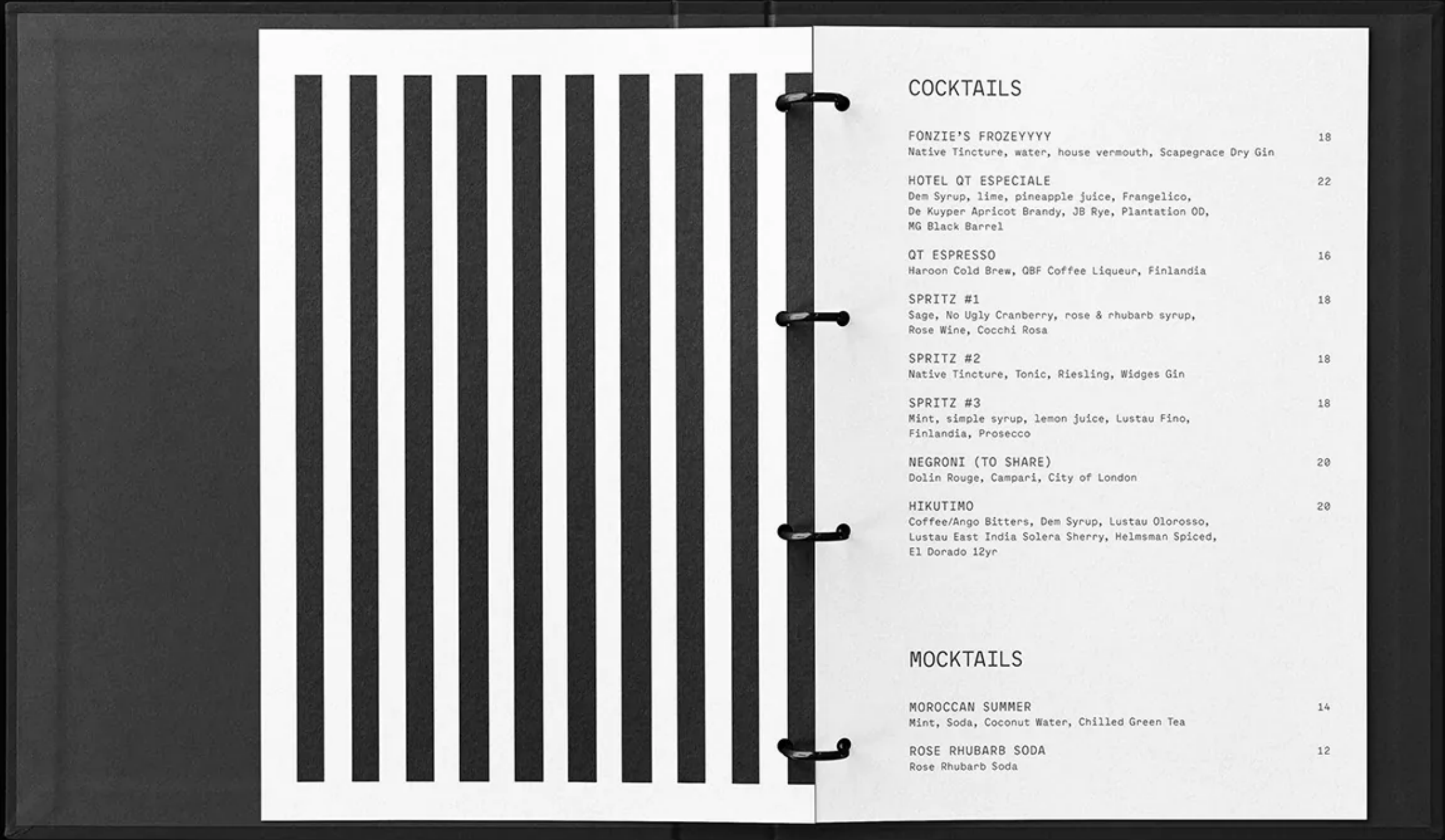
QT Hotel

All About Women

Snapchat

Archie Rose

Illustration



03. All About Women (Sydney Opera House)



- Boost Lab
- QT Hotel
- All About Women
- Snapchat
- Archie Rose
- Illustration

The All About Women Festival

About
All About Women is Sydney Opera House’s feminist talks & ideas festival; that asks questions about gender and equality. For 2019, we chose the theme of ‘power’, and used vibrant, unapologetic visuals.

Outputs
Visual Identity
Spatial Design
Onsite Social Activation
Print & Digital Marketing
Festival Collateral & Merch
FA

My Role
Art Director & Designer
Finish Artist

Awards & Accolades
AGDA Awards: Finalist

Completed at
Sydney Opera House

Boost Lab

QT Hotel

All About Women

Snapchat

Archie Rose

Illustration



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About

All About Women is Sydney Opera House's feminist talks & ideas festival; that asks questions about gender and equality. For 2019, we chose the theme of 'power', and used vibrant, unapologetic visuals.

Outputs

- Visual Identity
- Spatial Design
- Onsite Social Activation
- Print & Digital Marketing
- Festival Collateral & Merch
- FA

My Role

Art Director & Designer
Finish Artist

Awards & Accolades

AGDA Awards: Finalist

Completed at
Sydney Opera House

Boost Lab

QT Hotel

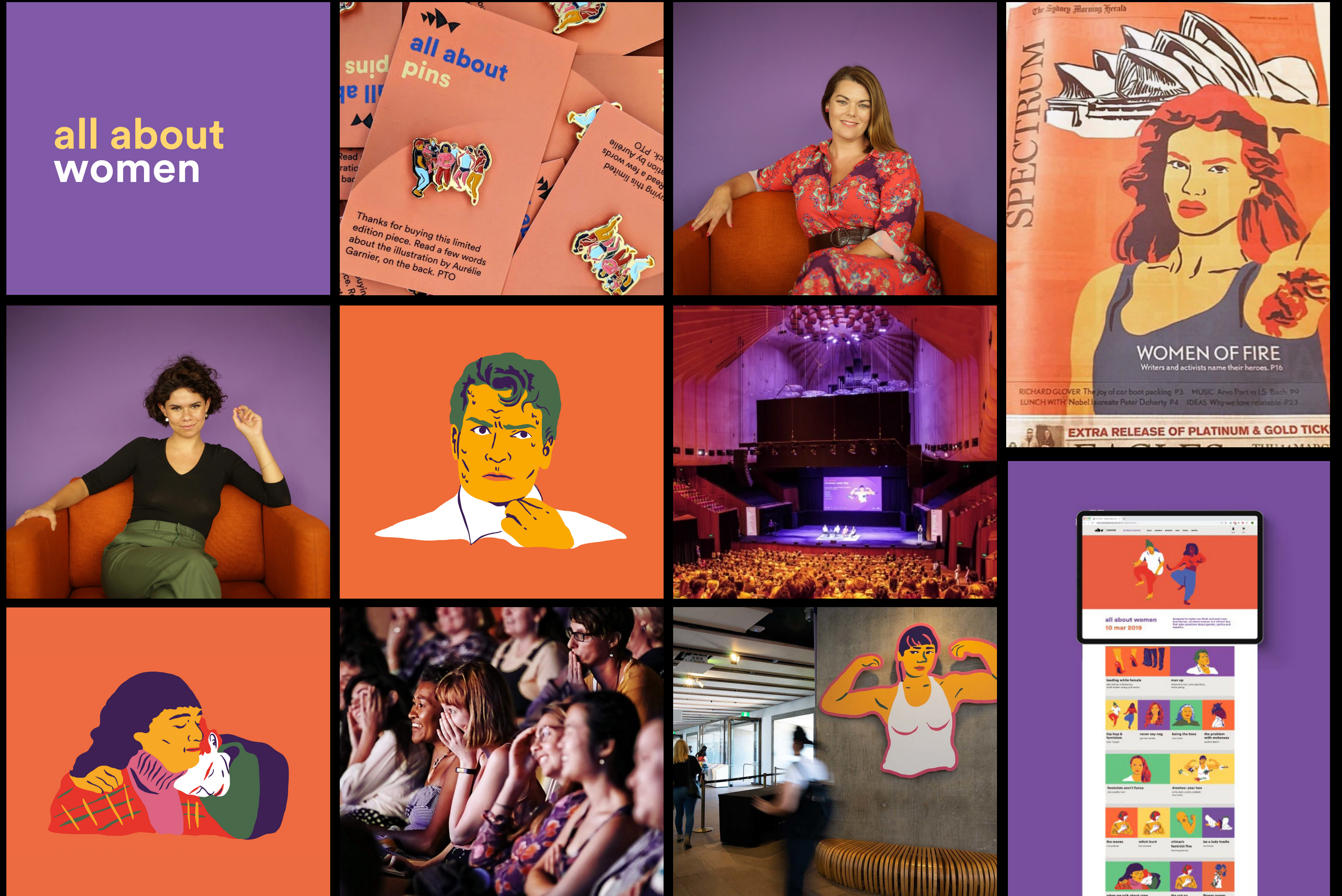
All About Women

Snapchat

Archie Rose

Illustration

15



04. Snapchat



- Boost Lab
- QT Hotel
- All About Women
- Snapchat**
- Archie Rose
- Illustration

Snapchat

About
'Snap to it' aims to educate media and marketing planners. Helpful, clear and concise; it offers actionable insights to busy professionals. Playful as per the Snap brand, but business appropriate. Proving successful, it expanded from the Middle East, to Europe, the UK and Australia.

Outputs
Creative Identity & Naming
Digital Marketing Assets
Monthly eDMs
Social Media Content
Decks and Cheat Sheets

My Role
Lead Designer
Illustrator

Completed at
Hotwire Australia

- Boost Lab
- QT Hotel
- All About Women

Snapchat

Archie Rose

Illustration



Snap to it.

The monthly webinar for
Media & Marketing
Professionals.

From  filters
 to influencers
to content  to
 adverts.

Snapchat

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- Digital Marketing Assets
- Monthly eDMs
- Social Media Content
- Decks and Cheat Sheets

My Role

Lead Designer
Illustrator

Completed at
Hotwire Australia



Boost Lab

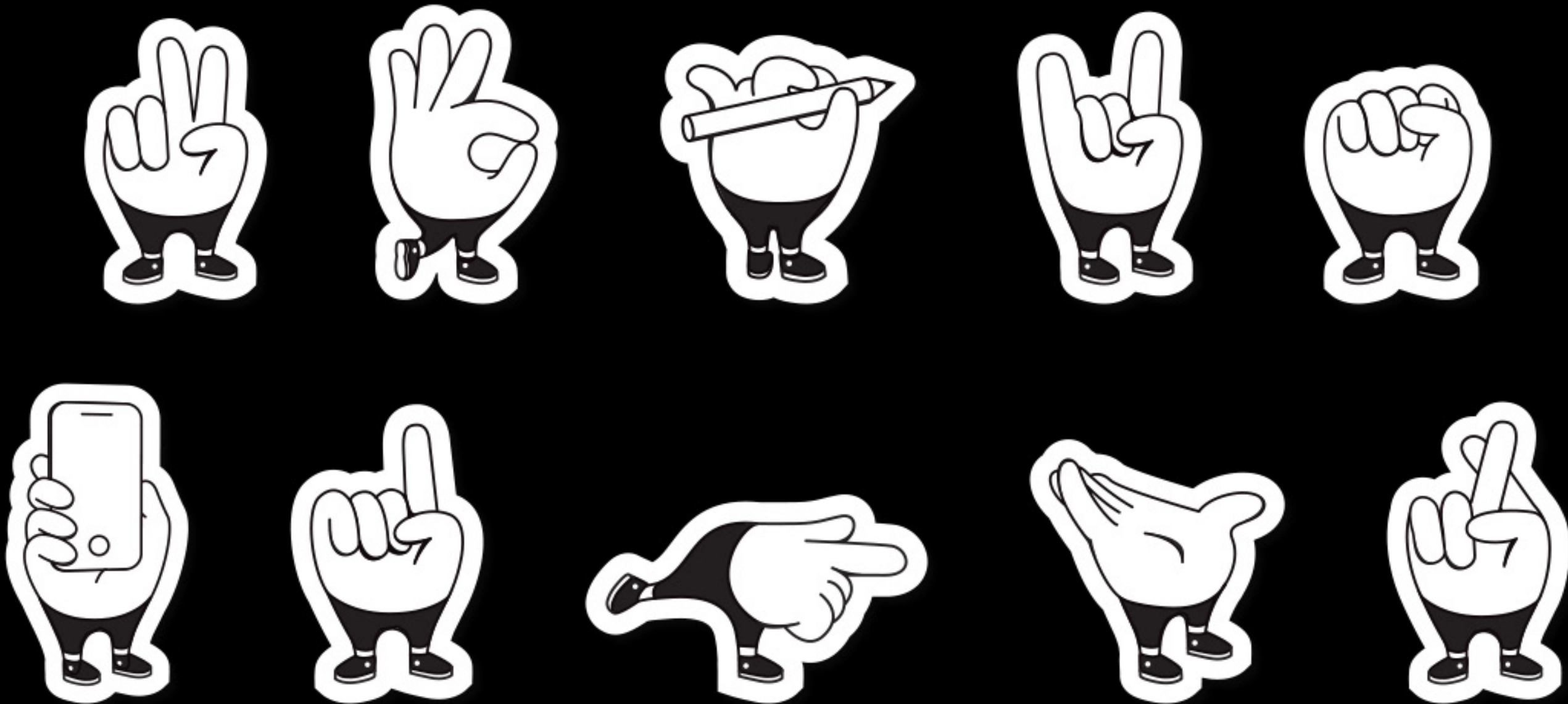
QT Hotel

All About Women

Snapchat

Archie Rose

Illustration



These ‘helping hands’ were designed to point the viewer in the right direction and provide friendly encouragement along the way.

Snapchat

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Monthly eDMs
Social Media Content
Decks and Cheat Sheets

My Role
Lead Designer
Illustrator

Completed at
Hotwire Australia

Boost Lab
QT Hotel
All About Women

Snapchat
Archie Rose
Illustration



How can
Filter ads impact
my clients' 
engagement  ?





How can
AR lenses impact
my clients' 
reach  ?





How can
Story ads impact
my clients' 
ROI  ?





Snap to it.
The monthly webinar for Media
& Marketing Professionals.



When your
clients have
questions...

For a media plan
with less



Snap to it.
The monthly webinar for Media
& Marketing Professionals.

Mapping
media?



Snap to it.
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My Role
Lead Designer
Illustrator

Completed at
Hotwire Australia

- Boost Lab
- QT Hotel
- All About Women

Snapchat
Archie Rose
Illustration

Snapchat for Business
To: JaneSmith@gmail.com



Snap to it. →

WEBINAR 6 · WEDNESDAY 12TH JULY
2PM UAE / 11AM GMT / 12PM CET



Influence & innovation are
the season's top picks. Learn
the Future of Shopping
in Webinar Six!



Snap to it.

Register or Login

Snapchat for Business
To: JohnSmith@gmail.com



Snap to it. →

WEBINAR 4 · TUESDAY 9TH MAY
2PM UAE / 11AM GMT



It's nearly time to get your
high impact, high value tips and
more. Click  now, below
for webinar four

Snap to it.

Register or Login

Snapchat

About
‘Snap to it’ aims to educate media and marketing planners. Helpful, clear and concise; it offers actionable insights to busy professionals. Playful as per the Snap brand, but business appropriate. Proving successful, it expanded from the Middle East, to Europe, the UK and Australia.

Outputs
Creative Identity & Naming
Digital Marketing Assets
Monthly eDMs
Social Media Content
Decks and Cheat Sheets

My Role
Lead Designer
Illustrator

Completed at
Hotwire Australia

Boost Lab

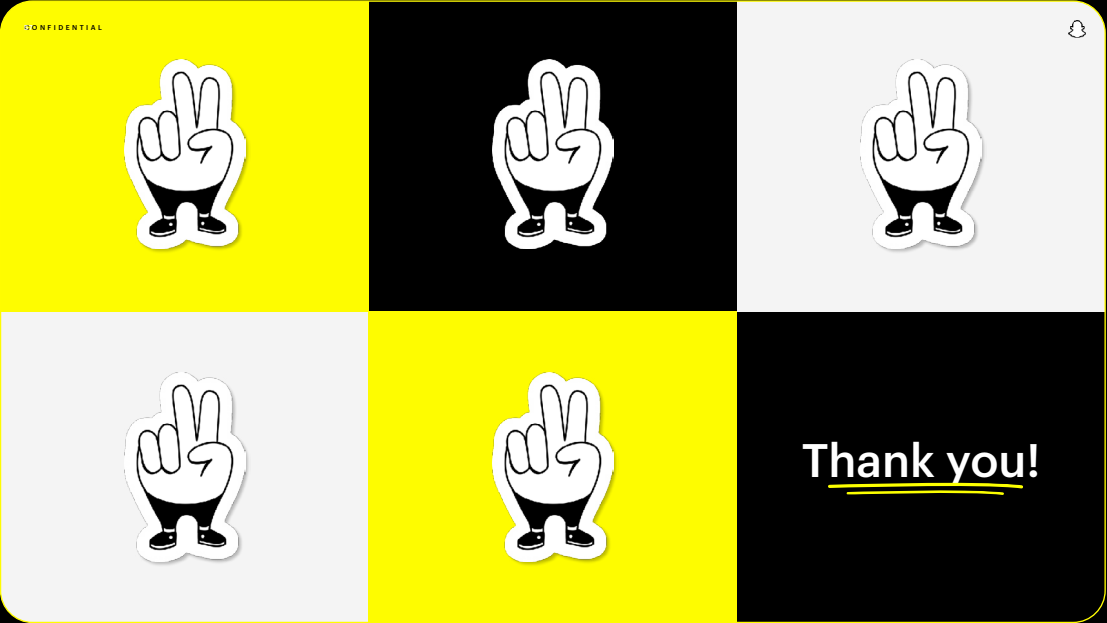
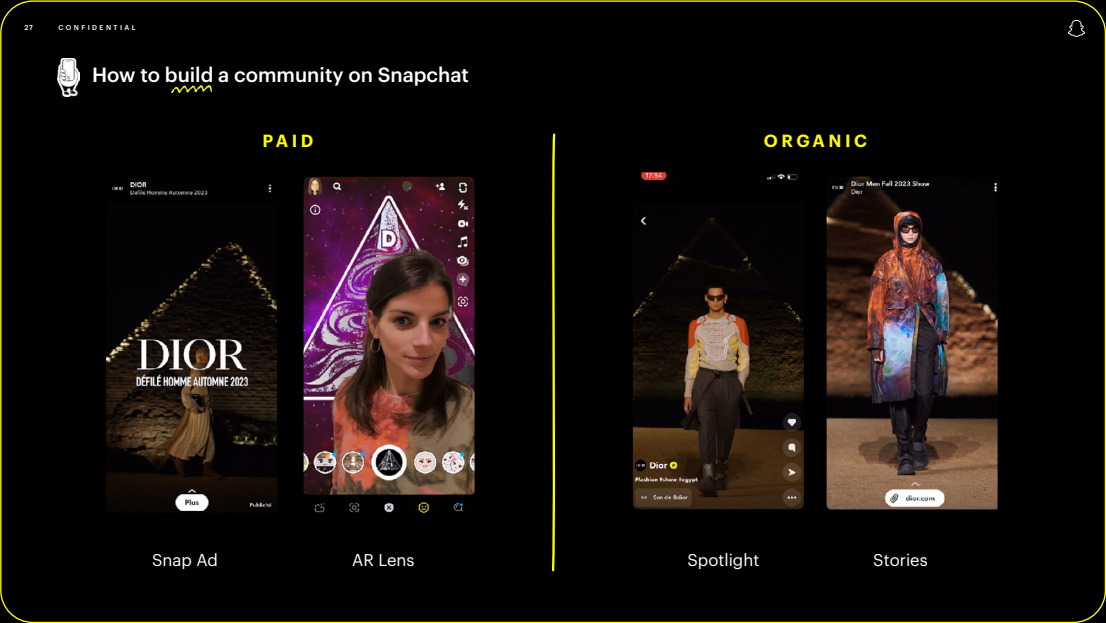
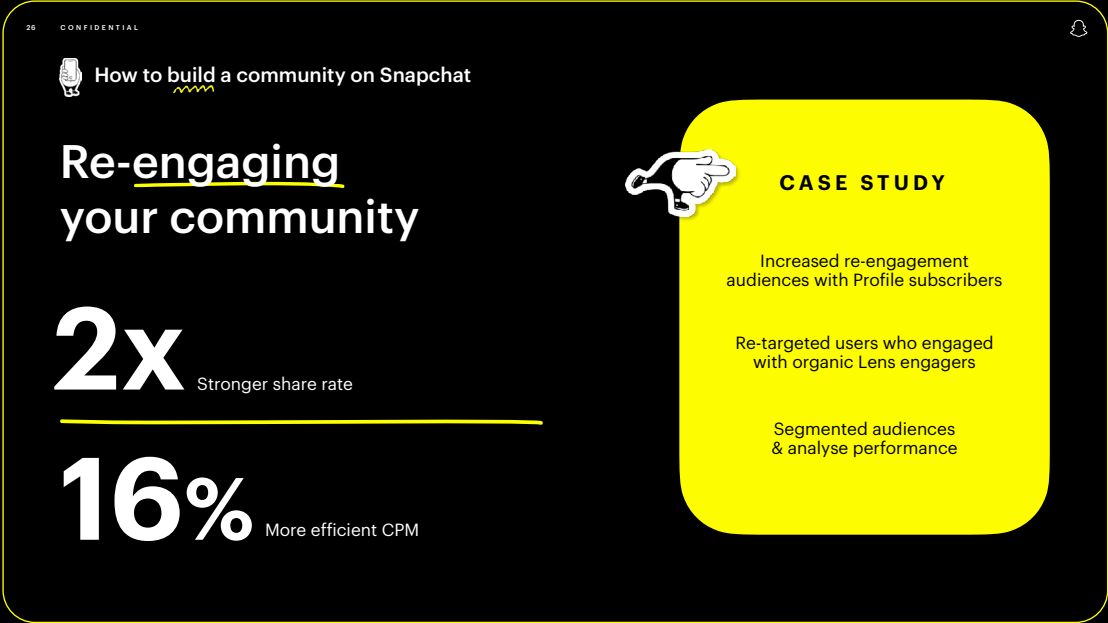
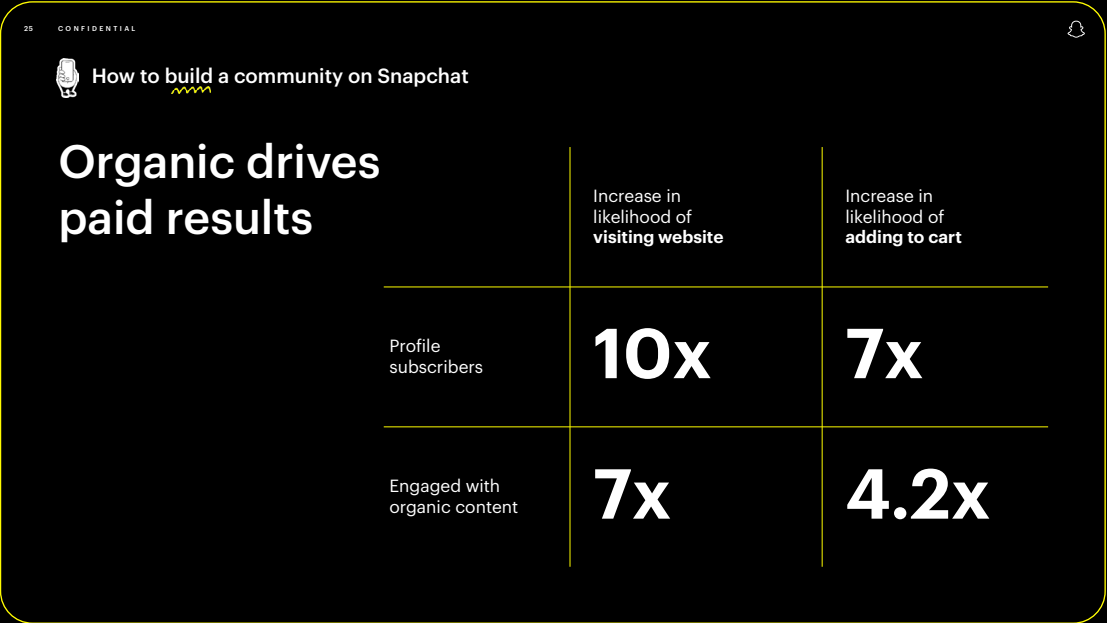
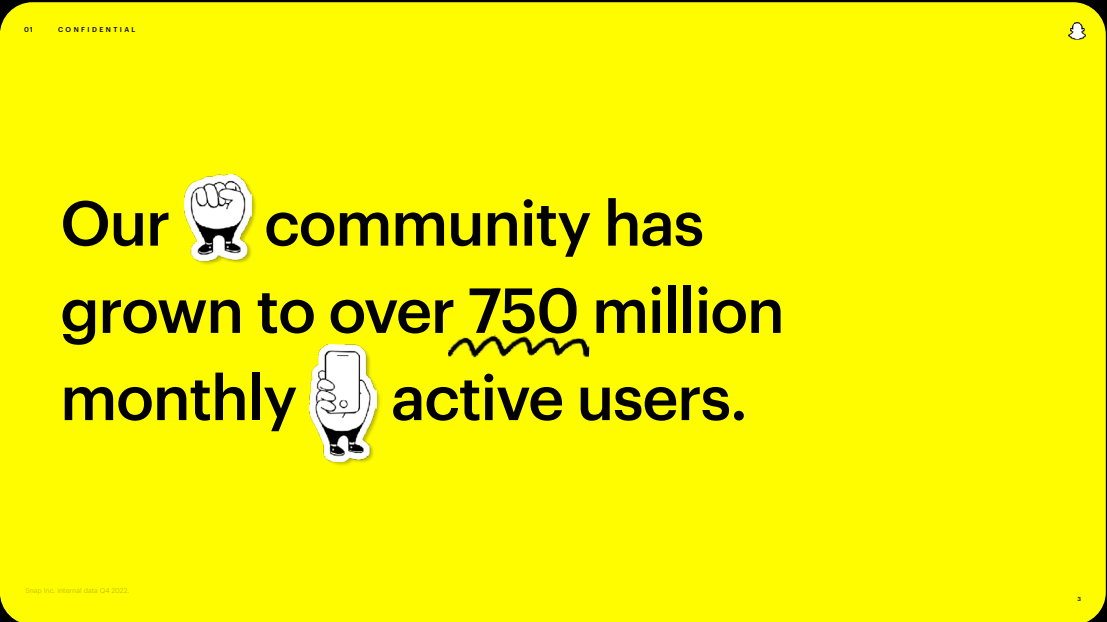
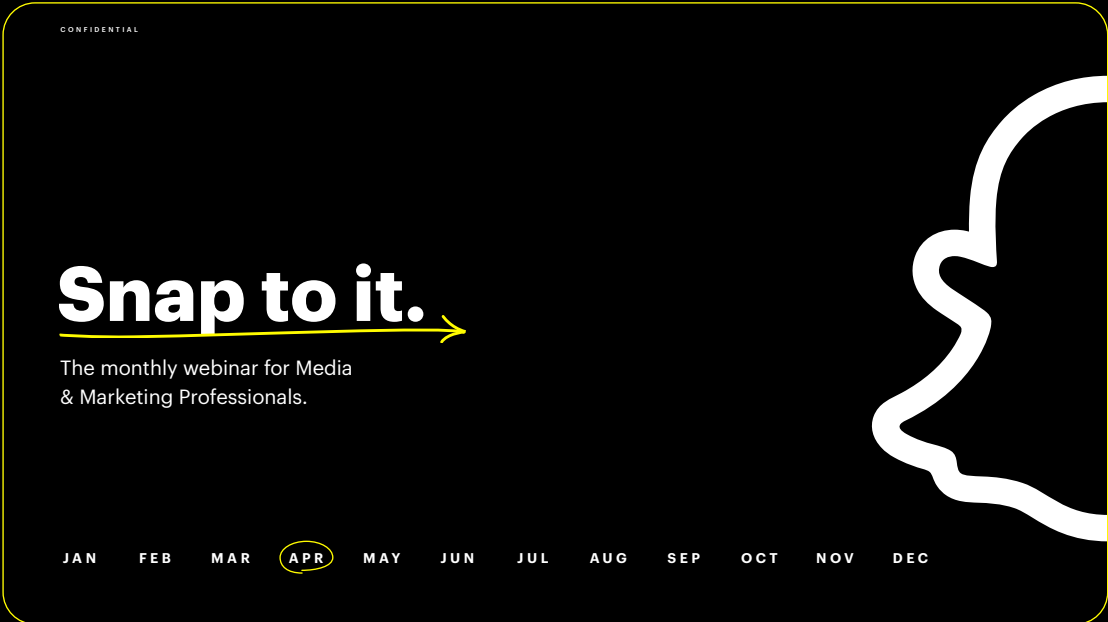
QT Hotel

All About Women

Snapchat

Archie Rose

Illustration



05. Archie Rose Distilling Co.



- Boost Lab
- QT Hotel
- All About Women
- Snapchat
- Archie Rose**
- Illustration

Archie Rose Distilling Co.

About
Archie Rose is an Australian Spirits brand – a dream to work with thanks to their dedication to creativity and high quality packaging. Shown here are a number of bottles I designed with the team at Squad Ink.

Outputs
Packaging
FA

My Role
Designer
Illustrator
Finish Artist

Completed at Squad Ink



- Boost Lab
- QT Hotel
- All About Women
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- Archie Rose
- Illustration



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Boost Lab

QT Hotel

All About Women

Snapchat

Archie Rose

Illustration



06. Illustration



- Boost Lab
- QT Hotel
- All About Women
- Snapchat
- Archie Rose
- Illustration**

Illustration

The following is a sample of my illustration work – some client based, some personal.

Portrait Commission

This was commissioned for a bachelorette party – the muse is Lauren, who’s surprise event entailed a custom blue baby doll dress.

Boost Lab

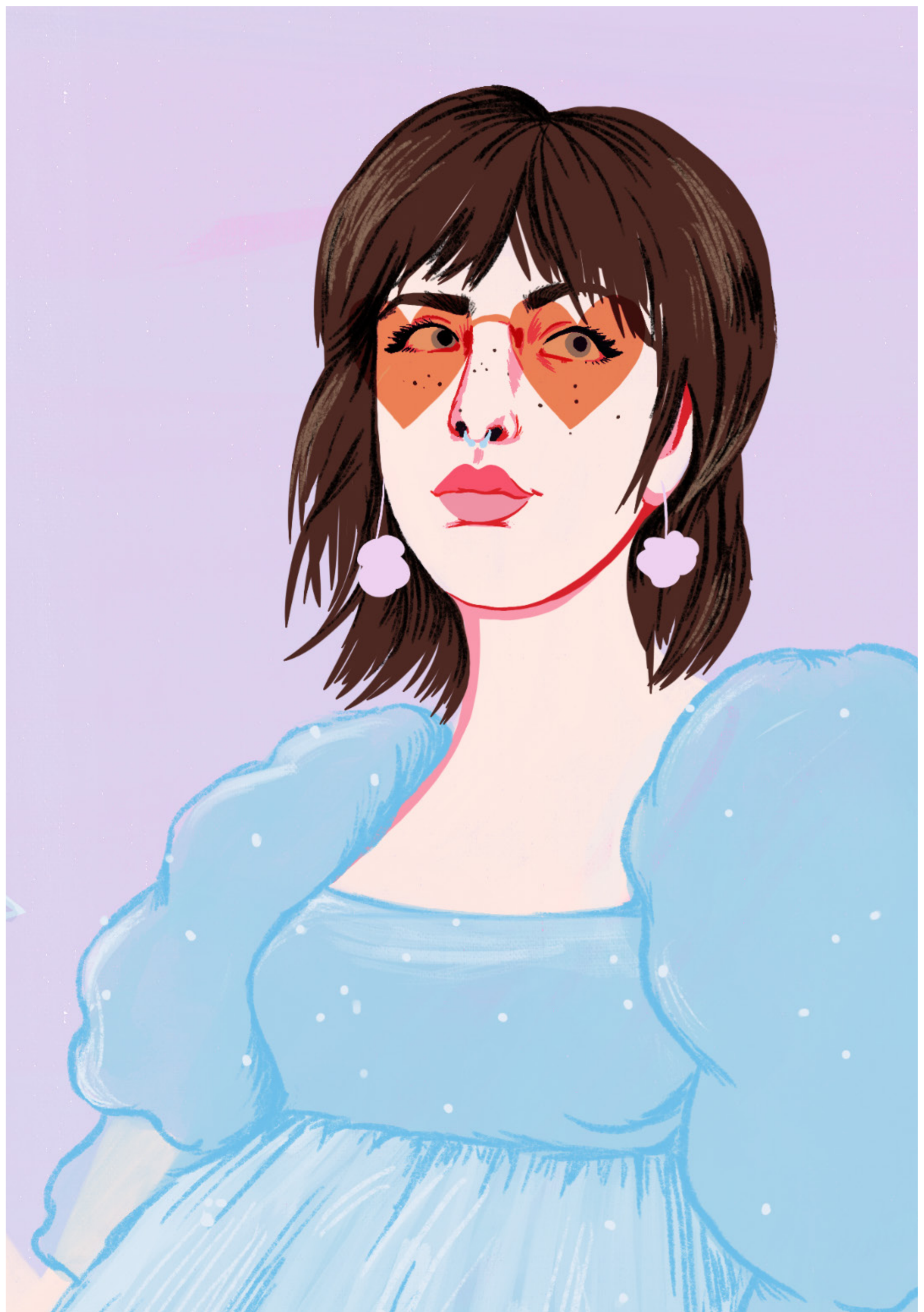
QT Hotel

All About Women

Snapchat

Archie Rose

Illustration



Illustration

Sacred Grounds by Campos

These were completed for Sacred Grounds, a coffee brand owned by Campos, now available in Woolworths.

Completed at Squad Ink.

Boost Lab

QT Hotel

All About Women

Snapchat

Archie Rose

Illustration



Illustration

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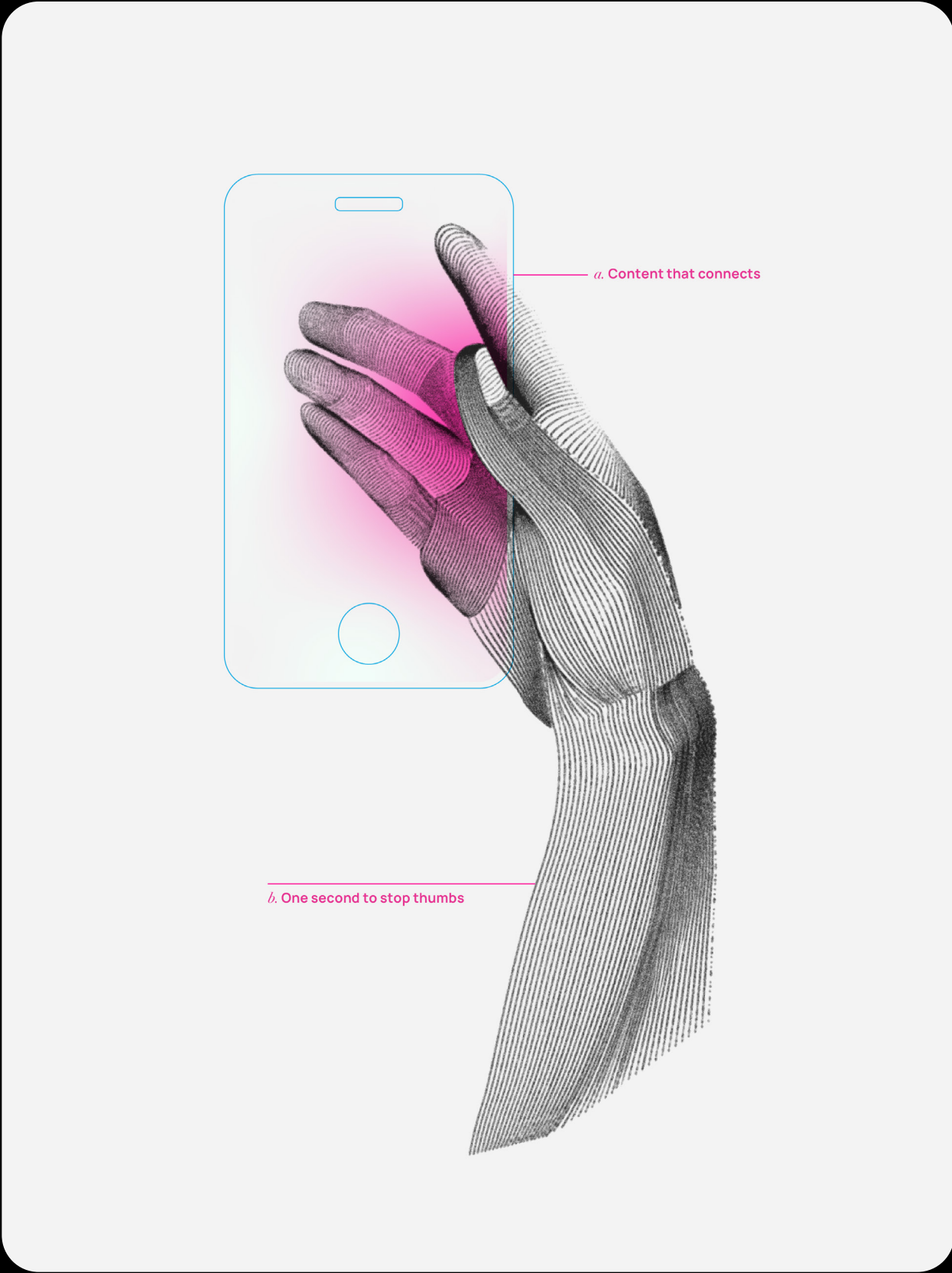
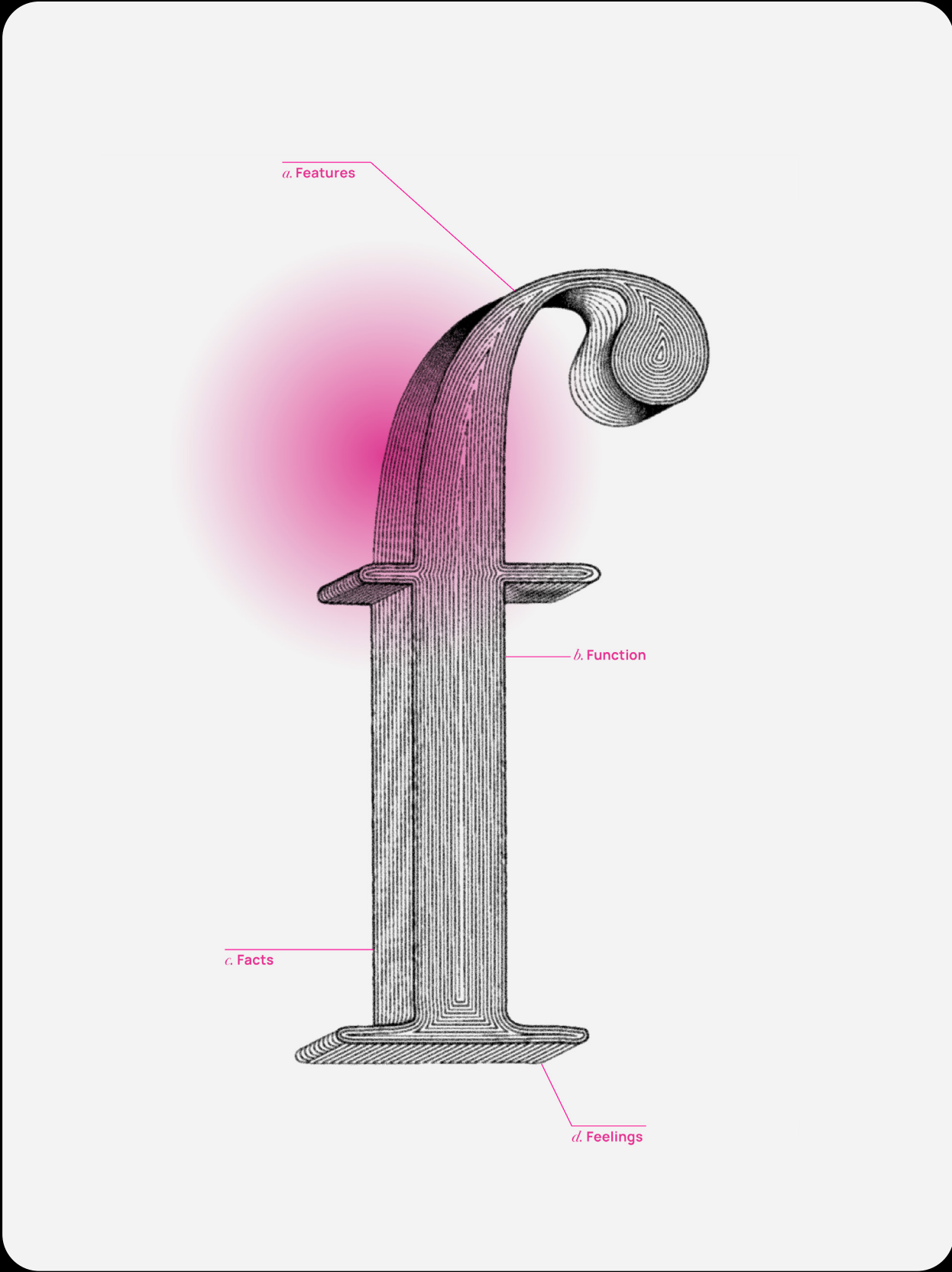
Illustration

University of Sydney
These were created as part of an infographic set for a study completed by the University of Sydney. The subject of the study was semiotics; investigating how audiences interpret symbols, language and colour in tech branding.

Completed at Hotwire



- Boost Lab
- QT Hotel
- All About Women
- Snapchat
- Archie Rose
- Illustration



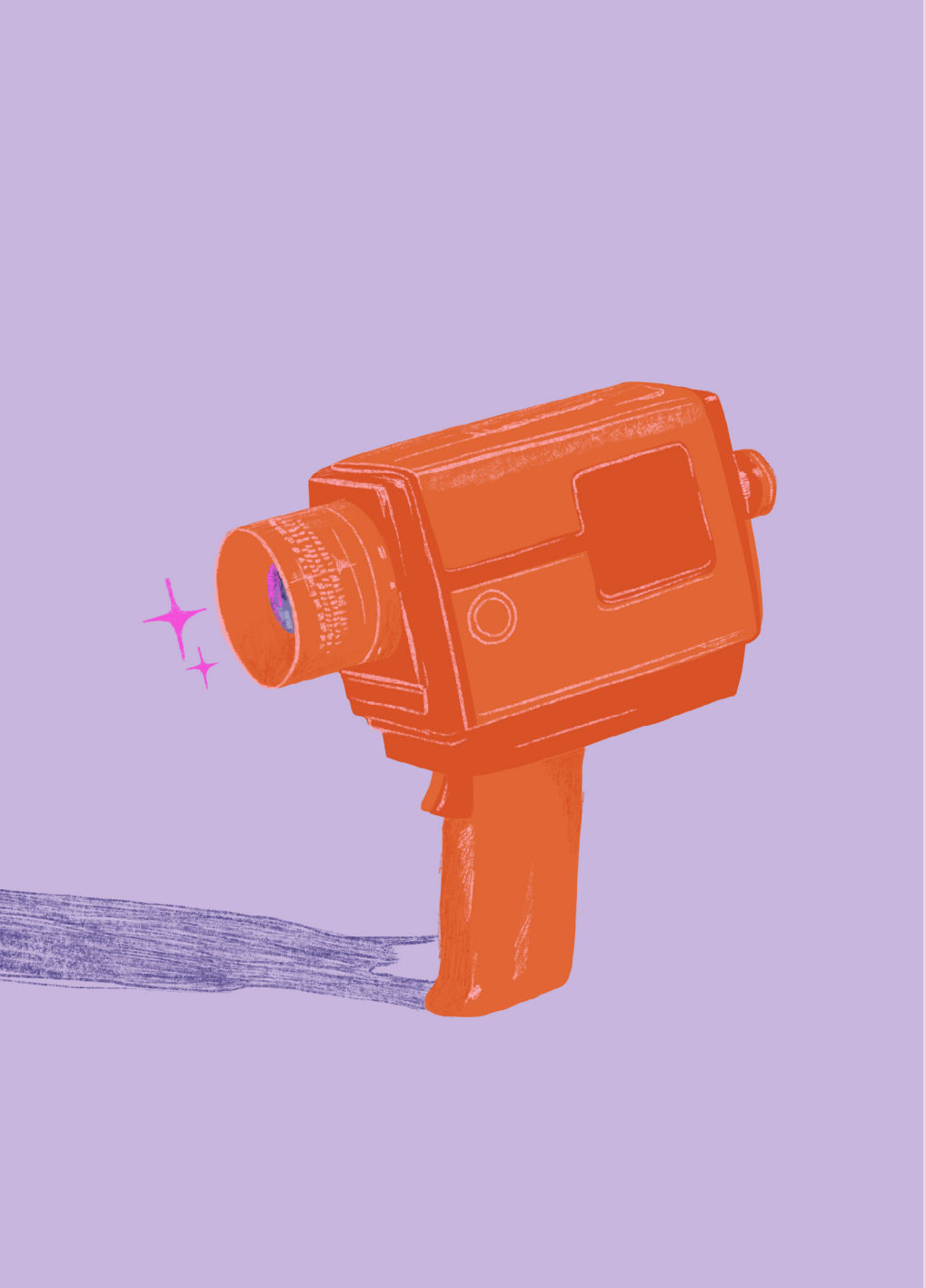
Illustration

Personal Sketches

Left: Flex Mami
Top Centre: Vintage Camera
Top Right: Julia Gillard
Bottom Centre: Tea
Bottom Right: Jim Carrey from
The Mask



- Boost Lab
- QT Hotel
- All About Women
- Snapchat
- Archie Rose
- Illustration



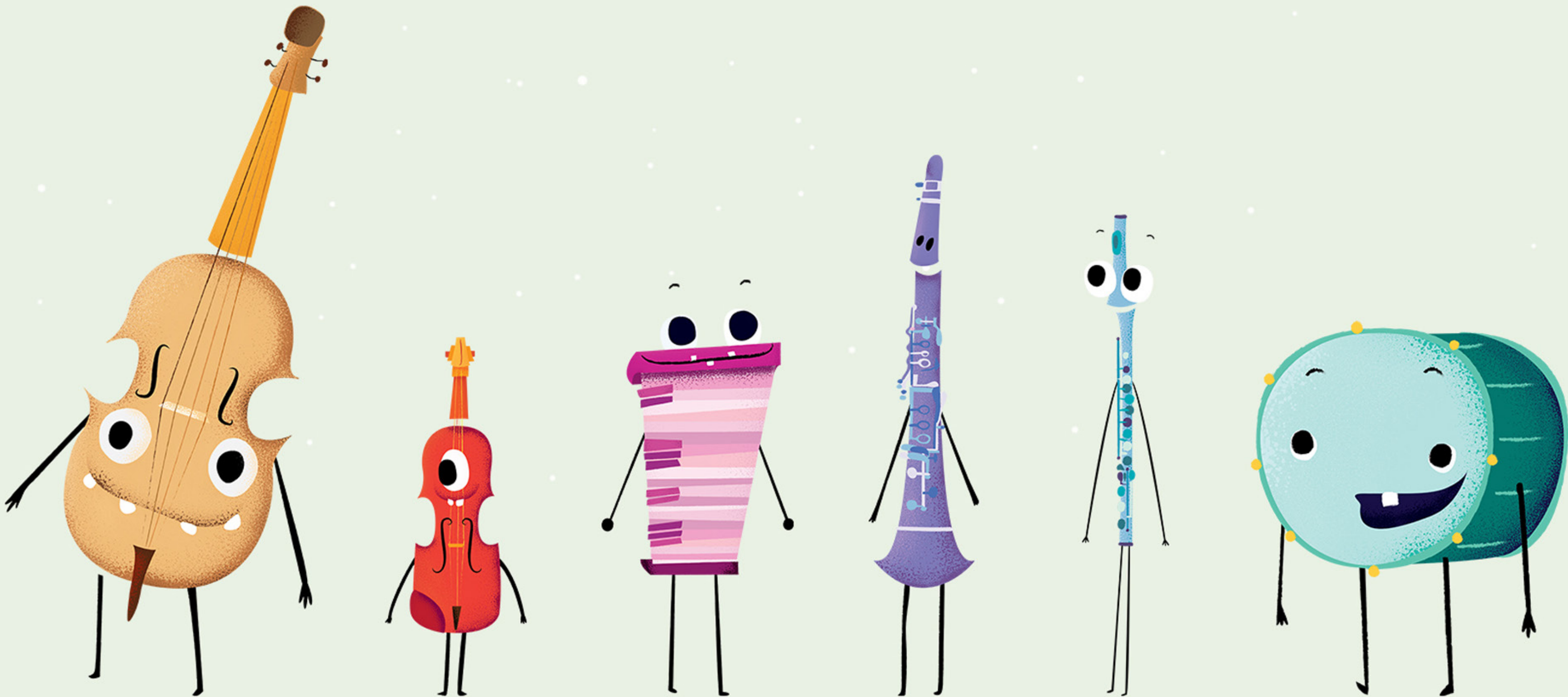
Illustration

ABC Kids
A cast of memorable musical characters, designed to turn loud and sometimes daunting instruments into playful, recognisable friends for little ones. These were used in print and animation.

Created at Sydney Opera House

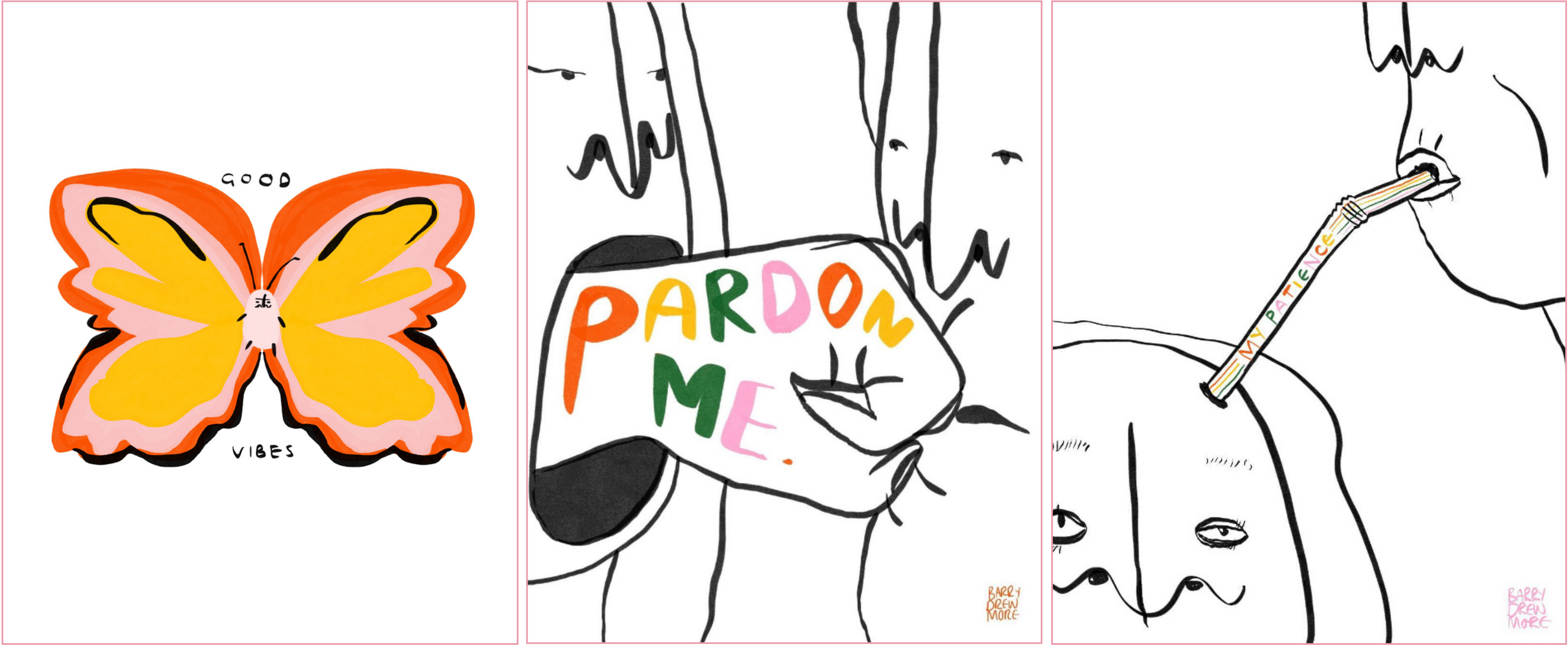


- Boost Lab
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Illustration

Barry Drew More
My personal outlet reserved for creative freedom: no briefs, no heavy lifting— just quick self expression. In essence, it's a bunch of silly drawings which make me (and my mum) laugh. I ran with it for about 1.5 years, picking up a healthy follower count, selling limited edition prints, and creating a few one-off commissions for both followers and 1 or 2 creative studios.



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2024 Portfolio Sample

Thank you

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