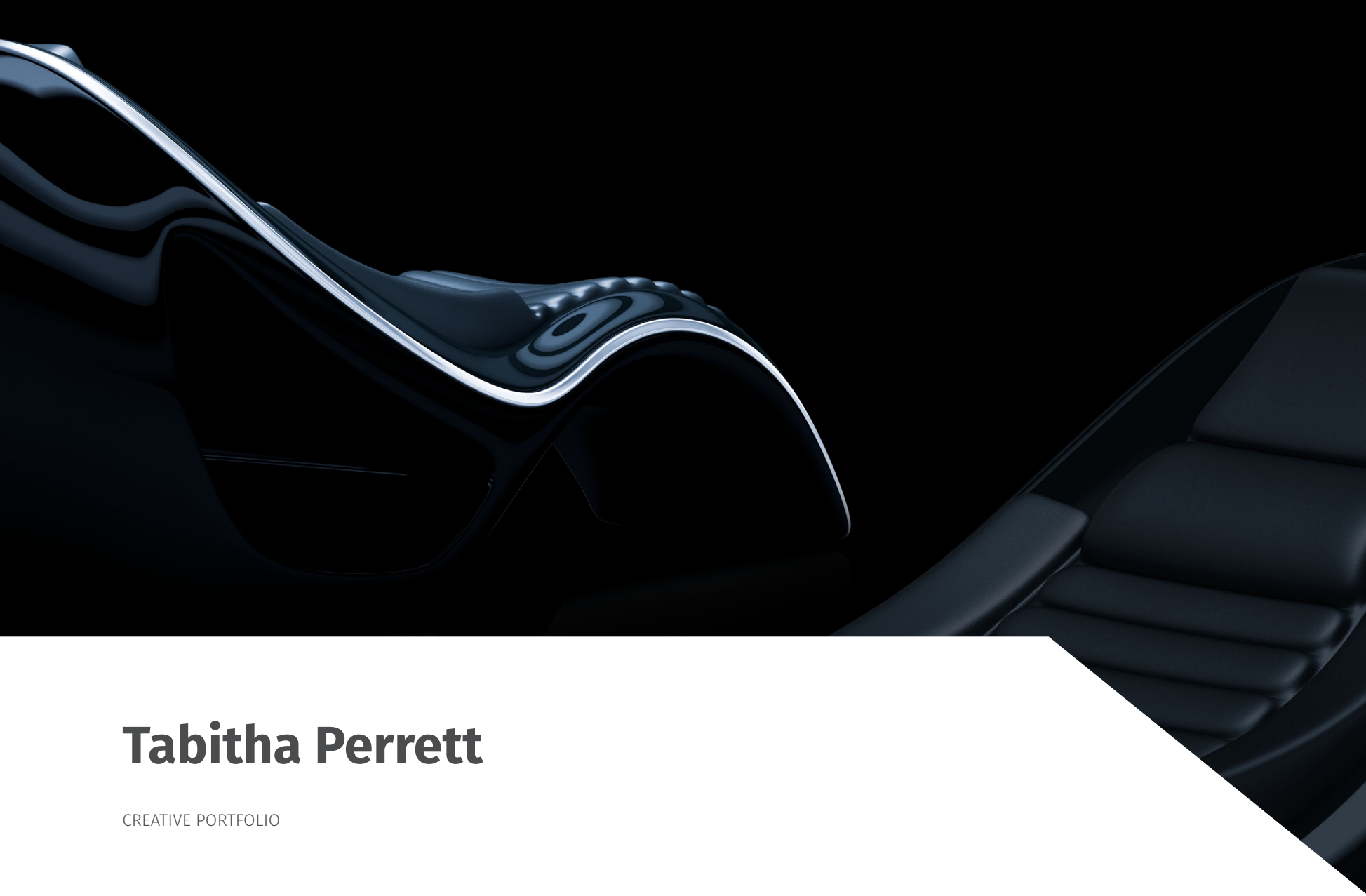




Tabitha Perrett

CREATIVE PORTFOLIO

GRAPHICS DESIGN // WEB DESIGN // PHOTOGRAPHY // VIDEOGRAPHY

2018 - 2020

SINCE 2018



The best way to
predict the future is to
create it.

- Abraham Lincoln.

Content



01

Saber Apparel

LOGO DESIGN . 06
BRANDING . 07
SOCIAL CONTENT . 08



03

Procell Health

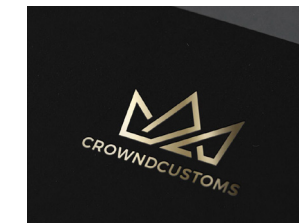
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Talent is good.
Practise is better.
Passion is best.

 **SABER**

CREATIVE DIRECTION & MANAGEMENT

**01**

Saber Apparel

Saber is a new fitness apparel brand established this year that I've been working on; from the logo creation, brand identity and social media management. Myself and the founder have established a solid business with people purchasing and loving the brand and its apparel worldwide.



CLIENT
OWEN MAI
FOUNDER OF SABER

PROJECT DATE
AUGUST 2020

APPS USED
ADOBE ILLUSTRATOR

Logo Design

A simple but significant design. A design that relates to a Saber Tooth Tiger and represents an elegant fitness apparel brand.



CLIENT
SABER APPAREL

PROJECT DATE
JULY 2020

APPS USED
ADOBE INDESIGN
ADOBE PHOTOSHOP

PROJECT SITE
WWW.SABERAPPAREL.COM

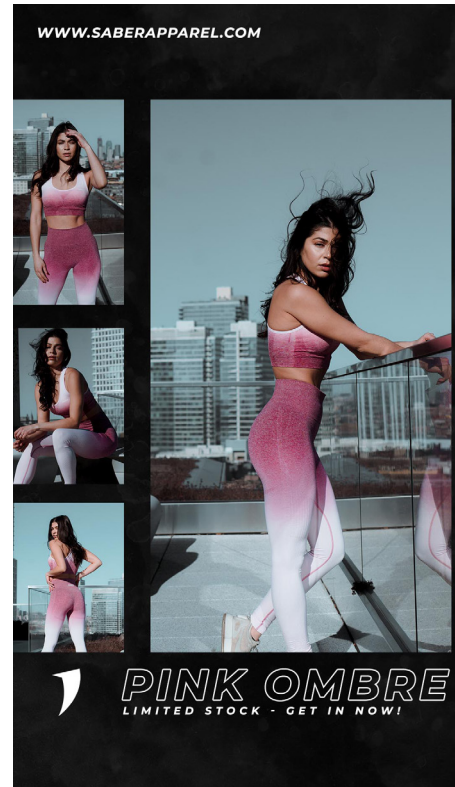
Saber Apparel

After working on the logo I quickly became hired to create numerous other products for the brand including business cards, parcel bags, promotional materials and more.



Content Creation

Content creation for facebook ads and instagram stories which helped generate more sales and attracted people to the brand which increased followers and engagement on all social accounts.



CLIENT
SABER APPAREL

PROJECT DATE
JUNE 2020

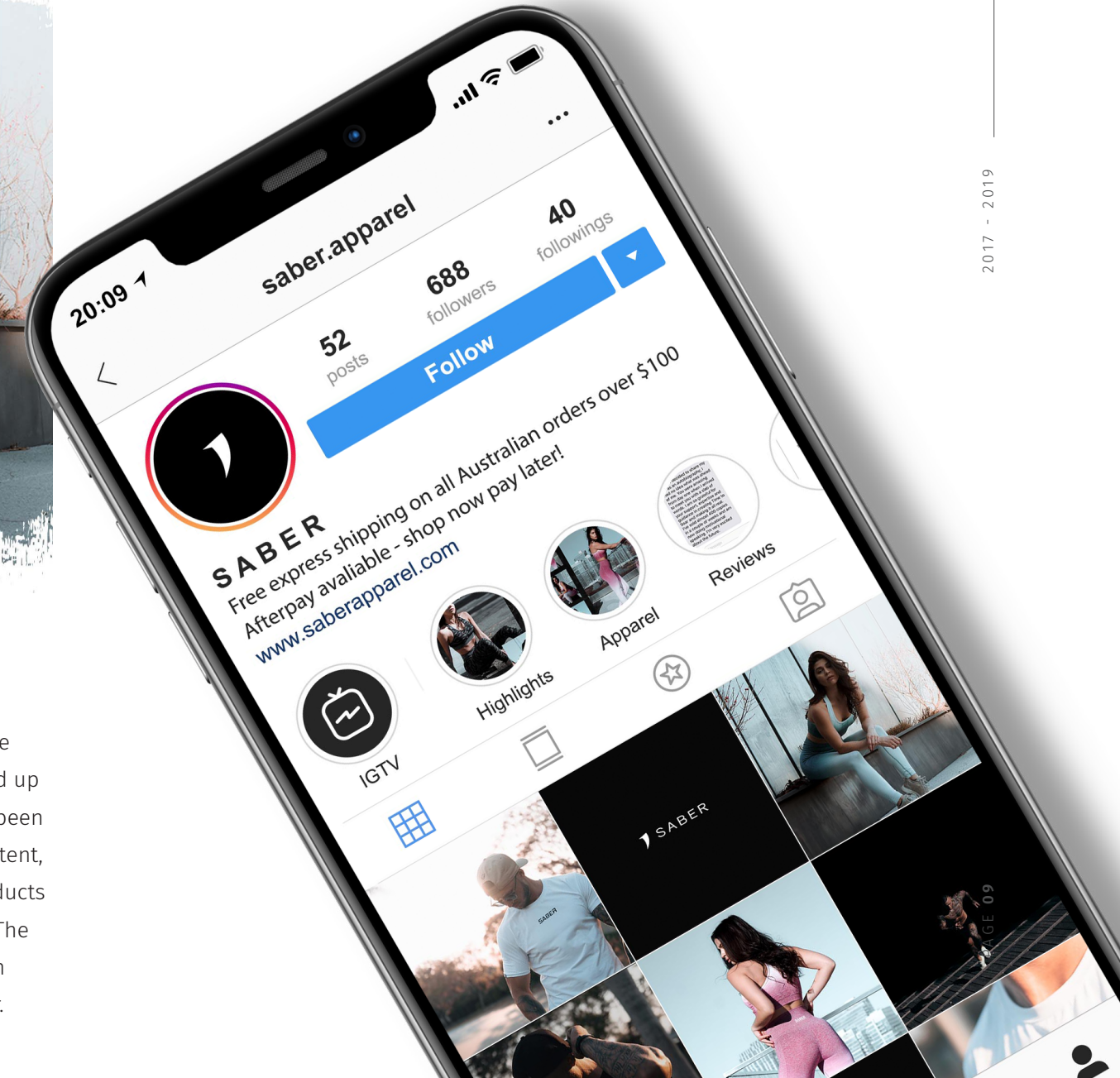
APPS USED
ADOBE PHOTOSHOP

PROJECT SITE
WWW.SABERAPPAREL.COM



Social Media Managing

As a Social Media Manager for Saber Apparel, I've executed various social media strategies to build up engagement, brand identity and sales. This has been achieved through daily posting, high quality content, collaborating with influencers who love our products and building-up a solid social media presence. The account is quickly approaching 1k followers even though the brand was only established this year.



Promotional Materials

Responsible for all the design elements for the brand from the logo creation to the coupon creation. This includes photo editing, content creation and overall branding.

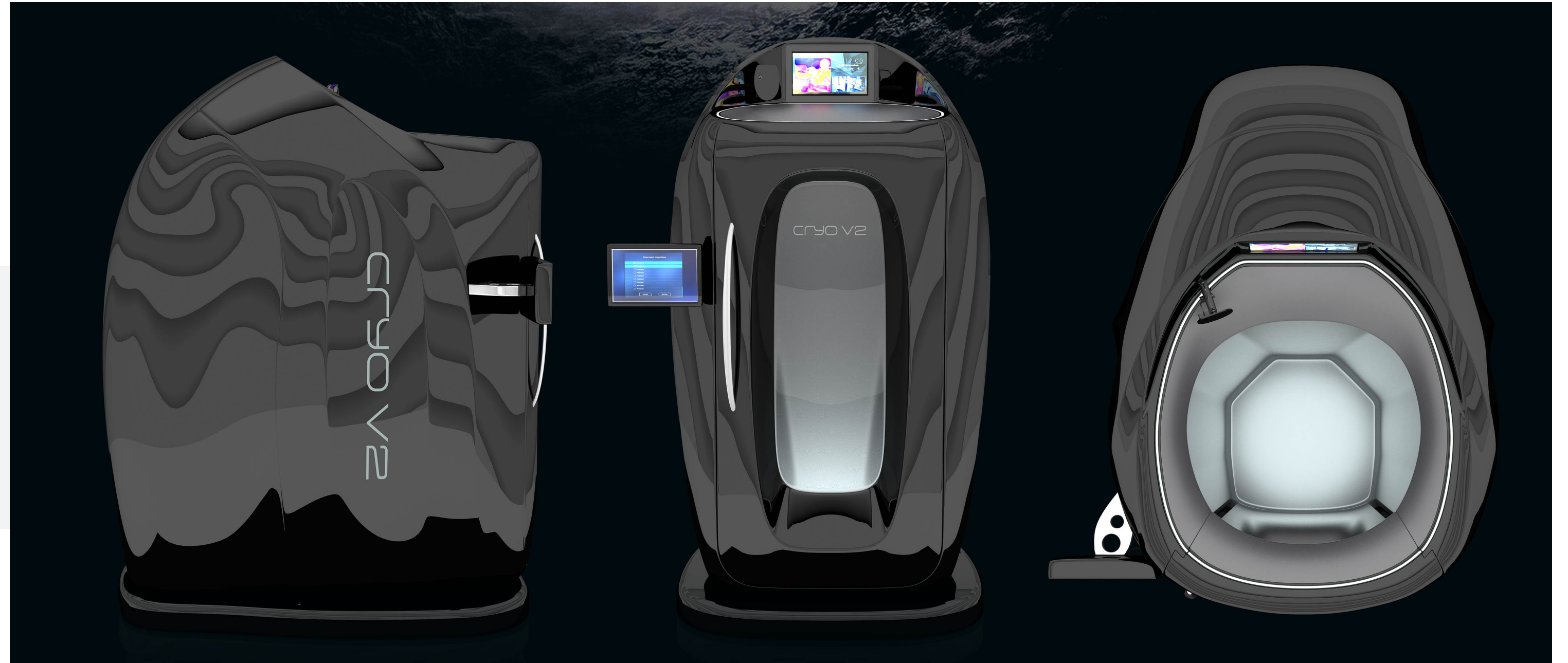


Discount Voucher

02

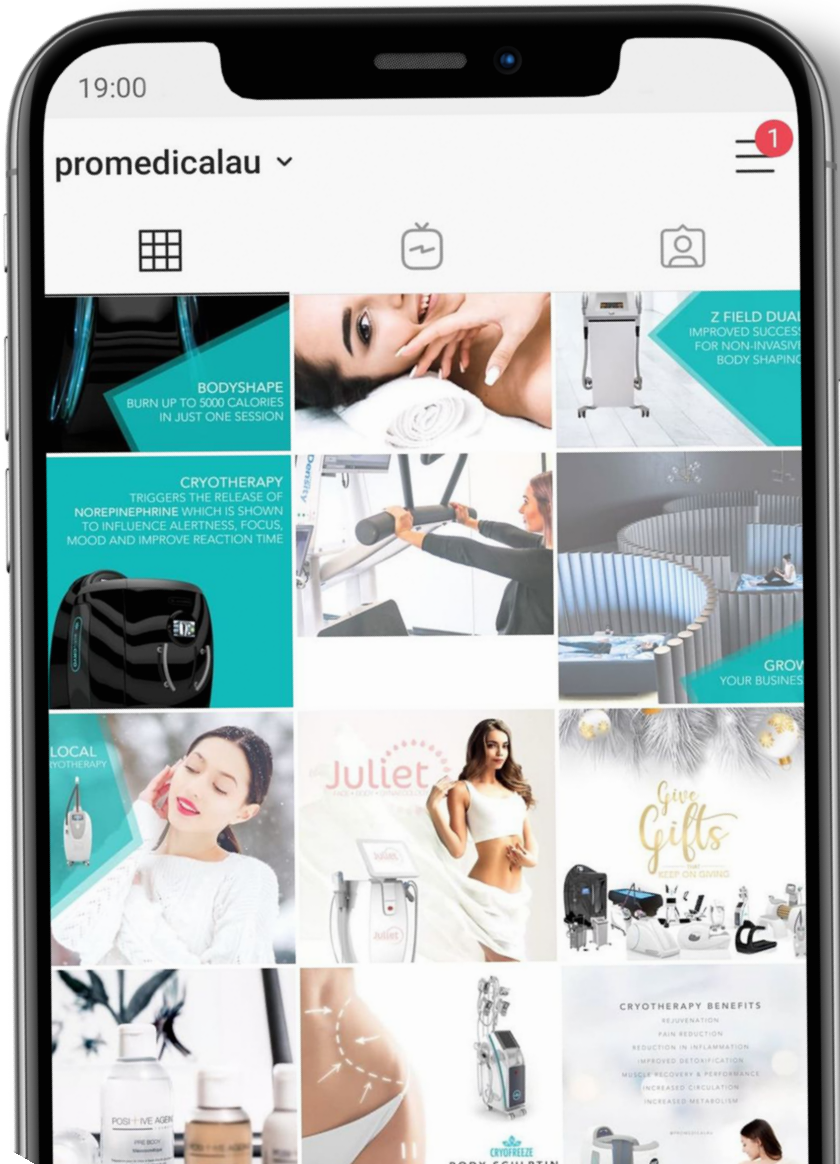
Promedical Equipment

Manufacturers and distributors of world-class innovative medical, aesthetic and wellness devices. Bringing the latest technology into studios, salons and clinics nationwide.



Pudandipsame dolupta.

Social Media Management



Web Design and Management

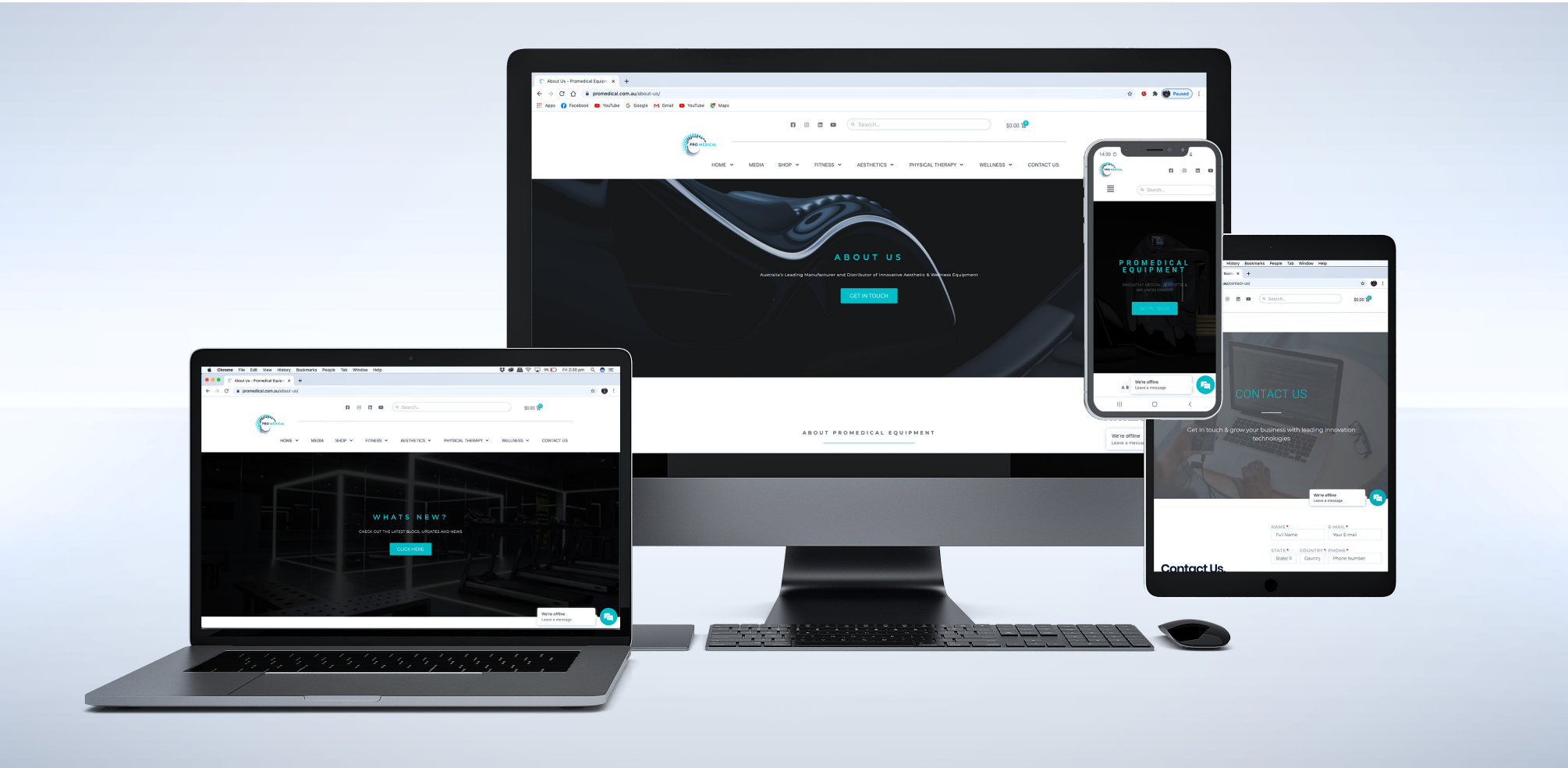
Created and managed the entire Promedical Equipment website using Wordpress and Elementor. I frequently implemented various updates to make sure the website was up to date and one-step ahead of it's competitors. This has been achieved through a seamless design that is responsive between Desktop, Mobile and Tablet, giving customers a consistent experience no matter what platform they are accessing the website from.

CLIENT
PROMEDICAL EQUIPMENT

PROJECT DATE
NOVEMBER 2019

APPS USED
WORDPRESS & ELEMENTOR

PROJECT SITE
WWW.PROMEDICAL.COM.AU





Brochure Design

Being a medical distribution company we collaborated with a lot of equipment manufacturers. One of them being a company called Vacuactiv, using their product images I designed 30+ brochures for their equipment.

CLIENT

PROMEDICAL X VACUACTIV

PROJECT DATE

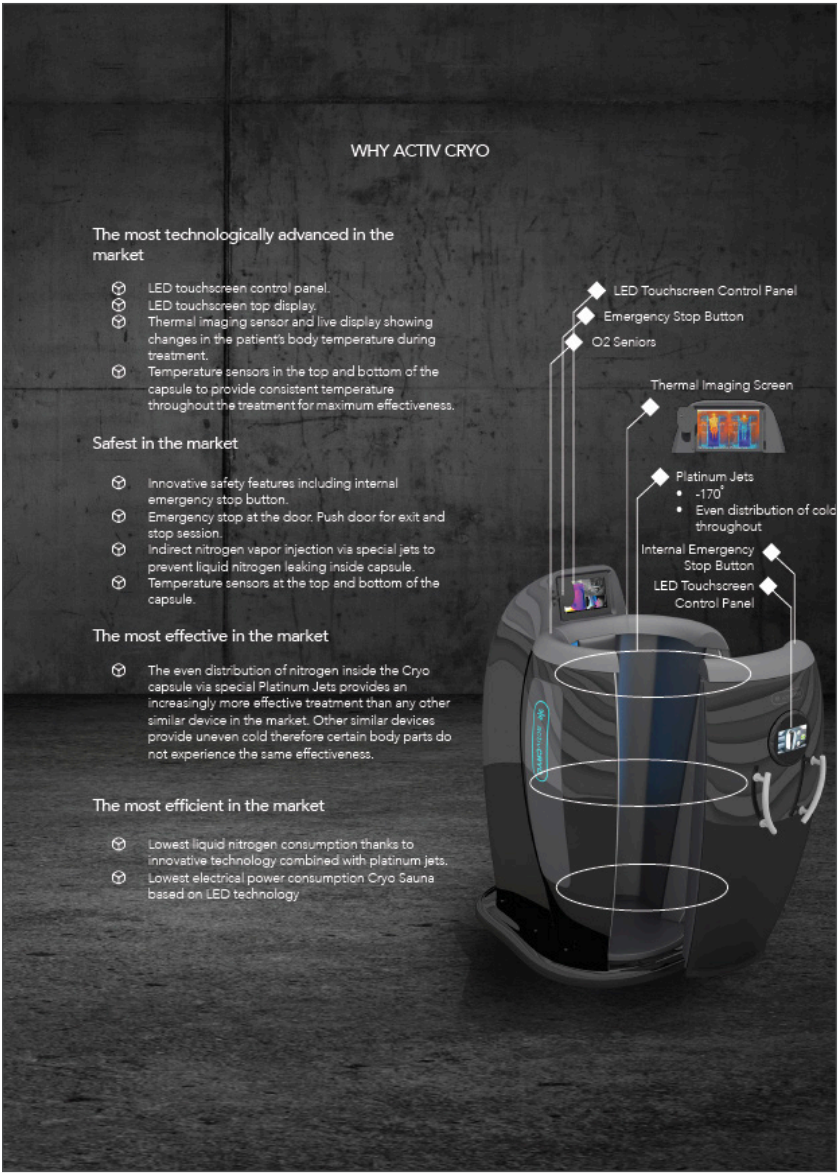
SEPTEMBER 2019

APPS USED

ADOBE INDESIGN X PHOTOSHOP

PROJECT SITE

WWW.PROMEDICAL.COM



Brochure Design

Using a range of apps from the Adobe Suite including InDesign, Photoshop and Illustrator I created numerous visually aesthetic brochures with insightful product descriptions, infographics, images, charts and descriptions.

CLIENT

PROMEDICAL X VACUACTIV

PROJECT DATE

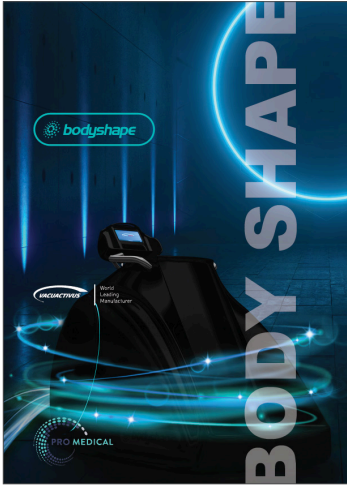
SEPTEMBER 2019

APPS USED

ADOBE INDESIGN X PHOTOSHOP X ILLUSTRATOR

PROJECT SITE

WWW.PROMEDICAL.COM



Branding

As the main designer I was in charge of all the branding for Promedical from stationary, letterheads to web design and promotional photography and videography.

CLIENT
PROMEDICAL EQUIPMENT

PROJECT DATE
JULY 2020

APPS USED
ADOBE INDESIGN



www.promedical.com.au

Videography

I was in charge of everything photography and videography related including writing scripts, conducting interviews, filming, video and sound editing, motion graphics and more.

CLIENT
PROMEDICAL EQUIPMENT

PROJECT DATE
2019 - 2020

APPS USED
ADOBE PREMIERE
ADOBE AFTER EFFECTS

CAMERA
CANNON 80D



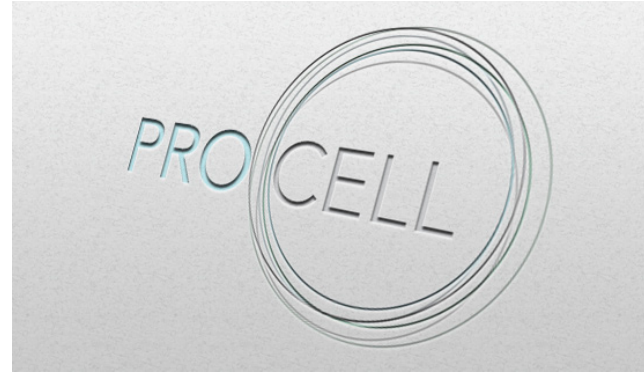
Pudandipsame dolupta.



Pudand ipsame dolupta.

03 Procell Health

Procell Health is a health and wellness business located in Meblourne, VIC. I was responsible for the overall creative direction including branding, logo creation, photography, videography, social media management and more.



CLIENT
PROCELL HEALTH

PROJECT DATE
DECEMBER 2019

APPS USED
ADOBE ILLUSTRATOR

PROJECT SITE
WWW.PROCELLHEALTH.COM

Logo Design

Clean, calm design related to medical services and wellness. Played around with various DNA and cell-like icons.



Branding

Procell Health focuses on a modern, clean, teal design to represent health and wellness. This is shown through out their stationary, folders, promotional materials etc.

CLIENT
PROCELL HEALTH

PROJECT DATE
JANUARY 2020

APPS USED
ADOBE ILLUSTRATOR
ADOBE PHOTOSHOP



Letterhead Design

CLIENT
PROCELL HEALTH

PROJECT DATE
JANUARY 2020

APPS USED
ADOBE INDESIGN

Pudandipsame dolupta.



Photography

Travelled to Melbourne numerous times to photograph and showcase the equipment at Procell Health Centre. Using it for our both our website and socials.



CLIENT
PROCELL HEALTH

PROJECT DATE
2019 - 2020

CAMERA
CANNON 80D

APPS USED
ADOBE PHOTOSHOP

Service List, Gift Cards & Brochures

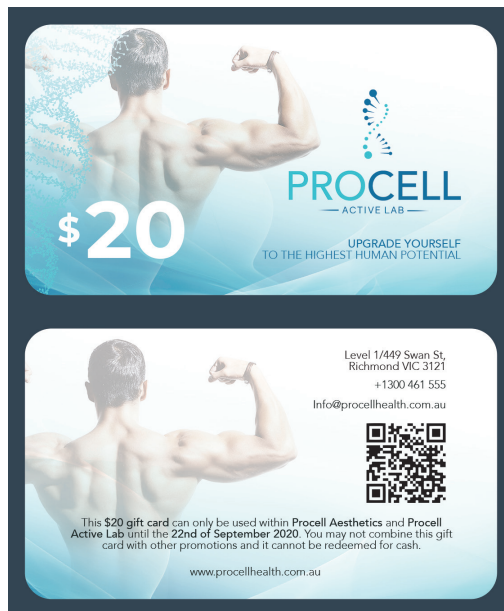
Created all the promotional products including service lists, brochures and giftcards.

CLIENT
PROCELL HEALTH

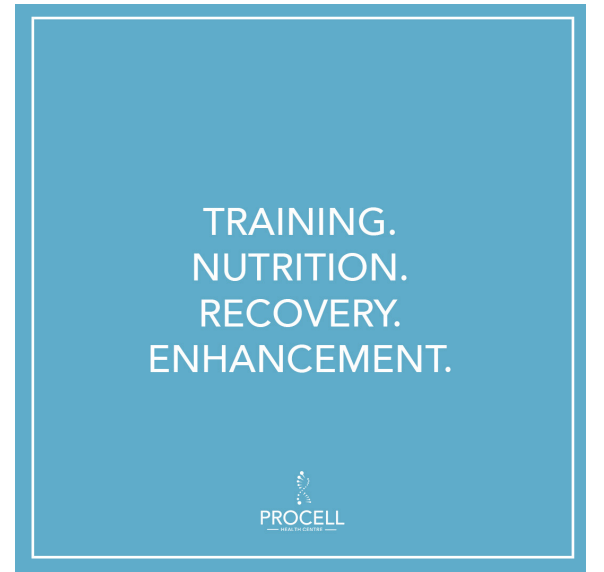
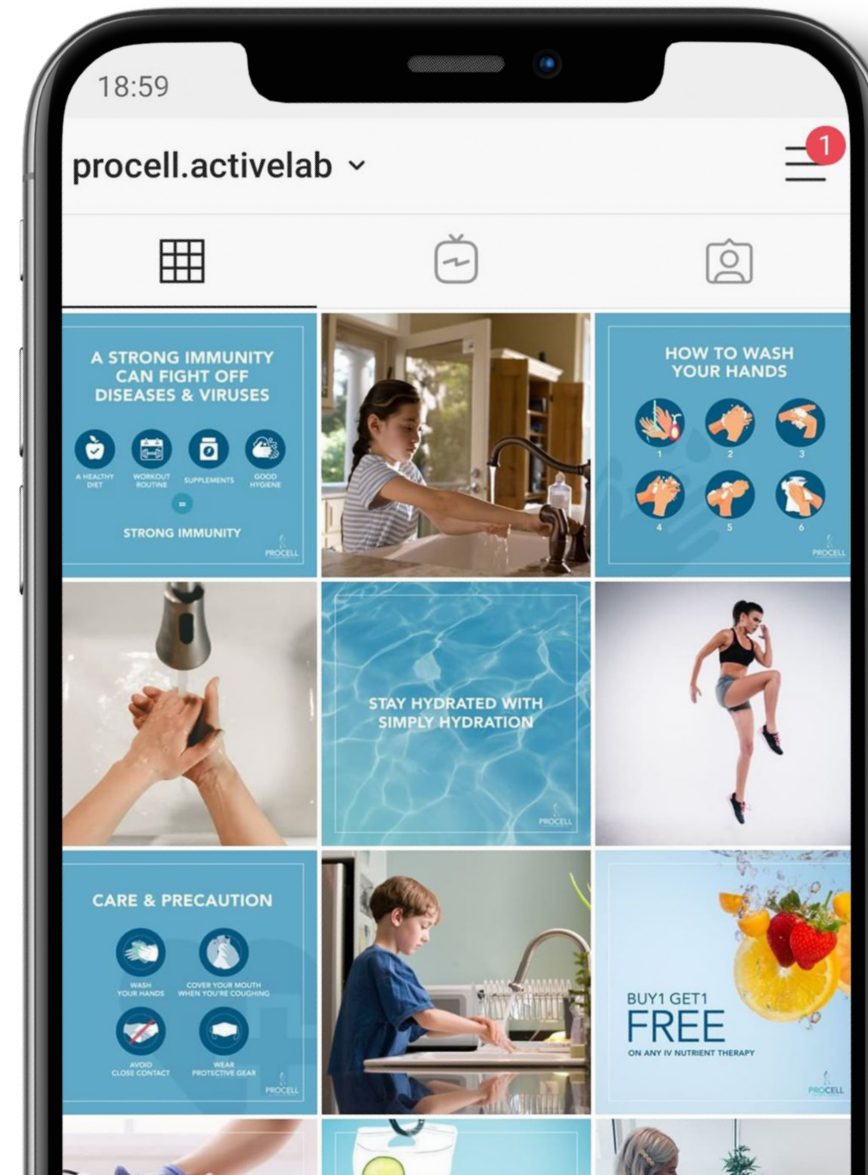
PROJECT DATE
DECEMBER 2019

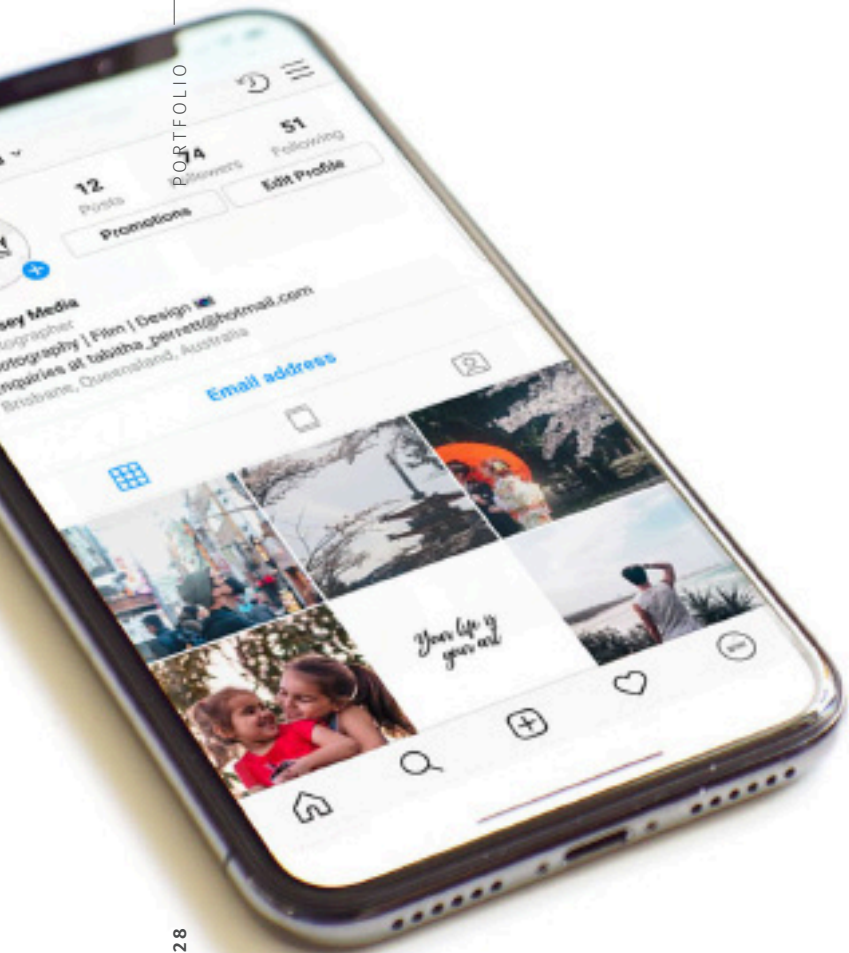
APPS USED
ADOBE ILLUSTRATOR
ADOBE PHOTOSHOP

PROJECT SITE
WWW.PROCELLHEALTH.COM

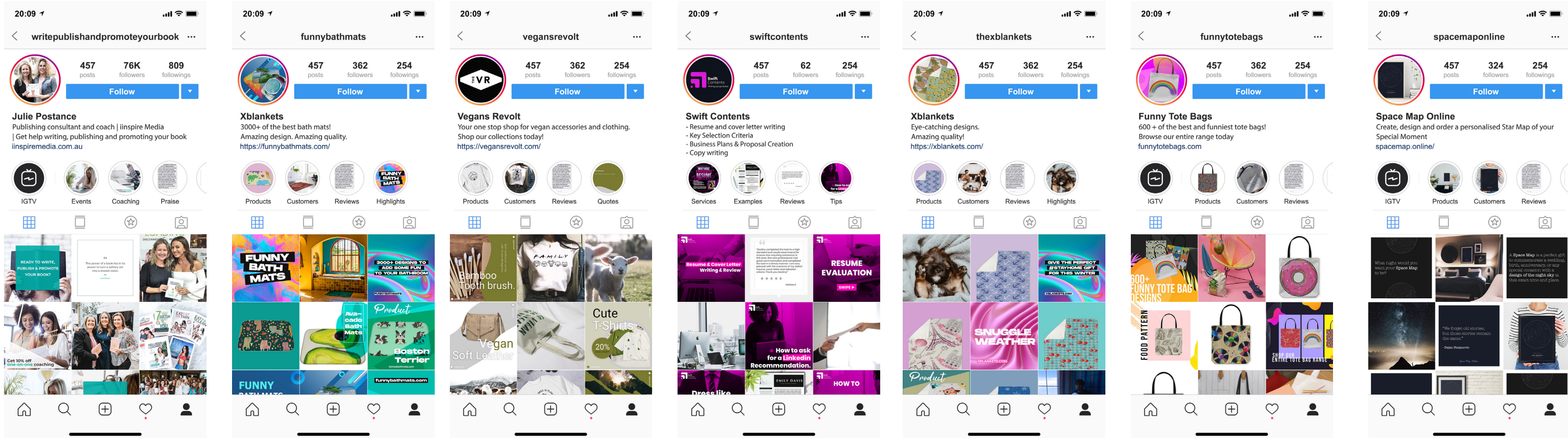


Social Media Management





Denimol upation.



Social Media Manager

With over 2 years as a social media manager and working with 20+ business over various social media channels I can confidently say this area is one of my strongest points.

CLIENT
VARIOUS COMPANIES

PROJECT DATE
2018 - 2020

APPS USED
ADOBE PHOTOSHOP
LATER.COM



CLIENT
URBAN EDGE

PROJECT DATE
JUNE 2018

APPS USED
ADOBE ILLUSTRATOR
ADOBE PHOTOSHOP

What I'll Bring

A MARKETING STRATEGY

Meet and discuss strengths, weaknesses, opportunities and threats for the brand. Discuss goals, growth and how to exceed current statistics while maintaining current brand identity, values and delivering regular high quality social media content

EXPERIENCE

Solid Graphic Design and digital content creation experience for various media platforms including Facebook and Instagram

ABILITY

Technical ability to produce, edit and create video content as well as graphic and asset design

KNOWLEDGE

An excellent understanding of social media trends, latest digital tools, platforms and tech to leverage branding opportunities

SOFTWARE SKILLS

Advanced knowledge of Adobe Programs: Photoshop, Lightroom, InDesign, Illustrator, Premiere Pro & After Effects

CREATIVE ABILITY

Competent in DSLR photo/video shooting and editing workflows

DRIVE

A result-driven attitude and strong work ethic

ORGANISATION

An ability to prioritise and meet every deadline by planning ahead and scheduling posts



CLIENT
CROWNDCUSTOMS

PROJECT DATE
AUGUST 2020

APPS USED
ADOBE ILLUSTRATOR
ADOBE PHOTOSHOP

What I'll Deliver

GROWTH

Strategic content creation and execution on all digital channels

RESULTS

Analyse, optimise and report on social outreach. Create achievable goals to help build the brands audience and exceed currents statistics

ENGAGEMENT

Analysis and review of all activities to optimise all campaigns on all channels

TEAMWORK

Work closely with management team to align strategies, ideas and execution across paid and organic social activity

CREATIVITY

Creative reins on photo and video production: creative direction, filming & post-production for social media content

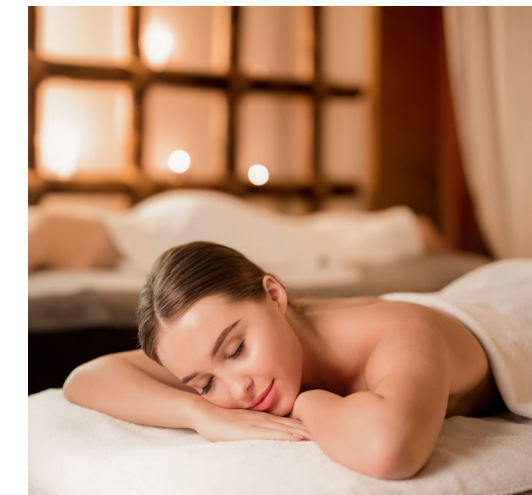
TRENDS

Stay current with social media trends and tools including attending networking and educational events, reading blogs, and listening to podcasts

MANAGEMENT

Manage the back end of the website (updating content, creating new banners etc.)

Always look for new business opportunities and challenge/lead where necessary setting up social accounts as required



CLIENT
CLEIGH

PROJECT DATE
MARCH 2020

APPS USED
ADOBE ILLUSTRATOR
ADOBE PHOTOSHOP