



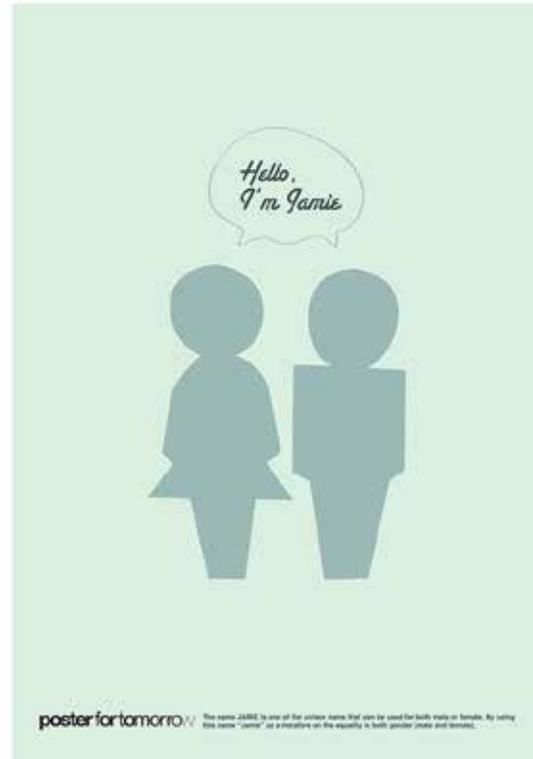
URSULADENISE | *PORTFOLIO BOOK*

This Portfolio Book is a compilation of my work as a Graphic Designer in Raffles Design Institute and my freelance works. It also contain some photostyling experience that I have working in a publication company.

SERIES OF POSTERS

CLIENT: D&AD (COMPETITION)

The objective for this project is to see beyond the status quo and imagine a different future. We need gender equality now, because more opportunities for women are more opportunities for us all. Secondly, to increase the awareness about gender equality and decreasing the racism against gender.



BRANDING

TITTLE : ORIGINALY HEMP

Oh! is a fashion store which sells cloths which is made by hemp. The name "Oh!" came from "Originally Hemp". The design for this brand was inspired by the meaning of the brand name itself. The objective of this project is to promote eco-friendly product that is more affordable than other eco-friendly material that usually was used



BRANDING

TITTLE : KILO

The logo design was inspired by the word "KILO" from kilometres that represent distance. It's related to the tagline itself "Expreience the Distance". For the design aspect I choose to use urban look because it's about promoting fixie in the same time. The design was a combination of the minimalism of fixie with typography.



BRANDING

TITTLE : "TITTLE TATTLE" COFFEE SHOP

The rationale behind the name is actually from the idea of having conversation. As my targeted audience are the youngster, so the main conversation that they have mostly about gossips. So that is why the name "tittle tattle" came, is the other words for gossip.



RE-BRANDING

CLIENT : ETUDE HOUSE

This logo was made according to the history, concept brand and their vision. The logo that they had is also a logo typeface with a secondary element. The new logo look more professional, minimalistic and more modern that it used to be, and still maintaining the primary color (pink) in it.



TYPOGRAPHY POSTER

CLIENT : AMERICAN LUNG ASSOCIATION



I decided to relate this phrase to smoking because for me to quit smoking is an important decision but it's not that easy, so i wrote the words from smoke and make it a little bit hard to see to say represent the difficulty of the decision itself.



ADVERTISING

CLIENT : SCHOTT



Promoting nuclear power plant, educate, create awareness, raise standart.
Targeted market will be China

一环薄弱, 全局不稳

核电厂的安全壳是一个坚固且完全封闭的防护结构。然而, 安全壳上所有封端口是否都一样可靠呢? 为了提高核电厂的安全系数, 我们应该从最基本的细节上开始加以重视。在严重事故发生时, 即使最小的部件对于维持安全壳的完整性也有很大的影响。

小部件, 大影响。
当特玻璃-金属密封电气贯穿件 - 最安全的选择。
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SCHOTT
glass made of ideas

EXHIBITION

CLIENT : DFE (Design for Enterprise)

Promoting relation between designer and businessman. Awareness on DBig Grant. The project was targeted to business people

Bluetree Electronics + Design Insight

Encouraged by the success of theKube, a thumb-size MP3 player, Bluetree Electronics collaborated with design agency Design Insight to develop a complementary speaker



1 CREATE SYNERGY
Bluetree Electronics
Design Insight
At the time we entered the market, we needed to create a complementary product to our existing MP3 player. We needed to create a product that was complementary to our existing MP3 player and that was also a complementary product to our existing MP3 player.

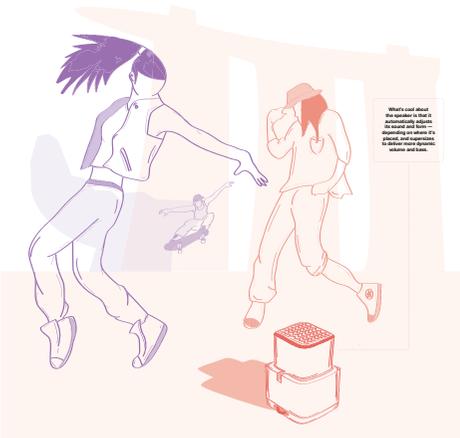
2 FIND INSIGHTS
Bluetree Electronics
Design Insight
Design Insight conducted research on the end-user market. The findings challenged our assumptions about the potential customer. Meeting them face to face opened our eyes to their needs and preferences. This was a crucial process as it changed the course of the project, and the design of the final product.

3 INSPIRE INNOVATION
Bluetree Electronics
Design Insight
To compete with other speakers available in the market, we needed to create a complementary product that was complementary to our existing MP3 player and that was also a complementary product to our existing MP3 player. We were introducing a new speaker concept that would be good and complementary to our existing MP3 player.

“Meeting our end-users really opened our eyes.”
— MS SUE CHONG, Managing Director, Bluetree Electronics



Big on sound quality and attitude, Bluetree Electronics' innovative speaker is designed for hip and savvy street dancers.



More than a product, it's a lifestyle

What's cool about the speaker is that it's portable, it's durable, and it's designed for hip and savvy street dancers.

Scanteak + Outofstock

Singaporean furniture retailer Scanteak joined forces with design collective Outofstock to create a collection for the Japanese market. The furnishing turned out to be a smart solution any home can afford



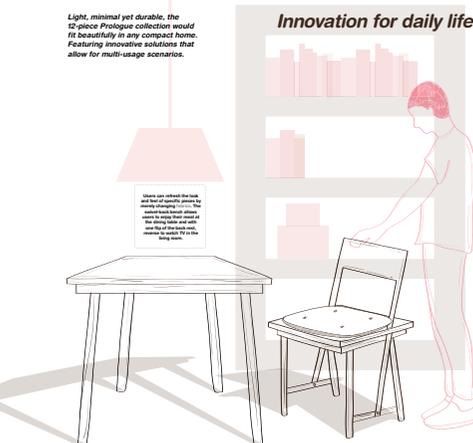
1 CREATE SYNERGY
Scanteak
Outofstock
Our success in Singapore and Taiwan indicated our decision to expand the business to Japan. The Japanese market is a highly competitive one, and we needed to create a product that was complementary to our existing furniture and that was also a complementary product to our existing furniture.

2 FIND INSIGHTS
Scanteak
Outofstock
We loved Outofstock's light, elegant and geometric design. But our production team had concerns about quality and cost. We needed to create a product that was complementary to our existing furniture and that was also a complementary product to our existing furniture.

3 INSPIRE INNOVATION
Scanteak
Outofstock
Despite our production team's doubts and concerns, we had faith in Outofstock's design vision. Both parties were highly skilled in their respective areas. We were determined to preserve both aesthetic and function, while ensuring that the pieces could be easily produced. Ultimately, we were united in our drive to deliver a relevant and meaningful solution to the customer.



“Iron sharpens iron. Constructive friction leads to great outcomes.”
— MS JAMIE LIM, Regional Marketing Director, Scanteak



Light, minimal yet durable, the 12-piece Prologue collection would fit beautifully in any compact home. Featuring innovative solutions that allow for multi-usage scenarios.

Innovation for daily life

Check out the look and feel of the Prologue collection. It's a smart, modern, and innovative solution for your home.

Clearbridge VitalSigns + Chemistry

Clearbridge VitalSigns found in Chemistry the right collaborator to transform a heart-monitoring technology into an exceptional consumer-friendly product loaded with heart and soul



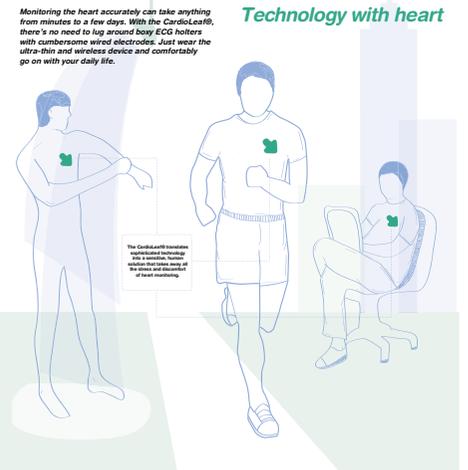
1 CREATE SYNERGY
Clearbridge VitalSigns
Chemistry
As engineers, we focused more on the bits and bytes behind technology rather than the person who will use the device. Chemistry helped us understand the user's needs and preferences. This was a crucial process as it changed the course of the project, and the design of the final product.

2 FIND INSIGHTS
Clearbridge VitalSigns
Chemistry
Working with pre-identified components and technology was a challenge. However, we were able to create a product that was complementary to our existing technology and that was also a complementary product to our existing technology.

3 INSPIRE INNOVATION
Clearbridge VitalSigns
Chemistry
In any relationship, there's always differences in opinion, and we needed to create a product that was complementary to our existing technology and that was also a complementary product to our existing technology. We were introducing a new heart-monitoring technology that would be good and complementary to our existing technology.



“We wanted to create a device that people will want to use.”
— MS JOHNSON CHEN, Managing Director, Clearbridge VitalSigns



Monitoring the heart accurately can take anything from minutes to a few days. With the CardioLeaf®, there's no need to lug around bulky ECG holders with cumbersome wired electrodes. Just wear the ultra-thin and wireless device and comfortably go on with your daily life.

Technology with heart

The CardioLeaf® transforms your heart into a wearable device that takes away all the stress and discomfort of heart monitoring.

PUBLICATION

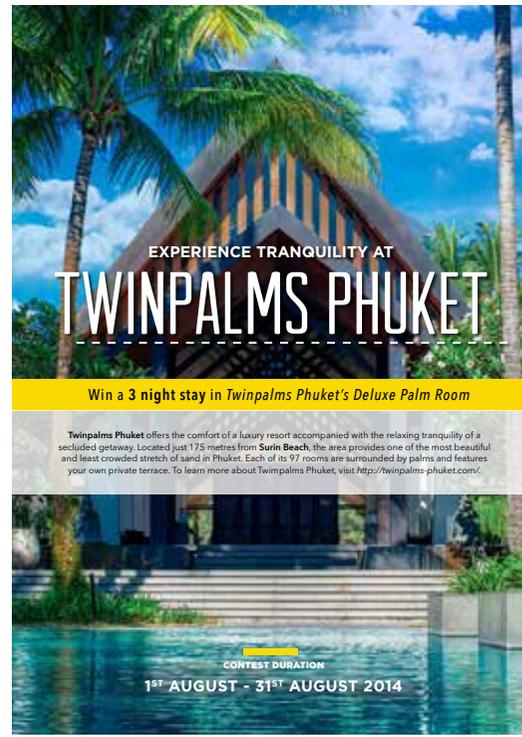
CLIENT: ITA (ITALIAN TRADE AGENCY)

"Taste of Italy" is a booklet that was made to promote Italian Products. The booklet was made to represent on how vibrant Italy are, by using all those bright color to separate each section of the story.



COLLATERALS

CLIENT: PARADISES



These are woobox to promote TwinPalms hotel and infographic to promote PARADISES service as an advertising platform for all hotels around the world.

WITH THE INCREASING NUMBER OF ADVERTISING PLATFORMS AVAILABLE IN THE MARKET, DON'T YOU WISH TO HAVE A PLATFORM THAT REACHES OUT TO THE MASSES WITHOUT BANKING THE BANK?

paradiesesonline.com a multi-media platform provider is here to give you the best value for your advertising dollars.

PLATFORMS
Publication (Print & Digital)

Pacific Island Paradieses; going into its **25th Anniversary** edition, Pacific Island Paradieses has established itself as the most comprehensive publication on the Pacific region.

DISTRIBUTION

Corporate:

- International Trade Shows such as ITB Berlin, TB Asia, SPIE, WIM London, AIME & CEMA.
- Consumers, Travel Agents, Wholesalers, Incentive Houses and Bookings in Europe, UK, Australia, USA, Canada, South East Asia, New Zealand & Japan.
- Corporate sector in Australia & New Zealand targeted at CEO's, Managing Directors and Key Decision Makers.
- International airline lounges worldwide.

E-Publication - You will have your own dedicated page where consumers & trade can click through to your website. Quick, easy & commission free, it is available for download on both the iPhone & iPad.

Digital Publications - A copy of our publication made digital and it is available for download through our website.

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Averaging over 18,000 visitors per month, our website guarantees you a complimentary profile page with a hyperlinked directing consumers to your booking system & preferential rates to our digital advertising platforms.

Contexts: A great way to promote your destination or property through email database generation.

Social Media: Reach out to more than 50,000 engaged users on Facebook, Twitter, Instagram, Pinterest & Google+.

Email Opportunities: An effective way to get your message out to more than 85,000 new customers. Opt for either a custom eBlast that is dedicated entirely to your brand or sponsorship advertising in our editorial eNewsletter.

ADVERTISING RATES
Cost of a single page in Pacific Island Paradieses publication is priced at USD 5,900 and this provides coverage for a full 12 months on both our print and digital publication platform. It includes website profile, dedicated app page & all production charges.

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PHOTO STYLING

COVERS

CLIENT: WINE&DINE EXPERIENCE PTE. LTD.





PHOTOGRAPHY















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