

A person with long dark hair, wearing a dark blue sweater over a white collared shirt, holds a white rectangular sign in front of their chest. The sign features a handwritten quote in black ink. The quote is written in a cursive, calligraphic style and reads: 'It takes six months to build a Rolls Royce thirteen hours to build a Toyota'.

It takes  
six months  
to build a  
Rolls Royce  
thirteen hours  
to build a  
Toyota

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## Hello. It's nice to meet you!

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I dream of a world free of spelling errors, an endless supply of paper and where I can always find a pen. As a Graphic Designer and Lettering Artist with over a decade of experience, I have a wealth of knowledge in a range of areas. I love design. I obsess over typography and layout. I enjoy a good teal, mustard or lime. I get angry at angles. I yell profanities at useless design. I read my local junk mail searching for errors. I am, always have been and always will be a workaholic, but only because I love it so much.

When I'm not writing words until they look weird or designing branding and logos for my small business clients, you can find me shopping online for the most obscure pens or rearranging my instagram so its way too organised. I have worked in signage houses, print houses and marketing firms. I have not only the ability but the determination to see projects from start to finish.

My work is my pride. When you have a passion for something, you never settle for second best or below your standard, no matter the constraints. I would never settle to put my name on something I am not proud of, and the same thing goes for you and your brand. It's my job to make sure that your message is clear, effective and something that you are proud to show off.



## Bombay Sapphire x Madame Brussels

As part of their launch campaign into 2019, I was commissioned to create a large scale mural for Bombay Sapphire at one of their venues in Melbourne, the popular and cheeky Madame Brussels. This mural snaked its way around the staircase, creating multiple patterns and levels of complexity. The branding was strong enough to make an impact, but subtle enough that Madame has since decided to let it live in their venue permanently, after the brand is removed at the end of the campaign.





## Clik Collective Moorabbin

Clik Collective at Moorabbin had just opened, the dust had just settled in their new space and in came myself and my assista to paint something amazing. 2 murals totalling over 80 square metres, complete with illustrations, inspirational quotes and, of course, on-brand.



## Billy Blue and Torrens University

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With the move of Billy Blue into their new premises at Torrens University on Flinders Street, the school reached out to get some murals done so they really felt like they belonged to the place and vice versa. By taking the branding guidelines of Torrens University, incorporating the colour palette and fonts, as well as introducing playful illustrations and brushy textures, we created something that students can walk past every day as they enter their school and feel inspired to learn. This mural was created live on their open day.



## Best Day Ever - Kathryn's Mint

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Kathryn came to me wanting something created for her space that inspired her to make each day the Best Day Ever. She also wanted something that wasn't too corporate, as her office is also her home. We created her mural in her brand colours and gave her something to also have as a focal piece and backdrop for her brand videos that she was planning.





## Australian Open

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As part of Australian Open 2017 I worked with Tennis Australia to create a branding and environmental piece for their Get Fan Ready space. By using their current branding and incorporating environmental elements such as hanging gardens, wall features and raw wooden signage, we created a eye-catching, stand out piece that also made an impact across social media. Photos featuring my designs were also featured on websites such as Broadsheet and Sydney Morning Herald.



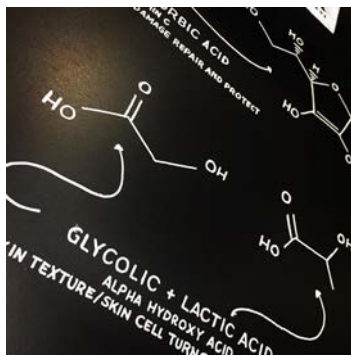
## Australian Open

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Then again in 2018, I helped bring Australian Opens branding to another level. By using their taglines, along with their colours, I was able to help create a cohesive environment that showed off their branding.

My favourite piece was a 3 storey high piece, a piece that made it in to many social media outlets and was a key piece that people took photos in front of for the duration of the festival, with a close second being the Get Fan Ready that ran along three containers long.





## Signage

How do you sell your product or inform your customers without saying a single word? Signage of course! The impression you give your customers even before you speak to them can be the difference between a sale and a passer-by. I have created signage for a range of businesses, from Red Bull to Hank Marvin Markets, from chalk boards to wedding seating charts and everything in between.



## Thank you for getting to the end!

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I am creative, highly adaptable and have a wide range of skills that I believe will not only support the your business, but provide you with the necessary tools to achieve outstanding work across the board.

I believe I am an excellent candidate to handle this project for you and I look forward to hearing from you to discuss a time should you feel my experience and skills align well to your project outcomes.

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