

HELLO.

PLEASE ALLOW ME TO INTRODUCE MYSELF...

DAISY KANNIS

EMPLOYMENT HISTORY

June 2020 – Current
Great Wine Company Pty.. Ltd.
Senior Graphic Designer / Finished Artist /
Retoucher / Content Creator

June 2018 - April 2020
BWM Dentsu (Advertising agency)
Senior Graphic Artist / Retoucher

November 2014 - May 2018
metronome (Digital agency)
Senior Graphic Artist / Designer / Retoucher

July 2007 - November 2014
JWT / Blue Hive (Advertising agency)
Senior Graphic Artist / Designer / Retoucher









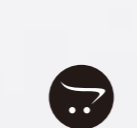



November 2006 - June 2007
studio equator (Design Studio)
Graphic Artist / Designer

March 2003 - September 2006
cummins&partners (Advertising agency)
Graphic Artist / Designer

June 2002 - February 2003
Evers - Image Architects (Brand Design)
Jnr Graphic Designer / Graphic Artist

- Graphic Designer
- Finished Artist
- Retoucher
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SOFTWARE SKILLS

-  High level competency
-  High level competency
-  High level competency
-  Medium level competency
-  Medium level competency
-  Medium level competency
-  Medium level competency
-  Medium level competency
-  Medium level competency
-  Low-Medium level competency
-  Low-Medium level competency
-  Low-Medium level competency

EXPERIENCE

- Print advertising
(Press / Magazine)
- Collateral
(Brochures / Stationery / DM)
- eDM
(Coding / Troubleshooting /
Designing)
- Outdoor
(Digital / Print / Signage)
- Point Of Sale
(Posters / Decals / Banners)
- Interactive PDFs
- Brandmarks
- Brand Guidelines / Styleguides
- Graphics for shop fit outs.
- Packaging
- 3D Visualisations
(Sales Office modelling)
- Website design
- Architectural Plans

EDUCATION

- Diploma of Arts - Graphic Art
📍 RMIT
- Applied Design
📍 RMIT
- VCE

EXTRA CURRICULA

- AGIDEAS
(International Design Conference)
Committee Member,
November 2001 - March 2002
- Projections 2011
(National Photography Competition for
emerging photographers in Australia)
Graphic Designer / Finished Artist

AWARDS / HIGHLIGHTS

- Neomu 6
illustration submission
- Gold Folio
(RMIT)

DAISY KANNIS

SOME OF THE CLIENTS
I'VE WORKED ON
THROUGH THE YEARS...



Australian Childhood Foundation



HOCKING STUART



MAB



Canberra Centre



Hush Puppies

MELBOURNE WRITERS FESTIVAL

RioTinto



CarsGuide.com.au

EASTLAND

Jetset



water gardens TOWN CENTRE



Nestlé

STIHL



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KANNIS

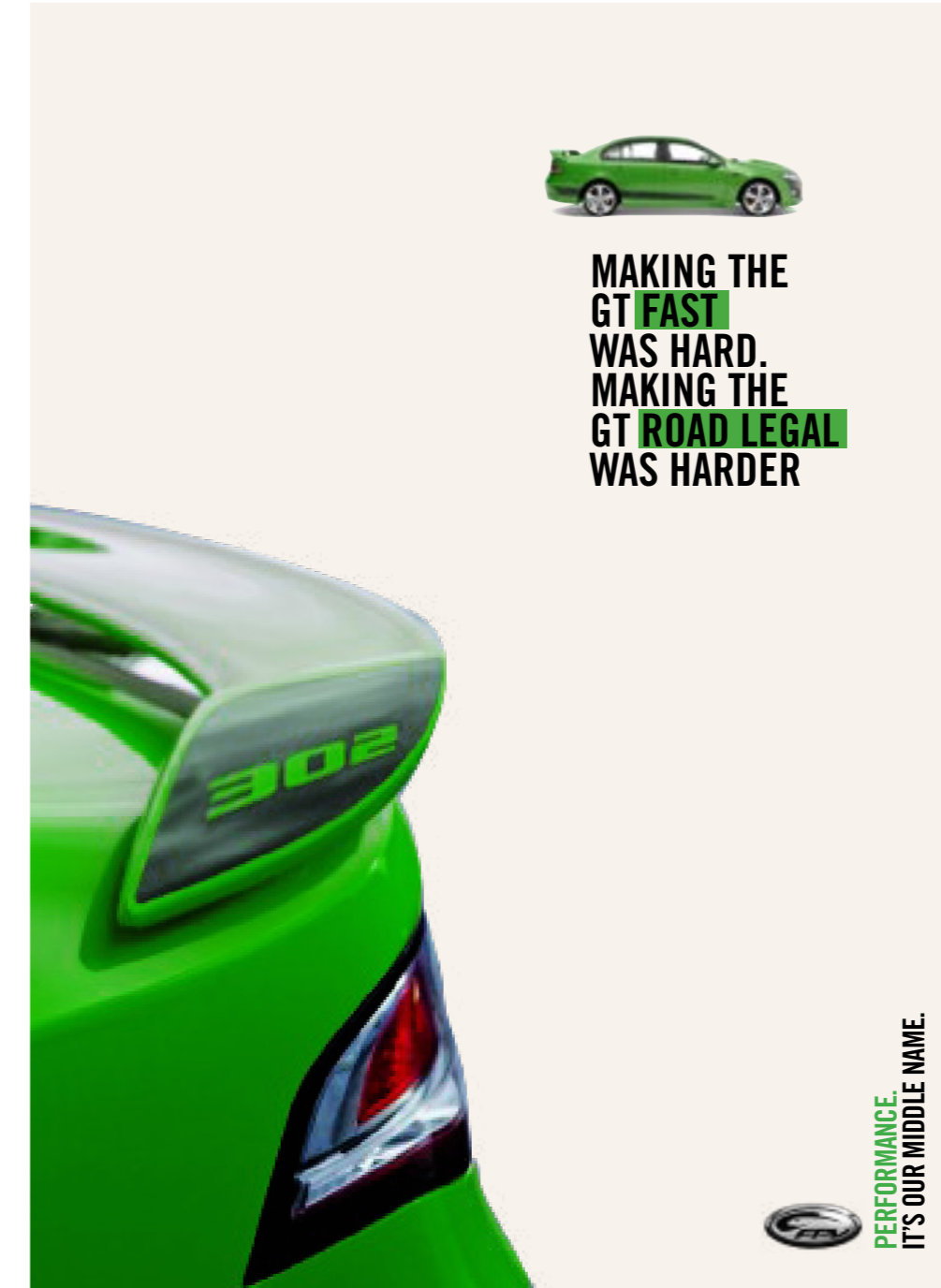
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PORTFOLIO

FPV:
FORD
PERFORMANCE
VEHICLES



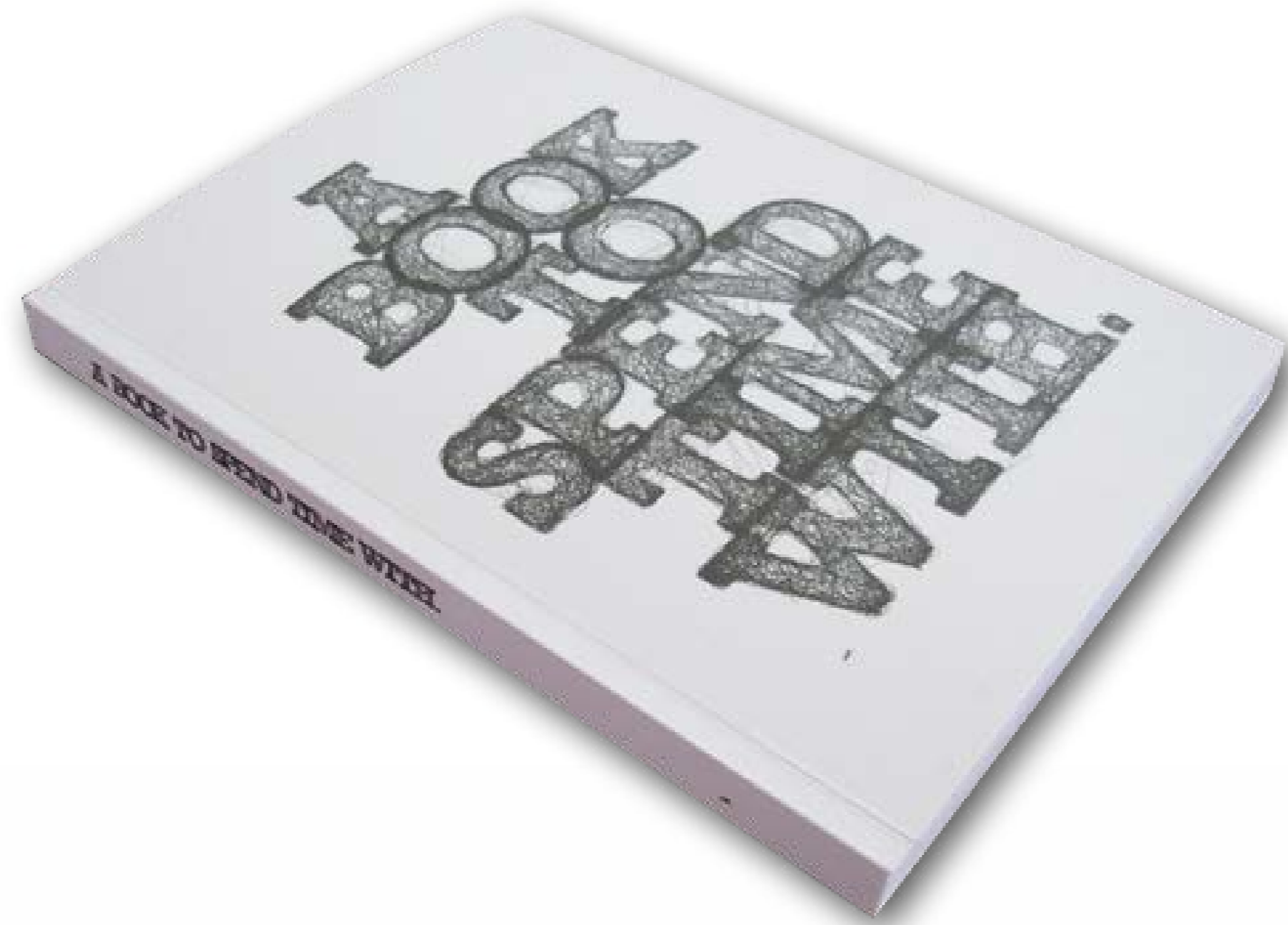
Concept pitch for Ford Performance Vehicles focusing on the range's performance and styling detail. The 4 colours represent the hero duco colours.



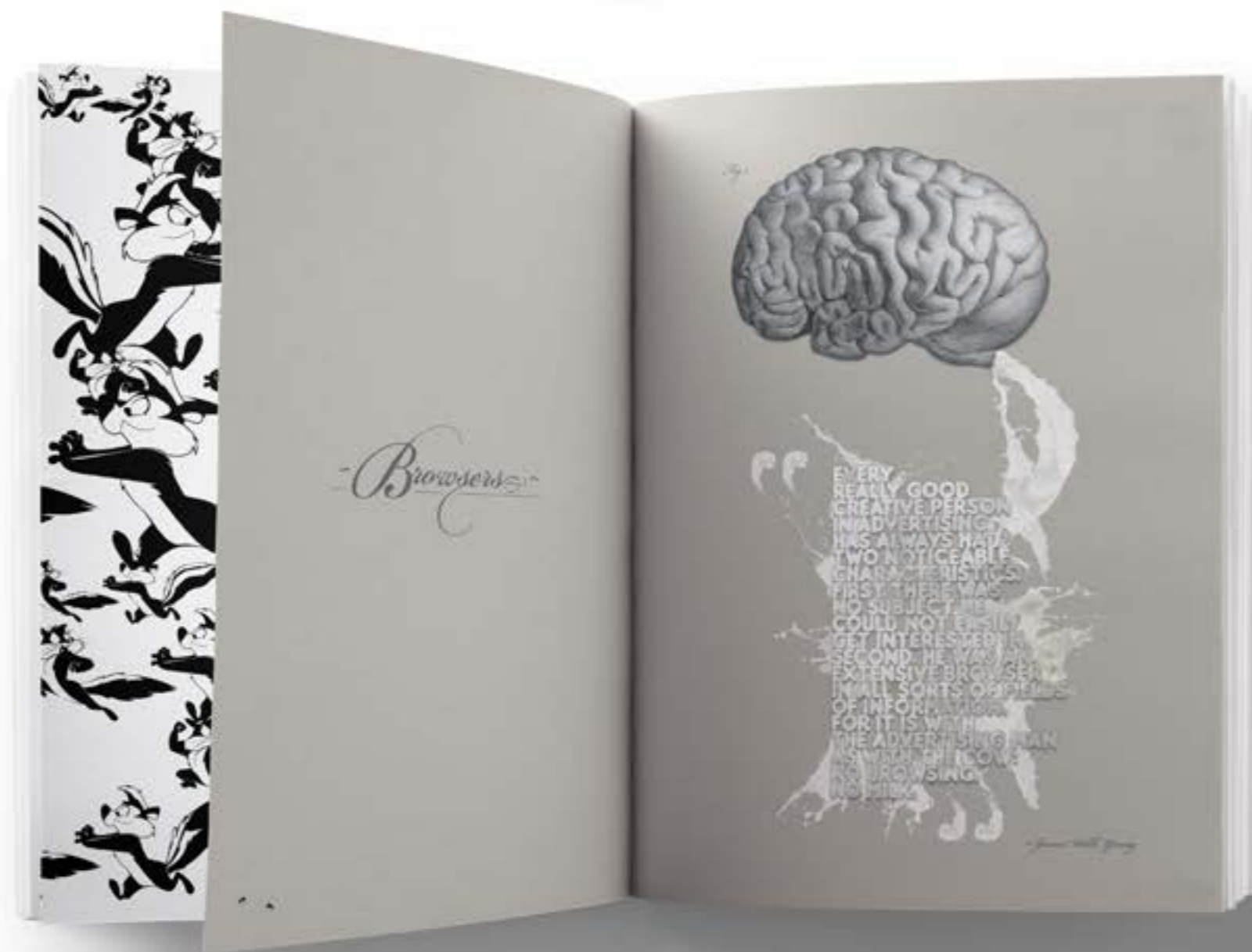
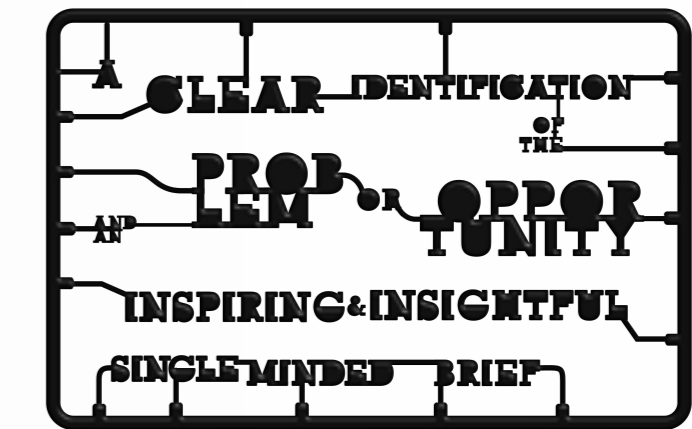
DISCIPLINES → Graphic Design → Finished Art → Concept

COLLABORATION → Chris Hart, Jim Ritchie – JWT, Melbourne

A
BOOK
TO
SPEND
TIME
WITH



JWT



In-house book for staff members outlining the company's history, aspirations, beliefs and practices.

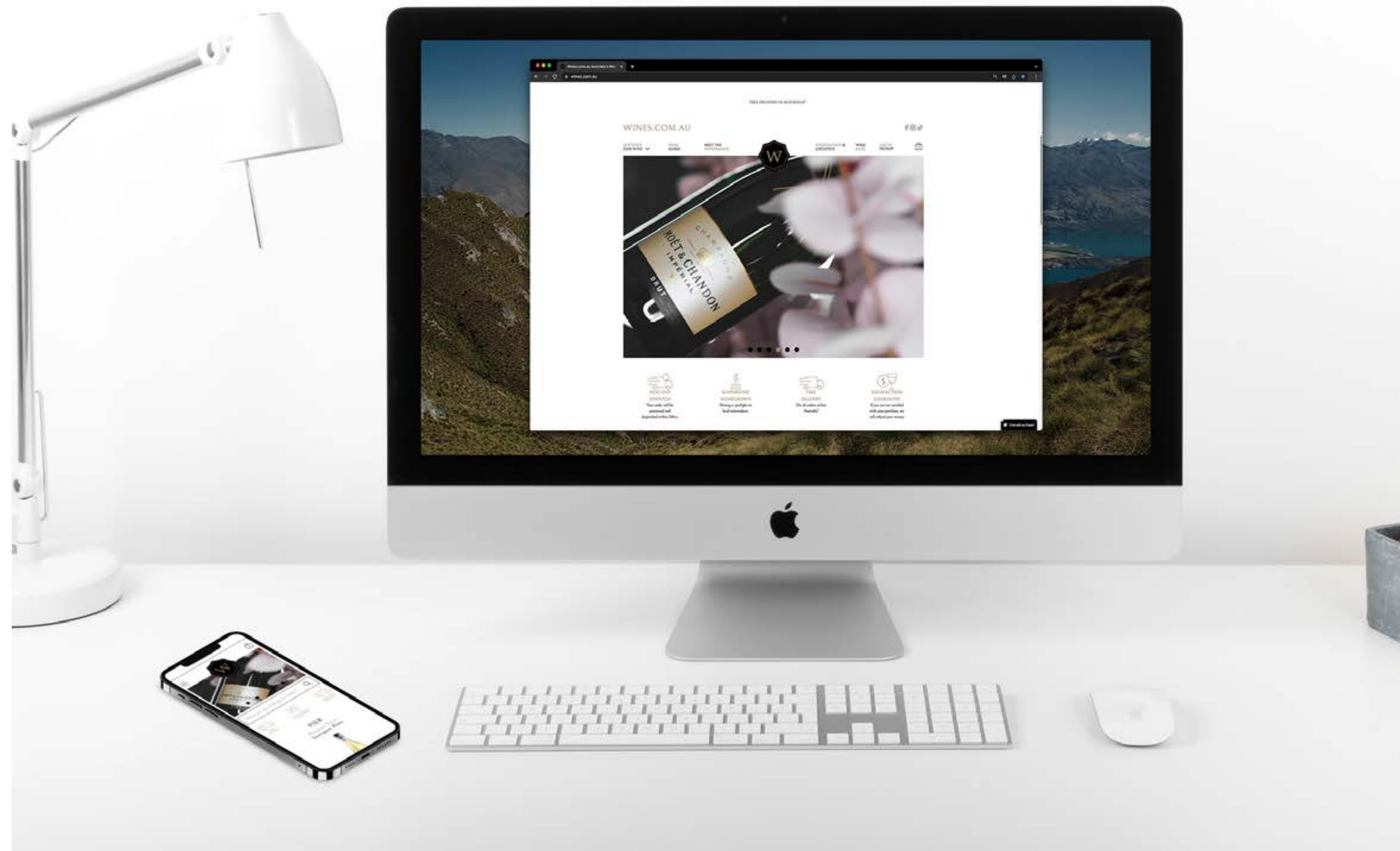
DISCIPLINES → Concept / Graphic Design → Finished Art → Illustration → Retouching

COLLABORATION → John Gutteridge – JWT, Melbourne

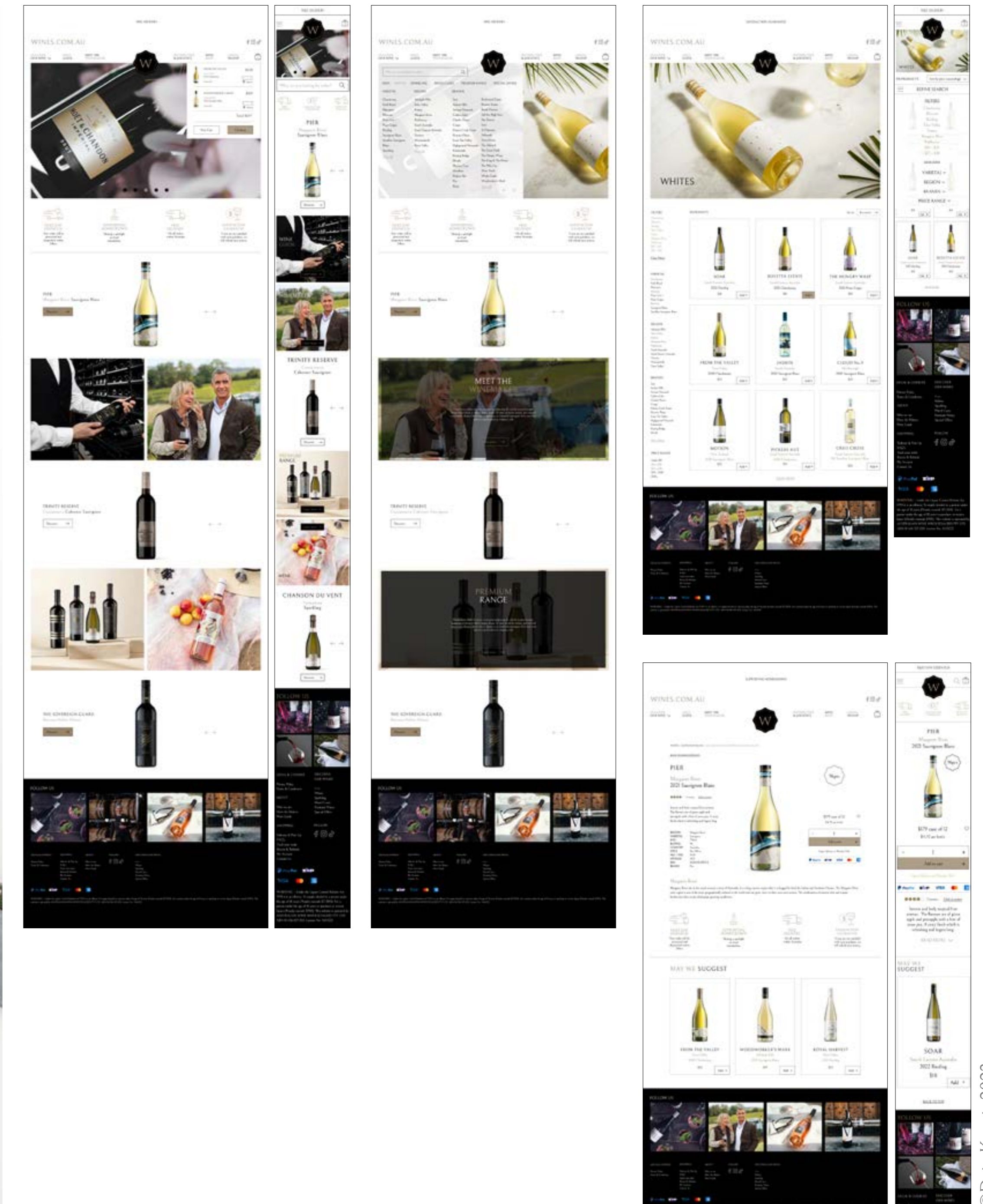
WINES.COM.AU
BRAND +
WEBSITE
DESIGN



WINES.COM.AU



Brand design and website design
for online wine store wines.com.au



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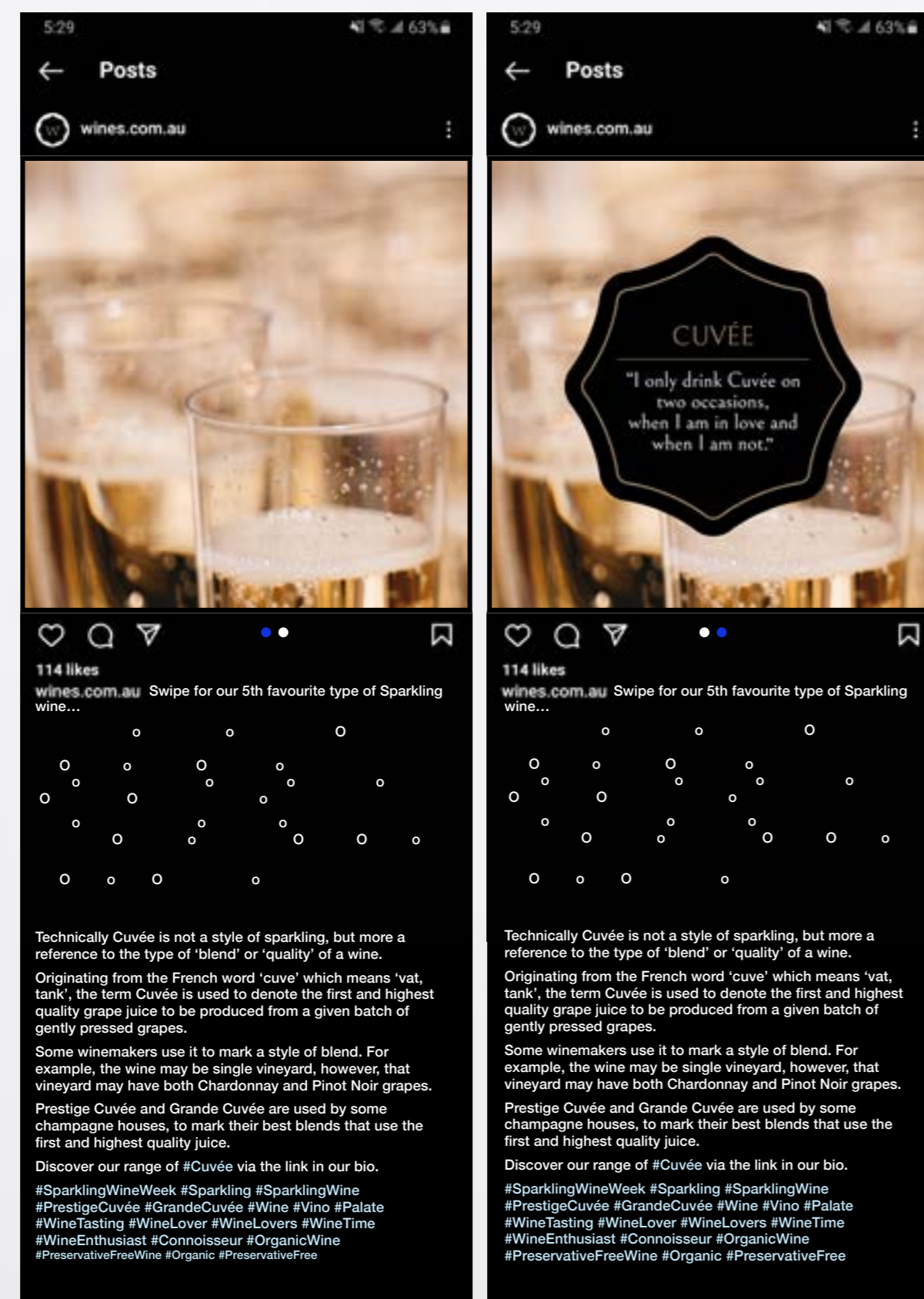
DISCIPLINES → Brand Design → Website Design → Retouching

COLLABORATION → wines.com.au

WINES.COM.AU SOCIAL MEDIA



Sparkling Wine Week



Social media planning
and content creation for online
wine store wines.com.au

DISCIPLINES → Social Media Content Planner & Creator → Retouching

COLLABORATION → wines.com.au

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HOW DO YOU LIKE YOUR VEGEMITE?



'THE REDBACK'



'THE VEGECAADOER'



'THE SCRAMBLER'



'THE WORMER'



'THE NUDIST'



'THE MOUSE TRAP'



'THE EDGER'



'THE SLAPPER'



'THE GRUMPETER'



2008 advertising campaign celebrating the different ways people enjoy their Vegemite and the personalities of the people linked to the techniques they use to indulge in Vegemite.

The Crumpeter

Saying 'no' to convention, they prefer crumpets over toast. Likes to watch black holes forming as the Vegemite melts away into the crumpet's craters. Definitely likes to think outside the square

The Slapper

Loose with the way they apply their Vegemite, it's slapped on like a brickie with a trowel. Could indicate this person is particularly disorganised, probably shows they're just in a hurry to eat breakfast. They relish the fact that every mouthful is a surprise.

The Redback

Can't decide whether they want a salad or breakfast, Redback eaters do both with a couple of sweet, juicy tomato slices on their Vegemite toast. Not wanting to miss out on anything, they go for both sweet and savoury.

The Vegecadoer

Health fanatic, this person thinks the saying 'eat your greens' means with every meal. So, their morning slice of Vegemite toast gets adorned with creamy slivers of fresh avocado. Probably jogs a half mile.

The Wormer

Can't grow up. Still likes watching the squiggly Vegemite worms appear through the holes in the Premium biscuits. Playful characters, these people squeeze the most out of life.

The Nudist

The purist of all Vegemite eaters. No butter. No marg. Just a piece of toast and the world's mightiest spread. What more do you need? They are Zen-like and remain calm under pressure.

DISCIPLINES → Conceptual Design → Finished Art → Retouching → Typography

COLLABORATION → JWT, Melbourne

VEGEMITE AUSTRALIA DAY



Vegemite celebrated Australia Day 2012 with the launch of a limited edition collectable Vegemite jar, featuring a map of Australia in the place of the famous red diamond shaped logo and a new name – Australia.

DISCIPLINES → Finished Art

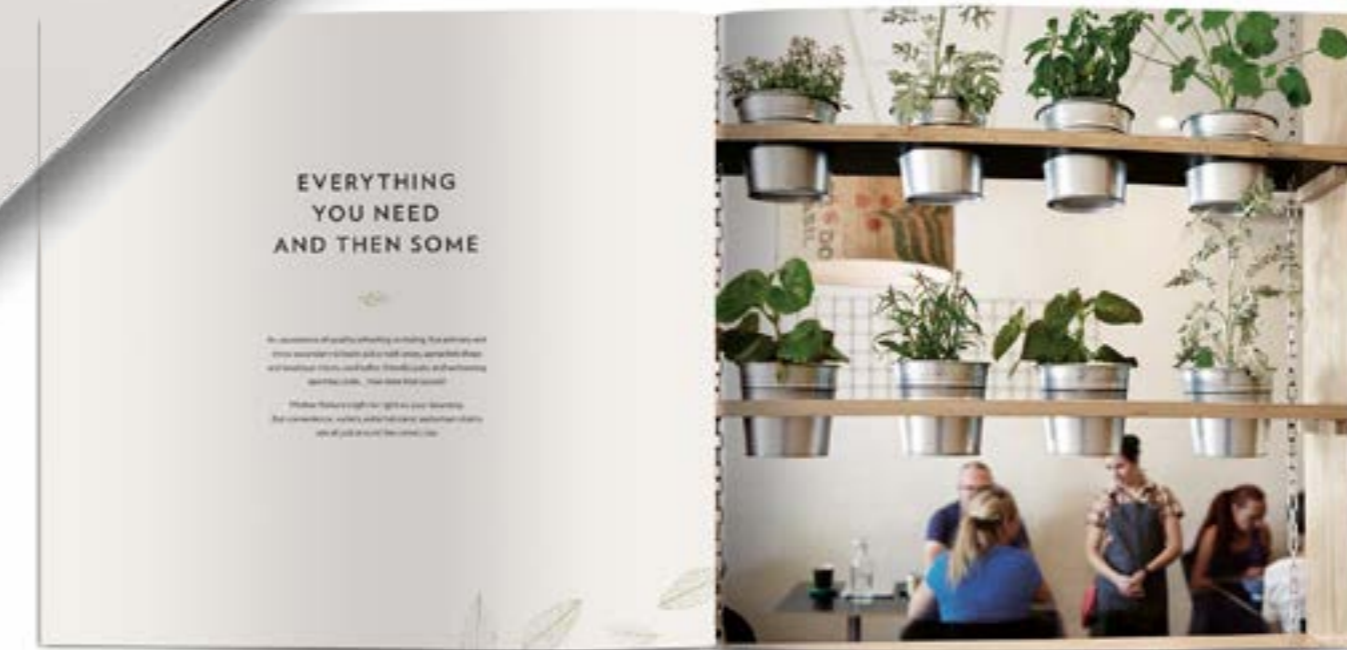
COLLABORATION → JWT, Melbourne

SUNBURY FIELDS



Collateral, outdoor, sales office fit-out and online marketing, for a new estate in Sunbury, Victoria, developed by Frasers Property Australia (formerly Australand).

DISCIPLINES → Brand Roll-out → Finished Art → Retouching → 3D modelling



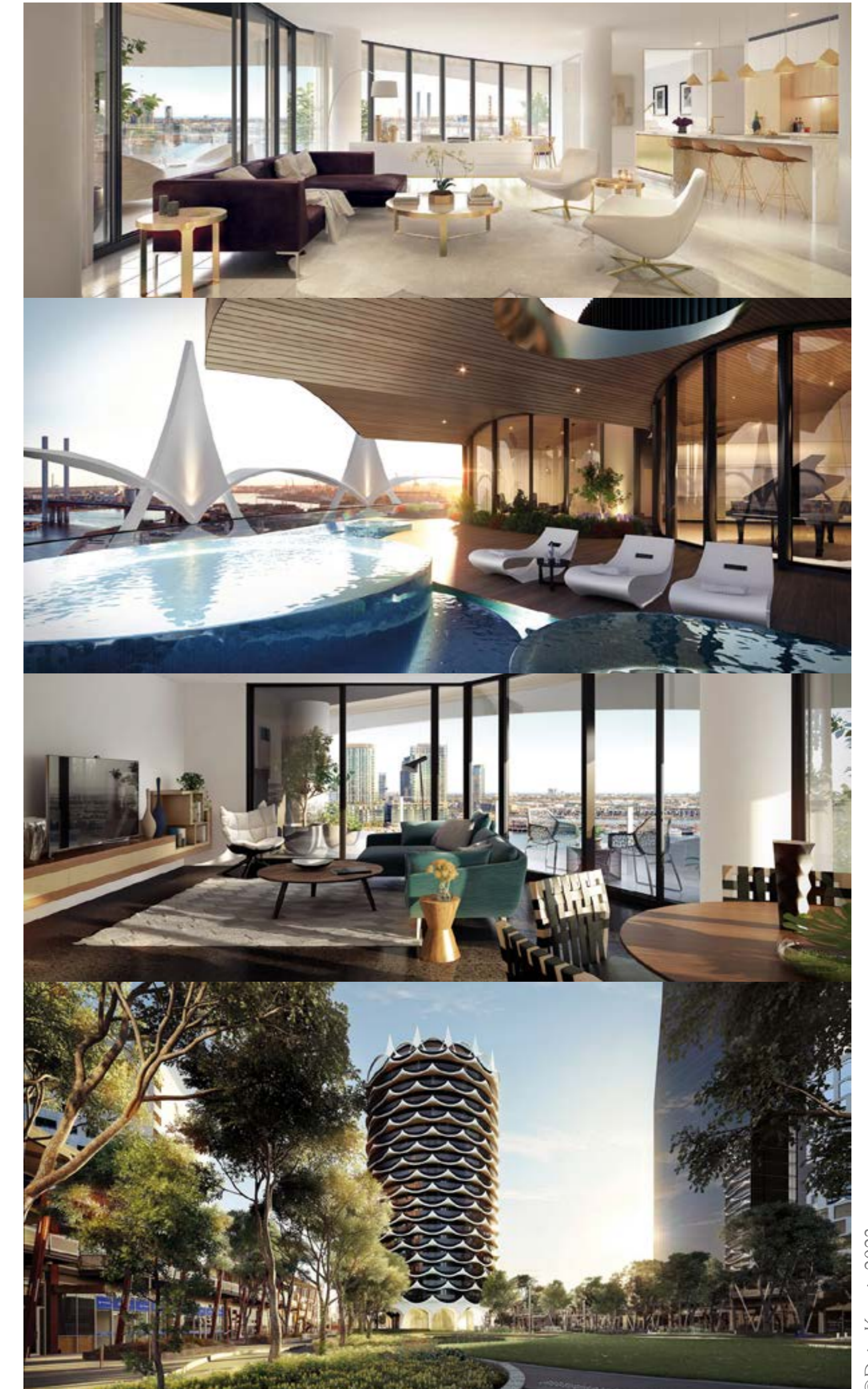
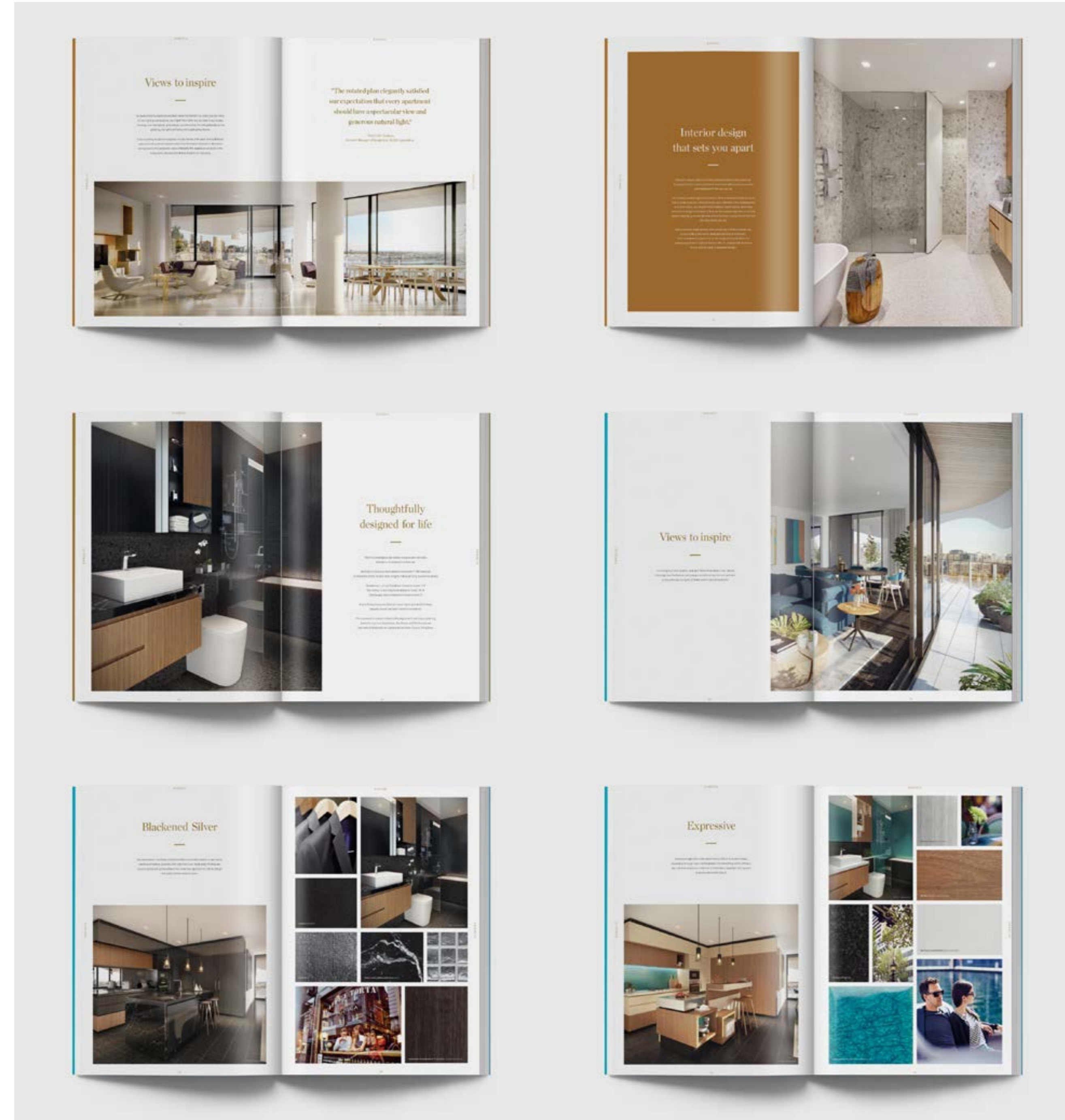
COLLABORATION → metronome digital agency

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BANKSIA

MAB

Collateral, outdoor and digital marketing, for luxurious boutique residential building from MAB Corporation.



DISCIPLINES → Brand Roll-out → Finished Art → Retouching

COLLABORATION → metronome digital agency

#GUESSWHO



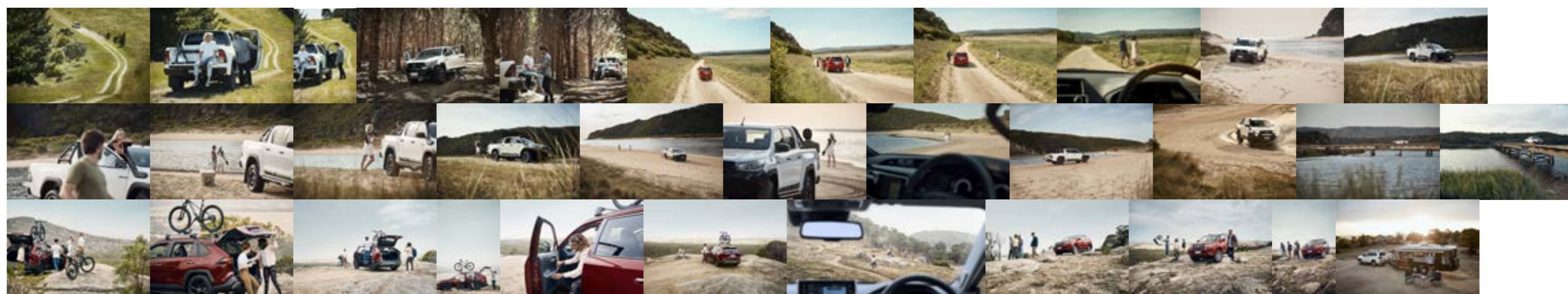
2015 Australian launch of the next generation Ford Mondeo, Mustang and Everest.

The 2-part campaign/competition ('Teaser' and 'Reveal') invited people on Twitter to '#guesswho' the de-badged cars belong to in order to win one and be the first to drive one in Australia.

DISCIPLINES → Retouching → Finished Art

COLLABORATION → JWT, Metronome

TOYOTA
GENUINE
PARTS



2020 Lifestyle image library for
Toyota Genuine Parts

DISCIPLINES → Retouching

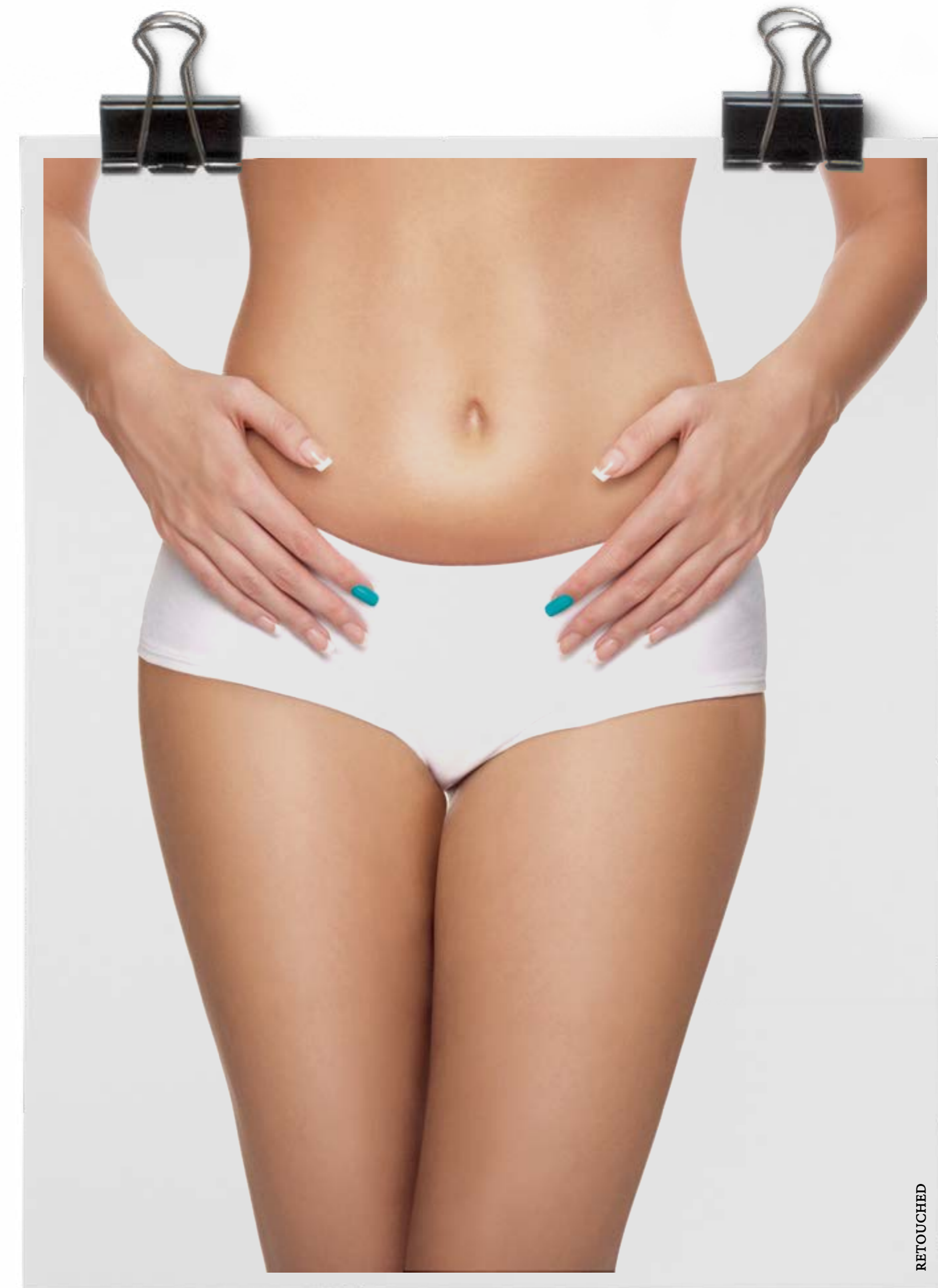
COLLABORATION → BWM Dentsu

OVARIAN CANCER AWARENESS MONTH.



Teal is the official colour of Ovarian Cancer Awareness Month and Chemmart had released a limited edition teal nail polish pack called Colour for a Cause that you could purchase for \$6.99 during the month of February.

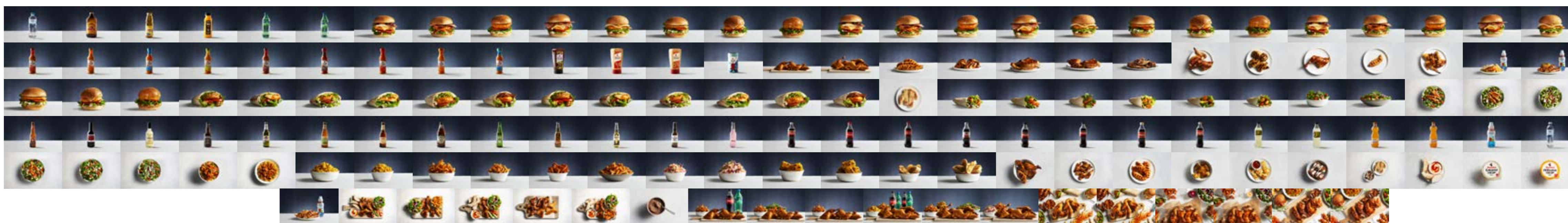
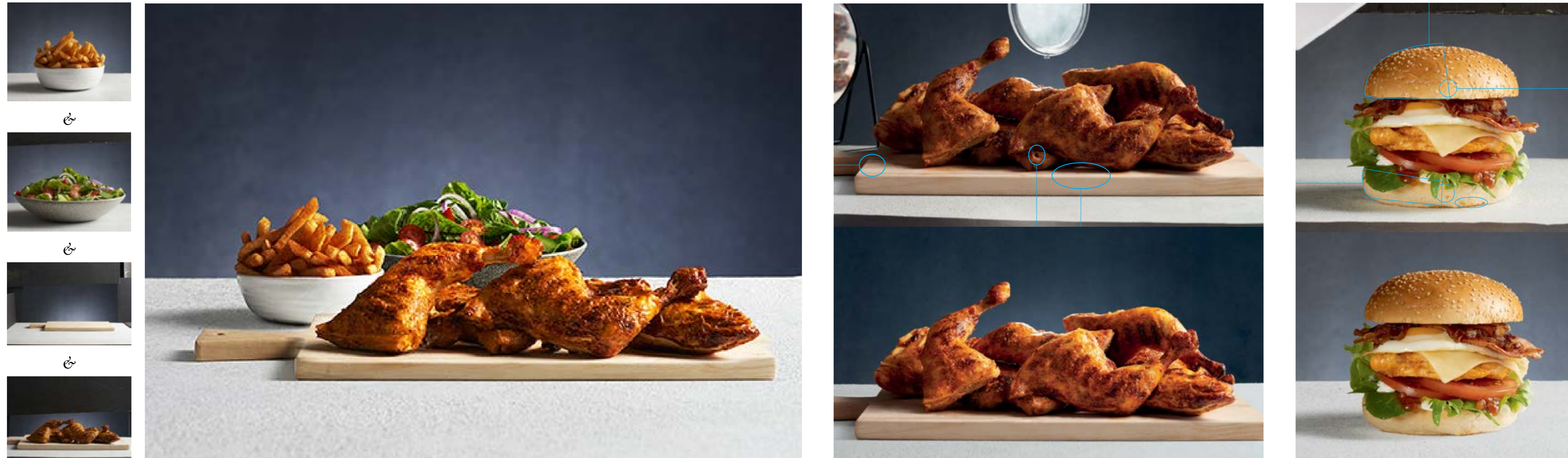
All proceeds went to Ovarian Cancer Australia to help with raising awareness for the cause, as well as helping to support it and fund research programs.



DISCIPLINES → Retouching

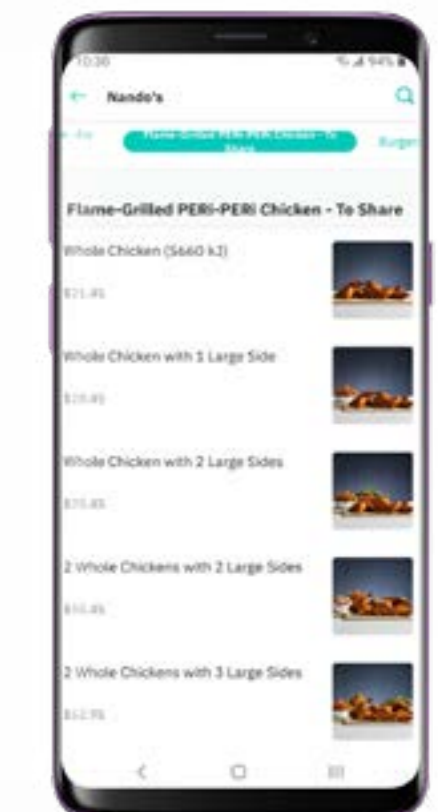
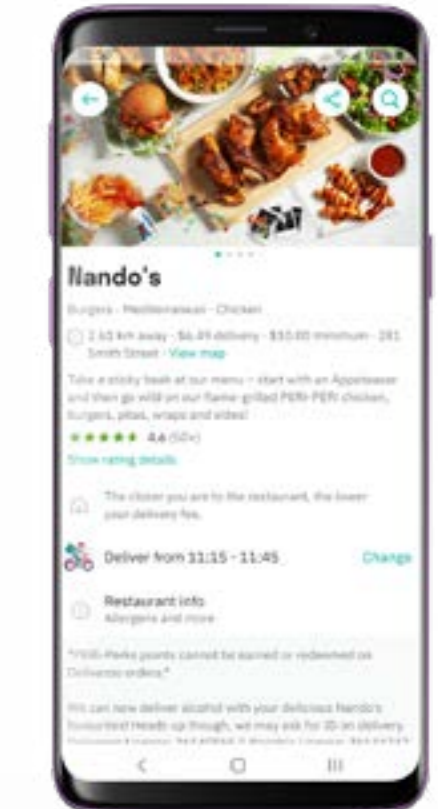
COLLABORATION → JWT, Melbourne

NANDO'S MEAL DEAL IMAGE BANK



Nando's required a refresh of their meal deals for Uber Eats and Deliveroo as well as restaurant marketing collateral.

210 photographs were shot, and then compiled and retouched, resulting in an image bank of 154 images.



DISCIPLINES → Retouching

COLLABORATION → BWM Dentsu

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WINE LABELS

Full wine portfolio available on request.

- Graphic Designer
- Finished Artist
- Retoucher
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FIRST PICKED



'First Picked' pertains to the bottling of grapes from the first harvest.

The concept of the label is a literal and quirky take, where the 'first picked' and squashed grape is displayed on the bottle.



2:AM

“It’s 2:am
– prime time for harvesting.”

Some wineries choose to harvest their grapes at night because of the cooler temperatures. They want to get the grapes when they are cold, as it helps to concentrate the aromas and flavours and also means more control in fermentation.

Harvesting at night can also help wineries to save energy.

The round disc of the top label represents moon under which the harvest of the grapes takes place.

The moon rays connects the bottom section of the label, which takes its shape from the moon cast.

A classic and elegant font was used for the #2. The gold flecks represent where the moon shine hits the grapes, in the early hours of the morning.

Uncoated black paper was used, to contrast the gloss varnish and gold foil-stamp.



DISCIPLINES → Graphic Design → Illustration

COLLABORATION → Great Wine Co. → Accent Wine Packaging → Labelhouse → 19

WINZER STOLZ

The Brand:

'Winzer Stolz' – which means 'Vintner's Pride' in German – comes from a distinguished heritage of family grape growers in the Barossa.

The Vision:

To offer an exclusive, super premium, Shiraz from Barossa Valley, that has been carefully and expertly crafted and would be a proud addition to any cellar.

As the brand was not yet established, we wanted to create a distinctive bottle that reflects and communicates the wine's quality, exclusivity, nobility and craft. Something that would be a proud showpiece after the wine has been consumed.

Label: Spicers Manter Black Pepper
+ KURZ 428 Gold Foil
+ Variable number print

Metal monogram: Custom made

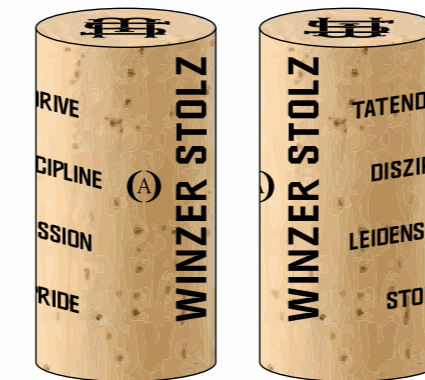
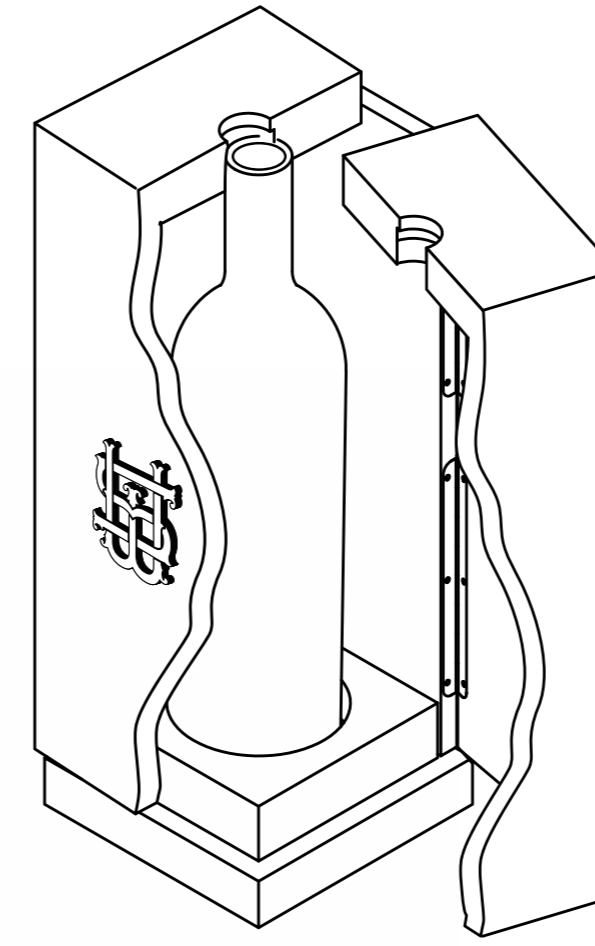
Bottle screenprint: Gold statement + Black contributors' signatures.

Box: Custom made

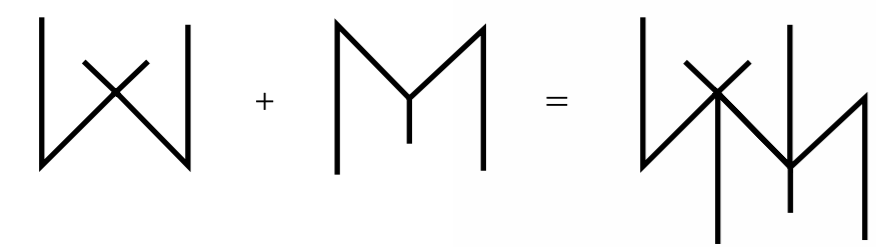
+ Metal monogram

+ Gold screenprint

Exposed Cork: Monogram visible from hole at top of box.



WOODWORKER'S MARK



The Craftsman's Mark has been used for centuries across different trades by individual craftsmen to denote key information including, in many crafts, to confirm who made the particular item.

Whether it was a stonemason's mark showing where the finished stones went within the intended structure, or hallmarks on a wedding ring confirming the metal's quality, or potter's mark showing which pottery it was made in, The Craftsman's Mark always represented more than just the mark and still does to this day. This label is a celebration of the art of parquetry.

Stock: Ball & Doggett
 Wausau Coated
 – Cherry Wood Veneer.

Embellishments:
 – White CL
 – Gold Foil
 – Diecut



DISCIPLINES → Graphic Design

COLLABORATION → Great Wine Company → MCC Labels → Ball & Doggett

THE BLIND PIG

*"Speak low, speak easy.
The coppers are watching."*

This was the rule of discretion for underground speakeasies (a.k.a. 'blind pigs') during the Prohibition Era.

Only patrons who knew the password, specific handshake or secret knock would be allowed entry into these illegal establishments, where they would dance to jazz music and savour a sneaky glass... or three.

The Blind Pig range consists of *Pinot Noir, Merlot, Cabernet Merlot, Cabernet Sauvignon, Chardonnay, Shiraz* – each with their own secret password.

Stock:

- JDWS-1665
(Horizontal line texture)

Embellishments:

- High Build
(Varietal/Braille)
- Silver Foil
(Brand)
- Frost/High Build Texture
(Pig)
- Spot UV
(Monocle)



DISCIPLINES

→ Graphic Design → Finished Art

COLLABORATION

→ Great Wine Company → Lipeng Label

→ 22

WILD IMAGINATION

Playful label about the imagination of children. Each varietal displaying a different child with a different animal as their 'wild' imagination.

Stock:

- JDFD-002
(Ice Bucket)

Embellishments:

- Gold Foil
(Brand + Region)
- Gold Foil
(Brand + Child)
- Spot UV
(Brand Shadow + Animal Shadow)



DISCIPLINES

→ Graphic Design → Finished Art

COLLABORATION

→ Great Wine Company → Lipeng Label

→ 23

TRINITY RESERVE

A Poet,

“Like every good poem, wine is a beautiful, transitional, living expression that tells a story. Wine is poetry in a bottle that begs to be shared with others.”

Oenologist,

“There’s great responsibility in getting the most out of our vines in our region. Experimenting continuously to improve the final product and staying up-to-date with techniques worldwide is important.”

and Epicure

“Have a motto and live by it - eat, drink and be merry, for tomorrow we may die.”

Walked into a Vineyard...

Stock:

- JDFD-002
(Ice Bucket)

Embellishments:

- Gold Foil
(Brand + Region + Profiles)
- Black Foil
(Brand Logo + Statements)
- Emboss
(Front Title)



DISCIPLINES

→ Graphic Design → Finished Art → Retouching

COLLABORATION

→ Great Wine Company → Lipeng Label

→ 24

PIER

Abstract art referencing
beaches at Margaret River.

Stock:
– JDFD-002
(Ice Bucket)

Embellishments:
– Gold Foil (Brand)
– Emboss (Brand)



DISCIPLINES → Graphic Design

COLLABORATION → Great Wine Company → Lipeng Label

LOGANN'S HOLLOW



Inspired by the Tantanoola Caves
of South Australia

Embellishments:

- High Build
(Brand/Varietal/Region)
- Gold Foil
(Stalactites/Stalagmites)
- Foil De-boss
(Gold Stalactites/Stalagmites)
- Multi-level High + Male + Female Emboss
(Stalactites/Stalagmites texture)
- Multi-level Low
(Cave inner)
- Die-cut
(Cave opening)



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DISCIPLINES → Graphic Design → Illustration

COLLABORATION → Great Wine Company → MCC Labels

HIGHGROUND VINEYARDS

“With altitudes that vary from 219m – 632m, Eden Valley’s cooler climate is perfect conditions for producing the world-class Riesling that its vineyards are renowned for.”

If you look closely, and you’re familiar with Eden Valley’s and Adelaide Hills’ terroir, you can see that the base of the Highground Vineyards top labels mimics the shape of the respective altitudes.

The label is placed high up on the bottle intentionally to reinforce the ‘high ground’ concept.

Stock:

- JDFD-002
(Ice Bucket)

Embellishments:

- Gold Foil (Brand)
- Frost/High Build Texture
(Vineyard Line Pattern)



DISCIPLINES → Graphic Design

COLLABORATION → Great Wine Company → Lipeng Label

→ 27

UMBRA

The umbra (Latin for “shadow”) is the innermost and darkest part of a shadow, where the light source is completely blocked by the occluding body.

An observer within the umbra experiences a total eclipse.

Show-thru label – diecut reveals the movement of the moon as it passes over the sun.

Stock:

- CK-903 (Ice Bucket Outer Front + Back)
- BOPP (Inner Back Label)

Embellishments:

- Silver Foil (Speckled Stars)
- Emboss (Brand)
- Luminescent Finish (Inner Back Label)



DISCIPLINES → Graphic Design

COLLABORATION → Great Wine Company → CAIKE

CONGO

Sauvignon Blanc most likely gets its name from the French words sauvage (“wild”) and blanc (“white”) due to its early origins as an indigenous grape in South West France.

Show-thru label – diecut ‘O’s reveal the eyes of a wildcat.

Stock:

- CK-903 (Ice Bucket Outer Front + Back)
- BOPP (Inner Back Label)

Embellishments:

- Foil (Brand Outline)
- Emboss (Foliage)
- Luminescent Finish (Inner Back Label)



DISCIPLINES → Graphic Design

COLLABORATION → Great Wine Company → CAIKE

FROM THE VALLEY

The Yarra Valley is Victoria's oldest wine region, with the planting of the first vineyard in 1838.

The Valley is known for its relatively cool climate and is commonly compared to burgundy, where Chardonnay and Pinot Noir performs really well.

However, with the diverse landscape, variable weather conditions and winemakers who are pushing the boundaries, The Valley has been enjoying its second wave of viticulture since the 1960's, also hosting a wider array of distinct profiles.

The postage stamp design is a play on the wine being 'from the Valley.'

Stock:

- JDFD-002 (Ice Bucket)

Embellishments:

- Metallic Ink (Vine Leaves + Grapes)
- Emboss (Brand Stamp)
- Black Foil (Hole Punch)
- Diecut



DISCIPLINES → Graphic Design → Finished Art

COLLABORATION → Great Wine Company → Lipeng Label

NEW OAK



Aged in traditionally coopered new oak barrels the label represents the rings of the barrels, and the lined typography represents the age rings of the oak.

Label was constructed from 2 layers – gloss base was used to emulate the glass bottle underneath gives the impression that the label is solely made of silver MT foil strips.

Embellishments:

- White CL (typography + mandatories)
- De-boss (between barrel rings)
- Matt Varnish (barrel rings)
- Gloss Varnish (base layer)
- Emboss (rivets)
- Foil De-boss (front label details)



DISCIPLINES → Graphic Design → Illustration

COLLABORATION → Great Wine Co. → Accent Wine Packaging → MCC Labels → 31

ODD NEIGHBOURS

Label inspired by absurd characters that we sometimes have as our neighbours, based on the mind bending illustrations of M. C. Escher.

Stock:
– JDFD-002 (Ice Bucket)

Embellishments:
– Gold Foil
(3D Letters / Varietal / Region)
– Black Foil (3D Letters)



DISCIPLINES → Graphic Design → Finished Art

COLLABORATION → Great Wine Company → Lipeng Label

SAINT TRIFON



St. Trifon Zarezan (Trifon the Pruner) is the Bulgarian patron saint of vinegrowers and winemakers.

St Trifon is always depicted with a cross in one hand and a pruning shear in the other.

Trifon Zarezan is an annual Bulgarian celebration of wine that falls on February 14, marking the time of year when vinegrowers trim back their vines.

Opulent label patterns, colour palette and font influenced by Bulgarian art and religious portraiture of St Trifon.

Stock:

- JDFD-002 (Ice Bucket)
- Shrink-sleeve

Embellishments:

- Gold Foil (Brand Halo / Shear+Cross / Varietal)
- Indigo/Orange Foil (Brand / Vine Pattern)
- Emboss (Brand / Halo / Shear+Cross / Varietal)



DISCIPLINES

→ Graphic Design → Finished Art

COLLABORATION

→ Great Wine Company → Lipeng Label

→ 33

SECRET SONG

Label inspired by pianola scrolls.

Stock:

- JDFD-002 (Ice Bucket)

Embellishments:

- Silver Foil
(Pianola Holes)
- Copper Foil
(Brand / Base filigree / Varietal Tempo)
- De-boss
(Brand / Base filigree / Pianola Holes)



DISCIPLINES

→ Graphic Design → Finished Art

COLLABORATION

→ Great Wine Company → Lipeng Label

THE ELABORATE RUSE

The well-dressed Baroness has been stealing wine from the Earl's wine cellar for years.

He suspected her but could never prove it or catch her – until her hair gave her away...

Stock:
– JDFD-002 (Ice Bucket)

Embellishments:
– Gold Foil
 (Brand / Varietal / Region)
– Frost/High Build Texture
 (Hero Engraving)



DISCIPLINES

→ Graphic Design → Finished Art → Retouching

COLLABORATION

→ Great Wine Company → Lipeng Label

→ 35

DAISY
KANNIS

THANKS FOR WATCHING!

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- Retoucher
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