

Hello! I’m Eloise, a designer and illustrator based in Sydney, living and working on Gadigal land. I pride myself on being a chameleon in illustration—finding the perfect style to bring each brief to life. Whether it’s bold and graphic or delicate and detailed. I’m obsessed with pixel-perfect precision, bringing care and craft to every project.

EXPERIENCE

2023 – Present
Designer at Evi O Studio

At Evi O Studio, a craft- and illustration-led environment, I’ve had the opportunity to hone my illustration skills across a range of projects. From designing playful characters for Stitch Coffee to illustrating watercolour condiments for The Condiment Book, my work spans a variety of mediums and styles. I’ve collaborated with clients like Bloomsbury and Penguin Random House, and each project has helped me refine my technical abilities, particularly in prepress, ensuring that my illustrations transition smoothly from concept to final production.

2021 – 2023
Designer at Re

At Re, I honed my illustration skills working on projects for some of the biggest brands in Australia. I led illustration work for clients like CommBank, Optus, Domain, and created custom illustrations for Woolworths’ chiller bags. This role allowed me to develop a refined illustration style, taking projects from early concepting to final execution, ensuring consistency with other brand assets.

EDUCATION

2019 – 2021
University of Technology Sydney
Bachelor of Design in Visual Communication

2015 – 2018
University of Sydney
Bachelor of Arts: Majors History & Art History

2018
Northeastern University,
Bachelor of Arts:Student Exchange

REFEREES

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Susan Le
Art Director at Evi O
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Dear Hiring Manager,

I am excited to apply for the Picture Desk Producer and Illustrator role at Guardian Australia. With a background in graphic design, illustration, and visual storytelling, I am eager to bring my skills to your newsroom and contribute to the Guardian's commitment to impactful, independent journalism.

My experience working with photography has given me a strong understanding of visual storytelling. I have coordinated photography for some of Australia's biggest brands, both selecting images from picture libraries and commissioning and managing shoots. My recent work as an illustrated book designer involved selecting and sequencing images to convey a book's narrative, and commissioning photographers for brand shoots. I have worked on projects with Hardie Grant Australia and Penguin Random House.

I am also a lifelong illustrator. I got my start illustrating for my university newspaper, Honi Soit, and this passion has since evolved into a career creating illustrations for brands and books. While working at Re I crafted illustrations for some of Australia's biggest brands, including Optus, Commonwealth Bank and Woolworths. Most recently, I have worked in illustrated book design at Evi-O.Studio, where I have used illustrations to communicate across books in the lifestyle genre. I pride myself on being a style chameleon, capable of adapting my work to meet the demands of any brief.

With strong proficiency in Adobe Photoshop and Illustrator, extensive post-production expertise, and an understanding of picture sourcing and composition, I am confident in my ability to support Guardian Australia's picture desk. I am particularly excited about the opportunity to create illustrations that enhance news and feature content, as well as to contribute to major visual projects that engage audiences across digital and social media.

I would love the opportunity to discuss how my experience and creative approach can support Guardian Australia's visual storytelling. Please see my folio following for your review. I look forward to the possibility of speaking further.

Best regards,
Eloise

ELOISE X THE GUARDIAN

COLLAGE

I took this application as a chance to explore my editorial collage skills – using public domain and image library sourced images, I put together this composite in photoshop to accompany the column by Eva Wiseman from Sunday 9th of February.



Is it time to ring the alarm on internet door cameras?
Eva Wiseman

ELOISE X THE GUARDIAN

ILLUSTRATION

I also explored how my illustration skills could apply to this role, illustrating the themes in Sunday’s Ask Phillipa column. I was inspired by this quote from the article “being firm with your boundaries [will] allow you peace, you are not so much abandoning your mother as refusing to abandon yourself.”



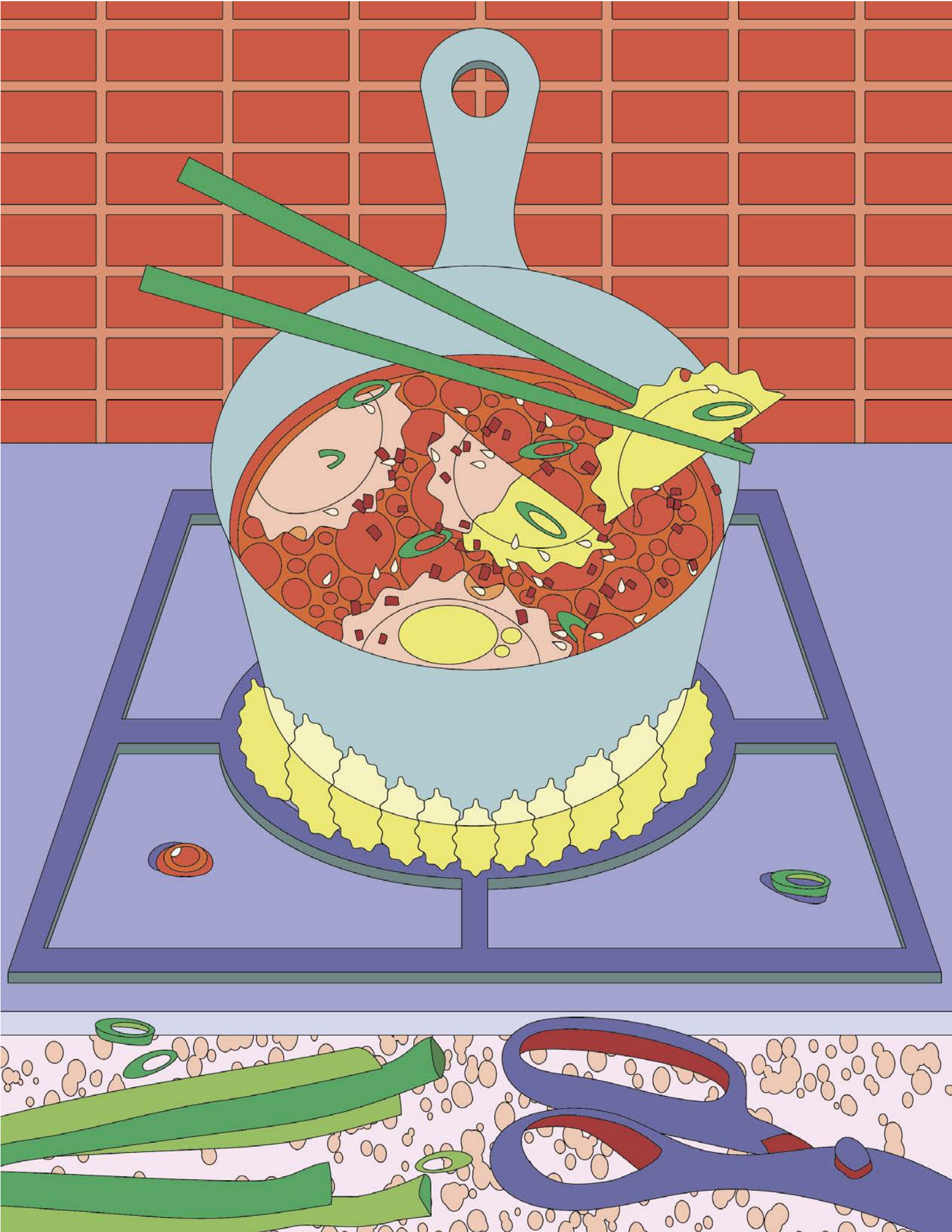
I feel happier and healthier when not around my mother
Ask Phillipa

CRAVEABLE

BOOK ILLUSTRATION

For Craveable by Seema Pankhania, I worked on the design and illustrations across chapter themes like “Savoury & Salty,” “Sweet,” “Fresh,” “Now,” “Green,” “Comforting,” and “Special.” My goal was to match Seema’s vibrant and playful energy, creating illustrations that felt fresh, contemporary, and crave-worthy





COLLAGE

PERSONAL WORK

I have always loved to experiment with collage as an abstract way to tell stories and explore composition. This is just a selection of some of my favourites.



TWO IS BETTER THAN ONE

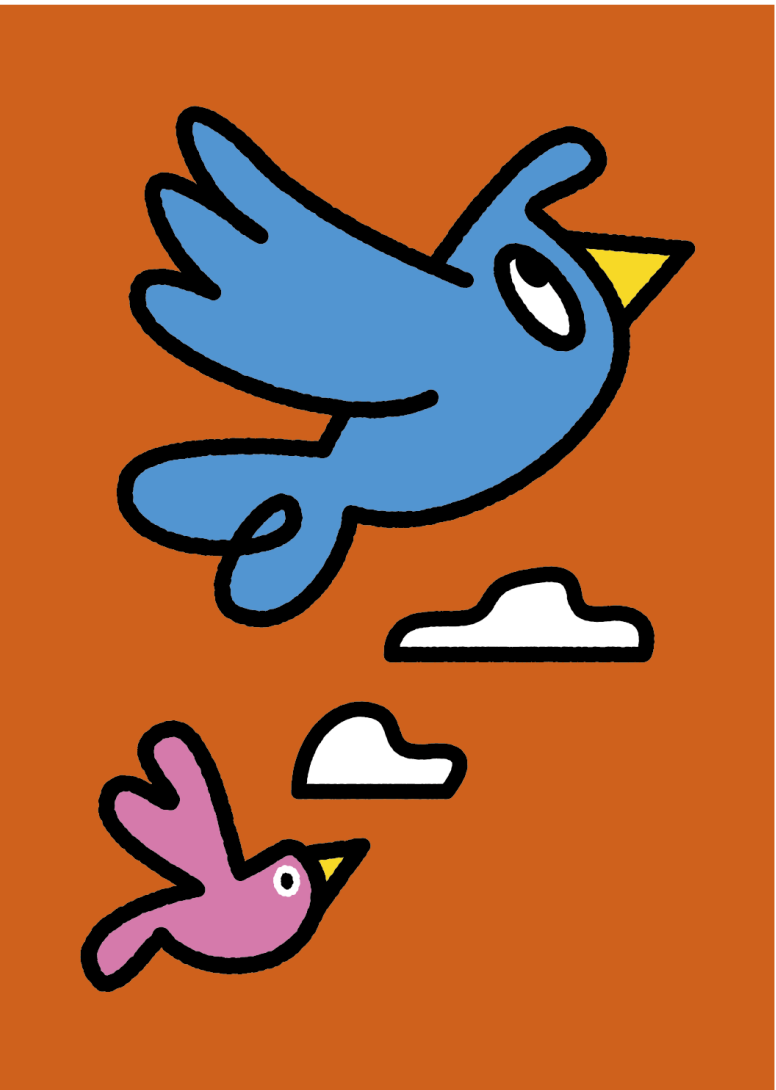
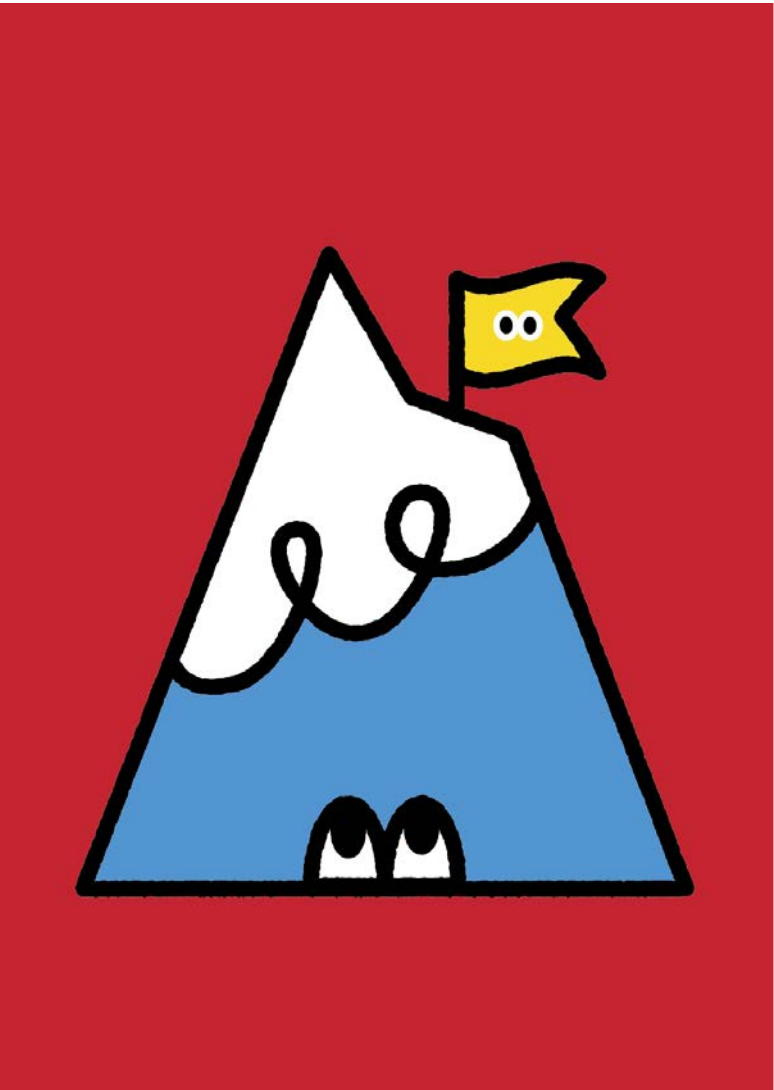
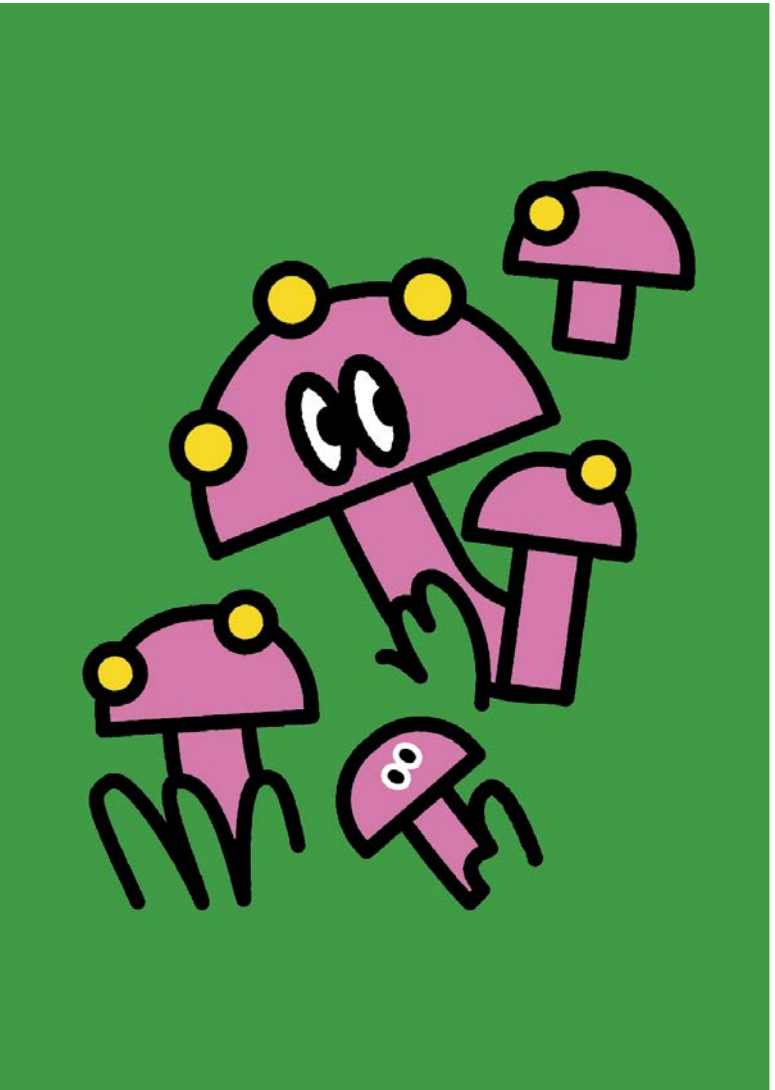
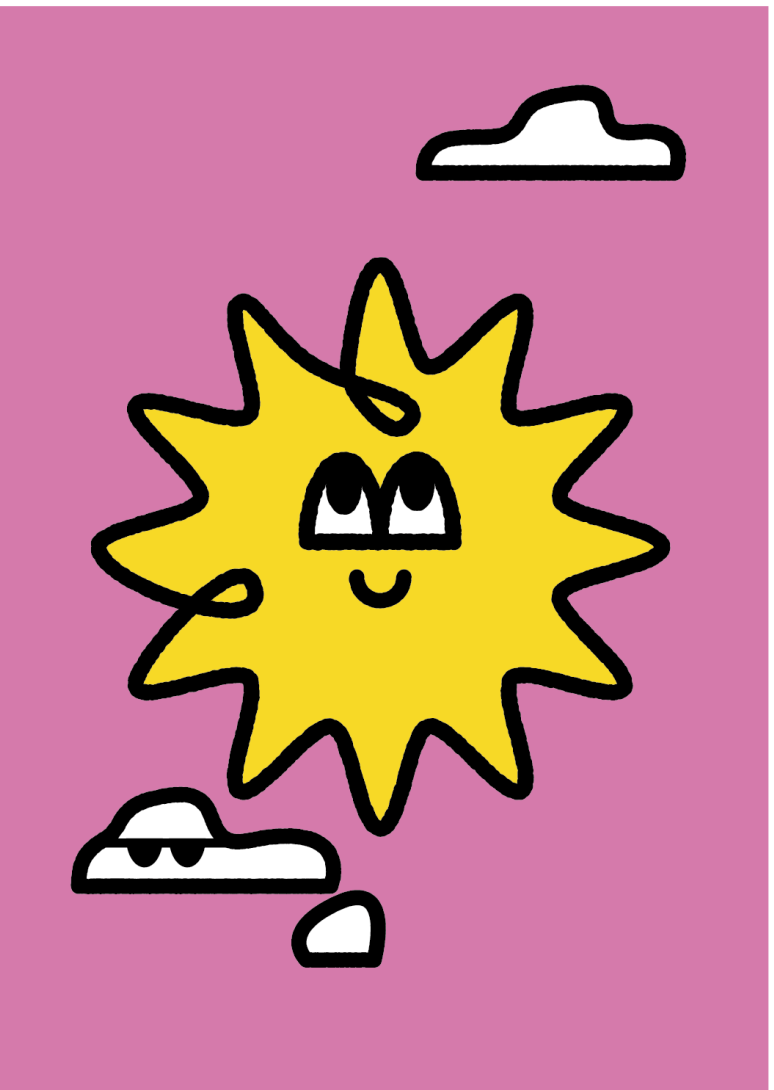
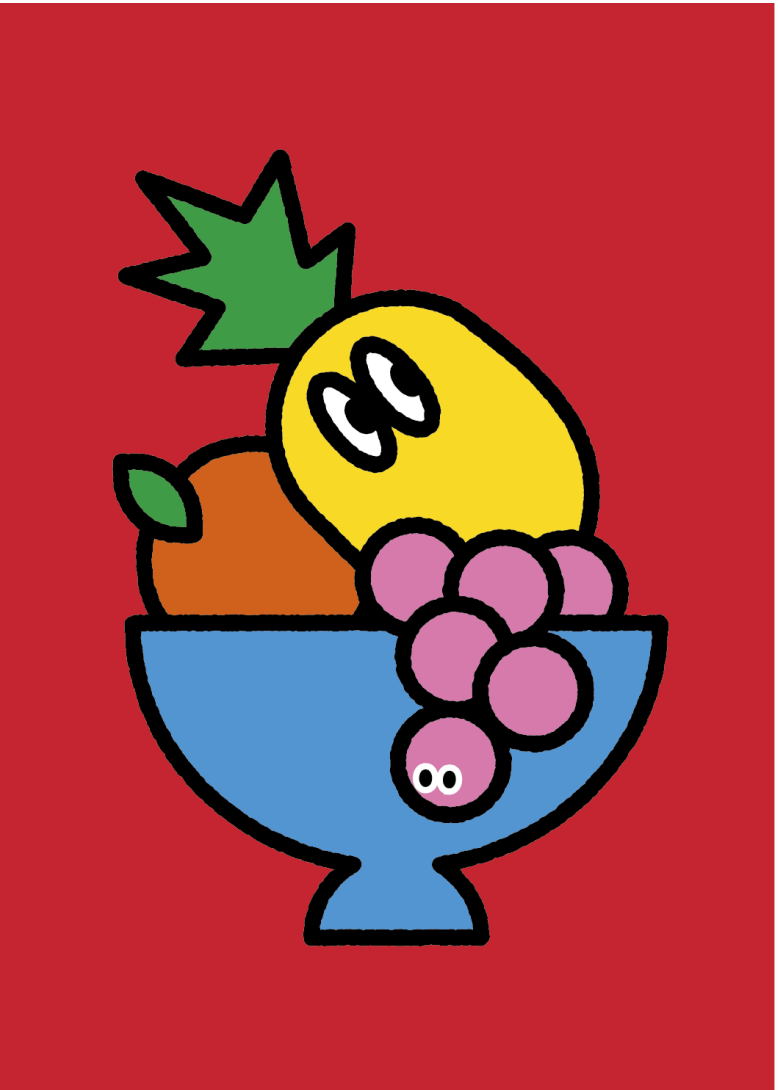
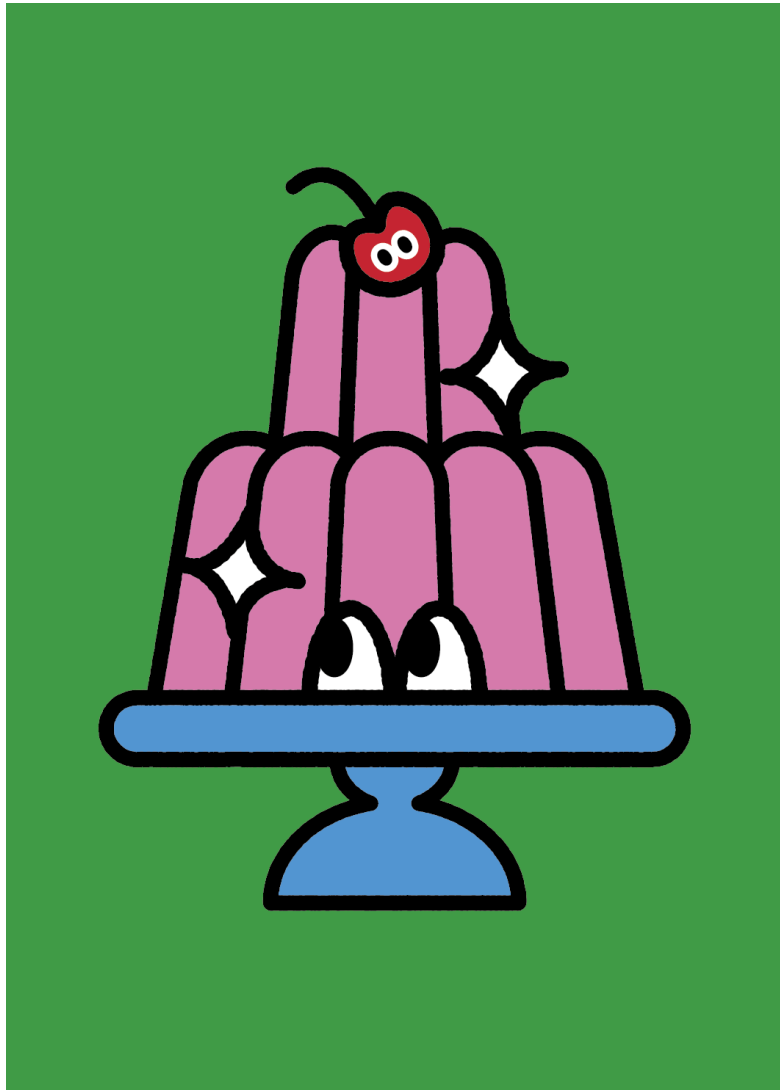
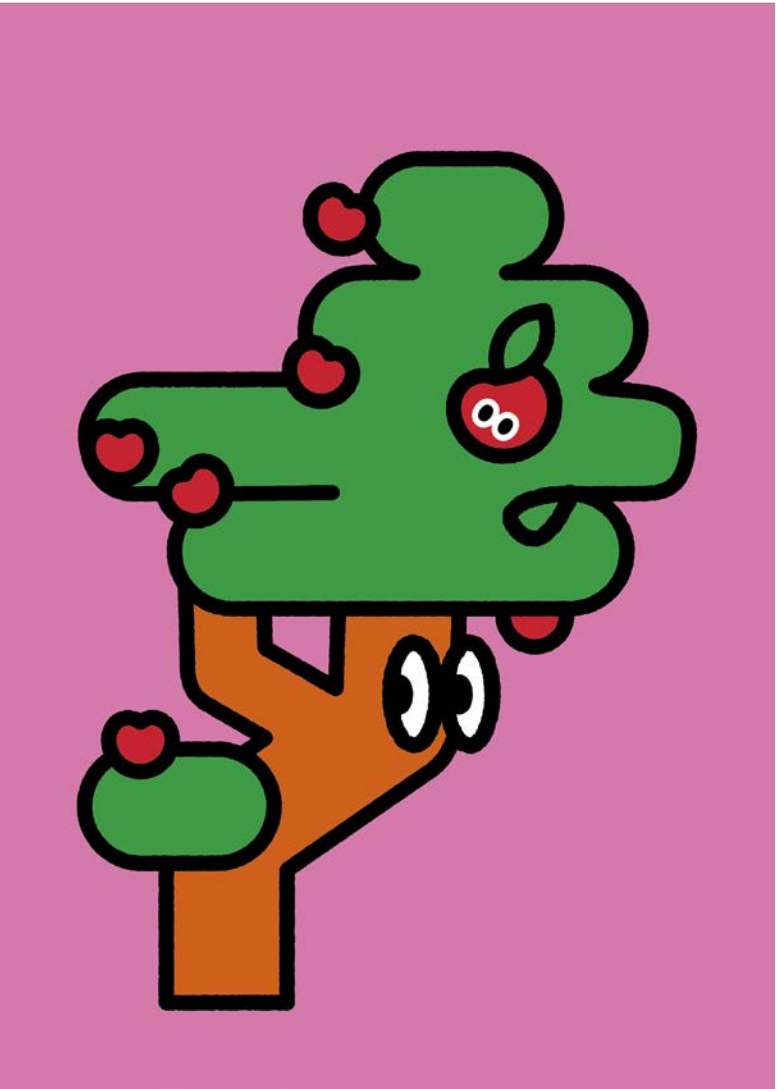
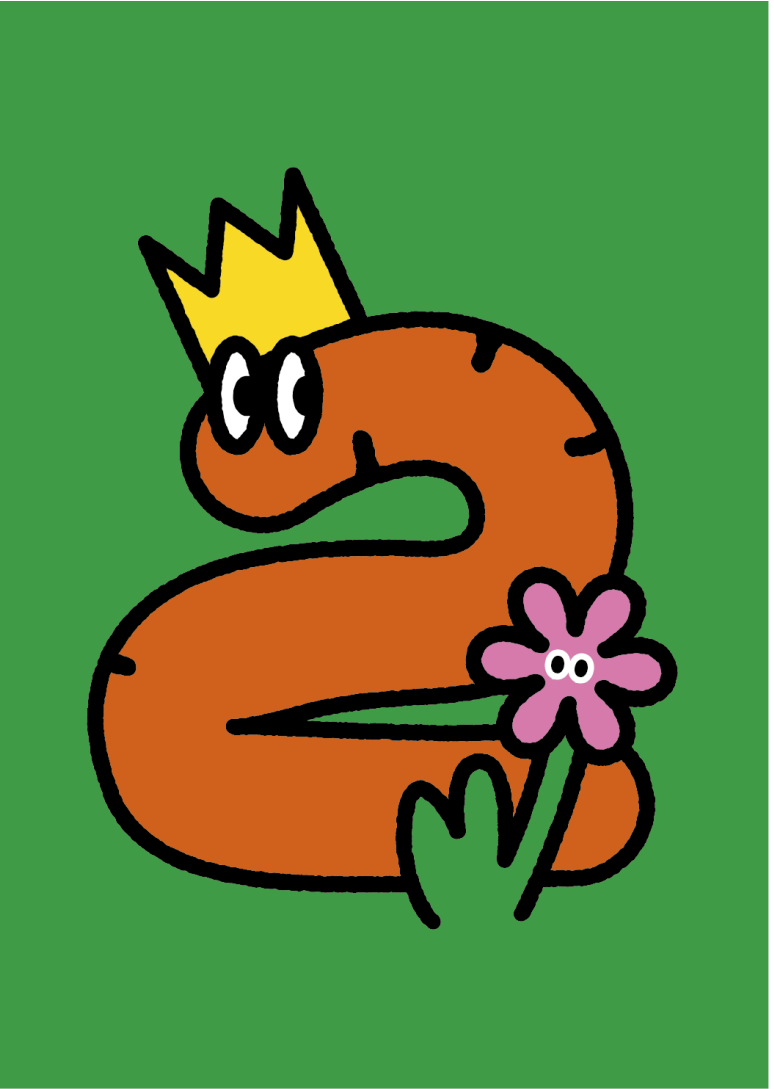
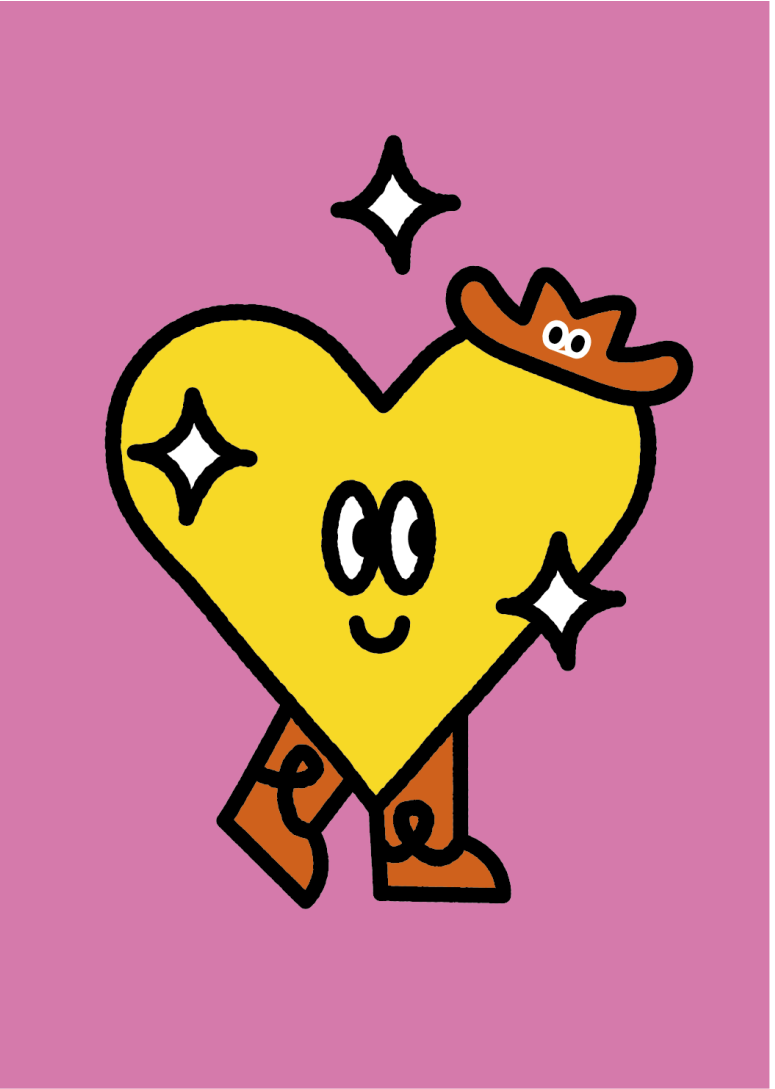
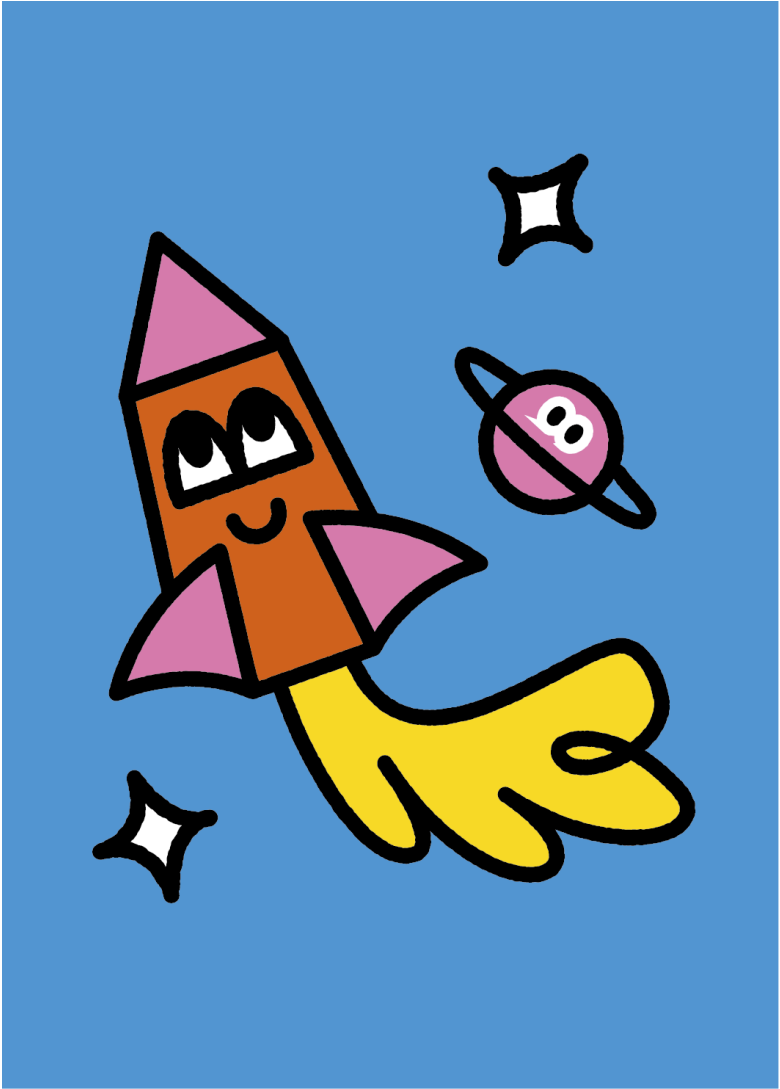
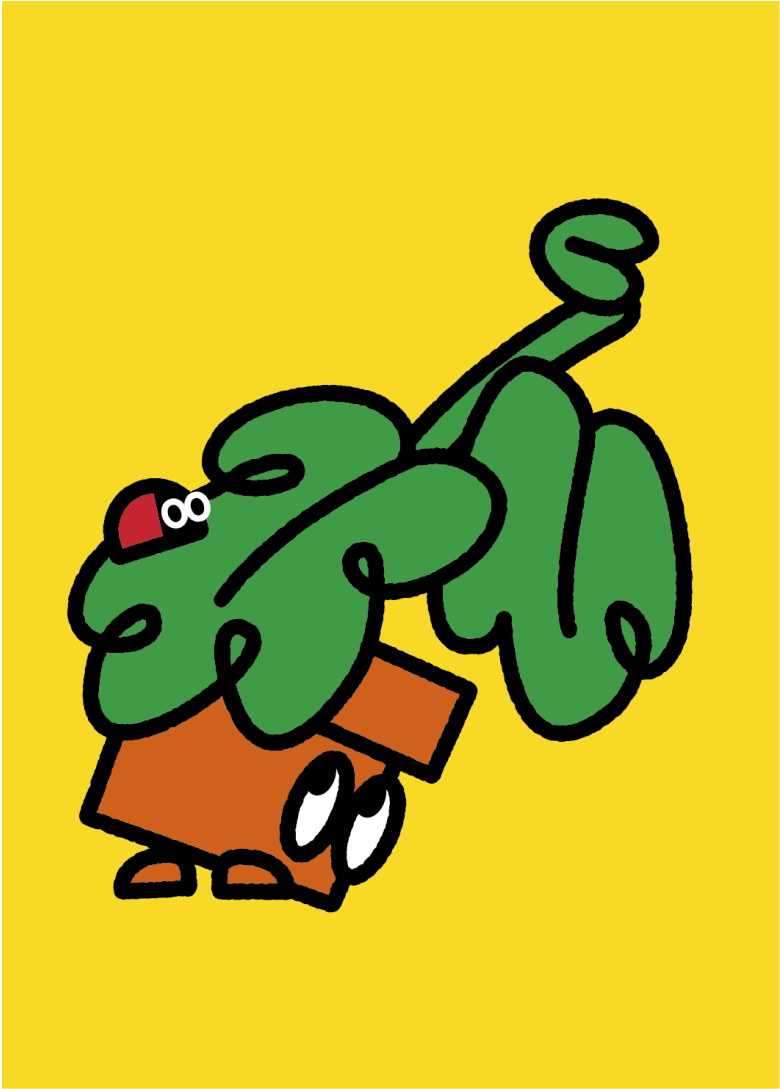
ILLUSTRATION

For Two Good Co.’s Two Is Better Than One program, I crafted illustrations that celebrated kindness, support, and hope. Centered around the theme of togetherness, every scene featured two characters in a bright, uplifting world. This visual language came to life through a deck of 20 cards, a sticker set, and plushie. Designed to engage a younger audience, these illustrations brought a fresh energy to the Two Good Co. brand while honoring its core mission of providing comfort and care to those in need.



CREDITS

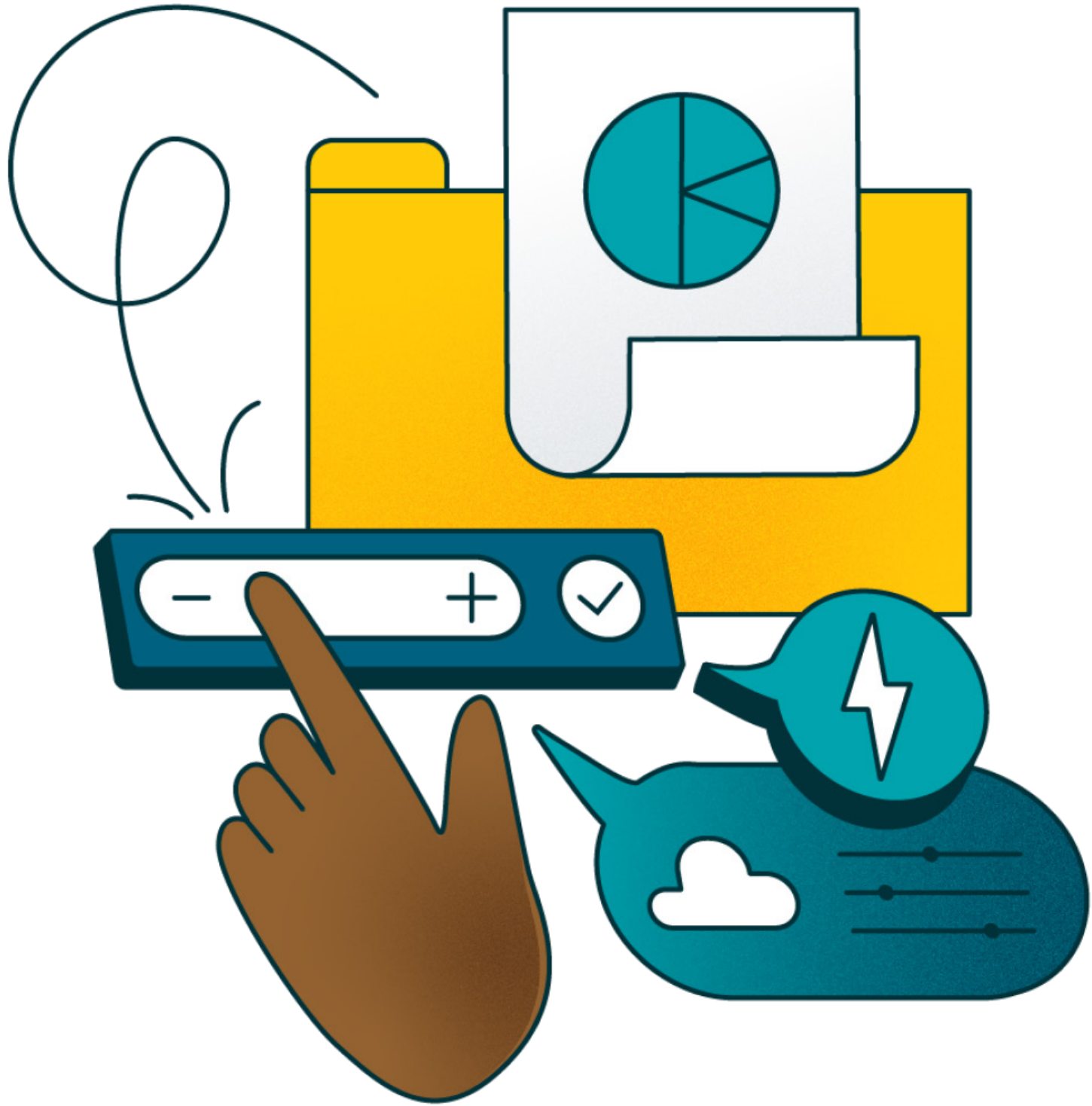
Completed atEvi-O Studio with creative direction from Evi O.



OPTUS

ILLUSTRATION

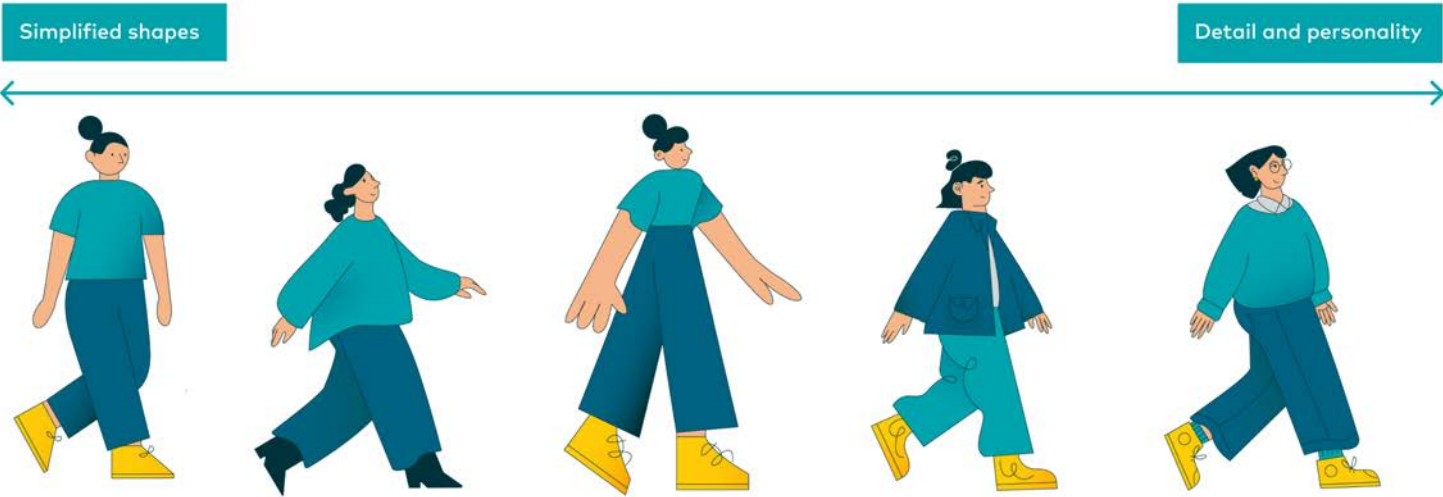
For Optus, I collaborated closely with the client to refine and develop their illustration style, defining where it was needed in their brand system. Through workshops, we identified where illustration could bring the most value, establishing a cohesive and purposeful approach to visual storytelling across the brand.



CREDITS

Completed at Re Design alongside: Dan Codyre, James Jablonski

Illustration tissue session
People



- 1. Simplified forms, almost geometric
- 2. From last round – with shading added
- 3. Exaggerating the figure's proportions
- 4. Incorporating the loop of the Yes throughout
- 5. Adding lots of detail and character

OPTUS | RE

Illustration tissue session
Composition changes



OPTUS | RE

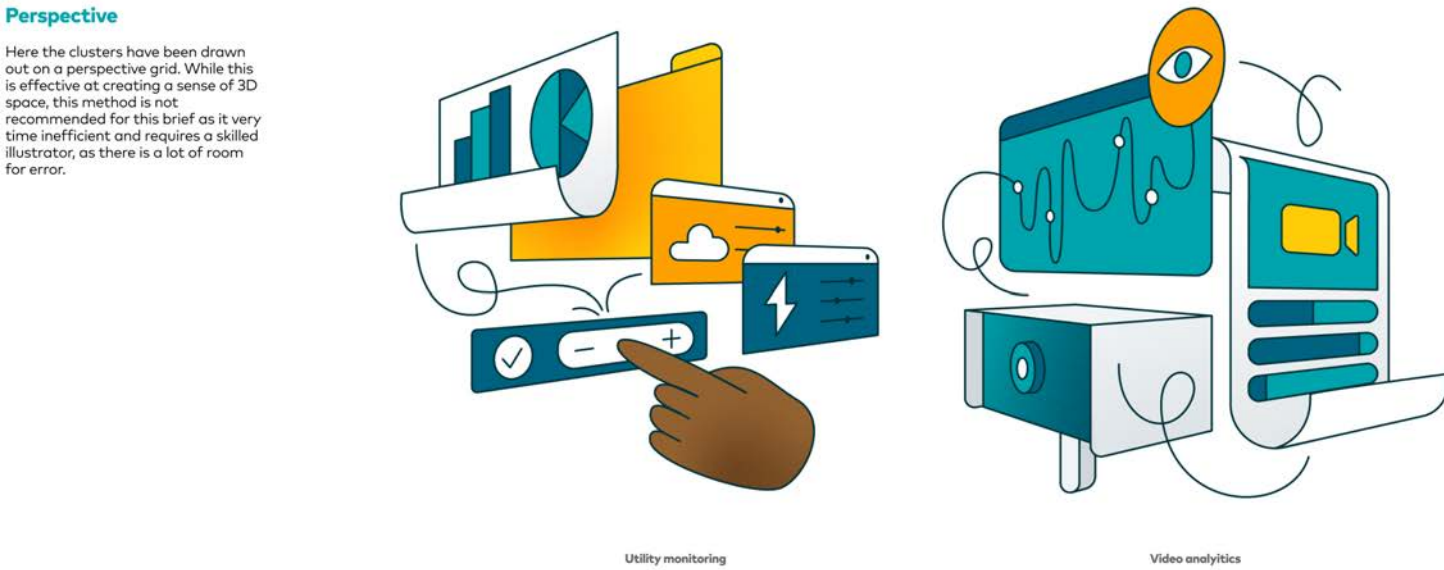
Illustration tissue session
Shadows



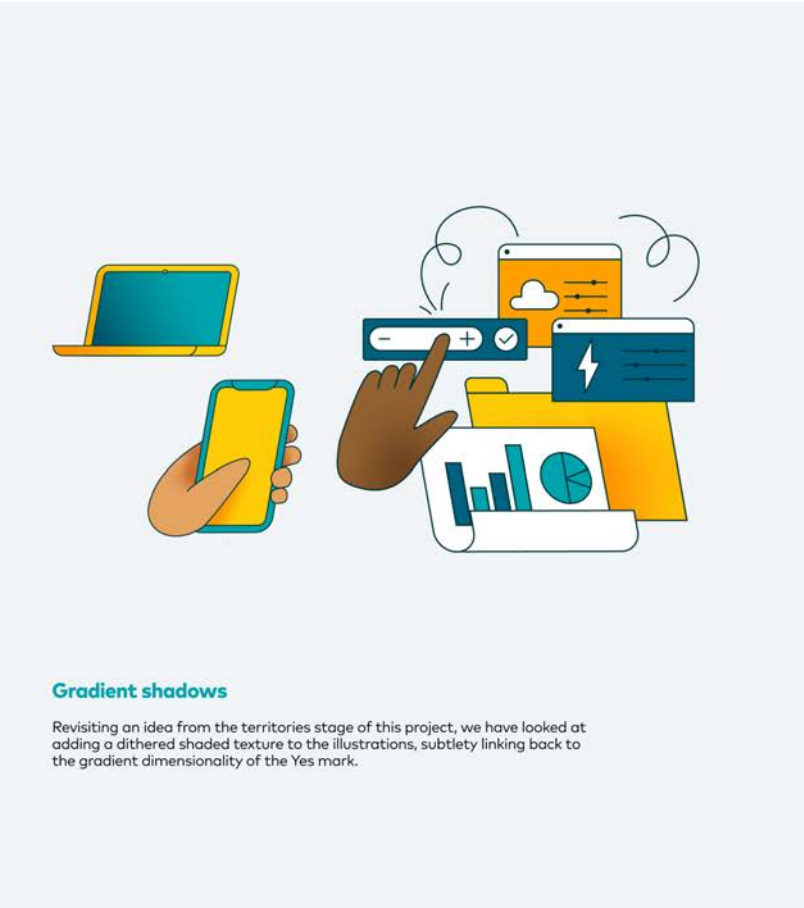
Flat colour shadows
Adding a flat block of colour, in a darker shade to some parts of the illustrations helps to enhance depth and emphasise movement. The flat style is quite high contrast and graphic in application.

OPTUS | RE

Illustration tissue session
Composition changes



OPTUS | RE



Gradient shadows
Revisiting an idea from the territories stage of this project, we have looked at adding a dithered shaded texture to the illustrations, subtly linking back to the gradient dimensionality of the Yes mark.

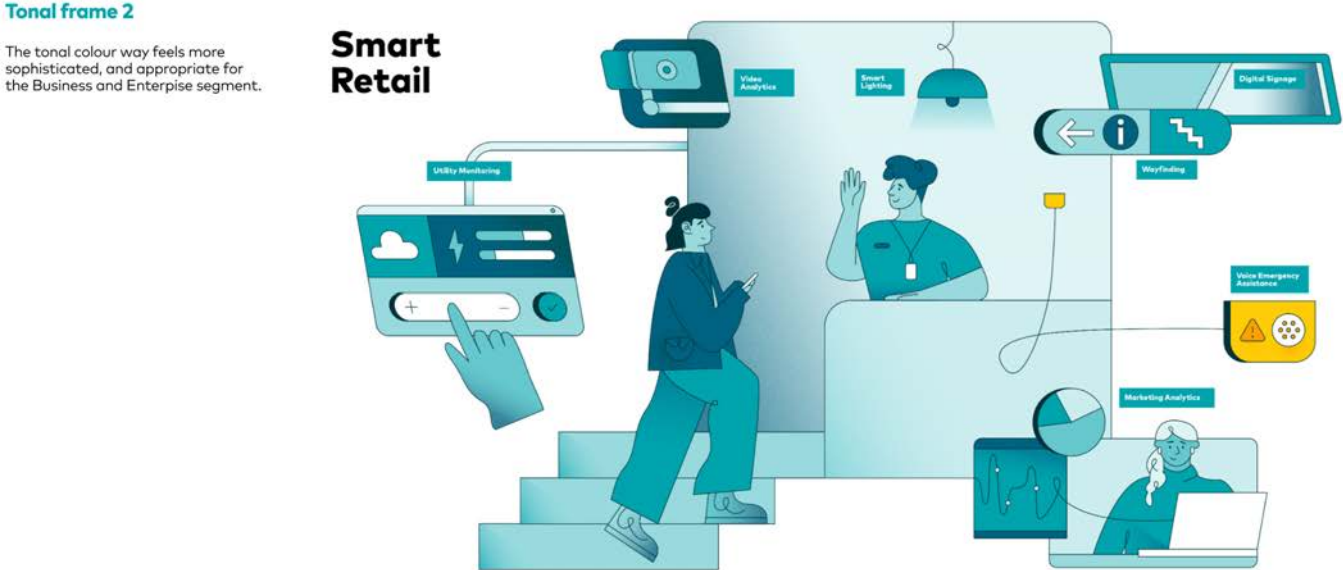
Illustration tissue session
Composition changes

Breaking the grid
These clusters break out of the strict rectangular grid, with some objects being placed on an angle to give a sense of space. This direction could veer too playful and expressive for the brief.



OPTUS | RE

Illustration tissue session
Simplifying the scene



OPTUS | RE



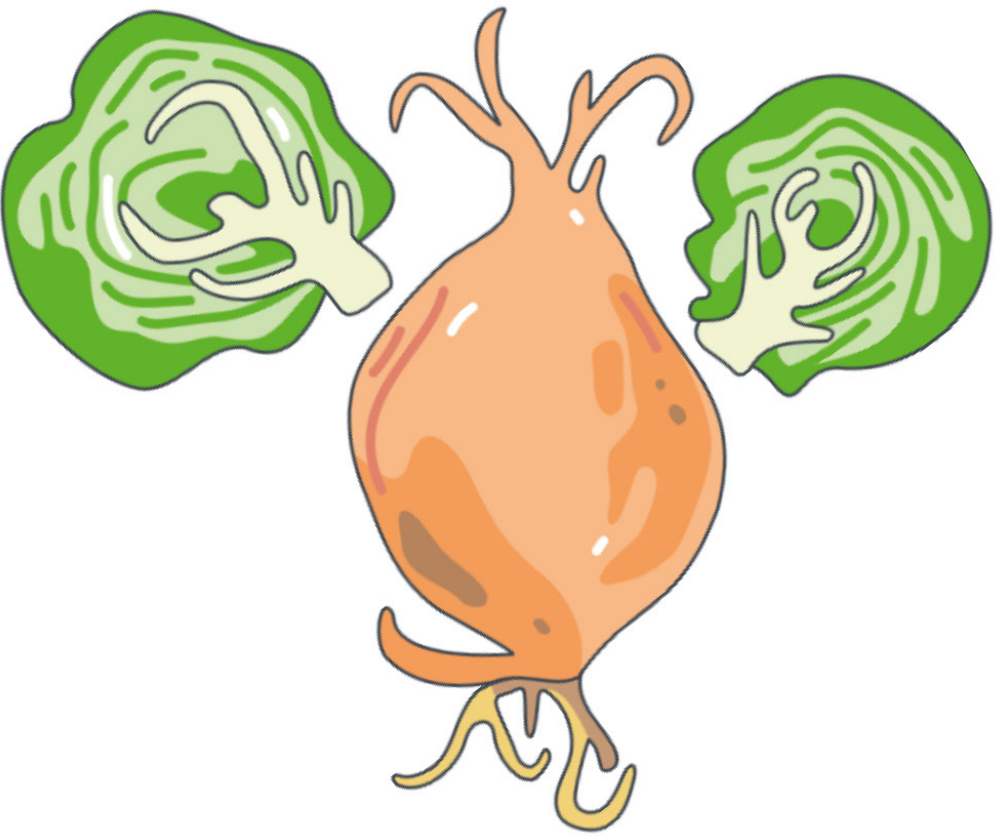


WOOLWORTHS CHILLER BAG



ILLUSTRATION

Working at Re, I had the opportunity to create new illustrations for one of the most iconic products in Australia; the Woolies Chiller Bag. For this project, we worked with the client to create two different illustrated worlds, embodying the strategy of ‘add a little zest.’



CREDITS

Completed at Re Design alongside: Sionen Adijans, Stephanie Potter



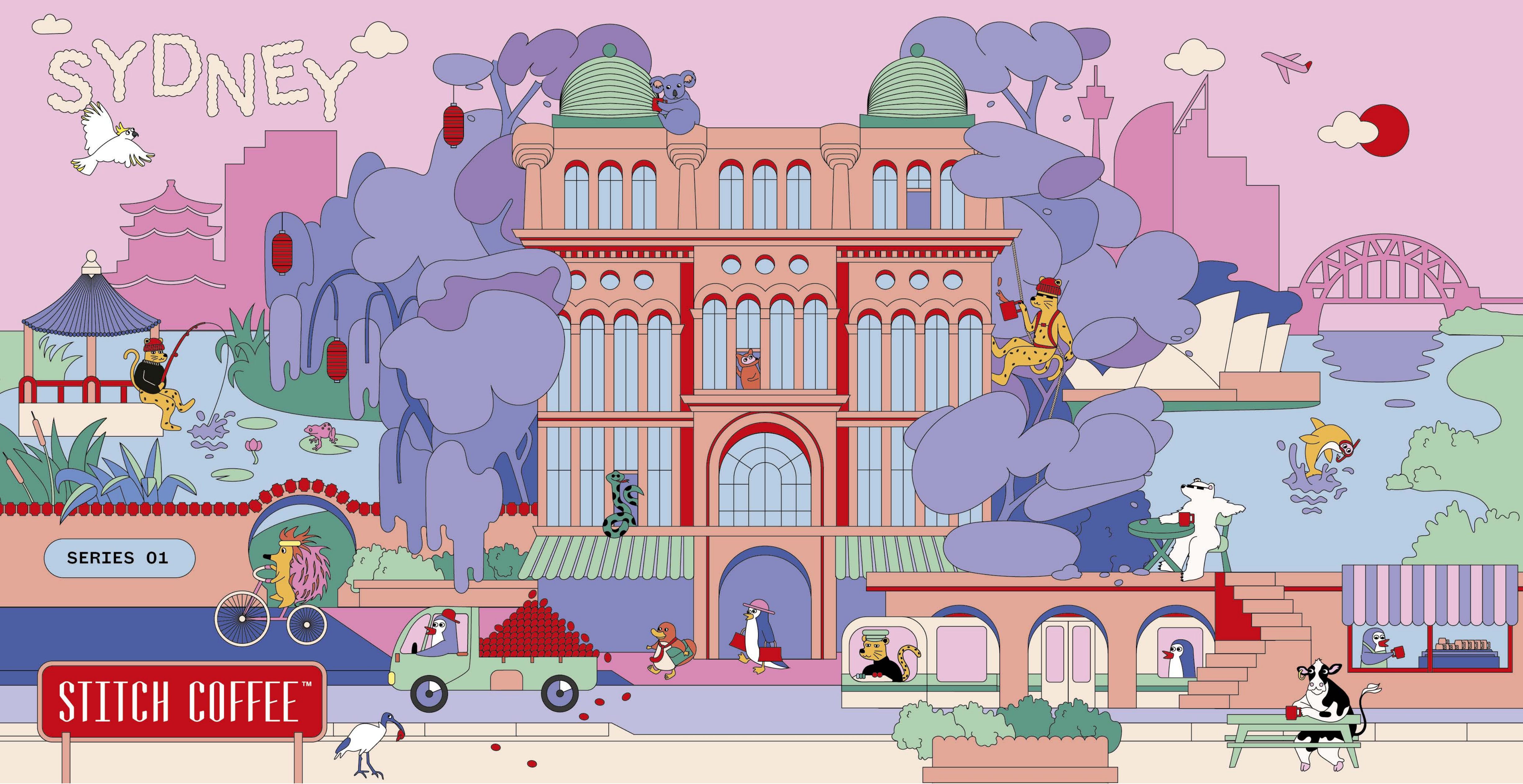
STITCH COFFEE

BRAND ILLUSTRATION

CHARACTER DESIGN

For Stitch Coffee, I created playful and vibrant illustrations to live in the world of their brand. My work included developing custom character illustrations and integrating them across various brand touchpoints (including a boardgame – a designer’s dream!) helping to bring the brand’s energetic personality to life.

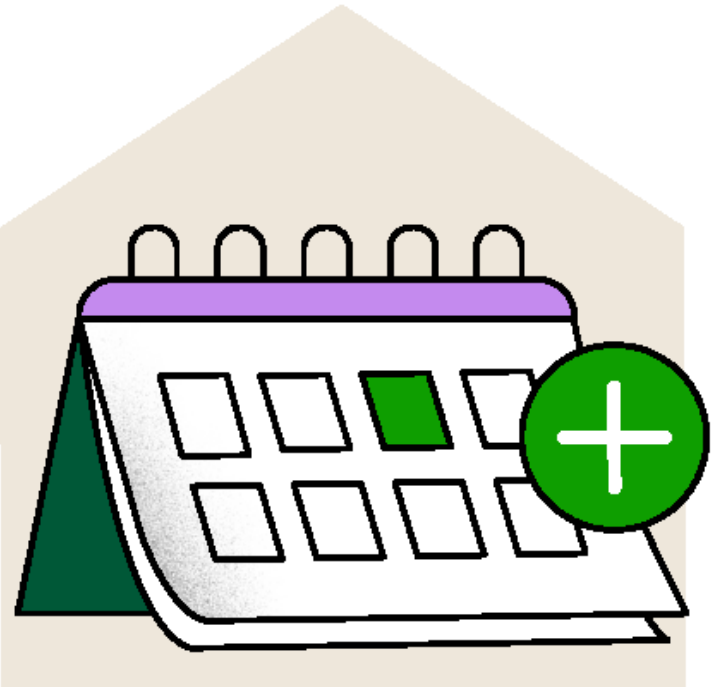
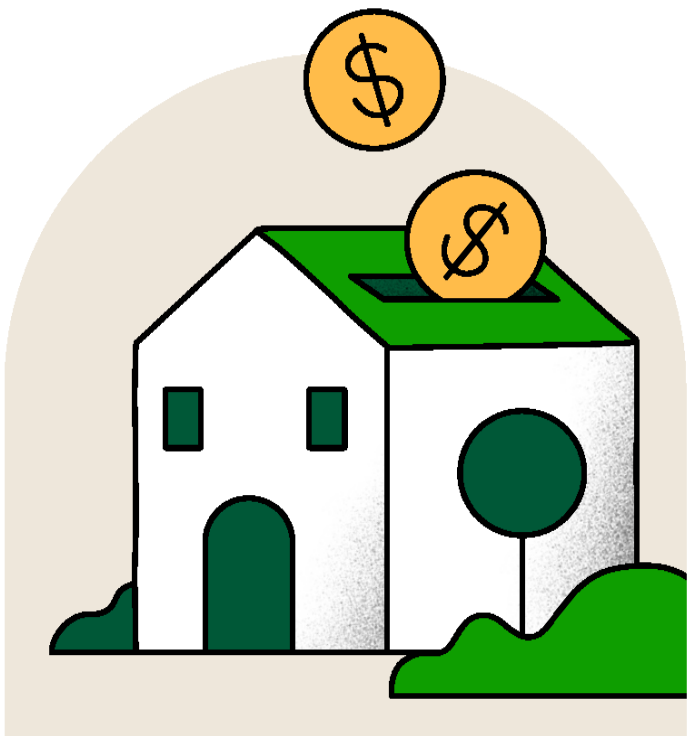
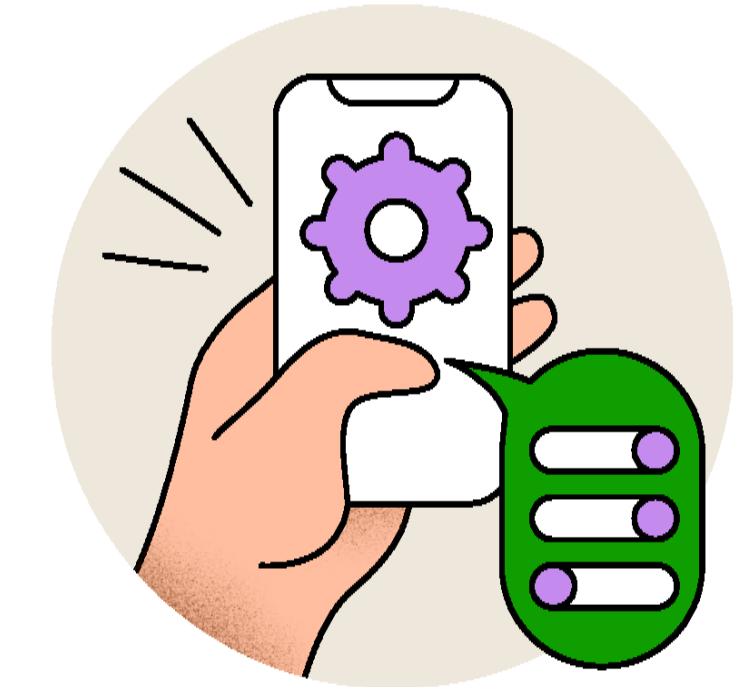
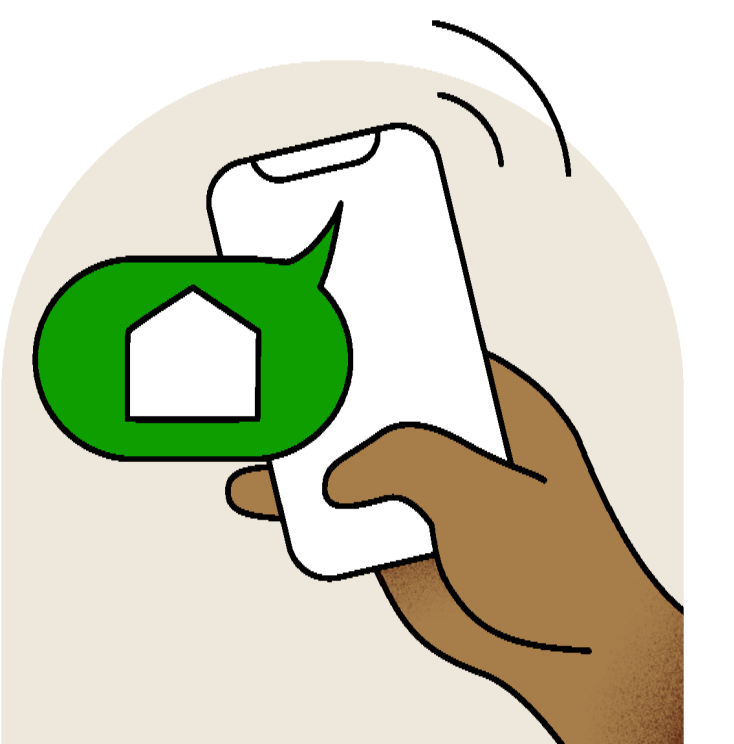
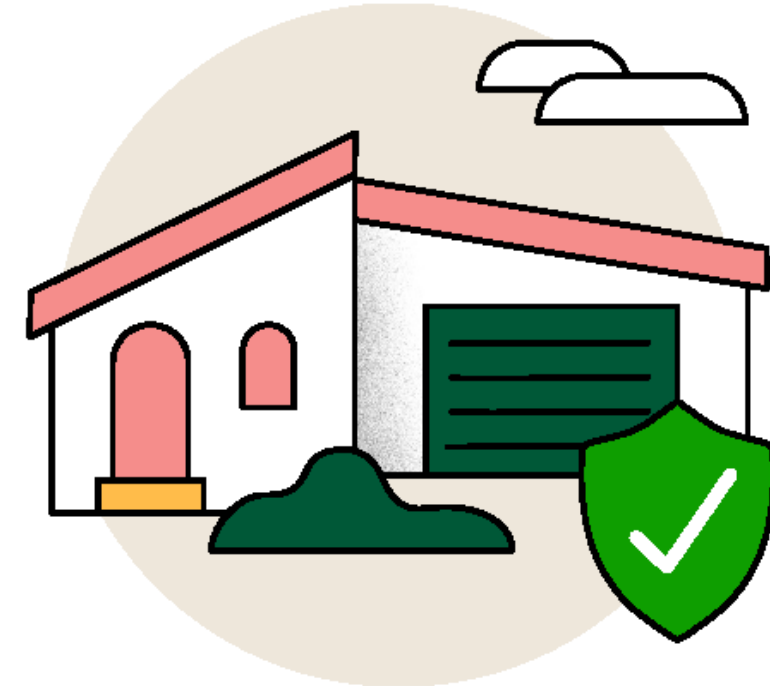
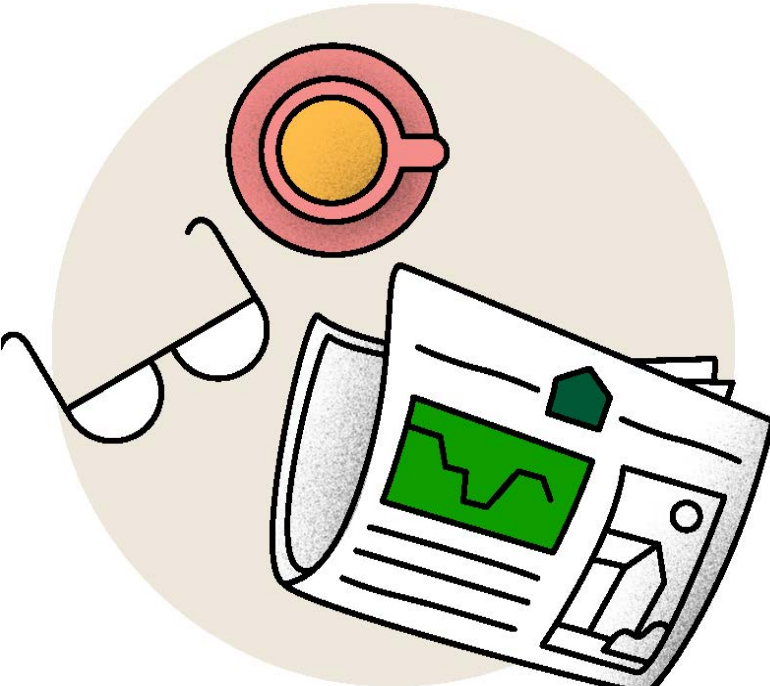
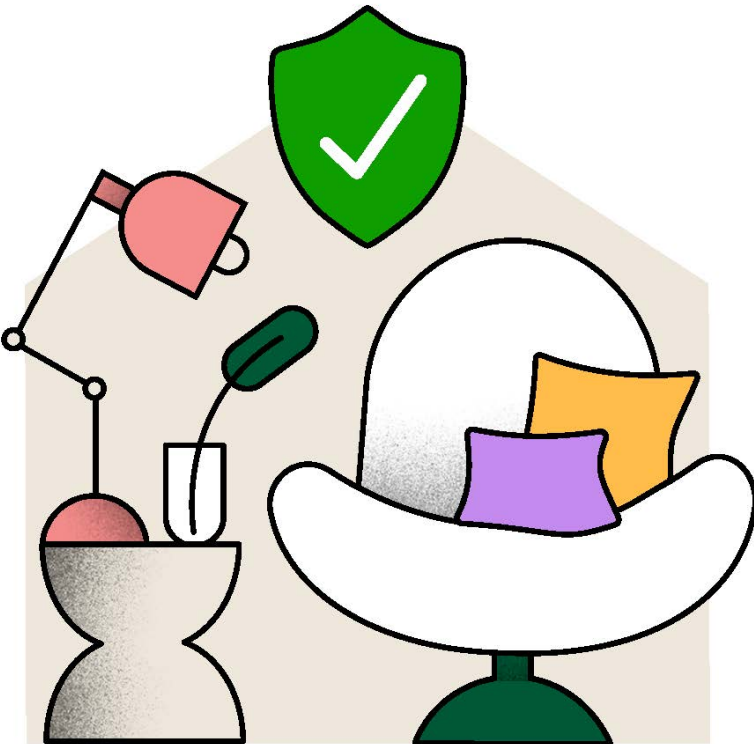
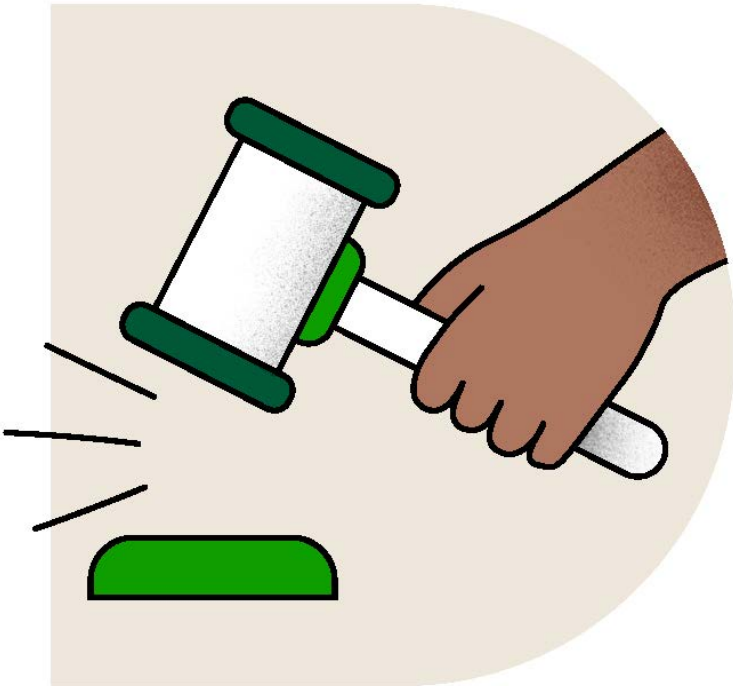




DOMAIN

ILLUSTRATION ROLLOUT

For Domain, I rolled out an approved illustration style, creating new assets that maintained consistency across all applications. My work included a range of spot illustrations and scenes, ensuring a seamless extension of the brand across its digital platforms.



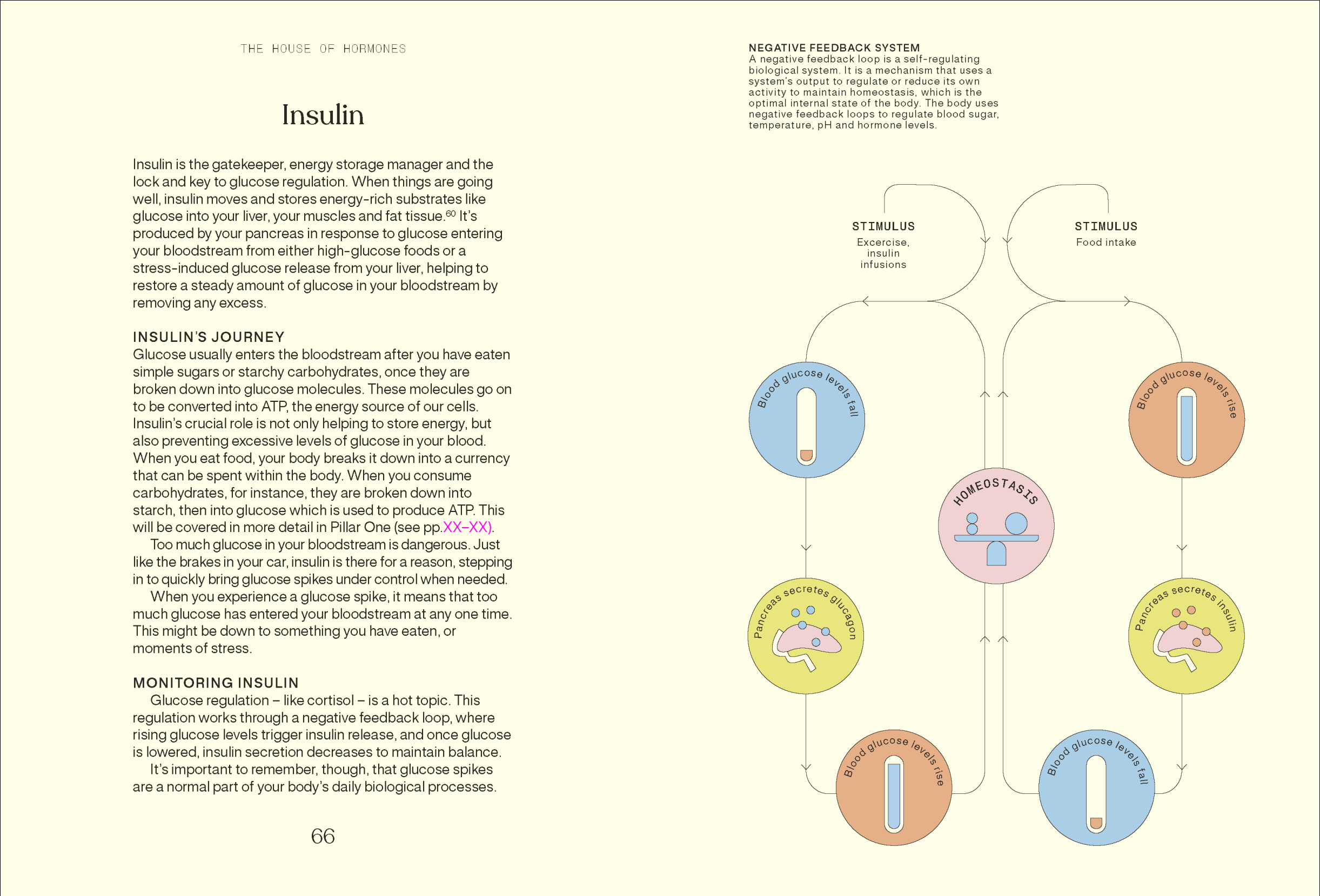
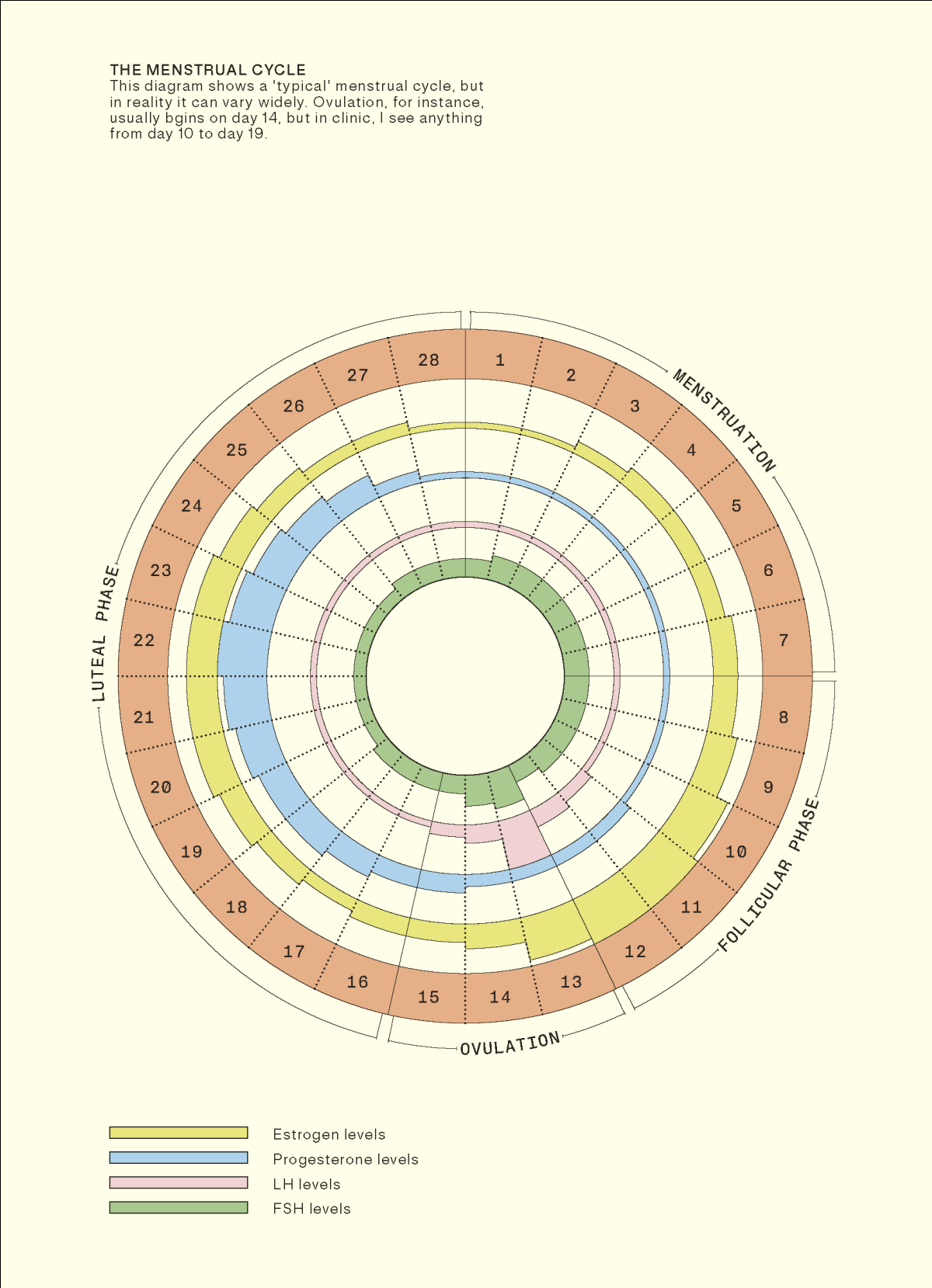
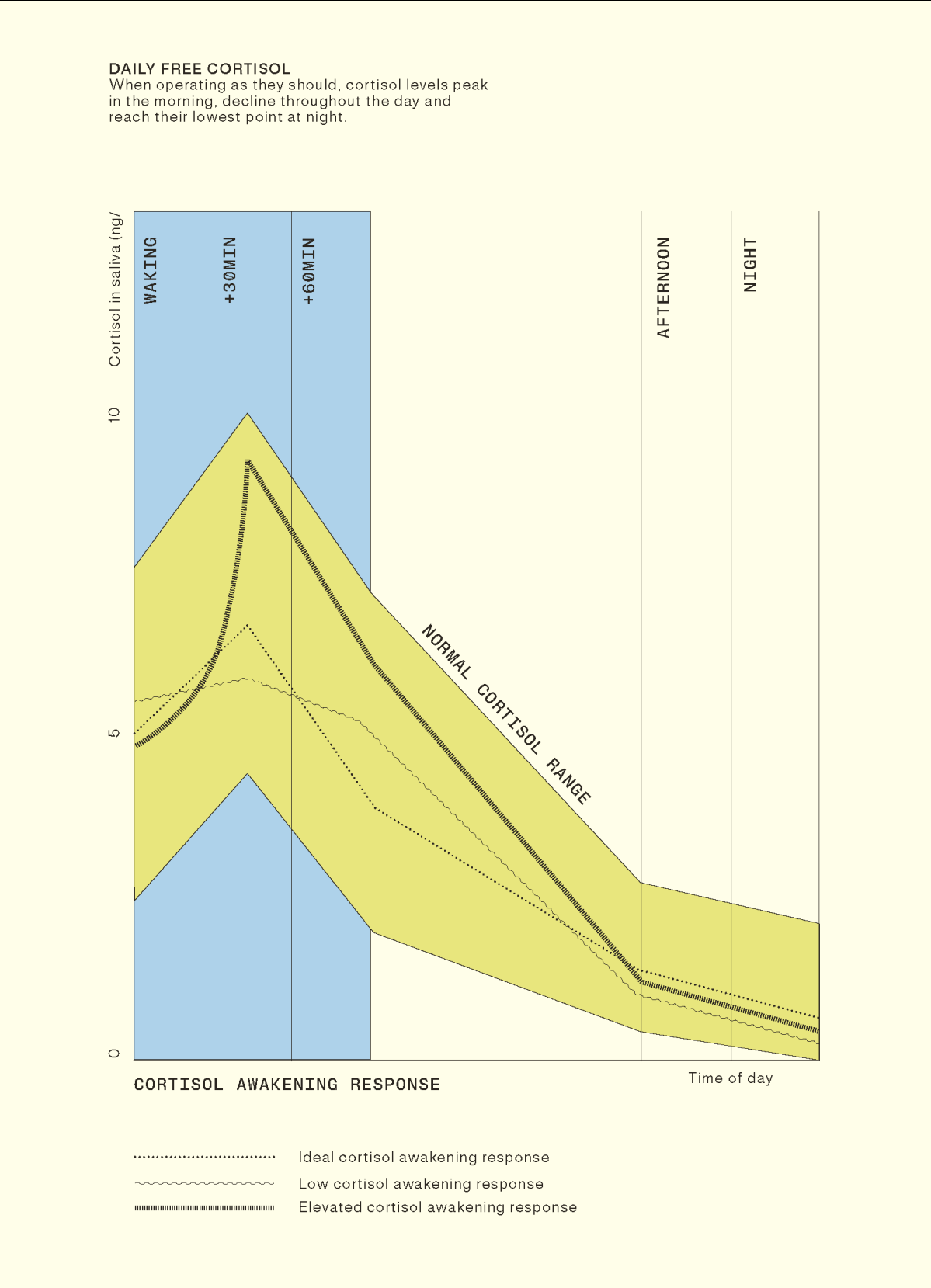


EVERYTHING I KNOW ABOUT HORMONES

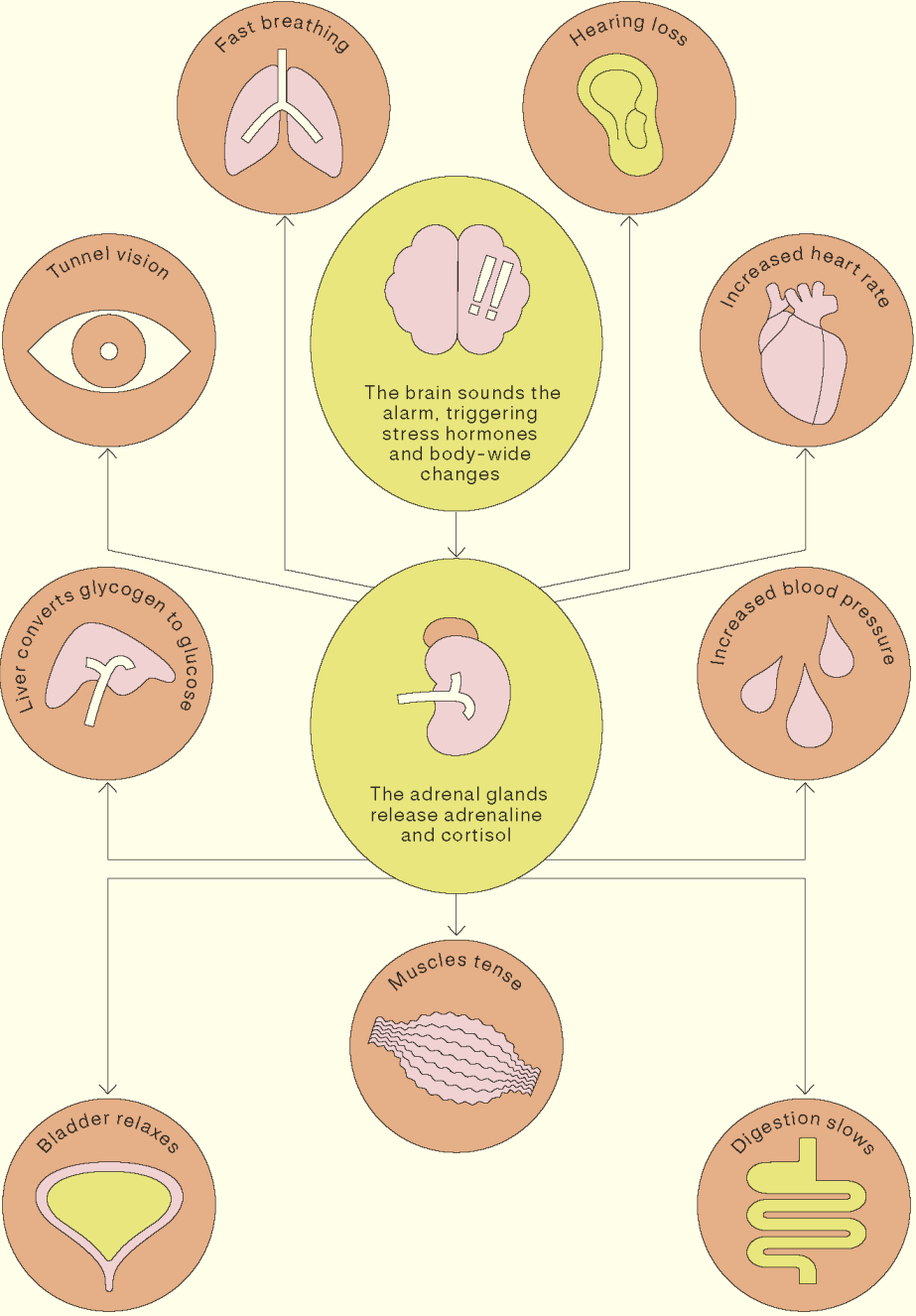
BOOK DESIGN

INFORMATION DESIGN

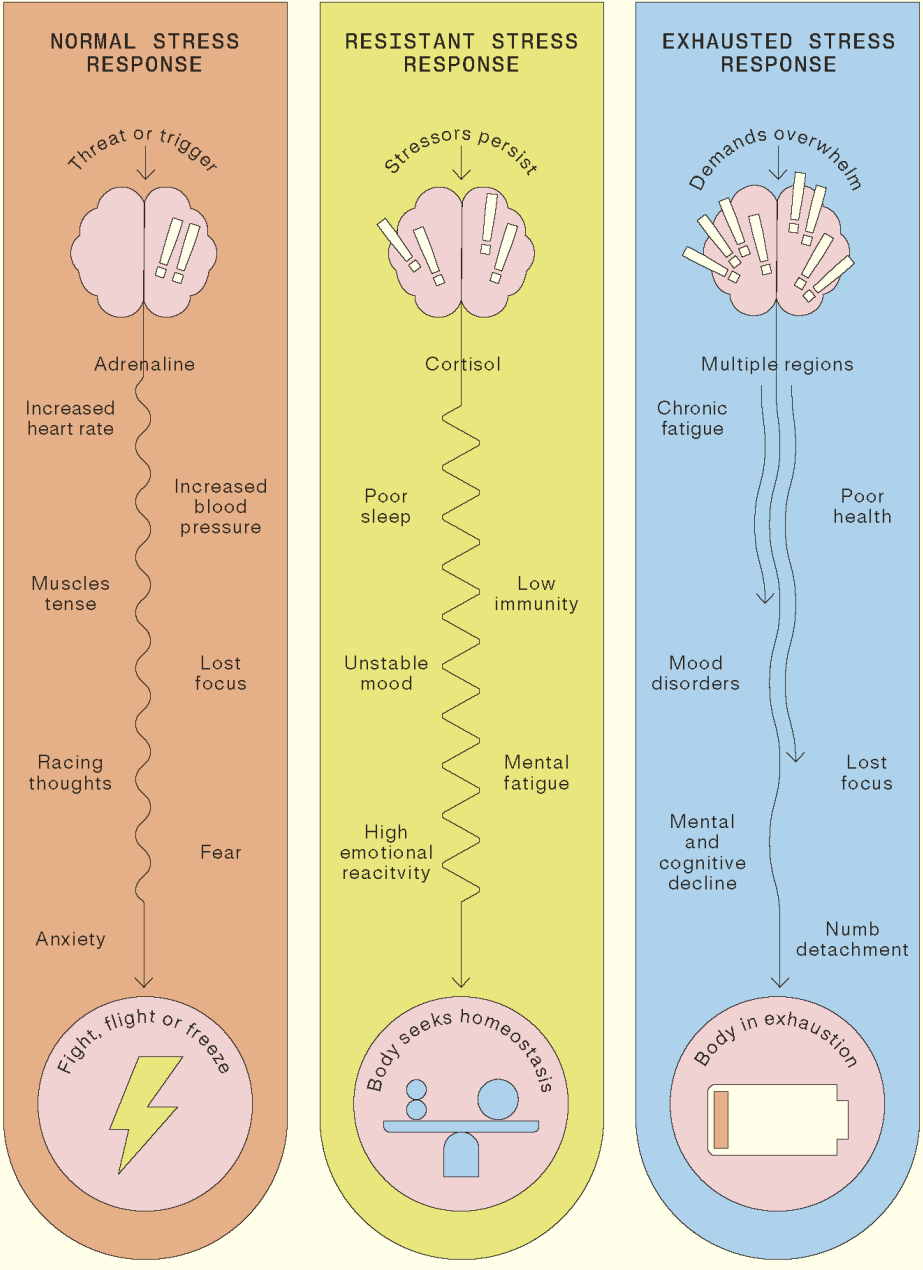
This book design focuses on making scientific information about hormones accessible to the general public. I especially enjoyed creating the infographics for this title – distilling complex, unfamiliar concepts into digestible visuals is one of my favourite aspects of design.



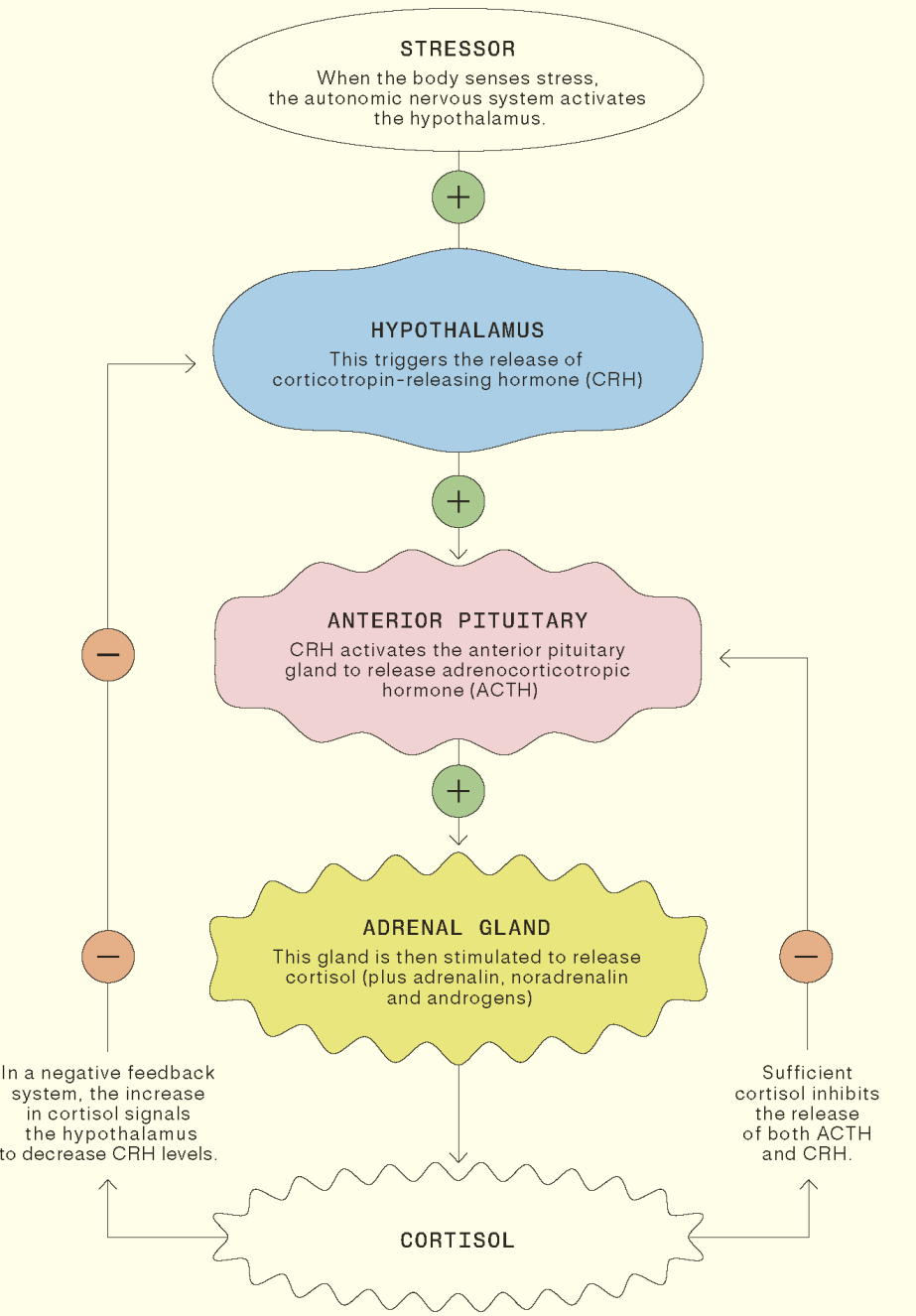
THE STRESS-RESPONSE SYSTEM
When we feel stress or alarm, the brain responds by triggering the "fight or flight" response by releasing adrenaline and cortisol. These hormones have a number of effects on different areas of the body.



CHRONIC STRESS RESPONSE
Chronic stress progresses from a normal response (heightened alertness) to resistance (adaptation to ongoing pressure) and finally to exhaustion (burnout and fatigue).



HPA AXIS
The HPA axis is your body's stress-response system, connecting your brain and adrenal glands to regulate stress hormones like cortisol.



HOW DO HORMONES COMMUNICATE?
Hormones communicate by docking onto specific receptors on target cells, triggering a response that regulates bodily functions.

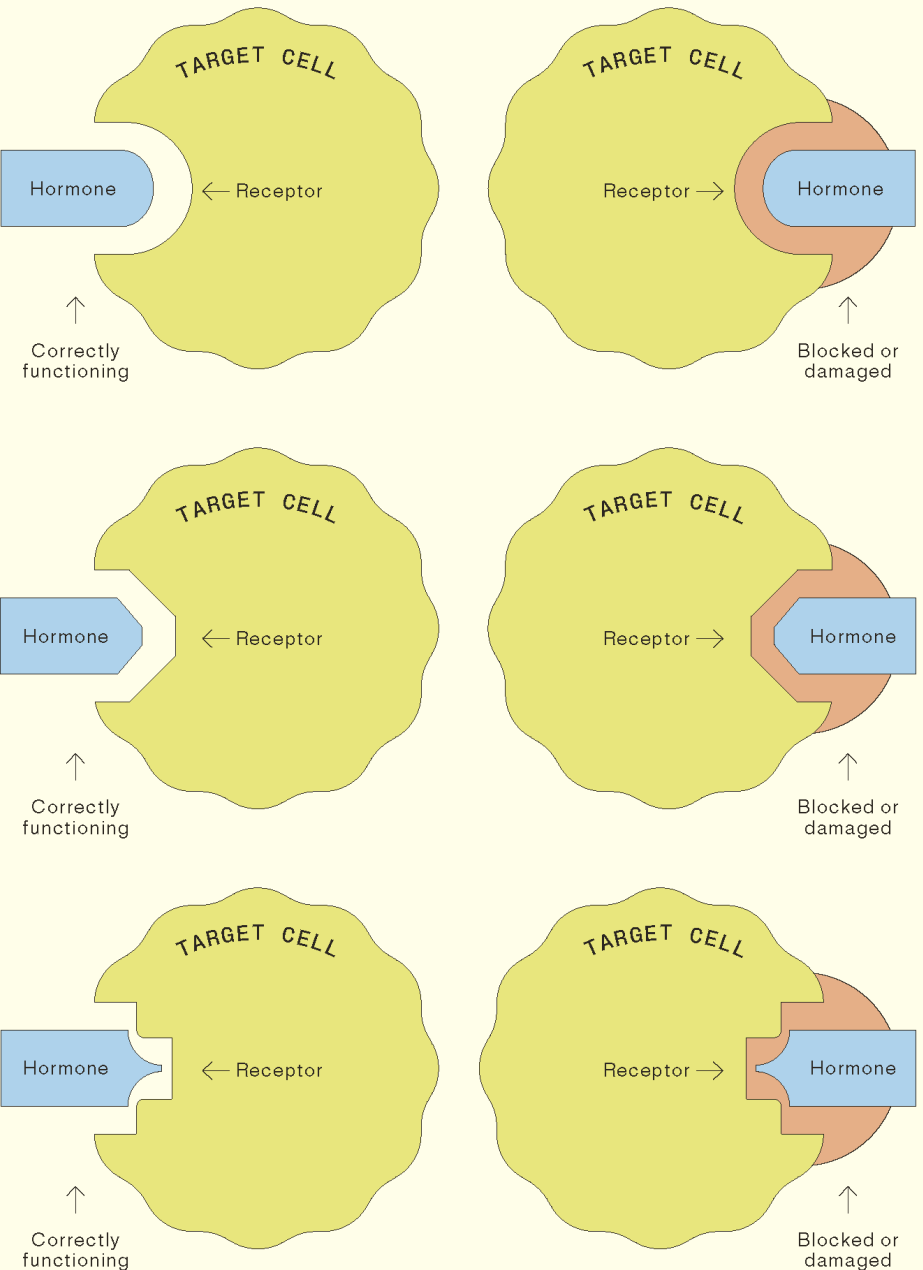
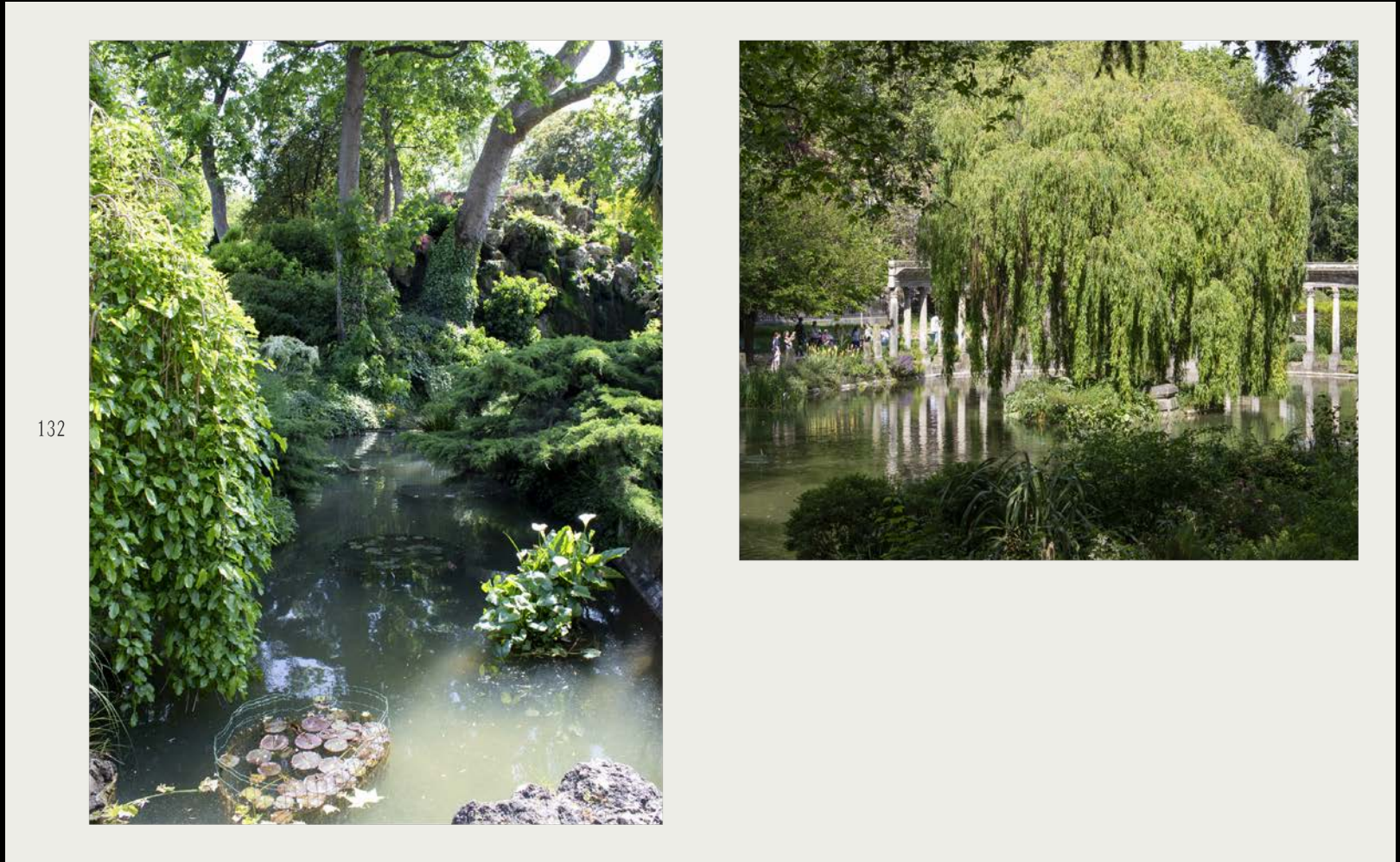
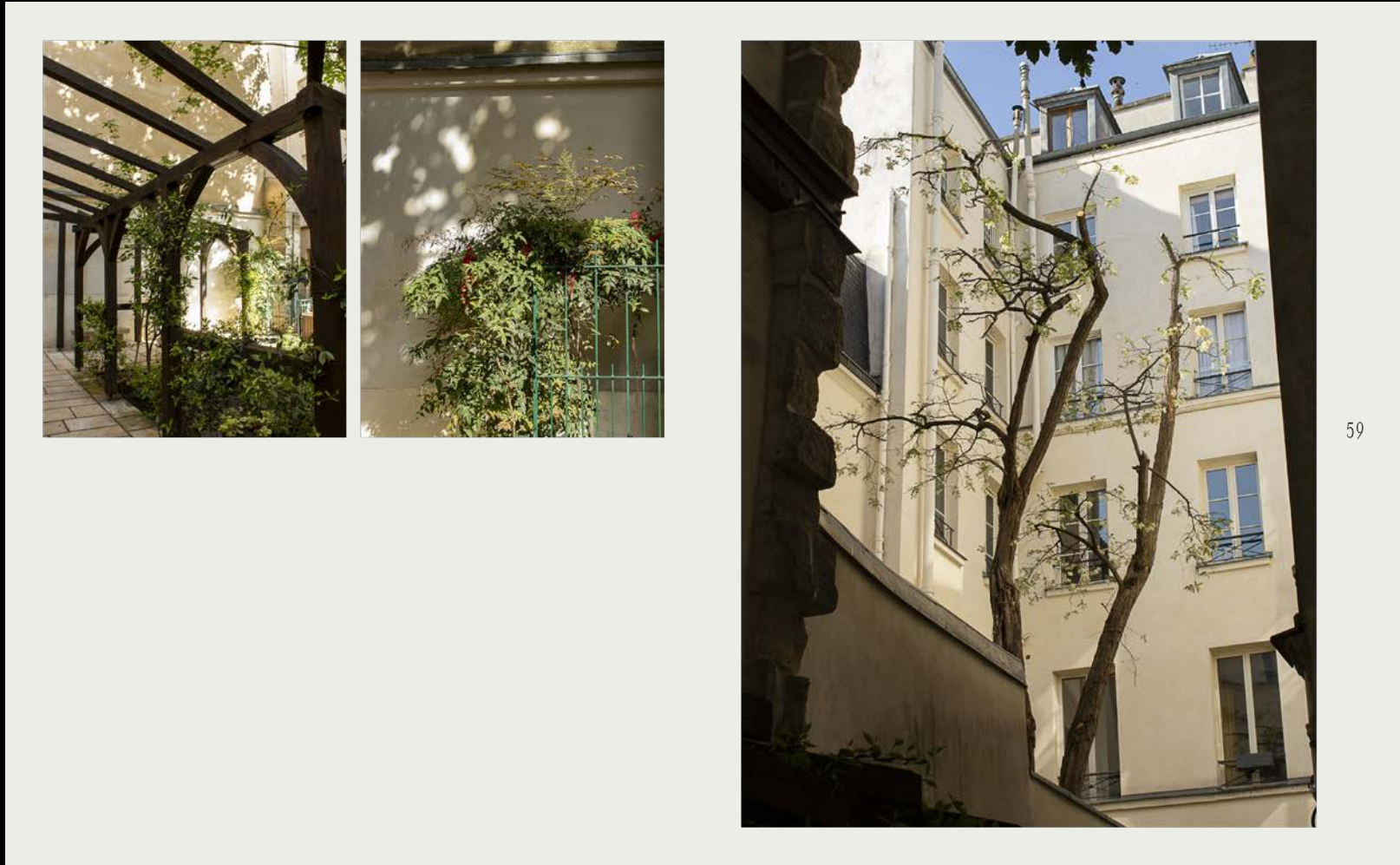
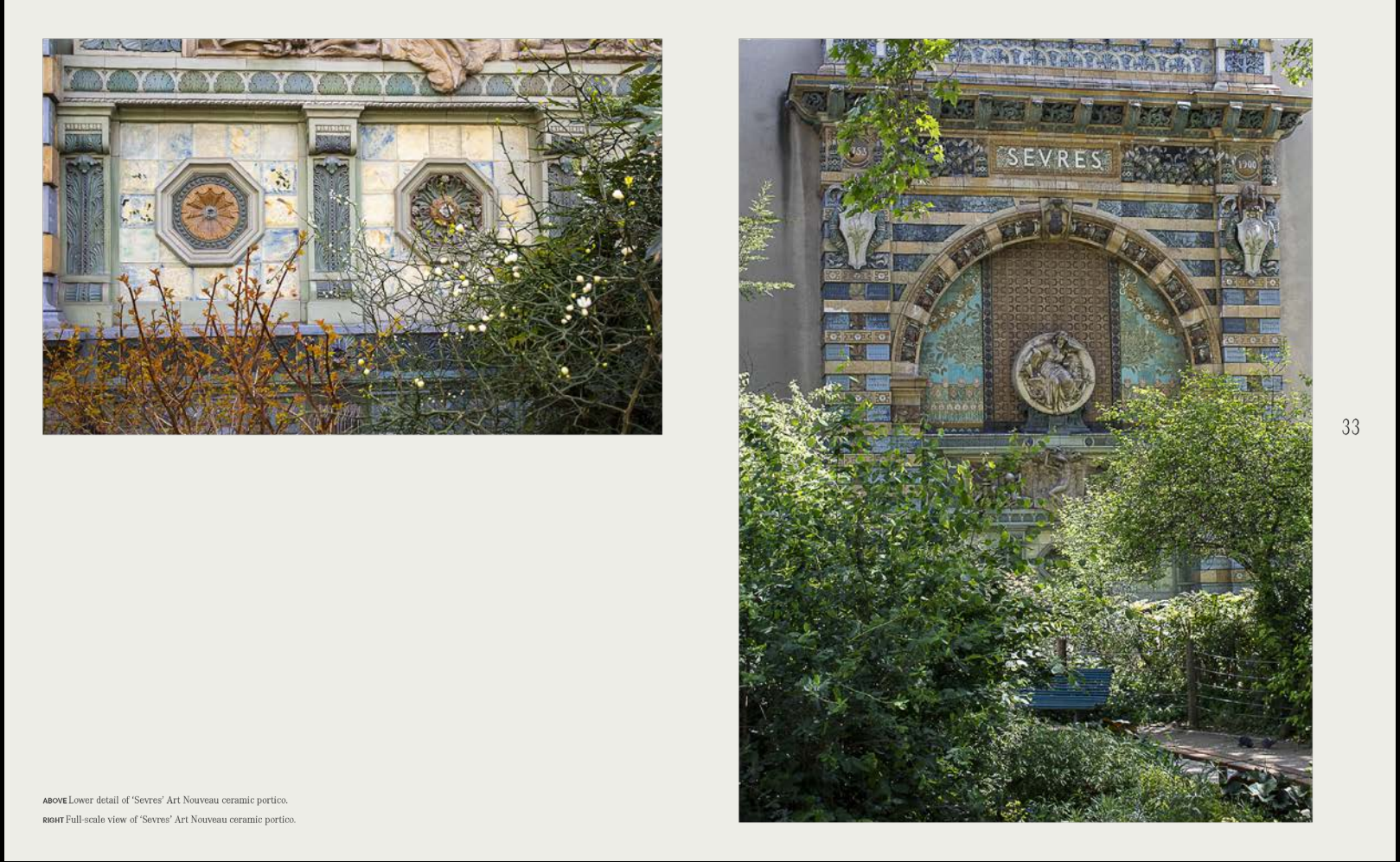


PHOTO BOOKS

PHOTOGRAPHIC BOOK DESIGN

A key part of my role at Evi-O.Studio has been selecting and sequencing images for lifestyle books. Clients have included Penguin Random House and Hardie Grant Australia.





COURTNEY AND MICHAEL ADAMO

THE FAMILY HOME

Hardie Grant
BOOKS

COME TOGETHER

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THE FAMILY HOME



SELECT THE RIGHT SOFA

The right sofa can transform a living room into a cosy gathering spot, inviting families to come together and enjoy the simple act of being with each other. A comfy sofa is the ideal place for sharing stories, playing games, watching movies or snacking in a late afternoon nap. However, choosing the right sofa for a family home is not the easiest task. Sofas are a major purchase. They're big, often expensive objects that will inhabit our living spaces for a decade or more. We want them to be comfortable but also sturdy, kid-proof but still stylish, spacious but not too bulky. We also don't want to spend a fortune, because inevitably sofa cushions will be fashioned into forts or piled up for cannonball landings – arggh!

We've always tried to find the most stylish sofa we can afford within the durable category. It's no fun for any one if the sofa is too precious. And it's even less fun to watch an expensive sofa get destroyed. When it comes to shape and size, we picture a typical Christmas morning. We imagine every one gathered around, opening their stockings and presents. If it has enough room to accommodate us for that occasion, we know it will work for every occasion.

That's not to say that every sofa needs to fit every family member. You may not have the right space for that. Other living room furniture – like armchairs, ottomans or even floor cushions – can create extra seating and add style or interest to the room. As your family grows, your sofa needs may change too. One that is cosy for snuggling with toddlers may not be the best for sprawling teenagers. You could look for a modular sofa that can be added to or reconfigured as your family's needs evolve. Or for a sofa with slipcovers that can be easily washed or even replaced one day to give an old couch a new lease on life. Whatever you choose, think about how it will feel five or ten years down the track.

What you choose to put on your sofa is important too. We can tell you from experience that throw cushions matter. If they're too scratchy or too bulky, your kids won't want to sit near them. And if they're too numerous, you're going to spend a good portion of your day picking them up off the floor. It's a bit of a balancing act between comfort and style, but if you want your family to stay a while, err on the side of comfy!

LEFT An image caption goes here Qui eum, sciant, sin nempore rovidissam volenda ecstasim in re ma nitatem sunt perum re pa petiqui simagvis magnum eluti con porias quid que ma nonectur?

COME TOGETHER

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THE FAMILY HOME



MAKE IT YOUR OWN

2.

MAKE IT YOUR OWN

COLLECT MEMENTOS AND ART FROM YOUR TRAVEL ADVENTURES

Family travel has a magical way of creating vivid memories that last for decades. Perhaps it's seeing the world through our children's eyes, looking on as they experience a new flavour for the first time or marvelling as they play effortlessly with another child with whom they share no words. There's something about the novelty of these situations, the perspective shift and the inspiration of new places, cultures and ideas that creates lasting impressions. Some of our fondest memories of our growing family are from our times away, whether for a long weekend or an extended tour.

While it can be challenging to recapture the excitement of travel once we return to our everyday routines, collecting and displaying meaningful souvenirs from our trips – mementos, photographs, or maps – adds a personal touch to our living spaces and brings those cherished memories rushing back, even if only for a fleeting moment. These unique items, each with their own story, transform our homes into galleries of life's adventures. They do not have to be expensive either; we've purchased art from a gallery in the south of France and we've also paid \$5 for a quirky sketch on cardboard from a street vendor in Rio de Janeiro. We love these pieces equally and cherish the memories they hold.

There are many ways to display travel treasures. You can frame maps or vintage travel posters of a favourite holiday destination or a landscape sketch from an artist at a local market. In our home, we've framed old London Underground posters to remind us of the city we love and two vintage posters from Sri Lanka to remind us of our special adventure there. We have ceramic vases on display from a local ceramicist in St Ives, England, and we brought home a handmade dreamcatcher from Brazil to remind us of that special adventure. By thoughtfully displaying travel mementos, we keep the spirit of our adventures alive while personalising our homes in the process.

MAKE IT YOUR OWN

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THE FAMILY HOME



ENCOURAGE INDEPENDENCE

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THE FAMILY HOME



FROM BATH TIME TO BRUSHING - MAKE IT USER-FRIENDLY

The bathroom might not seem the obvious place to start a lesson in independence, but it's a space children use multiple times a day. And as they grow, it's one they will use increasingly on their own. If your home is anything like ours, it's also a shared space that will be in hot demand every morning. Form and function matter here. The aim is to make this space comfortable and user-friendly. If we get it right, even the youngest kids can use the bathroom independently, safely (and swiftly).

Accessibility is the first concern. We want to make sure kids can reach the sink easily and are able to see themselves in the mirror. A sturdy step-stool is the perfect solution here. Keep one on hand for younger kids to wash their hands, brush their teeth, comb their hair and so on. It might even help for getting in or out of an old-fashioned bath-and-claw bathtub.

To encourage them to put their toothbrush into the holder make sure it is clearly in view and within reach. We are reminded of the Montessori expression 'help me to help myself', which means stepping in as little as possible and as much as necessary so that our kids can learn the skills they need to be successful by themselves.

Then it's about organisation and tidiness. It's fast and easy for kids to hang their towels on hooks when they are within their reach. Much easier than folding a towel properly over a towel bar. And speaking of towels, colour coding will prevent daily arguments over whose is whose. When each child has a colour, they always know which towel is theirs and might even feel more accountable for hanging it up. Colour coding works for toothbrushes too, or any other individual objects kept in the bathroom.

We've also had success with giving each child their own drawer in the bathroom to keep their things in – giving them a sense of autonomy and responsibility in this space. If you don't have enough drawers, you might find a drawer trolley on wheels (like the Raskog one from IKEA) or use baskets inside cupboards that can easily be pulled out for daily use.

The easier it is for our children to keep the bathroom organised and tidy, the more likely it is that they'll do it. And as our children learn to manage their personal care and contribute to maintaining a shared space, they're developing habits that will serve them well into adulthood.

ENCOURAGE INDEPENDENCE

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THE FAMILY HOME



ENCOURAGE INDEPENDENCE

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THE FAMILY HOME



Thank you for having a look at my portfolio! If I’ve sparked your interest or you want to chat further, get in touch and say hello!

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