ELOISE MYATT X THE GUARDIAN FEBRUARY 2025

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.

## **REFEREES**

Sumita Maharaj Creative Director at Re sumita@re.design 0438 424 143 Susan Le Art Director at Evi O heIIoimsusanIe@gmaiI. com 0434 507 390

## **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

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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 MYATT PORTFOLIO JANUARY 2025

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

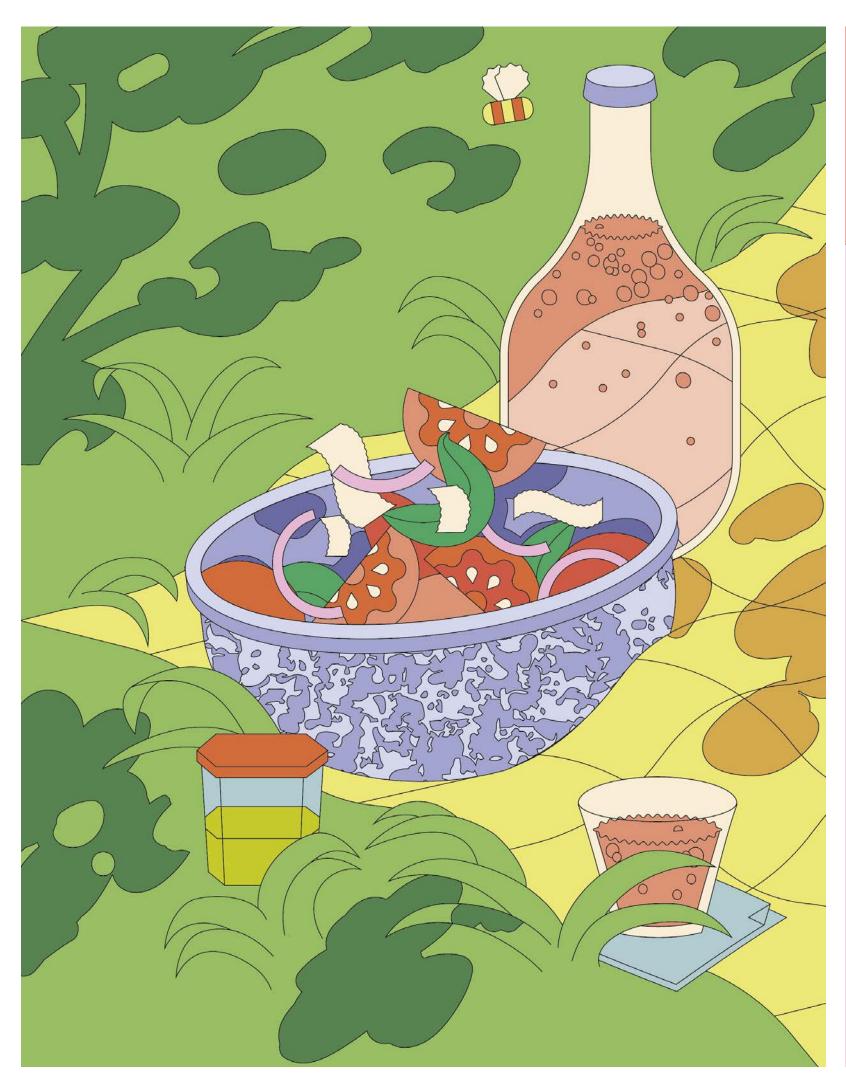
CRAVEABLE BOOK ILLUSTRATION

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

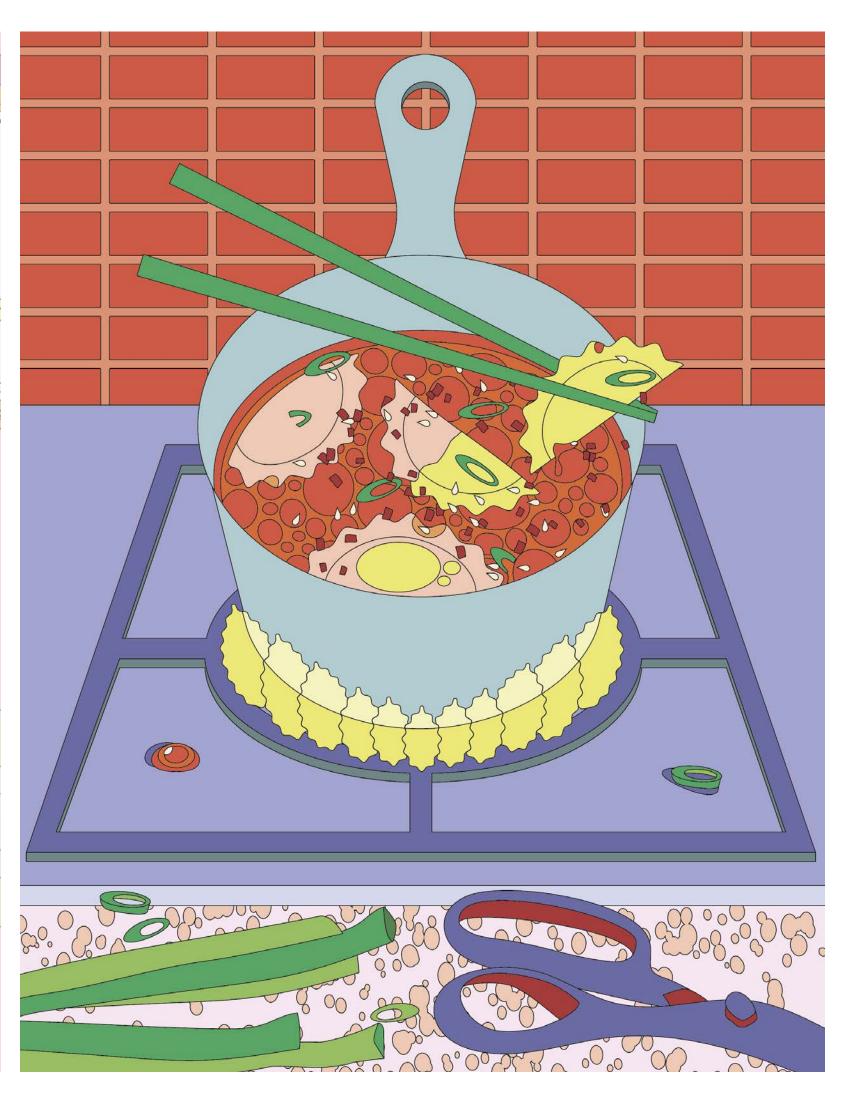












COLLAGE PERSONAL WORK

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.







## ILLUSTRATION

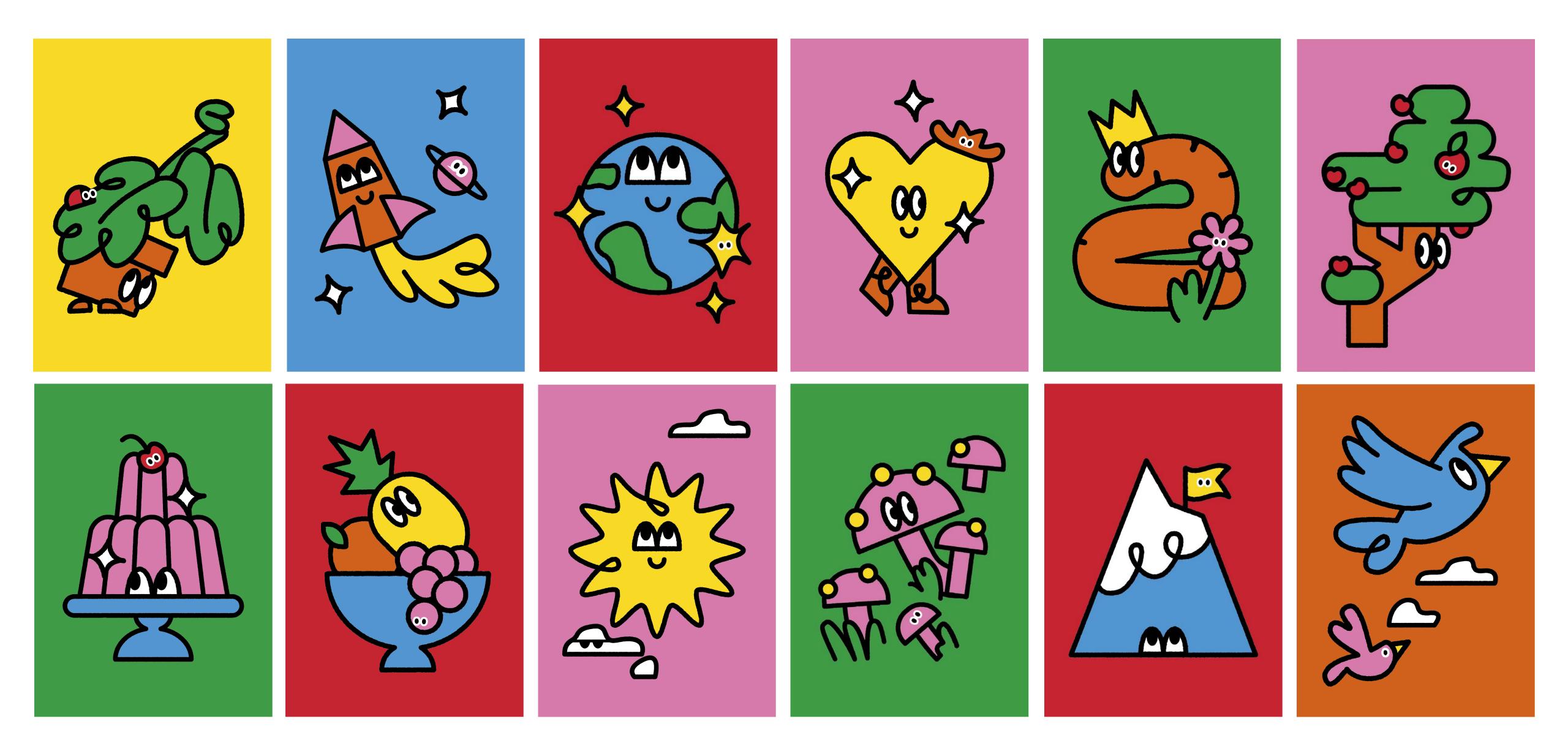
For Two Good Co.'s Two Is Better Than One program, I crafted illustrations that celebrated kindness, support, and hope. Centered around the theme of togetherness, every scene featured two characters in a bright, uplifting world. This visual language came to life through a deck of 20 cards, a sticker 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.





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X THE GUARDIAN

**OPTUS** 



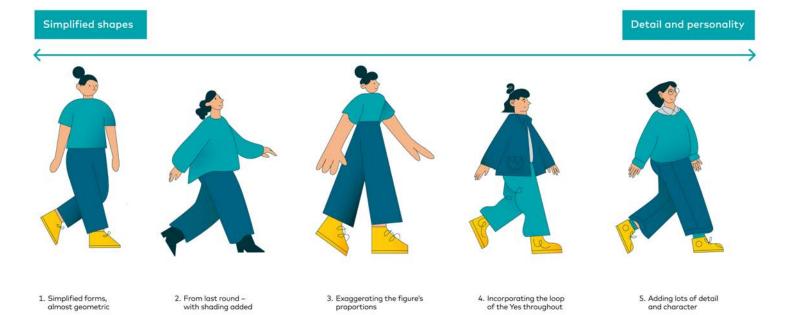
## ILLUSTRATION

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.



## Illustration tissue session

People



**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.

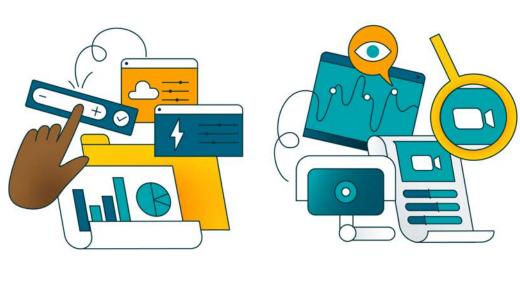
Gradient shadows

Revisiting an idea from the territories stage of this project, we have looked at adding a dithered shaded texture to the illustrations, subtlety 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.



Utility monitoring

Video analyitics

## OPTUS Re

### Illustration tissue session

Composition changes

### kew

These compositions amplify the skew used in the last round. This alternative isn't recommended as it feels a bit too unstable, and could possibly sit poorly alongside copy.



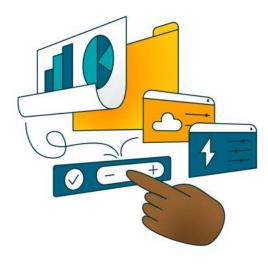
OPTUS Re

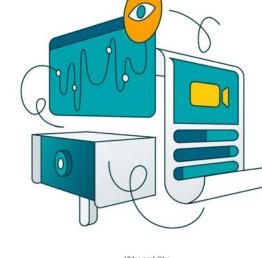
## Illustration tissue session

Composition changes

### Perspective

Here the clusters have been drawn out on a perspective grid. While this is effective at creating a sense of 3D space, this method is not recommended for this brief as it very time inefficient and requires a skilled illustrator, as there is a lot of room for error.





OPTUS Re

### Illustration tissue session

Simplifying the scene

### **Tonal frame 2**

The tonal colour way feels more sophisticated, and appropriate for the Business and Enterpise segment.



OPTUS Re

OPTUS Re

OPTUS Re

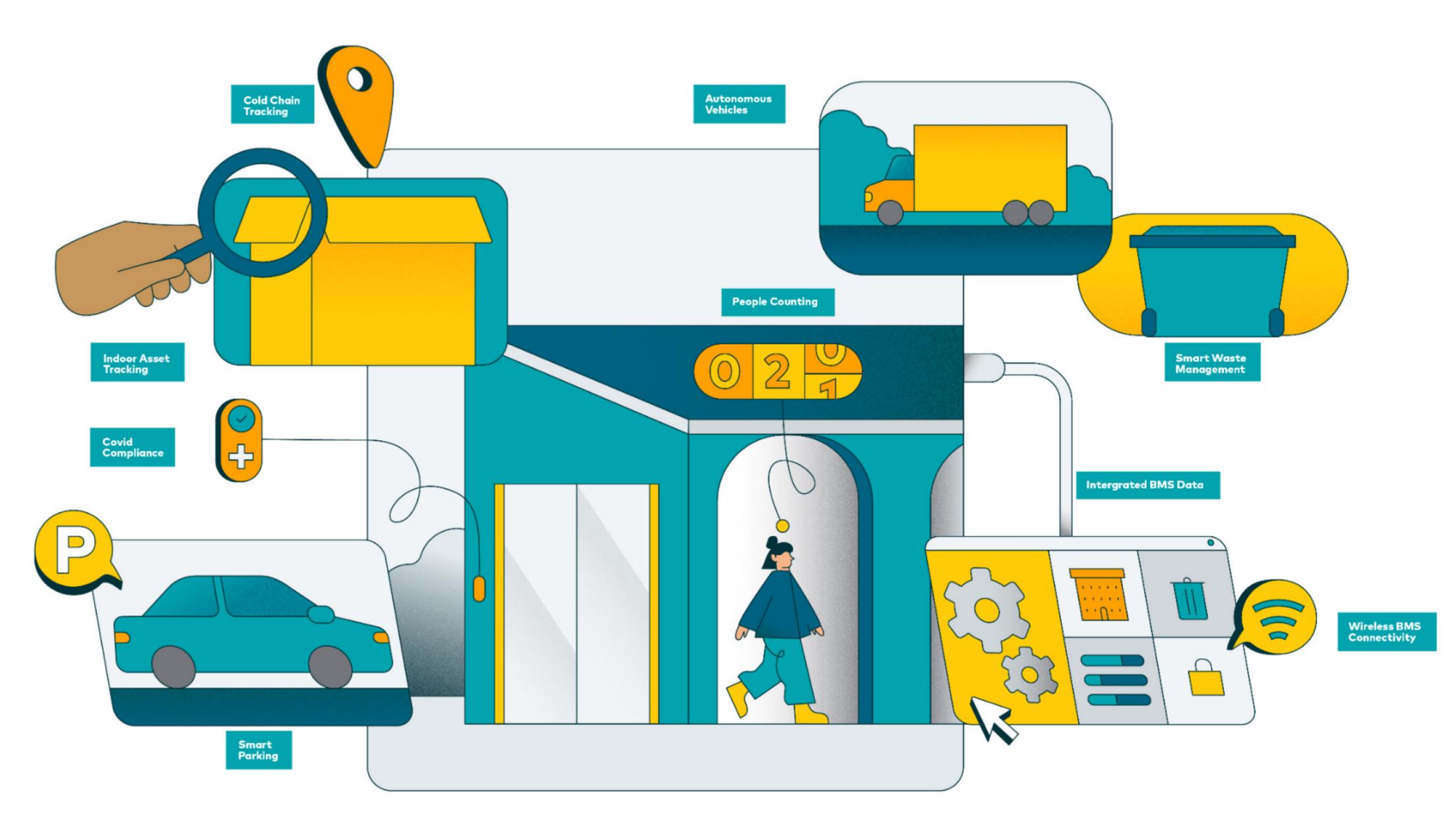
**OPTUS** 

FEBRUARY 2025

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OPTUS FEBRUARY 2025



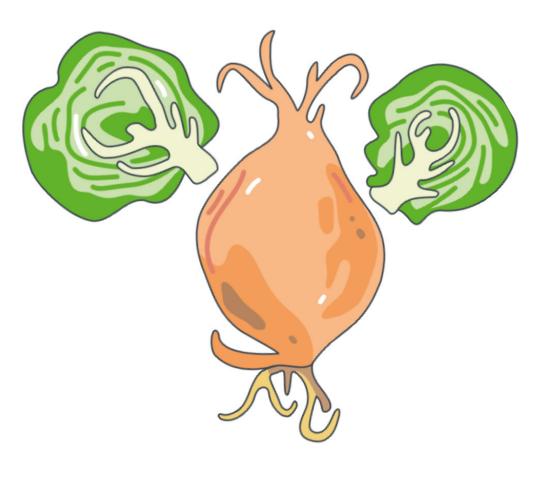
OPTUS FEBRUARY 2025

## WOOLWORTHS CHILLER BAG



## ILLUSTRATION

Working at Re, I had the oportunity 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.'





0017 X THE GUARDIAN PORTFOLIO

STITCH COFFEE

BRAND ILLUSTRATION

CHARACTER DESIGN

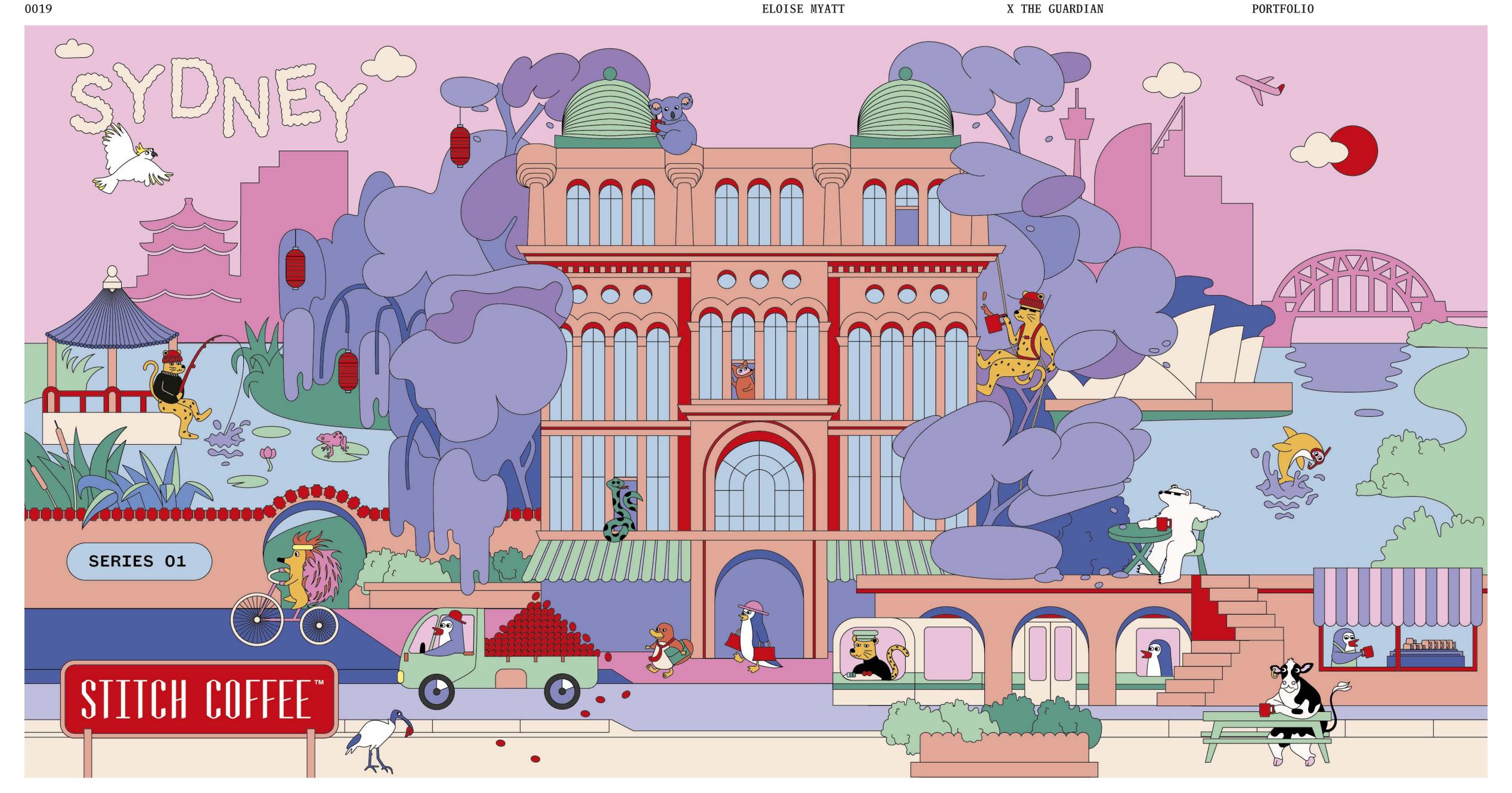
For Stitch Coffee, I created playful and vibrant illustrations to live in the world of their brand. My work included developing custom character illustrations and integrating them across various brand touchpoints (including a boardgame – a designer's dream!) helping to bring the brand's energetic personality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

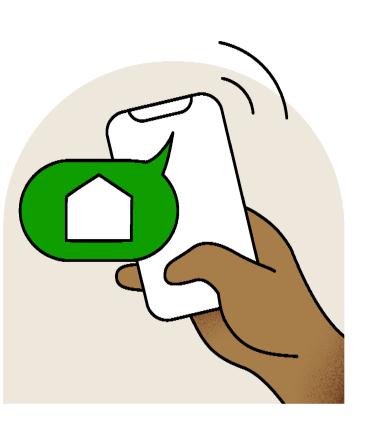


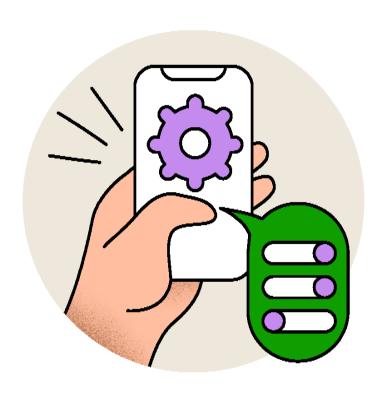


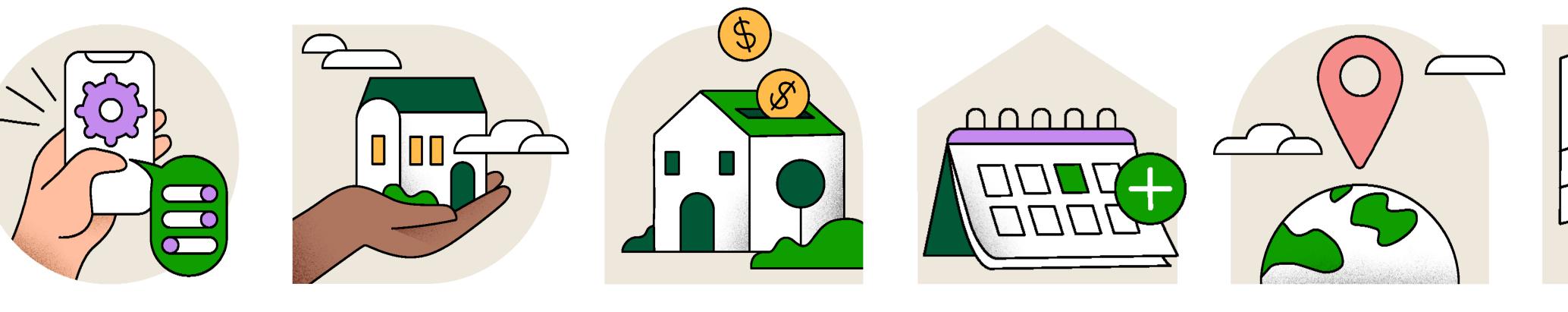






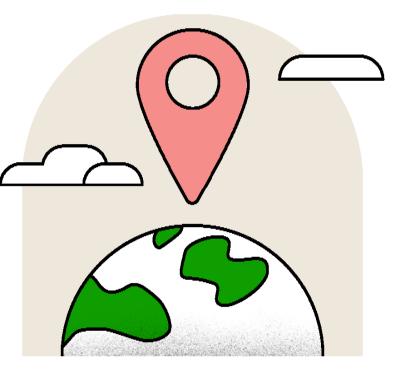












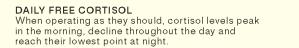


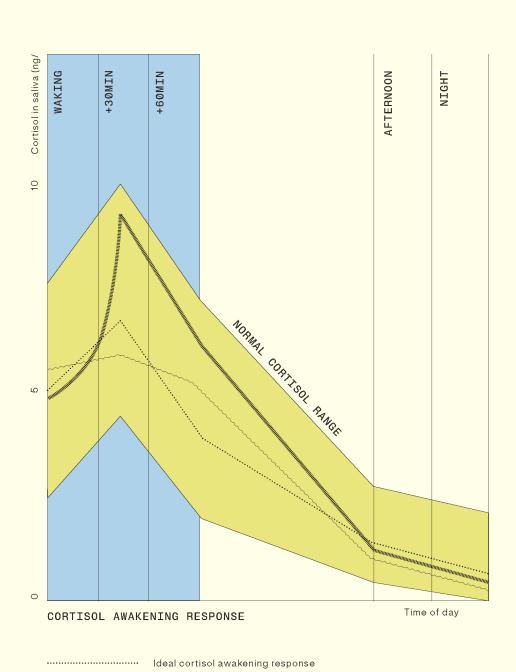




DOMAIN FEBRUARY 2025

## EVERYTHING I KNOW ABOUT HORMONES



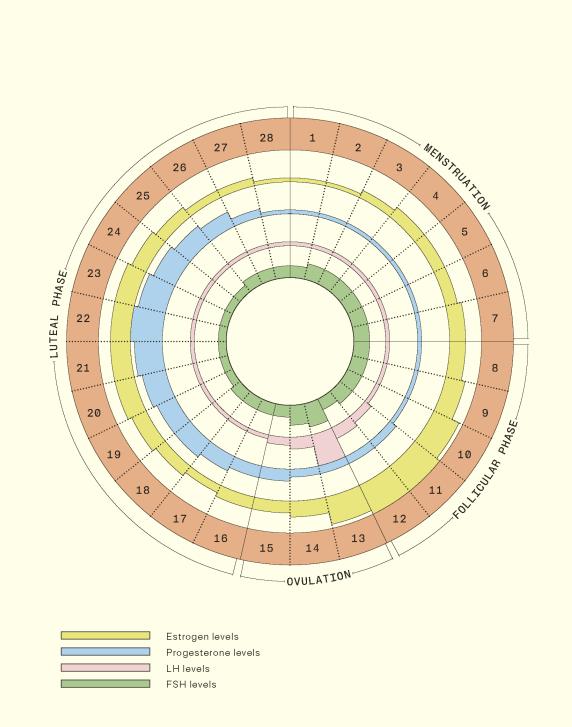


Low cortisol awakening response

Elevated cortisol awakening response

### THE MENSTRUAL CYCLE

This diagram shows a 'typical' menstrual cycle, but in reality it can vary widely. Ovulation, for instance, usually bgins on day 14, but in clinic, I see anything from day 10 to day 19.



## 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 HOUSE OF HORMONES

## Insulin

Insulin is the gatekeeper, energy storage manager and the lock and key to glucose regulation. When things are going well, insulin moves and stores energy-rich substrates like glucose into your liver, your muscles and fat tissue. <sup>60</sup> It's produced by your pancreas in response to glucose entering your bloodstream from either high-glucose foods or a stress-induced glucose release from your liver, helping to restore a steady amount of glucose in your bloodstream by removing any excess.

### **INSULIN'S JOURNEY**

Glucose usually enters the bloodstream after you have eaten simple sugars or starchy carbohydrates, once they are broken down into glucose molecules. These molecules go on to be converted into ATP, the energy source of our cells. Insulin's crucial role is not only helping to store energy, but also preventing excessive levels of glucose in your blood. When you eat food, your body breaks it down into a currency that can be spent within the body. When you consume carbohydrates, for instance, they are broken down into starch, then into glucose which is used to produce ATP. This will be covered in more detail in Pillar One (see pp.XX–XX).

Too much glucose in your bloodstream is dangerous. Just like the brakes in your car, insulin is there for a reason, stepping in to quickly bring glucose spikes under control when needed.

When you experience a glucose spike, it means that too much glucose has entered your bloodstream at any one time. This might be down to something you have eaten, or moments of stress.

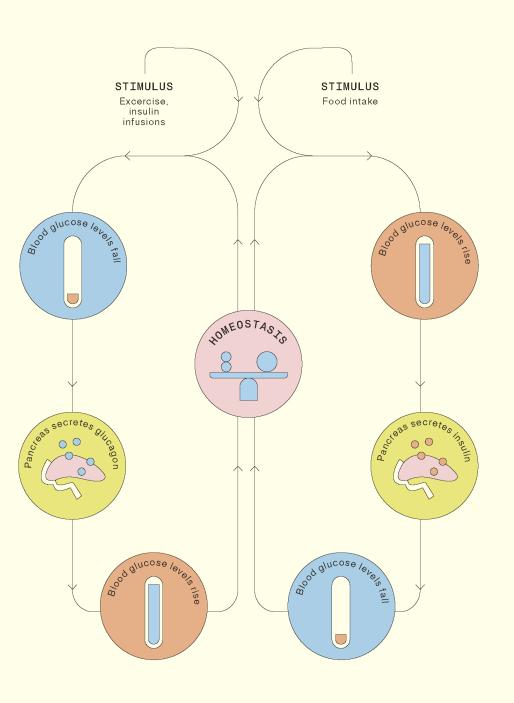
### MONITORING INSULIN

Glucose regulation – like cortisol – is a hot topic. This regulation works through a negative feedback loop, where rising glucose levels trigger insulin release, and once glucose is lowered, insulin secretion decreases to maintain balance.

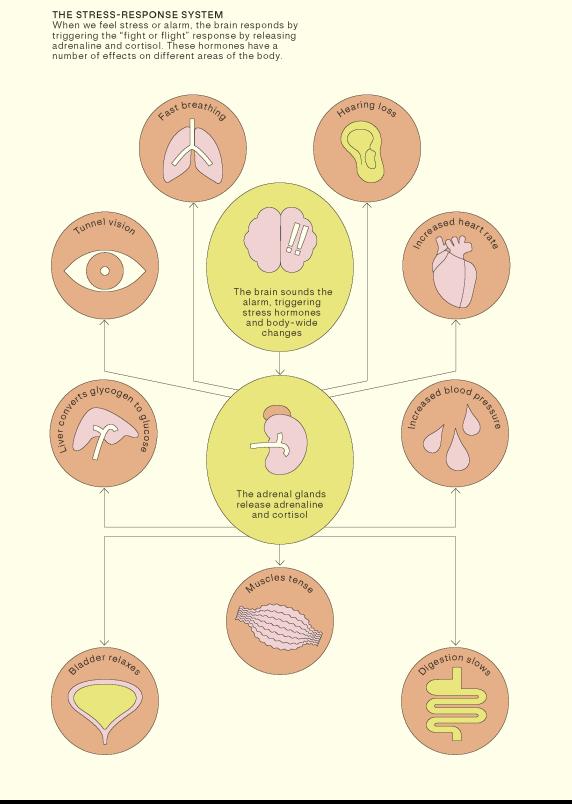
It's important to remember, though, that glucose spikes are a normal part of your body's daily biological processes.

### NEGATIVE FEEDBACK SYSTEM

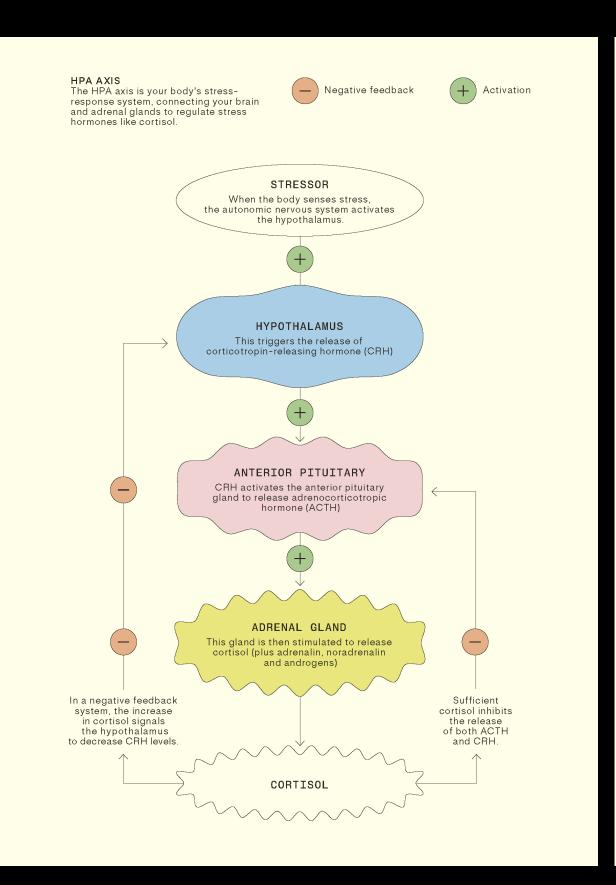
A negative feedback loop is a self-regulating biological system. It is a mechanism that uses a system's output to regulate or reduce its own activity to maintain homeostasis, which is the optimal internal state of the body. The body uses negative feedback loops to regulate blood sugar, temperature, pH and hormone levels.







## CHRONIC STRESS RESPONSE Chronic stress progresses from a normal response (heightened alertness) to resistance (adaptation to ongoing pressure) and finally to exhaustion (burnout NORMAL STRESS RESISTANT STRESS EXHAUSTED STRESS RESPONSE RESPONSE RESPONSE Multiple regions pressure Muscles tense Racing thoughts Lost focus Mental and cognitive decline Numb Anxiety Int. flight or



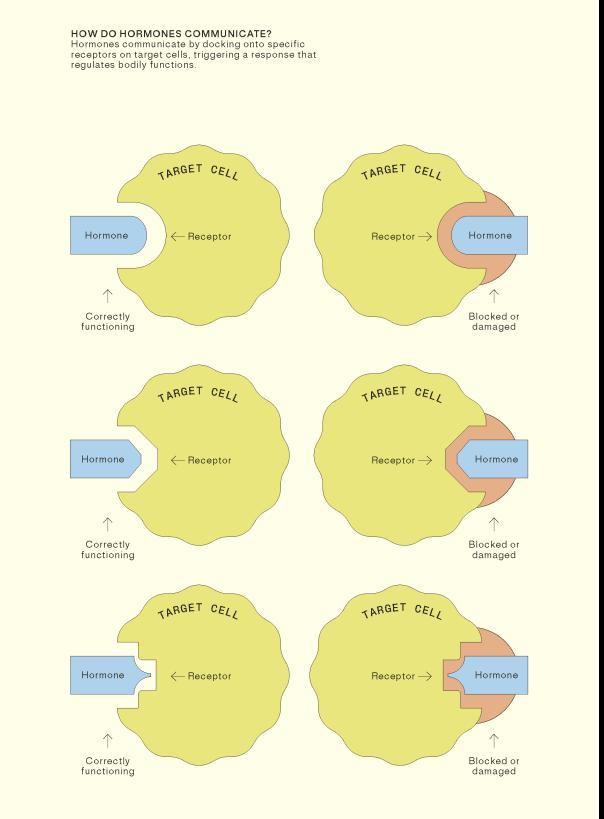


PHOTO BOOKS

## 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.



SECRET GARDENS OF PARIS

**ELLI IOANNOU** 



ABOVE Lower detail of 'Sevres' Art Nouveau ceramic portico. RIGHT Full-scale view of 'Sevres' Art Nouveau ceramic portico



ADDRESS 2 Rue Jacob, 75006 ноия Not open to the public

space than a garden, as it is gated and not accessible to anyone. While a monument to the man after whom this garden is named, Auguste Scheurer-Kestner (1833-1899), is in the famed and extensive Jardin du Luxembourg, there is a reason why this tiny Luxembourg, there is a reason why this tiny green oasis at the junction of Rue Jacob, Rue de Seine and Rue de l'Echaudé is named after him. A renowned industrialist, Republican and senator in the Third French Republic, he defended Capatian Alfred Dreyfus (1859–1935), who'd been wrongly accused of treason in a trial that became known each be Devoke a Meise. as the Dreyfus Affair.

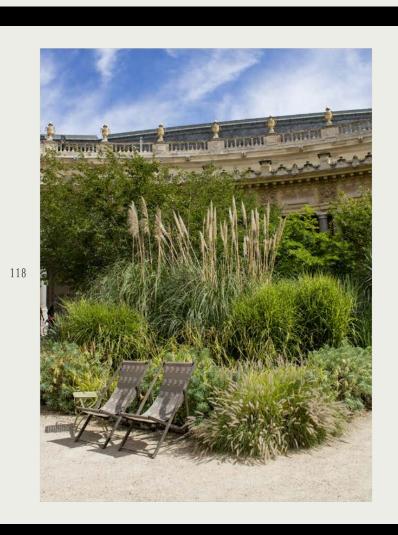
Central to the garden is a spherical brass water fountain, the work of Guy Lartigue (1927–2021), who produced over 80 public works, many of which are fountains. at the club on the night of Morrison's death This one is surrounded by a fig, a palm and poplar trees, flowering grasses and bamboo, lending an oriental feel to this small green space. Even if it's not possible to enter or sit

ontemporary art galleries and upmarket boutiques, and opposite is 57 Rue de Seine, built in 1740 for Henri Diéval, a master prin and flower boxes on its second floor. In 1885,









PETIT PALAIS

HOURS 10 a.m. to 5.15 p.m., closed Mondays. Late opening Fridays.

The Originate and guided Tetri alars was built in 1900 for the Exposition Universelle, or World's Fair, following a competition won by the architect Charles Girault (1851–1932), and it became the important building, the surrounding gardens help showcase its splendour.

The inner courtyard boasts a particularly

beautifully verdant, with pampas grasses, cherry trees, *Acanthus, Euphorbia* and palms nestled inside a colonnaded walkway with a mosaic floor. Giandomenico Facchina (1826– 1903) was the Italian mosaic artist responsible both for these floors and also for the surrounds of the three pools that shimmer in the centre the three pools that shimmer in the centre from the pace of the nearby Champs-Élysées.

of this idyllic spot.

Be sure to also look up at the beautiful frescos on the vaulted ceilings of the portico when you visit. These depict, and are entitled, 'The Months of the Year' and 'The Hours of the Day and Night', both by Paul Albert Baudoüin

Musée des Beaux-Arts de la Ville de Paris in 1902. style with the equally ornate Pont Alexandre The permanent exhibition, which is free to access, includes many fine examples of art by

Russian alliance of 1892) nearby, also Fragonard, Pissaro, Rembrandt, Monet, Vuillard inaugurated for the Exposition Universelle.

Its art nouveau lamps, four-winged and gilded important building, the surrounding gardens help showcase its splendour.
The inner courtyard boasts a particularly lovely secret garden, semicircular and

It's perhaps for these reasons that the luxury fashion house Schiaparelli chooses the Petit Palais for its haute couture shows during Paris Fashion Week, creating another







COURTNEY AND MICHAEL ADAMO

# THE FAMILY HOME

Hardie Grant



### 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 storics, playing games, watching movies or sneaking 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 custions will be fashioned into forts or piled up for cannonball landings – argh!

We've always tried to find the most stylish sofa we can afford within the durable category. It's no fun for anyone 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 everyone 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!



# MAKE IT YOUR OWN

### COLLECT MEMENTOS AND ART FROM YOUR TRAVEL ADVENTURES

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 rishing 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 sprirt of our adventures alive while personalising our homes in the process.







### 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 ball-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.



PHOTO BOOKS

FEBRUARY 2025



ELOISE MYATT

X THE GUARDIAN

PORTFOLIO

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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