



Portfolio 2021



Welcome to

STUDIO PHÖ

**aka Phoebe Calista's minizine*

Hello! I'm Studio Phö, aka Phoebe. I'm a creative brain, a wordsmith, and a people person.

I'm here to help people and brands find their voice visually. I am ready to thrill, communicate, connect, make visual dreams come true, and give birth to epic design babies (that's what I call creative solutions!) I hope to make people feel better about themselves and the world they're living in through my creative contributions, and spreading kindness!

I believe that taking your time away from the screen and get hands-on with your craftsmanship is WORTH IT. That is why I decided to infuse that tactile and traditional feel into my design works. Trust your hands more than your computer; *get *dirty*!*

My main areas of expertise are but not limited to branding and illustration. Outside of my art-slash-creative zone, I'm also a decent home cook, musician, and coffee connoisseur.

The world is my oyster, and yours too!

STILL CURIOUS? HERE ARE MY INTERESTS:



EXPERIENCE

2018-TODAY

Freelance designer
(Branding, illustration, social media, typography, merchandise)

2018-TODAY

Volunteer work designer
(Place of Joy Melbourne)

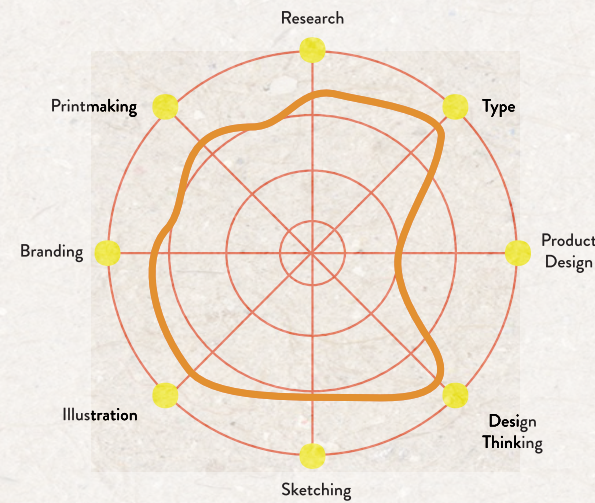
2018-2019

Volunteer work designer
(GKIsummercamp)

2016-2019

Assitant designer
(Architect Graphic Boutique)

SKILLS



EDUCATION

2019-2021

Bachelor of Communications Design (Billy Blue College of Design)

2018-2019

Diploma of Graphic Design (Billy Blue College of Design)

LANGUAGES



*Well, it is possible
we may fit
like a puzzle.*

MORE DETAILS/CONTACT:

hello.studiopho@gmail.com
+61 478 097 902
www.studiopho.work
@studiopho

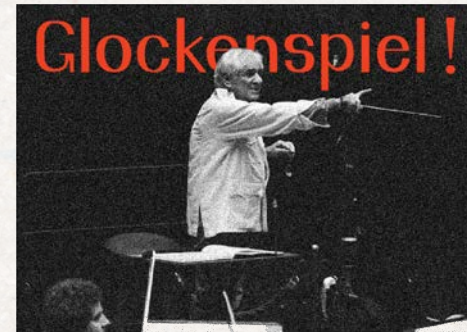
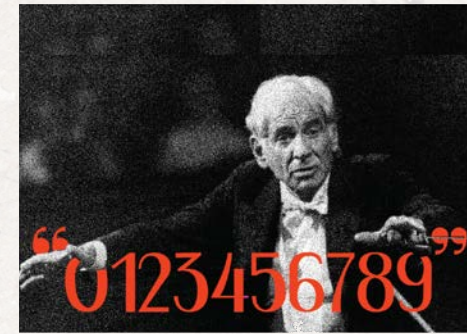
Finale

Typography/Type generation

For the love of type.

Orchestras create such beautiful symphonies. Musical compositions that tells a story, phrase by phrase, movement by movement.

From the beginning where the conductor would start the count, then leading the change of the dynamics; letting an instrument fill in their solo, then playfully playing the rhythms.



These create a story of joy, sorrow, excitement, tension. Until it ends with the Finale.

The journey of creating this typeface set reflects the plots of a musical composition. The excitements, the changes of pace and difficulties, the mistakes and imperfection.

UberTots

Branding/Illustration/Design Thinking



UberTots is a made-up sub-brand that I created for Uber, the world-famous ride-hailing app.

One of the major pain points of Uber is that they are not family/child friendly. They do not have baby chairs or child-safe chairs and having to send off children to commute alone when they have to look pretty worrisome with the current Uber system.

There are increasing Uber needs for families; busy parents, lack of personal vehicles, having to run errands and doing parental responsibilities, active children that require commuting, etc.

The Stork

Stork is UberTots' brand archetype created from three individual archetypes;

The Hero, The Caregiver, and The Innocent. In real life, the Stork is a bird which carries and delivers babies to their parents.

The Stork symbolises birth, motherhood, protection, fidelity, provision, endurance, and creativity— which all represents the three archetypes that were identified and chosen.

BRAND ARCHETYPE - THE STORK

Stork is UberTots' brand archetype created from three individual archetypes; The Hero, The Caregiver, and The Innocent. In real life, the Stork is a bird which carries and delivers babies to their parents. The Stork symbolises birth, motherhood, protection, fidelity, provision, endurance, and creativity— which all represents the three archetypes that were identified and chosen.

Drive Passion Empathy Assurance Bravery	Strategy Move with integrity and honesty Appreciate everyone Inclusivity Giving our best	Fear Distrust Ignorance Misjudgement Apathy
Brand Voice Honest Courageous Provident Empathy Trustworthy Purity		

"Take courage, be honest, keep your heart pure. Once you've done that, you will treat everyone justly with utmost care, and make the most wonderful and authentic connections life could offer."

UberTots

Branding/Illustration/Design Thinking

Uber Tots' service offerings.

WE OFFER RIDES WITH...



The best quality child and baby-safe chairs.

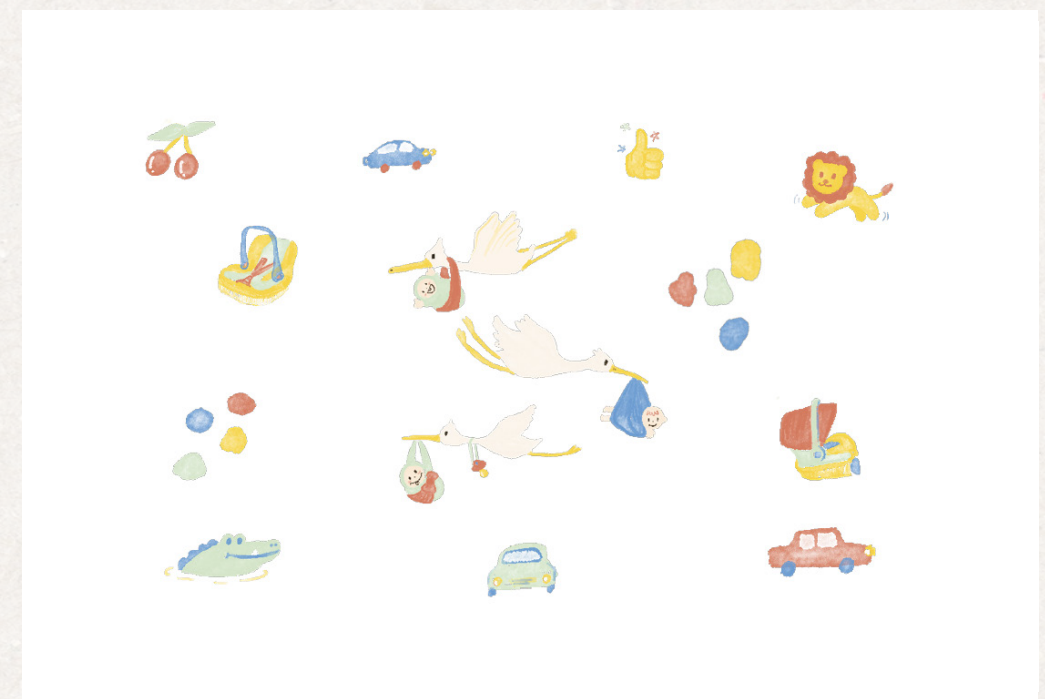
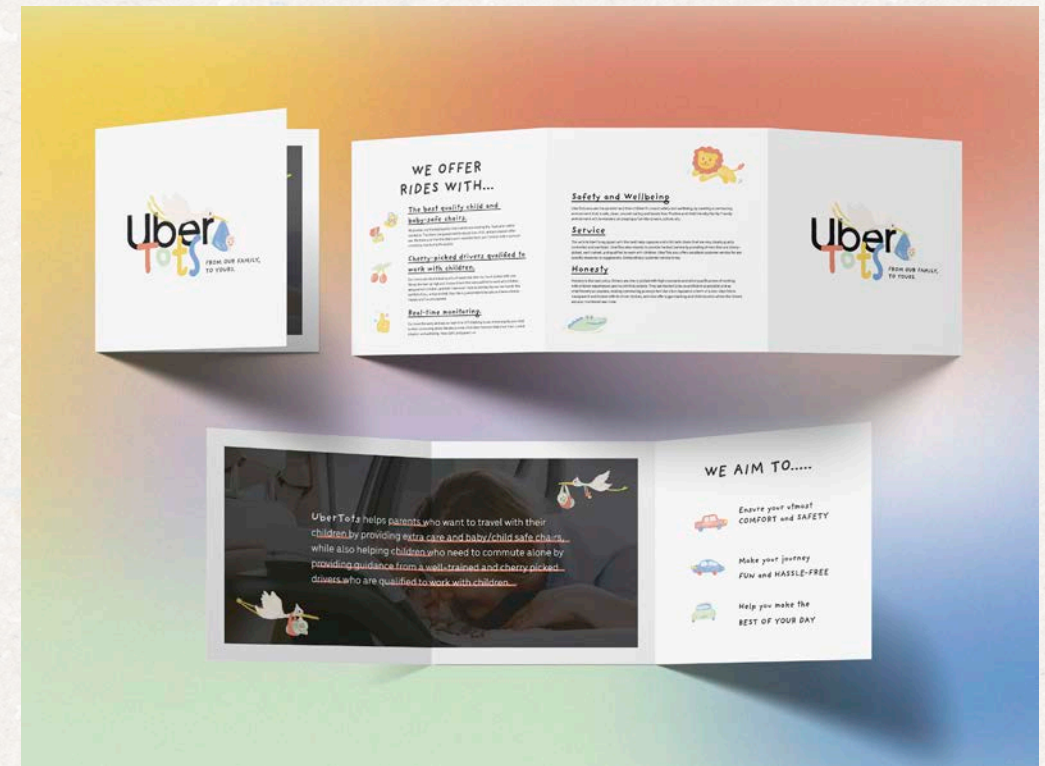
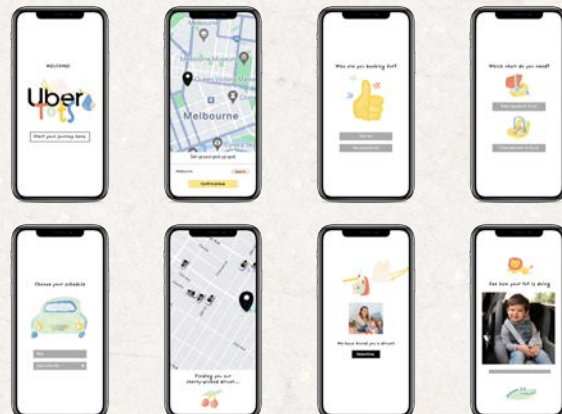


Cherry-picked drivers qualified to work with children.



Real-time monitoring.

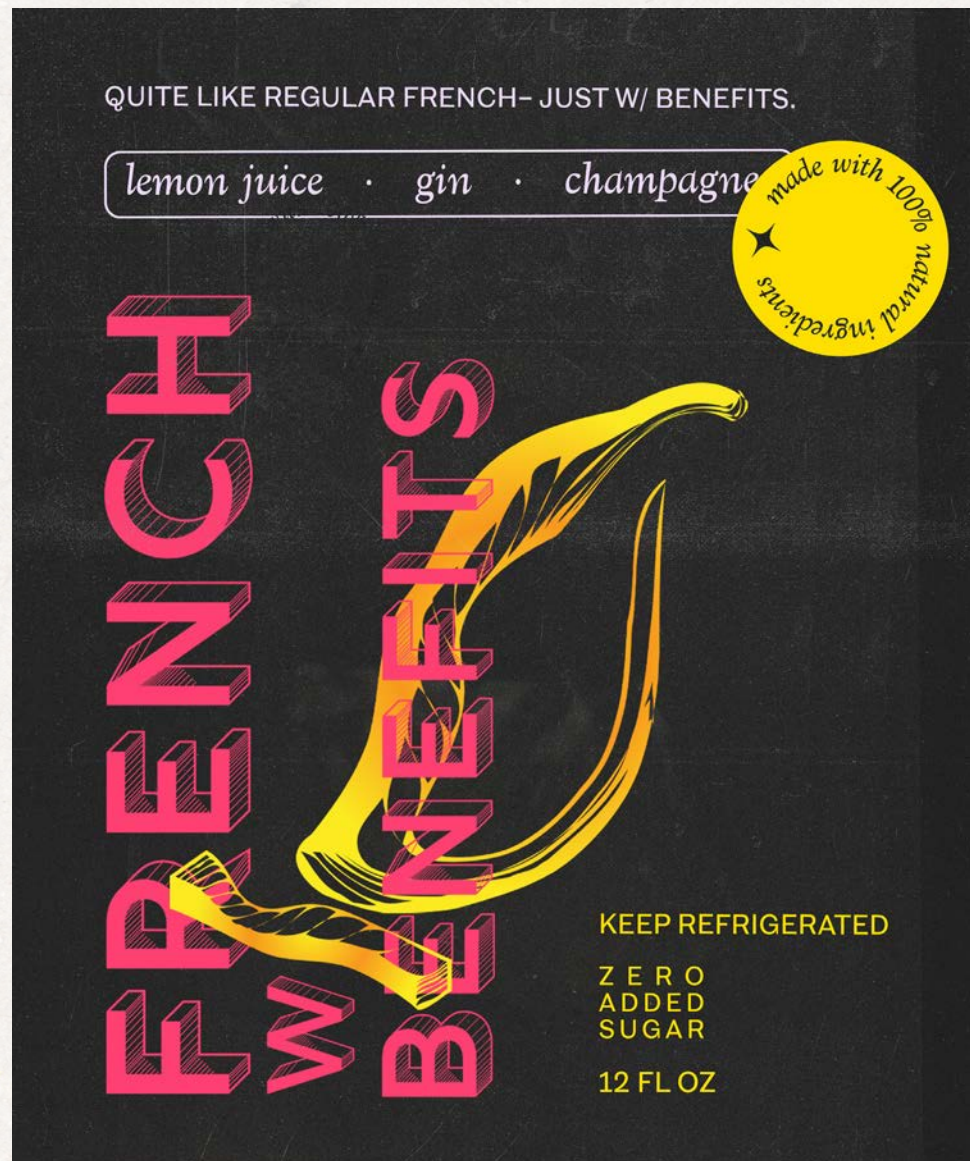
Easy-to-use applications for a hassle-free and stress-free ride; with options of baby chair choices and a driver's profile. Just clicks away from a safe and monitored ride for families.



French with Benefits

Branding/Packaging

French With Benefits is a self-made branding project for the modernised version of famous alcoholic beverage, French 75. Putting a twist into the regular French 75 definitely makes an impression in the market, and worked as a 'refresher project' for myself.



“Quite like regular French— just with benefits.”

Wrapped with a catchy brand name (innuendo!), bold colours, fluid graphics, and packed with bangin' flavours.





PSST..You've got the wrong side!