



PORTFOLIO **SCOTT ROONEY**

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WATERLOO, SYDNEY 2017
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SCOTT ROONEY

PLATFORM & APPLICATION SKILLS

MAC / PC



PHOTOSHOP



ILLUSTRATOR



INDESIGN



MUSE



MS OFFICE



Introducing

My name is Scott Rooney. I am a graphic designer based in Sydney, Australia.

I have worked in the design industry for over 10 years and pride myself on developing creative visual solutions that bridge the gap between clients and consumers.

I enjoy specialising in a broad range of project types with one goal in mind; to create visual value and distinction through design.

“

*I specialise in custom illustration
including textile design, branding, websites
and more...*

”

Content



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Logo Design



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Graphic Design



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Website Design



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Packaging Design



Logo Design

“A logo is a graphic mark, emblem, or symbol used to aid and promote public recognition. There’s more to crafting a brand’s visual identity than just placing a name in a square and calling it a day.

A logo is often a company’s first impression, one that can impact a customer’s brand perception, purchase decisions and overall attitude toward a product.”

PERSONAL BRANDING

CLIENT **SR**

A personal project creating and developing a personal logo design by combining the letters S and R.



KINGFISHER CREATIVE LOGO

CLIENT **KINGFISHER CREATIVE**

Personal project exploring the use of ratio's and grids.
This logo was created using photos as references and
the concepts of curves and circles.







VICIOUS LOGO

CLIENT **VICIOUS CLOTHING CO.**

Logo design and development for Australian clothing brand Vicious Clothing Co.

THERMOTech LOGO / BRANDING

CLIENT **THERMOTech INDUSTRIES**

Logo design and branding development for THERMOTech Industries including: business cards, letterheads and social media content.



Graphic Design

“Graphic design, also known as communication design, is the art and practice of planning and projecting ideas and experiences with visual and textual content. The form it takes can be physical or virtual and can include images, words, or graphics.”



FORTUNE FAVOURS THE BRAVE

CLIENT **MAYHEM ADDITION**

T-shirt design for Australian Pop/Rock band Mayhem Addition. Two colour hand drawn illustration on black using a Wacom Tablet. Designed in Manga Studio, Illustrator and Photoshop.



BMW PROMOTION

CLIENT **PENRITH HOMEMAKER**

Poster design for a BMW promotion at Penrith Homemaker Centre. Adhering to brand guidelines using InDesign and Photoshop





COMIC BOOK COVERS

CLIENT **PERSONAL**

Personal project exploring comic book art and design using Illustrator to create a series of posters.

RETAILER HOARDINGS

Although the primary function of hoardings is to keep a site secure, they offer a great opportunity for promoting companies or creating excitement about what's coming.





RETAILER HOARDINGS

CLIENT **MIRVAC**



RETAILER HOARDINGS

CLIENT **SCENTE GROUP**



RETAILER HOARDINGS

CLIENT **JLL**



RETAILER HOARDINGS

CLIENT **CBRE**



Website Design



Web design encompasses many different skills and disciplines in the production and maintenance of websites.

The different areas of web design include web graphic design; interface design; authoring, including standardised code and proprietary software; user experience design; and search engine optimization.



MIY KITCHENS WEBSITE

CLIENT **MIY KITCHENS**

Website design for Make It Yourself Kitchens. Fully functional on desktop, tablet and mobile resolutions including image gallery and online shopping cart.



SCOTT ROONEY - GRAPHIC DESIGNER

Graphic designer based in Sydney, Australia. I have worked in the industry for over 10 years and specialize in all forms of print and media.

FEATURED WORKS /

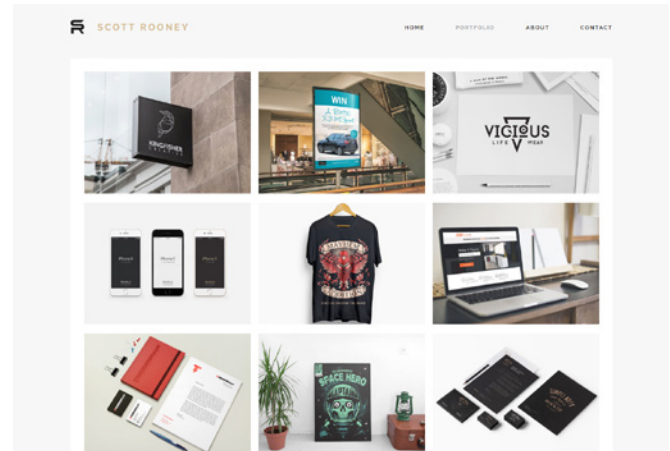
Here are a few selected works. Click on a project to view.

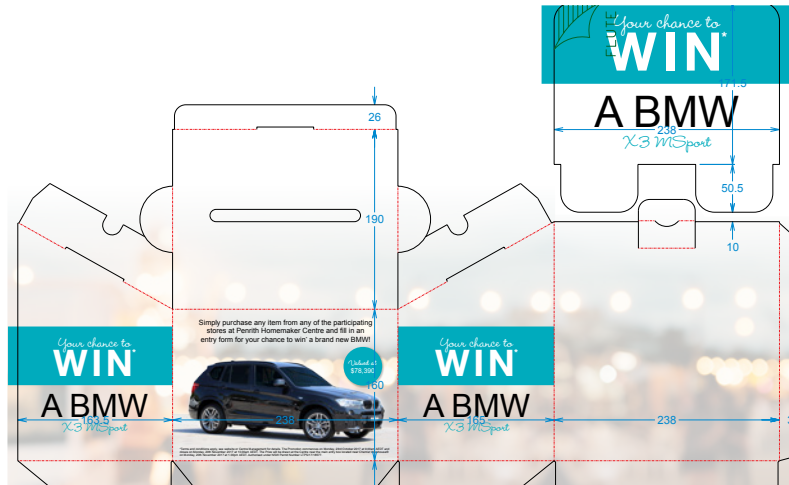


PERSONAL WEBSITE

CLIENT **SR**

Design and launch of online portfolio for
www.scottrooney.com.au





Packaging Design

“Package design is the discipline of creating the container, graphics and visible outer presence of a product a consumer buys at retail or might receive in the mail. This container may range from a simple bottle and label to an elaborate box or system of boxes and inner packaging.”



CHARACTERS

CLIENT **ABOUD APPAREL**

Full brand design and development for childrens underwear which has been released through Costco.





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