

DESIGN PORTFOLIO KATERINA BLACK

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KATERINA BLACK

LEAD CREATIVE DESIGNER

With over 15 years of experience in graphic design, spanning consulting, financial services, and construction industries, I bring a deep understanding of diverse design needs and challenges. Currently transitioning towards a UX/UI career path, I leverage my extensive background in digital design, art direction, branding, and illustration.

I possess a keen eye for detail, ensuring that designs align seamlessly with brand identities and messaging. As a dedicated advocate for effective design, I focus on creating intuitive and impactful user experiences that combine aesthetic appeal with functionality.

My career has been centred on corporate in-house design, where I have excelled in crafting compelling marketing collateral, presentations, and materials that enhance brand visibility and drive business growth. My extensive technical skills and creative acumen enable me to deliver design solutions that exceed client expectations, guided by innovative thinking and a strong grasp of user-centric principles.

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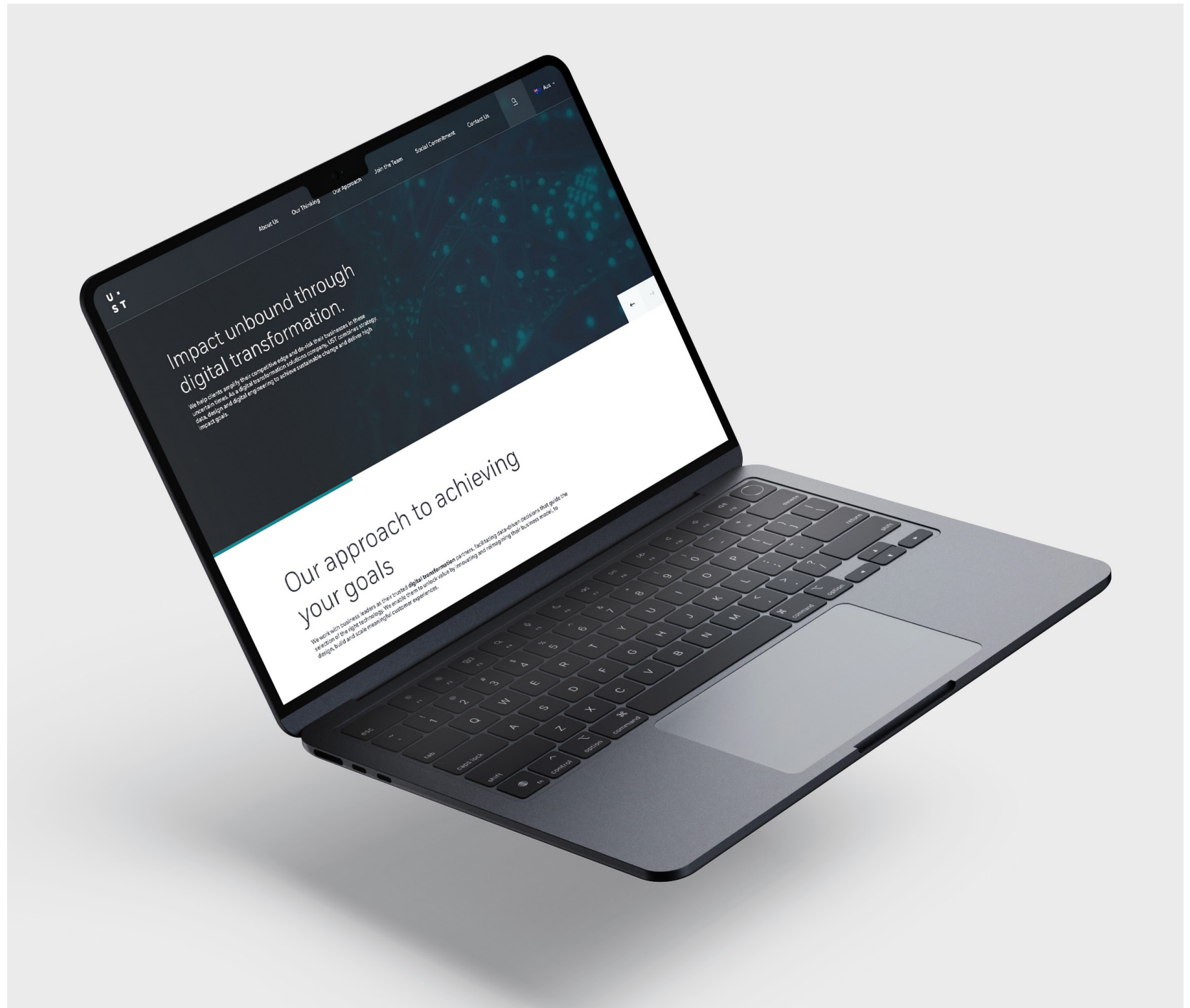
2015 – Present

01 / UST CONSULTING

Includes / A variety of samples of the designs created for various external clients as part of the wavespace team at EY. This includes infographics, large format Murals (digital interactive workspaces for visual collaboration) and supporting documents.

UST WEBSITE REDESIGN

Design of new UST website for the ANZ region that accurately captures the spirit and values the business stands for whilst keeping in accordance to the brand guidelines. The new website design meets all accessibility guidelines and utilises a fully responsive design.



Solutions we offer to tackle your business problems

At UST, we don't approach business challenges or help achieve your goals in a linear fashion. Instead, we will work with you and look at a problem from different angles to generate a tailored solution by drawing various capabilities from our toolbox.

Strategy, implementation and operations



Digital operations



Experience Design



Products and platform



UST solutions to enhance your business

We work with you to look at your business holistically, designing a tailored solution that draws on multi-disciplinary expertise and state-of-the-art tools. Our technology transformation experts collaborate with you to co-design and build solutions using our proprietary frameworks to accelerate growth and optimise your business.

Data strategy
Data governance
AI & machine learning
Enterprise data solutions
Primary & secondary research
Insights to value realisation



Business Transformation



Experience & Innovation



Products & Platforms

Strategy, implementation and operations

Design for Happiness™
Customer Strategy
Innovation at scale
Marketing strategy & Martech

Digital operations



Experience Design



U S
T .

Strike a balance
between returns
avoidance and
efficiency

Download →



U S
T .

Streamline
retail returns
to improve
margins

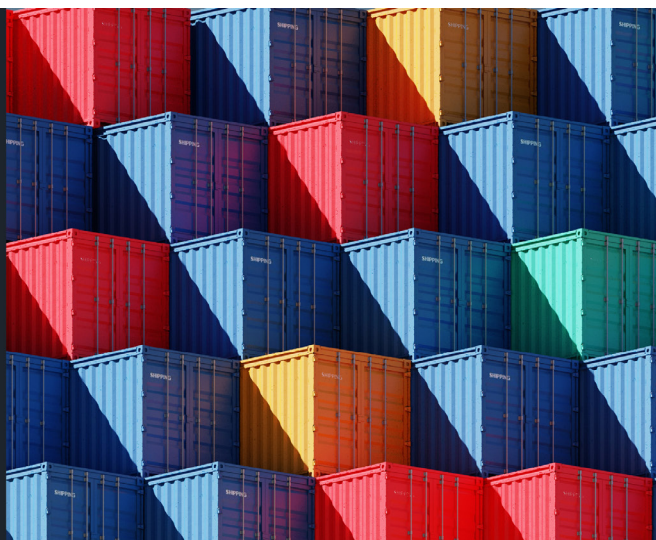
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Revolutionise
your supply
chain

Download →



U S
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Redefine
your retail
experience

Learn more →



RETAIL LEADERS CAMPAIGN

A digital campaign run chiefly via social media and email with supplementary collateral. Project lead, art direction and creative concept design through to delivery. The campaign aims to visually highlight our personality, our sense of creativity and our approachability by using clever imagery whilst remaining true to the set brand guidelines.

Theft ... or shrinkage

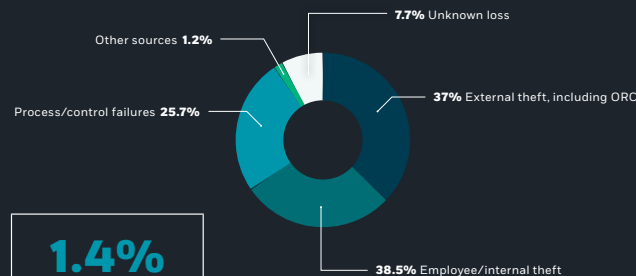
Retail theft can only be measured and addressed when it is detected. Otherwise, the loss of inventory is identified after the fact by audit and recorded as shrinkage.

But shrinkage is more than just theft, and theft is more than just shoplifting.

shrinkage (*noun*)

/ˈʃrɪŋkɪdʒ/ (say 'shringkij)

6. the loss of retail stock as a result of shoplifting, vendor fraud, administrative error, damage, etc.⁴



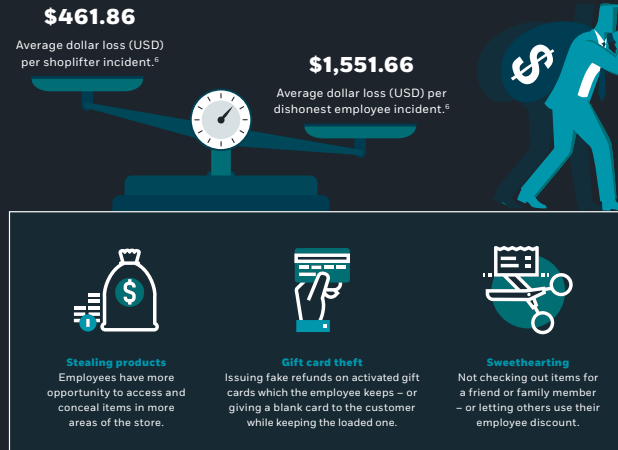
1.4%

Average reported inventory shrinkage in 2021.⁵

Source: 2022 Retail Security Survey, National Retail Federation (U.S. data)⁵

The inside story of retail theft

While external theft (shoplifting) gets most of the attention, internal or employee theft also represents a major loss to retailers.



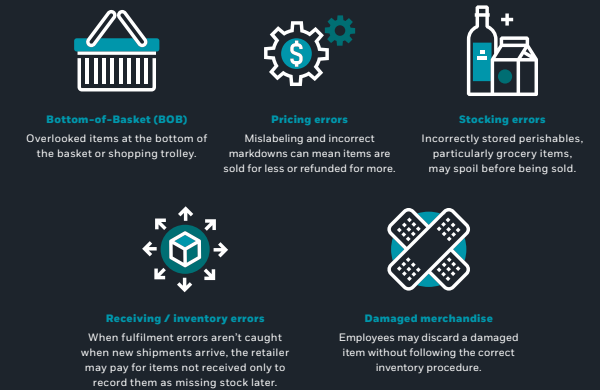
The impact on employee safety

Shrinkage isn't the only negative outcome of retail theft.



Process and control failures

Process inefficiencies, human error and accidental breakages also add to a retailer's losses.



Taken altogether, retail theft and shrinkage represent a major opportunity for Australian retailers to reduce losses and protect the bottom line.

- ¹ ["Increased Retail Crime & Related Violence"](#), Essential Retail, National Retail Association. (Accessed: 08 March 2023)
- ² Centre for Retail Research, UK Retail Crime Statistics: The National Survey of Retail Crime and Security – referenced in [Understanding and Controlling Retail Theft](#), Australian Institute of Criminology, May 2000.
- ³ Shapland, J. 1995, "Preventing Retail-Sector Crimes" in Building a Safer Society: Strategic Approaches to Crime Prevention, University of Chicago Press – referenced in [Understanding and Controlling Retail Theft](#), Australian Institute of Criminology, May 2000.
- ⁴ Macquarie Dictionary, 2023
- ⁵ [2022 Retail Security Survey](#), National Retail Federation (U.S. data)
- ⁶ [2021 Retail Security Survey](#), National Retail Federation (U.S. data)
- ⁷ [Abuse is Forcing Workers Out of Retail](#), National Retail Association, 2021

LOSS REDUCTION INFOGRAPHIC

A set of bespoke infographics designed as part of the Retail Leaders campaign and used across a variety of collateral and mediums including social media, email campaigns, marketing documents and animations.

TECH IN GOV CONFERENCE

Marketing campaign centred around the Tech in Gov 2022 conference event.

Project lead, art direction and creative concept design through to delivery. Campaign scope includes both print and digital collateral such as social media advertising campaign, email, website landing page, branded flyers, event posters, booth skin and packaging design (for a popcorn machine set-up within UST's stand at the conference)

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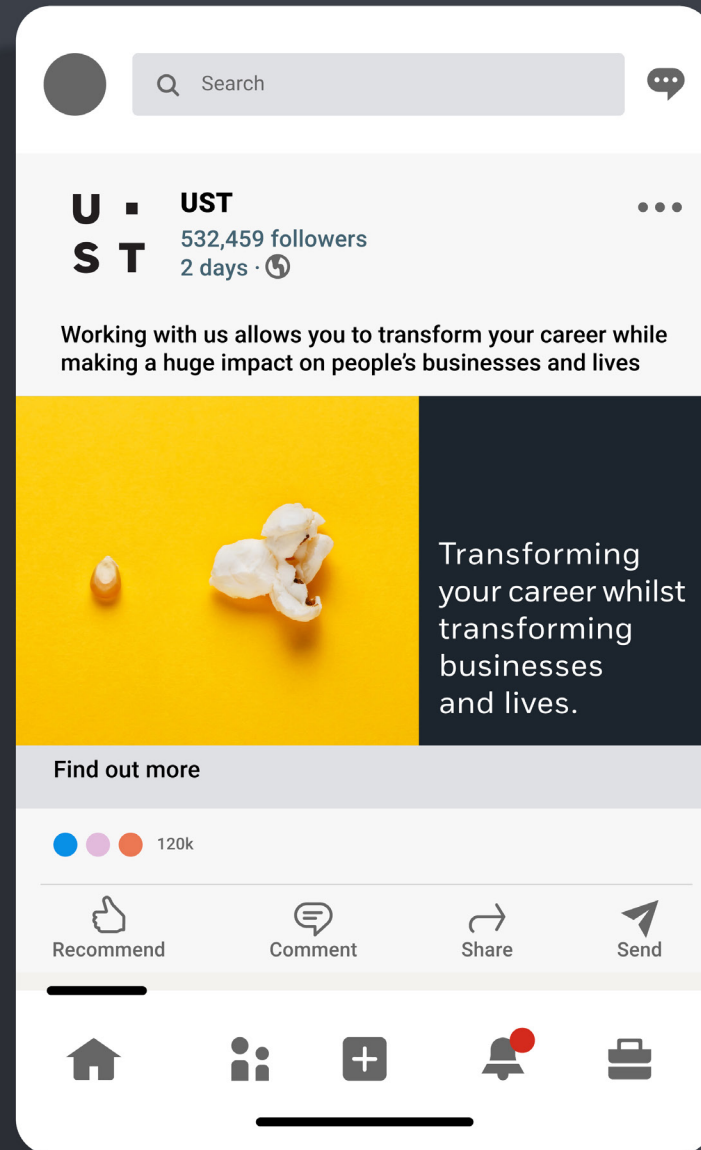


Secure **every step** of your
digital transformation

RECRUITMENT CAMPAIGN

Creative concept used for a major recruitment campaign for UST aimed at finding and employing the best-qualified IT applicants for numerous roles across the business within the APAC region as UST had just recently entered the region.

Campaign distributed across various social media, advertising on Seek, email campaigns and printed collateral such as posters and leaflets shared internally as part of an employee referral program.



AGILE AUSTRALIA 2022 CONFERENCE

AgileAus is an in-person two day event, offering keynote speakers and workshops centred around discovering better ways of working.

Design scope for the event includes printed and digital marketing collateral, social media advertising, website landing page, booth skin, exhibition signage (digital screens, billboards, banners and display stand advertising), branded apparel and promotional items.



DEI is a strategic advantage

DEI today goes further than a mere HR initiative. The whole organisation must prioritise diversity, equity and inclusion to build a positive culture, boost productivity and retain good talent.



"When we're talking about diversity, it's not a box to check. It is a reality that should be deeply felt and held and valued by all of us."

~ Ava DuVernay

A statistical glimpse in Australia

Did you know some groups are much more likely to face discrimination at workplace as compared to other groups?



Women are **20%** more likely



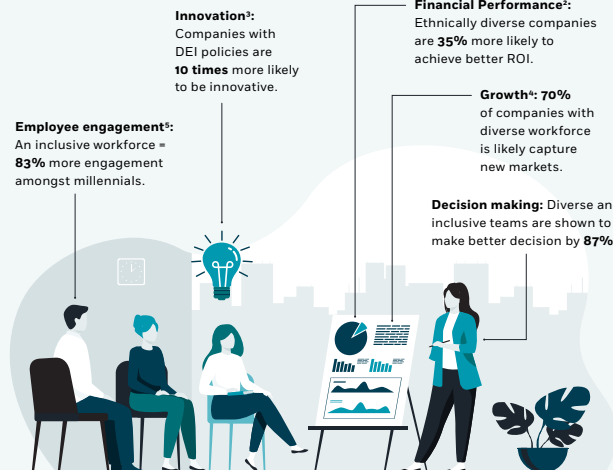
People with a disability are **36%** more likely



People who identify as neuro-diverse are **55%** more likely



People who identify as being sexually diverse are **27%** more likely



Talent opportunity

Employees in diverse and inclusive teams are:

4x less likely to leave their job in the next 12 months.⁷

10x more likely to be very satisfied.

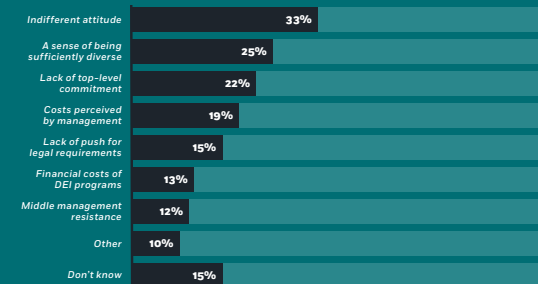
4x less likely to feel work has a negative impact on their mental health.

5x less likely to experience discrimination and/or harassment.

67% of job seekers consider diversity an important factor.⁸

Barriers to diversity

The findings of a DEI survey reveal the perceived hurdles in the way of diversity at workplace.⁹



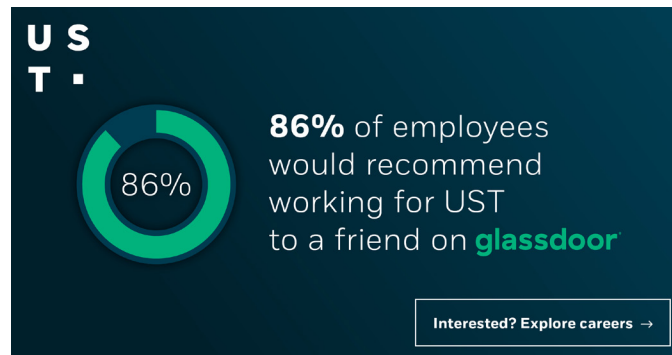
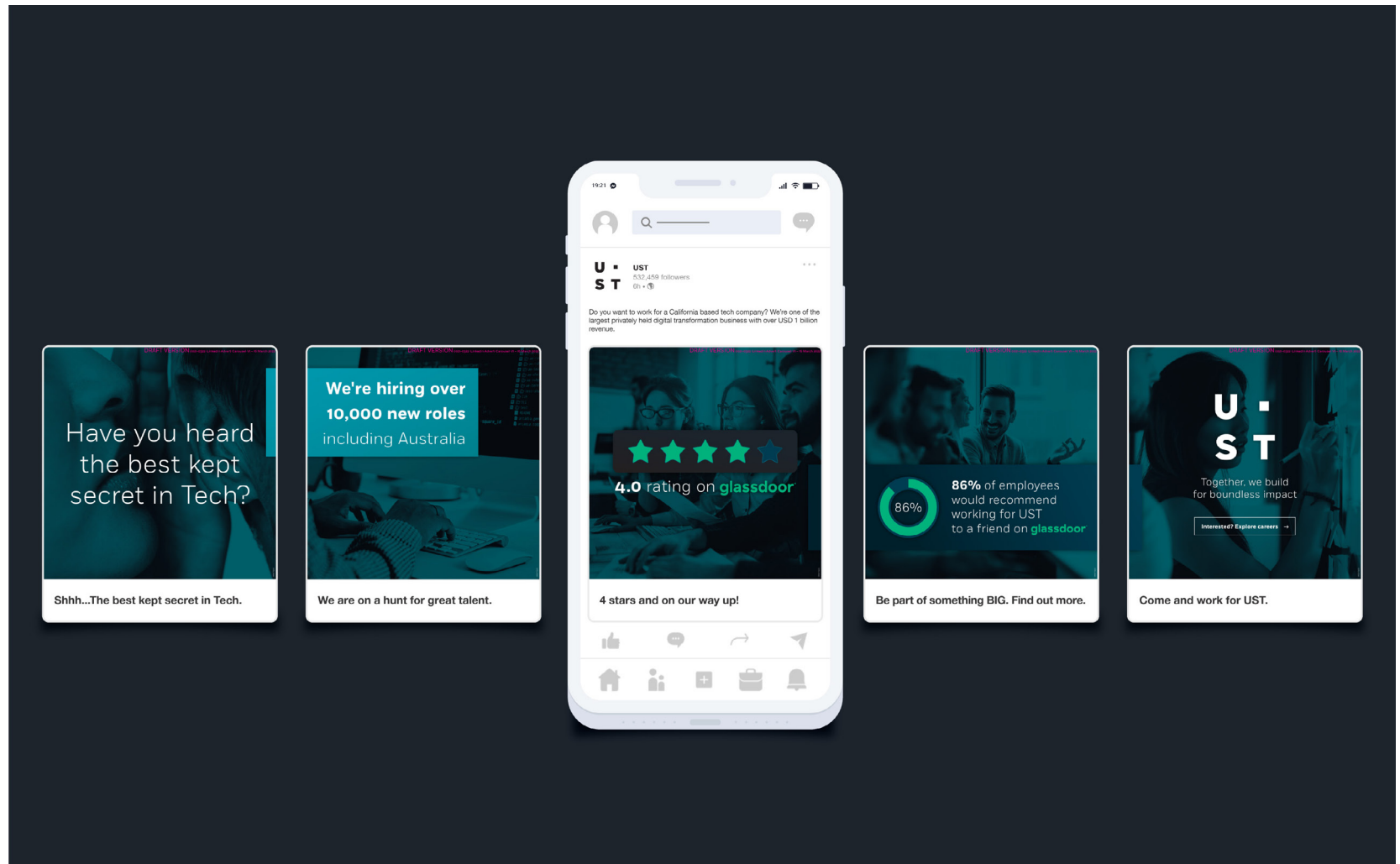
MACQUARIE DEI INFOGRAPHIC

A set of bespoke infographics designed as for client Macquarie to promote and educate their staff on the importance of Diversity, Equality and Inclusion within business. Design used across a variety of collateral and mediums including social media, email, marketing flyers and brochures.

LINKEDIN RECRUITMENT CAMPAIGN

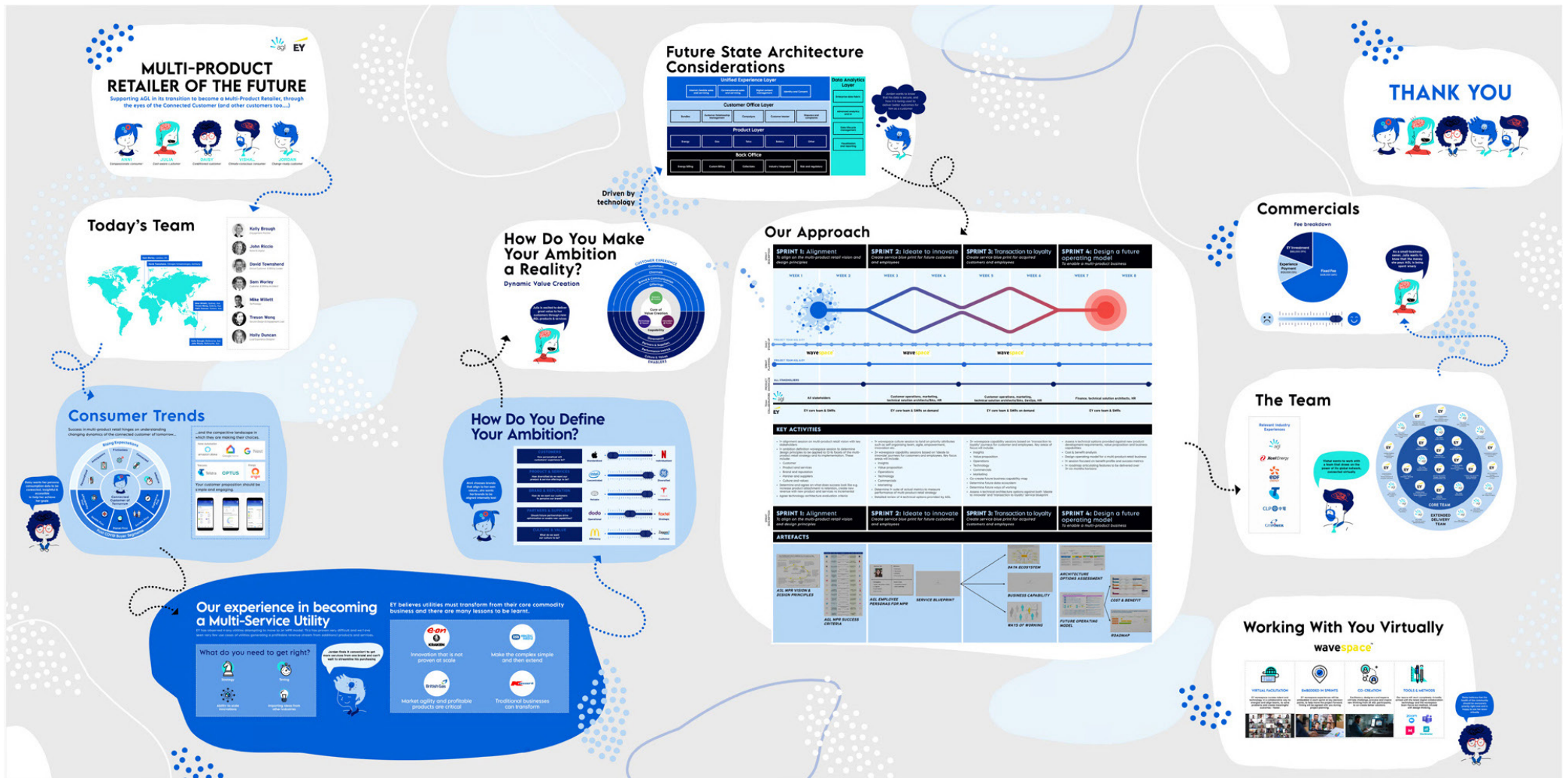
Part of an advertising campaign for UST to drive recruitment across Australia, New Zealand and Singapore.

Campaign then includes social media posts on a number of platforms, advertising on Seek, email campaigns and printed collateral such as posters and leaflets shared internally as part of a referral program encouraging existing staff to share the word.



02 / ERNST & YOUNG

Includes / A variety of samples of the designs created for various external clients as part of the wavespace team at EY. This includes infographics, large format Murals (digital interactive workspaces for visual collaboration) and supporting documents.



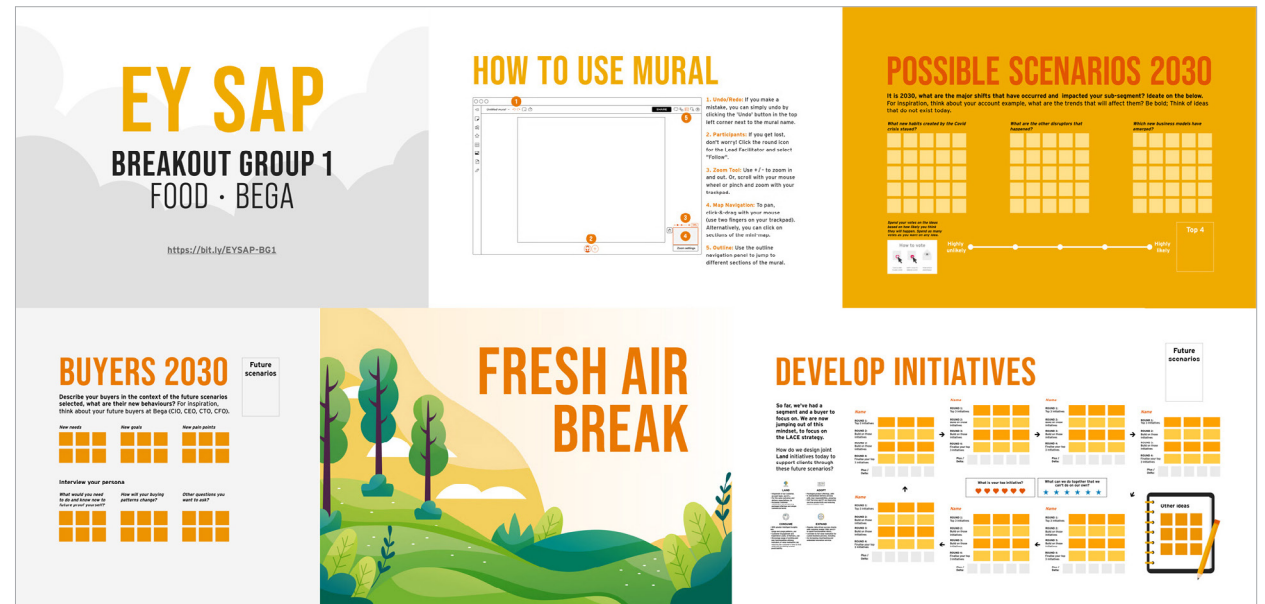
AGL CLIENT WORKSHOP

Mural design composed of a variety of custom infographics, illustrations, interactive activities for a remote ideation and workshopping session with the AGL executive team.



EY-SAP CLIENT WORKSHOP

Mural design composed of a variety of custom infographics, illustrations, interactive activities for a remote workshoping session with a combination of the EY customer team, SMEs and the SAP executive team.



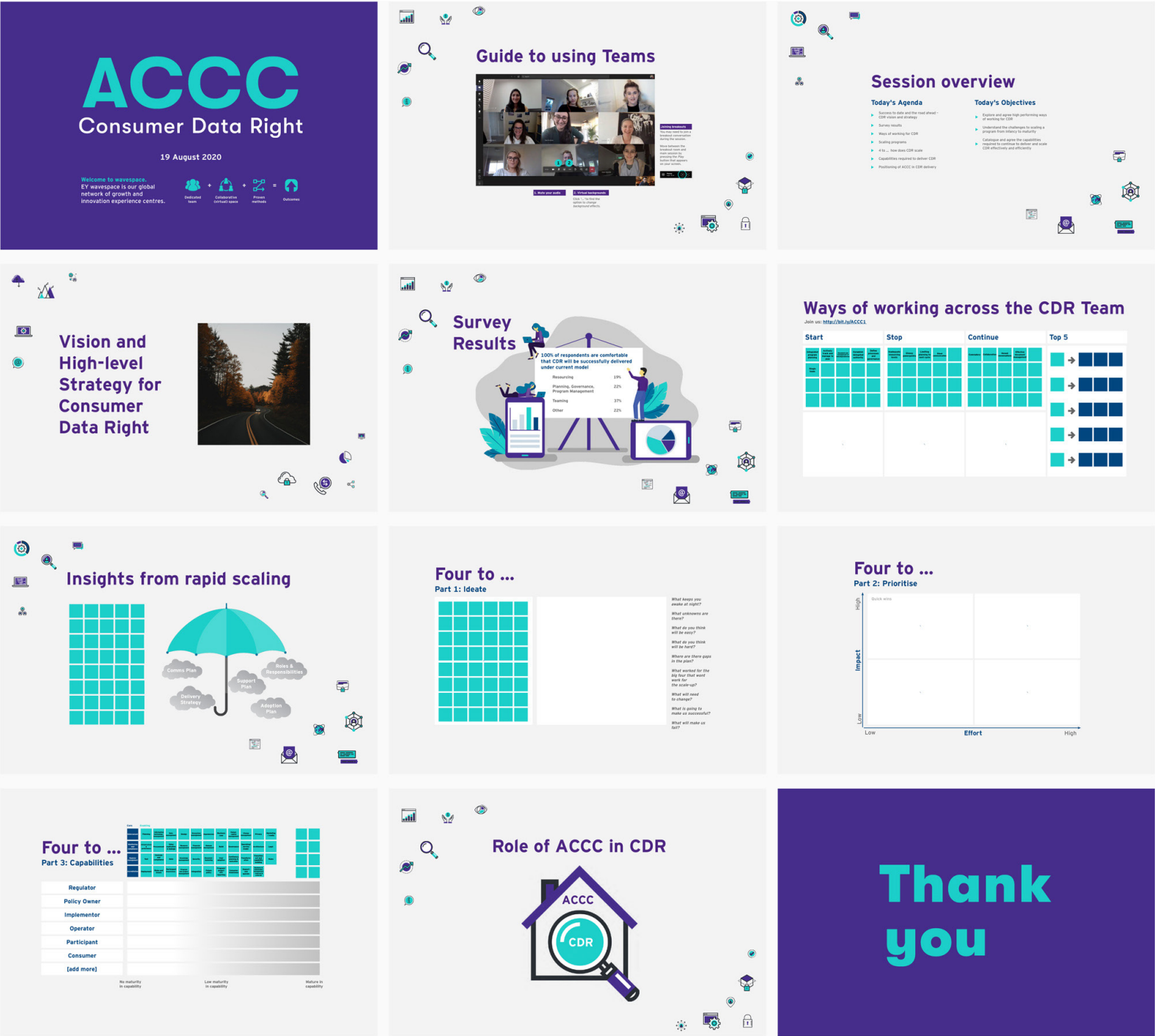


SERVICES AUSTRALIA CLIENT WORKSHOP

Mural design composed of a variety of custom infographics, illustrations, interactive activities for a remote strategy and brainstorming workshop with the EY customer team and Services Australia.

ACCC CLIENT
WORKSHOP

Mural design composed of a variety of custom infographics, illustrations, interactive activities for a remote strategy and brainstorming workshop with the EY customer team and Australian Competition and Consumer Commission specifically focused on their Consumer Data Right project.



03 / JOHN HOLLAND

Includes / A collection of samples from a number of submissions and tenders. Samples include presentation folders & slipcases, executive summaries, infographics, dividers, document templates and other collateral.

PARRAMATTA LIGHT RAIL SUBMISSION

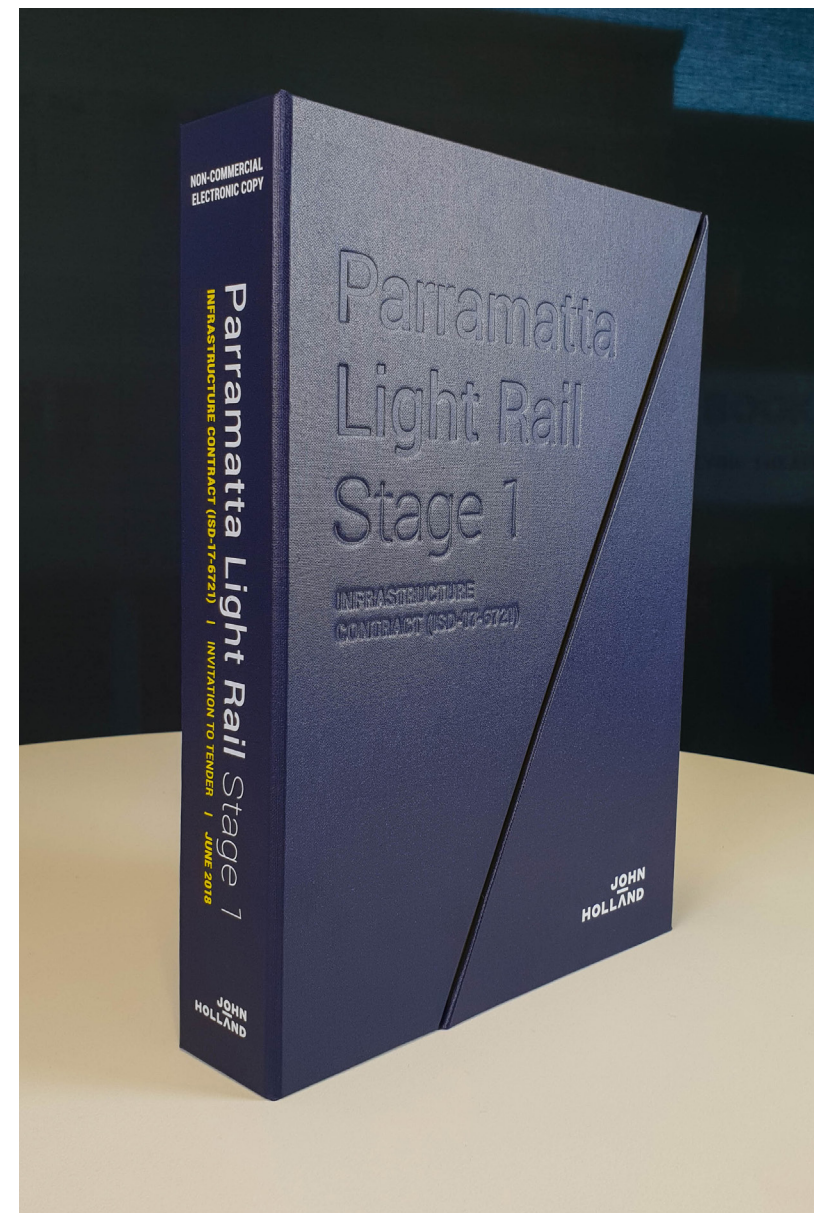
Executive summary booklet designed for the Parramatta Light Rail submission.

This document showcases a series of bespoke infographics, complex graphs and charts.

The branding for this project was designed to reflect the district's aim to be seen as an urban centre. It also connects with the local community and uses colour to reference the popular local football team, the Parramatta Eels.

Following Page: Bespoke presentation boxes designed for the Parramatta Light Rail submission. They are designed to hold custom branded hard-drives, contents card and executive summaries within.





BATEMANS BAY BRIDGE SUBMISSION

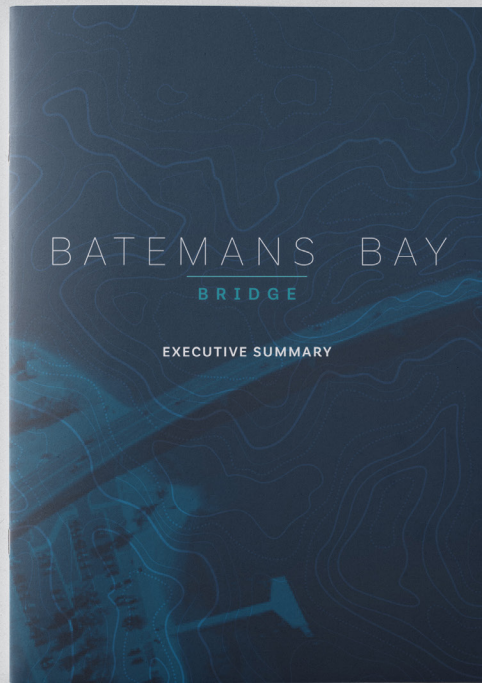
Presentation folders and corresponding slipcases designed for the Batemans Bay Bridge submission.

The collateral design for this project was designed to reference the topography, local landmarks like the oyster farms and the local indigenous community.

Following page: Executive summary booklet designed for the Batemans Bay Bridge submission. This document uses fully designed custom charts and infographics.

This document uses fully designed custom illustrations that reflect the water topography of the bay but also draw comparison to the shape of the oysters found in the famed oyster farms of the area.





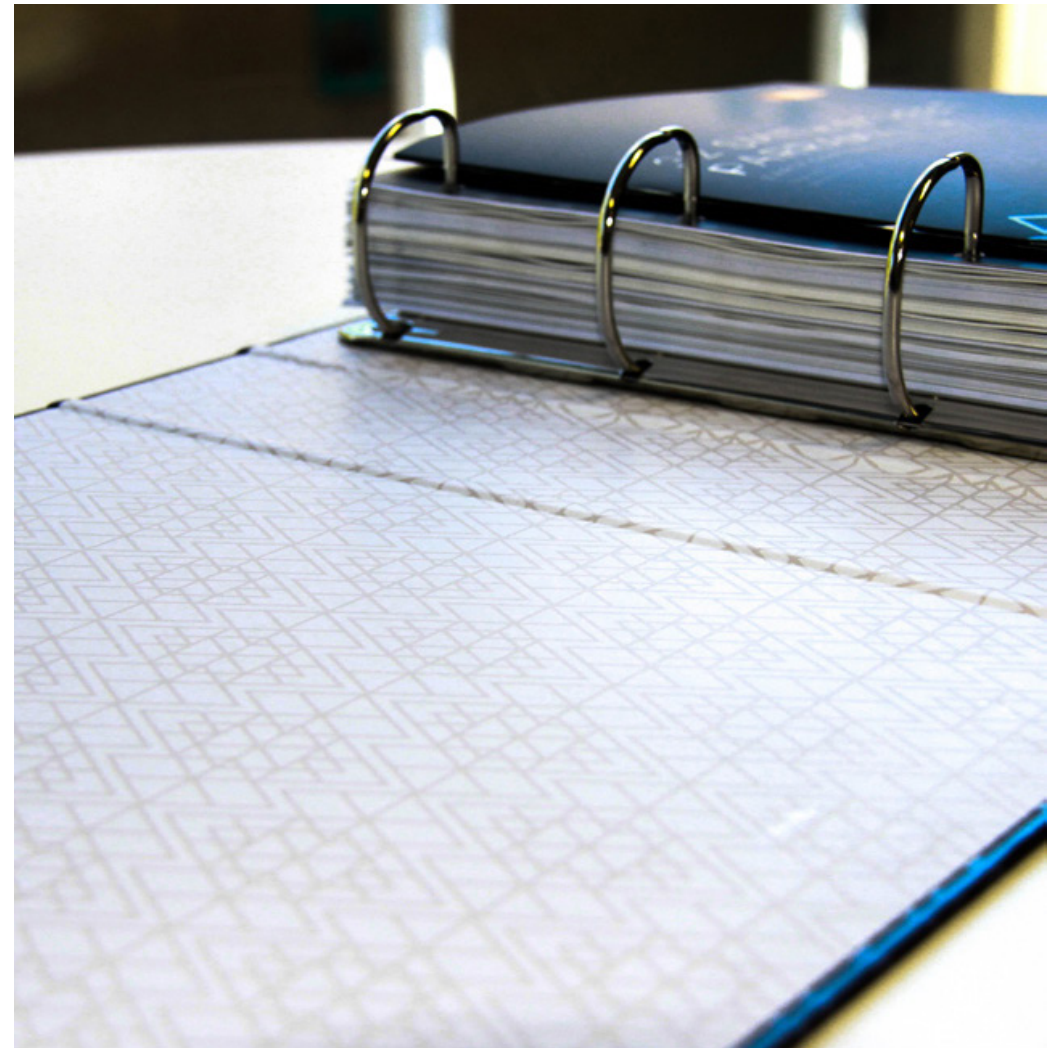
32 SMITH ST
PARRAMATTA
SUBMISSION

Executive summary booklet designed for the 32 Smith St submission. This document uses fully designed custom charts and infographics.

The branding for Smith St was to communicate a sophisticated urban vibe that the high-end development was aiming to achieve. This was done using a refined tertiary palette of cosmopolitan colours, fonts and patterns coupled with premium printing and embellishments.

Following page: Presentation folders and corresponding slipcases designed for the 32 Smith Street submission.



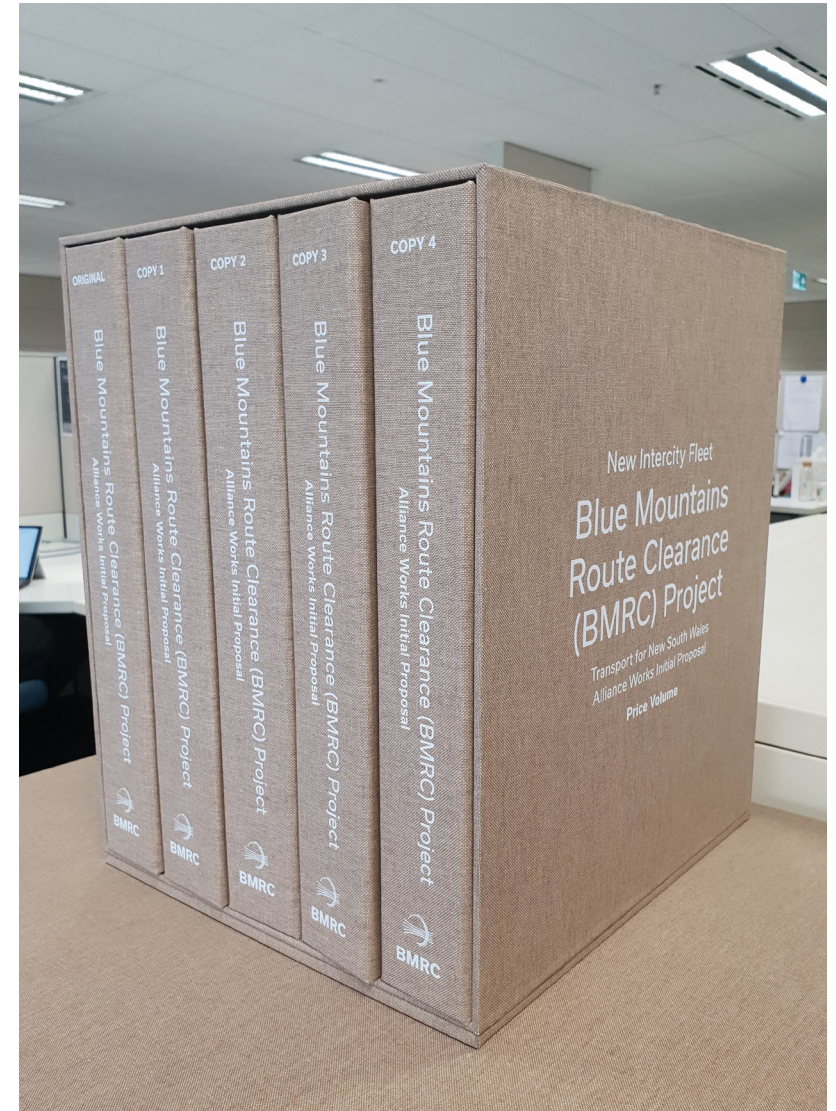




NEW INTERCITY FLEET BLUE MOUNTAINS SUBMISSION

Executive summary booklet designed for the Blue Mountains NIF submission. This document uses fully designed custom charts and infographics.

The collateral design for this project was drew inspiration from the strong historical and heritage factors that affect the project to communicate our dedication to protecting the associated history of the area.



Presentation folders and corresponding slipcases designed for the Blue Mountains NIF rail submission.



JOHN HOLLAND ANNUAL PROJECT HIGHLIGHTS

Project highlights booklet for 2018 to showcase a cross-section of the most prestigious and well publicised projects that John Holland was involved in across the country for the year.

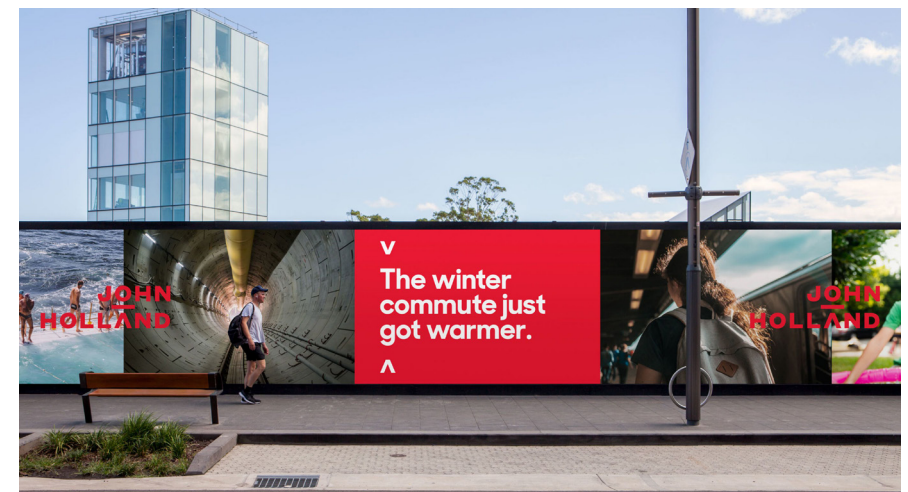
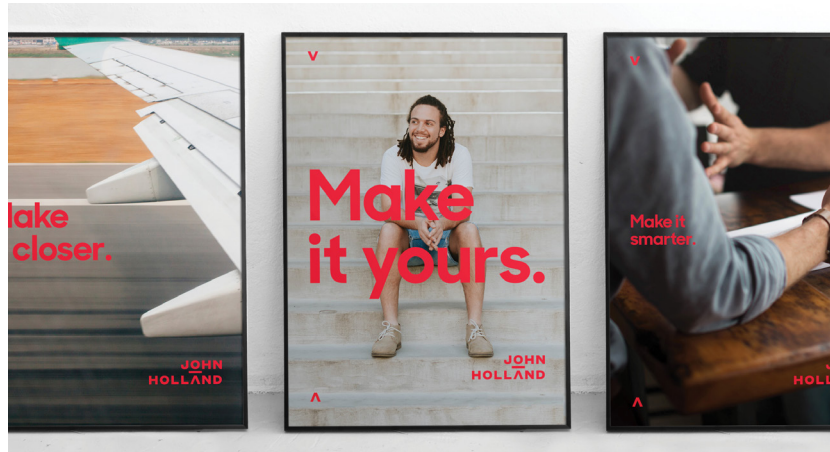
This document uses bespoke illustrations and infographics as well as custom graphs, text variables, automatically-updating table of contents, automatic footnotes, hyperlinks and cross-referencing.

JOHN HOLLAND REBRAND

John Holland design team collaborated closely with Frost*collective to build a brand for the future of the business, one that would not only help John Holland win new projects, but unify their company culture.

The new branding meant an extensive roll-out of new digital and print collateral, signage, apparel and website.

This also involved a huge launch party event along with a print and digital campaign to raise awareness and brand recognition with the updated look and feel.





04 / JLT GROUP

Includes / Various samples of works created for the Jardine Lloyd Thompson brand as well as various subsidiaries under its umbrella such as Recovre and Key Underwriting. Work includes tender/EOI/proposal templates, infographics, brochures, flyers, posters, forms and capability statement documents



NEWSLETTERS, REPORTS AND OTHER PUBLICATIONS

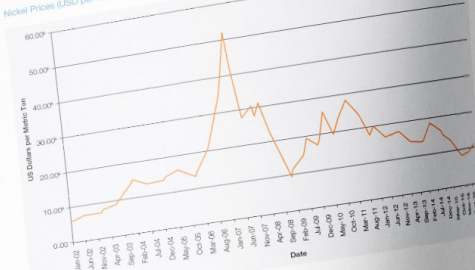
A cross-section of the various JLT market newsletters, reports and updates that are designed and shared with clients on a regular basis.



It was thought that not only would these investments generate jobs, but that government revenues would increase as refined metals and minerals would sell for a higher price than unrefined ores.

With China accounting for over 30% of global refined nickel consumption in 2015, Chinese firms invested in Indonesian smelters in order to meet growing demand for nickel pig iron (NPI). NPI demand was being driven by demand by China's stainless steel sector, which at the time was undergoing a boom as in 2015, the Chinese government had initiated a stimulus programme which utilised large quantities of stainless steel for the construction of cheap and quick to build houses. At the time, as there was inevitably a lag between the implementation of the ban and the time it would take to bring sufficient smelters online, China was also accessing global nickel ore, and was buying up imports of lower quality Philippine nickel ore.

Nickel Prices (USD per Metric Ton) 2002-2016
Source: Index Mundi



REALCOVER INSURANCE BRANDING

RealCover is a brand that is managed by JLT and all design work is done via JLT's design studio. This work includes design of various branded collateral such as brochures, flyers, marketing materials and advertising.

Sample pages from the updated and rebranded RealCover Brand Guidelines.



RECOVRE HEALTHCARE BROCHURE

Recovre is a brand that is owned by JLT and all design work is done via JLT's design studio. This work includes design of various branded collateral such as brochures, flyers, marketing materials, powerpoint templates and advertising.

Sample of a typical client-facing brochure design as per the newly updated branding.



05 / COMMON- WEALTH BANK

Includes / A cross-section of the projects and designs created for the Commonwealth Bank Group and its subsidiaries including Count Financial, Colonial First State, Bankwest, Financial Wisdom. This includes a wide variety of print and digital design work such as infographics, brochures, flyers, posters, forms and long form documents.

COMMSEC SMSF INFOGRAPHIC

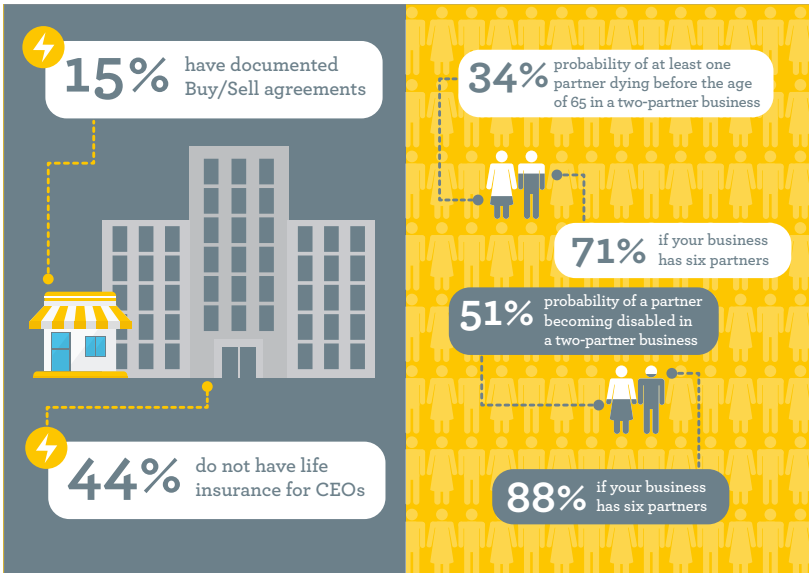
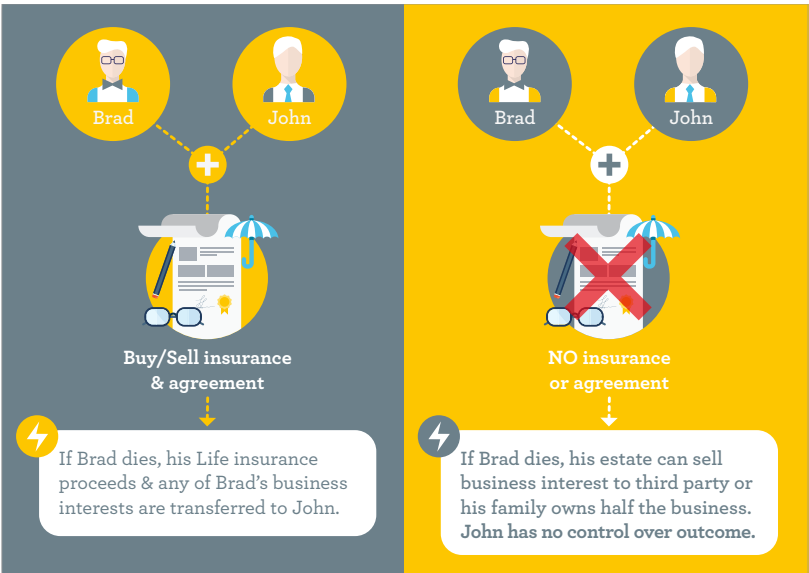
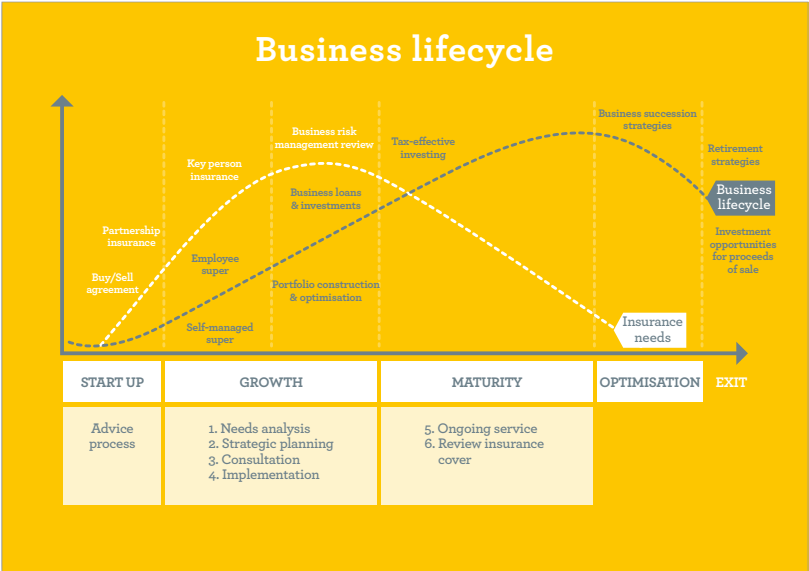
A set of bespoke infographics designed for use in a presentation on Self Managed Super Funds (SMSFs) for the CommSec brand.

This presentation is shared internally across the business as an update on the "State of the Business" for the various dealer groups and advisors.



FINANCIAL PLANNING CONVERSATION AIDS

Set of bespoke infographics and illustrations for use by Commonwealth Financial Planning & BankWest Financial Advice to aid business planners and advisors with marketing tools to communicate the benefits of business insurance to new business referrals.



COMMINSURE INFORMATIONAL BOOKLET

Informational brochure booklet design for Comminsure's LifeProtect Insurance product to be distributed to insured customers.

This document uses designed graphs, text variables, automatically-updating table of contents, automatic footnotes, hyperlinks and cross-referencing.



TYPICAL CBA FLYERS

Samples of typical informational flyers for the Commonwealth Bank brand using their type, colour and layout guidelines.

These documents use all industry set best practices for document set up including paragraph, character & table styles as well as customised swatch palettes and master pages.



COMMSEC SMSF POSTER

Sample of a typical illustrated poster for the Commonwealth Bank branding using their type, colour and layout guidelines (in this case specifically cobranded for CommSec and Colonial First State usage).



CFS PDS BOOKLET

Colonial First State FirstChoice Product Disclosure
Statement Reference Guide booklet design for investors.

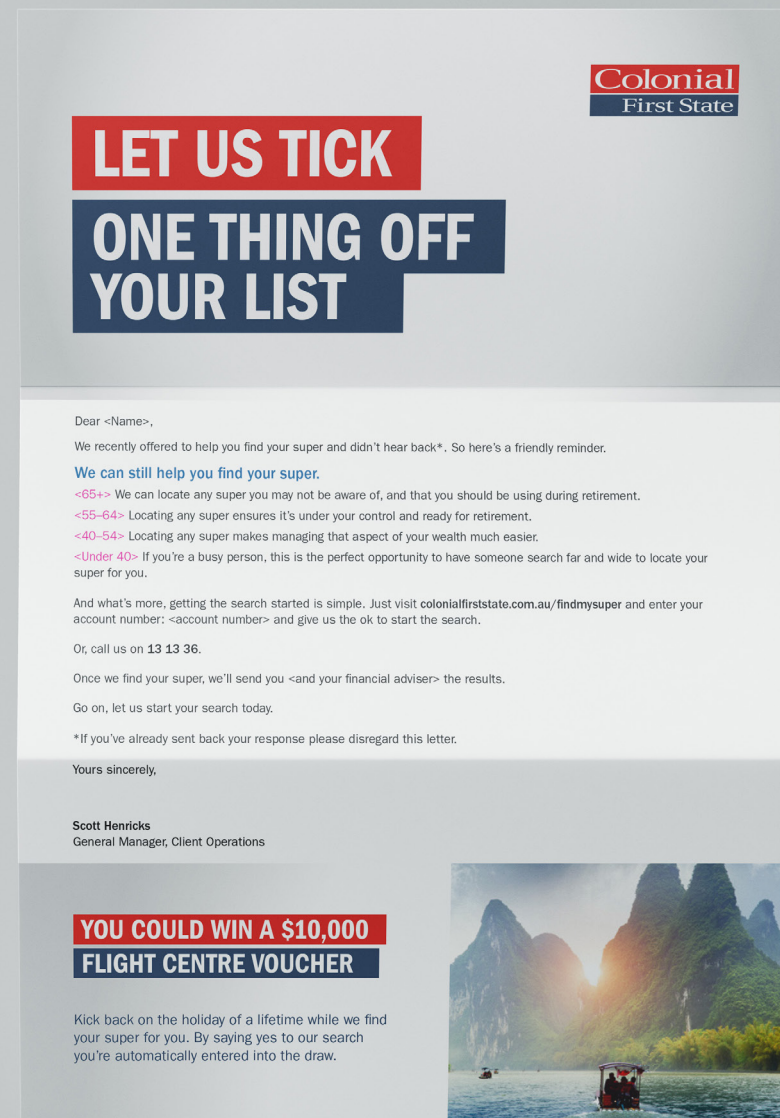
This document uses designed graphs, text variables,
automatically-updating table of contents, automatic
footnotes, hyperlinks and cross-referencing.



VARIETY OF CFS CAMPAIGN COLLATERAL

Various samples of Colonial First State campaign collateral including flyers, client offers, client workplace posters and internal product education documents.

These documents use all industry set best practices for document set up including paragraph, character & table styles as well as customised swatch palettes and master pages.





CFS GAM EPI
QUARTERLY REPORT

Sample document pages from a Colonial First State Global Asset Management long-form document.

This document uses designed graphs, text variables, automatically-updating table of contents, automatic footnotes, hyperlinks and cross-referencing.



Samples of a client facing financial planning brochure as well as an STI offer document aimed at the financial planners themselves.

The brochures use all industry set best practices for document set up including paragraph, character & table styles as well as customised swatch palettes and master pages.





06 / FREE- LANCE WORK

COLLIERS INTERNATIONAL

Sample document pages of a Sales Proposal document designed for Colliers International.

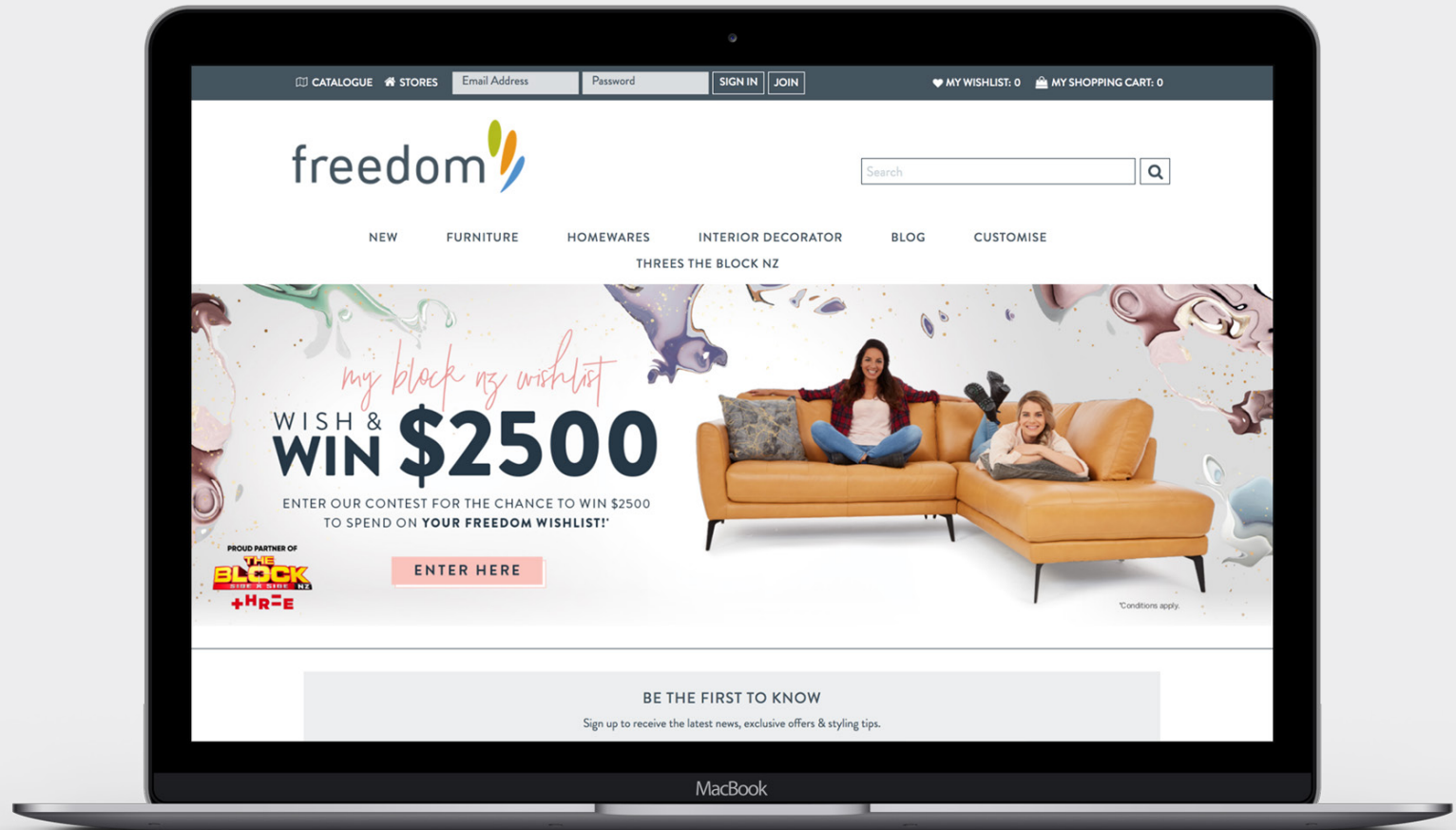
This document uses all industry set best practices for document set up including paragraph, character & table styles as well as customised swatch palettes and master pages. It also incorporates designed graphs, text variables, automatically-updating table of contents, automatic footnotes, hyperlinks and cross-referencing.



FREEDOM FURNITURE

Freelance project for Freedom Furniture's New Zealand region.

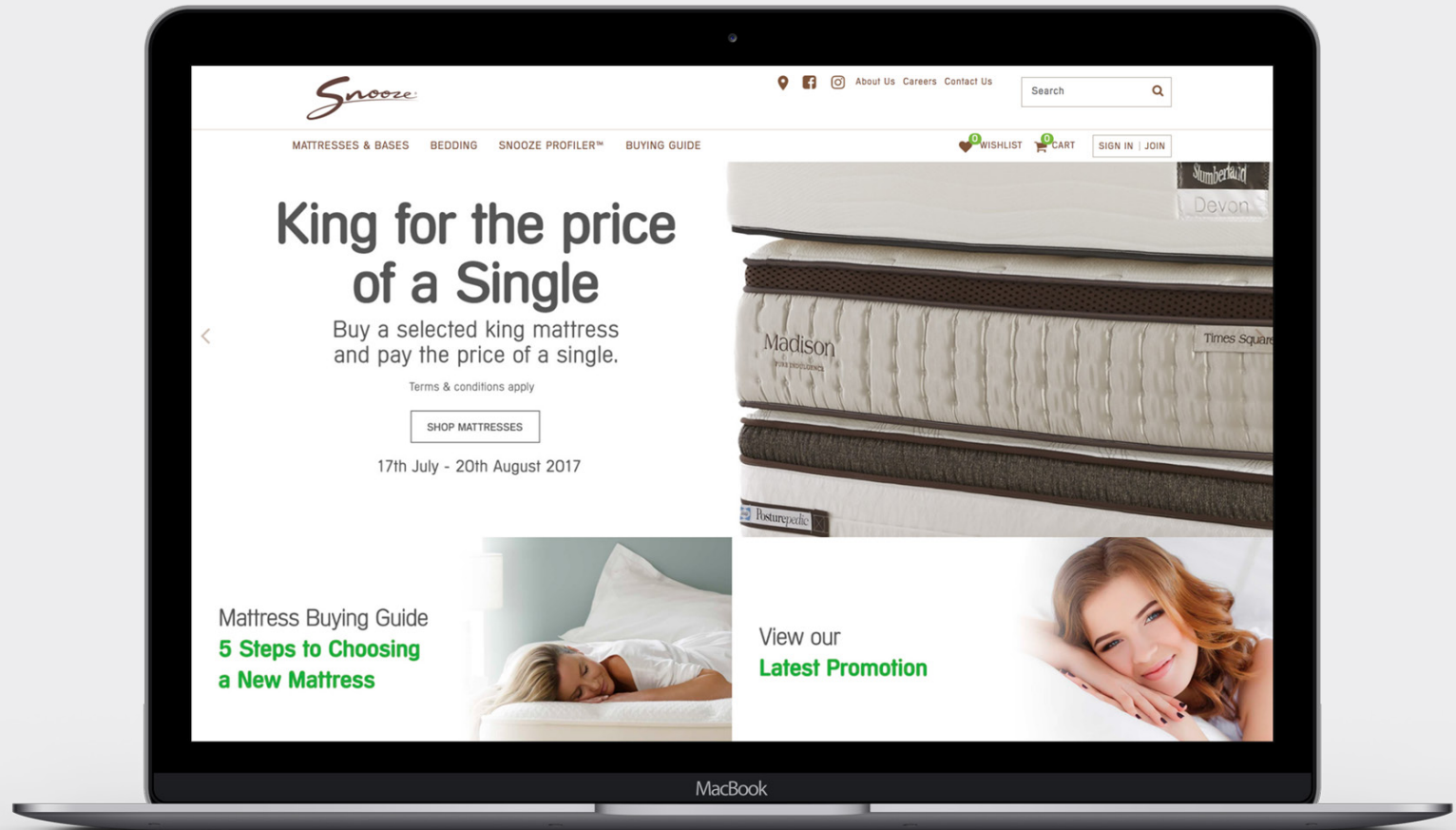
Project scope included redesigning the full NZ website in accordance to the Freedom brand guidelines while ensuring the new interface is fully responsive and meets accessibility guidelines.



SNOOZE

Freelance project for Snooze's New Zealand region.

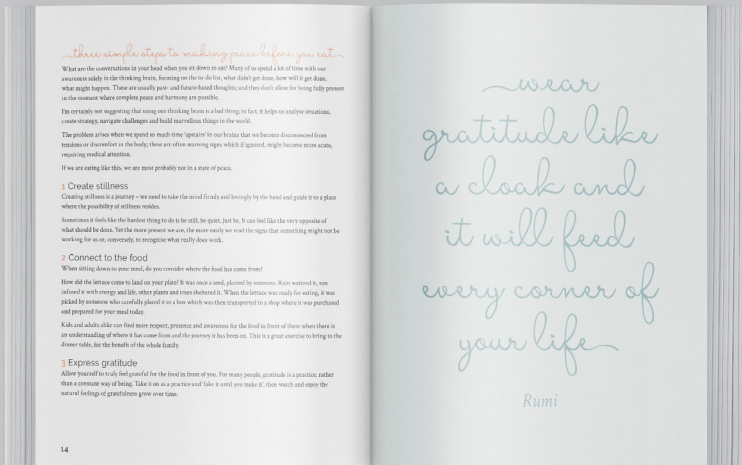
Project scope included redesigning the full NZ website in accordance to the new brand guidelines while ensuring the new interface is fully responsive and meets accessibility guidelines.



LOVE LIFE GLUTEN FREE

Design work for the LLGF brand including a cook book, new website and promotional flyers, business cards as well as a branding and logo update.





TRX TRAINING

Freelance design work for the TRX Training brand.

Project scope includes a postcard mailer for distribution through Sydney area.



VARIOUS ILLUSTRATION WORK

A collection of various
hand illustrations created using
Procreate.







