

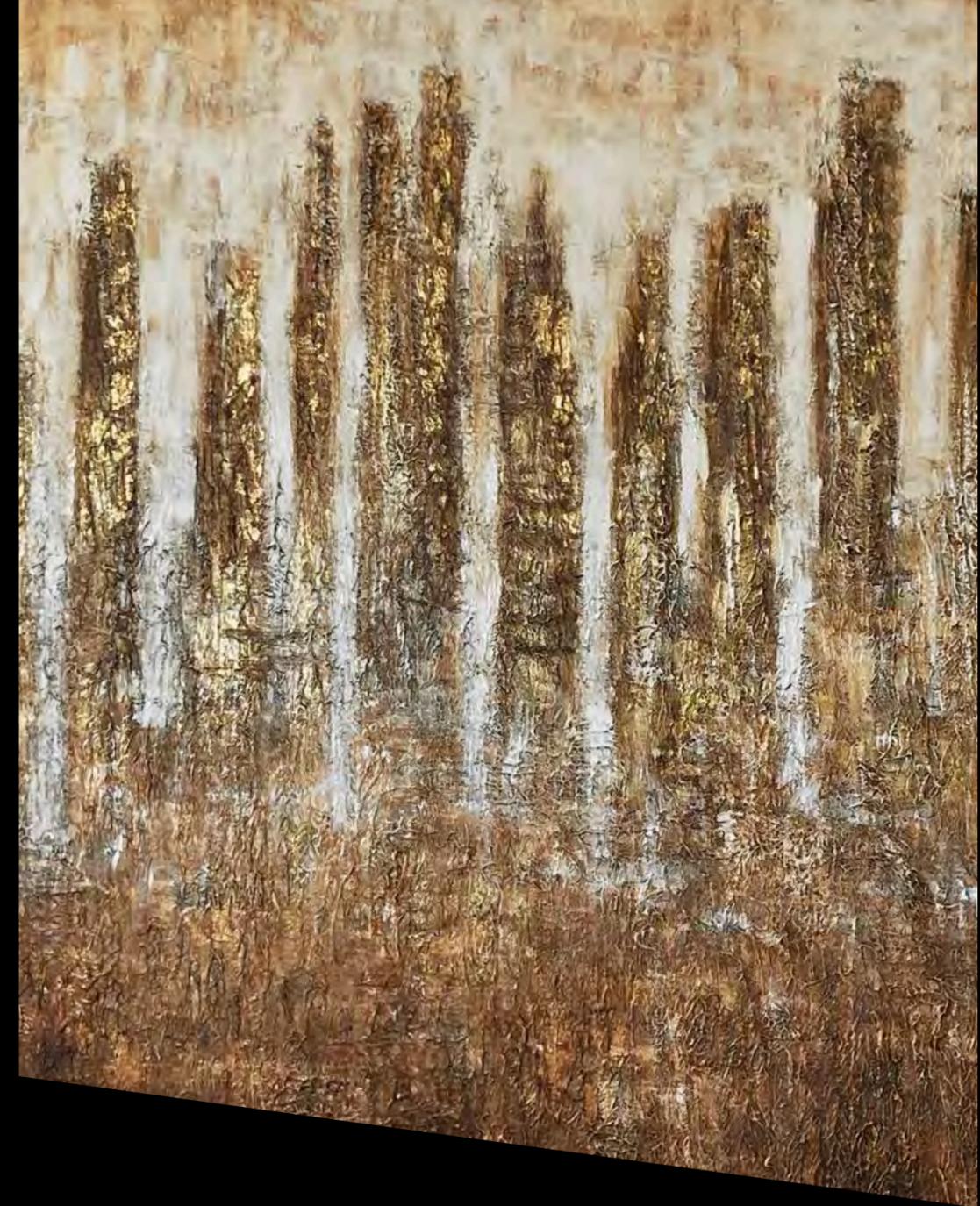
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*Creative*   
**PORTFOLIO**

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Original Artwork  
"Sahara"  
by Anna McKenzie



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## ABOUT ME

I have always been loyal and trustworthy with an ability to have an infectious team spirit. I am deeply passionate about design and it shines through on each and every project I take on.

I work beautifully alone and I am a valued member of any team. I manage deadlines with exceptional planning and attention to detail. I pride myself on great communication skills, stemming from my varied career experience. I relish in the finer details and strive for continued excellence.

**Bachelor Creative Arts + Design *With Distinction***

CHARLES STURT UNIVERSITY

# EXPERIENCE



## INDUSTRY EXPERIENCE

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### **Maestro Media**

Creative Director | Jan 2023 – Current

### **Sahara Studio**

Owner | 2018 – Current

## PREVIOUS HISTORY

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**SALES REP | TRAINER** | Get Wines Direct | 6 Years

**FUNCTION MANAGER** | See Restaurant and  
See Plus Function Centre | 4 years

**BUDGET DIRECT** | Retention Sales Rep | 2 years

**ACRYLIC + OIL ARTIST** | Own Business | 10 + years

**LAW CLERK** | 5 years

# EXPERIENCE



## FREELANCE WORK

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Paper Monkey

Tale Marketing Agency

Rocket Launcher

Lunchbox Creative

## PERSONAL SKILLS

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- Creativity
- Attention to Detail
- Time Management
- Client Relations
- Creative Direction
- Problem-Solving
- Collaboration

## SERVICES

- Custom WordPress | Elementor Website Design (With Hello Elementor Theme)
- Brand + Logo Design
- Print + Digital Design
- Accessibility Design
- SEO Optimisation
- Editable PDF Forms
- Canva Templates



## SEO SKILLS

- Search Engine Optimisation
- SEO Audits + Reporting
- Google Analytics
- Microsoft Clarity (Bing)
- Optimising Google Business Profile
- Website Audits

## SOFTWARE

- Adobe InDesign
- Adobe Illustrator
- Adobe Photoshop
- WordPress + Elementor
- Canva
- Monday

# PORTFOLIO



## Peak Group

3 x WordPress Website Redesigns + SEO

[p. 8](#)

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## Business on the Border

Brand and Logo Design

[p. 10](#)

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## The Feminine Connection

Brand and Logo Design + Website Design + SEO

[p. 12](#)

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## Fast Psychology

Brand and Logo Design + WordPress Website Design

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## Iglooze Luxury Dome Hire

Brand and Logo Design

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## Tale Marketing Agency

Brand and Logo Design

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## Oceanic Restaurant

Brand and Logo Design

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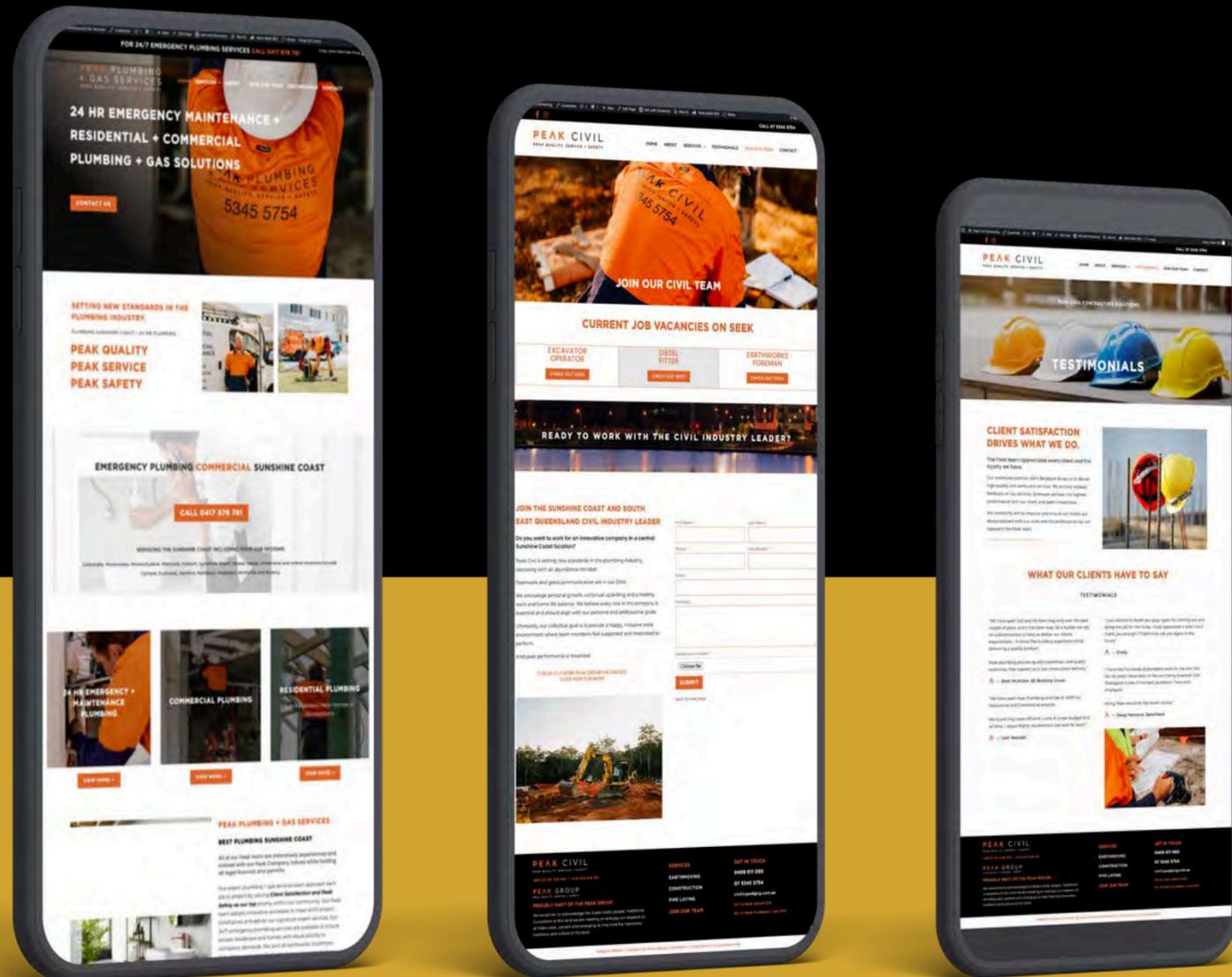
## The Postcode Shop

Brand and Logo Design + Product Design

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# PEAK GROUP PEAK CIVIL | PEAK PLUMBING + GAS



## Redesign of Peak Plumbing + Gas Website, Peak Civil Website and Peak Group Landing Page

- Accessibility standards implemented
- Addressed content and layout issues
- Copywriting and spelling corrections
- Search Engine Optimisation
- Redesign layout to fix issues + and create additional copy
- Created multiple editable capability statements

## Search Engine Optimisation

- On Page SEO: Implementing correct heading structure; creating unique titles and meta descriptions; image optimisation; implementing internal linking between pages and all websites.
- Rank Math Seo Implementation
- Keyword Research + Implementation
- Technical SEO including: Indexing with Google; schema markup; responsive website design; broken links, active linking
- Audit including page speed, low content pages and more
- Off Page SEO

# PEAK GROUP

WEBSITE REDESIGN + SEO +  
CAPABILITY STATEMENTS



Peak initially had a Capability Statement designed by another party. However, it contained errors and design issues, with the most significant being that the Adobe format made it uneditable. Additionally, the document did not cover all of the diverse pieces of the business.

To resolve this, I redesigned the documents in InDesign and then imported them into Canva. After resetting the documents for Canva, we collaboratively created five sets of statements, which included:

- Peak Group Capability Statement
- 2 x Peak Plumbing + Gas Capability Statement
- Peak Civil Capability Statement
- Peak Residential Capability Statement



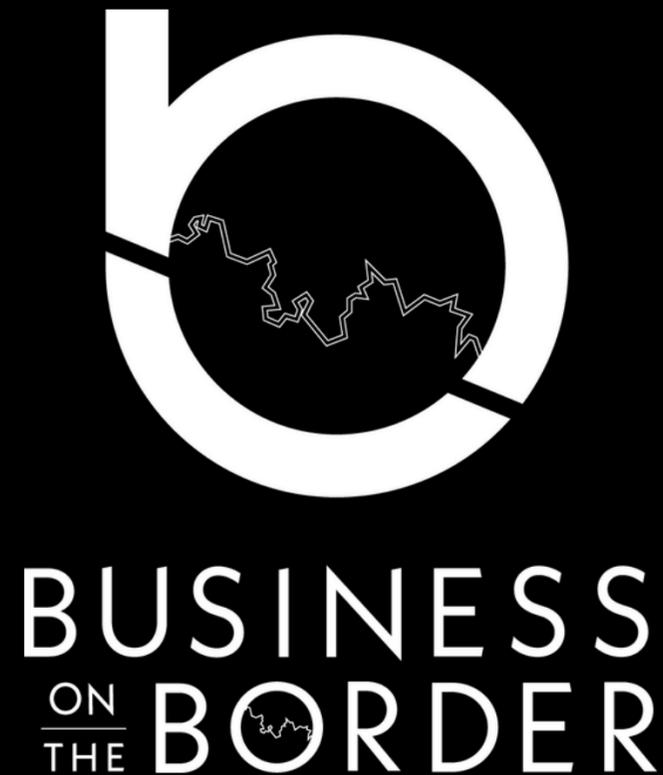
# BUSINESS ON THE BORDER

LOGO + BRANDING



## About the Logo Design

The letter b in the logo design has multiple representations. The b forms a headphone shape (suggesting a person is listening to the podcast on their headphones of choice). Breaks and lines within the b conveyed aspects of the logo design that reiterate the challenges of working in the border towns of Albury Wodonga.

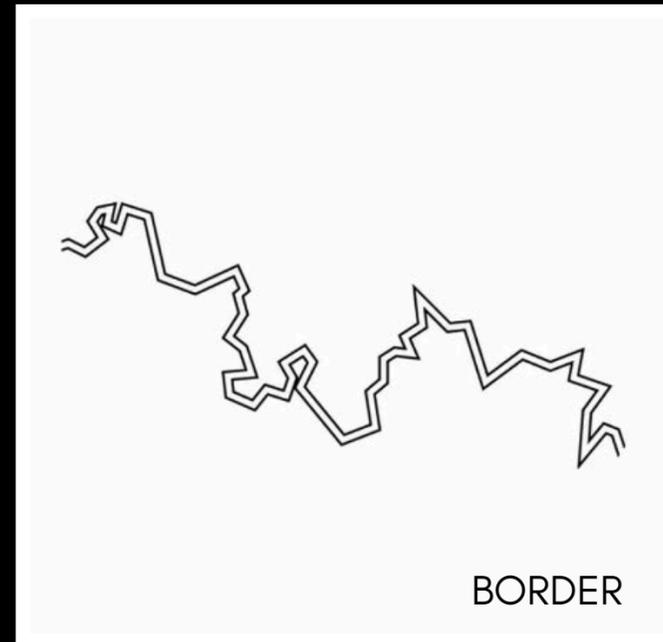


STACKED MASTER LOGO

- The double lines that represent two borders, as in each side of the border. This was taken from Google maps and adapted for the logo.
- The break in the letter b where the borders are across the letter represents the two communities that are considered to be one, but still have their own unique challenges with different state governments.
- The break in the border represents difficulties in doing business across the physical border which the podcast addresses by interviewing different business owners.
- The size comparison of the NSW + Victorian states, is represented by the letter b's break in the bottom quarter of the b, continuing the connection of the design elements and the podcast's purpose.

# BUSINESS ON THE BORDER

LOGO + BRANDING



STACKED SECONDARY LOGO



INLINE SECONDARY LOGO

# THE FEMININE CONNECTION

BRANDING + WEBSITE



Kylie Chivers is the brain behind The Feminine Connection. She knew just two things before we began her brand and website design. She wanted pink and she wanted peonies. Finding the right pink proved to be a big challenge with wanting the exact shade she had in her mind.

Kylie's project included full branding with a master logo, secondary logos, a logo mark, logo type, and 3 additional gold foil variations as well as her brand colours. We also created a pattern to use in backgrounds and for marketing and print materials.

Her website was very basic to start with in Wix as which she requested for ease of use. All the available SEO tools with in Wix were included, which was challenging. While Wix provide an internal checklist in their software, it isn't comprehensive and doesn't cover every aspect of search engine optimisation. Her website connect to Kajabi, which can't be accessed through Wix, so maintaining consistent branding is challenging when she diverts from her comprehensive brand guideline.



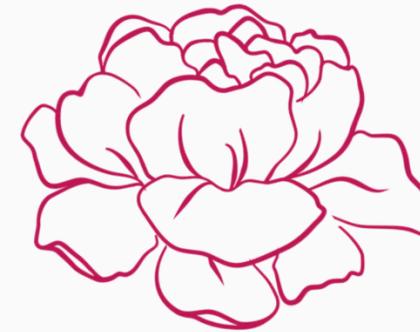
# THE FEMININE CONNECTION

BRANDING + WEBSITE



The   
Feminine  
Connection

MASTER LOGO



LOGO MARK

The Feminine  
Connection

SECONDARY LOGO CIRCLE



BACKGROUND  
PATTERN DESIGN

  
The Feminine Connection

INLINE SECONDARY LOGO

# FAST PSYCHOLOGY

BRANDING + WEBSITE



FAST  
PSYCHOLOGY



Fast Track Your Wellbeing

In just 33 days, we successfully crafted a unique brand and website identity that perfectly aligns with their business goals.

The project included full branding with a master Logo, secondary logo, logo mark, and logotype. I also created all of the social media accounts including LinkedIn, Facebook, Instagram, Calendly and Linktree with all visual design assets.

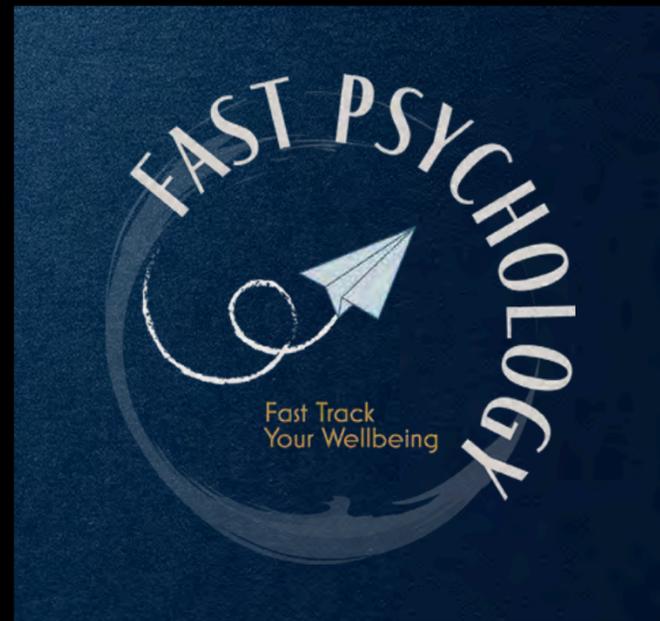
We uploaded of all the images and design assets to the Canva *Brand*, including imagery created in photoshop and backgrounds from the website.



# FAST PSYCHOLOGY

## BRANDING + WEBSITE

I created a 6 page WordPress website without SEO functionality (as a marketing agency was taking over that side) as requested by client. The website includes individually created backgrounds with photoshop design for headers for both desktop + mobile for responsiveness. Kelly was moving her website to GoDaddy Wordpress hosting in June 2024.



# IGLOOZE LUXURY DOME HIRE

LOGO + BRANDING + WEBSITE

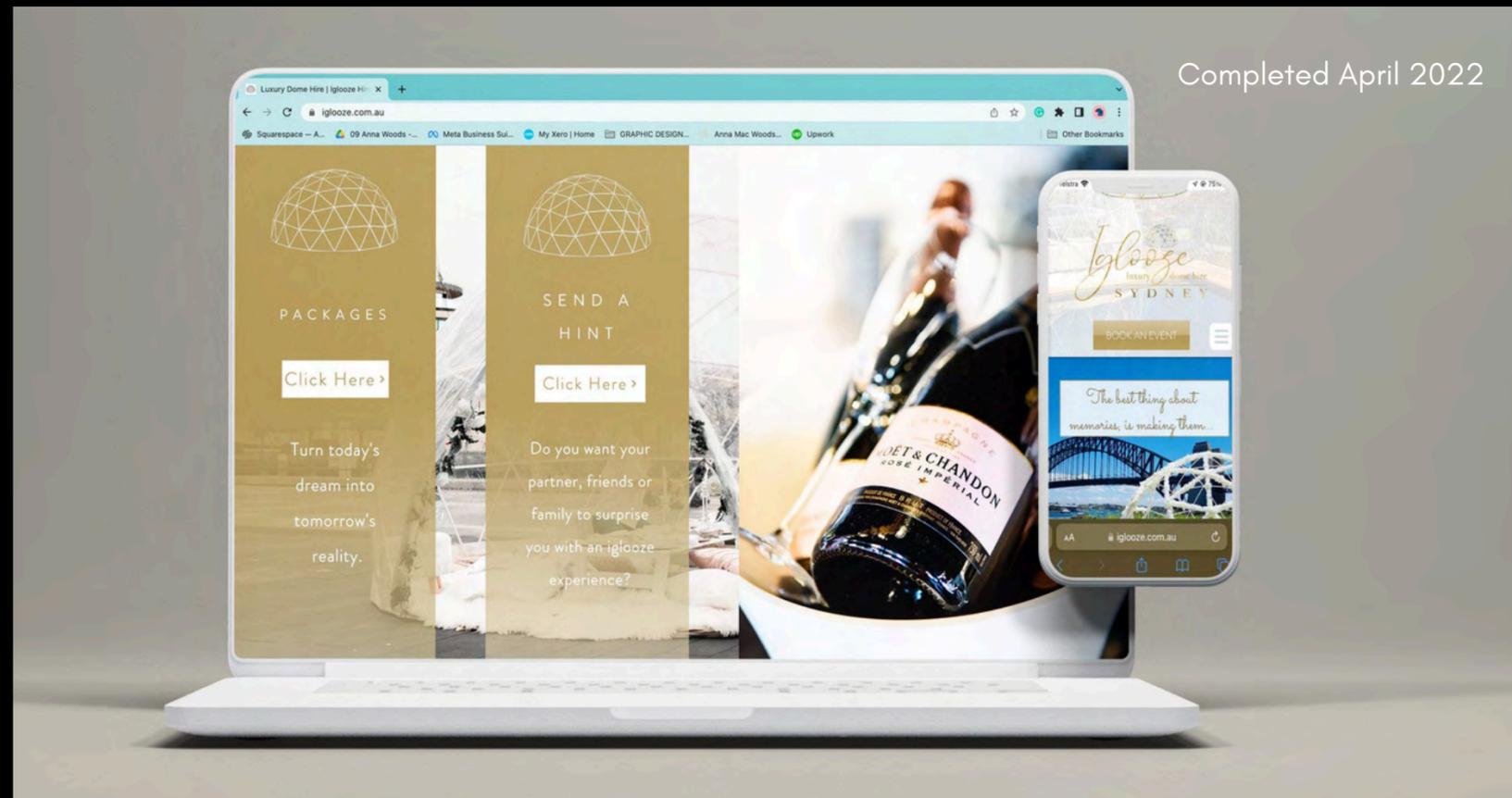


Logo redesign created to upscale for luxury clients and website changes in Wix with essential updates to align with new branding.

Original Logo Design



Completed April 2022



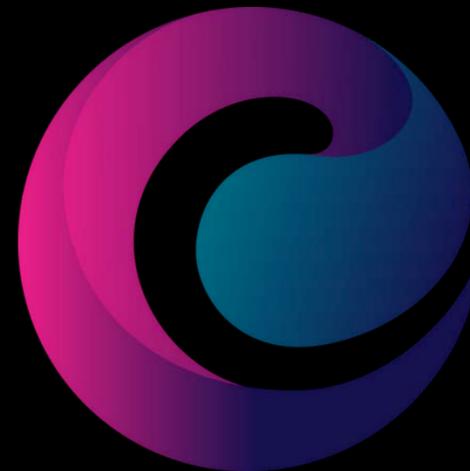
# TALE MARKETING AGENCY

LOGO + BRANDING



Logo redesign with mock-ups for marketing and design purposes. The client had a clear vision and provided typography choices and three brand colours they wanted to use in their design. I introduced a gradient to the logo design merging the pink, blue and purple they wanted their brand to reflect. Their primary clientele were banking and mining with a conservative outline that the brand targeted.

Complete September 2022



# OCEANIC RESTAURANT

Completed June 2021



Branding and asset creation for a restaurant located in Noosa, Queensland. The logo design features a teal foil affect to mimic the blue sparkling ocean views. The jellyfish illustration reflects the waves from the water with a silver foil treatment. Asset designs included personalised stemware with the bottom of the large O as the line for pouring a standard drink. The menu design was created as an editable document so the restaurant could update with seasonal menu changes.



# THE POSTCODE SHOP

LOGO + BRANDING + PRODUCT



The inception of the idea took root in New Farm, where the business owner, residing and engaging in daily activities, identified a unique market opportunity. The vision was to enable locals to proudly showcase their suburb allegiance through wearable expressions. Craig's design philosophy is encapsulated in the word "simple." He sought a cohesive solution throughout, emphasizing uniformity. Interestingly, the hat design took precedence, almost dictating the logo's form. Craig's clear vision for the product directly influenced the overall aesthetic, showcasing a seamless integration of design elements.



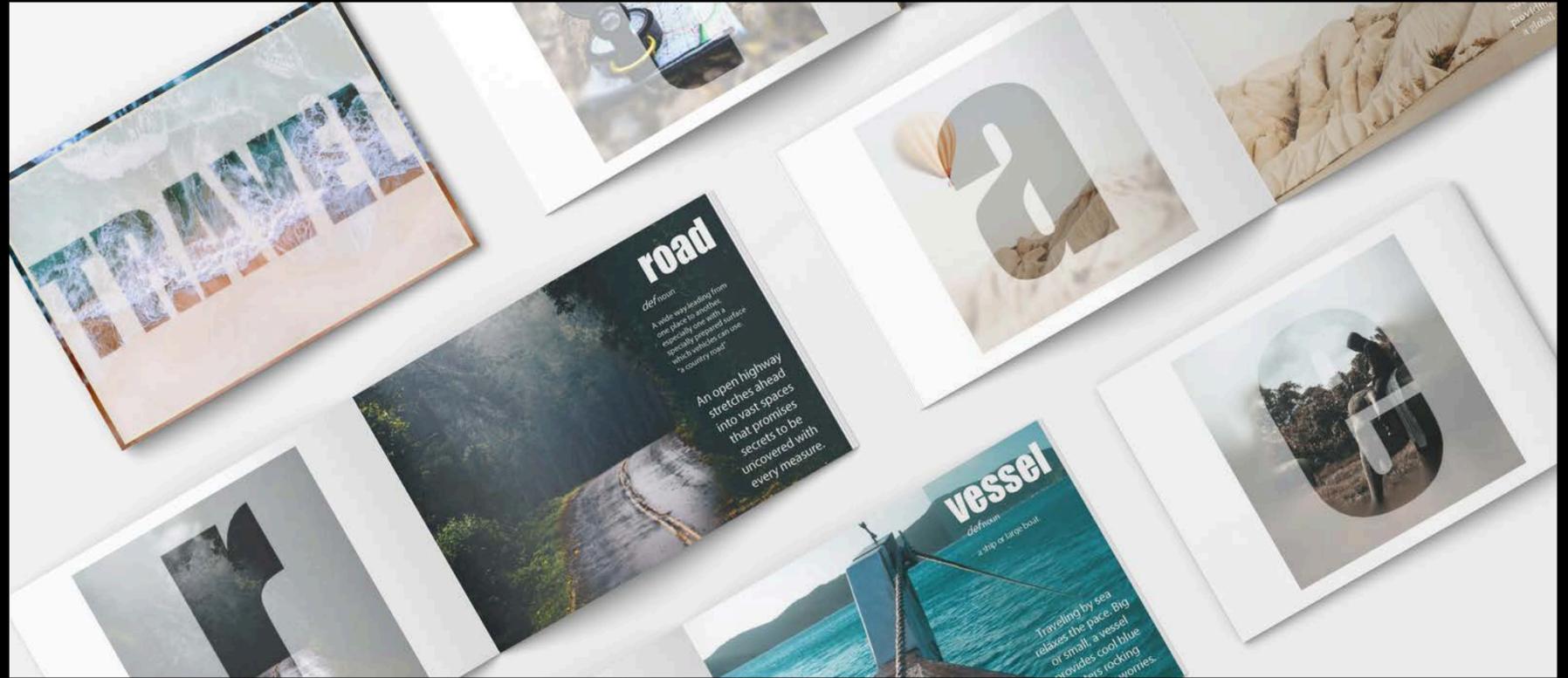
# GALLERY OF WORK

**WORLD'S #1**



**AUSTLON®**

**NYLON**

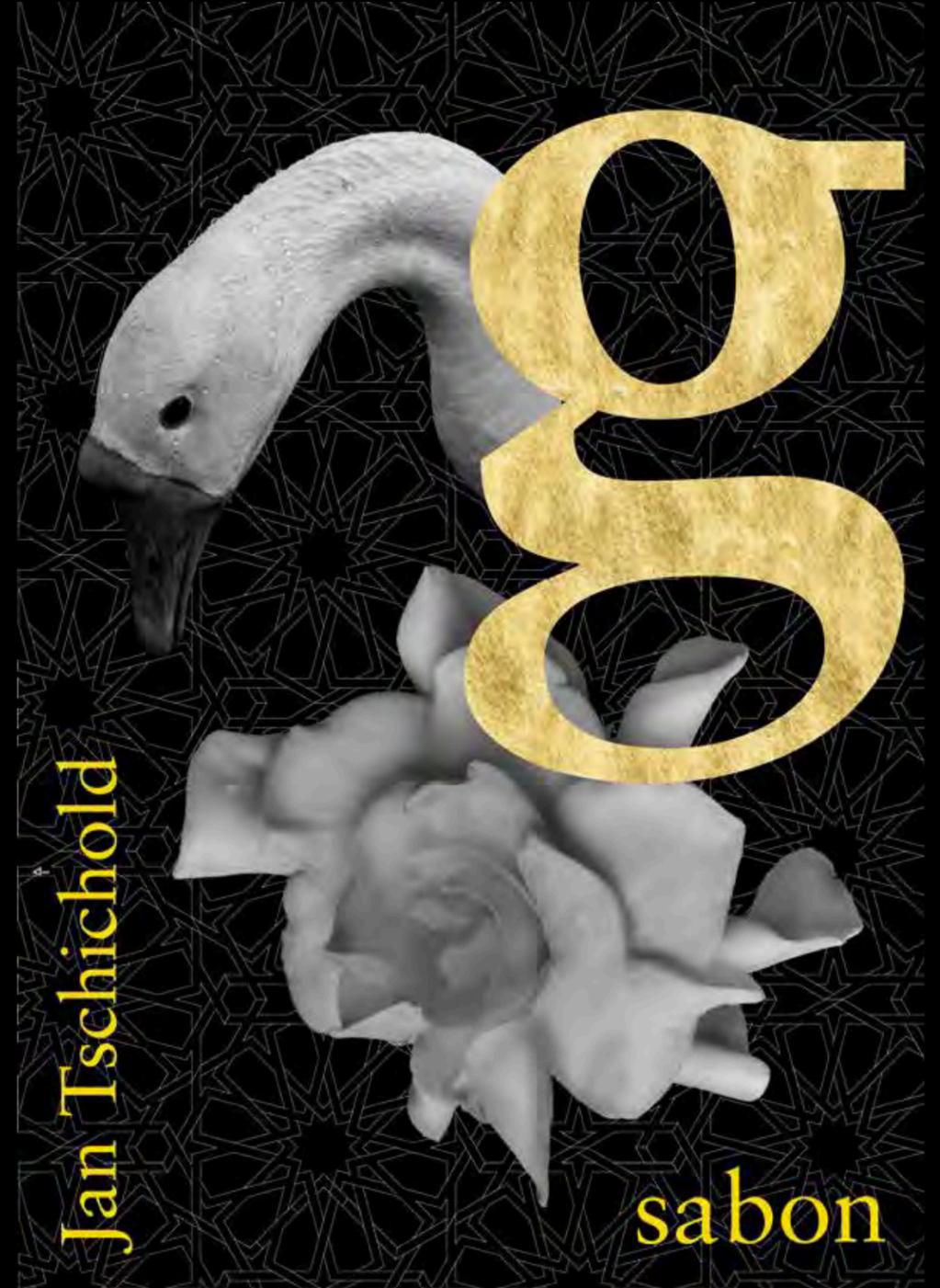


*Tracey  
Justin*

Your Probate  
Consultant



# GALLERY OF WORK



sabon

QOREALTY

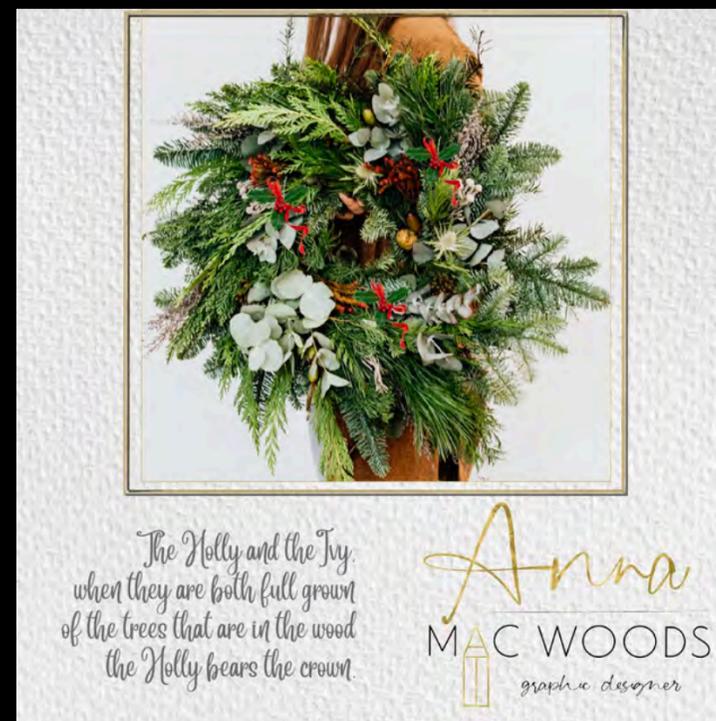
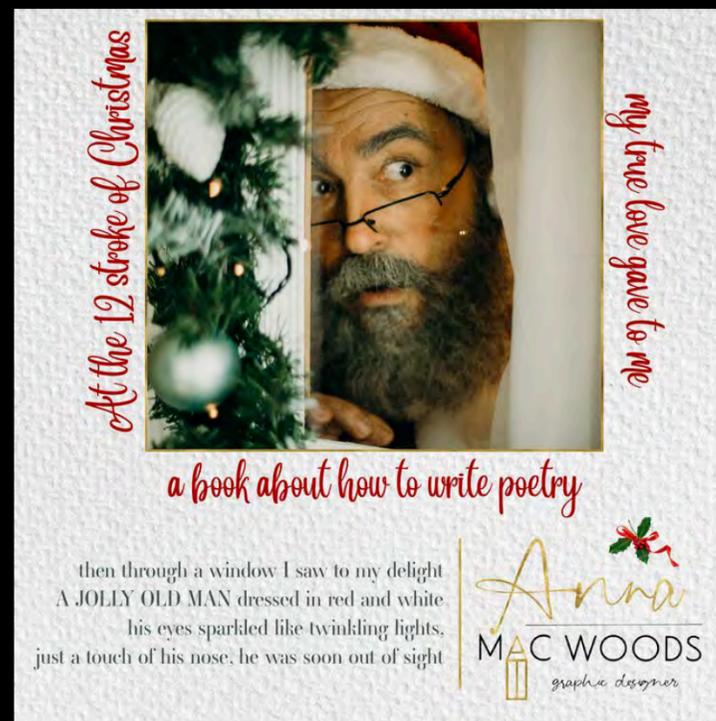
## GALLERY OF WORK



# GALLERY OF WORK



# GALLERY OF WORK





**ORIGINAL PAINTINGS + DRAWINGS**



# TESTIMONIALS



## DILIGENT

Very happy with the final product and the diligence you have shown in getting it done, thank you. As a business coach, it's good to have someone I can refer to.

**Nigel Letty**

**Alchemy Cycle Trader Owner**

## HIGH ACHIEVER

Anna is a hard-working and high achieving designer who is always eager to push her skills .... being able to use skilful critical thinking and problem-solving skills to produce high quality.

**Thye Reading**

**Thye Designs**

## PROFESSIONAL

Wow, just Wow. I didn't even give you that much of a brief and you hit it out of the park the first time. The level of professionalism in the delivery of the files and the branding guide that you have shown, I have never had that before. That's just amazing.

**Elena Di Fiore**

**Business on the Border Podcast**

## HAS GUSTO!

Anna tackles her work with gusto and always comes through with the goods. We love working with Anna!

**Justin Barnes**

**Rocket Launcher**

## ABOVE AND BEYOND

After many previous failed attempts from other logo designers, we were recommended Anna. We were looking for our brand to look more luxurious and for formats that we could use both digital and print versions. Anna presented the perfect logo first-hand; the communication was amazing and she went above and beyond. Our brand now looks luxurious thanks to Anna, Thank You.

**Toni Leigh Pitts**

**Iglooze Luxury Dome Hire**

# TESTIMONIALS



## CONSISTENT PROFESSIONALISM

Anna consistently delivered on time and with a level of professionalism that made the entire process seamless. Anna is quick on her feet and can collaborate on ideas, and she was always open to feedback, making revisions a breeze, which for me is important.

The impact of Anna's work on my project cannot be overstated. Her designs not only met our needs but also elevated our brand's image and made a significant difference in our marketing efforts. I received numerous compliments from clients about my branding.

**Kylie Chivers**

**The Feminine Connection**

## HIGHLY RECOMMENDED

Sahara Studio's are a gem in the realm of graphic design. Anna's exceptional creativity and intuitive understanding of our needs have resulted in stunning visuals that perfectly capture our vision.

She is an invaluable partner in all our design endeavours, with her timely turnaround, even for the most urgent tasks. Highly recommended for anyone seeking brilliant and reliable graphic design service.

**Kelly Smith**

**Fast Psychology**

## PERFECTIONIST

Anna is a perfectionist, so her attention to detail matched my personality really well. The design is so unique and I couldn't be happier with the final result. Thank you Anna for all your patience and hard work.

**Natasha Read**

**Natures Focus by Natasha**

# TESTIMONIALS



## TALENT, DEDICATION AND PROFESSIONALISM

I recently had the pleasure of working with Anna for a logo and badge design project, and I couldn't be happier with the results. Anna's creativity and attention to detail truly set her apart. She took the time to understand my vision and brand, and her designs perfectly encapsulated the essence of my business.

From the initial concept to the final product, Anna was professional, communicative and responsive to feedback. She provided multiple design options and was open to revisions, ensuring that the final design was exactly what I had envisioned. Her ability to blend aesthetics with functionality is truly impressive.

The logos and badges Anna designed are not only visually appealing but also versatile for various applications, from digital media to print materials. I have received numerous compliments on the new branding, and it has definitely made a positive impact on my business.

I highly recommend Anna to anyone in need of top-notch logo design. Her talent, dedication and professionalism make her an absolute pleasure to work with. Thank you, Anna, for your exceptional work!

**Matt Diamante**

**Hey Tony | Digital Marketing Agency | Canada**



# Sahara

STUDIO



# ANNA MCKENZIE

## Contact

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