

# DESIGN PORTFOLIO

ALEK WEBER



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# HI, I'M ALEK!

I'm a Digital Designer and Marketing & Communications professional with a focus on design, content creation, and social media marketing. I also hold qualifications in Multimedia Arts & Animation, Digital & Interactive Design, Marketing, and Management.

What I'm most passionate about is fostering community growth, driving engagement, and enhancing user experience, particularly in the digital realm and on social media. I really like to put the user first and find out how to build a genuine connection and relationship between customers and the brand.

# CONTACT

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# SOCIAL MEDIA WALL POSTS

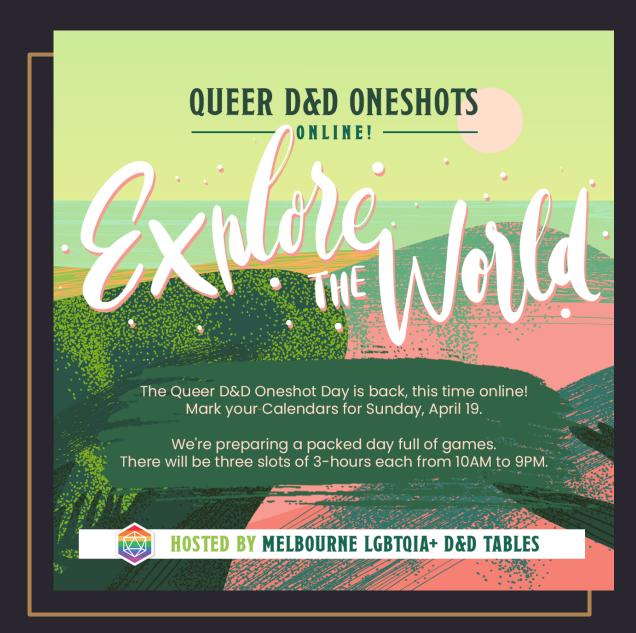




# D&D COMMUNITY WORK

Graphic work for the local hobby communities that I moderate.

I am the primary designer for MelbDDAL and have created the following designs for useage on our social channels and website.



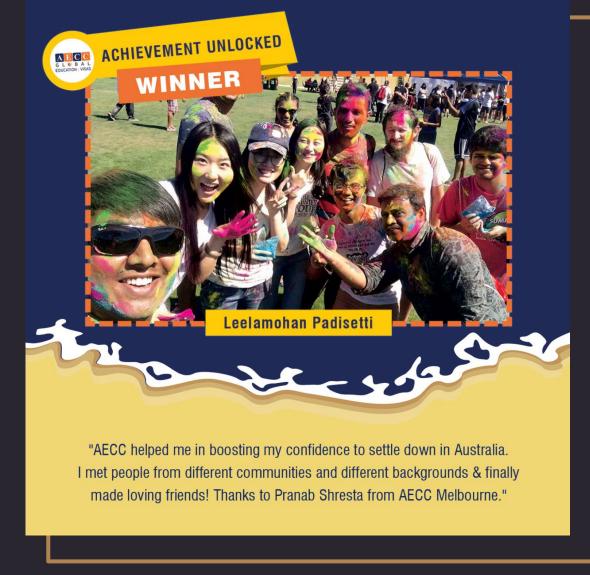




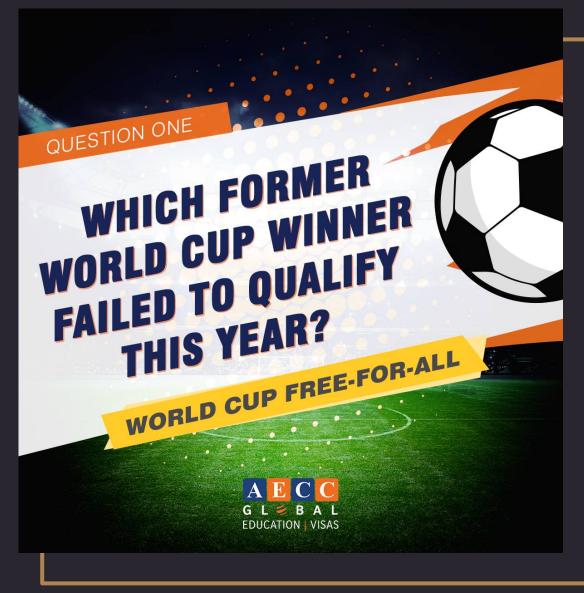












# **AECC GLOBAL**

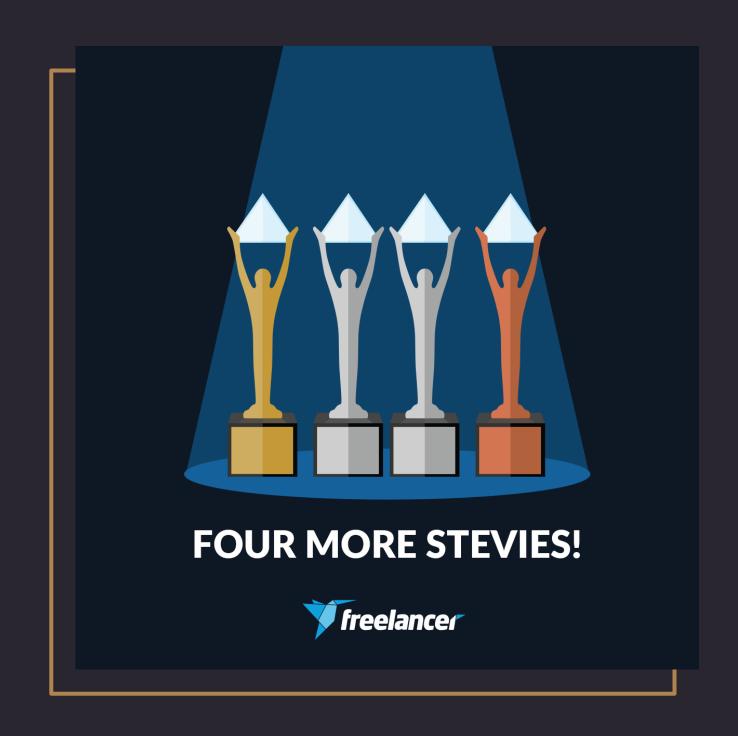
Select graphic templates created for posting on the AECC Global Facebook page and groups.

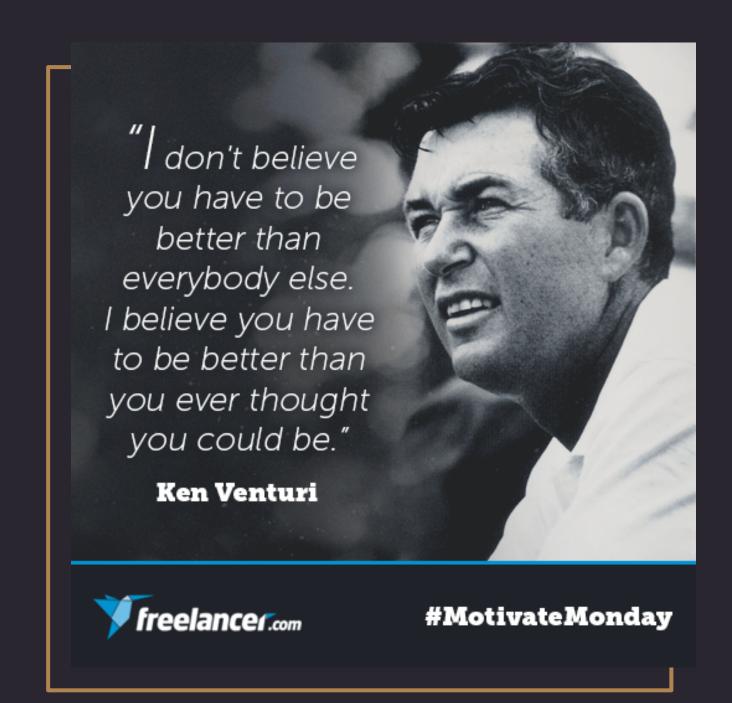
Some are stand-alone daily engagement posts, and others are part of short social campaigns, usually in the form of contests.

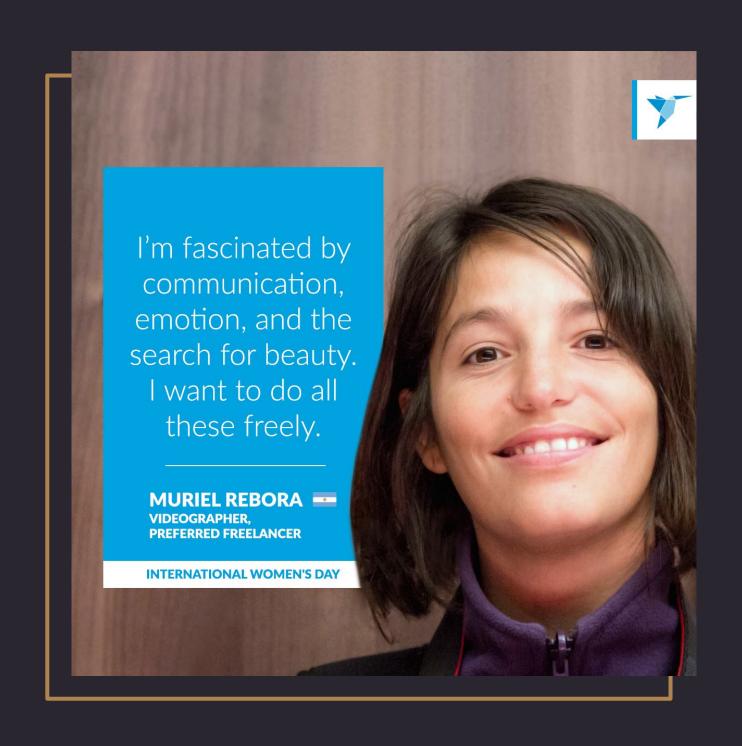












# FREELANCER.COM LTD

Select graphic templates created for posting on the Freelancer.com Facebook & Twitter feed.

These were some of several styles of engagement posts that were designed as reoccurring templates used on the brand socials.



# SOCIAL MEDIA POSTS

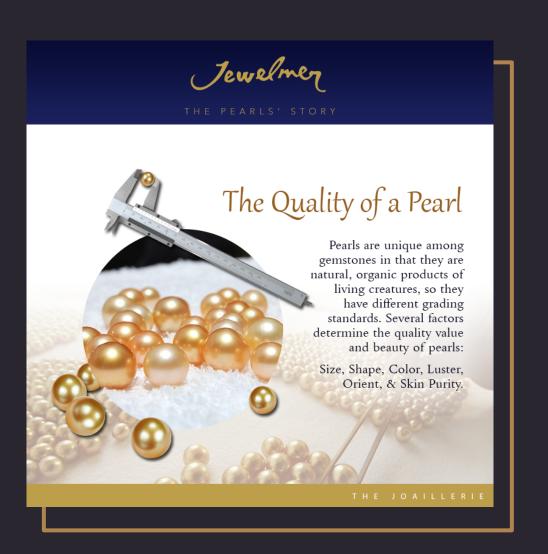






# MISCELLANEOUS WORK







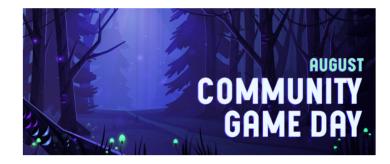


### ELECTRONIC DIRECT MAILERS

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#### WHAT WE'VE GOT IN STORE



#### August Community Game Day

Sunday, August 20 | 11:00AM to 6:00PM Plenty of Games | L1/278 Collins St, Melbourne VIC

Join us for our upcoming Community Game Day; a fun social event designed for both new and seasoned players alike. Join us for an exciting day of D&D games and mini-painting, where camaraderie, creativity, and adventure await!

Whether you're a seasoned adventurer or just dipping your toes into the world of D&D, our Community Game Day is the perfect opportunity to meet like-minded enthusiasts, roll some dice, and forge unforgettable memories.

#### Q. Is there a cost for attending?

Nope, this CGD is free! Just bring any adventuring paraphernalia you might need and get ready for a good time.

#### Q. Where do we sign up?

As we wish to encourage newcomers to attend, we will only be opening sign-ups on the day.

More information on will be made available closer to the date.

#### Q. How will the Mini-Painting work?

You can bring your own mini(s) and materials, but we will have a all the basic materials needed on hand to loan to those who want to give it a go. Note that the minis we supply are in limited quantities, so we'll only be giving them to people who will sit down to actually paint.



PAX is upon us once more, and as always, MelbDDAL will be there to bring that D&D goodness! We're opening up expressions of interest for both *DMs* running the games & Spruikers helping manage the tables.

Familiarity with Adventurers League is preferred for both roles, but is not a strict requirement In order to qualify for the free volunteer pass, there are a minimum number of shifts that you need to be rostered on for. However, if you'd like to volunteer your time and talents, you're also very welcome to do so.

Sign-up to DM

Sign-up to Spruik





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# EDMs

# **MELBDDAL**

Email newsletters for MelbDDAL, a local D&D community.

Background colours are used to denote whether emails are intended for a general audience or if are sent to a targetted audience. View this email in your browser



#### The Epic is Upon Us!



#### Rumble in the Jungle

We're looking forward to some epic adventures this Sunday 16 July 2023!

10th Caulfield Scout Group Scout Hall 2 Miller St, Elsternwick VIC 3185

Epic Warhorn

Table Allocation

Be sure to arrive early so you're ready for the 2pm start time.

The day will come to a close at 6pm.

#### IMPORTANT!

- At the request of the venue, no nuts, or products that contain nuts be brought onto the premises.
- We may also be photographing and video recording the event. If you are not comfortable with being recorded, let us know on the day.

Please take care of yourself and each other: We encourage all attendees to be vaccinated and boosted, and if you're feeling unwell please stay home. We will fully refund anyone unable to attend because of illness.

#### What do I need?

- Peril at the Port is an interactive Epic Adventure for Tier 1 (level 1-4) and Tier 2
  (level 5.10) characters.
- You need to have an Adventurers League legal character to play, or you can use a pre-generated character provided on the day.
- Food & drinks may not be as easy to come by once the epic begins, so please pack your own (nut-free) rations for the adventure ahead.

#### Change of Plans?

If you can no longer make it to the event, <u>please update your registration in the Epic Warhorn</u> as soon as possible.







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### ELECTRONIC DIRECT MAILERS



#### Dear {Name},

We are so excited for you that you {Course.Name} course is almost coming to an end! It's a big achievement and one that we are sure you have worked super hard for.

**So, what's next?** We are here to help you continue to support your journey and would love to help you with any future study plans or visa/migration

Please don't hesitate to let me know if there is anything I can do to help you at all. And don't forget to celebrate your job well done!

Kind Regards,

#### {Consultant.Name}

**Education Consultant** AECC Global

#### READ OUR LATEST BLOGS















Head Office: Ground Floor 20 Queen Street, Melbourne, VIC, 3000 Australia

Australia (Melbourne, Sydney, Brisbane) | Greece (Athens, Thessaloniki) | India ( New Delhi, Ahmedabad, Bangalore, Chandigarh, Chennai, Gurugram, Hyderabad,
Kochi, Ludhiana, Vadodara, Vijayawada, Visakhapatnam)
Indonesia (Jakarta) | Malaysia (Sunway) | Nepal (Kathmandu, Pokhara, Chitwan) Philippines (Manila, Cebu, Bacolod, General Santos) | Singapore (Singapore) | Thailand (Bangkok)

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# **AECC GLOBAL**

Templated personalised messaged that were send out when customers achieved specific milestones such as course commencement or completion, birthdays, or holidays.



# ELECTRONIC DIRECT MAILERS

# UNICEF PHILIPPINES

Email Newsletters for UNICEF Philippines for various campaigns and initiatives.

Email not loading properly? Click here to view email in Browser.







Spend for yourself. Help others.

#### Dear [Test],

After a successful campaign in 2011, Auction for Action is once again here to help raise funds for children in the Philippines and worldwide.

This October, as part of the 20th National Children's Month, we will be auctioning beautiful collections from renowned Filipino artists and designers such as Amina Aranáz-Alunan, Kristine Dee, Debbie Palao, and Paul Syjuco.

Just like a real auction, beautiful and rare items will be up for bidding and the highest buyer gets the item. Funds raised from the online auction will help children who are most disadvantaged and hardest to reach.

Spending for yourself can help a child survive and thrive. So go ahead and indulge.

To view the pieces up for auction, visit the UNICEF Auction For Action on www.unicef.ph





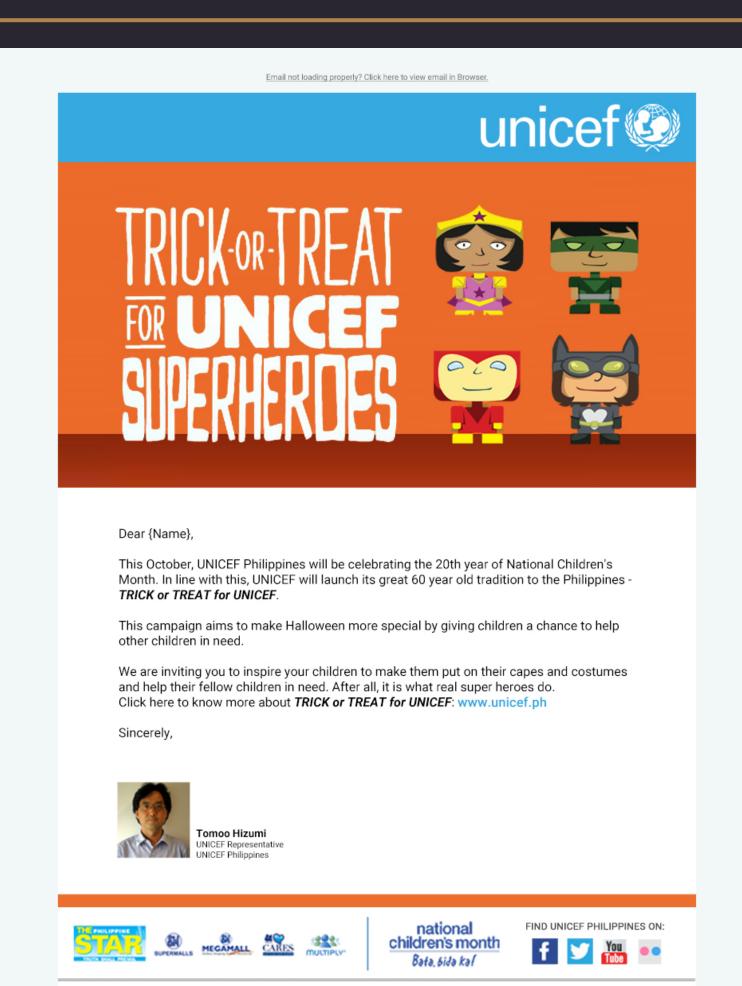
national children's month Bata, bida ka!

















# POSTERS

### **MELBDDAL**

Event posters and flyers created for wither digital or print usage. These may also be displayed or handed out at conventions.

# SESI CERDAS

Posters for the Indonesian seminar series 'Sesi Cerdas'.











# LOGOTYPES & TYPOGRAPHY

Various logos and other text-based branding for events or campaigns for personal and hobby use.











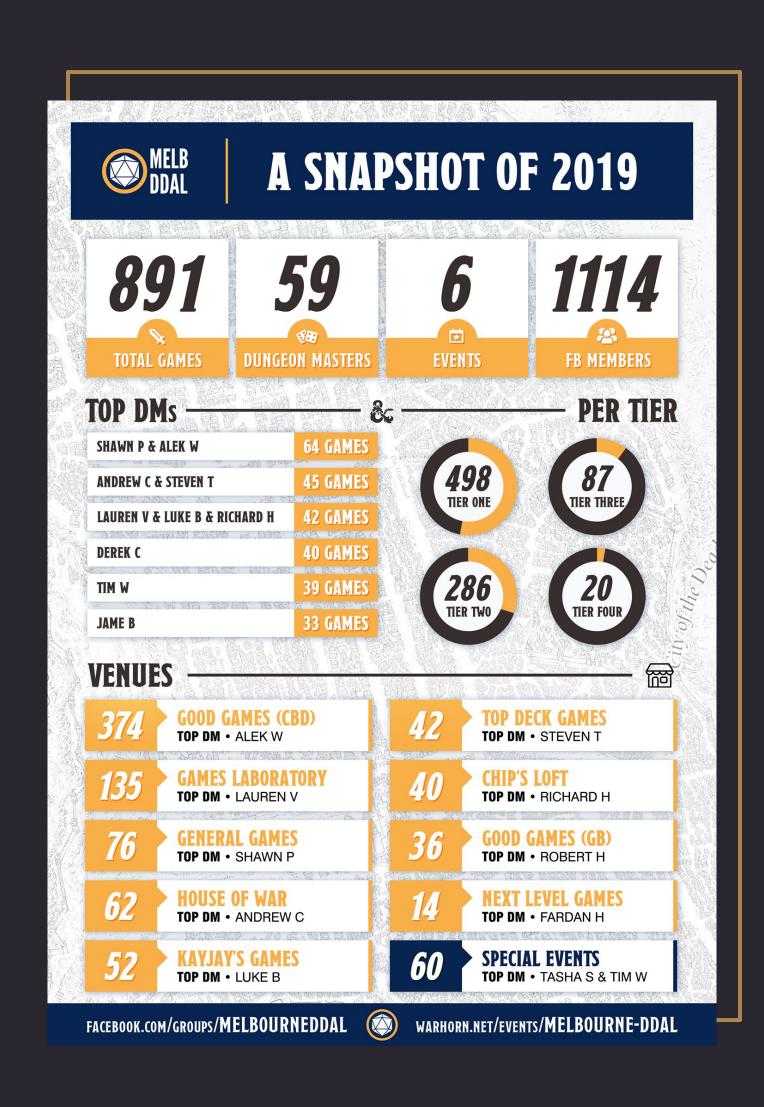


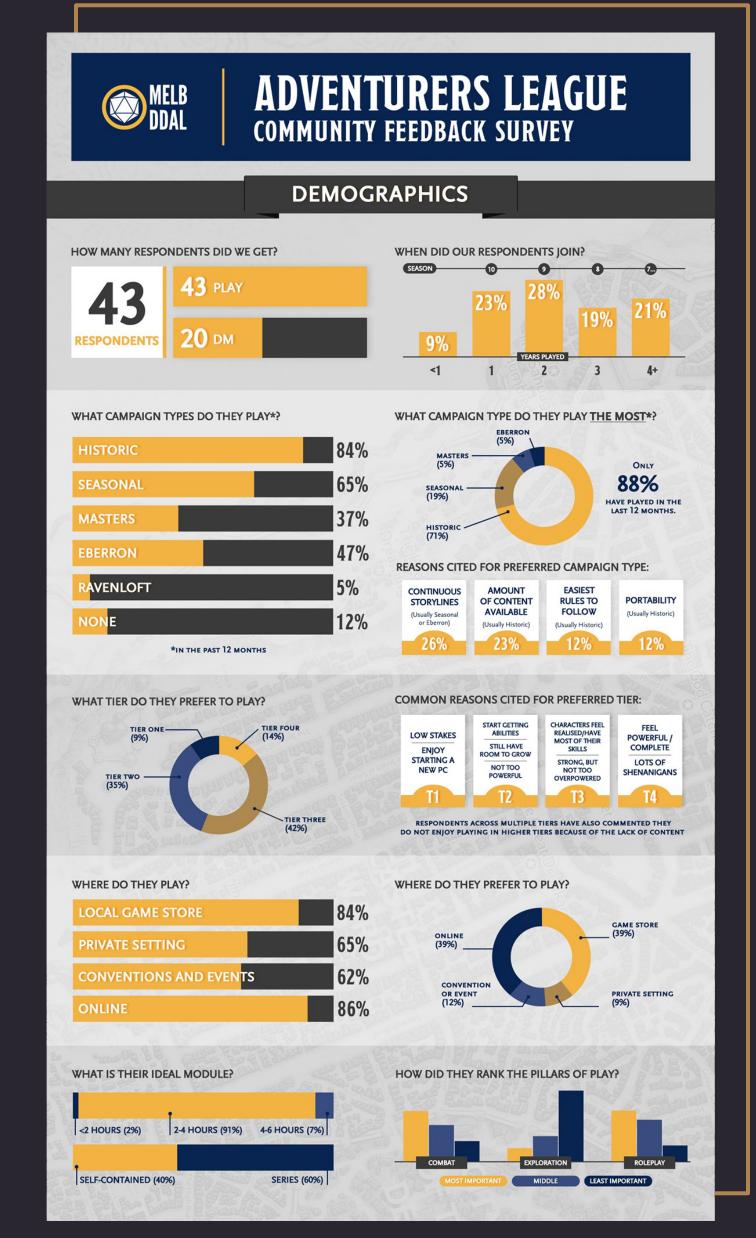


# INFO GRAPHIC

# **MELBDDAL**

Inforgraphic posters as part of community censuses, statistics, surveys, and reports.









### **AECC GLOBAL**

Inforgraphic posters created for social media. These specific designs were made as templates that were later used as a basis for later derivatives.



# THANK YOU FOR VIEWING