PORTFOLIO

SARAH PRICE | 2015 - 2023

CONTENTS

WAYFINDER **WEB APP**

WORKPLACE
Mechanical Rock

CLIENT
In-house

LINK
app.wayfinder.ninja

As part of the product team, I led the development of WayFinder's visual platform, our innovative SaaS product. We engaged in collaborative exercises, including example mapping, value proposition canvas, and customer journey mapping. My role spanned various UX/UI tasks, from competitor research to wireframes, interactive prototypes, and user testing. By analysing collected data, we pinpointed crucial user journey issues, driving iterative design improvements for an exceptional user experience.
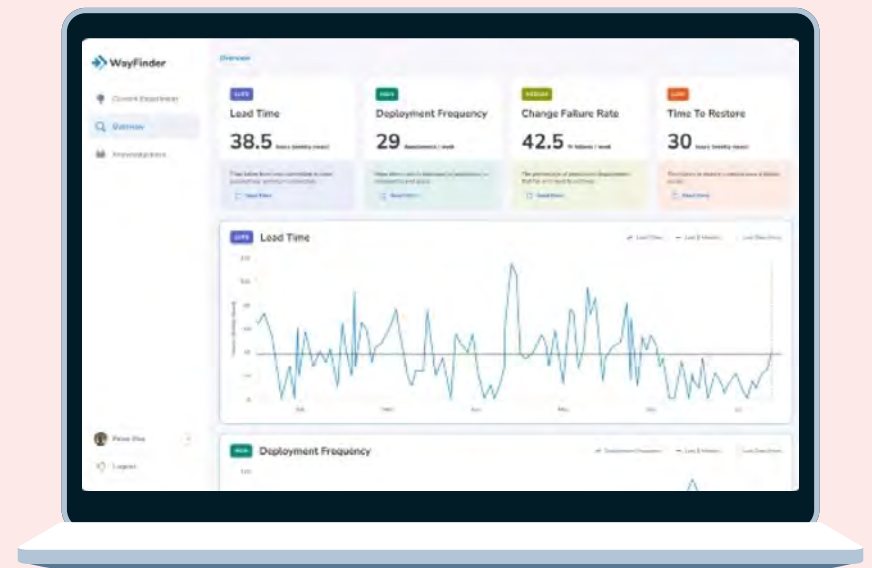
SOFTWARE USED

Figma   Jira   Slack

ASTRAL **DATABASE**

WORKPLACE
Mechanical Rock

CLIENT
ASX

While Astral aimed to revamp the ASX trading system, leadership changes paused the project. Collaborating closely with the client, I delved into understanding project requirements, user preferences, and pain points. Together with a dedicated product team, we crafted a tailored, intricate database. I then collaborated with a skilled development team to design and prototype this bespoke database.

SOFTWARE USED

Figma   Jira   Slack
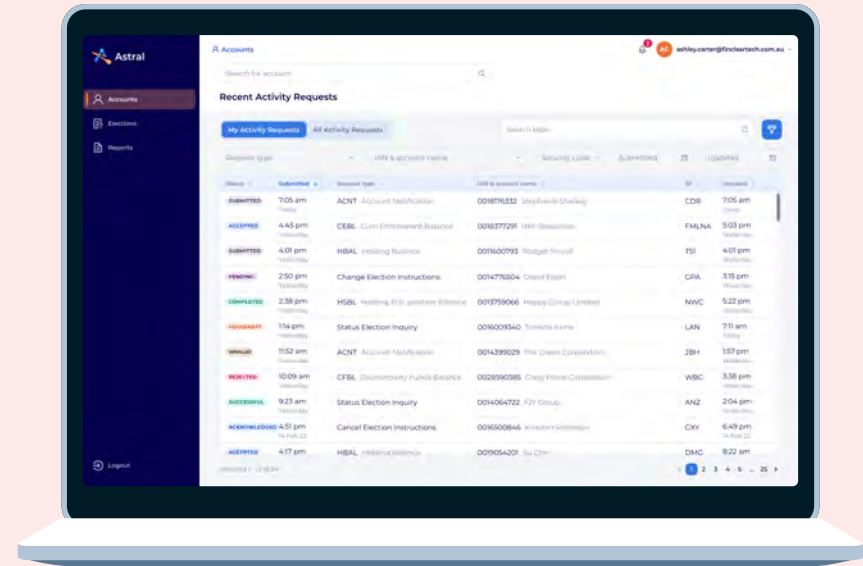
DRILLING CLOUD **DATABASE**

WORKPLACE
AriseCode

CLIENT
Globaltech

Collaborating closely with the client, I conducted a thorough user research phase to deeply understand project requirements, user desires, pain points, and needs. This insight informed the creation of a user-friendly database. My collaboration extended to a dynamic development team, where I led the design and prototyping efforts, ensuring a seamless user experience for Drilling Cloud.

SOFTWARE USED

Figma   Zeplin   Jira   Slack

PII **DATABASE**

WORKPLACE	CLIENT
Redi Apps	**Pacific Islands International**

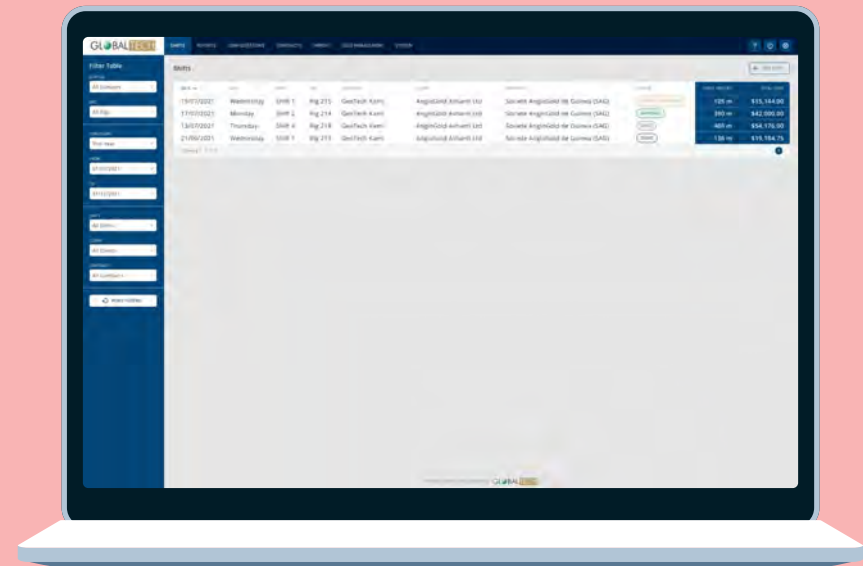Prior to this project, the client had been running their supplying company operations on Microsoft Access and Excel. When their business began to grow, they required a custom ERP style database to run operations.
I liaised closely with the client and users to gain a clear understanding of the project requirements, including the users wants, needs, and pains. I then planned and designed a niche, user-friendly database.

SOFTWARE USED

Figma   Marvel   Jira   Slack

**THIS IS A PRIVATE APP.
NO IMAGERY CAN BE PROVIDED.**

MOMENTUM **DATABASE**

WORKPLACE	CLIENT	LINK
Redi Apps	**Connect Source**	**momentumiot.io**

In collaboration with the client, I embarked on a user-centred journey to comprehend project requirements, user aspirations, and pain points. My role encompassed crafting branding, UX, UI, and bespoke imagery for Momentum, a data visualisation platform for integrated machinery.
This involved close coordination with a the development team, jointly planning and prototyping a visually immersive database. Leveraging Adobe Illustrator, I created an abundance of custom imagery to enhance the UX.

SOFTWARE USED

Sketch   Illustrator   Slack

REVATA **DATABASE**

WORKPLACE | CLIENT
Redi Apps | **IBMS**

Designing the UX/UI for Revata, a database that integrates building systems with and IoT devices, was a user-centred challenge. My journey began with in-depth client collaboration to unearth project intricacies, user needs, and pain points. In tandem with the development team, I sculpted a dynamic, user-friendly database. Despite the technological constraints, I crafted an intuitive design, ensuring seamless smart building integration.
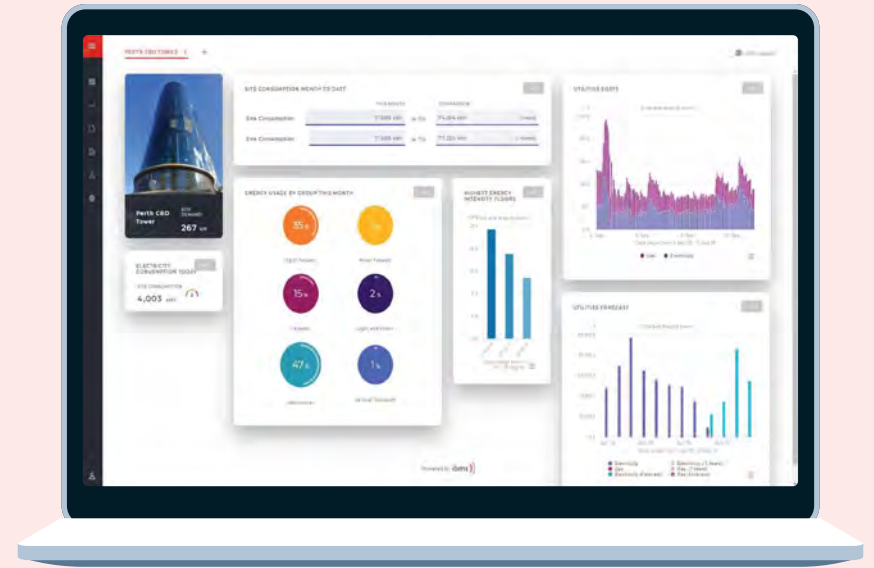
SOFTWARE USED

Sketch   Illustrator   InVision   Slack

PAWSEY **DATABASE**

WORKPLACE | CLIENT
Redi Apps | **CSRIO**

Pawsey is a highly visual web app that provides real-time information on energy consumption within the Pawsey data centre. I liaised with the client to gain a clear understanding of the project requirements, including the users wants, needs, and pains. I worked closely with a team of developers to design and prototype a highly-visual database.

SOFTWARE USED

Sketch   Illustrator   Marvel   Slack

**THIS IS A PRIVATE APP.
NO IMAGERY CAN BE PROVIDED.**

MR SERVICES **WEBPAGE**

WORKPLACE	CLIENT	LINK
Mechanical Rock	**In-house**	**mechanicalrock.io/services**

For this project, I transformed a service map infographic I had previously crafted into an engaging, interactive webpage. The challenge was to create a simple, user-friendly experience while leveraging Mech Rock's existing UI components. The result is an interactive infographic, akin to a 'choose your own adventure' concept, enhancing user engagement and delivering information with ease.
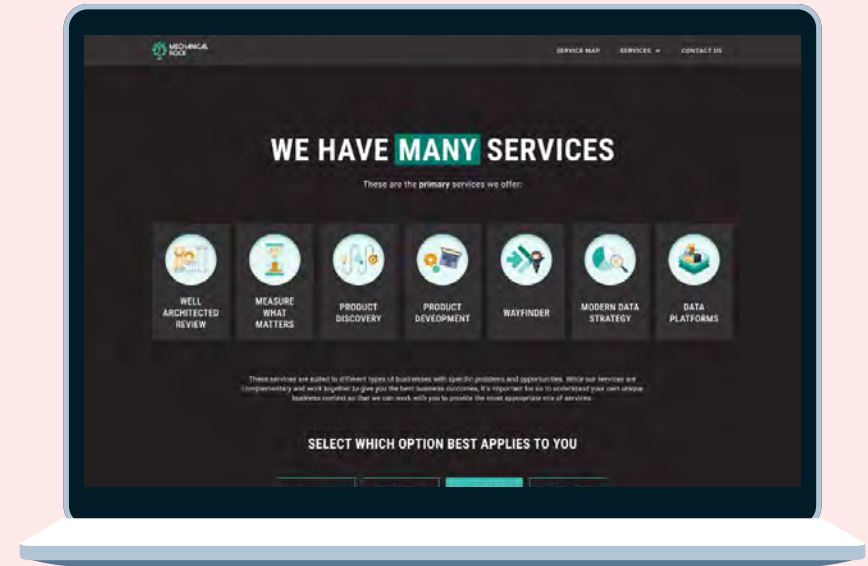
SOFTWARE USED

Figma   Jira   Slack

WAYFINDER **WEBSITE**

WORKPLACE	CLIENT	LINK
Mechanical Rock	**In-house**	**app.wayfinder.ninja**

Tasked with crafting a user-centric website for WayFinder, my role extended from wireframing and designing in Figma to crafting compelling website content. I amplified the WayFinder brand through custom illustrations, ensuring a visually captivating and engaging experience.
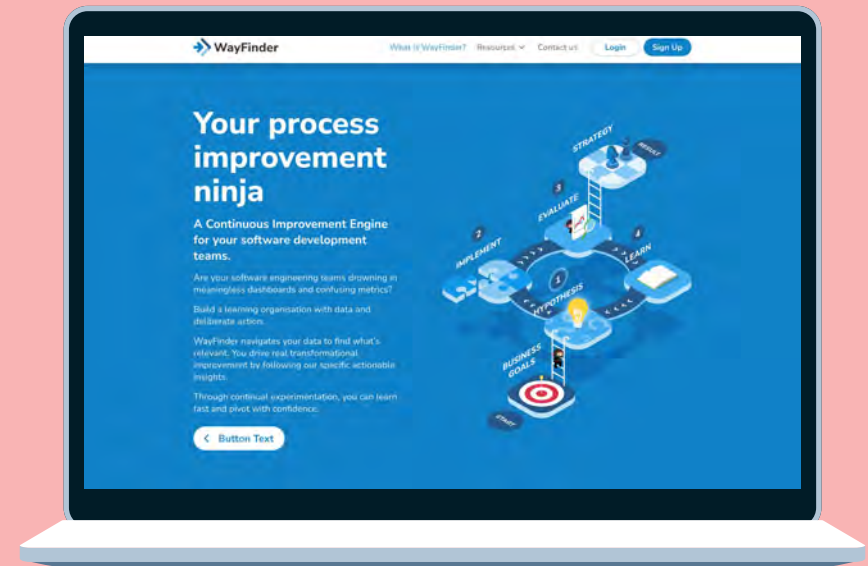
SOFTWARE USED

Figma   Jira   Slack

ARISECODE **WEBSITE**

WORKPLACE	CLIENT	LINK
AriseCode	**In-house**	**arisecode.com.au**

Co-founding a start-up, our focus was a rapid website launch despite limited content. Employing a streamlined template design, I ensured user-entered design principles guided our creation. Custom icons and illustrations, crafted with both Adobe Illustrator and Figma, were thoughtfully designed for future branding and marketing adaptability.
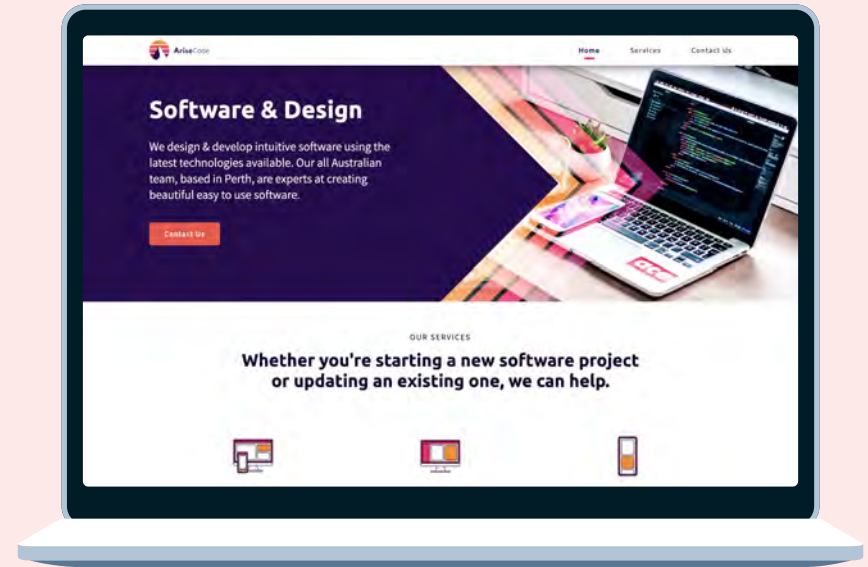
SOFTWARE USED

Figma   Illustrator   Zeplin   Slack

REDI APPS **WEBSITE**

WORKPLACE	CLIENT	LINK
Redi Apps	**In-house**	**rediapps.com.au**

For the Redi Apps rebrand, I harnessed the company's strengths and their passion for aesthetically pleasing software to craft a web design that truly resonated. Enjoying substantial creative freedom, I sculpted a unique, playful ambiance. Custom illustrations served as the backbone, while inspiration from outer space and the future infused a futuristic touch, symbolising the innovative essence of their software.
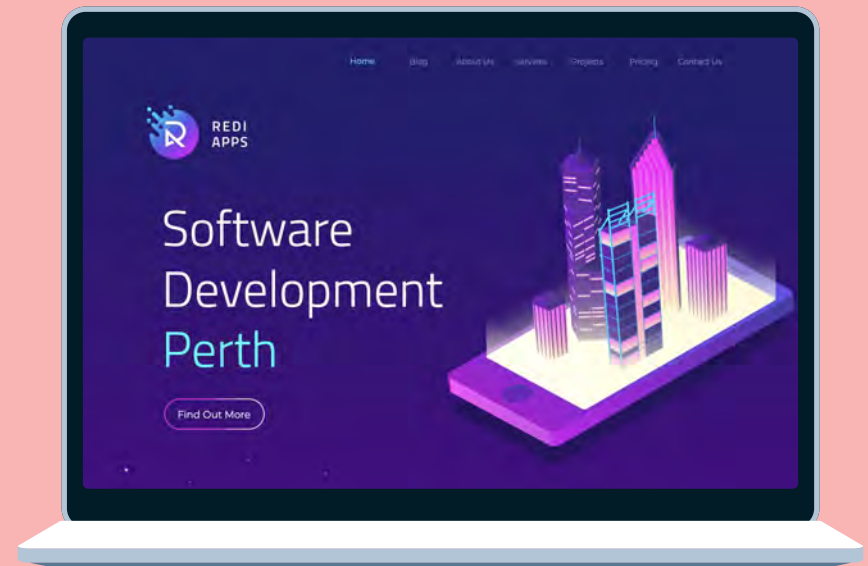
SOFTWARE USED

Sketch   Illustrator   Slack

PAWBA **WEBSITE**

WORKPLACE
Redi Apps

CLIENT
Terry Butts

LINK
pawba.com.au

In developing the Pawba website on WordPress, simplicity was key. At the client's behest, I infused it with a vibrant, eye-catching design that mirrors both the lively nature of the business and the spirited persona of Terry Butts, the business owner. User-centered principles underpinned every step, ensuring an engaging and visually appealing digital presence.

SOFTWARE USED

Figma   Marvel   Jira   Slack
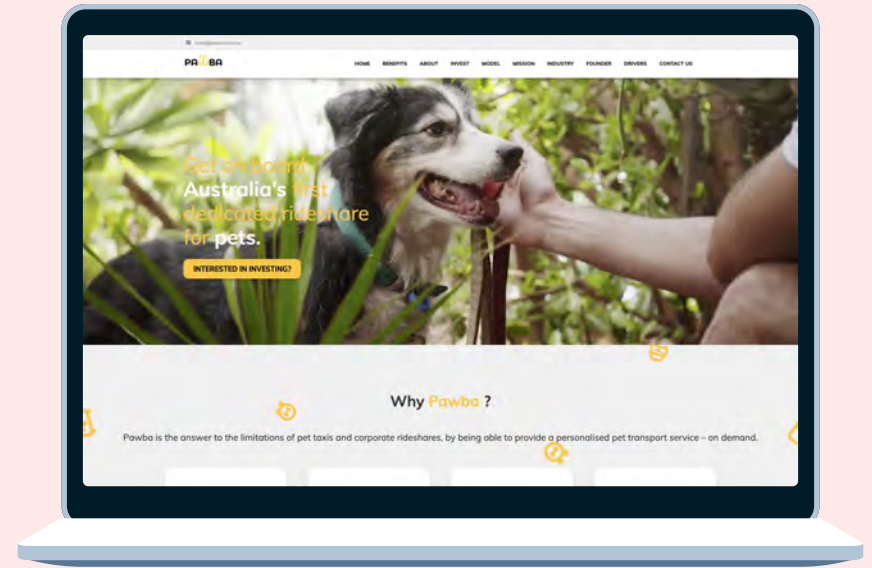
# LOGSYS **WEBSITE**

WORKPLACE
Redi Apps

CLIENT
Logsys

LINK
logsys.com.au

After Osmose's acquisition of Logsys, a website redesign was imperative. I reimagined the Logsys website, aligning its visual aesthetics with Osmose's established branding. Custom-crafted icons, mirroring Osmose's aesthetic, added a cohesive touch to the redesign.

SOFTWARE USED

Sketch   Marvel   Slack
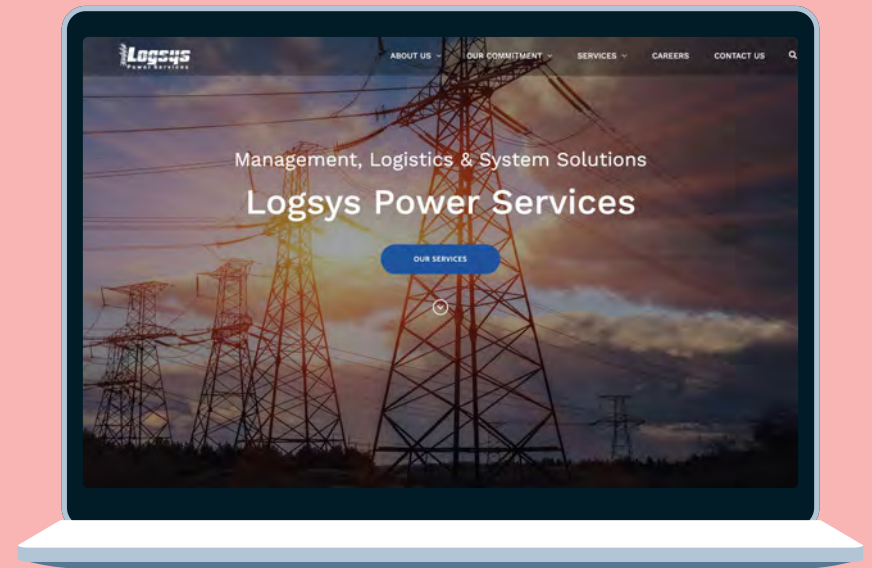
A&T WEBSITE

WORKPLACE
Redi Apps

CLIENT
A&T Accountants & Advisors

LINK
atadvisors.com.au

I crafted an elegant and modern web design for a company specialising in accounting and financial advice. With simplicity at the forefront, the design seamlessly integrates both fields. Prioritising user experience, I ensured intuitive navigation. Custom-illustrated icons, mirroring the A&T logo, harmonise the design with the company's distinctive style.

SOFTWARE USED

Sketch   Illustrator   InVision   Slack
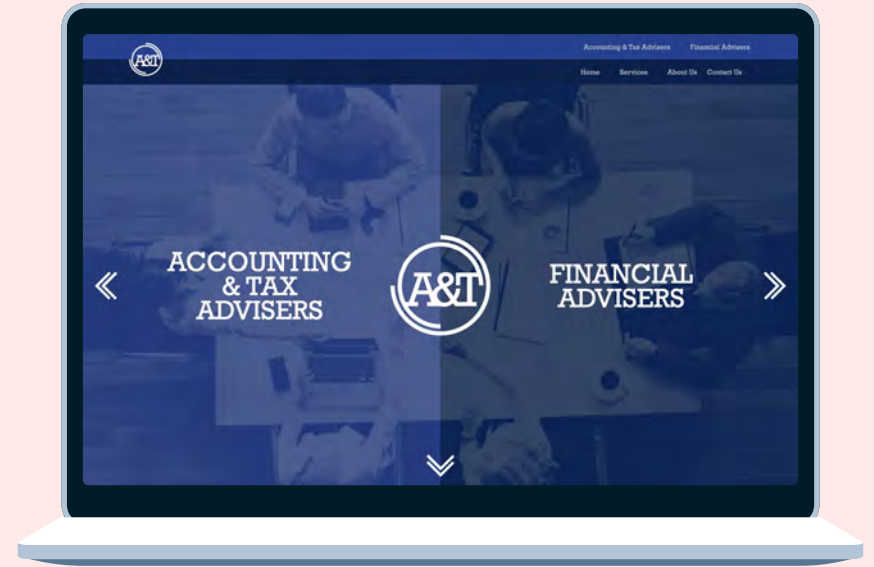
LIVING CAMPUS WEB APP

WORKPLACE
Redi Apps

CLIENT
Curtin Uni & IBMS

LINK
livingcampus.curtin.edu.au

I created a highly interactive web app that offers real-time insights into energy consumption at Curtin University's Bentley campus. Designed to adapt seamlessly to all screen sizes, including large wall monitors, this visually captivating application transforms learning about energy into an engaging and enjoyable experience.

SOFTWARE USED

Sketch   InVision   Slack

BAC & BMC **WEBSITE**

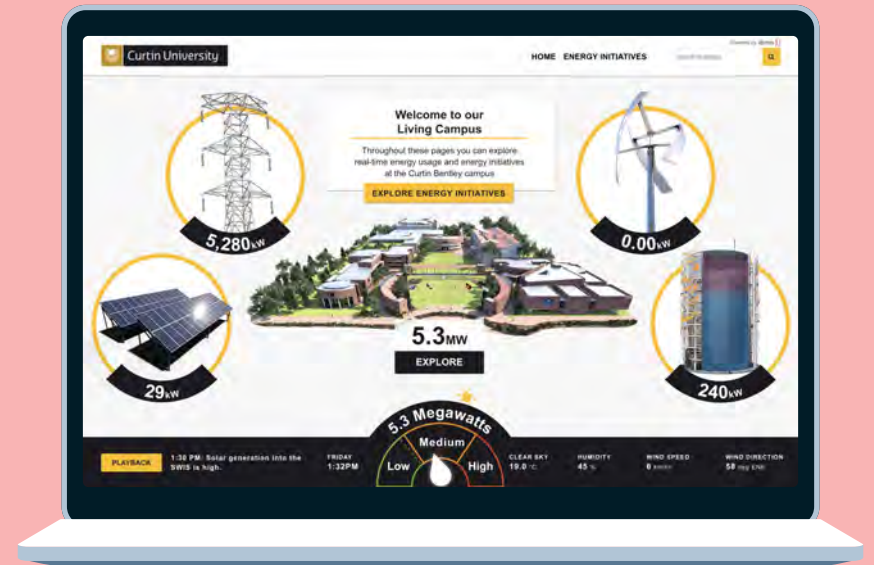| WORKPLACE	CLIENT	LINK
Sarah Price Design	**BMC**	www.belgraviamedical374.com

I designed and developed a dual-purpose website on Wix.com for Belgravia Arts Community (BAC) and Belgravia Medical Centre (BMC). BAC, an art gallery within BMC, showcases patients' artwork, fostering empowerment. The site offers clear navigation, created graphics using Adobe Illustrator, and serves as BMC's appointment portal while highlighting BAC's vision and art sales. I also trained the client for independent site management.

SOFTWARE USED

Ai **Illustrator**   **WiX**   **wix.com**
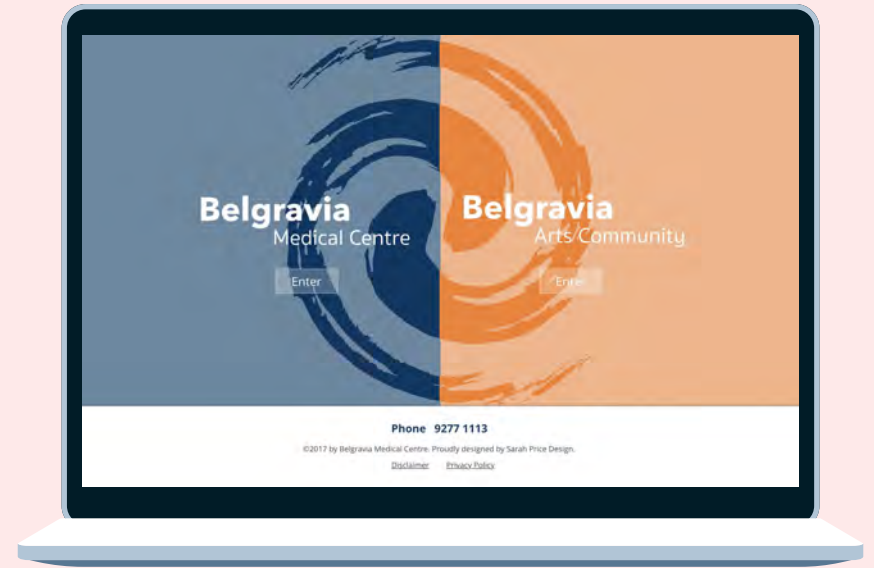
INCLOODLE **MOBILE APP**

WORKPLACE	CLIENT
Redi Apps	**Incloodle**

I designed the vibrant and user-centred Incloodle mobile app using Sketch and InVision. This US-based social movement promotes universal inclusion, acceptance, and equality. The app helps consumers find Incloodle-certified businesses, rate their inclusivity, and access exclusive offers, fostering connections based on diversity and inclusion criteria.

SOFTWARE USED

Sketch   **in InVision**   **Slack**

WINK **IOS APP**

WORKPLACE	CLIENT
Redi Apps	**Amanda Salis**

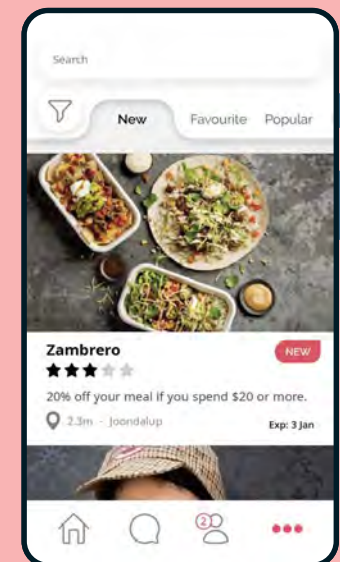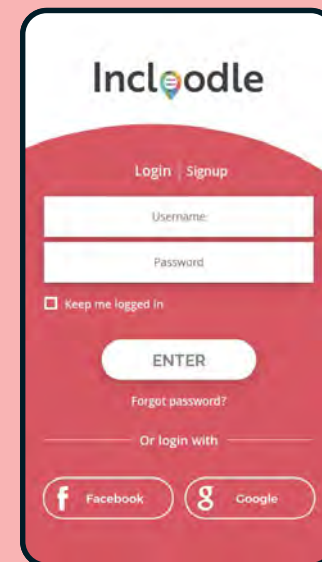I collaborated with Professor Amanda Salis, a distinguished medical researcher, educator, and author, on her vision for a mindful eating app. Despite being one of my initial UX/UI design projects, it provided valuable lessons. I realised the critical significance of educating clients on user experience. With better planning and education, we could have crafted a significantly more user-friendly app.

SOFTWARE USED

Sketch   InVision   Slack
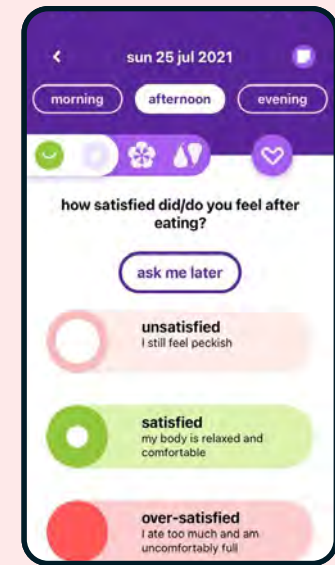
THE BATTERY GUYS **IOS APP**

WORKPLACE	CLIENT
Redi Apps	**The Battery Guys**

This IOS app was developed exclusively for The Battery Guys' partners, enabling them to search for appropriate batteries and schedule battery replacement jobs. I worked closely with the client to gain a clear understanding of the users needs and expectations. Notably, my research revealed that users lacked technical expertise, stressing the importance for an intuitively designed interface with straightforward navigation.

SOFTWARE USED

Sketch   Marvel   Slack

STOCCT **APP**

WORKPLACE	CLIENT	LINK
Redi Apps	**Stocct**	**stocct.com**

I created a user-friendly app that streamlines the grocery shopping experience at home. The client sought a stylish, dark-themed web app, along with matching iOS and Android versions in li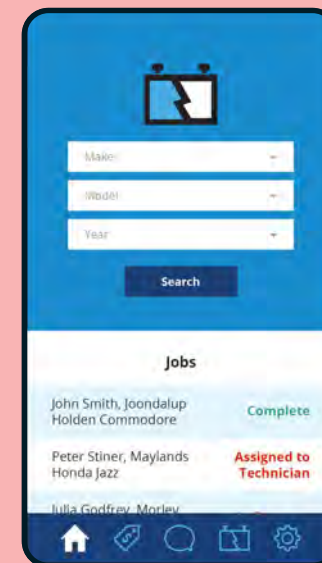ne with their existing branding. Utilising Adobe Illustrator, I crafted a bespoke set of icons to enhance the user interface.

SOFTWARE USED

Sketch   Illustrator   InVision   Slack

LOGSYS **MOBILE APP**

WORKPLACE	CLIENT
Redi Apps	**Logsys**

I designed a scheduling and form-based Android app for use by technicians inspecting and reinforcing power poles across Australia and New Zealand. The design used oversized elements to combat poor visibility from sun glare on a screen whilst out in the field.

SOFTWARE USED

Sketch   Marvel   Slack

**THIS IS A PRIVATE APP.
NO IMAGERY CAN BE PROVIDED.**

GRAPHIC DESIGN

WAYFINDER **LOGO & BRANDING**

WORKPLACE

Mechanical Rock

CLIENT

In-house

I crafted WayFinder's brand identity, encompassing logo, colour palette, fonts, and visuals. The logo, an arrow followed by a chevron, creatively embodies the brand's essence. The arrow signifies direction, while the chevron subtly references coding ("< >"). Incorporating shades of blue for a corporate touch, I playfully integrated ninja imagery, enhancing the brand's appeal with a touch of fun. The URL, wayfinder.ninja, seamlessly connects to this playful yet professional visual identity.

SOFTWARE USED

Figma
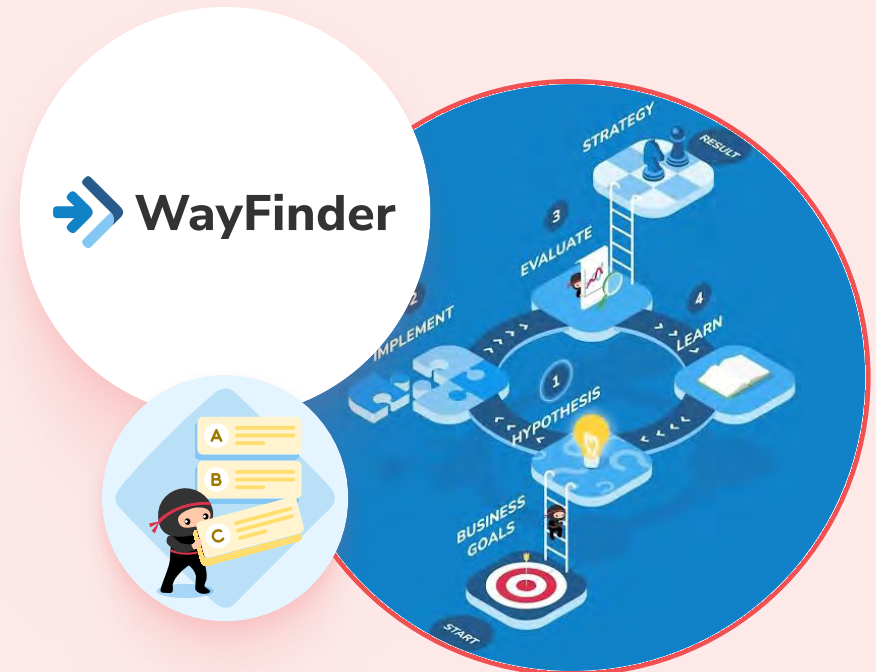
WAYFINDER
MARKETING MATERIALS

WORKPLACE
Mechanical Rock

CLIENT
In-house

I created a diverse range of marketing collateral for WayFinder, both digitally and print-ready. This encompassed visually striking materials such as shirts, posters, pull-up banners, and media walls, ensuring a cohesive and impactful brand presence across various platforms.

SOFTWARE USED

Figma   **InDesign**

MR SERVICES MAP **INFOGRAPHIC**

WORKPLACE
Mechanical Rock

CLIENT
In-house

LINK
**Services map**

Mechanical Rock (MR) is a software consultancy and AWS partner. They offer various services tailored to different types of businesses facing specific challenges and opportunities. I designed and illustrated this MR services map infographic to help clients understand how the services align and identify the services suitable for them.

SOFTWARE USED

Figma
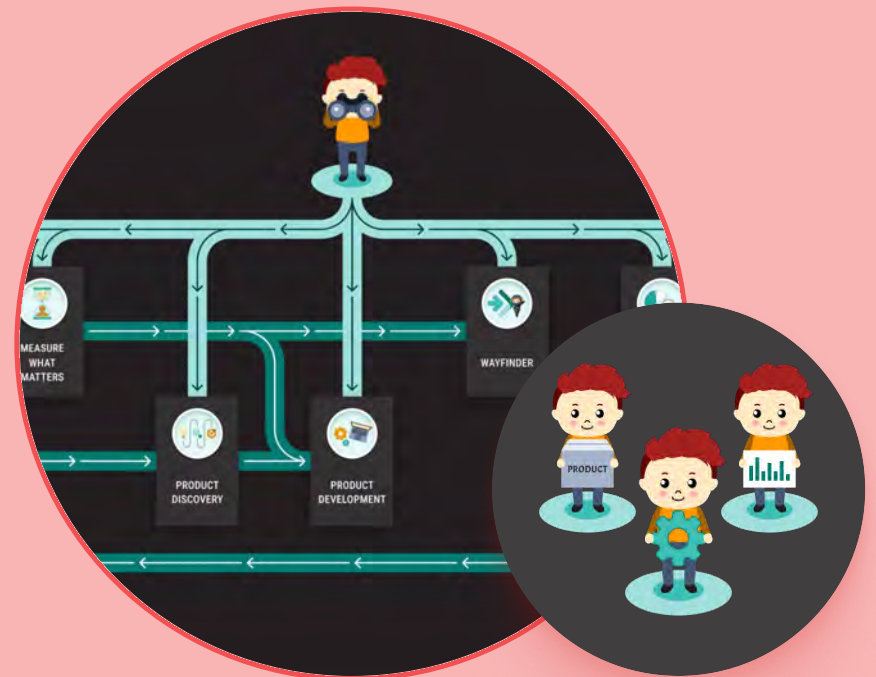
MECH ROCK
MARKETING MATERIALS

WORKPLACE
Mechanical Rock

CLIENT
In-house

I crafted a comprehensive suite of marketing materials for Mechanical Rock, spanning both print and digital realms. My work involved creating bespoke illustrations and impactful social media graphics. Additionally, I designed print-ready posters, pull-up banners, and media walls, ensuring a unified and visually captivating brand presence.

SOFTWARE USED

Figma   Illustrator   InDesign

ASTRAL **LOGO & BRANDING**

WORKPLACE
Mechanical Rock

CLIENT
ASX

I crafted the Astral logo and its encompassing branding strategy. The logo's interconnected dots and lines embody the essence of networking and communication, core elements of the product. The icon combines a constellation motif with the letter A, aligning with the product name. I compiled a comprehensive style guide for the client's reference, ensuring brand consistency. In response to the client's request, we selected a vibrant orange to complement the primary blue in the brand's colour palette.

SOFTWARE USED

Figma

ARISECODE **LOGO & BRANDING**

WORKPLACE	CLIENT
AriseCode	**In-house**

As co-founder and the primary designer, I had the opportunity to conceptualise the AriseCode logo and its branding. Our objective was to craft a logo that would capture the essence of "arise," the initial component of our business name, while also incorporating stripes to symbolise "code," the concluding element of our company's name. Additionally, I was entrusted with the creation of various digital and print marketing materials, including business cards, apparel designs, and custom vector illustrations.

SOFTWARE USED

Figma   InDesign

REDI APPS **LOGO & BRANDING**

WORKPLACE	CLIENT
Redi Apps	**In-house**

As the exclusive UX/UI designer at a innovative software company, I led a rebranding endeavour that transformed Redi Software into the vibrant Redi Apps. My creative challenge: to fashion a logo and branding that exude a futuristic, youthful energy. This design seamlessly captures the company's spirit, its dynamic team, and the essence of its core objectives and aspirations.

SOFTWARE USED

Illustrator   InDesign

MOMENTUM **LOGO & BRANDING**

WORKPLACE
Redi Apps

CLIENT
Connect Source

I crafted a logo for Momentum with a subtle blend of design elements. The logo's M-shaped form pays homage to the product's name. The strategic shading not only adds a 3D depth but also instills a dynamic sense of movement, mirroring the essence of "Momentum." The flowing curves in the design further emphasise this sense of motion. By incorporating Connect Source's familiar colours, I seamlessly linked the company to the product, ensuring recognition among their existing customer base.

SOFTWARE USED

Ai Illustrator

BAC & BMC **LOGO & BRANDING**

WORKPLACE
Sarah Price Design

CLIENT
BMC

Belgravia Arts Community (BAC) blends art and wellness within Belgravia Medical Centre (BMC). BAC empowers BMC's patients by providing a platform for them to showcase their art, harnessing the holistic benefits of creativity for both creators and observers. The logo, inspired by the yin-yang concept, features two brush-textured swirls in vibrant orange and soothing blue. These swirls represent the Arts Community and the Medical Centre, respectively, converging to form a unified space of healing and creativity.

SOFTWARE USED

Ai Illustrator   **Id** InDesign

HEALTHINFONET **INFOGRAPHIC**

WORKPLACE
Sarah Price Design

CLIENT
HealthInfoNet

LINK
Infographic

These infographics convey vital insights drawn from the Review of diabetes among Aboriginal and Torrest Strait Islander people, alongside statistics sourced from the Overview of Aboriginal and Torres Strait Islander Health Status 2016. Each icon is custom made in Adobe Illustrator, ensuring a unique and visually compelling representation. To maintain design continuity, the artwork strips are sourced directly from HealthInfoNet branding files, serving as the foundation for our harmonious colour palette.

SOFTWARE USED

Ai Illustrator   Id InDesign

MARLAK **LOGO**

WORKPLACE
Sarah Price Design

CLIENT
Marlak

For the Marlak logo, inspired by the Noongar word for "bush land," the mission was clear: to incorporate an Australian native Honey Possum and the delicate beauty of eucalyptus flowers. The resulting design embraces a blend of simplicity and sophistication, mirroring the colors of the Australian bush land. The circular arrangement of the possum and the branch adds an extra layer of elegance while guiding the viewer's gaze to the heart of the design, where the business name gracefully resides.

SOFTWARE USED

Ai Illustrator   Id InDesign

ARTWORK

INK ON PAPER

WORKPLACE
Sarah Price Design

Ink on paper: Part of an Art Journal compilation.

WATERCOLOUR ON PAPER

WORKPLACE

Sarah Price Design

Watercolour on paper: Part of an Art Journal compilation.

CHALK ON BLACK PAPER

WORKPLACE

Sarah Price Design

Chalk on black paper: Part of an Art Journal compilation.

COLOURED PENCIL ON PAPER

WORKPLACE
Sarah Price Design

CLIENT
Asumi Shirai

Commissioned: A set of two pet cat portraits in coloured pencil on paper.
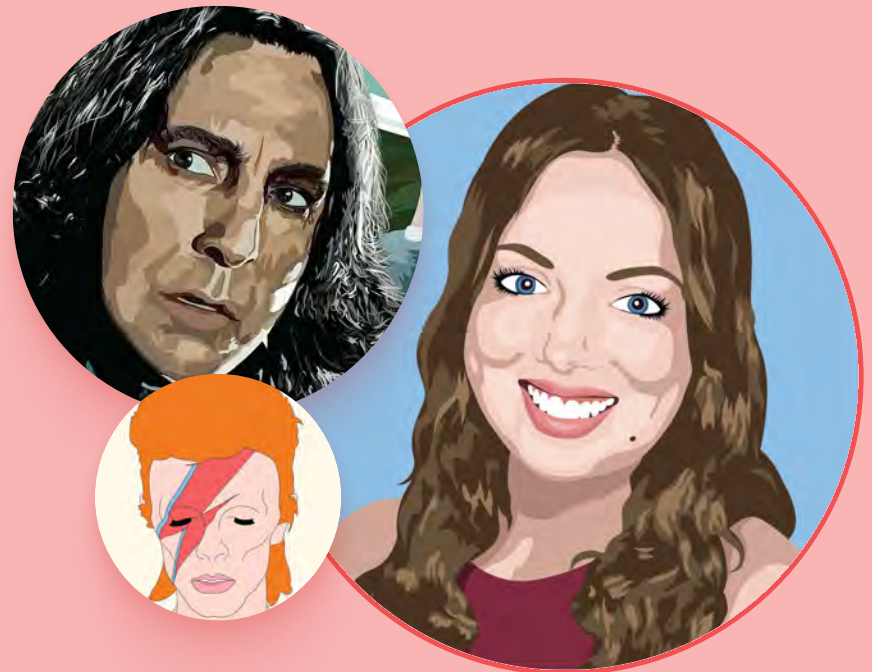
VECTOR ILLUSTRATIONS

WORKPLACE
Sarah Price Design

Digital art created just for fun.

SOFTWARE USED

Ai **Illustrator**

LET'S TALK

+61 424 449 559 | spricey8@gmail.com | in/sarah-price-designer