

Abby Butler

Project Portfolio

abby does design

Hello!

I'm Abby Butler, a passionate and motivated Graphic Designer who's looking for the next step in my career journey.

With both studio and in-house experience under my belt, I know what it's like to work with tight deadlines and picky clients. I'm always wanting to improve myself, so learning new skills and taking on challenges is valuable to me as a designer.



Capabilities

What I can do

Brand Identity

Communication Design

Logo Design

Illustration

Print Design

Editorial and layout design

Signage and Wayfinding

Content Creation

Social Media Assets

EDM Design

Packaging design

Landing Pages

How I do it

Adobe Illustrator

Adobe InDesign

Adobe Photoshop

Adobe Premiere Pro

Adobe After Effects

Figma

Projects

- 5 Funky Boy
- 8 Hotel Sorrento EDM
- 10 Flinders View
- 13 InnerPeace Pilates
- 15 GG Connected
- 18 Deakin Alumni Awards

FunkyBoy



A conceptual restaurant brand, FUNKYBOY boasts a laid-back venue with refined taste, serving quality dishes with a lively atmosphere. Whether you're coming for a casual dinner, having after-work drinks or celebrating something special, FUNKYBOY is the place to be.

At FUNKYBOY, fun and sophisticated come together as one. With sleek menus, big bold type and a playful signature logo, FUNKYBOY serves up top-notch food with a cheeky attitude, and they make it clear that when you're here, you'll have a great time.

Brand Development

Logo Design

Merchandise and Packaging

Graphic Design

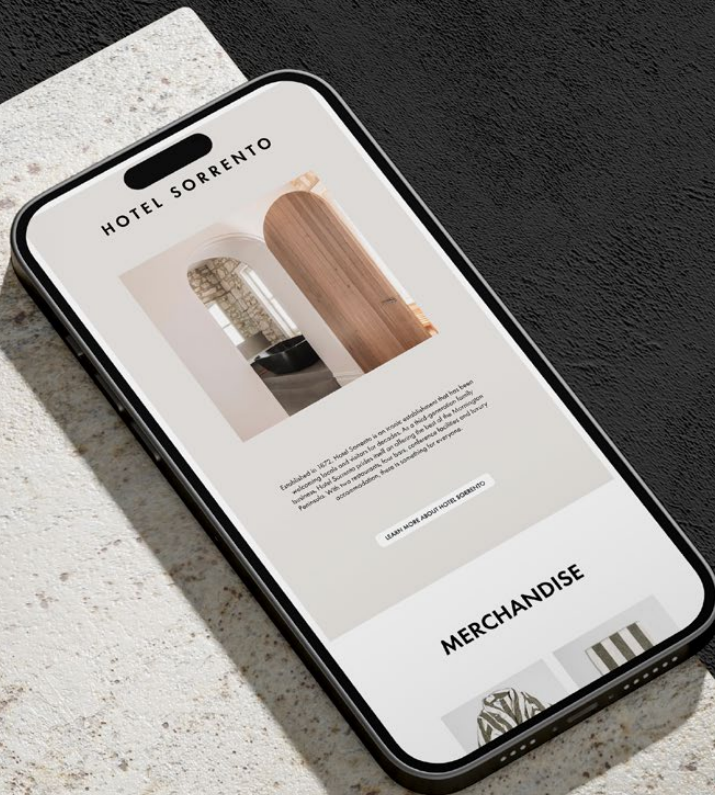
Signage and Shop Front Vinyls

Print Collateral





Hotel Sorrento - Email Marketing



A luxurious and historic place to stay, Hotel Sorrento boasts a wide range of lavish rooms, dining experiences and wellness activities that will truly make your stay one to remember.

Hotel Sorrento was in need of impactful email marketing that matched the sleek tone of their business and effectively communicated to their customers. This was achieved through a simplified and consistent layout to their EDM's, with colour coding to separate the different services and amenities they have on offer.

Design Services

EDM Design

Figma

HOTEL SORRENTO

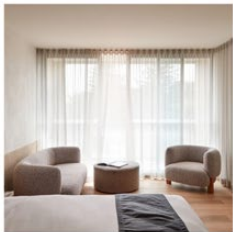


STAY

Set on the cliffs with magical views of Port Phillip Bay and just a two-minute stroll from the vibrant Sorrento township, Hotel Sorrento offers the perfect Mornington Peninsula experience. Our rooms and suites boast contemporary design, spacious living, and luxurious interiors.

[EXPLORE OUR ROOMS](#)

SUNSET SUITES



Take luxury to a new level with our Sunset suites. Located at the western end, these rooms are a sanctuary within themselves. Fitted with European Oak, terrazzo, and brass, nature and luxury combine. Ground-level rooms open to their own private garden and marble mineral bath. Upper-level rooms boast balconies with stunning views towards the sunset and parklands. Each room is fitted with Jordan interiors, Hunter Lab amenity range, Crown Posture bedding, mini bar and room service.

[BOOK NOW](#)

POOLSIDE ROOMS

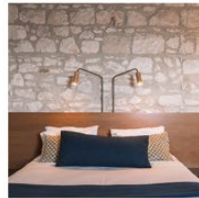


A contemporary, light-filled room with a balcony or terrace, enhanced by natural finishes of European Oak and marble. Each room is fitted with Jordan interiors, Hunter Lab amenity range, mini bar and room service.

[BOOK NOW](#)

CLASSIC ROOMS

Classic Room



Experience the charm of our classic room with French shutters and natural finishes of limestone and European Oak. Each room is fitted with Jordan interiors, Hunter Lab amenity range, mini bar and room service.

[BOOK NOW](#)

Classic Bayview



HOTEL SORRENTO



DINE & DRINK

The culinary experience of our Hotel is designed and curated by our Executive Chef Beth Candy. With a focus on local produce, Hotel Sorrento combines new and innovative dishes with your favourite classics.

[EXPLORE OUR OFFERINGS](#)

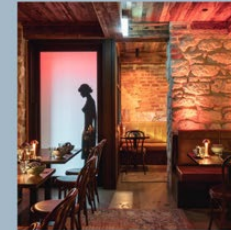
DINING ROOM



The heart of the Hotel, the Dining Room offers modern Australian fare and is open for lunch and dinner seven days per week. The seat of the house, The Chef's Table, seats 12 people overlooking the kitchen team in action. The menu changes daily to reflect the best local offerings.

[BOOK NOW](#)

SHIHUISHI



Within the original Hotel Sorrento ballroom, past and present collide in shihuishi ("the who-who"). Showcasing an sophisticated menu spearheaded by head chef Jun and creative cocktail bar. Here you'll encounter the playful, fun, yet fancy flavors of Contemporary cuisine at its best.

[BOOK NOW](#)

OUR OTHER SPACES

Front Bar

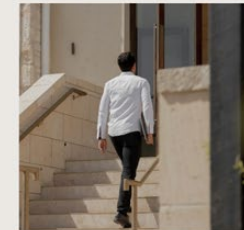


Our iconic Front Bar is the meeting hole of choice for locals and casual diners alike. Serving fresh Carlton Draught from tanks on site, with an expansive front deck overlooking Port Phillip Bay. This is regularly the most sought-after spot in Sorrento for a drink and bite to eat. Six bar ticks off the boxes with exposed limestone walls, a roaring fireplace for the cooler months, and a TAB for the racing folk.

Rooftop



HOTEL SORRENTO



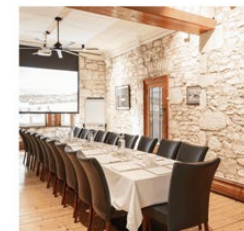
CONFERENCE & MEETINGS

Surrounded by the ocean and the Peninsula landscape, Hotel Sorrento inspires, uplifts, and reconnects. It's the perfect spot for your offsite meeting in one of our stunning heritage spaces.

Escape the office and embrace the Peninsula; our day delegate rate starts from only \$126 per person, including complimentary room hire & AV equipment.

[EXPLORE OUR OFFERINGS](#)

CONFERENCE PACKAGES



Enjoy morning, lunch, and afternoon tea menus highlighting the finest local produce from Mornington Peninsula. Enhance your conference experience with a range of team activities, such as cooking classes, yoga sessions, cocktail masterclasses, and barefoot bowls.

[ENQUIRE NOW](#)

Flinders View - Print Deliverables



Flinders View is a land developer situated in Drysdale, with views of the bay and picturesque scenes of the You Yangs across the waters. The land estates boast a perfect blend of coast and country, located within a thriving community in the Bellarine Peninsula that is waiting to welcome you home.

The team at Flinders View needed a wide range of different print and digital documents ready to go for their first sweep of land sales. This included developing a comprehensive masterplan of the lots on offer, an amenity map showcasing the prime location, and a series of flyers and brochures for the potential buyer, providing them with important information about the location and building guidelines for when they decide to settle down in Flinders View.

Design Services

Editorial and layout design

Print Collateral

Graphic Design

Masterplans + Maps

Social Media Assets

Welcome To Flinders View – This Is Home.

SHOPPING & DINING

1. The Bungalow Restaurant – 2min
2. Woolworths Drysdale – 2min
3. David's Hotel – 2min
4. Cafe Drysdale – 2min
5. The O Train – 2min
6. KFC Drysdale – 2min
7. ALDI – 2min
8. Bayview General Confectionery – 5min
9. Woolworths Curlew – 5min
10. Murrum At Lighthouse – 5min
11. Pennington Grand Hotel – 5min

HEALTH

1. Bellarine Medical Group – 2min
2. Drysdale Group Aged Care – 2min
3. Drysdale Clinic – 2min

PARKS & RECREATION

1. Walloway Reserve – 2min
2. Lake Linnac Reserve – 2min
3. James Drysdale Reserve – 2min
4. Drysdale Recreation Reserve – 2min
5. Drysdale Football Club – 2min
6. Malpas Woodlands – 2min
7. Clifton Springs Community Menz Shed – 2min
8. The Bell – 4min
9. Drysdale Tennis Club – 4min
10. Clifton Springs Tennis Club – 4min
11. Clifton Springs Golf Course – 4min
12. Jetty Road Adventure Playground – 4min
13. Grigg Creek Reserve – 5min
14. Clifton Springs Park – 5min
15. Basin Reserve – 5min
16. Drysdale Sports Precinct – 5min
17. North Bellarine Aquatic Centre – 5min
18. Curlew Golf Club – 5min
19. The Range At Curlew – 5min

EDUCATION

1. Goodstart Early Learning – 2min
2. Drysdale Primary School – 2min
3. Evergreen Christian Library – 2min
4. Christian College Geelong – 2min
5. Drysdale Preschool – 2min
6. Clifton Springs Preschool – 2min
7. Clifton Springs Primary School – 4min
8. Clifton Springs Community Centre – 4min
9. Beacon Point Pre-school – 4min
10. St Thomas Catholic Primary School – 4min
11. Bellarine Secondary College – 5min
12. Saint Ignace College – 5min

WINERIES

1. Laura Park Estate – 6min
2. Bellarine Estate Winery – 6min
3. Terroir Estate – 7min
4. Jack Rabbit Vineyard – 7min
5. Larkridge @ Hat Rock Vineyard – 7min
6. B&B Winery – 7min
7. Southcoast Hill Winery – 8min
8. Curlew's Winery – 8min (not on map)
9. OneDay Estate Winery – 8min (not on map)

TRANSPORT

1. Bus Stop – 2min
2. Pennington Ferry – 2min

Flinders View Sales Team
6422 811 211
flindersview@slpprojects.com.au

Your New Address
10 Flinders View Drive
Drysdale VIC 3202
flindersview.com.au

All Within 2min Drive

Flinders View DRYSDALE

EDUCATION SHOPPING & DINING PARKS & RECREATION HEALTH

Flinders View DRYSDALE

650m²

116

16.45 4.24 33.59 30.65 19.45

Flinders View Drysdale Follow

Flinders View The Sunrise Lots at Flinders View are selling now. With generous and affordable lots on offer, now is the time to start building the house of your dreams in an excellent location.

Load more comments

Stacy Holmes Looks great!

Mark Langford Where can I learn more?

1,234 likes
4 DAYS AGO

Add a comment...

SILVER PROJECTS CORE flindersview.com.au

Flinders View DRYSDALE

Introduction

- Vision
- Purpose
- Operations
- Construction of Your Home

Submission Requirements

- Submission Requirements
- Interim Design Review
- Submission of Design Drawings
- Final Design Review
- Final Approval
- Final Construction

Siting

- Minimum Dwelling Size
- Setbacks
- Submissions

Dwelling Design

- Architectural Chapter
- Popular Design
- Corner Dwellings

The Very Best In Bayside Living... This Is Home.

Bayside living and panoramic views in the very heart of town, it's rare to find such a perfect offering but Flinders View has it all.

This boutique, exclusive community is an incredible opportunity for future residents to build their dream home in one of the most premium pockets of the Bellarine Peninsula.

If it's gone they cross, there are lots up to 342m² and most offer panoramic views across the bay and out to the ocean. You'll enjoy 1000m² of landscaped grounds, swimming pools, tennis courts, and more.

Residents will also enjoy 800m² of landscaped grounds, swimming pools, tennis courts, and more.

Welcome to Flinders View... This Is Home.

InnerPeace Pilates



InnerPeace Pilates is a reformer pilates studio that offers intimate group sessions, with a focus on providing a safe, welcoming and calming space to elevate your physical and mental wellbeing. At InnerPeace Pilates, working out shouldn't be stressful or overwhelming, but a means to reconnect with your body and find your "inner peace".

InnerPeace Pilates strives to have a relaxed and grounded approach to their practice, with these peaceful tones reflected through cool calming colour tones, soft rounded edges and nurturing symbolism through lotus flowers and hearts.

Brand Development

Logo Design

Merchandise and Packaging

Graphic Design

Signage and Shop Front Vinyls

Print Collateral



GG Connected



In affiliation with Geelong Gallery, GG Connected is a social platform created with the intention of connecting young people of Geelong interested in art with the gallery, emerging artists and the local art scene. This year-long project involved creating regular content for GG Connected on Instagram, campaigning for live events, as well as developing consistent branding for GG Connected that fits with the Geelong Gallery's major and minor brand profiles.

As a way to bring together the local community with our artists and the gallery space, we organised a panel talk towards the end of the year. Titled "In Conversation: GG Connected", our panel was made up of our featured artists during the year, where we discussed a variety of topics based around the art world for young minds, such as social media's impact on sharing work and the benefits of collaborative exhibitions. For this event, a series of advertising and promotional material was developed to spread the word across multiple platforms and have a wider outreach.

Brand Development

Logo Design

Social Media Templates

Content Creation

Video Editing

Print Collateral



#GGCLUB002

What drew you to poetry?

I truthfully never gave too much weight to writing poetry until my friend Annie asked me if I would be interested in collaborating with her and Joshua on creating a poetry night in Geelong back in 2016. At that point in my life, I had only focused on writing short stories. Poetry felt like a whole other world that I had only had minimal exposure to through my high school literature classes. But I said yes, and I never looked back.

YASHIN Q&A

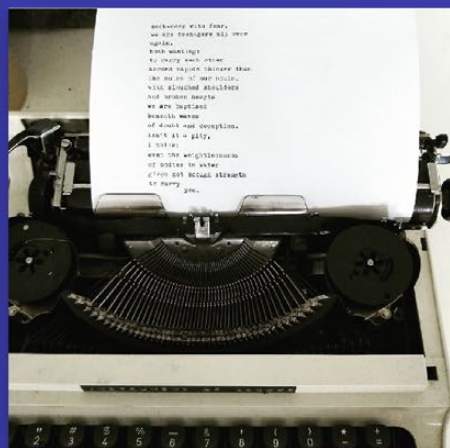


#GGCLUB005

Tell us a bit about yourself

I am a musician and songwriter who dabbles in amateur carpentry/ instrument building, but for the sake of brevity I would generally just describe myself as 'a guitarist by trade'. The music I write has been likened to some of the works by Pink Floyd, and I try to mix it with a gentle blend of heavier rock such as Wolfmother or Black Sabbath.

JORDAN Q&A



#GGCLUB003

What is your favourite part about creating art?

Each painting is a battle of sorts, moments of hatred and frustration often overcome with immersion, experimentation, satisfaction, and glee. The instinctual nature of my creative process is ongoing and follows me daily, it is this process that I most enjoy about creating art. It is really quite selfish when thinking about it, but the process of creating fills me with the most joy.

ARTY Q&A



ggconnected_ FOLLOW

In Conversation: GG Connected

AN EVENING WITH GG CONNECTED'S FEATURE ARTISTS



THURSDAY
NOVEMBER 17TH
6-7:30PM
GEE LONG GALLERY

FREE EVENT FOR
18-26 YEAR OLDS
POP-UP BAR

362 likes

We are excited to announce that we will be hosting an event at the Geelong Gallery with our featured artists.

In Conversation: GG Connected

AN EVENING WITH GG CONNECTED'S FEATURE ARTISTS



Thursday
November 17th
6-7:30pm
Geelong Gallery

Free event for
18-26 year olds
POP-UP bar

DISCUSSING THE ART WORLD FOR
YOUNG CREATIVE MINDS

SCAN FOR MORE INFO



#GGCONNECTED



Hannah Senfleben




Abby Butler

Project Portfolio

That's a wrap!



Stay tuned for the next art club!

23.07.2024

#GGCLUB003

Arty Foulkes




#GGCLUB003

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#GGCLUB005

ART CLUB #5:
MUSIC

#GGCLUB005

Deakin Alumni Awards



This was a collaborative project for Deakin's 2021 Alumni Awards, where myself and my team developed 8 trophies and an exciting event package. The project sought an eclectic trophy design to be produced with sustainable materials and a rich story that reflects Deakin, their values and their legacy. This running narrative was implemented into a collection of event deliverables, which included print and email invitations, pull up banners, social media campaigns and an animated motion graphic piece.

The design style for the Deakin Alumni Awards aimed to implement an organic tone through the use of rounded edges, soft textures and a colour palette inspired by local coastlines, parks and bushland. Our primary goal was to ensure that both the award recipients and the Deakin name were held to a high standard and well respected.

Brand Development

Product Design

Visual Storytelling

Graphic Design

Print Collateral

Social Media Templates



