lauren
d e s o u z a

Graphic Designer • Advertising Creative

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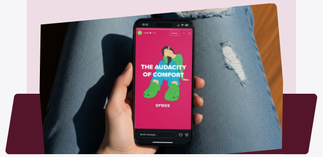

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La Medina
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‘The Audacity of Comfort’

It takes confidence to choose comfort in a world obsessed with appearances and there’s something fearless about putting comfort first.

CROCS ‘Comfort without Conformity’ Campaign







‘Let Wonder Grow with You’

No matter how bizarre or simple your childhood dreams are; Whether it may be to be an astronaut or to be a florist, LEGO will always support wonder.

LEGO ‘Imagination for Grown-ups’ Campaign





‘Terrene
Natural Paints’

A sustainable range of natural acrylic paint that offers high granular texturisation created from eco-friendly materials.

Eco-Paints
Brand Development







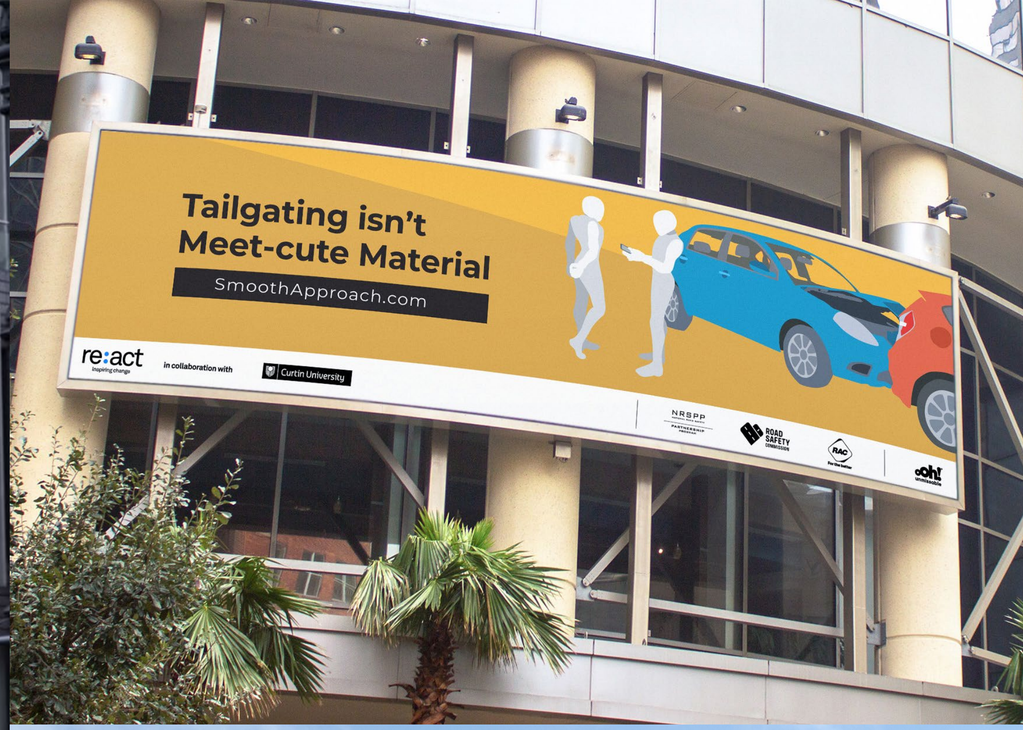


‘Tailgating isn’t Meet-cute Material’

Re:act in collaboration with Curtin University ‘Tailgating isn’t Meet-cute Material’ Campaign

RE:ACT Safe Following Distance Awareness Campaign







‘La Medina
Moroccan Foodtruck’

When you think of Markets of Morocco, you imagine Caravans, Cardamom and Clustered Stalls. La Medina is bringing you a Mosaic of Morocco, woven with Spice.

La Medina Food Truck Branding







May curiosity be our compass
and creativity our catalyst.

Thank You for Viewing!

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