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Lucy Bell

CREATIVE DESIGNER AND UTS GRADUATE

ABOUT ME



Sydney based designer; I'm passionate about crafting conceptual and experimental visuals that prompt thought and feeling.

As Creative Designer and Consultant I've worked across publication, stationery, digital design, all while liaising with clients under tight deadlines.

As lead Content Designer, I managed photography and social media strategy - skills that translated into high-performing campaigns and increased engagement.

BANCO CHAMBERS



Created under the direction of The Distillery

ARTISTIC PRINT-READY DESIGN GEOMETRIC DESIGN & COLOUR THEORY

2025

Visual identity selected in a studio-wide competition to mark Banco Chambers' 20th anniversary, celebrated at Sydney Opera House.

The design explores space and human connection through abstract geometry, layered depth, and use of colour.

Developed as an artistically driven printed piece, the work reflects the iconic space, while sharing the client's legacy.

Ana & Andre Wedding Suite

PRINT READY-DESIGN

ILLUSTRATION & TYPOGRAPHY

2025

An invitation suite designed for two architects seeking a balance of tradition and modernity.

The brief: stationery that conveyed a sense of formality while sharing the couple's romantic connection. The final outcome features a traditional typography paired with light modern design. A custom illustration was developed to compliment the typography, creating a cohesive and elevated visual language.

Printed with three runs of letterpress on 300gsm Gmund paper stock, the piece embraces tactility and material detail to reflect the sophistication of the day.



THE DISTILLERY @OPENHAUS24



Created under the direction of The Distillery

EVENT MARKETING / ROLLOUT

DIGITAL STRATEGY & CAMPAIGN DESIGN

2024

@openhaus24 - a dedicated event identity and Instagram presence designed to complement @thedistillery without compromising its established brand integrity. This sub-brand created space for visual experimentation while remaining strategically aligned. This role involved design of a standalone identity, digital rollout and managing event logistics.

To extend reach, we designed and typeset promotional posters, prepared for letterpress deboss - merging digital design with traditional craft. The activation successfully engaged both the creative community and the local Darlinghurst audience.

JOSH's TALLO



BRAND IDENTITY

ILLUSTRATION & TYPOGRAPHY

2025

A fresh identity for Josh's Tallo, an organic beef tallow cosmetic brand aimed at young, health-conscious consumers.

Breaking from traditional cues, the brand uses satirical illustration and vibrant colour to reframe tallow with a playful, modern edge.

Designed for local markets and supported by merchandise, the visual language speaks to a youthful, alternative audience.

THE DISTILLERY BRAND CONTENT

MEDIA / STRATEGY

PHOTOGRAPHY, VIDEOGRAPHY,
LIGHTING, STAGING, & COLOUR
CORRECTION

2025

Social media production and coordination of projects. Media created with a sharp sensitivity to brand identity, colour theory, and lighting.

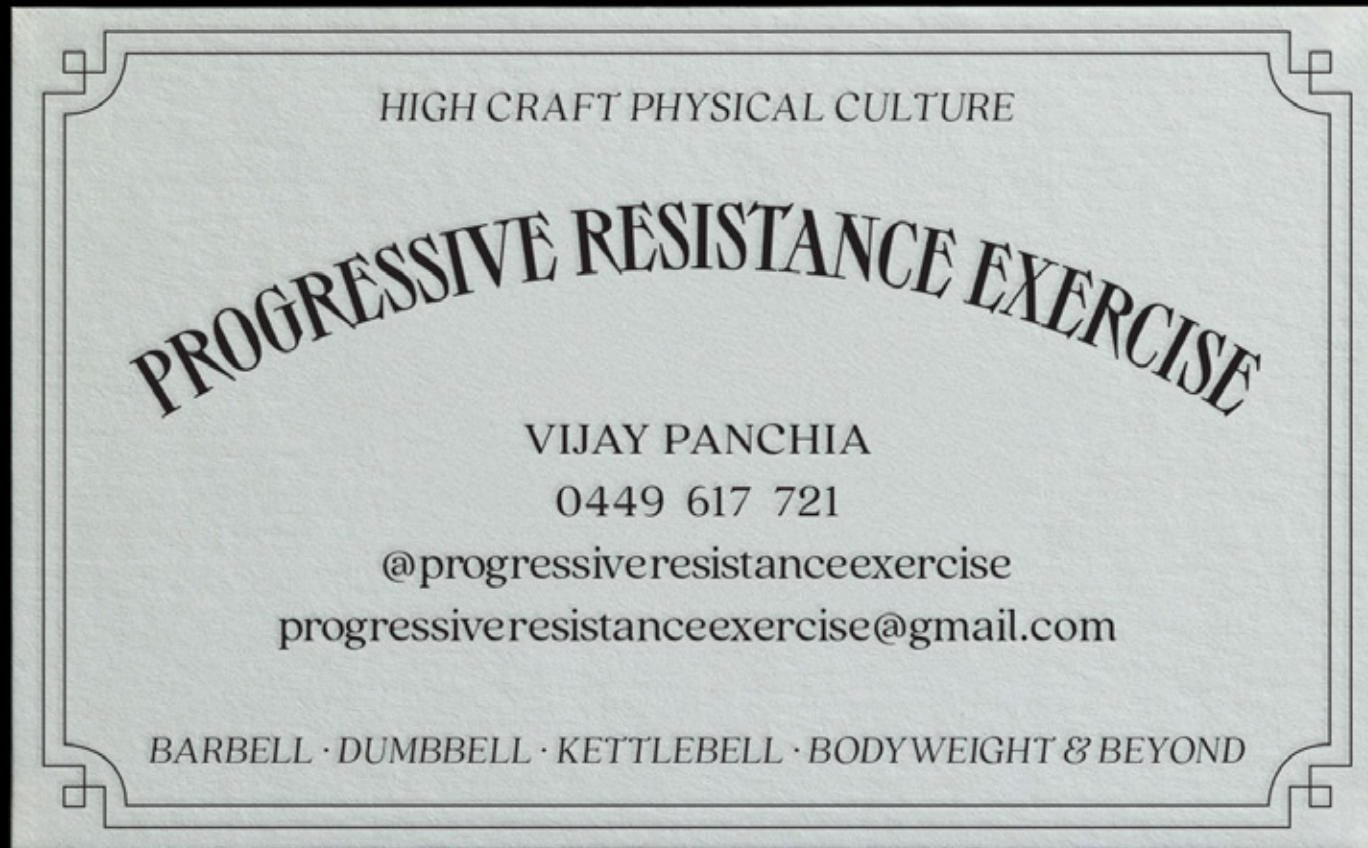
Focused on cohesion, clarity, and high-quality image-making across all platforms.

This role required tracking analytics, monthly plannings and execution with a high attention to detail.

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VIJAY'S BUSINESS CARD



Created under the direction of The Distillery

IDENTITY / PRINT

TYPOGRAPHY & PRINT-READY DESIGN

2025

A personal trainer business card, inspired the 70's body building aesthetic.

Problem to solve: one colour, no illustration and a clear visual style.

Executed through typographic nuance, structural hierarchy, and spatial tension.

Vino Wines Ruby Label

PACKAGING / ILLUSTRATION

ILLUSTRATION & TYPOGRAPHY

2025

Branding, typography and label design for a unique retail wine label.

Problem to solve: remain visually and tonally aligned with the brands identity, while introducing a collaborative edition.

The project required navigation of legal requirements for alcohol packaging, while maintaining design integrity.



THE DISTILLERY BRAND CONTENT

MEDIA / STRATEGY

PHOTOGRAPHY, VIDEOGRAPHY,
LIGHTING, STAGING, & COLOUR
CORRECTION

2025

Photography, filming and post-correction
for Lark Distillery.

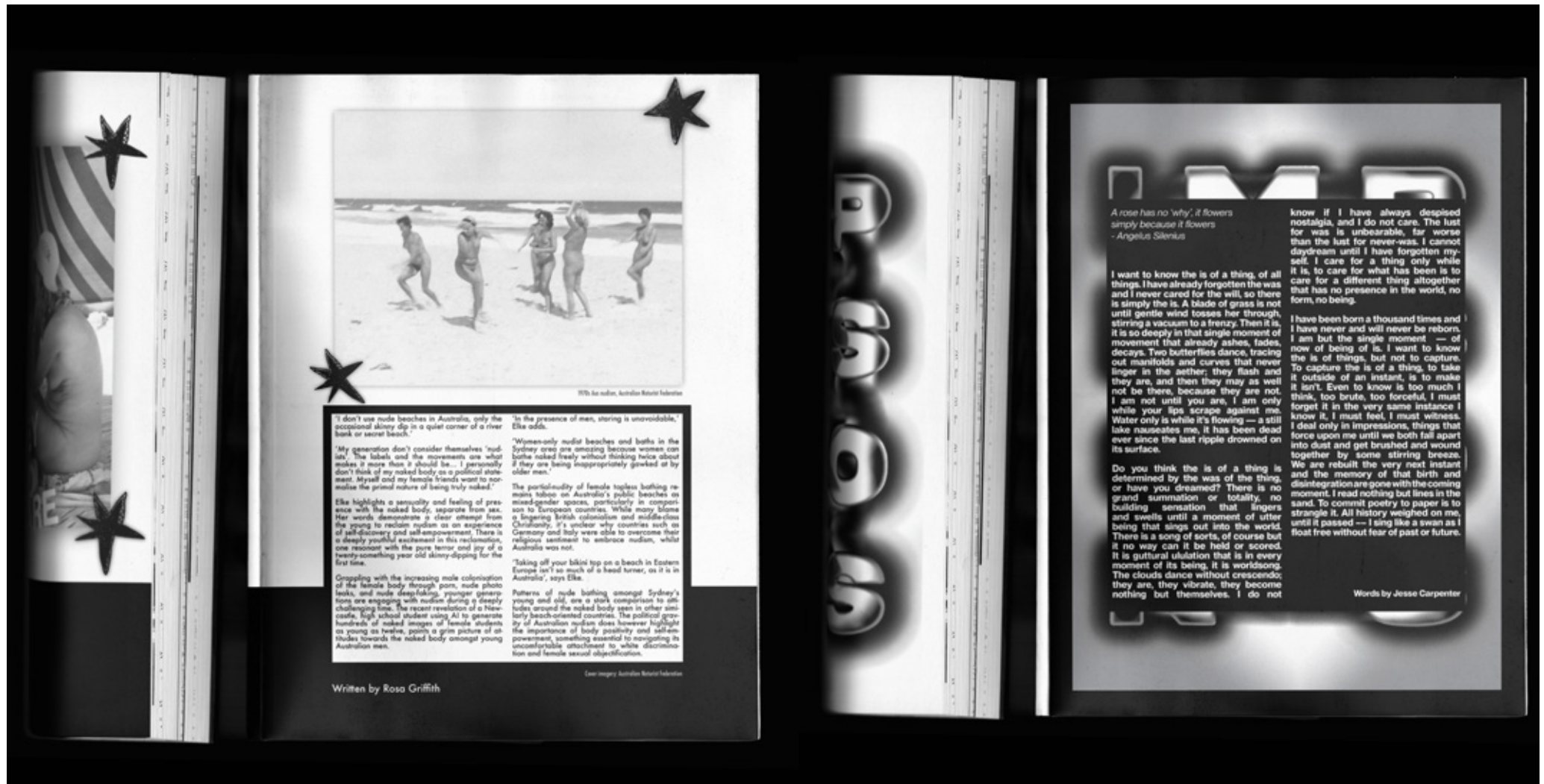
Problem to solve: align with Lark's brand
identity and share their Lunar New Year
collaboration through photography and
styling.

Photography challenges: keep the
background moody, the piece bright
and foil gradient visible.

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BOOKER MAGAZINE ISSUE #004



PUBLICATION / PRINT
TYPOGRAPHY, IMAGE & TEXT

Editorial design for five featured articles within a Sydney-based literary magazine.

Focused on integrating voice, image, and meaning with clarity and restraint.

Each layout honours the narrative while maintaining visual integrity.

BOOKER MAGAZINE ISSUE #004



PUBLICATION / PRINT
TYPOGRAPHY, IMAGE & TEXT

2024

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DIPTYCH VOL. 2. ZINE

CREATIVE DIRECTION

STYLING, PHOTOGRAPHY
& POST EDITING

2024

Diptych is a poetry night / art
exhibition / zine launch celebrating
all things transient and changing.

Styling, photography and Photoshop
were key in creating the beautiful
chaos of female energy.

This photography was featured in
the evening's zine.

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DIPTYCH VOL. 2. ZINE

CREATIVE DIRECTION

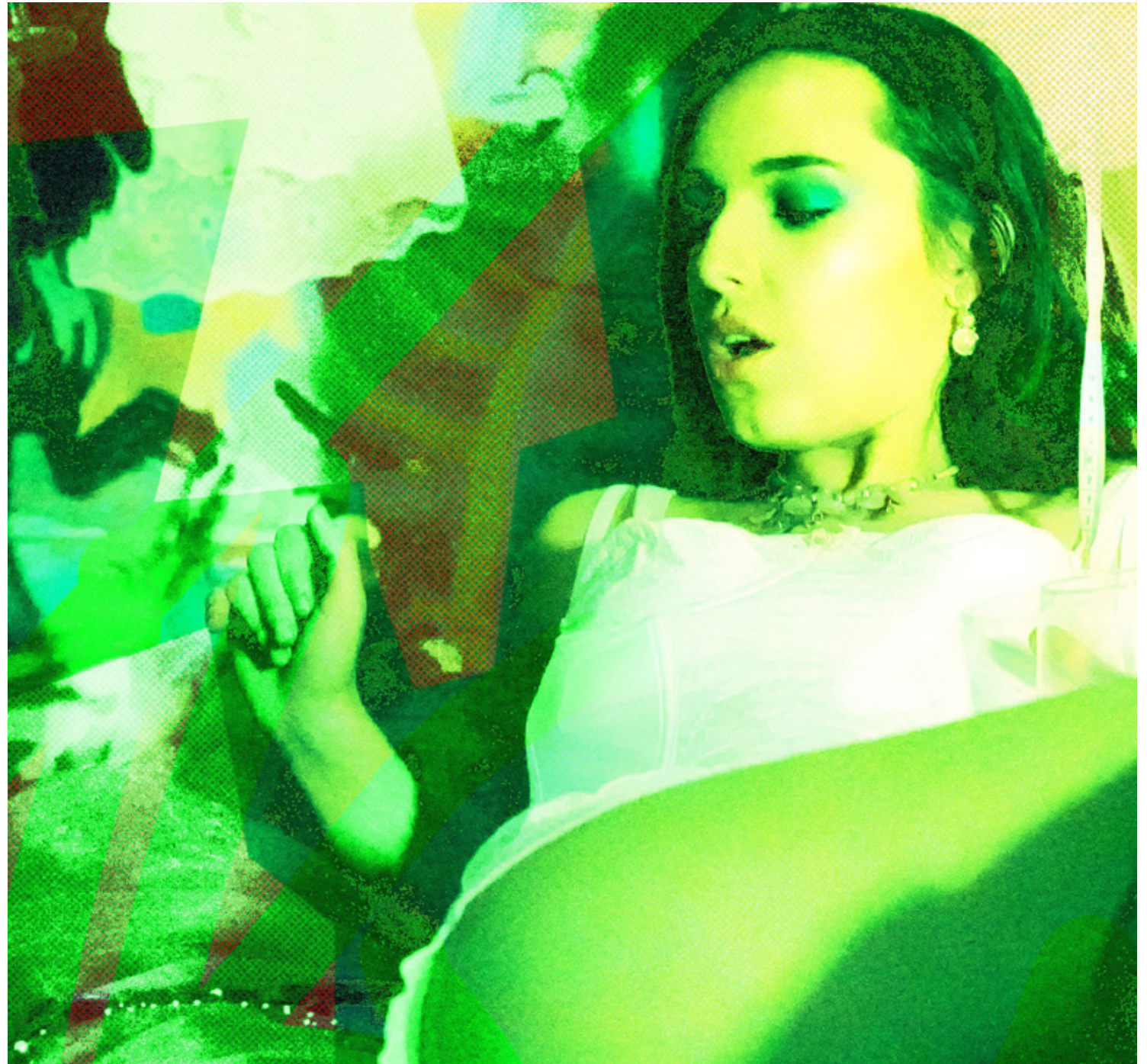
STYLING, PHOTOGRAPHY
& POST EDITING

2024

This work explores visual rhythm, duality,
and the space between woman.

Styling, photography, and manipulation
used to build the emotional atmosphere.

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PRINT DEAD PRINT

MANIFESTO PUBLICATION TYPE & PRINT-READY DESIGN

2024

A typographic publication inspired by Tokyo Science, an obscure 1980s new wave band.

Acts as a personal design statement and critique of digital immediacy.



PRINT DEAD PRINT

PUBLICATION

TYPE & PRINT-READY DESIGN

2024

Print Dead Print explores print and publication design within a modern industry.

It explores industry perspective and possibilities for print design in the future. Print isn't obsolete. It's sacred.



TWIRLICIOUS TREATS



IDENTITY / SUSTAINABILITY

PACKAGING DESIGN, PREPRESS, ILLUSTRATION,
TYPOGRAPHY AND BRANDING
2024

This project involved designing eco-friendly packaging for a boutique grocery brand.

It balances soft modern serifs paired with fine line illustrations create an inviting, table-ready presence.

Thoughtful design, made to be enjoyed and discarded responsibly.

A Vindication of Creature



CONCEPTUAL TYPOGRAPHY ILLUSTRATION, TEXTILE & BOOK-BINDING

2023

This project re-imagined the opening and closing chapters of Mary Shelley's *Frankenstein* (1818). Focusing on visualising structural tension and feminist subtext.

The opening chapter was designed with restraint - quiet typographic rhythm and minimal gesture.

Contrasting the final chapter, which builds in visual intensity, echoing the dual collapse of *Frankenstein's* despair and the Creature's rage.

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A Vindication of Creature

PROCESS WORK

SYMBOLISM

The feminist undertones of Frankenstein surfaced through contextual research and close reading.

Initial sketches and annotations focused on audience perception: how emotion, absence, and power could be visualised typographically.

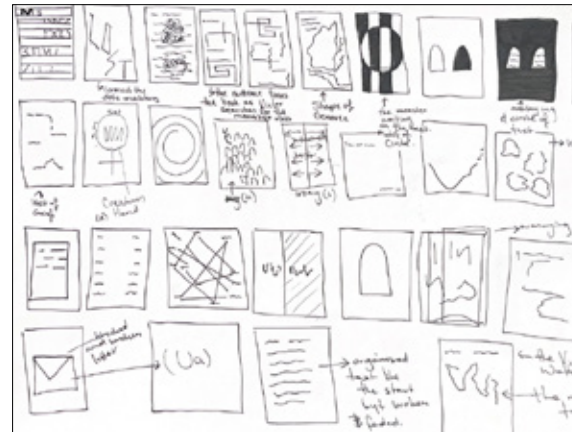
VISUAL ARC

For the final chapter's emotional contrast was visualised through two custom typefaces:

Victor: a tight, erratic hand - pleading, fragile, collapsing.

Creature: harsh, angular strokes - rage without restraint.

Additionally, hand-lettering was used throughout to insert a distinctly female authorship into the visual voice of the book.



AaBbCcDd AaBbCcDd
Creature Victor

The Guardian Angel To The Afflicted Official Adoption

Name of Child Elizabeth Lavenza
Nationality Swiss Italian Mother
Age Two years of age

Reason For Adoption

On a long time I was their only son. My mother had never desired to have a daughter, but sometimes their wish of a young sister I was about five years old while making an excursion beyond the frontiers of Italy they passed a week on the shore of the Lake of Geneva. Their benevolent disposition often made them enter the cottages of the poor. Their young mother was more than a day in a morning a peasant woman, and she had suffered and loved to have been asked for her to act as her guardian angel to the afflicted.

Other circumstances of Election

During one of these visits a poor old man the father of a sick child, attended their walk, and being regularly dismissed, while the mother of his child, who had just been asked to speak of passage in the road, spoke to her, when my father had justly himself. When my mother accompanied by me visited the child, she found a peasant man, who had been working hard, and had been and before, distributing a nearly dead in his long life.

Strong these there was one which attracted my mother for, when all was still, appeared of a different look. She found them more dark-eyed, lively, little, elegant, than the man, then and very few.

Appearance of Child

This Child	the child was thin and very fair
Her Hair	Her hair was the lightest shining gold
Her Clothing	Despite the poverty of her clothing seemed to set a mark of distinction on her head
Her Demeanor	was clear and simple
Her Eyes	the eyes shone
Her Lips and the moulding of her face	no expression of sensibility and sweetness that were well suited to her without looking on her as of a distinct species

A. Frankenstein Caroline Frankenstein
Signed on Received on



MOTH MAGAZINE ISSUE #8



PUBLICATION / TYPOGRAPHY
 PRINT-READY DESIGN

2023

A publication exploring text as image, influenced by the type we see in urban environments.

Photography, typographic hierarchy and digital experimentation work together to build rhythm and tension across each spread.

This project explores text and image relationships in design. How they can connect, working together in the same visual identity.

THANK YOU

Thank you for taking the time to explore my work. Each project reflects my passion for thoughtful design and creative problem solving.

Interested in Working Together?

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