



Brienna Rowe

GRAPHIC DESIGNER & ILLUSTRATOR

A Switch to Clean Beauty

Eyes

1

A Plant-derived Lengthening Mascara

Your eyes are the most beautiful yet sensitive facial feature. Be kind to your lashes with a mascara with a natural oil and wax formula that will help nourish and grow your lashes, without causing irritation and damage.

Magnolia Bark Extract – strengthens lashes to prevent fallout
Sunflower Seed Oil – conditions lashes and protects them from environmental damage

INIKA Organic Bold Lash Vegan Mascara *49

Face

2

A Skin-caring Botanical Foundation

Choose a foundation that is packed full of natural ingredients that nourish and hydrate the skin for a healthy glow from the inside out.

Certified Organic Prickly Pear – contains vitamins E and nourishing fatty acids for younger looking skin
Certified Organic Jojoba Oil – gives the ultimate hydration to the skin and helps to boost skin elasticity

INIKA Organic Certified Organic Liquid Foundation *69

Lips

3

A Non-toxic Nourishing Lipstick

A bright lipstick can instantly elevate your look but we don't often think about how much of it we are ingesting throughout the day, that's why it is important to choose a non-toxic formula made with natural ingredients.

Certified Organic Avocado Oil – provides rich nourishment for soft lips
Certified Organic Shea Butter – nature's healer and repairer

INIKA Organic Certified Organic Vegan Lipstick *39

INIKA
ORGANIC

Discover more at
inikaorganic.com

Print Advertorial

The design of this Vogue advertorial included both photographed and photoshopped elements.

The text layout was created first and then the products and swatches were photographed separately. This allowed for greater flexibility in positioning all of the elements around the text.

All of the natural elements were pulled from existing photographs.





POS

This counter unit was created as one of Colour By TBN's regular seasonal promotions. As the previous range was quite muted, the brief asked for something cute, summery and fun.



Range Design

This 2019 Holiday Collection for Inika Organic was designed to work as a counterpoint to the core range. Work included the creation of four complimentary patterns to use across the range, as well as working with suppliers to create a dieline for the advent calendar that fit all the required products.

THE UNIVERSITY OF MELBOURNE MUSIC THEATRE ASSOCIATION PRESENTS:

HOW TO SUCCEED IN BUSINESS WITHOUT REALLY TRYING

Book by
ABE BURROWS, JACK WEINSTOCK
and WILLIE GILBERT

Music and lyrics by
FRANK LOESSER



APRIL 19–27

Friday 19 at 7:30pm
Saturday 20 at 7:30pm
Sunday 21 at 2:00pm
Wednesday 24 at 7:30pm
Thursday 25 at 7:30pm
Friday 26 at 7:30pm
Saturday 27 at 7:30pm

Union Theatre, Union House,
University of Melbourne

\$25 Full Price
\$20 Concession
\$18 UMMTA Members

DETAILS and TICKETS
ummta.org

UMSU 

Based upon the book by SHEPHERD MEAD
Originally presented by CY FEUER and ERNEST H. MARTIN in Association with FRANK PRODUCTIONS,
by arrangement with Hal Leonard Australia Pty Ltd Exclusive agent for Music Theatre International (NY)

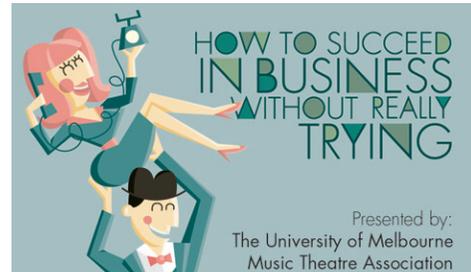
Identity Design

The production was a comedic musical put together by the University of Melbourne Music Theatre Association.

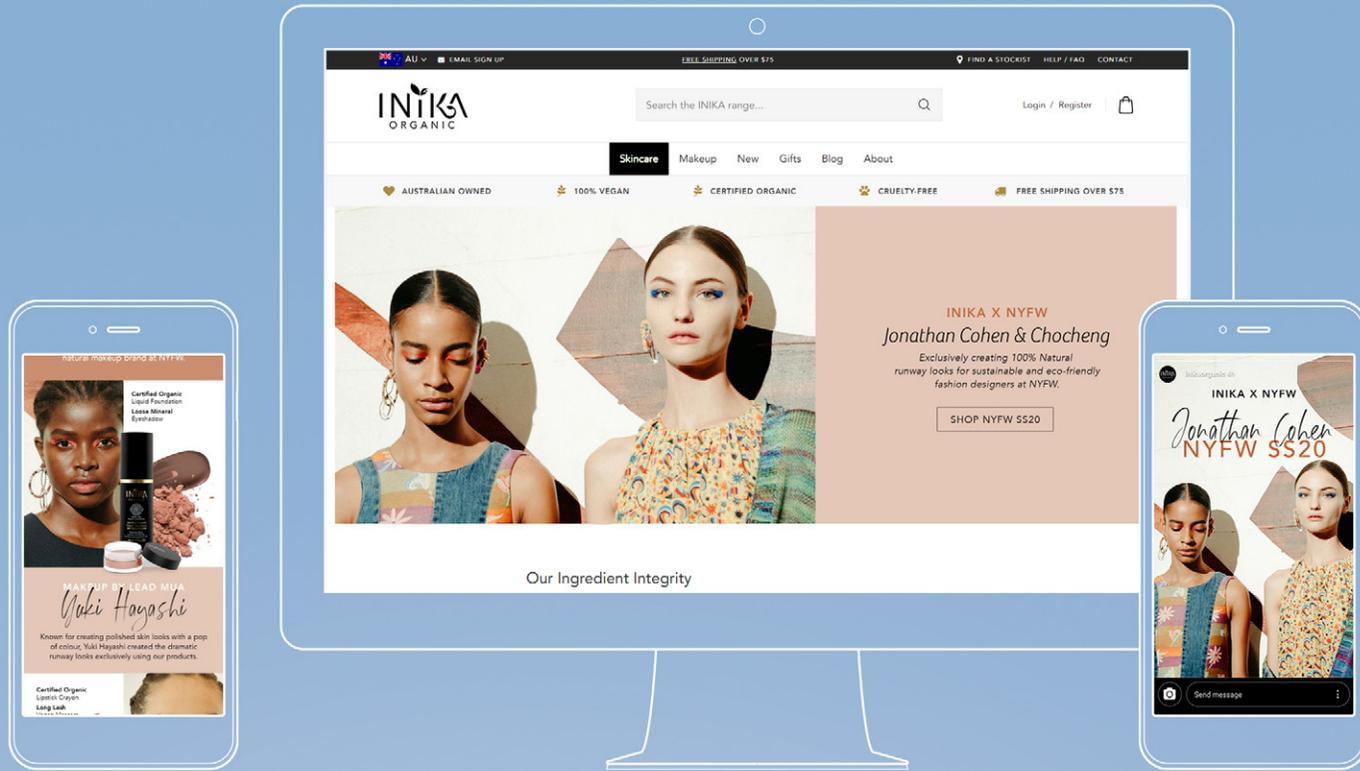
The project included the creation of a hero image which could be used across posters and other promotional collateral, including on social media and their dedicated website.

It needed to be very geometric, clean and mechanical, but still whimsical and with a clear sense of fun. It also needed to work within an existing colour scheme.

For full details, click [here](#) to see the case study on my website.



Presented by:
The University of Melbourne
Music Theatre Association



Digital Design

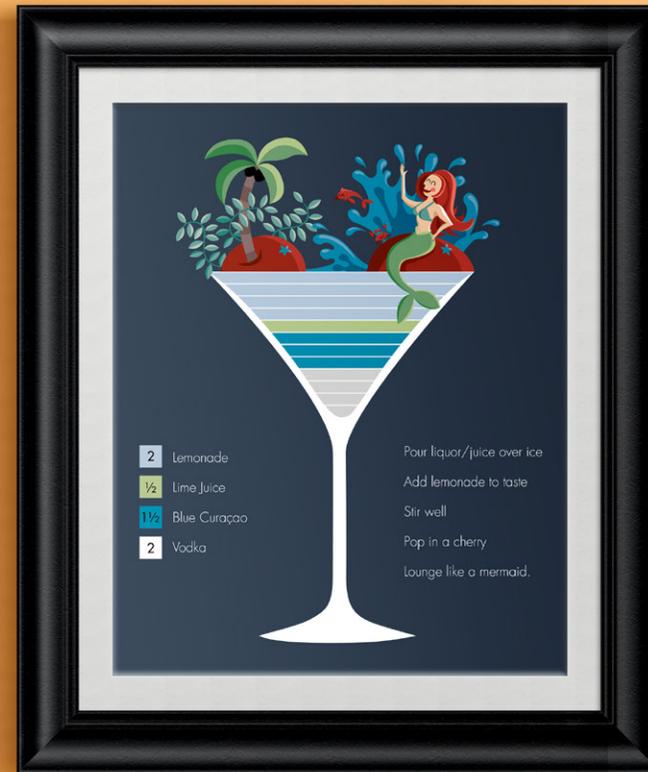
A digital campaign celebrating Inika Organic's participation in NYFW 2019. Working with supplied fashion photography, it included an eDM, web and blog banners, as well as content for social media.



Licensed Character Design

Designed for Five Mile Press, this range of colouring and activity book covers are an example of the licensed character design work I've completed for My Design Group.

The internals in particular were quite challenging, as the poses of each of the girls were very similar, with no linear backgrounds and I didn't want any of the pages to be too similar to any other in the series.



Infographic Series

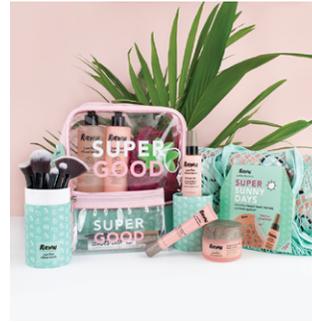
An ongoing series of visual representations of cocktails titled 'Cryptic Cocktails', that play on the entertaining names that many cocktails possess. Each illustration is also a set of concise instructions, with every horizontal bar representing 15ml.

Let me know if you have trouble figuring them out!



Packaging Design

A selection of individual palettes designed for DB Cosmetics. These were all a part of their yearly holiday collection, and included a matching counter unit. Golden Girl and Wanderlust also included an alternate colourway and so an additional design.



Social Photography

Whilst working at Total Beauty Network I've photographed products for social content—including stop motion animation of products— as well as hero imagery for press releases. Above is a small selection.