

Creative Portfolio

MiyandaHamalala

About

A creative portfolio
featuring marketing, PR
and graphic design works.

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01 QuestBento

Creative Marketing and Strategy

ClassBento is a Sydney-Based Booking platform offering a range of local artisan experiences from pottery workshops to cocktail mixing classes. Empowering small businesses and creatives in their process, ClassBento has a specific focus on improving mental well-being one activity at a time.

The Brief: Sign-ups to in person activities were at an all time low during the pandemic. In the post covid context, ClassBento was looking for a campaign to boost bookings and engagement in the aftermath.

The Strategy: In light of the pandemic, our target audience needs a win, they need excitement, adventure and a way to unwind. This leads to the chosen strategy of Discovery. Discover the experiences in your local community right under your nose, discover yourself and new people, discover new hobbies, new talents, new interests.

The Tactics: (1) A sydney-sider scavenger hunt, solve the clues and win a ClassBento experience! (2) A "Quest"Bento mystery box giveaway! Win discounts, and craft items.

02

ClassBento

Email Marketing and Copywriting

ClassBento is a Sydney-Based Booking platform offering a range of local artisan experiences from pottery workshops to cocktail mixing classes. Empowering small businesses and creatives in their process, ClassBento has a specific focus on improving mental well-being one activity at a time.

While at ClassBento, I led the Mother's Day Communications Campaign with the primary goal of generating widespread interest in ClassBento's range of Mother's Day activities. I crafted three personalized press releases for Sydney, Melbourne, and Brisbane audiences, distributing them across various communication channels. By the campaign's conclusion, I had achieved coverage





WARM UP MUM'S WORLD THIS MOTHER'S DAY

Make meaningful moments with Mum and spark joy with ClassBento.

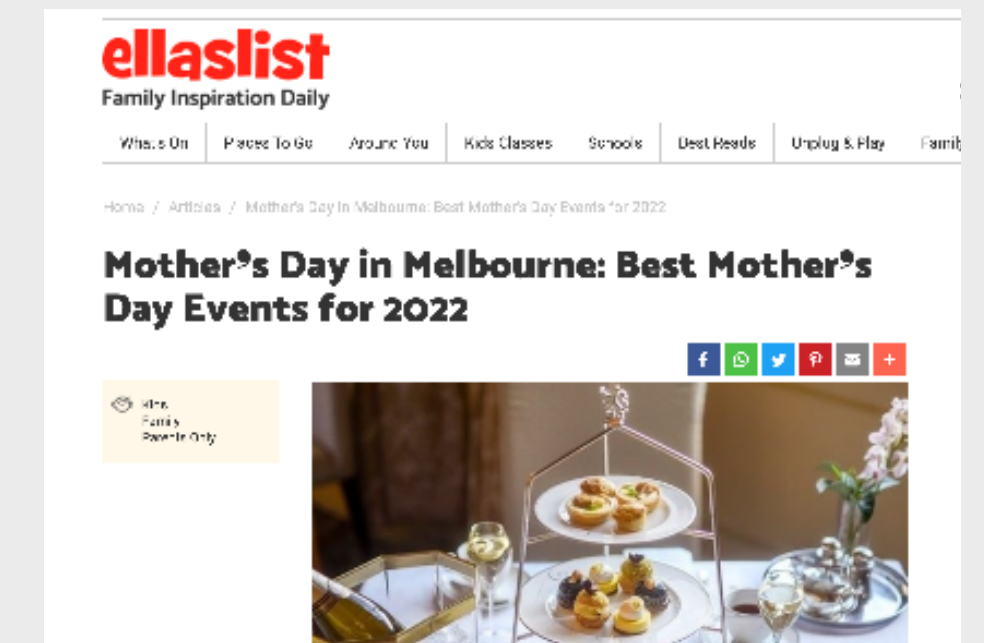
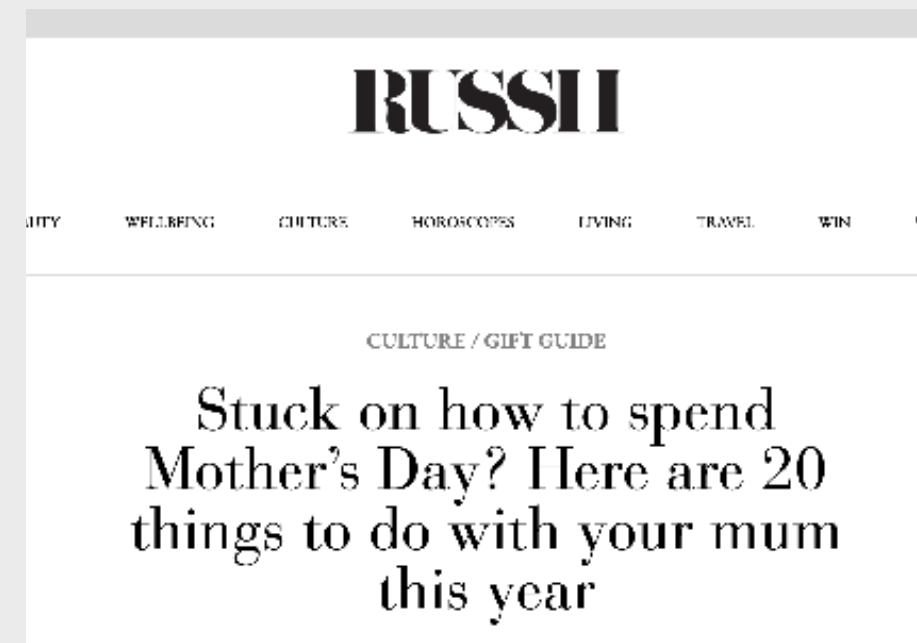
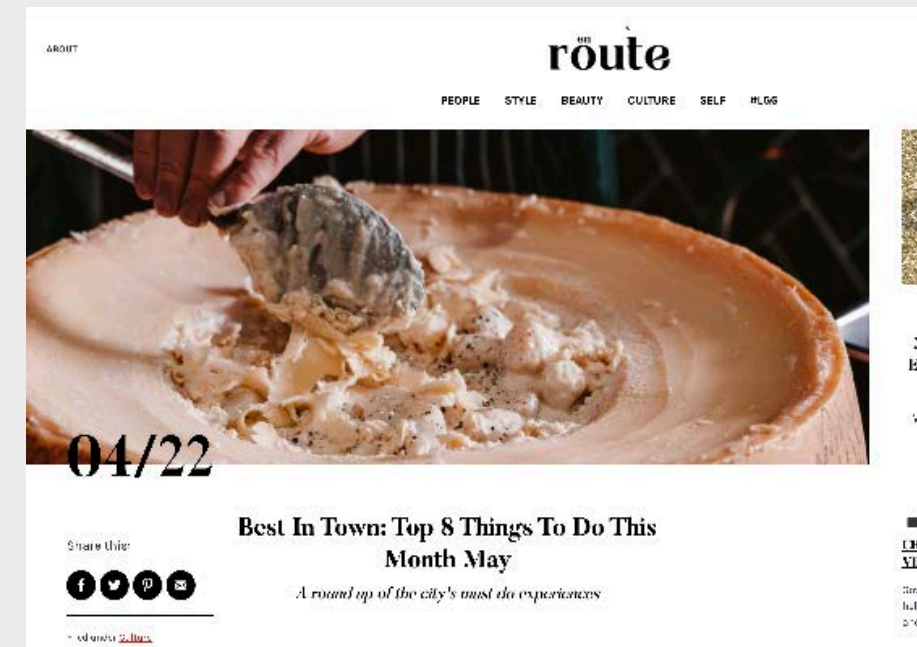


Forget grand gestures, there's a reason why the most special memories with Mum come from the simplest of moments. Initial results from a recent study on the triggers of short-term mood indicate that small moments of joy are the key to human happiness.

ClassBento welcomes Mums, friends and family to make meaningful moments at creative and uplifting workshops run by Sydney's local artists, makers and foodies this Mother's Day. Arrange flowers, make natural skincare, or pour soy candles together and discover the small joys of quality time.

Indulge in some mother-daughter time and create natural skincare with Sage Cosmetic Coaching in Camperdown. Working in pairs, melt and pour organic balm, mix a pink clay mask or create a custom blend of essential oils in the form of roll-on perfume. Catch up and take some snaps for the family album while waiting for the beeswax to melt or the balm to set.

Get cosy in North Sydney and pour soy candles with the couple duo behind This Candle. Learn the science behind scent and concoct a fragrance blend that is



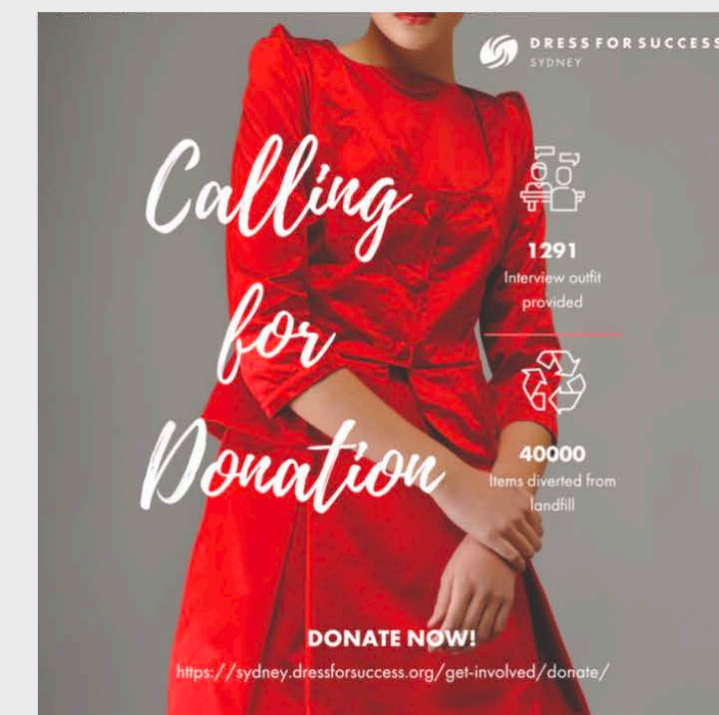
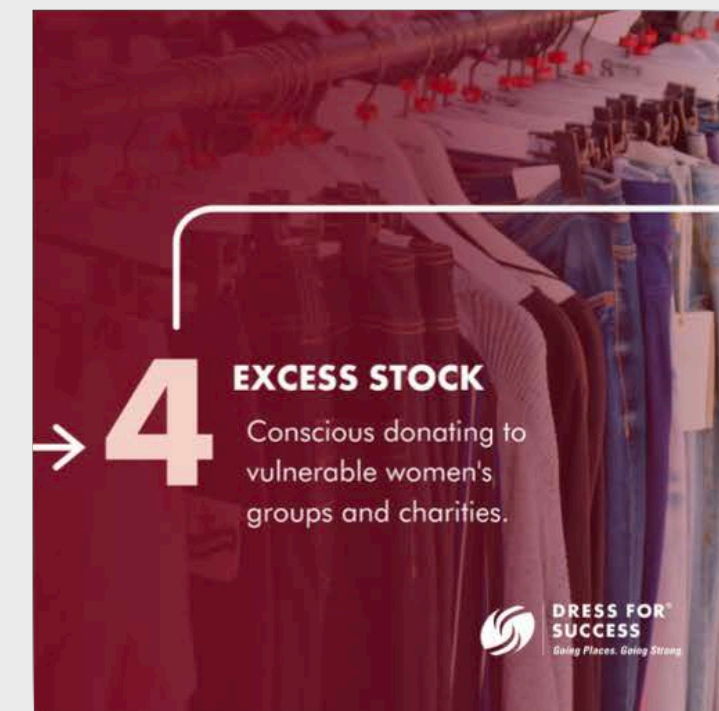
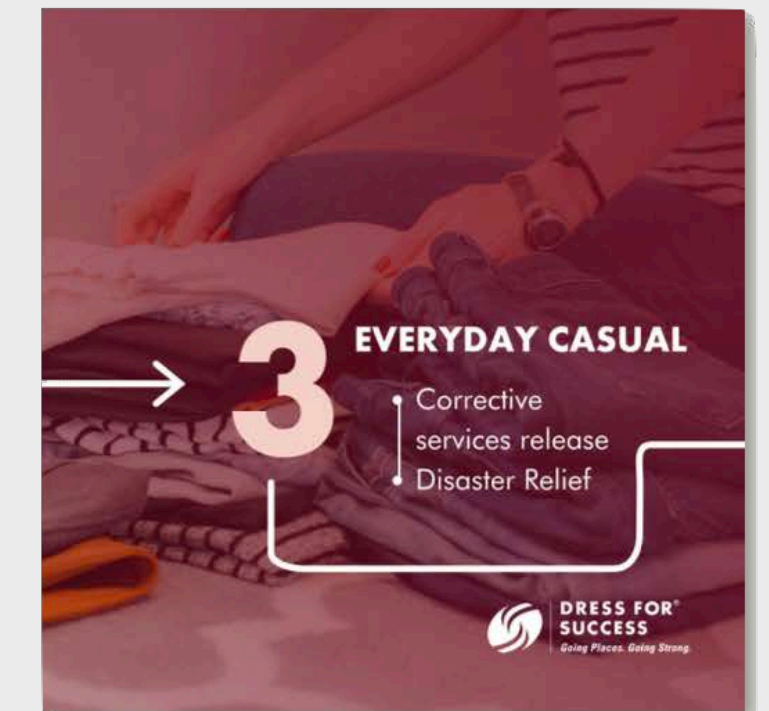
Thumbnails of the coverage received over the campaign. For full article access go to: miyandahamalala.com/work/classbento

03 Dress for Success

Social Media Content Creation

Dress for Success Sydney is a non-profit organization that provides professional attire and career development services to empower women achieve economic independence. Their services include styling consultations, job readiness workshops, mentorship, and ongoing support to help women achieve their career goals.

I was partnered with Dress for Success Sydney who were looking for support with maintaining their social media presence and designing deliverables to post on their pages. I created posts to share their sustainable impact, and call out for clothing donations. This was also paired with a few digital materials such as reels for their social pages.





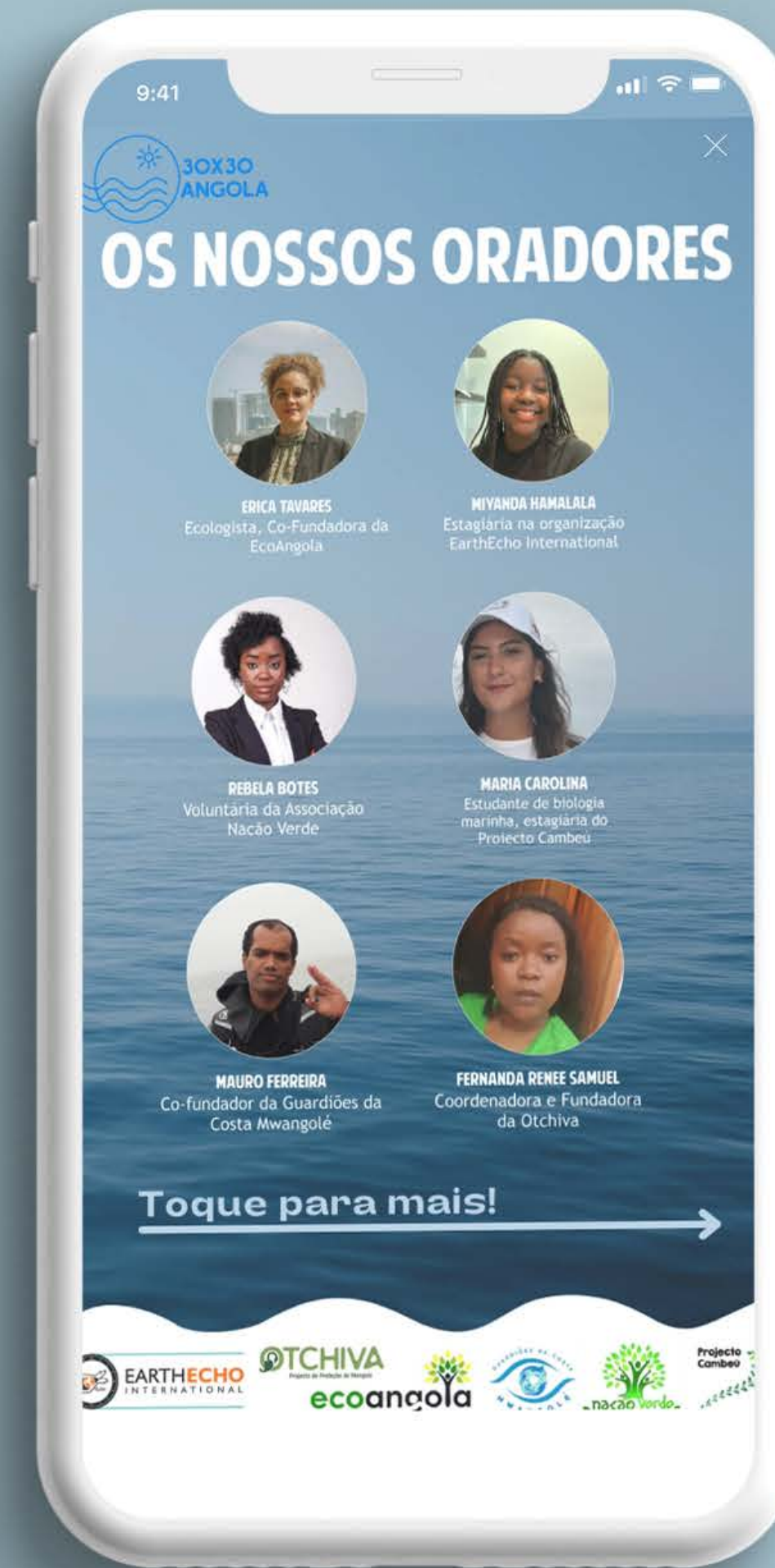
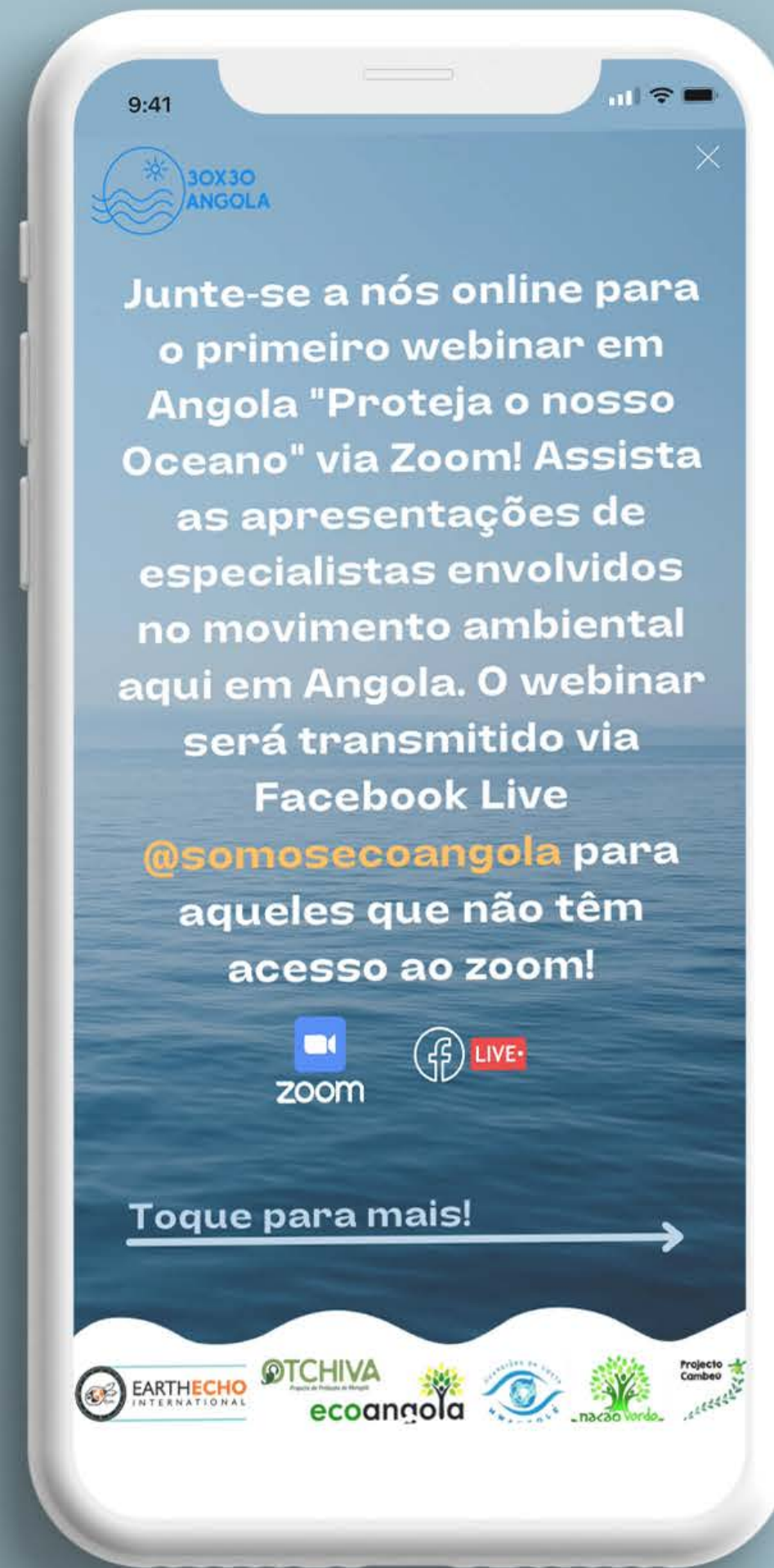
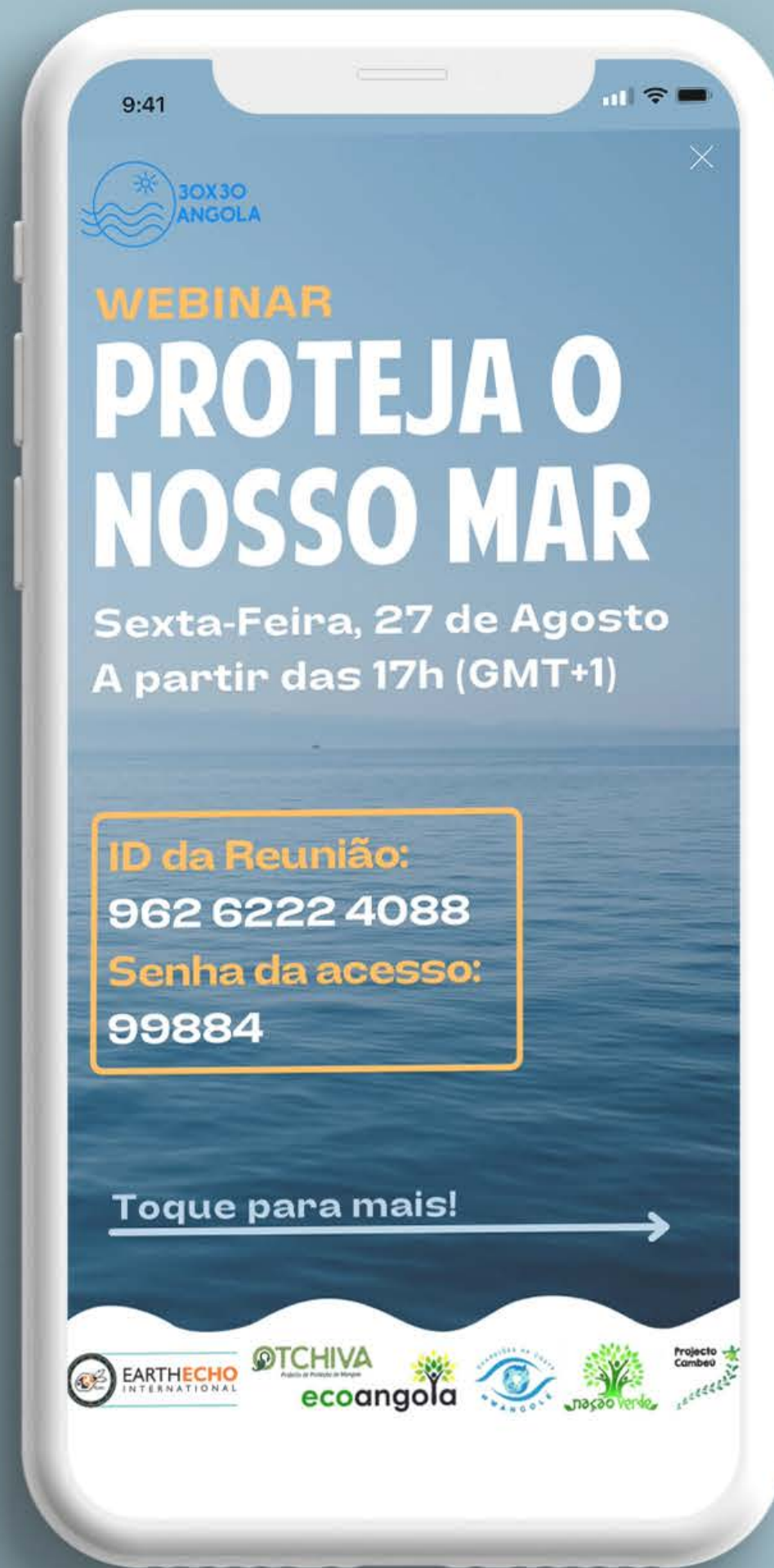
04 OceanEcho Campaign

Environmental Action Campaign

EarthEcho is a Non-profit Organisation that empowers youth to take action to protect and restore our ocean planet. OceanEcho 30x30 is an initiative designed to amplify action to protect 30% of our world's oceans by 2030 through education and advocacy campaigns, active engagement in ocean policy, and direct coastal restoration efforts.



The main event for my campaign was an Education and Awareness Webinar. For this webinar, I invited 5 other expert panellists to make presentations about the importance of the work they do in Angola, and its connection to the ocean. We had presentations about sea turtle conservation, mangrove restoration, Marine protected areas, plastic pollution and many more, in which the audience engaged and asked questions. This event was successful with **150 viewers** attending the webinar! With this webinar, the petition and the beach cleanups I believe this campaign has effectively raised awareness about the 30x30 target in Angola.



05

ASU Rebranding

Logo Redesign, Graphic and Visual Identity

The African Students Union (ASU) is a student-led university society that aims to unite the African student community while spreading the joys various African cultures to the rest of the UNSW campus.

I came on board as the social media director with the aim of improving their digital presence by creating a cohesive brand identity. I did this through, updating their logo and introducing a brand styling guide, along with utilizing Instagram's affordances such as reels, stories and highlights.

In my few months of updating ASU's digital presence I was able to see a large engagement turnover. Some key insights include:

- An increase of over 200 followers
- 217.4% Increase in Instagram reach
- Securing 8.5k+ reels views across 4 videos. With a singular reel amassing 3.8k views.
- Creation of a cohesive brand guide.



Primary Logo

This is ASU's primary logo (used for profile pictures, websites banners etc.).



Usage: Min 10pt around all edges.

Logo Mark

The logo mark is a depiction of the African continent, paired with a graduation cap to symbolize the uniting of African cultures within the UNSW community.



Typography

These fonts are used for all ASU communications.

Montserrat Classic is our primary typeface.

Title Font:
Montserrat
Classic Bold

Lorem ipsum dolor sit amet. Et voluptate voluptas et blanditiis fugiat hic perspiciatis possimus ut ipsum dolorem eum tenetur labore sit voluptate minima. Et facilis Quis hic veniam corrupti qui dicta porro.

Body Font:
Montserrat

Montserrat Thin

ABCDEFGHIJKLMNOPQRSTU
VWXYZabcdefghijklmnopqrstuvwxyz
1234567890

Montserrat Semi-bold

ABCDEFGHIJKLMNOPQRST
UVWXYZabcdefghijklmnopqrstuvwxyz
1234567890

Montserrat

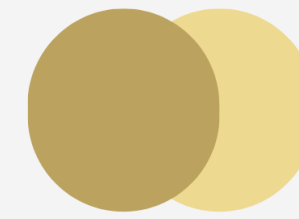
ABCDEFGHIJKLMNOPQRSTU
VWXYZabcdefghijklmnopqrstuvwxyz
1234567890

Montserrat Extra-bold

ABCDEFGHIJKLMNOPQRST
UVWXYZabcdefghijklmnopqrstuvwxyz
1234567890

Secondary Colours

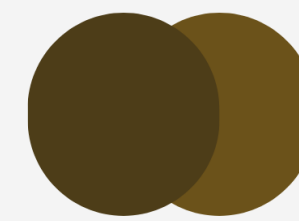
These colours are used as support for the two primary colours.



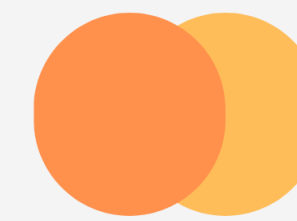
hex #BBA25E
hex #EED991



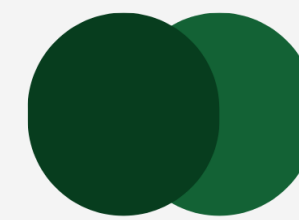
hex #FFEF2
hex #FDFAF2



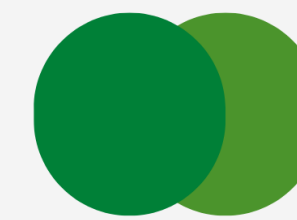
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hex #FF914D
hex #FFBD59



hex #073D1E
hex #136235



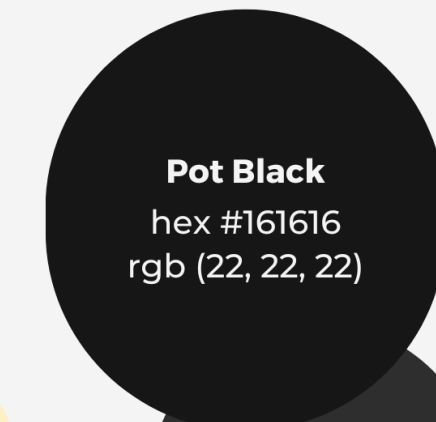
hex #008037
hex #4B942C

Primary Colours

These are ASU's two primary colours.



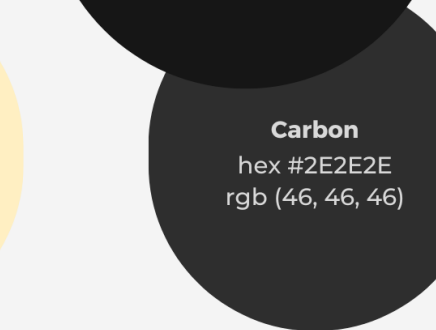
Firelight
hex #FBDB7A
rgb (251, 219, 122)



Pot Black
hex #161616
rgb (22, 22, 22)



Summer Hue
hex #FFEF2
rgb (255, 239, 194)



Carbon
hex #2E2E2E
rgb (46, 46, 46)

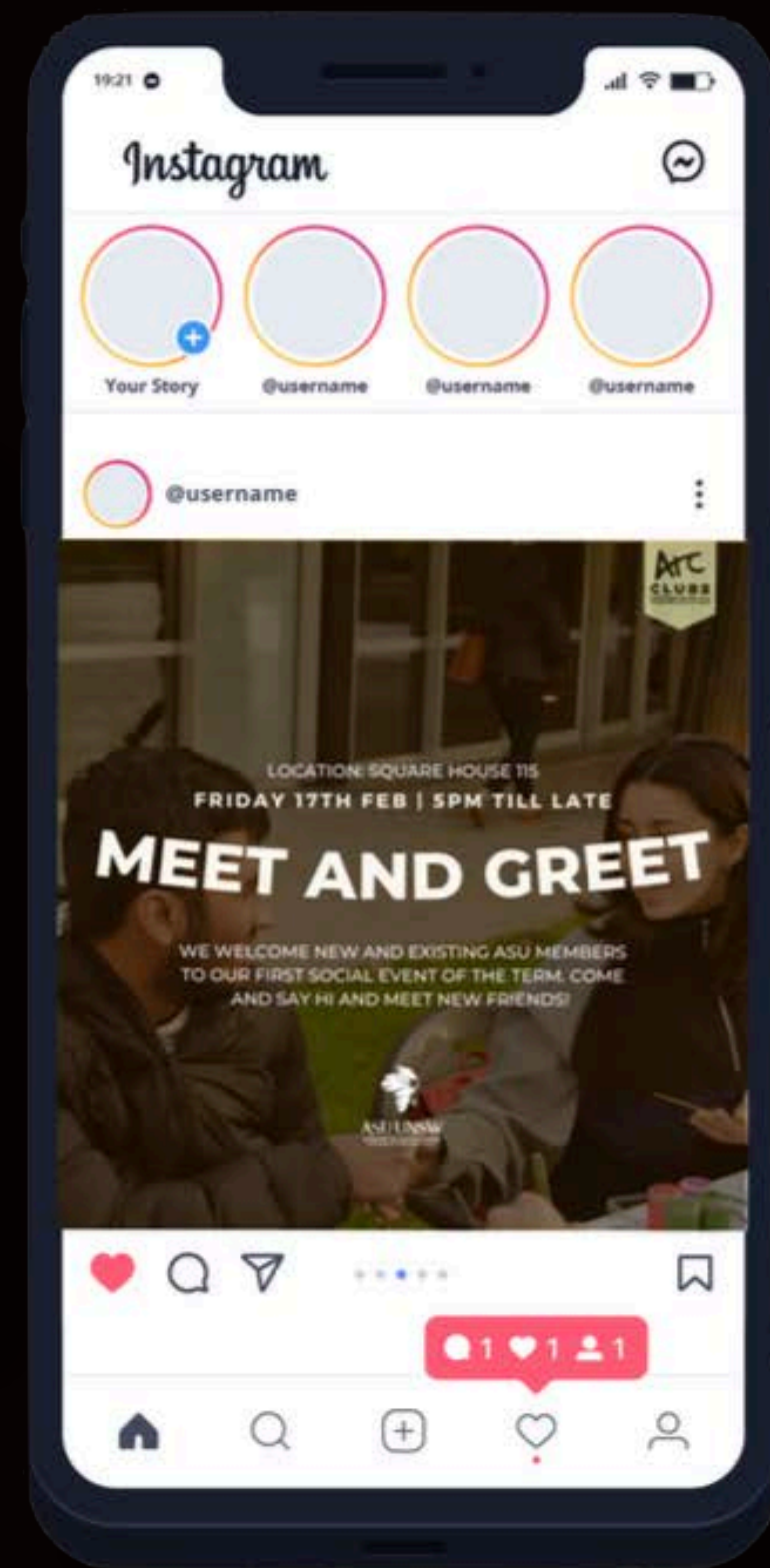
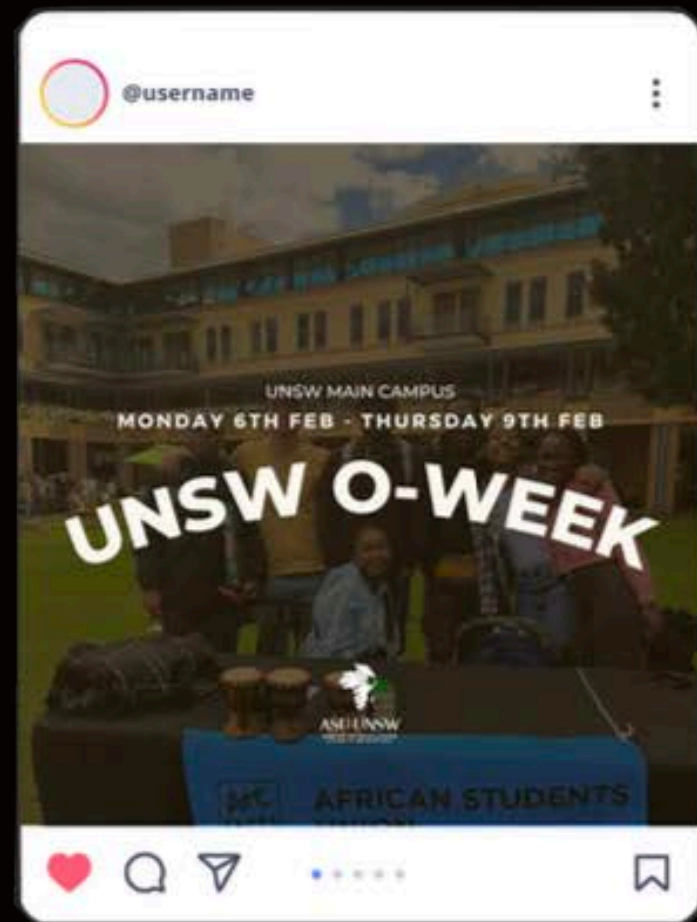


Sample pages from the Visual Identity Guideline I designed for the African Students Union.

Indesign, Photoshop, Illustrator

During my time as the Social Media Manager at ASU, I was in charge of designing and sharing all promotional materials.

Photoshop, Illustrator



UNSW A&D ANNUAL



6 – 18 December
unsw.to/annual

OPEN DAILY 10AM – 5PM

Launching the next generation
of artists, designers, makers
and digital media creators

2023

UNSW A&D ANNUAL



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unsw.to/annual

and
design,
sculpture,
phy, print-
sound,
and jewel-
textiles,
social
ceramics
The A&D
the largest
showcase of
contemporary
design, launch-
generation of
makers and digital
one of Australia's most dynamic and diverse art and design schools,
our graduate exhibition encompasses installation, anima-
tion, digital media and film, visual communica-
tion and graphic design, paint-

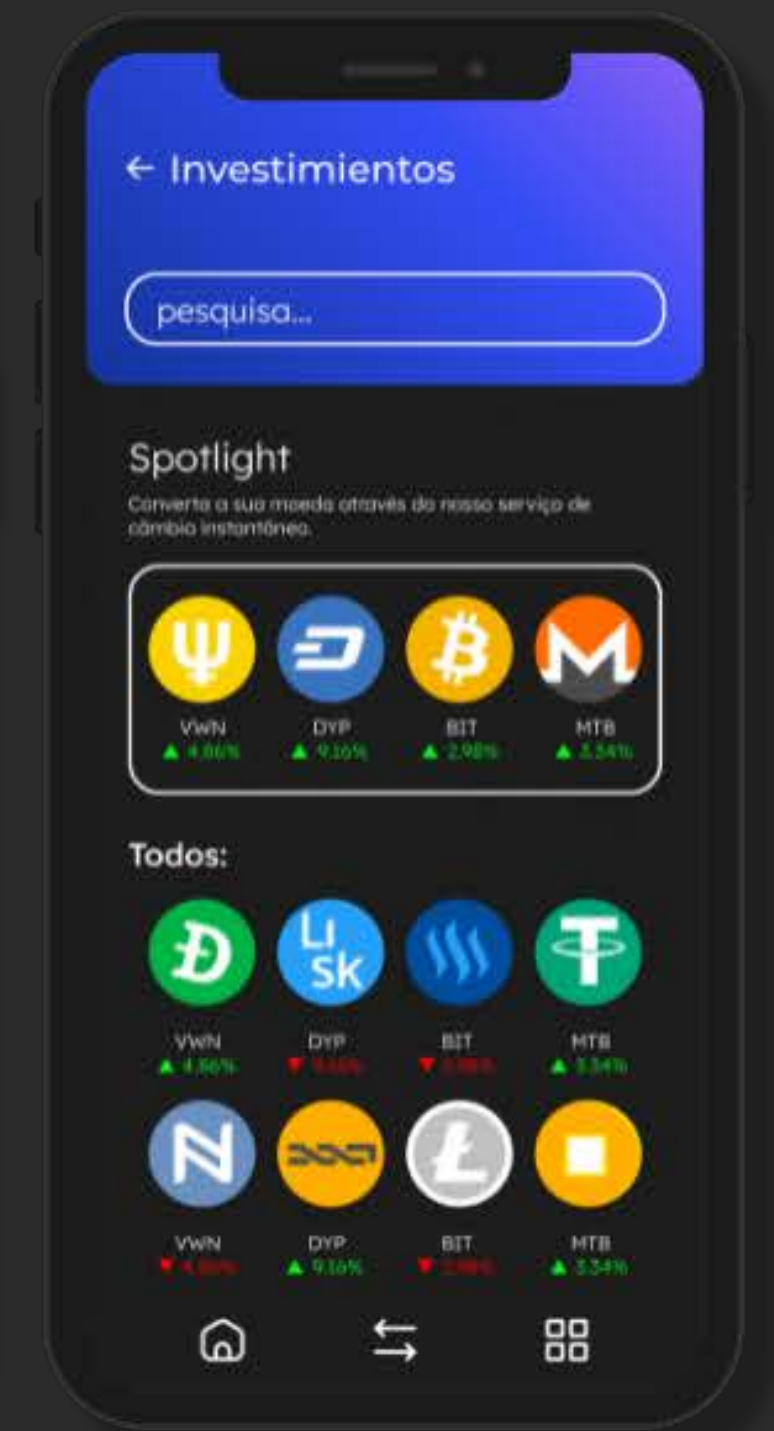
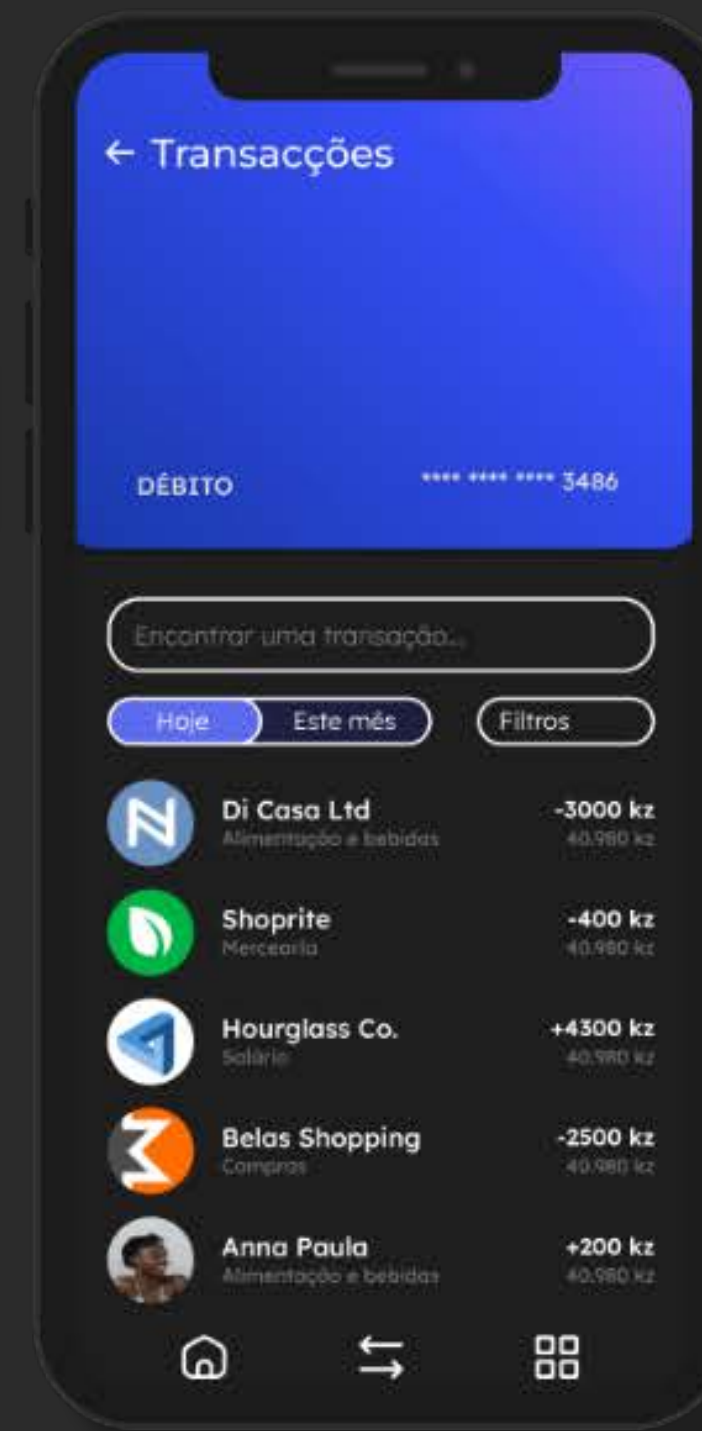
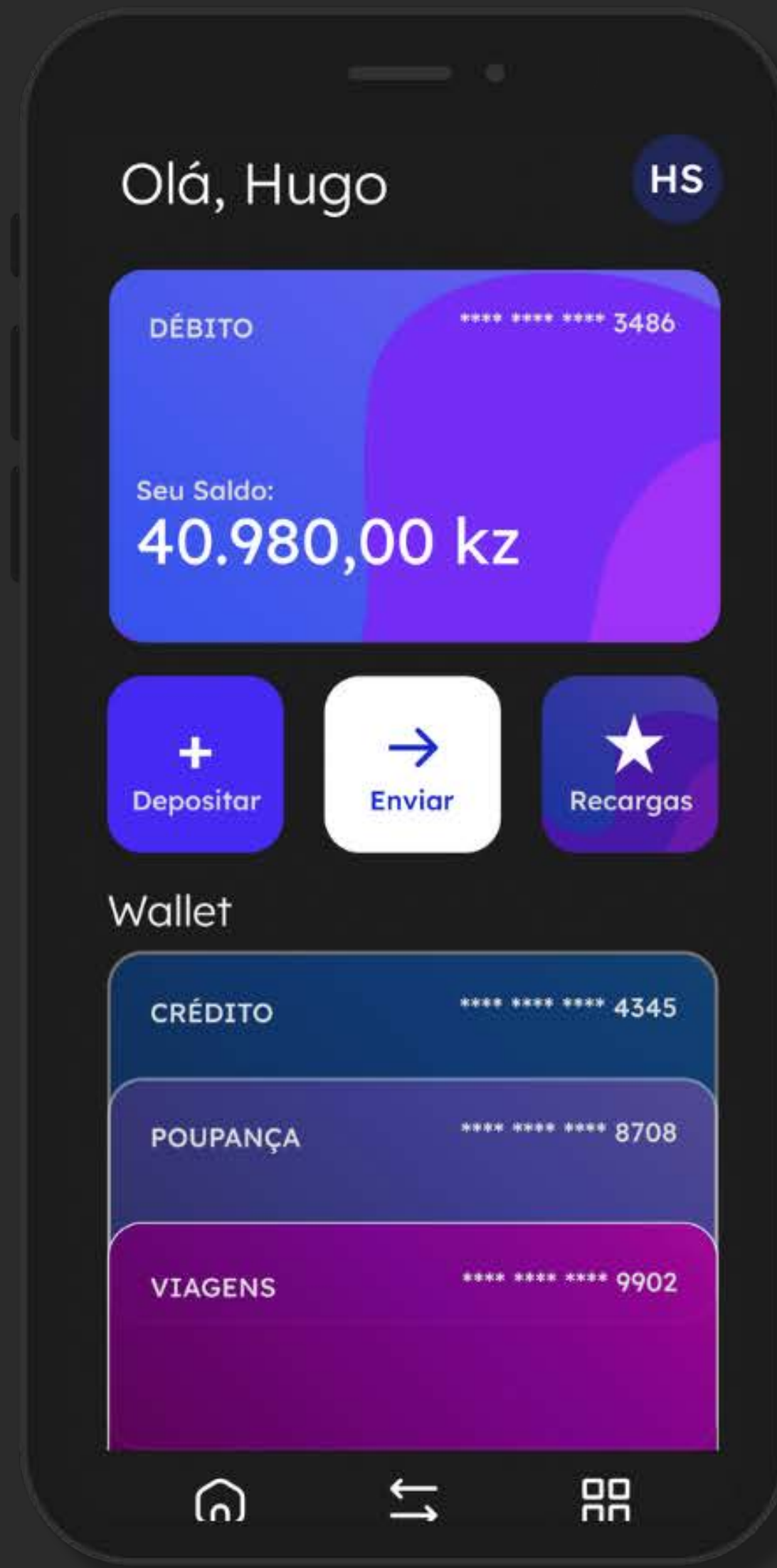
The
A&D Annual is the largest
national showcase of graduate
contemporary art and design, launching
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designers, makers and
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exhibition encompasses
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digital media and film,
visual communi-
sculpture,
photography, printmaking, sound, furniture and jewellery, textiles, design for social
innovation, ceramics and more. The A&D Annual is the largest national showcase of
graduate
contemporary art and design, launching the next
designers, makers and digital media

2023

06
ADA Posters

Poster concept design for a
UNSW Showcase.

Adobe Illustrator



07 UI/UX Design

Concept design for a Portuguese digital banking app.

Figma

End.

Miyanda**Hamalala**

About

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featuring marketing, PR
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