

Portfolio

2026



alex
preston
designer

Packaging

ewool

Product Launch Packaging

Ewool, creators of innovative and powerful heated clothing, approached me to develop materials for the launch of their newest products. The launch required clean minimalist packaging design, social media posts, advertising designs, and email marketing to promote the new products and increase brand awareness.

The main challenge was to create a cohesive and minimalist design that would effectively communicate the power and innovation of the new products, while still being visually appealing and easy to understand. Additionally, the designs needed to be adaptable for use across different mediums.



Packaging

ewool

Product Packaging

I developed an ingredient strip for ewool’s technology integration with their brand partners, showing the benefits of ewool’s heating technology on the packaging for the products. These strips featured the Thermoguide, which is shown on the following page.

ewool created a spin-off brand, named Heatlover, in order to sell their technology and clothing on the mass market, I was selected to develop packaging for various products. The packaging design I created for their Heated Vest is shown here.

When creating the packaging for Auclair, I had to take into account pulp moulding inserts for the ewool technology that would be included in the package along with the gloves and mitts, my solution is shown in the bottom right.



CHLOROPHYLLE INGREDIENT LABEL



HEATLOVER BRAND PACKAGING



AUCLAIR INGREDIENT LABEL



AUCLAIR PULP MOULDING MOCKUP

Iconography

ewool

Thermoguide

The Thermoguide is a visual system that informs consumers of the relative heat level of an item of clothing in ewool's line.

It needed to be easily understandable at a glance, even when included in a small form factor on brand partner's packaging or on screens.

While developing this system, I worked to reselect a palette of distinct colours that represented each level of heat and didn't conflict with the existing brand colours of gray and black.

THERMO GUIDE™

Which heating system is right for you?

With ewool's powerful heated clothing technology, you experience exceptional warmth and real comfort in any temperature.



Mild Warmth*

When the temperature
is slightly chilly

5°C / 15°C



Generous Heat

When the temperature begins to freeze

-10°C / 5°C



Outstanding Heat

When the temperature turns very cold

-25°C / 5°C



Unparalleled Heat

When the temperature drops drastically

-40°C / 5°C

*Typical for most heated clothing on the market

Iconography

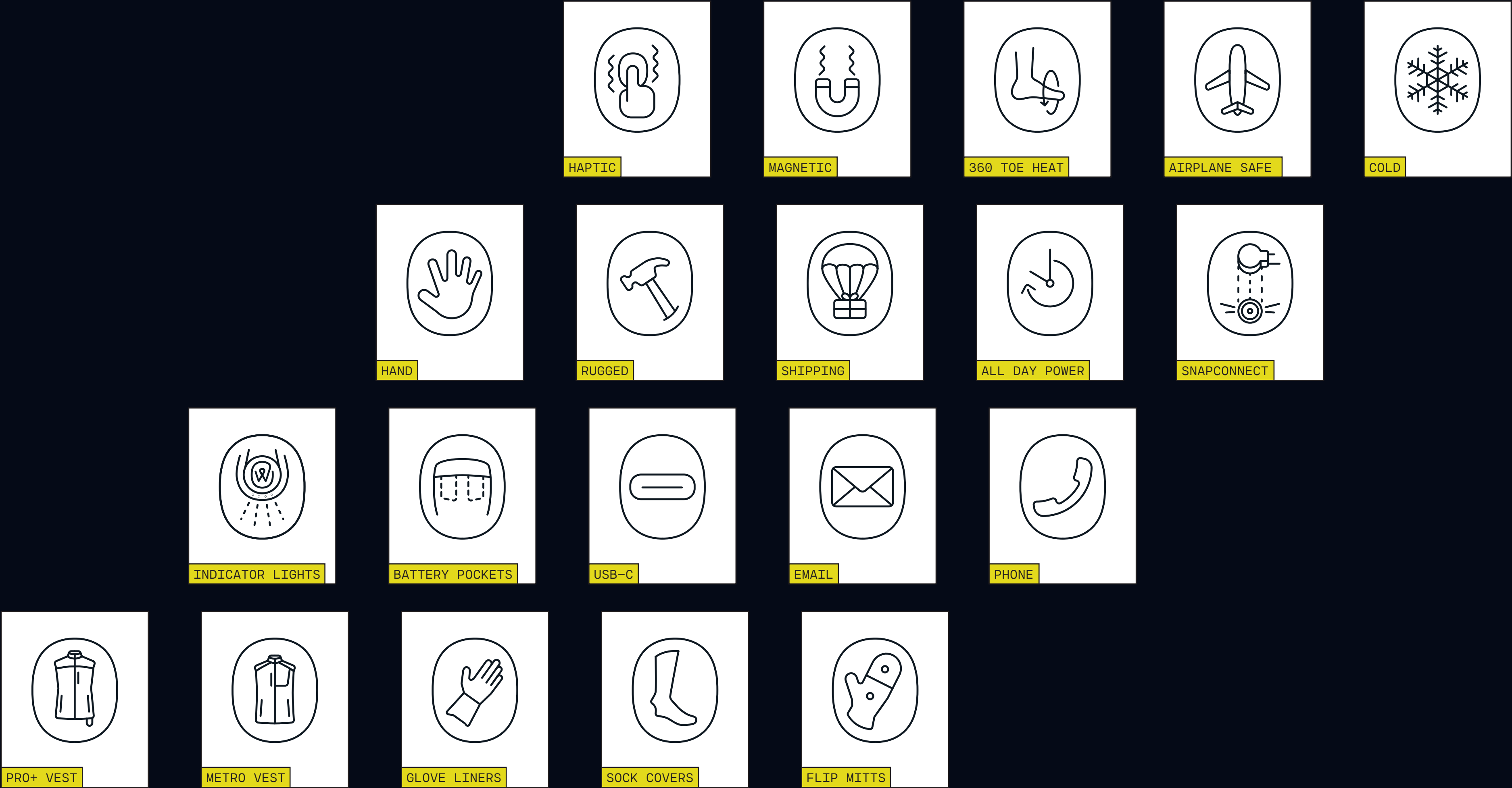
ewool

Icon Set

I worked closely with the ewool team to understand their brand and the features of the new products, including the revolutionary SnapConnect.

I used a clean and minimalist design style, with a focus on simplicity, functionality and elegance. I helped refine their existing icons and develop new ones through a system that would represent the brand and the new products.

The icons were designed to be simple and easy to understand, yet still engaging and visually appealing. I adhered to their colour palette that would be consistent across all materials, with a focus on neutral shades of grey and black, and the signature ewool red as a highlight.



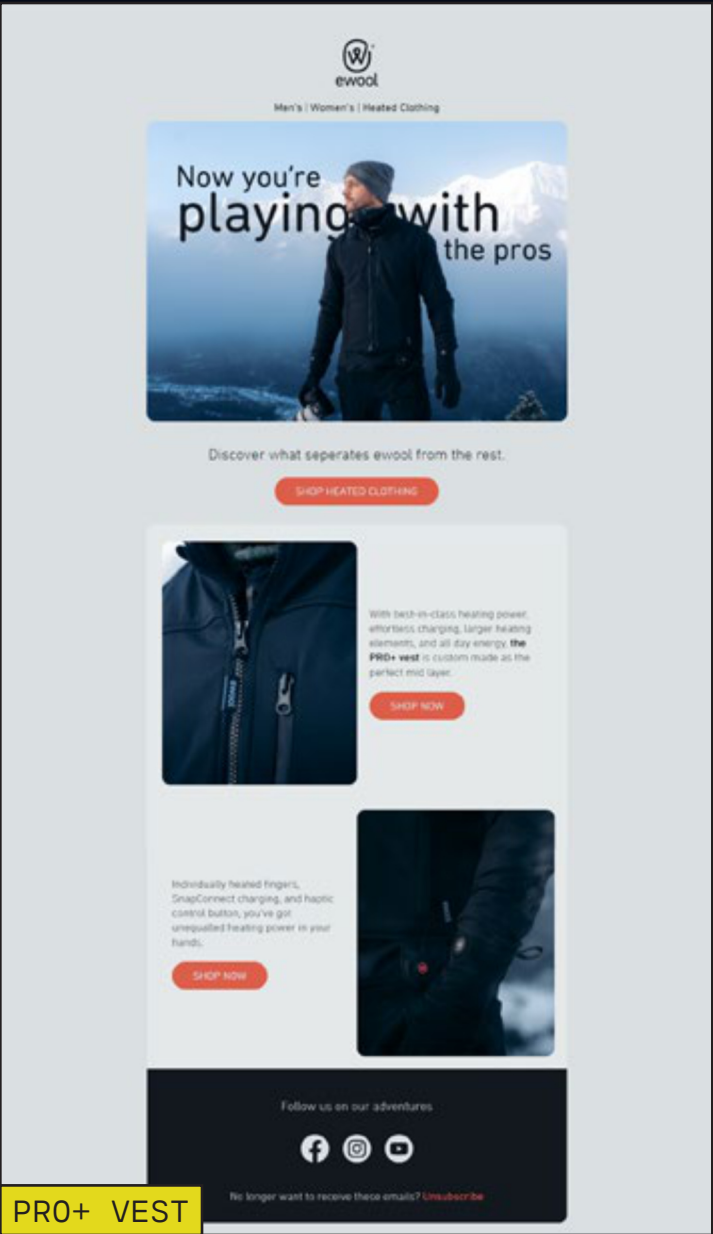
Email Marketing

ewool

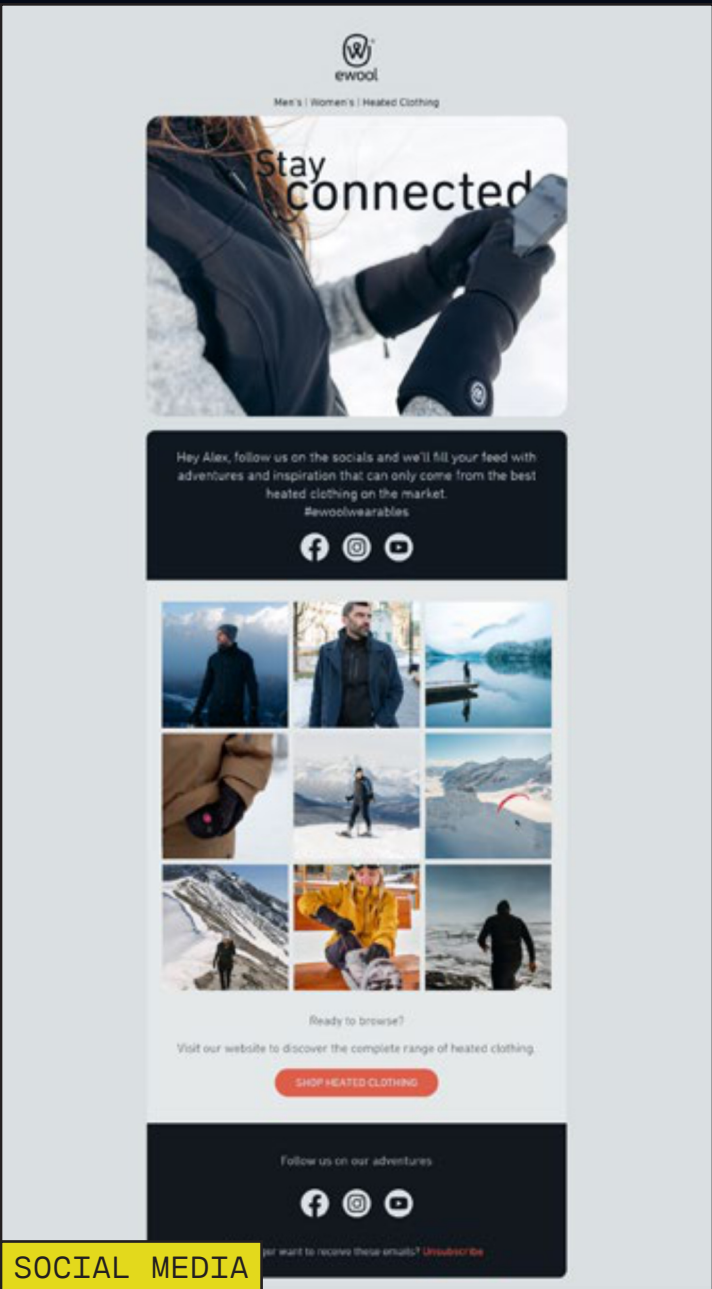
Email Design

The new packaging design, social media posts, advertising designs, and email marketing were well received by the ewool team and their customers. The clean and minimalist design effectively communicated the power and innovation of the new products, and helped to increase brand awareness. The designs were also successful in creating a sense of consistency and professionalism across all mediums, and helped to establish ewool as a leader in the field of heated clothing.

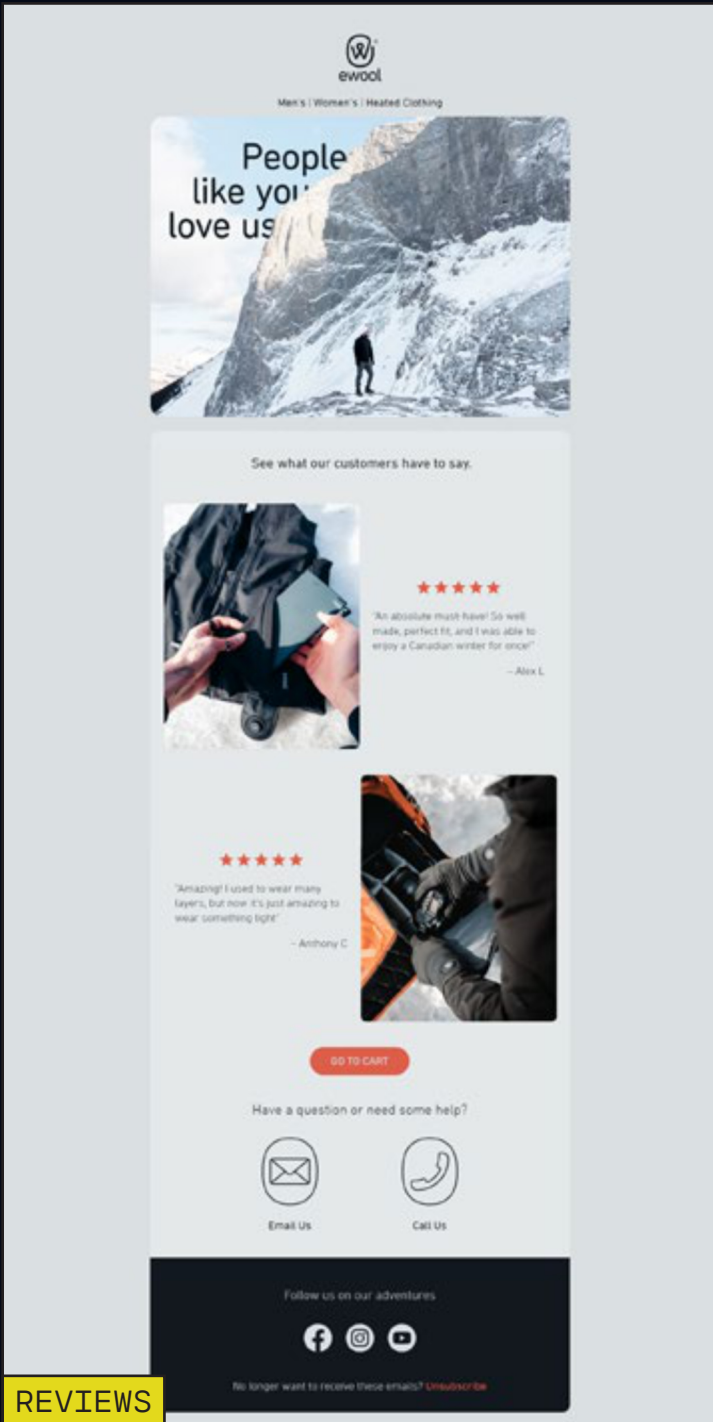
The cohesive and minimalist design style helped to communicate the key features of the new products and effectively increase brand awareness. The adaptability of the designs across different mediums made it easy for the ewool team to promote the new products in various ways and reach a wider audience.



PRO+ VEST



SOCIAL MEDIA



REVIEWS



SOCK COVERS



GLOVER LINERS

Brand Design

Australian Data Archive

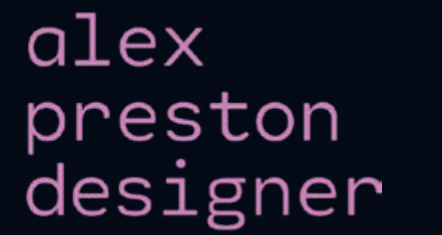
CADRE

The Australian Data Archive approached me about developing a brand for a new framework they were developing.

As a kind of digital passport, the framework covers the safe transfer and access of sensitive data, especially data concerning social studies.

It was important to convey feelings of security and safety through the brand, but with a request for it to be friendly and bright.





Brand Design

Australian Data Archive

Logo System

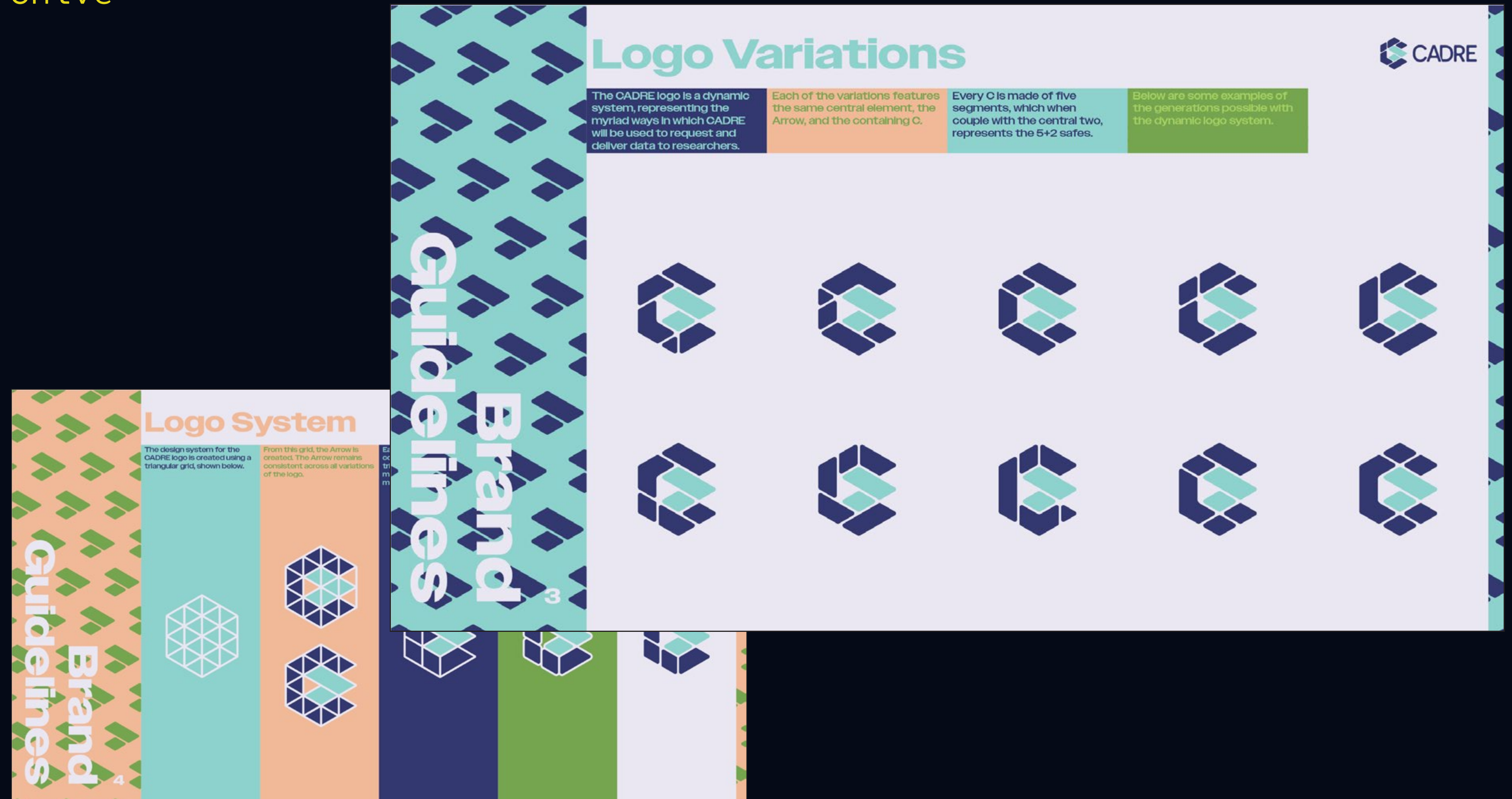
The logo is the core of the brand identity.

It is dynamic, each variation representing the myriad data that will be accessed through CADRE.

Constructed via a triangular framework, the very foundation of the logo is inspired by the basis of the brand ideals, cadre being latin for framework.

Each logo is constructed of the central arrow, symbolising the speed at which the system operates, and the containing C.

The C is always made of five segments, and the arrow, two. This stands for the 5+2 Safes, the safety principles on which the framework is based.



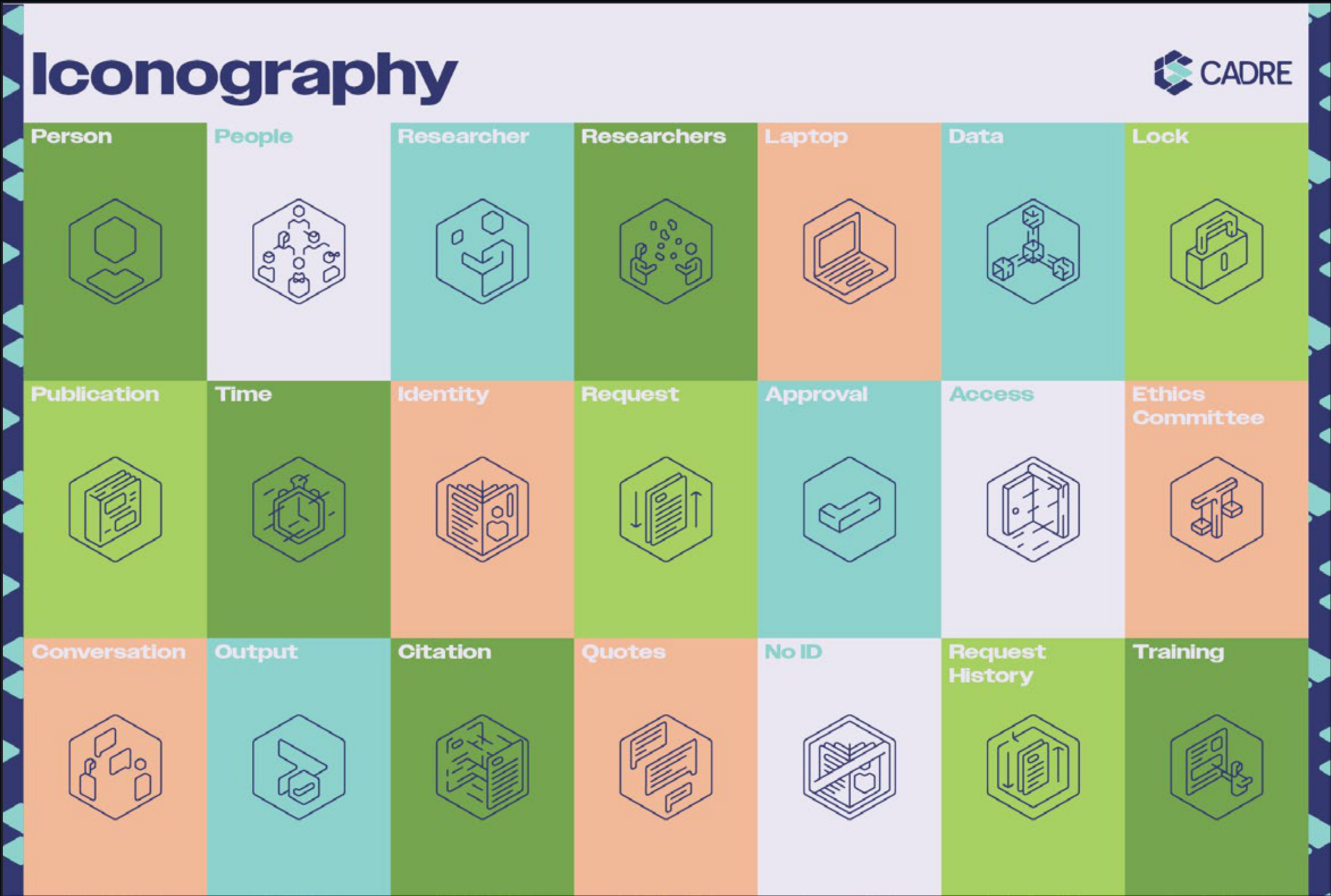
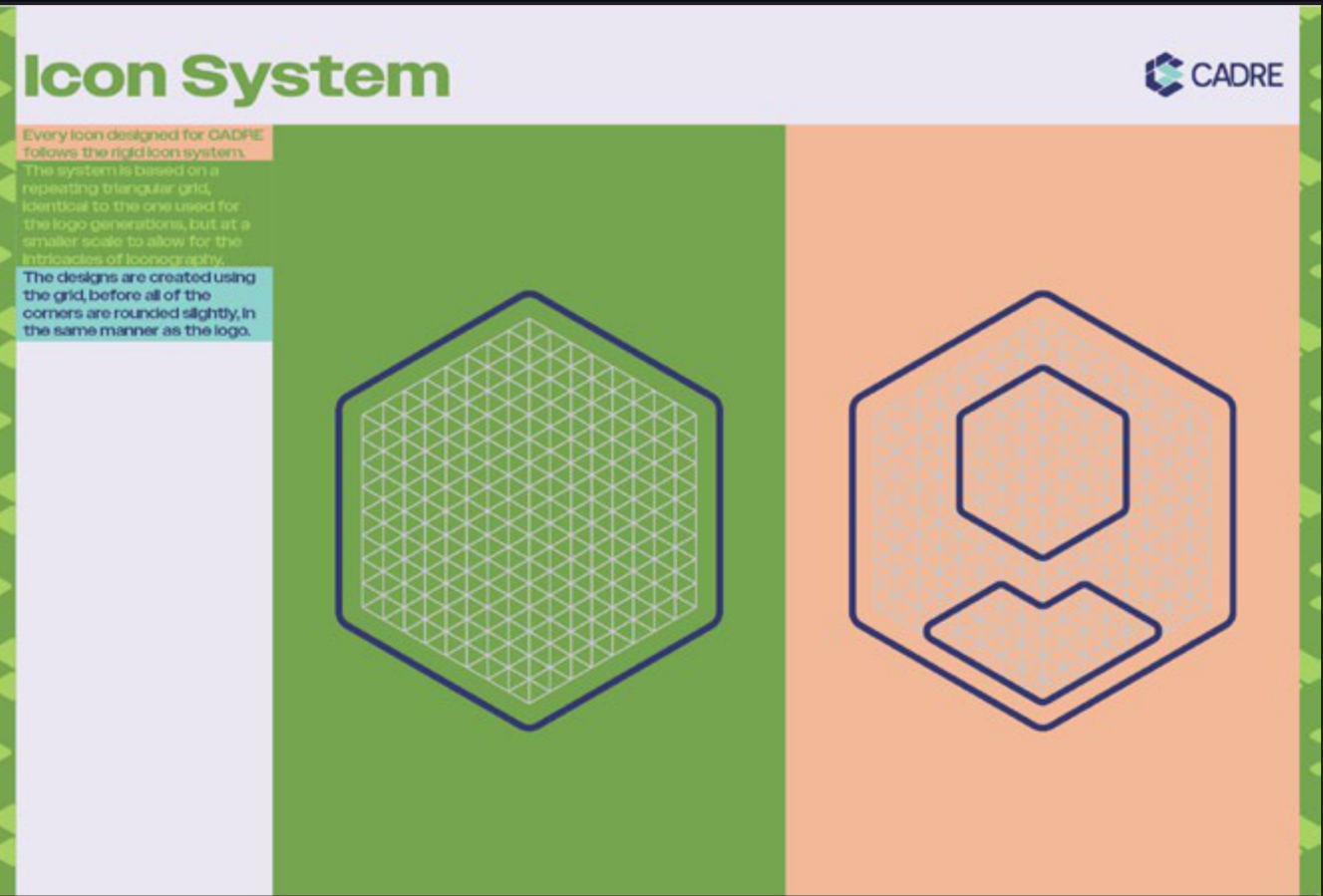
Brand Design

Australian Data Archive

Iconography

Bold typography was chosen to continue the work of the logo and colour scheme, creating more notions of strength and security, but simultaneously maintaining a friendlier air than would be presented by a geometric typeface.

The icons were developed through a triangular framework similar to the logo. It ensured a feeling of similarity across each of the icons, as well as carrying on the sense of order and security that the logo features.



Iconography

Scouts Australia

Icon Design

Scouts Australia was reviewing their current youth program and developing a new one.

At their request I created a series of icons to represent various elements of the program. Many of these would later become badges for the Personal Progression award scheme.

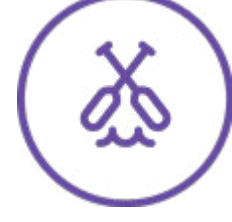
Special Interest Areas

 ADVENTURE & SPORT	 ARTS & LITERATURE	 CREATING A BETTER WORLD
 ENVIRONMENT	 GROWTH & DEVELOPMENT	 STEM & INNOVATION

SPICES

 SOCIAL	 PHYSICAL	 INTELLIGENCE
 CHARACTER	 EMOTIONAL	 SPIRITUAL

Outdoor Adventure Skills

 BUSHWALKING	 BUSHCRAFT	 CAMPING
 ALPINE	 CYCLING	 VERTICAL
 AQUATIC	 BOATING	 PADDLING

Milestones

 1	 2	 3
--	--	--

Challenge Areas

 CREATIVE	 PERSONAL GROWTH	 COMMUNITY	 OUTDOOR
---	--	--	--

Scout Method

 COMMUNITY INVOLVEMENT	 NATURE & THE OUTDOORS
 PERSONAL PROGRESSION	 PROMISE & LAW
 PATROL SYSTEM	 LEARNING BY DOING
 SYMBOLIC FRAMEWORK	 YOUTH LEADING, ADULTS SUPPORTING

Portfolio 2026

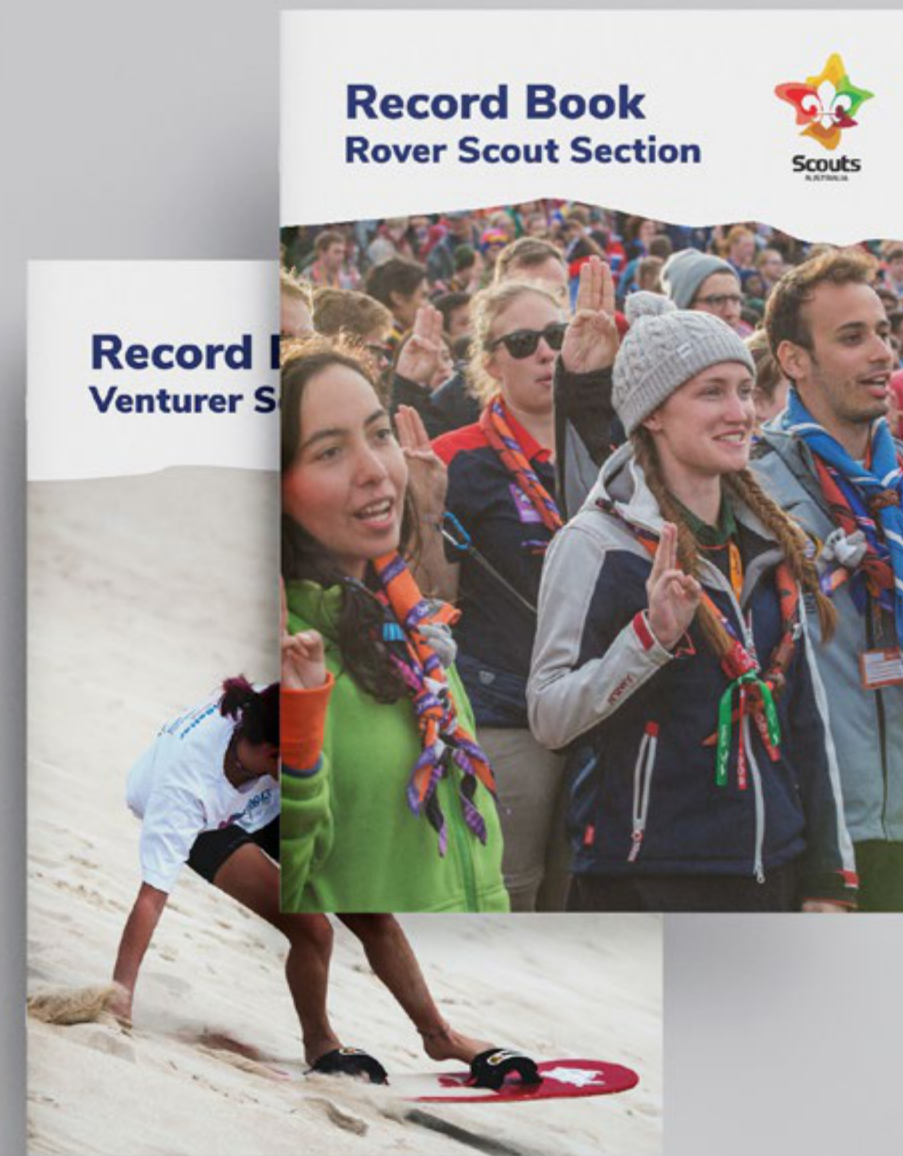
Publication Design

Scouts Australia

Scout Section Record Books

After developing the new program, Scouts Australia needed new record books for youth members to understand the new program and personal progression framework, and record their own progress as they complete challenges and achieve badges and awards.

I created a record book for each of the five Scout sections, Joey Scouts, Cub Scouts, Scouts, Venturer Scouts and Rover Scouts.



Data Visualisation

Kleffmann Group Viticulture Study

A study of all of Australia’s viticulatural regions, covering the types and amounts of fungicides used to target different vine diseases, primarily powdery mildew, and downy mildew, and botrytis.



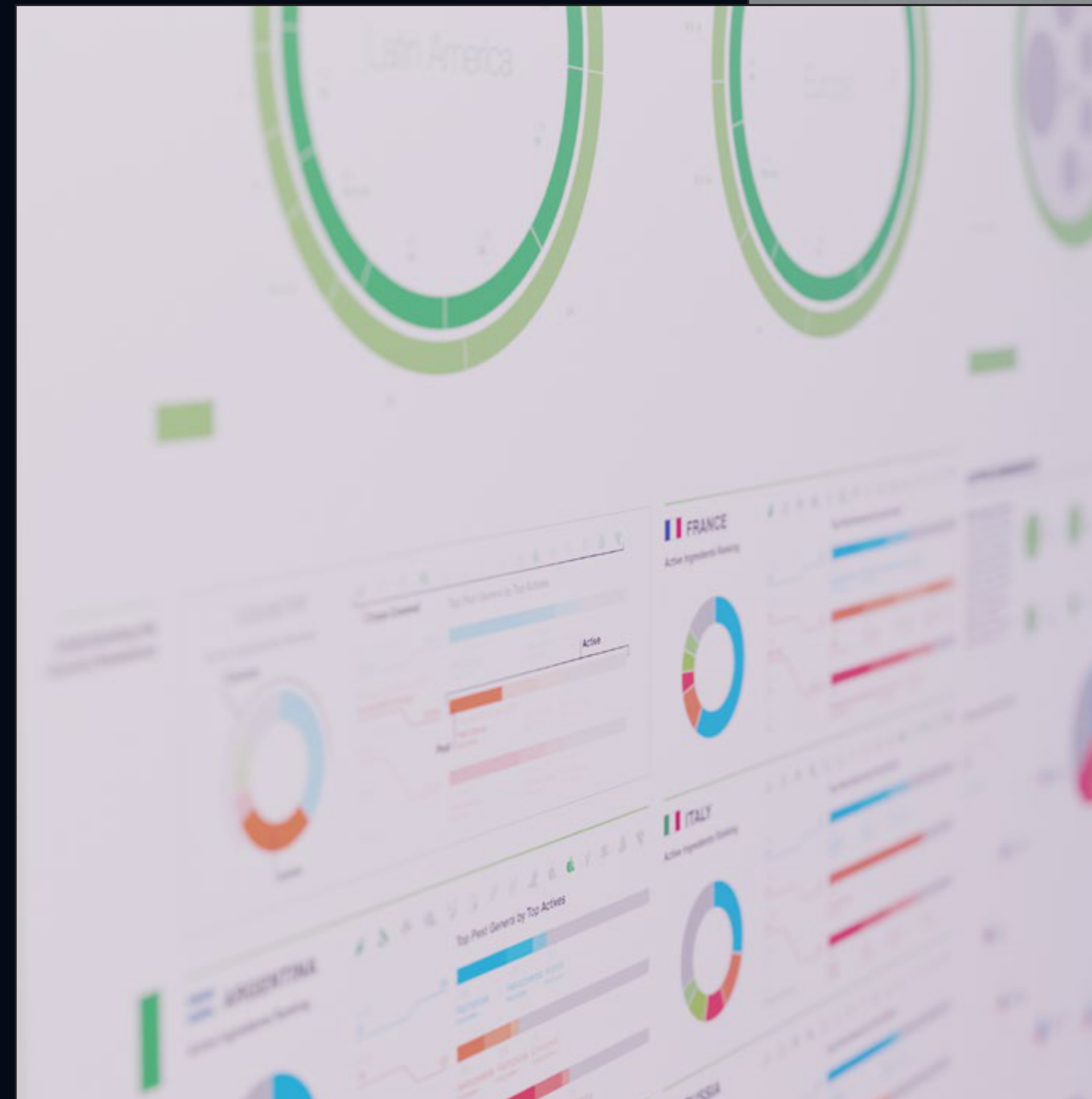
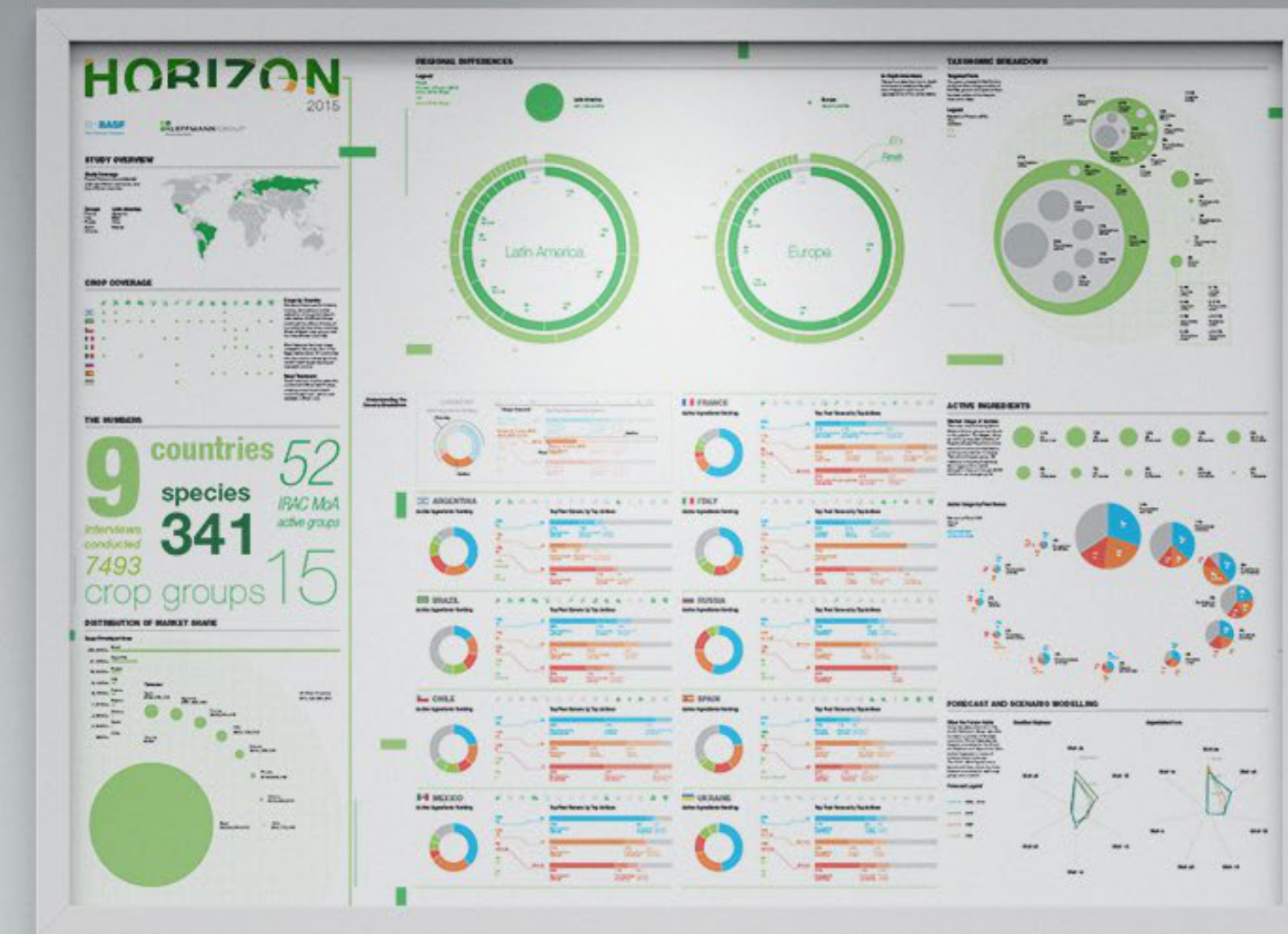
Data Visualisation

Kleffmann Group

Project Horizon

Project Horizon was a meta-analysis performed by Kleffmann Group covering insecticide usage, species targets, modes of action and active ingredients across nine different countries.

I was tasked with creating this poster as a visual aid for the client, to assist their comprehension of an extremely detailed and complex study.



Data Visualisation

Kleffmann Group

Paraquat vs. Diquat

This is one of many Top Line Results documents I created for an array of clients during my time at Kleffmann.

It covers the comparative usage of two chemicals, Paraquat and Diquat, across Australia. Then dives into the performance of the client's brands of those chemicals.

