



The Bub Club - the Art Of Babies



From 2001-2013: Creative director for "The Bub Club," my own wholesale gift packaging company.

- Based on my own illustrations.
- Inspired by my own experience of motherhood.
- Celebrating all baby occasions.
- Range included Gift Tags, Gift Bags, Baby Albums, Baby Hampers and Wrapping paper.



The Bub Club - the Art Of Babies

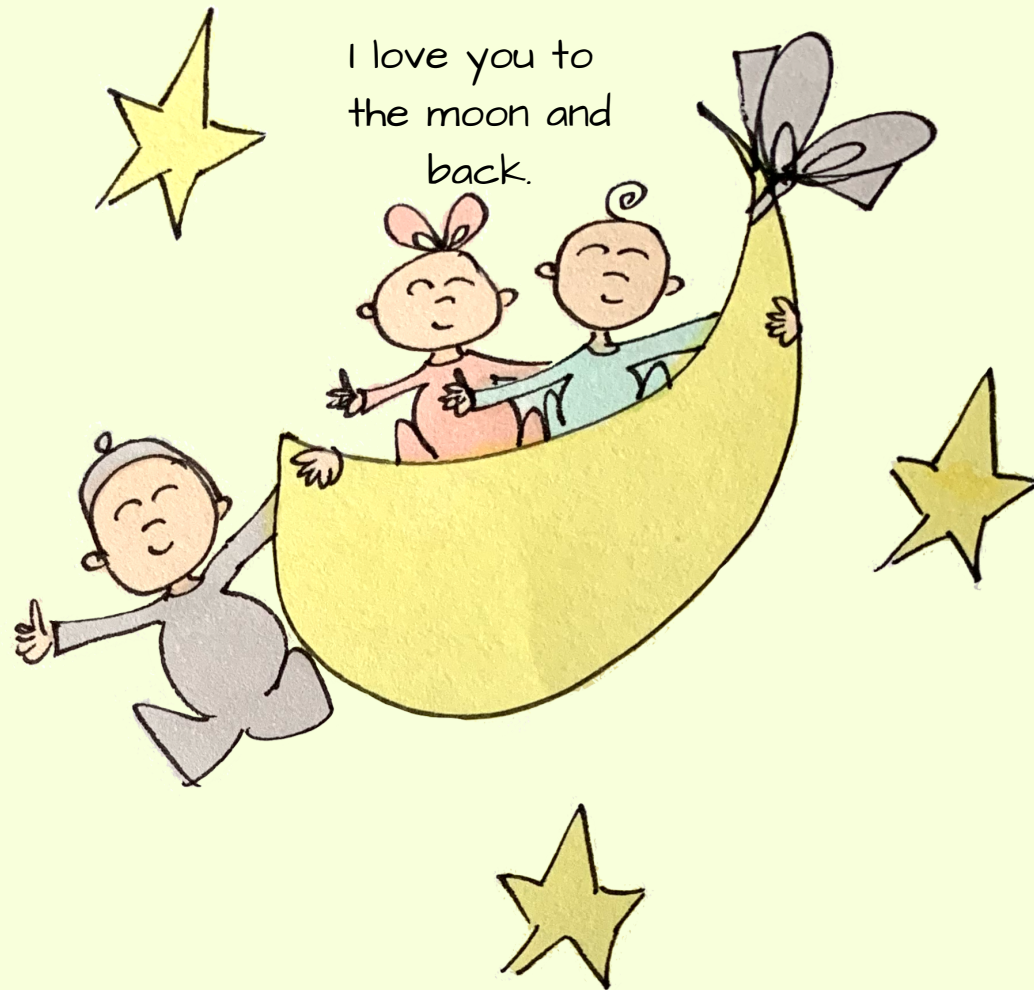


What I Did -

I managed 150 accounts and planned & researched design ranges, organized manufacturing, and did my own Sales and Marketing.

To me, this business was about creating and selling a solution for the Australian Baby retail market that needed gift packaging that had heart. I am happy and proud that it still continues to sell strongly in retail stores across Australia. This photo will give you an idea of the skills I have with design and conveying meaningful messages to customers through my visual, creative thinking.

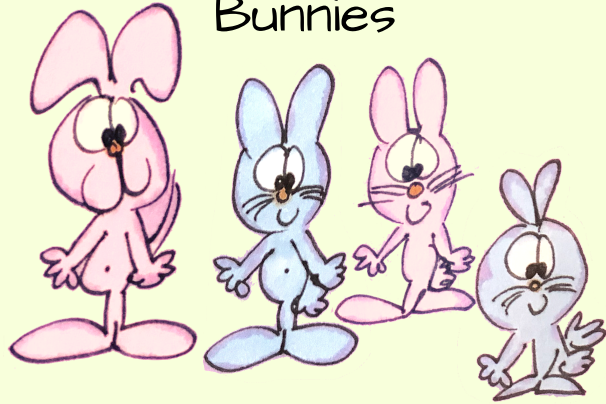




I love you to
the moon and
back.

cute animals

Bunnies



Cats



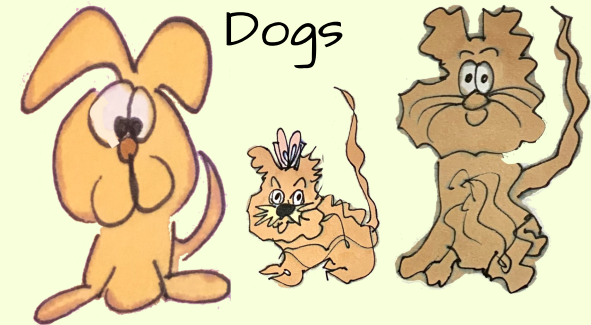
NOAH'S ARK



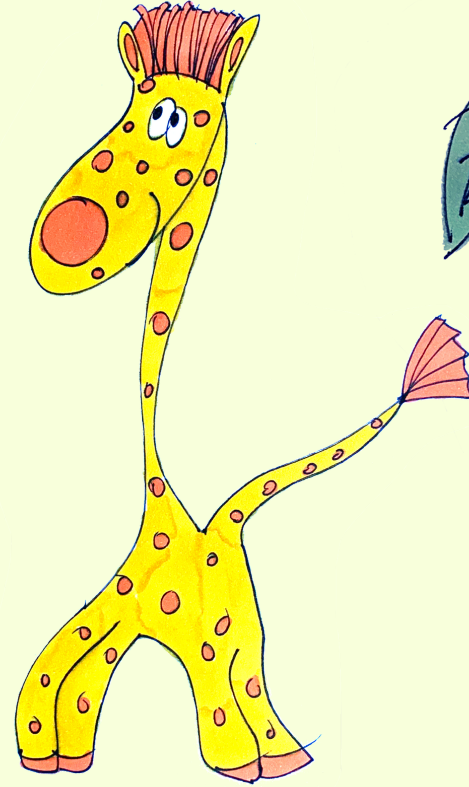
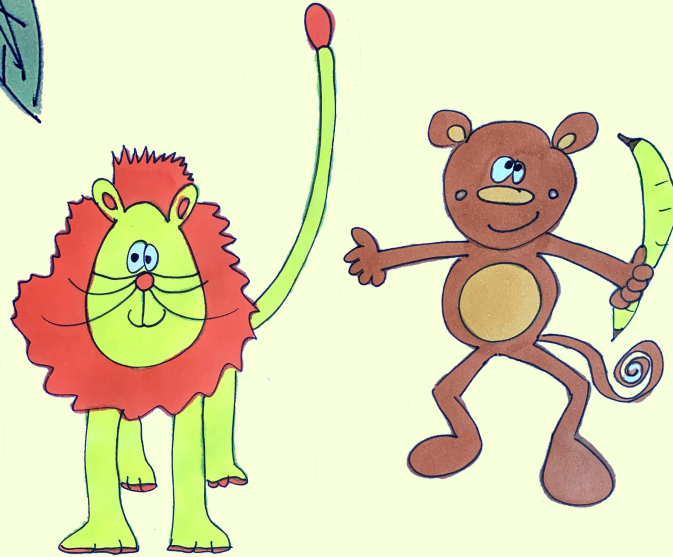
Mice



Dogs



jungle animals



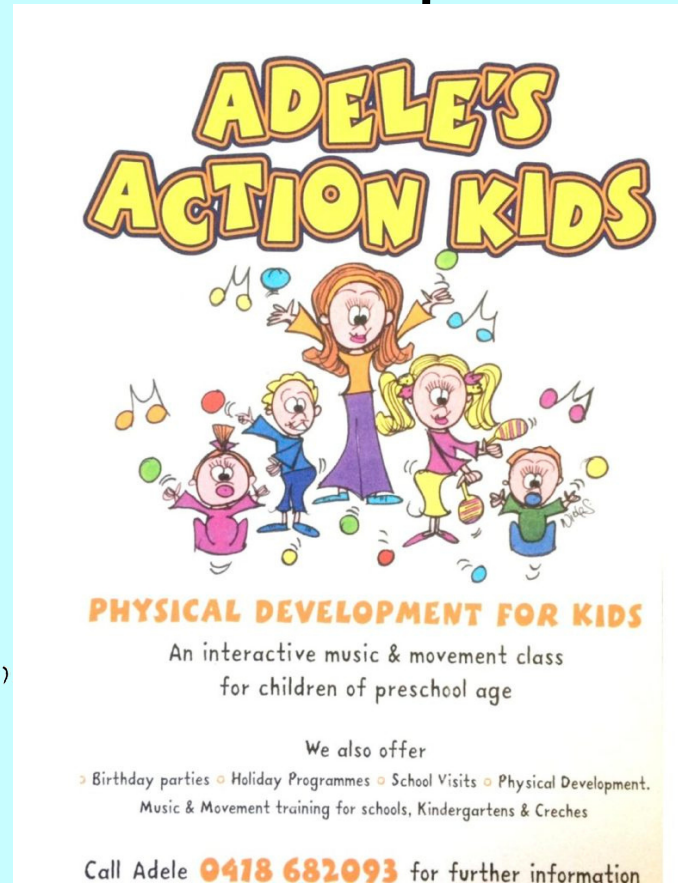
birds



Under The Sea



Marketing Material



Here's an example of some work I did for a kid's activity program. Colourful and fun!

