

My PORT FOLIO

GABI SCARDIGNO | GRAPHIC DESIGNER

Website





Hello!

I'm **Gabi Scardigno**, a passionate graphic designer from Perth, Western Australia. With a diverse background in both print and digital design, I specialize in crafting compelling branding solutions that resonate across various platforms.

My journey in design began with a curiosity for transforming ideas into visual narratives. I have honed my skills in logo design, front-end web development, and UX/UI design, ensuring seamless and engaging user experiences.

Equipped with a Graduate Diploma in Design Thinking and Service Innovation, I thrive on translating complex concepts into intuitive designs that captivate and inspire. My approach is deeply rooted in understanding client aspirations, aiming always to exceed expectations and bring their dream branding to life.

Explore my portfolio and witness how each project reflects my dedication to innovation, creativity, and client satisfaction. Let's collaborate and elevate your brand identity together.

Education

Graduate Diploma in Design Thinking and Service Innovation

Murdoch University, 2022

Bachelor's Degree in Graphic Design and Games Art and Design (Double Major)

Murdoch University, 2018 - 2021

Cert III Visual Arts

North Metropolitan TAFE (Obtained through Mindarie Senior College), 2017

Creative Fields

- Logo & Branding
- Packaging
- Publication
- UX/UI
- Service Design
- Web/App Design
- Photo Editing
- Marketing Collateral
- Social Media
- Concept Art
- Illustration
- Visual Art
- Animation
- 3D Modelling

Software



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Little Memories

Type: Branding, Packaging, Product Design

Year: 2025

Little Memories is an independent project and brand created with the purpose of designing meaningful and memorable products for special occasions. This project is a DIY felt baby mobile for a family friend's first baby. Each character holds a memory for the baby of their fur family, their cats and dog, packaged up in custom packaging.









Ivanhoe Cafe

Type: Branding, Menu Design, Web Design

Year: 2024

Ivanhoe Cafe is a family-owned establishment in Kununurra, Western Australia, serving high-quality food made from locally grown produce. This project involved the redesign of the cafe's branding, including the logo, menus, and website, as part of a refresh for their 2024 reopening in April.

www.ivanhoecafe.com.au



Lunch

11:00am to 2:00pm

KIMBERLEY WILD CAUGHT
Wild-caught Barramundi fillet in
alongside hot chips and a fresh salad.

IVANHOE BURGER \$28.50
Beef patty, crispy bacon, egg, fresh
balsamic onions, and homemade
bread bun. Served with hot, crisp

PULLED PORK BURGER \$26
Juicy pulled pork, nestled between
crunchy homemade coleslaw. Served

CHICKEN BURGER \$28
Tender chicken breast coated in
topped with fresh lettuce, tomato
Served with a side of crispy fries

VEGAN BURGER \$28
Homemade vegan patty with fresh
creamy spinach-basil mousse served
golden fries.

IVANHOE'S SPECIAL SALAD
Grilled Cajun chicken, roasted
cashews and fresh salad sprinkled
mango basil vinaigrette.

CHICKPEA CROQUETTES \$
Ord River large chickpeas and quinoa
basil-spinach mousse.

ORD RIVER MEDLEY \$24
Salad with Ord River chickpeas, Ord River Borlotti beans, locally-
grown quinoa, red onions, feta, cranberries and honey mustard
dressing topped with balsamic glaze and coconut flakes.

MANGO AND CHICKEN WRAP \$20 (Vegan on request)
Tender grilled chicken, crunchy cashews, crisp salad, homemade
mango basil vinaigrette and mayonnaise.

FRIES \$11

Crispy potato fries served with tomato sauce.

Drinks

REFRESHING

	SML	REG	LRG
Our Mango Smoothie	7.50	9.00	10.50
Milkshake (Chocolate, Vanilla or Strawberry)	-	8.00	9.50
Iced Coffee	-	7.50	-
Iced Chocolate	-	7.50	-
Homemade Ice Tea	-	5.00	-
Homemade Lemonade	-	6.00	-

COFFEE LOVERS

COFFEES		(Upgrade coffee to large + \$1.50)	
Espresso	3.00	Mocha	5.20
Long Black	4.00	Café latte	5.20
Flat White	5.00	Hot Chocolate	7.00
Cappuccino	5.00	Babyccino	3.00
Cup of Tea			
Black, Peppermint, Green, English Breakfast Tea			
Pot of Tea			
Soy or Almond Milk available for:			
Coffees	+ \$0.50	Smoothies	+ \$2.00

Drinks

REFRESHING

	SML	REG	LRG
Our Marigo Smoothie	7.50	9.00	10.50
Milkshake (Chocolate, Vanilla or Strawberry)	-	8.00	9.50
Iced Coffee	-	7.50	-
Iced Chocolate	-	7.50	-
Homemade Ice Tea	-	5.00	-
Homemade Lemonade	-	6.00	-

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Cup of Tea			3.00
Black, Peppermint, Green, English Breakfast Tea			5.50
Pot of Tea			
Soy or Almond Milk available for:			
Coffees	+ \$0.50	Smoothies	+ \$2.00

Fast

8:00am to 11:00am

6
egg, bacon, cheese, whipped feta

T \$25 (GF on request)
poached eggs, bacon, spinach

4.50 (Vegetarian option available)
bacon, cheese, spinach, a
sauce or smokey BBQ sauce.

UTO \$21
ts, vegetables, hashbrown and
and paprika sauce.

RED EGGS \$26.50
each on a bed of homemade
(Vegan option available)

GF on request)
and poached eggs on toasted

mushroom, spinach and cheese
relish.

CRUASANT \$11

Soft, buttery croissant with ham and melted cheese.

TOASTY \$10

Wholemeal bread with ham, oozy cheese and fresh tomato.
Gluten Free Option + \$2.00

CHIA YOGHURT DELIGHT \$20

Vanilla yoghurt with mango or forest fruits, homemade
granola and locally-grown chia.

WAFFLES

Nutella and Whipped Cream ... \$11
Forest Fruits, Nutella and Whipped Cream ... \$16

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Soy or Almond Milk available for:

Coffees + \$0.50 Smoothies + \$2.00



Ivanhoe Cafe

Home Contact Menu



About Ivanhoe Cafe

Ivanhoe Cafe is a family-owned establishment, where we pride ourselves on serving high-quality food made from locally grown produce. Our meals are designed to cater to all ages and appetites, from a light breakfast to a hearty meal. Our outdoor seating area, nestled under the shade of our mango trees, creates an ambience that's simply unbeatable. Come and enjoy our delicious food with your friends and family, and experience the difference that locally sourced ingredients can make.

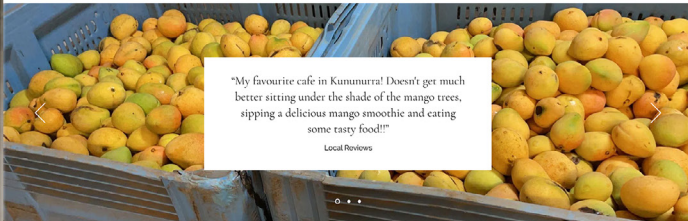


Online Ordering Coming Soon!

In the meantime check out our menu for dining under the mango trees.



MENU



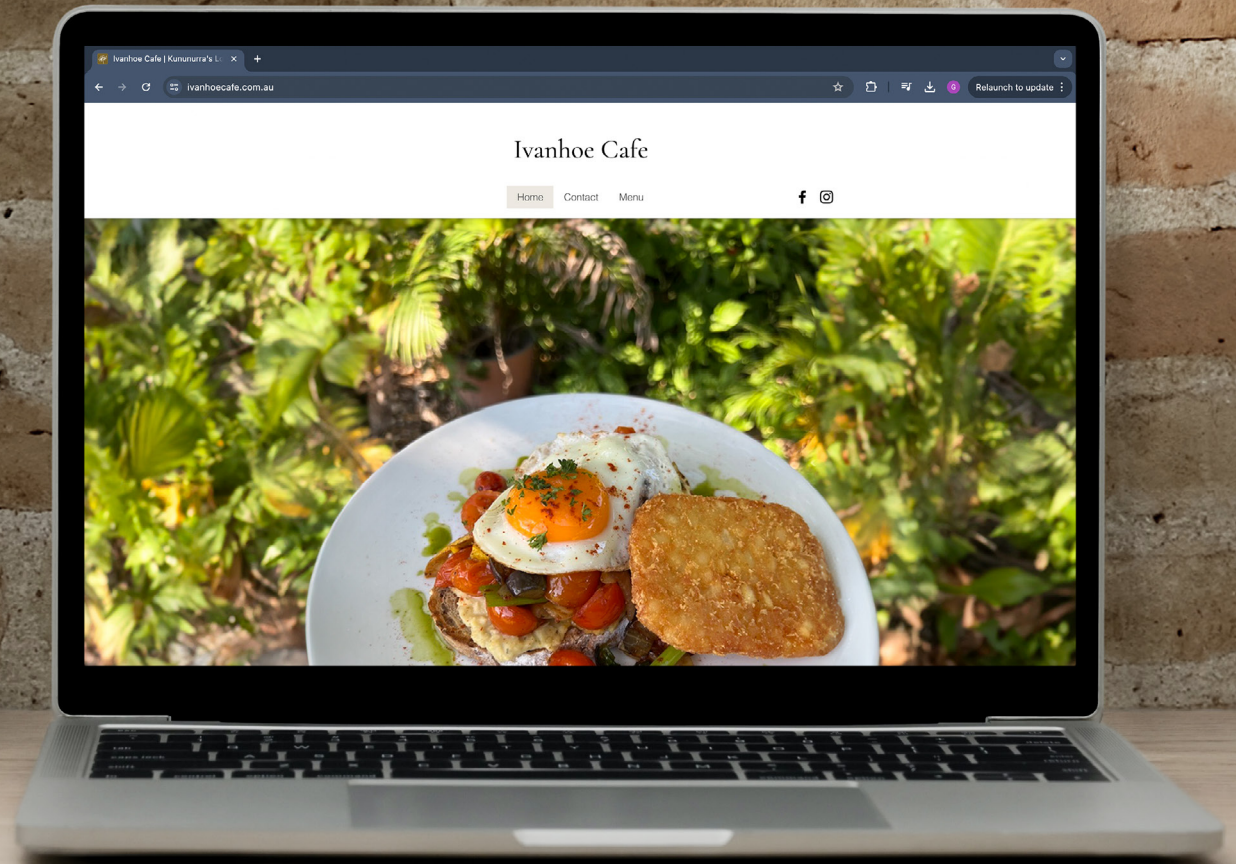
"My favourite cafe in Kununurra! Doesn't get much better sitting under the shade of the mango trees, sipping a delicious mango smoothie and eating some tasty food!!!"

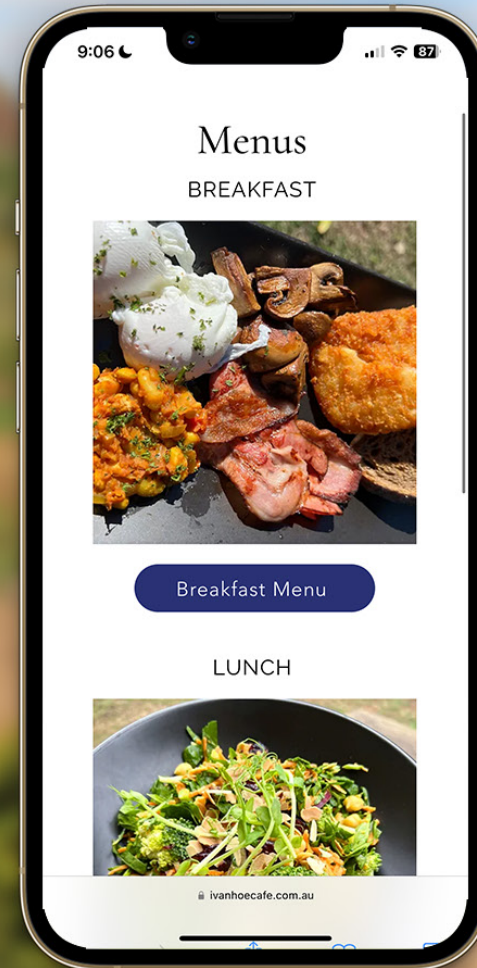
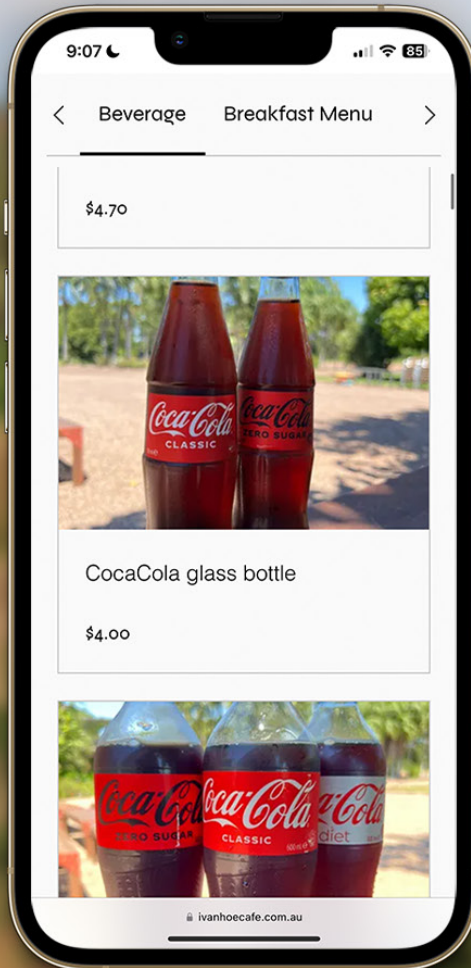
Local Reviews

Opening Hours

Monday - Friday 8:00 am - 4:00 pm
Saturday & Sunday 8:00 am - 2:00 pm

IVANHOE CAFE





Cheesy Children

Type: Clothing, Illustration

Year: 2024

Cheesy Baby was an independent project that was created for a friend that was about to welcome her second child. Inspired by the mother's love of cheese and the ability to make a pun out of anything, clothing was designed and made for both newborn baby and her daughter that matched in this theme.







Achoo! Pharmaceutical

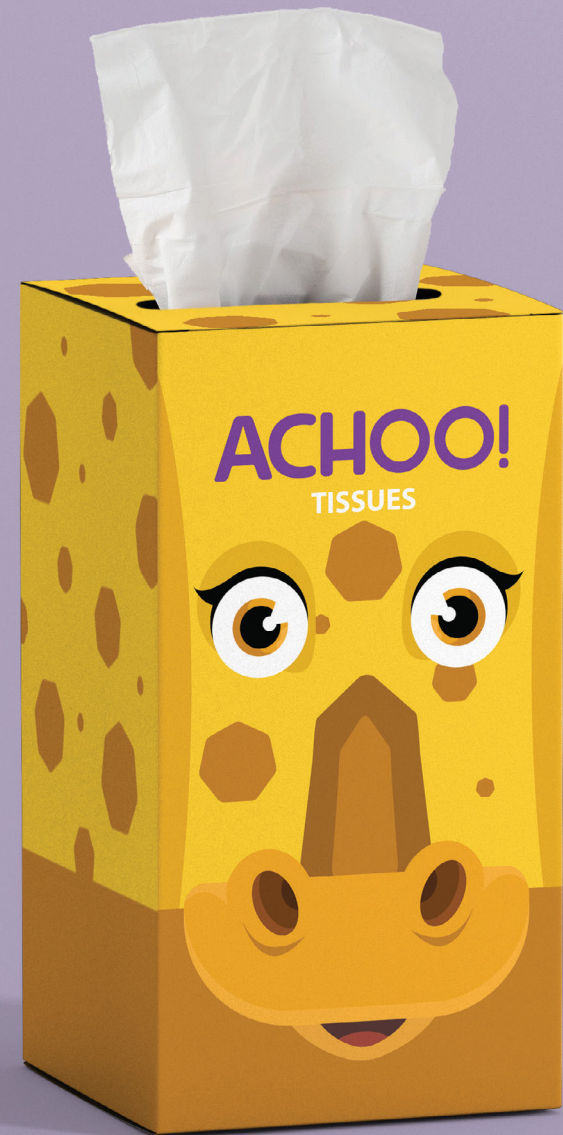
Type: Branding, Packaging Design

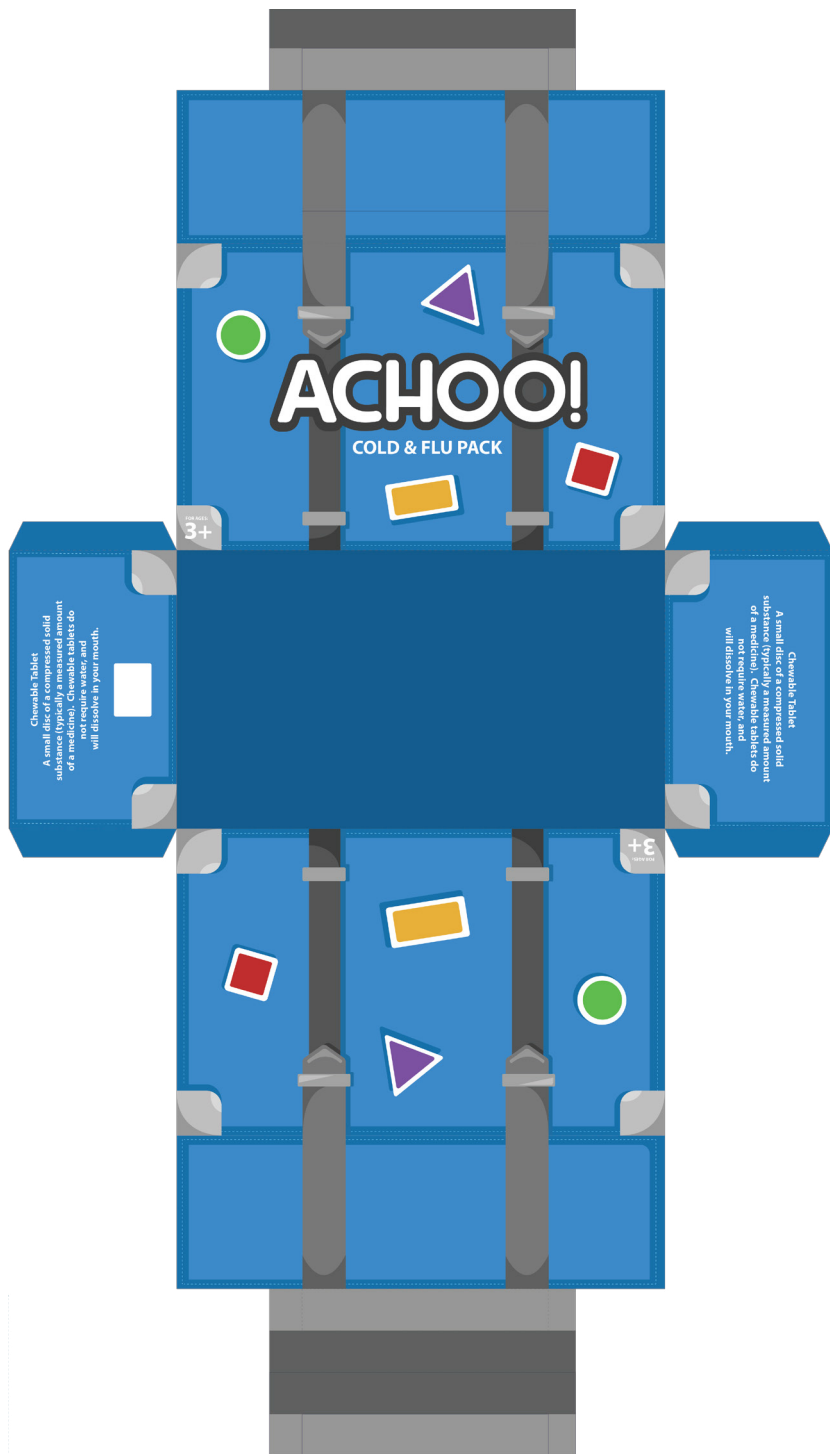
Year: 2019

Achoo! is a fictional pharmaceutical company that specialises in children's medication. Our goal is to create fun and engaging packaging for children to encourage them to want to take their medicine when they are sick through interactive, child friendly packaging that makes taking medicine less scary and more interesting!









There's Another Way, WA

Type: Service Design, Branding, Illustration, Social Media and Marketing, App Design

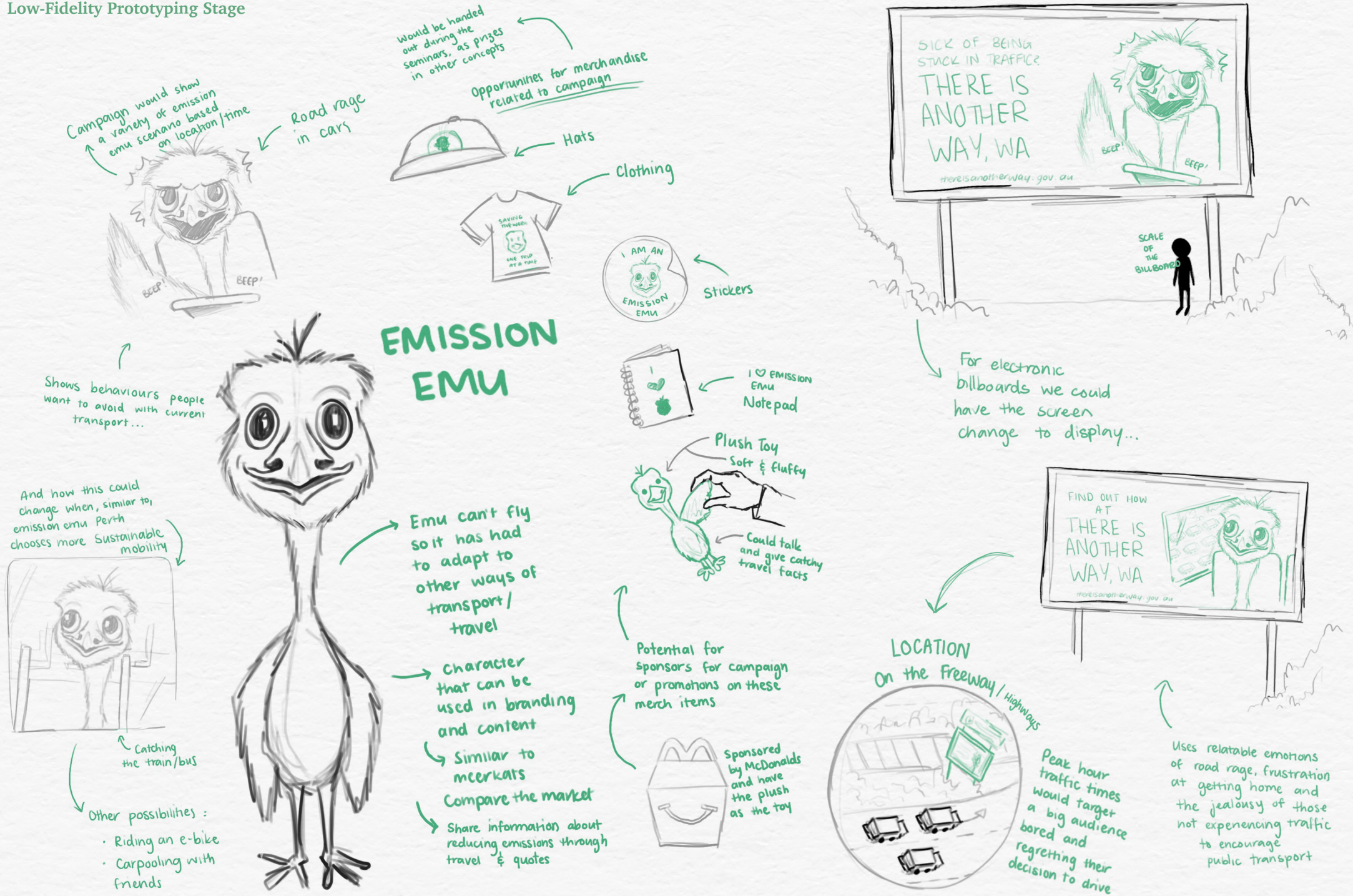
Year: 2022

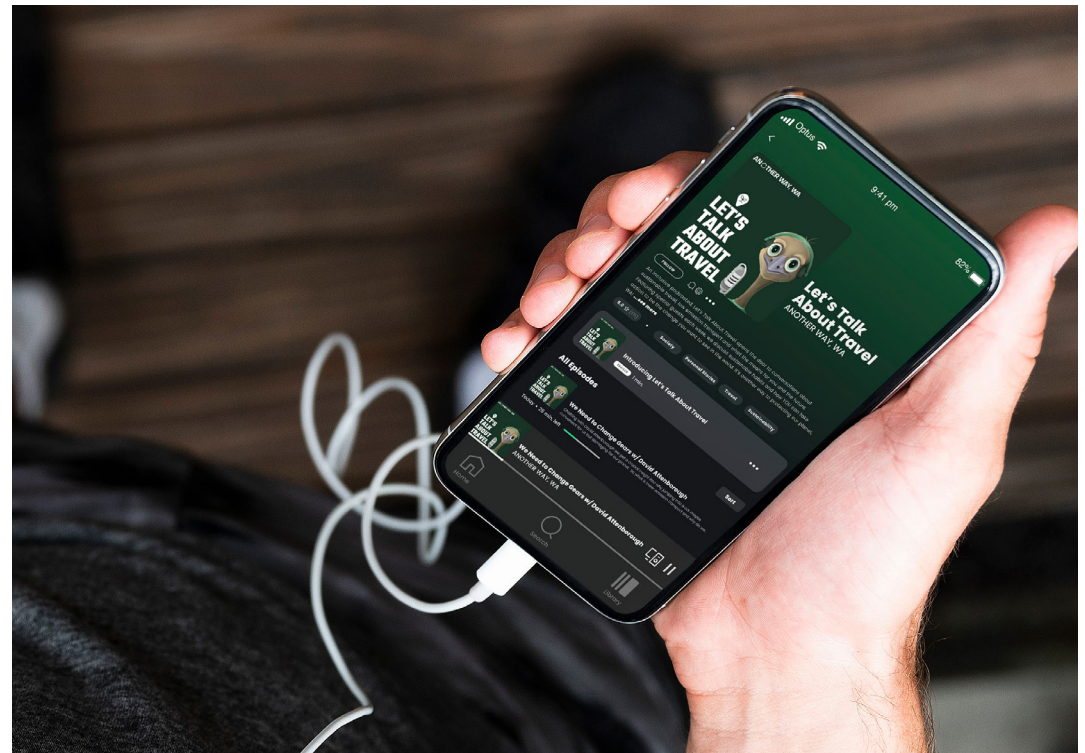
There's Another Way, WA was a post-graduate diploma project with the Department of Transport, focused on addressing carbon emissions reduction in Perth through transportation methods. Working in a multi-disciplinary team, we conducted extensive ethnographic research to conceptualize 65 innovative ideas. This culminated in the development and design of four information systems that was pitched to the DoT. In this project, I worked specifically on the development of character mascot, Emmett the Emu, and the advertising campaign around the character.

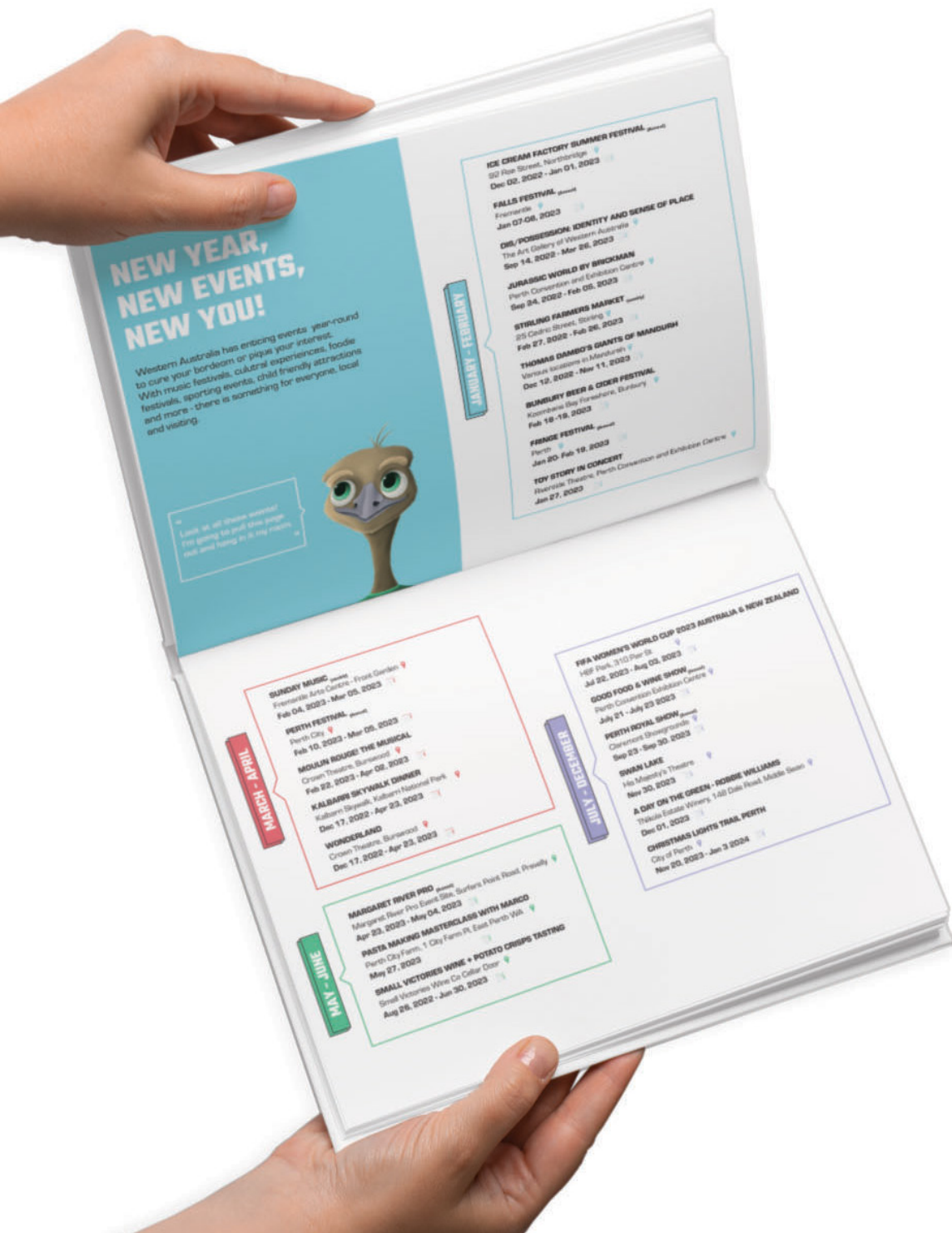


There's Another Way, WA: Advertising Campaign

Low-Fidelity Prototyping Stage







There's Another Way: Sustainable Travel Guide

The Sustainable Travel Guide connects people with WA's activities and attractions while promoting eco-friendly transportation. Each year, it features a scavenger hunt encouraging sustainable travel, with prizes like free public transport passes or e-bikes. An online element with social media hashtags enhances awareness and complements the advertising campaign. Updated annually, the guide is made from 100% compostable materials, ensuring sustainability in every aspect.

The Another Way Update App

The Another Way Update app helps users reduce travel emissions by logging daily travel data and calculating personal carbon footprints. In a gamified attempt to educate the user about their own travel behaviours and motivate them to reduce their emissions, this app allows users to set daily or weekly goals for themselves to achieve and then they will receive suggestions based on their previous habits and push notifications reminding them of their goal with tips on how to reach them.



Another Way Outreach Program

Despite a strong environmental consciousness, many still prefer driving due to insufficient education. Our Another Way Outreach Program aims to empower youth and communities to reduce emissions by educating them about alternative mobility options. These sessions emphasize collaboration and co-design to foster innovative ideas for promoting sustainable transportation. This initiative will be integrated into school curriculum to encourage early adoption of eco-friendly practices.

Smith Family Cookbook

Type: Publication Design

Year: 2022

The Smith Family Cookbook is a recipe book I curated and designed as a heartfelt gift for a cherished family. This special collection features beloved recipes gathered from recipe sites and lovingly experimented with over the years. Each page is adorned with family photos, transforming this cookbook into a treasure trove of flavors and memories that will be savored for generations to come.



A collection of family favourite recipes

SMITH



SMITH FAMILY FAVOURITES

AUTHOR: THE SPRUCE EATS

Passionfruit

BUTTER (CURD)

prep: 10 minutes

cook: 10 minutes

total: 20 minutes

1/2 cup (114g) butter, unsalted
1/4 cup superfine sugar
1/2 cup passionfruit pulp
2 tbsps lemon juice, freshly squeezed
4 extra-large eggs, lightly beaten

1. Gather the ingredients.

2. Use a double boiler or place a heatproof bowl over a saucepan of water. Make sure the bottom of the bowl isn't touching the water. Bring the water to a boil over medium heat.

3. Turn the heat down to medium-low. Add the butter and sugar to the bowl and stir with a wooden spoon to melt and combine.

4. Mix together the passionfruit pulp, lemon juice, and eggs in a small mixing bowl.

5. Add to the butter/sugar mixture and stir continuously with a wooden spoon, over medium-low heat, until the mixture thickens and coats the back of the spoon. This should take 10 to 20 minutes, depending on the pan and the heat.

6. Once thickened, remove the bowl from the heat and allow the passionfruit butter to cool completely.

7. Spoon the butter into a sterilized airtight jar and store it in the refrigerator.

8. Enjoy!

Makes 16 servings



*A companion is gone ...
but the memory lives on*

A SPECIAL DEDICATION TO GROMIT & MAXI
2022

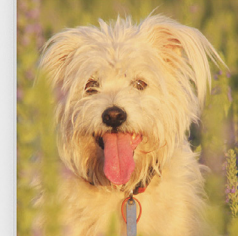
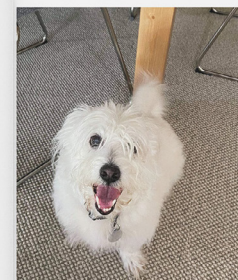


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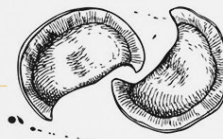
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Who Does Watt?

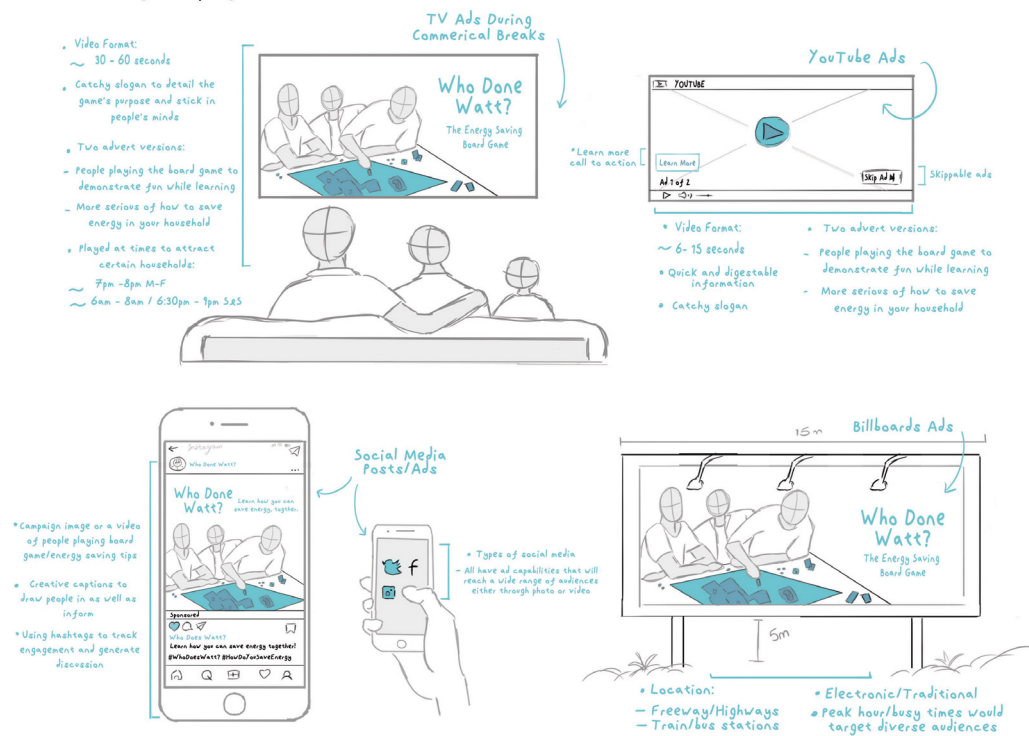
Type: Service Design, Board Game Design, Branding, Advertising and Marketing

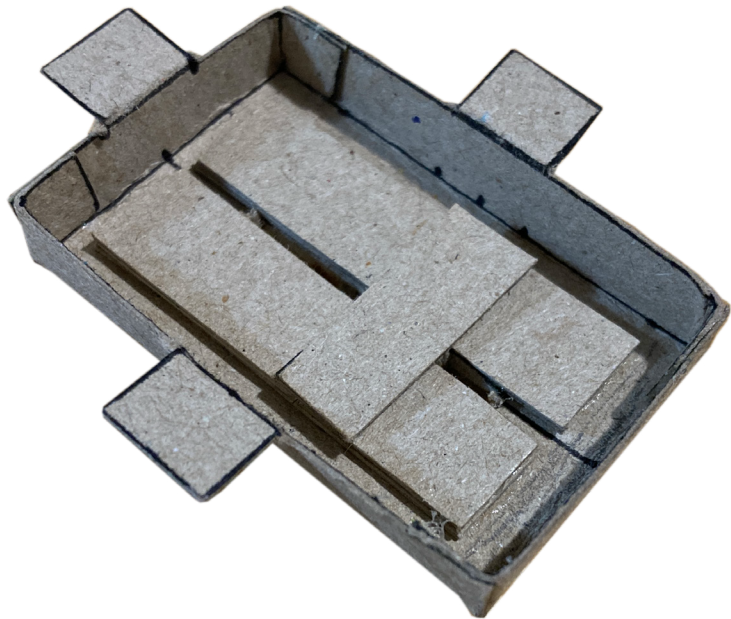
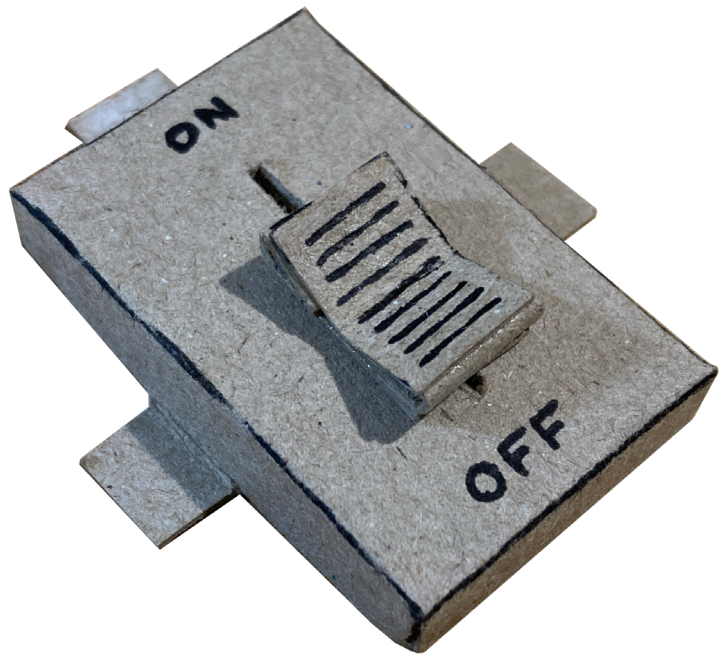
Year: 2022

“Who Does Watt?” was a collaborative project I undertook with two fellow designers during my post-graduate studies. It’s an educational board game designed to teach families and households energy-efficient habits in a fun and engaging way, akin to Cluedo. We developed every aspect of the game, including the board, box, characters, tokens, and objective cards, utilizing comprehensive research and conducting user testing with our friends and family throughout the entire design process.



Who Done Watt? Advertising Campaign







Funk N Soul '97

Type: Rebranding University Project

Year: 2019

Funk N Soul 97 is a fashion design and modeling business led by Tia Semi, dedicated to showcasing her services and products. Tia's brand endeavors to inspire and influence audiences by integrating her Samoan heritage, culture, and advocating for the inclusion of individuals with disabilities. Through her company, Tia and her team aim to challenge stereotypes about disability and demonstrate that everyone can pursue their dreams and achieve success, as Tia herself has proven through numerous accomplishments.





Leggings
\$20.00

*Funkin'
Soul*
'97



Prêt et Frais

Type: Branding, Vending Machine Decal, Marketing Collateral, Packaging

Year: 2018 - 2020

Prêt et Frais (“Fresh to Go”) was a Canadian company specializing in fresh and nutritious snacks distributed via vending machines, featuring a variety of ready-to-eat fruits, salads, and other prepared items. My involvement with this brand began in 2018 through a freelance project on the online creative platform, 99Designs. Over the span of two years, I collaborated with the client to brand their business, creating a distinctive identity that resonates with their vision. This encompassed designing a logo, vending machine interfaces, commercial materials, and corporate collateral, among other elements.







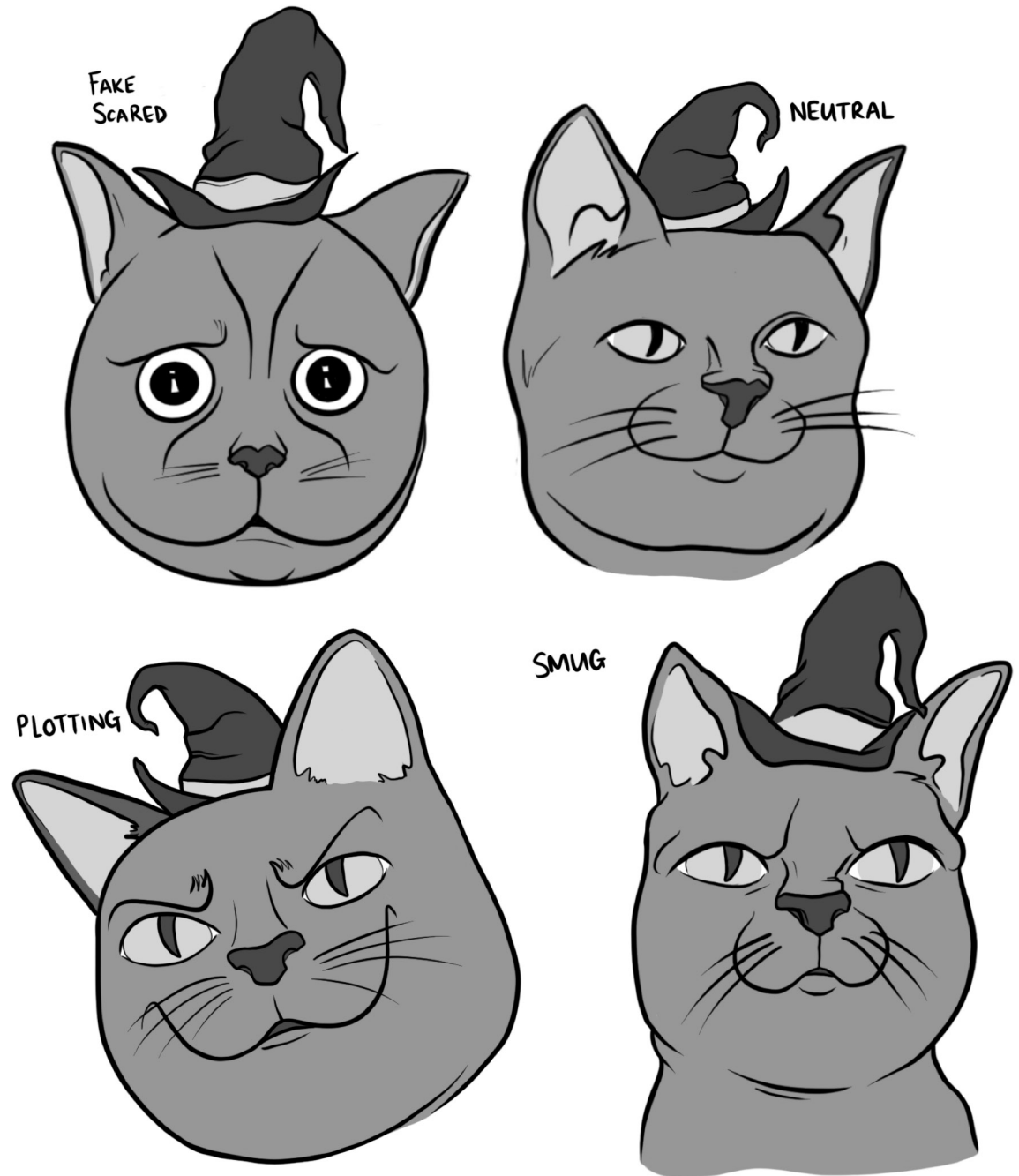


Re-Imagined Hansel & Gretel

Type: Concept Art, Illustration

Year: 2020

Hansel and Gretel is a re-conceptualised illustration of the classic Brothers Grimm's fairytale. This illustration visualises the characters and plot of Hansel and Gretel through the perspective of the world of cats and dogs. In this version, I have utilised the traditionally thought of relationship between cats and dogs as enemies to portray these characters. The narrative follows the original fairytale but is tweaked towards this new perspective to make sense in a cats vs. dogs world. The Witch is on a mission to lure innocent, young pups Hansel and Gretel in through a range of delicious meaty (and poisoned) treats.



EXCITED / HUNGRY



SCARED



EXCITED /
HUNGRY



ANGRY



SHOCKED



SCARED



CONFUSED



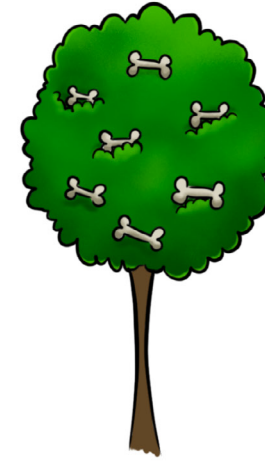
HAPPY



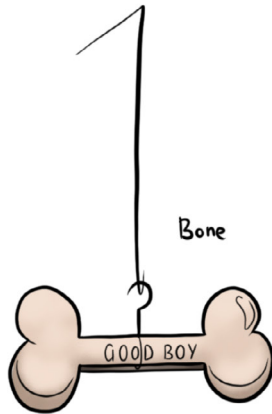
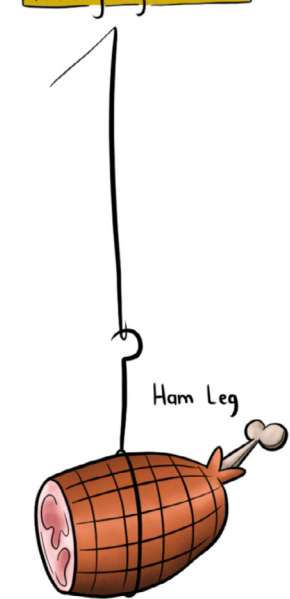
Hansel Development

Gretel Development

Potions



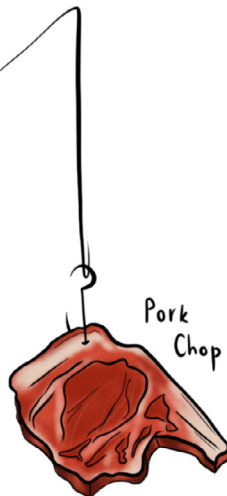
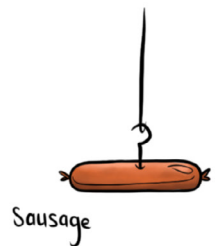
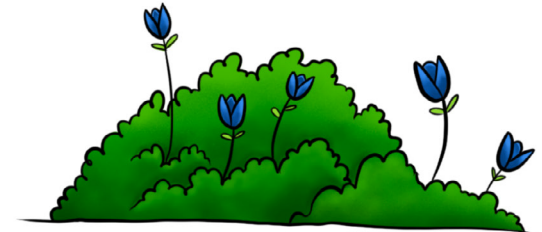
Hanging Treat



Other Treats



Toys



Setting Props





Snail Jump

Type: Mobile Game Design, Concept Art, Illustration

Year: 2021

Snail Jump is a single-player platform game designed for mobile devices. Players control the main character, Snail, navigating through a garden environment, collecting flowers to earn points on various platforms.



