



Hogan creative

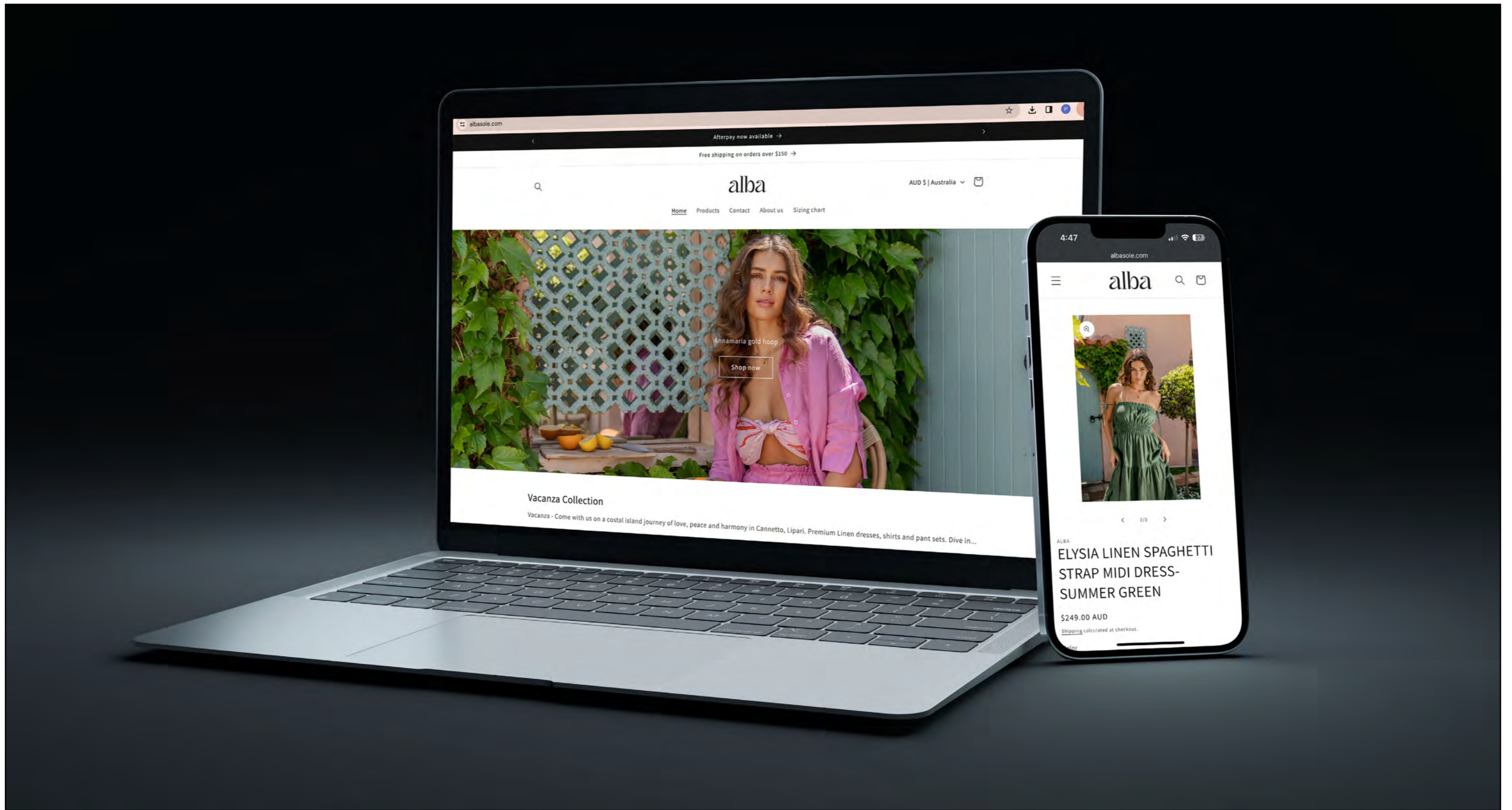
PETE HOGAN

An intuitive, results focused creative.
Designing solutions to engage and benefit both user and client. Working with digital and print based marketing collateral, image development and brand identity.

Thriving in interface design, user experience, multi channel responsive design and clean crisp story telling visuals that engage the target audience and enhance a product or brand.

If you would like to contact me for further info or potential projects please email:
petehogan081@gmail.com

ART DIRECTION
& GRAPHIC DESIGN



Alba Sole The Label

albasole.com

A new, bright and sophisticated fashion brand offering premium linen pieces as well as complimentary accessories. For this project I have developed a solid brand suite that matches the elevated, Mediterranean

inspired pieces that Alba Sole offer. As a start up I was involved in multiple touch points for the brand and the overall creative look and feel. Provided art direction and lighting along with

photographic assistance for campaign and ecommerce shoots through to UX and IA for the web store build. Continuing to provide social assets and guidance from a brand perspective as required.

BRANDING | ART DIRECTION | PRINT &
DIGITAL DESIGN | USER EXPERIENCE

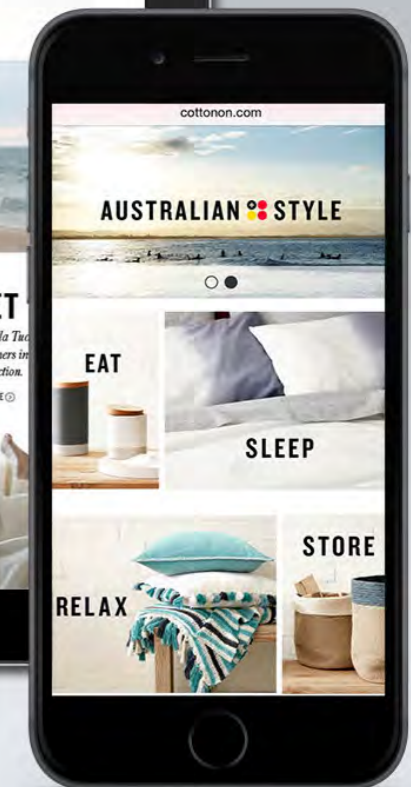
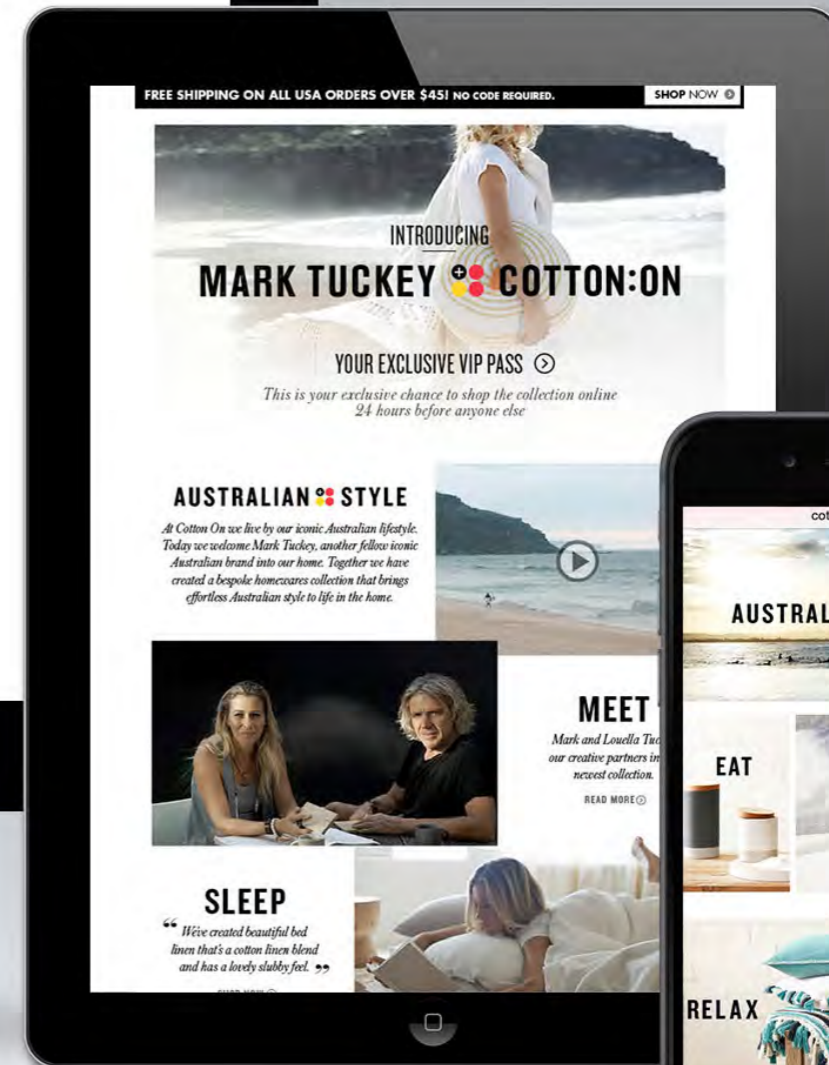
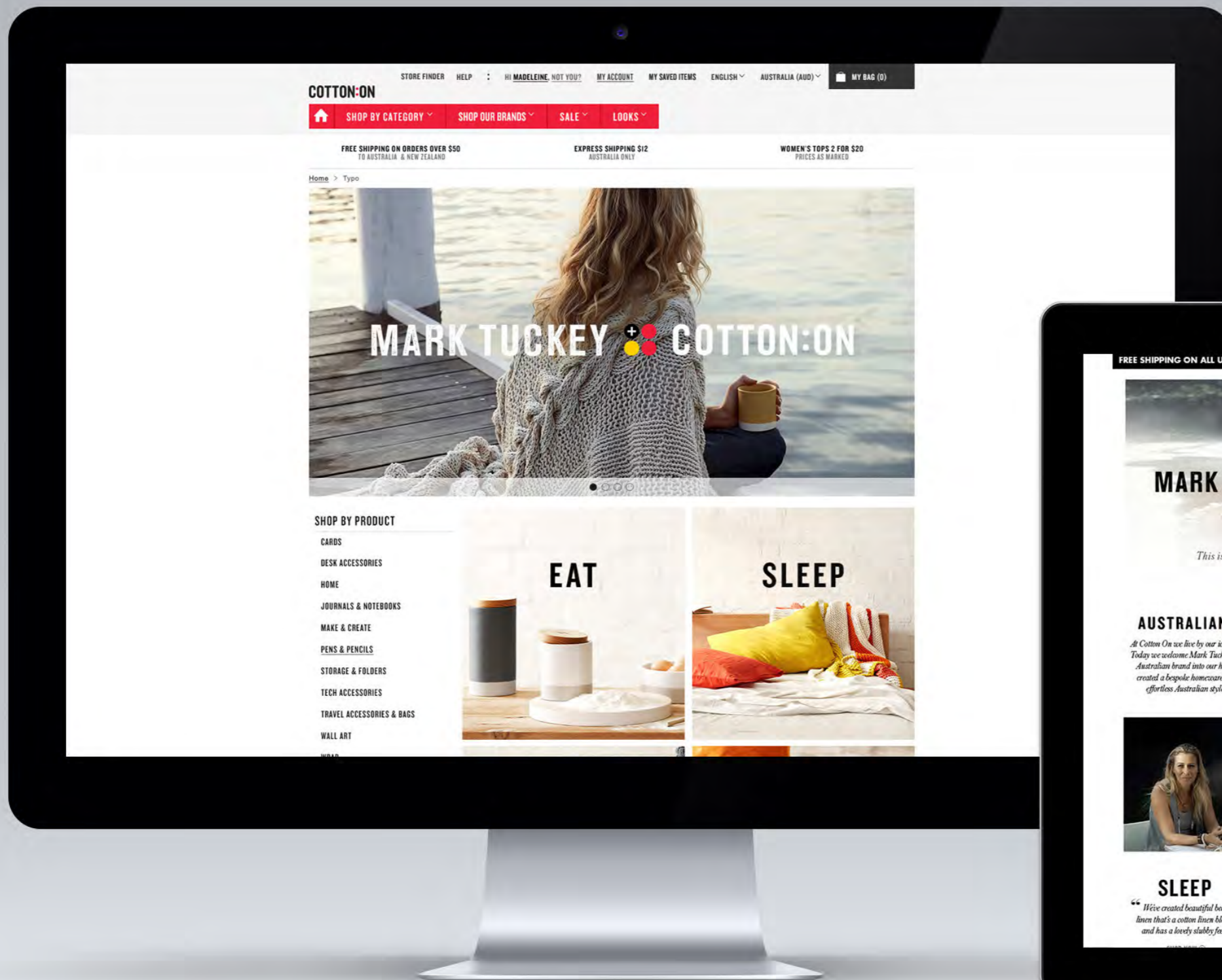


something blue
bridalwear australia

SS - 19

Something Blue Bridal

ART DIRECTION
& IDENTITY DEVELOPMENT



Mark Tuckey + Cotton On

DIGITAL DESIGN
& USER EXPERIENCE

Cotton On launch and exciting new collaboration with well known furniture and homewares designer Mark Tuckey as they attempt to move into the home category. As senior digital designer for the Cotton On

Adults brand I was excited to be involved in the digital implementation of the project. I worked closely with the creative director, art director and print designers to match the exciting store experience achieved by the

VM team seamlessly across all digital channels. This included responsive desktop, mobile, app, email and social.

SAFE ROADS

We are upgrading regional roads with life saving infrastructure to protect us when the unexpected happens

YOU ARE FIVE TIMES more likely to BE KILLED ON regional roads compared to metropolitan roads



The 3 most common causes of crashes on regional roads are:

Vehicles leaving the road



Head on collisions



Crashes at regional intersections



6 out of 10

serious crashes on regional roads involve vehicles leaving their lane

Flexible safety barriers



reduce run-off road and head on crashes

by up to 85%

TAC Transport Accident Commission

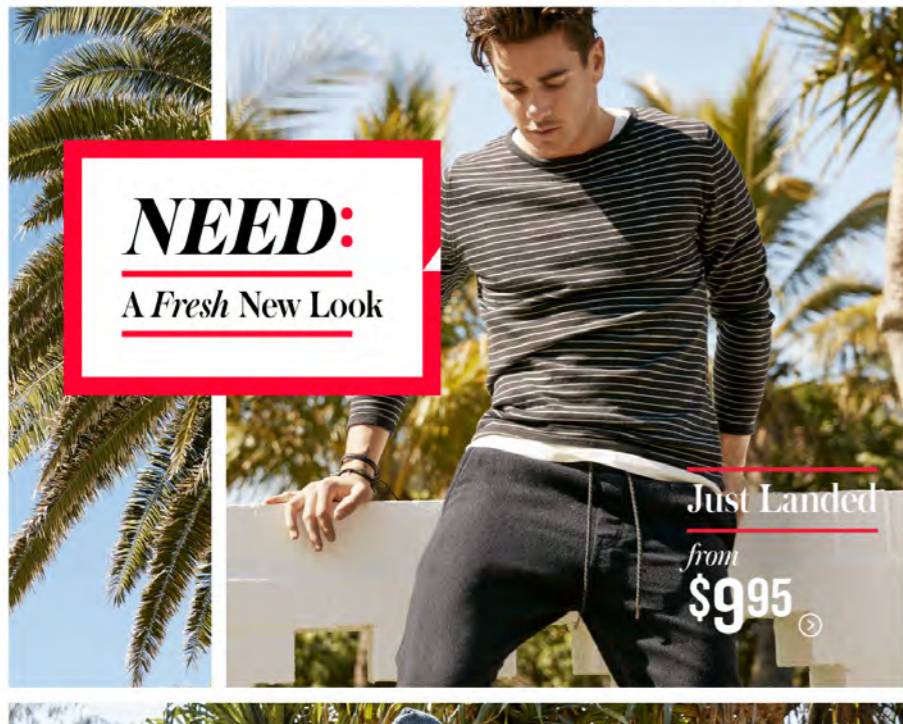
VICTORIA State Government

vicroads

TOWARDS ZERO

TAC Road Safety

INFO GRAPHIC DESIGN
TRANSPORT ACCIDENT COMMISSION



COTTON:ON

WOMEN MEN SALE

FREE SHIPPING ON ALL AUSSIE ORDERS OVER \$55! NO CODE REQUIRED. SHOP NOW

NEED. WANT. NOW.

GET READY FOR THE WEEKEND

WHATEVER YOUR FEELING THIS WEEK DENIM IS THE ANSWER. NEW WASHES COMPLIMENT OUR LATEST CASUAL ESSENTIALS KEEPING YOUR DENIM LOOKING FRESH.



MORE OF OUR NEW JOGGER:



LEO CORD JOGGER

\$4995

SHOP NOW



LEO TEXTURE JOGGER

\$4995

SHOP NOW



LEO HERRINGBONE JOGGER

\$4995

SHOP NOW

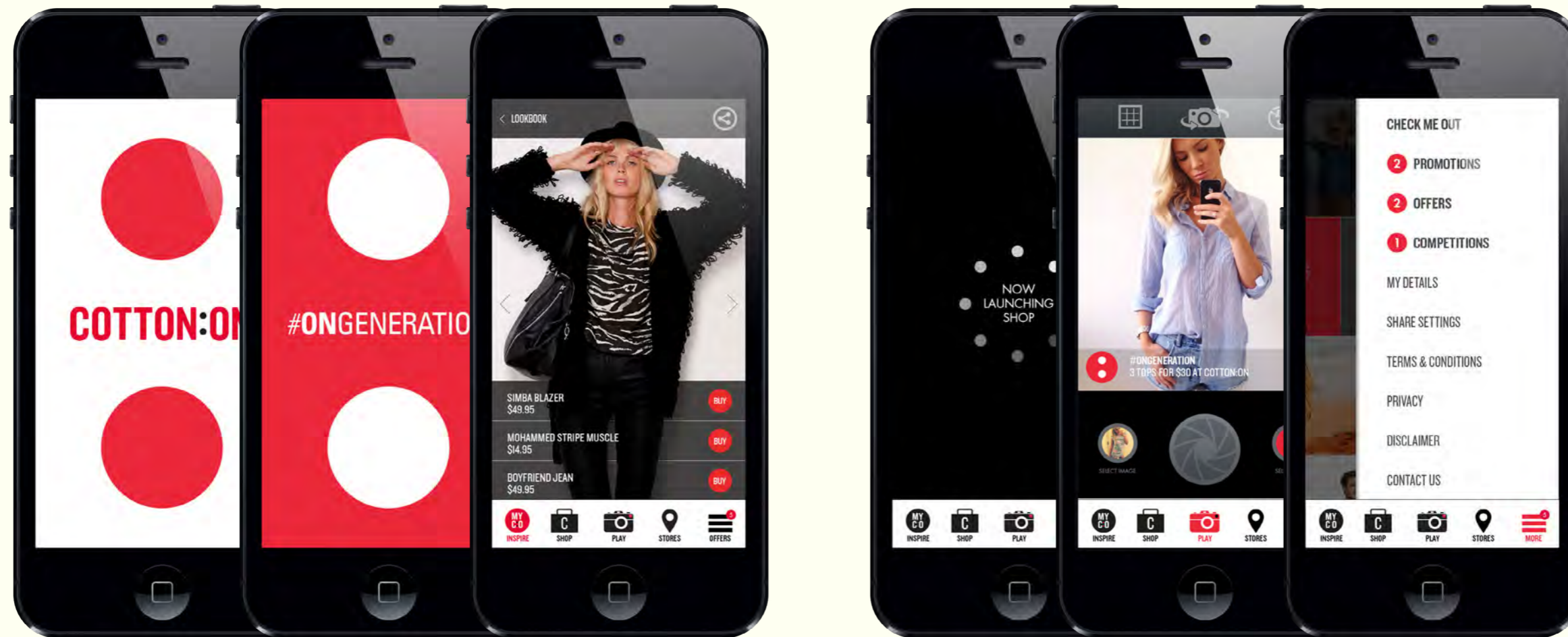
Cotton On Campaign

DIGITAL DESIGN & USER EXPERIENCE

The "NEED WANT NOW" October/November campaign was tiered to represent current trends with our launch sends followed with big idea, trend/editorial style, promotional and finally offers sends. I worked

closely with the creative director and Art Director to answer the brief from a range of stakeholders including buyers, trend forecaster, planners and the digital merchandising team. Customer engagement,

conversion and experience was the objective and was met by taking note of Google Analytics and sales reports.



Cotton On App

INTERFACE DESIGN & USER EXPERIENCE

Working with my Digital Marketing Manager and an external development agency I was briefed to create an engaging and on brand interface design for the new Cotton On mobile App. There where a number

a aspects to the app that where considered the first being usability. I kept the icons clear and simple whilst remaining on brand and fun to use. This helped with the customer engagement and ease of use. We found

the app worked well when combined with support material from EDM and social campaigns. Wire-framing the user journey helped to create a free flowing, engaging mobile shopping experience.



Kuit Landscapes

ART DIRECTION
& CORPORATE ID/BRANDING

Kuit Landscapes are second generation landscape design company based on the Victorian Surfcoast. They approached me to re-launch their brand as they moved into the next phase in the life of their company.

The principle idea was to communicate the locally recognisable name. This was done with clean strong typography including spec markings. We then added a representation of a completed stone wall with foliage.

The branding was so well received by Kuit Landscapes we were also able to roll out a full id suite including stationary, signage and vehicle livery.



MOVE FREE

ART DIRECTION
& IDENTITY DEVELOPMENT

Move Free engaged my services to create an identity suite for their new health and fitness platform. They offer remedial massage, balance training, yoga, pilates along with conventional training all in the name of

movement and fully balanced functionality. My job was to capture this by providing a name and logo that represented the core values and attitude of Ged's service. The identity is based on a seesaw balanced

within symmetry. The branding is versatile across many touch points of the business enabling an increase in client uptake and communicate clearly the unique services MF offers.



TURN IT UP / TONE IT DOWN

EXCLUSIVELY ONLINE & SELECTED STORES

For every extreme new season look, there's an understated alternative!
Which of Spring's personalities is the one for you?



MINIMALIST

Keep the look cool with perfectly cut boyish trousers and modern silhouettes.

SHOP THE LOOK 
from \$34.95

MAXIMALIST

FEMININE FLORALS WITH 50S INSPIRATION GETS A MODERN UPDATE WITH NOVELTY PRINTS, STRIPES AND HIGH IMPACT GRAPHIC TEES.



CO. BY COTTON ON

DIGITAL DESIGN
& USER EXPERIENCE

An exciting elevated brand launched by Cotton On in early 2012. Targeted at a more premium customer and aligned with fresh runway trends CO Exclusive was our answer for the girl looking for a little something

special for her look. Working with my Digital Marketing Manager and Senior Trend Director I was super excited to head up design and development for the birth of the exclusively online brand and work closely with

photographers and the apparel designers to produce a comprehensive micro site and digital presence including website collateral, email campaigns, social as well as a blog all matching the elevated brand presence.



QUÉBEC PREMIUM

ART DIRECTION
& IDENTITY DEVELOPMENT

The Canadian province of Quebec is by far the largest producer of maple syrup. Up to 85% of all maple syrup comes from this region. The recent push for healthy alternatives to processed ingredients and organic

products have given rise to the renewed far reaching market for real maple syrup. Working with Québec Premium's marketing manager to develop this uniquely Québécois maple syrup branding and identity. It was

importance to featuring the maple leaf and a novelty bottle for release. The leaf was photographed from the maple farm and to balance this with the syrup droplet icon really nailed the brief yum!



TAC Provider Communications

FOLDER DESIGN
TRANSPORT ACCIDENT COMMISSION
