Cass Eddy

PORTFOLIO

ILLUSTRATION, SURFACE DESIGN, BRANDING

2025

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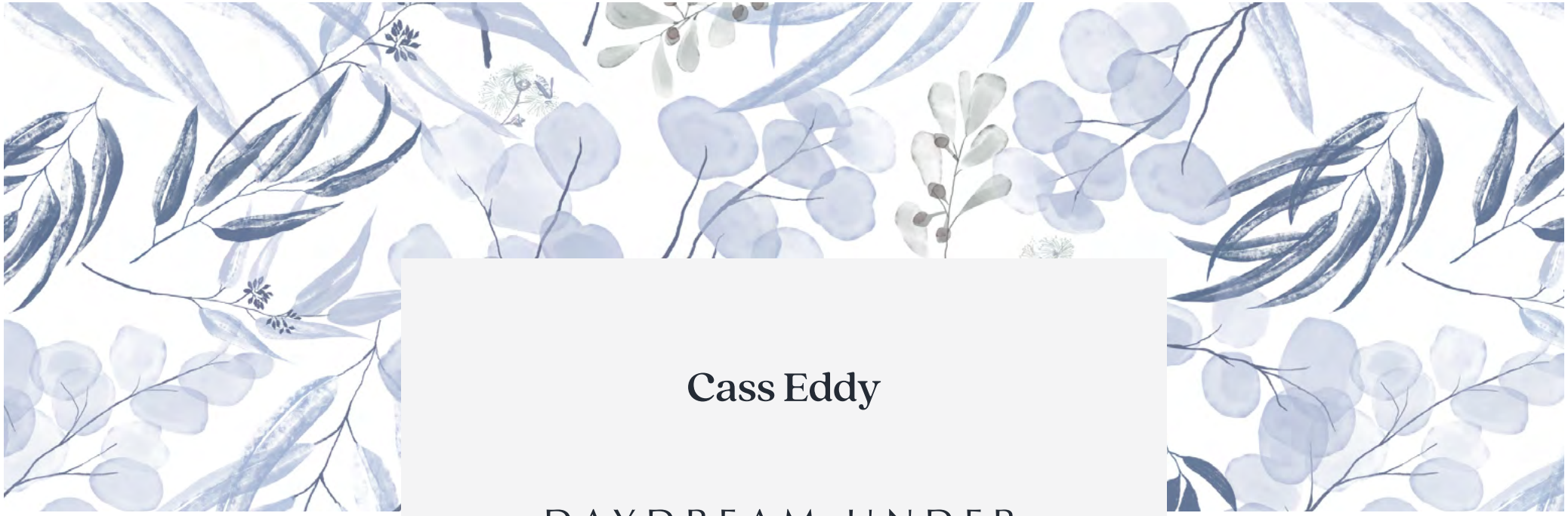

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DAYDREAM UNDER THE GUMS

SURFACE PATTERN DESIGN
DIGITALLY DRAWN ILLUSTRATION





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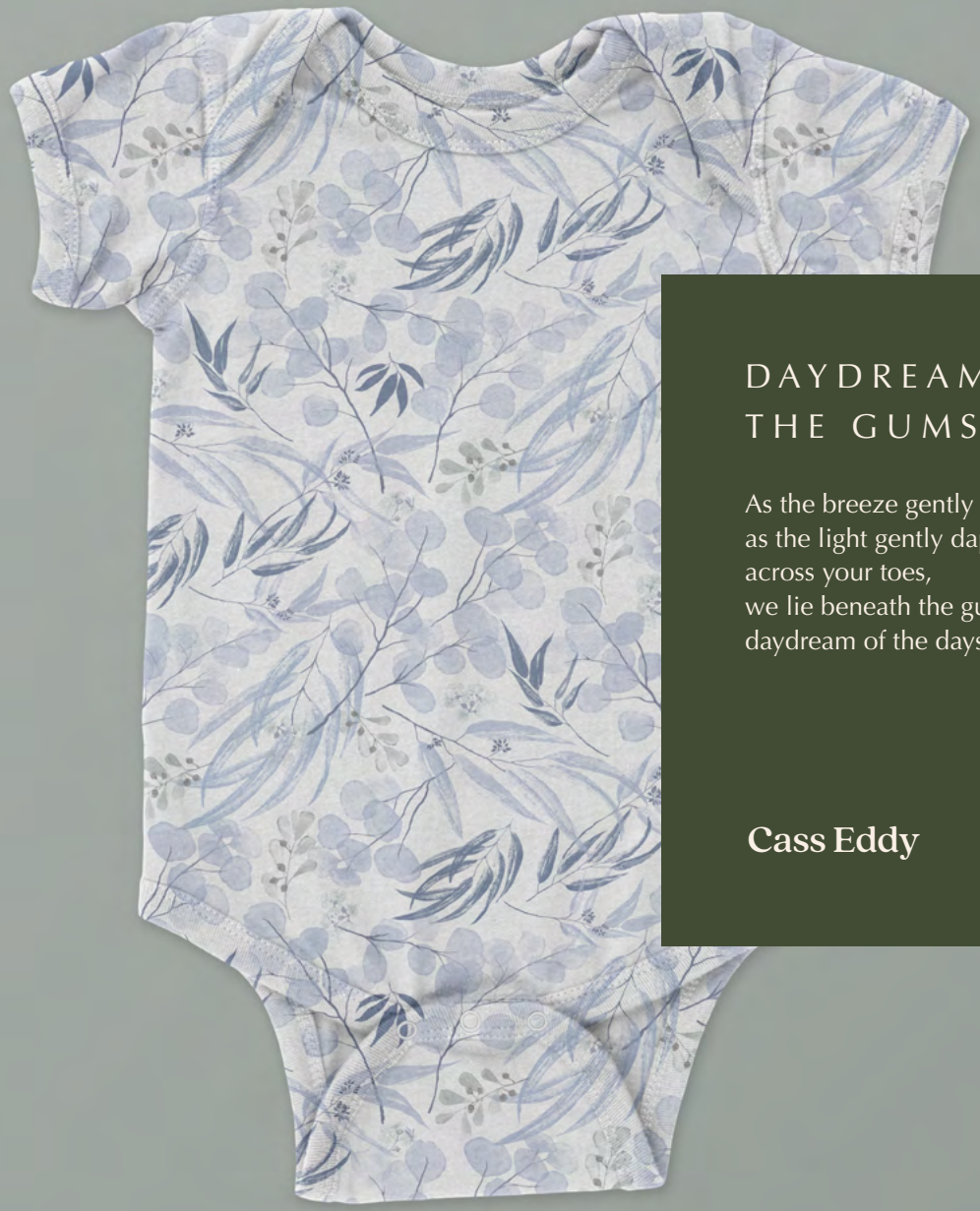

DAYDREAM UNDER THE GUMS

As the breeze gently blows,
as the light gently dapples
across your toes,
we lie beneath the gums and
daydream of the days ahead.

Cass Eddy

© CASS EDDY



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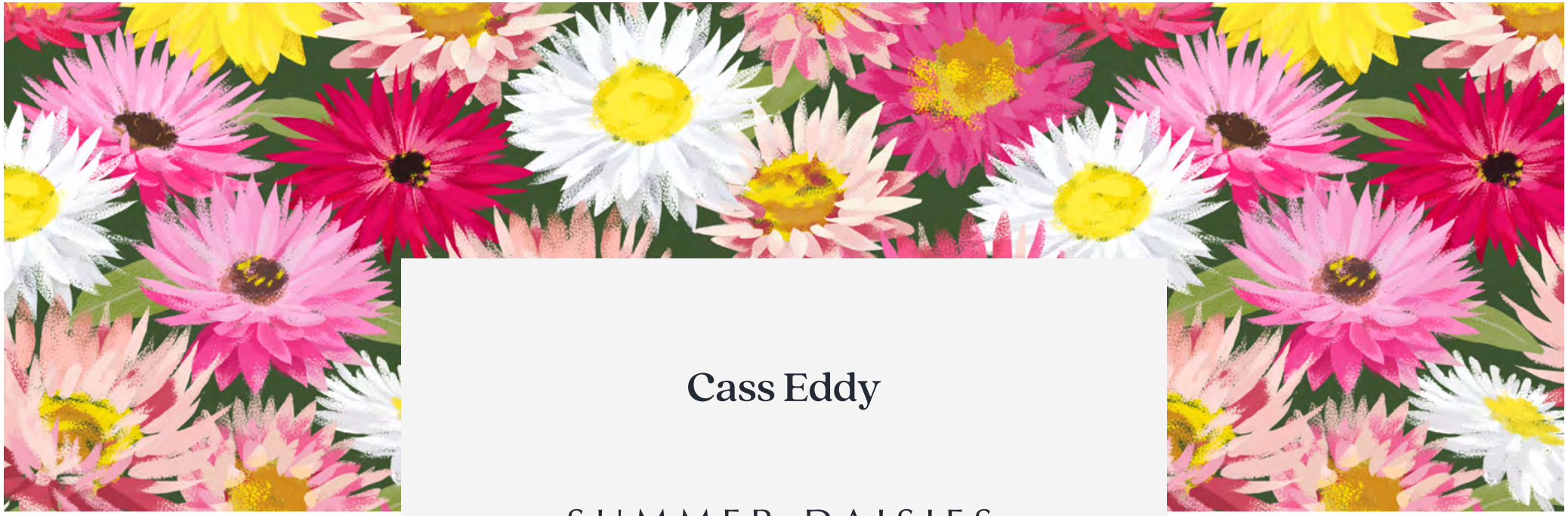

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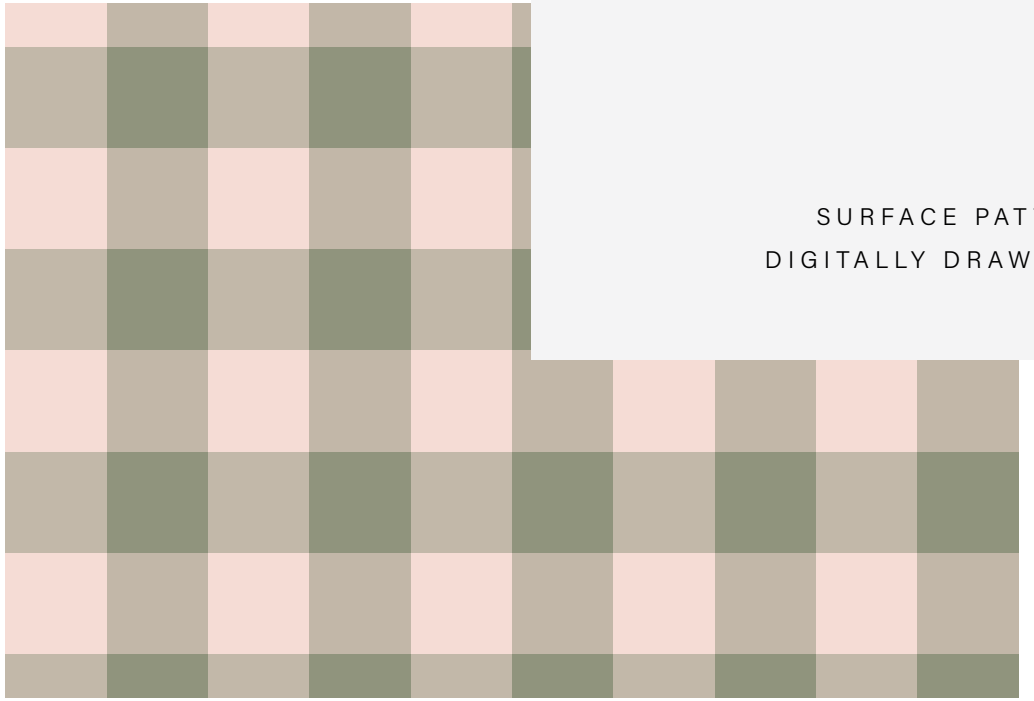
SUMMER DAISIES

SURFACE PATTERN DESIGN
DIGITALLY DRAWN ILLUSTRATION





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SUMMER DAISIES

Meander through the fields and
dance among the wild-flowers.
The bees perform a gentle hum, as
we wind back through the meadow.

Cass Eddy



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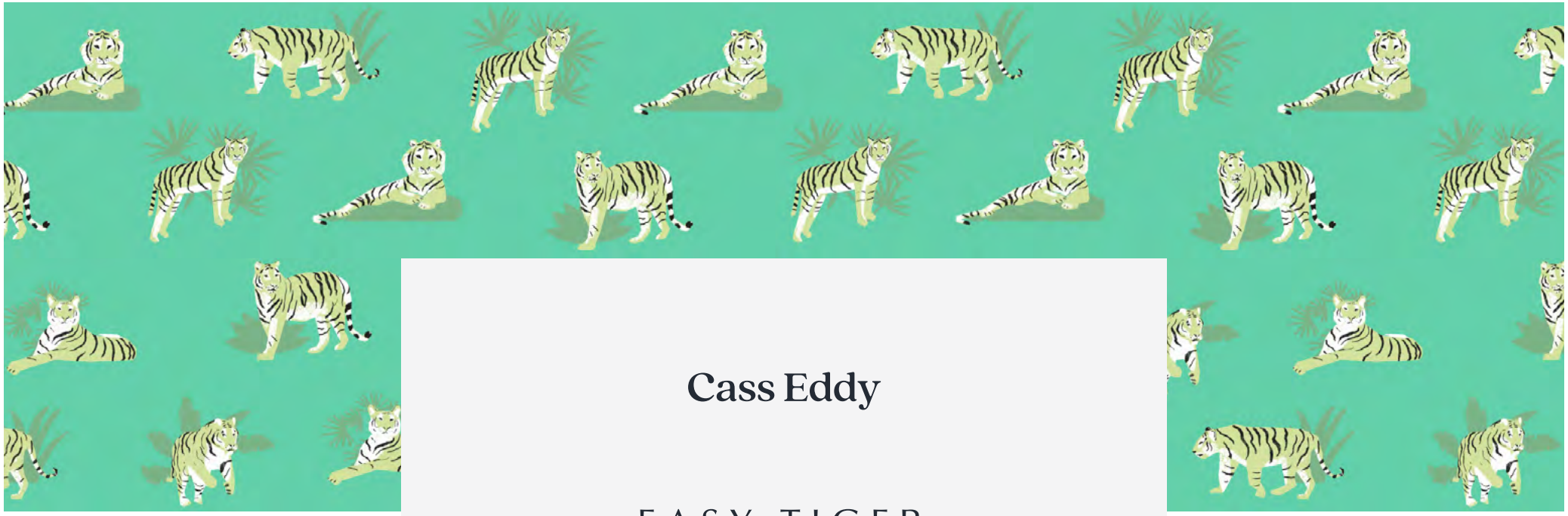

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EASY TIGER

SURFACE PATTERN DESIGN
DIGITALLY DRAWN ILLUSTRATION





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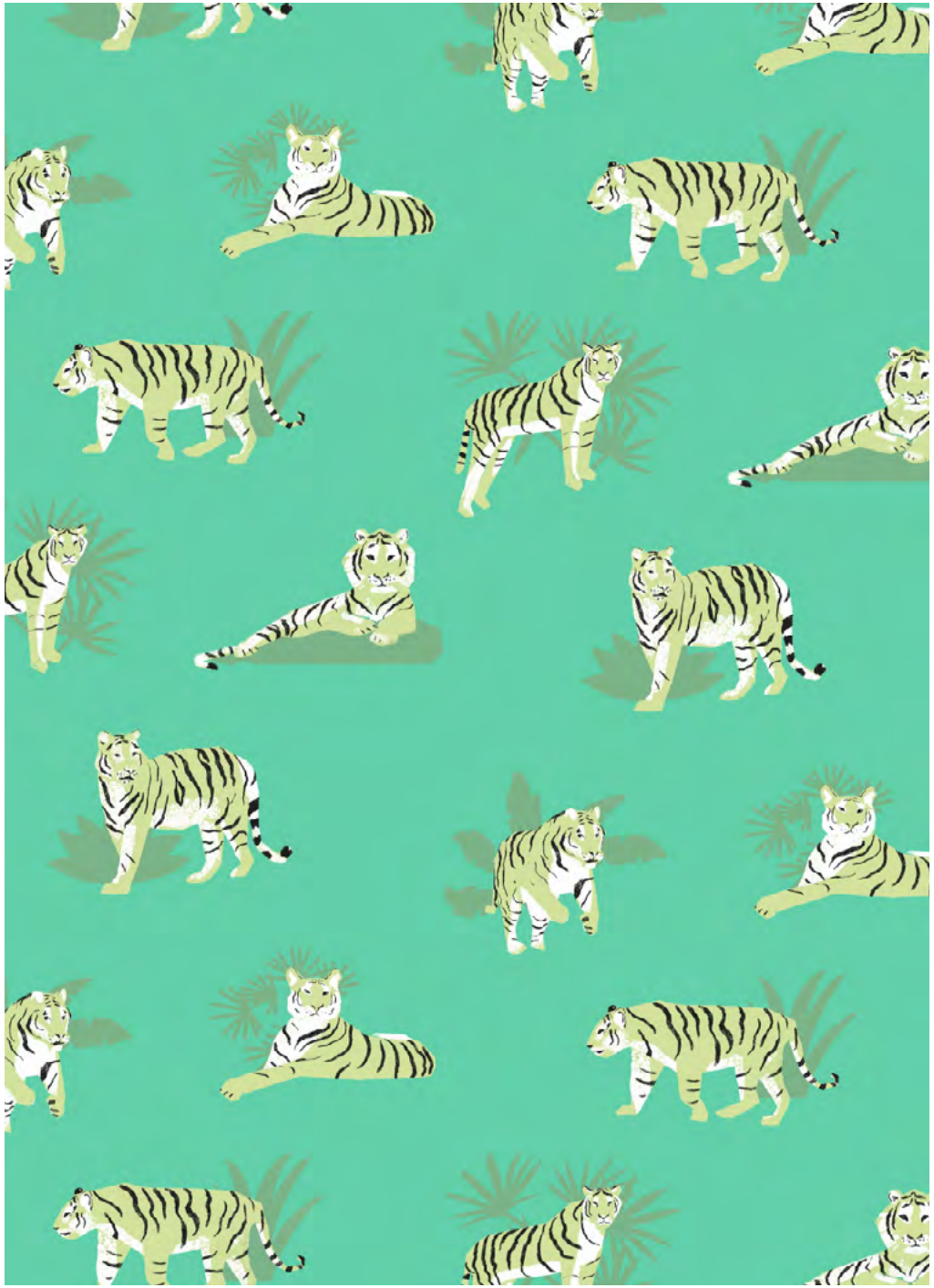



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SPRING WATERCOLOUR GINGHAM

SURFACE PATTERN DESIGN
DIGITALLY DRAWN ILLUSTRATION

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WALK ACROSS THE VALLEY

SURFACE PATTERN DESIGN
DIGITALLY DRAWN ILLUSTRATION





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Step into the open skies, feel the warmth across your cheek, inside we hear her calling, look beyond the horizon as you bravely walk across valley.



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GRAPHIC DESIGN AND BRANDING

ILLUSTRATIVE DIRECTION
IN VISUAL IDENTITY DESIGN

Nourish Botanicals: Skincare Branding

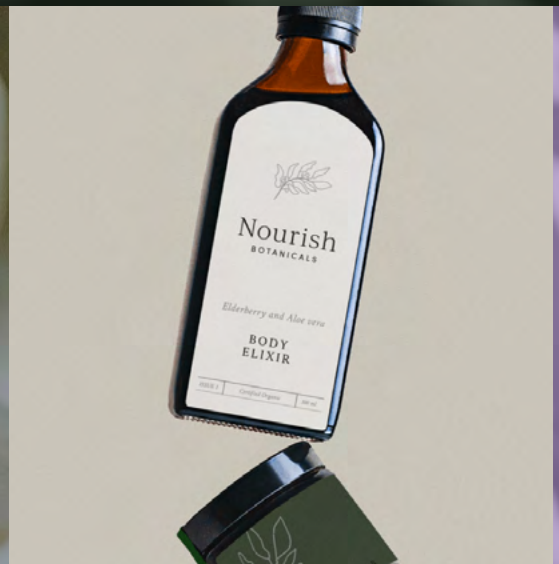
We developed a visual identity that balances the purity of botanical ingredients with understated luxury and mindful well-being. Drawing inspiration from the organic textures of nature and the calming palettes found in serene landscapes, it achieves a contemporary feel while retaining a grounding, elemental tone. This reflects the brand's commitment to effective, nature-derived skincare and a holistic approach to beauty.

The logo features an elegant wordmark, paired with a delicate, illustrative botanical motif, symbolising the product's natural origins and nourishing properties. The earthy, muted colour palette of greens and terracotta evokes modern tranquillity and natural harmony. Minimalist packaging with tactile finishes establishes a luxurious yet approachable presence, appealing to those seeking refined, naturally-derived skincare.

CREATIVE DIRECTION.
VISUAL IDENTITY DESIGN.
NAME IDEATION.
TAGLINE DEVELOPMENT.
GRAPHIC DESIGN.









Floresi: Floral Atelier

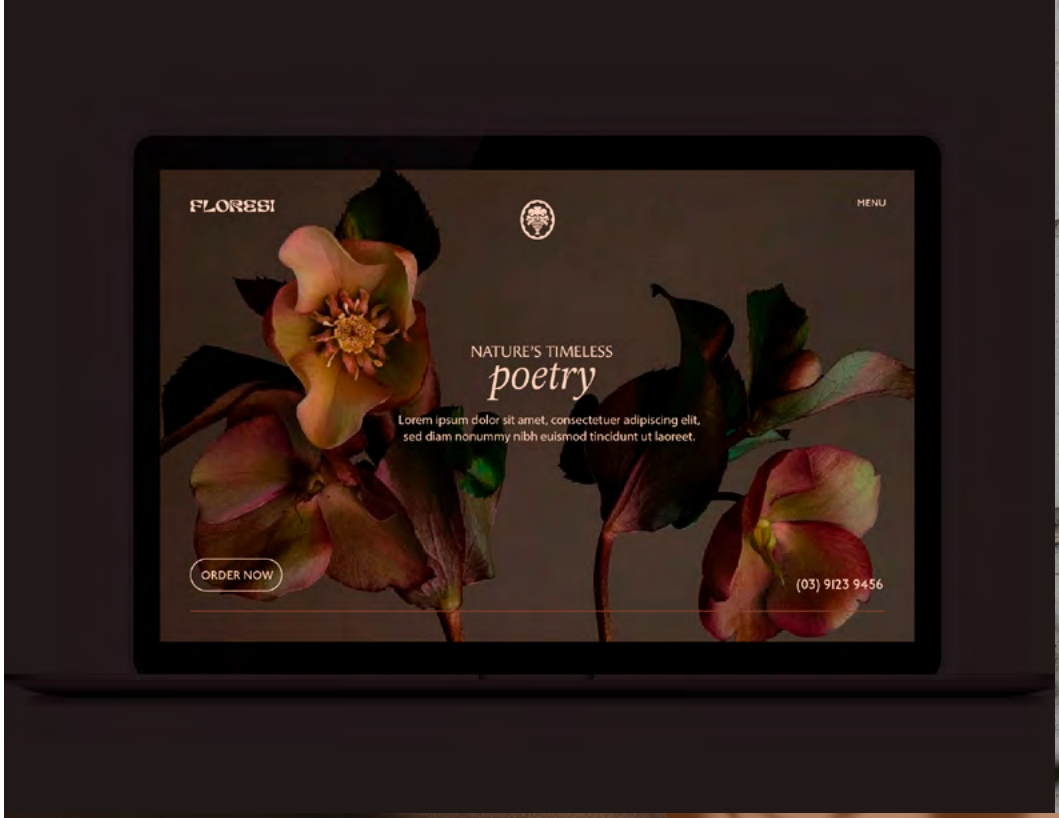
Crafting a visual identity to reflect the brand's artistic and premium positioning.

We developed a visual identity that balances contemporary sophistication with playful opulence. Drawing inspiration from Baroque decorative arts, it achieves a striking contemporary feel while retaining a heritage tone, reflecting the brand's premium offering and artistic, modern design approach.

The logomark features curvaceous script lettering with a bold, stylised overflowing vase, mirroring the organic forms of flowers and foliage. Moody, artistic photography and romantic colour palette cultivate an air of sophisticated elegance.

This refined aesthetic establishes a luxurious and captivating presence, perfectly positioning the brand within the boutique premium market and appealing to those seeking an elevated craft in floral artistry.

CREATIVE DIRECTION.
VISUAL IDENTITY DESIGN.
NAME IDEATION.
TAGLINE DEVELOPMENT
GRAPHIC DESIGN.







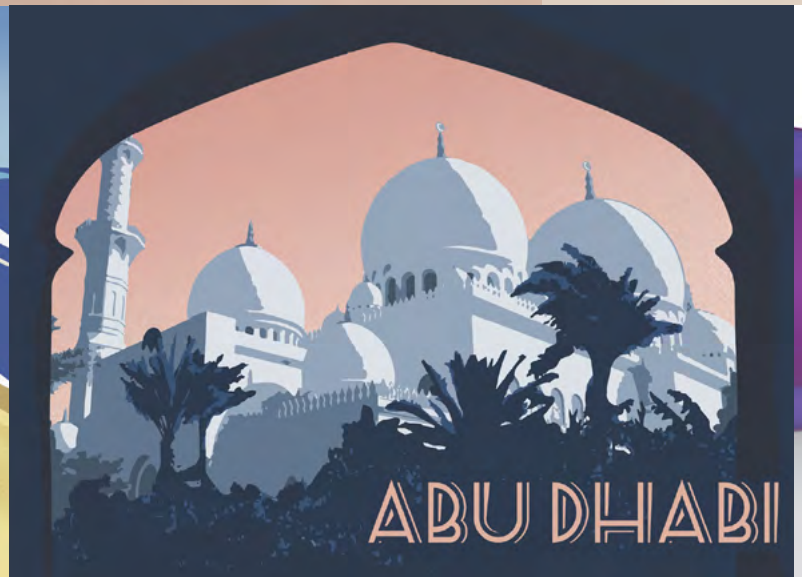














Various illustrative designs for products and packaging.

© CASS EDDY



Invitation design

HAND PAINTED AND DIGITAL ILLUSTRATION DESIGN ELEMENTS

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SOFT GOODS
DESIGN AND DEVELOPMENT

PRODUCTS AND TEXTILES



Qantas Curates

Qantas Curates was a limited edition amenity kit series, available in international Business Class selected Qantas flights. Showcasing the work of 16 talented Australian artists.

My role on the this project has been to manage the artist artwork, creating product specifications for manufacturing, product QC and ensuring high quality reproduction across all soft goods and marketing collateral. I was also responsible for photoshoot styling of product images, for use in media to promote the program created by Buzz.

Artists include: Lucy Simpson, Fred Fowler, Rachel Castle, Tom Blachford, Billie Justice Thomson, Bonnie and Neil, Craig and Karl, Liam Snootle, Jon Campbell, Kate Banazi, Jacob Leary, Luke Shadbolt, Megan Weston, Myra Yurtiwa Cooke (dec), Polly Pawuya Butler-Jackson & Nicole Warne "Gary Papper Girl".

FINISHED ART. COLOUR CORRECTION. PRODUCT SPECIFICATIONS. MANUFACTURING QC. PHOTOSHOOT STYLING.

© CASS EDDY







Lonely Planet Kids for Emirates ‘Fly With Me’

Three year program, offering children’s inflight entertainment kits onboard Emirates flights. The kits include Lonely Planet Kids bags, a series of collectible readers and activity items, with four kits refreshed every six months.

I was allocated design lead on pitch and was responsible for developing product concepts, kit themes, graphic design and content direction. Working closely with client service team and brand managers of Lonely Planet, to gain approvals through Emirates.

ART DIRECTION. GRAPHIC DESIGN. CONTENT DIRECTION.
PRINT MANAGEMENT. PRODUCT SPECIFICATIONS. MANUFACTURING QC.



Emirates ‘Fly With Me’
Trend Analysis and Design Direction

Identifying graphic trends and developing style directions translatable to the Lonely Planet Kids Brand, to be applied across products for the Emirates 7-12y.o. program.

TREND
MAPS & ICONS



LONELY PLANET KIDS
MAPS & ICONS



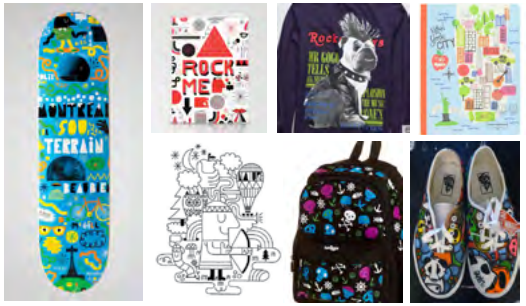
TREND
JUST MY TYPE



LONELY PLANET KIDS
JUST MY TYPE



TREND
URBAN EDGE



LONELY PLANET KIDS
URBAN EDGE



TREND RESEARCH. ART DIRECTION. DESIGN DEVELOPMENT.

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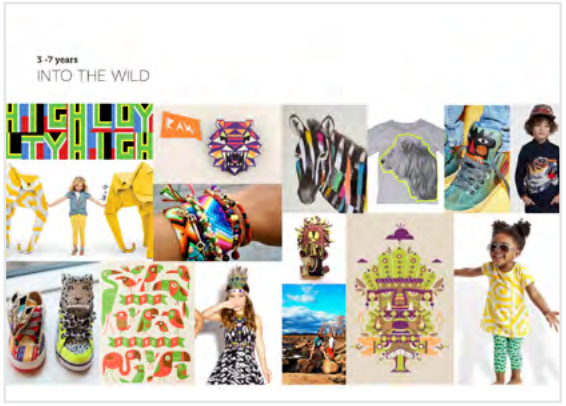
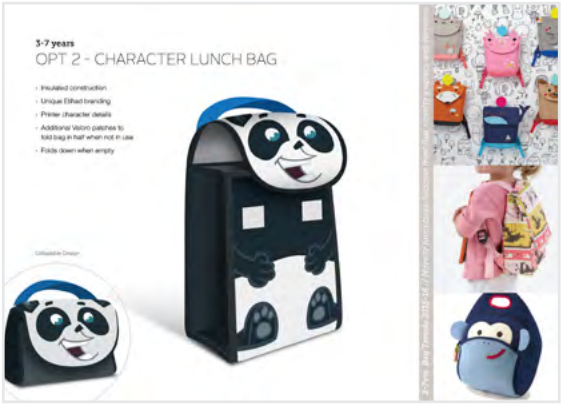
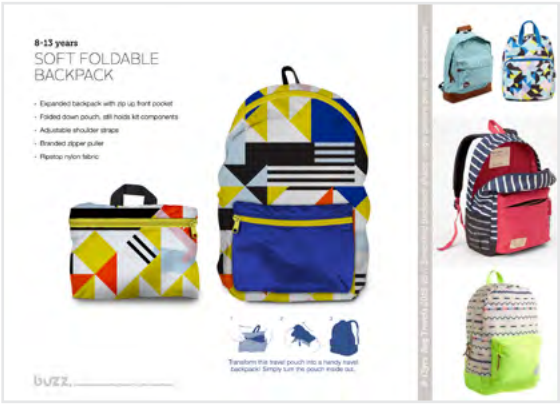
Various kids trend research and mood direction.

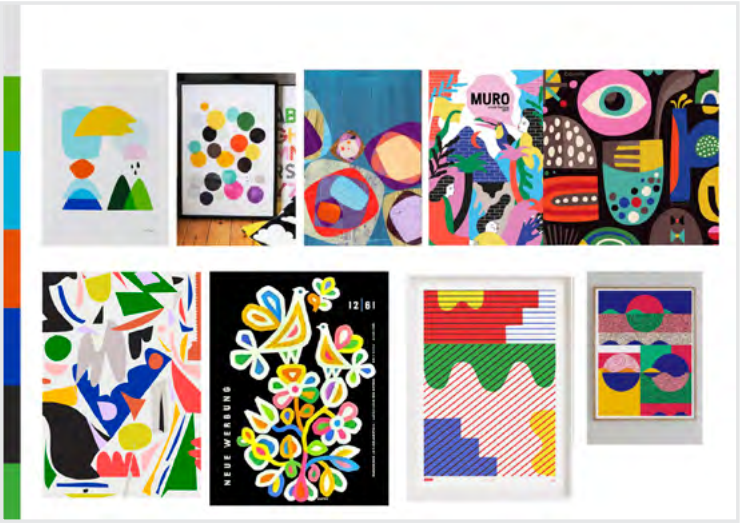
Children's airline soft goods.

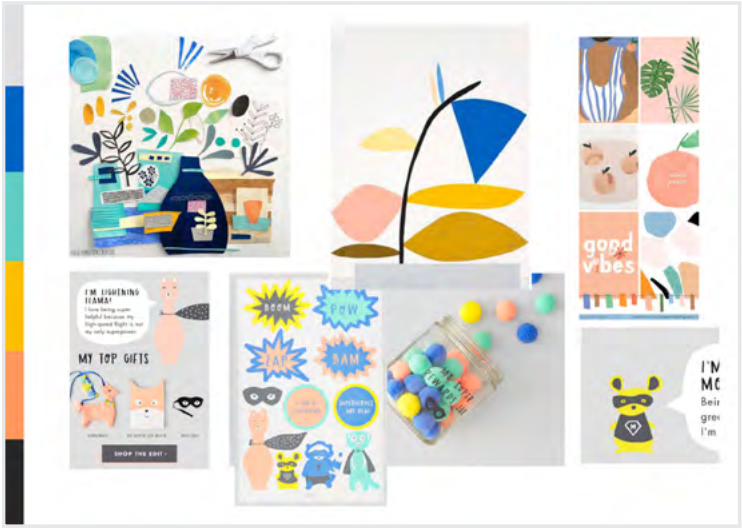
TRENDS & INSPIRATION













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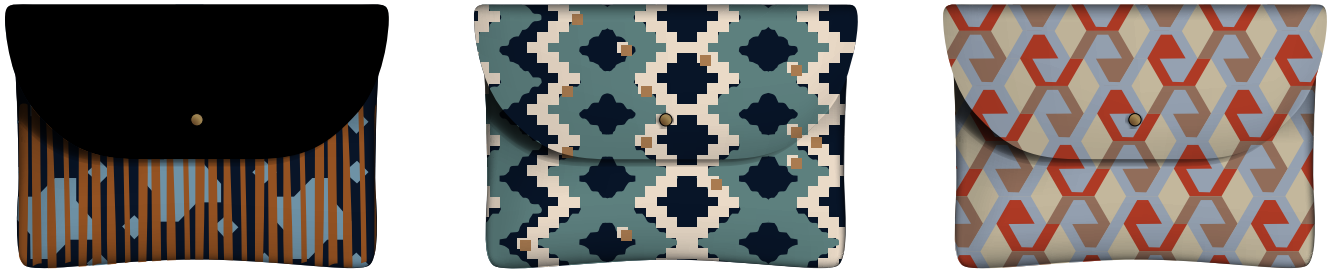
Various surface pattern and placement prints for textile.



MYER COSMETIC BAGS GWP – PATTERN FOR TEXTILE



AMENITY BAGS – PATTERN FOR TEXTILE



CHILDREN'S PENCIL CASE – PLACEMENT PRINT FOR TEXTILE

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THANK YOU

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