
 contact@seandalton.com.au

 seandalton.com.au

 07365000631

 [seandalton-design](https://www.linkedin.com/company/seandalton-design)

Sean Dalton

Senior Designer.

Creative Thinker.

Digital Creator.

I am Sean, a Senior Designer based in London with over 13 years experience in branding, motion graphics, web design, video editing, digital design, social media content creation, print media, UI/UX design, audio production, environmental design and art direction.

Sean Dalton



Online portfolio: seandalton.com.au

Contact

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-  contact@seandalton.com.au

Education

Bachelor of Digital Media

 Griffith University - QCA
QLD, Australia  2011

Diploma of Building Design

Cert IV in Multimedia

Experience

2022-Current

Muster/T&Pm Group - London

Senior Designer

Working with clients such as Lexus, Meta, British Gas, Dove and EasyJet on a variety of projects with scopes ranging from from concept ideation, creative development, motion design, digital design, visual concepting and print ready collateral for large and small scale output.

2019-Current

Freelance Senior Designer

Graphic, Digital Designer | Art Director

Working as an art director, graphic/digital designer, web designer, brand designer video editor and audio engineer. Clients include AIA Insurance, Accor Hotel Group, Shangri La Group, Rosita Supplements, 1Human Race Charity, MAS records as well as a number of small to medium sized music artists and businesses.

2012-2013

Accor Hotel Group

Digital & UI/Web Designer

2009-2015

One Chance Clothing

Creative Director/Lead Designer



2018-2021

Skipper & Skipper Agency - London

Senior/Lead Designer

Working as the Senior Lead Designer overseeing and designing digital and print based content for a large variety of global clients including branding, web design, video editing/creation, design for social media, packaging design and art direction.

2013-2018

Localsearch - Digital Agency

Web Design & Developer/Adwords Specialist

Working as a web designer/developer, digital designer and Google AdWord specialist. The clients ranged from medium to large sizes business in the mining, retail, hospitality and services industries.

2011-2013

Reality 3D

Graphic & 3D Visualisation Designer

Mint Fitness

REBRAND, WEB & SOCIAL MEDIA

- Art Direction
- Logo Rebrand
- Web and UI Design
- Branded Collateral

Mint, a boutique fitness studio in New Zealand, sought a rebrand and refreshed visual direction to support their next phase of growth.

I developed a comprehensive new brand identity, including a logo, brand mark, and visual assets, tailored to their target audience and core values. Leveraging this refreshed brand identity, I also created and implemented social media content, branded materials, and a redesigned website as part of the project scope.



mint.

Mint Rebranding & Logo Evolution



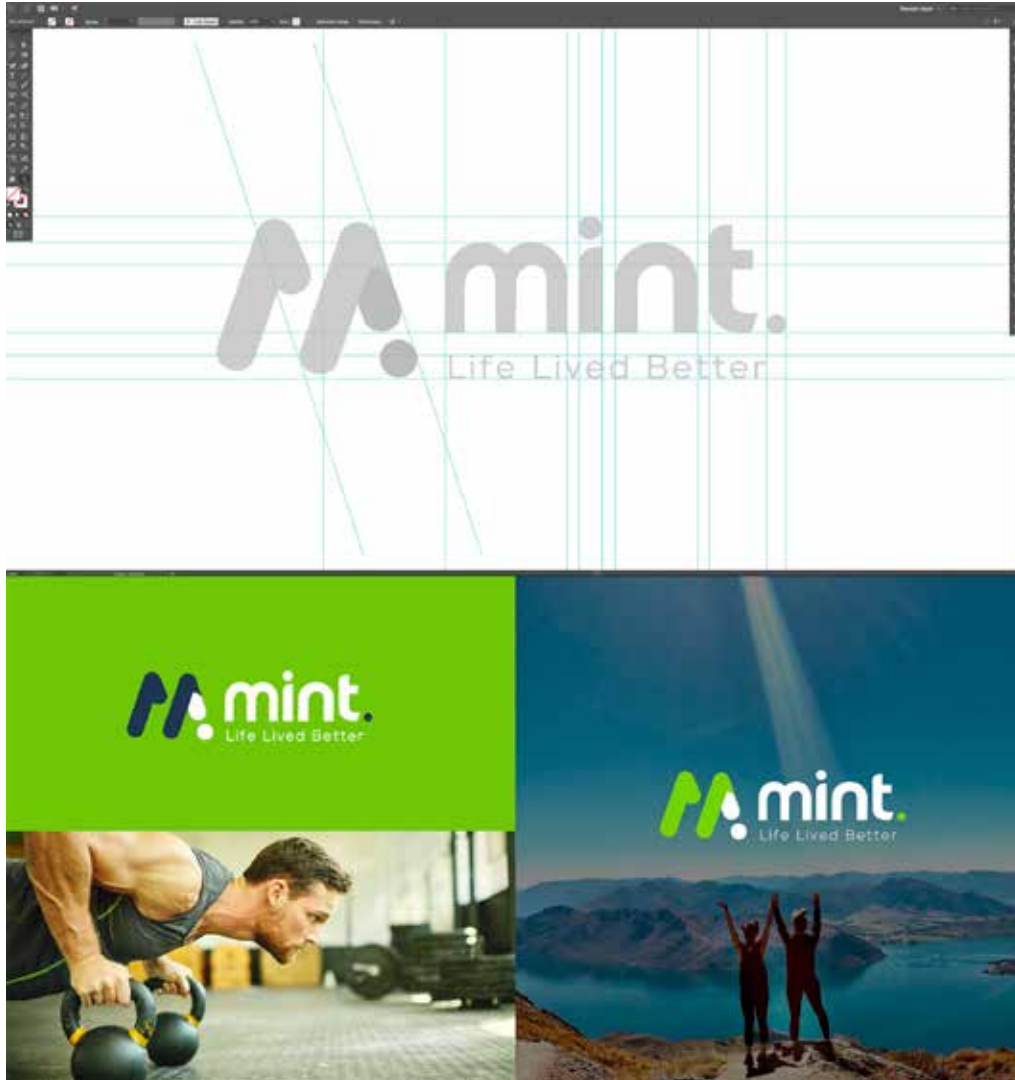
LOGO CONCEPT 01



LOGO CONCEPT 02



LOGO CONCEPT 03



LOGO CONCEPT 04



Brand Execution

Concept 04 was the chosen brand direction for its bold, elegant, and modern appeal. The logo design features strong strokes and sweeping letterforms, creating a distinctive and memorable presence that effectively emphasises the brand's identity.

<p>Mint Blue Primary Color A.</p> <p><small>Color Codes</small></p> <p>CMYK : C920 M042 Y079 K036 Web : #273551 RGB : R039 G053 B081</p>	<p>Mint Green Primary Color B.</p> <p><small>Color Codes</small></p> <p>CMYK : C600 M000 Y100 K000 Web : #81CB41 RGB : R129 G203 B065</p>	<p>Mint Teal Primary Color C.</p> <p><small>Color Codes</small></p> <p>CMYK : C067 M003 Y031 K000 Web : #66B7B8 RGB : R102 G183 B184</p>
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<p>mint. Better for life.</p>	<p>m.</p>
<p>m.</p>	<p>m.</p>
<p>m.</p>	<p>m.</p>

mint. *Fitness* mint. *Lifestyles* mint. *Cafe*



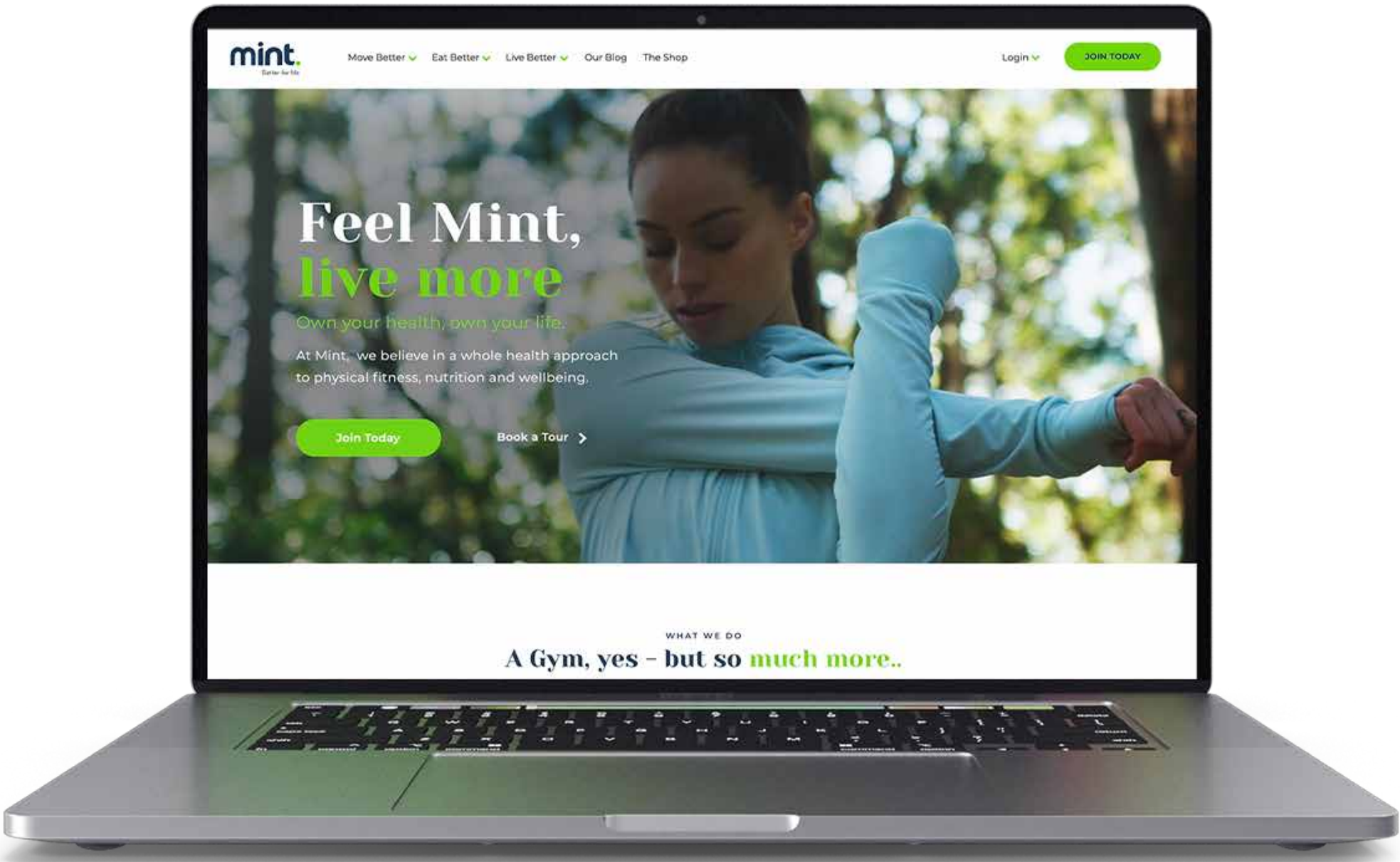
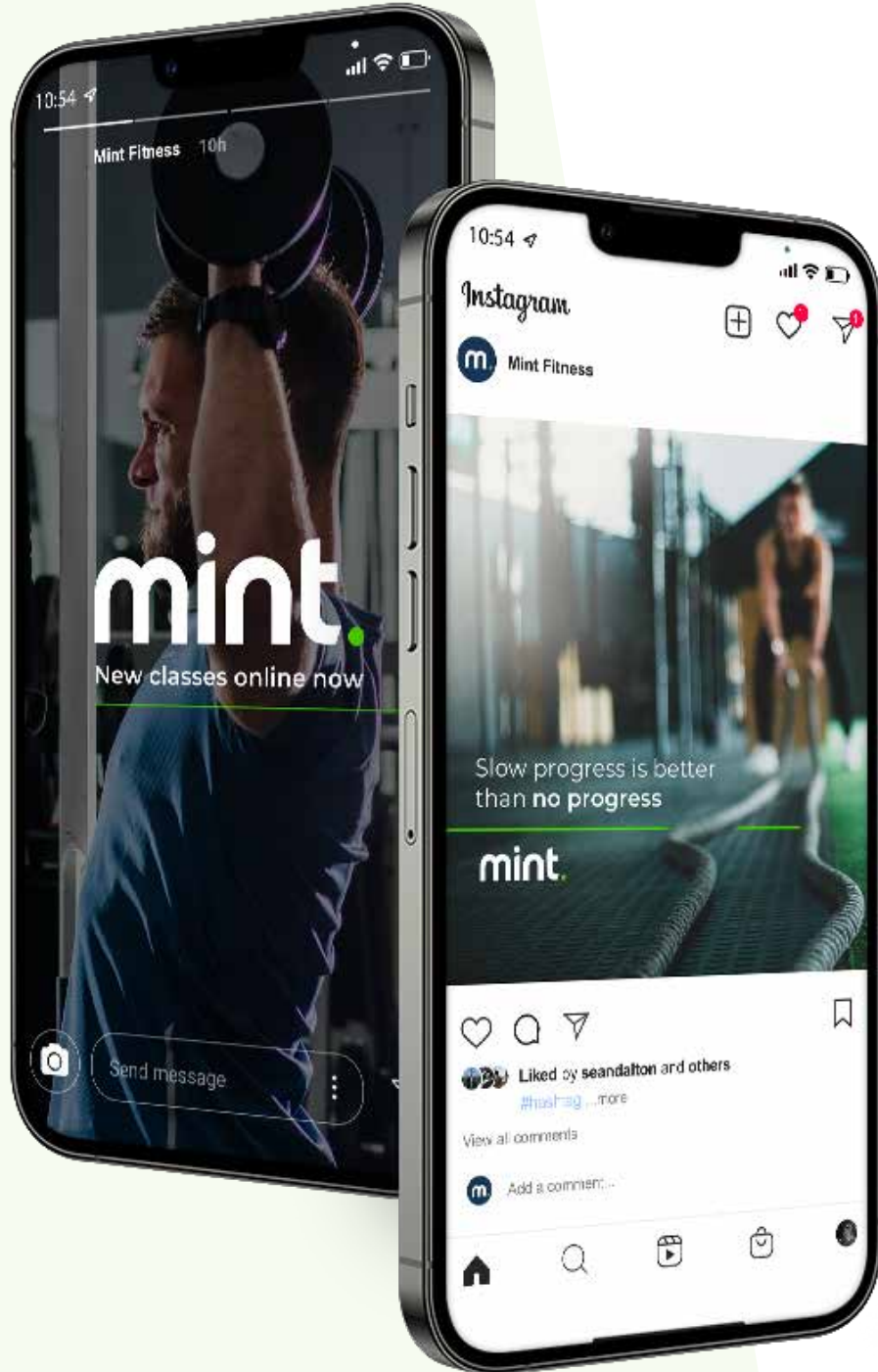
BRANDING ELEMENTS

A secondary pattern was designed to add playful uniqueness to the Mint brand, featuring custom icons and sketched artwork. This pattern is used in the gym on walls and equipment, as well as in branding materials, uniforms and merchandise.

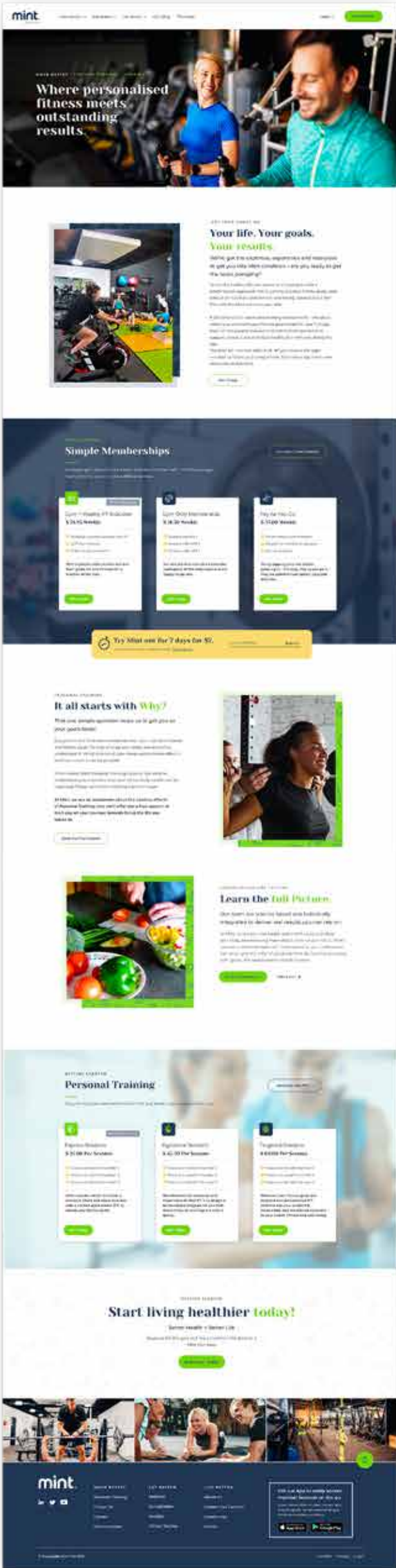


Web/UI Design & Social Media

● SOCIAL MEDIA ART DIRECTION



● WEBSITE UI DESIGN



Lexus LBX

DIGITAL, PRINT & EVENT DESIGN

- Creative Ideation
- Print Design
- Digital Design
- Motion Graphics
- Social Asset Design

To support the launch of the new Lexus LBX, our team at Muster - London, including myself, conceptualised and executed a series of events that transformed traditional static vehicle displays into dynamic, content-driven experiences.

Held in Milan, London, and Paris, these three events showcased everyday driving locations unique to each city, with creative twists to create exclusive Lexus LBX moments for content capture and public engagement.

The events resulted in 396 million pan-European impressions resulting in 116 million total views. The campaign broke free of automotive only features and secured editorial coverage in lifestyle publications including Grazia and GQ.

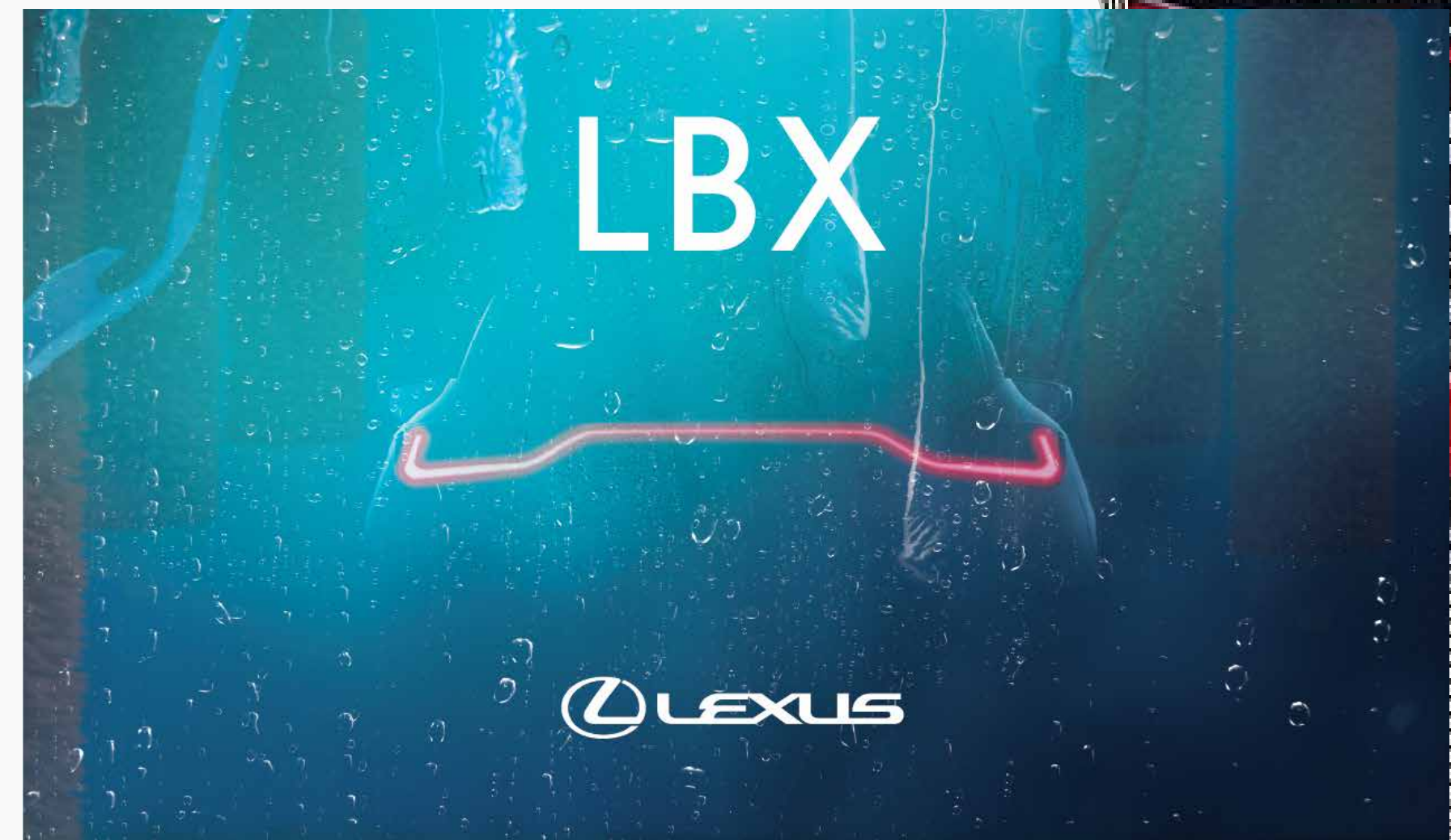
 [VIEW PROJECT SHOWREEL](#)



Lexus Event 1: Milan

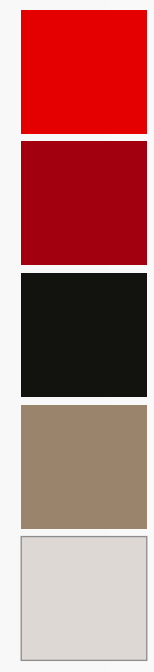
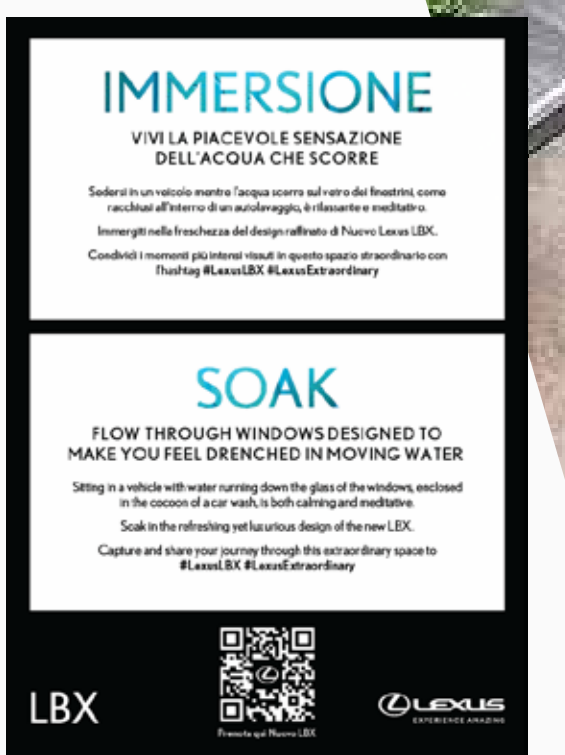
The Extraordinary Car Wash experience in Milan included a calming soaking zone, a maze of life-sized rollers and billowing ribbon behind the LBX static display to create a sense of movement during the height of summer in Italy.

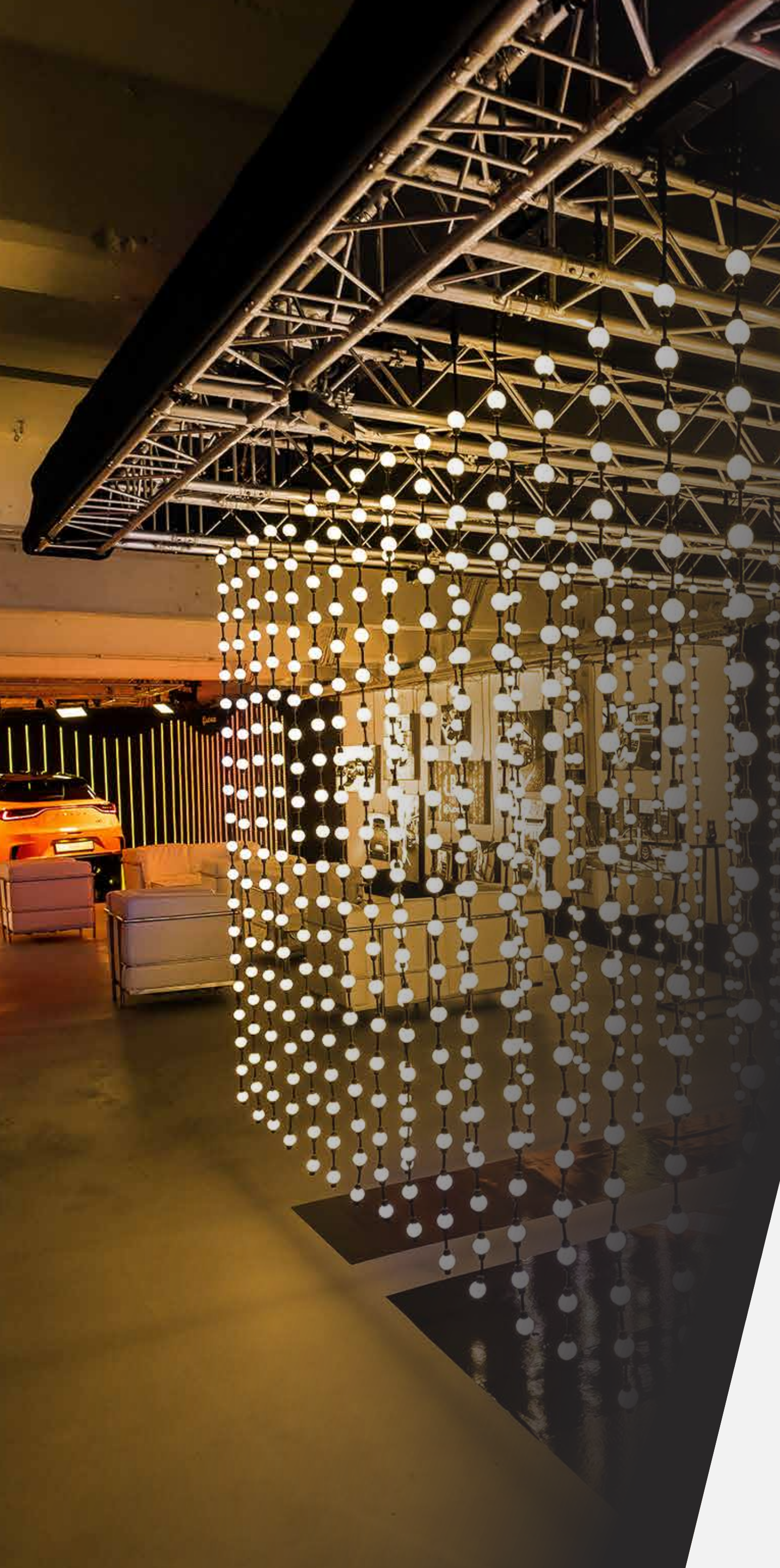
My task was to create a visual identity for the event that captured its essence while aligning with the Lexus LBX brand. The final design reflected the ambiance and feel of being inside a car wash, which was adapted for the front hoarding at the event entrance.



DESIGNED & BRANDED COLLATERAL

I developed an additional complementary visual identity for the interior of the event space. This design was intended to enhance the color of the Lexus LBX on display and to establish a contrasting experience between the exterior and the interior of the event. Both visual identities were incorporated into the event's print and digital promotional materials.





Lexus Event 2: London

The **Extraordinary Car Park** transformed an underground concrete basement in London, into a multi-sensory and immersive light gallery with gesture, voice and even pulse activated art installations.

My task was to conceptualise and implement a visual identity for the event that would encapsulate the essence of the occasion while aligning with the Lexus LBX brand. The final result was a visual representation that embodied the aesthetics, ambiance, and illumination of a stylised car park experience.

DESIGNED & BRANDED COLLATERAL

The key visual was used to cohesively brand the event space, print and digital promotional material. The output included large scale wall prints, small print collateral, motion graphics as well as social and web marketing assets.



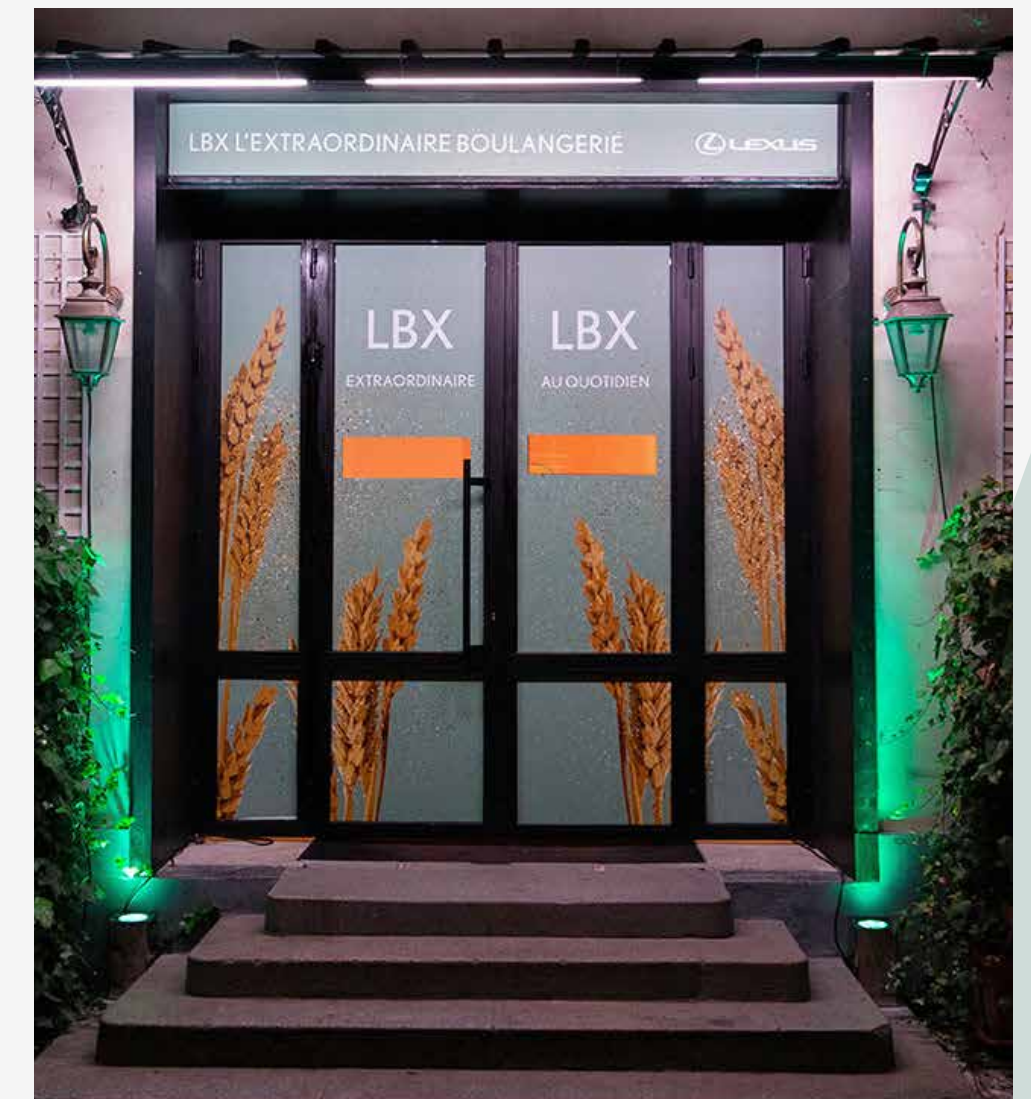
Lexus Event 3: Paris

The **Extraordinary Boulangerie** converted a traditional Parisian bakery into an immersive culinary experience ft Michelin star chef, Mory Sacko. Guests stepped through ingredients, food prep and the dramatic sounds of extraordinary tastes before reaching the featured LBX in the centre.

My task was to conceptualise and execute a visual identity that captured the aesthetics and experience of a Parisian boulangerie through texture and colour palette.

DESIGNED & BRANDED COLLATERAL

The key visual identity and texture was adapted and used to cohesively brand the event space, print and digital collateral. The output included large scale vinyl prints, a large print wall bread display, small print material including menus, plaques and packaging, motion graphics as well as social and web marketing assets.



Bee Bread Supplement

PACKAGING & LOGO DESIGN

- Packaging Design
- Creative Direction
- Logo Creation
- Promotional Collateral

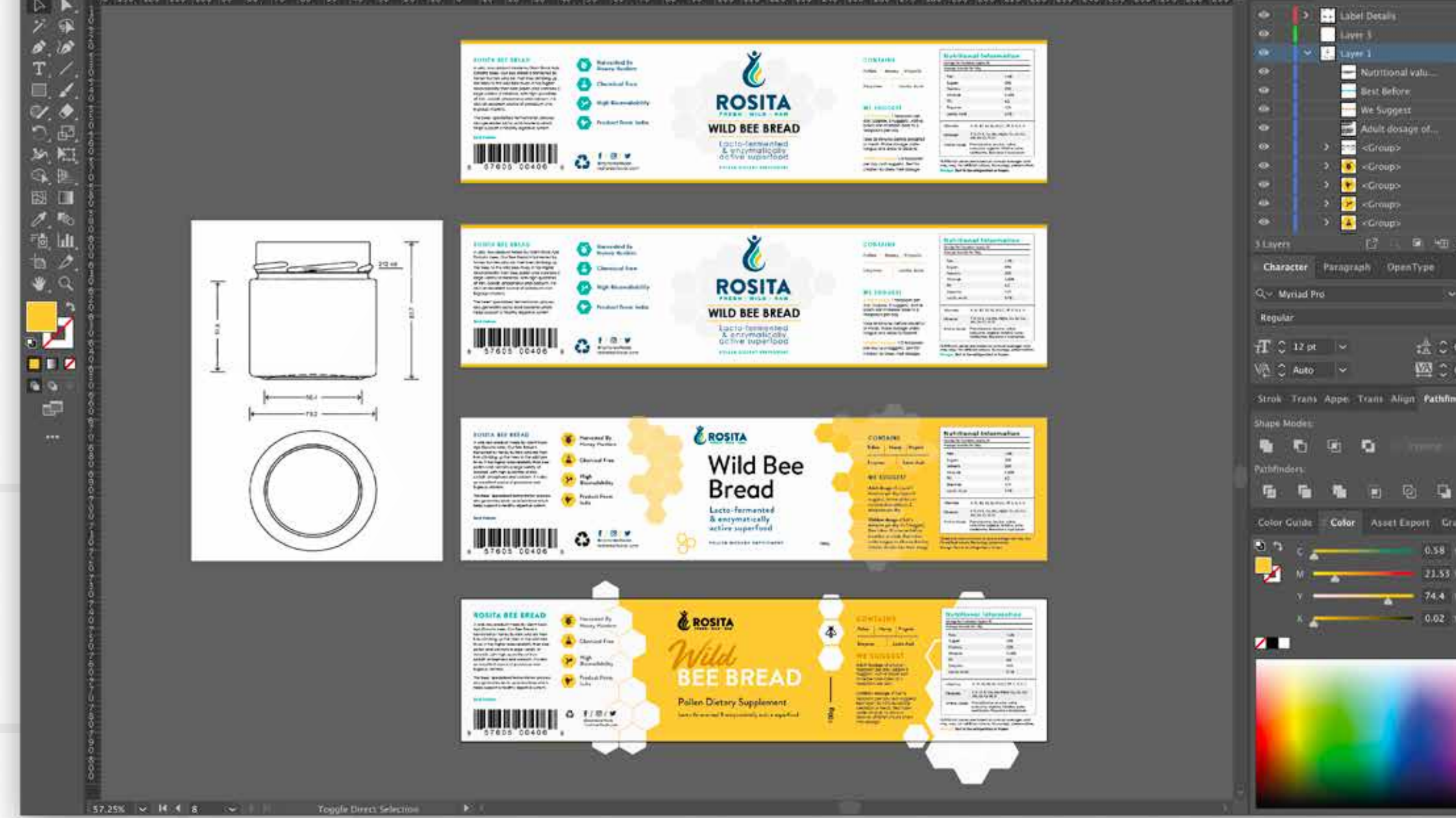
Rosita, a Norwegian health brand known for sustainable, naturally sourced raw supplements, expanded their product line with a premium Bee Bread pollen supplement. To support this launch, I was assigned the task to conceptualise and deliver new product logo design, FDA-compliant packaging label design, as well as promotional materials and an updated website landing page.

Following the successful launch of Bee Bread, Rosita has enjoyed steady sales growth, bolstered by a suite of eye-catching social and digital promotional assets that emphasize the brand's commitment to quality and wellness.



Art Direction & Logo Design

The design of the new Rosita Bee Bread product aimed to feel fresh and distinctive while harmonising with the existing collection. This balance was achieved by incorporating a freehand typeface for a natural look, paired with the solid, bold elements characteristic of Rosita's established design style.



PRODUCT LABEL CONCEPTS



Rosita Blue
 CMYK: 58 / 51 / 60 / 26
 RGB: 100 / 97 / 87
 HEX: #646157

Rosita Teal
 CMYK: 58 / 51 / 60 / 26
 RGB: 100 / 97 / 87
 HEX: #646157

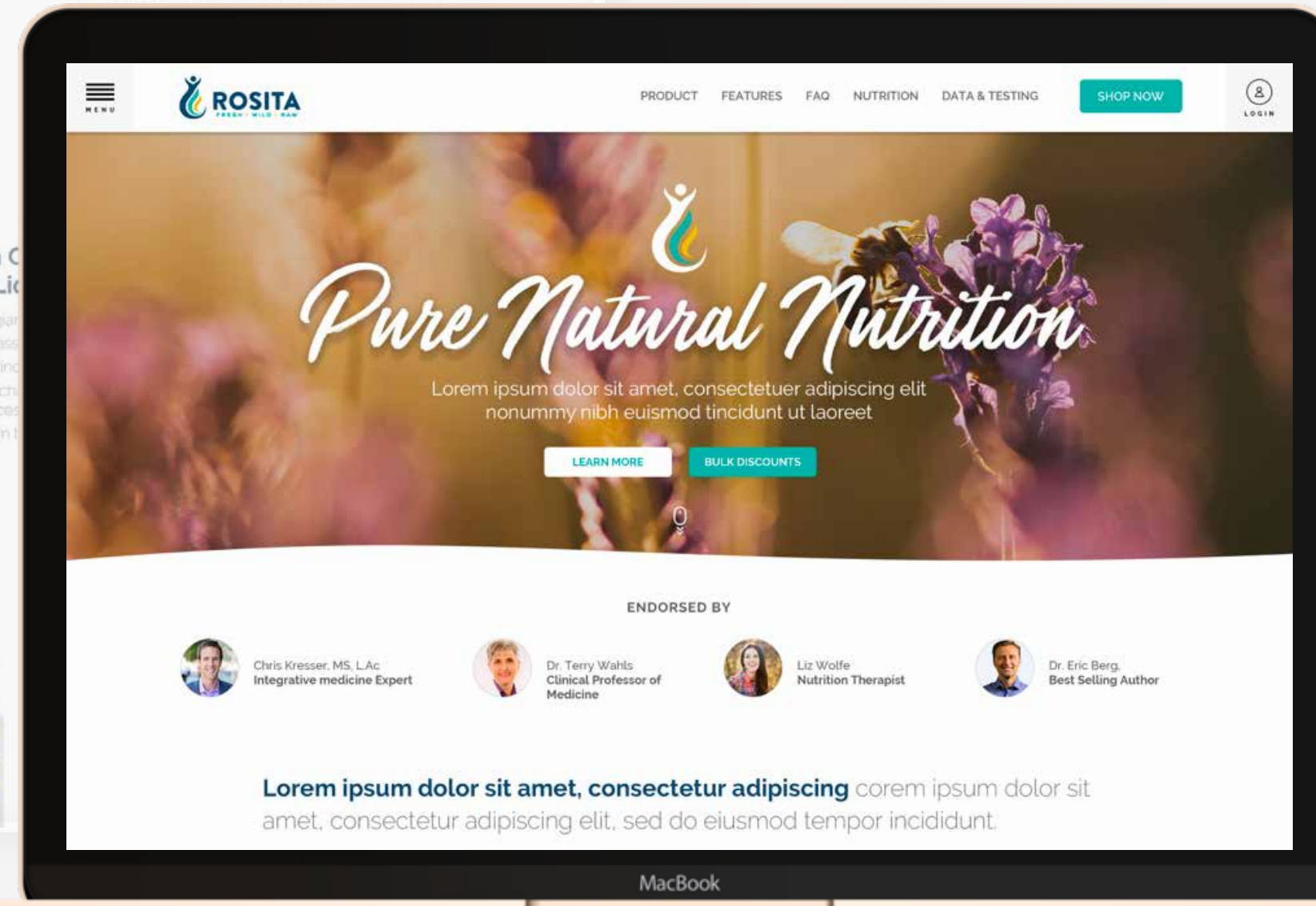
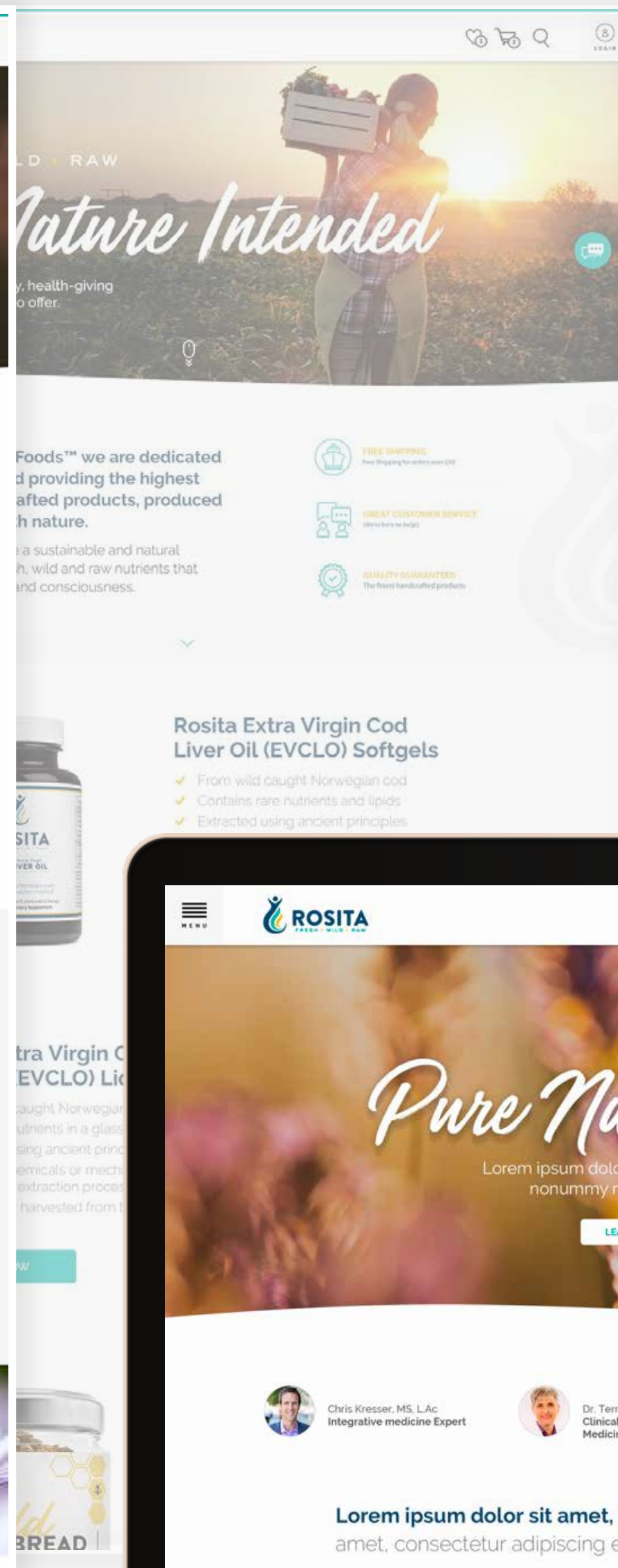
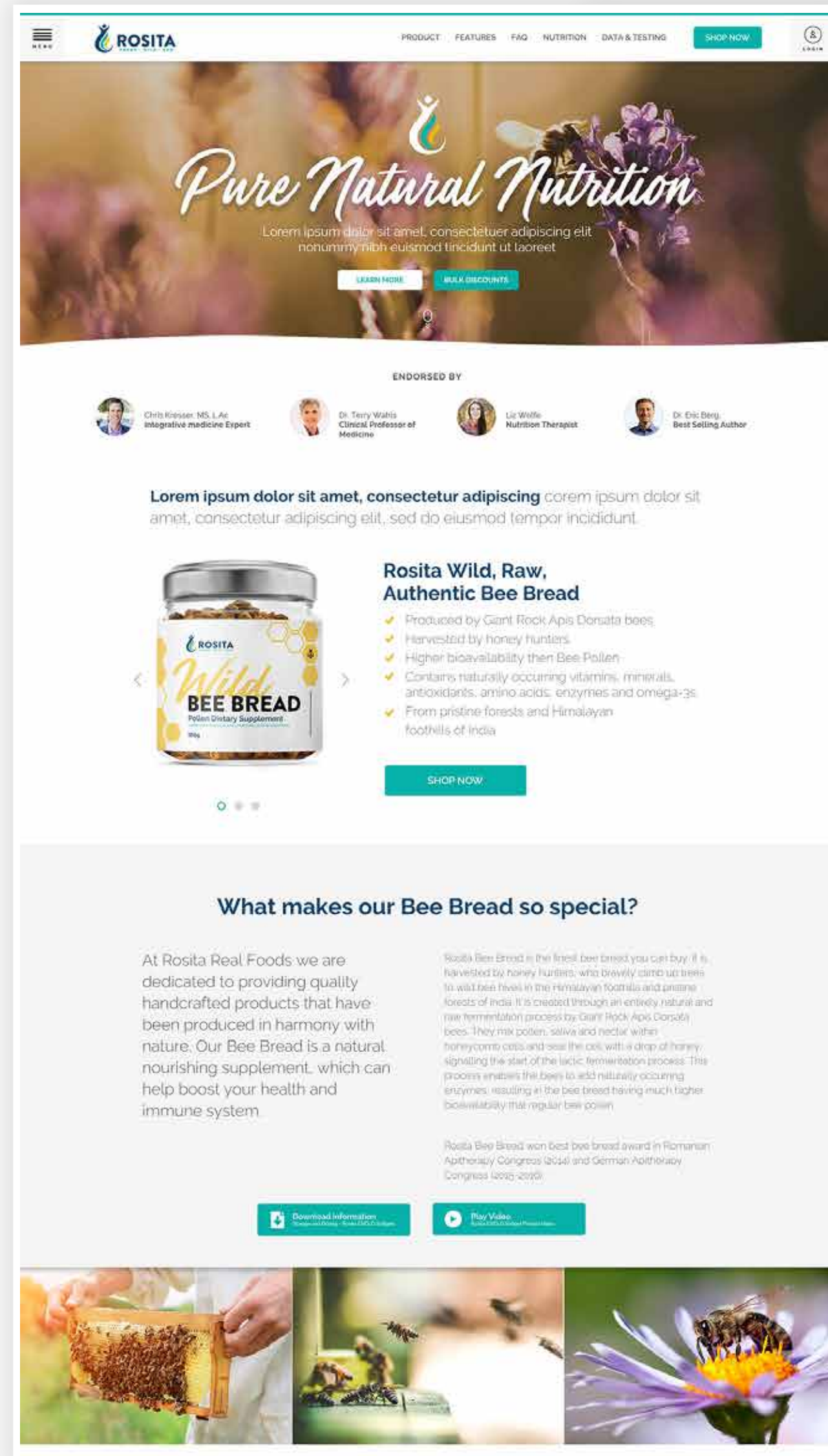


Bee Yellow
 CMYK: 10 / 08 / 13 / 00
 RGB: 227 / 224 / 217
 HEX: #e3e0d9

Bee Black
 CMYK: 69 / 63 / 66 / 65
 RGB: 45 / 44 / 41
 HEX: #2d2c29



WEB DESIGN & DEVELOPMENT



SOCIAL MEDIA DESIGN



Synergy Health

REBRANDING & ART DIRECTION

- Art Direction
- Brand Identity
- Web Design
- Promotion Collateral

Synergy Health is a New Zealand based organisation that specialises in creating digital health platforms for global brands. As demand for employee well-being solutions grew, Synergy Health needed a brand refresh to strengthen its presence across the Asia-Pacific.

Alongside the team at Skipper & Skipper (agency), I worked with Synergy Health to refine their brand positioning, delivering an updated brand identity, website and collateral to showcase their expertise and future vision.



SYNERGY
HEALTH

Brand Identity & Art Direction

Synergy Health, a leader in healthcare, aimed to retain the value of their established logo while refreshing their visual brand identity.

To achieve this, I helped create a refined art direction that celebrated their iconic circular logo elements, expanding these into a cohesive suite of branded assets.



LARGE HEADLINES:
Karla Bold

Aa ABCDEFGHIJKLMNOPQ
RSTUVWXYZ1234567890
abcdefghijklmnopqrstuvwxyz

BODY COPY:
Karla Light

Aa ABCDEFGHIJKLMNOPQ
RSTUVWXYZ1234567890
abcdefghijklmnopqrstuvwxyz

HEADLINES:
Karla Bold

Aa ABCDEFGHIJKLMNOPQ
RSTUVWXYZ1234567890
abcdefghijklmnopqrstuvwxyz

Knowing what makes us, us.

Only by knowing ourselves can we become an effective leader. By connecting personal meaning to our purpose we create belief, a sense of direction, and only then can we begin to create progressive and effective ideas.

For our brand to be a leader in its field we have to recognise that the way we behave will inevitably bring out the best, or worst, of our capability.

WHEN YOU INSTILL VALUES TO NURTURE ONLY THE BEST - YOU OFTEN ONLY GET THE BEST.



Synergy Green
PMS: 368 C
CMYK: 56 / 0 / 100 / 0
RGB: 121 / 200 / 21
HEX: #79CB15



Synergy Sky Blue
PMS: 2191 C
CMYK: 73 / 19 / 0 / 0
RGB: 0 / 164 / 226
HEX: #00A4E2



Synergy Purple
PMS: 2370 C
CMYK: 96 / 96 / 1 / 0
RGB: 54 / 50 / 149
HEX: #363295



White
PMS: White
CMYK: 0 / 0 / 0 / 0
RGB: 255 / 255 / 255
HEX: #FFFFFF



Synergy Blue
PMS: 655 C
CMYK: 100 / 90 / 37 / 38
RGB: 0 / 36 / 82
HEX: #002452

WE'RE BRINGING



Empower your people. Inspire your difference.

What's new at Synergy Health

We collaborate and listen

At Synergy Health we make it our business to consistently collaborate with our clients to gain a true understanding of their challenges and determine how we can best help them achieve more of their goals. Check out below some of the new initiatives we're currently delivering.

Your difference is your people

We partner with you to create and implement relevant programs that deliver measurable results.

We take a truly consultative approach - listening, learning and responding to the unique needs of your organisation and your people. Discover how together, we can empower every one of your people to be their best - at work and in life.

Building long-term partnerships

Empower your people. Inspire your difference.

Wellbeing programs that improve the lives of your people and the health of your organisation.

Healthier humans make healthier workplaces

Investing in the wellbeing of your people delivers great returns by creating happier, healthier, and more engaged employees. Using our latest in delivery platform tech, we partner with you to provide customisable wellbeing programs that support healthy employee behaviour change that's relevant to your organisation and its people.

WHAT WE DO

Our digital platform allows for an easy to implement, comprehensive range of wellbeing, safety and organisational development programs. These are designed to enhance employee performance and consequently organisational performance.

Our programs are:

- MEASURABLE:** Real-time reporting to track and measure results.
- COLLABORATIVE:** We partner with you to deliver programs that meet your organisation's unique health, wellbeing, safety and development goals.
- WEARABLE INTEGRATED:** Our platform allows seamless integration with Google Fit, Fitbit and Garmin, enabling users to engage and track their progress.
- CUSTOMISABLE:** Tailored to meet your organisational needs and budget.
- RELEVANT:** Content is delivered to each user based on what is uniquely relevant to them.
- FUN:** A suite of gamified challenges to reward engagement through enjoyment.

Customised programs for unique organisations and their people

Our digital platform allows for an easy to implement, comprehensive range of wellbeing, safety and organisational development programs. These are designed to enhance employee performance and consequently organisational performance.

FOUNDATION

Designed primarily for the small to medium sized organisation.

This is perfect for those workplaces requiring a comprehensive online platform that delivers a range of on-site wellbeing, safety and organisational development initiatives to create near behaviour change.

While delivered with a pre-set calendar of initiatives, the 'Foundation' program provides lots of opportunities to make it your own including program home, brand colour scheme and the integration of your own content.

The all wrapped up in a program that minimises your administrative time and energy.

ENTERPRISE

Designed for larger organisations wanting a highly customised program that addresses their specific requirements.

Ideal for those workplaces requiring a comprehensive online platform with the ability to determine the breadth of key wellbeing, safety and organisational development initiatives.

The 'Enterprise' program has unparalleled levels of customisation including the ability to integrate questions into the Wellbeing Scorecard, deliver relevant content throughout the platform, build customised challenges and reward employees in a way that's unique to the organisation.

Your program. Your way.

Making better health achievable for all

We partner with you to help your people to live well in a way that's right for them.

At Synergy Health, we're proud to have developed a reputation for delivering highly impactful digital wellbeing programs to a range of leading organisations across Australia, New Zealand and across the globe.

We help organisations improve the lives of their people.

We recognise that every organisation and person is unique and want to empower your people to live well in a way that's right for them.

Using our latest in delivery platform tech, we partner with organisations to provide customisable wellbeing programs that support healthy employee behaviour change that's relevant to the organisation and its people.

Through education and informed, enable contact, we deliver experiences that help people form healthy habits, empowering them to be their best - at work and in life.

A customised digital platform to suit your workplace

FOUNDATION

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Your program. Your way.

Web, App & Branding

The brand refresh culminated in a comprehensive website redesign, updated social content, a complete app UI reskin, and refreshed core collateral, all aligning the brand more closely with Synergy Health's commitment to innovation and new technology.

My Profile

Duncan Skipper

Wellbeing Score: N/A

Lists Subscriptions: 0

Content Favourited: 0

Taking care of your people helps them take care of business

Liked by skipperandskipper and others

re of your people helps them take care of ...more

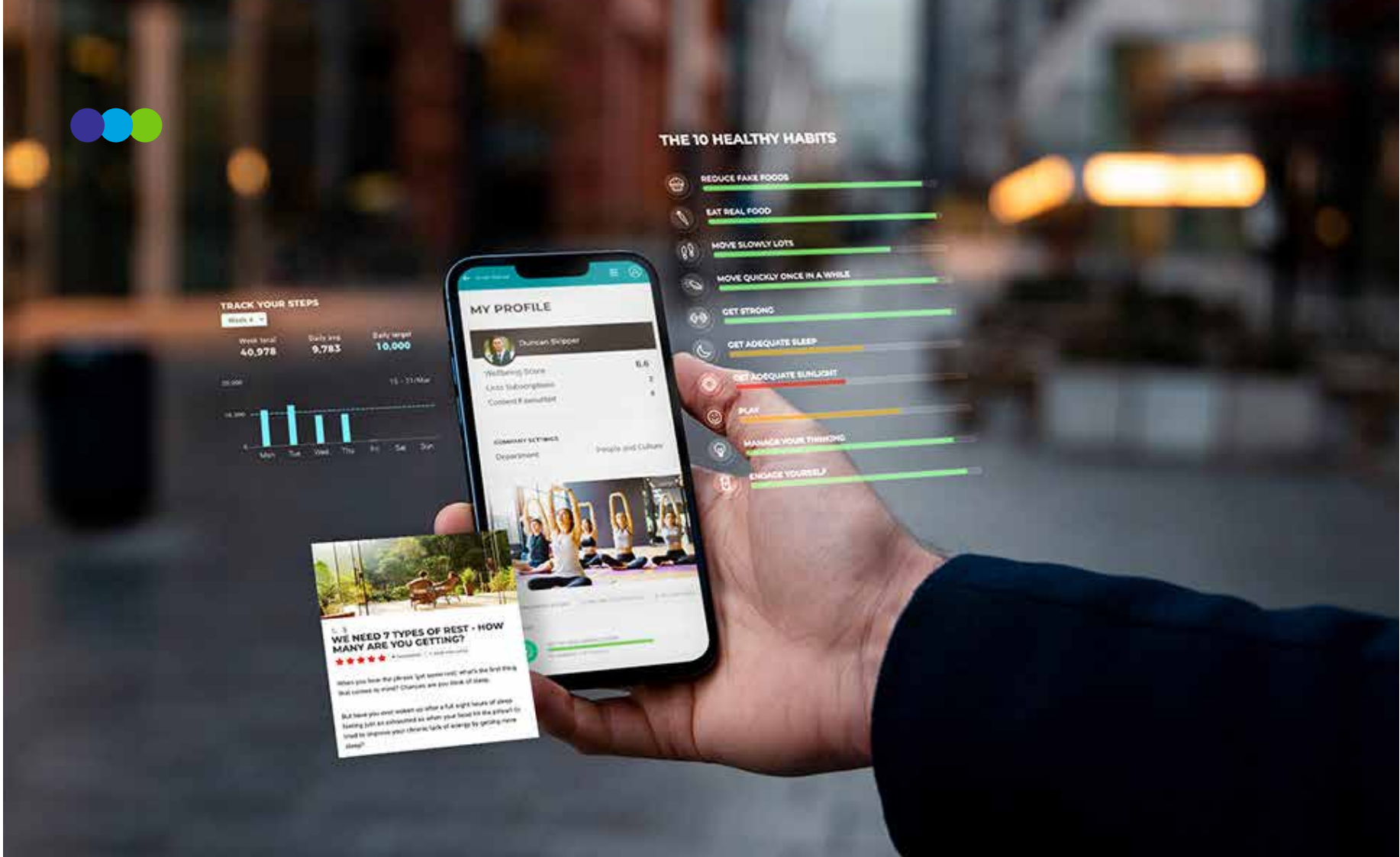
Comments

Write a comment...

SYNERGY



IMPLEMENTATION OF NEW VISUAL IDENTITY



Healthy humans make healthier workplaces

SYNERGY HEALTH

The Lodge

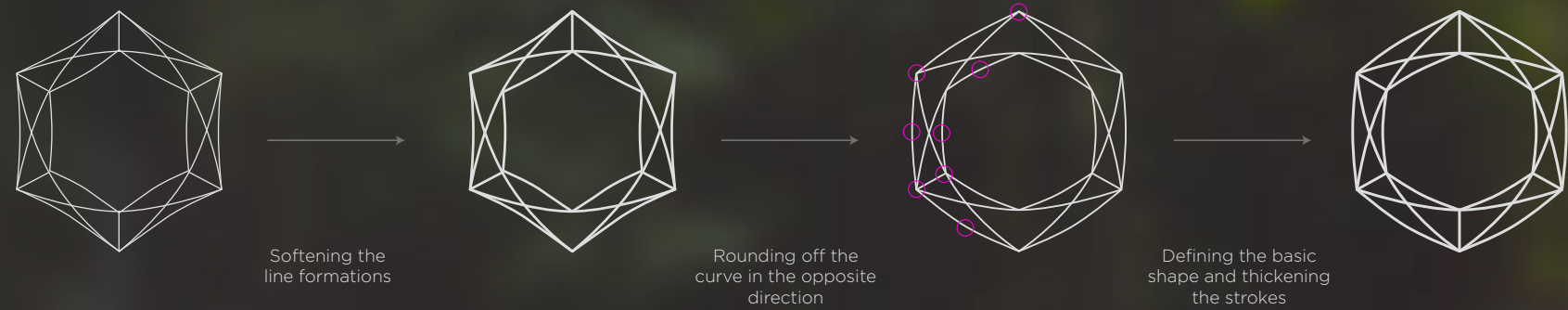
REBRANDING - CASE STUDY

- Art Direction
- Brand Identity
- Logo Artwork
- Promotion Collateral

The Lodge is a multipurpose fitness, wellness and dining space in London. The Lodge required an identity rebrand and visual creative direction to encapsulate their ethos and continued expansion. A new logo, brand mark, visual identity and assets were created based on their target market and core fundamentals.



the Lodge.
SPACE



the Lodge.
 ↓
 the Lodge.
 ↓
 the Lodge.

S P A C E
 ↓
 S P A C E
 ↓
 S P A C E

LOGO & BRAND DEVELOPMENT

The arrangement of The Lodge branding and visual marks have been carefully considered to create a visual balance of sacred geometry and organic shapes that draw from alchemical symbols.

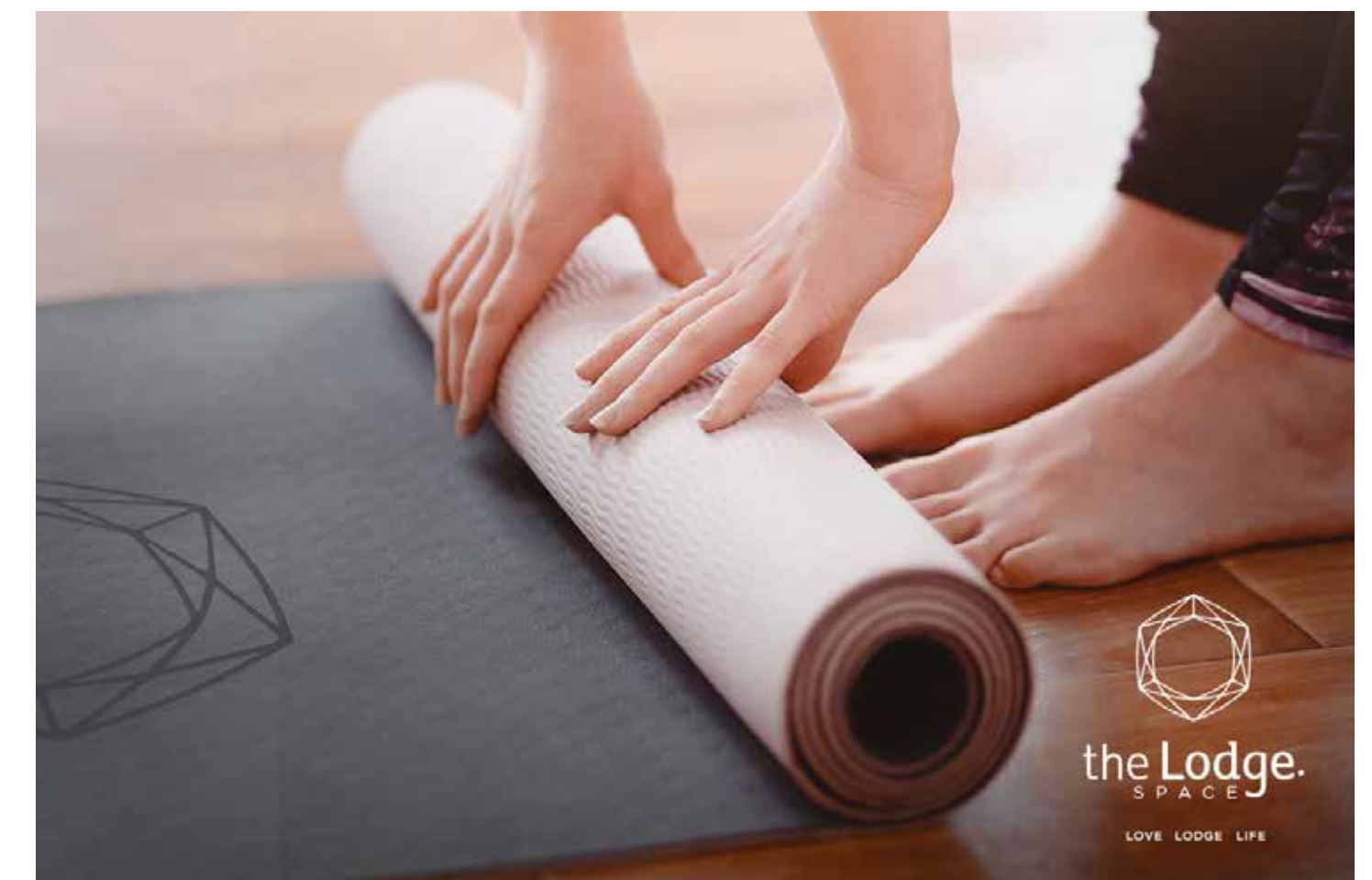
The palette for The Lodge compliments the geometry with balanced tones that deliver both soft neutral, earthy foundations as well as strong deep contrasting tones. These colours were chosen not only to compliment the interior decor of The Lodge, but to represent the healthy, vegan friendly foundation of the space.

Lodge Sand Stone CMYK: 10 / 08 / 13 / 00 RGB: 227 / 224 / 217 HEX: #e3e0d9	Lodge Natural Brown CMYK: 58 / 51 / 60 / 26 RGB: 100 / 97 / 87 HEX: #646157	Lodge Dark Wood CMYK: 69 / 63 / 66 / 65 RGB: 45 / 44 / 41 HEX: #2d2c29	White CMYK: 0 / 0 / 0 / 0 RGB: 255 / 255 / 255 HEX: #FFFFFF	Lodge Fresh Green CMYK: 66 / 21 / 94 / 05 RGB: 99 / 151 / 71 HEX: #639747	Lodge Forrest Green CMYK: 68 / 38 / 85 / 25 RGB: 82 / 107 / 65 HEX: #526b41

Large Headlines
FS Iola Bold
Aa ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz

Body Copy
Museo Sans 500
Aa ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz

Body Copy Light
Museo Sans 100
Aa ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz



AIA Insurance

EVP CAMPAIGN - BRANDING

- Artwork Execution
- Art Direction
- Conceptual Design
- Branded Collateral

AIA Group, a Hong Kong-based American multinational insurance and finance corporation, is the largest publicly listed life insurance and securities group in the Asia-Pacific region.

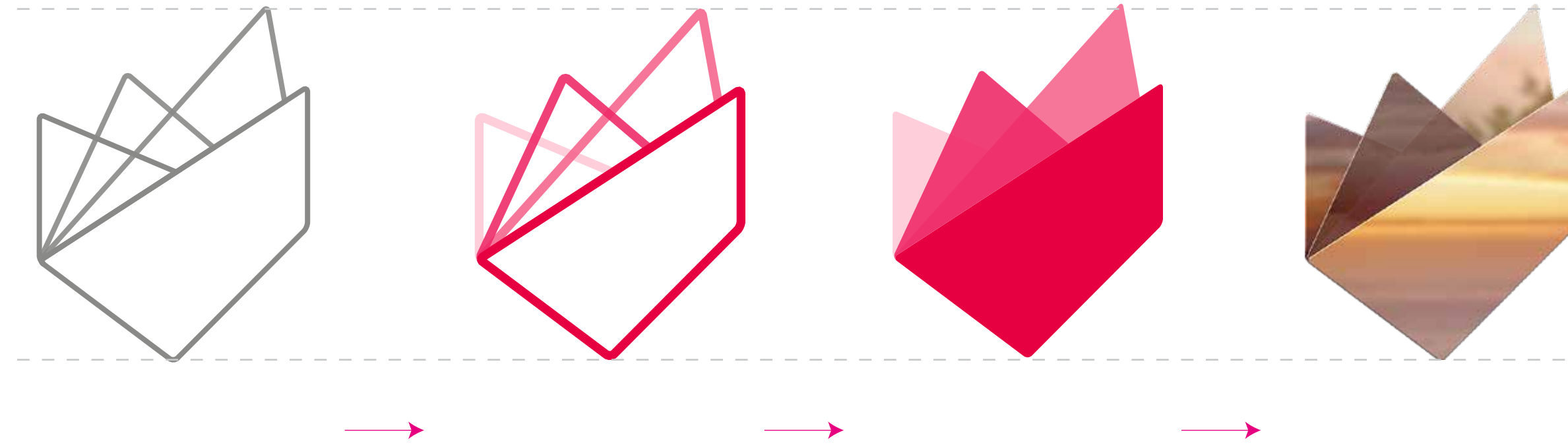
To enhance recruitment and reinforce the AIA brand, the company needed an Employee Value Proposition campaign. In collaboration with Skipper & Skipper Agency, I contributed to developing the campaign and assets by transforming AIA's iconic red 'Moving Mountain' into a 'Mirror Moving Mountains' concept. These mirrored mountains symbolically reflect and refract their surroundings, illustrating the bond between employees and the world around them.

The campaign was used to attract and inspire new talent, as well as unite their workforce of over 25,000 employees across 18 markets with key, inspiring messaging around a common belief in 'better'.



ARTWORK EVOLUTION

AIA's triangular brand element, known as 'Moving Mountains,' embodies their commitment to promoting Healthier, Longer, Better Lives for customers. For this campaign, the iconic red asset was transformed into a mirror-like device, symbolising how the values and actions of AIA's people are reflected and integrated into the environment and the lives they touch.



CAMPAIGN EXECUTION

The initial AIA EVP campaign spanned several months and was used to attract, engage and inspire great talent, and unite their workforce of over 25,000 employees across 18 markets.

The project scope included crafting photo artwork and creating the reflective 'Moving Mountains,' as well as producing branded leaderboards, EDMs, social media content, posters, internal guides, and digital assets.



FreeMind

SOCIAL MEDIA & ADVERTISING



- Creative Direction
- Social Media Design
- Advertising
- Artwork Development

FreeMind, a health and wellbeing organisation with a guided meditation app, sought to establish a social media presence and run advertising campaigns following their 2019 app launch. The goal was to drive sales and increase app downloads through comprehensive campaign development and execution.



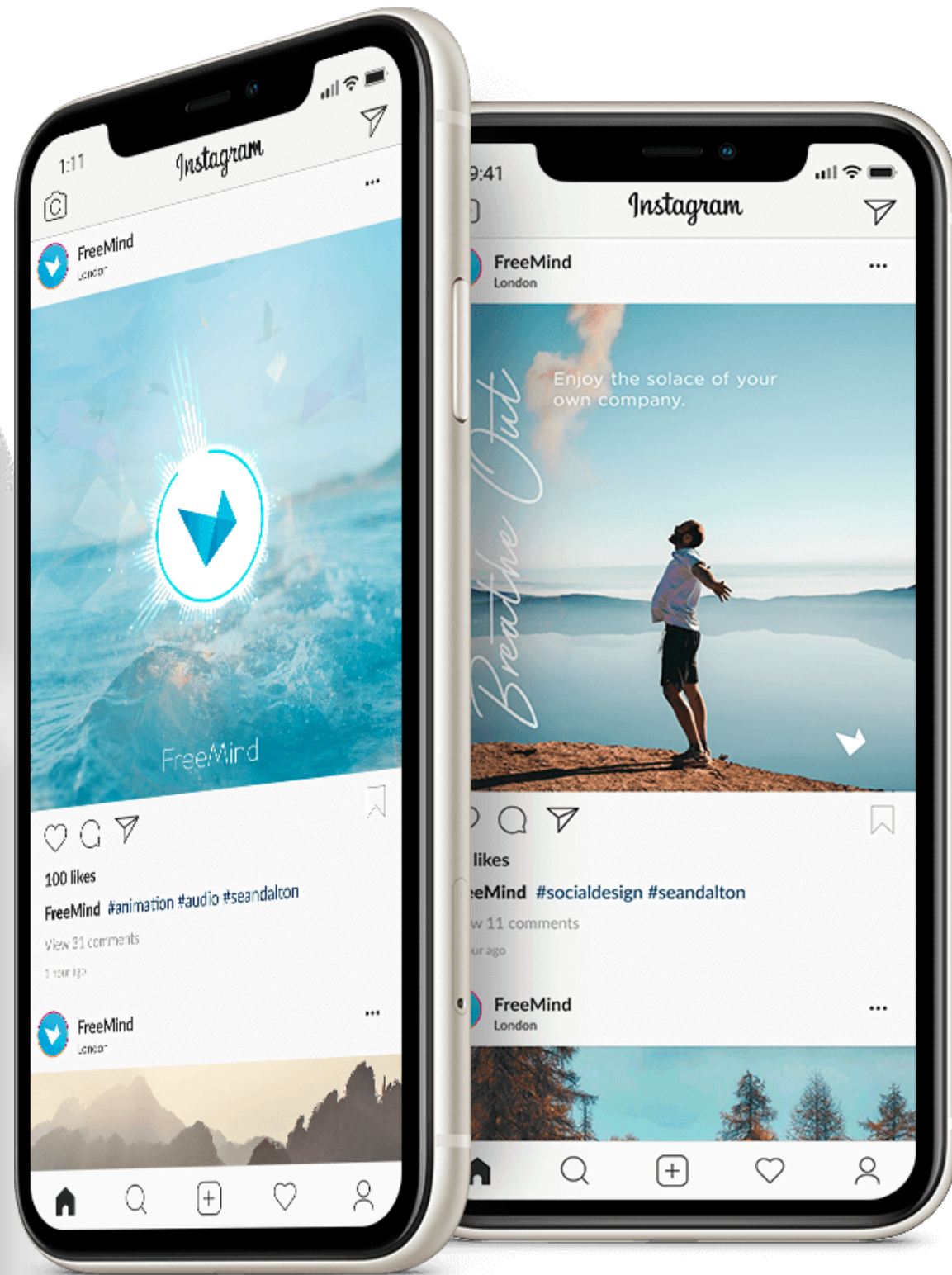
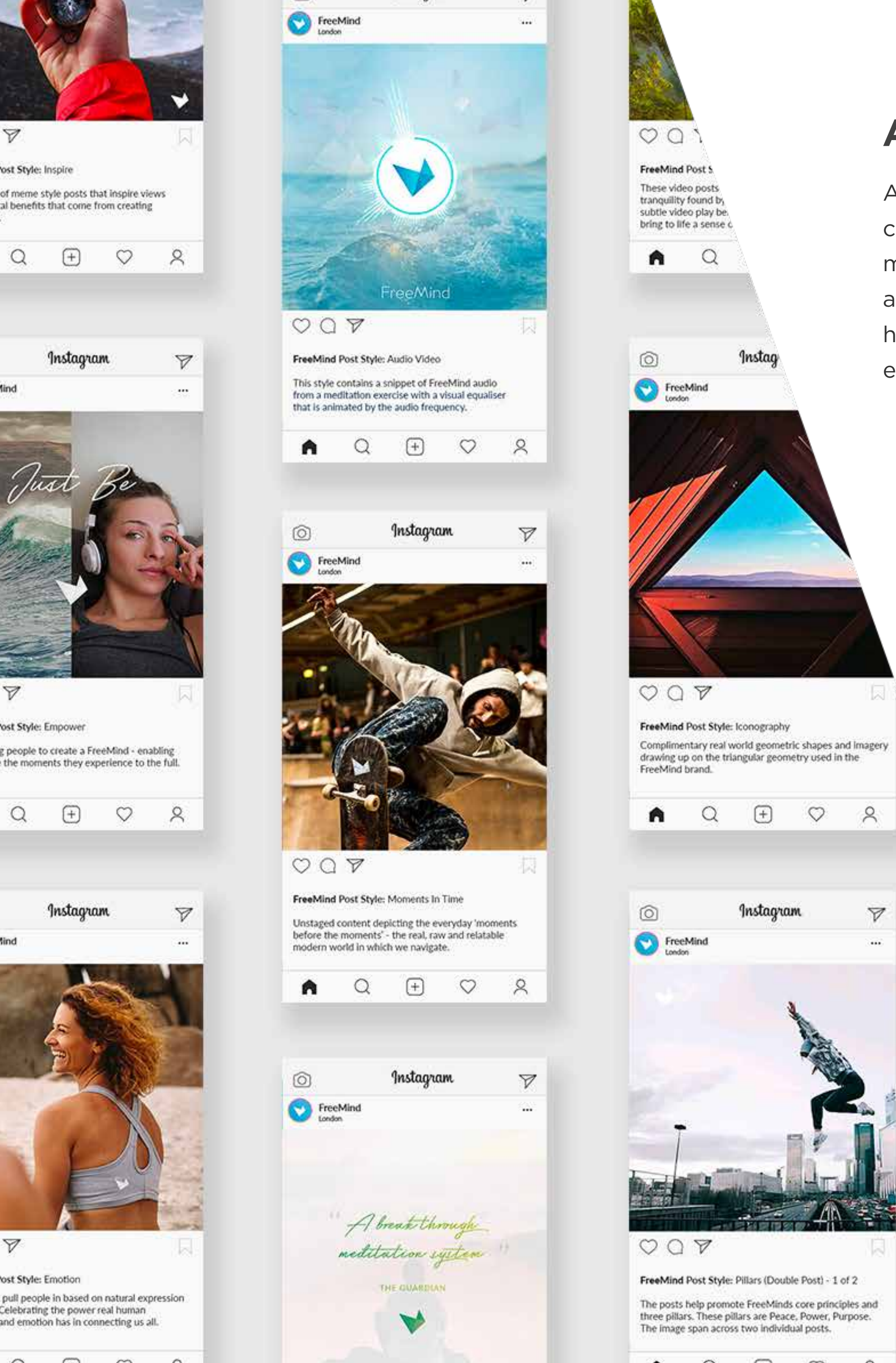
FreeMind

 FreeMind
www.freemindhub.com

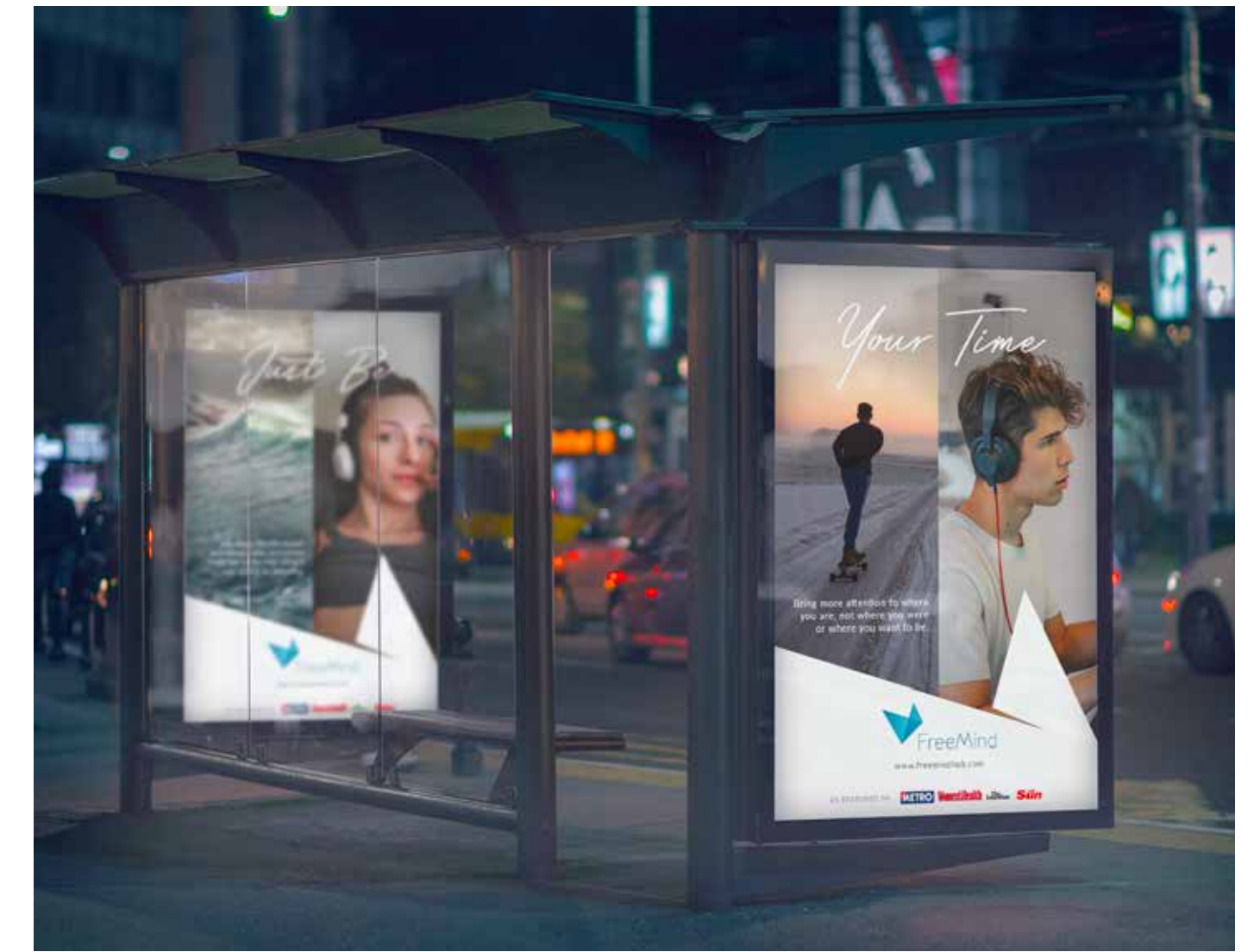
AS FEATURED IN   

Advertising & Social Media Campaign

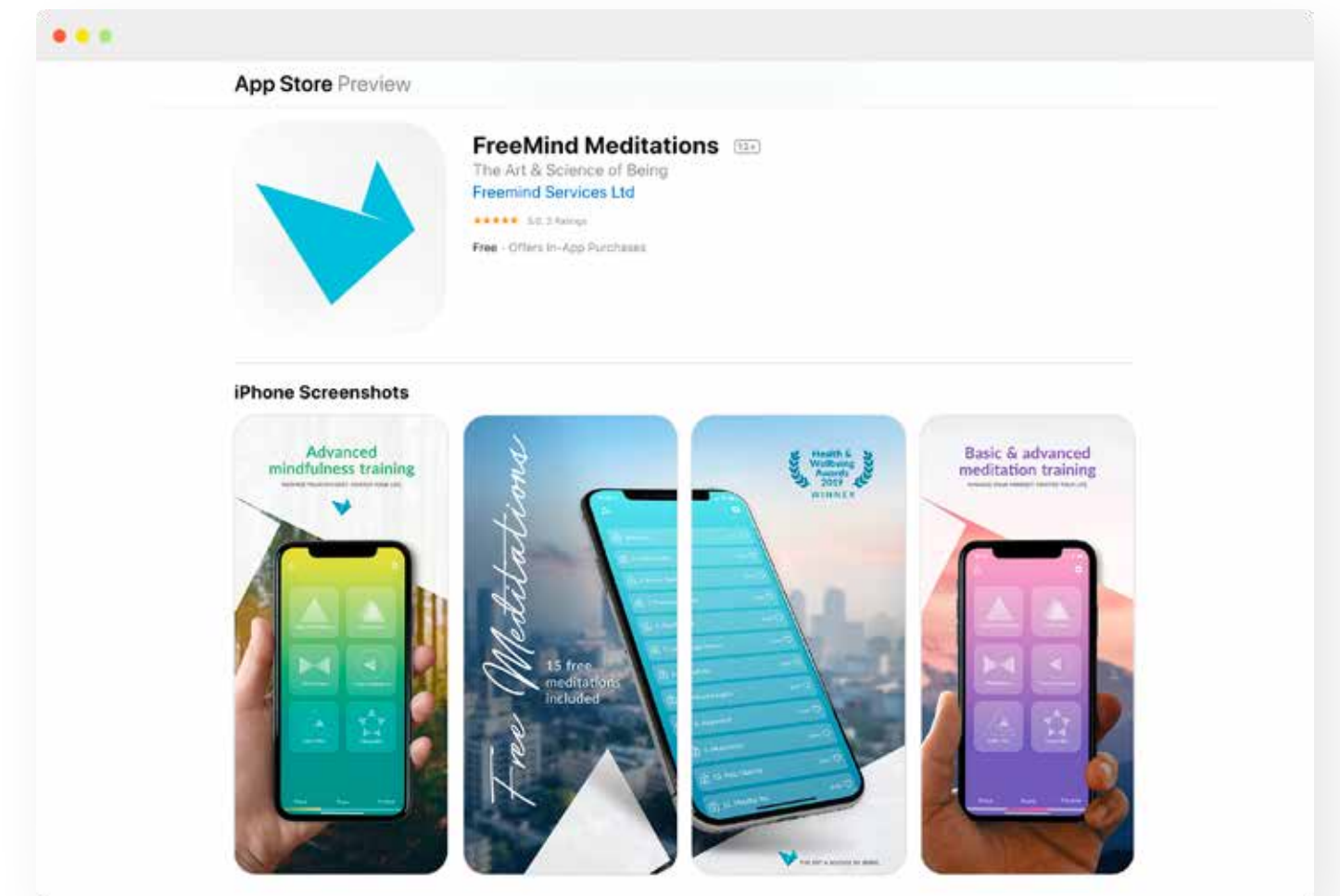
A FreeMind brand awareness campaign was developed to capture market attention. The campaign included social media, digital, and print ads targeted at high-traffic city areas during peak commute times. The creative emphasized how the app channels tranquility and relief, highlighting the emotional benefits of FreeMind meditations.



● SOCIAL MEDIA DESIGN



● ADVERTISING AT A LONDON BUS STATION



● APPSTORE BRANDING

Halos Artwork

ARTWORK & ADVERTISING

- Creative Direction
- Artwork
- Tour Poster/Advertising
- Motion Graphics

"Halos" is a single by Australian band Chelsea Rockwells, for which the band needed a cohesive suite of digital and print artwork for streaming platforms, online networks, and CD releases. To support the launch, they also required a lyric video, tour poster, and promotional digital assets.

Drawing from the song's lyrics, themes, and musical energy, I developed visuals that captured the essence of the track. The artwork was successfully implemented across Australia-wide tours, streaming platforms, and radio promotions, enhancing the song's reach and impact.



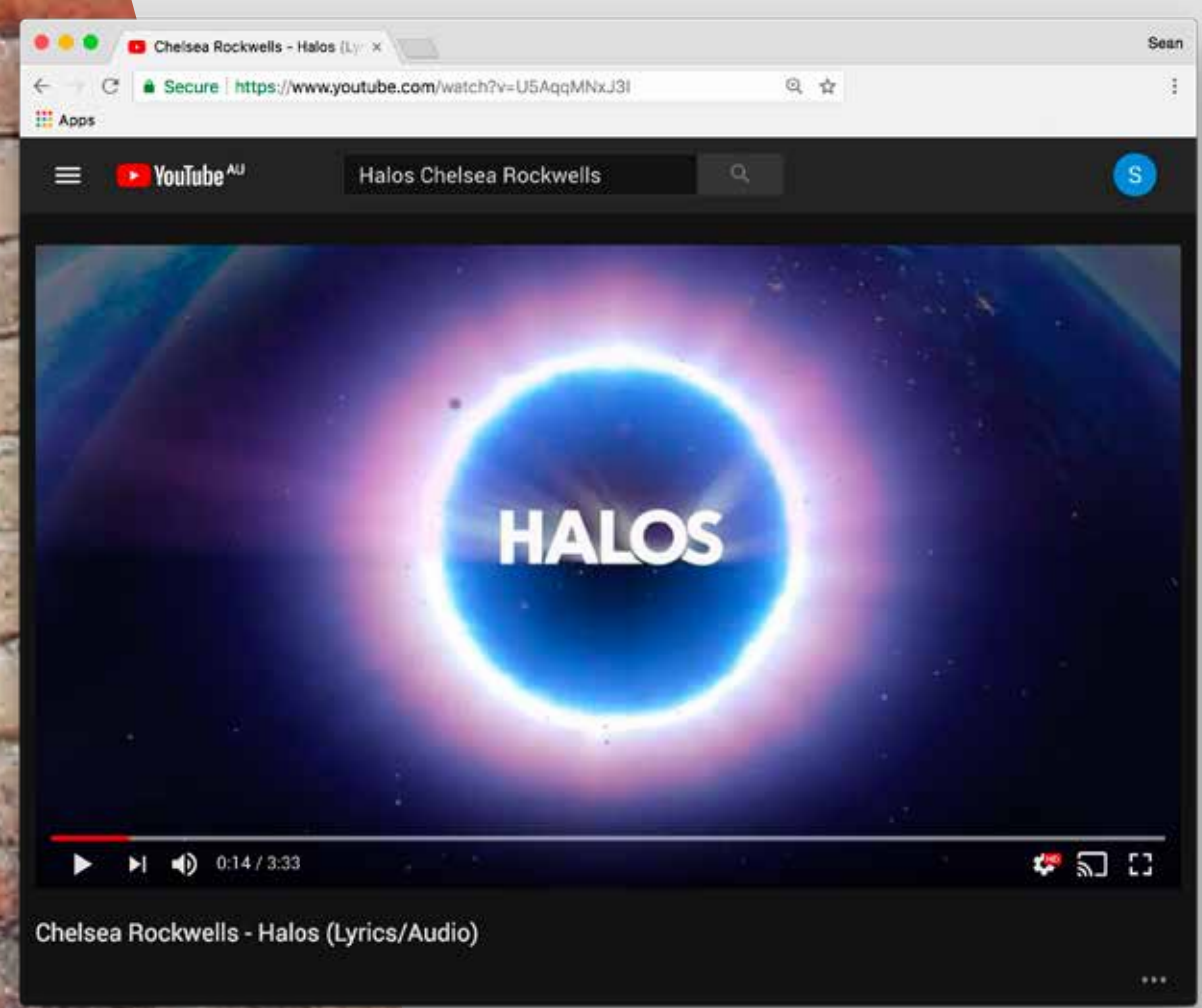
HALOS



Artwork & Layout

The 'Halos' artwork concept drew inspiration from both the song's lyrics and images of Earth seen from space. The sun's light creating reflections and halos around the planet influenced the design, capturing a powerful, bold energy that echoed the song's vibe.

Created using Photoshop for image manipulation, digital painting, and a custom font style, the 'Halos' artwork became a signature visual, adopted by the band across multiple releases.



MOTION GRAPHICS
Click to view video



Oner Active

CAMPAIGN & CREATIVE IDEATION

- Creative Direction
- Digital & Social Advertising
- Package Design
- Motion Graphics

Oner Active is a London based Women's Activewear brand. To support the launch of their 'Oner Active Lounge 2.0 collection', the brand required a marketing campaign covering social, email and PR touchpoints. The following branded launch campaign was proposed.



Social Campaign

After brainstorming and exploring various creative directions, I developed the concept of using a circular visual element to reveal, highlight, and draw attention to the new collection.

This concept was applied to the social media assets, creating a cohesive art direction for a three-day campaign.

Day one featured assets designed to spark interest and curiosity within the audience.

Day two offered a small, focused teaser, providing a glimpse into the new collection and styles.

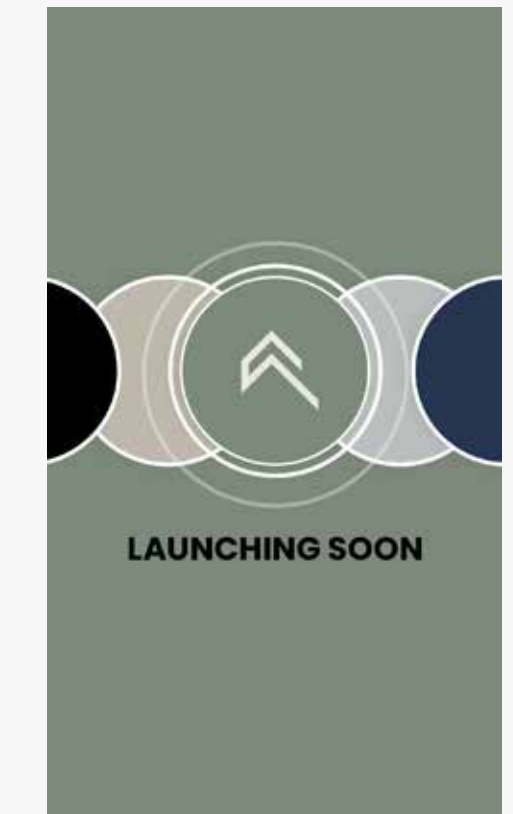
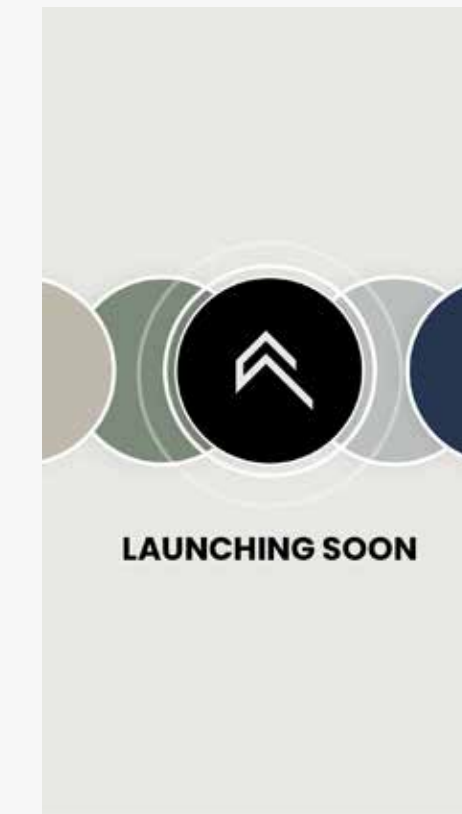
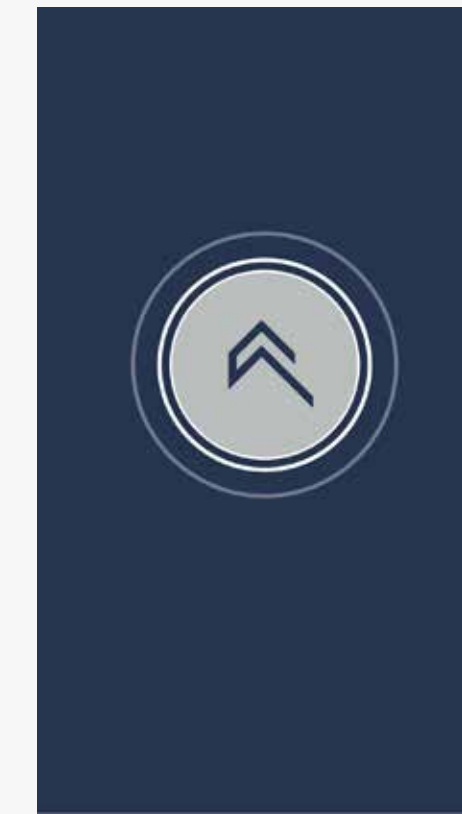
Day three marked the full reveal of the collection, though the assets were still crafted to intrigue viewers and encourage them to visit the store to explore the collection in greater detail.

Click below to view motion video assets:

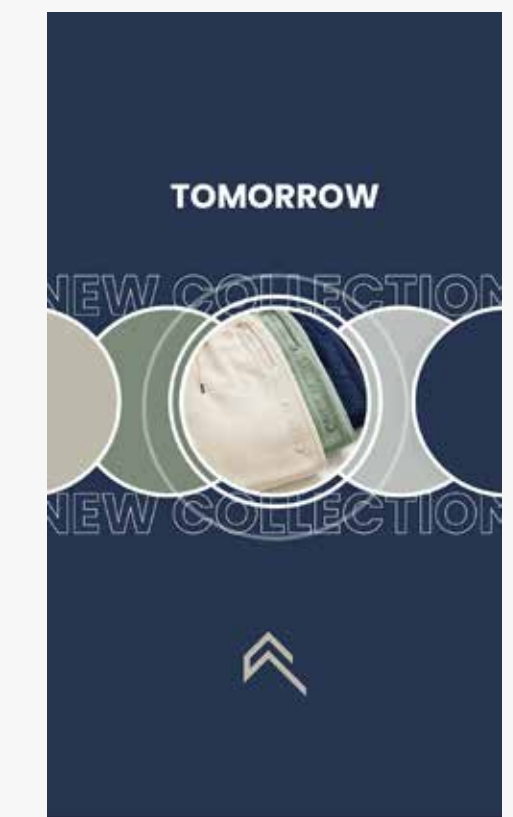
- ▶ -ASSET 01
- ▶ -ASSET 02
- ▶ -ASSET 03



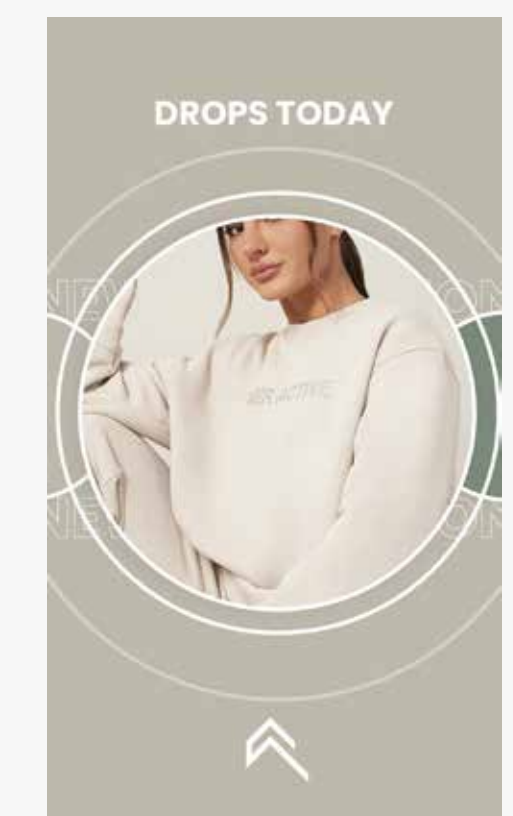
DAY ONE



DAY TWO

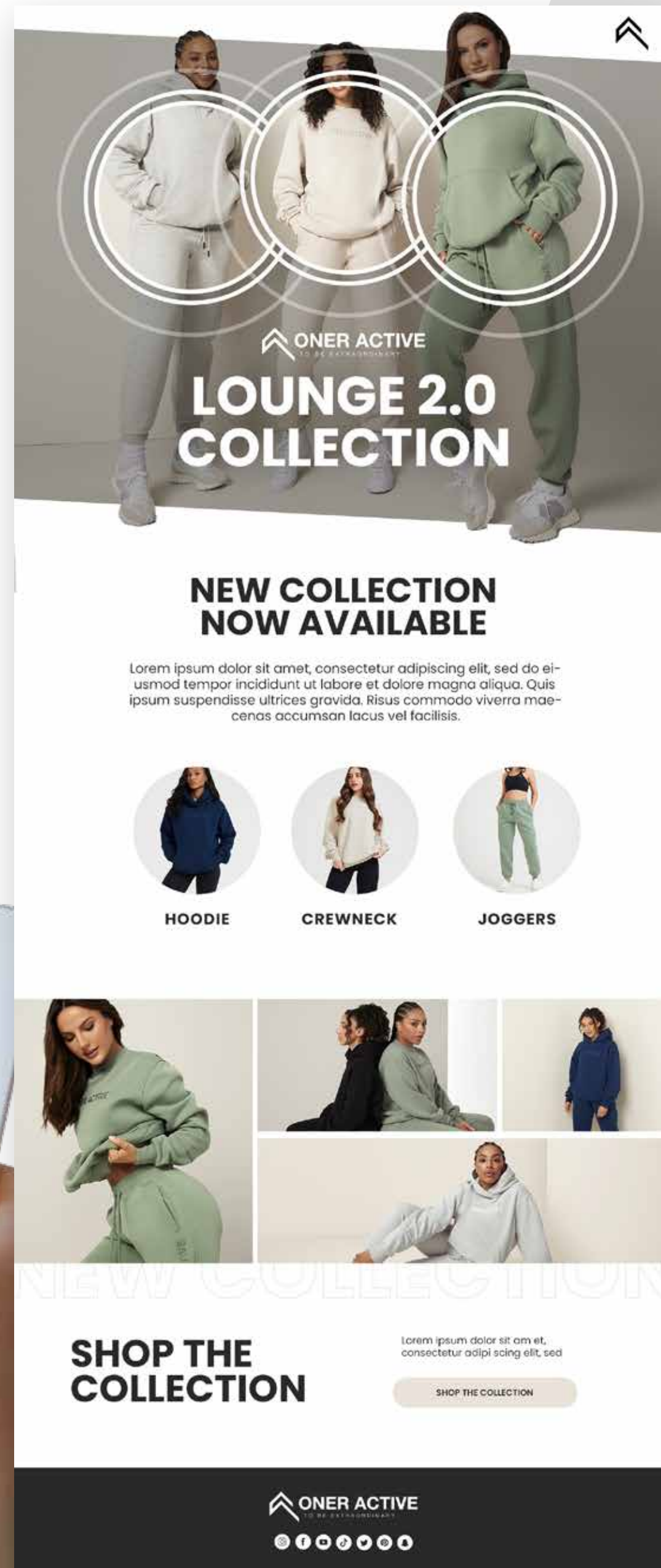


DAY THREE



Email Marketing

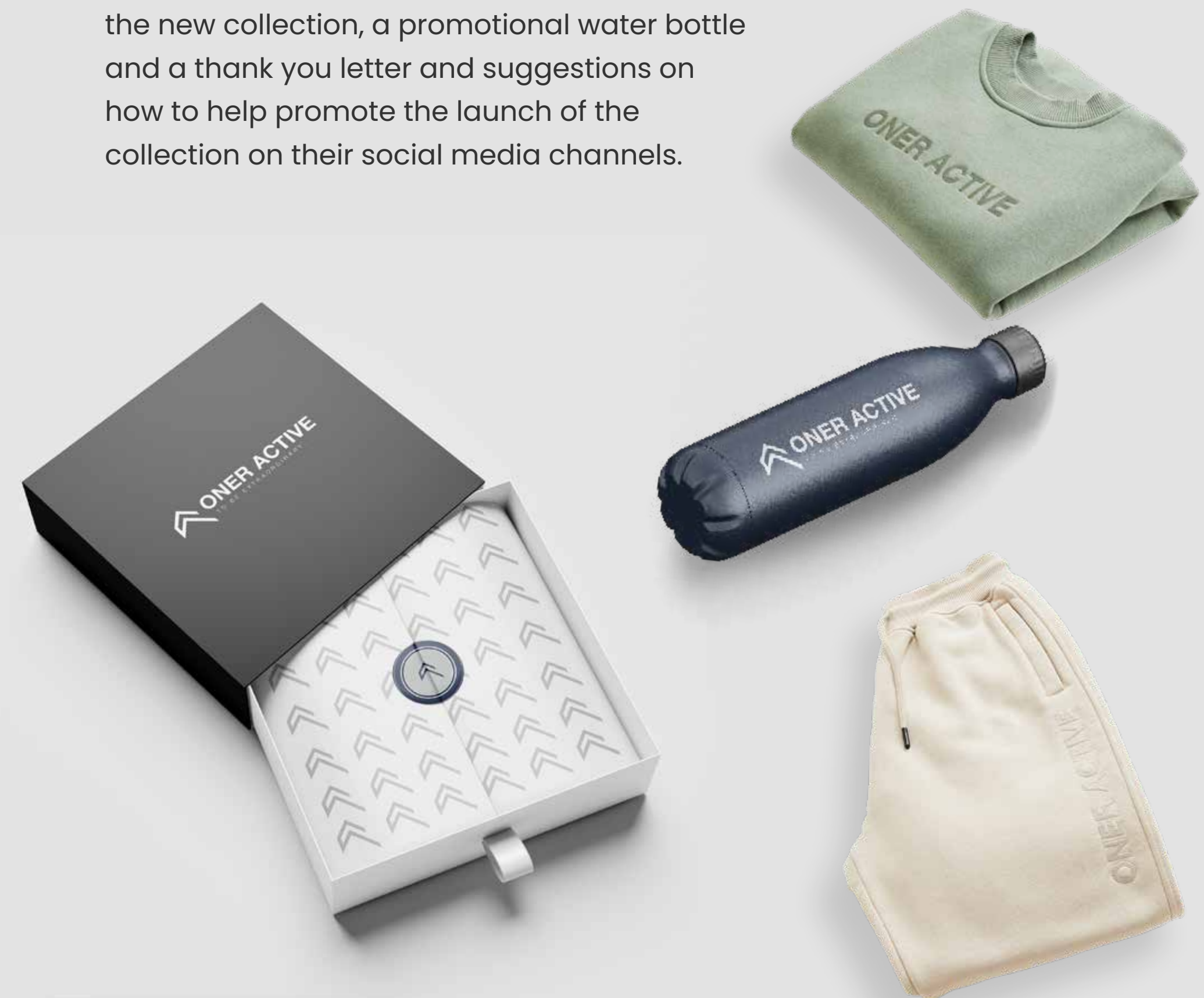
The email newsletter is designed to be sent out at the time of the collection drop and coincide with all of the other collateral used during the campaign. The email features the use of the circular focal point to highlight pieces from the new collection. The email is designed to be concise and attract the user to click through to view and shop the new collection.



PR Gift Box

A selection of influencers will be sent a PR gift box to help the social campaign gain traction. The gift box will be elegantly branded with Oner Active branding on the front of the box. Once the box is opened the influencer will see the collection campaign branding across all assets and get a sense of how the collection is being promoted.

The box will gift the influencer with 2 pieces of the new collection, a promotional water bottle and a thank you letter and suggestions on how to help promote the launch of the collection on their social media channels.



One Chance

BRANDING & PRODUCT DESIGN

- Creative Direction
- Product Design
- Font Design
- Branding/Logo Artwork
- Digital & Print Advertising

One Chance, an Australian clothing brand established in 2008, needed a rebrand to align with its music-focused identity and influences from tattoo and alternative street art. I developed a new logo and brand identity tailored to their target audience.

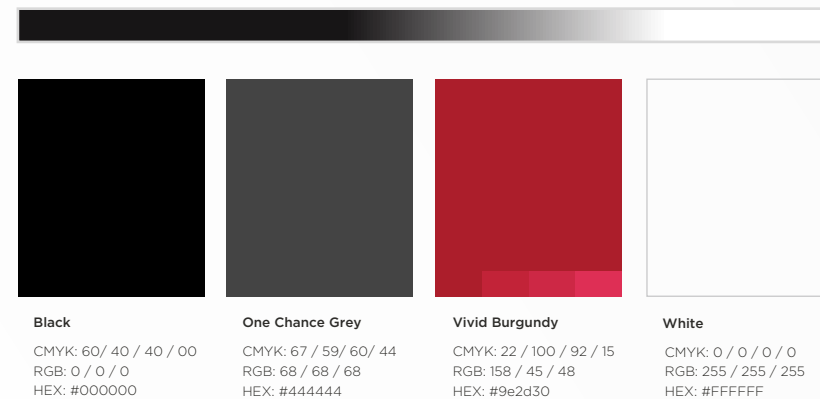
This rebranding included creating a new hand-drawn script logo and font, as well as a cohesive range of branding and advertising assets to reinforce their unique visual presence.



One Chance

Logo & Branding

After a number of logo concepts and iterations, I developed on a hand-drawn tattoo script style wordmark which is inspired from tattoo art and street culture.

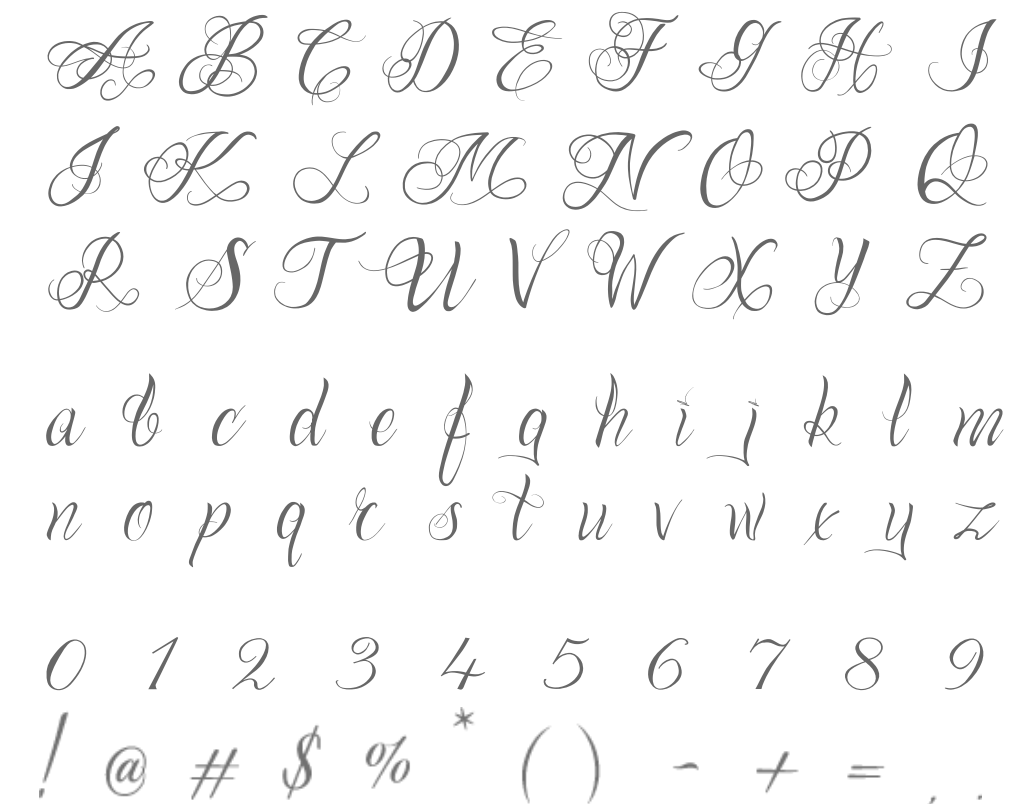


Custom Font

In order to keep a consistent brand style that matched the logo design, I created a custom font specifically for One Chance.

The result is 'One Chance Script', a tattoo inspired hand-drawn script typeface. Each letter was drawn by hand and then digitised to achieve a customised tattooed/ink feel. One Chance Script contains all standard alphanumeric characters.

The font is available to download from:
<https://seandalton.com.au/portfolio/one-chance-font>



The quick brown fox
jumps over the lazy dog



Artwork, Shoots & Brand Collateral

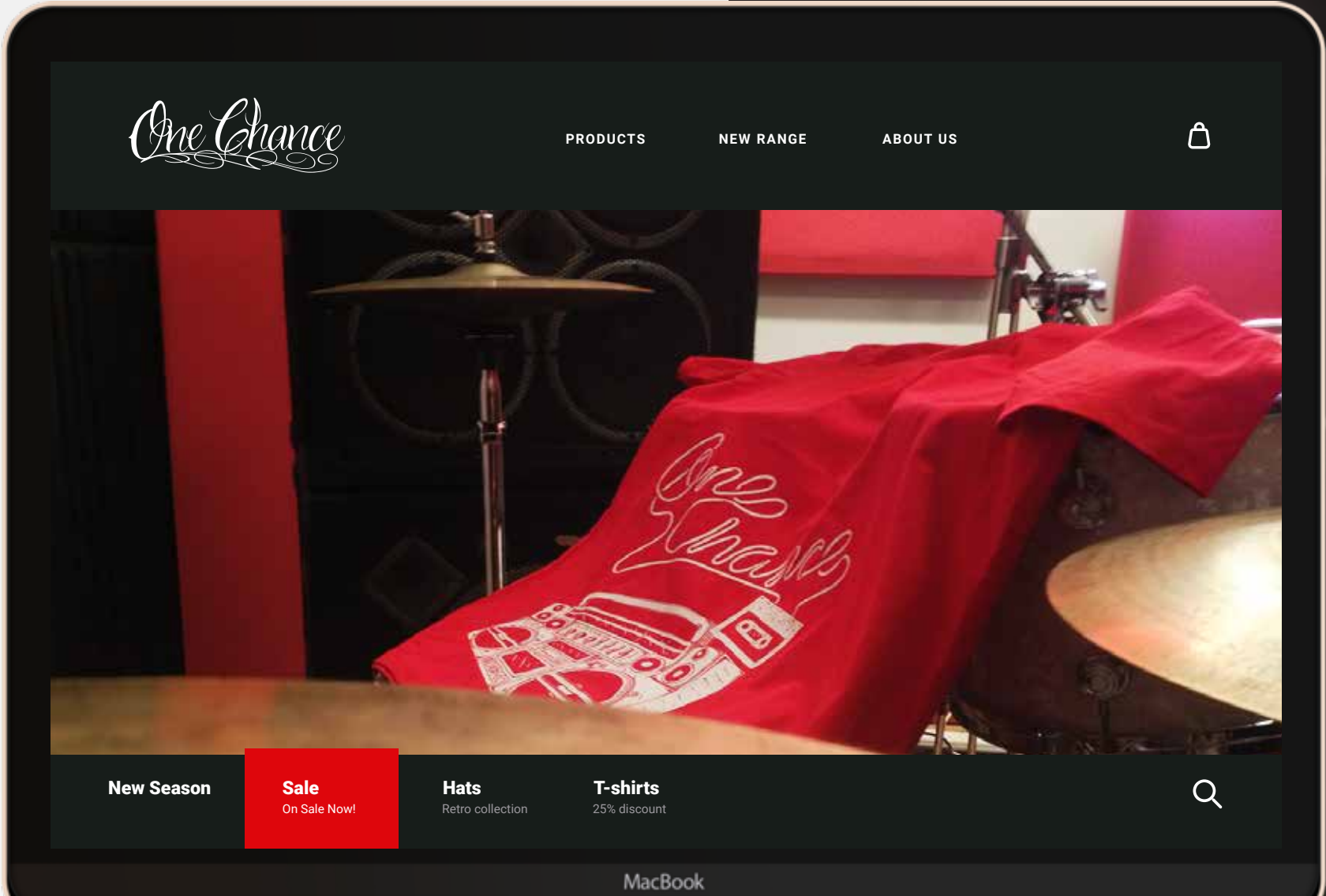
Highlighting One Chance's brand personality and core values in its product range was a key focus for the rebrand. Significant time was dedicated to understanding the culture and target demographic. This research led to the creation of a range of artwork and branded product designs that were conceptualized, produced, and printed.

One standout result was the boombox and cassette tape design, serving as iconic symbols of musical expression. Paired with the new One Chance logo, the boombox became a focal point of the product launch. To enhance promotion and create marketing materials, I organised and art-directed a series of photoshoots in music-themed settings, effectively capturing the essence of the refreshed brand identity.



ARTWORK

WEB DESIGN





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