

Volker Schubert

Digital Art Direction - Branding - UX Design

Mobile 0438 607 507
Email volker@volkerschubert.com
Website www.volkerschubert.com

f <http://www.facebook.com/volker.schubert.1>
in <http://au.linkedin.com/in/volkerschubert/>
e volker schubert

Portfolio



iShoU App - Hong Kong



Branded design for Interior concept - Sydney



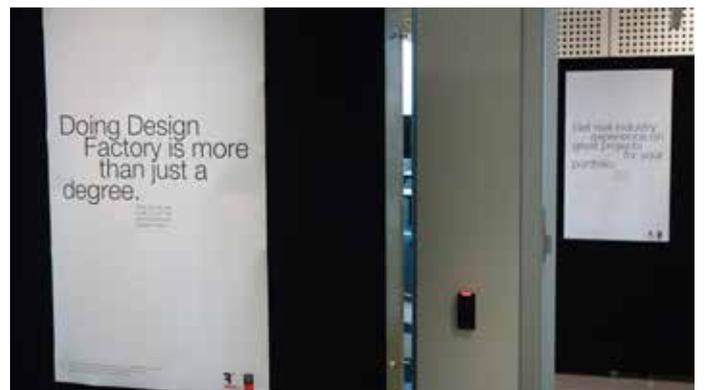
John Wardle Architects - Melbourne



GDFN Logo Concept Studio - Shanghai China



Nodem HK, Conference Branding - Hong Kong



Swinburne Design Factory - Melbourne

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Portfolio - Branding - Screen and Print

Nodem Hong Kong - Branding / Print / Screen

Nodem Digital Heritage Conference was the premier opening event for the new (Daniel Libeskind) Run Run Shaw building at City University in Hong Kong. The Conference branding was to echo the new building as a stand out within the university for attending international Museum professionals.

An array of collateral was produced to signify the multiple activities in keeping with the value proposition of the conference and associated brands. Diverse collateral contained simple badges, conference documents, banners to digital content and signage, the branded elements required a strong identity for each sector. Simple visual cues like blue, red, green were used to bring out the three distinct conference streams. Important elements like the Festival Walk public digital screen in Kowloon Tong was used to promote the conference locally. Bespoke conference Presentation Screens were designed to reinforce the sophisticated market and also the calibre of presentations. The Conference was a great success for City University Department reinforcing its status in a competitive education and museum sector in China and internationally.



John Wardle Architects - Branding / Print

John Wardle Architects are one of the leading "Design" architecture practices within Australia. Volker's media design management knowledge was crucial to shaping John Wardle Architects brand. Volker was responsible for communicating the diverse facets of the practice to internal and external stakeholders. As Brand custodian Volker has evolved the corporate graphics with the external graphic designers and help manage the media profile of a leading architectural design practice. As design manager he lead the team to develop strategy, design systems and content such as the intranet and new website. Internal branded items such as submissions, tender documents, and competition collateral were also part of his responsibilities.



nuwoman (northern Ultrasound) - Branding / Print

The high tech scanning solutions provided to women in this burgeoning medical industry required a human and intelligent brand that could communicate to a demanding clientele. The palette and iconography had to be fresh and reflect a positive element that the technology could provide. The modern lotus reflected the spirituality and knowledge of the old and the electric vibrant green suggested the potential positivism that comes with the colours of new life associated with early spring.



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Portfolio - Branding - Print

Smilegroup (paediatric dentistry) - Branding / Print

Katherine Ngu is a respected specialist paediatric Dentist who communicates to three different user groups, children, parents and the dental fraternity.

Volker communicated the everyday vital communication with children, as this was core business to the burgeoning practice. Volker created a branded icon that represented her three main clients, babies, toddlers and young boys and girls. The notion was to have a happy, fun, and inviting graphic that would appeal to both markets. By using strong elements and vivid palette a clean, modern and professional brand was produced that ranged from collateral to interior design. Investigation of the language based on conversations with children and adults assisted the identity.



Freefold Furniture - Branding / Print

Freefold furniture is a bespoke design practice run by Toby Horroks, an innovative architect and designer known for his cardboard creations.

Freefold is a name that embodies an ethos, folding, cardboard, the nature of the product and a simple design. The typeface reflects the folding nature of the material, the business card stock embodies the recycled nature of the product, and the card folds up to suggest the nature of multiple design outcomes. With bold pink geometric patterns that note the bold aesthetic direction of the designs, this empowered the ethos of freefolds direction of it's creations and sophisticated design outcomes.

Graphis Design Annual 2014
Silver Award - Branding - Toby Horrocks Business Card



FLUBBAWABBA - Branding / Print

A small group of creative professionals needed a quick identity to bring together their diverse skills to engage the publishing industry with a variety of creative projects and opportunities. In two hours I conducted research, a workshop and delivered a design rough defined by their skill set. I set the task to create a simple yet dynamic look and feel to their corporate identity. The target market was the digital children publishing realm, the design had to be professional, easy to read yet fun, colourful and be noted at a book fair, conference and product launch.



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Portfolio - Branding - Print

Various | Annual Reports - Branding / Print

This selected group is the result of 10 years at BBDA for the design and production of annual reports, performance reports and similar collateral. Annual reports like the web suffer small attention spans and require distinct and at times complex material to be easily understood. Ubiquitous information design for these products is vital and must express the brand, the content and the data, as communication to the investor and or shareholder was paramount.

Selected Reports are; Victoria Police, Yarra Valley Water, EPA Environmental Protection Agency, Ambulance Service Victoria, Melbourne University



7sim | training collateral, trade displays, interactive, online

7SIM, "Systematic team based improvement" teaches a specialized training system for corporate management through to manufacturing. The 7Sim brand collateral is equally represented between print and screen as this was of fundamental importance to the client engagement. By using images of the users core markets, "people & plinths", we delivered the core message that the information conveyed through the training will take the staff to another level. A powerful brand image, from training manuals, trade displays, interactive displays, and an online presence improved use and brand awareness.



BT | Bloomfield Tremayne - Branding / Print

Bloomfield Tremayne is one of Australia's leading specialist recruitment firms for Architects and Interior designers. Volker simplified the brand, keeping contemporary palette with the use of architectural photography and a bolder logotype. The Identity had to cross all mediums, from corporate stationary, press ads, promotional items and the website. The presentation folder is designed to hold a series of customized information sheets, forms and contracts given out to prospective clients, property developers and architects. With the use of specialty paper stock for most of the main stationary items, Bloomfield Tremayne has continued to represent a contemporary dynamic team with traditional values of good communication.



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s volker schubert

Portfolio - Branding - Screen

iShoU | iPad iOS Application

There has been an increasing need for museums to analyze and quantify their exhibition spaces. It's a challenge to engage the public in interactive and immersive spaces. I was asked to design a visual system that would engage with the public while harvesting data. In addition all data had to be represented in a way that explained levels for diverse museum stakeholders. How do we engage with the different stake holders and harvest, visualize the feedback data into meaningful and engaging information?

Swinburne University and UNSW are leaders in experience design and this challenge required creative visualisation of data. I was asked to lead the UX team and my involvement was to coordinate a strategy, discover the needs of the various involved groups and help question their directions and brand the experience. I managed many agendas, meetings, engaged with museum and university stakeholders to help refine the system and build a successful proposition. We also engaged a language specialist to create Mandarin and Cantonese streams within the app.



World Expeditions - Branding / Website

World Expeditions is a world leader in adventure travel, with offices around the globe. The client required a new website and revitalization of their corporate image. Over the years they had accumulated various corporate identity directions, which damaged and confused the image. The website designed 10 years ago required an emergency update. Multiple versions of business cards were used in different countries and no clear branded structure was in place.

I led the branding and interactive strategy to include servicing the current clientele but also include the next generation of young travellers. I initiated new features to remove the static site towards a dynamic driven site where various offices could be seen under a unified brand. We developed a World Expeditions co-branded website that works within Lonely Planet's global site, a very successful venture both in terms of brand loyalty and also new markets. See www.worldexpeditions.com.au for the most recent evolution.



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Portfolio - Branding - Screen

John Wardle Architects - Branding / Website

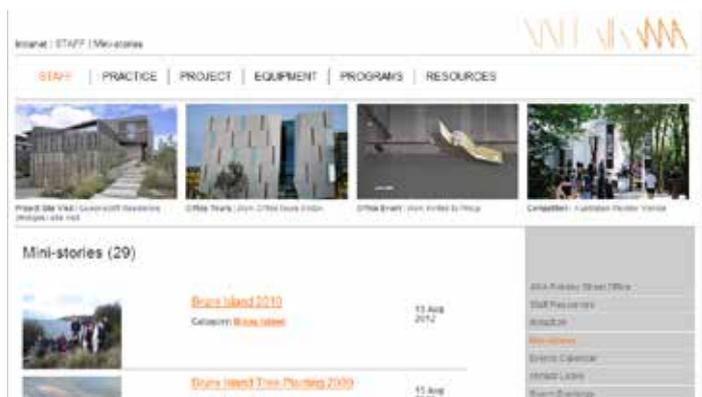
Wardle Architects web site of approximately 6 years required an immediate overhaul, as the site no longer could service the brand nor its users. The site did not represent the multifaceted services or functions of the practice. The site represented stasis rather than a launching point for activity or as a reference of knowledge. For JWA to design a new site a number of research stages were required. The analysis of the digital brand and an analysis of its users required drilling down to specific user needs. Studies in consumer competition and existing best practices were profiled. Back-end functions were all reviewed as the function and continual update by internal staff was vital. Simple case study analyses such as Website Direction boards were created, with Likes, Dislikes, Aims, Audience, Aesthetic directions and Content directions. Managing the external suppliers and the internal visions of the partners was a process of concept iteration supported by design direction as a series of working meetings. Ease of use in conjunction with reinforcement of the brand resulted in a successful launch with positive feedback.



John Wardle Architects - Branding / Intranet

John Wardle Architects required a central repository of commonly used information for all the staff to use. The existing structure presented a series of items such as drives, data and assets haphazardly. Information was parked across multiple drives and folders making the task to find certain information less than ideal. There was also no ability to track usage or easily update assets.

I led a small working party to establish needs of a busy architectural practice. I also presented a series of diagrams outlining the needs described by the group that articulated their thoughts. This helped to direct and refine the various usage patterns. We also engaged an external programmer for an active custom made CMS. Specific demands of JWA employees were considered such as; a simple staff directory, seating plan for new employees, "out of office", booking equipment, leave tables for both a single worker, or internal teams, in office social events, site visit social stories and galleries. The aesthetic of the user interface was kept neutral to facilitate future rebranding. Importantly the employees easily learned the layout design. It was simple to navigate, as the depth of the navigation shallow. This intranet is an important active step in improving the companies' internal practices.



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Portfolio - Branding - Screen

Melbourne Museum | Nagaur Fort, India - Screen Design / Print

The Eye of Nagaur is a pioneering interactive digital multimedia installation comprising state of the art photographic and visualisation technologies. The Seitz Roundshot D3 - that expands the current boundaries of digital photography. Its 140 megapixel scanning back combined with a fisheye lens made it possible to capture spherical panoramas of the Nagaur Fort. I worked with the Creators of this project in association with Melbourne Museum. My role in this project was to create the promotional products, interface design and installation content for the information screens. Working in partnership with the main stakeholders, I was able effectively work the images into rich impressive panoramas. The Promotional material and print collateral was effectively produced within a 10-day turn around.



Tiffany & Co - Motion Animation

The world famous jewellers house tiffany & co required the design of a animation piece and installation for the Melbourne International Fashion Festival.

Our solution was to bring their icon designs back to life. I led the design of this iconic brand by reinforcing minimal iconic shapes, thematic sections and pure colours that were integrated with the space. Gobo lighting and multiple projections resulted in a space dominated by the Tiffany & Co brand enveloped in colour, movement and sound.



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Portfolio - Packaging - Conceptual

Combe Asia Pacific - FMCG / Conceptual Design

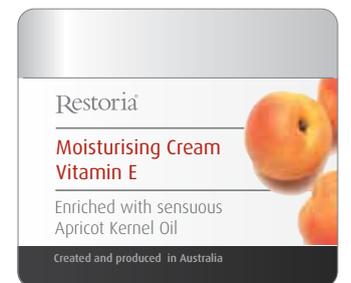
Working at Gill & Cetti, I worked with Combe Asia Pacific, production and distributor of "Restoria Express" successful hair colour range retailing in India, China, Singapore, etc. We reinvigorated the range to appeal to the middle age market of male and females within a budget price point.

As India was the first market for the product launch I translated a contemporary package that would work in India yet translate to China and beyond. The package promoted security in quality while feeling premium and a reasonable price. This was achieved through the signature portraits. The use of colour, and texture, in either concept can be mixed. The portrait identities can be changed depending on demographic.



Ward Group Australia - FMCG / Conceptual Design

The Ward Group Australia required a re-invigoration of Vitamin E cream packaging. The product was hand made and thus treated accordingly. I delivered a fresh clean modern look, with alternative presentation that is easy to read and use. I combined old world charm in a contemporary context. The space and structure presents a brand that was luxurious, feminine and honest.



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Portfolio - Packaging - Conceptual

Australian Char Pty Ltd | Heat Beads - FMCG / Conceptual Design

I refreshed the packaging for Heat Beads to move the identity to overseas markets. The Danish Client who distributes Heat Beads required a contemporary tie in with their local brand.

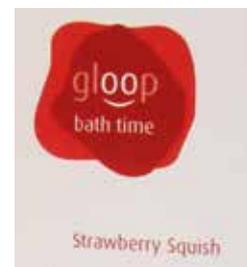
Two versions were designed; one close to the current look and feel with a black smart modern tone, and a second that was raw inspired by the outback, using the look of crepe paper.



Gloop kids Products - FMCG / Conceptual Design

The client wanted to develop a bath product that targeted adults buying for kids ultimately to be used by both adults and children. The market is saturated with predominantly low-grade children's products that do not appeal to adults. The client wanted to experiment with a cross-market target where the adult gets quality and satisfaction and the child gets the fun.

Attention for the savvy customer is competitive. I used fundamental design elements that included type, simple space, strong organic colours and clever copy to position the brand. The product is designed for dual placement on the shelf (kids and boutique bath). The package ultimately is of gift quality that can add as an interior enhancement to the bathroom.



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Portfolio - Branding - Logo

nuwoman - Logo / Brand Development

The high tech scanning solutions provided to women in this burgeoning medical industry needed a human and intelligent brand that could communicate to a demanding clientele. The client needed a brand from scratch that would translate from business card, exterior signage to interior branding opportunities.

Research into the technology, its usage and the demand was a primary element that informed the design process. The design solutions focused on the client demographic. The palette and iconography had to reflect a positive element the technology could provide. The modern lotus reflected the spirituality and knowledge of the old and the electric vibrant green suggested the potential positivism that comes with the colours of early spring.



Graphis Design Annual 2014
Silver Award - Logo – Northern Ultrasound for Women

SUGAR Network - Logo / Brand Development

SUGAR network (Stanford University Global Alliance for Re-design)
The network is a collaboration of approximately 20 universities and includes disciplines from business, engineering and design. A core element of the network is a focus on the iterative design process. (Define the problem > Needfinding and benchmarking > Brainstorming > Prototyping > Testing with users > reDefine..)

I collaborated with a small team that in turn collaborated with a wider network across cultures and countries to develop a new brand and website.

The process of logo development with the global stakeholders included online survey software to refine the design process and gather feedback towards a final branded solution.

Some of the key feedback involved the following words; innovation, education, collaboration, network, energy, globally; a symbol of the iterative process, following ideas in parallel, having a new start, in an other direction, evolving parallel lines symbolize parallel working teams, different countries or continents.

The final logo represents an evolution of the initial strong iterations. The essence of an infinity symbol visualizes multiple paths irrespective of disciplines that work together, on large and small projects leading to new insights, innovation and simple strong modern commercial outcomes.



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Portfolio - Branding - Logo

DFGN - Design Factory Global Network - Logo / Brand Development 01

Alto University in Finland are home to a leading global network of where Industry meets interdisciplinary university design factories. The logo represents a bold global feel, modern in it's interpretation and clean on it's recognition to stand out.



01

iShoü

iShoU - Logo 02

iShoU is a play on words, "I Show You", it's role is to fit on screen within a app, it had to be clean, easily readable but also understood by the viewer as a friendly device, thus the use of the "Ü" as a friendly smile.



Visitor Experience Systems

03



brightbike

04

Freefold Furniture - Logo 05

Freefold Furniture was born out of Toby Horrocks new venture into folded recycled furniture. Being a independent Sustainable designer it was important to him to show the angles of the products and the fact that they are all folded, this is represented by the font choice and angle of the type.



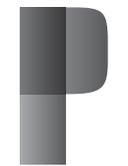
05

Pillar - Digital User Experience and Design Company 06

This small active digital user experience and design company needed a logo, iterations shown are designs developed during the logo creation process. This process is ongoing and currently is a state of continued development.



02



06

AutoParis - Logo v2 07

This small well known business needed a refresh, a modern french feel, The Tricolore, and the effiel tower were all elements requested. The bold clean display type with a effiel twist, the use of a intermeshed Tricolore symbol all work together to push the brand forward.



07

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Portfolio - Branding - Logo

AstroTours - Institution - Logo / Brand Development

01

Swinburne University - Centre for Astrophysics and Supercomputing required a logo for their AstroTours, 3D movies, animations and simulations used to explore the Universe designed to educate and entertain audiences about astronomy.



01



02

Canine Elegance - Small company - Logo / Branding / Signage

02

Small Company, Dog Grooming and Supplies

SmileGroup - Logo / Brand Development

03

Medical Dental Practice - Smilegroup | Children's Dental Care



03



DIGITAL LUCIDA

04

Digital Lucidia - Logo

04

Photography Supply, digital photo restoration business

World Expeditions adventures - Logo / Brand

05

World expeditions adventures asked to revitalize their logo, modernize the stationary and bring it all under one branded umbrella.



05

BLOOMFIELD TREMAYNE

Bloomfield Tremayne adventures - Logo / Brand

06

Medium Business - Bloomfield Tremayne
Architectural Employment, Placement Business

Just Breathe - Logo / Signage

07

Medium Business - Beauty Salon, where beauty is in the eyes of the ??????



07



06

Busy Bees Consulting - Logo / Brand

08

Small Business - IT Consultancy, Database specialists

Creative Urge - Logo / Brand

09

Medium Business - Film / Motion Edit Studio, Creative Studio Business



09



10

Eco House - Logo

10

Non Profit - Environmental Group
Small Sustainable Association displaying the benefits of ESD within a typical residential house.

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Portfolio - Branding - Logo

Next Wave - Logo / Brand Development

01

Small Management Consultancy



NEXT WAVE
SOLUTIONS

01



02

Heaven Scent - Logo

02

Wholesale flower supplier/growers for Retail

John Patrick - Logo / Brand Development

03

Horticulture - Landscape Gardening Firm



03



04

Emily's List - Logo / Brand Development

04

EMILY's List Australia is a national organisation aimed at getting more progressive Labor women elected to Parliament.

AHURI - Logo

05

Government institution, Commonwealth Institution aimed at the Research and Education of planning future housing impacts.



Australian Housing
and Urban Research
Institute

05



06

Andrew Priestley and Associates - Logo

06

A team of experienced and progressive lawyers

Hans Schonekas - Logo

07

Small HIA builder



HANS
SCHONEKAS

07



08

BP - FairGo - Logo

08

Multinational Company - British Petroleum
Direct marketing logo to connect distributors to farmers.

Sunsmart - Logo

09

Anti Cancer Council - Government institution



09