Elisabeta

let's create, together!

designing
since 2021

lovely to meet you! the name is

Elisabeta

But you can also call me Ella :)

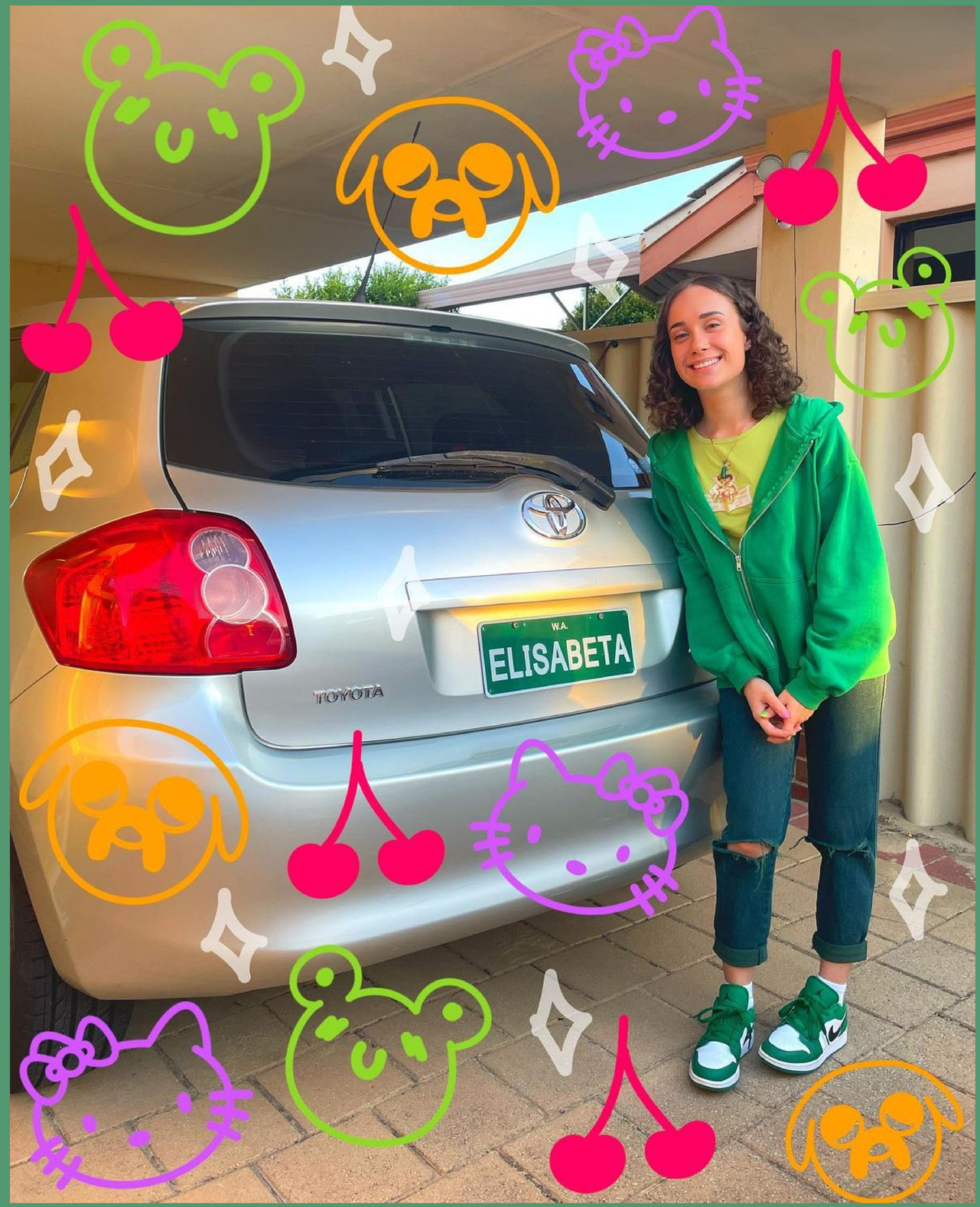
I'm a Perth-based graphic designer with a Bachelor of Design from Curtin University, minoring in Digital Design.

Curious by nature and caring by instinct, I combine empathy, research and strategic thinking to create thoughtful identities, campaigns and digital experiences. Asking probing questions comes naturally to me; I love getting to the heart of a problem and translating that understanding into purposeful solution.

My years of experience has taught me to listen closely, communicate clearly and find practical solutions. I believe I bring that same care to creative collaboration, alongside a playful outlook and an eye for detail.

Creating work that helps people feel understood, connected and confident in their everyday lives is always something I strive to achieve.

So let's create, together!



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Play the Track, Hold It Back.

Keep a two second gap.

KeepYourDistance.com.au

BRIEF

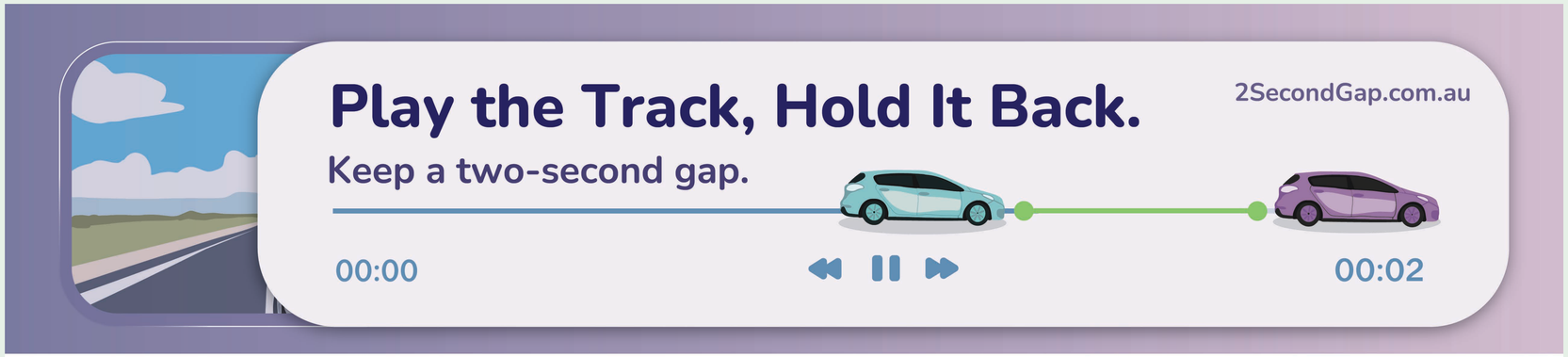
Re:act is a brief challenging students to develop a positive road safety campaign encouraging drivers aged 17–25 to maintain safe following distances. Informed by audience research, the campaign needed to communicate clearly across outdoor and digital formats, supporting lasting behavioural change.

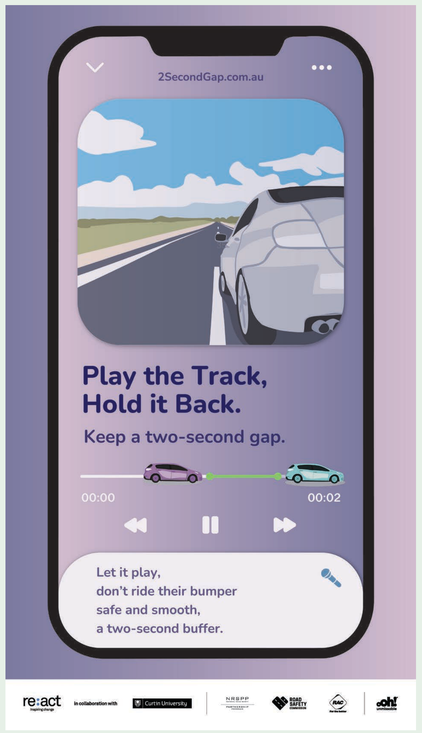
SOLUTION

“Play the Track, Hold It Back.” connects music with safe following distances through coordinated outdoor advertising, social media and a website. The campaign won the WA Re:act Curtin University challenge, with designs displayed across Western Australia, collectively viewed by 1.1 million people, and 11 million impressions.

CATEGORY

- Award-winning
- Campaign strategy
- Art direction
- Outdoor advertising
- Social media design
- Website design

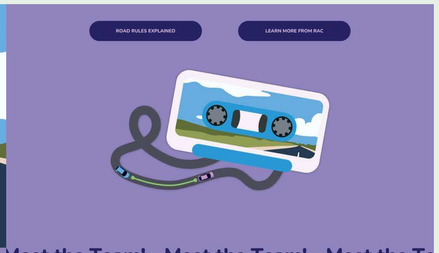

Play the Track, Hold It Back.
Keep a two-second gap.
2SecondGap.com.au
00:00
00:02
re:act
Inspiring change
in collaboration with
Curtin University
NRSPP
NATIONAL ROAD SAFETY
PARTNERSHIP
PROGRAM
ROAD SAFETY COMMISSION
RAC
For the better
oohl
unmissable

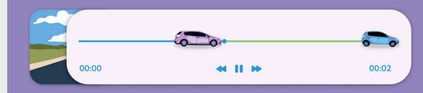

2SecondGap.com.au
Play the Track,
Hold it Back.
Keep a two-second gap.
00:00
00:02
Let it play,
don't ride their bumper
safe and smooth,
a two-second buffer.

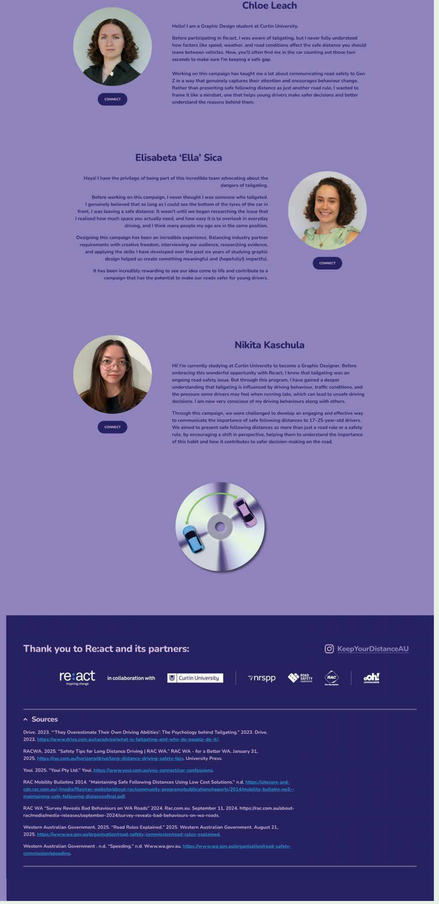

Play the Track, Hold it Back.
Keep a two-second gap while driving vibing.
2SecondGap.com.au
Let it play, don't ride their bumper...
...safe and smooth, a two-second buffer.


Play the Track, Hold It Back.
Keep a two-second gap while driving vibing.
2SecondGap.com.au

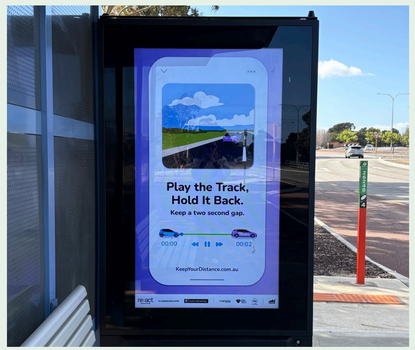

Play the Track, Hold It Back.
Let it play,
Don't ride their bumper.
Safe and smooth,
Keep a two second buffer!

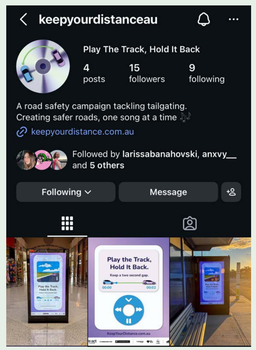

ROAD RULES EXPLAINED
LEARN MORE FROM RAC

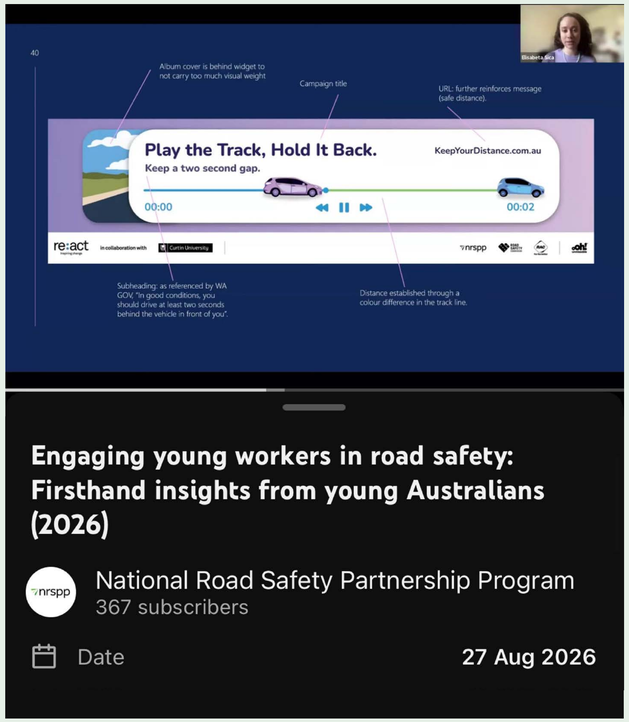

00:00
00:02

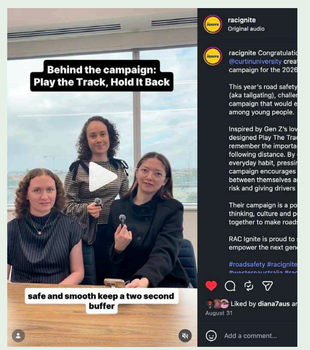

Meet the Team!
Meet the Team!
Meet the Te
Chloe Leach
Elisabeta 'Ella' Sica
Nikita Kaschula
About the campaign.
Why does this matter?
What is the two second rule?
How else can I avoid tailgating?
Don't Let Pressure Decide Your Distance
Match Your Distance to Your Speed
Remember the Offence
Thank you to React and its partners:
KeepYourDistanceAU
Sources

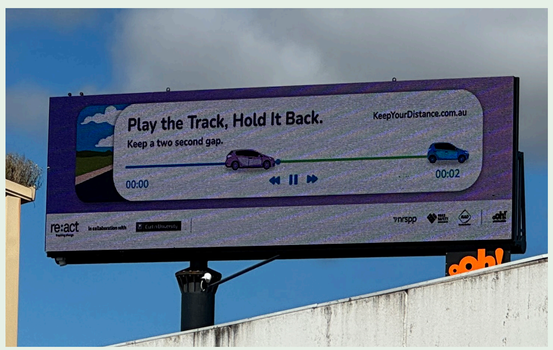

Play the Track,
Hold It Back.


Play the Track,
Hold It Back.
Keep a two second gap.
KeepYourDistance.com.au


keepyourdistanceau
Play The Track, Hold It Back
4 posts
15 followers
9 following
A road safety campaign tackling tailgating.
Creating safer roads, one song at a time
keepyourdistance.com.au
Followed by larissabanahovski, anxvy__ and 5 others
Following
Message


Album cover is behind widget to not carry too much visual weight
Campaign title
URL further reinforces message (safe distance).
Play the Track, Hold It Back.
Keep a two second gap.
KeepYourDistance.com.au
00:00
00:02
Subheading: as referenced by WA GOV, "in good conditions, you should drive at least two seconds behind the vehicle in front of you".
Distance established through a colour difference in the track line.
Engaging young workers in road safety: Firsthand insights from young Australians (2026)
nrspp
National Road Safety Partnership Program
367 subscribers
Date
27 Aug 2026


Behind the campaign:
Play the Track, Hold It Back
safe and smooth keep a two second buffer
racignite
Original audio


Play the Track, Hold It Back.
Keep a two second gap.
KeepYourDistance.com.au
00:00
00:02

/a nəw yu/

BRIEF

The project required a distinctive brand identity for A NU U, an emerging beauty and wellness studio located in Carins, QLD. It needed to communicate personalised care, balance premium appeal with accessibility, and support consistent communication across digital, print and future physical studio environments.

SOLUTION

The identity uses a repeated half semicircle shape to construct the brand's name, establishing a distinctive wordmark and signature shape. Extended into patterns, layouts and collateral, this form unifies the brand while expressing its caring approach through a refined, approachable visual language.

CATEGORY

- Client project
- Brand strategy
- Logo design
- Print collateral
- Packaging design
- Pattern production

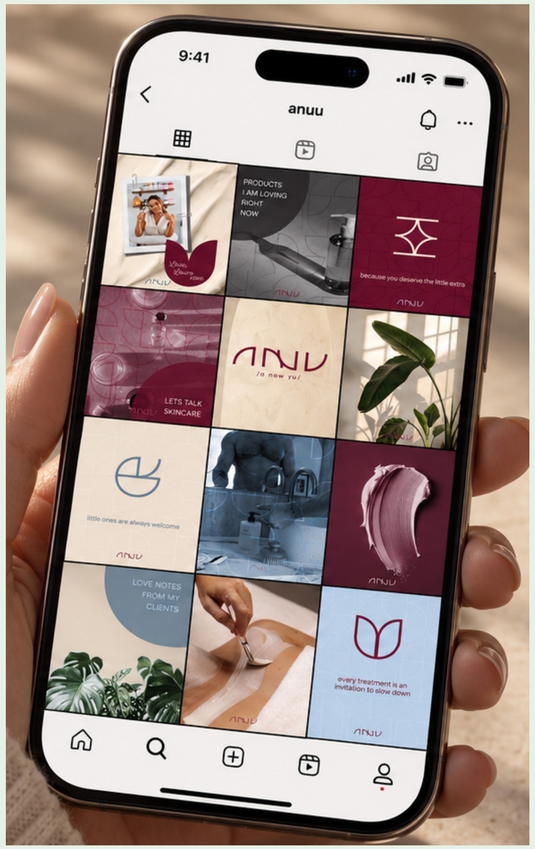

slow down and
transform into
/a new yu/
SELF CARE + BEAUTY RITUALS
@ANUU.BEAUTY
HELLO@ANUU.COM.AU
0412 345 678


WELCOME TO A NU U
FACIALS
BODY
REFINE
WAX
ENHANCE
TREATMENT MENU FOR Him
slow down and transform into /a new yu/


MOCKUPS 5#P


Love, Laura XOXO
Remember your skincare girl!
Nxt appt: Sat 23rd Feb


a little something for you...
GIFT CERTIFICATE
take some time to slow down, reset, and leave feeling like
/a new yu/
choose you at

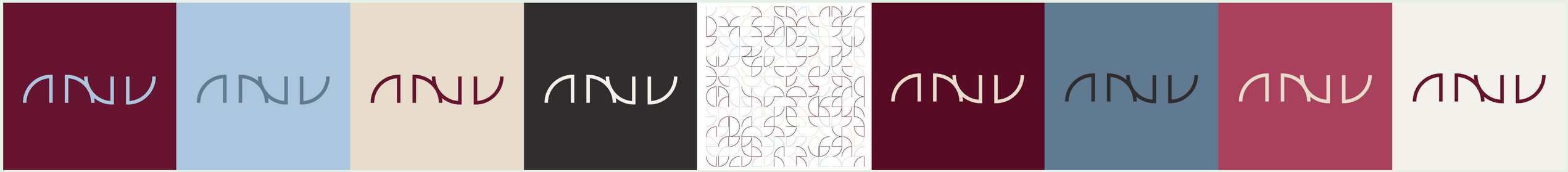

9:41
anuu
PRODUCTS I AM LOVING RIGHT NOW
because you deserve the little extra
LETS TALK SKINCARE
little ones are always welcome
LOVE NOTES FROM MY CLIENTS
every treatment is an invitation to slow down


a little something for you...
GIFT CERTIFICATE
take some time to slow down, reset, and leave feeling like
/a new yu/
every treatment is an invitation to slow down
Ella Sica
Happy Birthday babe!
You deserve a break from reality
Love you and enjoy
Harrison Wirth
THE BESPOKE Facial
23 / 02 / 2030
0039
Love, Laura x
ready for a little you time?
scan to book your next treat


choose you
YOU DESERVE TO BE REWARDED
Every treatment is a chance to slow down, while every visit lets us know how to best care for you.
Collect a stamp after every appointment and enjoy a little something on us at your fifth treatment.


LOOKING GOOD FEELING BETTER
always choosing myself with
your reminder to make time for you
Love, Laura XOXO







Achievers Club WA

BRIEF

The brief called for a rebrand of Achievers Club WA that communicates its educational mentoring mission with clarity and credibility. The identity needed to attract volunteers, donors and partners while preserving the organisation's community values and supporting its future growth.

SOLUTION

The proposed solution combines brand strategy with a cohesive visual identity across print and digital touchpoints.
A refreshed logo, website, and marketing materials establish consistency, and expresses the organisation's supportive character while making its purpose and personality more recognisable.

CATEGORY

- Client project
- Brand strategy
- Visual identity
- Logo design
- Website design
- Marketing collateral

Brand Positioning

Overview
A community-driven non-profit providing free one-on-one mentoring and tutoring to disadvantaged students, focused on both academic and personal growth.

Message
It's more than tutoring, it's long-term mentorship that builds confidence, capability, and opportunity.

Mission
To work directly with students from low socio-economic backgrounds to educate, inspire and empower them to set and achieve their academic goals.

Vision
All our students to confidently approach their schooling and move towards adulthood better equipped to reach their potential.

Core Values

Inclusivity | Empowerment | Compassion | Community

Logo

Opportunity, optimism and generosity.

Sponsors

Students
Confidence, energy and personal growth.
Positioned the highest because ultimately they are the ones being supported.

Parents
Care, compassion and emotional support.

Growth, support and positive action.

Mentors

Teachers
Wisdom, guidance and empowerment.

ACWA

Trust, stability and community leadership.
At the base because they are the foundation for this whole cause.

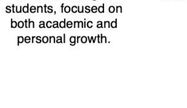
Concept - "Confident Community"

"Building confidence. Shaping futures."



Confidence grows when a community comes together to support, uplift and believe in one another.

"Confidence starts with connection."



Connected
Empowering
Supportive



"Let's empower every step forward."

Style - "Hexagonal Hero"



Protest Strike Regular
Achievers Club WA AaBbCcDdEeFfGgHh?!@#$%&*)(":

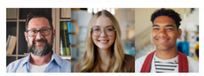
Protest Riot Regular
Achievers Club WA AaBbCcDdEeFfGgHh?!@#$%&*)(":

Protest Revolution Regular
Achievers Club WA AaBbCcDdEeFfGgHh?!@#$%&*)(":

Andesia Std Regular
Achievers Club WA AaBbCcDdEeFfGgHh?!@#$%&*)(":





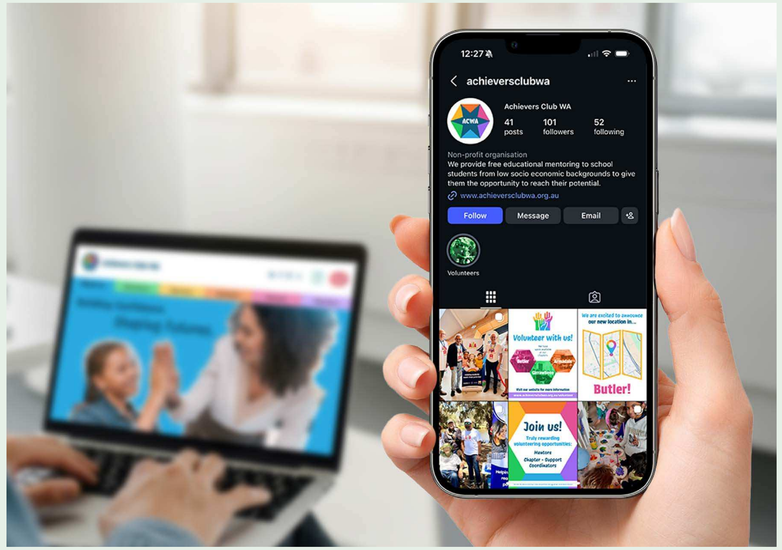






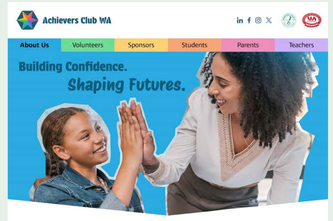


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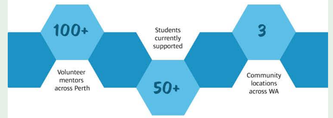
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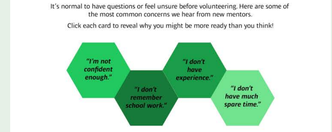


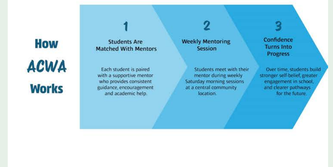


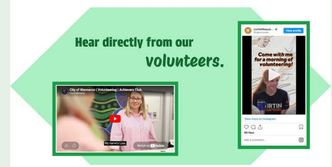


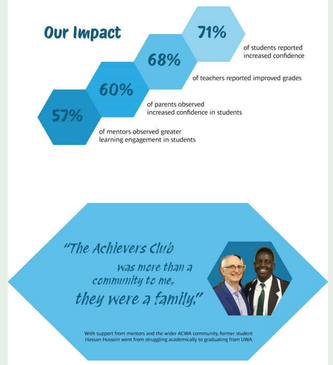


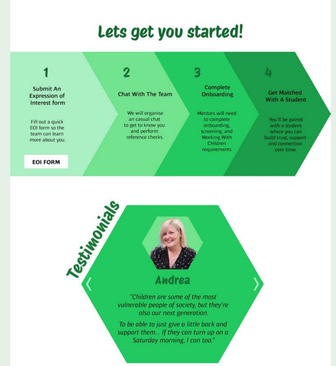


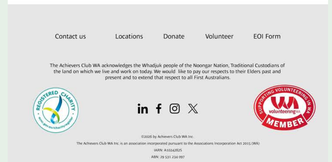
















BRIEF

The project required a place identity for a proposed mental health and wellbeing festival hosted by charity 20Talk. It needed to make preventative wellbeing education approachable for young adults aged 18–30 and communicate consistently across promotional materials, the festival site, the programme and merchandise.

SOLUTION

IRL Festival uses Gen Z humour, WordArt and retro desktop graphics to encourage young adults to explore wellbeing beyond the screen. Four colour-coded zones organise 12 wellbeing dimensions into hands-on activities. The same visual language links deliverables, carrying the festival's message into everyday life.

CATEGORY

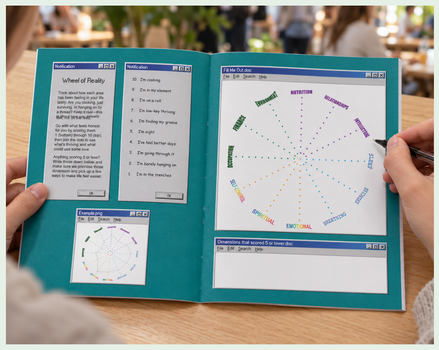
- Event design
- Experiential design
- Wayfinding design
- Merchandise design
- Brand strategy
- Brand identity


EPIC.png
File Edit Search Help
20Talk presents:
IRL FESTIVAL
figure out life in real life
Trying your best but the plot keeps getting worse? Same.
New coping skills just dropped for looking after your brain, meat suit and whatever makes you, you. Figure out Adulting™ with activities that get your hands dirty, body moving and cogs turning.
Skills that we all probably should've learnt at school.
explore the 12 dimensions of wellbeing
NUTRITION RELATIONSHIPS INTELLECTUAL
SLEEP EXERCISE BREATHING
EMOTIONAL SPIRITUAL SELF-CONTROL
OCCUPATION FINANCE ENVIRONMENT
Sunday 10th October
10am-10pm Claremont Showgrounds
donation entry
scan for more details!
IRLFestival.com.au


Bruh.txt
File Edit Search Help
TRYING YOUR BEST BUT THE PLOT KEEPS GETTING WORSE?
SAME
IRLFestival.com.au
File Edit Search Help
20Talk presents:
IRL FESTIVAL
figure out life, in real life
LIFE BODY SELF WORLD
explore skills we probably should've learnt at school
DONATION ENTRY
CLAREMONT SHOWGROUNDS
Start
Black Dog Institute
headspace
Beyond Blue
act belong commit
10am – 10pm
Sunday 10/10/2027


let's do this!!!.mp3
File Edit Search Help
POV: YOU ACTUALLY SHOWED UP TO THI
IRL FESTIVAL
enter here to level up how you look after your:
BODY SELF LIFE
entry donation to support 20Talk
LOLA'S HANDMADE


20Talk presents:
IRL FESTIVAL
figure out life in real life
ROADMAP
VENUE MAP
Sunday 10th October
10am-10pm
Claremont Showgrounds
irlfestival.com.au


Wheel of Reality
NUTRITION
RELATIONSHIPS
INTELLECTUAL
SLEEP
EXERCISE
BREATHING
EMOTIONAL
SPIRITUAL
SELF-CONTROL


BREATHING
RELATIONSHIPS
SPIRITUAL
ENVIRONMENT


where do I go? .png
File Edit Search Help
LIFE
BODY
SELF
WORLD


Activities for Self.xlsx
File Edit Search Help
SELF
EMOTIONAL In Case of Overwhelm
SPIRITUAL The Main Quest
SELF-CONTROL The Lock-In Challenge
Brought to you by: Black Dog Institute
Activities for World.xlsx
File Edit Search Help
WORLD
OCCUPATION Too Many Tabs Open
FINANCE Make It to Payday
ENVIRONMENT Room to Breathe
Brought to you by: headspace
IRL Festival Map.pdf
File Edit Search Help
SELF
BODY
WORLD
LIFE
20Talk
GRAYLANDS ROAD
Activities for Body.xlsx
File Edit Search Help
BODY
EXERCISE Move Your Mood
BREATHING Catch Your Breath
SLEEP Time for eepy
Brought to you by: Beyond Blue
Activities for Life.xlsx
File Edit Search Help
LIFE
NUTRITION Pimp My Noodles
RELATIONSHIPS To Be Cringe Is To Be Free
INTELLECTUAL Side Quest Studio
Brought to you by: act belong commit


BRB
BODY
WORLD
SELF
LIFE
LOGGING INTO SELF-CARE
SMILE!
You're making memories in real life
TOUCHING GRASS IRL
figuring out life in real life
20Talk presents:
IRL FESTIVAL
figuring out life in real life

help im lost!.png
File Edit Search Help
BODY
SELF
WORLD
MOCKUPS



VB VISIONS

BRIEF

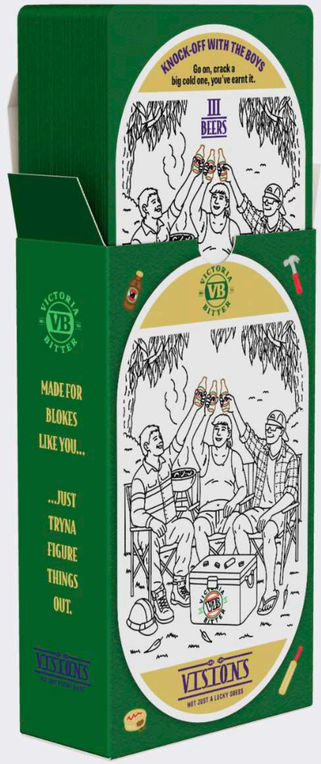
Develop a distinctive brand and packaging system for a product range, supported by research, strategy and promotional design. The project required cohesive, adaptable outcomes that communicate a clear market position, engage a defined audience and differentiate products within retail environments.

SOLUTION

VB Visions reimagines tarot through a Victoria Bitter brand extension for Australian blokes. Illustrations and copywriting of stereotypical Aussie humour connect cards, packaging and promotional materials, making spirituality and reflection feel approachable within traditionally masculine culture.

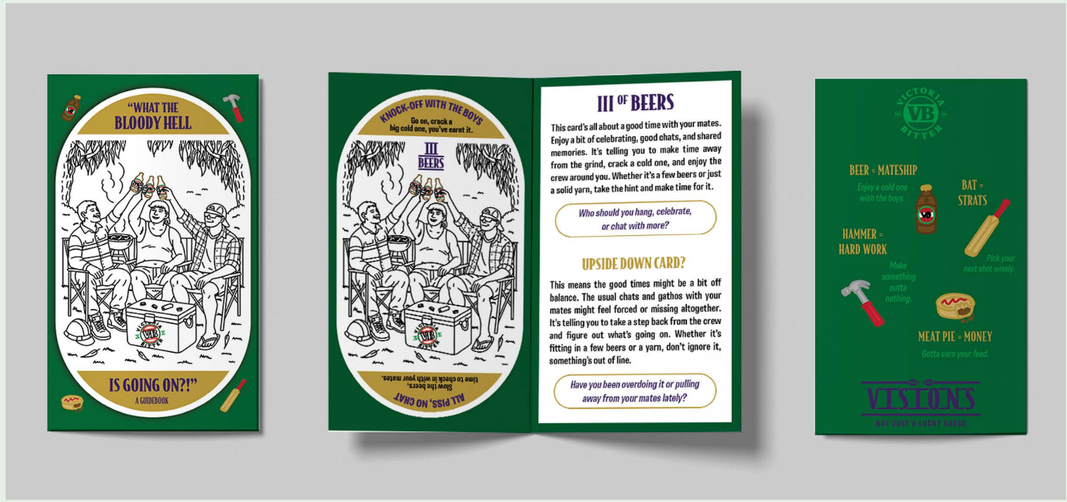
CATEGORY

- Brand strategy
- Brand identity
- Packaging design
- Illustration
- Promotional design
- Product design


KNOCK-OFF WITH THE BOYS
Go on, crack a big cold one, you've earnt it.
III BEERS
MADE FOR BLOKES LIKE YOU...
...JUST TRYNA FIGURE THINGS OUT.
VISIONS


NOT SURE? NEED A STEER?
HAVE A CHINWAG WITH VB VISIONS.
THIS IS NOT YOUR STANDARD DECK O' CARDS, MATE.
Ask it a question by giving it a shuffle, pulling a card, and see what symbol below shows up.
HAMMER = HARD WORK
MEAT PIE = MONEY
Gotta earn your feed.
BAT = STRATS
Pick your next shot wisely.
Make something outta nothing.
Enjoy a cold one with the boys.
BEER = MATESHIP
GOT YOUR EYE ON A SHEILA?
If you pull a "2 of Meat Pies" you gotta get your money sorted before making a move.
WHAT'S THE WEEKEND SAYING?
Pulling a "3 of Beers" means you're in for a good time with the boys, no nobkos.
DON'T STRESS MATE. THERE'S A WHOLE BOOKLET INSIDE TO HELP YOU FIGURE YOUR SHIT OUT.
NO PRESSURE. JUST GIVING YOU A HAND.
A LUCKY GUESS, EVERY TIME.
CRACK A BIG COLD ONE.
PULL A CARD.
GET A STEER.
VISIONS


KNOCK-OFF WITH THE BOYS
Go on, crack a big cold one, you've earnt it.
III BEERS
ALL PISS, NO CHAT
Slow the beers, time to check in with your mates.


"WHAT THE BLOODY HELL IS GOING ON?!"
A GUIDEBOOK
KNOCK-OFF WITH THE BOYS
Go on, crack a big cold one, you've earnt it.
III BEERS
ALL PISS, NO CHAT
Slow the beers, time to check in with your mates.
III OF BEERS
This card's all about a good time with your mates. Enjoy a bit of celebrating, good chats, and shared memories. It's telling you to make time away from the grind, crack a cold one, and enjoy the crew around you. Whether it's a few beers or just a solid yarn, take the hint and make time for it.
Who should you hang, celebrate, or chat with more?
UPSIDE DOWN CARD?
This means the good times might be a bit off balance. The usual chats and gathos with your mates might feel forced or missing altogether. It's telling you to take a step back from the crew and figure out what's going on. Whether it's fitting in a few beers or a yarn, don't ignore it, something's out of line.
Have you been overdoing it or pulling away from your mates lately?
BEER = MATESHIP
Enjoy a cold one with the boys.
BAT = STRATS
Pick your next shot wisely.
HAMMER = HARD WORK
Make something outta nothing.
MEAT PIE = MONEY
Gotta earn your feed.
VISIONS

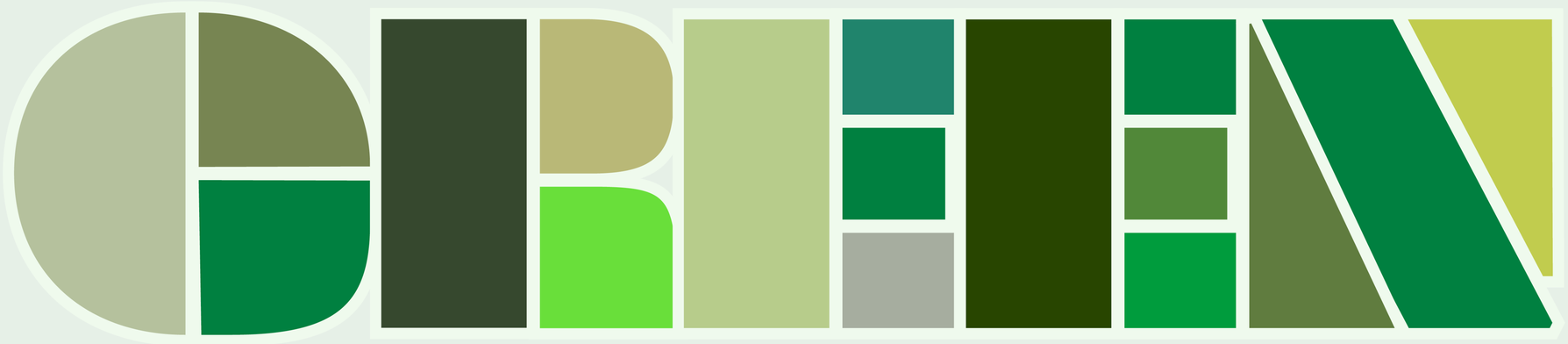

VB


VB
FOR A HARD EARNED LIFE


STEP TWO:
CRACK OPEN FOR A LUCKY GUESS
FOR A HARD EARNED LIFE
GIFT PACK
VB VISIONS CARD DECK
+
VB VISIONS STOW-AWAY CAN
THIS IS NOT YOUR STANDARD DECK O' CARDS, MATE.
HAMMER = HARD WORK
MEAT PIE = MONEY
BAT = STRATS
BEER = MATESHIP
NOT SURE? NEED A STEER?
HAVE A CHINWAG WITH VB VISIONS.
INCLUDES CHEEKY STOW-AWAY CAN...
...to hide all your dirty secrets...
VB VISIONS DECK ALSO AVAILABLE FOR FREE WHEN YOU BUY A BRICK OF VB CANS
AT PARTICIPATING RETAILERS
T&C'S APPLY
STEP ONE:
CRACK OPEN A BIG COLD ONE


CRACK OPEN A BIG COLD ONE AND CRACK OPEN YOUR FUTURE.
VB VISIONS HAS LANDED.
NOT A DECK YOUR MISSUS WOULD USE. IT'S STRAIGHT-UP GUIDANCE FOR THE EVERYDAY BLOKE.
SORT YOUR HEAD OUT. SORT YOUR LIFE OUT.
AVAILABLE NOW
Posts
victoriabitter
Follow
Liked by maecy_nal and others
victoriabitter Introducing VB Visions. No BS, just direction, not a lucky guess. Grab it at your local gift shop, or score one free with a brick of VB.
in bio.
5 days ago


victoriabitter
Victoria Bitter
705 posts
49.9K followers
169 following
Follow
Message
Shop
THE BIG COLD MID.
MOCKUPS
5 #P



Exploring the Many Lives of Colour

BRIEF

The brief called for a catalogue that transforms a personal collection into an engaging information system. Through original imagery, clear categorisation and considered typography, the publication needed to communicate individual characteristics while balancing practical navigation with a distinctive visual identity.

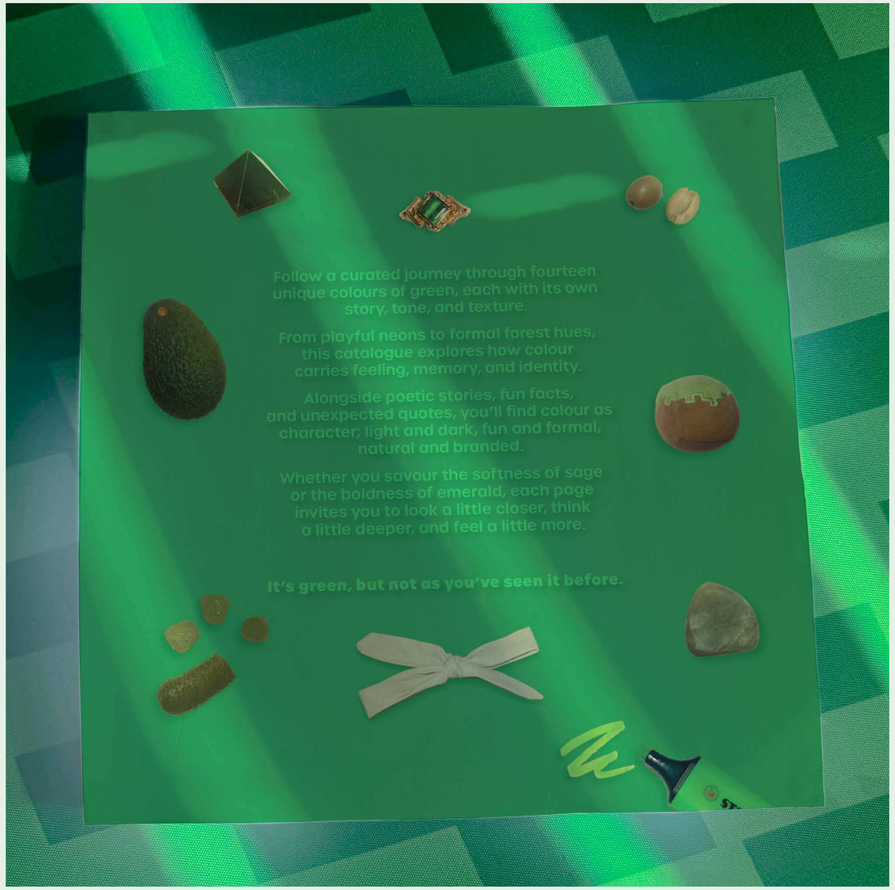
SOLUTION

Green explores fourteen shades through everyday objects, personal collections and cultural associations. Expressive typography, original photography and playful layouts give each shade its own personality, while consistent grids, colour codes and navigation unite the publication into a cohesive visual experience.

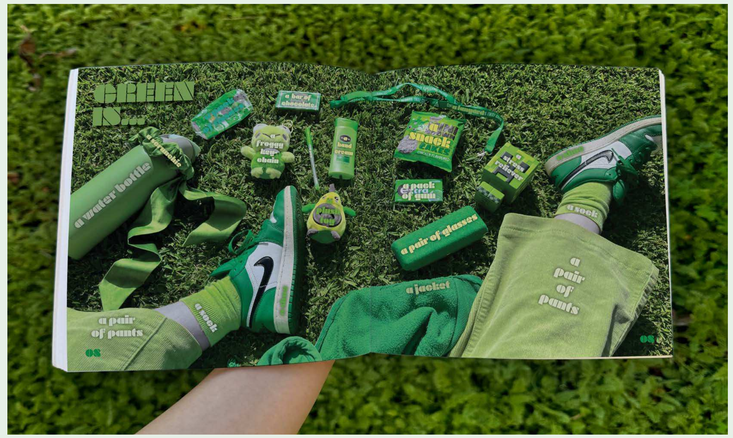
CATEGORY

- Editorial design
- Publication design
- Typography
- Art direction
- Photography
- Information design


Exploring the Many Lives of Colour
Fourteen Hues with Personality
and Hidden Histories
Created by Elisabeta


Follow a curated journey through fourteen unique colours of green, each with its own story, tone, and texture.
From playful neons to formal forest hues, this catalogue explores how colour carries feeling, memory, and identity.
Alongside poetic stories, fun facts, and unexpected quotes, you'll find colour as character; light and dark, fun and formal, natural and branded.
Whether you savour the softness of sage or the boldness of emerald, each page invites you to look a little closer, think a little deeper, and feel a little more.
It's green, but not as you've seen it before.


01 PISTACHIO
02 MOSS
03 EMERALD
04 FOREST
05 OLIVE
06 NEON
07 MATCHA
08 GREEN IS...
09 TEAL
10 SAGE
11 'MINECRAFT'
12 AVOCADO
13 'THE GREENS'
14 'SHREK'
15 PICKLE
THE GREENS


a water bottle
a pair of glasses
a jacket
a pair of pants
a pair of Pants


VESONITE
Believed to promote clarity, courage, and alignment between the heart and mind, supporting personal growth and positive transformation
OLIVE
"shaken, not stirred"
05


PISTACHIO
PISTACHIO CALCITE
Known for its soothing green hue and is believed to promote emotional balance, tranquility, and heart-centered healing.
"cool, calm, couture"
01


SOCIAL


SCANNER
NEON

thank you!

let's get in contact

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