

# Jen Leheny: Design Portfolio



Canberra, Australia

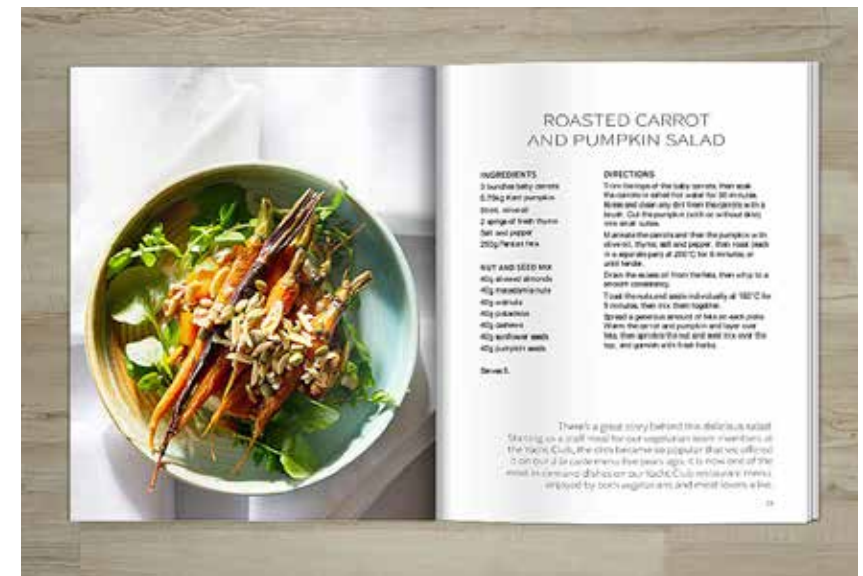
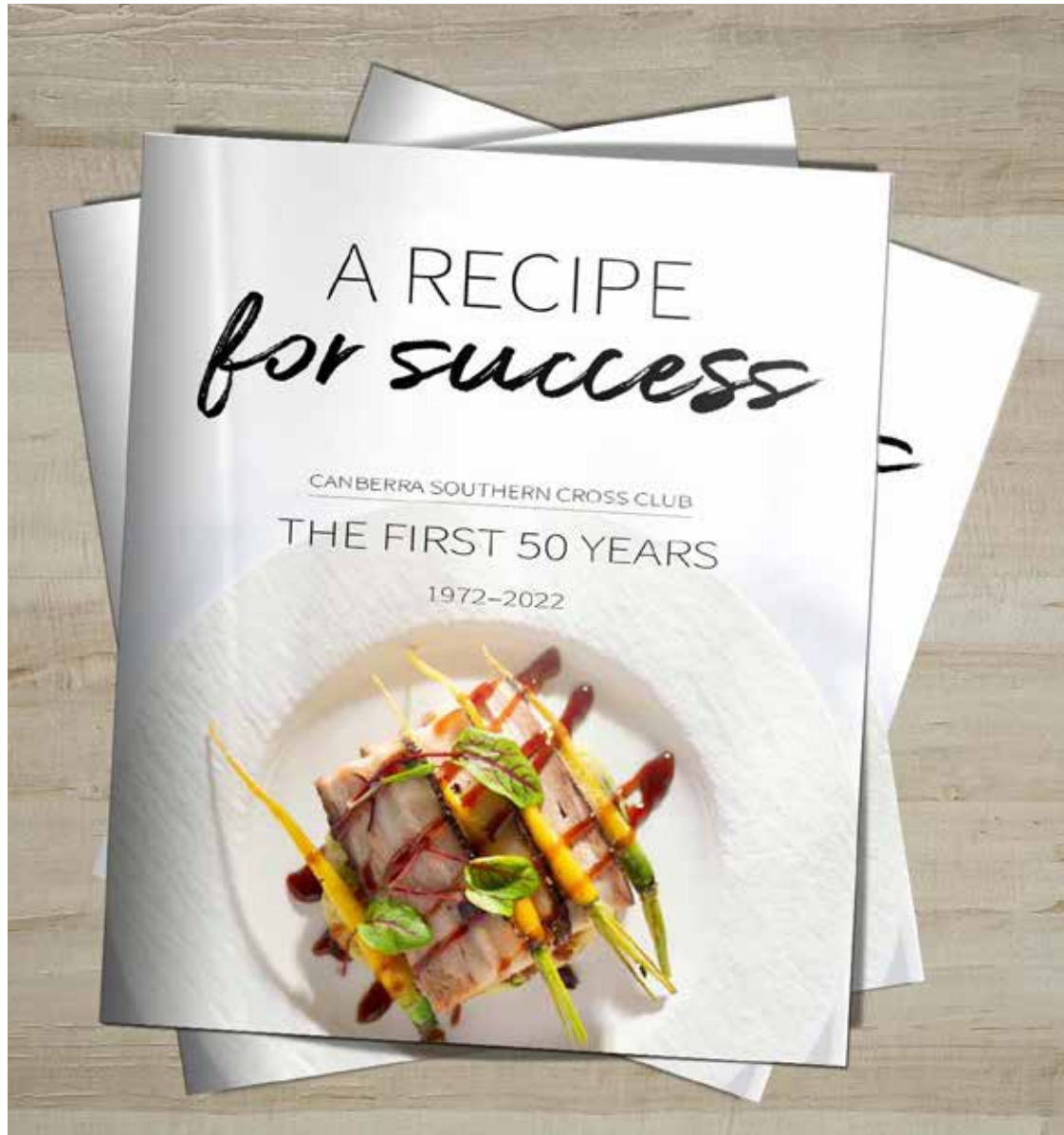
“ hi, I’m Jen Leheny. I’m a graphic designer and I enjoy working in both print and digital design. I have been working in the design and marketing industry for a number of years and I have a high level of professionalism, enthusiasm and maturity.

I produce print and digital advertising, promotional materials, point of sale graphics, signage, and promotions to drive sales and awareness, and I ensure that the message is always consistent with brand guidelines. I understand that design is more than just making things look good – it’s about solving a problem and communicating in a meaningful way. ”

Jen Leheny

# 'A Recipe for Success' cookbook

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Editing, design and layout of 76 page perfect bound recipe book.

I recently produced a cookbook, 'A Recipe for Success', to commemorate the golden anniversary of the Canberra Southern Cross Club.



# 'A Recipe for Success' cookbook

VIEW FULL PROJECT ONLINE





## Dining promotions

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Food and beverage promotions for Canberra Southern Cross Club.

As well as designing these posters, I reworked the designs into DLs, digital display screens, website and social posts, and point of sale graphics.



# Gaming promotions

VIEW FULL PROJECT ONLINE



Gaming promotions for Canberra Southern Cross Club members.

I reworked these poster designs into DLs, digital display screens, and large scale in venue displays.



# Fairfield Iraqi Women's Group

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Design a suite of marketing materials for a specific refugee cultural group within Australia.

I chose Iraqi women living in Australia without their husbands, and designed a (fictional) free weekly community group for them to attend.

# Fairfield Iraqi Women's Group

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# brilliant!DEA

brilliant!DEA

Time-limited interest-free loans are available to give ACT women on low incomes the capacity to further develop or start up a small business.



SMALL BUSINESS INTEREST FREE LOANS  
AVAILABLE FOR ACT WOMEN IN BUSINESS

Logo, Pullup Banner, Poster and Website to advertise Brilliant Idea Microcredit Program.

Lighthouse Innovation asked me to design a logo and other materials for Brilliant Idea, a program they were running on behalf of the ACT Government.



# Magazine design

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## Magazine design for Canberra Southern Cross Club.

I'm responsible for gathering the information, design and layout, editing, and much of the copywriting. I also produce print ready files and send to print.







# Photography

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## Fashion photography.

A selection of studio portraits, showing a range of poses and lighting setups, and some digital art photography.