

Lewis Elliott Morgan

Creative Designer



Contents

Ethos and experience	01
Lystr	02
Liverpool City Council	04
MAD Business Awards	06
Liverpool City Council	08
Mr & Mrs Crepe	10
NextOre	11
Jugo.io	12
True Protein	13
Playground	14

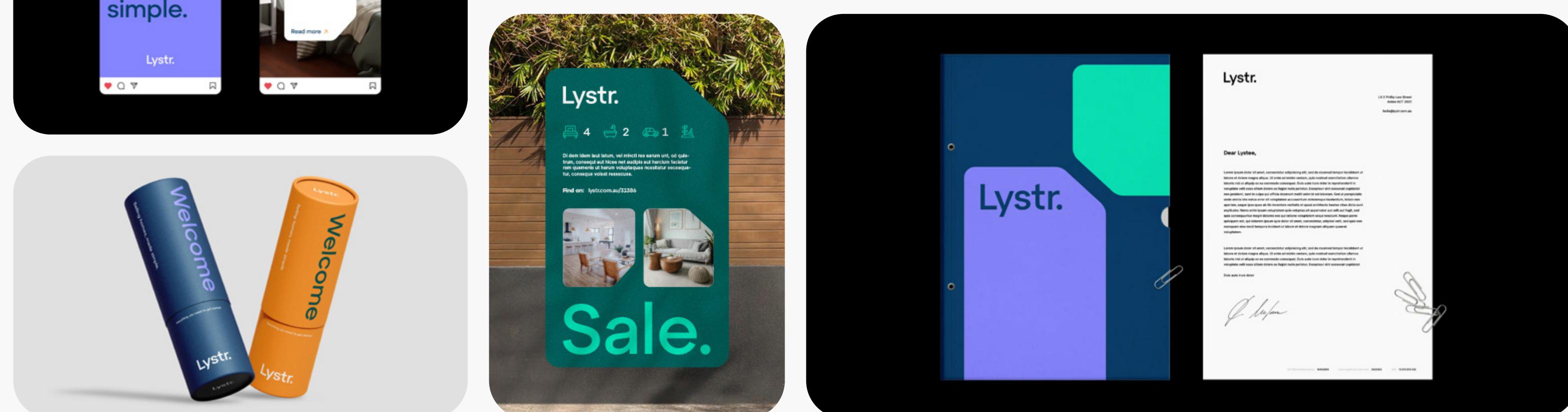
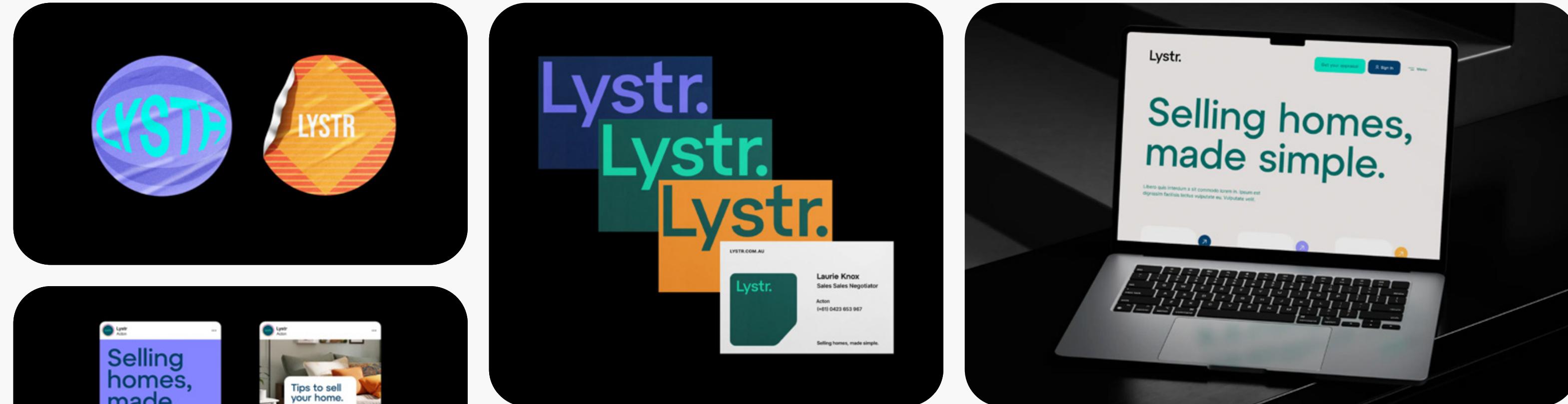
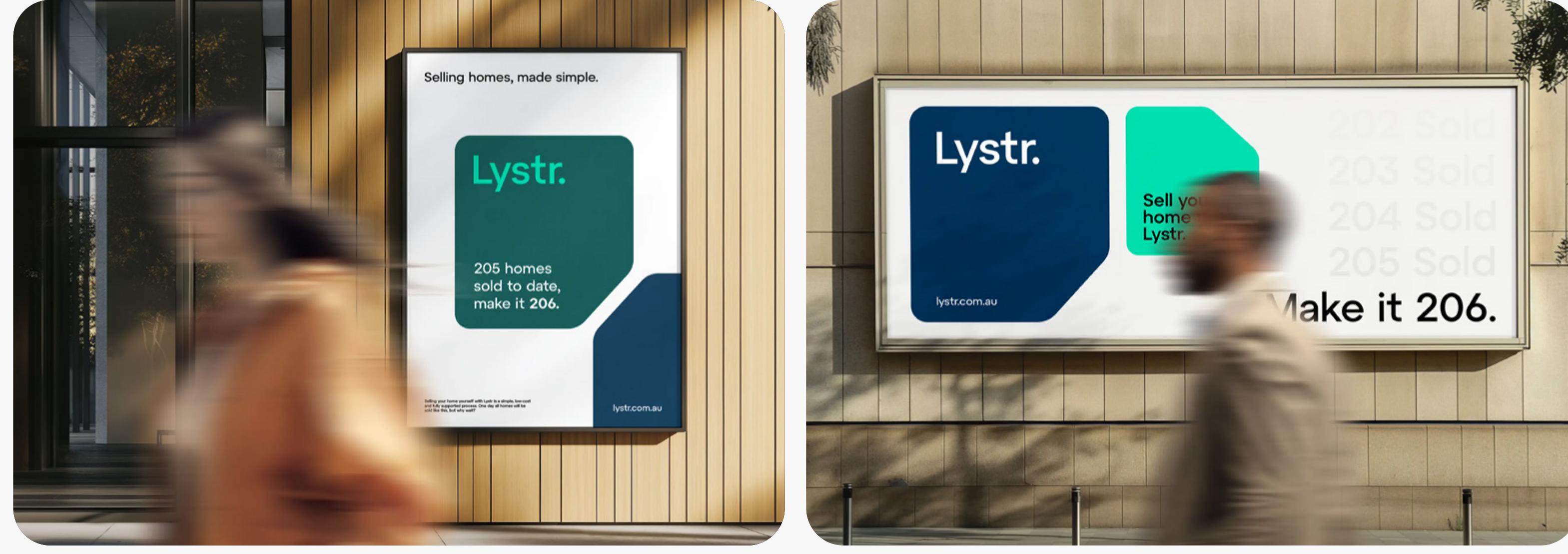
Design is about clear and honest communication, working with brands and businesses to solve problems and bring a fresh perspective to the conversation. My work combines strategic thinking with consistent, tidy ideas and clear storytelling to create meaning and momentum, packaged up with bold visuals and expressive identities that speak to the people who live with it.

Experience	Work for	Awards and features
Visual identity	Liverpool City Council	D&AD New Blood Yellow Pencil
Website	Commbank	Packaging of the World
Packaging	Luminous Strategic	
Campaign	Studio Molasses	
Concepting	ERA-co	
AI imagery	Monks	
Art direction	Mude Group	
Image sourcing	H/Advisors	
Wireframing	Care 24-7	
Prototyping	True Protein	
Brand collateral	Elite Model Mgmt.	
Competitor analysis	Built Australia	
Social posts	Coca-Cola	
Digital ads	Adobe	
Email design	Lystr	
	Orria	

Lystr

Approach

The real estate landscape is full of competition. Lystr were on the verge of launching into an already saturated market, with no identity. We needed to develop a visual language that not only says 'we are different' but also 'we know what we are doing'. The key components of the visual identity were built to intrigue people and spark their interest, to bring much needed awareness to the brand.



Info

Senior Designer
Mude
Duration - 8 weeks
2025 - Live

Visual identity
Website design
Brand guidelines

Outcome

As Lystr launched with a trustworthy and established identity they were able to post reliably and consistently across social channels and have branded assets in open homes to build brand awareness and trust within the community of Canberra. Which since launch, led to; 10 properties sold, 25+ active listings, 127 registered users and 5 star reviews across the board.

Challenges

People place significant trust and financial stakes on the line when they come to the milestone of buying or selling a home, which sets certain expectations. With the identity being drastically different to the norm of the industry, we were concerned it may have strayed too far away. However, Lystr was initially built to be a disruptor in the industry and the founders instantly connected to the brand through the boldness and the out-of-box thinking.

Liverpool City Council

Approach

We developed **Becoming Better**, an internal communications campaign designed to motivate employees during a period of organisational change.

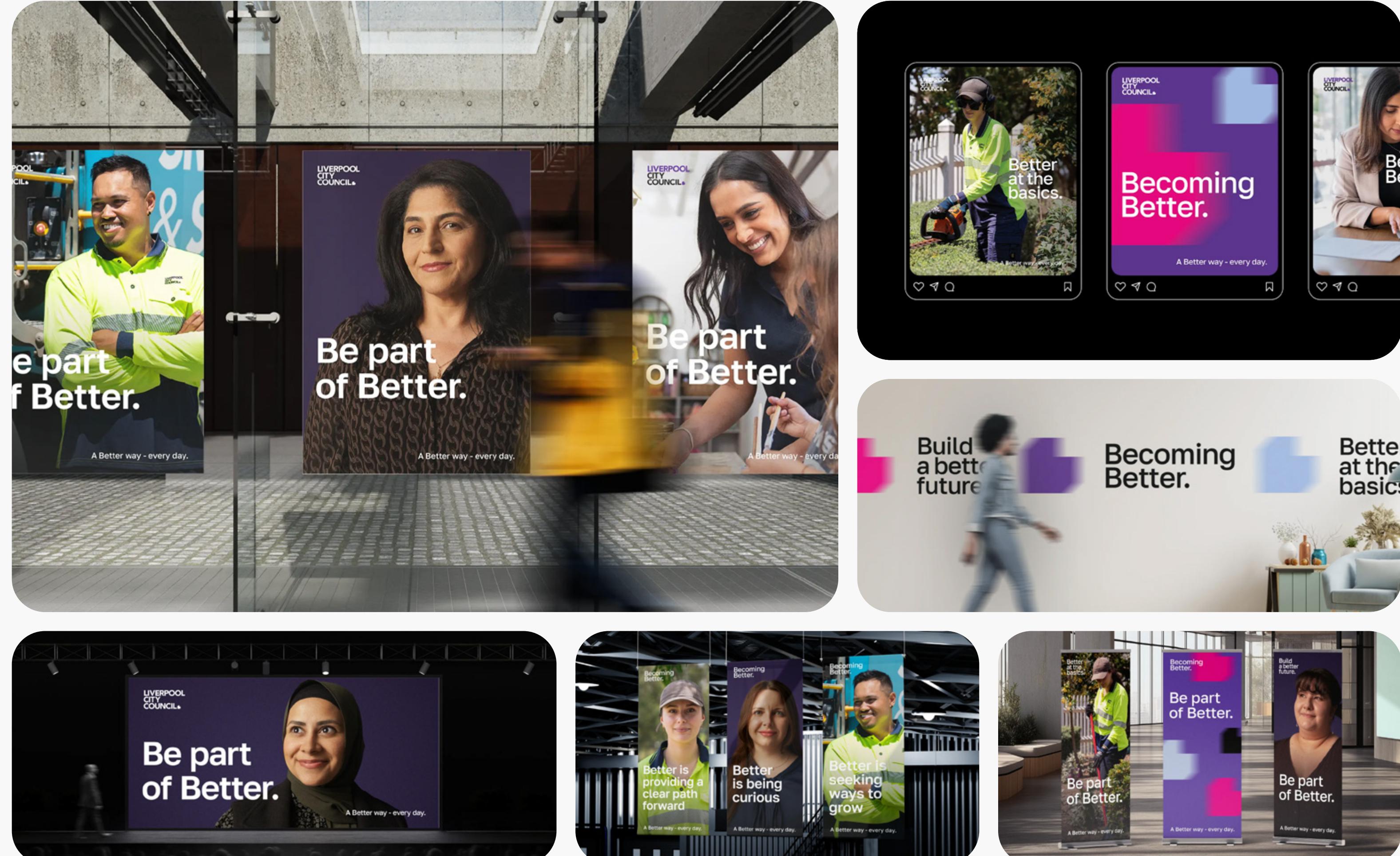
Inspired by newly appointed CEO Jason Breton's belief in "better" as a mindset for progress, the campaign centred on the idea of being **Better at the Basics** and **Better for the Future**, empowering employees to take ownership of improvement and positioning them as the heroes of transformation.

Becoming Better.

Becoming Better.

Better at the basics.

Build a better future.



Info

Senior Designer
Luminous Strategic
Duration - Q2 2025 - Ongoing
Live

Visual identity
Campaign collateral
Social posts

Outcome

The simplicity of **Becoming Better** and its clear visual language has cut through in a busy communications environment. In times of change, employees respond to tangible, relevant initiatives framed in ways that meet them where they are. Since internal launch in early Q2 2025, **Becoming Better** has become a statement of purpose that is understood by employees and unifies a wide range of initiatives.

Challenges

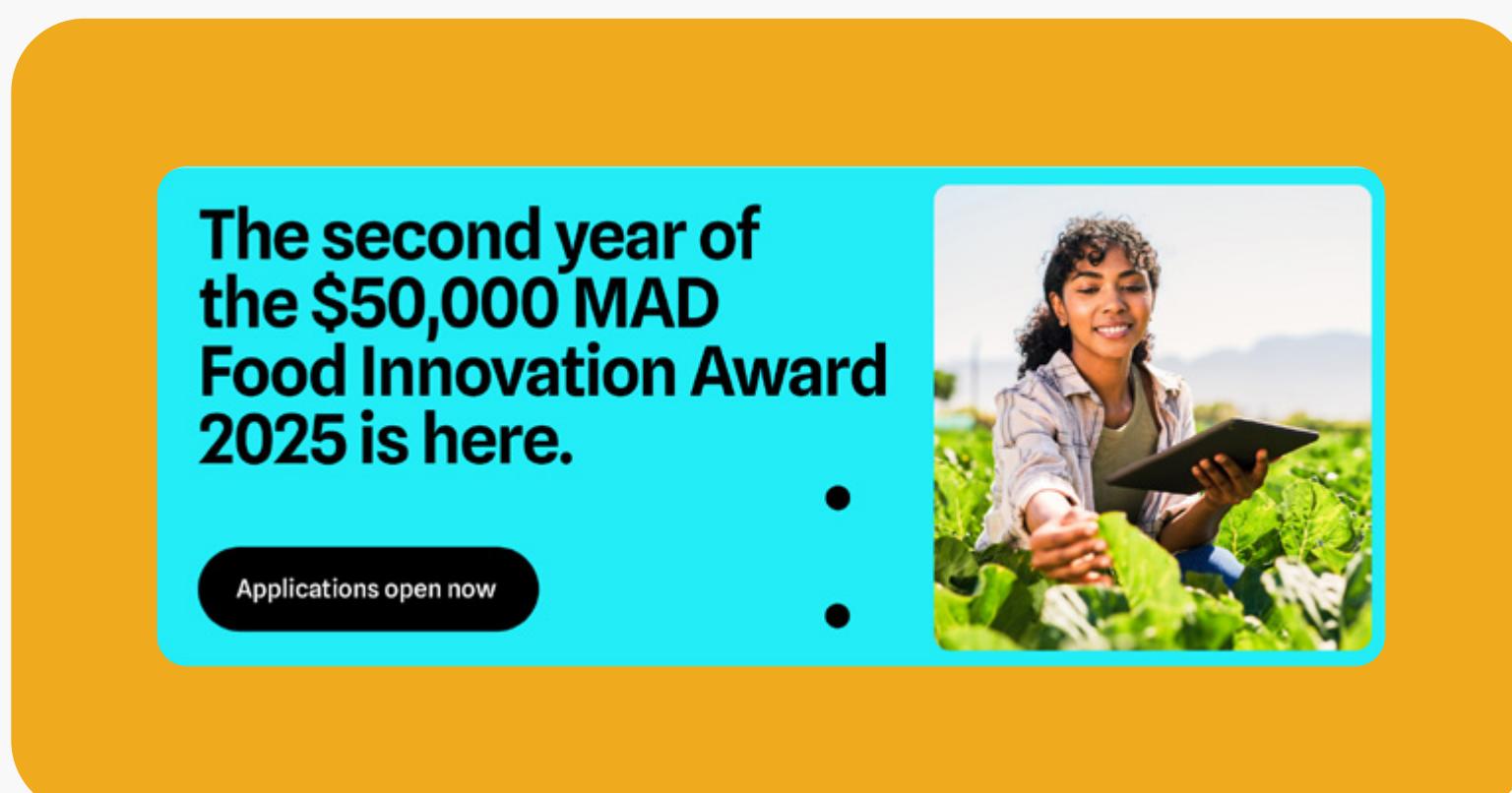
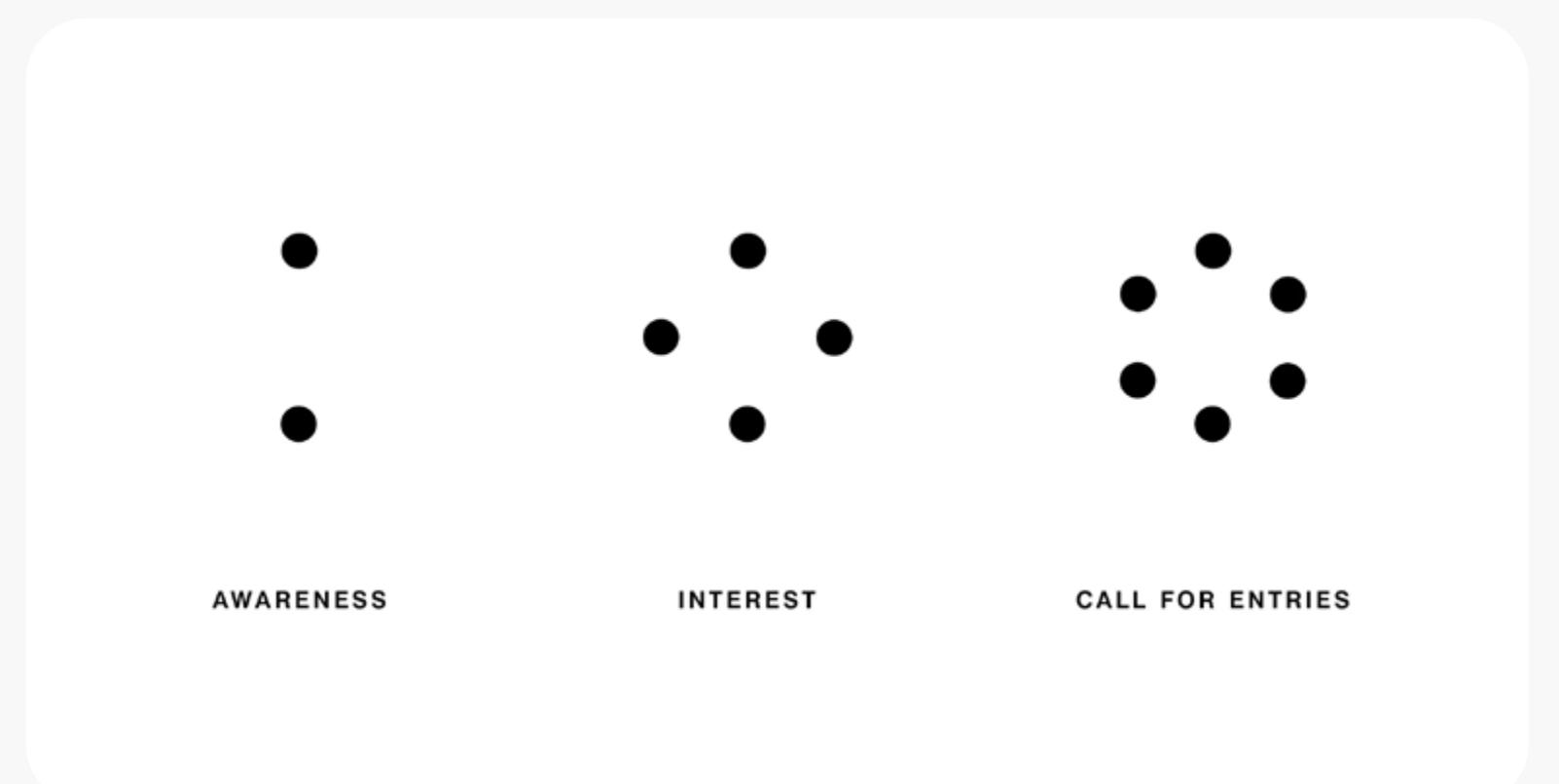
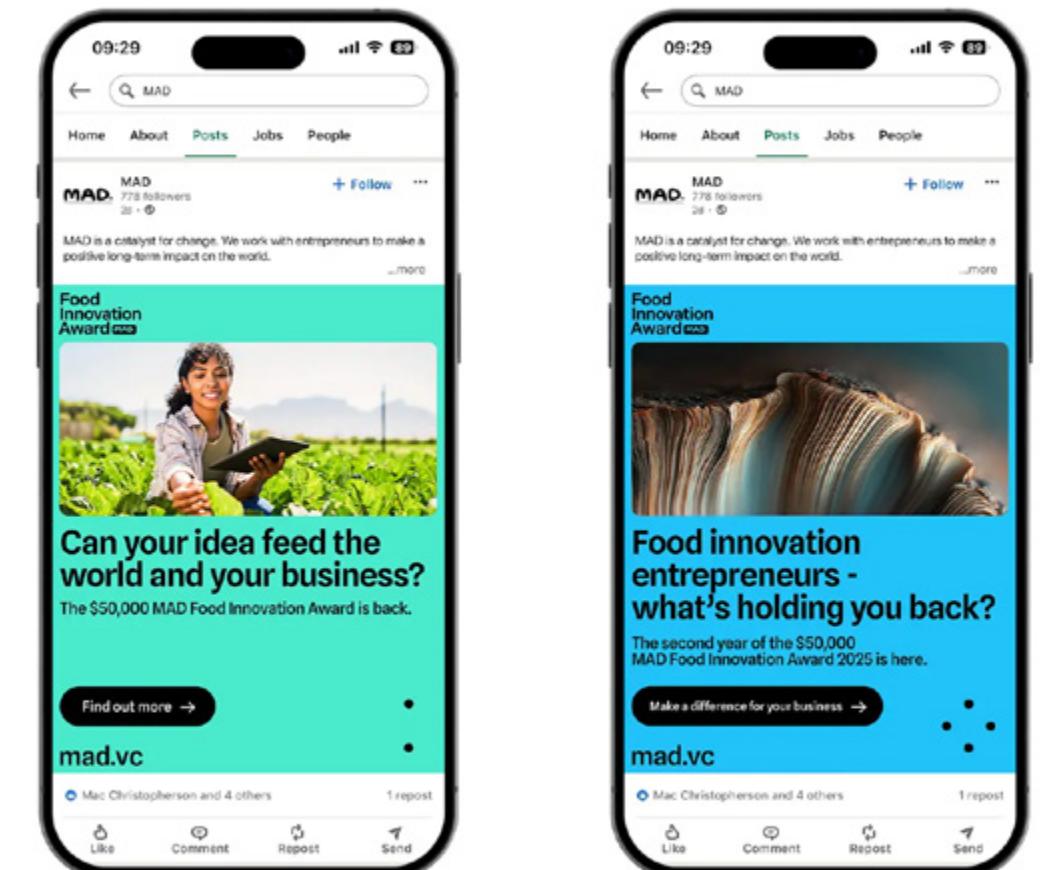
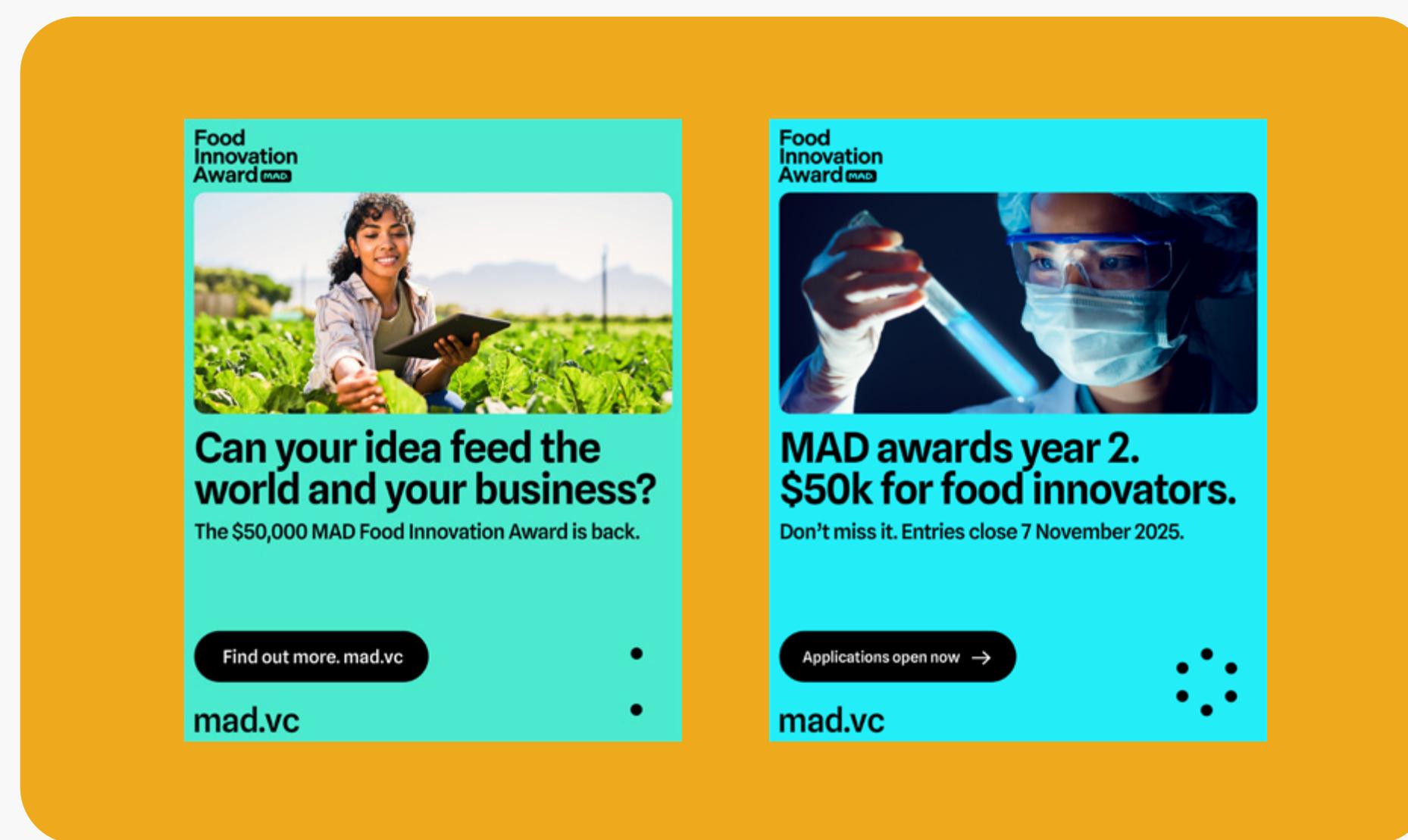
City Councils are complex organisations with accountability to diverse stakeholders, and a wide range of roles and responsibilities. Identifying a theme that would unify and motivate employees across a wide range of roles. Creating a visual language strongly connected to the existing visual identity, yet also distinctive enough to be fresh and interesting.

MAD Awards

Food Innovation Award MAD.

Approach

MAD were running their food innovation award for the second year in a row. After competitor analysis we determined that those with impact had a clear visual language applied to campaign assets and channels. So with that, we developed a series of social posts that focused on 3 different stages, awareness, interest and call for entries. Represented by a visual device illustrating the cyclical nature of the food chain as a dynamic system.



Info

Senior Designer
Luminous Strategic
Duration - 2 weeks
2025 - Live

Visual identity
Campaign collateral
Social posts
Image sourcing

Outcome

MAD VC are entrepreneurs making a difference. The Food Innovation Award is designed to support entrepreneurs and innovators tackling the global challenge of food security. The campaign delivered cut-through in a crowded start-up environment, and attracted high quality submissions from Australian entrepreneurs. Now in its second year the marketing campaign has delivered a foundation for the Award to continue to grow in awareness and impact.

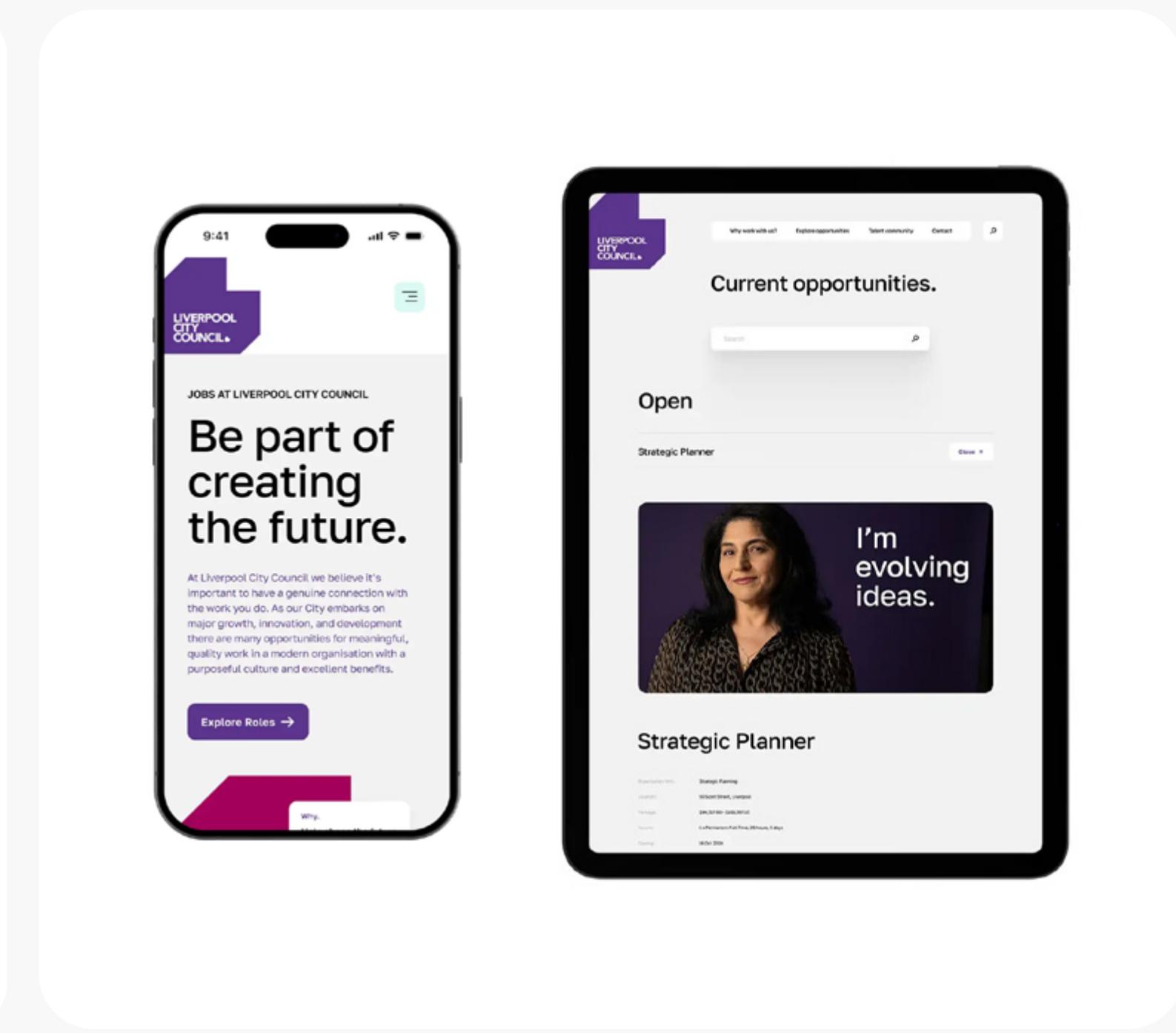
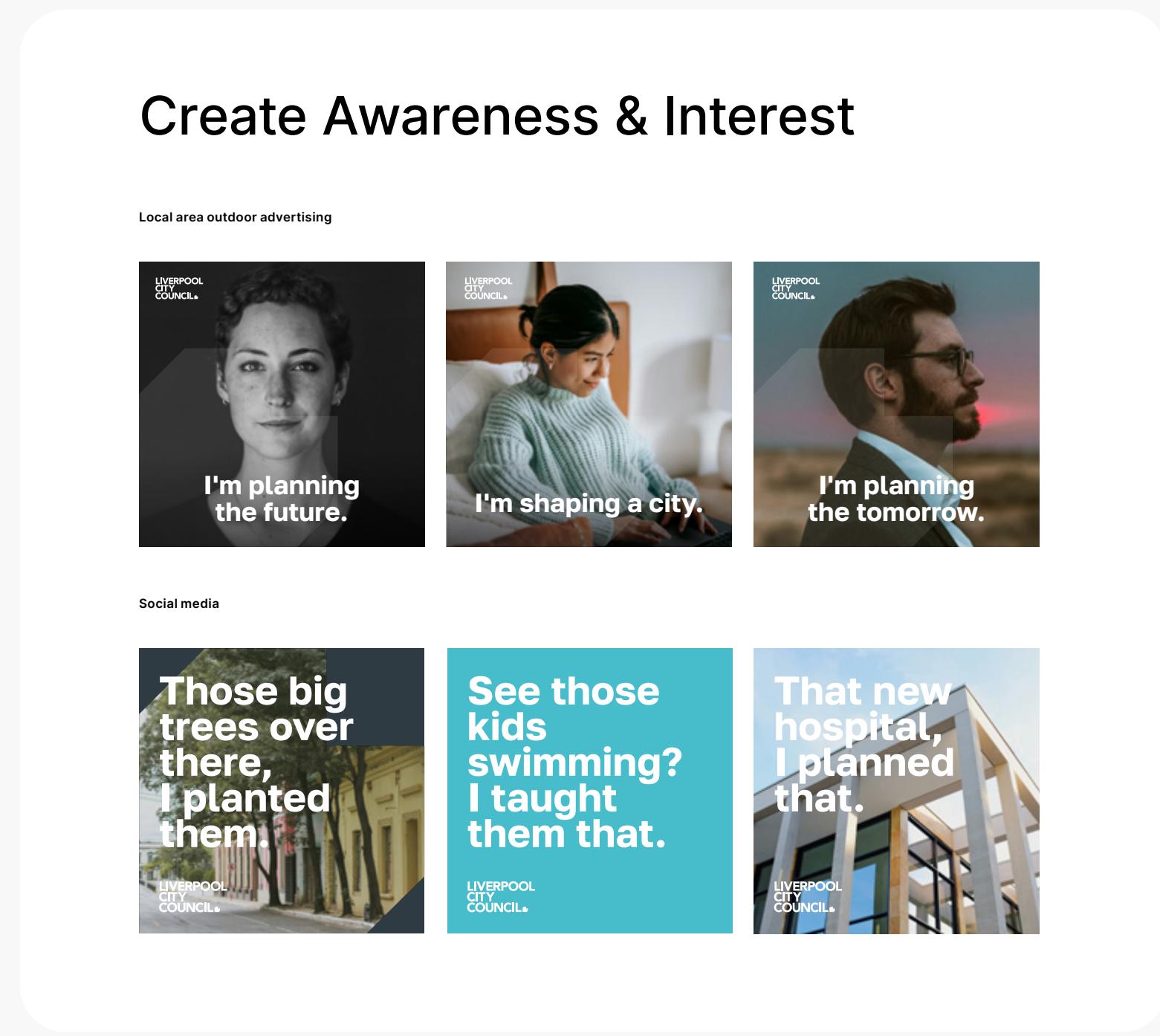
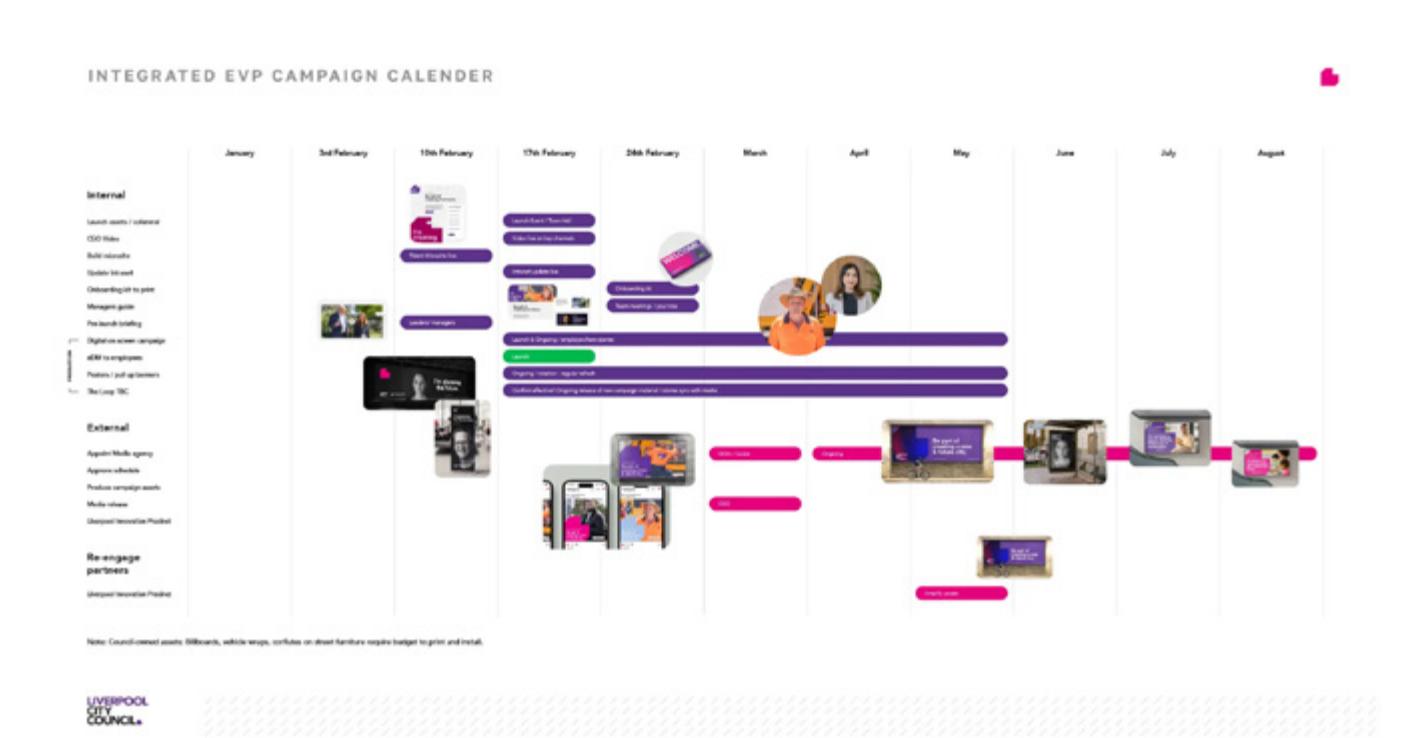
Challenges

To deliver visual cut-through and a clear value proposition on digital platforms. Separating the signal from the noise. Building an Award brand that enhanced the already strong brand of MAD.

Liverpool City Council

Approach

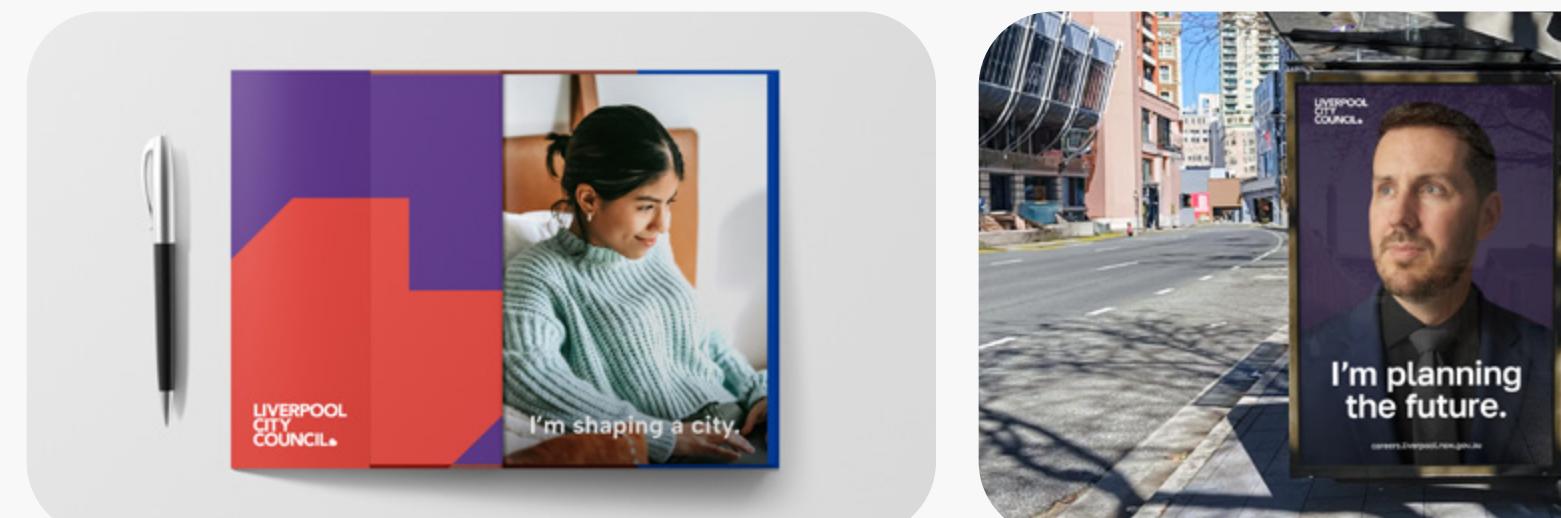
As one of the fastest growing LGA's in the state, Liverpool City Council needed to address critical challenges of attraction and retention in a very competitive talent market. Our strategy was to connect directly to key audience drivers, recognising the power of aspiration to create the future of Liverpool, alongside recognition of committed people delivering quality, meaningful experiences for the community.



Info

Senior Designer
Luminous Strategic
Duration - 16 months
2025 - Live

Visual identity
Campaign concept
Art direction
Website design



Outcome

Liverpool City Council talent acquisition team now have a compelling EVP and a suite of communications tools that have enabled them to shift from typical local government recruitment advertising to a more engaging, relevant and differentiated approach. Balancing a wide variety of work types within a campaign that is applicable to diverse roles and aspirations, supporting the council to build a future ready workforce.

Challenges

Achieving the mindset shift from functional role descriptions alone to an emotionally resonant narrative. As a contribution to ongoing culture transformation in the organisation, positioning council employees as heroes of the campaign drove greater interest and ownership.

Mr & Mrs Crepe

Approach

With the owners taking over an existing business, they wanted to redevelop their identity to reflect their future goals. The visual system was built to be recognisable and timeless, giving the business a strong foundation for potential future franchising and multi-site growth. As the eatery is set in the middle of a shopping mall, we wanted lively illustrations and bold colours that captivate both the eyes and appetites of passersby.



Info

Senior Designer
Mude
Duration - 4 weeks
2025 - Live

Visual identity
Illustration
Packaging

NextOre

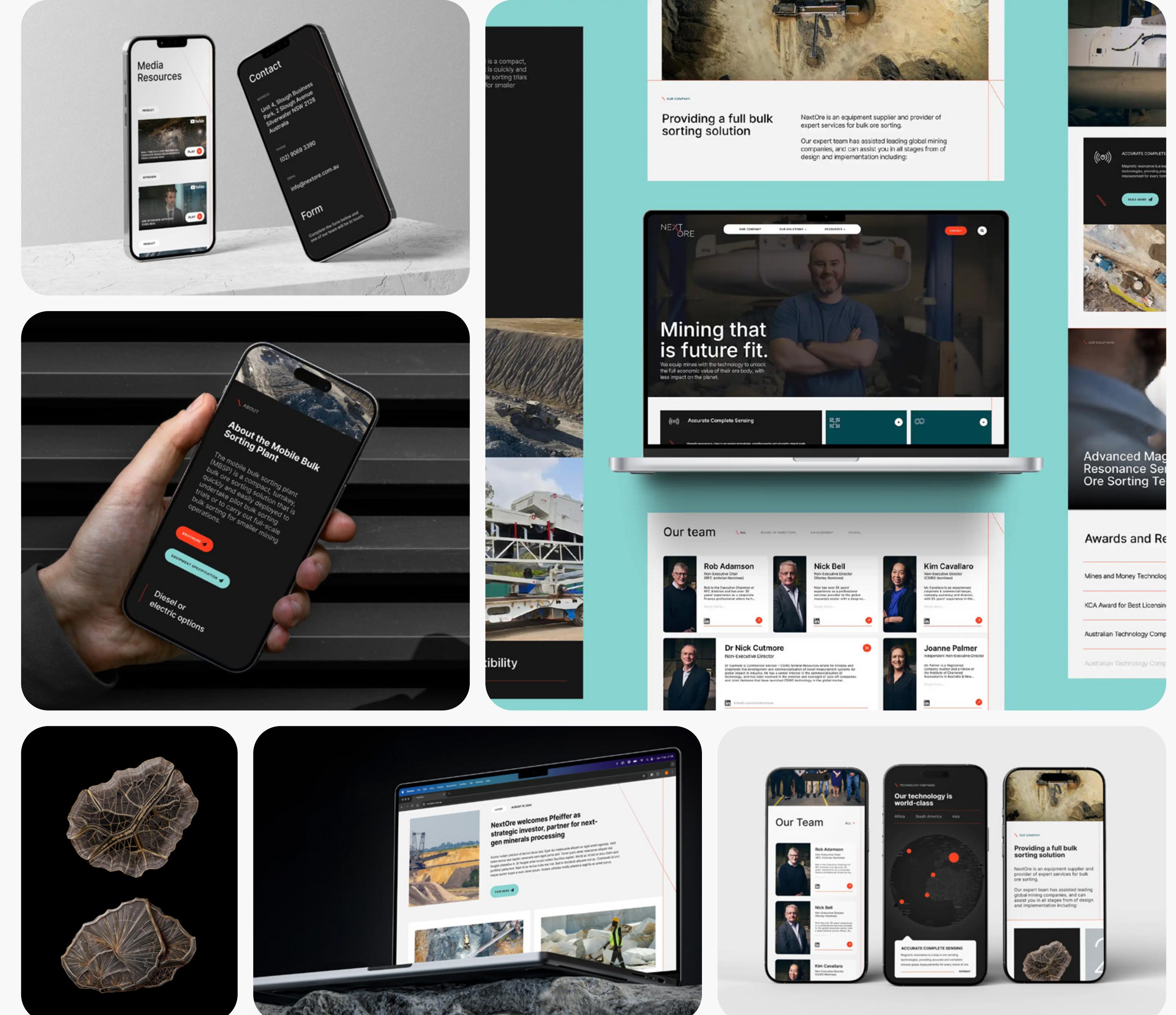
Approach

NextOre was expanding and pursuing additional large scale investment. Their website didn't tell their story nor show potential customers and investors what the benefits of using NextOre were. They spoke of a 'future fit' mindset so they needed a site to match. We built it to be clean, informative and to the point, with a focus on showing off the technology and the work they are doing across the world.

Info

Senior Designer
Mude
Duration - 6 weeks
2024 - Live

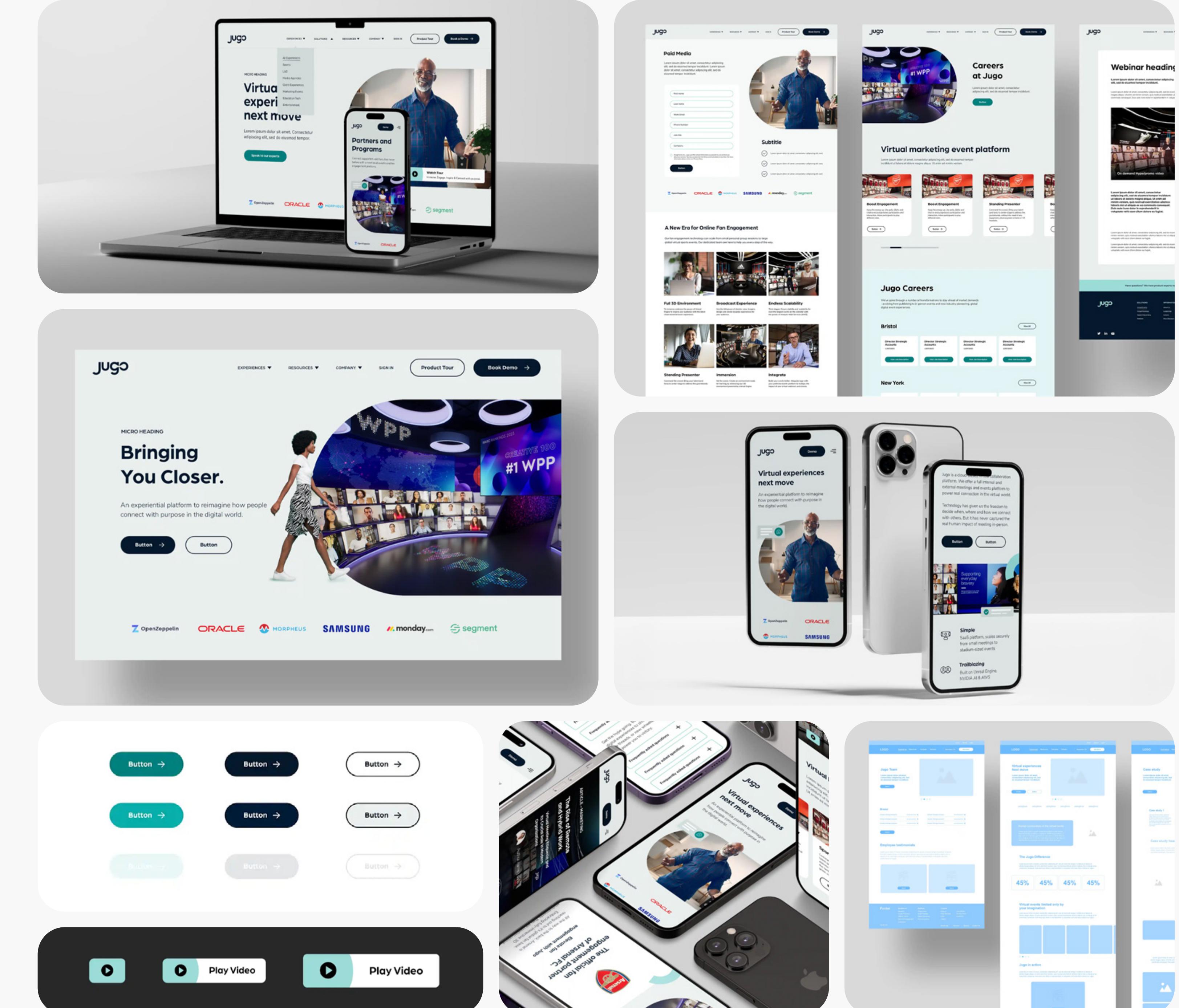
Website design
AI iconography



Jugo.io

Approach

Jugo were revolutionising immersive virtual experiences. Their goal was to connect with leading sports teams and businesses that wanted to better their fan engagements and product launches. Their issue was that the original site didn't convey their message nor show the product capabilities, so we developed a clean and modern site, with reusable components so they could build at speed and be agile in their early stages.



Info

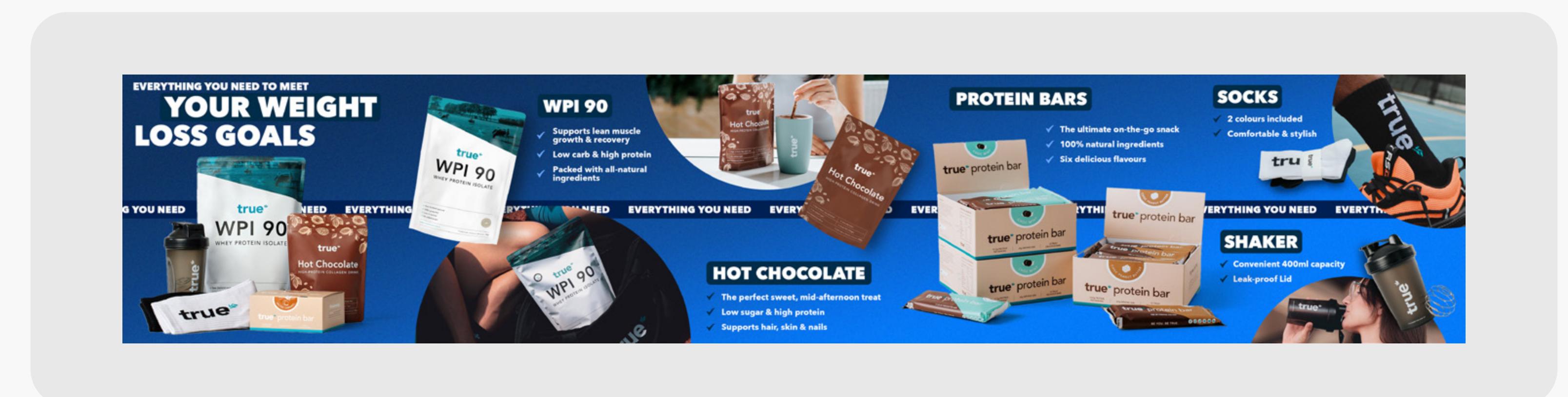
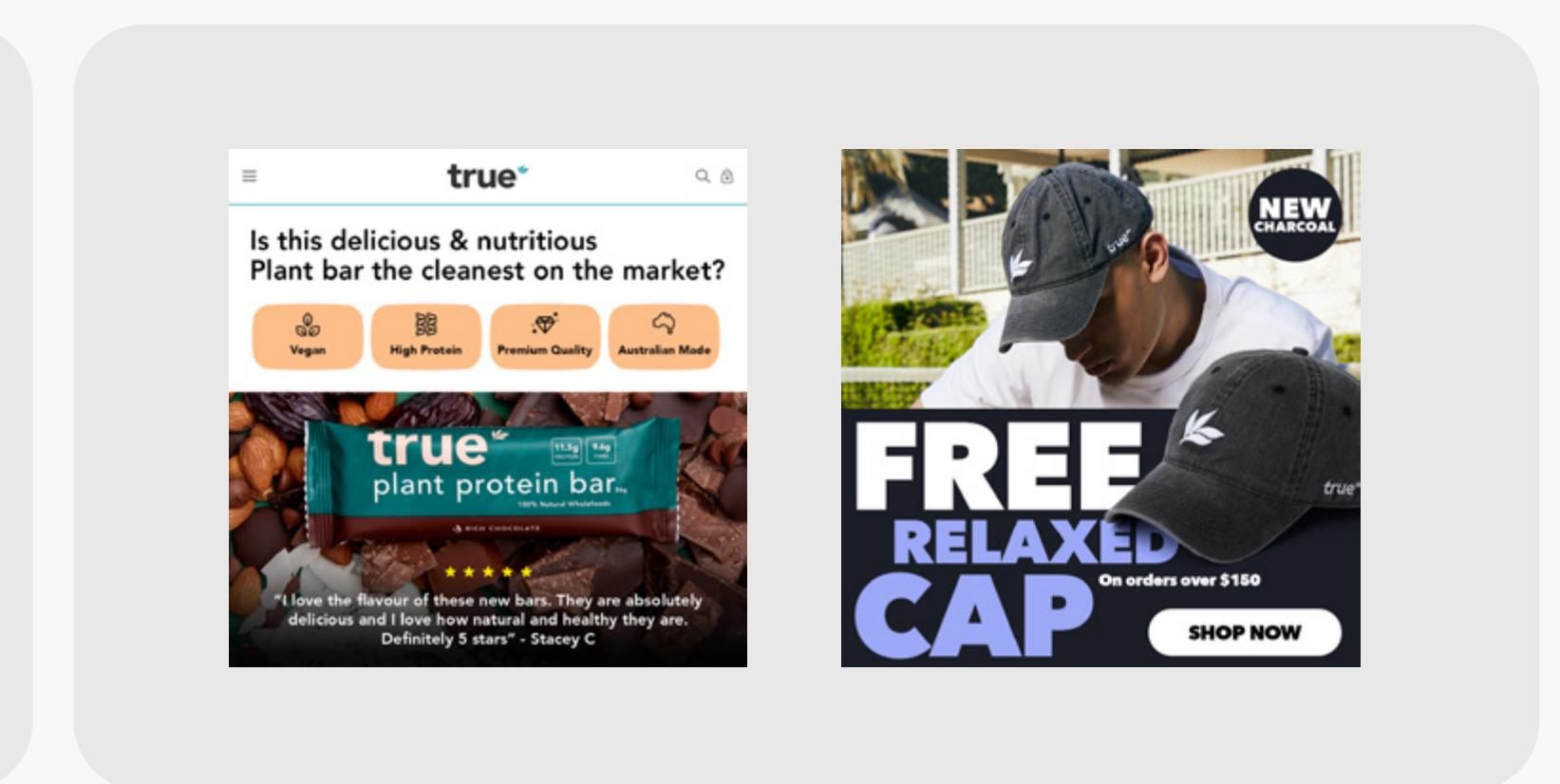
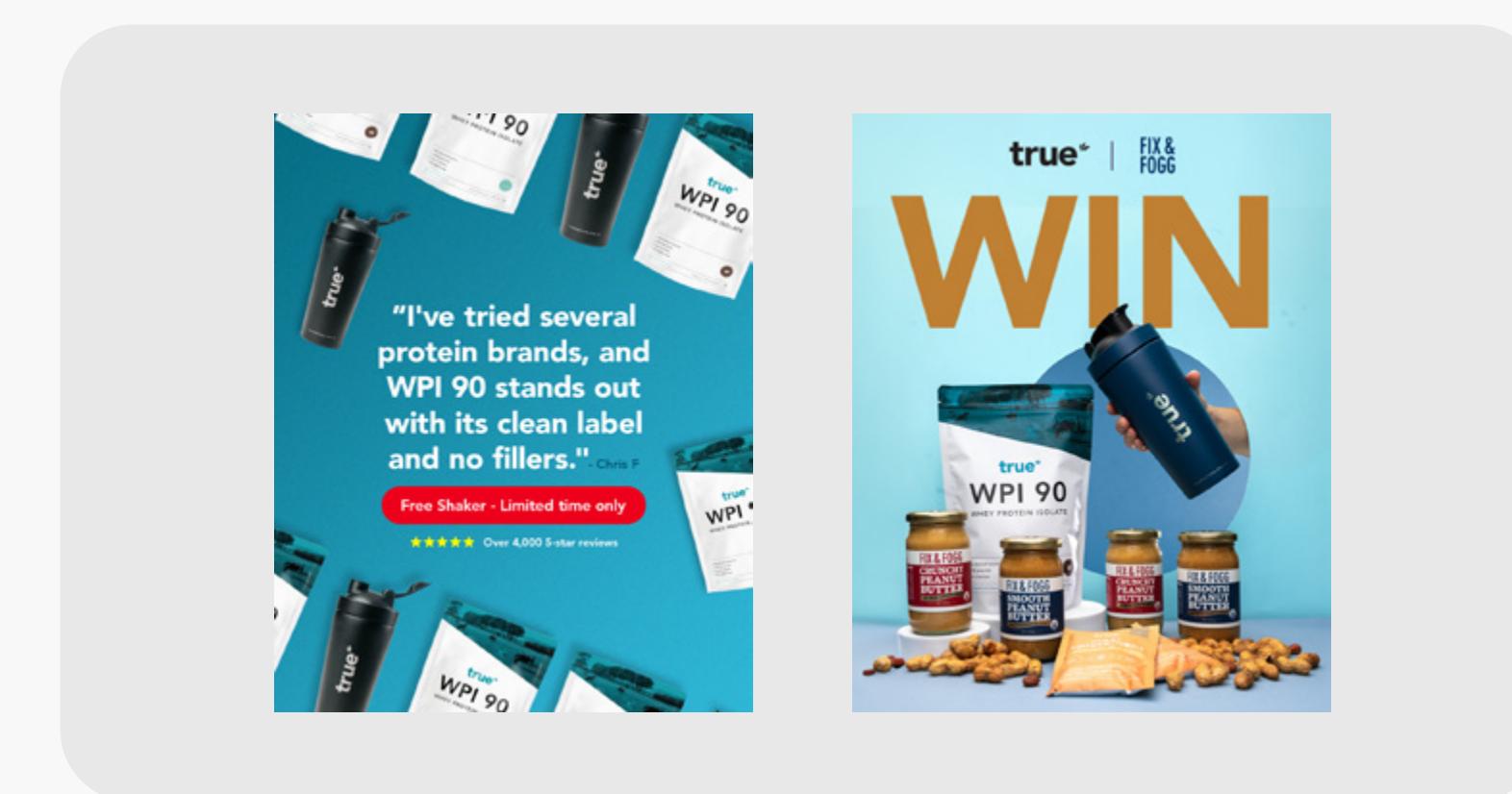
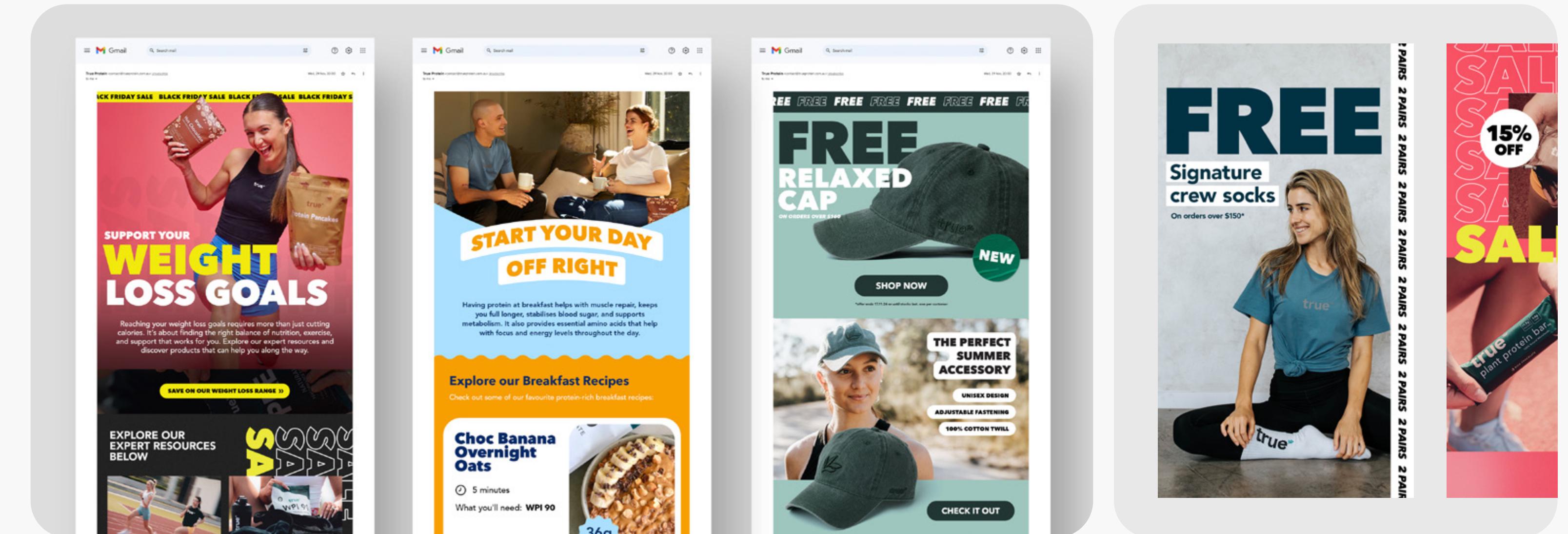
Senior Designer
Freelance
Duration - 3 weeks
2023

Website design
Wireframing

True Protein

Approach

My work with True Protein was to develop static and animated social ads, EDMs, and printed materials to promote special events, new products, sales, and collaborations, following briefs set by the marketing team. Since the product images were constantly changing and evolving, it was important to experiment with new concepts and ideas to keep the content fresh, whilst creating multiple variations of assets for A/B testing.



Info

**Senior Designer
Freelance
Duration - 2 years
2023 - 2025 - Live**

Playground

I use concept projects to keep my ideas moving between briefs. It's a space to play, explore, and refine without a set direction. Here, I let instinct lead, turning curiosity into thoughtful, well-crafted outcomes with a fresh perspective. These projects keep my practice sharp, making sure my client work stays bold, expressive, and ready to connect.

Berber Skincare

Approach

The idea for Berber was sparked in 2016, when I found a book on Moroccan zellige patterns in a charity shop. That chance discovery became Berber's foundation. Since then, I've redeveloped the brand into what it is today: bold, confident, and uniquely high-fashion minimalistic. Honing my Midjourney skills to create a consistent suite of images with a distinct shimmer, inspired by the haze of a summer heatwave.



Info

Concept
2025

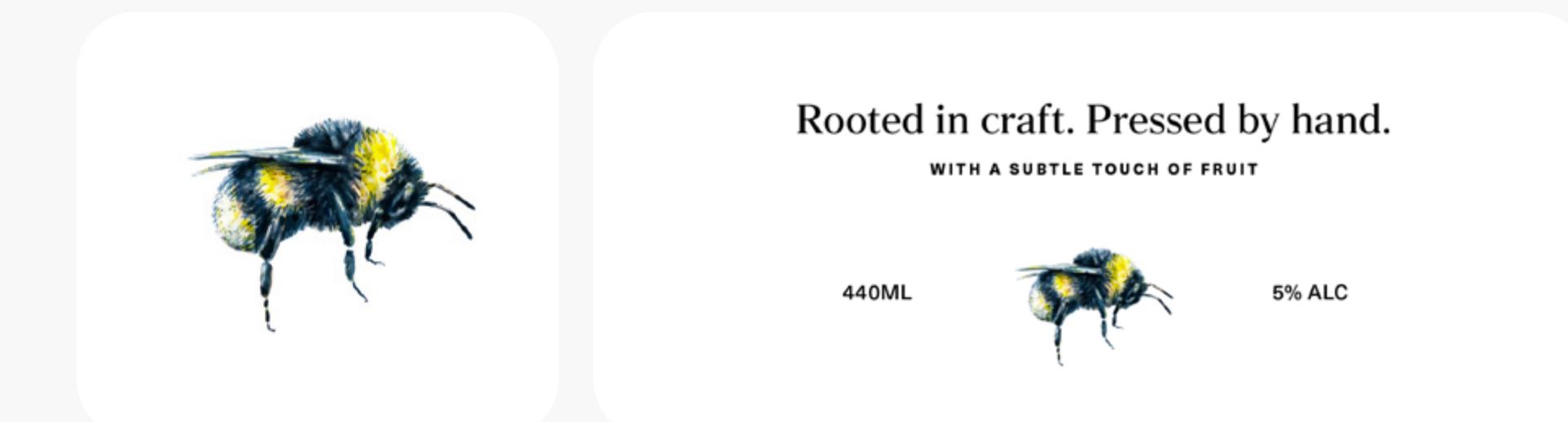
Visual identity
Art direction
Packaging

Bumble Cider

Approach

Inspired by the bees, fermented with care, and dedicated to keeping nature thriving.

What started as my love for bees grew into Bumble, a brand created to stand out on the shelf while celebrating and educating consumers about the rare and remarkable bee populations of the UK.



Info

Concept
2025

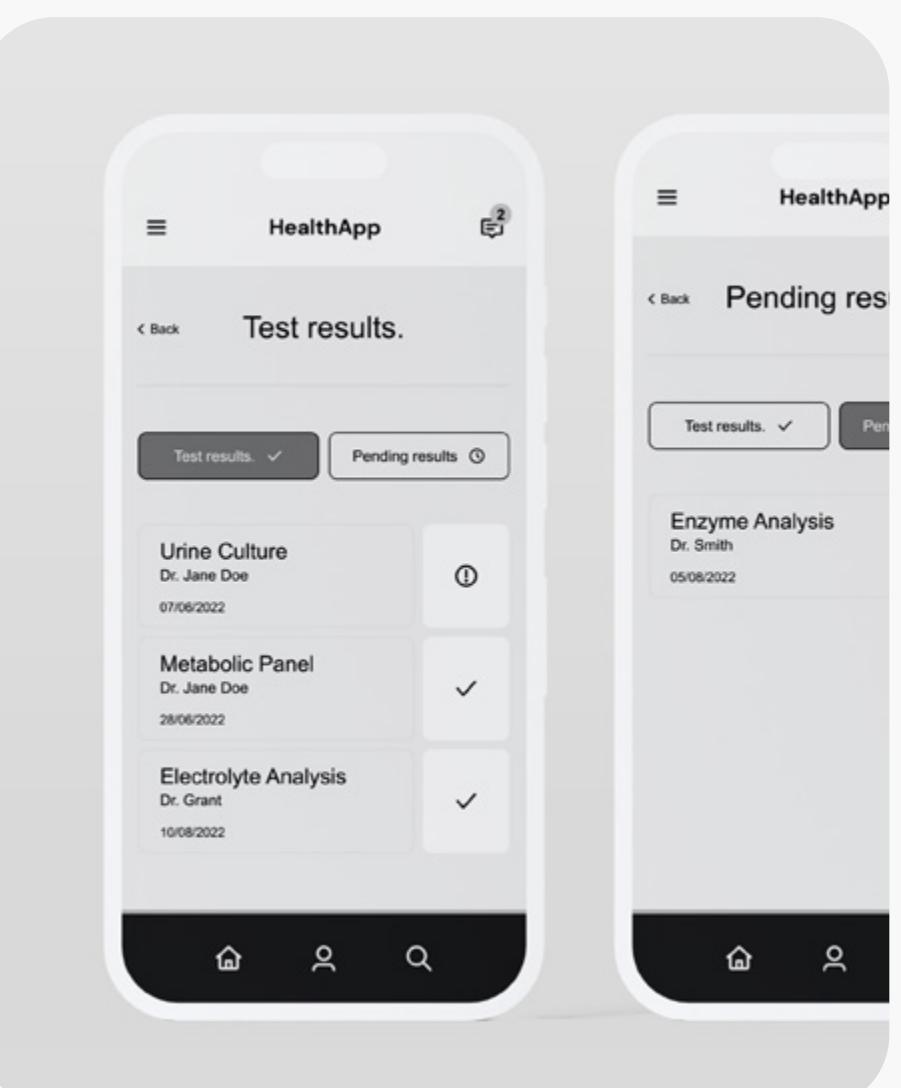
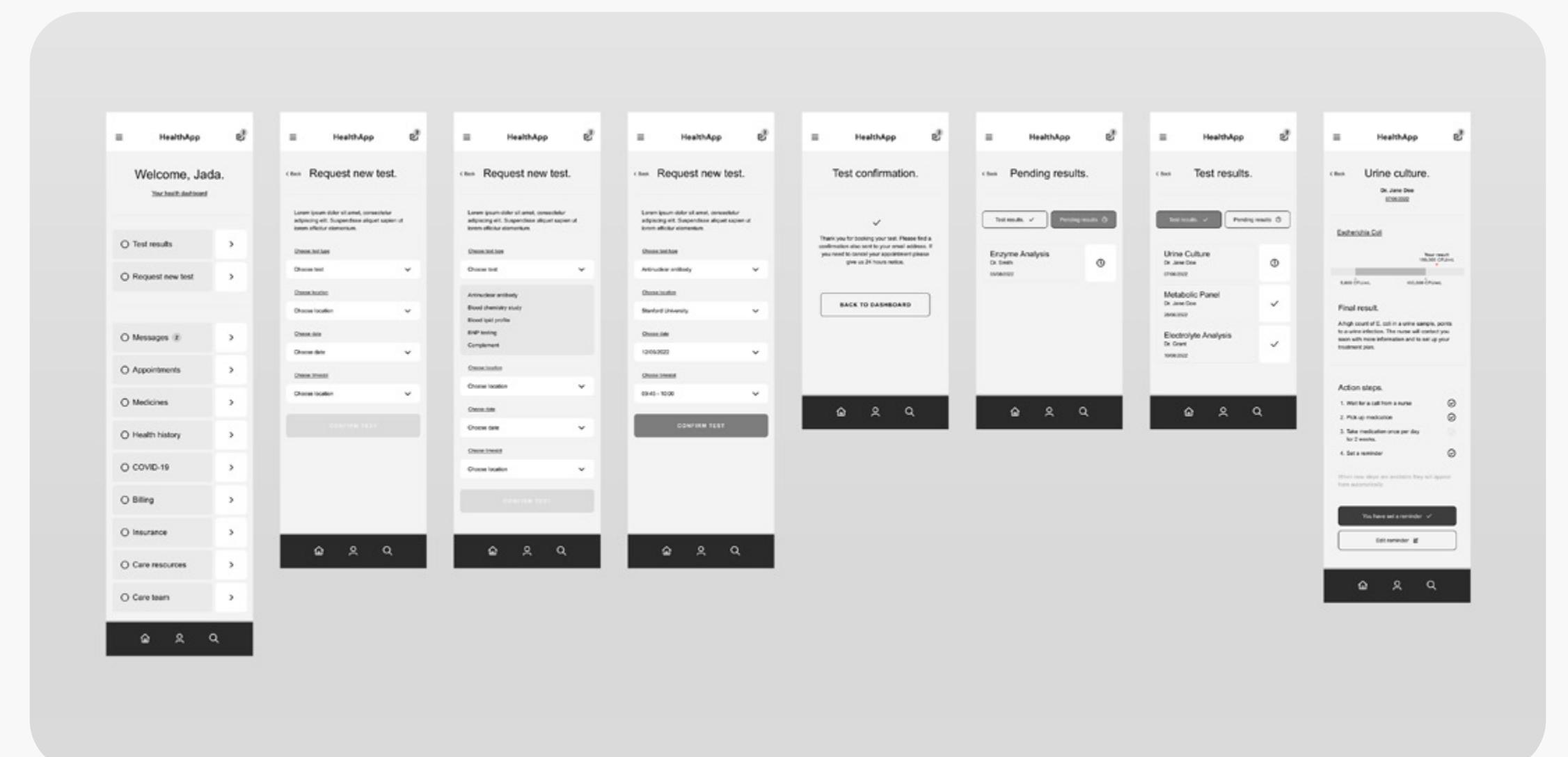
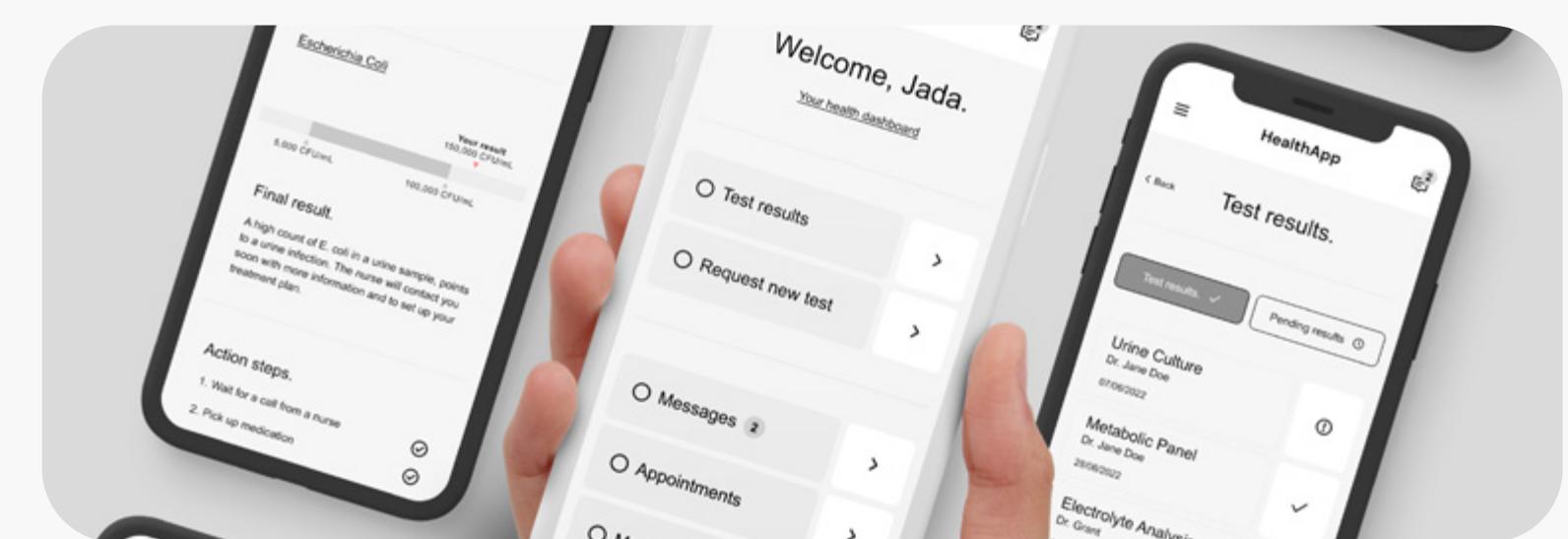
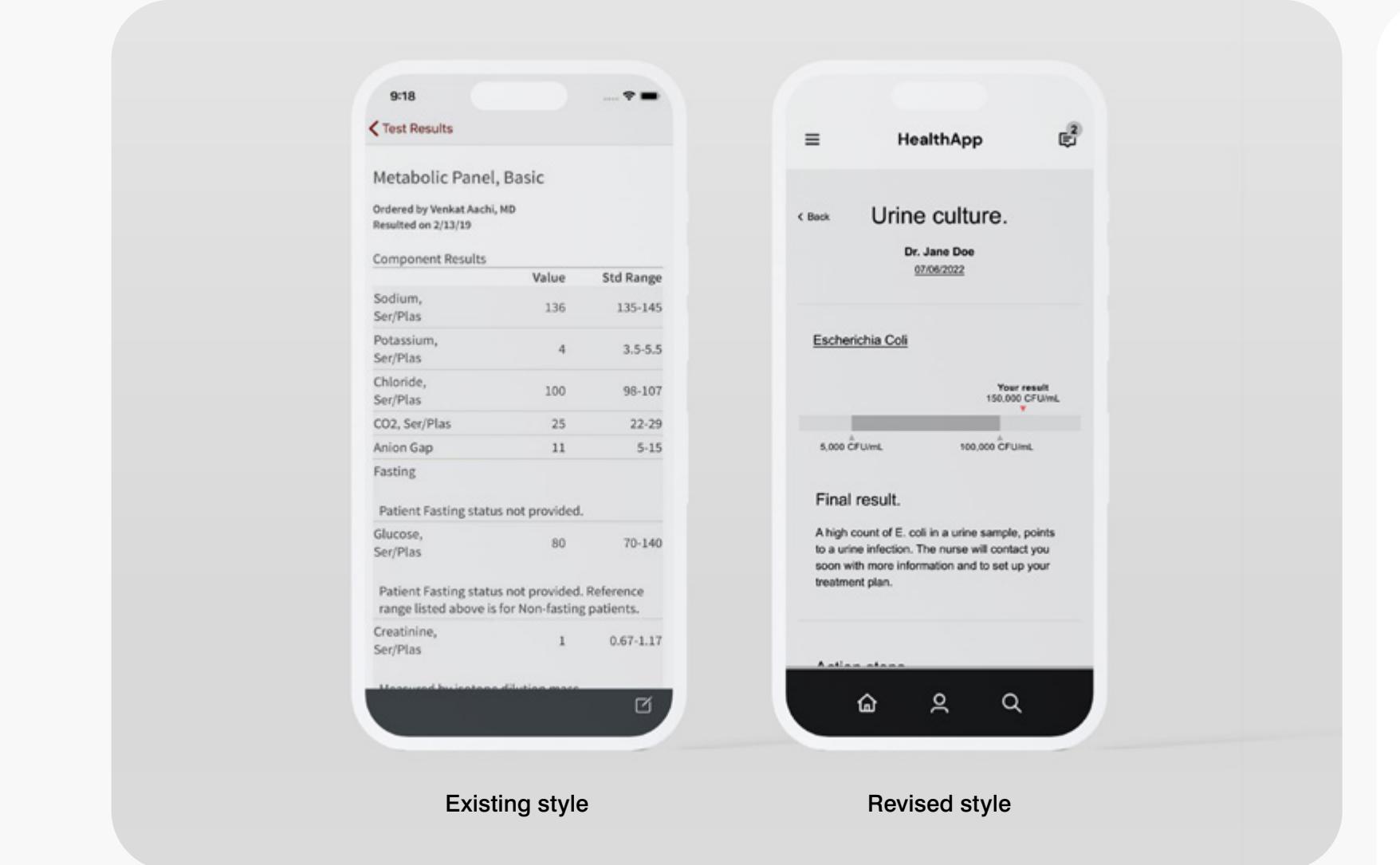
Visual identity
Packaging



Healthcare App

Approach

A collaborative project between myself and UX researcher Amber Myngeer. Redesigning her university medical care application, as based on user research the existing app triggered anxiety and nervousness around test results and navigation. After 7 user interviews it was apparent the app was too cluttered, not accessible and unclear. Upon testing our new prototype with users, we found it reduced those triggers, improved clarity and was an overall much better experience for the users.



Info

Concept
2023

User flows
UI design
Prototyping

Get in touch

Details

lewis@lewiselliottmorgan.com
lewiselliottmorgan.com
(+61) 422 255 524