

BEC YULE

Getting **IT done

creatively · efficiently · sunnily



BEC YULE is RED CHILLI DESIGN ... for hot ideas



I'm a creative designer, an all rounder with initiative, confidence and lots of ideas, and I'm keen to work with you.

- » My years of experience allow me to get to the heart of any design problem quickly and intuitively.
- » I never waste time but I always make time for the good bits.
- » If I don't know something I ask.
- » I enjoy a respectful debate of ideas – if everyone is heard the design is always better.
- » I am super fast, rarely furious and always fun.
- » I'm full of ideas and they usually involve sparkles. [Unless the brief specifically rules out sparkles of course. I can desparkle under instruction.]

Design philosophy	Making the world a better place by elevating design and message clarity	Public Bec	Warm, Creative, Fun
Life philosophy	Making the world a better place by always choosing kindness	Private Bec	The same, but wearing sequinned ugg boots. [Sometimes this also happens publicly. Sorry not sorry.]

Over the years Bec has been a godsend to our various businesses. The key difference between her and others I have worked with is her ability to follow instruction, but also be proactive in making something right. In a world where there is never enough time, she makes my job easy.

Jasmine Emselle, Sunnyside Farm & BioSurfaces

Design is the gift that keeps on giving

THE BRIEF

To create a 'small gift' for healthcare conference bags to promote the forthcoming Little Book of Spiritual Health:

- » Client idea was an envelope with some cards inside
- » The following Little Book design to be matched to the small gift
- » Two week timeframe from conception of small gift to delivery to the conference organisers

THE OUTCOME

- » I envisaged a small spin book in the shape of a peony with foil and soft touch laminate to make it appealing to several senses. It looks beautiful, sits in the palm of the hand, splays out enticingly and feels velvety
- » The two week timing was only revealed after the concept stage and because we all loved it so much and couldn't bear to do something 'less' I pulled out all the stops to deliver the idea
- » The technical aspects of printing the job meant I had to liaise very closely with our wonderful printer... the whole production team are very proud of it!
- » The project was extremely successful and has unexpectedly found an ongoing audience, so has been reprinted several times



Wow, Wow, Wow is all I can say... I need the emoji that has love hearts in the eyeballs because that is what I feel when I see the Little Book and the Small Gift together, looking like the perfect marriage. They are very beautiful together, and also they look complete, solid and great by themselves as well...I LOVE them.

Jenny Greenham, Spiritual Health Australia



Thinking outside the box about boxes

THE BRIEF

Redesign the existing box so:

- » it fits a variety of chocolate shapes
- » it can be used across different products
- » the chocolates are still visible and it looks great

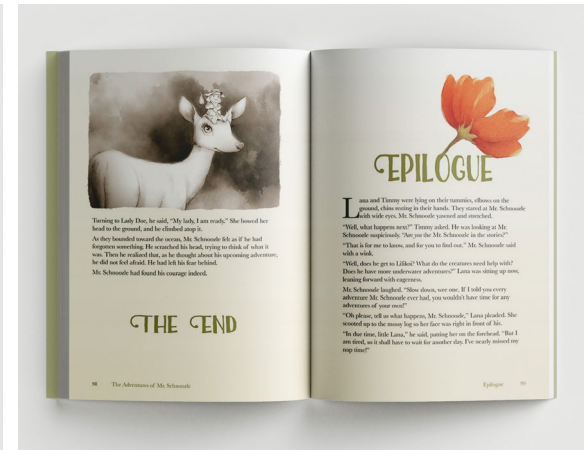
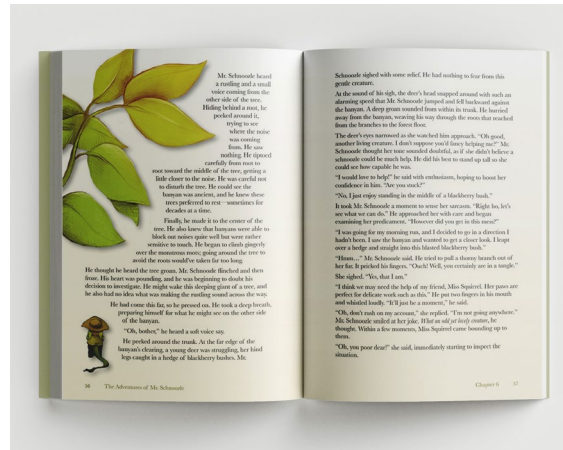
THE OUTCOME

- » I designed a new PET tray with a unique tapered cavity to support different shapes
- » I created eye catching sleeves so that the boxes don't need any printing on them, making them usable for a variety of products
- » I designed an attractive universal outer for all products using the pencil boxes
- » I created the designs for the sugar decorations to make the chocolates more appealing
- » I worked with suppliers to ensure that all components were fully kerbside recyclable without becoming unfeasibly expensive



Bec spent three years doing all of our design work and was crucial to our new product development process. She is an experienced designer with a vast knowledge of packaging and printing processes and delivers fast, efficient, and professional results.

Beth Hurley, Chocolatier Australia



Design that makes your heart sing while you work

THE BRIEF

The author wrote a book based on the stories her father told her and her brother before he died (when she was still a small child). I was asked to take her passion project to the next level (no pressure!) by:

- » Commissioning the right illustrator to bring the tale to life
- » Designing a book that will be timeless and beautiful

THE OUTCOME

- » I found a fabulous book illustrator who was happy to work to the budget (thank you Simon!) and whose style had just the right amount of whimsy
- » I came up with a timeless design that reflected the personality and character of both the story and the author and her family tragedy
- » I recommended a beautiful soft touch laminate for the cover, making the physical book even more special



Bec did such a beautiful job putting my book together. I am so thankful for her patience and understanding of my vision for this book. I am so pleased.
Gretchen Lindemann, Author





Getting inside a brand

- » I have been the Drummond Street Services 'go to' designer for nearly 10 years
- » I've worked with two very different brand styles over that time
- » I develop sub-branding as required, but always try to work within the umbrella brand
- » I work hard to develop a consistency of branding across many sub-brands and programs... I also try to keep staff accountable when they go off the branding rails!
- » I work pretty much on call and try to turn everything around within 48 hours
- » I source most of their imagery, usually relying on the content as the brief



Freakin' perfect! Every time.
Helen Rimington, Drummond Street Services

Reading between the lines

THE BRIEF

To design a logo and business card for a flamboyant event stylist without a clear brief.

THE OUTCOME

- » I workshopped several ideas and presented variations on 4 distinct options
- » A clear favourite concept emerged... to highlight that Clint brings sophisticated glamour to every event
- » We worked together to decide on a simple black card with a spot gold metallic ink and a matte laminate finish



Bec is without doubt the most efficient and productive graphic designer my studio has employed. Bec is very reliable and passionate about her work and would be a great asset to any creative team.

Deb Ladd, Traffic Design Studios



Mapping it out within a brand style

THE BRIEF

Create a series of maps and diagrams for the Tulla Widening Project:

- » Crystal clear communication required
- » Complex traffic changes to be distilled into simple visuals

THE OUTCOME

- » I built on the existing map style from the inhouse team and worked within brand guideline parameters
- » I worked on tight turnarounds with incomplete information
- » All collateral was delivered on time and received positive feedback from the community



CityLink Tulla Widening

Mickleham Road interchange upgrade

What
A new dedicated lane (closer to residential properties in Gladstone Park) between Mickleham Road and the H80 ring road and elevating a dedicated lane (collector/distributor) linking the Tullamarne Freeway to the H80 so it can cross over the Mickleham Road interchange ramp.

Where

How
Long term lane closures to facilitate bridge strengthening and piling works. Aim is to have only one lane closed at a time however it may be necessary to have up to one lane on each side of the road closed at any one time.

Funding
Total CTW Project Cost \$1.25 million
Australian Government \$100 million
Victorian Government \$12.8 million
Transurban \$1 billion

When

Stakeholders

- Government - Federal, State and Local
- Residents
- Motorists, cyclists and pedestrians who use Mickleham Road
- Businesses
- Schools/childcare centres
- Gladstone Park Shopping Centre users
- Bus services

Impacts/Issues

- Lane closures during peak will experience 6 minute (avg) - 55 minute (peak) delays
- Traffic will take detours through local streets to avoid congestion
- Congestion will bank back and affect the Tullamarne Freeway and create delays to airport
- One incident will create slowdowns that will take hours to clear and affect the Freeway

Map of Local Stakeholder Engagement

Opportunities

- Start of Works event
- Launch of Smart Work Zone technology to provide road users with real time traffic tips to understand delays and diversions - an Australian first innovation.

Logos for Victorian Government, CityLink, vicroads, and VICTORIA are at the bottom.

I thoroughly recommend Bec... she is fast, cost effective and an all-round awesome human.
Michelle Adams, VicRoads

Staying inside the lines with flair

THE BRIEF

Create a series of co-branded supermarket friendly boxes for chocolates containing alcohol:

- » Eye catching but within very prescribed brand guidelines
- » No alcohol to be shown on pack

THE OUTCOME

- » I created a tall tent pack that fit two packs front facing on the shelf, giving extra visual impact
- » I developed a colour wedge at the base of the pack for the chocolate brand, leaving the majority of the pack for the main brand being promoted, creating consistency across different brands
- » I worked closely with the brand strategists for the alcohol brands
- » I led the team designing the chocolates and I named the products and wrote all the pack copy
- » I conceived and styled the photography for both packs, and created the on-pack artwork in photoshop from several different shots



I find Bec to stand apart from the crowd in how easy she is to work with. She gets to the point and relates to me on my limited level of design experience, providing valuable insights and expertise. Bec is the first person I reach out to when I need graphic design support, and it's always a pleasant conversation.

Maté Zahtila, Spark Strategy



Drawing from life to create a fresh logo

THE BRIEF

Create a logo for Wesley Church Melbourne:

- » Create a drawing of the church and other important landmarks for the logo
- » To be fun and engaging but also give a sense of the history of the church and community

THE OUTCOME

- » I drew the various requested components and combined them in a circle with a limited colour palette to create a unified image
- » I chose green and purple to indicate diversity and acceptance in the community
- » The church is in a period of generational renewal and wanted a logo that described their place as a modern inner city church



Bec has that rare ability to quickly get up to speed with what we need, make clear any factors to consider that we hadn't, and then still surpass our expectations. Her work is of the highest quality and I greatly appreciate her creative solutions to some of our more complicated projects. Knowing that Bec is our 'go-to designer' is a huge source of comfort for me in project planning.

Jacquie Molloy, Meaningful Ageing Australia



Professional Experience

1998 — CURRENT	RED CHILLI DESIGN ... FOR HOT IDEAS	Graphic Designer, Freelance
2019 — 2023	CHOCOLATIER AUSTRALIA	Product and Design Manager
2012 — 2018	TRAFFIC DESIGN STUDIOS	Graphic Designer
2014 — CURRENT	OCCUPATIONAL ENGLISH TEST (OET)	Graphic Designer
2008 — 2011	EARLY CHILDHOOD MANAGEMENT SERVICES (ECMS)	Graphic Designer
2000 — 2002	PEARSON EDUCATION AUSTRALIA	Graphic Designer, Schools Division
1996 — 1999	NELSON ITP	Product Manager, Design and Marketing

Education

2018	CERTIFICATE III IN VISUAL ARTS	Northern college of arts and technology (NCAT)
1999—2000	DIPLOMA OF GRAPHIC ART	RMIT
1998	CERTIFICATE OF INTERACTIVE DESIGN AND MULTIMEDIA	VUT
	CERTIFICATE IN INTRODUCTION TO GRAPHIC DESIGN	RMIT
1996	CERTIFICATE IN MAGAZINE EDITING AND PUBLISHING	RMIT
1989—1993	BACHELOR OF ARTS, HONS	University of Melbourne

Professional affiliates

Member of the Australian Book Designers' Association (ABDA)

References available on request | More detailed portfolio and CV available [here](#)



Bec is a recent addition to our list of freelance designers, but already she's had a big impact on our books. She has a great ability to get to the heart of a brief and really understand what the cover needs to say. Bec is enthusiastic about designs for even the most dry of academic subjects, and this shows in the care and thought she puts into her work.

Jodie Fitzsimmons
Cambridge University Press

A project that had been underway for some years was completed in just a few months with Bec's advice, support, contacts and experience. She was always professional and efficient with a charming personal manner and I greatly enjoyed working with her.

Genevieve Berenyi,
The Austin School