



# Portfolio

CORBIN FEATHERSTONE

GRAPHIC DESIGNER



OUR PARTNERSHIPS

workday | SAP | Microsoft Dynamics | Oracle | Coupa | ServiceNow | Ivalua

- BENEFITS**
- Transparent and increased productivity
  - Connected ecosystem of customers and suppliers
  - Solid platform for continuing progress
  - Higher certainty of outcomes and reduced risk
  - Increased employee experience
  - Greater engagement of key decision makers
  - Better identification of pain points and misalignment

59% of CEOs believe that acting with agility is the new currency of business and if they are too slow they could go bankrupt

KPMG's Global CEO Outlook Survey 2018

# The environment is changing

KPMG Procurement

**No other phenomenon determines the future of procurement as uncertainties do**

Among all factors observed, the factors of **digitisation, innovation towards value-focused procurement and supply chain transparency and risk monitoring** will be shaping the transformation journey ahead.

A recent KPMG study highlights the importance of future-proofing procurement in an era of rapid market changes and uncertainty. By identifying the marketplaces organisations will be better equipped to deal with rapid environmental changes.

## DIGITISATION AND VOLATILITY

A key challenge to future-proofing procurement is accurately tracking uncertainty factors so that procurement managers can develop future scenarios and make reliable decisions. The key factors impacting the wider business ecosystem that will enable procurement to be an innovative function in an uncertain future include:

### TECHNICAL

- Algorithms and artificial intelligence.** Automation replaces tasks and creates demand for new roles & skills physically and externally produced goods.
- The revolution of added value.** 3D printing, digitalisation and design processes in procurement shifts its planning and design processes to virtual spaces.
- Digital transformation.** Procurement shifts its planning and design processes to virtual spaces.
- Changes in the working environment.** The standard procurement job profile is broken down into specific roles.
- The age of conflict.** Widespread conflicts and new material scarcity dramatically increases supply risk.

### ENVIRONMENTAL

- An era of volatility, disruption and instability.** Procurement is future proofed with preventive, proactive and reactive planning capabilities.
- The accountability mission.** Economic responsibility and ecological and social sustainability become an integration and reactive planning capabilities.
- The innovation mission.** Procurement taps into it, enhances innovation leverage to boost cost efficiency and new products in a continuous targeted manner.
- Changes in the procurement market.** Procurement taps into it, enhances innovation leverage to boost cost efficiency and new products in a continuous targeted manner.
- The security issue.** Cyber risks and data privacy provide major challenges.

KPMG Procurement

**The business ecosystem is changing quickly and procurement needs to meet these new demands**

Sharna Unsworth  
Director, Head of Supply Chain  
Advisory KPMG in New Zealand

KPMG

Navigating a new reality

Procurement

## Informational booklet

Team information package and state of the union booklet. Compiled and sent to trade and distributed throughout the company.

3 WKS

© KPMG



**Trade presenter & insert**

Magazine style layout for Left Field and Vidal Estate wines. Included news, advertising and trade information. Compiled and sent to trade in print and digital formats.



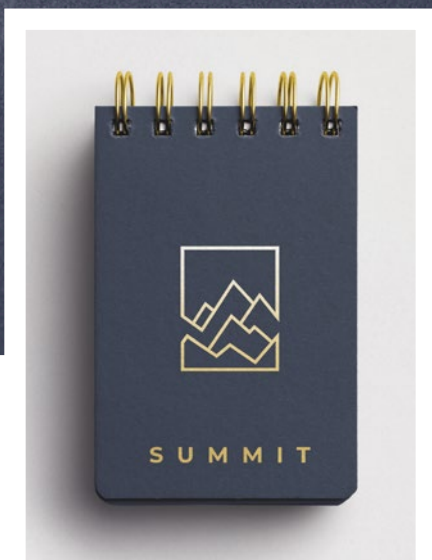
© Villa Maria



### Galileo high school program

Stylised eye as seen reflected in a telescope. Image created using the eight planets of the solar system. Each planet is correctly proportional in size.

🕒 18<sup>HRS</sup>

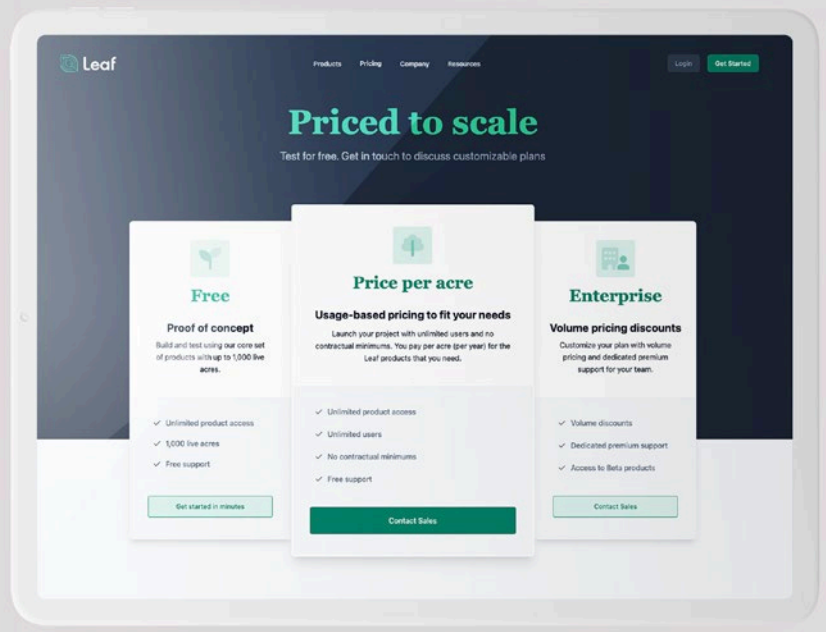
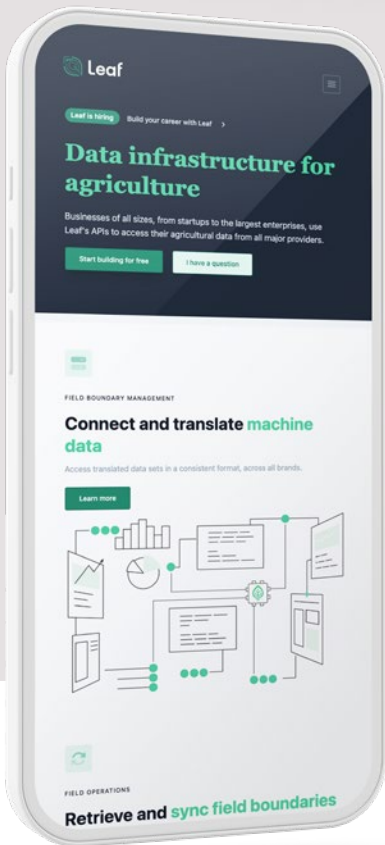
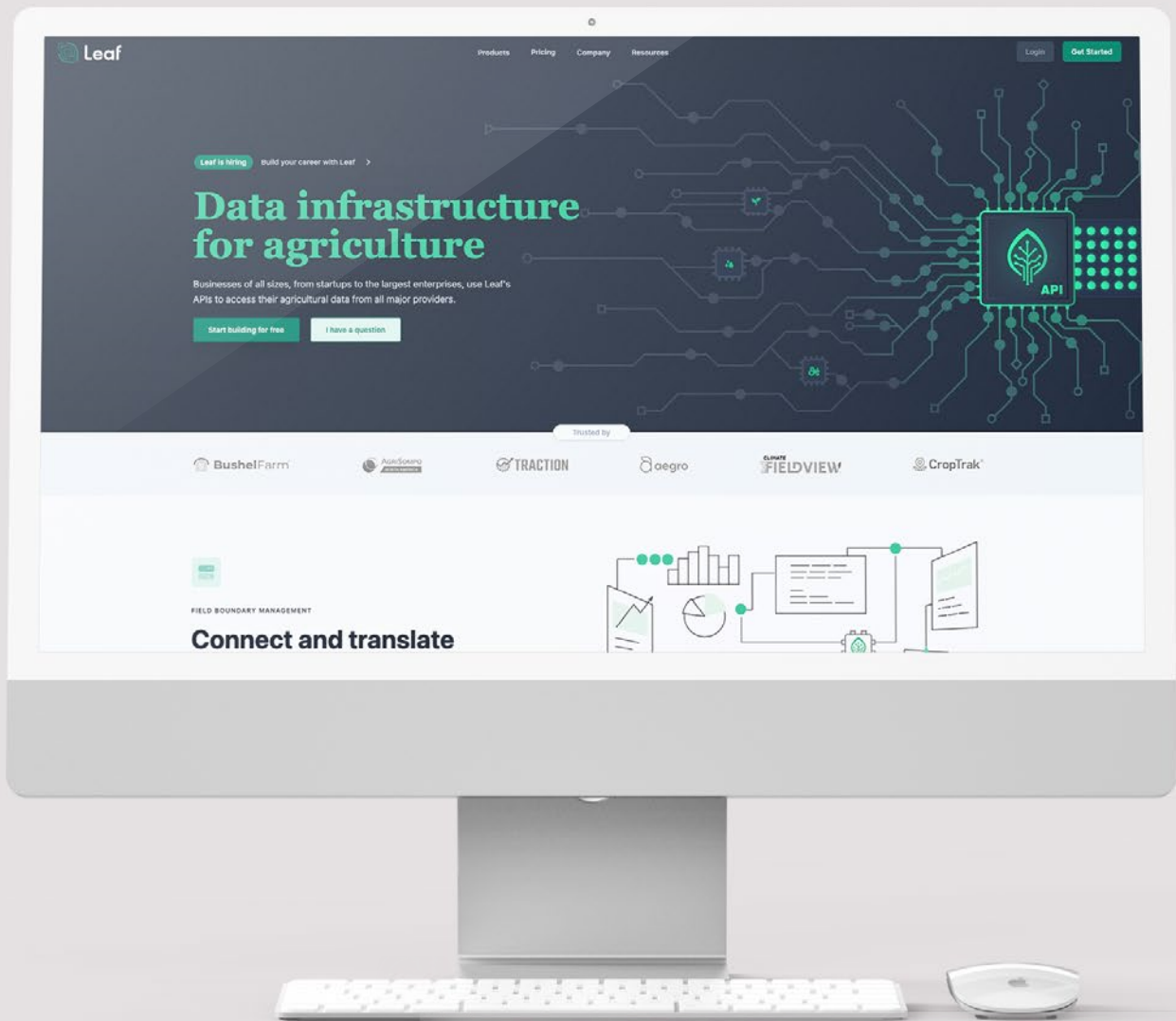


### Internal teams branding

The horizontal lines represent business and personal data metrics, with peaks and valleys denoting success and the struggles to achieve goals. Encouragement to climb.

🕒 12<sup>HRS</sup>

© Semios



**Website front end**

withleaf.netlify.app

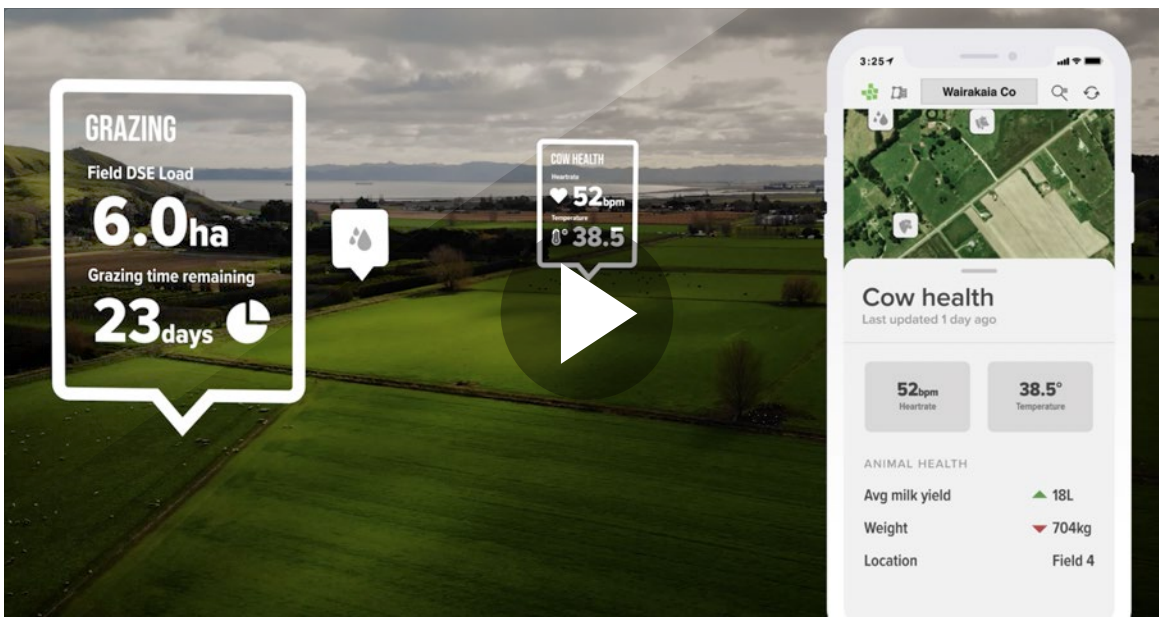
🕒 4 MTHS

Design and construction for Marketing website.  
Jamstack static site hosted on Netlify, built on 11ty with Alpine JS sprinkled over the top.

© Leaf



[vimeo.com/agworld/customer](https://vimeo.com/agworld/customer)



[vimeo.com/agworld/frames](https://vimeo.com/agworld/frames)



[vimeo.com/agworld/shed](https://vimeo.com/agworld/shed)

### Video work

Showcase of editing, effects, motion graphics, and for the Shed video, voice-over.

3 WKS

© Agworld



### Cleanup and colouring

Using in-house photos adds an authenticity to the brand that I enjoy, plus they resonate well with our customers & clients. But amateur photos are usually in need of significant post-processing.

🕒 1HR

© Agworld





### Business startup package

A set of shops working together as a collective wanted to put forward a unified brand presence.

🕒 50 HRS

© Meanwhile Space



### Trade Show material

Full set of branded backdrops, banners and brochures for trade shows.

🕒 16<sup>HRS</sup>

© Semios



### Brand messaging

Advertising campaign for US market.  
Posters, social media and merchandise.

13<sup>HRS</sup>

© Agworld



**Advertising campaign**

Large format graphics, part of a national brand campaign

6 HRS

© Sanitarium



### Product Development | Pale Ale

A competition was held at Villa Maria. Each department was tasked with designing a new beer brand. Due to a heavy workload I knocked the whole thing out the night before.

6 HRS

© Villa Maria



### Product Development | Red Wine

The wine industry lends itself to a reactive work environment. When we had some left over juice that needed to be sold we scrambled to quickly create a new brand.

36<sup>HRS</sup>

© Villa Maria

# Agworld



📍 Field 05

In progress

## Fertiliser

Recommended	Actual
N: 150kg	146kg
P: 80kg	82kg
K: 50kg	51kg

📍 Field 03

Due today

## Fertiliser

Recommended  
Glyphosate 1.8 L/ha

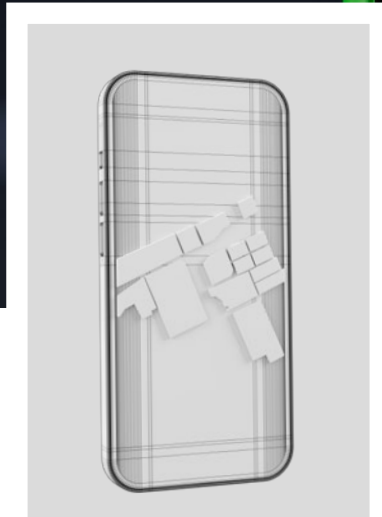
Export

📍 Field 09

## FINANCIALS

### Cost to date

Fertiliser	\$20/ha
Pesticide	\$50/ha
Operations	\$20/ha
Water	\$25/ha
<b>Field total</b>	<b>\$11,400</b>



## Modelling and lighting

Working in 2D is the most efficient workflow, but creating assets in 3D is more versatile. For hard-surface models a 3D render will easily produce a higher quality image. Plus flexible options for staging, lighting and video.

🕒 6 HRS

© Semios



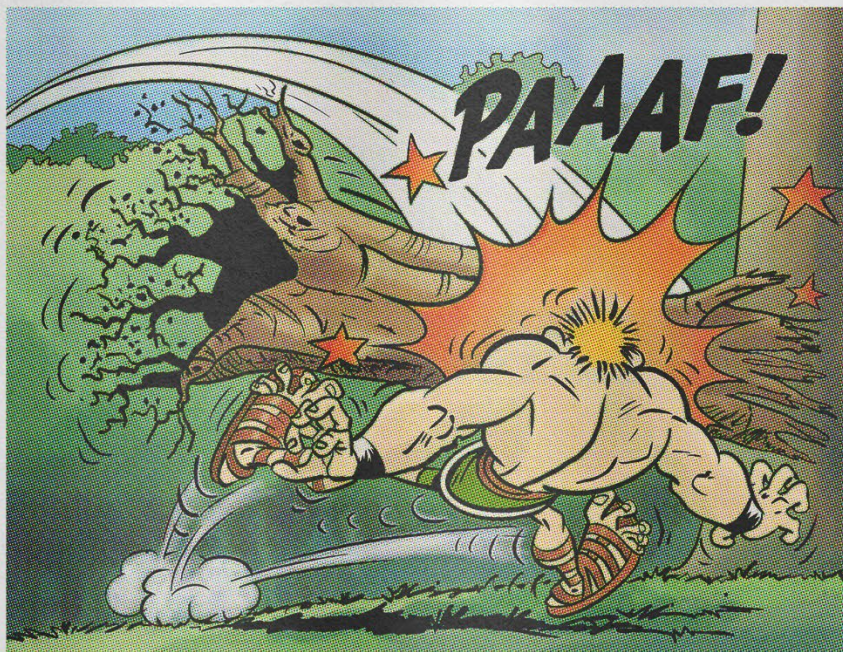
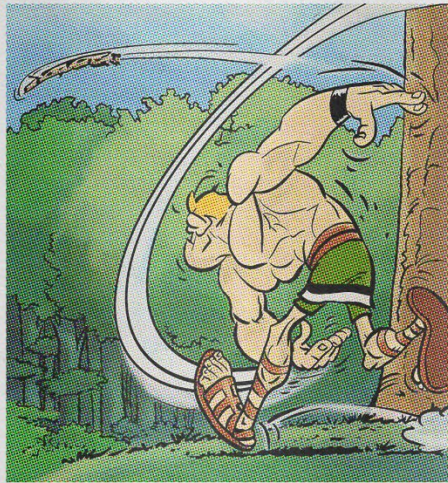
### Illustration

Some characters for branded stickers at trade shows, plus social media posting.

🕒 100 MINS

© Agworld





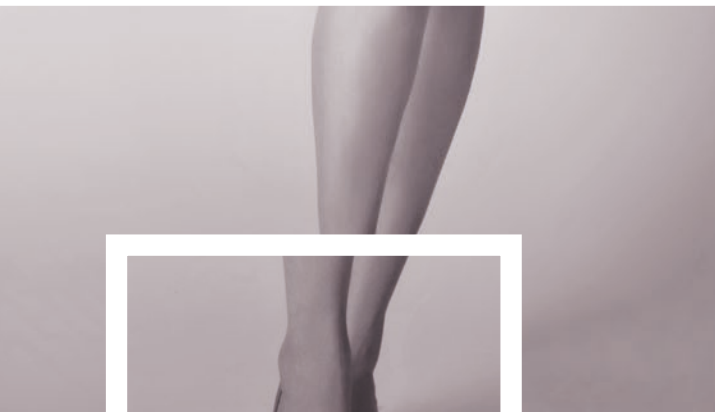
← Timelapse

### Illustration

I needed a poster to put up in the boys room and picked a small series from their favourite Asterix book. Using this as a reference I painted some new panels suitable for large print.

🕒 4.5 HRS

© Hachette

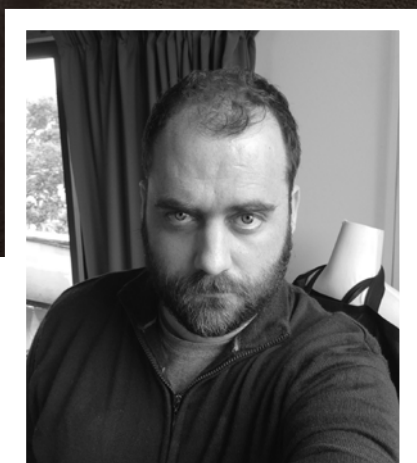


### Standee Cutout

A head and shoulders image was signed off for the New Zealand Lightly Sparkling campaign. When the call came for a body to be added, several further images were sourced and stitched together.

🕒 21HRS

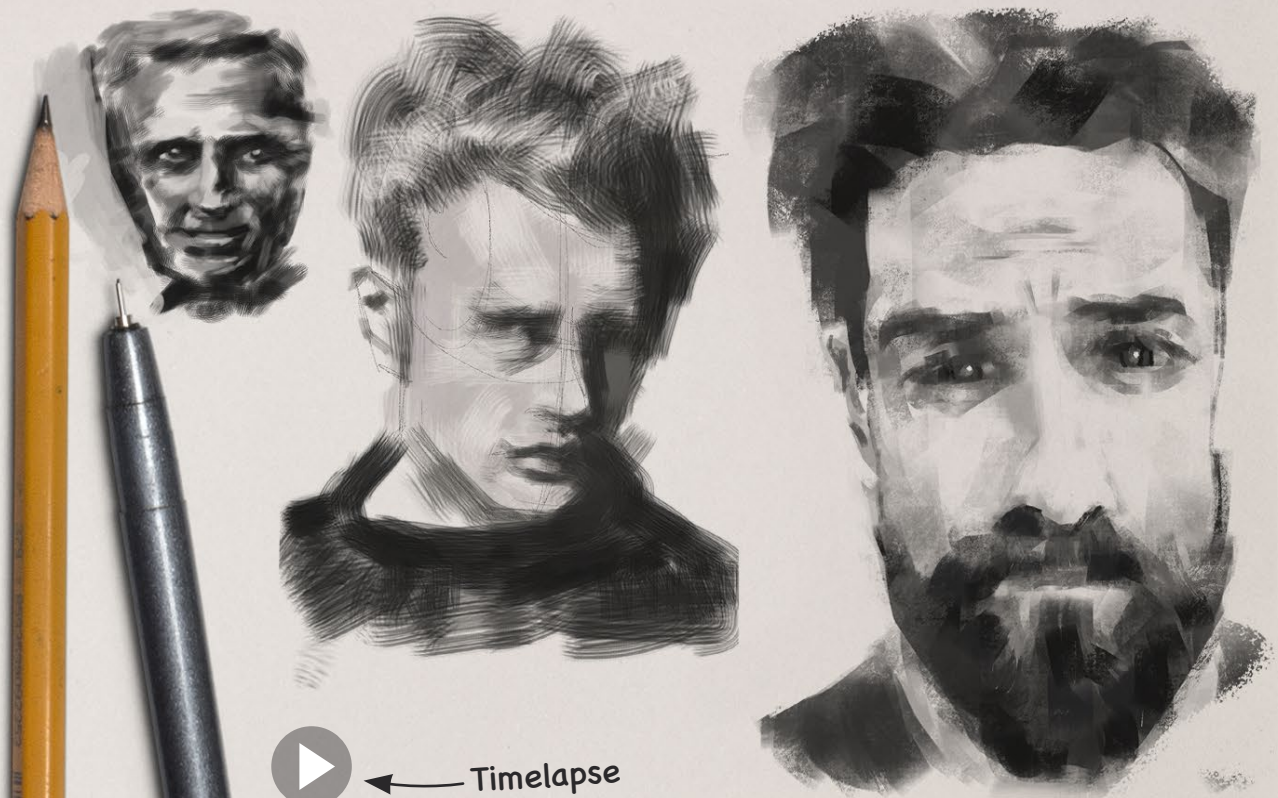
© Villa Maria



### Social Media content

I spend a lot of time cleaning up images and making them younger. It's refreshing to reverse the process once in a while.

🕒 8 HRS



## Drawing and Sketching

🕒 10-60 MINS

Traditional sketching has long been a hobby of mine, it's nice to be able to create original work when needed.



# Would you like to know more?

## How did you get started?

I was heavily involved in the formative years for Wellington Film and theatre. There was always a show coming up that needed advertising, or production company that needed branding, so I became the guy.

## Thoughts about AI?

It's a great tool that I use every day. Industry-wise I view AI the same way I view photography: Everyone owns a camera, but when the *results are important* it's always better having a professional wield the tools.

## Most embarrassing moment?

I was running a training course for graphic design, teaching Gimp as a decent alternative to Photoshop. I blanked on how to access the masking tool, and after fumbling around for a bit, on a large screen, in front of 30 people, I punched '*gimp mask*' into Google.

Sponsored shop content was not my friend that day.

## Biggest graphic design mistake?

I built a random text generator to create 150000 promo codes for a wine bottle neck-tag campaign an hour before it was due for print.

Lying in bed that night it occurred to me that random letters can *sometimes* generate words... and that *some* words are *not good* words to say...

Raced back into the office to CTRL-F my spreadsheet. After a rigorous search I discovered that I had created a solitary ticking time bomb, a bad one.

## Biggest fear?

That someone will find out exactly how much fun I have doing my job, and put a stop to it.

Thanks for making it all the way to the end!

View more design stuff at [corbin.nz](https://corbin.nz) Code stuff at [github.com/corbs](https://github.com/corbs)

"...the truth is, it's not the idea, it's never the idea, it's always what you do with it."