

**shanti**

**sparrow**

# INFO

For more info visit <https://www.shantisparrow.com/>



Shanti Sparrow

- Born in 1987, Self-described “day-dreamer”, Shanti Sparrow, is an Australian award-winning designer and illustrator.
- Majored in “Design and Visual Communication” at the University of Western Sydney.
- Her love for design started with the title/cover pages of her primary school notebooks, in which she would spend hours creating elaborate titles using glitter pens and neon.
- She landed her first design job in a small independent printer.
- She later joined the Bug Communication, a small boutique studio, specializing on conceptual design.
- Currently, she is an educator at Shillington School of Design, a US branch of the Australian School.

# INFLUENCES.



- In terms of Design, she is known for her vibrant and bold approach to design, she has often been referred to as a “Queen of Layout”.
- taking inspiration from the Swiss principles of design, her work is defined by grid, structure, refined typography, bright bold colors, and geometric shapes and lines.
- She is known to create brands filled with individuality and personality.

# INFLUENCES

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- As for her illustrations, she takes inspiration from her love for animals which started in her childhood.
- All her characters have names and background stories that are inspired by her travels.

# STYLE



- In her own words, she is adaptable as her style primarily reflects the needs of the client and project she is working with at the moment.
- She tends to favor strong typography and bright bold palettes influenced by International Style, and grids, structure and typography influenced by the Swiss principles foundation.
- Experimental grid systems, illustrative branding and patterns have become her signature style.
- As for her illustrations, she has a unique illustration style that involves scanned textures, vector patterns and digital collage.

# TURNING POINT

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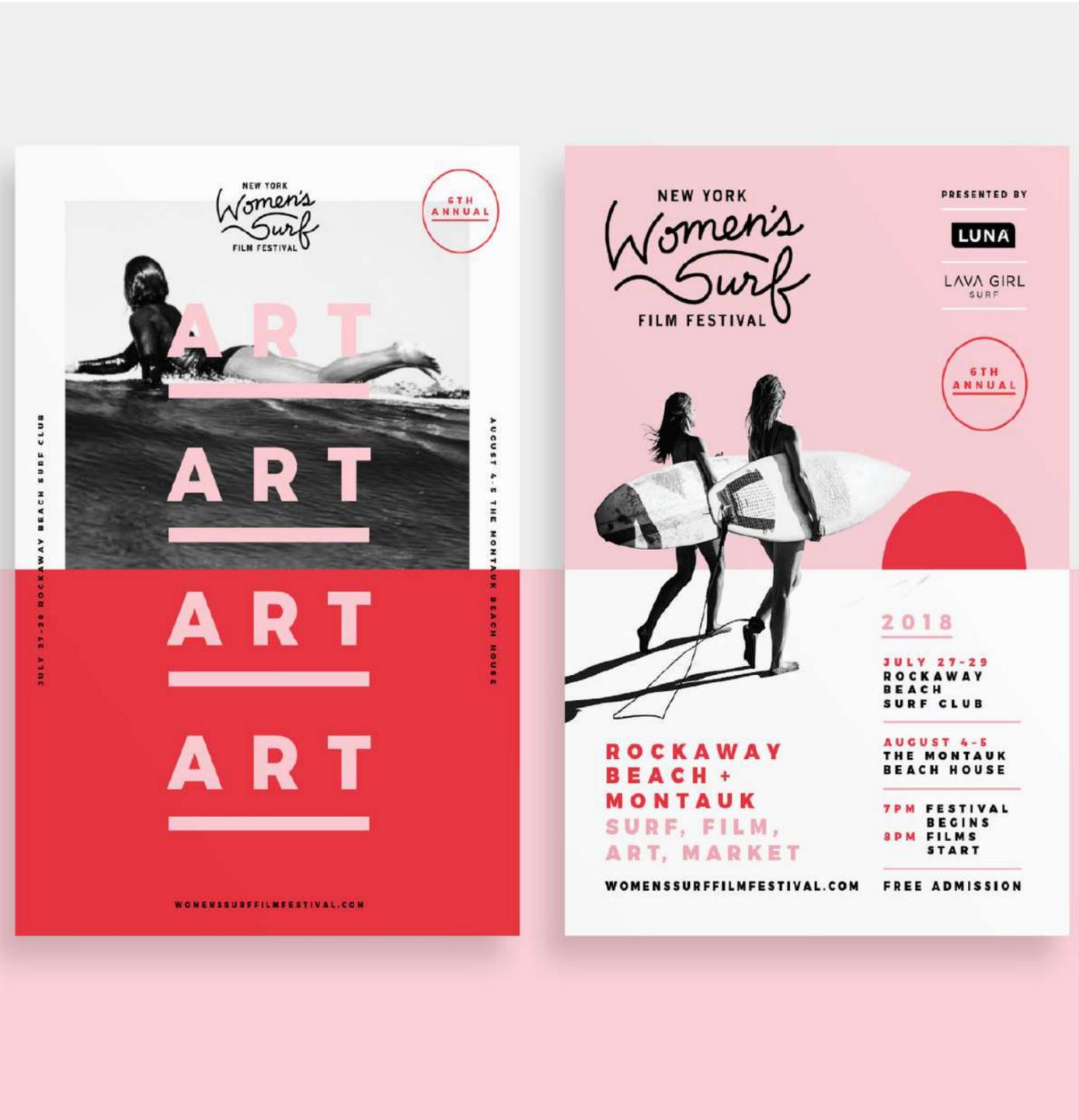
- Exhausted due to long hours as a designer and illustrator, she took some time off and traveled to New York and Europe, which she defines as one of the most creative periods of her life.
- She removed schedules from her life and let herself create whenever she wanted instead of whenever the client requested.
- She started freelancing and teaching design at Shillington School of Design in Australia.
- She moved to New York, where currently resides to freelance and teach at the New York branch of Shillington School of Design.

# The 5th Annual New York Women's Surf Film Festival Branding



- A project created by Lava Girl Surf to celebrate the filmmakers and female surfers.
- The branding design was influenced by iconic retro surf culture and the nuances aesthetics of contemporary film.
- Using photographs by Sarah Lee, the idea was to create an illusion where the surfer appears to be both swimming and flying, which was meant to reflect the empowering and aspirational themes of the film festival.

# The 5th Annual New York Women's Surf Film Festival Branding

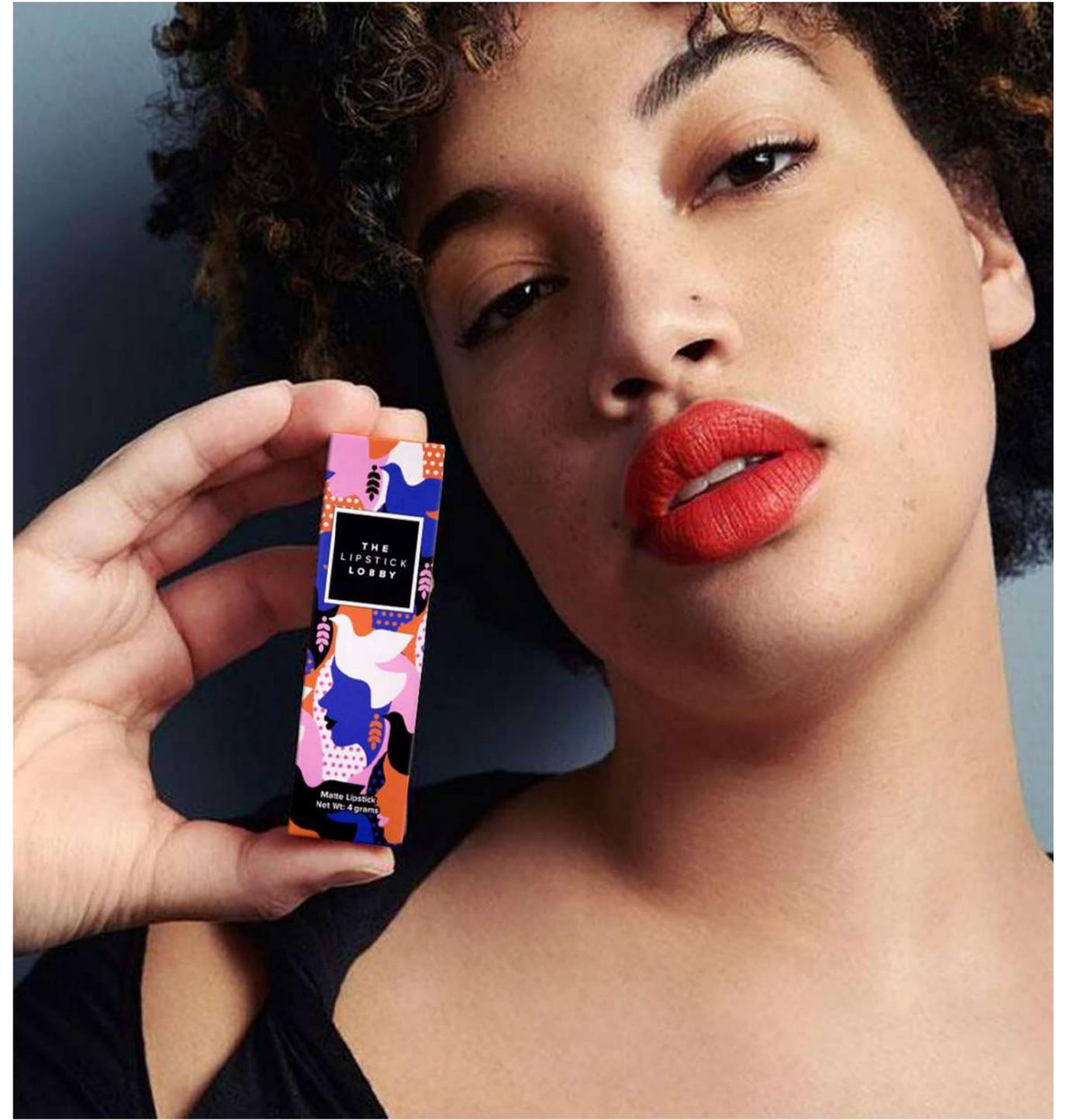
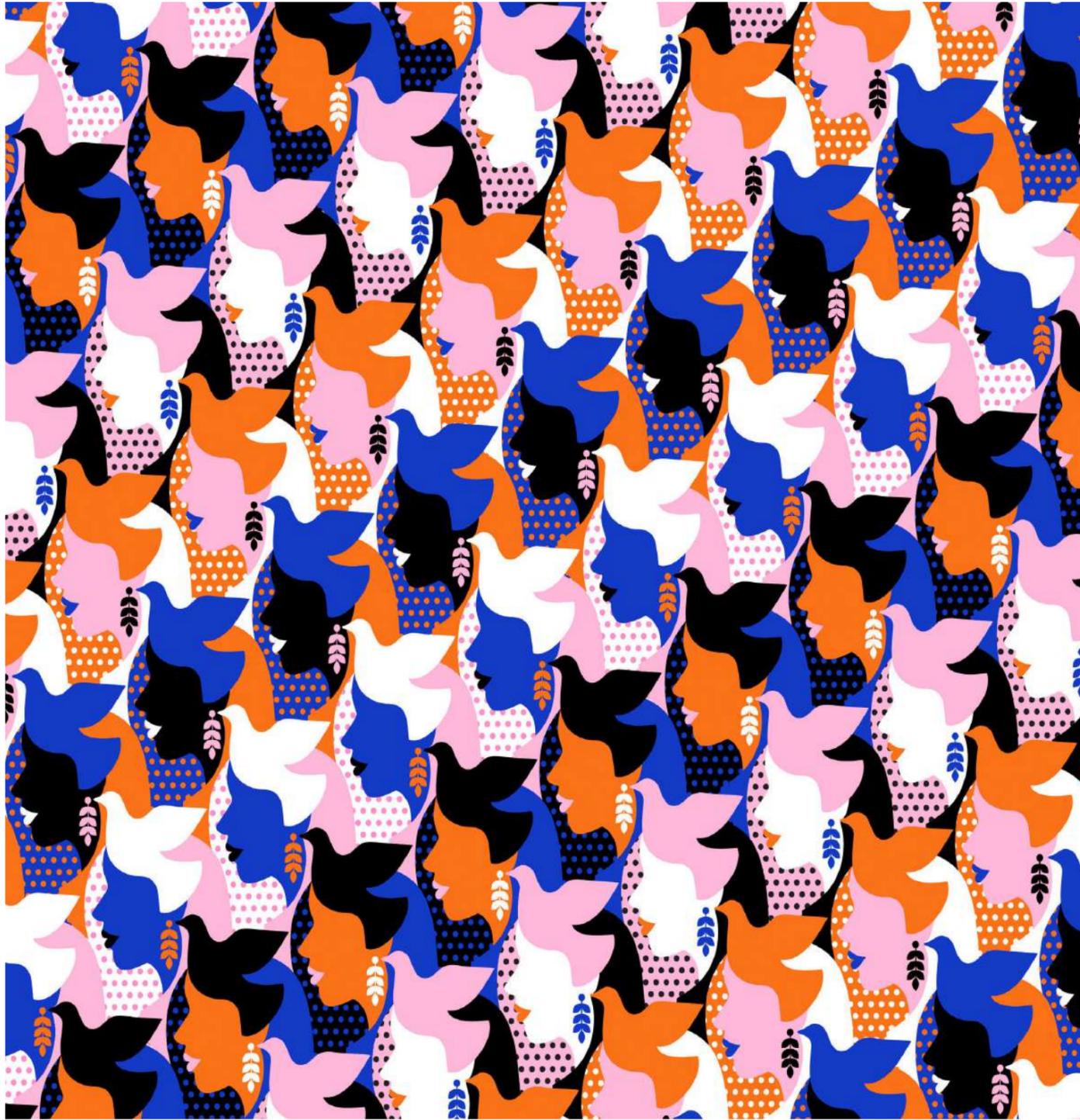


## Lipstick Lobby's "Fired Up" collection



- Winner of American Graphic Design Award in Packaging
- Sparrow collaborated with Lipstick Lobby to create the "Fired Up" Lipstick. Every single dollar of the sale went to the Brady Campaign, a non-profit organization advocating for gun-control laws.
- The design uses a bright orange shade (the color of gun violence awareness).
- The design of the packaging is based off two ideas – the power of women uniting and peace. The first layer portrays women in formation in a sea of togetherness. The second layer is of a peace dove and olive branch. These are intertwined together to create a hopeful and aspirational message.

Lipstick Lobby's "Fired Up" collection



# Taste of the Upper West Side



- Taste of the Upper West Side is a large scale food tasting event that showcases the significance and scope of the Upper West Side's culinary community.
- The design is based on the concept that cooking is as much a science as it is an art. Inspired by abstract minimalism, it is meant to represent the precision and freedom within cooking.

# Taste of the Upper West Side



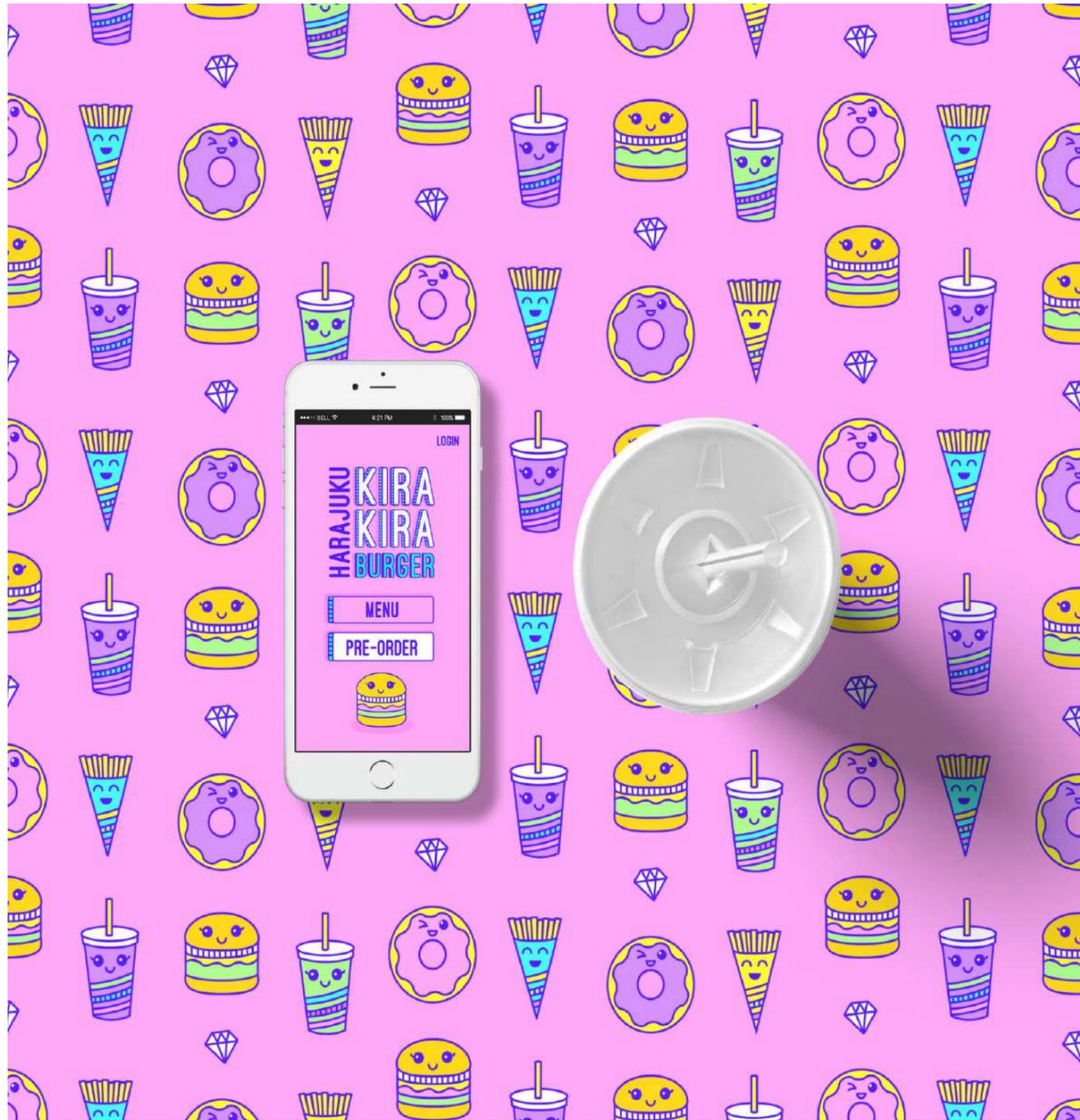
# Harajuku Kira Kira Burger

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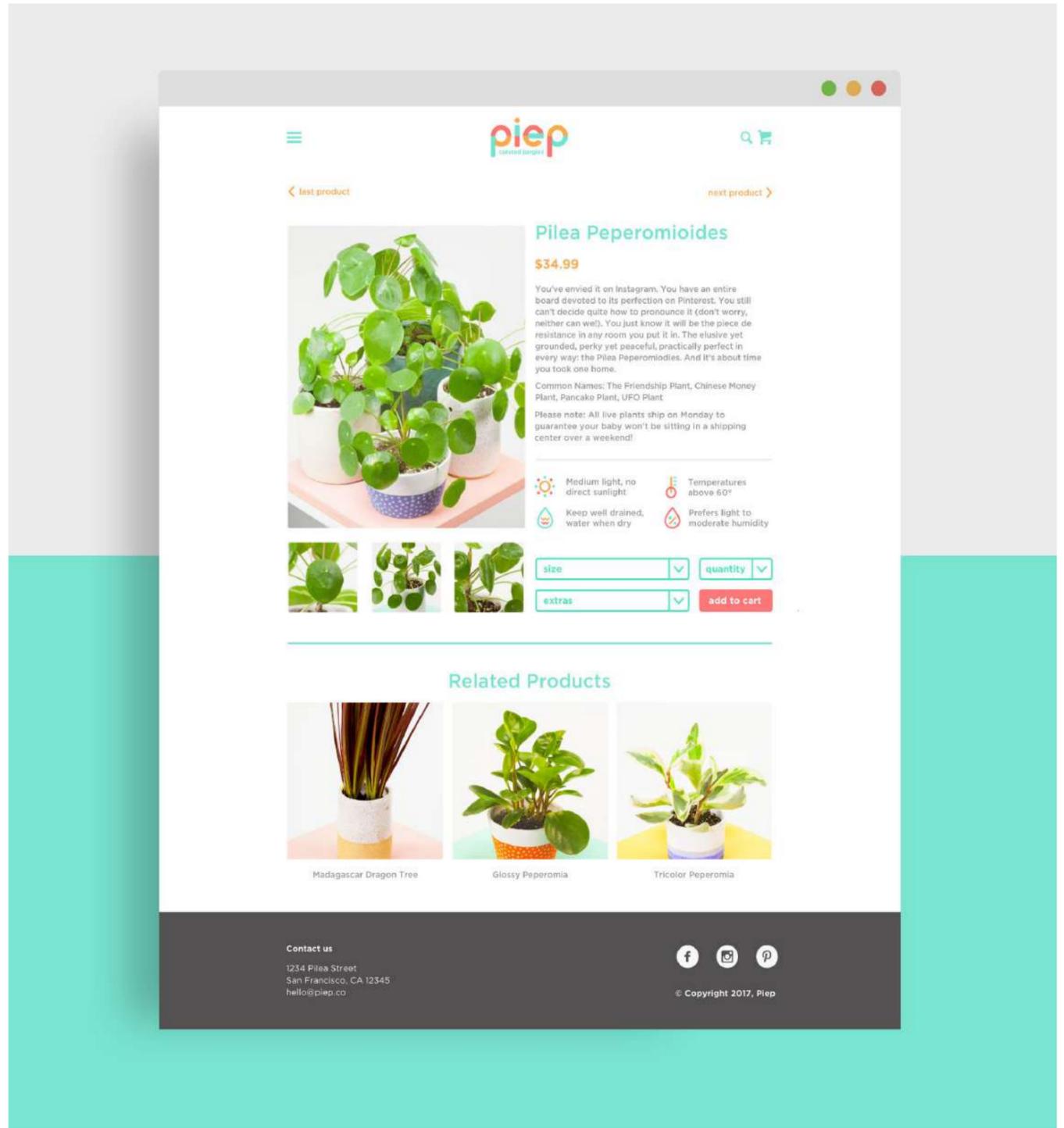
- A hypothetical restaurant. The branding was inspired by the vibrant and colorful culture of the Harajuku region, often known as the center for Japanese youth culture and fashion.
- The bold neon and pastel was used to create a sweet, playful and energetic aesthetic, with cartoon characters used throughout the branding to add humour.

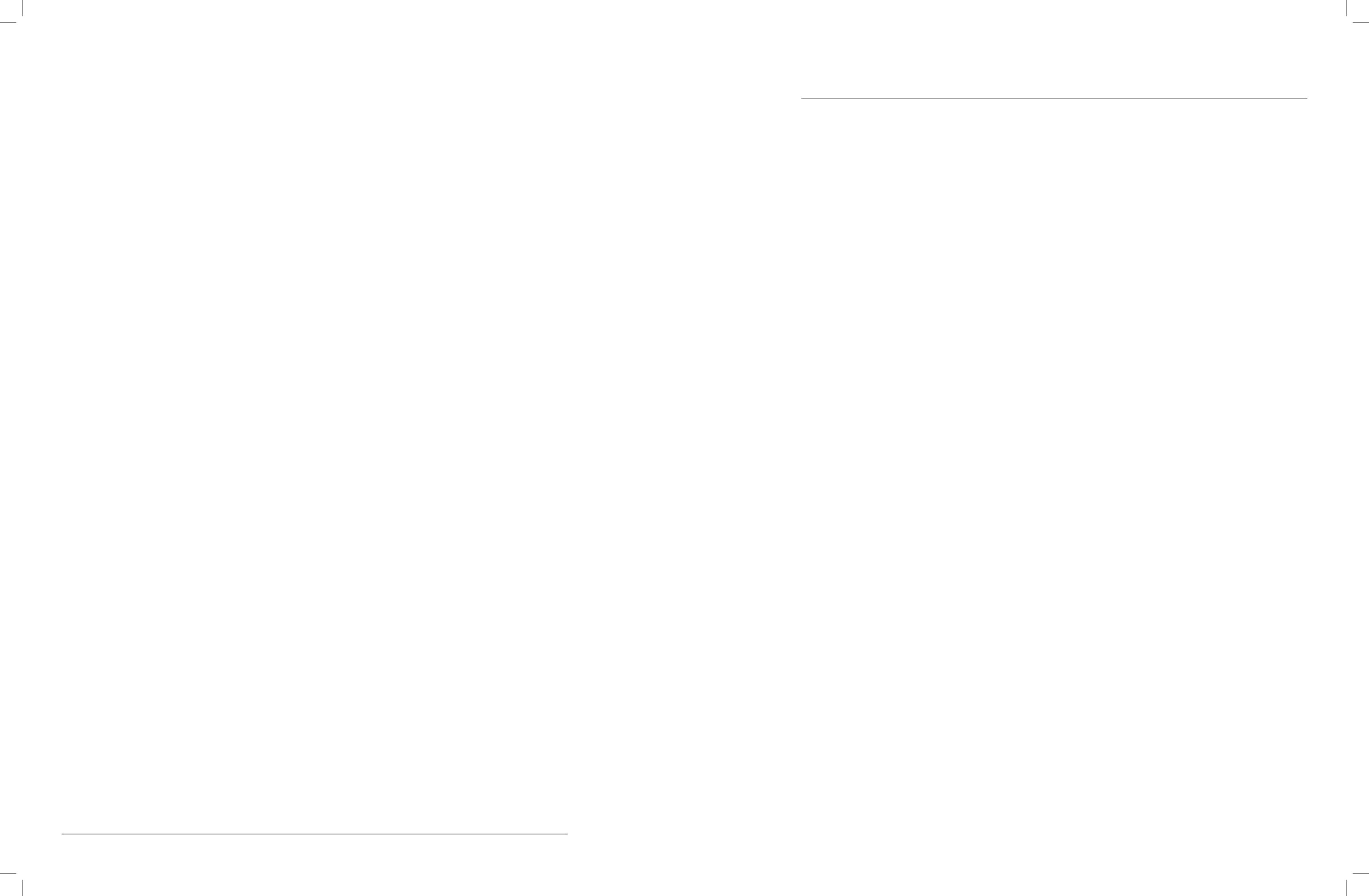
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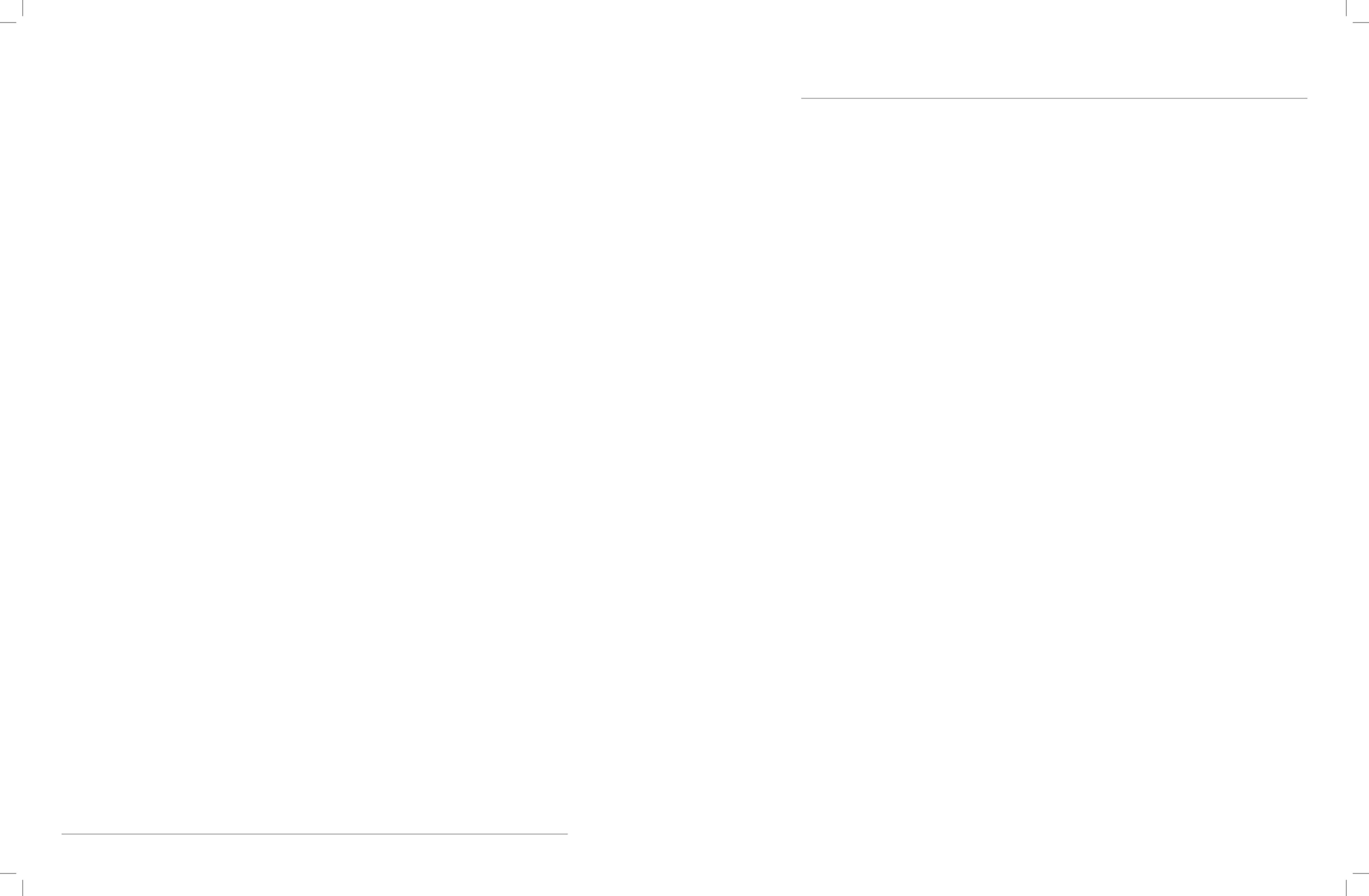


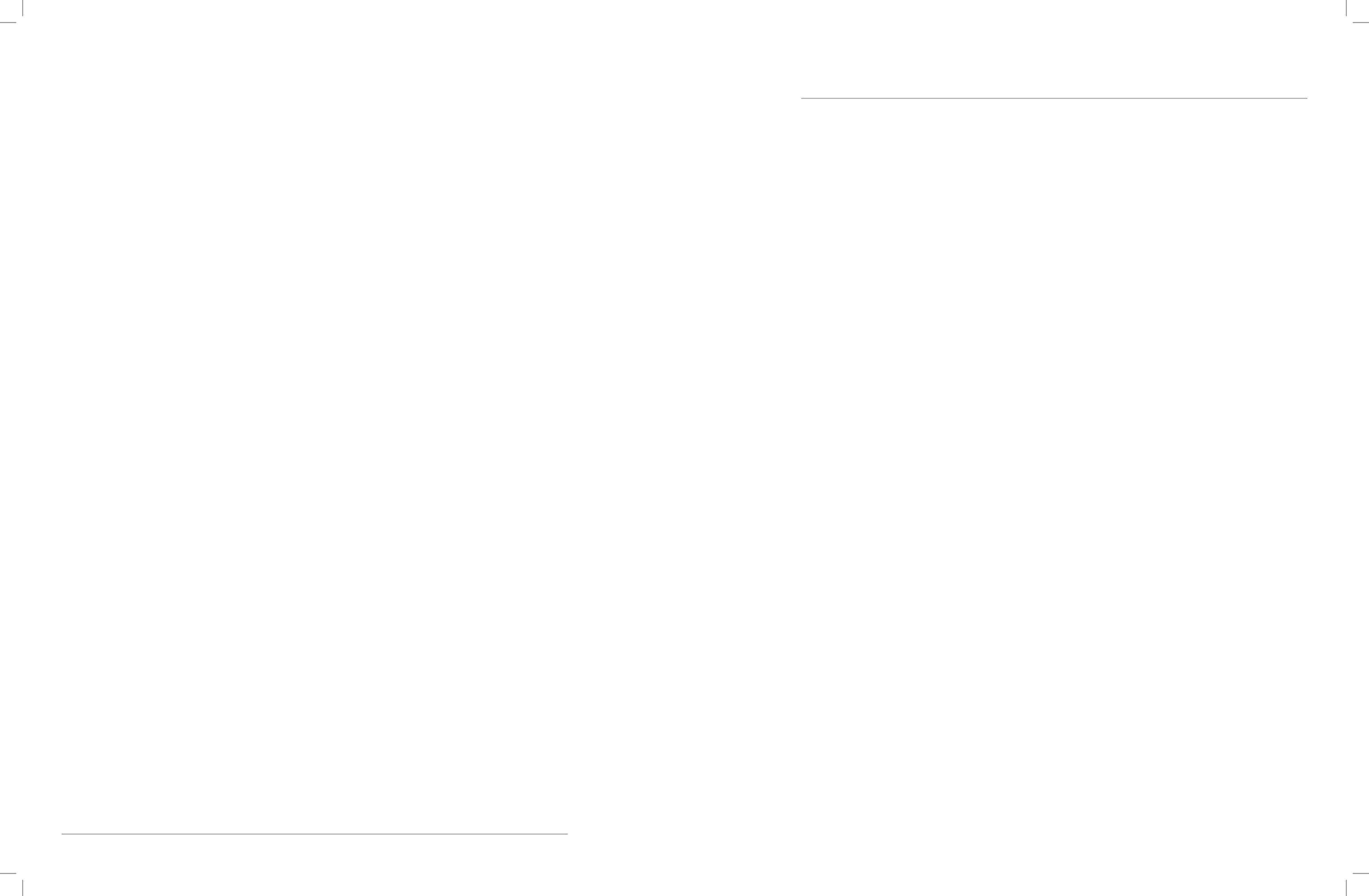


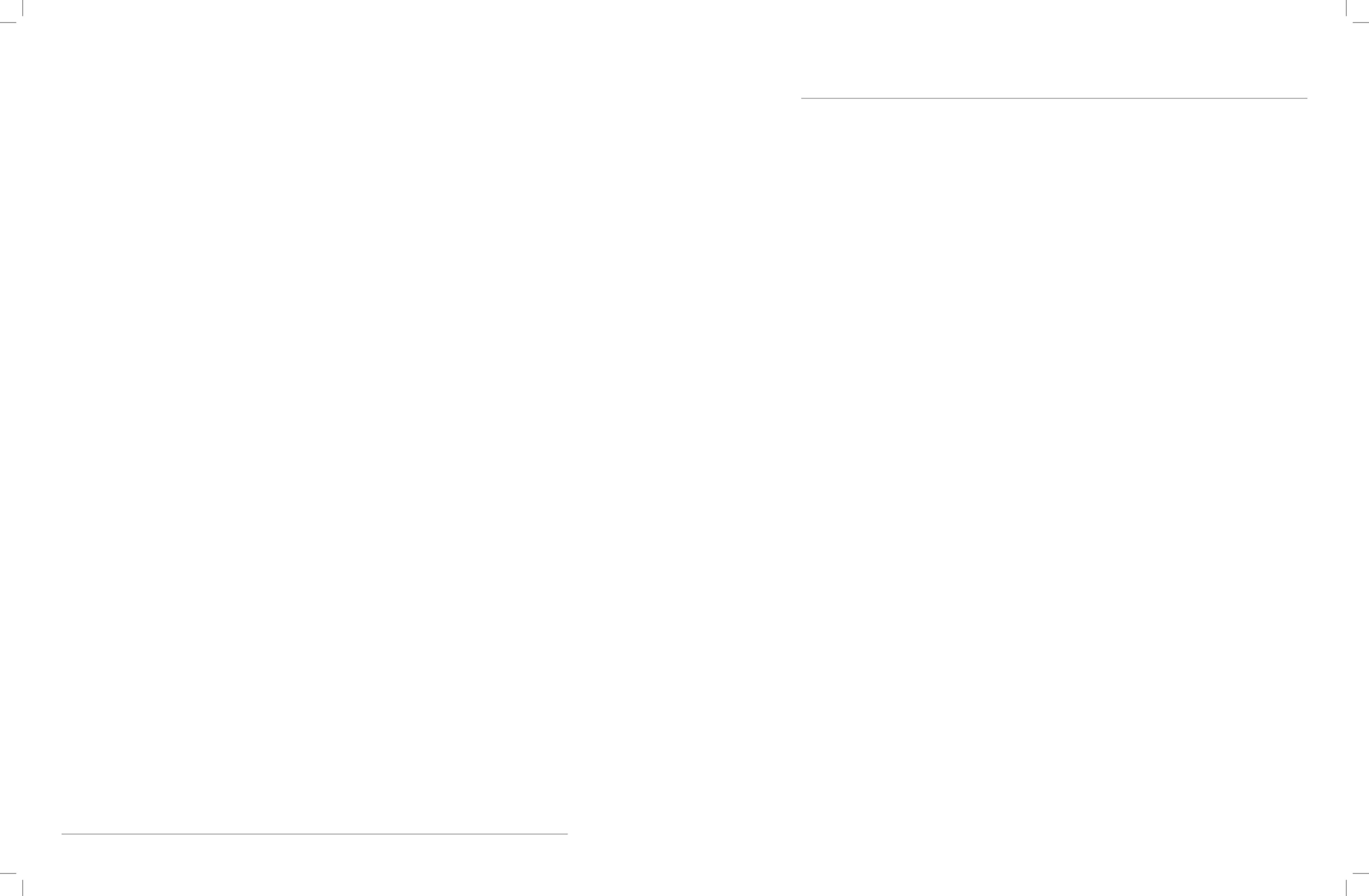
- Piep is an online plant shop based in San Francisco that sells all types of houseplants and locally made ceramics.
- The brand's colorful and energetic design aims to evoke the same joy you feel from a fresh donut with sprinkles. The two "P" were inspired by the leaves of the Pilea plant.





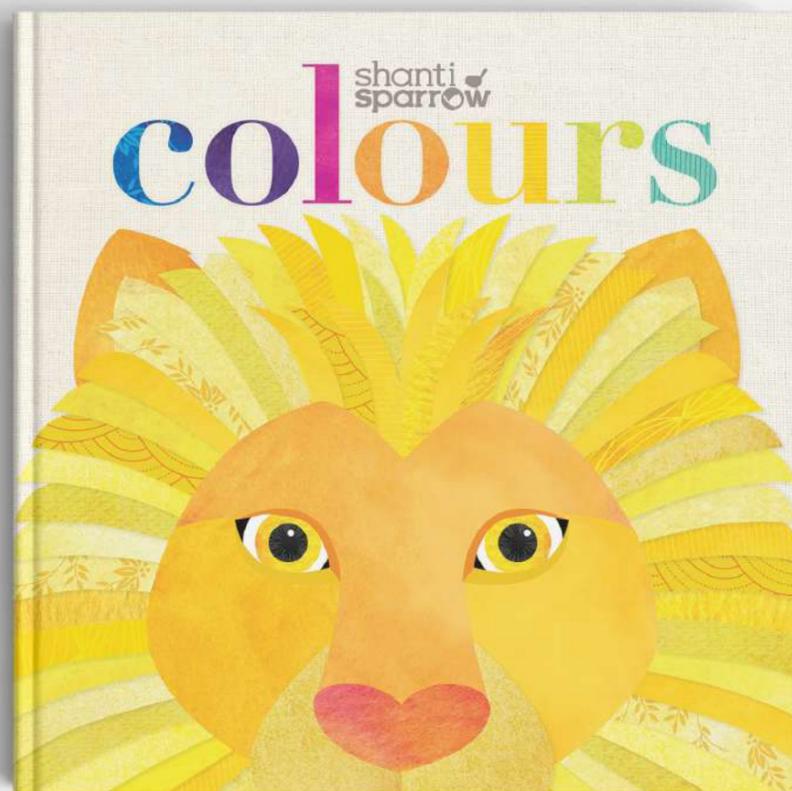






# CHILDREN'S BOOK

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- collaborated with the Sydney Children's Hospital Foundation in Australia
- The Art Program helps make the hospital a vibrant, reassuring and colourful place of healing and culture, where children feel safe and happy.

# RECENT PROJECT



- Shanghai IFC Mall collaborated to create a Summer Supreme Animal Kingdom installation.
- The concept for this is a world full of colour and happiness
- This joyously colourful sculptural attraction includes 16 life-sized pattern rich animals, all hand-painted



IFC Mall Shanghai “Summer Supreme Animal Kingdom”