



PORTFOLIO 2026

AUCKLAND, NEW ZEALAND

Tanya Ludvigson.

Senior Graphic Designer / Artworker / Mac Op

I am a Graphic Designer based in Auckland, New Zealand with extensive experience working on branding, visual identities, social media, editorial and web design.

Twelve selected projects

hello@tanyaludvigson.co.nz

tanyaludvigson.co.nz

INTRODUCTION

Design solutions for print, digital and motion that are *both creative and effective*.

I am a Senior Graphic Designer with extensive experience working for award-winning design and advertising agencies in London and New Zealand. I have worked across a broad range of brands, creating design solutions for print, digital, and motion that are both creative and effective.

I enjoy working closely with clients, stakeholders, and creative teams to bring ideas to life, from initial concept through to final delivery. Known for my attention to detail, strong communication skills, and ability to work efficiently under pressure, I thrive in fast-paced environments and enjoy managing a varied workload.

I am highly proficient in Adobe Creative Suite and also have experience in Adobe Animate, After Effects, and Dreamweaver.



BASED IN

Auckland, New Zealand

AVAILABLE FOR

Freelance, contract and studio work

EMAIL

hello@tanyaludvigson.co.nz

ELSEWHERE

linkedin.com/in/tanya-ludvigson

SERVICES

- 01 Brand & Identity
- 02 Print & Collateral
- 03 Marketing Campaigns
- 04 Logo Design
- 05 Art Direction
- 06 Packaging
- 07 Digital Advertising
- 08 Animation

TOOLKIT

- Adobe InDesign
- Adobe Illustrator
- Adobe Photoshop
- Adobe After Effects
- Adobe Animate
- Adobe Acrobat
- Dreamweaver
- Artwork & print production
- Brand guideline systems

From initial concept through to *final delivery*.

Design, art direction and production artwork handled by the same pair of hands, so the idea that gets approved is the idea that goes to print.

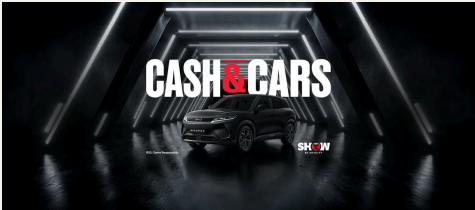
SELECTED WORK

Twelve projects.

Brand launches, seasonal campaigns, hotel and hospitality marketing, event promotion and internal communications. Concept through to production-ready artwork.



01 SHOW by SkyCity
BRAND LAUNCH 05



02 Cash & Cars
CAMPAIGN 08



03 SERVED by SkyCity
HOSPITALITY 10



04 Winter Escapes
HOTEL 12



05 Triple Score
CAMPAIGN 14



06 Xmas at SkyCity
CAMPAIGN 17



07 Music Month
EVENTS 20



08 Latino Grooves
EVENTS 23



09 School Holidays
HOTEL 25



10 Cocktail Labels
HOSPITALITY 27



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12 Minecraft
CAMPAIGN 32



sky
CITY

SHOW

BY SKYCITY

The only way to play
Sign up now

01 / BRAND LAUNCH

SHOW by SkyCity

Artwork campaign assets including billboards, tower leg banners, posters and social media assets for the 2025 launch of SHOW by SkyCity's loyalty programme.





CASH & CARS



R20. Game Responsibly.

SHOW
BY SKYCITY

02 / CAMPAIGN

Cash & Cars

Artwork promotional campaign assets including billboards, tower leg banners, posters and social media assets. Cash & Cars campaign engaged customers to participate in weekly draws and two grand prize car giveaways.

CASH & CARS



OVER \$240,000 IN PRIZES
COULD BE WON BY SKYCITY REWARDS MEMBERS!
28 MAY - 5 AUGUST WEEKLY CASH GAMES ON WEDNESDAYS AT 9PM
CASH GAMES WEDNESDAY 1 JULY AND 5 AUGUST AT 9PM

SkyCity Cash & Cars

SHOW
BY SKYCITY

18+ Game Responsibly.
Promotion is exclusive to SHOW by SkyCity Rewards or Premier Rewards members and runs from 7am on Thursday 28 May 2026 until approximately 9pm on Wednesday 5 August 2026 (inclusive of draw times). Vehicle RRP \$41,236 (incl ORC). For entry criteria and full terms and conditions visit skycity.co.nz/Cash&Cars.
SkyCity is a responsible host. If you wish to discuss your gaming, please talk to a SkyCity staff member, or call the Gambling Helpline on 0800 654 655.
Children under the age of 14 years must not be left unattended at SkyCity.

sky CITY

CASH & CARS

OVER \$240,000 IN PRIZES
EARN 10 POINTS FROM GAMING IN A DAY = 1 ENTRY
MAX 1 PER DAY | PRINT YOUR ENTRY TICKET DAILY BEFORE IT EXPIRES
AND PLACE IT IN THE DRAW BARREL. YOU DON'T NEED TO BE HERE TO WIN
BUT YOU DO NEED TO BE A SKYCITY REWARDS MEMBER



SHOW
BY SKYCITY

SkyCity Cash & Cars

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sky CITY

ARRIVING BACK AT SKYCITY

SERVED

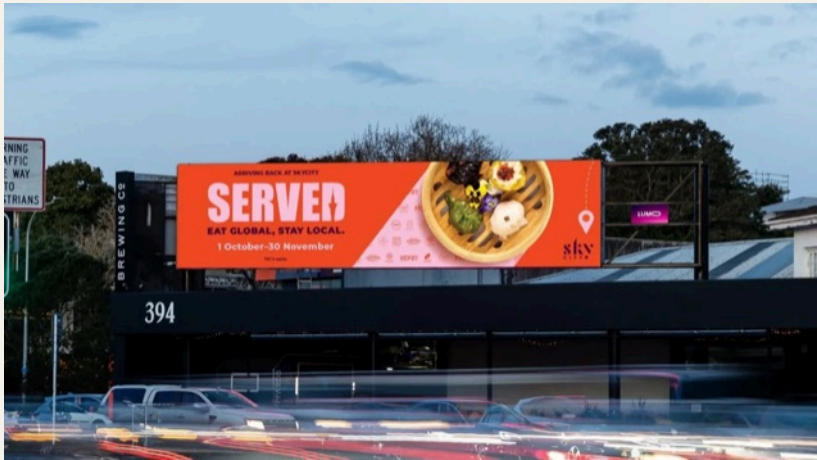
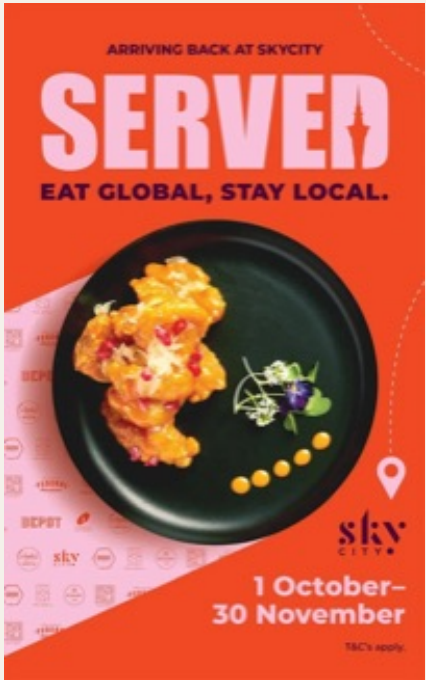
EAT GLOBAL, STAY LOCAL.



03 / HOSPITALITY

SERVED by SkyCity

Artwork SkyCity's SERVED campaign assets. SERVED celebrates global cuisines through exceptional food and dining experiences.





04 / HOTEL

Winter Escapes

Artwork Winter Escapes Hotel campaign including billboards, tower leg banners, posters and social media assets.



5-STAR EXPERIENCES

winter escapes

2 NIGHT STAY

\$150 DINING CREDIT

SKY TOWER PASS

HORIZON
BY SKYCITY

BOOK BY 31 AUGUST

©2024. Drink Responsibly. T&Cs apply.



5-STAR EXPERIENCES

HORIZON
BY SKYCITY

winter escapes

TWO NIGHTS

\$150 DINING CREDIT

SKY TOWER PASS

BOOK BY 31 AUGUST

©2024. Drink Responsibly. T&Cs apply.



5-STAR EXPERIENCES

winter escapes

BOOK BY 31 AUGUST

Two nights of five-star indulgence, award-winning dining with \$150 credit, stunning Sky Tower views and complimentary self-parking.

T&Cs apply.

THE GRAND
BY SKYCITY

Scan the QR code for full inclusions
visit skycity.co.nz/winterescapes



05 / CAMPAIGN

Triple Score

A promotional banner for the 'Triple Score' game by SkyCity. The background is dark green with a subtle checkered pattern. Three darts are shown in motion, leaving yellow and orange trails. The text 'SHOW BY SKYCITY' is at the top left. The main title 'TRIPLE SCORE' is in large, glowing, 3D gold letters. To the right, the dates '12 AUG — 30 SEPT' are in white. Below the dates, '\$80,000' is written in large, white, 3D block letters. Underneath that, 'IN CASH MUST BE WON' is in white. At the bottom right, 'DRAWS EVERY WED 9 PM' is displayed, with 'WED 9 PM' in a larger, stylized font. On the left side, below the title, are three gold shield-shaped icons: the first says '3 WINNERS', the second '3 SPINS EACH', and the third 'WIN AS YOU SCORE'. At the bottom left, there is a small 'R20. Game Responsibly.' notice and a paragraph of fine print. The SkyCity logo is at the bottom right.

SHOW
BY SKYCITY

**TRIPLE
SCORE**

12 AUG — 30 SEPT

\$80,000

IN **CASH** MUST BE WON

DRAWS EVERY **WED 9 PM**

3 WINNERS **3 SPINS EACH** **WIN AS YOU SCORE**

R20. Game Responsibly.
Promotion is exclusive to SkyCity Premier Rewards and SHOW by SkyCity Rewards members (as applicable) and runs from 7.30pm on Wednesday 12 August 2026 until approximately 9.30pm on Wednesday 30 September 2026 (inclusive of draw times). You must be at the relevant draw to win. For entry criteria and full terms and conditions visit skycity.co.nz/triplescore.
SkyCity is a responsible host. If you wish to discuss your gaming, please talk to a SkyCity staff member, or call the Gambling Helpline on 0800 654 655. Children under the age of 14 years must not be left unattended at SkyCity.

**sky
CITY**

A promotional poster for the 'Triple Score' game by SkyCity. The background is dark green with a subtle checkered pattern. Three darts are shown in motion, with one hitting the bullseye. The text 'SHOW BY SKYCITY' is at the top left. 'TRIPLE SCORE' is in large, glowing orange letters. To the right, '\$10,000' is in large white letters. Below that, 'IN CASH MUST BE WON TONIGHT 9PM' is in white. At the bottom left, three prize levels are listed: 1st place (\$5,000), 2nd place (\$3,000), and 3rd place (\$2,000). The SkyCity logo is at the bottom right.

SHOW
BY SKYCITY

**TRIPLE
SCORE**

THREE WINNERS. THREE SPINS EACH. EVERY WINNER WINS

1
FIRST
PLACE
\$5,000
CASH

2
SECOND
PLACE
\$3,000
CASH

3
THIRD
PLACE
\$2,000
CASH

\$10,000

**IN CASH MUST BE WON
TONIGHT 9^{PM}**

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**sky
CITY**



06 / CAMPAIGN

Xmas at SkyCity

Artwork Christmas at SkyCity campaign assets including billboards, tower leg banners, posters and social media assets.







NZ MUSIC MONTH
TE MARAMA PUORO
O AOTEAROA

CELEBRATE NZ MUSIC MONTH

THURSDAY NIGHTS LIVE
1-22 MAY 2025

07 / EVENTS

Music Month

Artwork promotional assets for NZ Music Month highlighting live performances that celebrate New Zealand's rich music scene.





NZ MUSIC MONTH

TE MARAMA PUORO

O AOTEAROA

CELEBRATE

NZ MUSIC MONTH

THURSDAY NIGHTS LIVE

1-22 MAY 2025

SPOTLIGHT ARTISTS:

BRANDN SHIRAZ

CALLMEAK

CHAI

DUSTY & GHOS

HAZ & MILOUX

HOLLIE SMITH

HUDGE & VEE

JESSB

JULIA DEANS

MANUEL BUNDY

MOKOMOKAI

WARREN DUNCAN

HOSTED BY MC SLAVE

(FAT FREDDY'S DROP)

Find out more

skycity.co.nz/NZMM

SKYCITY

FLARE CITY

Schweppes

FLARE CITY



NZ MUSIC MONTH

TE MARAMA PUORO

O AOTEAROA

CELEBRATE

NZ MUSIC MONTH

THURSDAY NIGHTS LIVE

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WARREN DUNCAN

HOSTED BY MC SLAVE

(FAT FREDDY'S DROP)

Find out more

skycity.co.nz/NZMM

SKYCITY

FLARE CITY

Schweppes

FLARE CITY



08 / EVENTS

Latino Grooves

Design vibrant, energetic and engaging digital and print assets to promote live latin music, dance and culture featured at Flare Bar during September.



Live Bands
ACÚSTICA LATINA
ALQUIMIA
HAVANA GROOVE
KELOKE LIVE
VIVIO & FRIENDS

Supported by
DJ BOBBY BRAZUKA
DJ CORYSCO
DJ LUCAS DATT
DJ SPOOTH

LATINO GROOVES

**LIVE BANDS AND DJ'S
THURSDAY NIGHTS
18 SEPTEMBER - 30 OCTOBER
7PM-11PM AT FLARE BAR**

Dance the night away at SkyCity's ultimate Latin music experience.

Find out more
skycity.co.nz/latinogrooves

R20 to enter Flare Bar.
Drink Responsibly.

 sky
FLARE CITY



LATINO GROOVES

**LIVE BANDS AND DJ'S
THURSDAY NIGHTS
18 SEPTEMBER - 30 OCTOBER
7PM-11PM AT FLARE BAR**

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FLARE CITY

Live Bands
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HAVANA GROOVE
KELOKE LIVE
VIVIO & FRIENDS

Supported by
DJ BOBBY BRAZUKA
DJ CORYSCO
DJ LUCAS DATT
DJ SPOOTH

SCHOOL HOLIDAY GETAWAY

skyCITY
HOTEL

THE GRAND
BY SKYCITY

09 / HOTEL

School Holidays

Design fun and engaging print and digital assets to promote SkyCity's School Holiday hotel package incorporating elements from the Wild Robot Wonders movie.

SCHOOL HOLIDAY
GETAWAY



STAY FROM
\$369

BOOK NOW

skycity THE GRAND
HOTEL BY SKYCITY

Scan the QR code or visit skycity.co.nz/school-holiday-getaway. Terms and conditions apply.

PARK FREE at **sky CITY**
WHEN YOU EAT, STAY OR PLAY

SCHOOL HOLIDAY
GETAWAY



STAY FROM
\$369

BOOK NOW

skycity THE GRAND
HOTEL BY SKYCITY

Scan the QR code or visit skycity.co.nz/school-holiday-getaway. Terms and conditions apply.

A photograph of a cocktail glass filled with a yellow-orange drink, garnished with a slice of orange. The glass sits on a dark, reflective, circular table. The background is dark with some green fabric visible in the upper left.

Batched Cocktails

10 / HOSPITALITY

Cocktail Labels

Design high-visibility cocktail mixer labels for low-light SkyCity venues. We solved this by introducing vibrant, color-coded labels featuring the required cocktail glass to help with identification and cut bartender service times during peak hours.





OUR SKYCITY BENEFITS

11 / INTERNAL COMMUNICATIONS

Employee Benefits

Design colourful and eye catching digital and print assets to raise awareness of employee perks and benefits to SkyCity staff.

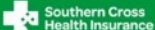
SkyCity has you covered with Medical Insurance*, food discounts and supplier deals.

*Conditions apply for eligible employees.

OUR SKYCITY BENEFITS

Scan for more information



Have you signed-up for Medical Insurance? SkyCity pays for your Standard Plan*.

*Conditions apply for eligible employees.

OUR SKYCITY BENEFITS

Scan for more information



SkyCity has you covered with our great supplier deals.

OUR SKYCITY BENEFITS

Scan for more information





12 / CAMPAIGN

Minecraft

Design and artwork promotional assets aligning with the Minecraft movie showcasing games and puzzles to be explored at the SkyTower.



GET IN TOUCH

Bring me a brief.

Freelance, contract and studio work. Auckland based, working with clients across New Zealand.

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