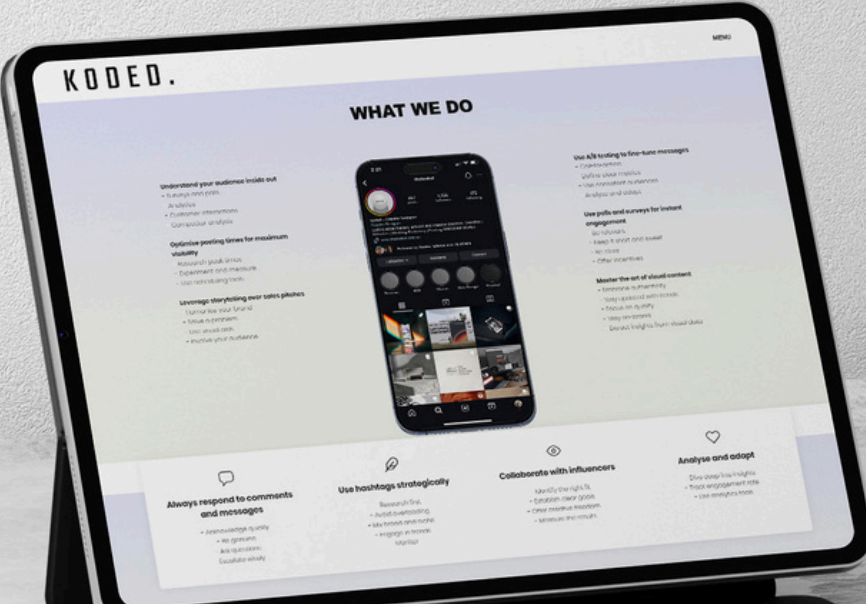


# PORTFOLIO

*Creative*





# INTRODUCTION

**Cutting edge imagery,  
artwork and creative  
direction.**

With a passion for creativity and a keen eye for detail, Koded specialises in a wide range of design services, including digital, print design, logo, brand development, web design, and social media design. Priding ourselves on offering tailored design solutions to businesses of all sizes.

Whether you have a specific project in mind or are just exploring ideas, we would love to hear from you.





# Hello, I'm MIRANDA LUDEKENS ↘

## ABOUT ME ▶▶

Freelance graphic designer based in Melbourne.

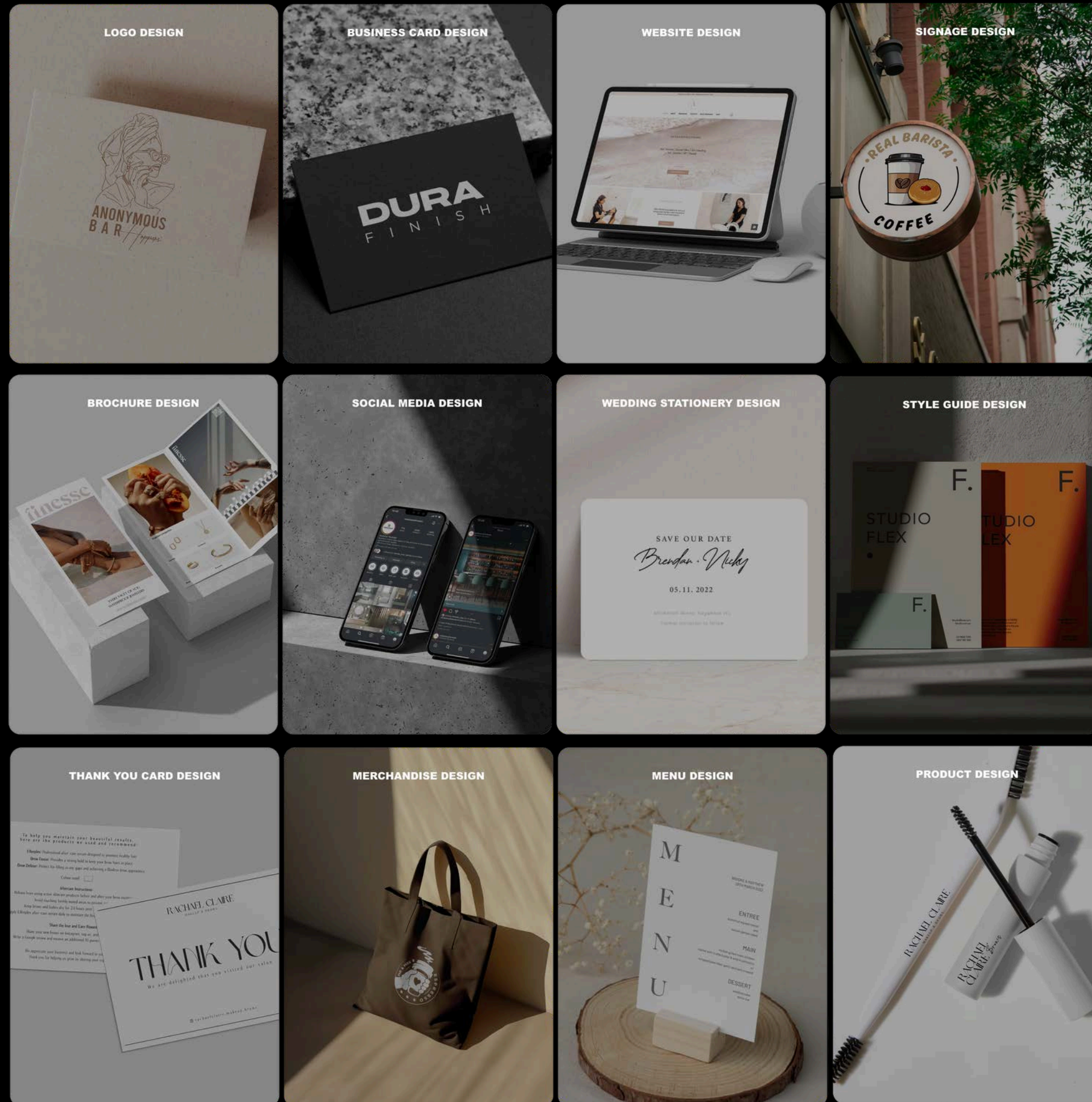
With a passion for creativity and a meticulous approach to detail, I specialise in delivering bespoke design solutions across various platforms. My expertise spans digital and print design, logo creation, brand development, website design, social media assets, and signage. I pride myself on working closely with businesses of all sizes to craft designs that truly resonate with their audience and align with their goals.

My journey as a graphic designer is driven by the joy of transforming ideas into impactful visual experiences. There's nothing more rewarding than seeing my designs come to life, helping brands stand out and achieve success.

Whether you're ready to bring a specific vision to life or are exploring initial ideas, I'm here to collaborate and create something extraordinary. Let's work together to turn your concepts into reality.







# Koded SERVICES

## ▶▶ BRANDING DESIGN

We don't just create static brand guidelines; we design dynamic brand toolkits that empower your team. Built from the ground up using atomic design principles, your brand is equipped to meet today's needs and scale seamlessly for tomorrow. Smart and future-ready.

## ▶▶ WEBSITE DESIGN

Our website designs allow new clients to easily navigate around the pages, to feel inspired and have trust within the brand. With detailed animations throughout the website to give it an interactive feel, while being visually appealing to look at.

## ▶▶ SOCIAL MEDIA DESIGN

Social media strategies, content creation (images, videos, graphics, and copy), distribution across social platforms, websites, and email marketing, social advertising, community management, reputation building, and influencer collaborations.

## ▶▶ WEDDING STATIONERY DESIGN

From envisioning elegant invitation suites to crafting personalised place cards, designing stunning menus and signage, or creating heartfelt ceremony programs and vow books, we handle every detail with care and creativity. Whatever you need to bring your wedding vision to life, we're here to make it happen.





Branding

Product Photography



Website Design

# WORK EXPERIENCE



# PORTFOLIO

Projects





# SCÈNE BY FKI

Project 01

Scène  
— by FKI —



LOGO DESIGN  
BUSINESS CARD DESIGN  
BRANDING GUIDELINES



Project 02

# ELMADI CONSTRUCTION GROUP



**ELMADI**  
CONSTRUCTION GROUP

LOGO DESIGN  
WEBSITE DESIGN  
BILLBOARD DESIGN



# DURA FINISH

Project 03



**DURA**  
F I N I S H



LOGO DESIGN  
BUSINESS CARD DESIGN  
WEBSITE DESIGN



Project 04

# SMOOTH BOSS

**\$B**  
SMOOTH BOSS



LOGO DESIGN  
WEBSITE DESIGN  
PACKAGING DESIGN  
THANK YOU CARD DESIGN  
PRODUCT PHOTOGRAPHY



# Project 05 MANA CRANES



**MANA**  
C R A N E S



LOGO DESIGN  
BUSINESS CARD DESIGN  
MOCKUP DESIGN  
LETTERHEAD DESIGN



Project 06

# MR & MRS ESPRESSO



LOGO DESIGN  
WEBSITE DESIGN  
PACKAGING DESIGN  
MOCKUPS  
SIGNAGE  
LOYALTY CARDS





# PITCH PERFECT ROOF PLUMBING

Project 07



LOGO DESIGN  
BUSINESS CARD DESIGN  
MOCKUP DESIGN  
SIGNAGE DESIGN



Project 08

# WETSPOT GROUP



WEBSITE DESIGN  
SIGNAGE  
MOCKUPS  
PHOTOGRAPHY  
SOCIAL MEDIA  
UNIFORM  
BRANDED DOCUMENTS  
PRESENTATION DESIGN



# DAVIS CORP

*Project 09*

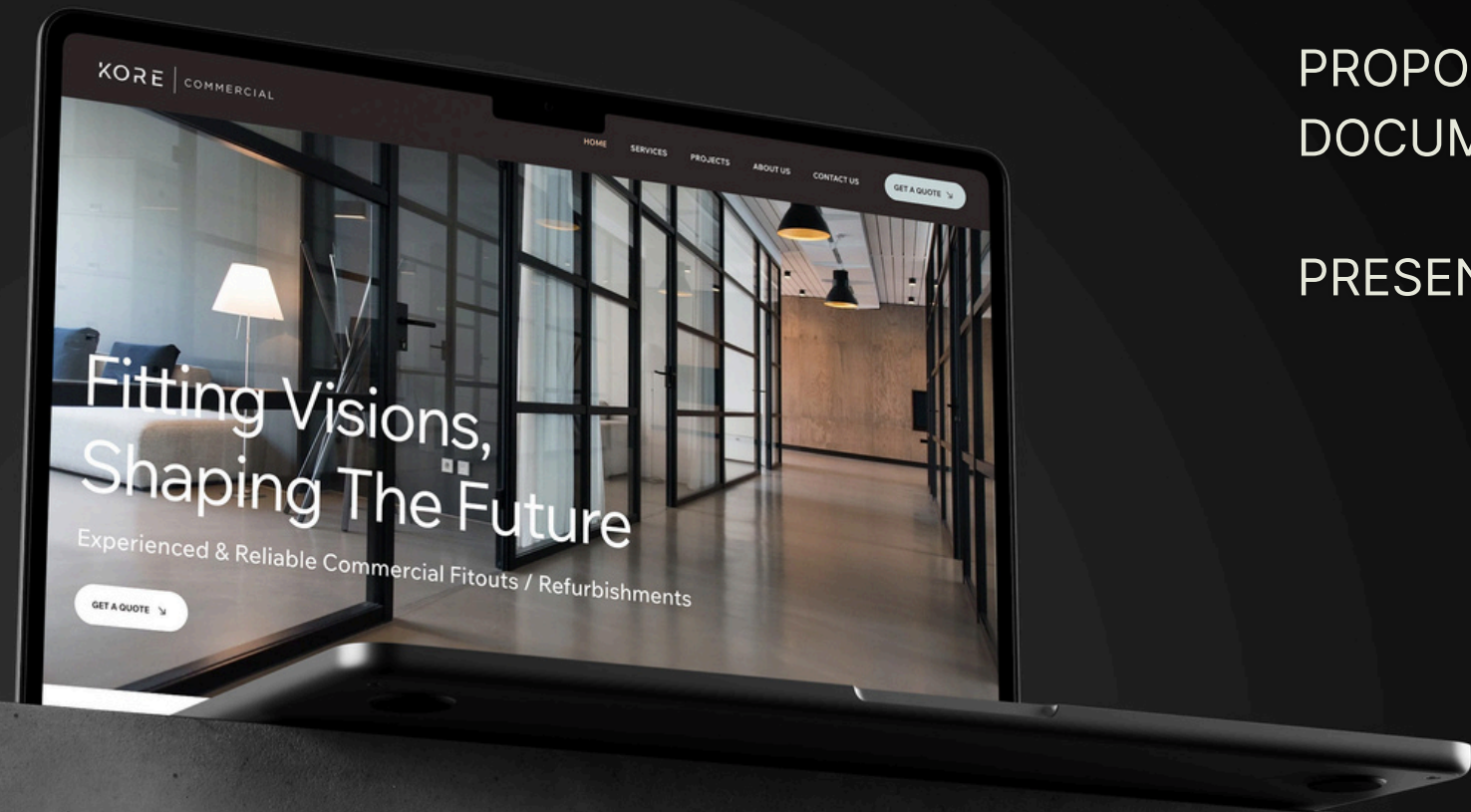
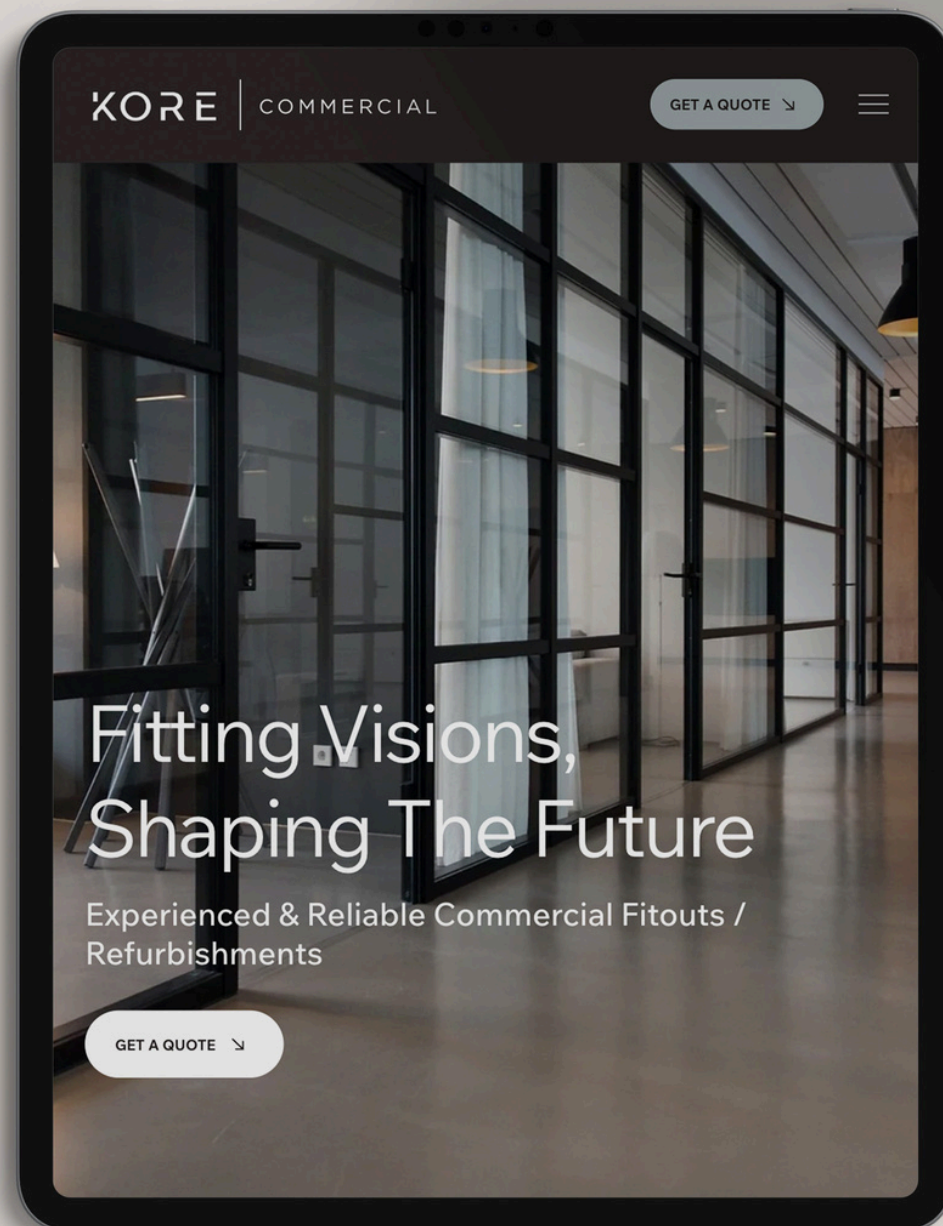


LOGO DESIGN  
WEBSITE DESIGN  
MOCKUP DESIGN  
WRIST BAND DESIGN



Project 10

# KORE COMMERCIAL



LOGO DESIGN  
WEBSITE DESIGN  
MOCKUP

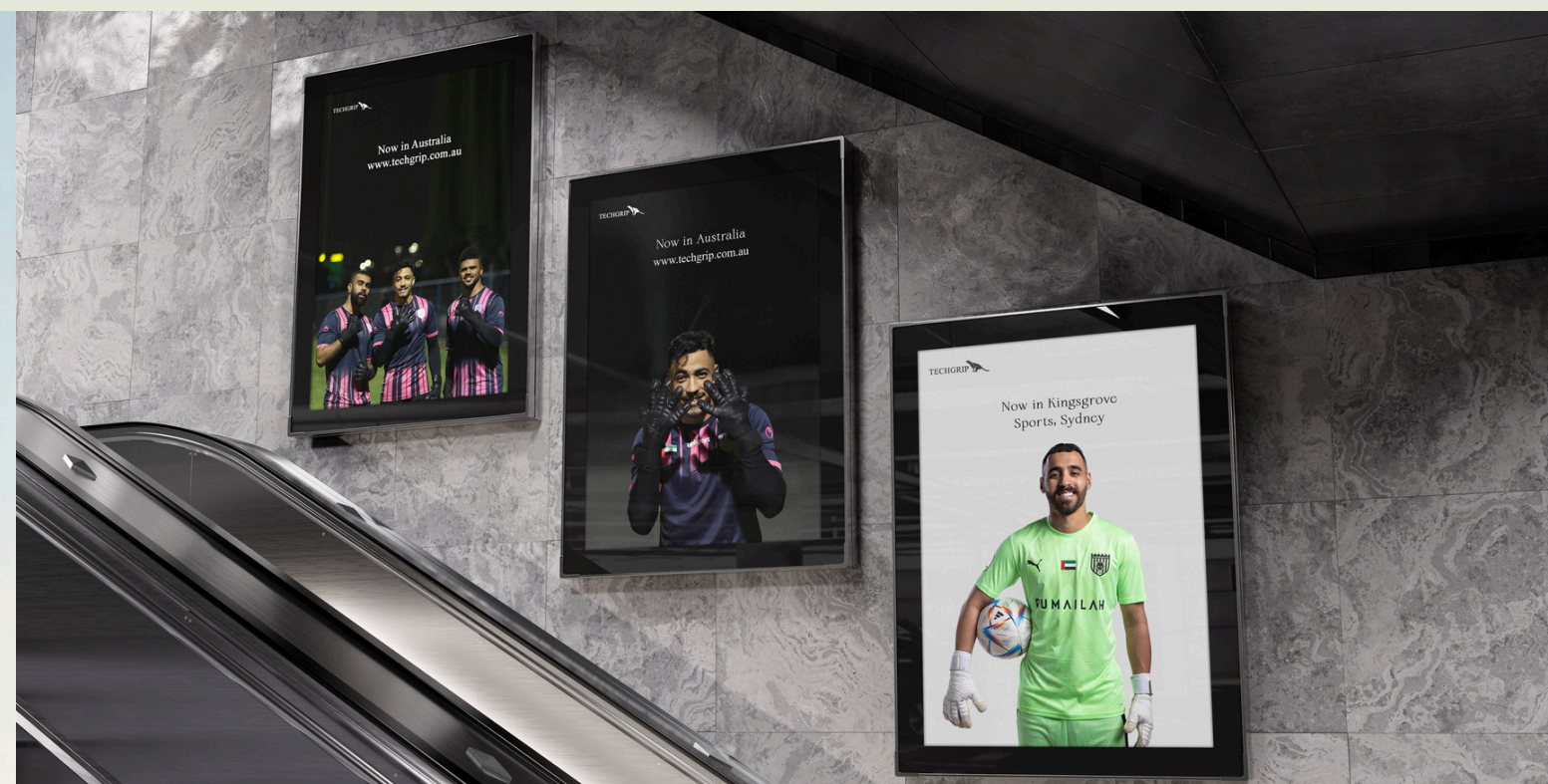
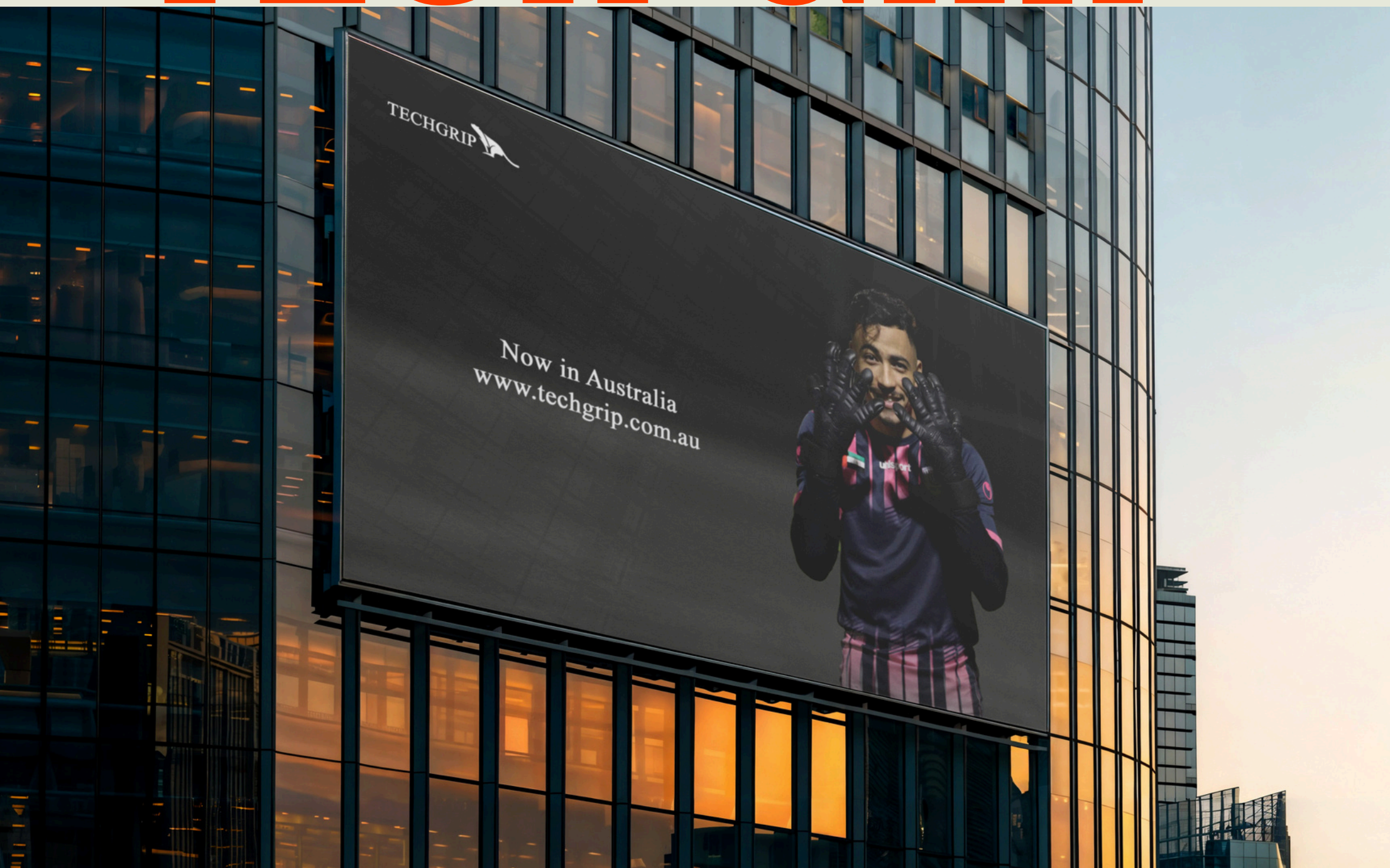
PROPOSAL  
DOCUMENTS

PRESENTATION DESIGN



# TECH GRIP

Project 11

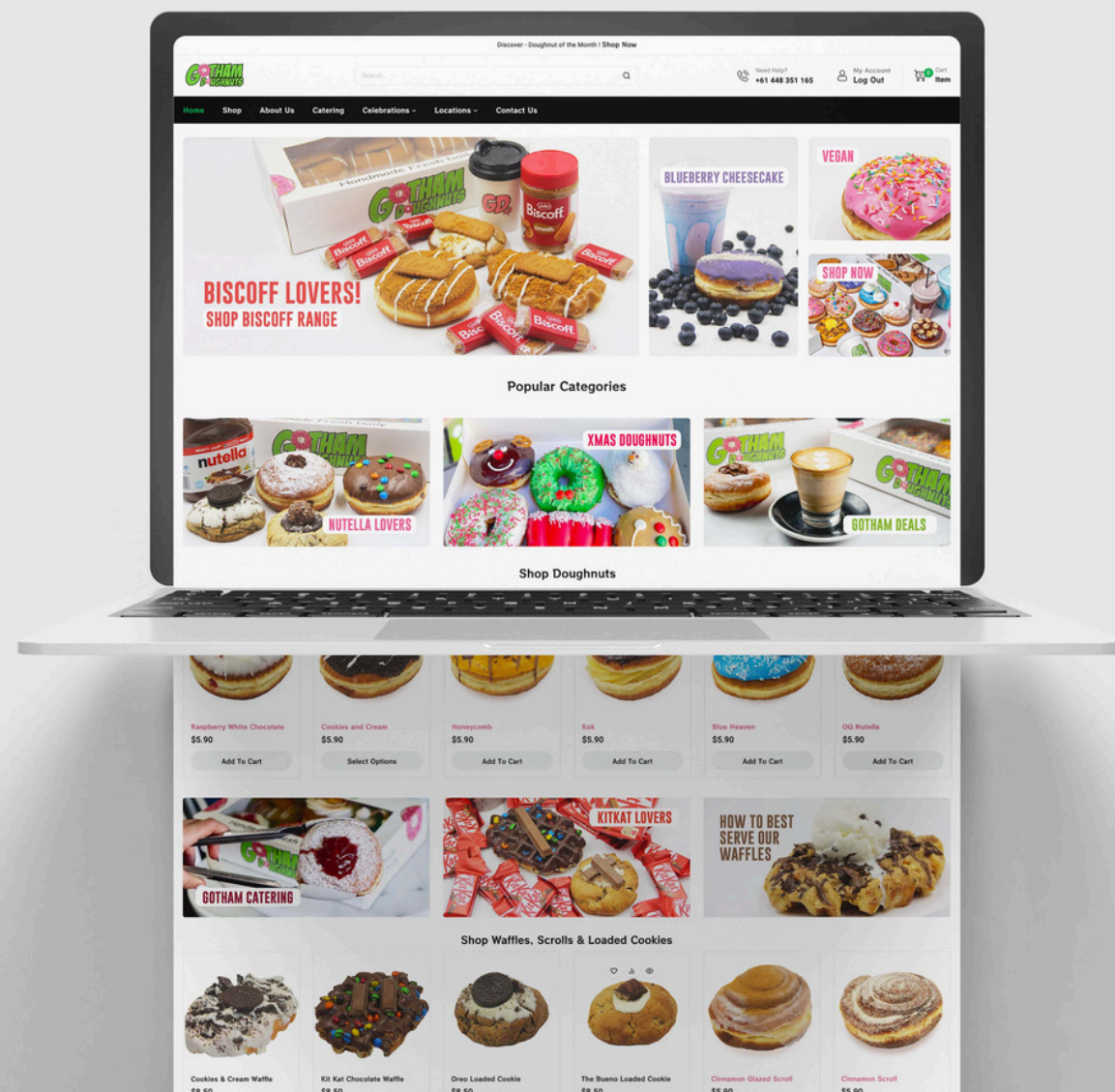


BILLBOARD DESIGN  
SIGNAGE DESIGN  
SOCIAL MEDIA POSTS  
MOCKUP DESIGN



Project 12

# GOTHAM DOUGHNUTS



WEBSITE DESIGN  
MOCKUPS

PRINTED MATERIAL

PHOTOGRAPHY

SOCIAL MEDIA  
MANAGEMENT





Project 13

# CATALYST EDUCATION



FLYER DESIGN  
NEWSPAPER ARTICLE  
DOCUMENT / COLLATERAL DESIGN  
SIGNAGE DESIGN  
SOCIAL MEDIA POSTS  
MOCKUP DESIGN



# PRICING

FOR PACKAGE DETAILS VISIT [THEKODED.COM.AU](https://thekoded.com.au)

# K O D E D .

## ▶▶ BRANDING

Logo Design - From \$400  
Logo Animation - From \$600

Business Card Design - From \$120  
Letterhead Design - \$100

Email Signature Design - \$75 Initial  
+ \$25 Per staff member

Marketing Emails & Newsletters - \$100  
Website Banners - \$80 Each

Flyer Design - \$110  
Brochure Design - \$160  
Booklet Design - From \$180

Poster Design - From \$85  
Presentation Design - From \$280  
Presentation Design + Animation - From \$550

Packaging - From \$300  
Label Design - From \$75  
Tshirt & Merchandise - From \$85

Signage Design - From \$180  
Resume Design - \$70

## ▶▶ BRANDING PACKAGES

FOUNDATION PACKAGE (\$1,200)  
ELEVATE PACKAGE (\$1,800)  
SIGNATURE PACKAGE (\$2,200)

## ▶▶ WEBSITE DESIGN

LAUNCH PAD PACKAGE (\$2,500)  
GROWTH PACKAGE (\$3,600)  
PINNACLE PACKAGE (\$4,800)  
Website Analysis Package - From \$800

## ▶▶ SOCIAL MEDIA DESIGN

Starters Package - From \$600 p/m  
Standard Package - From \$980 p/m  
Premium Package - From \$1400 p/m

## ▶▶ PHOTOGRAPHY

Basic Package - \$500  
Standard Package - \$950  
Premium Package - \$1800

## ▶▶ VIDEO EDITING

BASIC - Using client assets: \$150-\$400  
INTERMEDIATE - Editing + music + effects: \$400-\$600  
FULL SERVICE - Filming + Editing + Effects: \$600-\$1,500

## ▶▶ WEDDING STATIONERY

Engagement Invites - \$120  
Save the Date - \$120  
Wedding Invitations - From \$150  
Wedding Menu Food & Drinks - \$60  
Wedding Monograms - \$35  
Wedding Signs - \$80  
Table Numbers - \$35  
Table Seating Cards - \$2.50 per guest  
Table Seating Chart - \$95

Information Cards - \$50  
Thankyou Cards - \$45  
R.S.V.P Cards - \$45  
Wishing Well Cards - \$35  
Bridal Shower Invitations - \$75  
Hens Invitations - \$75  
Bonbonniere Tags - \$35  
Custom Envelopes - \$35  
Wedding Website - From \$550

## ▶▶ HOURLY RATE PRICING

HIRE FOR DAY  
\$65 - \$125 p/h



# BRANDING PACKAGES

K O D E D .

## ▶▶ FOUNDATION PACKAGE \$1,200

- Creation of a Pinterest Brand Inspiration Board
- Development of a Mood board to Guide the Design Direction
- Presentation of Three Logo Concepts
- Up to Three Rounds of Revisions
- Delivery of a Primary Logo Design
- Creation of a Brand Icon for Versatile Use
- Social Media Profile Image Design
- Development of a Custom Brand Colour Palette
- Selection of Complementary Typography
- Provision of a Basic Brand Style Guide

- Final Deliverables in PNG, JPG, and SVG File Formats

Note: Font license costs are not included

## ▶▶ ELEVATE PACKAGE (\$1,800)

- Optional: Brand Discovery Session
- Detailed Design Questionnaire
- Pinterest Brand Inspiration Board
- Custom Mood board to Define Aesthetic Direction
- Three Unique Logo Concepts to Choose From
- Up to Three Rounds of Revisions
- Primary Logo Design
- Secondary Logo Design for Additional Versatility
- Creation of a Distinct Brand Icon
- Design of a Website Favicon
- Three Custom Social Media Profile Images
- Personalized Brand Colour Palette
- Curated Typography Selection
- Optional: Brand Mockups for Real-World Application
- Comprehensive Brand Style Guide

- Final Files Delivered in PNG, JPG, and SVG Formats

- Note: Font license costs are not included.

## ▶▶ SIGNATURE PACKAGE \$2,200

- Optional: Brand Discovery Session
- Pinterest Brand Inspiration Board
- Custom Moodboard to Define the Brand Direction
- Three Unique Logo Concepts
- Up to Three Rounds of Revisions
- Primary Logo Design
- Secondary Logo Design for Flexible Use
- Custom Brand Icon Design
- Website Favicon Creation
- 4 Social Media Profile Images
- 6 Custom Social Media Squares/Templates
- 6 Instagram Story Highlight Icons
- Tailored Brand Colour Palette
- Curated Typography Selection
- Selection of 10 Stock Images Aligned with the Brand Aesthetic
- Design of One Business Card
- Optional: Two Additional Stationery or Print Designs
- Optional: Brand Mockups for Visual Application
- Comprehensive Brand Style Guide
- 
- Final Files Delivered in PNG, JPG, and SVG Formats
- 
- Note: Font license costs are not included.

- Website Maintenance \$75 p/h



# WEBSITE PACKAGES

K O D E D .

## ▶▶ LAUNCH PAD PACKAGE (\$2,500)

- Optional: Design Discovery Session
- Optional: "Coming Soon" Page Design
- Custom Landing Page Creation
- Setup and Customisation of Up to Four Pages (Additional \$300 per extra page)
- Mobile Optimisation for Seamless Viewing Across Devices
- Basic Copywriting Included
- Integration of Social Media Links
- Google Analytics Setup for Performance Tracking
- Optional: Newsletter/Sign-Up Form Integration
- Domain Connection or Transfer Assistance
- Basic SEO Setup and Code Optimisation
- Basic Updates

### ADDITIONAL COSTS: (not included)

- WIX/Squarespace Hosting Plan – Includes website hosting services.
- Custom Domain Setup – Personalised web address for your site.
- Optional: Custom Email Hosting – Professional email address setup.
- Optional: Additional Copywriting Services – For enhanced content creation.
- Font Licenses – Desktop and web licenses, if applicable.
- Paid Stock Images – Included if needed for your design

## ▶▶ GROWTH PACKAGE (\$3,600)

- Optional: Design Discovery Session
- Optional: "Coming Soon" Page Setup
- Custom Landing Page Design
- Up to Eight Custom Website Pages (Additional pages available at \$300 each)
- Mobile Optimisation for Seamless User Experience
- Basic Copywriting for Key Pages
- Integration of Social Media Links
- Live Instagram Feed Integration
- Google Analytics Setup for Performance Tracking
- Optional: Newsletter Sign-Up Form Integration
- Domain Connection or Transfer Assistance
- Basic SEO Setup for Improved Visibility
- Custom CSS Code Implementation
- Recorded Training for Basic Updates and How-To Guidance

### ADDITIONAL COSTS (Not Included):

- Hosting Plan
- Custom Domain Setup
- Optional: Custom Email Hosting
- Optional: Additional Copywriting Services
- Font Licenses (Desktop and Web, if applicable)
- Paid Stock Images (if required)

- WIX
- WORDPRESS
- SHOPIFY
- SQUARE SPACE

- Website Maintenance \$75 p/h



# WEBSITE PACKAGES

K O D E D .

## ▶▶ PINNACLE PACKAGE (\$4,800)

- Optional: Design Discovery Session
- Website Build on a Paid Shopify Theme
- Branded Layout – Customised for your unique business identity
- Mobile-First, Responsive Design – Intuitive and user-friendly

### Standard Pages Included:

- Home
- Product
- Collection
- Blog Page
- Blog Post
- Checkout
- Cart
- Account Login

### Additional Pages:

- Up to 3 Basic Pages (e.g., About, Contact, FAQ)
- Shipping, Refund, and Policy Pages
- "Coming Soon" and 404 Error Pages

### Backend Setup:

- Domain Setup and Configuration
- Payment, Shipping, and Generic Settings Setup
- Collection and Category Structure
- Adding Up to 20 Products
- Upload of Up to 3 Supplied Blog Posts

### Essential Integrations:

- Reviews Integration
- Newsletter Signup Form
- Live Instagram Feed Integration
- Google Analytics Setup
- FB/IG/TikTok Shop Integration

### Search Engine Setup:

- SEO Submissions for Improved Visibility

### Training and Support:

- Up to Two Rounds of Revisions

This comprehensive package ensures a seamless and professional online presence for your Shopify store.

- WIX
- WORDPRESS
- SHOPIFY
- SQUARE SPACE

- Website Maintenance \$75 p/h



# SOCIAL MEDIA PACKAGES

K O D E D .

## ▶▶ START UP PACKAGE FROM \$600 P/M

- Content / Design Creation
- Writeups, Captions, Hashtags
- Photo Editing, Lighting & Adjustments
- Scaling Images to size
- x1 Post per week
- x4 Stories per week
- Hashtag Research
- Scheduling

### Initial Setup:

Instagram / Facebook Page Setup

Link Instagram + Facebook

Facebook Dp to size Facebook Write up Facebook Cover Image

Instagram Highlight Icons

Cross Posting On Koded Instagram / Website

## ▶▶ STANDARD PACKAGE FROM \$980 P/M

- Content / Design Creation
- Writeups, Captions, Hashtags
- Photo Editing, Lighting & Adjustments
- Scaling Images to size
- 10 posts a month + 20 Stories
- Design and copy
- Scheduling
- Hashtag Research

### Initial Setup If Needed:

Instagram / Facebook Page Setup

Link Instagram + Facebook

Facebook Dp to size Facebook Write up Facebook Cover Image

Instagram Highlight Icons

Cross Posting On Koded Instagram / Website

## ▶▶ PREMIUM PACKAGE FROM \$1400 P/M

- Content / Design Creation
- Writeups, Captions, Hashtags
- Photo Editing, Lighting & Adjustments
- Scaling Images to size
- 18 posts a month + 30 Stories
- Design and copy
- Scheduling
- Hashtag Research

### Initial Setup If Needed:

Instagram / Facebook Page Setup

Link Instagram + Facebook

Facebook Dp to size Facebook Write up Facebook Cover Image

Instagram Highlight Icons

Cross Posting On Koded Instagram / Website





K O D E D .

LET'S WORK

*Together*



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