

**COURTNEY LING**

SENIOR DESIGNER

[WWW.COURTNEYLING.COM](http://WWW.COURTNEYLING.COM)



## CURL OIL

ART DIRECTION OF CAMPAIGN, PACKAGING, DIGITAL AND IN-STORE LAUNCH

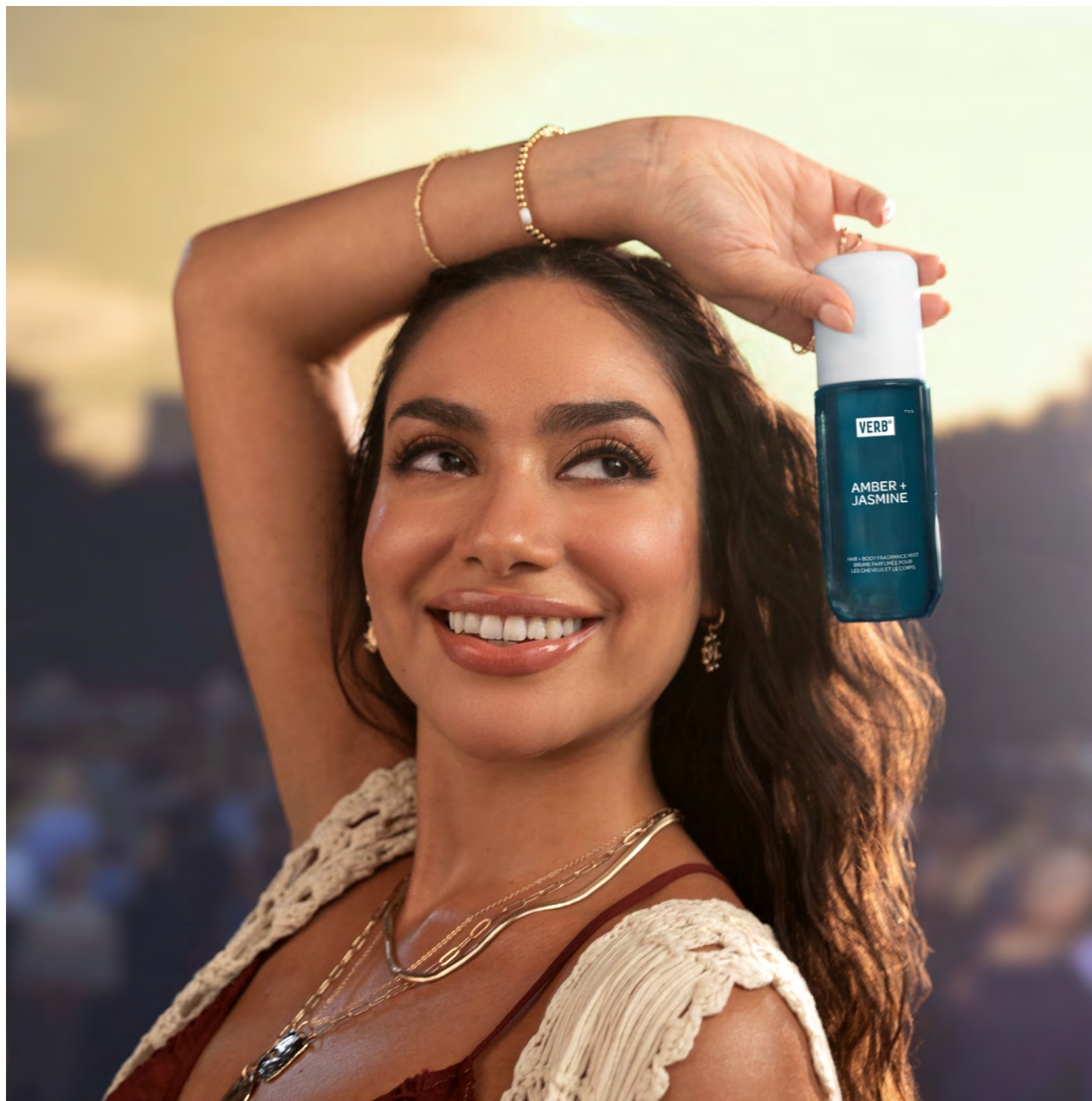
WITH THE INTRODUCTION OF VERB'S CURL OIL, WE RETURNED TO THE ROOT OF THE BRAND: HAIR. BY STRIPPING THE CREATIVE BACK TO ITS ESSENTIALS, WE LET THE PRODUCT AND ITS PROMISE OF DEFINITION, SMOOTHNESS, AND SHINE, SPEAK FOR ITSELF.



## HOLIDAY 2025

ART DIRECTION OF PACKAGING & MECHANICAL PRODUCTION

FOR HOLIDAY 2025, WE PARTNERED WITH ITALIAN 3D ARTIST GINNIE JOIE TO CREATE A SURREAL, GEM-FILLED UNIVERSE. HER STYLE CREATING AN OTHERWORLDLY BACKDROP THAT TRANSFORMED THE CAMPAIGN INTO A LUMINOUS FANTASY, MIRRORING THE WAY THE PRODUCTS MAKE HAIR GLIMMER AND SHINE.



## AMBER + JASMINE HAIR + BODY MIST

ART DIRECTION OF CAMPAIGN, PACKAGING, DIGITAL AND IN-STORE LAUNCH

AS PART OF OUR BRAND AND PACKAGING RENOVATION, WE DEVELOPED 8+ SIGNATURE FRAGRANCES TO DISTINCTIVELY DEFINE EACH COLLECTION. THE CREATIVE FOR AMBER + JASMINE HAIR & BODY MIST FOLLOWED A DUAL NARRATIVE, CAPTURING THE WARMTH AND RICHNESS OF EACH NOTE WHILE ILLUSTRATING ITS SEAMLESS TRANSITION FROM DAY TO NIGHT.



## DENSITY PEPTIDE COLLECTION

ART DIRECTION OF CAMPAIGN, PACKAGING, DIGITAL AND IN-STORE LAUNCH

WE ENTERED THE HAIR SHEDDING CATEGORY WITH A LINE DESIGNED TO PROMOTE A FULLER, DENSER SCALP BY REDUCING HAIR FALLOUT. THE CAMPAIGN WAS SHOT IN A GREENHOUSE, HIGHLIGHTING OUR NATURAL KEY INGREDIENTS AND THE IDEA THAT NURTURING BEGINS AT THE ROOT.



## FRIZZ DEFENSE SMOOTHING SPRAY

ART DIRECTION OF CAMPAIGN, PACKAGING, DIGITAL AND IN-STORE LAUNCH

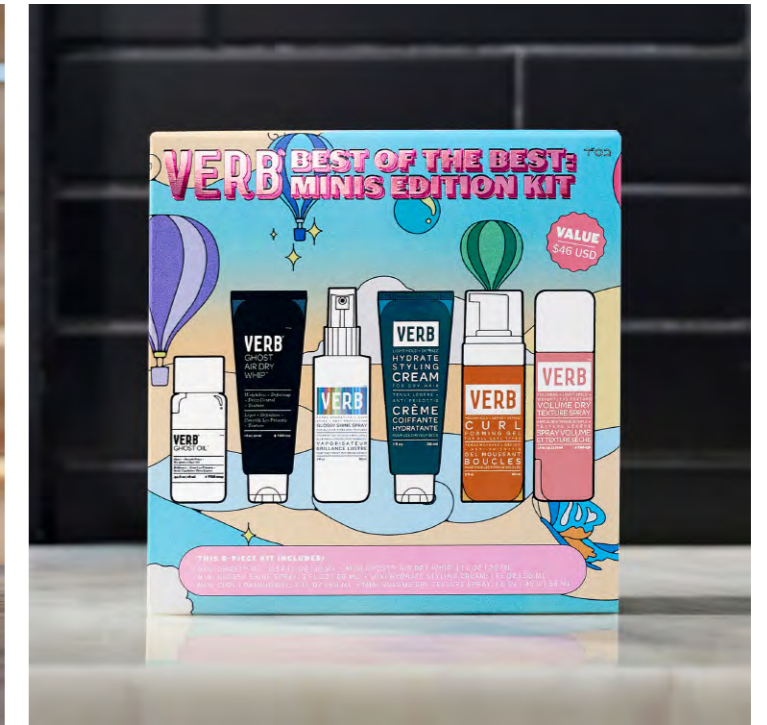
DESIGNED TO CONQUER HUMIDITY, THE FRIZZ DEFENSE SMOOTHING SPRAY CREATIVE CAME TO LIFE IN A RAINFOREST CAMPAIGN, SHOWING MODELS MOVING THROUGH MOISTURE WITHOUT A STRAND OUT OF PLACE.



## VOLUME COLLECTION

ART DIRECTION OF CAMPAIGN, PACKAGING, DIGITAL AND IN-STORE LAUNCH

TO BRING THE VOLUME COLLECTION TO LIFE, WE HAD FUN PUSHING THE CREATIVE TO MATCH THE PRODUCTS' PROMISE OF PUMPING UP THE VOLUME. SKIPPING A LITERAL CONCERT, WE TOOK THE SHOOT TO A THEME PARK, SHOWCASING VOLUME THAT DEFIES GRAVITY AT EVERY TURN.



## HOLIDAY 2025

ART DIRECTION OF PACKAGING & MECHANICAL PRODUCTION

FOR HOLIDAY 2024, WE PARTNERED WITH AUSTIN-NATIVE ILLUSTRATOR KATE DEHLER TO CREATE ILLUSTRATIVE STORY-TELLING GRAPHICS THAT SHOWCASED HAIR PRODUCTS THAT ARE LITERALLY OUT OF THIS WORLD— BEYOND LAND, SEA AND SKY.



## DANDRUFF SHAMPOO (OTC)

ART DIRECTION OF CAMPAIGN AND PACKAGING

THE DANDRUFF SHAMPOO LAUNCH FOCUSED ON SHOWCASING ITS STANDOUT CLINICAL CLAIMS THROUGH A CLEAN, FRESH CAMPAIGN, WITH VISUALS EVOKING THE CALM OF AN HERBACEOUS MORNING SHOWER— MY FAVORITE LAUNCH TO DATE.



## HYDRATE COLLECTION

ART DIRECTION OF CAMPAIGN AND PACKAGING

IN OUR LARGEST RELAUNCH, THE HYDRATE COLLECTION, WE UPDATED FORMULA, FRAGRANCE, AND PACKAGING—AND MATCHED IT WITH A LIFESTYLE-DRIVEN CAMPAIGN. SHOT AT THE BEACH, THE VISUALS CAPTURE THE COLLECTION'S EFFORTLESS, REFRESHING HYDRATION, JUST LIKE A PERFECT DAY BY THE SEA.



## CURL COLLECTION

ART DIRECTION OF CAMPAIGN AND PACKAGING

AS WE RELAUNCHED OUR CURL COLLECTION, THE CURL DEFINING MASK DEBUTED ALONGSIDE IT. THE CAMPAIGN SPOTLIGHTED OUR SIGNATURE SUNFLOWERCURL COMPLEX™, WITH A LIFESTYLE-DRIVEN DIRECTION SET IN A SUNFLOWER FIELD TO MOVE BEYOND THE STUDIO AND BRING THE INGREDIENT—AND THE CURLS—TO LIFE.



## GLOSSY COLLECTION

ART DIRECTION OF CAMPAIGN AND PACKAGING

THE GLOSSY COLLECTION RENOVATION WAS A SUBTLE UPDATE, WITH MINIMAL PACKAGING CHANGES AND A SMALL CAMPAIGN REFRESH. TO CONNECT THE MODEL IMAGERY WITH OUR HOLOGRAPHIC FOIL DESIGN, WE CREATED A '90S-INSPIRED SOFT-GLIMMER BEAUTY SHOOT THAT HIGHLIGHTED HAIR AND LIGHT REFLECTIONS.



## WASH 'N GO

TRADE BOOTH AND EXPERIENCE DESIGN

FOR THE 2024-2025 TRADE SHOWS, WE BROUGHT VERB'S PACKAGING REFRESH TO LIFE WITH A PLAYFUL VINTAGE LAUNDROMAT—BRIGHT COLORS, BOLD CLINICAL CLAIMS, AND CUSTOM NEON AND WASHER-DRYER INSTALLATIONS THAT MATCHED VERB'S PERSONALITY.



## CLEAN BEAUTY COLLECTIVE

PRODUCT LIFESTYLE CAMPAIGN

CLEAN BEAUTY COLLECTIVE INTRODUCED ITS FRAGRANCE PORTFOLIO TO THE WORLD OF HOME SCENT. WITH A STRONG PRESENCE IN EUROPE AND ASIA, THE CAMPAIGN WAS THOUGHTFULLY TAILORED TO THOSE MARKETS CENTERING ON CLEAN, HYGGE-INSPIRED INTERIORS ACCENTED BY SOFT POPS OF COLOR AND ELEVATED, ARTFUL STYLING.



## CLEAN BEAUTY COLLECTIVE

PACAKGING DESIGN

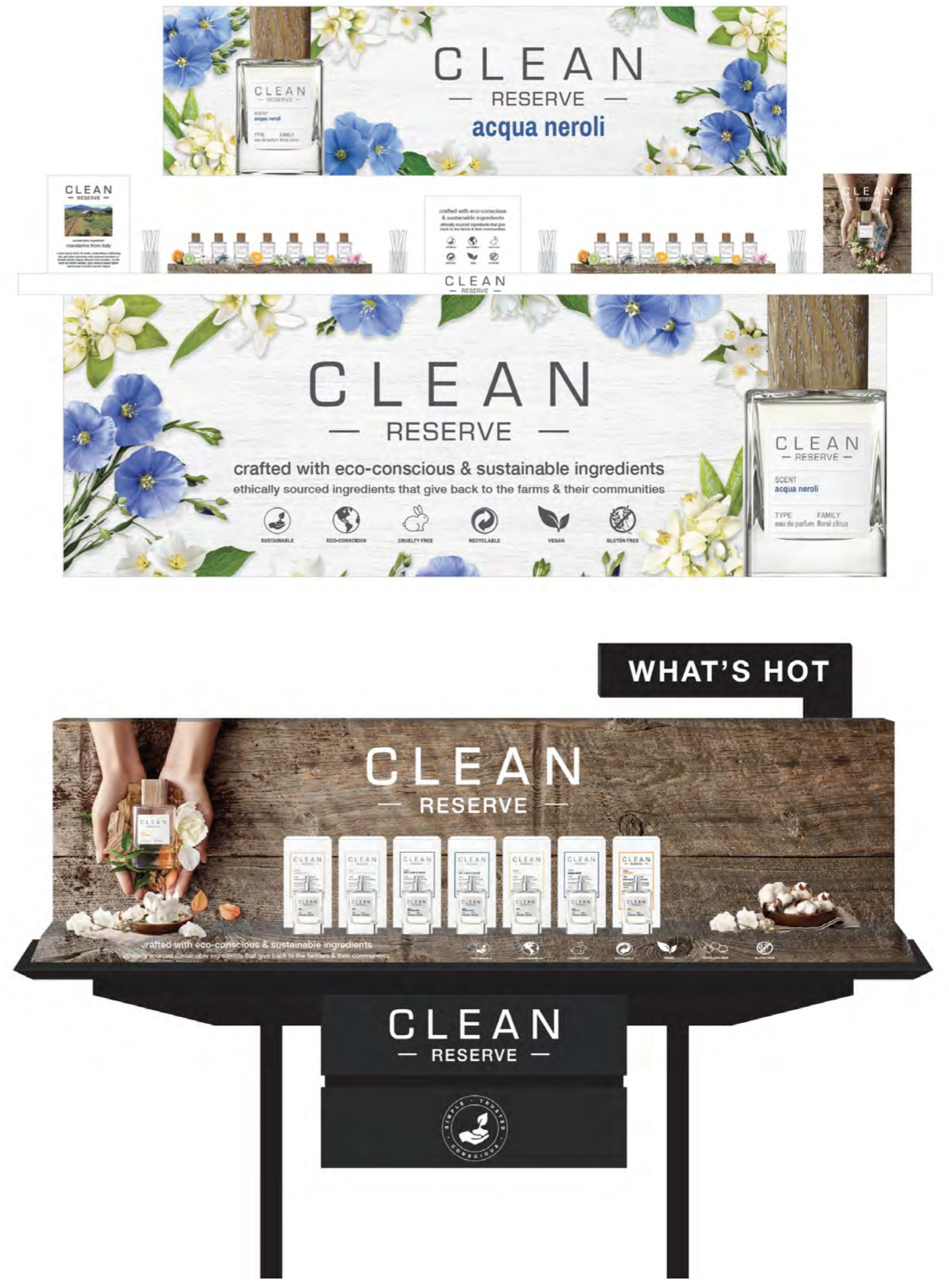
CLEAN BEAUTY COLLECTIVE INTRODUCED ITS FRAGRANCE PORTFOLIO TO THE WORLD OF HOME SCENT. WITH A STRONG PRESENCE IN EUROPE AND ASIA, THE PACKAGING DIRECTION THOUGHTFULLY ALIGNED WITH THE DESIGN LANGUAGE OF ITS BROADER BRAND FAMILY, EMBRACING UNDERSTATED ELEGANCE WITH GIFTABILITY AT ITS CORE.



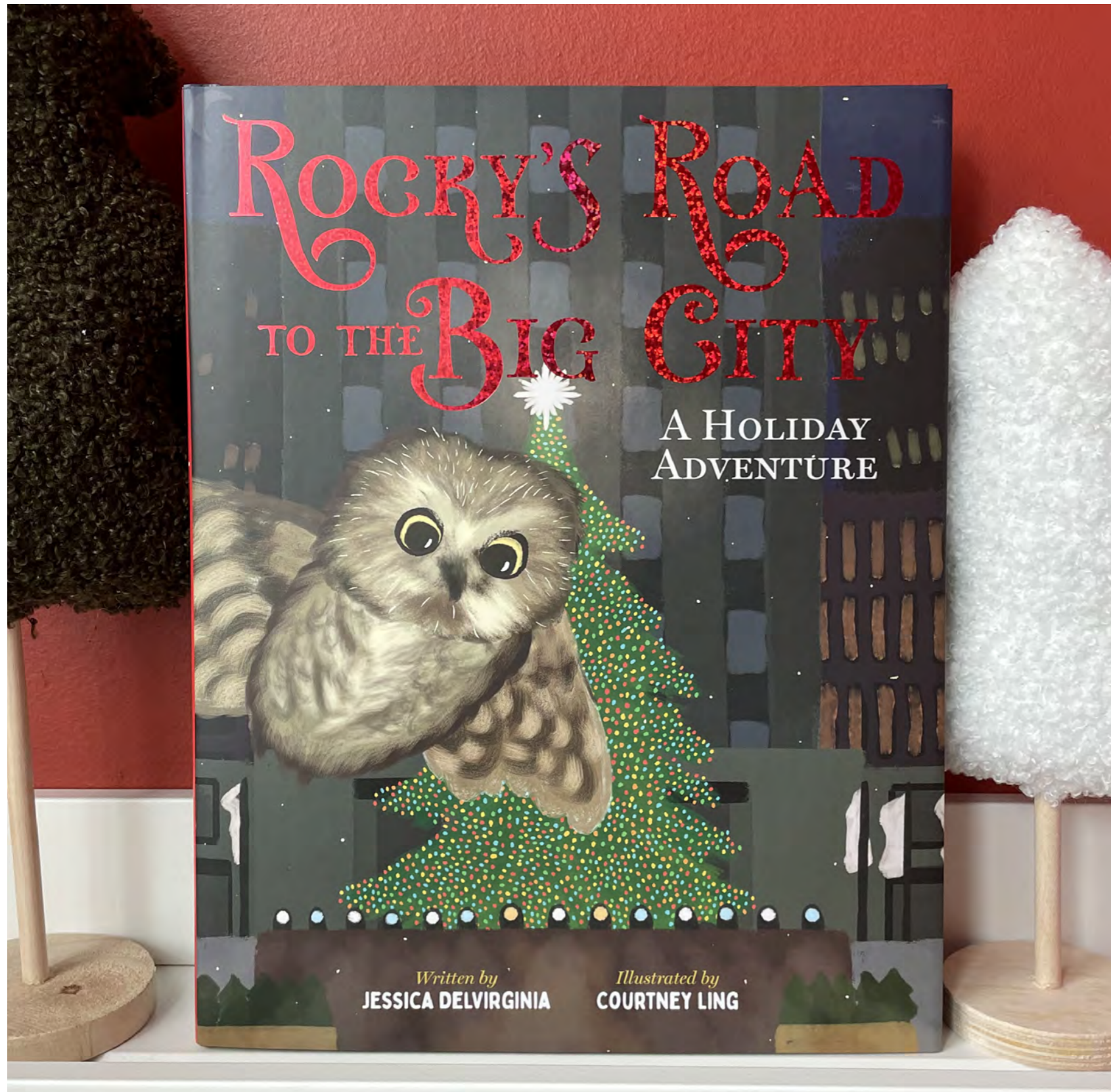
## CLEAN BEAUTY COLLECTIVE

PACAKGING DESIGN

EACH SPRING, CLEAN BEAUTY COLLECTIVE PARTNERED WITH WWF TO SPOTLIGHT A NICHE FRAGRANCE MADE POSSIBLE BY THE ESSENTIAL WORK OF POLLINATORS. THE VISUAL DIRECTION EMBRACED SOFTNESS AND EPHEMERALITY, REFLECTING THE DELICATE JOURNEY AND LIFECYCLE OF THESE VITAL SPECIES.



**CLEAN BEAUTY COLLECTIVE**  
 GLOBAL MERCHANDISING + RETAIL DESIGN



**ROCKY'S ROAD TO THE BIG CITY**  
CHILDREN'S PICTURE BOOK ILLUSTRATION

# THE CITY OF ANGELS

---

ANGELES

A B C D E F G H I J K L M

N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m

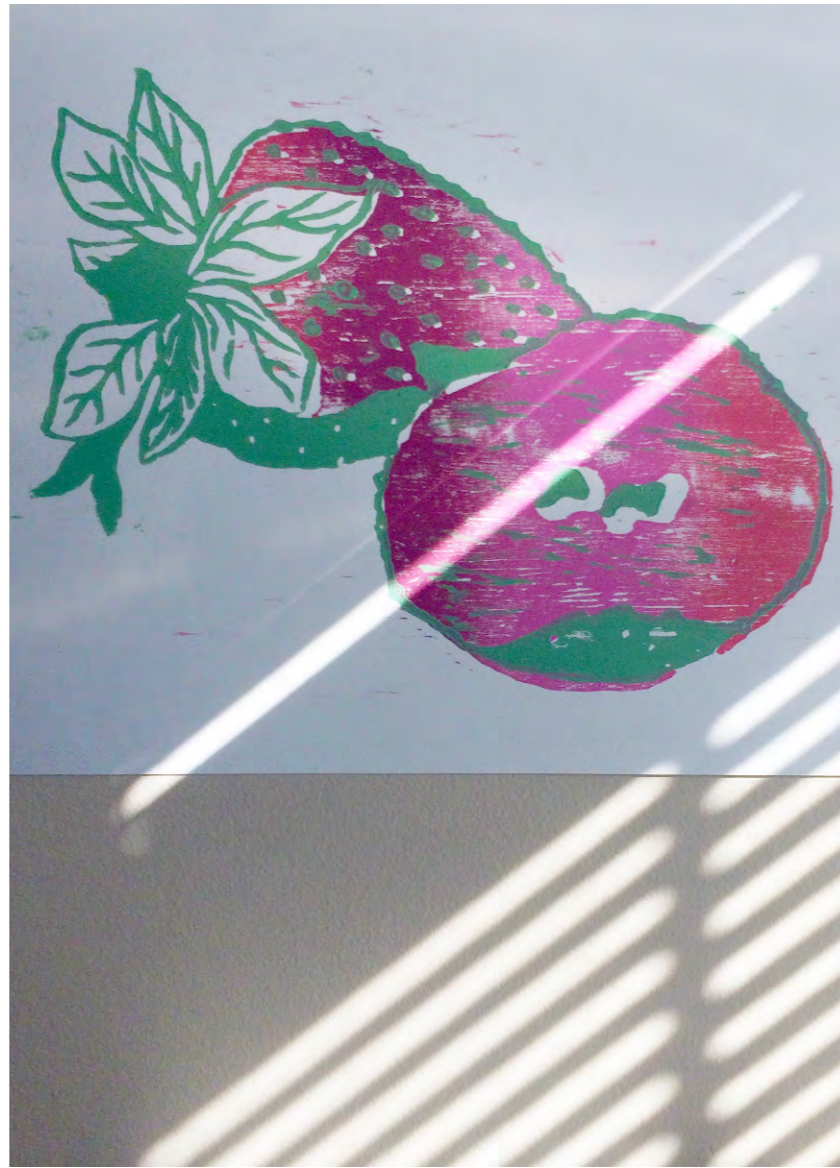
n o p q r s t u v w x y z

0 1 2 3 4 5 6 7 8 9

**ANGELES**

CUSTOM TYPEFACE CREATION





## PRINTS

SILKSCREEN, WOODBLOCK  
& LITHOGRAPHY

