

# Apricate Studio

Up And Coming Aussie Creative Director And Graphic Designer Makes Her Mark With The Perfect Solution To Her Tech Woes

**As the world becomes increasingly digital, there has been a notable shift in how consumers and businesses interact, whether it's transactional or social.**



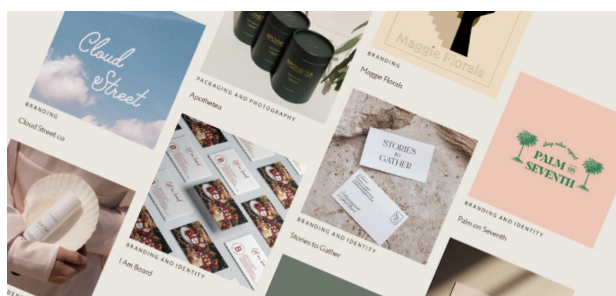
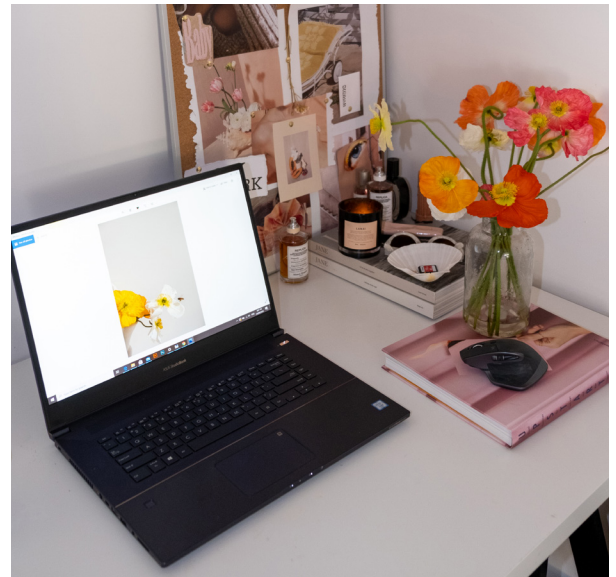
This digital revolution has led to the broadening in scope for graphic designers and creative directors around the world, impacting the way work is created and presented, and what is now required of them.

Before the amalgamation of creative platforms and programs such as Autodesk Maya and the list of Adobe software that's available as part of its Creative Cloud Suite, the standards for digital output is more complex than ever.

Australian Graphic Designer, Eloise Jenkins has been making waves in the local market as she continues to tap into her creativity to build beautiful branding and designs, capture stunning content and offer visual storytelling through creative direction to both local and global brands.

With more than 22K followers (@eloise\_\_jenkins) and highly in-demand, Eloise of Apricate Studios has built her own profile since leaving university that has led her to work with renowned and beloved brands such as MECCA, Sephora, La Mer, Byredo, The Outnet, and more.

Recently, Eloise was able to overcome the challenges we all faced with COVID-19. Although she has always worked from the studio in her home, the influx of enquiries and job requests during such a crucial period for brand communication that she took on introduced a new set of technological obstacles.



“ It's been a really interesting time. I initially thought people would not want or need support with branding because no one would be starting a business at the moment. However, between that and shooting new imagery, I have been receiving a crazy amount of enquiries!” ”

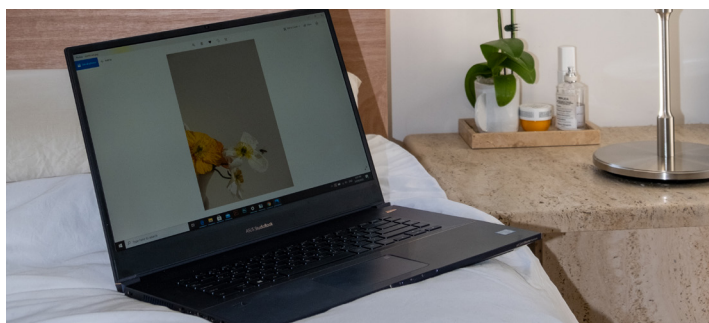
To support Eloise's business and work, Eloise has been using ASUS's new state of the art StudioBook Pro that has been specifically designed with the creator and design professionals in mind.

“ The ASUS StudioBook Pro has been such a great new addition to my studio. Last week, I was tasked to create a GIF that consisted of editing and tying together 90 hi-res images. Just before the 5pm deadline, my desktop crashed and wouldn't start up again which is sadly a very common problem for myself, and I'm sure, for other designers out there as well. ”

“ With the deadline looming, I thought I would have to start it all over again. Luckily, I was able to transfer all 90 images to the StudioBook Pro and then finished compiling and rendering the GIF within 5 minutes. Since then, I haven't used my desktop at all and have continued to work on my ASUS StudioBook Pro. Editing that would normally take me two hours now takes me 20 minutes. ”

Leon Brumen, Head of Commercial Business of ASUS ANZ commented on the latest launch of the StudioBook Pro as part of ASUS' first laptop range that was designed for professionals,

“ From startups and entrepreneurs to SMBs, enterprises and education centres, the commercial range has been a significant milestone in our ANZ journey as it marks the relaunching of ASUS in the commercial sector. ”



“ The StudioBook Pro has been designed for the creative personality in mind and we're thrilled to see graphic designers like Eloise reaping the benefits for her own business through the efficiencies that we can tap into through technological innovation. ”

Available now, the ASUS StudioBook Pro is the first NVIDIA Quadro®-powered laptop to feature the four-sided NanoEdge display, making it a powerhouse that brings creative ideas to life, ensuring that its graphic prowess is pristine.

Powered by 9th Gen Intel® Xeon® or Core™ i7 processors and featuring ASUS's renowned ScreenPad 2.0, the StudioBook gives designers the capability to multitask and work seamlessly and smoothly without interruption.

“ The amount of time I'm saving by creating all my designs and making all my edits on it, it's so worth it. Plus I have the added bonus of its portability and being able to work anywhere I go which is a huge win for me as an entrepreneur and freelancer. ”

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