



Portfolio - 2019

Experience

Whitespace

- 2016

As a graphic designer at Whitespace I created and designed assets, explored branding developments, art directed photo shoots all to support my team.

The work I created included branding concept designs, asset creation, digital magazine design, interactive design and in-house design.

Cuckoo

- 2017

At Cuckoo I worked in a much smaller team creating presentations, converting to power-point, email design and both print and digital design. The highlight of this experience was learning to work in HTML, CSS and Java Script with the design team. Re-branding and branching into construction project development was also a learning curve which meant learning to design for huge scale prints.

Wolffe

- 2018

At Wolffe I learnt a whole new way of running a design studio with no account managers, designers were on first name terms with their clients coordinating their designs with the clients one to one or as part of a team. Working on massive advertisement campaign or small batch gin packaging design the projects covered a wide range of experiences.

MA Graphic Design

2018 - 2019

As part of my masters I researched user experiences with in packaging design and the effect of changing demographics and experiences within the alcohol industry. Researching and developing how studios can design with interactive packaging without being unnecessary or tacky and also creating effective high-end design with less packaging resources and in a more environmentally friendly way.

Skills

Graphic Design

Print Design, Logo Design, Branding, Corporate Identity, Packaging, Poster Design, Illustration, Editorial Layout, Advertising, Web Design, Email Design, User Experience, Typography, Photo retouching, Research and Development.

Art Direction

Photography direction, Creative campaign development, Storyboarding.

Software

Photoshop, Illustrator, InDesign, After Effects, Lightroom, Microsoft Office, Microsoft Powerpoint, Microsoft Word, Vectoraster, Readymag, Basic understanding of HTML, CSS, and Java Script.

Other Skills

Academic writing, Dog Whisper, pub quiz go-er, Prefect pint pour-er, Miniature figure painting master, High-score on Mario kart, Flat Feet.

Education

BDes (hons) 2:1 Graphic Design

Edinburgh Napier University
2013 - 2017

MA Graphic Design

University of Central Lancashire
2018 - 2019

Details

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V/WHITESPACE

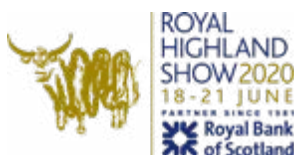
CUCKOO Wolffe



Studios

The many great studios and freelancers that I have had the pleasure of working with over continued education in graphic design.

Skills - Tea Making - Dog Whispering



Clients

A selection of clients that I have worked with through a number of amazing studios such as Whitespace, Cuckoo, and Wolfe.

Skills - Branding - Art Direction - Graphic Design



Pips Gin

1/8

Bright Spirits had the recipe for three new flavoured gins and the budget to launch one, after some clever design and branding choices all three flavours were released this year. Using smart design and clever packaging design three modern stand out designs were created.

Skills – Packaging Design – Graphic Design



The Terrace on Piccadilly

2/8

The Terrace on Piccadilly is a hotel restaurant looking to drive more traffic through their doors. A re-brand focused on their amazing architecture, gourmet menu and greenhouse aesthetic. This logo was designed to give the restaurant a new lease of life.

Skills - Concept Design - Graphic Design



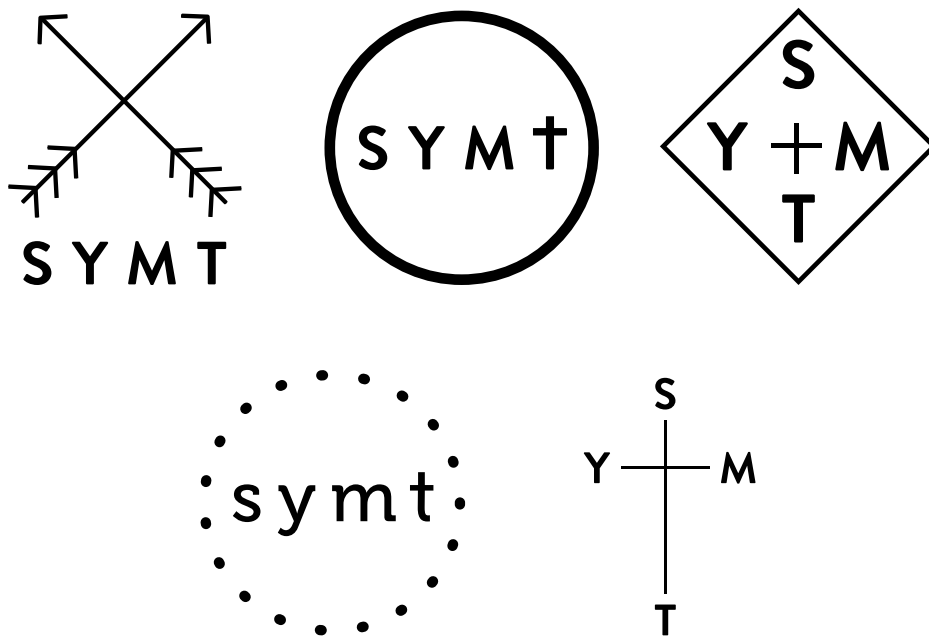


The Shrewsbury Youth Mission Team

3/8

The Diocese of Shrewsbury wanted a fresh and modern look for their new youth team . At fitting logo and modern website design that reflected their target audience was created and filled with appropriate content.

Skills – Branding – Graphic Design

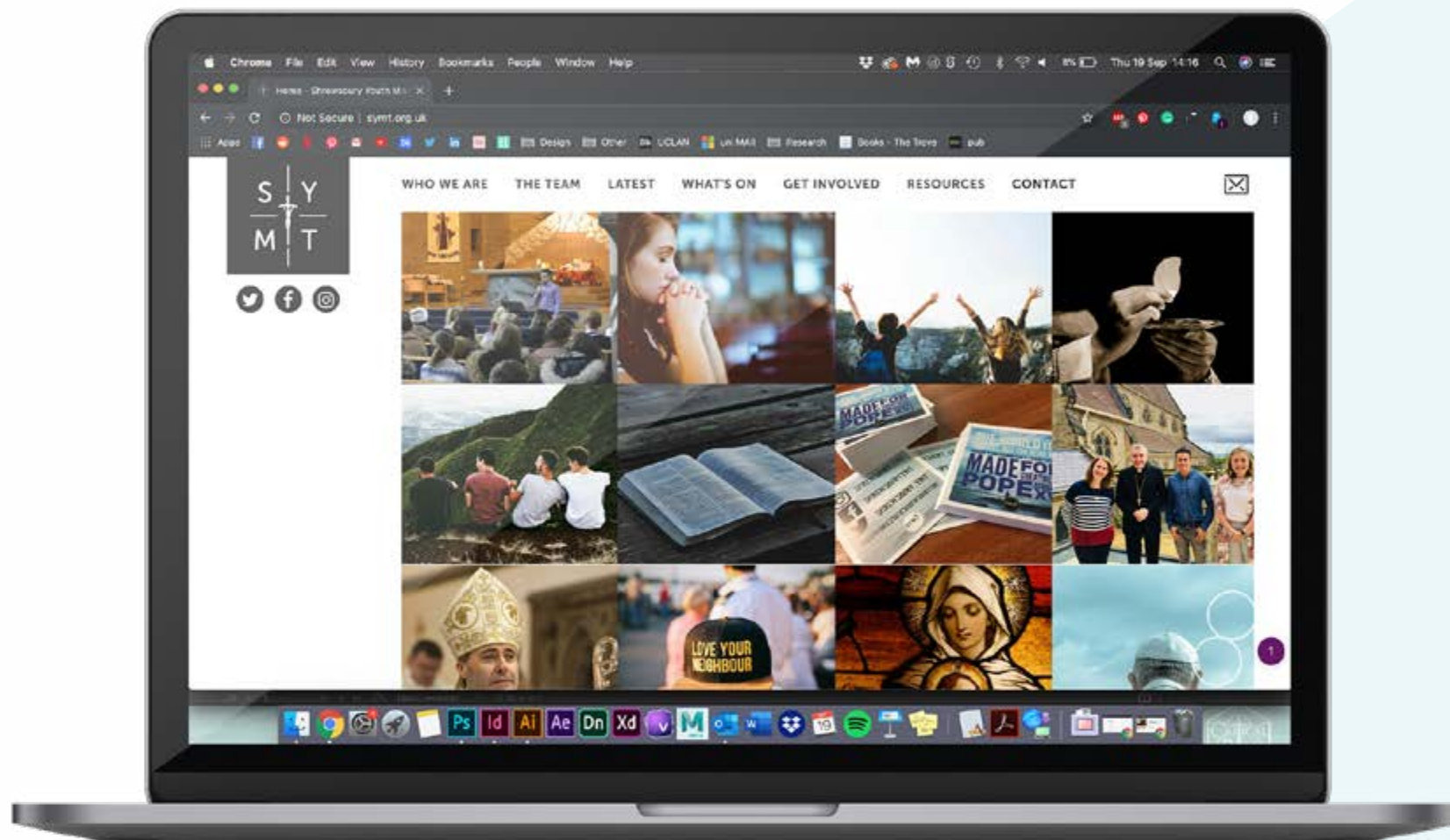


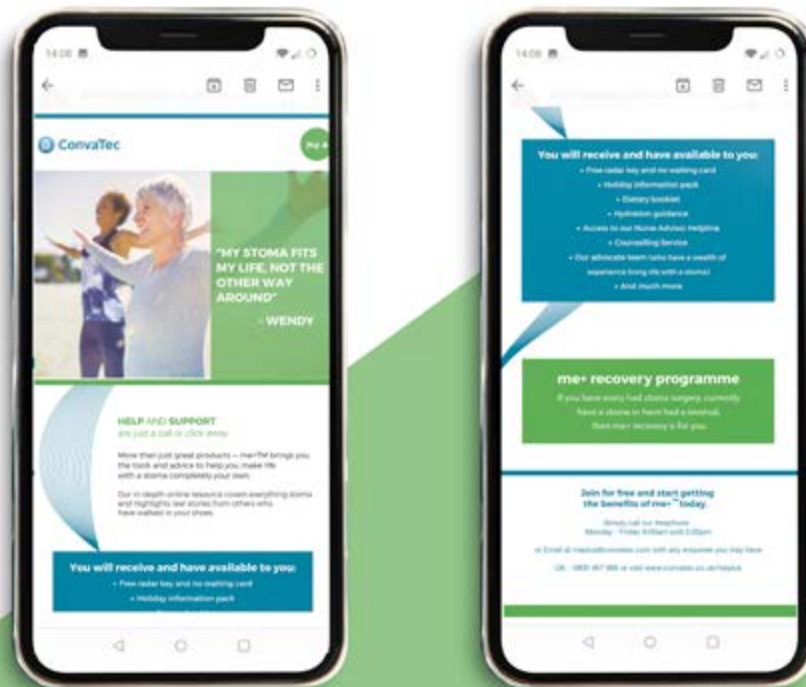
The Shrewsbury Youth Mission Team

3/8

For the development of this logo we planned to focus on a modern simple geometric design that would stand out against the current branding. It was key to create something that would work for social media, digital and print with the plan to expand to merchandise such as hoodies.

Skills – Branding – Graphic Design





ConvaTec - Email

4/8

Part of ConvaTec's targeted advertising campaign is a range of emails that educate and inform their possible customers. These emails reflect the company's clean respectable products and customer services.

Skills - HTML, CSS, Java - Graphic Design



Vertigo Hotel - Event Invitation

5/8

Banyan Tree's Vertigo hotel celebrates thirty four years with a party on their famous sky-rise bar and restaurant. This invitation was designed for customers past and present for the party of the year.

Skills - Graphic Design

Personal Projects

A selection of personal projects created in my free time



Agwé Rum

| 6/8

Agwe Rum was a fun side project designed by myself and Jenny Taylor Preston based illustrator . We wanted to create a fun label design directed at a more female audience that explored new unusual flavours and applied the gin boom to the rum industry.

Skills - Art Direction - Graphic Design - Typography



VIRTUALIS
AND THE

A 3D Typeface Designed For Virtual Reality

Virtualis

| 7/8

An experiment in 3D typography designed for a virtual environment.
Designed to be read through movement and exploration.

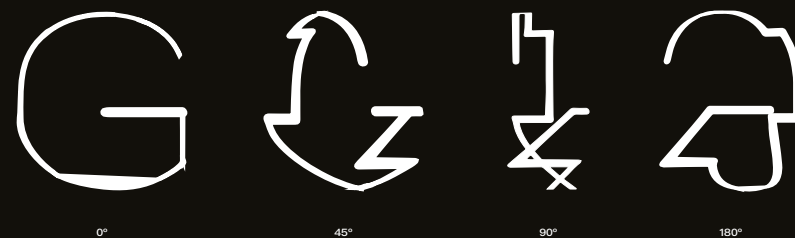
Skills - 3D Design - Typography - Virtual Reality

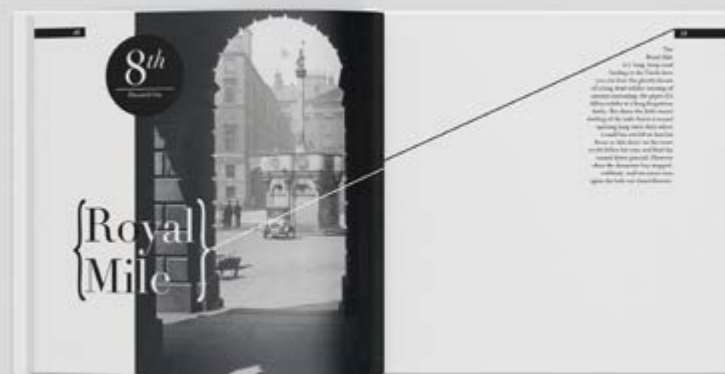
A B C D
E F G H
I J K L
M N O P
Q R S T
U V W X
Y Z

Front Angle

X H J B
J F G 4
I C K L
M N P F
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Side Angle





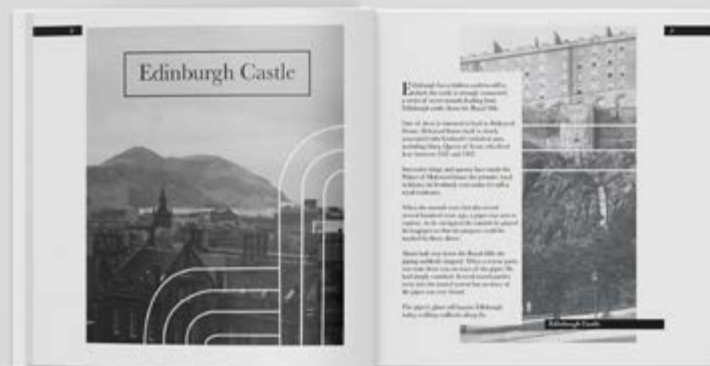
Haunted

| 8/8

A simple personal project on the many ghost stories surrounding Edinburgh. Going through the city street by street like a ghost tour this book leads you on a journey through Scotland's past.



Skills - Typography - Graphic Design



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