

PORTFOLIO

Graphic Design | UX/UI Design | Branding

Some people I've worked with

極度乾燥(しなさい)
Superdry.

MARKS &
SPENCER



halfords
autocentre



Robert Welch

VCL
VINTNERS

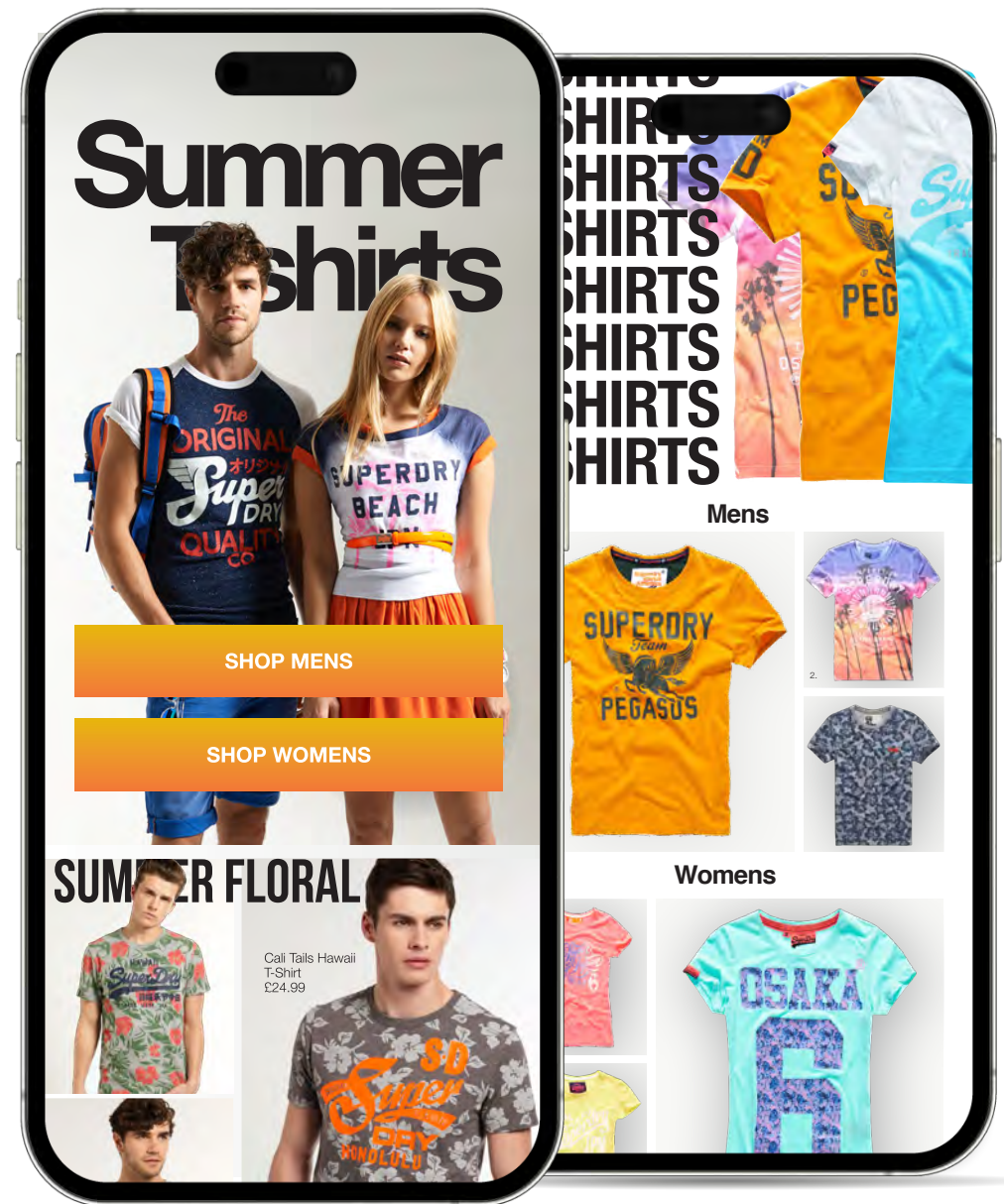
BRAVISSIMO

GRIFFIN
♠



DESIGN

Digital Design | Social Media | Adverts | Emails | Print design | Brochures | Content creation | Photography | Retouch



極度乾燥(しなさい)
Superdry.

DIGITAL DESIGN & PRINT DESIGN
Misc T-shirt focused emails & seasonal catalogue



BRAVISSIMO

GRAPHIC DESIGN, SHOOT PLANNING, PRINT DESIGN
25th birthday celebratory A5 gatefold flyer

johnsons

VIEW ONLINE | UNSUBSCRIBE | CONTACT US

NEW CARS | USED CARS | AFTERSALES | ABOUT US

EXCLUSIVE TO YOU

As a Johnsons Toyota customer, you're entitled to benefit from these exclusive offers that are not available to the general public. These offers are only available to you if you have a valid Johnsons Toyota account and are not available to the general public. All offers are subject to 0% APR representative. Check out our promotional offers below.

CONTACT 'What's new?' on 01243 290000 to learn your best offer.

AVGO X-Play



TOYOTA AVGO HATCHBACK 1.0
CVT X-Play (100hp) 5-door
Purchase representative example based on £5,000 miles p.a.

Duration	42 Months
Retail price	£10,000.00
Customer deposit	£139.00
Deposit contribution	£139.00
Monthly payment	£139.00
Amount of credit	£2,000.00
Optional First payment	£2,000.00
APR Representative	0% APR
Total Amount to pay	£4,000.00
Excess mileage charge	40 per mile

FREE INSURANCE
£139 DEPOSIT
£139 A MONTH
0% APR
REPRESENTATIVE

Find out more

VARIS Icon



TOYOTA VARIS HATCHBACK 1.0
VVT-i 100hp 5-door
Purchase representative example based on £5,000 miles p.a.

Duration	42 Months
Retail price	£10,000.00
Customer deposit	£139.00
Deposit contribution	£139.00
Monthly payment	£139.00
Amount of credit	£2,000.00
Optional First payment	£2,000.00
APR Representative	0% APR
Total Amount to pay	£4,000.00
Excess mileage charge	40 per mile

SAVE £2,100
£900 DEPOSIT
CONTRIBUTION
£139 A MONTH
£139 DEPOSIT
0% APR
REPRESENTATIVE

Find out more

AURIS Icon



TOYOTA AURIS HATCHBACK 1.2T
100hp 5-door
Purchase representative example based on 8,000 miles p.a.

Duration	42 Months
Retail price	£10,000.00
Customer deposit	£139.00
Deposit contribution	£139.00
Monthly payment	£139.00
Amount of credit	£2,000.00
Optional First payment	£2,000.00
APR Representative	0% APR
Total Amount to pay	£4,000.00
Excess mileage charge	40 per mile

SAVE £3,000
£750 DEPOSIT
CONTRIBUTION
£199 A MONTH
0% APR
REPRESENTATIVE

Find out more

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NEW CARS | USED CARS | AFTERSALES | ABOUT US

EX-DEMO SALE

DON'T MISS OUT ON OUR AMAZING OFFERS ON OUR EX-DEMO VEHICLES.
0% APR REPRESENTATIVE FROM A LITTLE AS £89 PER MONTH

Find out more


LIMITED STOCK AVAILABLE



HONDA CIVIC
1.6 SE PLUS I-DTEC 5DR

£149 per month
0% APR Representative


Find out more



HONDA CR-V
1.6 SE DIESEL I-DTEC 5DR

£169 per month
0% APR Representative

Find out more



Find your local dealer

johnsons

VIEW ONLINE | UNSUBSCRIBE | CONTACT US

NEW CARS | USED CARS | AFTERSALES | ABOUT US


DINE & DRIVE
CAR LAUNCH
27TH JANUARY 2016


DISCOVER
THE NEW LEXUS
RX & RC


Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.


Discover RX300h >
 Discover RC450h >

RX 450h










ALL-NEW LEXUS RX400h

LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT, SED DO EUISMOD TEMPOR INCIDIDUNT UT LABORE ET DOLORE MAGNA ALIQUA.



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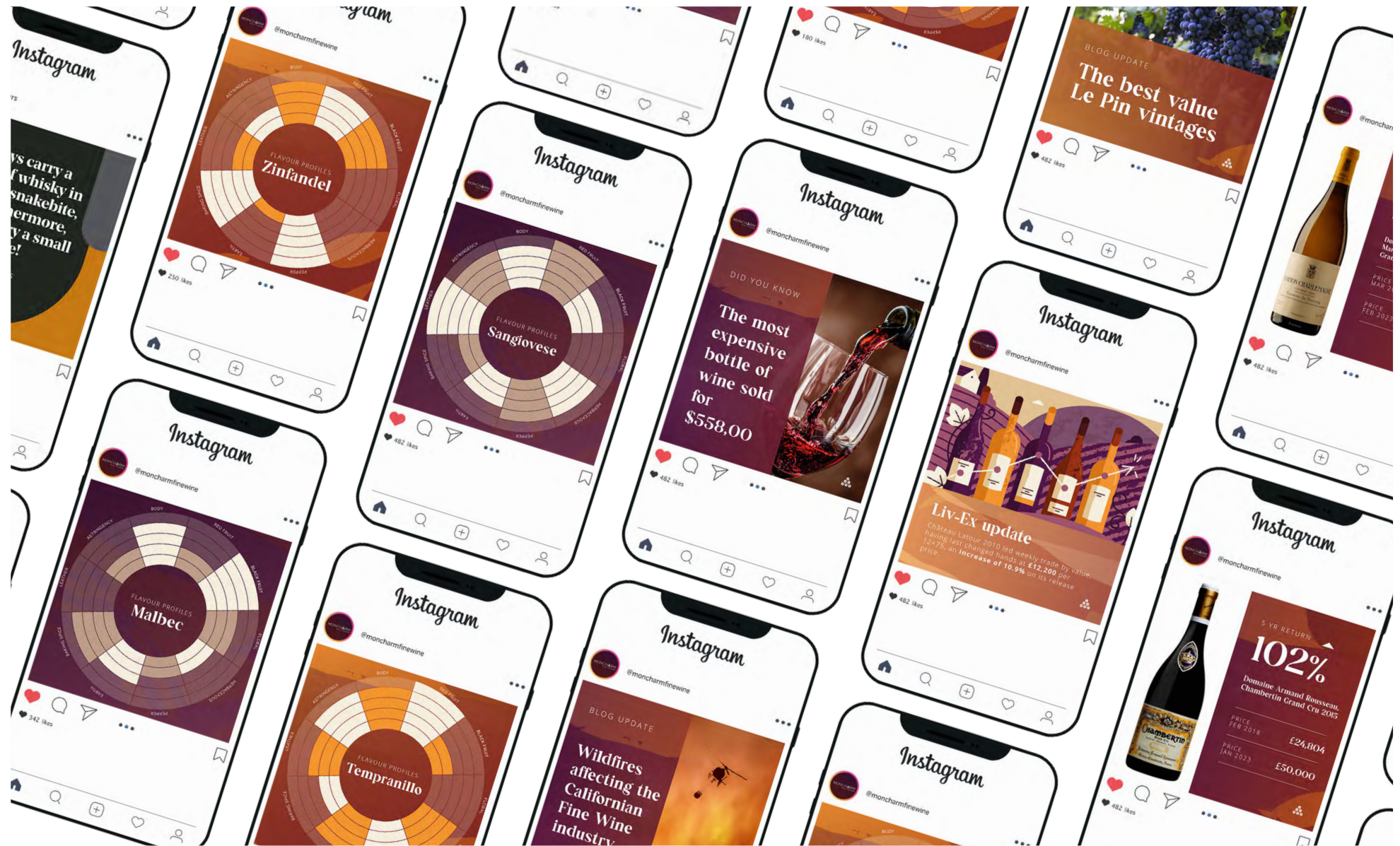
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

COME TO OUR DINE AND DRIVE EVENT - 27th JAN 2016

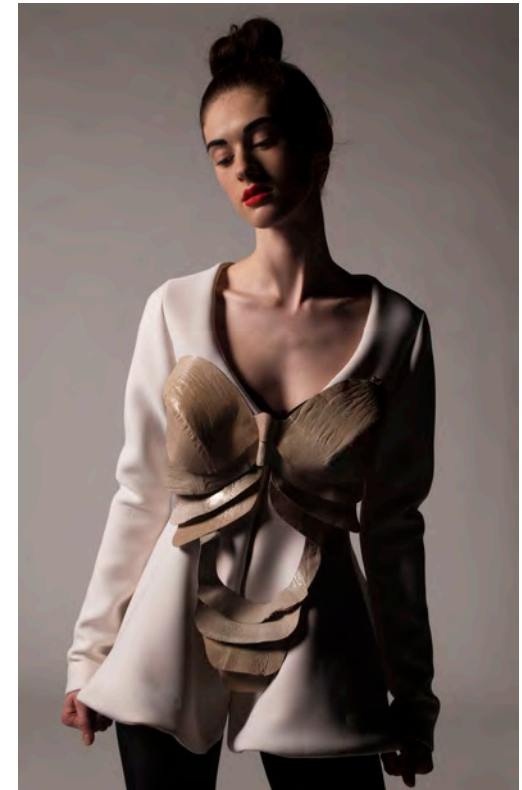
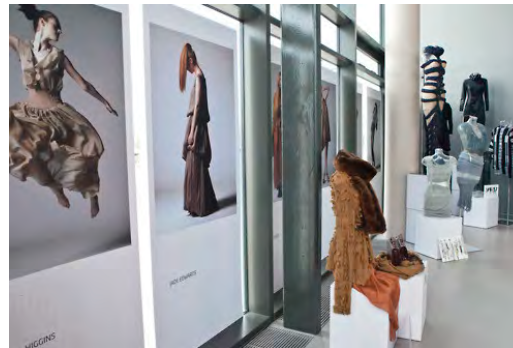
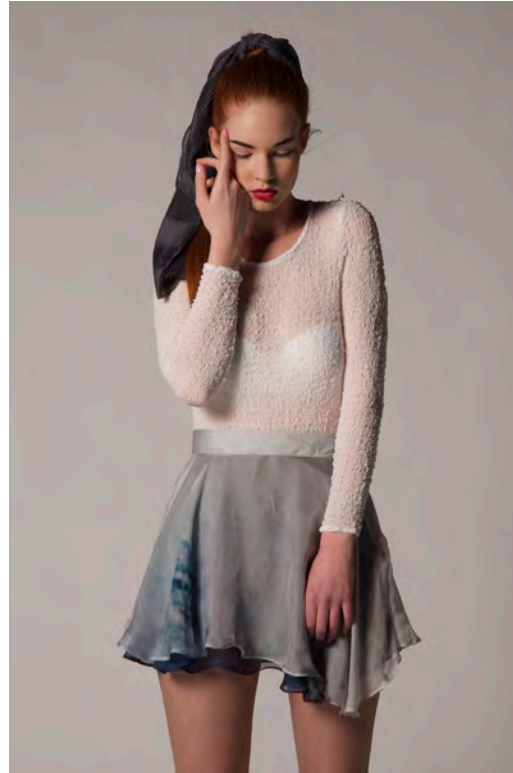


DIGITAL DESIGN & DEVELOPMENT

Misc email campaigns

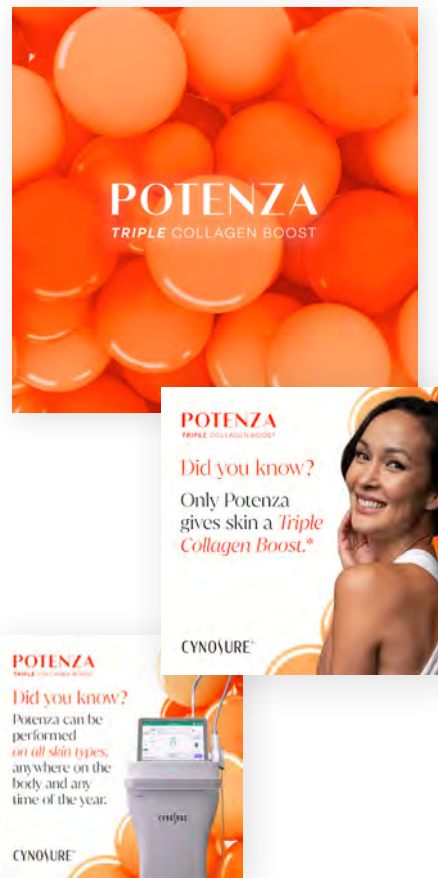
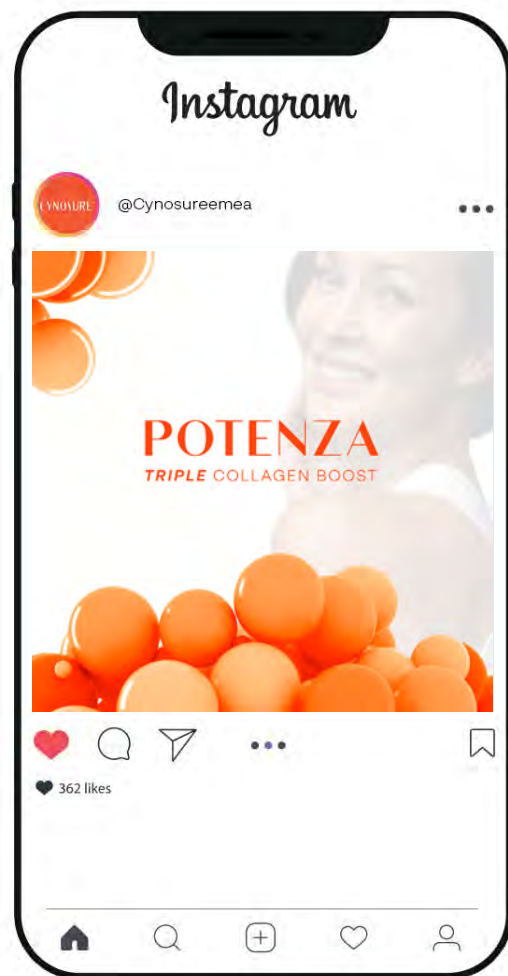






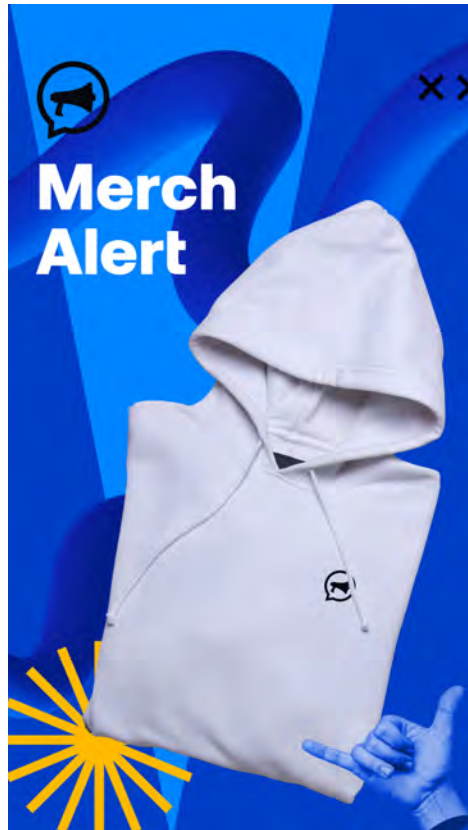




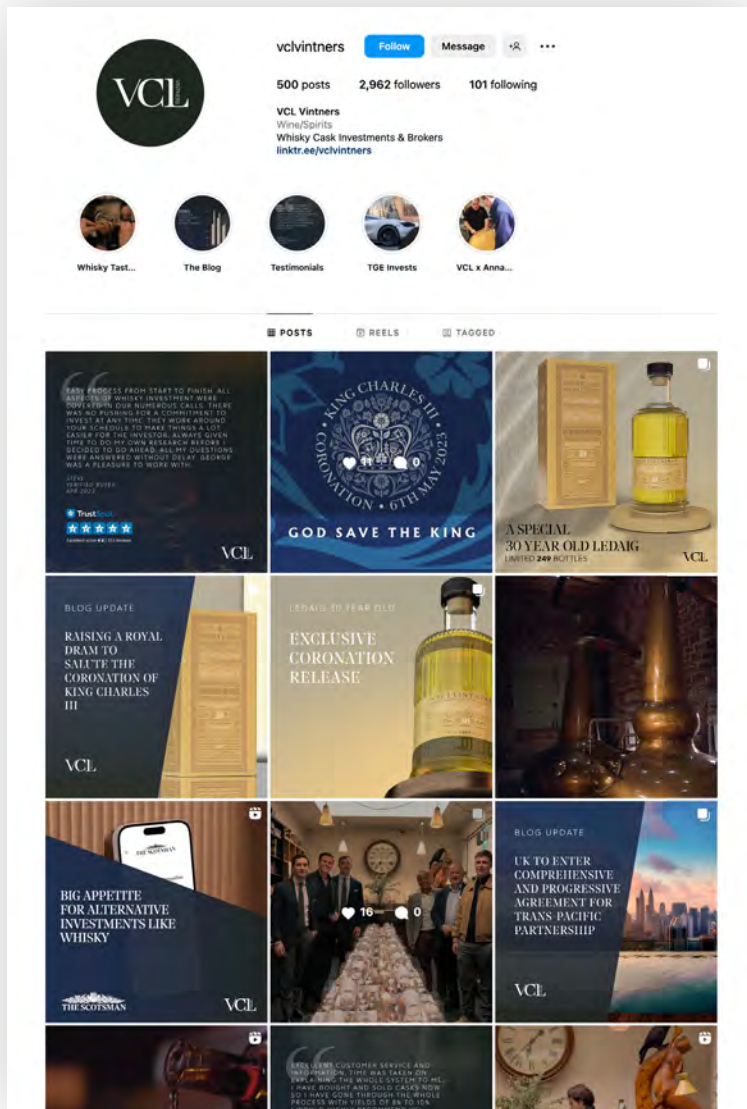


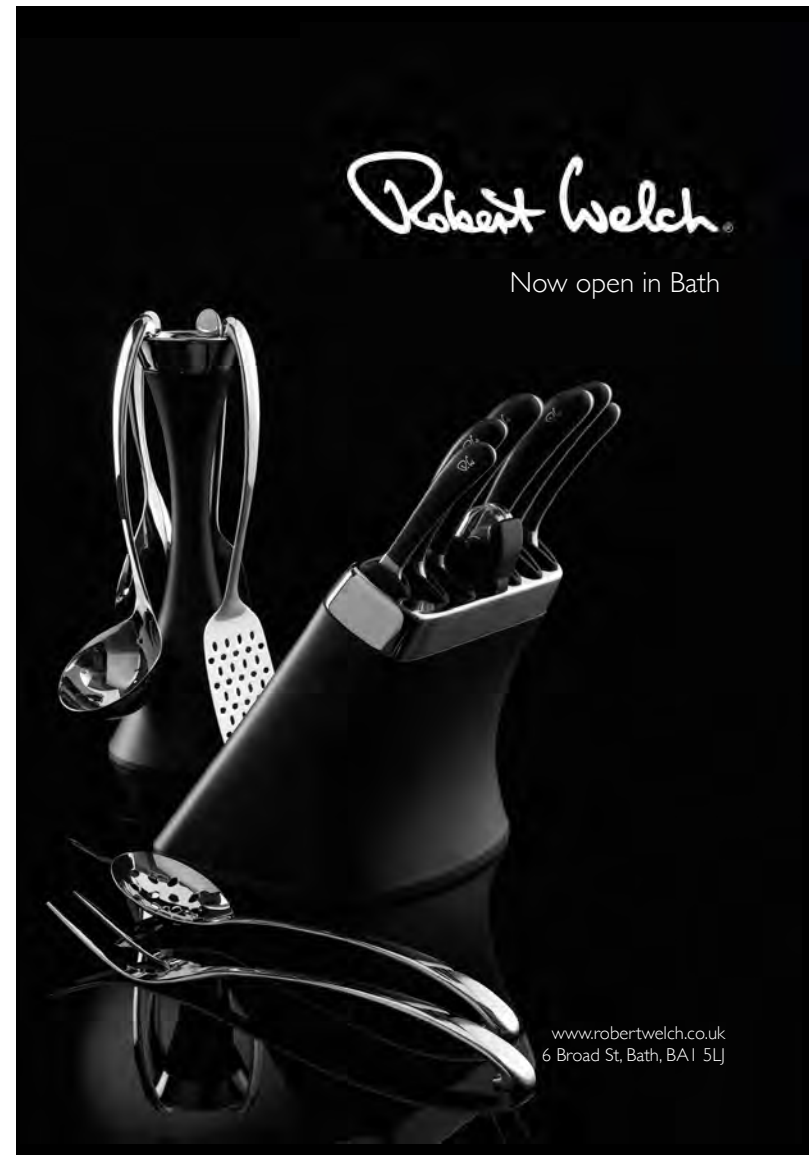
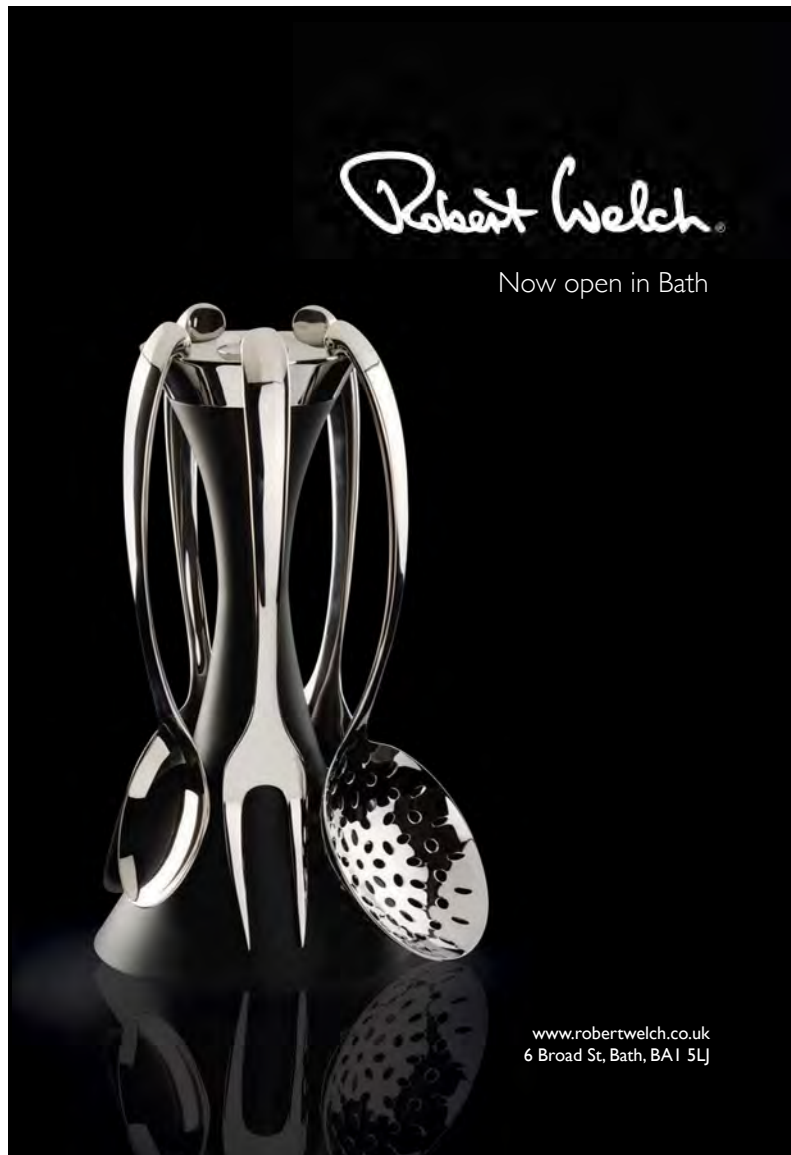
CYNO\URE®

DIGITAL DESIGN, ANIMATION, VIDEO EDITING
Misc static and animated social media graphics









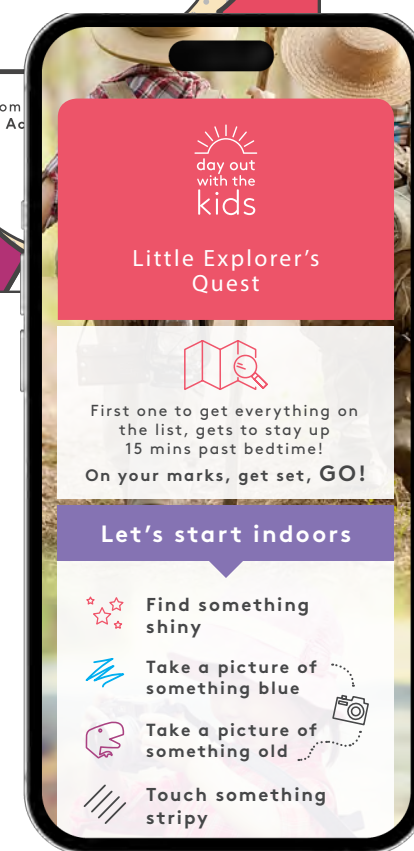
Robert Welch

GRAPHIC DESIGN, PHOTO SHOOT, IMAGE RETOUCH
'New shop opening' Magazine ad series



Superhero
School
graduation
certificate

Little Explorers
Treasure Hunt
Activity



Easter
Activity
pack

Exhibition
Stand

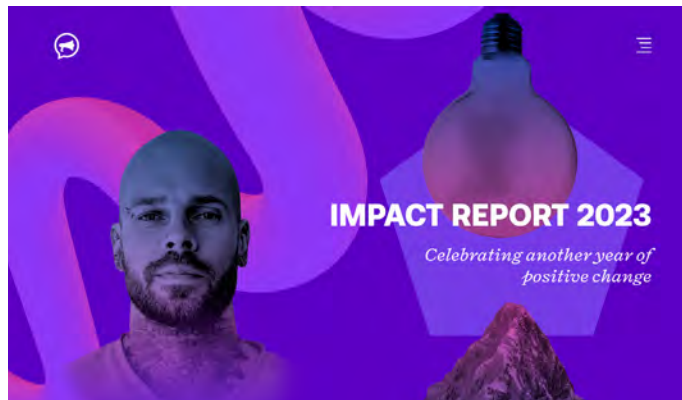


Event Brochure

UX/UI DESIGN

UX Research | UI design | UI Kits | Web Design | Landing Pages

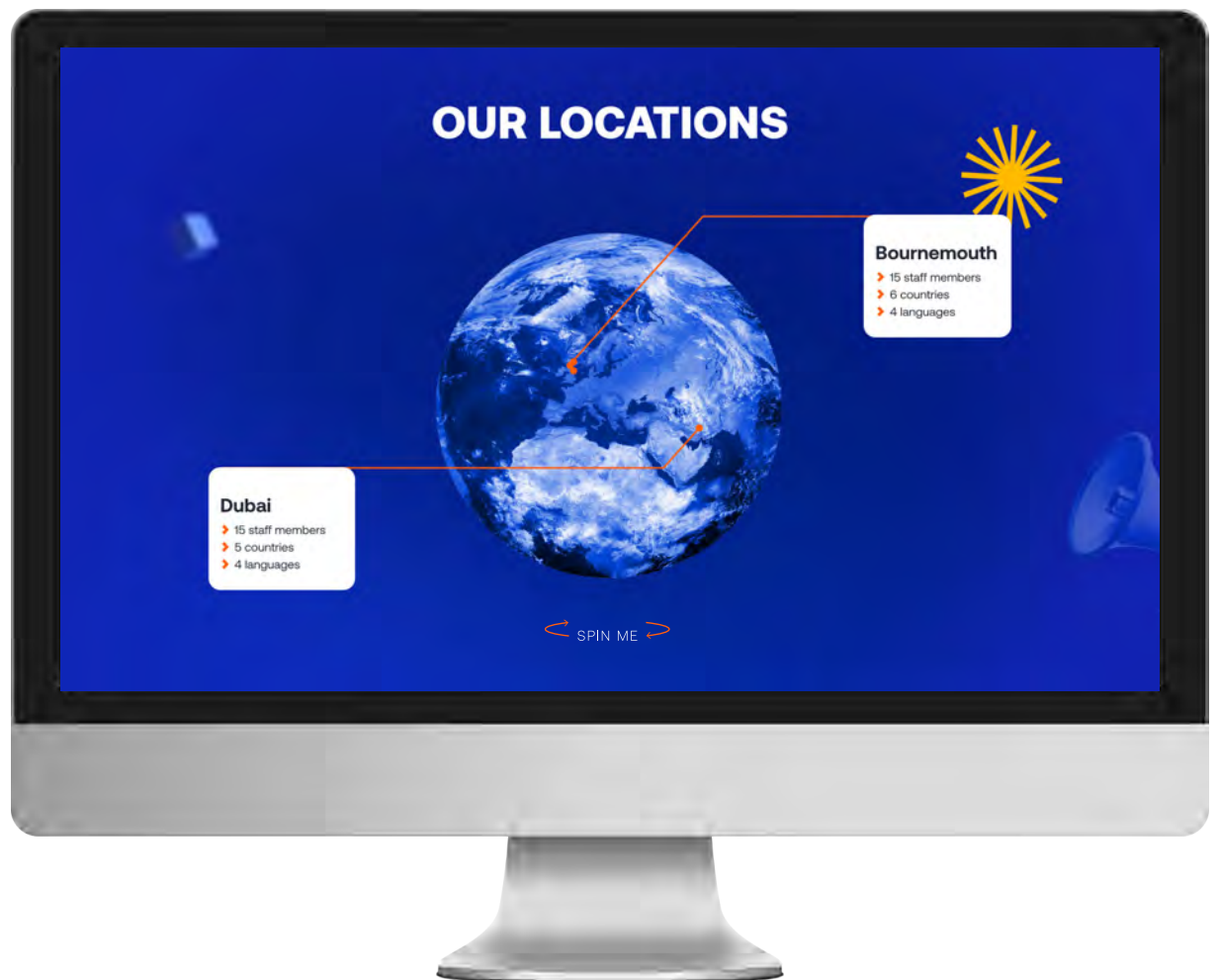
Intro Screen



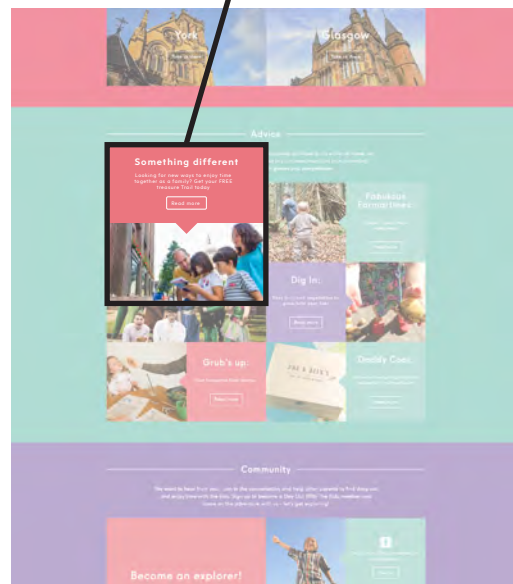
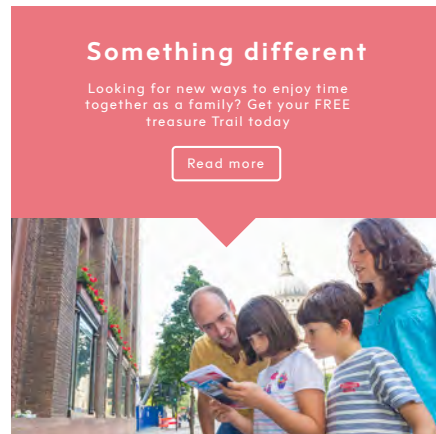
Burger Menu Screen



Interactive Locations Screen



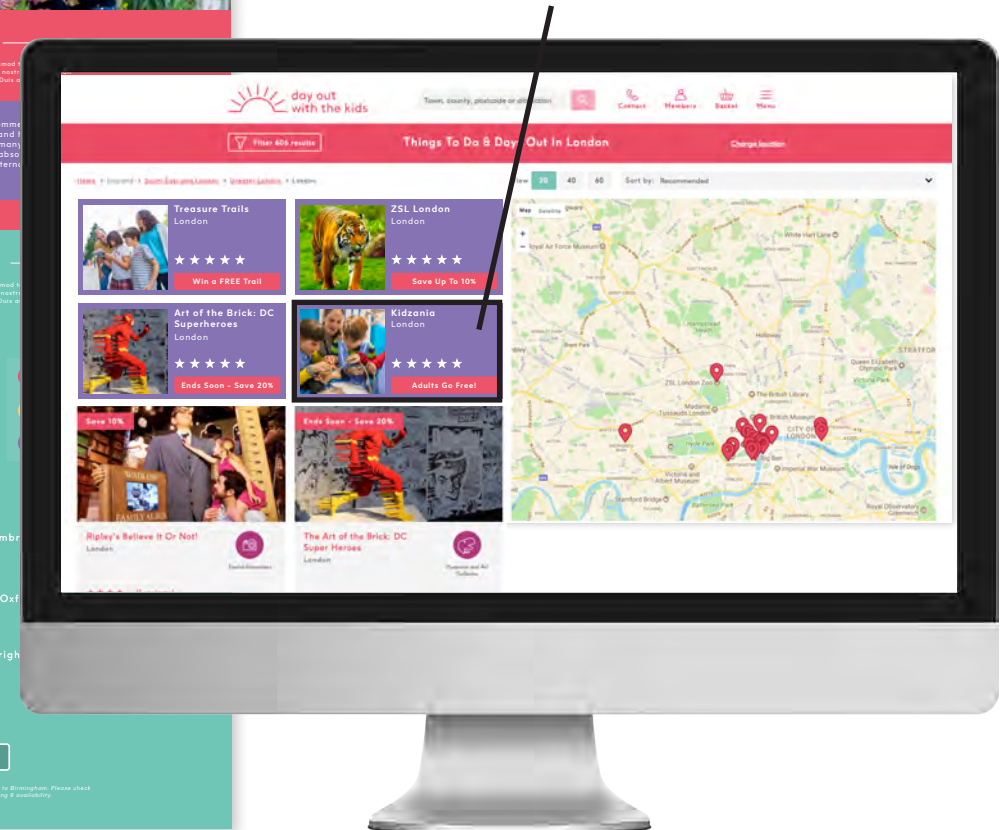
Home page placement



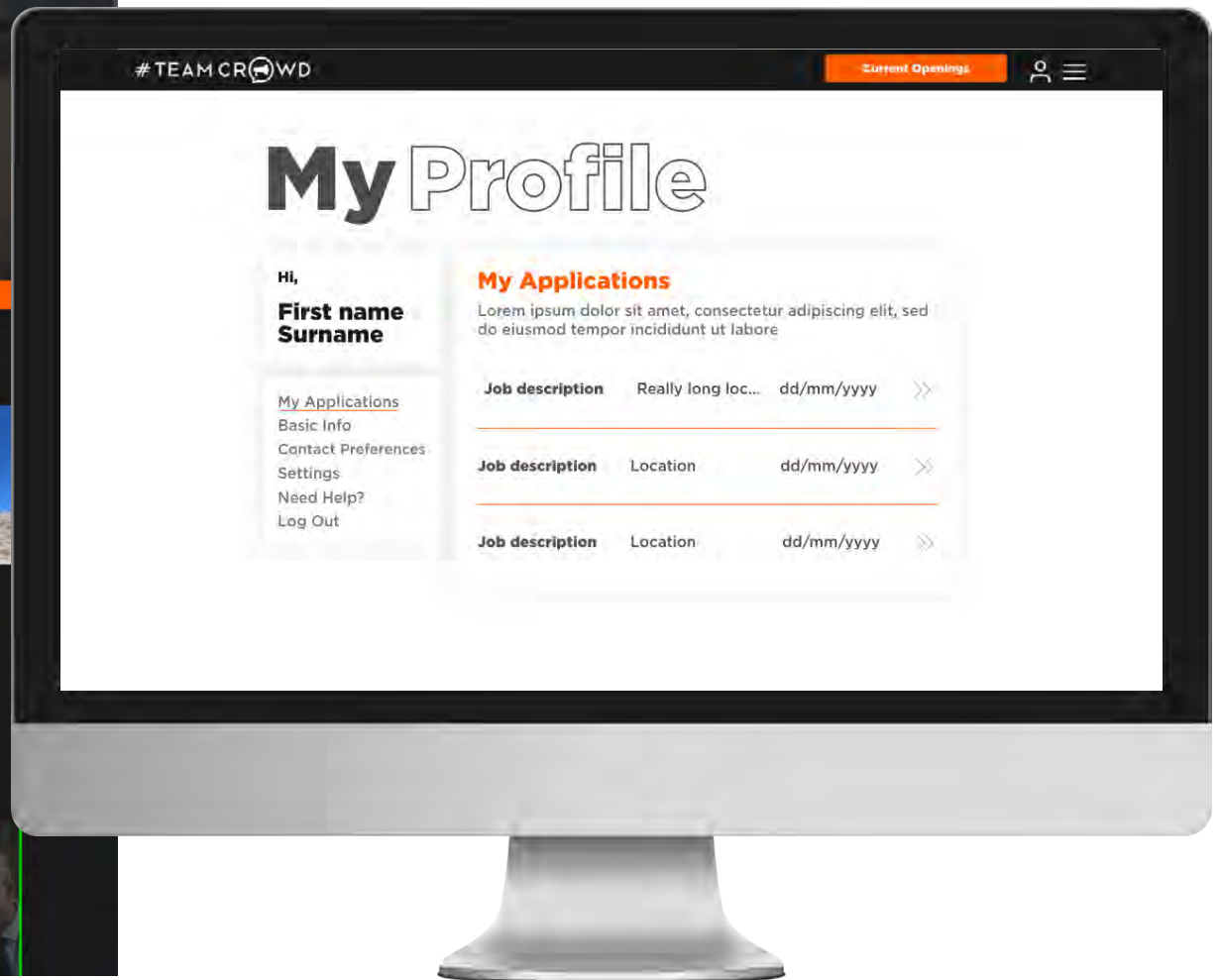
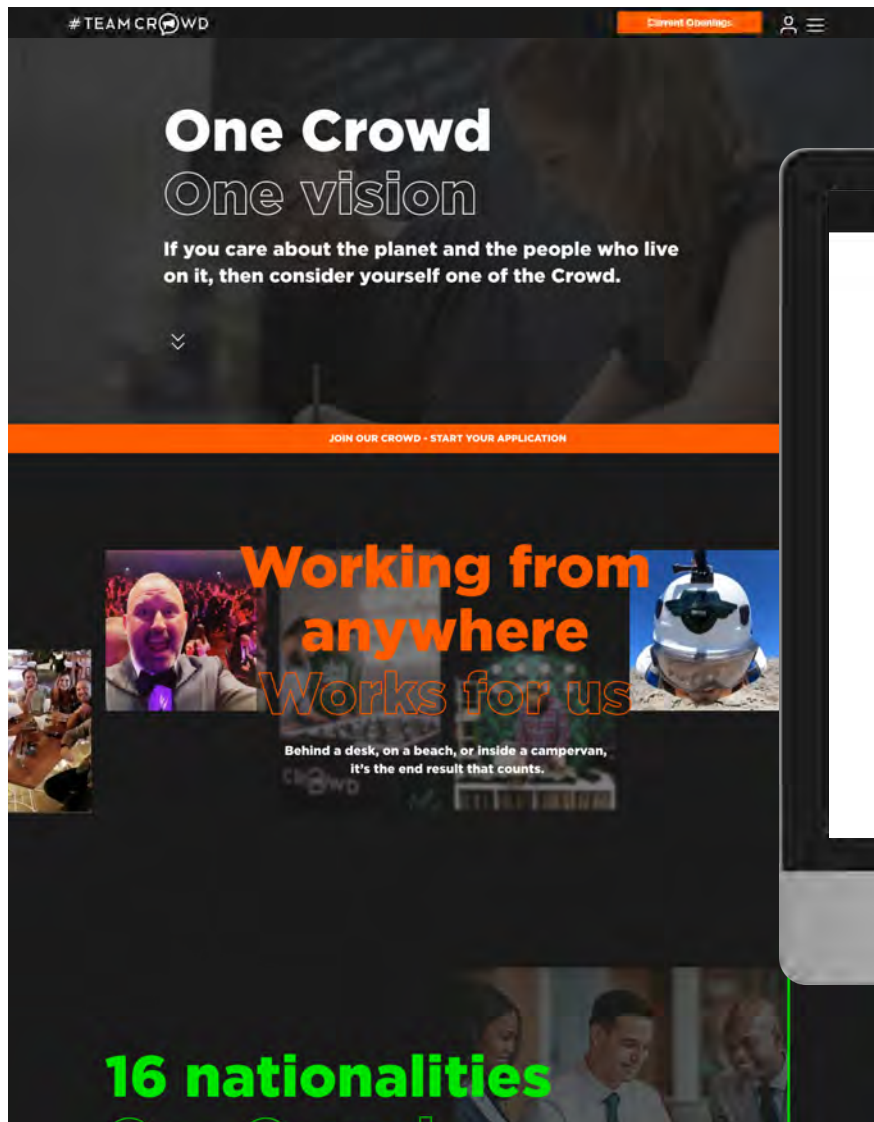
Responsive landing page

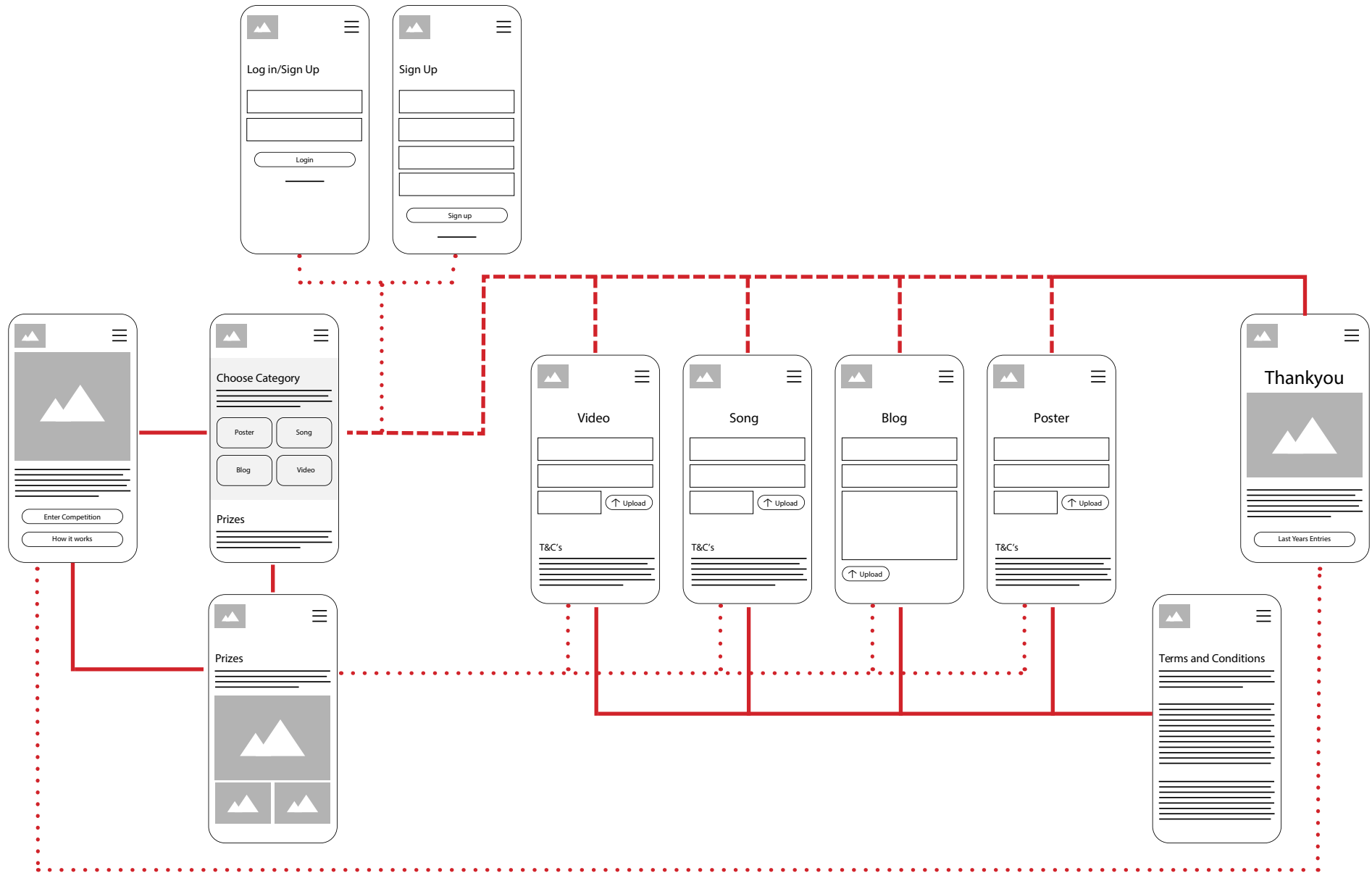



Sponsored Listing











19 yrs
Non-binary
Leeds, UK
BA(Hons) Illustration

ALEX PARKER

BIO


Alex is young, tech savvy and passionate about the Arts. They enjoy visiting local galleries & fringe festivals and they have a good grasp of social media - has their own creative blog & IG channel with over 500 followers. Alex is nervous as this is their first time moving away from their parents. They are eager to meet like-minded people although are worried about large gatherings during the COVID-19 pandemic. Alex has an underlying heart condition that requires him to shield.

TOP 3 GOALS

- Understand what events and activities are available
- Join an Art/Illustration Society
- Research COVID-19 safety measures around campus



Web analytics & infographics



21 yrs
Female
Solihull, UK
BSc(Hons) Sports Development and Physical Education

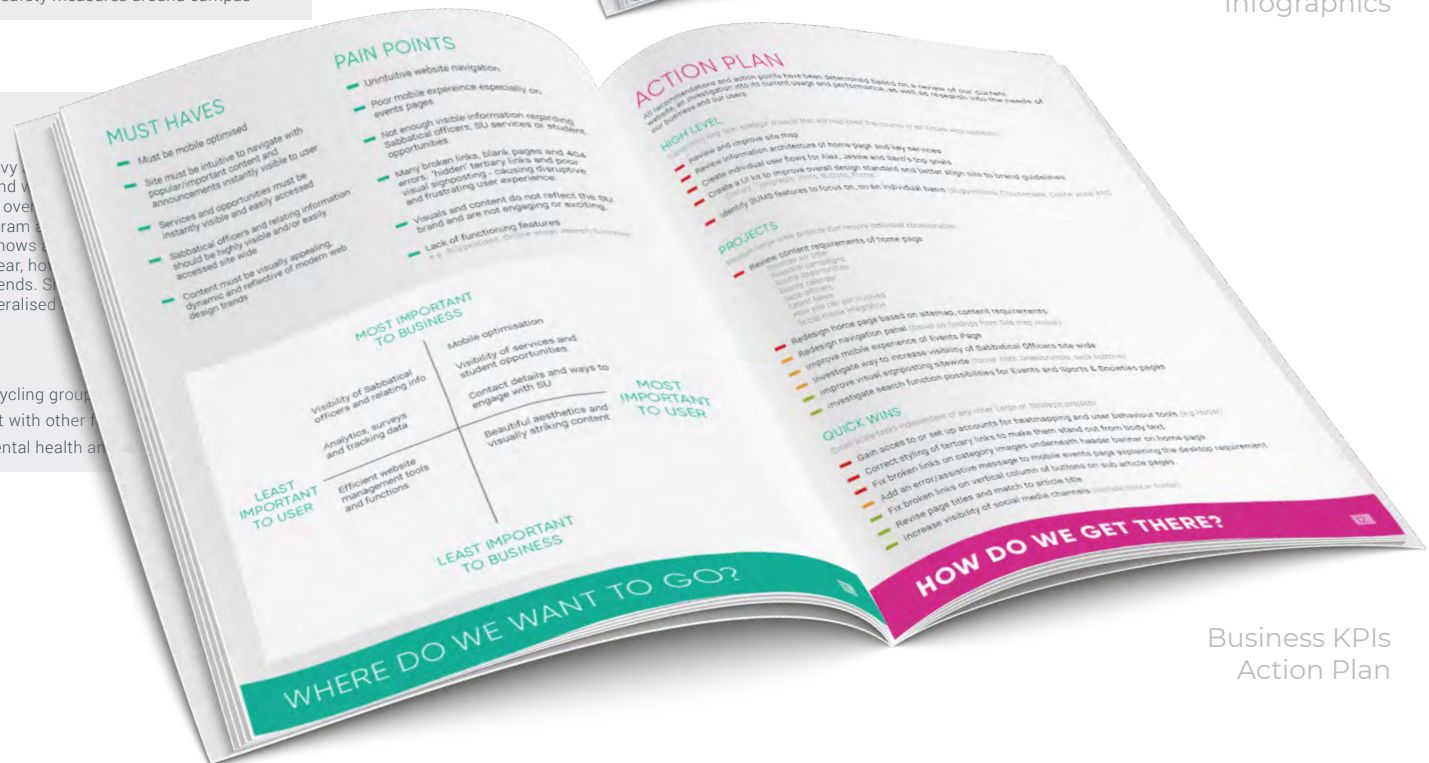
JESSIE SHARPE

BIO

Jessie is young, tech savvy, loves sport, fitness, nutrition and kick boxing. She has over 1800 followers on Instagram and is a fitness influencer. She already knows she is also moving to uni this year, hopes to meet new people and make new friends. She is looking for a therapy to help with Generalised Anxiety Disorder.

TOP 3 GOALS

- Contact and join a cycling group
- Attend a party/event with other students
- Seek support for mental health and anxiety



Business KPIs Action Plan

Colour

Brand



Theme



Tones

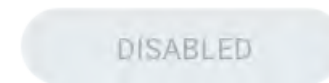
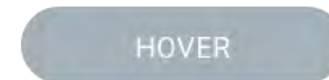


Buttons

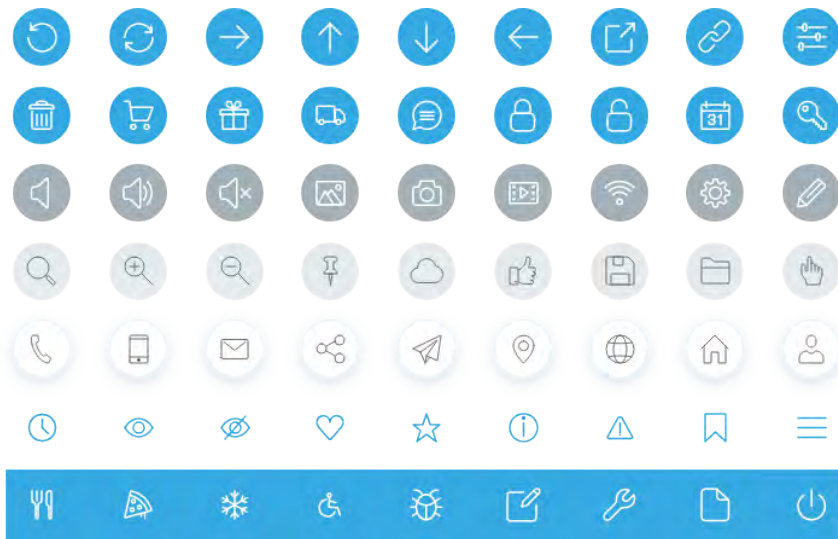
Primary button



Secondary button



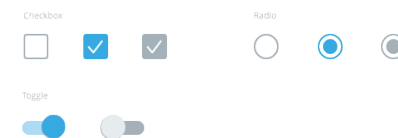
Icons



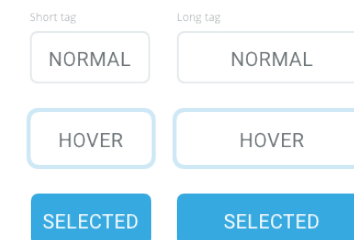
Pagination

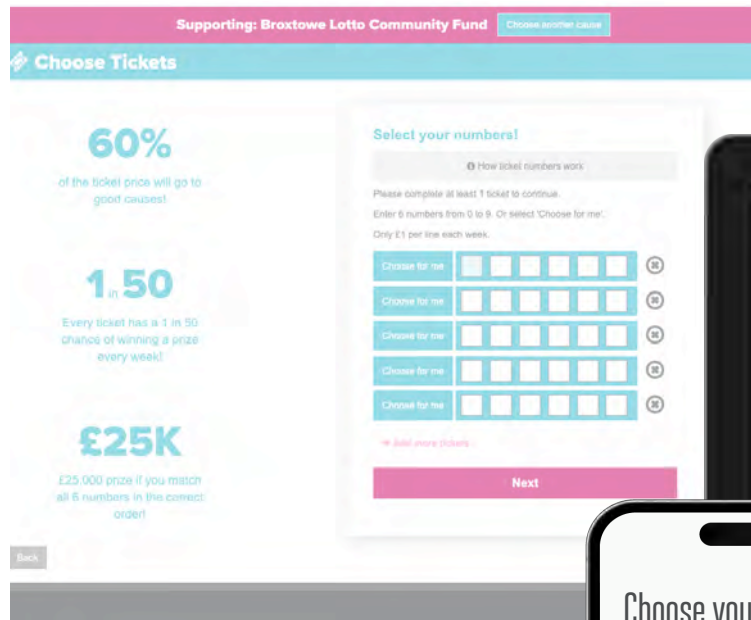


Switches & Buttons

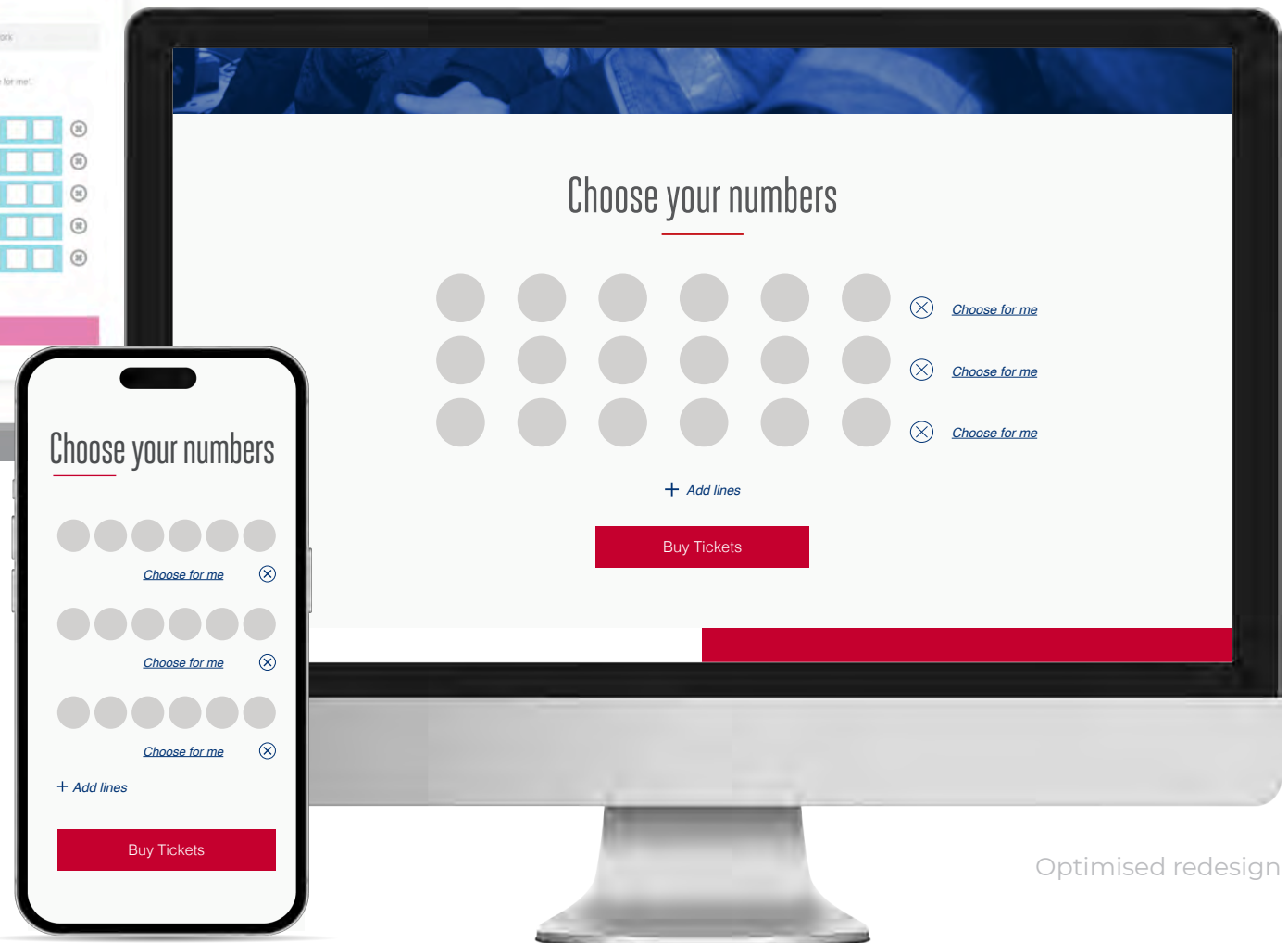


Tags

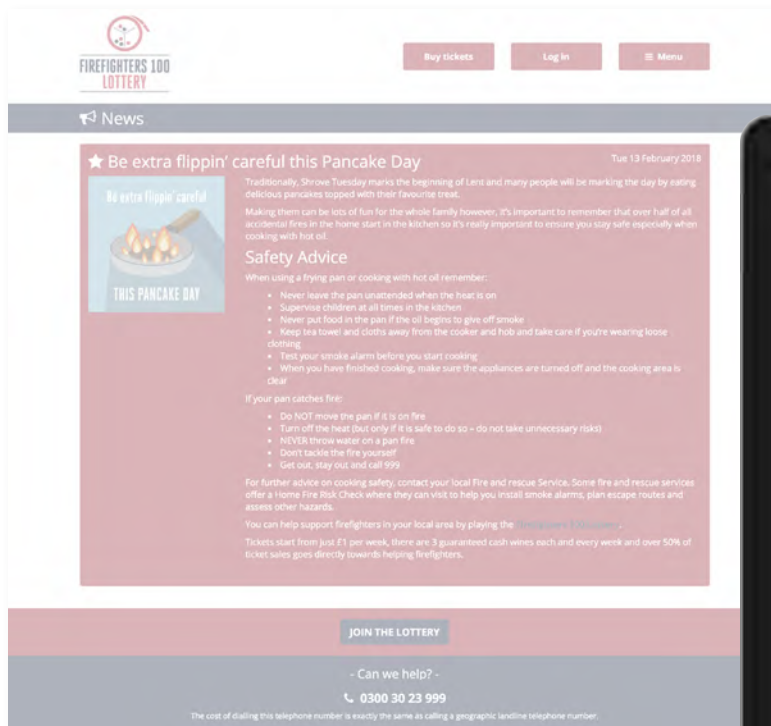




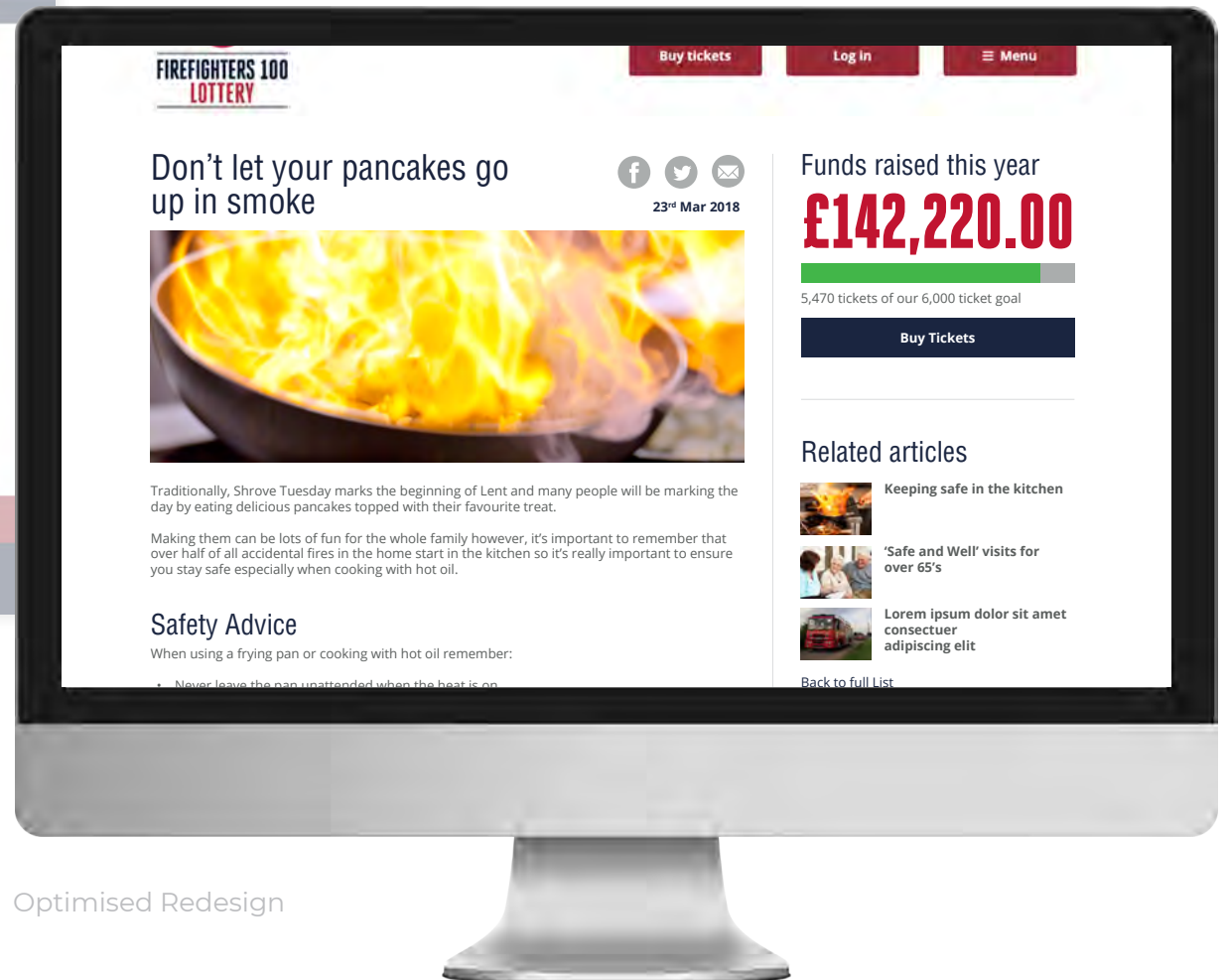
Original Design



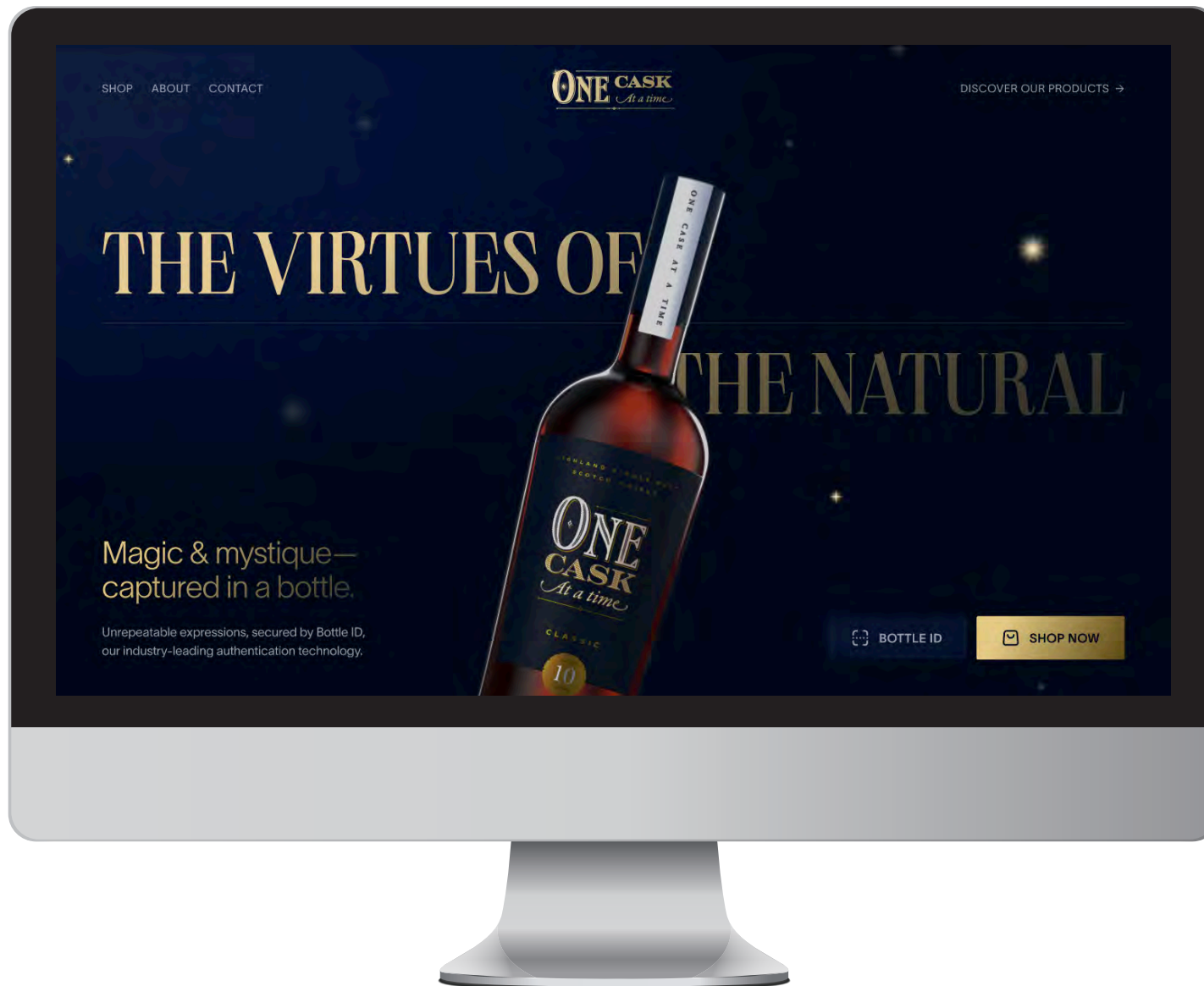
Optimised redesign



Original layout



Optimised Redesign







Logo Design | Brand Creation | Brand Expansion | Style Guides | Iconography



BRANDING

New logo + brand guidelines + collateral

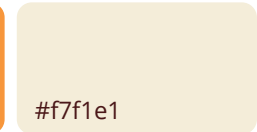
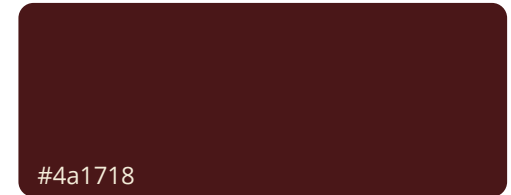
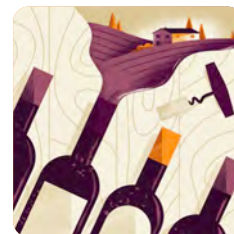
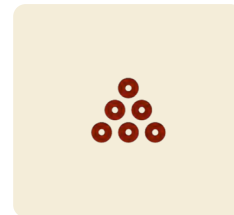
Original Logo



Original



Revised Brand





Easter



Father's Day



Autumn



Christmas



Zoo's & Wildlife Parks



Laser Tag



Museums & Art Galleries



Disabled Toilets



High Ropes Courses



Beaches



Petting Zoo



Cinemas



Castles & Palaces



Climbing



Lakes



Snacks Available



Baby & Toddler



Young Kids



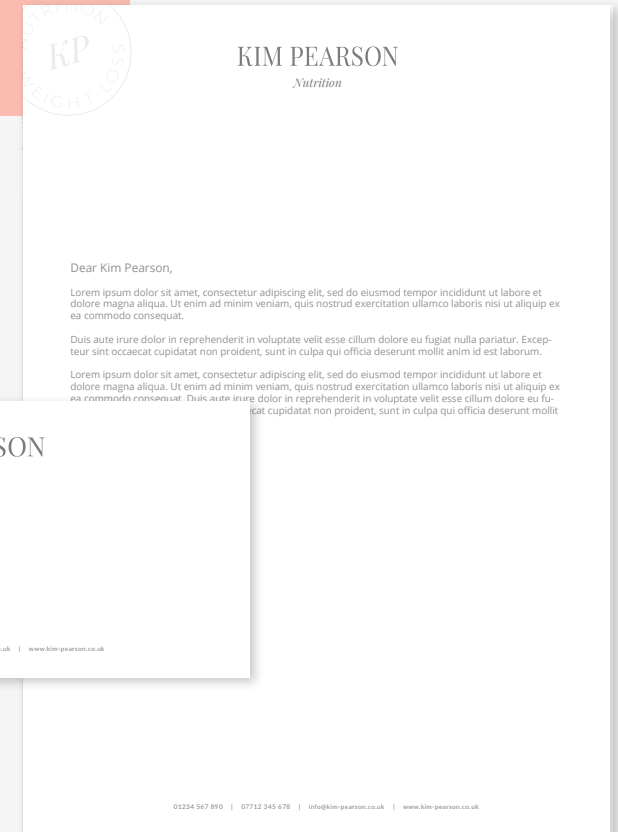
Older Kids



BRANDING
Logo & iconography

KIM PEARSON

Nutrition



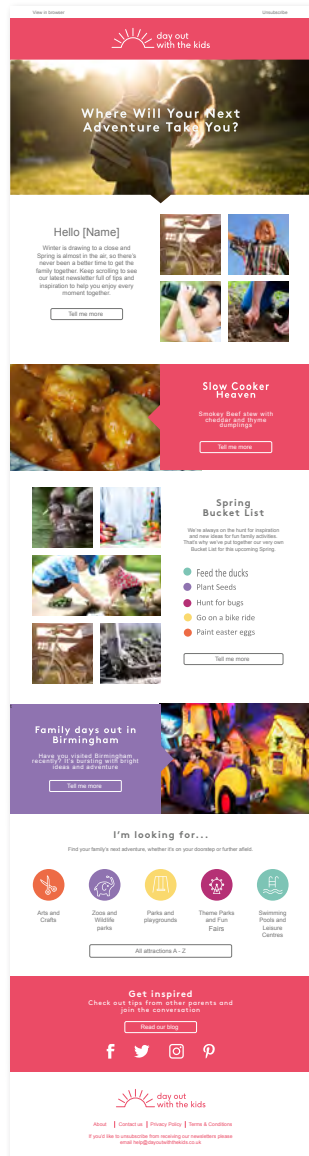
BRANDING

New logo + brand guidelines + collateral

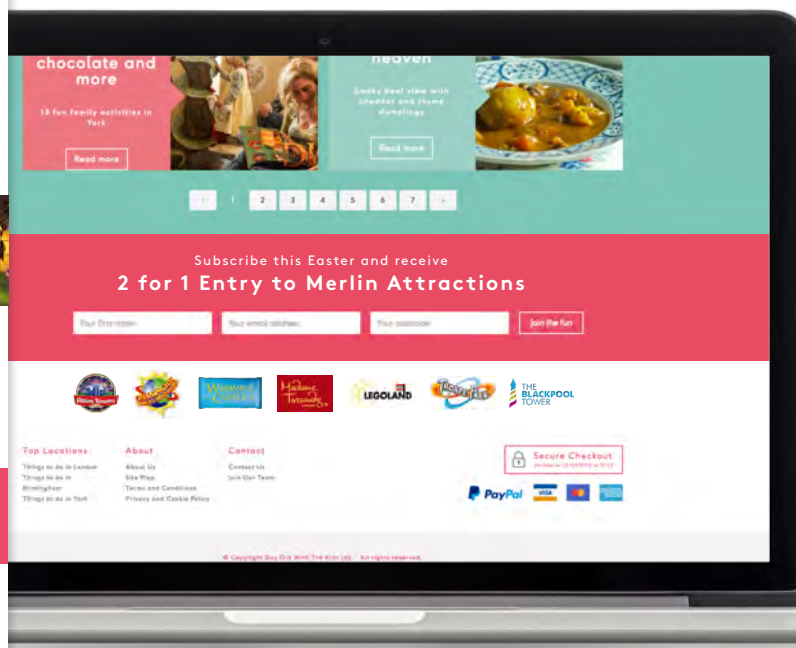
CAMPAIGNS

Strategy | Multi-touchpoint Marketing Campaigns

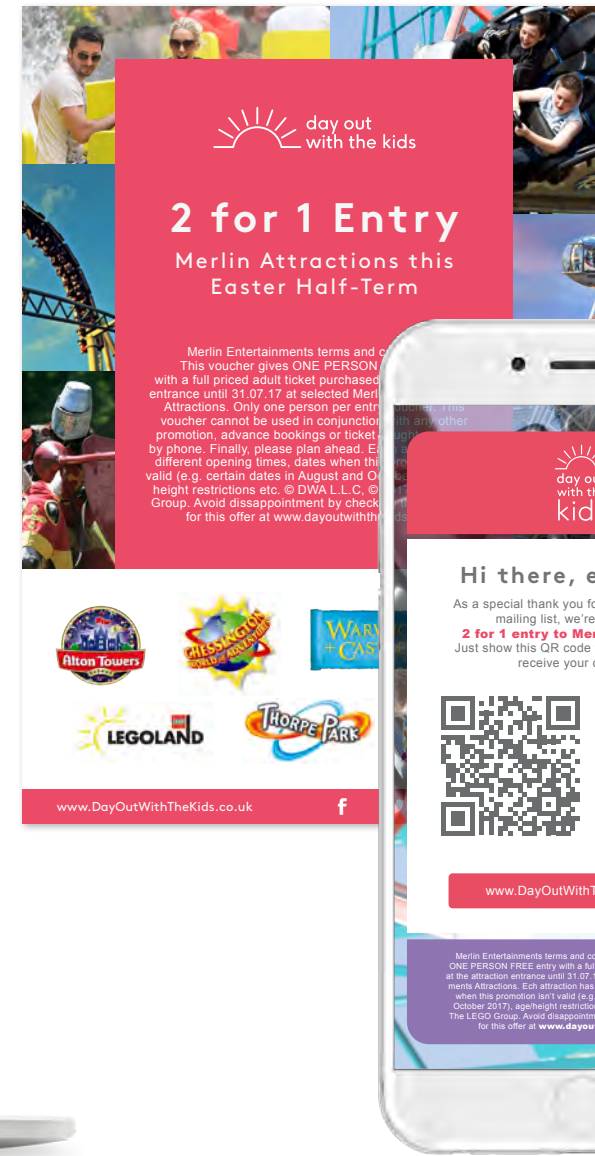
	Bronze £499	Silver £1,200	Gold £5,000	Platinum £15,000
Boosted listing	● (above unpaid)	● (above Bronze)	● (above Silver)	● (above Gold)
Monthly analytics report	●	●	●	●
Inclusion in one blog round up		●	●	●
Enhanced image gallery			●	●
Bespoke page copy			●	●
Inclusion in one email newsletter			●	●
Blog review			● (with organic social support)	● (with paid social support)
Social media competition			●	●
Blog competition				●
Video content on listing and included in blog				●
Event promotion across listing, blog and social media channels				●
Account managed listing			●	●



Email



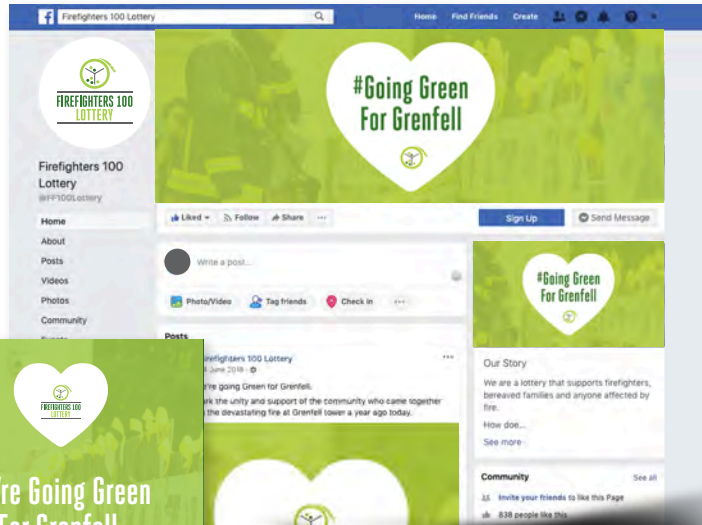
Home page placement



Printed Leaflet

E-leaflet

Social media



Brand takeover



Email



Personalised letter



MULTI-CHANNEL CAMPAIGN
'Going Green For Grenfell' fundraising campaign

THAT'S ALL FOLKS!

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