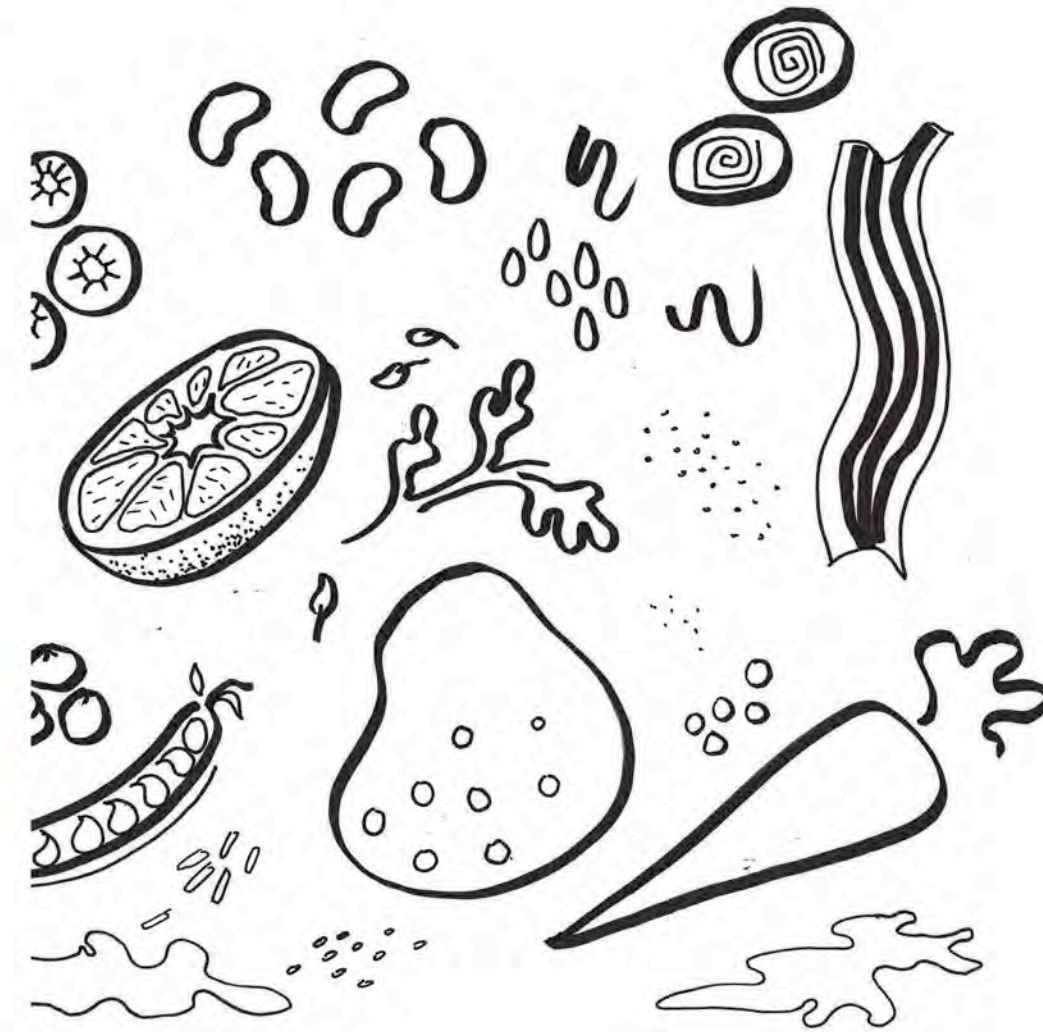


Portfolio






Creating logo ideas for a new food delivery brand (catering for working professionals), was a lot of fun, as I personally love cooking. I started off by sketching simple vegetable shapes and grains. Once scanned in, I was able to produce a series of colourful patterns to put across a number of packaging mockups.



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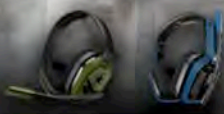
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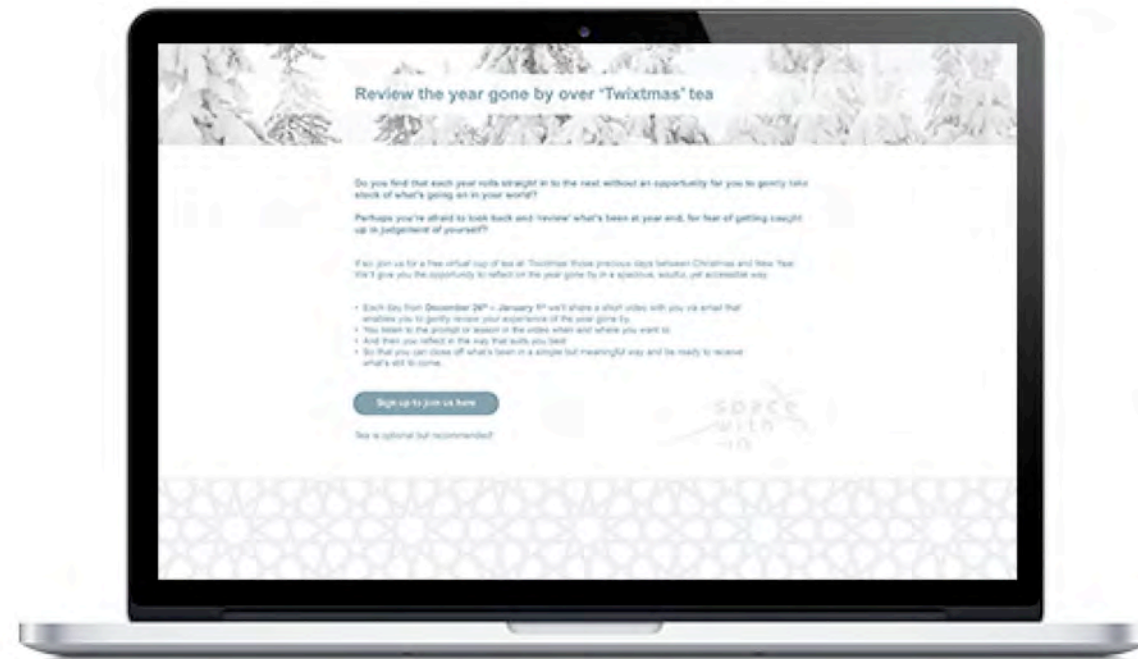
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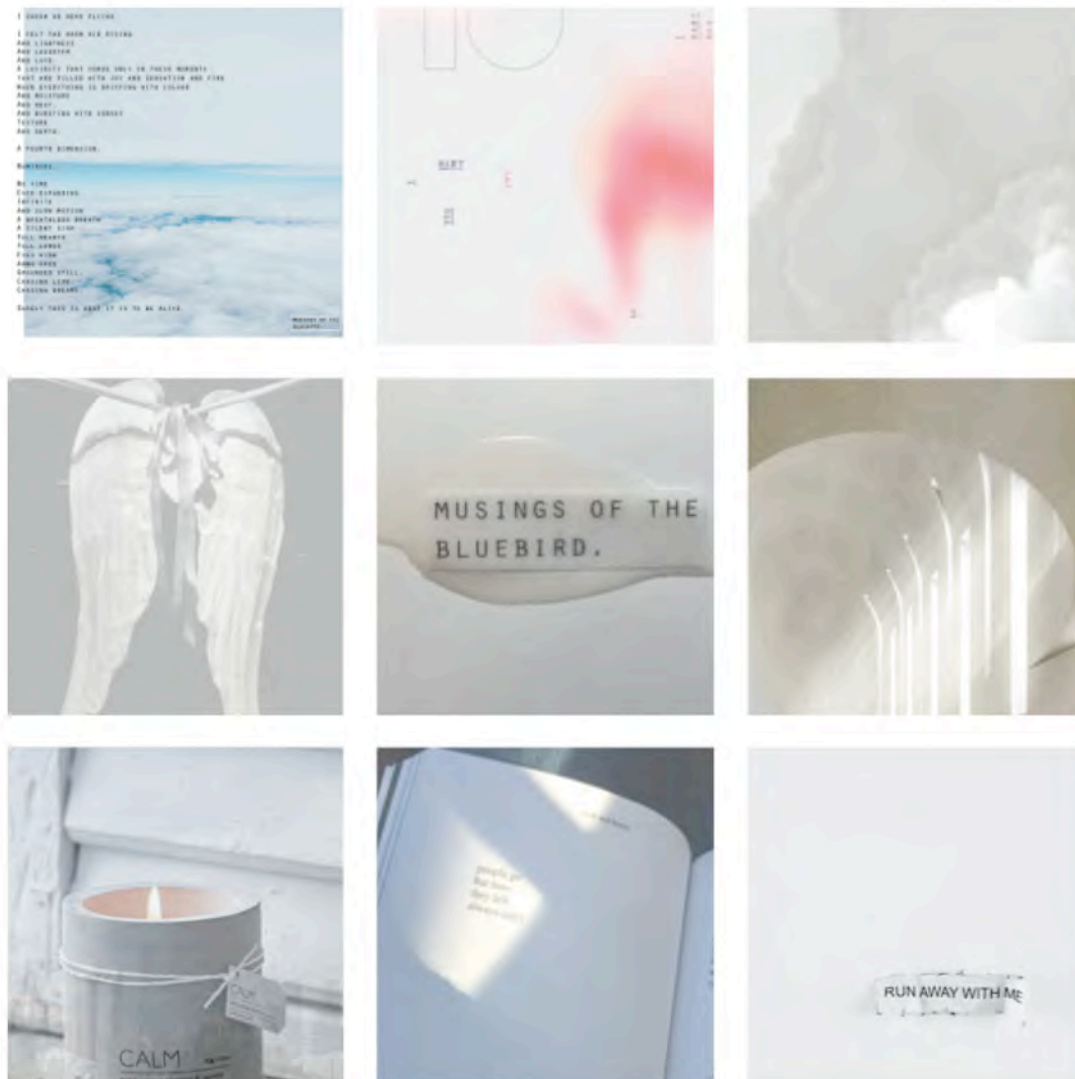
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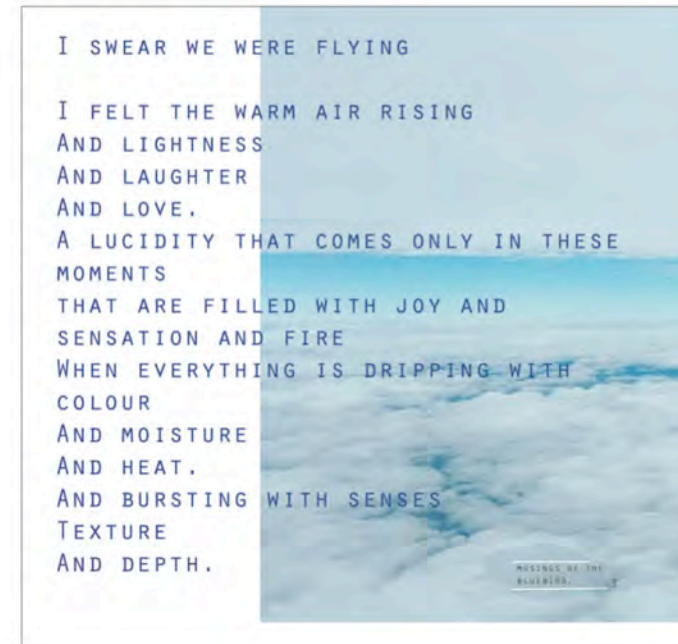
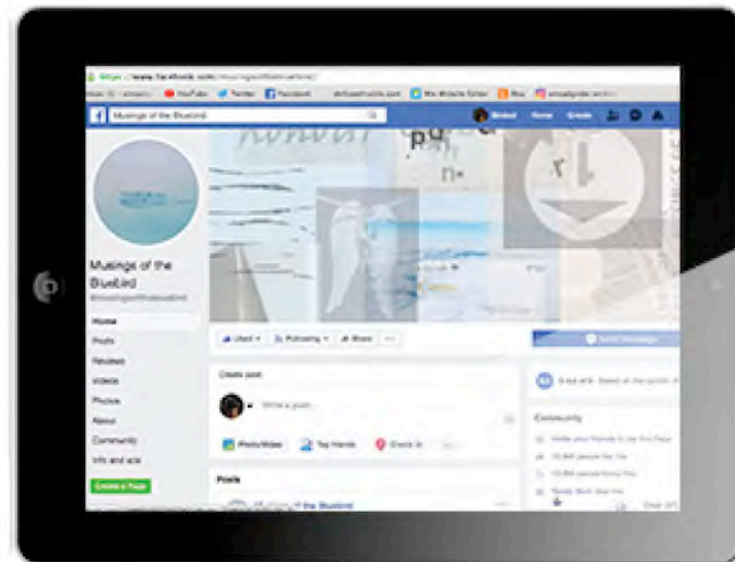
Using Logitech's product portal, a range of templates were used to fit different banner formats. Sometimes a challenge, the copy and imagery had to fit various sizes and still be legible across different screens.



Mockups of possible merchandise options were provided to the client along with website landing pages and Podcast assets. Keeping on brand with pastel colour schemes and themes the assets help promote the wellness coach to develop the business.

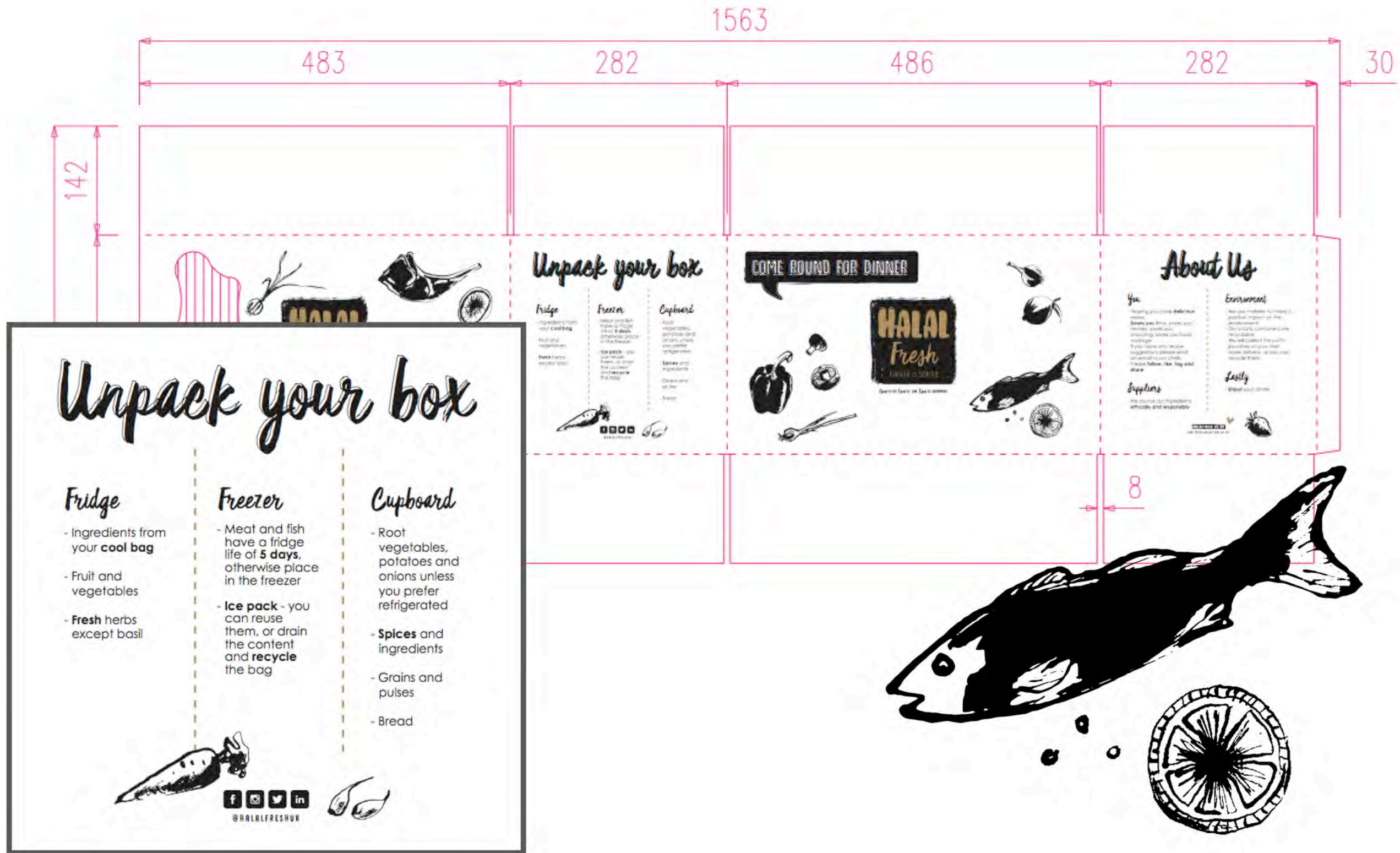


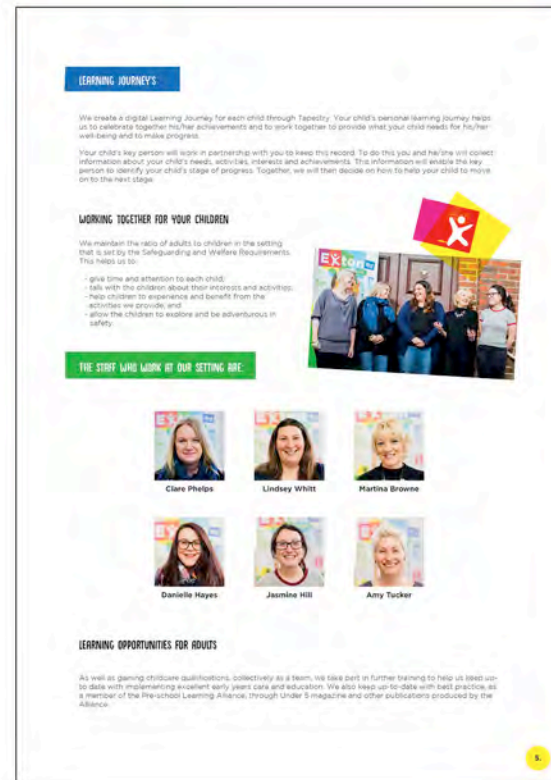
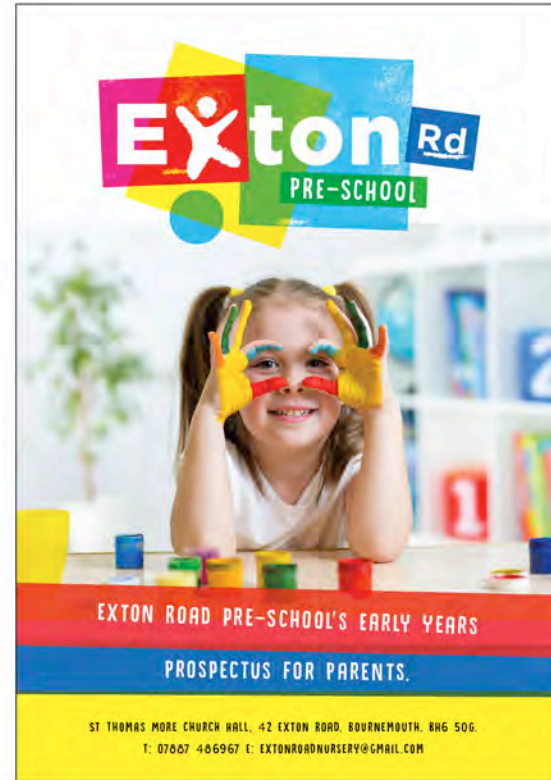
'Musings of the Bluebird' was one of my favourite projects, I got to design a logo from scratch for the poet Laura Beekingham. The logo had to emulate the way in which her poetry was written, often on the notes app on her phone, we wanted to create a back lit typography feel along with the textured feelings and tones reflected in the poets own photography. After creating mood boards and playing around with hot wax, the above design was chosen to develop further.



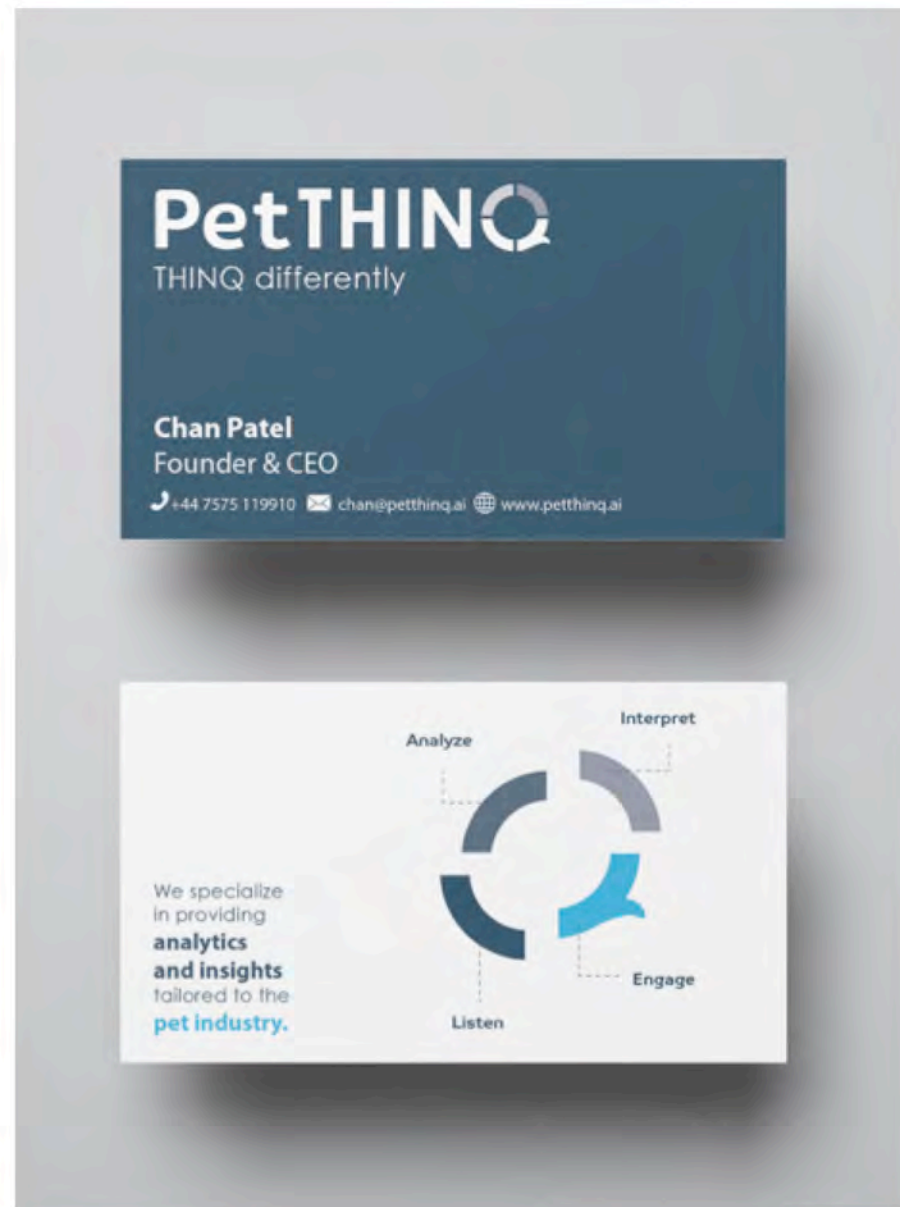


Insulet (a diabetic pharmaceutical company) was one of the main clients I worked with on a daily basis. They required many printed materials, from magazine adverts to exhibition stands. It was mainly an artworking job, due to following their own brand guidelines and having lifestyle photography to work with. It was important to have a critical eye and check over the print files carefully.

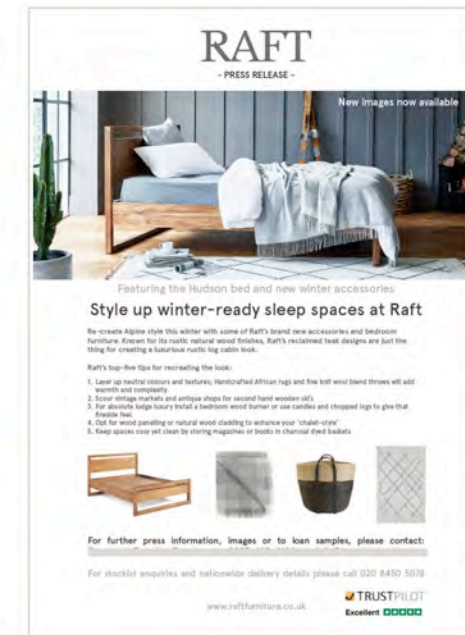
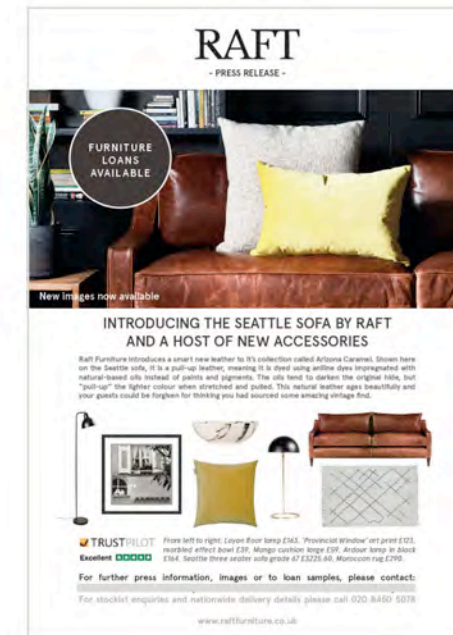
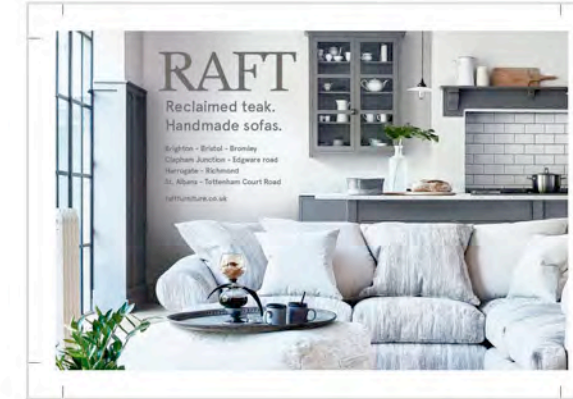




Helping out the local community was important to the 'Creative Coup' ethos. Providing a small nursery with branding and assets was a fun opportunity to get involved in. I put together a colourful prospectus that could be used online or printed to inform new prospective parents. Making sure relevant images were used relating to content was key, whilst also showcasing what the pre-school has to offer.







Assisting on photoshoots, I would help the Creative Manager photoshop the lifestyle images if needed. The example above shows how a photo I edited to create more space for copy. As part of my role as graphic designer, I would produce press release pdf's along with look books and POS.

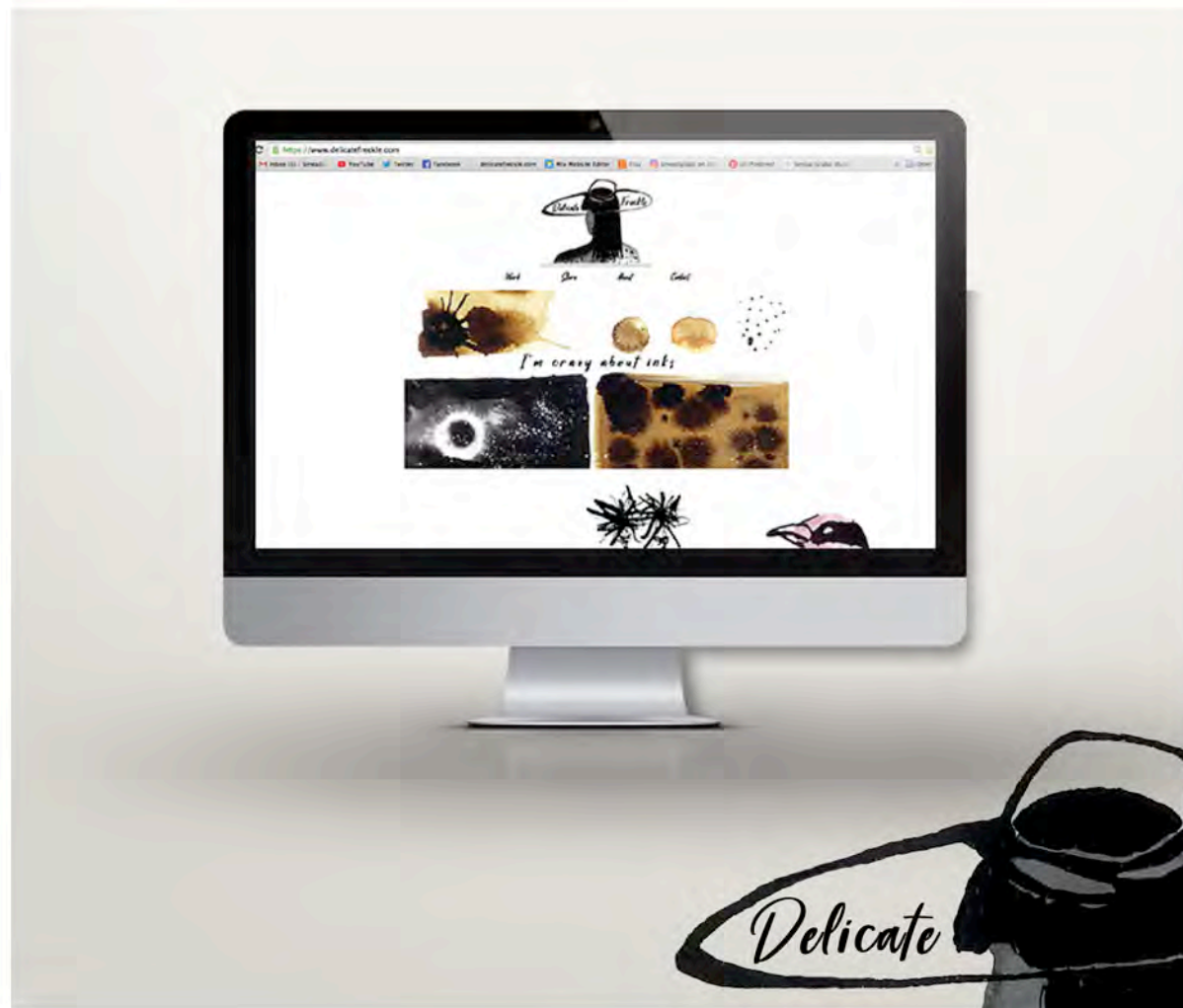


A vital 2yrs were spent as a Creative Atworker in a fast paced promotions company. Here I learnt to organise print ready artwork from a range of SME and Blue Chip companies, often within tight deadlines. Supplying a proof via email for approval and making amendments to suit the client. I got an insight into many different standards of logo design, including which formats work best for digital and screen printing processes.





Delicate Freckle // Authorial Ink Illustrations



In my spare time I love to illustrate using inks, I enjoy how playful you can be and how the result is sometimes unexpected. As I studied Illustration at Bournemouth Arts University, I like to use the opportunity to bring this element into the workplace. I create greetings cards for family & friends and have painted on commission numerous times as well as sold work at a small market. I display my work on; www.delicatefreckle.com