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INTRODUCTION

Having recently graduated from Glasgow Caledonians BSc Digital Design course, I am seeking a new design opportunity to improve my creative scope. The graphic design industry is constantly changing and developing as technology grows every day, and I would love the have the opportunity to work in such an exciting and ever-evolving field of work. I am constantly striving to learn new skills and educate myself as much as I can, while developing my own personal design style and brand.



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THE GREEN SCENE

This project was for my Honours submission during year 4 of my Bachelor's Degree at Glasgow Caledonian University. The project was completed with the intention of having a positive effect on this target demographic, encouraging them to take part in reducing their Carbon footprint, or making more sustainable life choices.

The outcome of this project was an upbeat social media campaign that informed viewers of ways they can contribute to reducing the impact of climate change, accompanied by an app prototype that let users calculate their carbon footprint, and help identify sustainable brands and products

SOCIAL MEDIA POSTS - 1





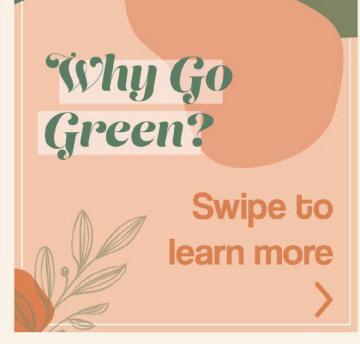




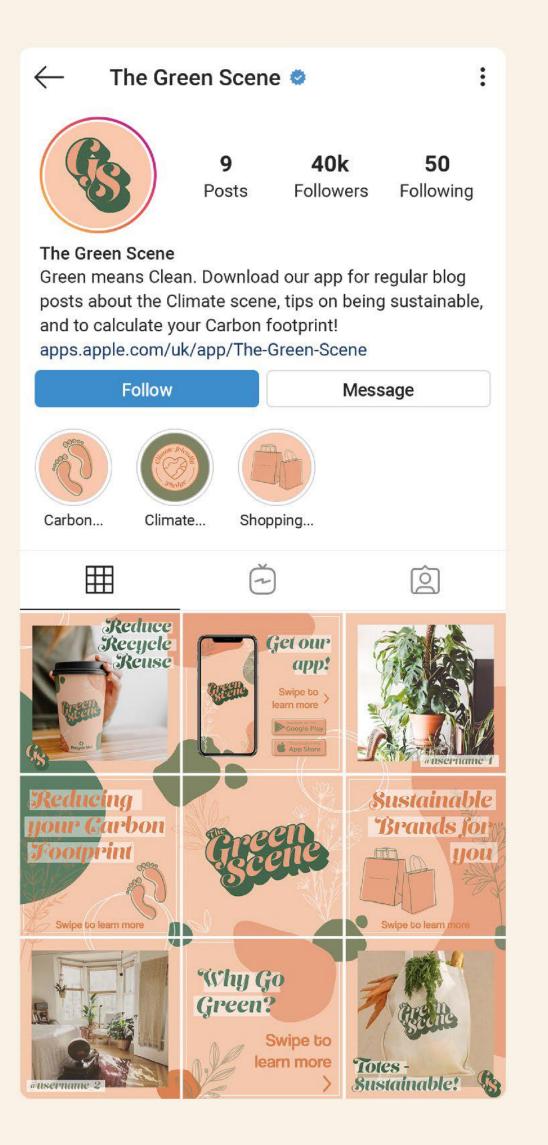












SOCIAL MEDIA POSTS - 2

#1











#2











#3











SOCIAL MEDIA POSTS - 3









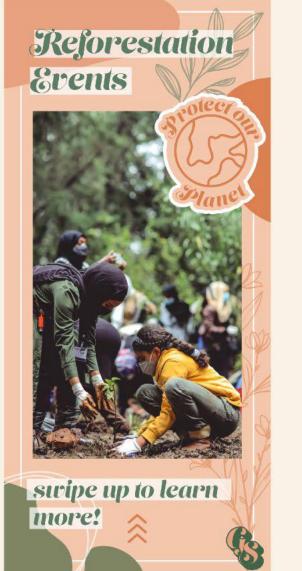












INSTAGRAM STORY STICKERS

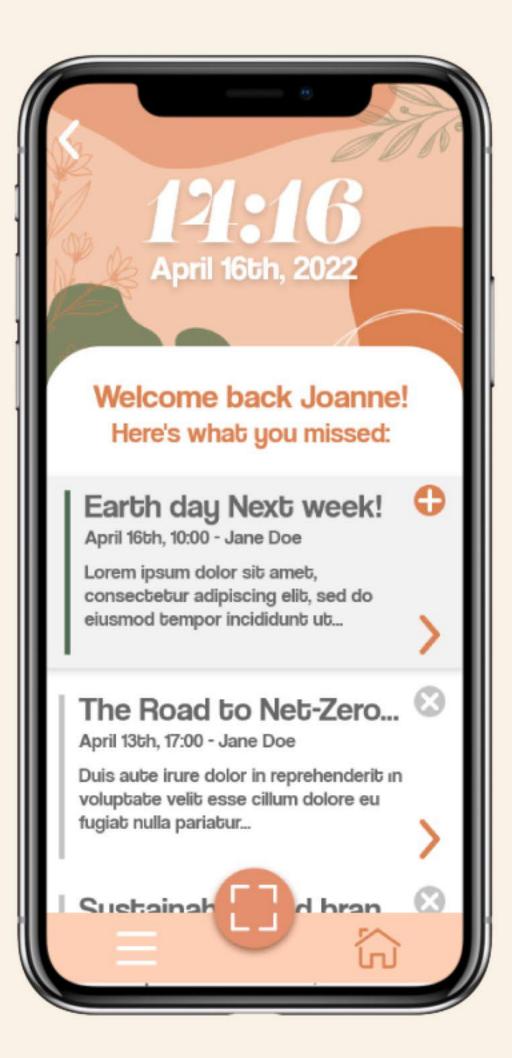


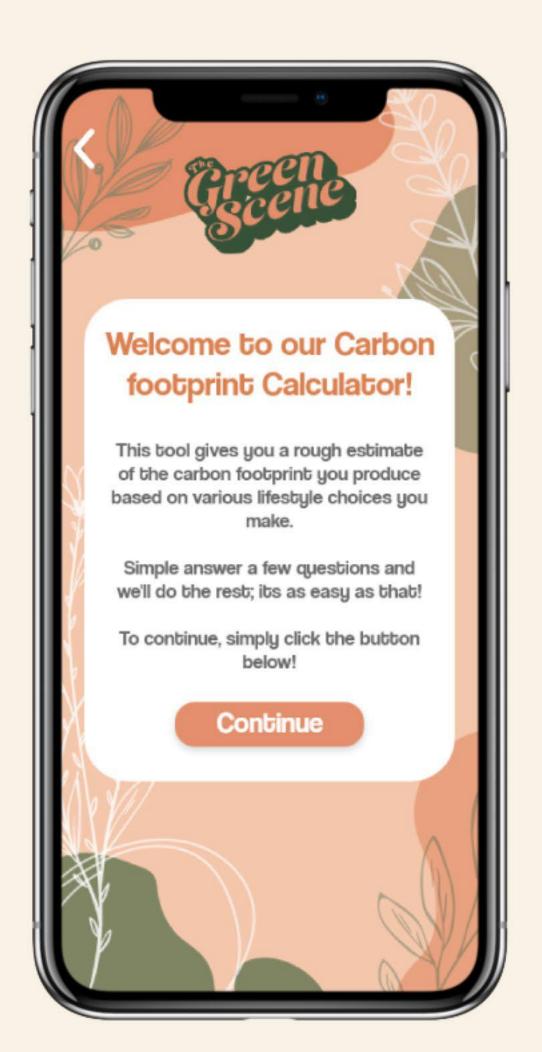


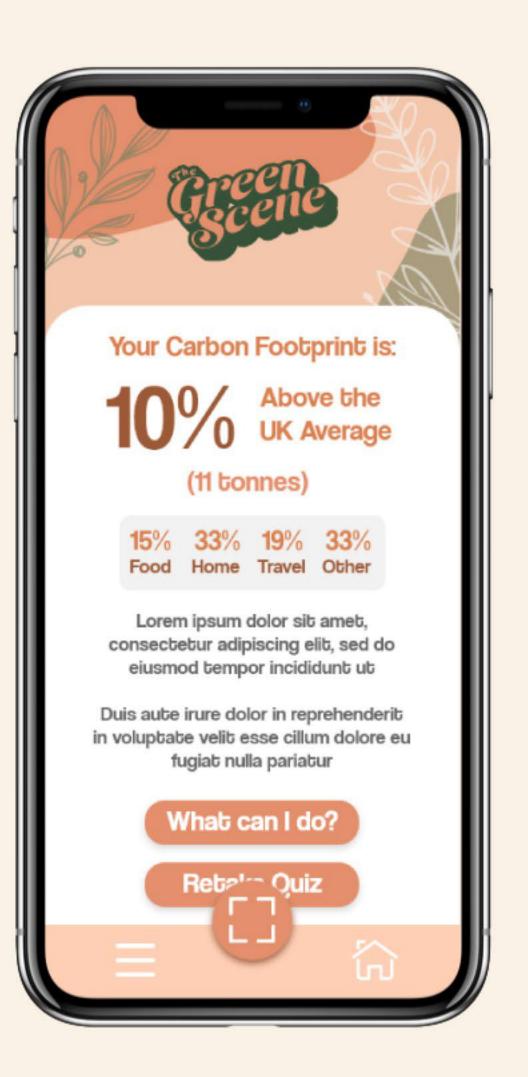


APP PROTOTYPE









LINK TO APP PROTOTYPE: Click Here

BLACK GIRL GAMERS

This project was completed for the D&AD Newblood awards and was a response to one of their breifs. The project included Brand Identity for a multi-platform, inclusive online gaming community for Black women, and a social media campaign was completed as part of this.



INSTAGRAM STORY POSTS - 1

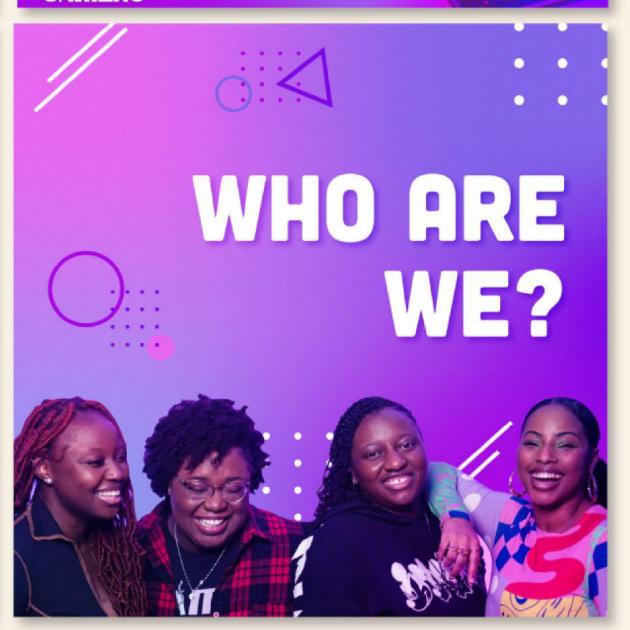










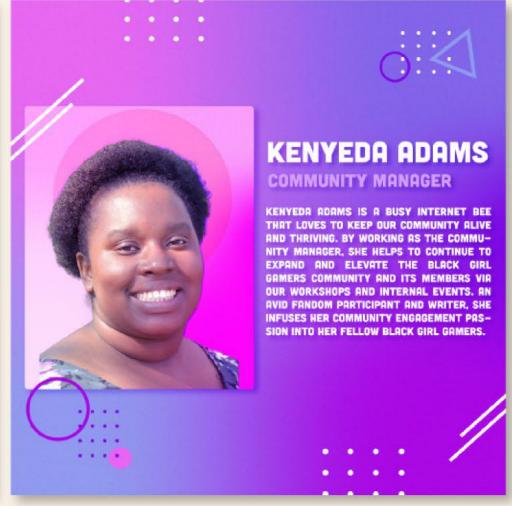


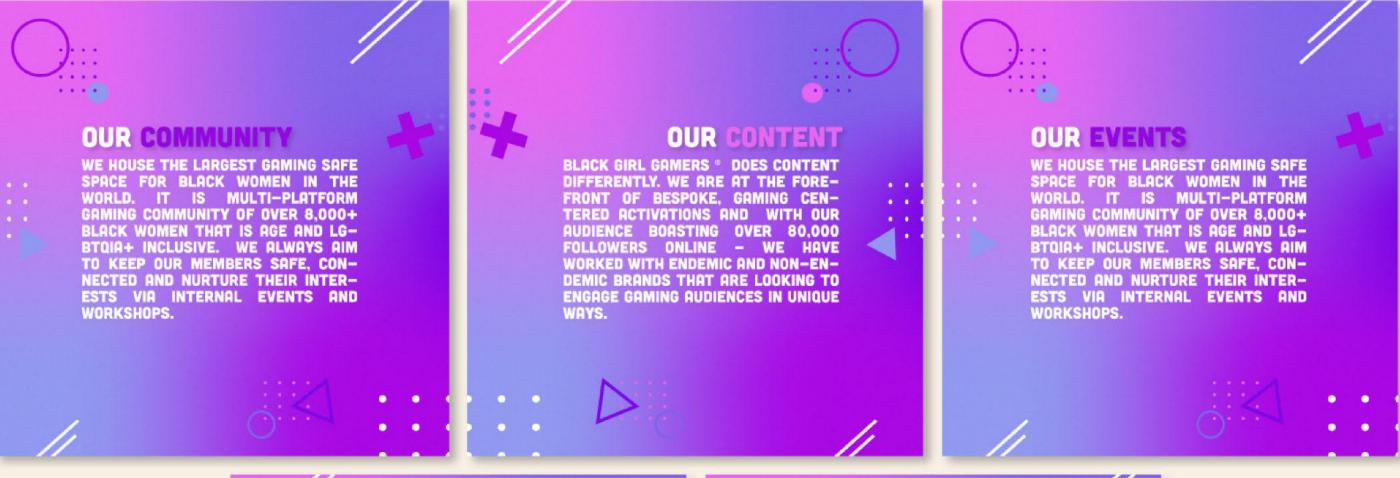
INSTAGRAM STORY POSTS - 2

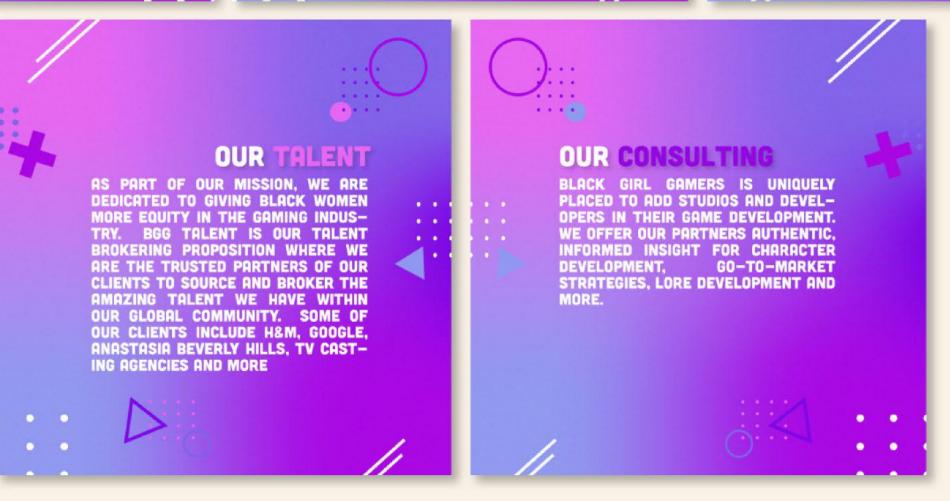






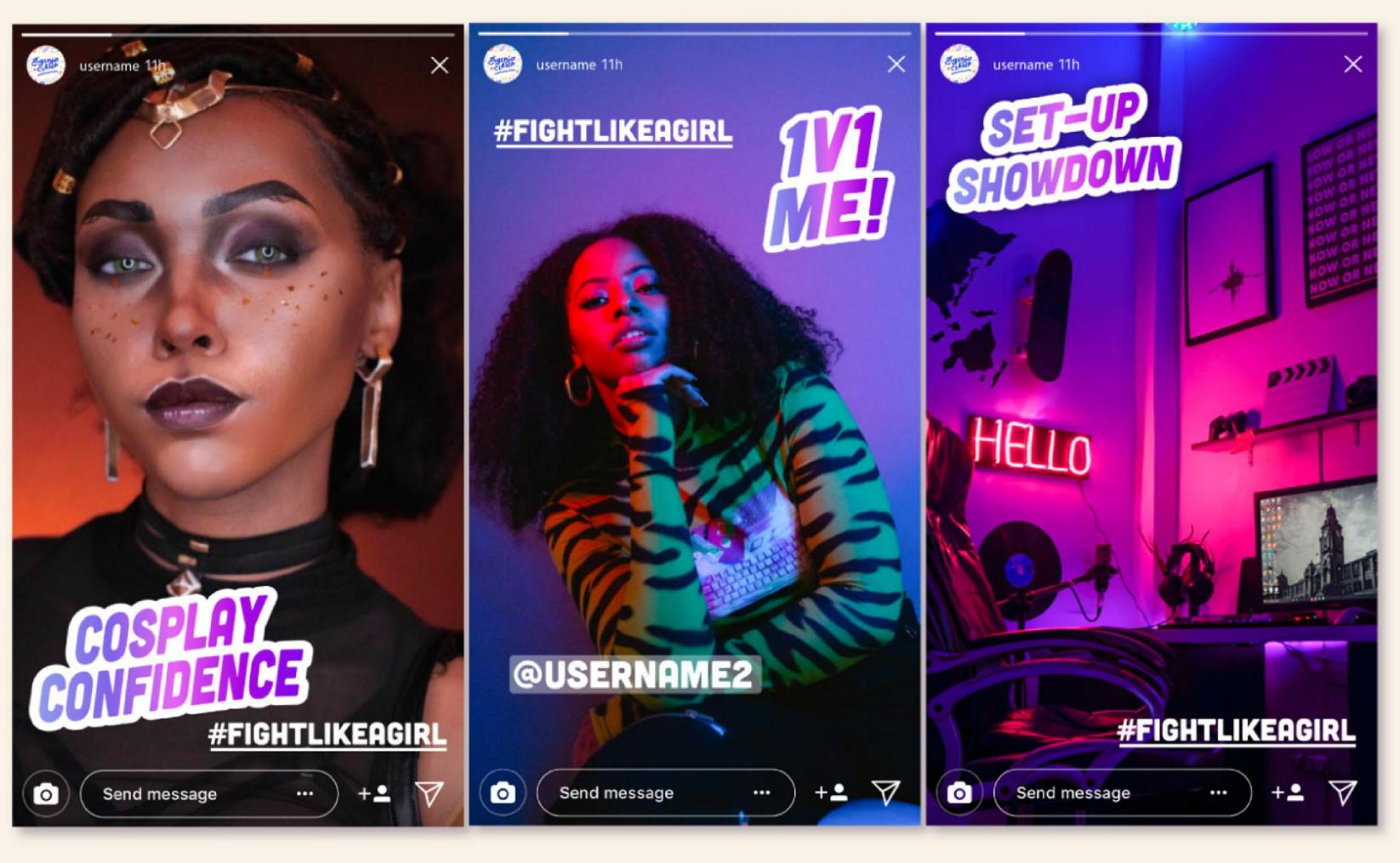






INSTAGRAM STORY POSTS & STICKERS





EST.2022 CONTRACTOR OF THE PROPERTY OF THE PR

TERRA BREWING CO.

This project was for my Industrial practice unit at University. It included a brand identity and social media campaign for a new Scottish Microbrewery.

Labels were created for a series of IPA Cans and Advertisment methods to promote the brand.

CAN LABEL DESIGNS



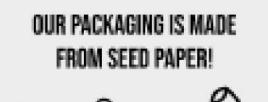






SOCIAL MEDIA POSTS







SWIPE TO LEARN MORE









PROMOTING Sustainability, One sip at a time



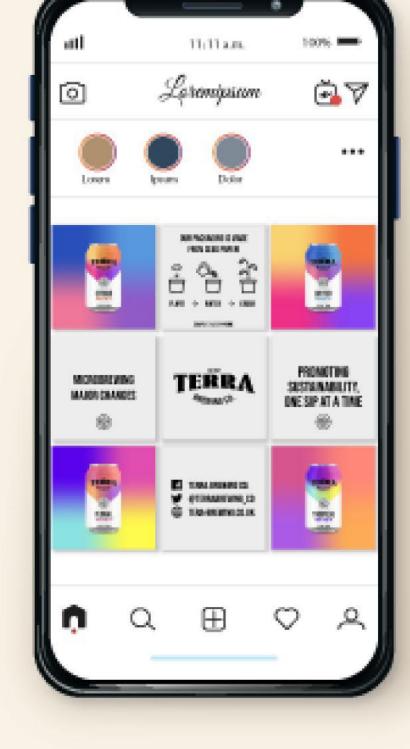


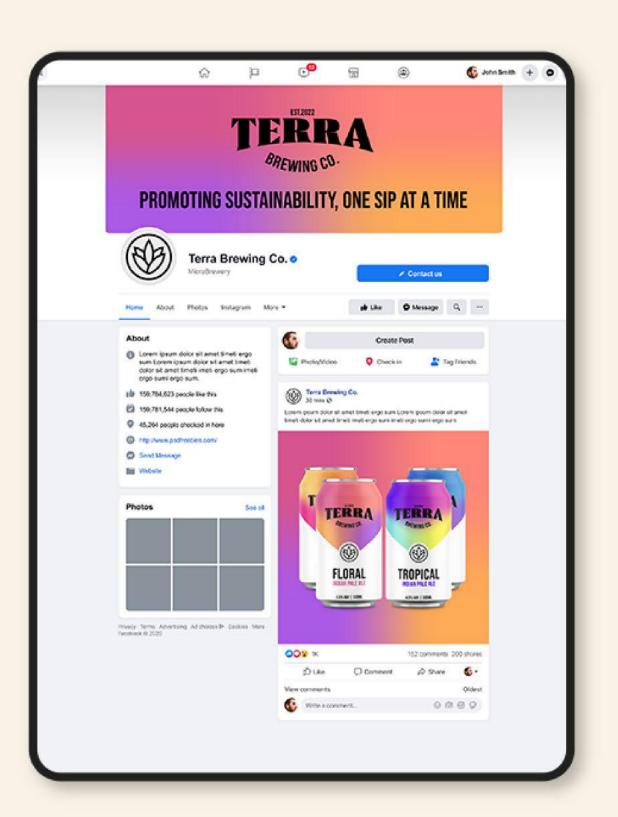


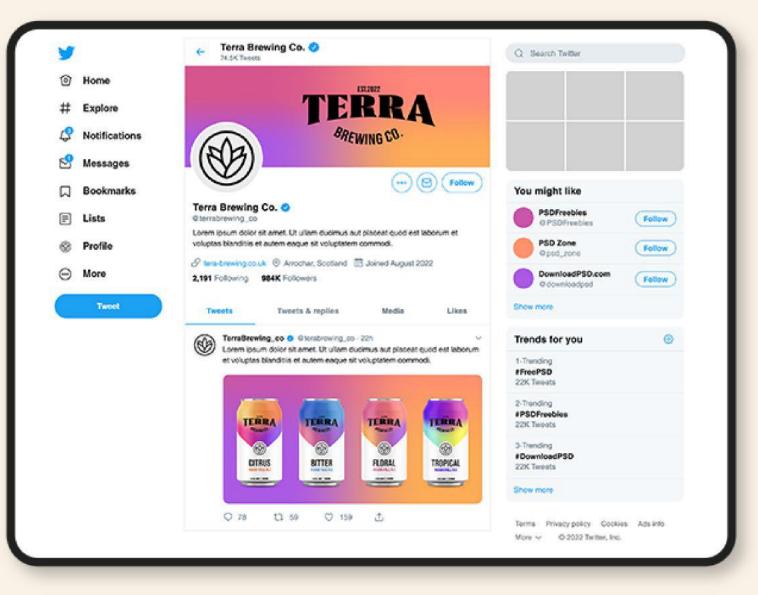


TERA-BREWING.CO.UK





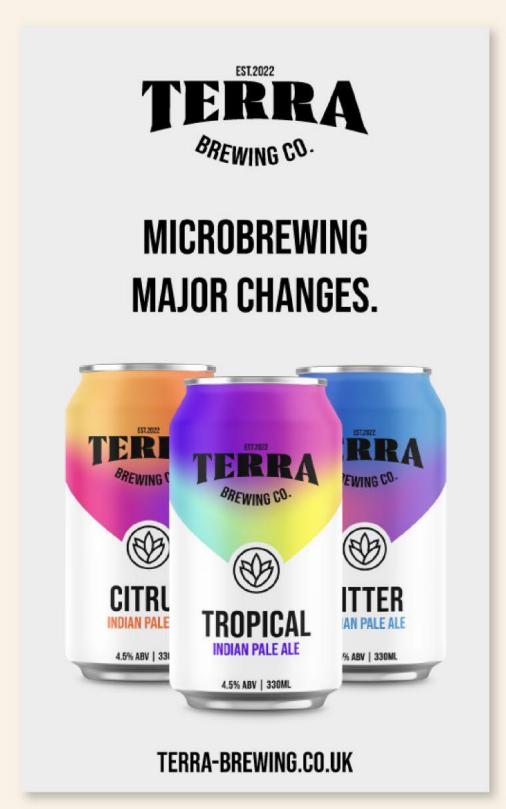




POSTER CAMPAIGN











MICRO-BREWING MAJOR CHANGES



TERRA-BREWING.CO.UK

BROCHURE DESIGN





OUR STORY

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EMISSIONS







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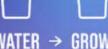
ZERO-WASTE PACKAGING











PLANT → WATER → GROW!

WHERE TO FIND US:





WWW.TERRABREWING.CO.UK

OR GIVE US A VISIT!





PACKAGING DESIGN





PHYSICAL EVENT DESIGNS





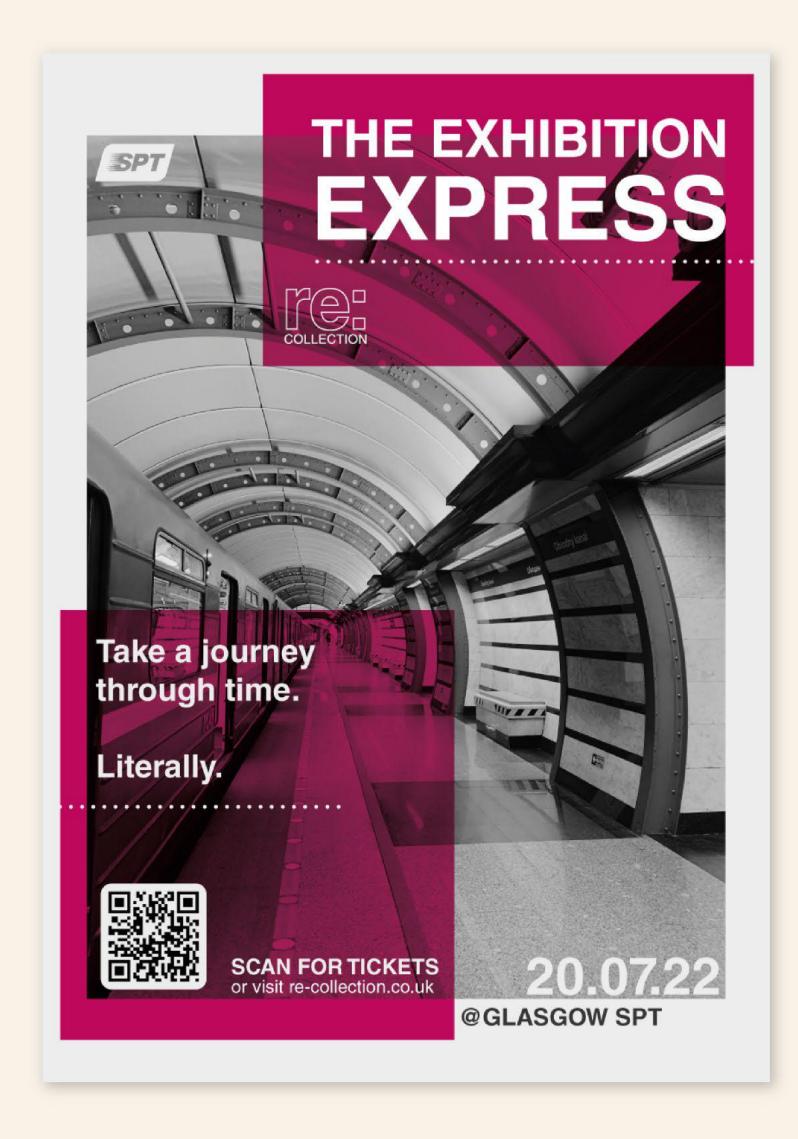
RE:COLLECTION

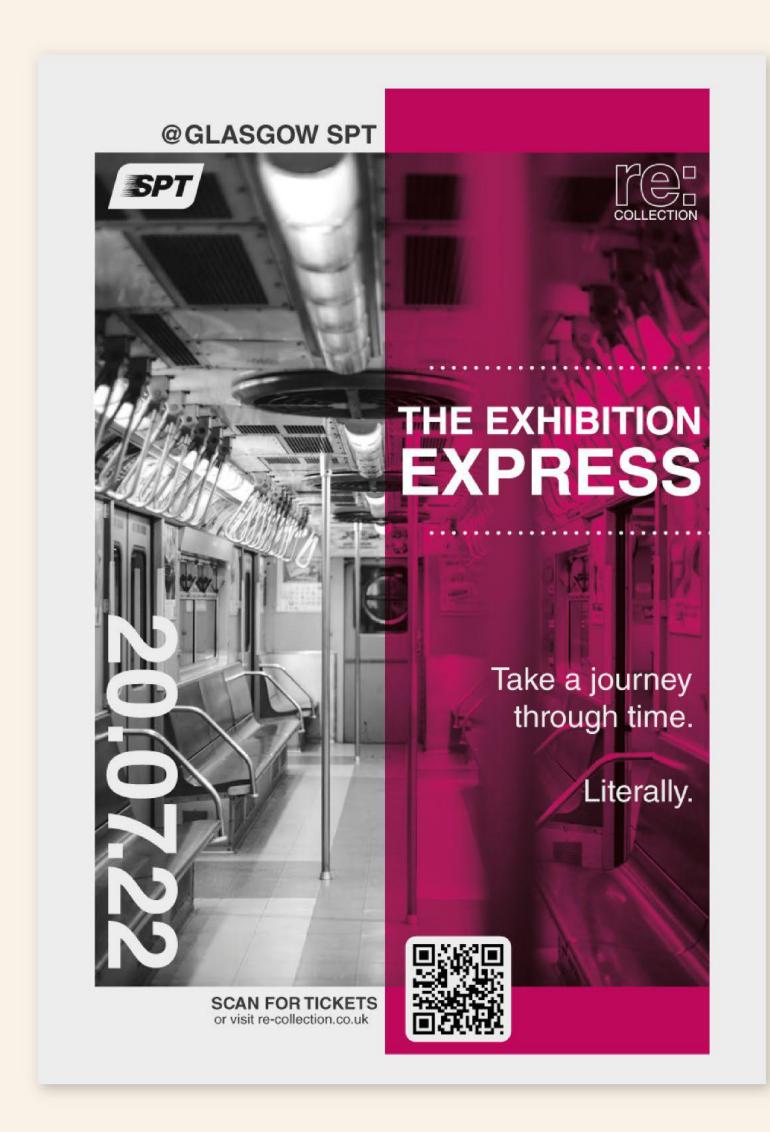
This project was completed as part of an an Industrial practice unit at University. The brief was set by Front page: Creative Agency in Glasgow.

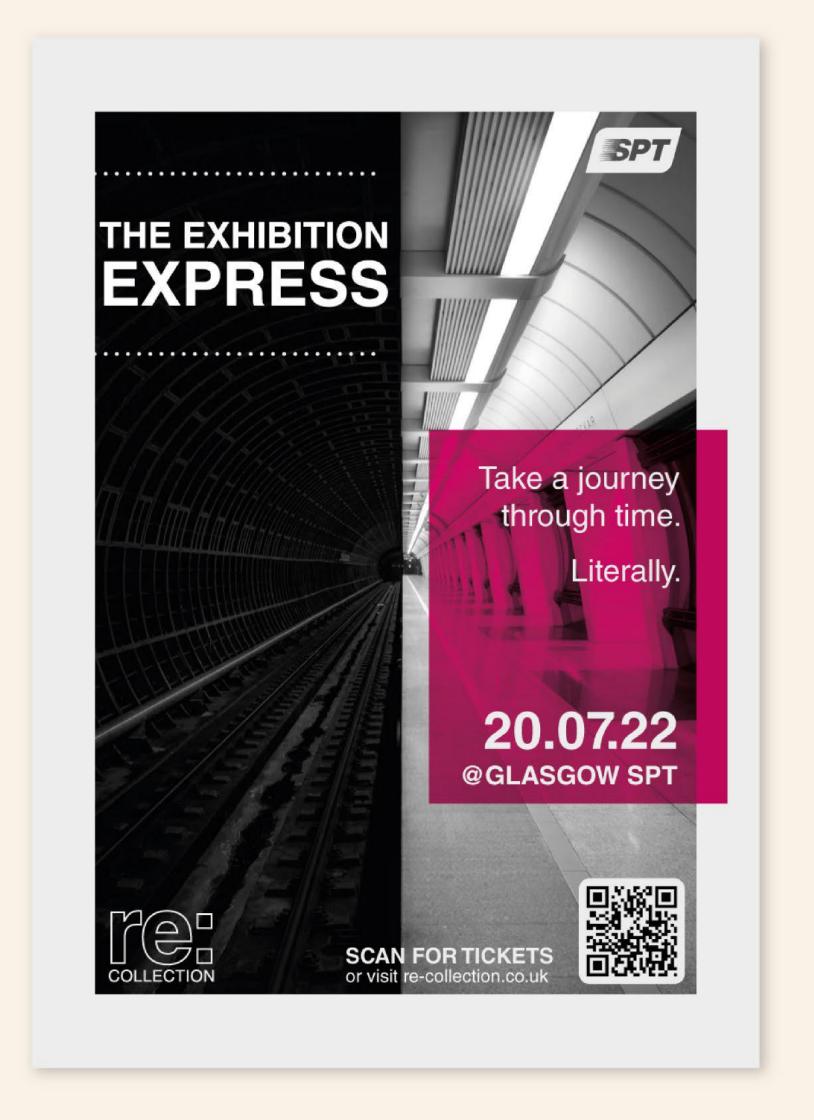
The Outcome of the project was a Brand identity accompanied by a poster & advertisment campaign for a mobile gallery that would take place within a subway train-cart.



POSTER CAMPAIGN

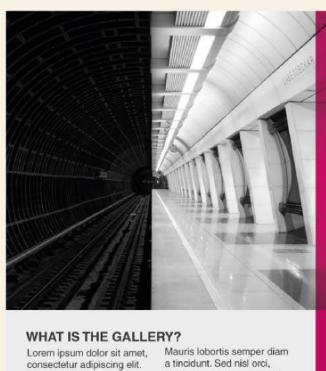






LEAFLET DESIGN





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IS IT ACCESSIBLE?

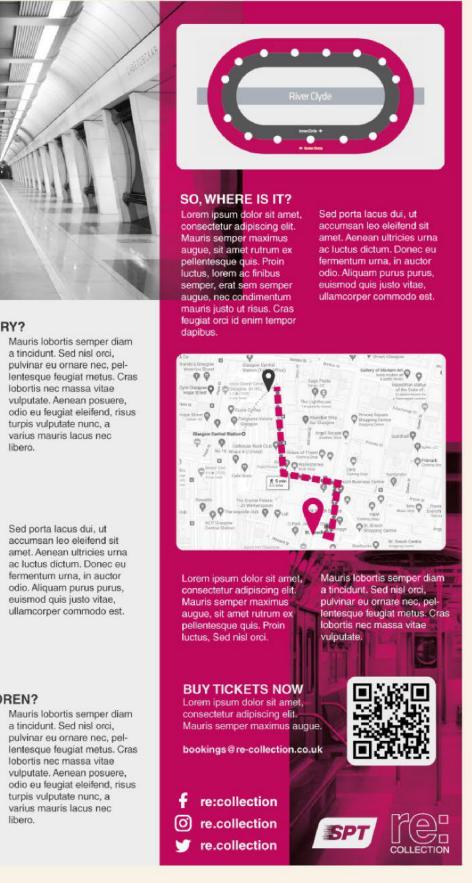
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IS IT FUN FOR CHILDREN?

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TICKET DESIGN & MISC ADVERTISMENTS











BOOK COVER RE-DESIGN

This was completed as part of my Universities "Creative Practice" Unit, where we were given the opportunity to complete a project that we decided the breif for.

I chose to re-design book covers for a series of horror novels that were given Netflix adaptations, to promote the old books to a newer generation of readers.

BOOK COVER RE-DESIGNS





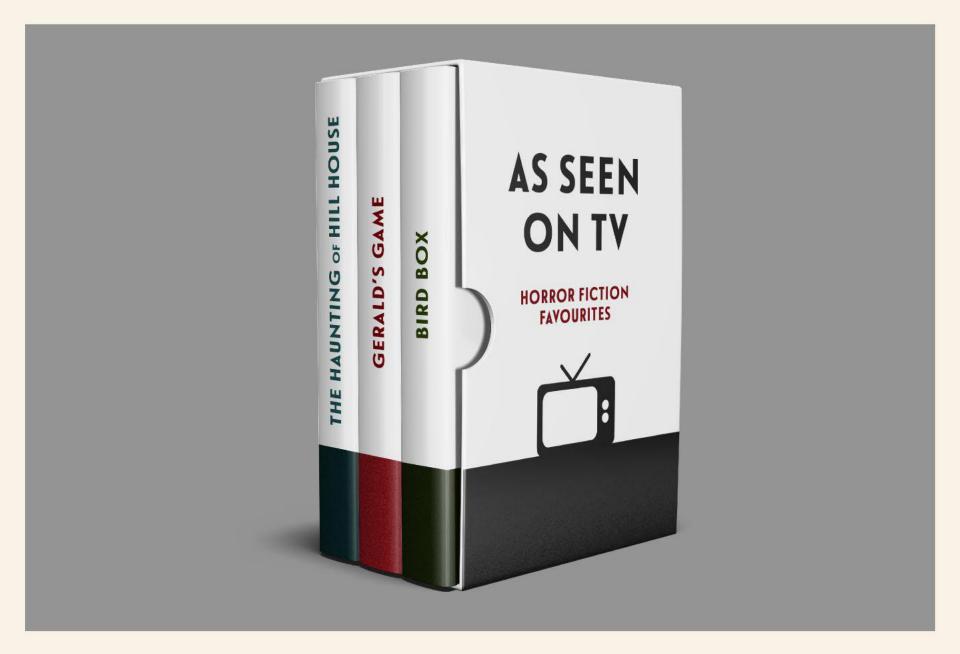


BOXSET COVER DESIGN





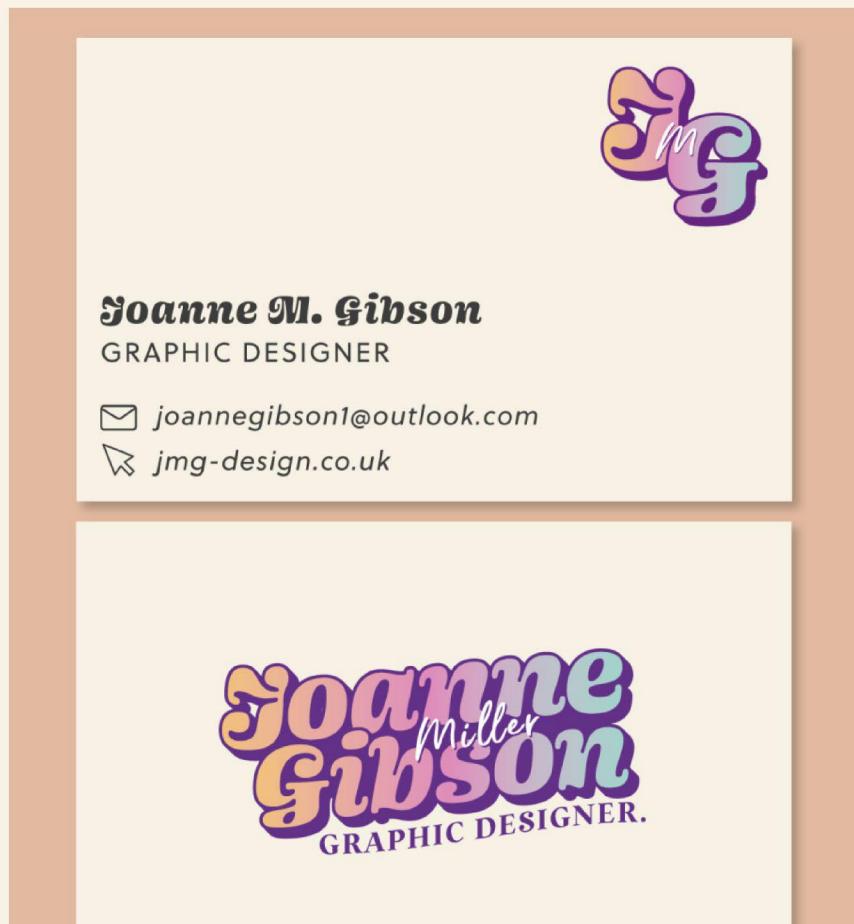




MISC. PROJECTS

Various projects completed outwith University or Work for or personal use, such as branding for my portfolio, Illustrations and Poster Design, or logos and branding for friends businesses.

BUSINESS CARD DESIGN





POSTER DESIGNS







LOGO & PRICE BROCHURE DESIGN





