



# Portfolio



A self motivated and  
dedicated freelance  
designer with 20+ years  
industry experience.

With expertise in all stages of digital design,  
art direction and design from conceptual through  
to launch, and a proven record of developing brands,  
campaigns and digital experiences for start ups,  
through to some of the world's biggest and most  
recognised brands.



# Talented, creative and really good at...

## **Brand.**

Creative idea development. Branding & identity.  
Guidelines. Photography.

## **Creative.**

Creative direction. Advertising. Packaging.  
Marketing materials. Outdoor media.

## **Digital.**

Website design. Social campaigns.  
Digital banners. HTML emails.



# Client

eBay

# Project

Event launch print campaign

## **Problem**

There has been a significant increase in demand for sought after sneakers, but with that comes an overpriced resell market.

## **Solution**

eBay UK teamed up with London-based chicken shop Morley's, for a sneaker pop-up that allowed sneakerheads to get their hands on exclusive trainers for the original retail price rather than the much higher resell value.





# Client

Nike Run Club Dubai - Pitstop Grand Prix

# Project

Event identity

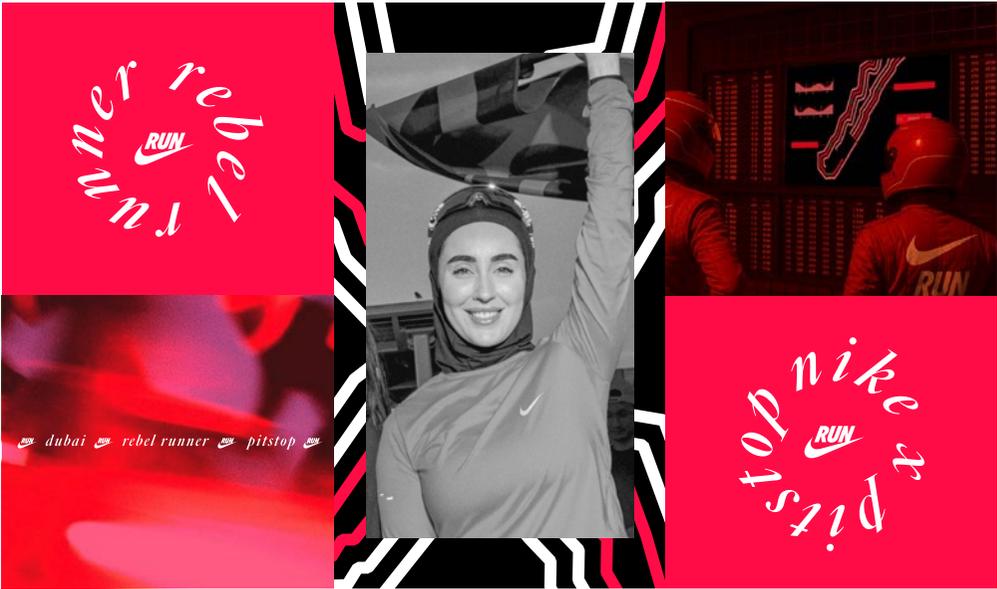
## **Problem**

How does Nike cut through the noise of other brands & clubs, and own the event with more than a product drop.

## **Solution**

A grand prix inspired creative that resonates and inspires the run community of Kite Beach. Featuring KVs, icons, race maps and data visualisation.

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# Client

Guinness

# Project

Print advertising

## **Problem**

Propelled by the global pandemic, changes in drinking habits and for consumers to have that freshly poured Guinness Draught experience at home. The Guinness team wanted a new way in which they could keep sales on the rise.

## **Solution**

The Microdrought tap. A simple, to the point advert, located within high footfall areas in the capital to push the latest must have gadget.





# Client

Adidas

# Project

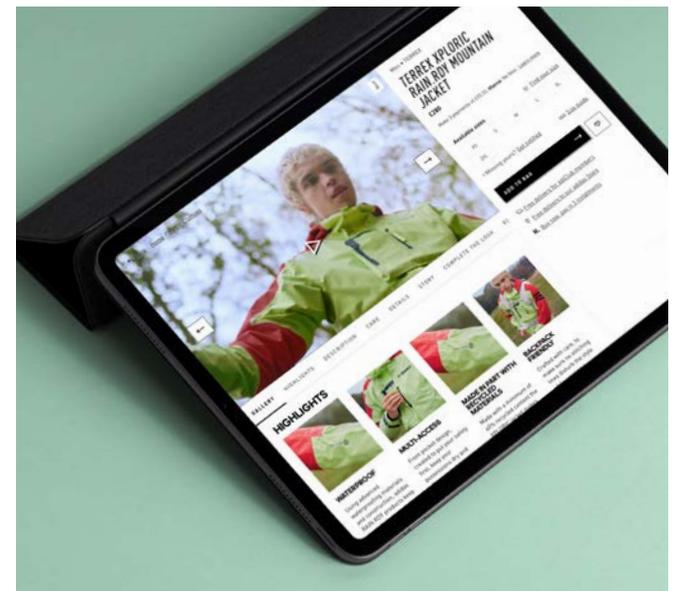
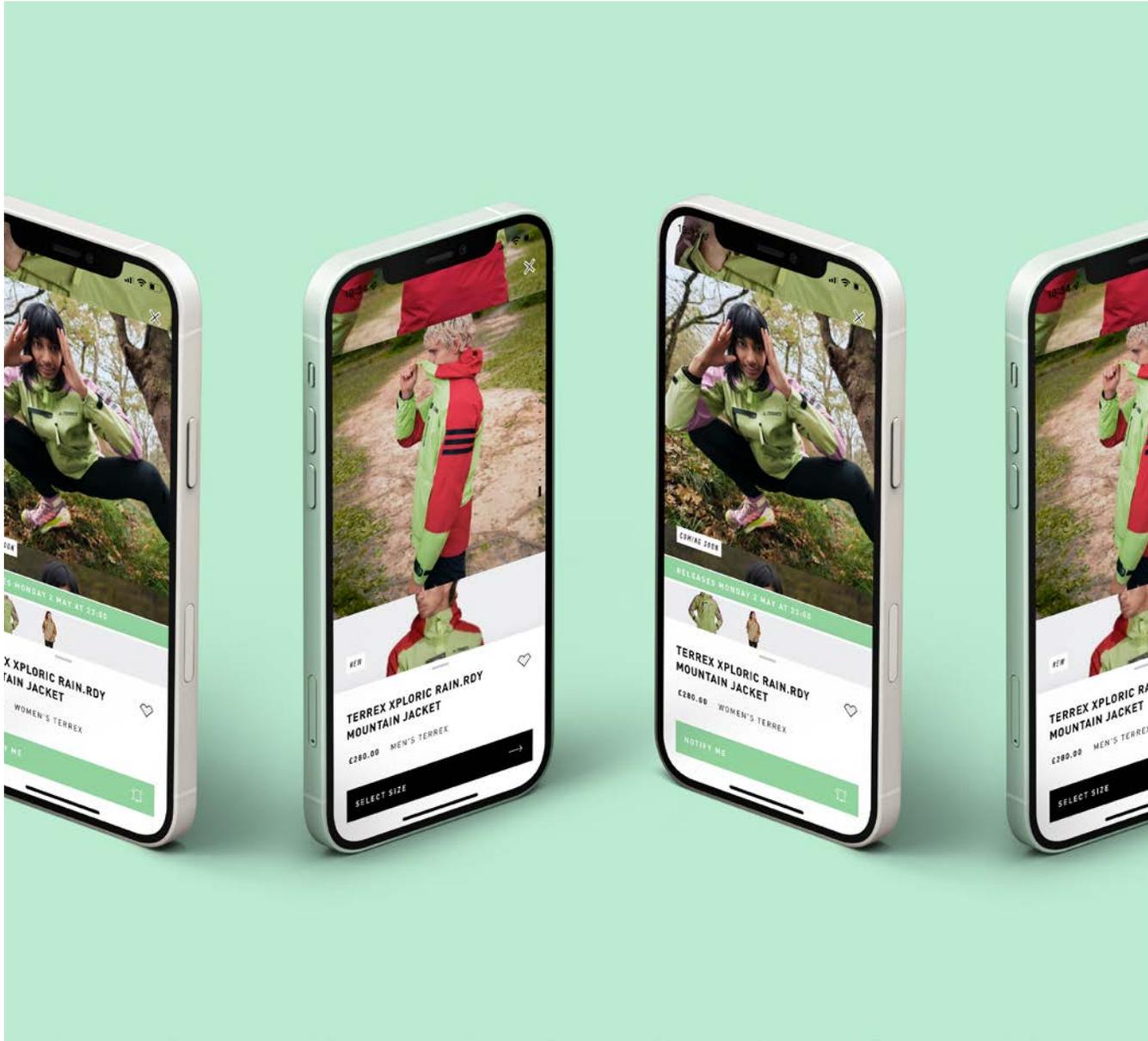
Product launch - digital

## **Problem**

A new product launch which needed a digital content refresh.

## **Solution**

Strip back the surrounding noise on the app & website and let the bright, impactful product images do the selling. From initial design to delivering all final content - the result speaks for itself.





# Client

Innovent

# Project

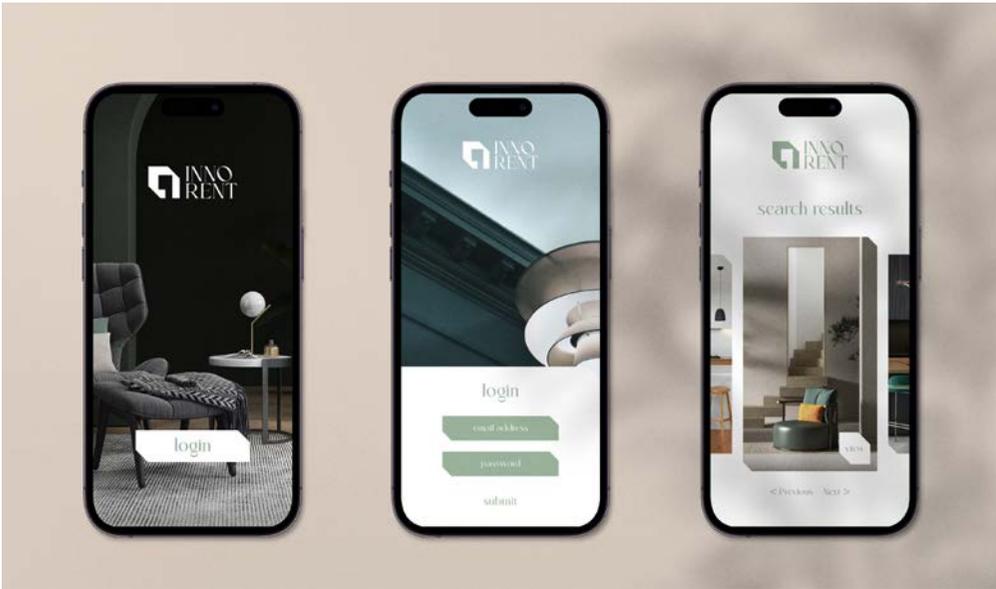
Branding / Print / Digital

## **Problem**

Build a brand and increase awareness around new Dubai based rental platform, Innovent.

## **Solution**

Creation of a unique brand logo and style, exclusively built around the luxury market but also giving the feeling of affordability. The app is currently in development and will be launching later this year.





# Client

Heinz

# Project

Print & social campaign

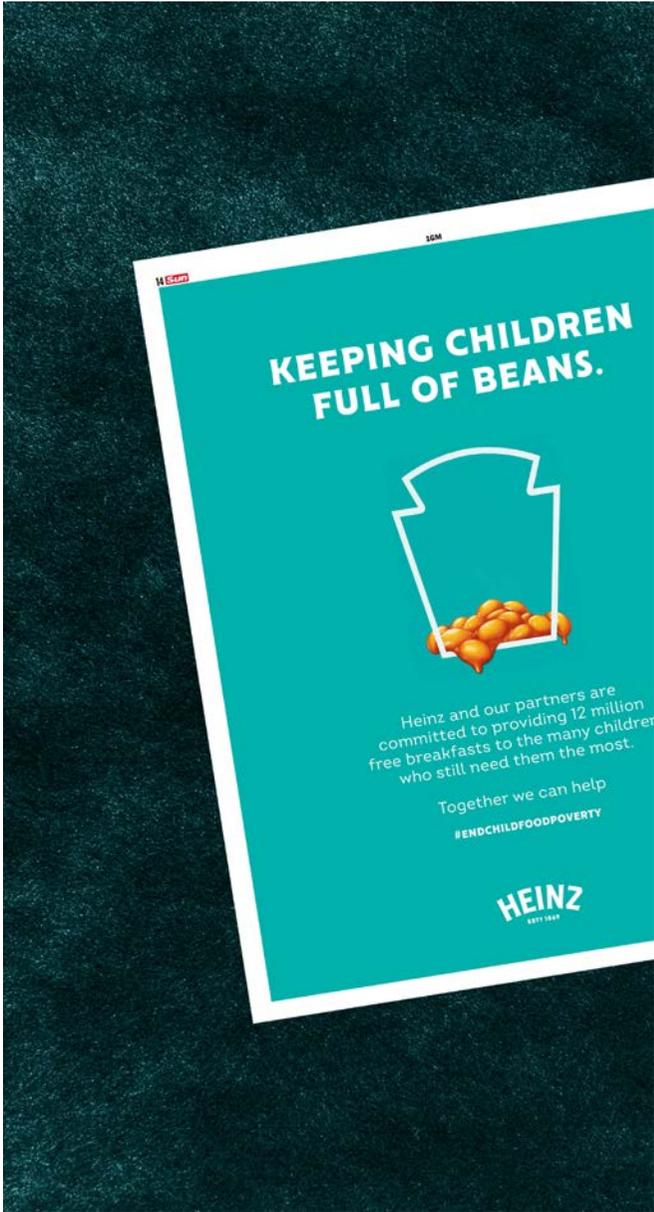
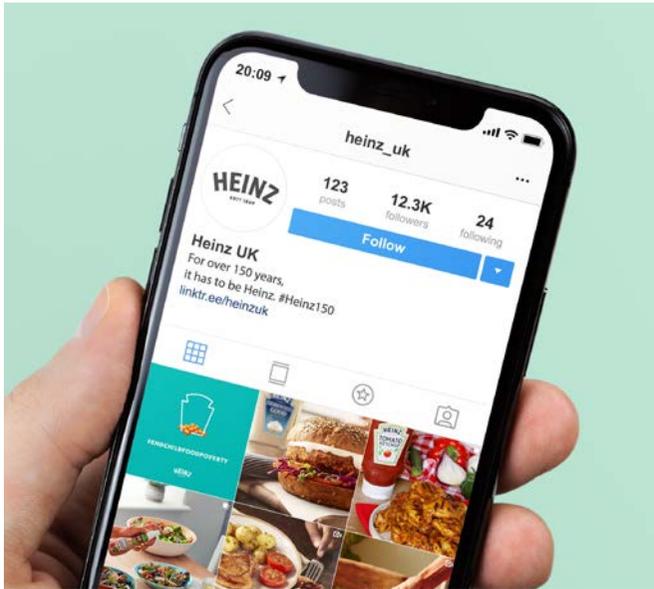
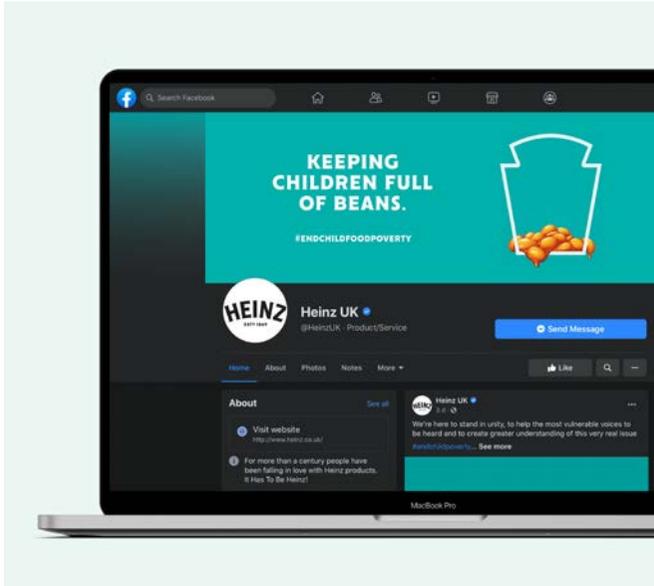
## **Problem**

Highlight the growing problem of child food poverty.

## **Solution**

Replacing the iconic Heinz label with an “empty” space to highlight the 200,000 children who arrive at school, every day, stomachs grumbling.

With their partners they have committed to handing out 12 million free breakfasts.





# Client

YO! Sushi

# Project

Rebrand launch campaign

## **Problem**

The brand had tired/outdated food photography.

## **Solution**

A simple but effective update to typography and tone of voice, combined with a new vibrant colour palette, graphics and modern photography has propelled this food brand on the high street.





# Client

KFC

# Project

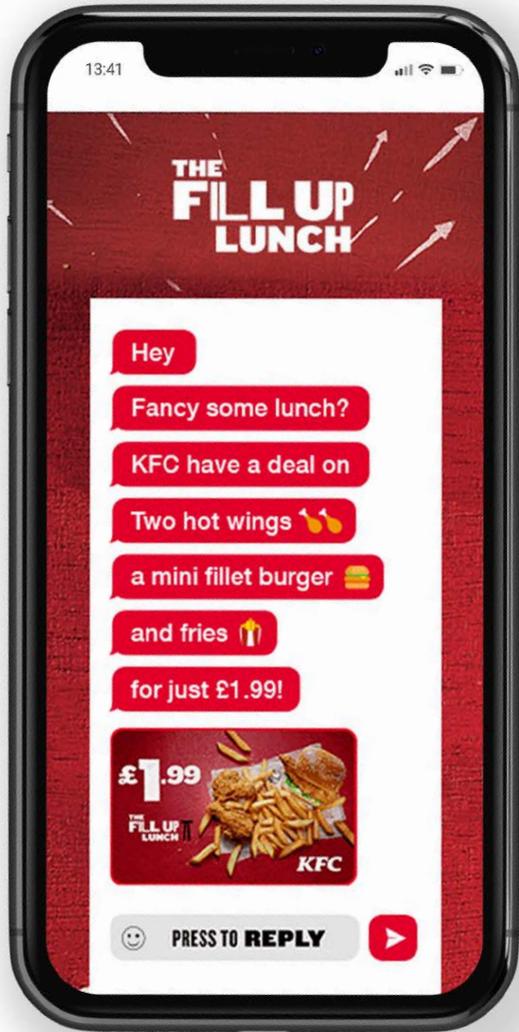
Texting story email

## **Problem**

To inform dormant app users about a new lunch menu.

## **Solution**

We created an animated texting story email based on a conversation two friends would have about a lunch deal. The result, a 25k uptake in the deal through the app.





# Client

L'Oreal - Garnier

# Project

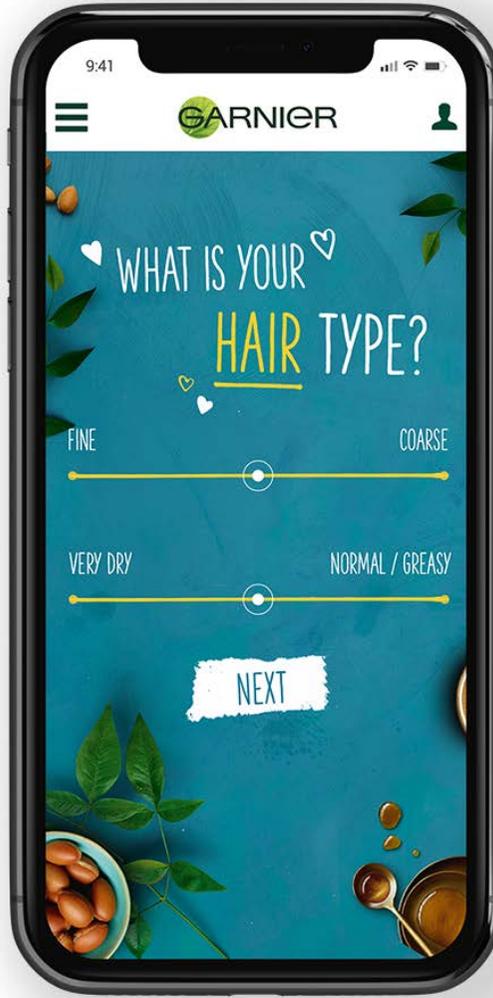
Product website

## **Problem**

Garnier needed customers to understand which product was best for their hair.

## **Solution**

Working with UI & UX teams to deliver an interactive user journey but within a fun, branded environment so customers can find the best products for their hair.





Various social campaigns





draytonhome

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Month 4 from £21.99. New customers, 24 months. Annual price change and terms apply.

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