

# Portfolio

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# About

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I am a final year student studying Graphic Design at Sheffield Hallam University. I am interested in connecting and collaborating with professionals and expanding my knowledge and interest in sustainable branding and packaging.

## Awards

- Bronze Prize Winner at Two+Two 2022 – Working on a one-day collab brief with Wejo to pitch a concept which met and unmet need. Working with 4 other students, we created a concept which led to us being the wildcard group, which led to us winning the third prize placement opportunity with Zeal Creative Ltd.
- Third Prize Competition Winner with Smurfit Kappa (Live Brief) 2022 – A two-week project where we had to follow company guidelines and creating displays for their chosen company. Producing a product display which had less restrictions, and finally a theatrical display which gave me the opportunity to think differently than my competitors.





## **Skills**

### **Technical/Creative Skills:**

- Online Collaborative Technology (e.g. Zoom, Google Drive, Miro) – Connecting with others, share files, and participate in group activities/1:1's.
- Adobe Creative Cloud – Including Photoshop, InDesign, Dimensions, AfterEffects and Illustrator.
- Autodesk Fusions 360 & Adobe Dimensions – Creating various 3D outputs
- MS Office – Regularly using Microsoft Word, PowerPoint, and Outlook.

### **Professional/Transferable Skills:**

- Communication – Developing these skills throughout university from presenting, gaining feedback, researching within different briefs, especially client briefs.
- Project Management – In second year, managing three projects at the same time. In final year, having multiple projects at once and going back to improve previous briefs. Overall improving my organisation and time management skills.
- Leadership – Creating our collaborative brand You, I took the lead in making sure we knew our tasks and time managing the project - making sure to keep it collaborative.
- Working with Clients – Working with several clients over my time at university and in my spare time, developing my communication skills and gaining experience working with clients and the challenges it can face.

# Part 2

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**If everyone bought just one pre-loved item a year, it would save 449 million lbs of waste annually, equivalent to the weight of 1 million Polar bears.**

*~ Prospect Magazine*

**The average life for clothing is 2.2 year in the UK. By simply wearing this item for an extra 9 months can reduce its carbon footprint by 30%.**

*~ WRAP UK: Extending the life of clothes*

**One in three women feels that their clothes are outdated after less than three wears.**

*~ Findings from Barndardo's research: 'Once worn, thrice shy – British women's wardrobe habits exposed!' (2015)*

# Part 2

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Part 2

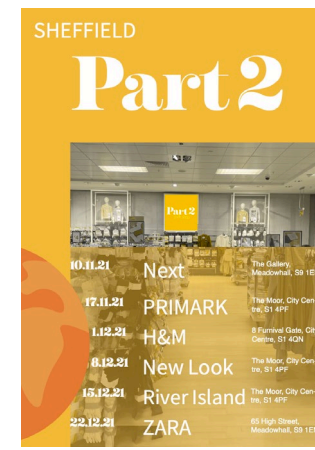
P

Mikado Yellow  
Pantone  
CMYK  
(0.0, 0.26, 0.93, 0.0)  
#FFC300

A B C D E F G H I J K L N  
O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p  
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1 2 3 4 5 6 7 8 9 0

# Part 2

Part 2 is a pre-loved fast fashion shop which collaborates with fashion brands like Primark, New Look, River Island etc. It aims to minimise waste by giving younger people the opportunity to give clothing a second chance at life and make a lasting impact on the environment.





PRIMARK

# Part 2

Give a second chance to an item of clothing and make a lasting impact.


17.12.21



Sheffield Buy Rent Swap

SHEFFIELD

# Part 2



|          |              |                                      |
|----------|--------------|--------------------------------------|
| 10.11.21 | Next         | The Gallery, Meadowhall, S9 1EP      |
| 17.11.21 | PRIMARK      | The Moor, City Centre, S1 4PF        |
| 1.12.21  | H&M          | 8 Funnival Gate, City Centre, S1 4QN |
| 8.12.21  | New Look     | The Moor, City Centre, S1 4PF        |
| 15.12.21 | River Island | The Moor, City Centre, S1 4PF        |
| 22.12.21 | ZARA         | 65 High Street, Meadowhall, S9 1EN   |

WHY

# Part 2

Saves natural resources - 1,800 gallons of water is used to grow enough cotton for one pair of jeans - worth almost five years' of drinking water.

The average life for clothing is 2.2 years in the UK. Wearing an item for an extra 3 months can reduce its carbon footprint by 30%.

1/3 of women feel their clothes are outdated after less than three wears.

We aim to encourage second chances and make a lasting impact.

If everyone bought just one pre-loved item a year, it would save 449 million lbs of waste annually.

Each year we prevent 120,000 tonnes of CO2 emissions by reselling preloved items.

Last year we resold 14,000 tonnes of pre-loved clothing.

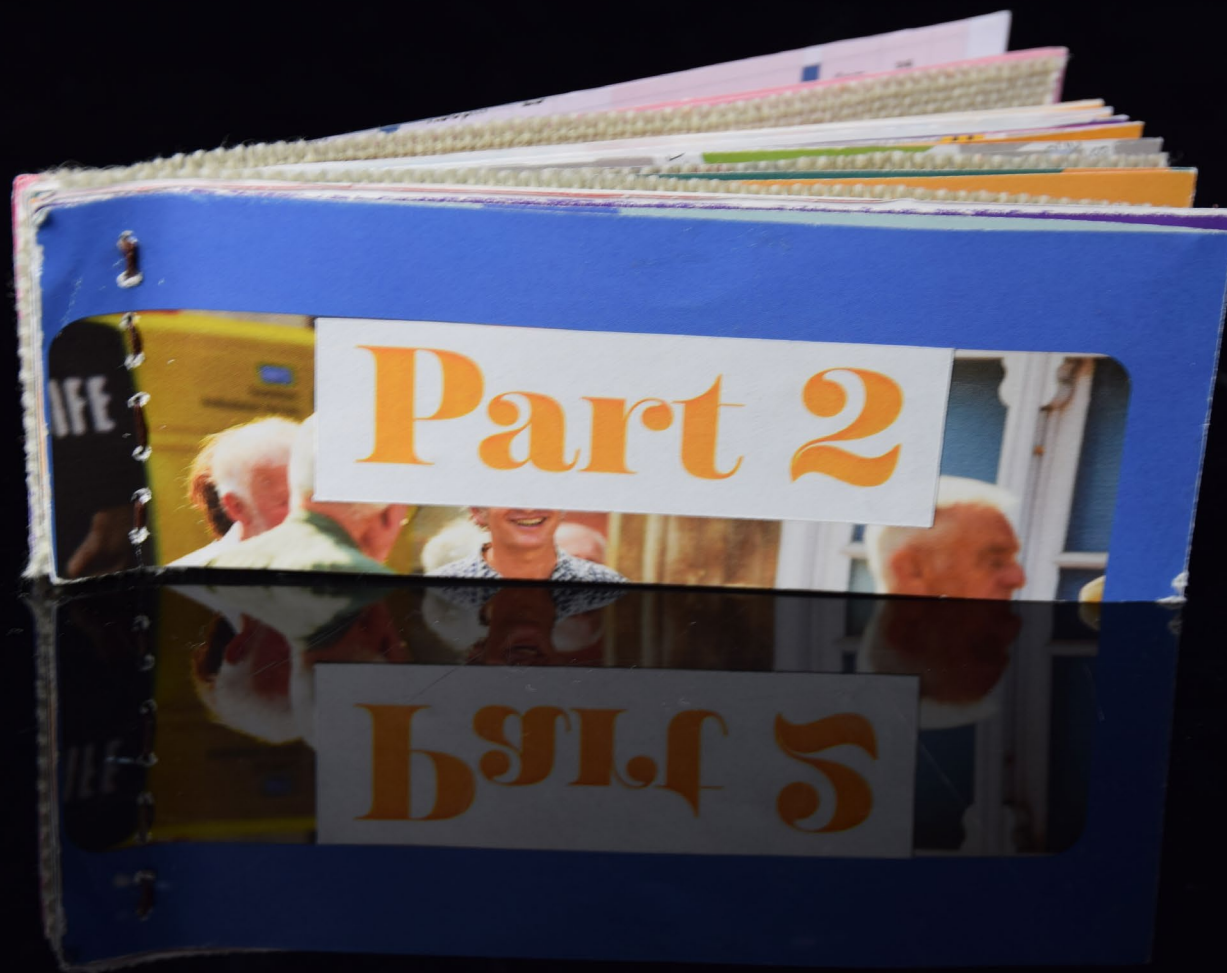




# Part 2













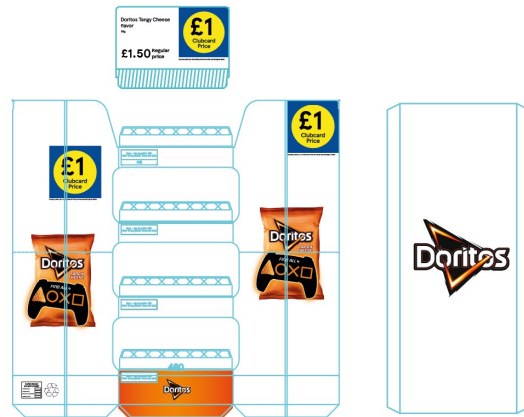
# Smurfit Kappa

## Live Brief

A brief set by Smurfit Kappa to create three displays:

- 1 x Tesco display, where we have to follow brand guidelines
- 1 x Doritos display
- 1 x Theatrical display

I wanted to display luxury through my work as PS5s are hard to get your hands on as they sell out and are expensive.



Tesco Guidelines Display

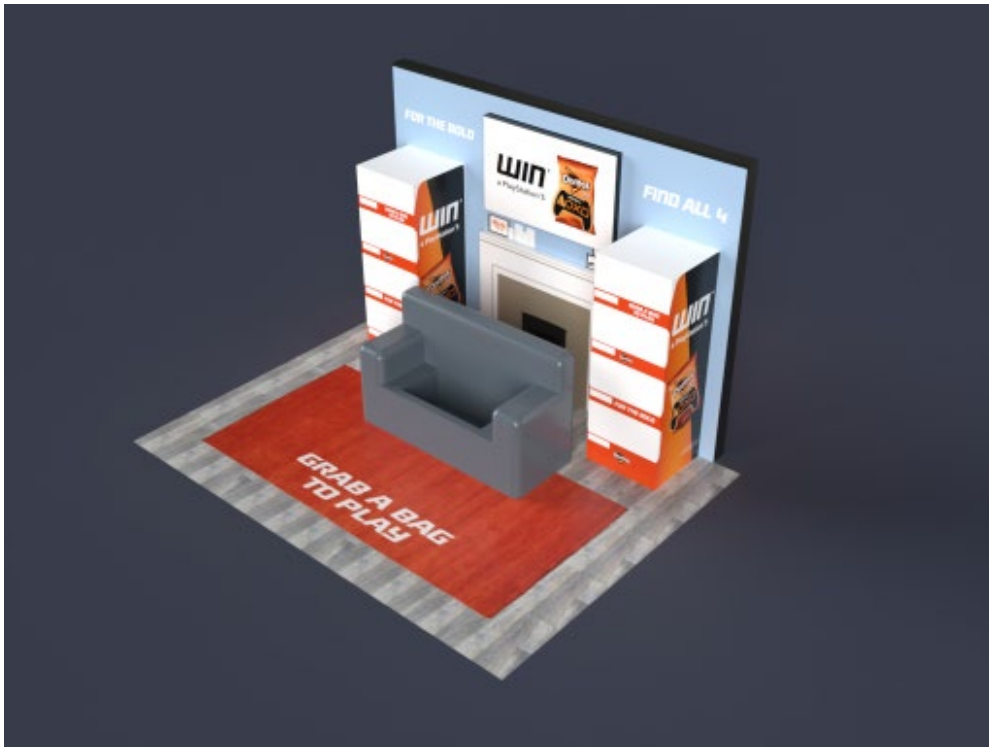


Doritos Display

# Smurfit Kappa

## Theatrical Display

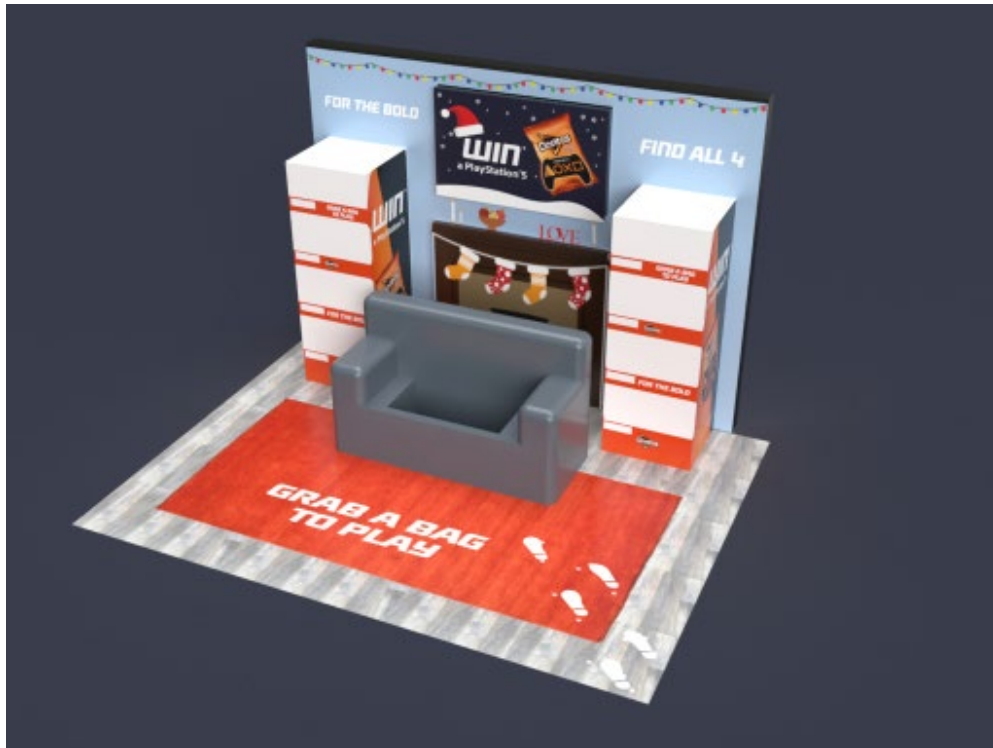
For my theatrical display, I wanted to show the type of environment you would be in when playing on a PS5, as this made the display welcoming and increased the chances of disrupting the audience. Creating a floor sticker to go with it to help stop and attract people.



# Smurfit Kappa

## Seasonal Display

This display is easily adaptable to different seasons, as seen in my Christmas Display.





# RSA

## Live Brief

Documenting wasteful purchasing from myself.



**3 packets**  
**6 blister packs**  
**5 out of 6 opened**

This is my RSA (Royal Society for Arts) submission, where I chose to do the Without the Waste brief. The challenge is to reimagine pharmaceutical packaging and consider the circular economy.

From primary research, people found medical packaging hard to find in shops, bulky and unnecessarily wasteful. They were specifically naming hay fever tablets as wasteful. Another wasteful habit is forgetting to take hay fever tablets before leaving and purchasing more hay fever tablets, leading you to have multiple packets you don't need.

Logo Development



Creating handwritten type for my Hay! brand.

Hay! Hay! Hay! Hay! Hay! Hay!  
Hay! Hay! Hay! Hay! Hay! Hay!  
Hay! Hay! Hay! Hay! Hay! Hay!  
Hay! Hay! Hay! Hay! Hay! Hay!  
Hay! Hay! Hay! Hay! Hay! Hay!

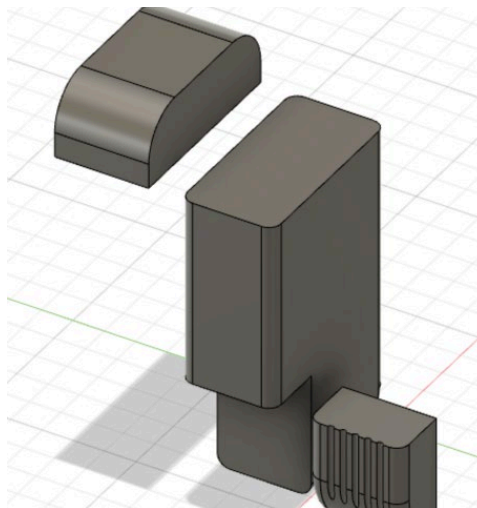
Hay! Hay! Hay! Hay!  
Hay! Hay! Hay!  
Hay! Hay! Hay!  
Hay! Hay! Hay!  
Hay! Hay! Hay!  
Hay! Hay!  
Hay!

# RSA

## Live Brief

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I created a system which minimises blister packaging waste. An app to sync your calendar to get reminders or recommended reminders based on the pollen count feature. Making sure you never forget to take a tablet before you leave and don't need to buy more, the app preventing wasteful purchasing.



App Prototype:

<https://www.figma.com/file/oZqyvn42rGqOjiSCEI8RXi/Untitled?node-id=10%3A62>

The packaging is inspired by the typical sweetener packaging structure, which is small and portable, easy for people of different ages to use, and accessible for people with joint or muscle problems.





A refill station to refill their packaging and a barcode on each refill station so they can track their refills on the app.







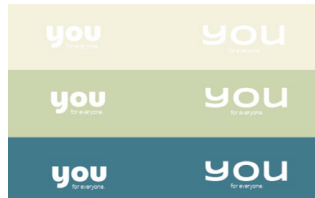


# you

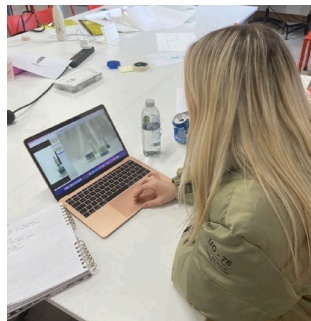
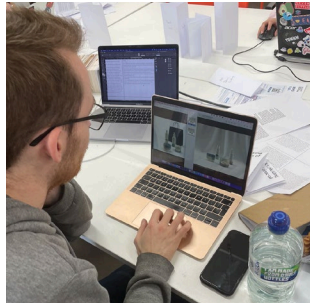
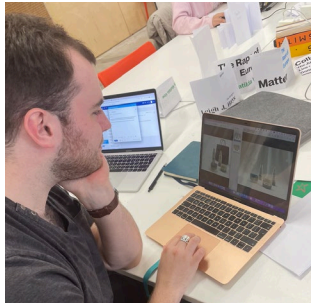
A collaborative project to create a gender-neutral skincare brand and packaging, choosing an even typeface and name which displays equality, building our brand 'you'.

We created designs for different types of skincare products and created a helpful

guide displayed in shops next to our products to show what you would use these products for and instructions on how to use them. As the products are for everyone, we thought about everyone, even those who don't use skincare.



Brand colours and two finalist types



Gaining feedback and testing our product on both women and men



Real Life Mock up of all packaging and guide



Digital Mock Up







# Forbidden Sound

## Packaging

### Live Brief

A client brief was set by Forbidden Sound to create a packaging design for their clothing brand as they wanted a design for their delivery boxes which made their customers feel special.

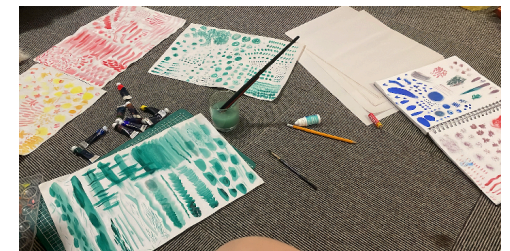
The design was created by mark-making with paint to show expression and emotion, editing these to fit in with the brand colours and making various other packaging designs for each brand colour.



Feedback Review



Mark-making Designs







# Sports Direct

Campaign

They are creating a repositioning campaign for Sports Direct, a brand with a checkered past and changing how their audience views them. Changing the current logo to a friendlier version with curves and more spacing to help showcase it's an equal sign.

Choosing events which are both easily recognisable and not, to educate people

Instagram Mockup



of the different communities and how Sports Direct support everyone. Creating Sports Direct merchandise with my redesigned logos on them, money from this being sent to chosen charities, for example, money for the LGBTQ+ community, will go towards The Trevor Project.

**SPORTS  
DIRECT**

**SPORTS  
DIRECT**



# Sports Direct

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