



# DESIGN PORTFOLIO

# HELLO,

I'm Holly, a creative designer from Yorkshire. I have studied graphic design for 3 years, gaining my bachelor's degree. I am dedicated and versatile, having developed skills in branding, print design, UI/UX, 2D and 3D animation, social media asset creation and more. I'm excited to assist your team and create something special together.

## SOFTWARE SKILLS



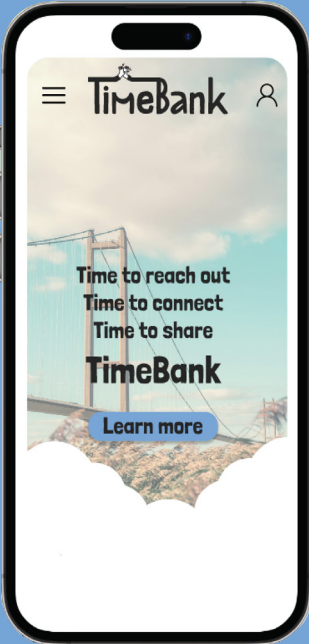
**PRINT**



**BRANDING**



**ILLUSTRATION**



**UI/UX**

# PRINT

Print production is a main area of interest for me. I enjoy creating physical design solutions that communicate messaging clearly and engage a wide range of audiences.

# VOTE GREEN

## MAY 2026

A design for change campaign to raise awareness of the Green Party's policies and give the audience hope for a better future. After carrying out extensive research and user testing, bright colours and clear straplines were used to communicate the optimism of the Green Party.



**GREENS FOR  
AFFORDABLE  
HOMES**

150,000 new social homes each year

SERVE  
ER

**GREENS FOR  
A BETTER,  
BRIGHTER,  
FUTURE**

# ILLUSTRATION

I have been using an iPad to practice my illustrative skills. I am committed to continuing to improve my skills and would like to bring more of my illustrative work into my commercial work.

# PERSONAL WORK

2026

During my personal time I enjoy creating illustrations using Procreate. I am passionate to further develop my skills and regularly carry out independent learning on Skillshare, not only for illustration but photography, UX/UI and more.



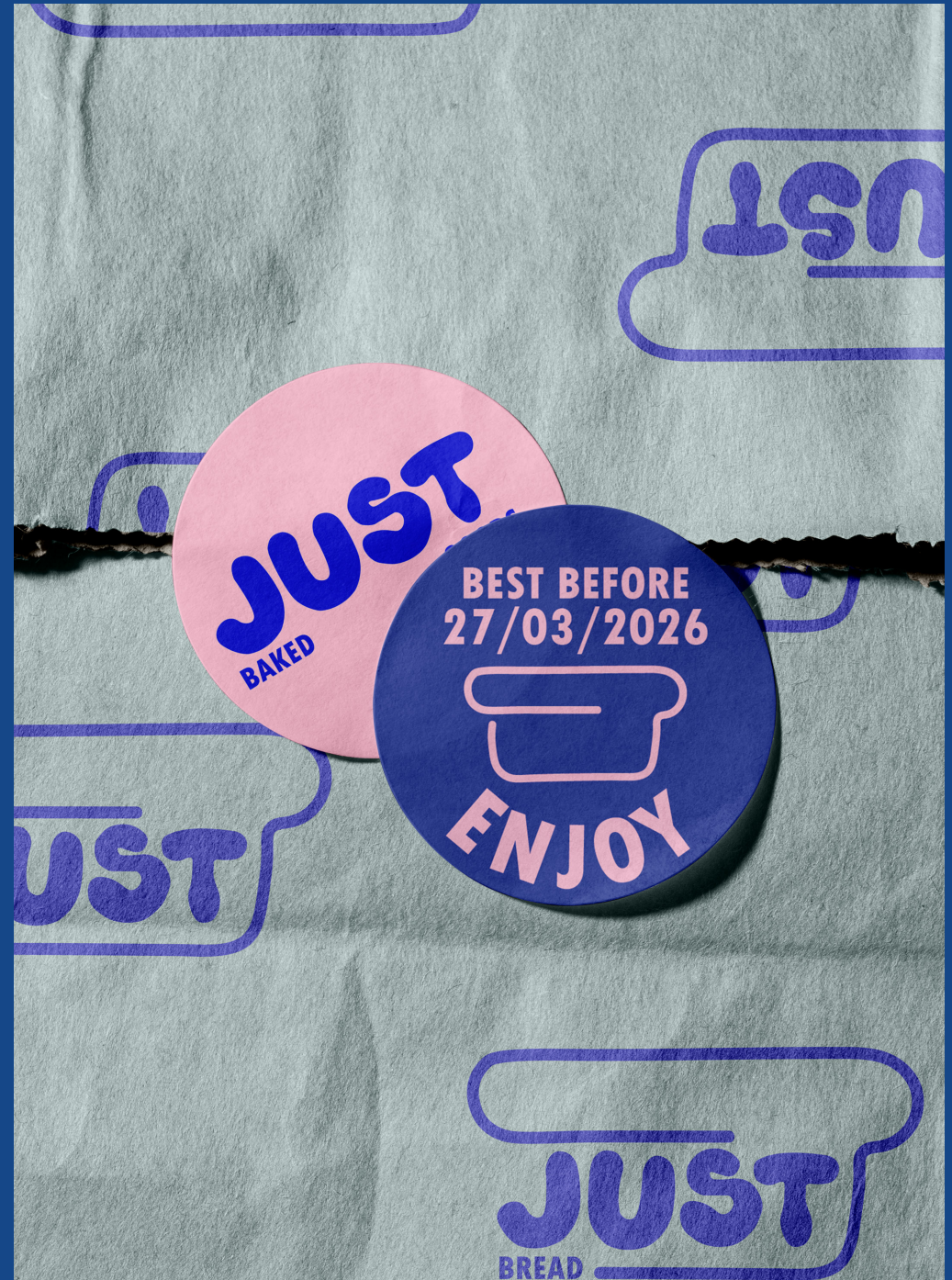
# BRANDING

I create bold, consistent brand identities that make brands look like what they are instead of what I want them to be, this ensures the brands personality shines through. As Michael Bierut said “stop talking, start listening”.

# JUST

## MAR 2026

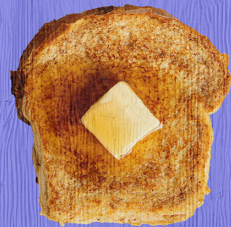
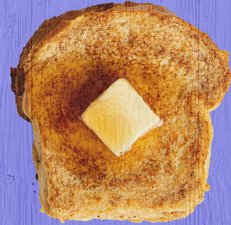
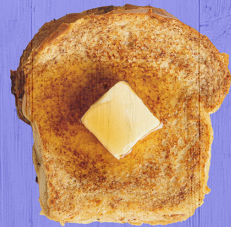
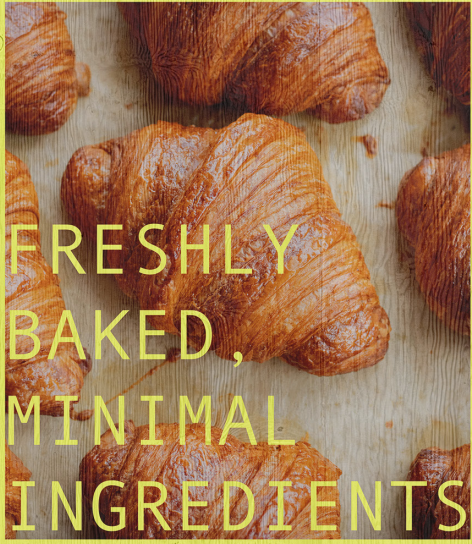
Just's visual identity embraces the brands key elements minimal, squishy and fresh. When working on this project I used my problem solving skills to create a sustainable solution for waste and designed packaging that stands out from competitors. Just's bread is wrapped in patterned paper that promotes circular use.



# JUST

BAKED

GOODS



# JUST

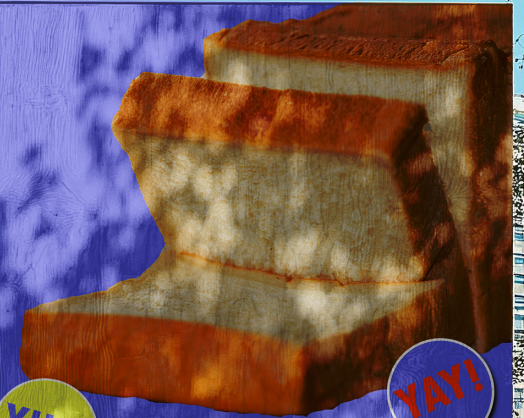
BREAD

# JUST

FEATHERBREAD

# JUST

CROISSANTS



YUM

YAY!

AVAILABLE  
TO BUY AT  
SAINSBURY'S

**WAYS TO RE-USE PAPER**  
 The whole structure, including the bread, is made from 100% recycled paper. It's a great way to reduce waste and save resources. You can use the paper for a variety of purposes, such as making a paper bag or a book cover. For more information, visit [www.justbread.com](http://www.justbread.com) or call 1-800-800-8008.

**CUSTOMER ENGAGEMENT**  
 We're committed to providing you with the best bread possible. If you have any questions or feedback, please contact us at [feedback@justbread.com](mailto:feedback@justbread.com) or call 1-800-800-8008. We'll be happy to help!

**8008**  

**ANY YEARS**  
 SUSTAINABLE FOR FUTURE GENERATIONS  
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**ALLERGY ADVANCE**  
 Contains gluten, wheat, and other allergens. Please see the back of the package for more information.

**STORAGE**  
 Store in a cool, dry place. Keep the bread in its original packaging for best results.

**INGREDIENTS**  
 Wheat Flour (Enriched with Niacin, Iron, Thiamine, Riboflavin), Water, Yeast, Sugar, Salt, and other natural ingredients.

**100% RECYCLED PAPER**

**JUST**  
 BREAD

**JUST**  
 BAKED GOODS

**WHITE**  
**BREAD**

FRESHLY BAKED, MINIMAL INGREDIENTS



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**JUST**  
 BREAD

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**SEEDED**  
**BREAD**

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# UI/UX

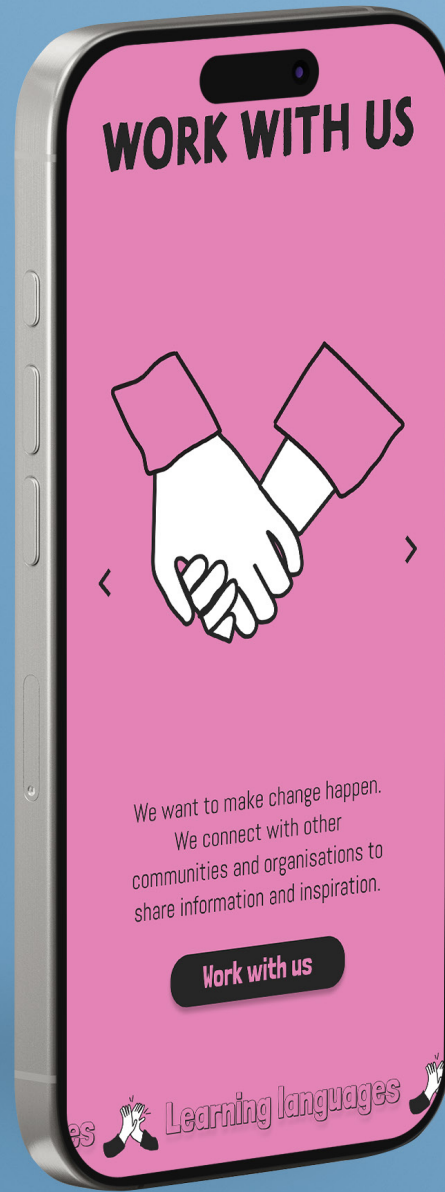
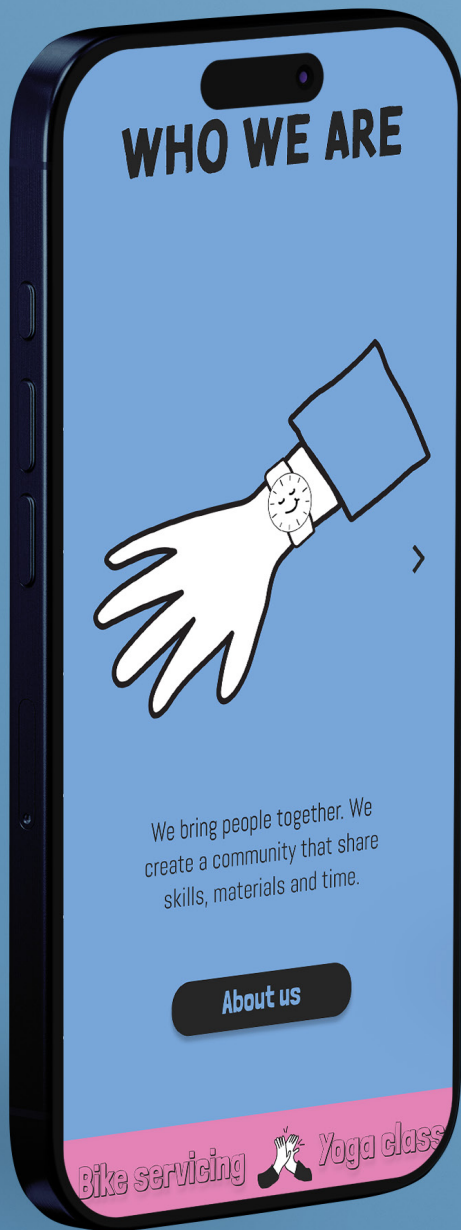
When creating app and web based interfaces I follow the laws of UX to build user interfaces that are efficient, well executed and promote a positive user experience.

# TIMEBANK


JAN 2025


TimeBank are a non profit organisation in Hull that needed a brand update and a responsive website that easily communicated their messaging. I created a refreshed brand identity and a high fidelity mock up of their website on Figma using a mobile first approach.





**THANK YOU,  
I REALLY  
HOPE TO  
HEAR FROM  
YOU SOON...**

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