

HEY THERE! THIS IS MY
PORTFOLIO

WHAT I LOVE
DOING





ABOUT ME

I started this business in September 2023 as I love art and design and being involved in other people's businesses (I'm nosy, I won't lie). Fast forward to now, and I'm working from my own creative office space, designing bold, playful brands for businesses I genuinely care about.

I've gained experience working in media & marketing jobs, having my own art based small business, and working as a freelancer. The diverse range of experiences I've had has shaped me into who I am today, and I'm eager to share this knowledge with you!

CONTACT ME

- 📞 07359860614
- ✉️ info@notchmedia.co.uk
- 📷 notchmedia_

AWARDS & BADGES



RELEVANT EDUCATION

2014	South Holderness School : Art BTEC Level 2 - Distinction*
2014 - 2015	Hull College : BTEC Level 3 Art & Design (Fashion & Clothing)- DDM
2016 - 2018	Scarborough TEC: BA Hons Costume Design - Higher National Diploma
2020	Activfirst: Customer Service Practitioner Level 2
2023	TQUK Level 2 Certificate in Digital Marketing

JOBs

2022	Event Manager - Crown Spa Hotel
2022 - 2023	Marketing Media Coordinator - The Little Hide
2023 - 2024	Personal Assistant & Admin Manager
Ongoing	Ecommerce Business Owner - Anja Richards Art

FREELANCE

2024	-	Ellers Farm Distillery/Dutch
2026	-	Barn Vodka - Freelance
2024	-	Keep Digital - Freelance
2025	-	Creative Assistant
2024	-	Fitzpatrick Design - Ad Hoc Design Work

INTERESTS

	Music		Lego
	Films		Gaming
	Cats		
	Art (Painting & Digital)		

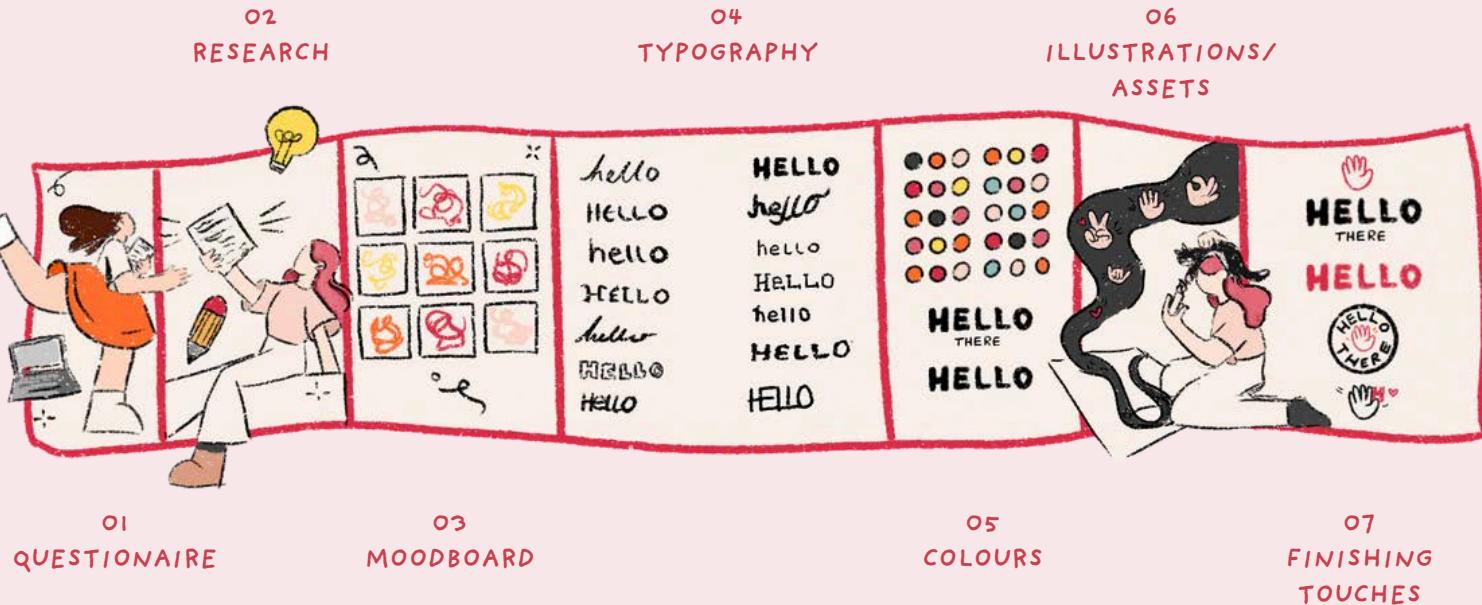
SKILLS

ADOBE PHOTOSHOP	
ADOBE ILLUSTRATOR	
ADOBE INDESIGN	
CANVA	
PREMIERE & DA VINCI	
PROCREATE	

CREATIVE FIELDS

- Visual & brand identity
- Logo design
- Social media content
- Print design
- Illustration
- Merchandise/apparel
- Product/stationery

MY PROCESS



design process for a visual identity

· LOGOFOLIO · LOGOFOLIO · LOGOFOLIO · LOGOFOLIO · LOGOFOLIO · LOGOFOLIO



Cast Iron
Radiators



iStitch
BESPOKE



bisou studio

ANJA
RICHARDS
artuk



Rural
ACCOUNTING

THE
slow
sipper
club

WOMEN
who
RUM



· LOGOFOLIO · LOGOFOLIO · LOGOFOLIO · LOGOFOLIO · LOGOFOLIO · LOGOFOLIO



Nova Coffee

Coffee Shop & Trailers

The goal was to create a brand that felt consistent and full of personality while staying true to what they'd already built.

This included a set of fonts, colour palette and touchpoints that captured their tone and personality.

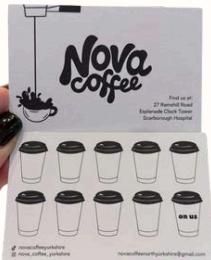
I created a collection of illustrations to match their existing branding and bring in a playful, handcrafted feel. I designed A-board posters to place outside their coffee trailers as well as the shop when open, coffee posters to add warmth to the cafe space, and menu designs and boards that tied everything together.



ILLUSTRATION

PRINT DESIGN

BRAND ASSETS



A BOARDS



ILLUSTRATIONS



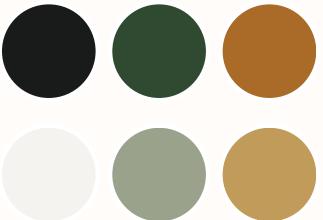


FONTS & COLOUR PALETTE

This is your heading

This is your subheading

This is your body copy



This is your fun font!

FOR HOSPITAL COFFEE TRAILER

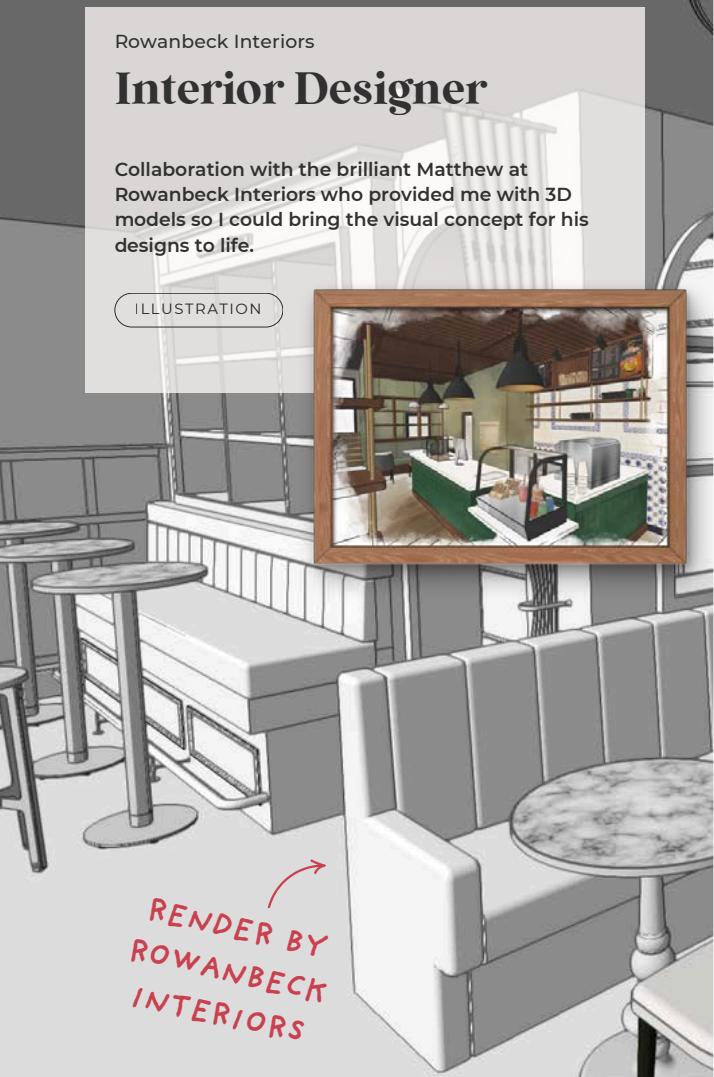


Rowanbeck Interiors

Interior Designer

Collaboration with the brilliant Matthew at Rowanbeck Interiors who provided me with 3D models so I could bring the visual concept for his designs to life.

ILLUSTRATION



RENDER BY
ROWANBECK
INTERIORS





THE
TREASURY

IT'S A BLOOMIN GOOD DAY

BLOOM.



BLOOM.

COFFEE & BAKERY

Bloom

Coffee & Bakery

Creating a full visual identity for Bloom for moving into their new premises. The rebranding includes the development of a primary logo, secondary logo, submark, and logomark, ensuring a cohesive visual identity. I choose to create the 'B' with a handle like curve to match a coffee mug handle and re incorporated the sunflower design they had originally into a new simpler design to match the rebrand.

WEB DESIGN

BRANDING





Print & Bookbinding Studio

I worked on the branding for two businesses that needed distinct identities while maintaining a cohesive joint brand strategy. The challenge was to ensure that each brand stood strong on its own while also aligning visually and strategically under a shared approach.

I explored various concepts and refined the design through sketches. We also worked on social templates and illustration for both businesses too. As well as a joint partnership logo for both.

ILLUSTRATION

BRANDING

SOCIAL

MCRAY PRESS PRINT & DESIGN



ILLUSTRATIONS



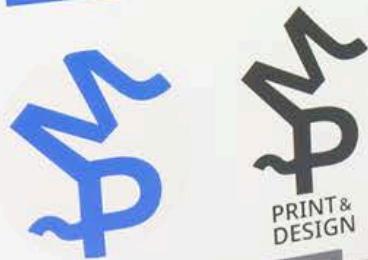
BOOKBINDING
ILLUSTRATION

YORK BOOKBINDING

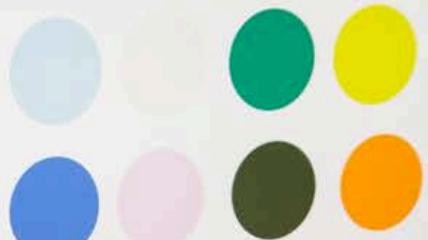


MCRAY-PRESS

PRINT & DESIGN



PRINT &
DESIGN



Ellers Farm Distillery

Ellers Farm Distillery

Producing ad hoc design work for Ellers Distillery, including a range of print and promotional materials.

Tasked with creating various digital and print assets, available as a freelancer to support the team with any design needs across their business.

Photography and illustration assets were supplied to support the creative process.

FREELANCE

CAFE TV MENU





ADVERT

Ellers Farm Distillery

Dutch Barn Vodka

As part of the Ellers Farm Distillery brand, I work on creating digital and print design alongside the team.

This ranges from social templates, social banners, menus and much more.

Photography and illustration assets were supplied to support the creative process.

FREELANCE



Dutch Barn Vodka

Spirit of Comedy

Providing ad hoc design support for Dutch Barn Vodka's Spirit of Comedy show, creating a range of assets from digital content to print materials.

FREELANCE

TABLE TALKERS



SOCIAL POSTS





COLOUR SAMPLES



Cast Iron Radiators

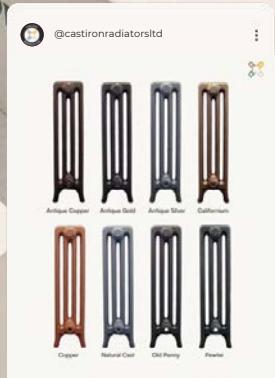
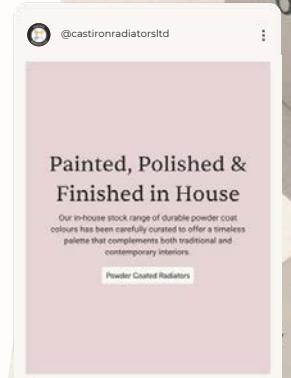
Cast Iron Radiators

Radiator Company

This brand identity was created for a specialist cast iron radiator company, focused on merging traditional craftsmanship with a confident, modern presence. The challenge was to build a visual identity that felt both industrial and refined, telling a story through every detail.

I developed a consistent visual language across packaging, digital content, advertising, and printed materials.

SOCIAL
TEMPLATES



PRINT DESIGN

BRANDING

SOCIAL

ASSETS



Keep Digital

Freelance Creative Assistant

Working on ad hoc design as support for a busy digital agency. Menus, flyers, business cards, posters, social templates, email campaigns and so much more.

I had the pleasure of being able to fully illustrate this food and drink festival poster for North Yorkshire Council as part of freelancing at Keep. Working alongside the team to incorporate it into their new logo and colour scheme.

FREELANCE

DIGITAL
ILLUSTRATION



BRANDING & LAYOUT BY KEEP

NORTH
YORKSHIRE
COUNCIL



SOCIAL MEDIA TEMPLATES



The Clay Place Pottery Studio

What started as a passion project for her 'Rebecca Norris Design' business. The Clay Place logo cleverly features the letter 'C' with cat ears, which is a subtle but playful nod to her personal branding.

Creating this playful yet professional branding that reflects the studio's charm and will have a strong brand presence in Scarborough's creative community.

WEB DESIGN

BRANDING

SOCIAL



Out Running

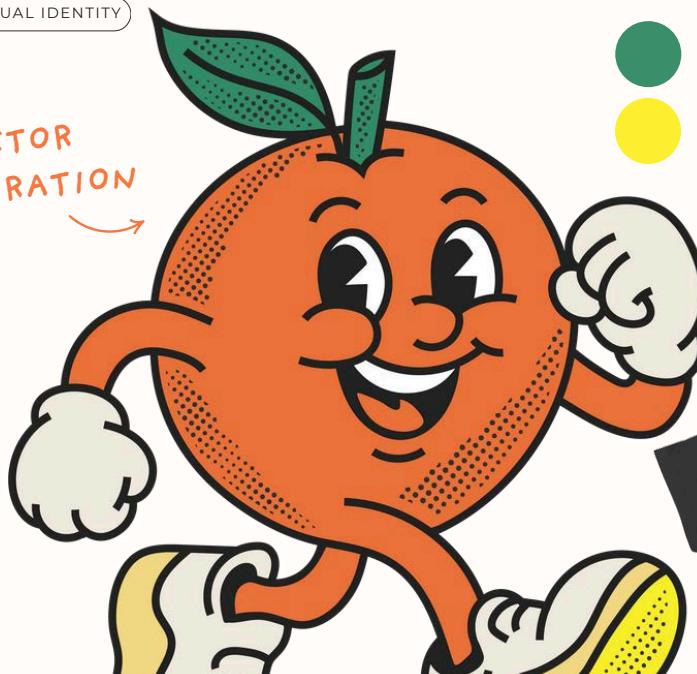
Community & Clothing

I worked closely with the founder to bring their vision to life. Explored how the brand would connect with both adult and youth audiences.

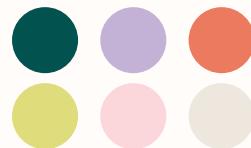
The adult-facing identity needed to convey a sleek, active, and confident feel. At the same time, the brand needed a playful variation for the younger audience.

VISUAL IDENTITY

VECTOR
ILLUSTRATION



ADULTS
COLOUR



KIDS
COLOUR



OUT
RUNNING

out
RUNNING



OUT
RUNNING



OUT
RUNNING

Illustrations

I have been digitally drawing since 2018 and before this I created a huge amount of watercolour paintings. I thoroughly enjoy adding illustration designs into businesses, whether for print, socials, websites or even internally. I am always available for personal commissions too!

All digitally drawn using procreate on my iPad and photoshop, or vector art on Illustrator.

DESIGN



VECTOR
ILLUSTRATION



DIGITAL
ILLUSTRATION





ARTWORK FOR A
CHILDRENS BOOK

DIGITAL
ILLUSTRATION



iStitch

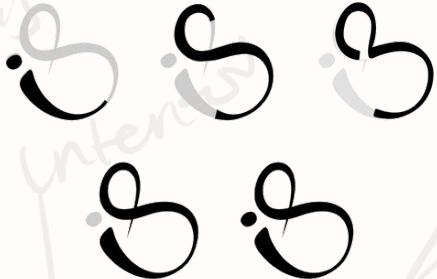
Bespoke Curtains

With iStitch moving into a new workshop and the business thriving year after year, this rebrand felt like the perfect next step. The new logo blends luxury with creativity, incorporating lettering and a needle and thread design into a sleek, modern logo mark.

Creating a full visual identity suite with a primary, secondary, submark and logo mark.

VISUAL IDENTITY

BUSINESS CARDS



The Logo Mark is based on the combination of I, S & B for the word iStitch Bespoke. The mark is created with a needle and thread like shape. Seamlessly creates a elegant and luxurious logo mark for the brand.

NEW BRANDING
ON WORKWEAR





Sarah Westwood

Illustrator

Sarah was looking for a rebrand to celebrate 10 years of Sprocket. A colourful, bold and playful design with Sprocket brand assets to match.

I spent time incorporating subtle details in the brand that are a nod towards Sprocket's cute nose and ears!

VISUAL IDENTITY

PRINT DESIGN

SARAH WESTWOOD

ILLUSTRATOR

STICKERS



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WESTWOOD
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WESTWOOD

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MenoAid

Menopause Box

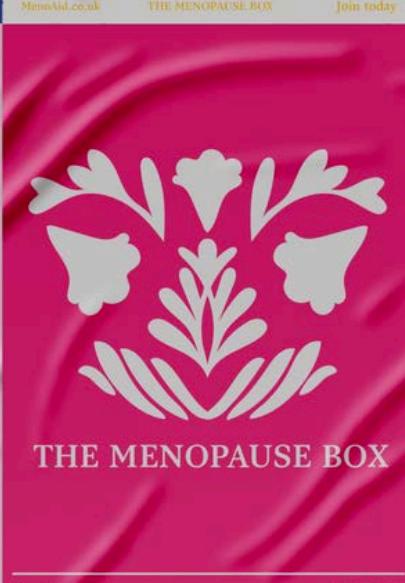
The client has had a complete branding suite, including packaging design, print materials, and bespoke illustrations. The colour palette centres around a main royal blue, complemented by brighter shades like yellow to convey warmth and pink to represent compassion and care.

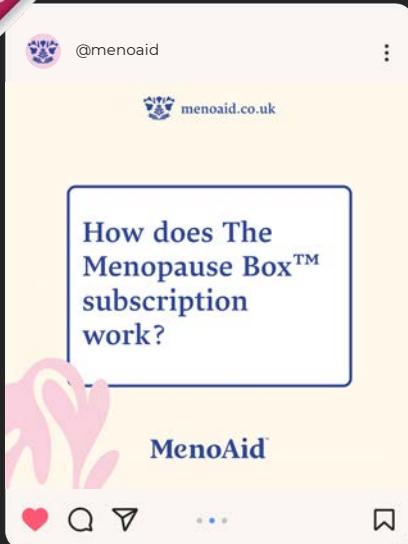
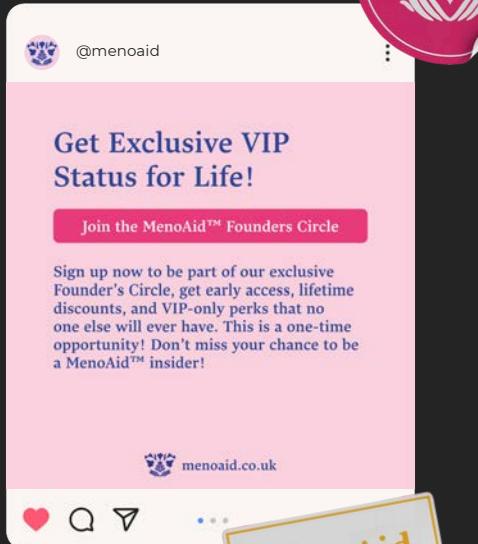
Instead of the traditional imagery of a uterus, I incorporated a beautifully designed freesia flower and a subtle illustration underneath featuring hands holding the uterus.

ILLUSTRATION

BRANDING

SOCIAL





This brand embodies femininity, empowerment, and transformation. It aims to challenge the stigma surrounding menopause



Rooted

Yoga & Wellness



A full brand identity for a yoga and wellness business, including branding assets, website design, print, and photography.

The visual direction focuses on calm, balance, and approachability, creating a cohesive brand that feels grounded and inviting across both digital and physical spaces. Alongside a logomark inspired by a yoga pose unfolding like a lotus flower, reflecting growth, balance, and calm.

WEBSITE

BRANDING

SOCIAL



Rooted

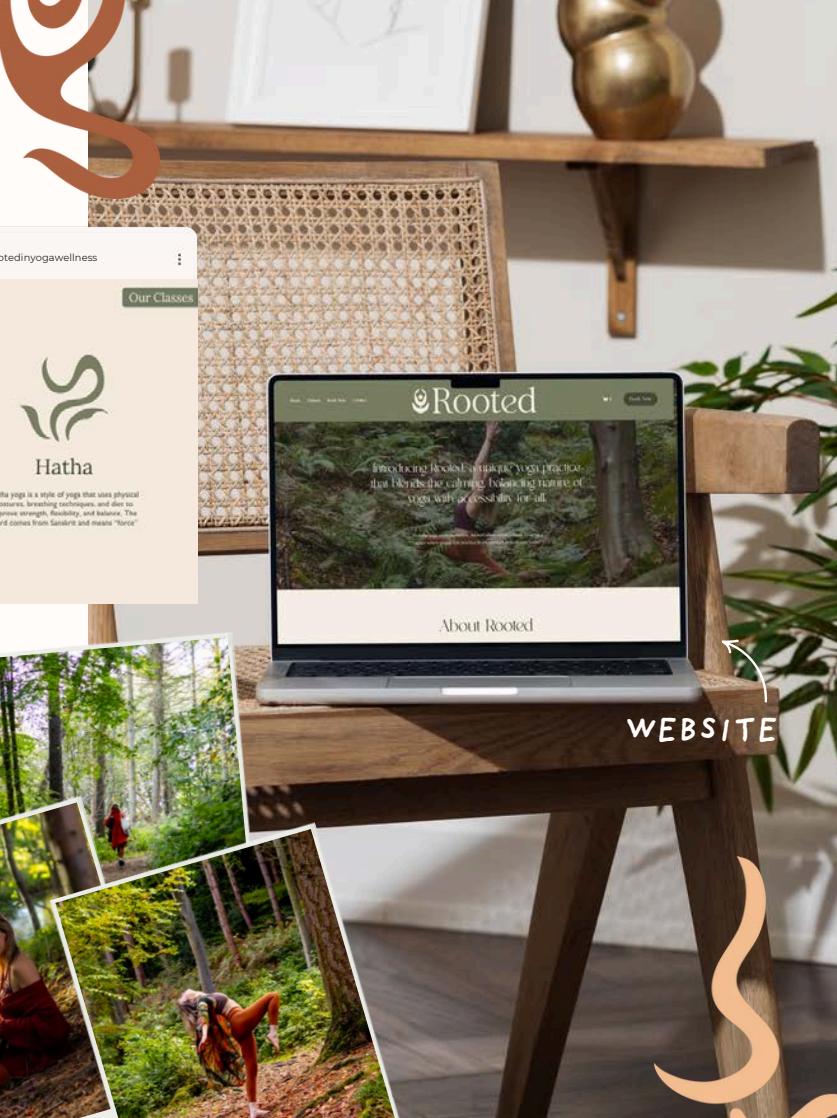
YOGA & WELLNESS

SOCIAL
TEMPLATES

PHOTOGRAPHY



WEBSITE





BRANDING



ILLUSTRATIONS



No ordinary designs,
because your business
is extraordinary.

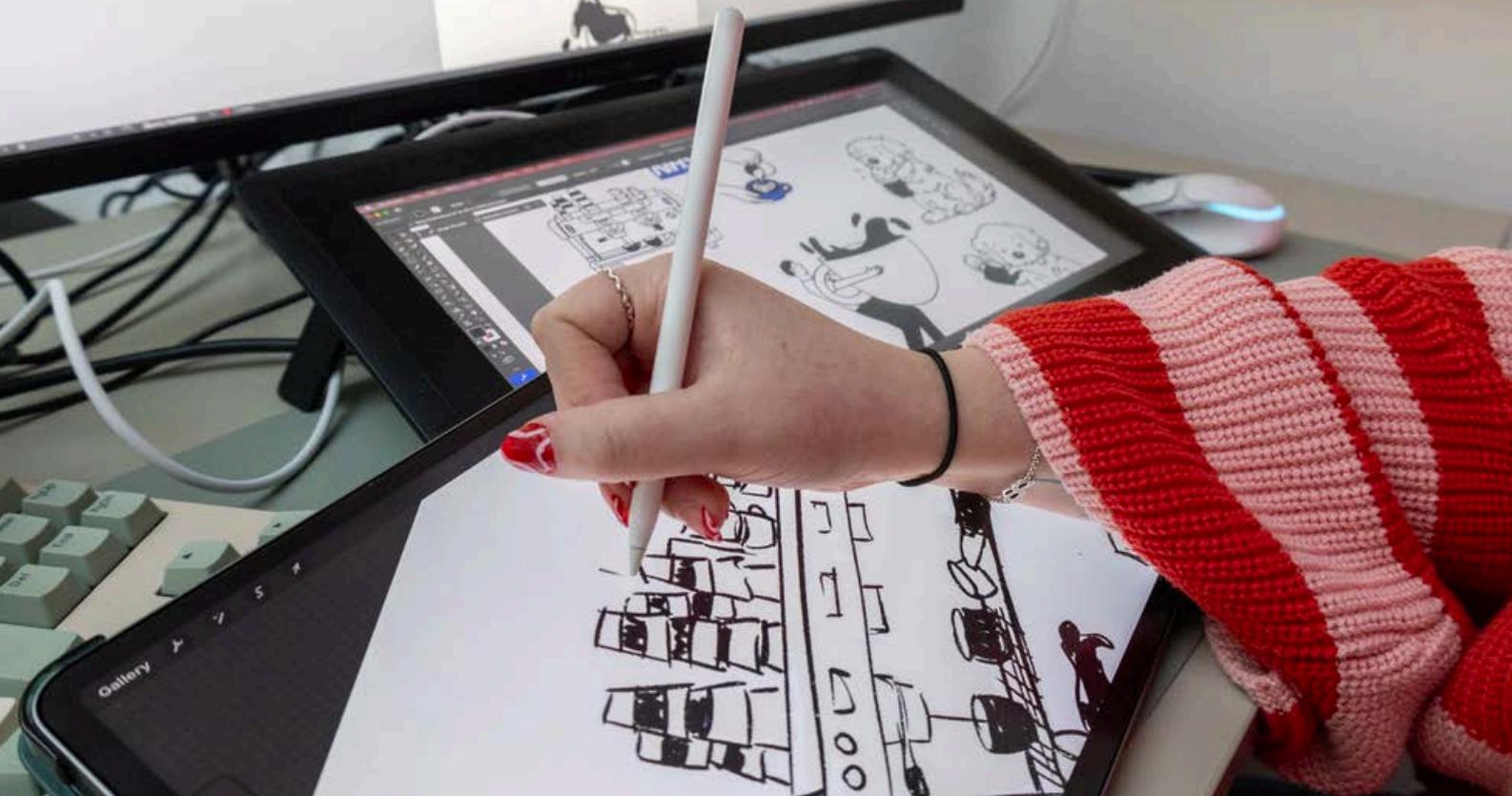
GRAPHIC DESIGN



WEB DESIGN



Nova
coffee



· LOGOFOLIO · LOGOFOLIO · LOGOFOLIO · LOGOFOLIO · LOGOFOLIO · LOGOFOLIO

**VIRTUAL
NAOMI &
CO**

**Fellow
Creatives**

**my business
networking**

**MCRAY
PRESS** PRINT &
DESIGN

**SIT &
STAY**

Lahari

**THE CLAY
PLACE**
POTTERY STUDIO


BLOOM.
COFFEE & BAKERY

york
BOOKBINDING

**SARAH
WESTWOOD**
ILLUSTRATOR

· LOGOFOLIO · LOGOFOLIO · LOGOFOLIO · LOGOFOLIO · LOGOFOLIO · LOGOFOLIO

WANT TO WORK
WITH ME?

Let's Chat!

Brand & Visual Identity

Web Design

Social Templates

Graphic Design

Print Design

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