

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 nosey, 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

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- ✉️ [info@notchmedia.co.uk](mailto:info@notchmedia.co.uk)
- 📷 [notchmedia\\_](https://www.instagram.com/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 - 2026	Ellers Farm Distillery/Dutch Barn Vodka - Freelance
2024 - 2025	Keep Digital - Freelance 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

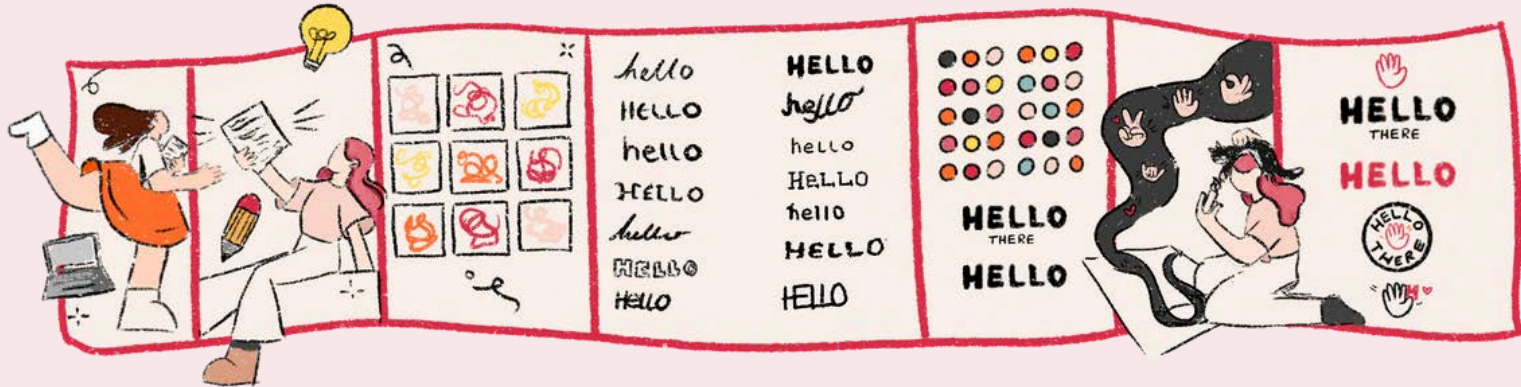
- Visual & brand identity
- Logo design
- Social media content
- Print design
- Illustration
- Merchandise/apparel
- Product/stationery

# MY PROCESS

02  
RESEARCH

04  
TYPOGRAPHY

06  
ILLUSTRATIONS/  
ASSETS



01  
QUESTIONNAIRE

03  
MOODBOARD

05  
COLOURS

07  
FINISHING  
TOUCHES

design process for a visual identity



. 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





MENUS

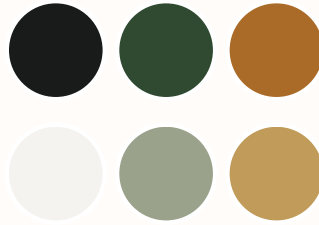


Fonts & Colour Palette

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









# 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







McRay Press & York Bookbinding

## 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

BOOKBINDING  
ILLUSTRATION

**YORK** BOOKBINDING

ILLUSTRATIONS



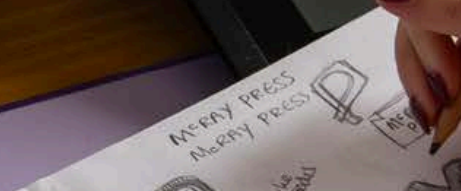
PRESS DESIGN

**MCRAY-PRESS**  
PRINT & DESIGN



Draw (Pencil) Generate Vectors (Beta) [Icons]

Click the object to select | Shift+Click to select multiple object | Option+drag the object to duplicate | Subtool



Ellers Farm Distillery

# Ellers Farm Distillery

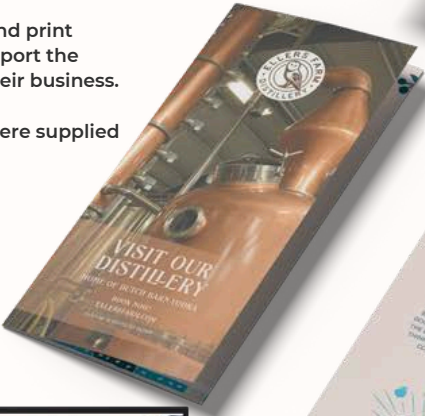
Producing ad hoc design work for Ellers Distillery, including a range of print and promotional materials.

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







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



STRAWS & MENU  
STRUT CARDS

FABRIC BANNER,  
MENUS, BAR FRONTAGE



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

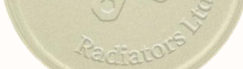
TABLE TALKERS



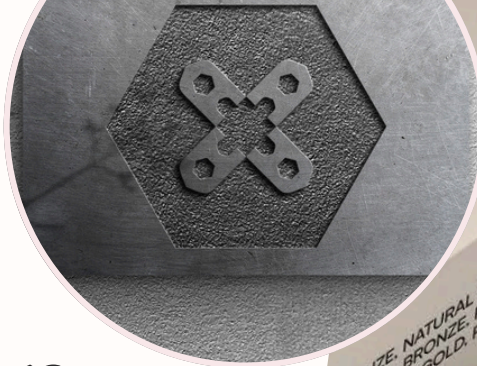
SOCIAL POSTS







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.

PRINT DESIGN

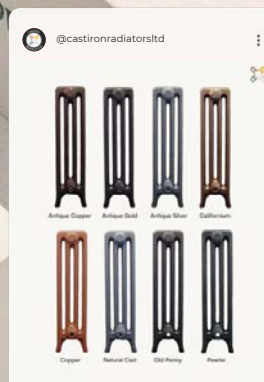
BRANDING

SOCIAL

ASSETS



SOCIAL  
TEMPLATES



BRONZE, NATURAL COPPER, ANTIQUE BRASS,  
PEWTER, BRONZE, POLISHED COPPER,  
VINTAGE GOLD, POLISHED SILVER

PAINTED

COLOUR SAMPLES

Cast Iron Radiators

ANTIQUE GOLD, ANTIQUE  
PEWTER, NATURAL CAST  
IRON

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





SOCIAL MEDIA  
TEMPLATES



STICKERS

# THE CLAY PLACE

## POTTERY STUDIO

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



LEAFLETS

## THE CLAY PLACE

### POTTERY STUDIO

A fully equipped pottery studio in Scarborough.  
Enjoy a friendly atmosphere, in a light, and airy space.

The Studio is perfect for all abilities with access to all the tools you need.



#### COURSES

Handbuilding courses  
Wheel throwing courses



#### WORKSHOPS

Half day workshops  
Taster sessions  
One to one and small



#### SOCIAL EVENTS

Clay social evenings  
Hen parties  
Community groups

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





# 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





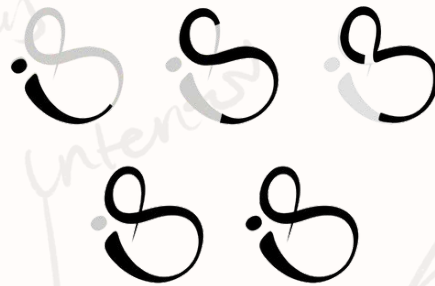
ARTWORK FOR A  
CHILDRENS BOOK



DIGITAL  
ILLUSTRATION







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.

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

NEW BRANDING  
ON WORKWEAR



BUSINESS CARDS







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









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.

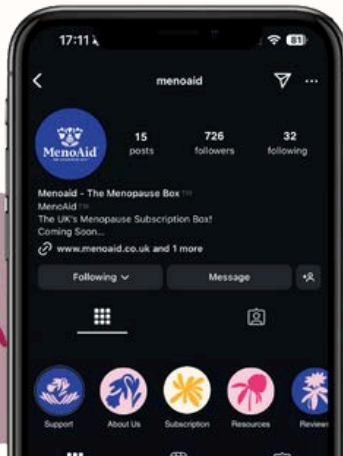
ILLUSTRATION

BRANDING

SOCIAL



BOX



STICKERS



# MenoAid



MenoAid.co.uk THE MENOPAUSE BOX Join today

# MenoAid



## THE MENOPAUSE BOX

BRUNNEN

MenoAid

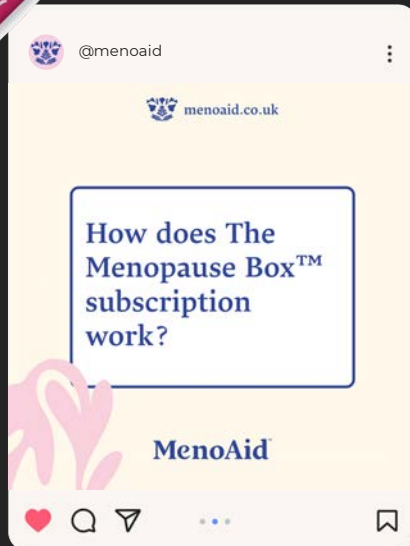
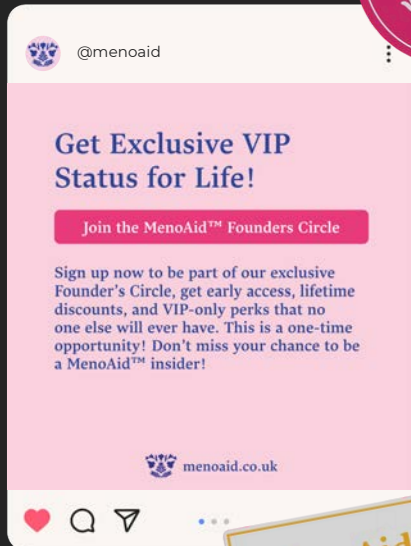
Support

About Us

Subscription

Resources

Reviews



↖ 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

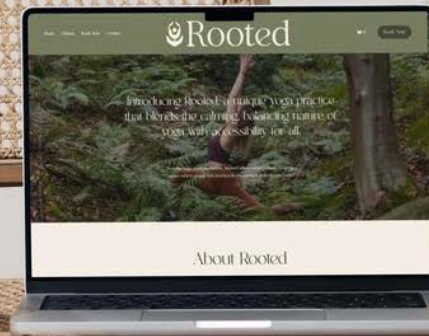
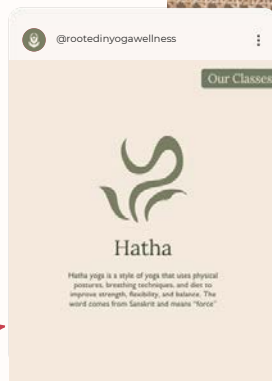
BRANDING

SOCIAL

SOCIAL  
TEMPLATES

Rooted  
YOGA & WELLNESS

PHOTOGRAPHY

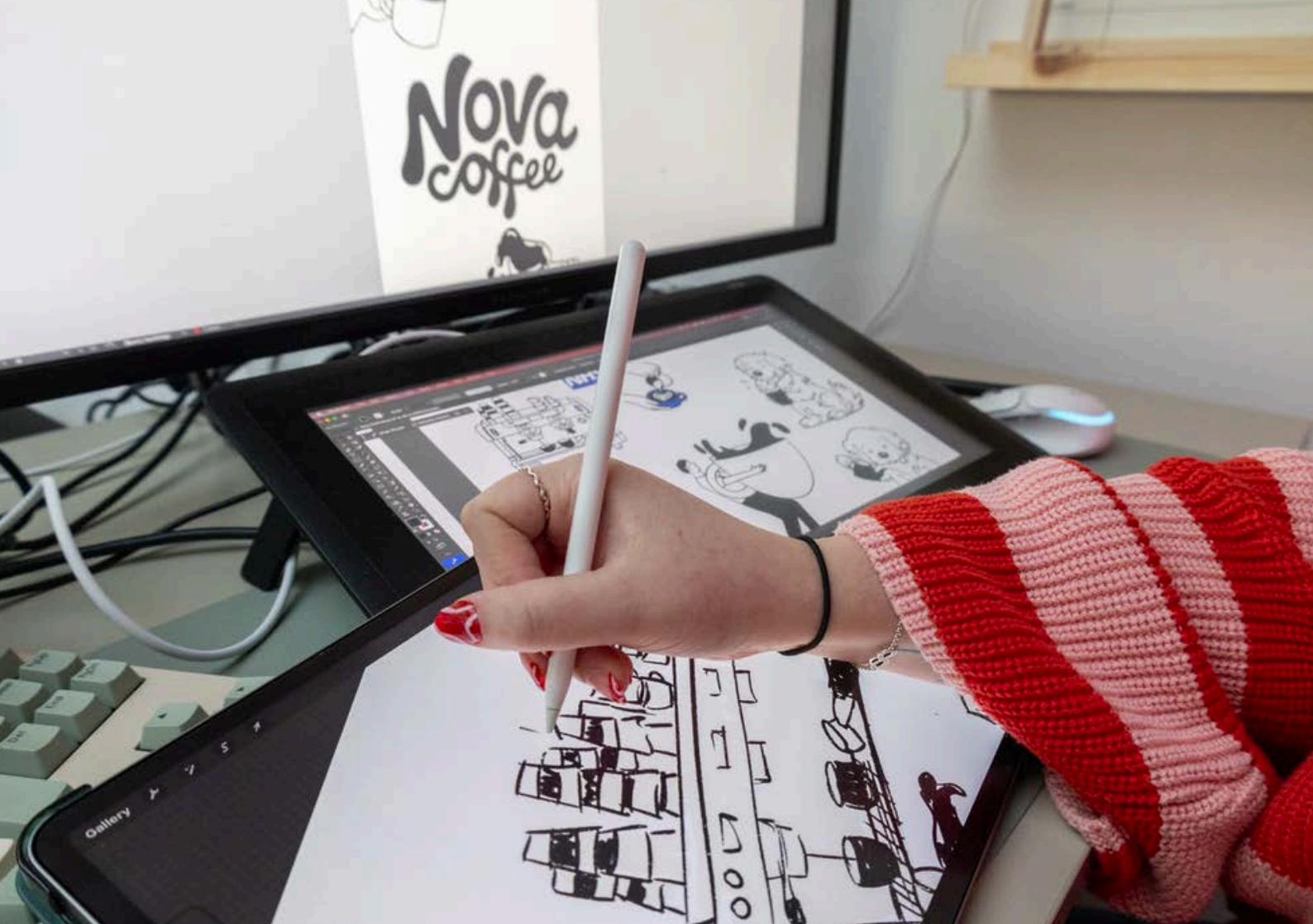


WEBSITE











# VIRTUAL THE NAOMI & CO

# Fellow Creatives

my **business**  
**networking**

**McRAY**  
**~PRESS** PRINT & DESIGN

# SIT & STAY

# Lahari

**THE CLAY PLACE**  
POTTERY STUDIO



**yORK**  
BOOKBINDING

**SARAH  
WESTWOOD**  
ILLUSTRATOR

# VIRTUAL THE NAOMI & CO

WANT TO WORK  
WITH ME?

## Let's Chat!

Brand & Visual Identity

Web Design

Social Templates

Graphic Design

Print Design

## Reach me at:

[info@notchmedia.co.uk](mailto:info@notchmedia.co.uk)

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[notchmedia.co.uk](http://notchmedia.co.uk)