

HEY THERE! THIS IS MY

PORTFOLIO

WHAT I LOVE
DOING ↗





ABOUT ME

Hey there! Anja here, the creative behind Notch. I love creating for myself and others, which is why Notch came to life! I'm passionate about bringing brands to life and elevating a business's online presence with graphic design.

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



info@notchmedia.co.uk



notchmedia_

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 & 2025	Keep Digital - Freelance Creative Assistant
2024 & 2025	Fitzpatrick Design - Ad Hoc Design Work
2024 & 2025	Ellers Distillery - 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

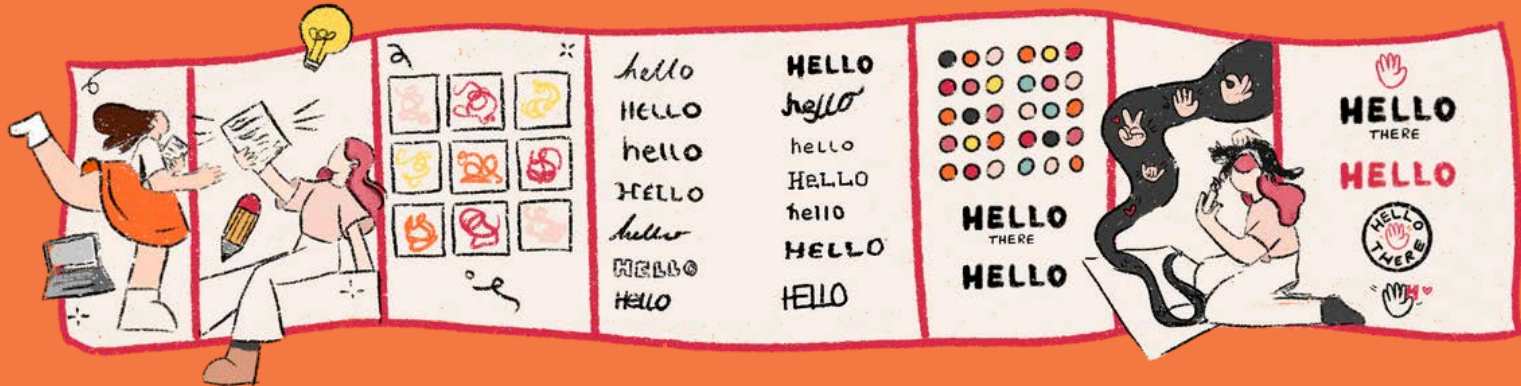
- Visual & brand identity
- logo design
- social media content
- print design
- illustration
- merchandise/apparel
- product/stationery

MY PROCESS

02
RESEARCH

04
TYPOGRAPHY

06
ILLUSTRATIONS/
ASSETS



01
QUESTIONAIRE

03
MOODBOARD

05
COLOURS

07
FINISHING
TOUCHES

design process for a bid deal package

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.

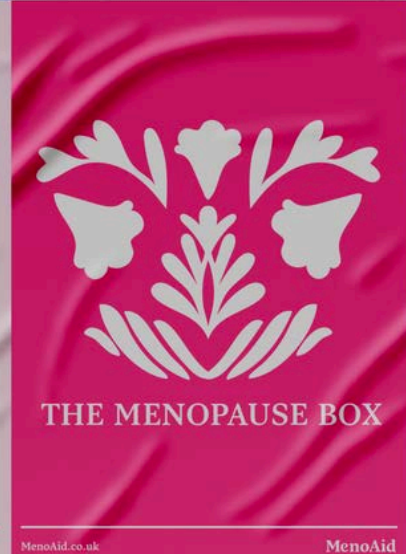
ILLUSTRATION

BRANDING

SOCIAL



MenoAid[™]
THE MENOPAUSE BOX







FIT A FREESIA
FLOWER IN THERE

CALM, SOOTHING,
RELATABLE, AN INVITING
KIND OF BRAND

FLORAL OPTIONS TO
REPRESENT THE
UTERUS

ROYAL BLUE

MENOAID

FEMININE

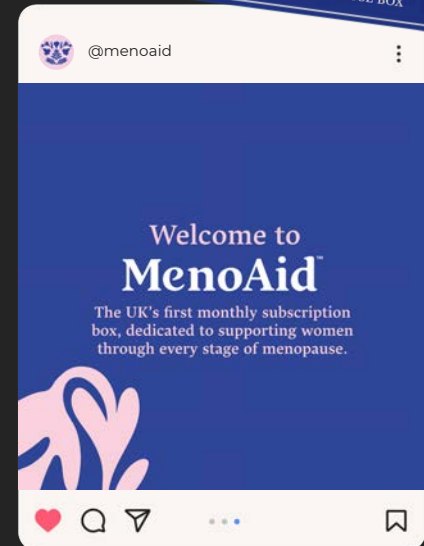
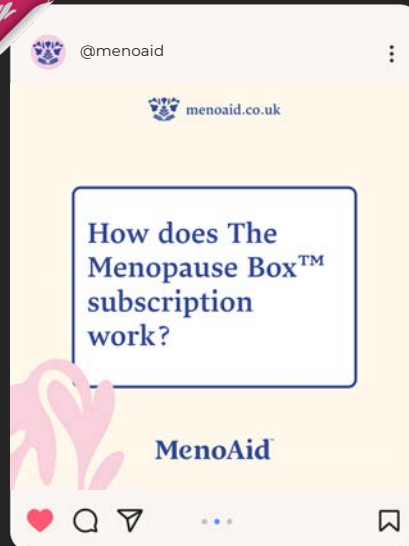
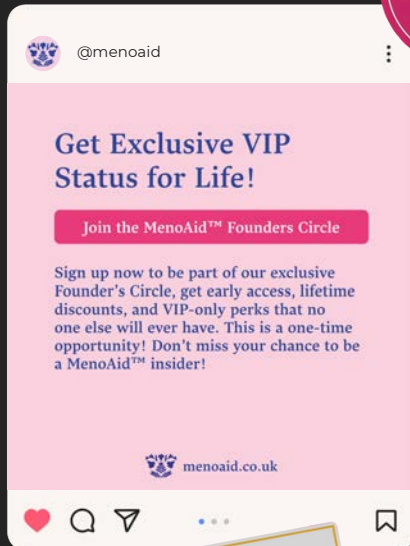
HANDS HOLDING THE
WOMB/UTERUS BUT
NOT THE ACTUAL
ANATOMICAL UTERUS

DAINTY

STANDS OUT BUT
ISN'T IN YOUR FACE



this is the final logomark which
embodies what the client wanted
and keeping it subtle, dainty and
feminine



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

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

YORK 
BOOKBINDING

WORKING
TOGETHER



McRAY
PRESS PRINT & DESIGN

ROUGH
ILLUSTRATION

YORK
BOOKBINDING



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

AD HOC DESIGN

DIGITAL
ILLUSTRATION





SOCIAL MEDIA
TEMPLATES

THE CLAY PLACE

POTTERY STUDIO

The Clay Place

Pottery Studio

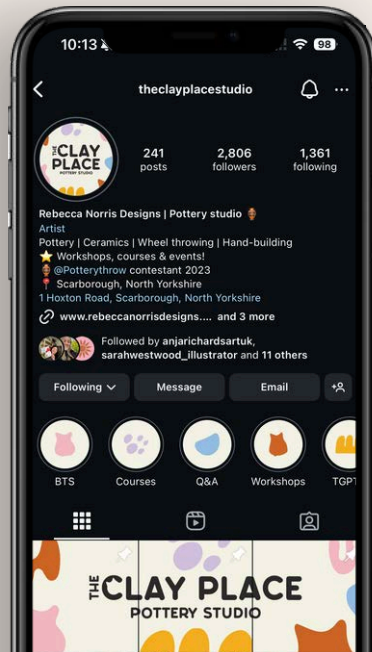
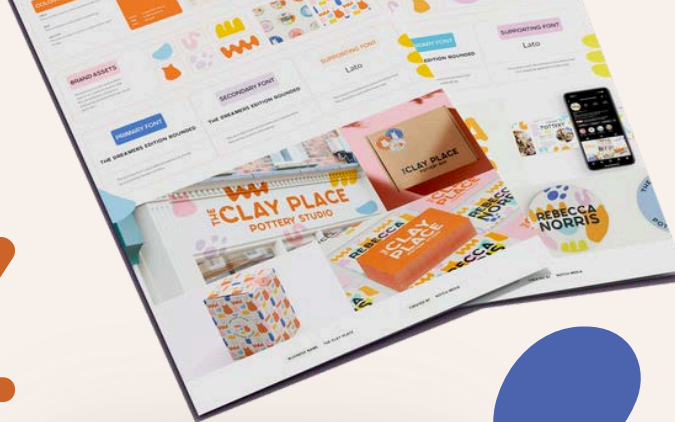
What started as a passion project for her 'Rebecca Norris Design' business. The Clay Place logo cleverly features the letter "C" with cat ears, which is a subtle but playful nod to her personal branding.

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



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
- Master classes



WORKSHOPS

- Half day workshops
- Taster sessions
- One to one and small groups



SOCIAL EVENTS

- Clay social evenings
- Hen parties
- Community groups
- Corporate events
- Private parties



THE CLAY PLACE
POTTERY STUDIO



Illustrations

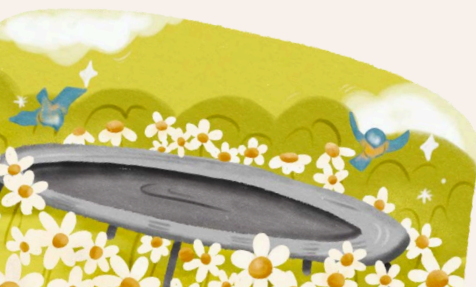
I have been digitally drawing since 2018 and before this I created a huge amount of watercolour paintings. I thoroughly enjoy adding illustration designs into businesses, whether for print, socials, websites or even internally.

All digitally drawn using procreate on my iPad and photoshop.

DESIGN

DIGITAL
ILLUSTRATION
→





BOOK I WROTE &
ILLUSTRATED





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





SHOP & BAKERY
Bloom

Bloom
COFFEE SHOP & BAKERY



Bloom.
COFFEE SHOP & BAKERY
Bloom
Bloom
Bloom
Bloom
Bloom
Bloom

Bloom *Bloom* **BLOOM**
COFFEE SHOP & BAKERY COFFEE SHOP & BAKERY COFFEE SHOP & BAKERY
Bloom *Bloom* *Bloom*
COFFEE SHOP & BAKERY COFFEE & BAKERY COFFEE & BAKERY
Bloom
COFFEE SHOP & BAKERY



BLOOM
COFFEE SHOP & BAKERY
Bloom
COFFEE SHOP & BAKERY

COFFEE SHOP & BAKERY *Bloom* NO 79
COFFEE SHOP & BAKERY **BLOOM** NO 79
Bloom
COFFEE SHOP & BAKERY

BLOOM
COFFEE SHOP & BAKERY



BLOOM
BLOOM
COFFEE SHOP & BAKERY

BLOOM.
COFFEE SHOP & BAKERY
BLOOM.
COFFEE SHOP & BAKERY

bloom
COFFEE SHOP & BAKERY

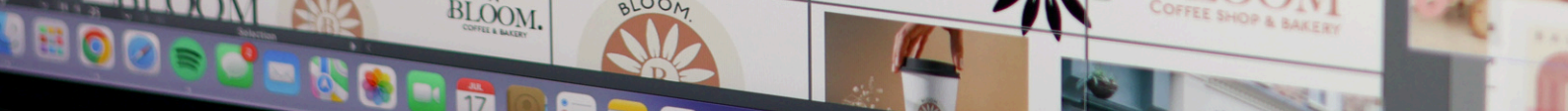


bloom
COFFEE SHOP & BAKERY



BLOOM
COFFEE SHOP & BAKERY

BLOOM
COFFEE SHOP & BAKERY





iStitch

BESPOKE

iStitch

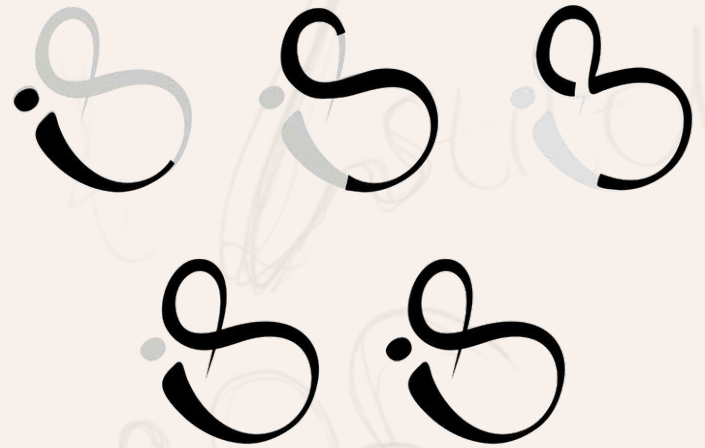
Bespoke Curtains

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.

BRANDING





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.

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!

BRANDING

PRINT DESIGN

SARAH WESTWOOD

ILLUSTRATOR





Ellers Distillery

Dutch Barn Vodka

Working on ad hoc design for Ellers Distillery & Dutch Barn Vodka print & promotional materials.

I was asked to create a trifold leaflet, cocktail menu, internal email headers & signage, as well as social covers & headers for FB, LinkedIn, Youtube & Instagram.

Graphic and illustration elements were provided.

FREELANCE

PRINT DESIGN



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

**A VIRTUAL
NAOMI & CO**

**Fellow
Creatives**

**my business
networking**

**MCRA Y
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

Reach me at:

info@notchmedia.co.uk

[@notchmedia_](https://www.instagram.com/notchmedia_)

notchmedia.co.uk

