

*I like that
design*

Profile

I am a multidisciplinary Graphic Designer with a strong ethos of delivering creative solutions through clear visual communication. have a great love for conceiving and crafting ideas and have an ability to work independently, leading projects, client facing or also as an inspired member of a team.

I have over ten years experience offering a variety of services in the fields of branding, retail design and art direction.

Experience - Freelance

Object Space Place - August 2013 - Present
Based in Bermondsey, OSP design interiors and architecture. Their design approach is based upon the appreciation of craft, importance of materials and clarity of a person's experience.

Here I have been the lead Graphic Designer working on developping brands such as Hammerson, H2O, My Cookie Dough and Rasa Malaysia (Westfield Stratford).

Butterfly London - May 2011 - May 2014
Butterfly is a branding and innovation consultancy with a specific expertise in crowded and complex categories.

I primarily worked on Colgate Palmolive and Orangina Schweppes alongside all the exciting innovative presentations Butterfly send out for new business.

Experience - Caulder Moore

May 2007 - June 2010
At Caulder Moore my main responsibility was the brand evolution of Champneys health resorts, one of the UK's largest health spa destinations. My role was to evolve the identity to express the comfortable luxury and indulgence of Champneys whilst preserving the strong heritage of the brand. Alongside this a spa retail offer was born, I worked closely with interior designers to ensure the new brand evolution integrated seamlessly within the retail environment.

I also developed the brand of Michaeljohn of Mayfair, an established hair and beauty salon. The project involved re-positioning the brand to the modern consumer. Salon design was created, a boutique website was set and all retail packaging addedd the finishing touches. The concept was centred around the salon being "experts across generations", expressed by a glamorous photoshoot which I adored art directing.

Clients

Ask / Blooming Marvellous/ Champneys / Colgate Palmolive / Hammerson / H2O / M&S / Michaeljohn / My Cookie Dough / New Look / Katakeet / Rasa Malaysia / Radley / Oasis / Passionata / Scarpe / Stonebaked Pizza Co / Superdrug / Suzannah / Sweaty Betty / Symphony Style / Upper Crust / Urban Workout

Experience - Astound

October 2004 - May 2007
At Astound, my main client was Superdrug. This predominantly involved the design of all in-store concepts from season to season alongside the day to day urgent mandatory POS. The Superdrug brand has changed dramatically, and is now seen as a fashion led destination store for health and beauty. Each seasonal campaign has seen us working with high end beauty photographers, which has further underlined the strength of the brand.

Campaigns consisted of generating initial concepts to illustrate the overall look and feel to the client. Model selection and art directing the photo shoot, consulting with printers to use specialised print techniques, and overseeing art working. Ensuring all stages were completed to tight deadlines.

Personal

Born / 27th of September 1982 T / 07815810091
E / libby_carter@yahoo.co.uk Language / English, Welsh & French

Education

BA (Hons) Graphic Design (Professional Media)
University of Gloucestershire

A Levels
Design Technology, English Literature and French

G.C.S.E's English Literature/Language, Welsh Literature/Language, Design Technology, Maths, Drama, French, Double Science

Technical Skills

Adobe Creative Suite / Illustrator / InDesign / Photoshop

Champneys Retreat & Day Spa

Champneys is one of the largest destination health spa groups in the world. I was asked to review and create a more consistent brand capitalizing on its unique status. Working alongside an interior designer we launched a few high street boutiques and day spas.

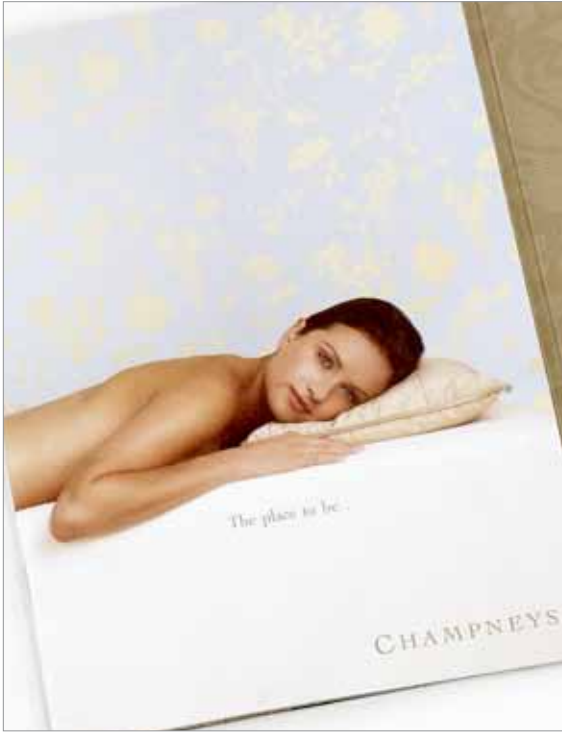
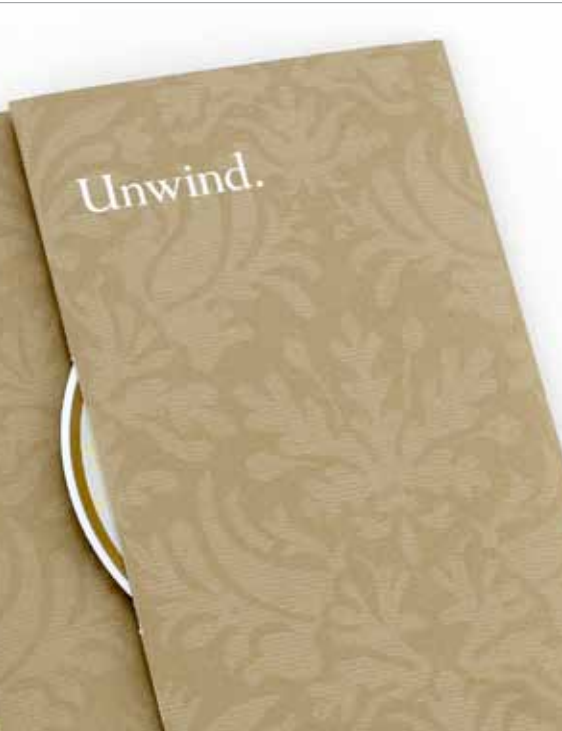
Champneys is associated with heritage and gorgeous locations that are easily accessible from London. The new identity needed to translate effortlessly from branding, signature pattern, colour palette and overall environment.

The final look and feel expresses luxurious, indulgent experience of Champneys as 'The Place to be' with its sense of escape, whilst preserving the strong heritage of the brand. The feeling of a more personalised, emotionally engaging atmosphere for their day spas was translated, evoking the spirit of escape into the English country houses from where they originate.

Scope of works included:

- Brand Evolution
- Graphic Communication
- Signature Pattern
- Photoshoot
- Art Direction

CHAMPNEYS
THE PLACE TO BE





Bump, Birth & Beyond

Blooming Marvellous produces respected maternity wear, they came to me for an upgrade from their previous handwritten identity. The new butterfly mark symbolizes the journey of birth, both ‘B’s are reflected, one ‘B’ for baby and the other giving a nod to a woman’s silhouette whilst pregnant.

A softer approach gave the brand new credibility and a muted colour palette refined it’s look and feel. Elegant gift wrapping was also introduced as a lot of product lines are bought as gifts.

Scope of works included:

- Brand Identity
- Gift Packaging / Tissue Paper
- Signature Pattern
- Sub Brand Hierarchy

Blooming Marvellous



Baby

Baby BB Child



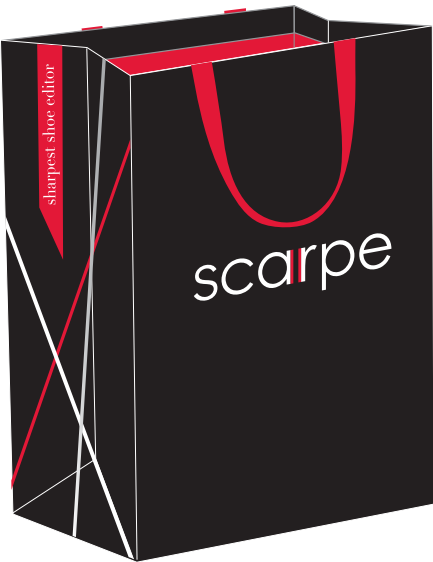
The Sharpest Shoe Editor

Scarpe provides shoe addicts with a unique offering, edited to reflect modern glamour and the hedonistic pleasure of luxury shoes.

It brings together established labels (Paul Smith, Viktor & Rolf, Marc Jacobs, Chlo  ) with up and coming designers (Jonathan Kelsey, Shelight, Maloles) to create a sharp, high-end multi-brand concept. Black, red and white with bold lines creates a fast-moving selection, Scarpe is the 'sharpest shoe editor' in town.

Scope of works included:

- Brand Positioning
- Design Evolution
- Press Packs
- Supporting Graphics
- Packaging
- Art Direction



Expertise across generations

Michaeljohn of Mayfair, are an established hair and beauty salon. The project involved designing the salon interior and developing an online boutique shop aspect to their website, a new venture aimed at attracting a younger audience to the brand whilst not alienating their established customer base.

The concept was centred around the salon being experts across generations, this was expressed through a glamorous photoshoot.

Scope of works included:

- Brand Positioning
- Colour Palette
- Retail Packaging
- Web Design
- Art Direction





Your Rustic Italian Restaurant

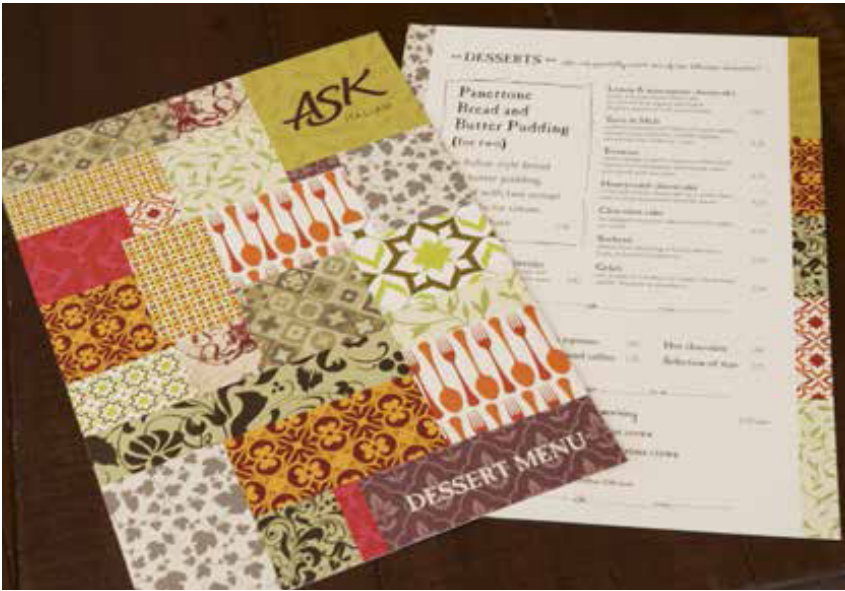
Ask restaurant wanted to develop their brand identity and create a new look and feel for their offer.

Keen to develop an authentic and homely atmosphere when dining that would be more appealing to families. I worked closely with the client to create a warmer, friendly and inviting brand.

This was achieved by integrating a rustic earthy graphic approach that fitted with the natural materials and simple clean use of furniture.

Scope of works included:

- Brand Evolution
- Menu Design
- Bespoke Signature Tile Wall
- Finishing touches / Visual merchandising



Designer House of Brands

The Symphony store is situated on the mall's prestigious Fashion Avenue. Curated by Salama Alabbar, the Symphony boutique began as a vision to meet the needs of women who love fashion and enjoy renowned designer brands alongside up and coming fresh designers from the world over.

Salama set out to fill the void for a real fashion store in Dubai in 2010; on that could compete internationally with leading luxury brands, and an unbeatable environment that provided women with an inspirational space.

The brand logo reflects the consumers' love for fashion and the elegant script plays homage to fluid ;lyrical notes. Custom interior designs with carefully selected home furnishings provide the backdrop for an ultimate "home away from home" indulgent experience.

Scope of works included:

- Brand Positioning
- Brand Identity
- Signature Pattern
- Luxury Packaging

∞
Symphony



Balancing Life

The aim with Urban Workout to create an inclusive challenger brand, which genuinely engages members to help them look and feel great.

Urban Workout helps balance your nutrition and exercise pattern to give you the energy and self-esteem to have fun in life. A bold approach to the identity with an injection of fresh colours made for a distinct change in a saturated market.

Scope of works included:

- Brand Positioning
- Identity
- Packaging
- Sub Brand Extensions





KATAKEET

Project: Katakeet, Luxury children's clothing, Dubai

Cherish Always and Forever

What is more special than cherishing the memories created every second you share with your little ones? Creating magical lifetime memories with your little ones every season at Katakeet Boutique!

Katakeet is a children's luxury multi-brand store launched in the UAE. The concept is presented as a children's storybook with three characters Beau, Belle and Bebe. Our research showed the best way to target the luxury children's market is appealing to both adults and their children alike.

A multi-sensory retail environment was created to engage consumers and use 'soft' technology in a playful way for children to experience the story characters in their setting. This led to a visual, story telling element which blends throughout the store.

Scope of works included:

- Brand Creation
- Interior Concept
- Luxury Packaging
- Illustration Commission (Polly Wreford)



Your family run farm shop

For this new farm shop in Kent we developed a high quality farm shop including all aspects of graphic design, packaging, art direction and shop interior.

The design itself is based on a combination of simple materials such as sawn timber and galvanized steel that feel at home in a farm environment, but elevated in quality through considered detailing and combination with a muted colour palette and contemporary graphic style.

Scope of works included:

- Brand Identity
- Retail Packaging
- Art Direction
- Staff Uniform
- Signage Hierarchy



A WARM WELCOME TO
HARTLEY
FARM SHOP

THE LEVETT FAMILY
have been farming in
Kent and East Sussex
FOR 8 GENERATIONS

The principle crops grown
for many years were
HOPS AND FRUIT

100 ACRES OF APPLES
PEARS & CHERRIES
are grown here instead

7TH GENERATION
FARMER CHRIS
& HIS WIFE SHEENAGH
have farmed in Cranbrook for over
35 YEARS

Now the **8TH Generation**
CHRIS & HOLLY LEVETT
are continuing the family business

We hope their Sons
GEORGE & HENRY
— will be the **9TH** —

Honest pizza with nothing to hide

An exciting restaurant concept design for a new pizza brand.

The client came to us with a sketch concept and initial ideas. We worked with them to develop and translate their vision into a fully detailed design.

Signage, supporting graphics and packaging were created in tandem to integrate them seamlessly into the interior concept.

Scope of works included:

- Brand development
- Signage
- Packaging
- Signature Wall



SUZANNAH

Project: Suzannah Boutique

Beautifully Tailored British Fashion

London based British designer Suzannah created a label specializing in beautifully made dresses. Her inspirations derive from a passion for vintage couture.

The Suzannah brand is built on a refusal to compromise around three pillars that define everything they do:

The cloth / The cut / The make

Playful, flattering, never dull, and utterly unique the brand identity needed to suit a discerning consumer. A classic upper case identity on a blush background gives the brand a neutral platform allowing the clothes to shine.

Scope of works included:

- Brand Identity
- Signature Pattern
- Garment Labels
- Swing tickets

