





“IT’S NOT ABOUT STANDING STILL AND BECOMING SAFE. IF ANYBODY WANTS TO KEEP CREATING THEY HAVE TO BE ABOUT CHANGE.”

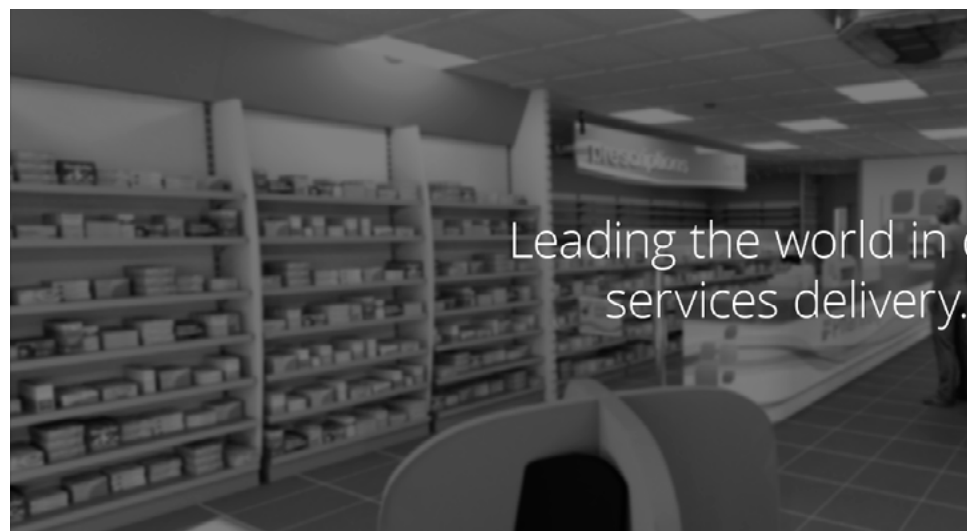
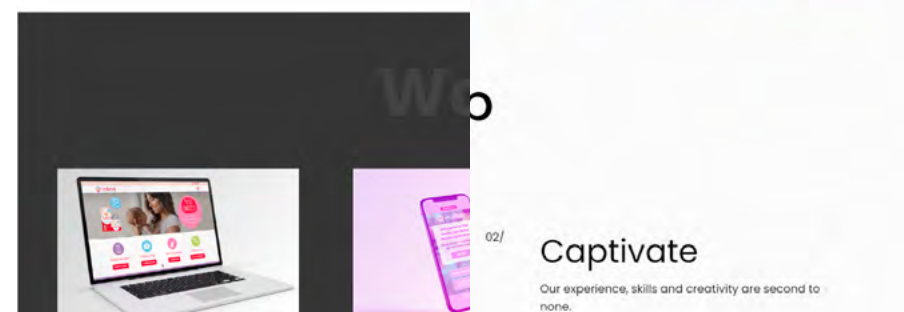
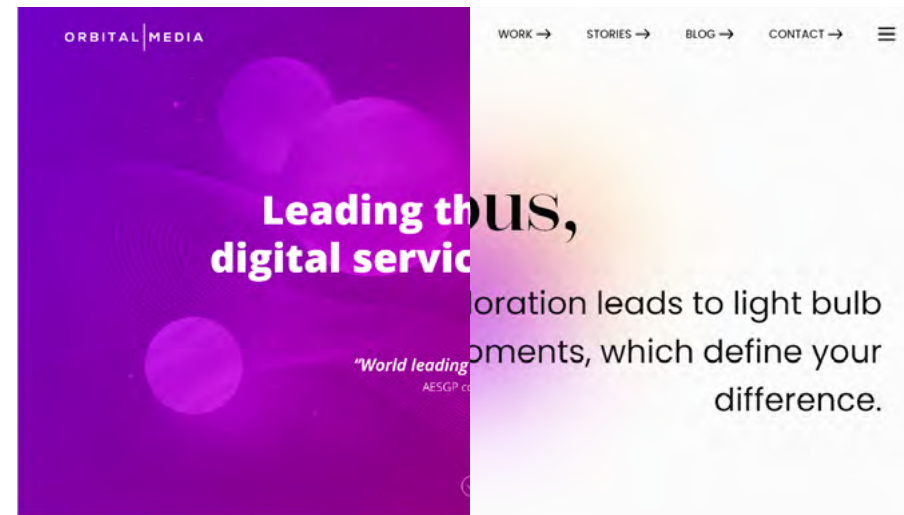
– Miles Davis



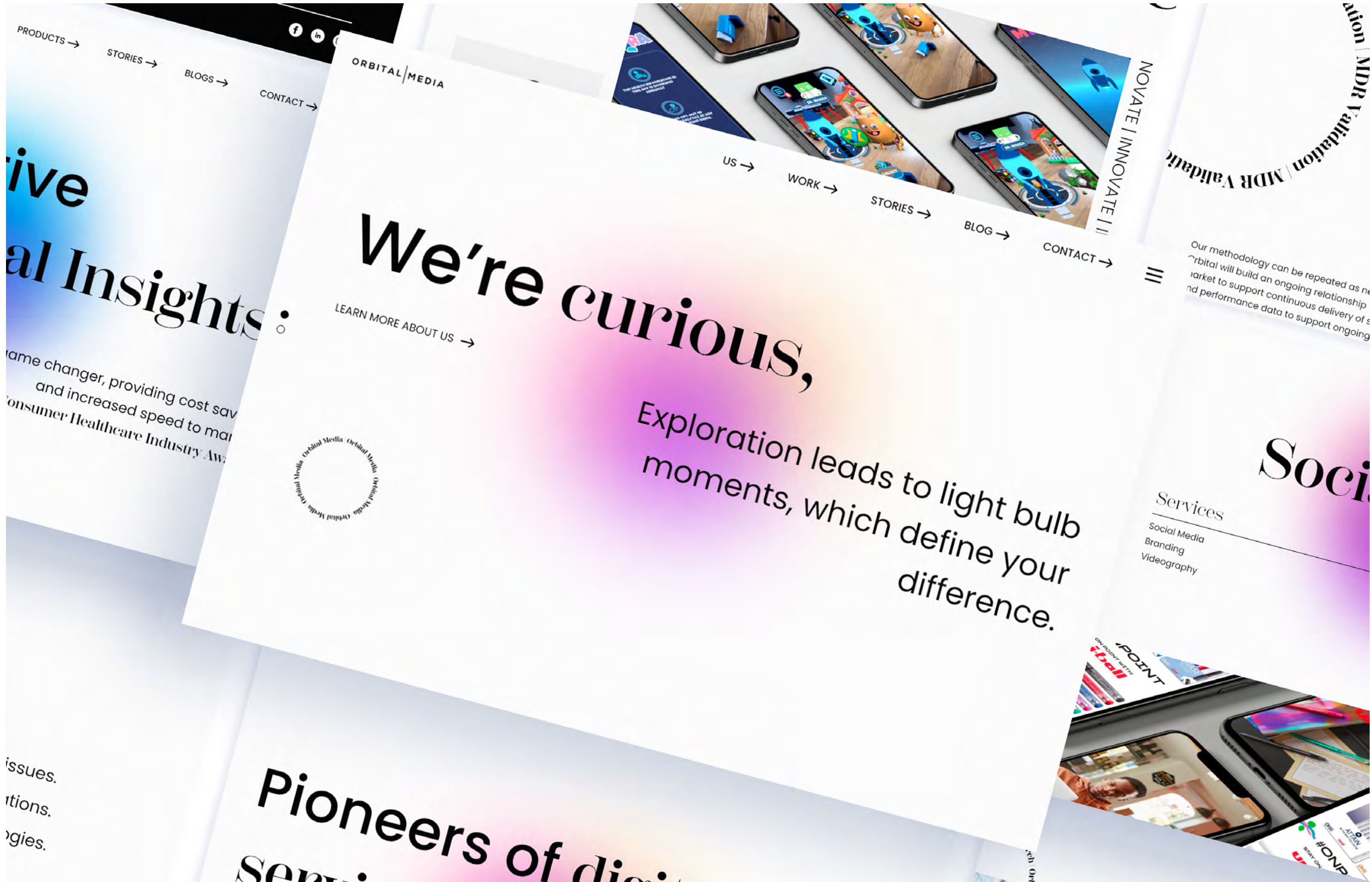
Orbital Rebrand    Innovation Labs    Sudic    Curapella    Moustol    Teva    Dream Distillery    Album Covers    Little Pink Book

From rebranding a multi-division company, UX/UI and social media asset creation to physical print media and video editing, I have a project to showcase. Some of the clients listed in this portfolio include the NHS, Suffolk county council, Teva Pharmaceuticals, and small freelance clients. A bit of design for everyone.

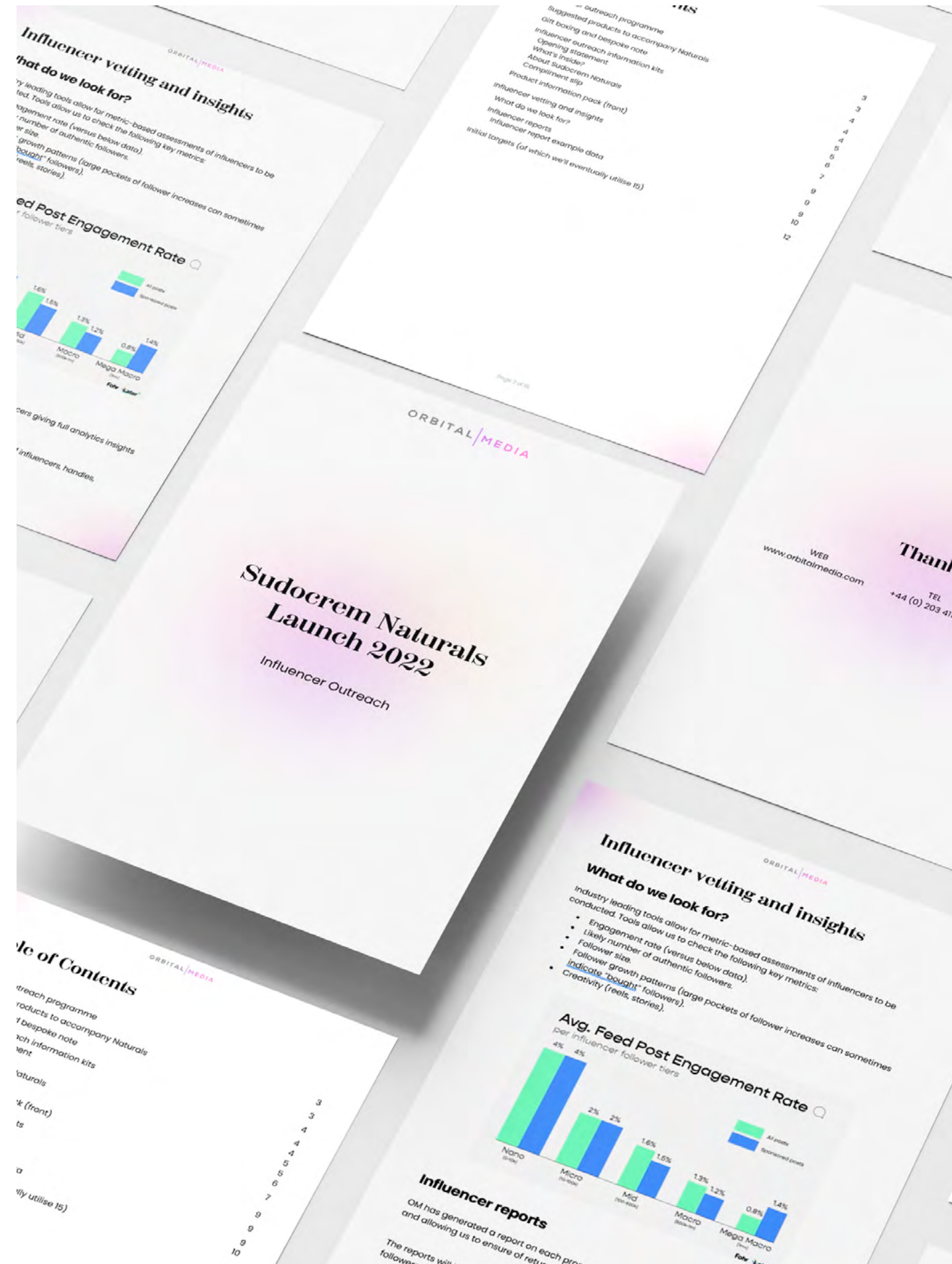
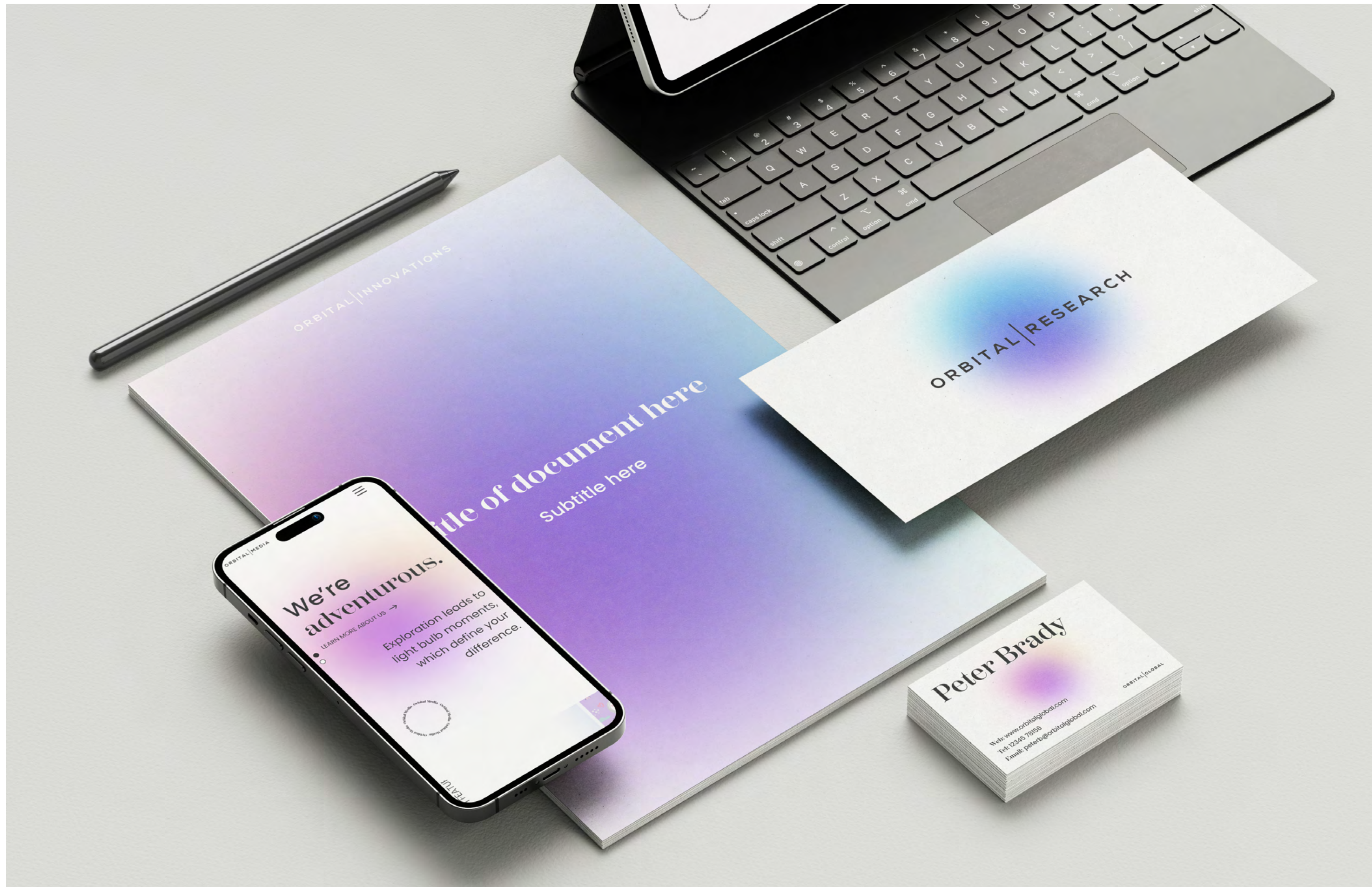




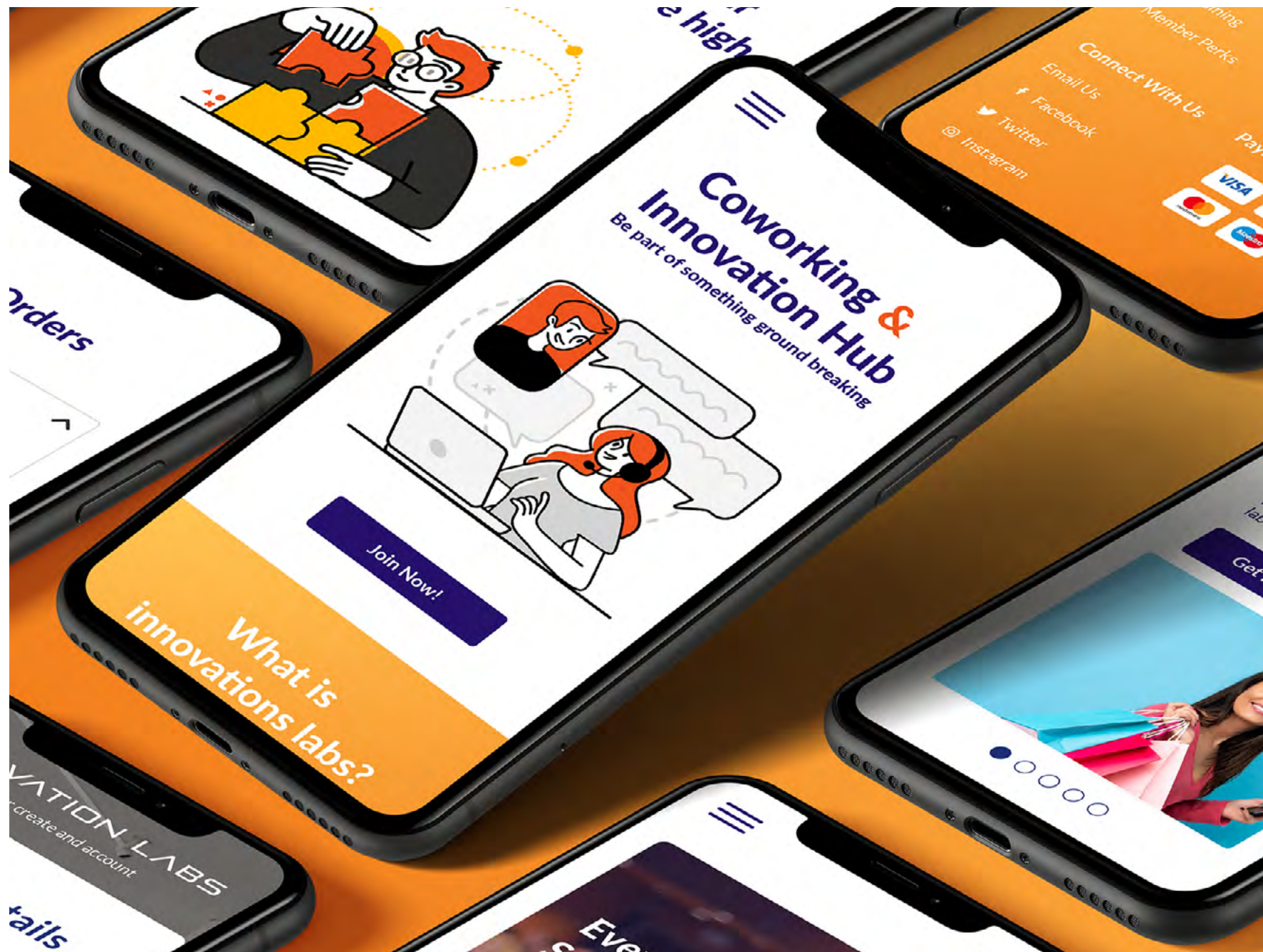
A brand for the future. Over the last quarter of 2022 and into 2023, Orbital has been changing internally and externally in the way it operates. I took on the project to completely revamp the brand from a style that hadn't changed since 2018 to a modern-facing identity that worked across multiple divisions. The work involved designing a rebrand from the ground up and over three months I curated and redesigned four new websites, business cards, video formatting, and a comprehensive brand guidelines document, while overseeing the creation of document templates and email signatures from colleagues.





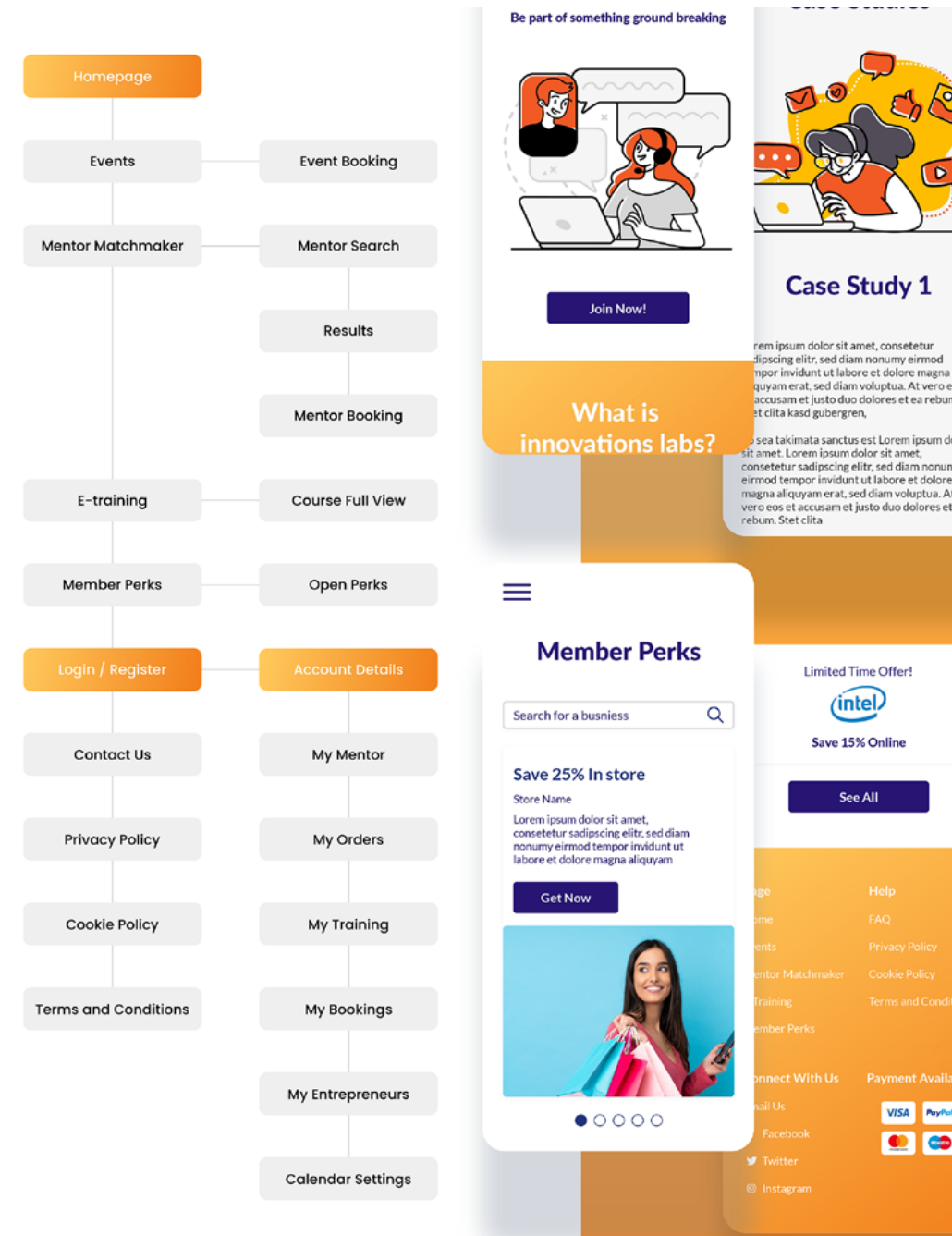




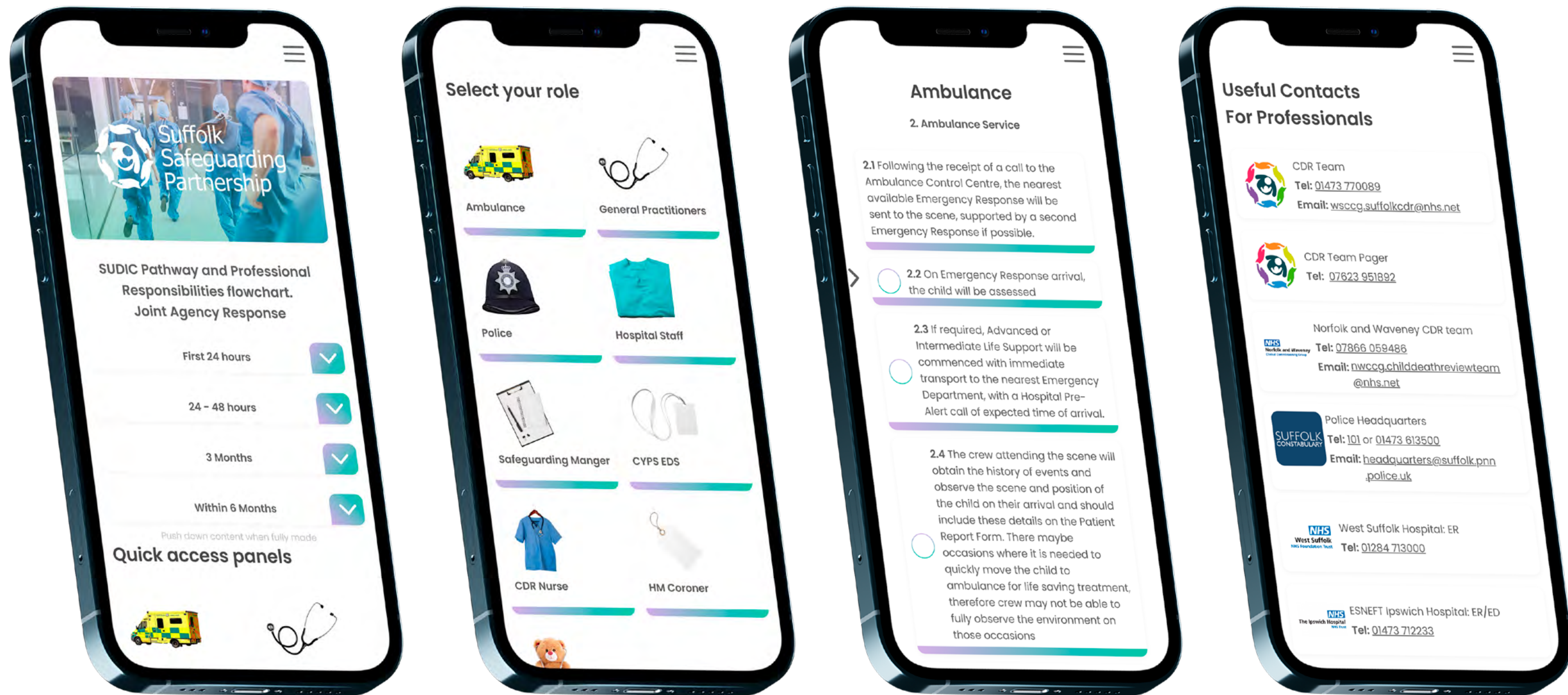


Innovations Labs is a website that attracts young, business-focused entrepreneurs by providing professional help, tools, guidance from mentors and educational courses. This project aimed to reimagine and rebrand the Innovation Lab, Stowmarket, into a brand covering multiple locations over the Suffolk area.

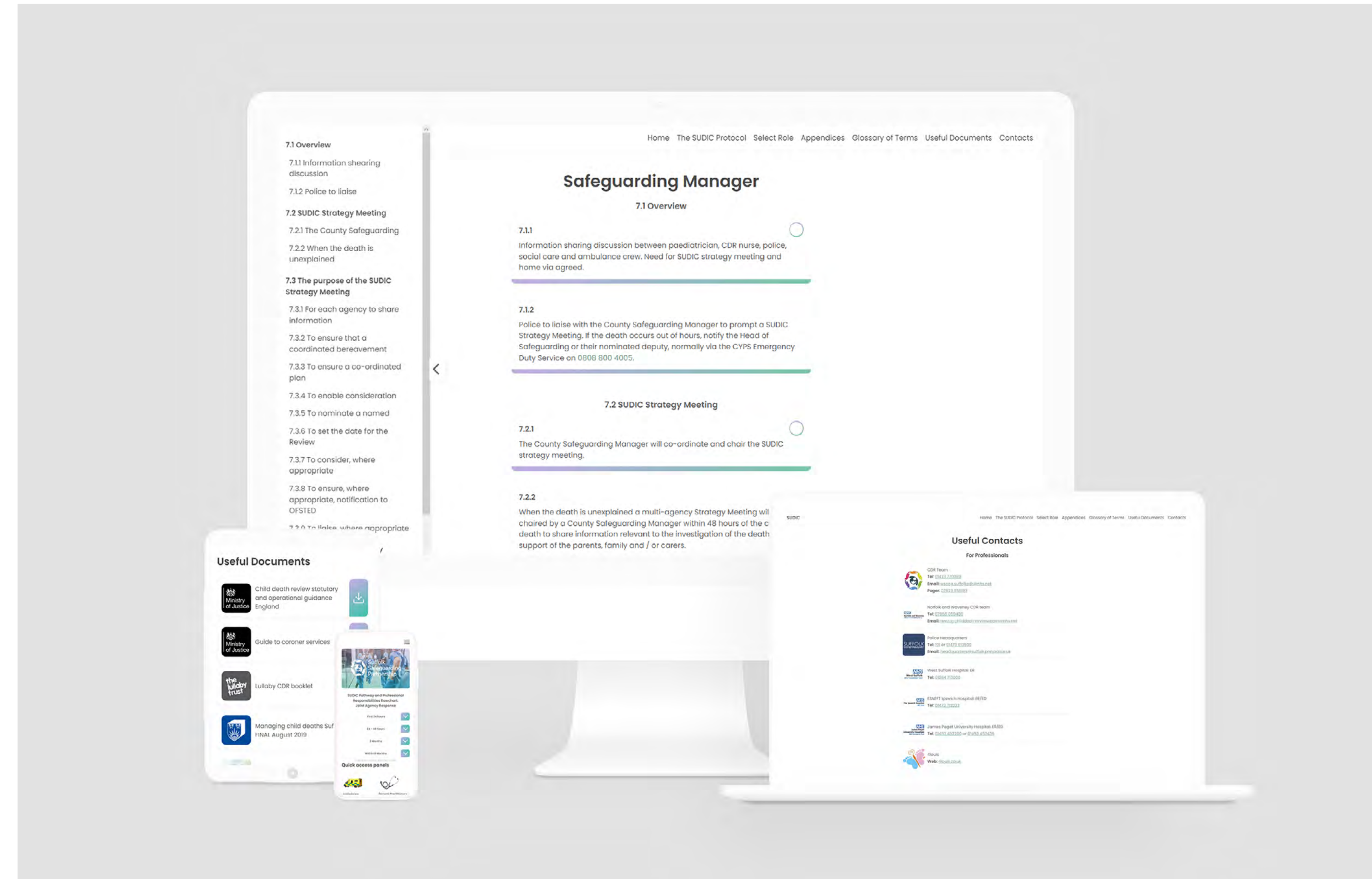
The rebrand included leaflets, colours, logos, typography and, most importantly, a brand new website. Since the launch of the new design, Innovations Labs has opened in four new locations, gained fifty new members, and secured further funding to expand into more locations.







Unlike other UX/UI I have encountered, Suffolk SUDIC (Sudden Unexpected Death in Childhood) required a full transformation. The website needed to be responsive, quick, adaptable, easily digestible and simple to follow. The primary purpose was to host the contents of the Suffolk SUDIC protocol, which at the time was a single large, hard-to-follow PDF. The web App helped make the protocol easily accessible to all involved (nurses, paramedics, police, safeguarding officers, corners, etc.). It also gave them a more accessible, easier to follow layout with downloadable material and readily accessible contacts.





**Directions for use**  
Peach flavour gummy with L-histidine, vitamins and zinc with sweetener. Children aged 3-12 years old to take 2 gummies per day. May be taken without food or water. Can be cut into smaller pieces. Keep out of reach of children. Store in a dry place out of direct sunlight and not above 25°C. Should not replace a balanced diet and healthy lifestyle.

**Warnings**  
Do not use if the seal is broken. Excessive consumption may produce laxative effects. Best before end and batch number: see printed.

**Food Supplement**  
Talk to your doctor or pharmacist if your child is taking any medication(s). Not suitable for children under 3 years old. Do not exceed stated dose. Do not use if your child is allergic to any of the ingredients. Discontinue use and seek medical advice if any reaction is observed.

**Further information**  
Manufactured by Curapella®, Stuart House, Chepstow, NP16 5HH, UK. www.curapella.com

**curapella®**

**pellamex Junior**

**Caring for young skin**

- Food supplement suitable for children with dry, sensitive & eczema-prone skin
- Developed and formulated by skincare experts
- Dermatologically validated
- 60 peach flavour soft gummies

3 - 12 years  
Added Vitamin D  
No added sugar  
Vegan friendly

	Per 2 Gummies (12g)	% NRV
Vitamin D	5 µg	100
Vitamin E	9.6 mg α-TE	80
Vitamin B2	0.8 mg	50
Niacin	6.4 mg NE	40
Biotin	25.8 µg	52
Zinc	4.0 mg	40
L-Histidine	0.8 g	N/A

60 gummies x 6 g = 360 g ET83700

**Ingredients:**  
Humectants: sorbitol syrup, maltitol syrup and maltitol powder, water, L-histidine, pectin [pectin, acidity regulators: sodium-potassium tartrate and polyphosphate, maltodextrin], acidity regulator: citric acid, flavouring, colour: carotenes, DL-α-tocopherol acetate (vitamin E), glazing oil [coconut oil, glazing agent: carnauba wax], corn starch, zinc citrate (31% Zn), sweetener: sucralose, nicotinamide (niacin), cholecalciferol (vitamin D), riboflavin (vitamin B2), D-biotin. Contains naturally occurring sugars. May contain traces of: gluten, eggs, fish, soy, milk and/or products thereof.

NRV (Nutrient Reference Value, regarding Regulation (EC) 1169/2011)



Curapella was a multi-year running client who came to us with a product, a clear message, and a strategy, but disorganised branding. This was my first project at Orbital, and helped position the brand for its further expansion with a defined style, colours and typography in a branding document. Further to this, I designed a refresh for their website, social media content, animated videos, printed leaflets and new branding for their latest product, pellamex Junior. All of the branding was built upon my original collection of brand assets into a cohesive identity.







**Motusol**

## Powerful anti-inflammatory pain relief

For muscle and joints when associated with strains and sprains.

Counts towards your TevaOne spend

**What is Motusol & Motusol Max?**  
 Motusol and Motusol Max contain the active substance diclofenac which belongs to a group of medicines called non-steroidal anti-inflammatory drugs (NSAIDs). Both topical gels can be used by adults and adolescents aged 14 years and over for the short-term local, symptomatic treatment of mild to moderate pain in acute strains, sprains or contusions following blunt trauma<sup>1</sup>. The triple effect formula works in 3 ways to relieve inflammatory pain: targets pain at the source, reduce swelling and helps speed up recovery to restore movement.

**Motusol 1.16% w/w Gel**  
 ▶ Reduces inflammation  
 ▶ Effective relief from muscle and joint pain in acute strains and sprains  
 ▶ Available in 30g, 50g and 100g tube

**Motusol Max 2.32% w/w Gel**  
 ▶ Motusol's most powerful formulation  
 ▶ Up to 12 hour\* pain relief for joint and muscle  
 ▶ Fights inflammation and reduces swelling  
 ▶ Available in 30g and 50g tube

**Why Recommend Motusol?**

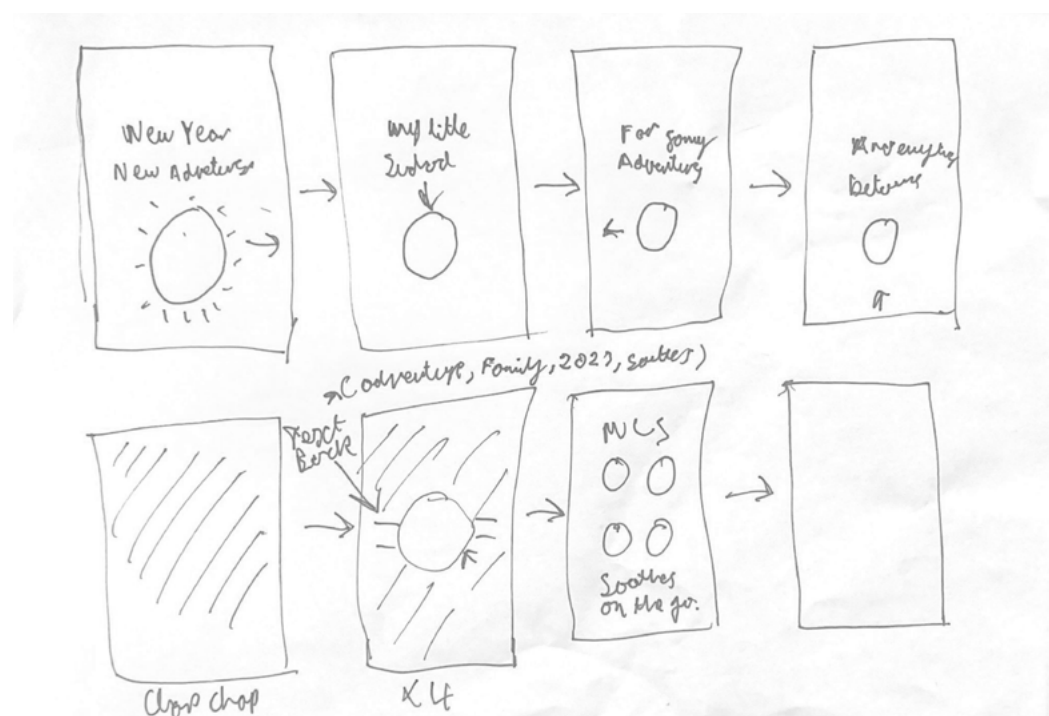
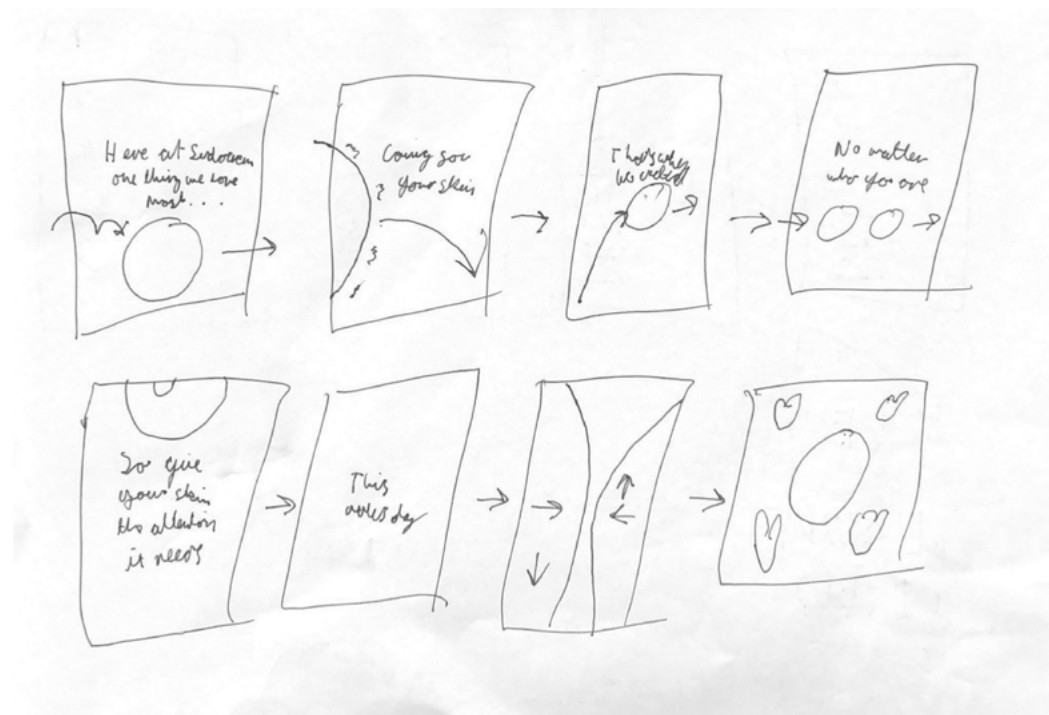
- 3 TIMES EASIER TO USE
- HELPS RESTORE MOVEMENT
- REDUCES INFLAMMATION
- APPLY 3-4 TIMES
- MAX STRENGTH
- UP TO 12 HOURS

Motusol 1.16% w/w Gel and Motusol Max 2.32% w/w Gel contain diclofenac. Legal category: OTC. Indications: For the short-term local, symptomatic treatment of mild to moderate pain in acute strains, sprains or contusions following blunt trauma<sup>1</sup>.  
 MA Author: Teva UK Limited, Rugby, West Midlands, CV21 3JH, United Kingdom. Information about this product, including adverse reactions, contraindications, interactions and other important information, is available on the Teva website.  
 Motusol Max 2.32% w/w Gel (NSAID) is a registered trademark of Teva UK Limited.  
 Motusol Max 2.32% w/w Gel (NSAID) is a registered trademark of Teva UK Limited.  
 MA Code: 10111001001 Date of Preparation: July 2022  
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The Motusol was a brand new product, which Teva asked me to undertake the design work for in Q2 of 2022 and was launched two months later in 2022. While the product had an established brand guidelines, none of which was in use for in the packaging. My job was to collect it together and utilise the brand guidelines to develop a new webpage, leaflets, brochures and animated adverts. I designed printed layouts for this project, covering single-page posters and pamphlets to magazine adverts, pages and covers.



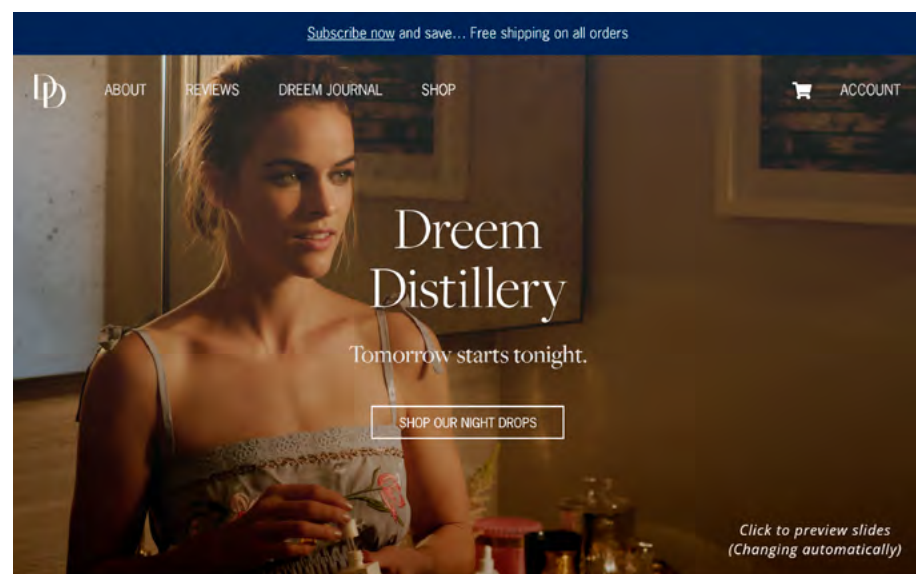




One ongoing piece of work I am involved in while working at Orbital Media is creating content for the Infacol & Sudocrem social media channels. These posts comprise of product photography, bespoke quote images, animations and general-purpose images that suit the theme and time of year. Use of animation has helped the brand improve its audience reach due to my animations more dynamic style and improving engagement. This has enabled Orbital as a company to market such content at a higher rate, securing an increased budget from Teva marketing.







To sleep is to dreem.

Our products are made from the finest broad spectrum CBD combined with organically derived ingredients selected for their power to promote relaxation and aid sleep.



Dreem Distillery was a web design project with many complexities with regard to the information which could be incorporated into the design work, website build and social media advertising due to the nature of the product. Their brand is based on CBD products, with their 'Dreem Drops, a natural sleeping aid that helps give people a better and deeper night's sleep'. This project focused heavily on ensuring the website was of a modern design and functionality standard. This was done by including improved call to actions, consistent page structure, removing slow down features like hover animations and image formatting.

## Night Drops

High Strength Ingestible CBD

**Night Drops**

Night Drops contain potent broad-spectrum CBD enhanced with our proprietary Super Terpene Blend to further increase its sleep-inducing properties. With a natural peppermint flavour, the formula works swiftly to bring about a soothed, relaxed and sleepy state just 30 minutes after ingesting.

**"Night Drops is quite simply the ultimate CBD oil to bring on sleep."** — Hayley Dawes, Dreem Distillery Founder

**Why Dreem?**  
We care passionately about purity and potency. Our ingredients are ethically sourced, organic and quality-controlled for concentration and efficacy. We only use broad-spectrum CBD (as opposed to CBD isolate), known for its superiority in calming the nervous system and we invest in high-strength terpenes and botanicals proven to soothe and enhance deep sleep.

- No CBD Isolate • Non-GMO • Cruelty Free
- Vegan - 91% • Organic • Super Terpene Blend

30ml bottle  
2400mg CBD £160

BUY NOW

ADD TO CART

SUBSCRIBE AND SAVE

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**How To Use**

Half an hour before bedtime, dispense 6-8 drops under your tongue and hold for 60 seconds before swallowing. Once familiar with the effect of Night Drops, you can adapt the dose to suit your needs. Do not exceed more than 17 drops per day. This is a dietary supplement. Store out of direct sunlight. Not suitable for pregnant or breastfeeding women. Keep out of reach of children.

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**Ingredients**

Of participants said that they started gaining more hours of sleep.

Of participants found an improvement in mood and general performance the following day.

Of people would rate their sleep pattern as good after taking our Night Drops.

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## You may also like

**Bath Oil**

Calming and sleep-inducing broad-spectrum CBD concentrate for a luxurious bath experience.

JOIN THE WAITLIST

Learn More

**Bed Balm**

A distinct and deeply relaxing Broad Spectrum CBD salve to help:

- Melt taught muscles
- Relieve pain
- Improve skin health.

JOIN THE WAITLIST

Learn More

**Bath Salts**

Fine, dispersible Broad Spectrum bath salts for elevated evening relaxation.

JOIN THE WAITLIST

Learn More

#LIVETHEDREEM

To sleep is to dreem.

Our products are made from the finest broad spectrum CBD combined with organically derived ingredients selected for their power to promote relaxation and aid sleep.

**Night Drops**

High Strength Ingestible CBD Night Drops contain potent broad-spectrum CBD enhanced with our proprietary Super Terpene Blend to further increase its sleep-inducing properties.

JOIN THE WAITLIST

Learn More

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Fine, dispersible Broad Spectrum bath salts for elevated evening relaxation.

JOIN THE WAITLIST

Learn More

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**Why Dreem Distillery?**  
Dreem Distillery meets the needs of restless and sleepless. We'll support you to sleep deeply and live beautifully.

**Why we are different?**  
Our Night Drops can produce heightened effects and aid to facilitating restful and restorative sleep.

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**Ingredients**  
Free from pesticides, toxins, microbial contamination, kosher certified, vegan and non-GMO.

**Packaging**  
Every step of the way we use recyclable materials to have minimal environmental impact.

Our Customers Love to Dreem

Our overall rating is 4.8

★★★★★

LUCY

From aching for years with sleep issues, I was lucky to try Dreem Distillery's Night Drops to see if they lived up to the hype. They have definitely exceeded my expectations. I would highly recommend to anyone who has trouble sleeping.

★★★★★

MATTHEW

Dreem Distillery has been a god send to someone like me who has trouble sleeping and waking up too early. Just a few drops calmed my thoughts which let me finally get a comfortable sleep and be at 100% the next morning.

★★★★★

MELISSA

Taking this CBD oil has been an absolute essential part of my night time routine. I wish I had known about it sooner. I drop these pleasantly flavoured drops under my tongue just before bed and I then wake up in a blissful night's rest in a better mood.

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**Dreem Journal**

How does CBD work?

How to use CBD

JOIN THE WAITLIST

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**Live the Dreem**

Instagram



**Bed Balm**

A distinct and deeply relaxing Broad Spectrum CBD salve to help:

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- Relieve pain
- Improve skin health.

JOIN THE WAITLIST

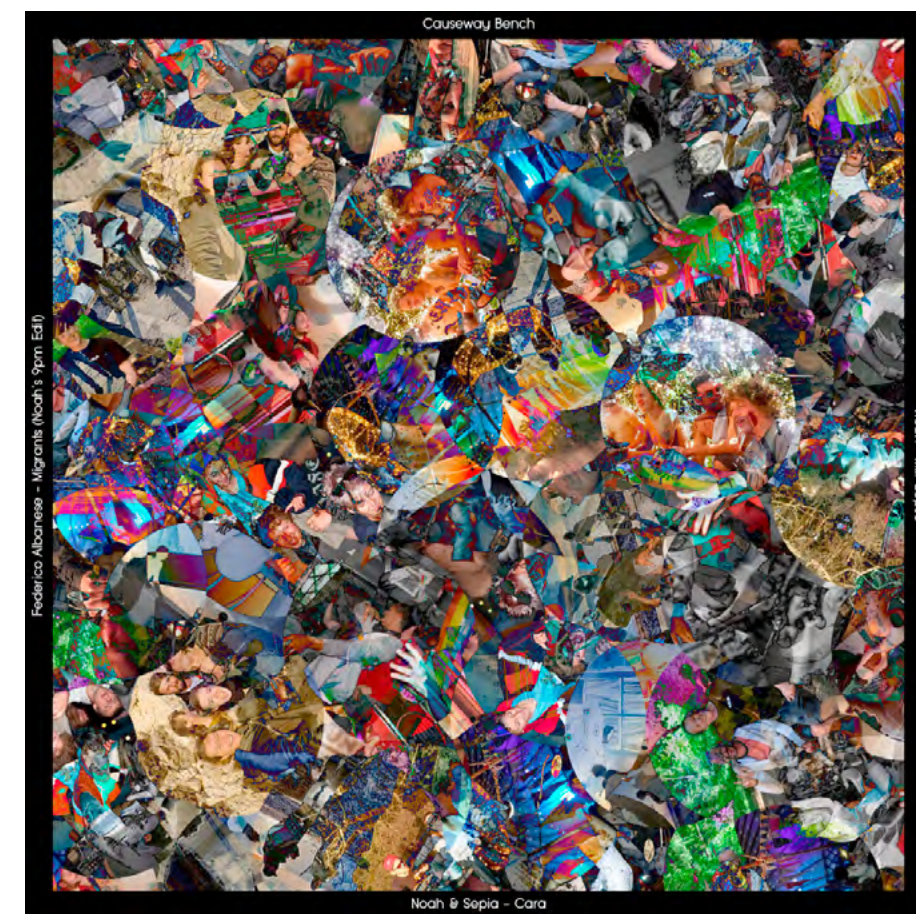
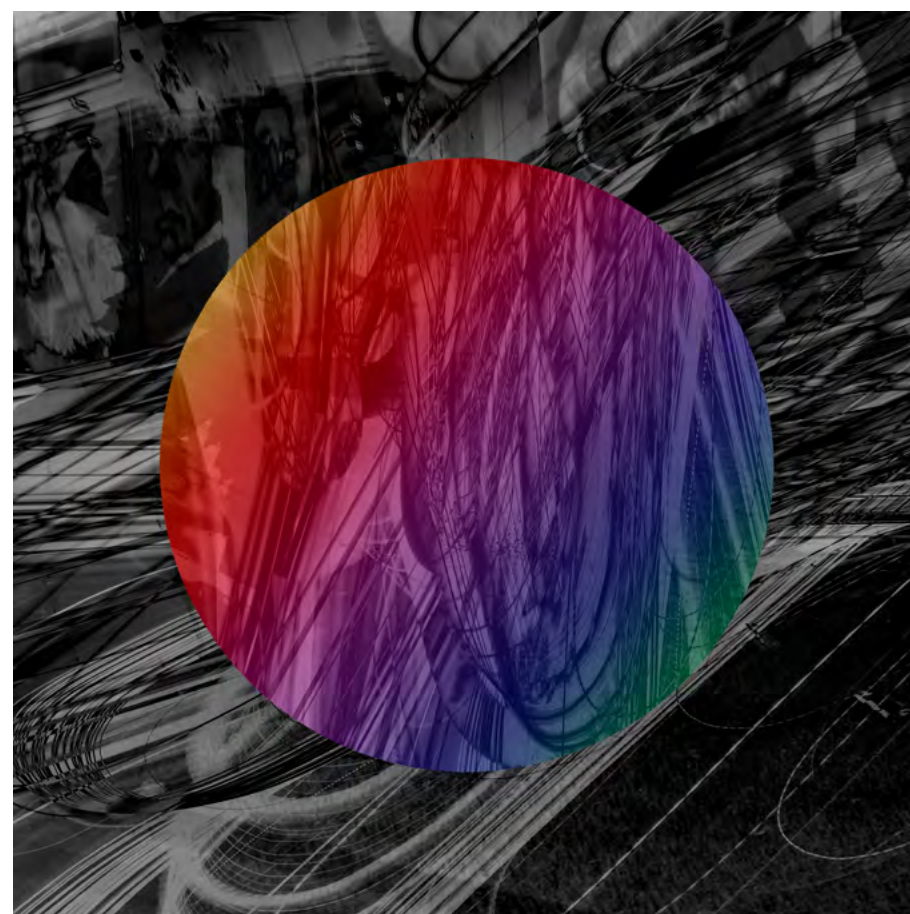
Learn More

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**Ingredients**  
Free from pesticides, toxins, microbial contamination, kosher certified, vegan and non-GMO.





In addition to my work at Orbital Media, I have been commissioned as a freelance graphic designer for a range of briefs and projects; mainly from clients in the music industry. I have successfully produced design work for album covers, where musicians who create fantastic music have held no idea of how their music can be represented in a visual form. Album covers allow me to bring together the thoughts and ideas that reflect on the composition and genre of the music, then develop and design a conceptual image which represents the work.







Little Pink Book wanted to run an online series of workshops focused around women in the music profession, specifically DJ'ing. The brief was to design an overall identity for their social media campaign which would drum up interest in the workshops. My designs were posted in the weeks leading up to each workshop and then featured on a series of blogs and websites such as Mixmag, Data Transmission, DICE, Latch Media and more.

