

GRAPHIC DESIGNER

PORTFOLIO

REECE JULIEN

CV



HELLO!

I'm a third year Graphic Design student at the University Of Huddersfield with industry experience in Graphic Design & Web Design, who is due to graduate this 2020 summer. I have a flexible approach to teamwork and a creative eye for detail as shown in my voluntary work for Huddersfield Carnival. I am looking for graduate level opportunities in the design industry.

EDUCATION

UNIVERSITY OF HUDDERSFIELD
BA (HONS) GRAPHIC DESIGN
(2017 - 2020)

HUDDERSFIELD NEW COLLEGE
2 A LEVELS, 1 DISTINCTION *
GRAPHIC DESIGN, HISTORY & I.T
(2015 - 2017)

RASTRICK HIGH SCHOOL
GCSE: 10 GRADE A - C
(2010 - 2015)

SOFT SKILLS

AI

ADOBE
ILLUSTRATOR

PS

ADOBE
PHOTOSHOP

IN

ADOBE
INDESIGN

AE

ADOBE
AFTER EFFECTS

XD

ADOBE
XD

DW

ADOBE
DREAMWEAVER

PERS SKILLS

COMMUNICATION

FLEXIBILITY

CREATIVITY

ILLUSTRATION

SKETCHING

TEAMWORK

DEDICATION

TIMEKEEPING

EAGER TO LEARN

EXPERIENCE

- VOLUNTARY GRAPHIC DESIGNER - CMC | JUNE 2019 - OCT 2019
- VOLUNTARY GRAPHIC DESIGNER - BREAKING FREE DESIGN | JUNE 2019 - OCT 2019
- SALES ASSISTANT - HOME BARGAINS | 2017 - PRESENT
- JUNIOR WEB DESIGN INTERN- BIRKBY INFANT SCHOOL | JUNE 2016 - JULY 2016
- JUNIOR WEB DESIGN INTERN- BIGINT LTD | JULY 2016 - JULY 2016

HOBBIES

DIGITAL ART

ATHLETICS

GAMING

WORKOUT

MUSIC

DOG WALKING

CONTENTS

01 CARNIVAL 2020

BRANDING & MARKETING

02 GO GIRL

ADVERTISEMENT CAMPAIGN

03 CLARITY

UI / UX DESIGN

04 SALVATION

POSTER DESIGN

05 AN ICON A DAY

ICONOGRAPHY

06 DIGITAL ART

OTHER WORKS



CARNIVAL 2020

BRANDING & MARKETING



THE BRIEF

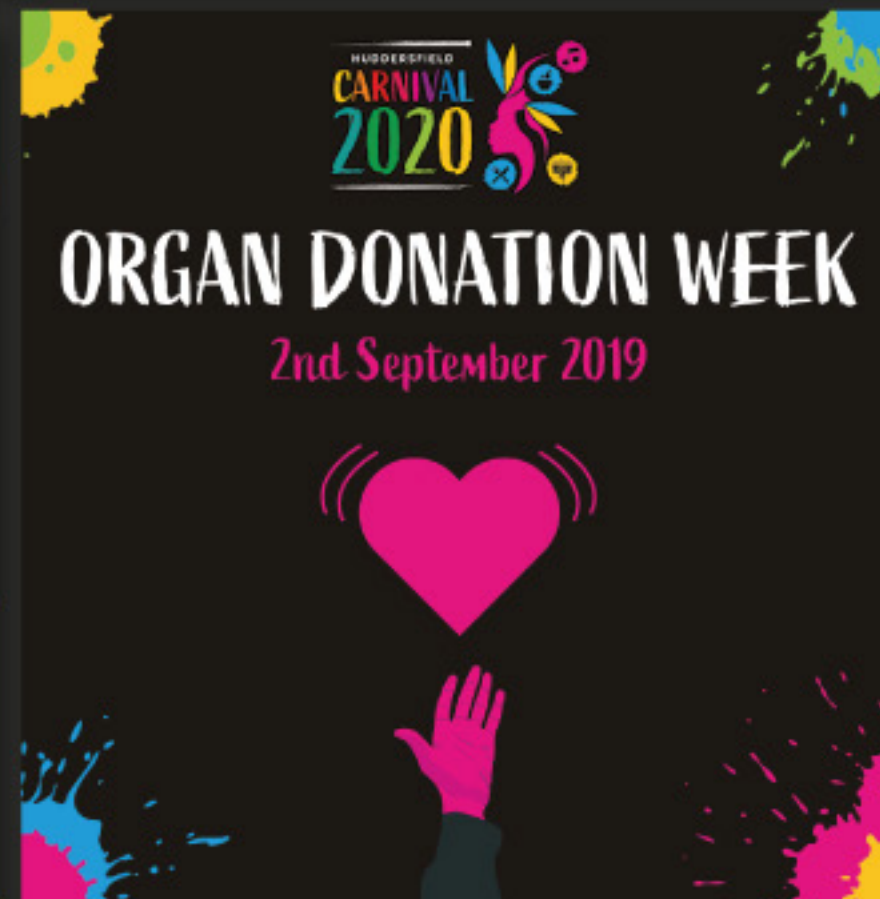
CHALLENGE & SOLUTION

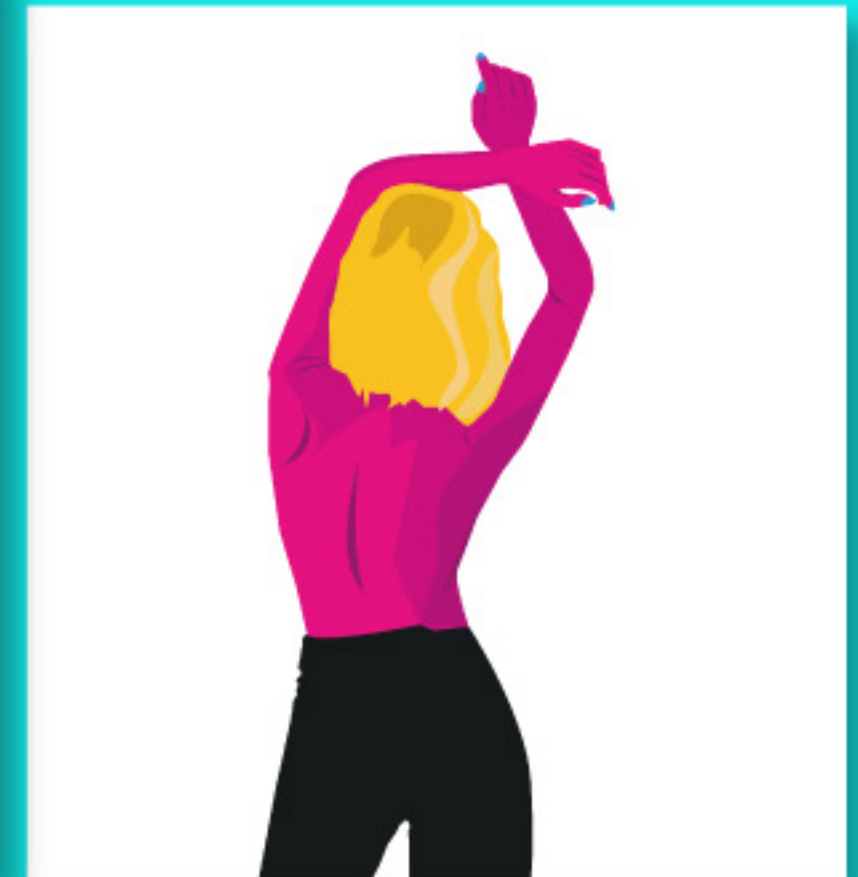
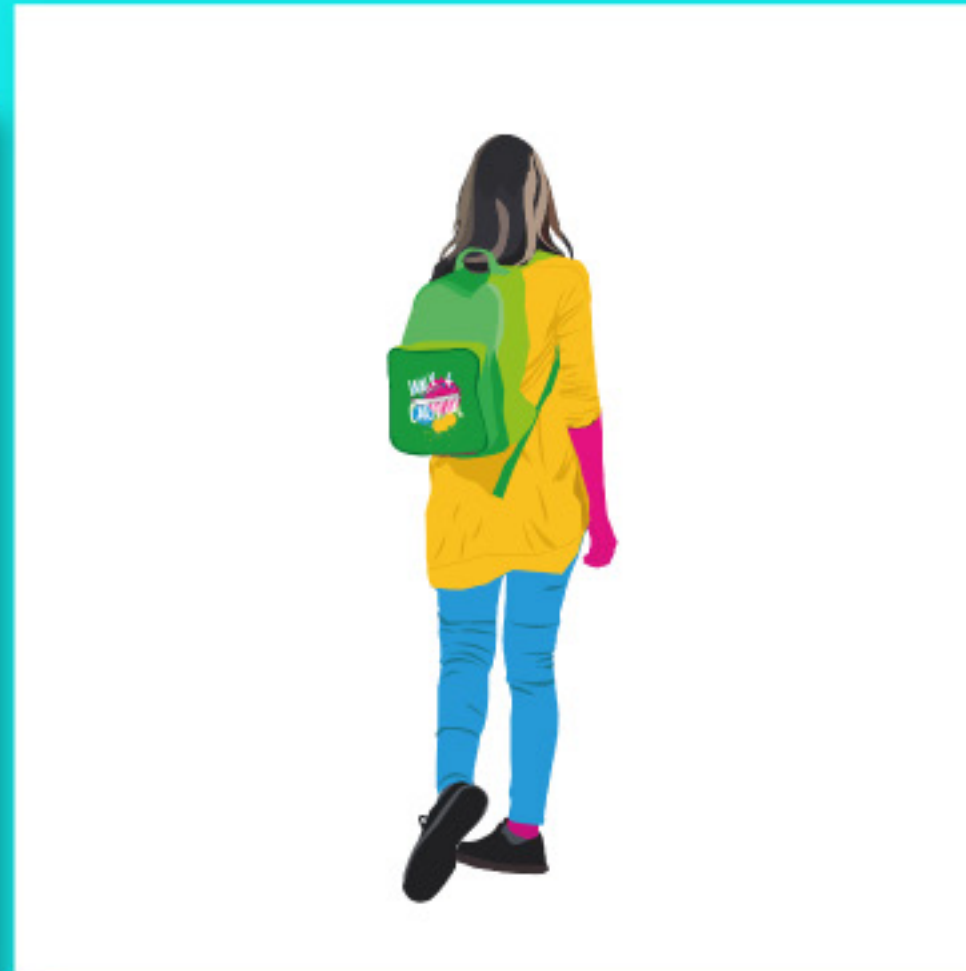
This was a voluntary project upon which I was part of a team that was challenged with changing the bad reputation they had been given due to incidents in previous years, Huddersfield Carnival needed to rebrand itself and gain a better identity to bring back the carnival for 2020 after having their original venue of Greenhead Park banned in 2019 due to safety concerns and a bad reputation. CMC decided to take a year out to approach Breaking Free Design to help them build a campaign towards bringing the carnival back bigger and better for 2020 and I came in to help voluntarily.

I was able to keep everything on brand and retain a strong visual representation working with the brand guidelines. In order to rebrand the carnival, the solution was to create vibrant illustrations, t-shirt designs, social media posts & posters that all represented positivity, whilst also keeping to deadlines & visual brand guidelines. The project helped to increase awareness for the carnival and it's current situation, gaining more traction and support for it.









Nike+Event

Jessica Ennis

GO GIRL

ADVERTISEMENT CAMPAIGN

22.7.20

02 Arena, Peninsula Square
Greenwich Peninsula
London, SE10 0DX

4 MILES TO GO

members scan qr codes
for promo items & discounts



THE BRIEF

CHALLENGE & SOLUTION

The challenge was to get 14-19-year-old girls in London, more involved with the Nike + membership which is free to all those who sign up. My solution was the concept of an event where famous female athletes would be invited to London for an event upon which they could be met, greeted and share their wisdom with a live audience to motivate young girls to take part in sport.

Nike wanted to extend the current Nike + benefits such as Headspace and Apple Music membership discounts, to that more appealing to girls. I chose to focus more on the fashion aspect, for e.g I created 3 posters, on each is a QR code and an arrow stating how many miles to the next one. These codes could be scanned through the Nike + apps and each gives a promotional / limited edition item such as a t-shirt or designed gym apparel / Nike clothing. Once all 3 QR codes have been scanned then the user gets either 30 % off of BooHoo / PrettyLittleThing or 30 % off Nike products.

This increases engagement and the QR coded posters paired with the arrows stating how many miles, get the user to participate in the already existing Nike running groups and routes in London. To take part in the event users must get their free tickets by logging into or signing up to the Nike + membership and claiming the limited amount of tickets via Nike apps/websites.



Nike+Event

Jessica Ennis

GO



girl

22.7.20

O2 Arena, Peninsula Square
Greenwich Peninsula
London, SE10 0DX

4 MILES TO GO



+ members scan QR codes
for premium items & discounts

Nike+Event

Alex Morgan

GO



girl

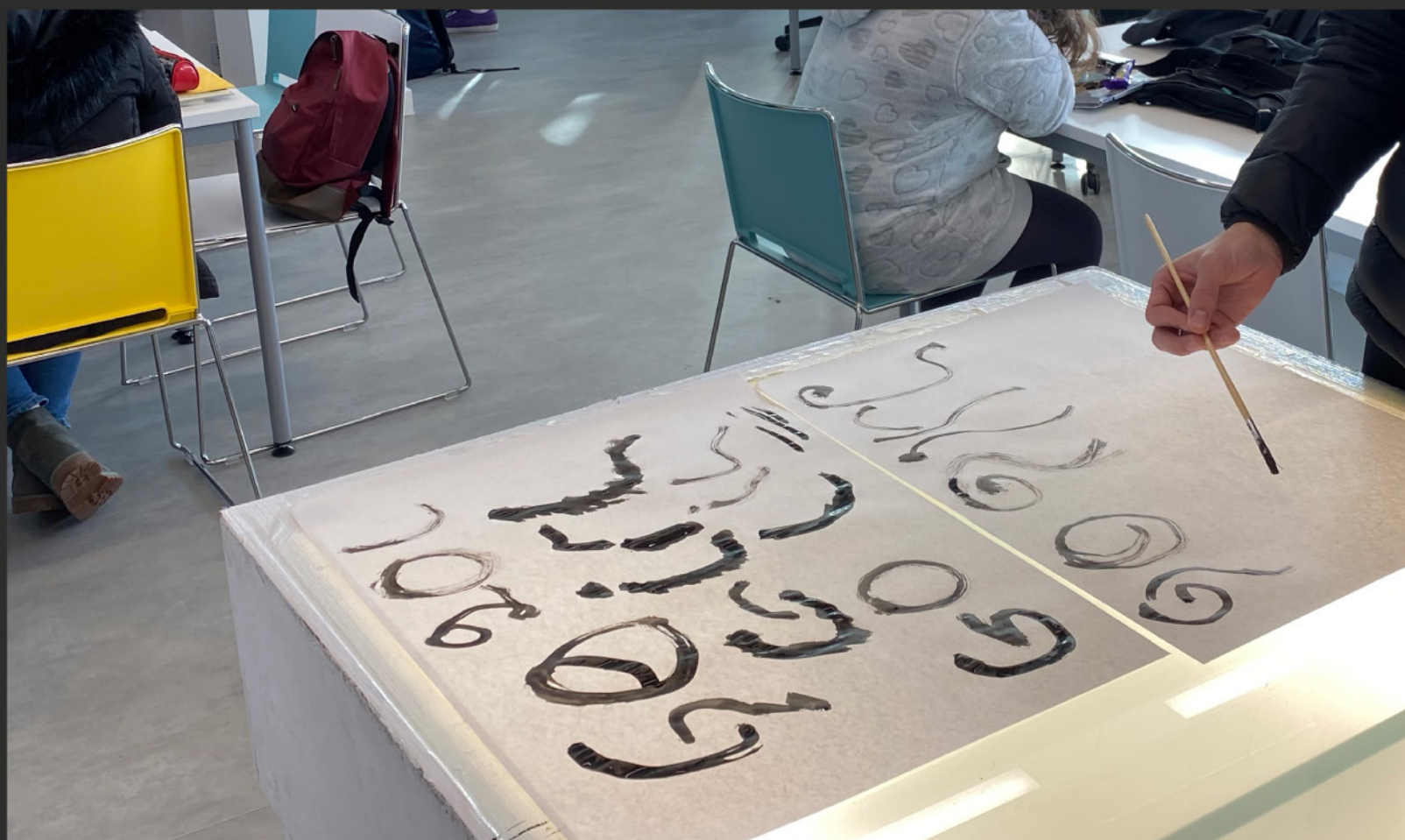
22.7.20

O2 Arena, Peninsula Square
Greenwich Peninsula
London, SE10 0DX

2 MILES TO GO

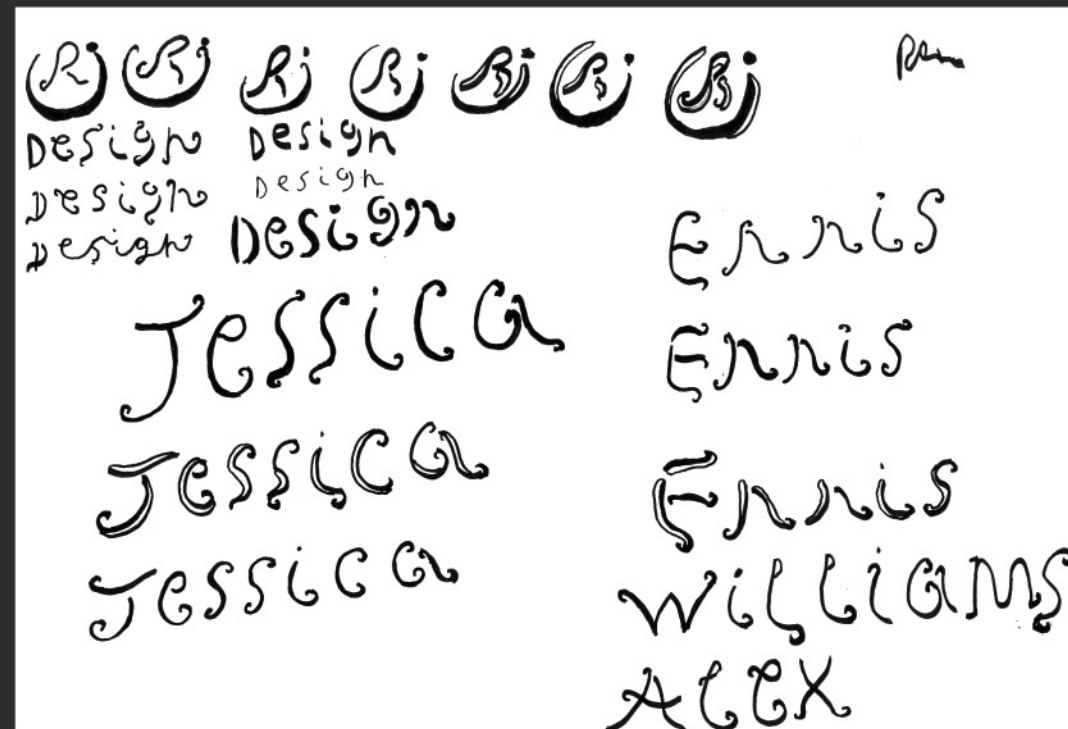


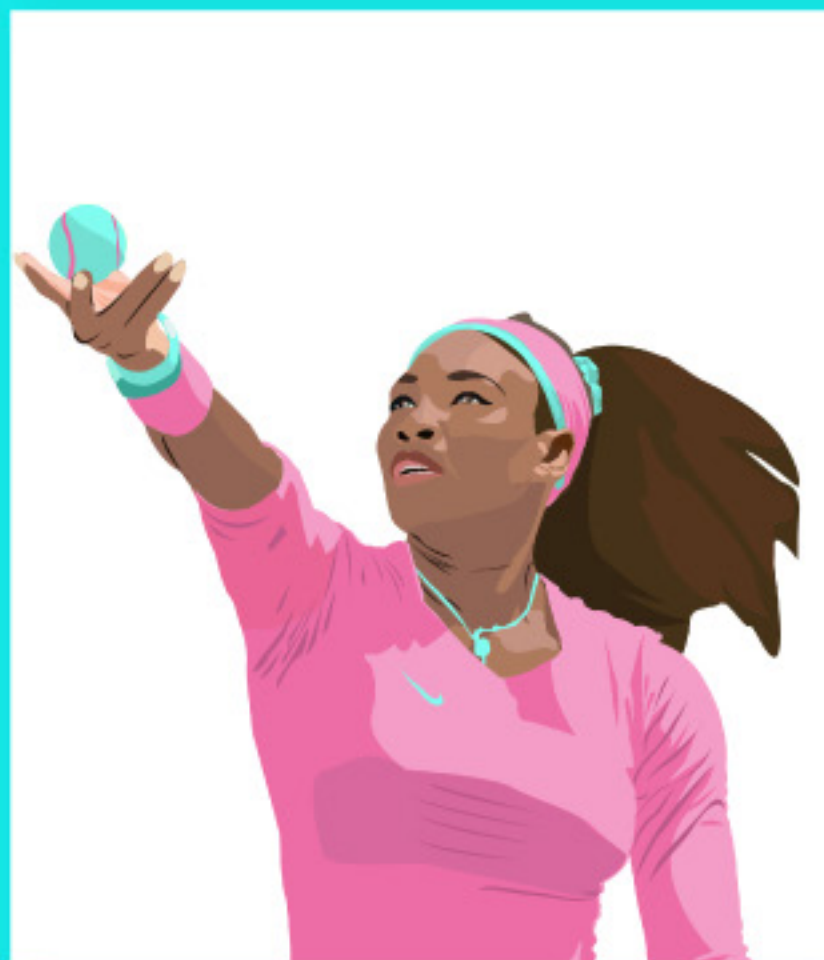
+ members scan QR codes
for premium items & discounts



Here you can see the development of the project. I began by using a ink brush to brush out the slogan and campaign name of "Go Girl" (as pictured in the top left). The reason for this is that I wanted the slogan to have a playful and diverse theme to it which was achieved with the flowy nature and textures of brush strokes.

Once I brushed out several A3 pages of the letters of the slogan, I scanned them all into the computer & picked out the best letters and the best combination of the letters. Once the best combinations were chosen I went on to experiment with different colour waves (as shown in the top right) and began to experiment with calligraphy pens for the athlete names in order to match the texture of the ink brushed letters.





GOgirl

GOgirl

GOgirl

GOgirl

GOgirl

GOgirl









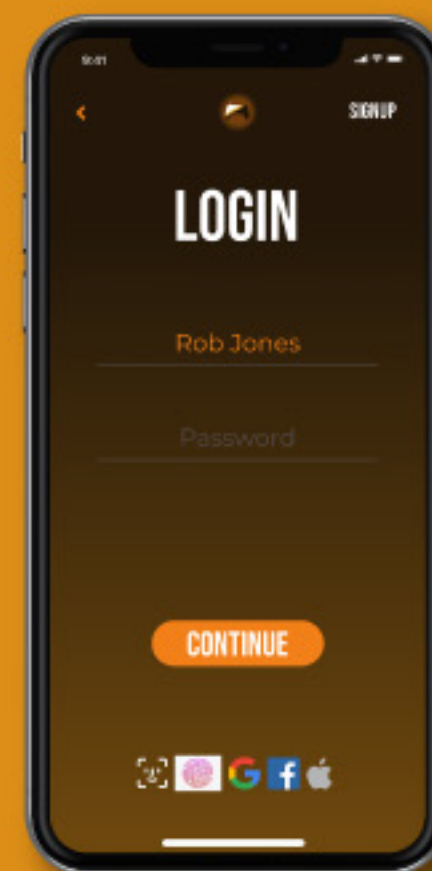
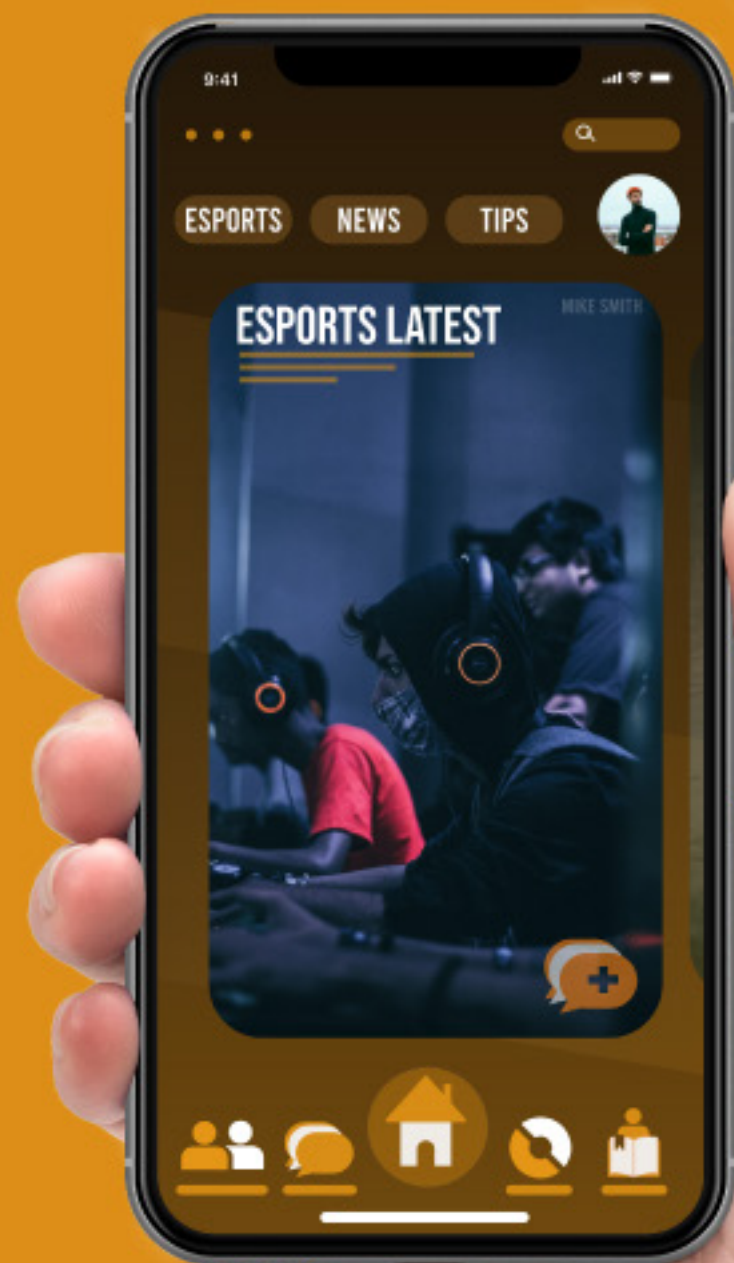


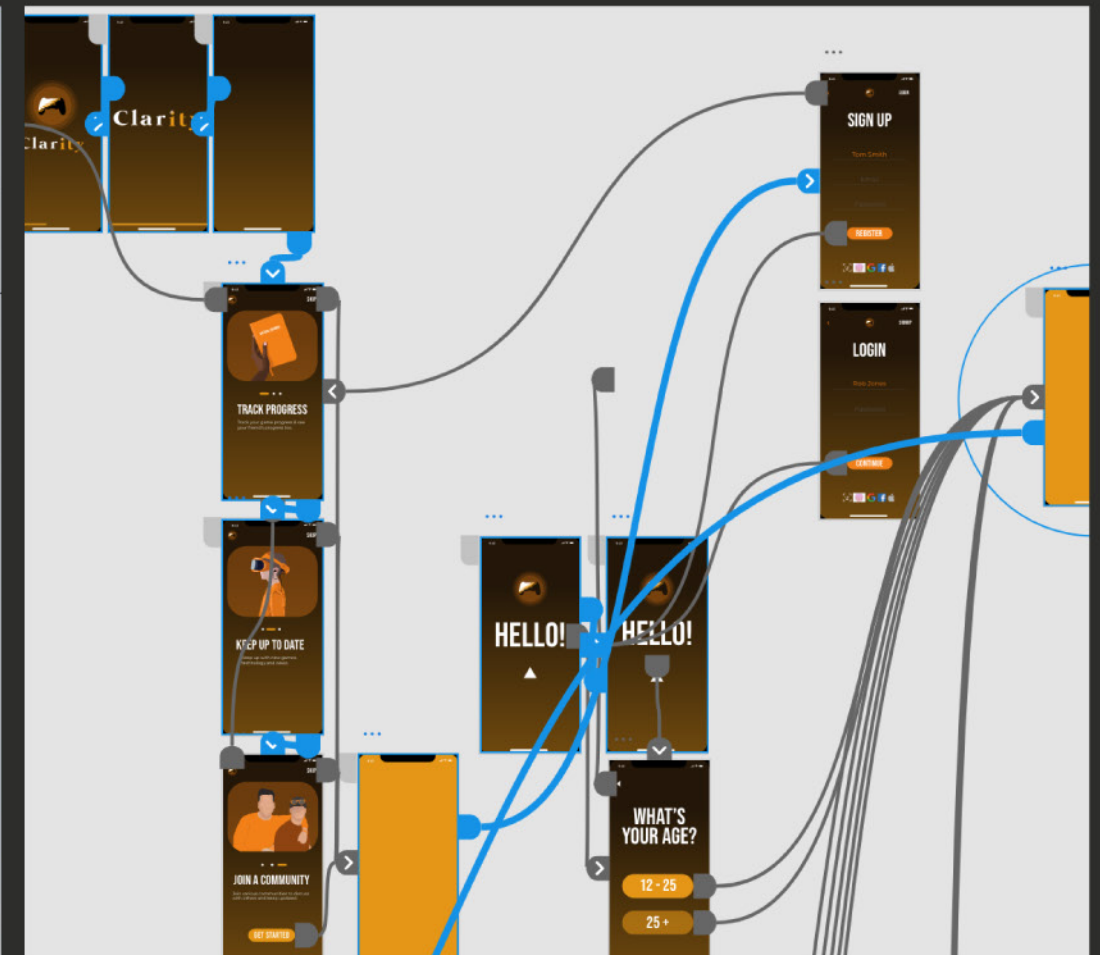
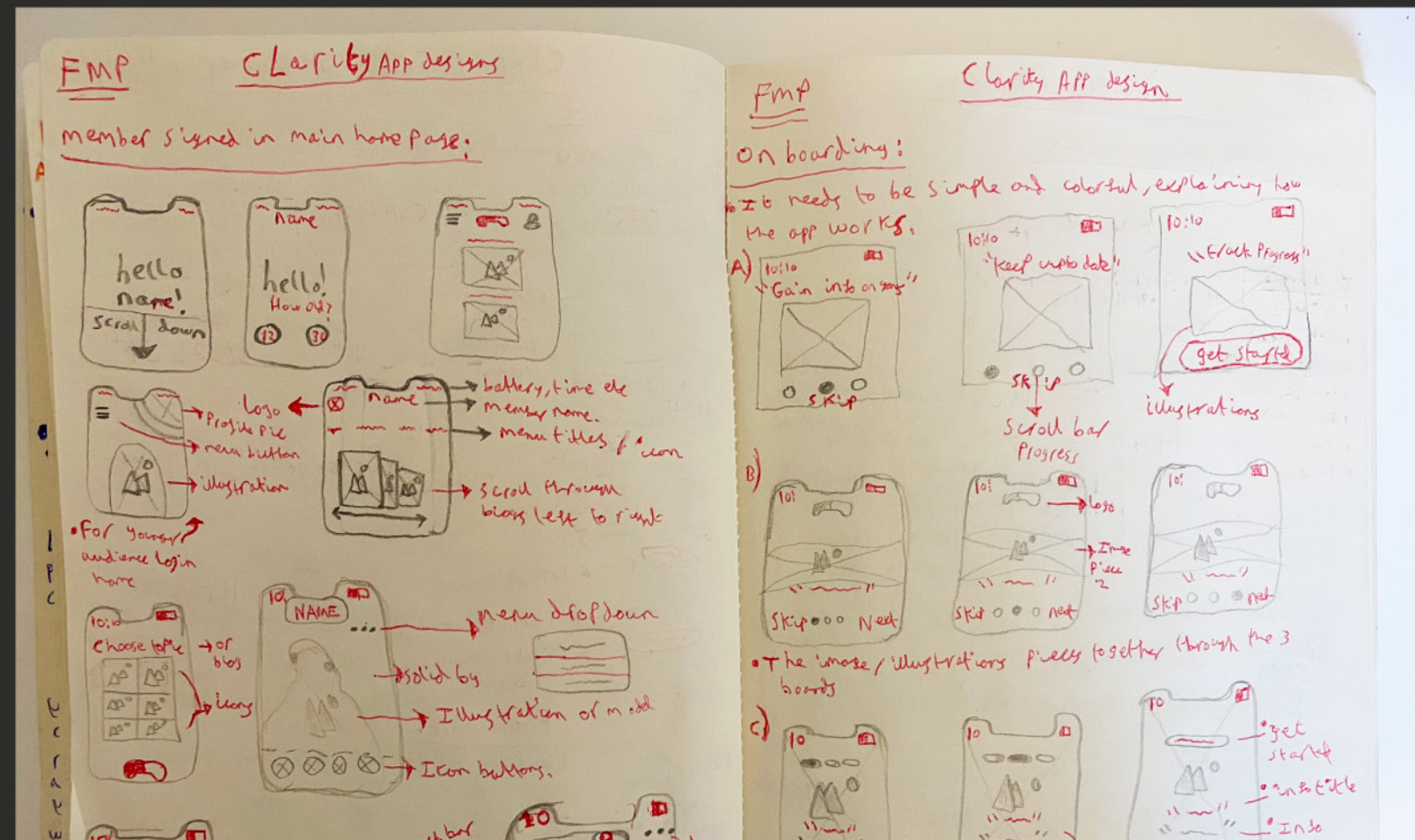
THE BRIEF

CHALLENGE & SOLUTION

Another class set project, this was the larger version of the Final mini major project as this one was to be set, curated and designed for the final university year. The brief that I set myself this time was to create an education pack in the form of an mobile application, which educates non-gamers and gamers of both the positives & negatives of gaming. There were many challenges to overcome such as how to present an application that visually represented a split audience of young, older, gamers & non gamers and how to present the information to the two communities at the same time. As well as this, I had no UI/UX app design experience prior to this but wanted to widen my skill set and so challenged myself to learn UI design.

My solution was to create a platform where users can make profiles that has content geared towards their age range and so they can converse with others, join communities and keep up with news & trends. Whilst also having a logo & set of icons that represented the merging of communities against the aversity of the biased views on gaming from both sides.



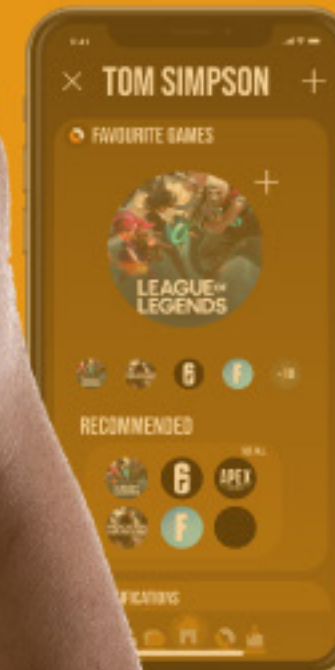
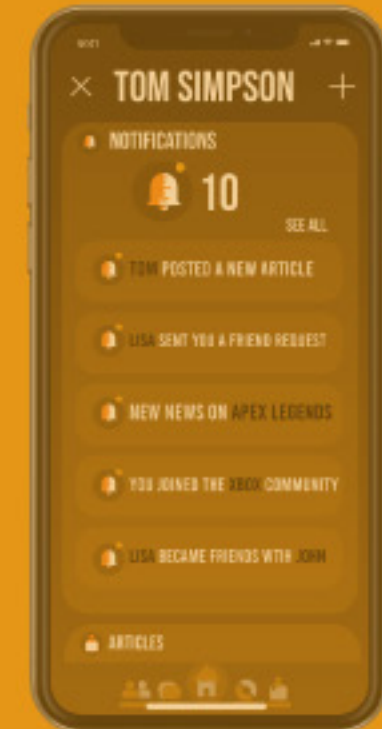
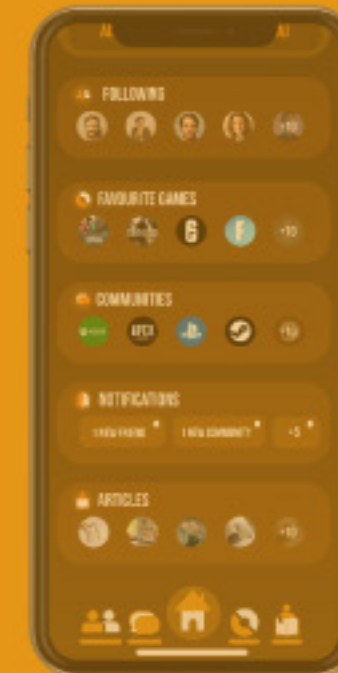
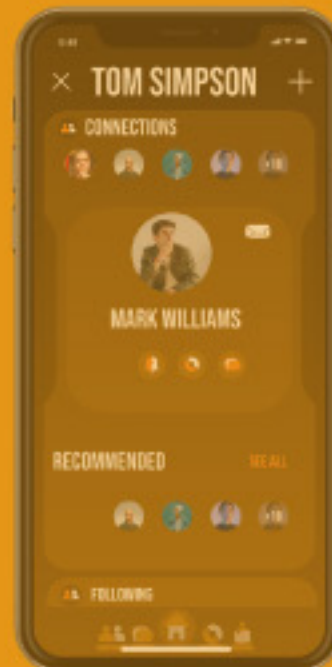
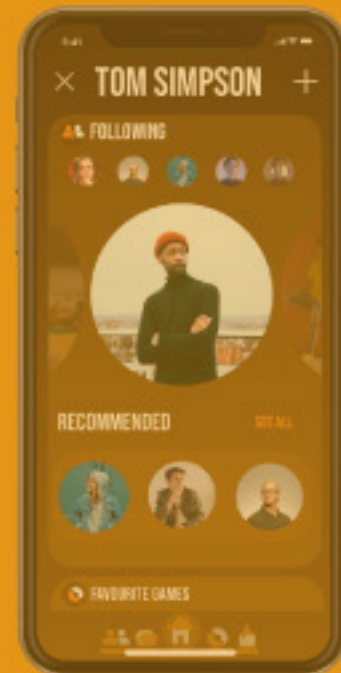
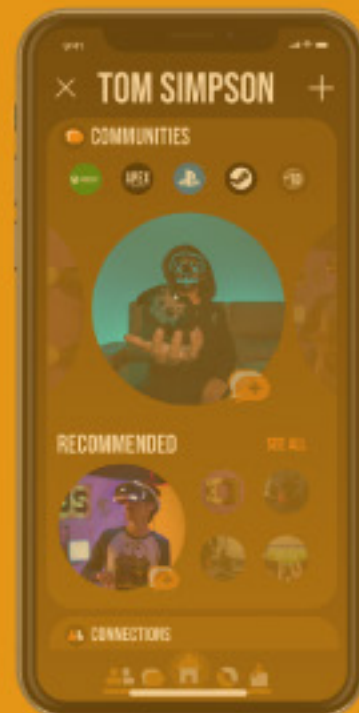


Initially I began by looking on Behance at exceptional UI projects to get a good idea on what elements and aspects goes into the design of an app design project so that I could structure my process well. After this I began to roughly sketch out the icon designs, how I wanted each page to look and what pages I should include and the animations & transitions which I wanted to happen when the user interacted with the elements.

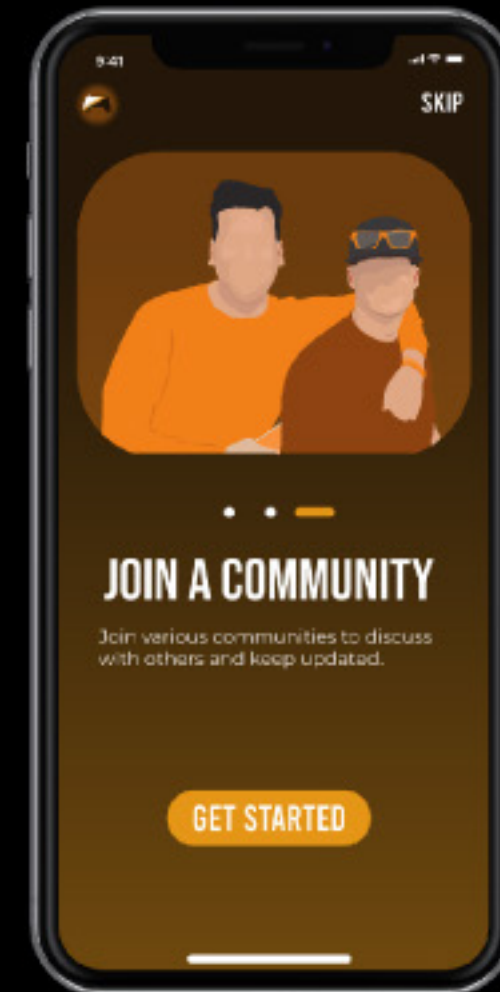
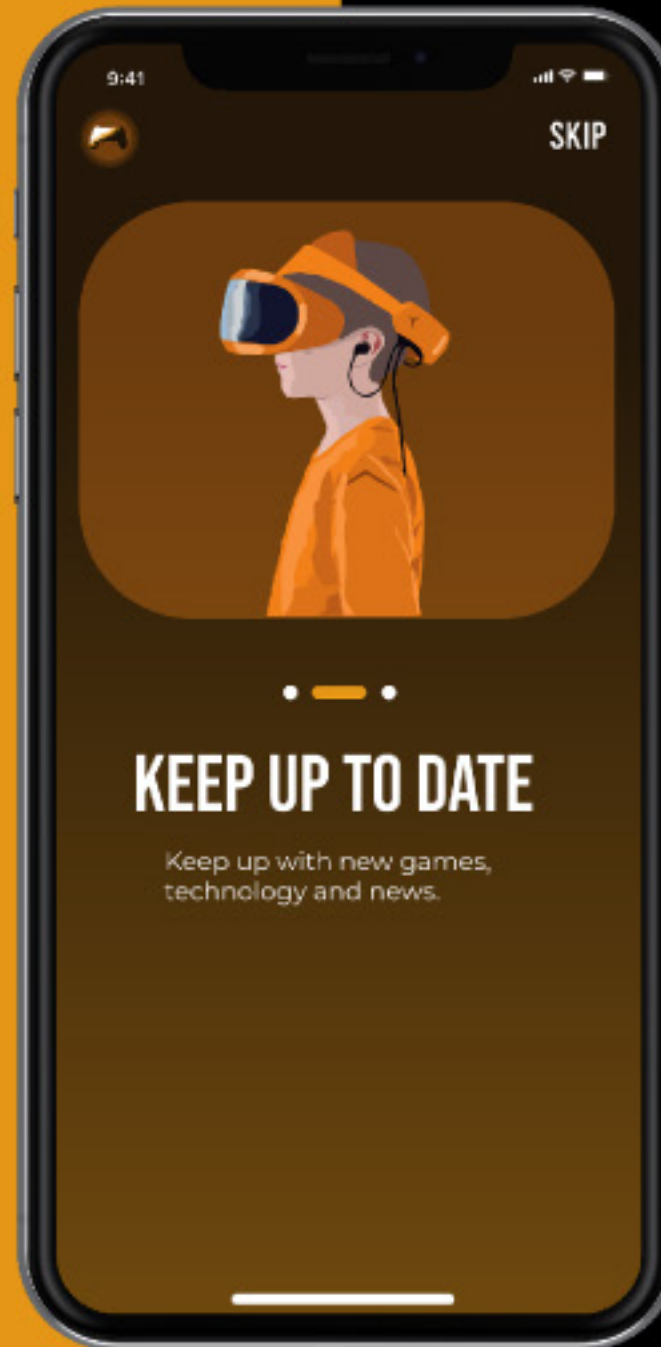
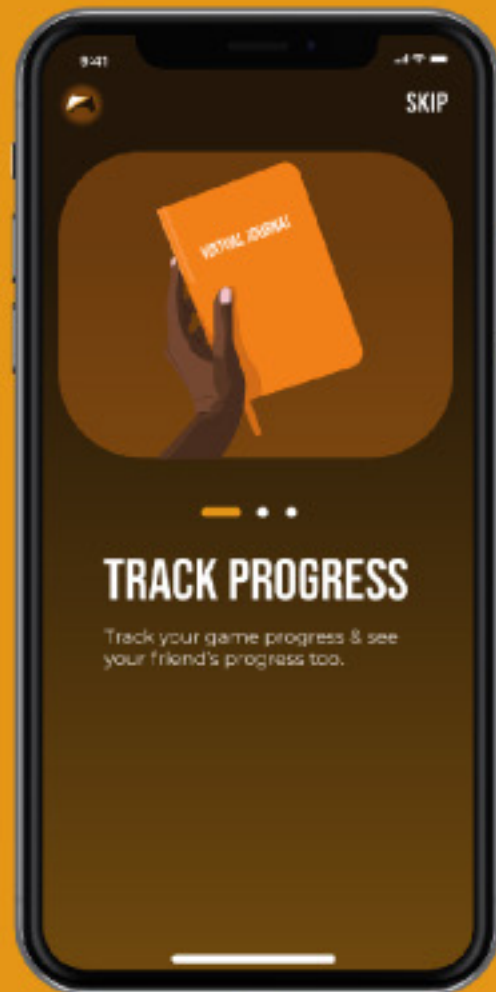
Once I had everything mapped out I moved onto creating them visually such as the visual designs for each page, the wireframing for them and the logo & logotype development (seen in the bottom right). The top right image is an example of how the pages connect together on Adobe XD to provide the interactive experience.



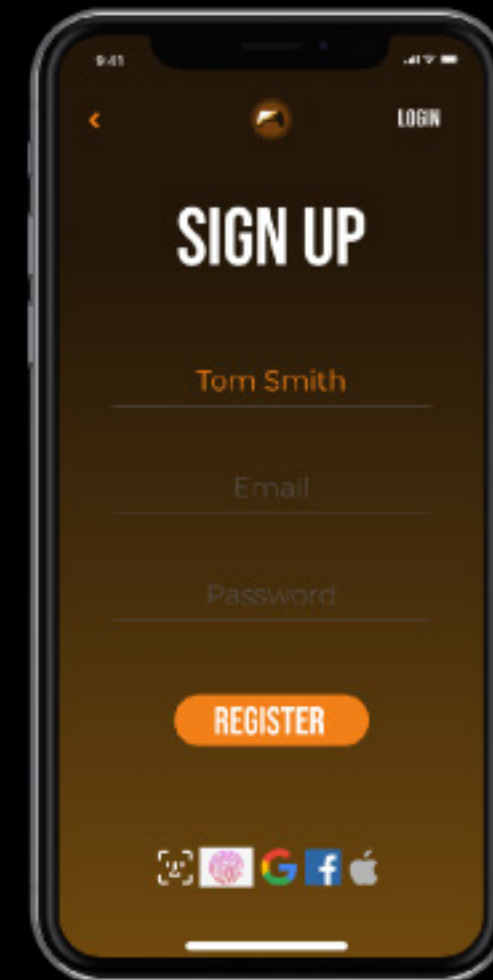
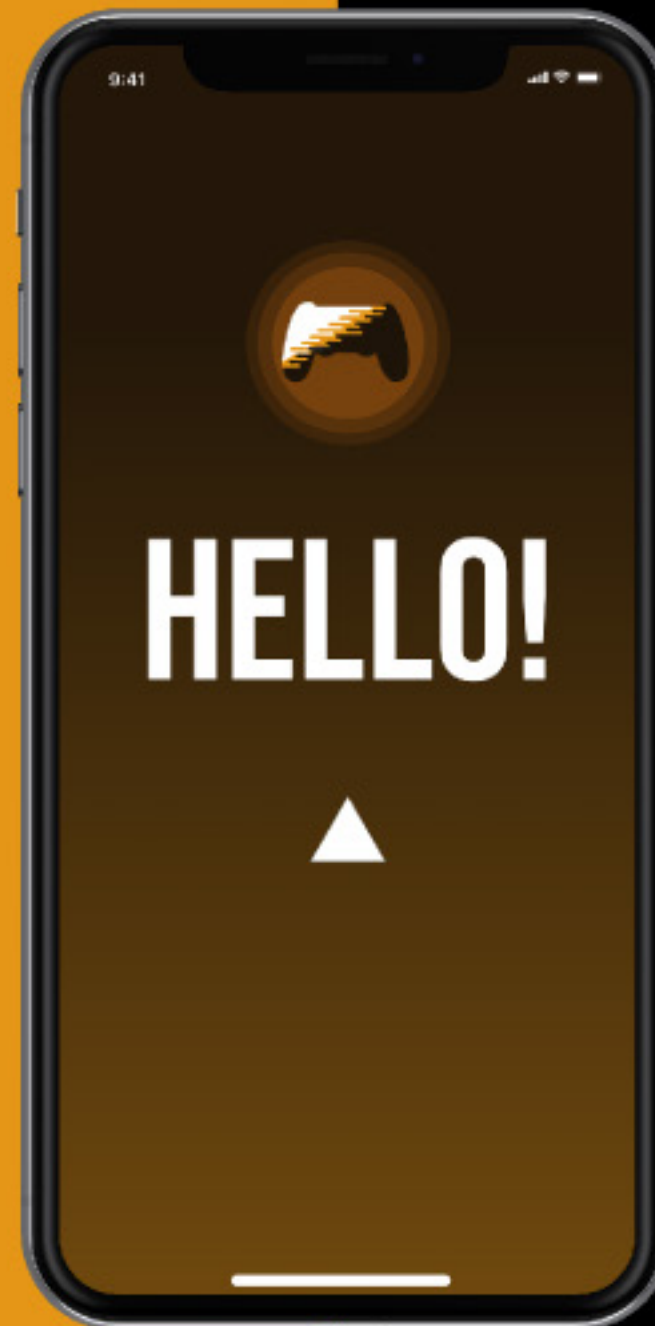
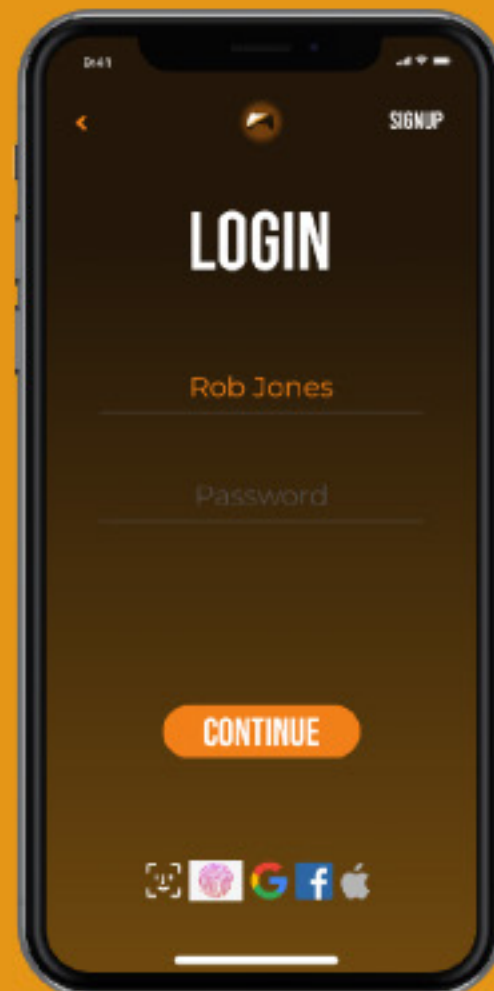
PROFILE



ONBOARDING



SIGNUP / LOGIN



COLOUR PALETTE & TYPOGRAPHY

#000000

#FFFFFF

#F28019

#E59617

AA

BEBAS FONT

REGULAR

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z

Aa

Montserrat font

regular
bold
*italic*A B C D E F G H I J
K L M N O P Q R S
T U V W X Y Z



ICONS



OTHER SCREENS



Population decline of 42% over 70 years, there are 450,000 puffins left in the UK. Numbers are being affected due to climate change, pollution and rats.

42%

SALVATION

POSTER DESIGN

Donate

Help today by donating at scottishwildcataction.org or by clicking above.



Pure scottish wildcats left, the wildcat is dissappering due to Hybridisation, Disease and Accidental persecution.

400



Donate

Help today by donating at [Scottishwildcattaction.org](https://scottishwildcattaction.org) or by clicking above.

Left in 2017, red squirrels are losing numbers due to the introduction of grey squirrels that are outcompeting food and carrying viruses.

161,000



Donate

Help today by donating at <https://ptes.org/ways-to-give/help-red-squirrels-make-comeback/> or by clicking above.

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THE BRIEF

CHALLENGE & SOLUTION

A class set task, upon which we had to think up our own brief and mini project. I chose to focus on a brief that raised awareness for the endangered animals in the United Kingdom specifcally. The challenge for this was what form of advertisement to chose and where to advertise, in the end I chose posters as they serve as Out Of Home advertisements and can get across the information quickly whilst bringing in attention through strong visuals.

My solution was to create a series of posters of 3 UK endangered animals, the red squirrel, puffin & Scottish Wildcat. Each had information on why they were at risk, an illustration of the animal and a call to action where people can contribute.

Pure scottish wildcats left, the wildcat is disappearing due to Hybridisation, Disease and Accidental persecution.

400



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THE BRIEF

CHALLENGE & SOLUTION

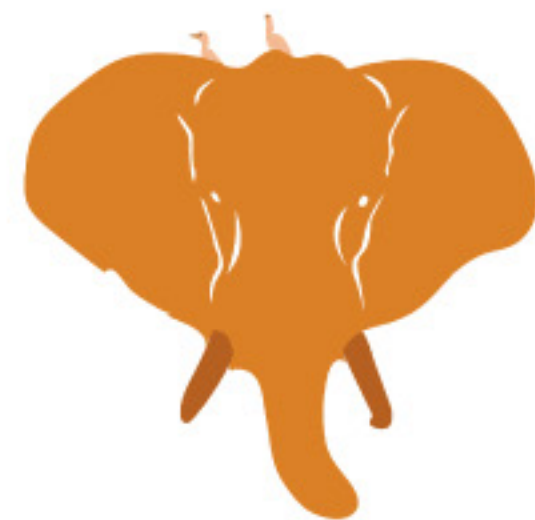
An Icon A Day was a self-initiated project, upon which I created an animal themed negative space icon / logo for 10 days, each day. The aim of the project was to improve on and better my iconography skills with the use of Adobe Illustrator. I tasked myself to complete a animal icon within a day for each of those 10 days in order to make sure I kept to a tight deadline.

The outcome of the project was 30 icons in the end as each icon had a light, dark & coloured variant to experiment what they would look like in different colour waves. The impact of the project was that it greatly increased my skill & confidence in creating icons as previously I did not have much experience with the field, but I felt as though they were easier to illustrate than expected.









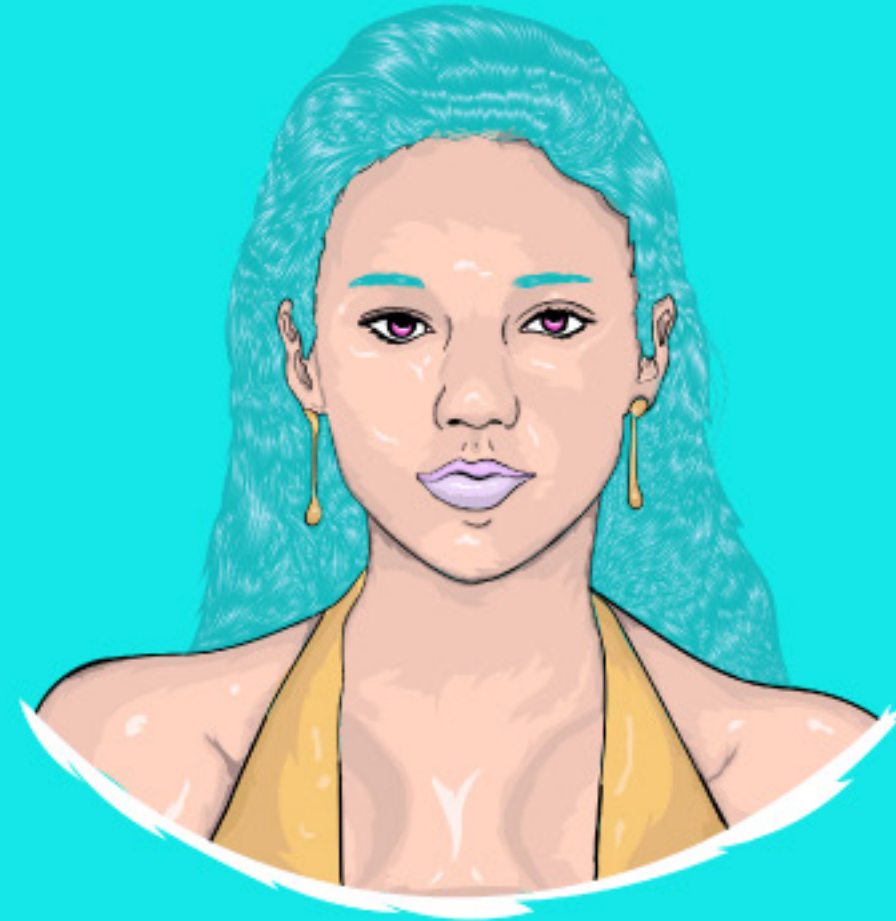
RTH



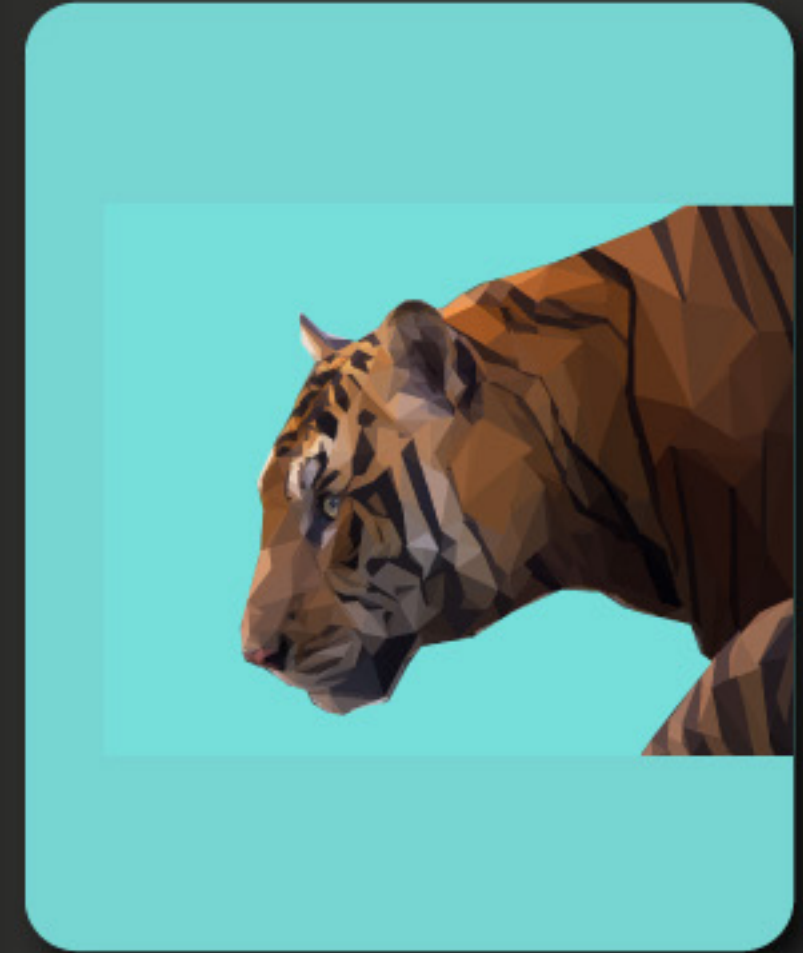
DIGITAL ART

OTHER WORKS

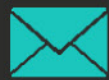




ILLUSTRATIONS



THANK YOU!



REECEJULIEN.DESIGN@GMAIL.COM



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



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