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INTRODUCTION

Hi, I'm Amy - a designer and creative working across brand identity, photography and visual design. I'm currently finishing my BA (Hons) in Creative Media & Promotion and graduating in 2025.

This portfolio brings together some of the work I've done so far - with real clients, real results, and a focus on creative solutions that connect with people both online and offline.

As I move into the next chapter and stepping fully into running this business, I'm excited to keep working with individuals and brands who want thoughtful, intentional visuals that feel as good as they look.



MARTINALI SKIN

A skincare content shoot created for Martinali Skin, focused on delivering clean, soft, high-end imagery for web and print use. This project marked a key moment in my journey - my photography was featured in *Essex Life Magazine*, becoming my first published press feature.

The goal was to reflect the brand's minimal, results-driven ethos while bringing out natural skin texture and tone. The imagery has been used across social and editorial platforms, giving the brand a more polished and professional visual identity.

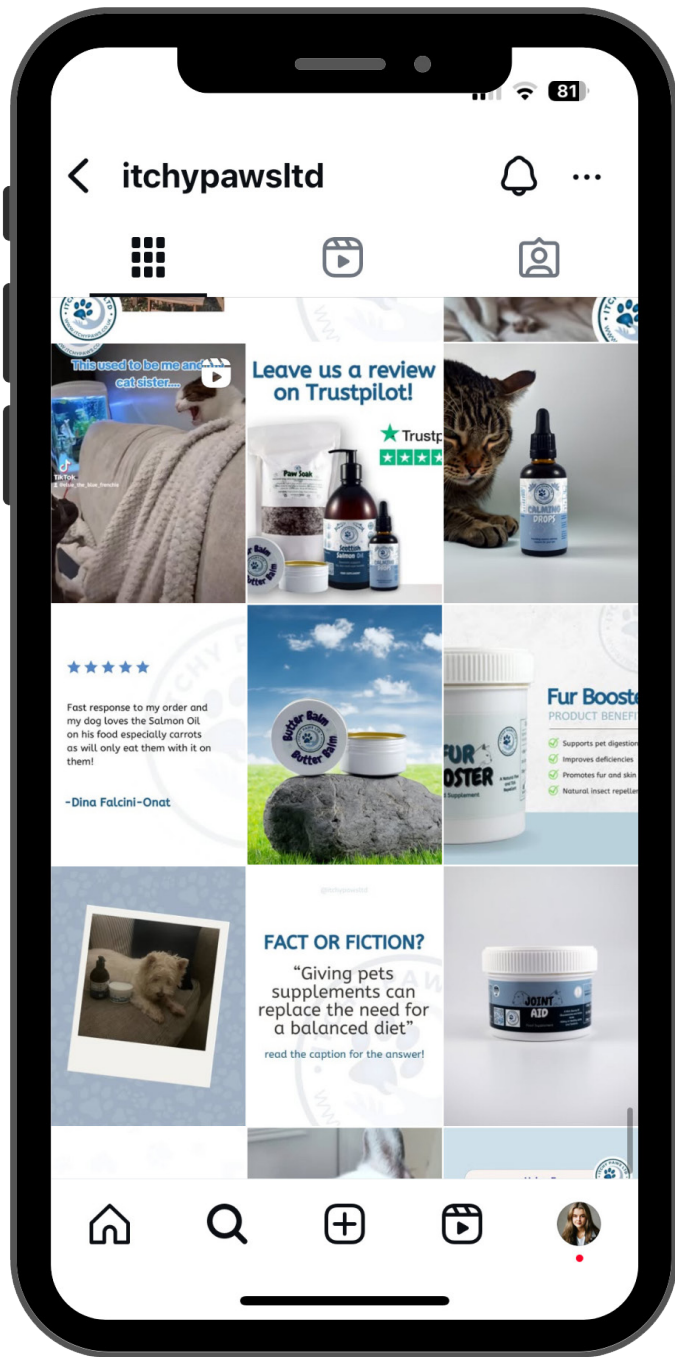




ITCHYPAWS LTD

Ongoing work for Itchy Paws Ltd involved product and event photography, alongside full social media management. I created content that reflected the brand's personality and helped build a consistent presence online. My work supported increased engagement, reach, and brand recognition in a competitive niche.

The content I created was designed to feel friendly, fun, and informative - helping the brand connect deeply with pet owners. I managed posting schedules, visual direction, and content strategy to build a cohesive brand presence.



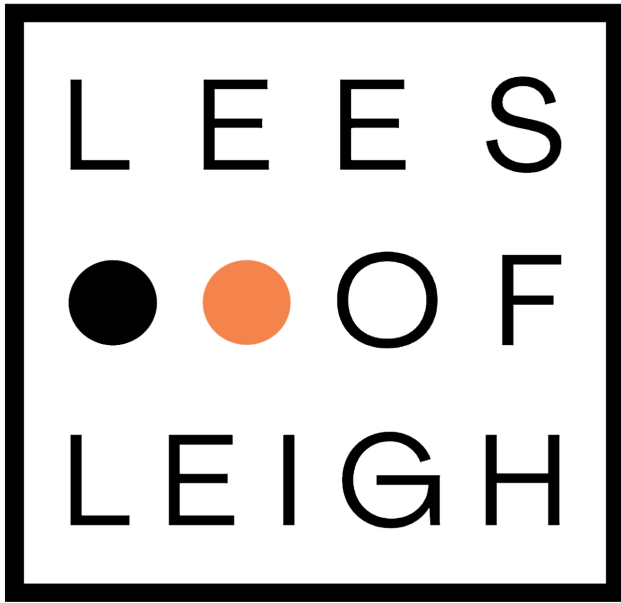


LEES OF LEIGH

I designed the logo for Lee's of Leigh to feel strong, practical, and locally trusted. Since it's relaunch, it's been used across vehicle signage, a high-street shop front, and regional newspaper ads. Whilst I didn't create the promotions, it's rewarding to see the logo become such a central part of their brand visibility.

The logo was developed as part of a brand package with multiple layout and colour variations to allow flexibility across print and signage. It's a clear example of how a strong identity can adapt and scale beyond the initial deliverables.

(Promotional products not my work)





ESSEX CLEAR EARS

The logo was designed to represent clarity, reassurance, and professionalism - values key to Essex Clear Ears' client experience. Since the brand's launch, my logo has been brought to life through storefront signage, window vinyls, uniforms and more. Though I didn't design those assets, they all build from the brand foundation I created.

Working with the client from naming through to visual identity, I developed a brand mark that is now instantly recognisable on the local high street. It's a great example of how thoughtful brand design can extend into real-world spaces.

(Promotional products not my work)

ECE

Essex Clear Ears





SUMMER ROSE BEAUTY

A headshot session for Summer, the beautician behind Summer Rose Beauty. The goal was to create natural, approachable visuals she could use across her socials and booking platforms - building trust and presenting her in a confident, warm and professional manner.

We focused on a soft, natural light setup that felt true to her personality and service style. The resulting images gave her a set of polished, professional assets to strengthen her personal brand online.



Summer Rose Beauty

203 likes • 313 followers

Laser Hair Removal Specialist ❤️ Over 10
Years Salon/Spa Experience ✨ 🚗 Mobile
& Salon Based



UCSE: BACKSTAGE CENTRE

This ongoing collaborative project came from working with students across the Costume Design and Hair & Makeup degrees across all year groups, producing photography and video content that captured their creative work and behind-the-scenes processes.

It was a chance to connect across disciplines and document the craft and detail that goes into each student project - from styling and prosthetics to full costume design. These sessions gave the students visuals for their own portfolios whilst allowing me to explore creative collaboration, documentation and styling direction.





PERINATAL PSYCHOLOGIST

A full website design for a specialist Perinatal Psychologist offering client-centred care and emotional support. The site was created to feel calm, clear and welcoming - helping visitors feel reassured and informed from the first click.

The design uses soft colour palettes, warm typography, and intuitive navigation to guide users through services, resources and contact pathways. The final result is a fully responsive, multi-page site that reflects the care and professionalism at the heart of the practice.

(Headshot not my work)



DR.
Lauren Forrest
THE PERINATAL PSYCHOLOGIST

Free Consultation

What can I help with?

Antenatal Support



Perinatal Trauma





ABOUT ME

I'm a designer and creative based in Essex - born and raised. After initially training in a different field, I found my way back to creative work during lockdown, teaching myself Adobe Illustrator and falling in love with the process.

Now in the final year of my UAL degree, I've built a business focused on intentional design, real results, and meaningful connection. I've worked with 30+ clients across the UK and beyond, with recognition from Adobe for my visual design work. Whether it's a logo, website, or brand visuals, I care about crafting outcomes that reflect the people behind them.

CLIENT PRESS FEATURES

**Goldman
Sachs**

BBC

ESSEX

EL

ESSEX LIFE

Leigh.
ON-SEA
NEWS

Echo