Emily Stone.

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HASTINGS

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www.eleffee.com

Portfolio.



Emily Stone.

GRAPHIC DESIGNER

PROFILE

With over 20 years of experience in the design industry and an honours degree in art and design, I have a range of skills to achieve results across a broad variety of projects and briefs. Having worked on both large corporate projects and with small independent companies, I believe that a strong client relationship is essential. However demanding the specifications, I am dedicated to offering bespoke and effective creative solutions.

EDUCATION

ART & DESIGN

2010 - 2011 | University of Brighton

BA Honours Art & Design - 2:1

GRAPHIC COMMUNICATION

2008 - 2010 | University of Brighton

FdA Graphic Communication - Merit

SECRETARIAL STUDIES

1999 - 2000 | Hastings College

RSA Secretarial Studies Stage III - Pass

TOOLS

- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Adobe Lightroom
- Adobe Acrobat
- Wordpress
- Canva

SKILLS

- Layout
- Typography
- Illustration
- Project Management
- Content Creation
- Content Strategist
- Basic HTML

EXPERIENCE

GRAPHIC DESIGNER

2022 - Present | New Leaf Publishing

Graphic designer for AQUILA Children's Magazine.

GRAPHIC DESIGNER

2021 - 2024 | Hidden Strength

Digital Design and Content Creation.

FOUNDER & DESIGNER

2017 - Present | Eleffee Design Studio

Brand design and small business marketing consultation.

FOUNDER & DESIGNER

2017 - Present | Letters From Emily

Designer and Illustrator for a wedding stationery business.

FREELANCE GRAPHIC DESIGNER

2009 - 2014 | ISKO Denim

Provided print design and marketing materials for the research and development team of a leading denim specialist. Projects included information graphics for print and digital channels.

FREELANCE GRAPHIC DESIGNER

2011 - 2014 | APL Features

Worked across a number of leading national publications such as Delicious Magazine, The Observer Magazine and Jamie Magazine, creating advertorial features for print.

ARTWORKER

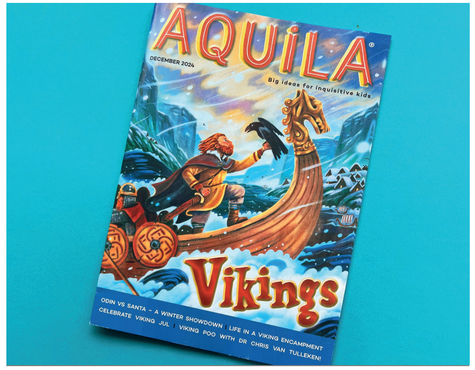
2000 - 2009 | Daisy Publications

Image retouching, layout design and office management for a mail order publication company, specialising in books and magazines.

PUBLICATION DESIGN







PUBLICATION

GRAPHIC DESIGN AND ILLUSTRATION

DESCRIPTION

For AQUILA magazine I work on a range of projects including designing interior layouts, digital marketing and promotional materials. My daily responsibilities include publication layout, crafting typography and working closely with the team to create the best possible magazine.

Flexibility is key in this role, as I regularly incorporate feedback from various departments, including sales and marketing. Balancing multiple projects simultaneously requires excellent organizational skills and effective time management.

A significant aspect of the job is supporting the art director and stepping in for them when necessary. I contribute to meetings, discussing artwork and concepts with the editorial, sales & marketing, and production team.







NATIONAL PRESS

ADVERTORIAL LAYOUT DESIGN

DESCRIPTION

Working for a sales features team, I produced regular layouts for advertorial in national press, including including Jamie Magazine, Olive Magazine and Stella Magazine.

The design process involved editing pack photography, photography, copy layout and typographic design and the addition of designing graphic elements where appropriate.

I also liaised closely with the clients who booked the advertorials and on occasion worked with their press teams on visual elements.

LOGOS & BRANDING


CHILDREN'S WEAR
Sea Whistle
HANDMADE IN HASTINGS











SEA WHISTLE

BRANDING DESIGN

DESCRIPTION

Sea Whistle is a handmade children's clothing company based in the old fishing town of Hastings.

The name Sea Whistle came about as Nicola is inspired by the coast but she also wanted to conjure up fun memories of popping seaweed as a child. As a children's wear company she wanted the logo to be gender neutral. I handpainted the seaweed to give it a natural and soft look with a swirling font to represent just how comfortable Sea Whistle clothing is.

Since Nicola began her business in 2019, I have designed her marketing materials including postcards, swing tags and flyers. I have also helped her with her website and social media marketing.

THE SILVERY

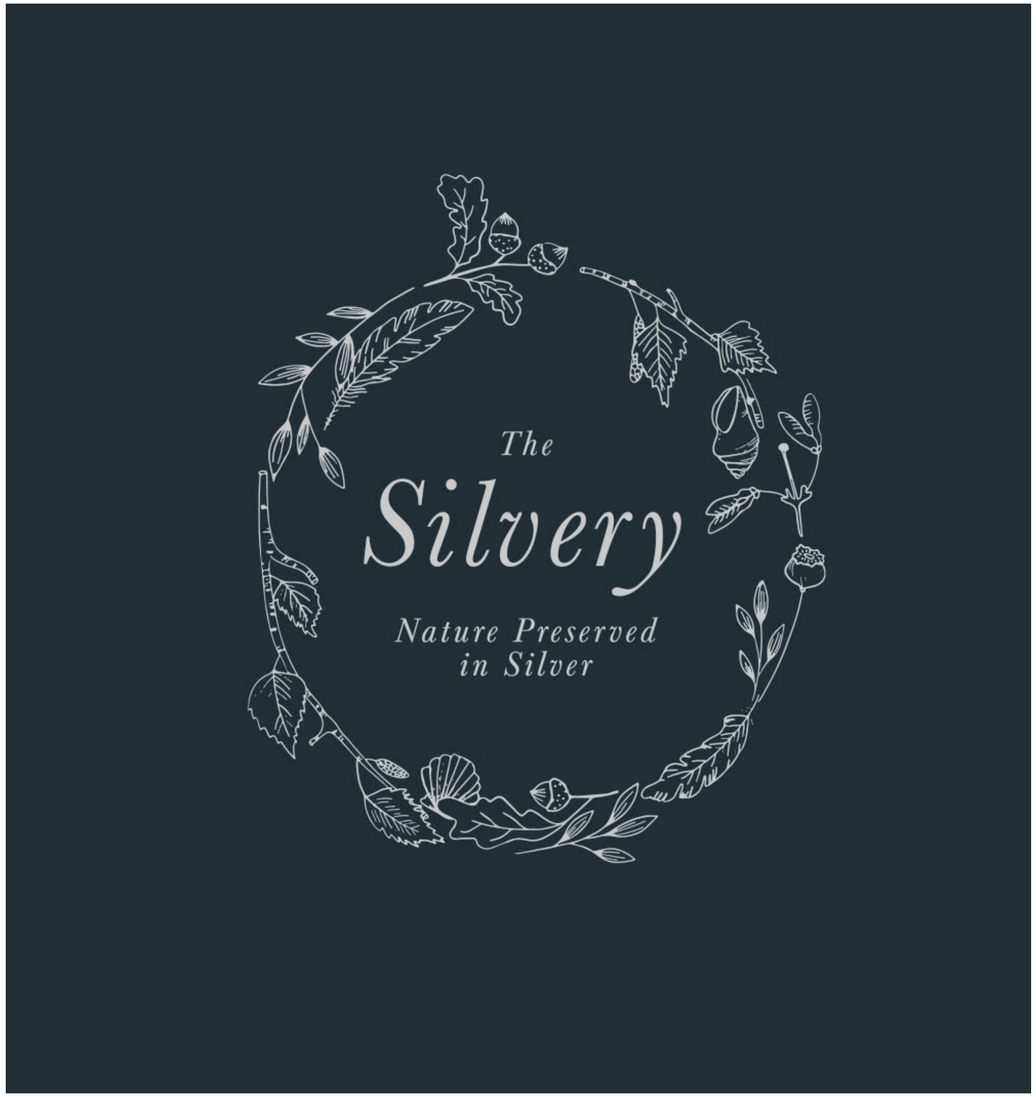
BRANDING DESIGN

DESCRIPTION

The Silvery makes jewellery made from real organic items coated in layers of pure silver.

The original name came from the owner Jules' love of silver birches. Most of her designs and commissions are to cover natural items in silver, so it seemed fitting to use a silver birch leaf in the logo design. Her pieces are surprisingly light and I wanted the delicate yet robust nature of her jewellery to be reflected by the botanical illustrations and contrasting slate colour palette.

Alongside Jules' logo design I have created for her various collateral design to support her brand.




The
Silvery
Nature Preserved
in Silver

The
Silvery

Nature Preserved in Silver






GATHERING AROUND THE FIRE


BERRY WINTER DESIGN


Esh London
JEWELLERY FOR INDIVIDUALS


LEMON DROPS
design


CHILDREN'S WEAR
Sea Whistle
HANDMADE IN HASTINGS


The
Silvery
Nature Preserved
in Silver

THE SLOW LITTLE
APOTHECARY
candle co

SUSSEX BOTANICALS
Botanical Infusion Bags

LETTERS FROM EMILY
Wedding Stationery & Illustration

JOANNA SCOTT
Counselling · Yoga · Psychotherapy

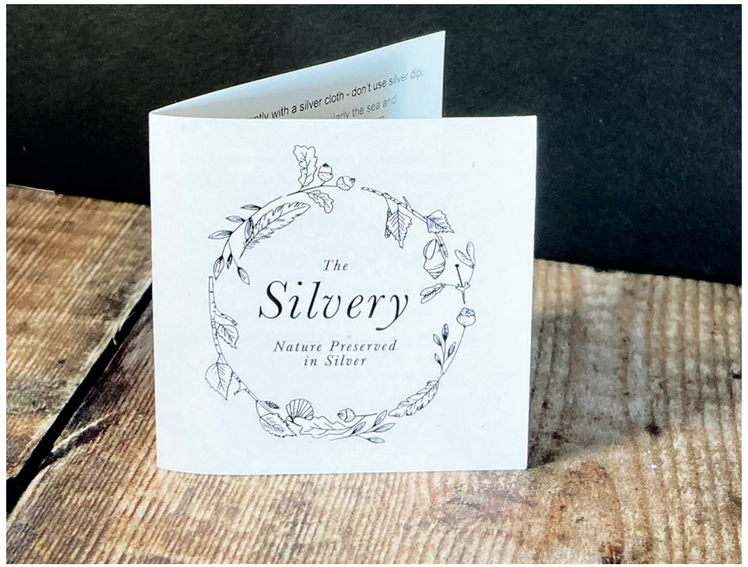
EN
EAST NOOK STUDIO


ESH LONDON
&
JEWELLERY FOR INDIVIDUALS


LEMON DROPS
LEMON DROPS
LEMON DROPS

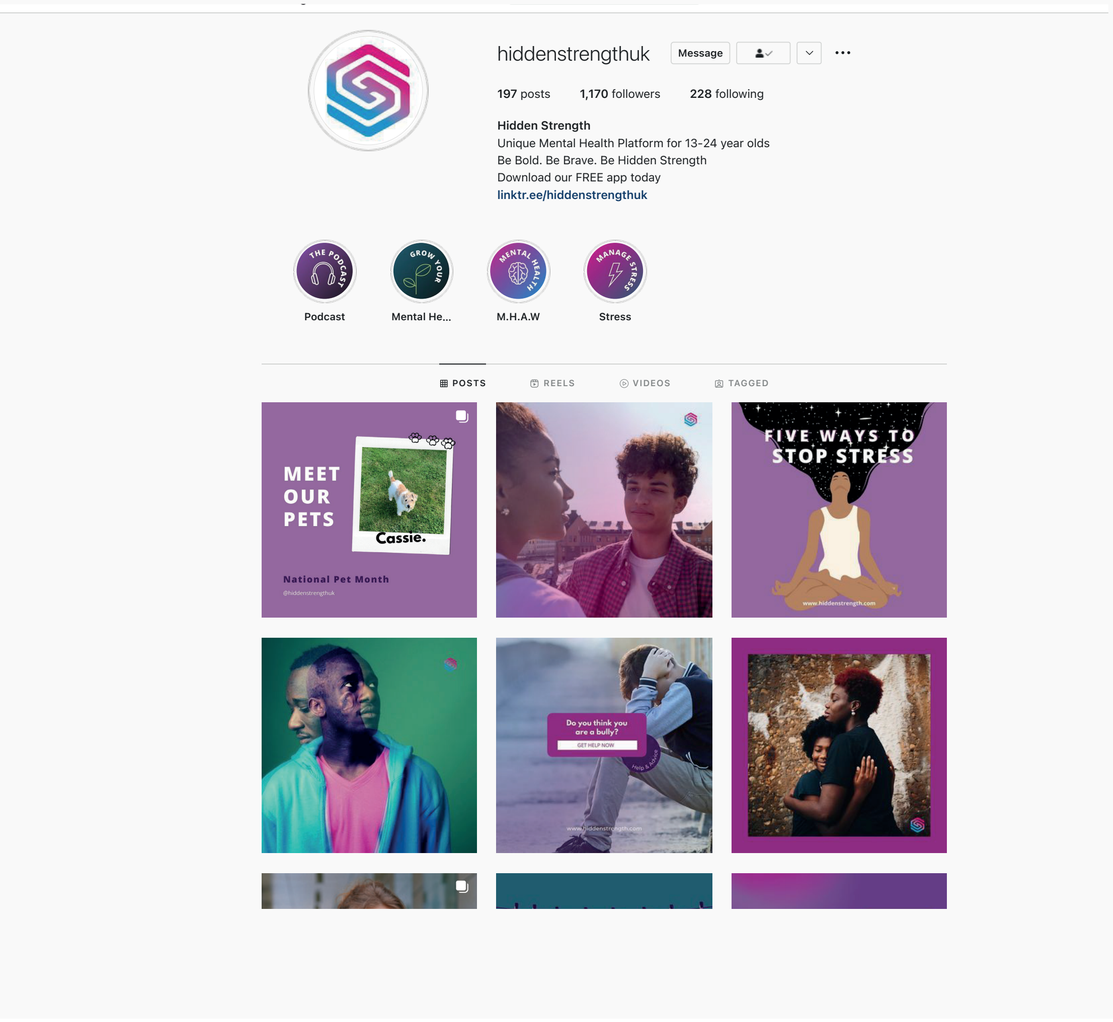

THE SLOW LITTLE
APOTHECARY
candle co
DAMASK ROSE & OUD
THE SLOW LITTLE
APOTHECARY
candle co
ARMOISE & ROSEWOOD


GATHERING • AROUND • THE • FIRE


The
Silvery
Nature Preserved
in Silver


Sea Whistle
www.seawhistleshop.co.uk

MARKETING DESIGN



HIDDEN STRENGTH

DIGITAL DESIGN AND CONTENT CREATION

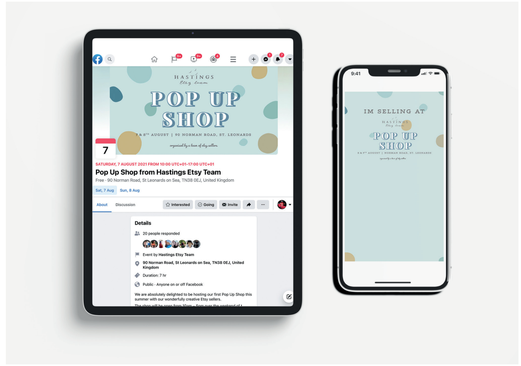
DESCRIPTION

Hidden Strength is a mental health platform for young people aged 13-24. They offer support, advice and guidance. The founders have created a mental health portal with the aim to build an online community, that serves its users in keeping with their digital lives.

I create their app content based on briefs from the companies copywriters. I also create their social media content and have just recently created them a set of branded templates after taking over from their previous designer.

Understanding their audience and their brand has been vital in creating an online presence that not only communicates their brand message but also appeals to their young audience.







HASTINGS ETSY TEAM

MARKETING AND GRAPHIC DESIGN

DESCRIPTION

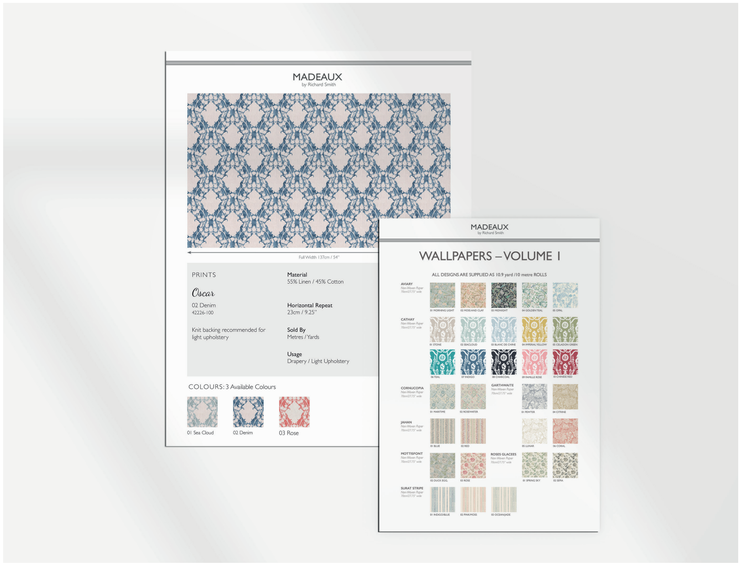
The Hastings Etsy Team is a team of Etsy sellers based in and around Hastings.

I have been responsible for the Hastings Etsy Team since 2018 including the branding and marketing.

I wanted to devise a brand look for the local team that represented where the local makers create their designs. The coastal location is an inspiration for many of us. I also wanted it to be fun and to have a handmade feel whilst still fitting in with the overall Etsy brand.

I have been creating all of their visual communication including marketing materials, social media graphics and internal training materials since we were established in 2018.

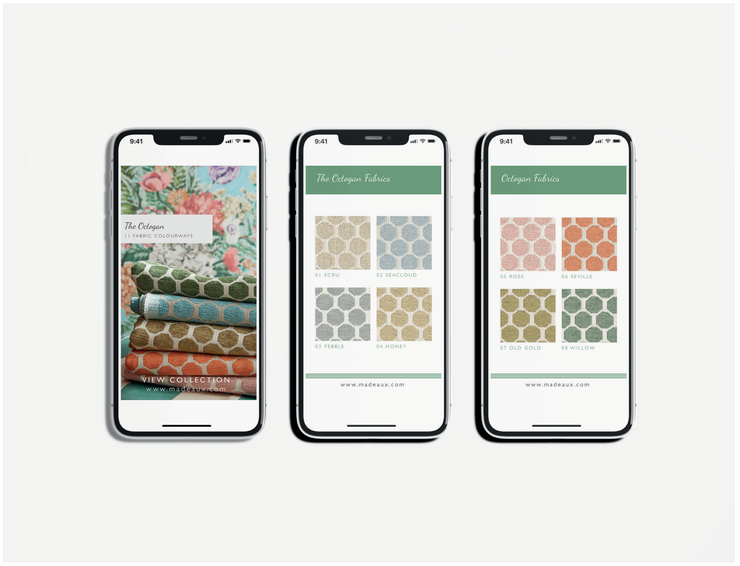

A SMALL SHOP
Sea Whistle
FOR CHILDREN
New Children's Shop Open
Beautiful handmade clothes ages birth to 5 years
OPENING HOURS
February & March 2020
Open Friday to Monday
10.30am - 5pm
23a Courthouse Street
Hastings Old Town
TN34 3AU
www.seawhistleshop.co.uk
Sea Whistle
100% Cotton
Wash at 30 degrees
Non biological detergent.
Line or gentle tumble dry.
3-6 months
6-9 months
9-12 months
12-18 months
18-24 months


MADEAUX
by Richard Smith
PRINTS
Clear
02 Denim
42226-100
Knit backing recommended for light upholstery
Material
55% Linen / 45% Cotton
Horizontal Repeat
23cm / 9.25"
Sold By
Metres / Yards
Usage
Drapery / Light Upholstery
COLOURS: 3 Available Colours
01 Sea Cloud
02 Denim
03 Rose
MADEAUX
WALLPAPERS – VOLUME 1
ALL DESIGNS ARE SUPPLIED AS 10.9 yard /10 metre ROLLS


ORGANISED BY A TEAM OF ETSY SELLERS
Etsy Made Local
Free Entry
Hastings
CHRISTMAS MARKET
The Printworks
14 Claremont, Hastings, TN34 1HA
Sat 30th Nov & Sun 1st Dec 11am - 4pm
HANDMADE GIFTS
Workshops & Letters to Santa
www.hastingsetsyteam.co.uk
@hastingsetsyteam


GOAL SETTING
THE COVEN Workbook
Created by Hope Faith


Romans GRILL & BAR
ROMAN'S MENU
STARTERS
ROMAN'S SIGNATURE BURGERS
BUILD YOUR OWN
ROMAN'S GRILL
ROMAN'S SALADS
MINI ROMAN'S
SIDES
TO FINISH
WINES
BEERS
SOFT DRINKS
COCKTAIL MENU
CLASSICS
MARTINIS
HOUSE SPECIALS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The Octagon
25 FABRIC COLOURWAYS
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01 ECRU
02 SEACLOUD
03 PEBBLE
04 HONEY
05 ROSE
06 SEVILLE
07 OLD GOLD
08 WILLOW

ILLUSTRATION & STATIONERY









INVITATIONS

LETTERS FROM EMILY

DESCRIPTION

Letters from Emily is an illustration led print company with a focus on wedding stationery. I started the business in 2017 and I managed every aspect of running a small company.

All of my designs are original, with a focus on hand drawn botanical elements.

Thank You.

www.eleffee.com