



PORTFOLIO

MARLON ALLISON



FOREWORD

This portfolio is inspired by the beauty of Eryri National Park. I wished to showcase the iconic silhouette of Yr Wyddfa and the surrounding dark skies that can be seen on a clear, moonless night.



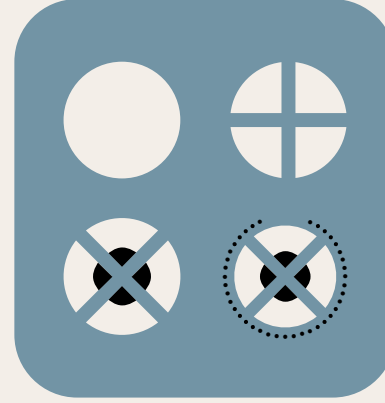
CV



FEATURED PROJECT



LOGO DESIGN



ILLUSTRATION



PRINT & PACKAGING



UI & UX



WEB DESIGN



THANK YOU!



MARLON



ABOUT

Adept, driven and detail-oriented Graphic Designer with 3 Years experience in digital branding, logo design, UI/UX, web design and social media management.

Highly experienced in Photoshop, InDesign and Illustrator with a keen interest in sustainability focused design.

Avid team player that thrives working collaboratively or comfortable as a solo player.



QUALIFICATION
BSC (HONS)
PRODUCT DESIGN

FULL, CLEAN UK
DRIVERS LICENSE

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~~~~~  
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REFERENCES AVAILABLE
UPON REQUEST



ALLISON

EXPERIENCE

DR ZIGS : 2018 + 2020

Graphic Designer - 2 x Work Placements + Summer Job

Achievements:

- » Manufactured & packed toys, planned new ways to construct products, designed new information packages and developed/maintained their previous website via Shopify.
- » Progressed and became their in house graphic designer after heavy involvement within the company.
- » Redesigned outdated packaging, diversified their product marketing, increased traffic towards their website and social platforms utilising SEO and produced SEO rich advertisement.

FSG TABLEWARE : 2019

Graphic Designer - 8 Week Work Placement

Achievements:

- » Independently re branded their Eco-To-Go sub brand, developed/maintained their previous website via WordPress and modernised their marketing materials.
- » Engaged in cross organisation communication with stakeholders and third level institutions.
- » Further developed their promotional materials during my freelance career.

FREELANCE WORK : 2020 - Onwards

Graphics Designer

Achievements:

- » Created 30+ logos and illustrations for a wide variety of clientele, highlighting their individuality through their brand, utilising typography, colour theory and the principles of graphic design.
- » Created and stream-lined client's websites, improving UX/UI and subsequently increasing business growth.
- » Illustrated design ideas using storyboards, process flows and site maps.
- » Provided an authentic and personal service, leading to a returning, 100% satisfied customer base.
- » Managed and lead multiple projects in addition to working full-time.

BANGOR UNIVERSITY : 2017 - 2020

University Graduate

Achievements:

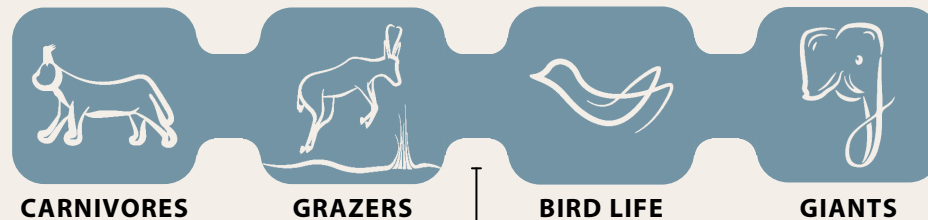
- » Pitched ideas and demonstrated working prototype materials to a diverse panel of company directors and investors.
- » Generated promotional material, using Premiere Pro, to showcase my final project.

BLIND VETERANS

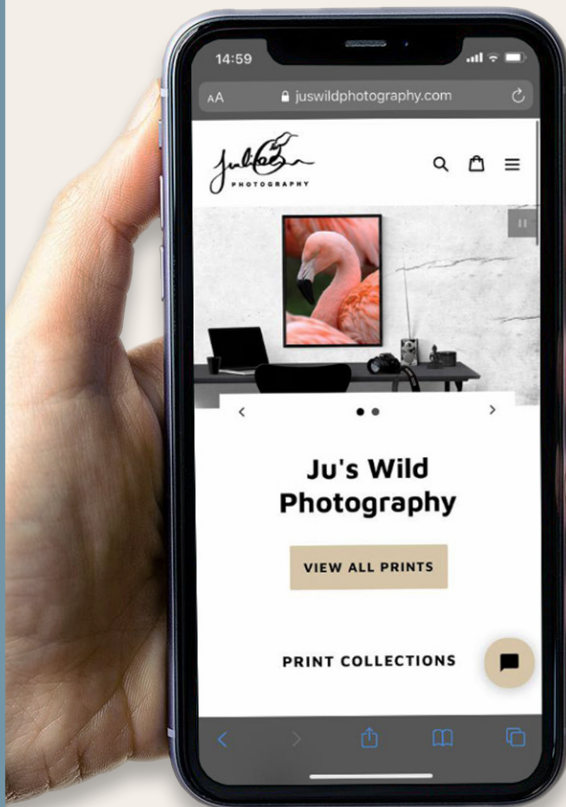
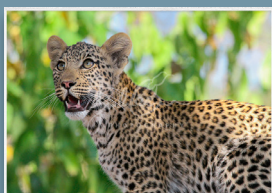
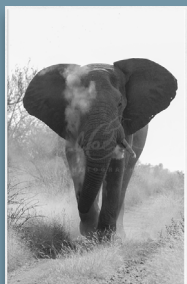
Voluntary : 2016 - 2017

Achievements:

- » Volunteered my time after school, to build relationships, provide emotional support and comradery to the veterans.



Each icon representing the four different sections of Ju's Wild Photography.



A website was also developed during this project via Shopify, allowing the client to sell their prints online.



This logo was based off my clients signature, including a sun bird perched on the line.

A selection of animals in her expertise were integrated into her signature before selecting the final product.

The client desired logos inspired by different aspects of wildlife she had studied.

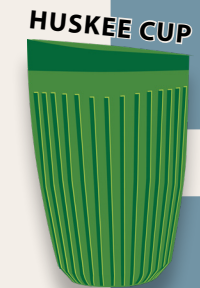


New branding was developed for FSG Tableware's sustainable takeaway line, Eco-To-Go.

The Essential Guide was created to aid consumers on how to integrate reusables into their local community.



Subsequent to the production of the Essential Guide, all of Eco-To-Go's marketing materials were re-branded.





Starting with their existing logo, there was an opportunity to expand their branding. Each banner showcases the companies original pyramid infographic, reflecting how PPWD builds, develops and improves an organisations relationship with safety.

The tetrahedral dice represents taking a gamble with safety in the workplace and the associated risks that follow.

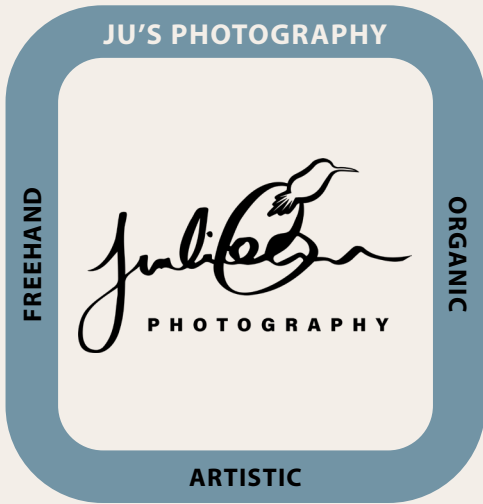
In addition, the remaining banners define their target audience, previous clients and the services they provide through infographics.

“EVOLVING CULTURES, ONE MEANINGFUL CONVERSATION AT A TIME”

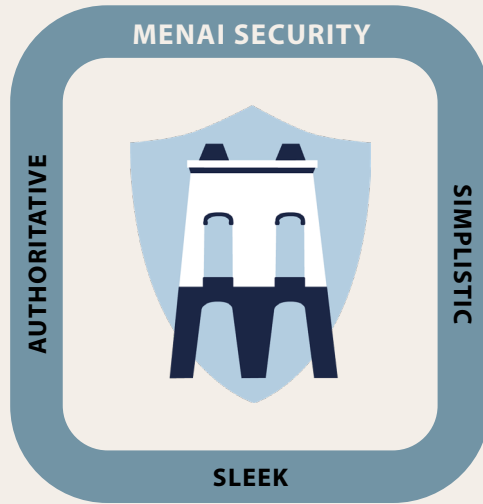
The human centred performance group, known as PPWD Consulting, focus on the human side of safety on an international scale.



Two sides of the brain: the left side represents traditional safety methods, whilst the right explains PPWD's methodology.



Ju's Wild Photography sells high quality, wildlife prints. Her signature was digitised to create a personal touch whilst incorporating her area of study: ornithology.



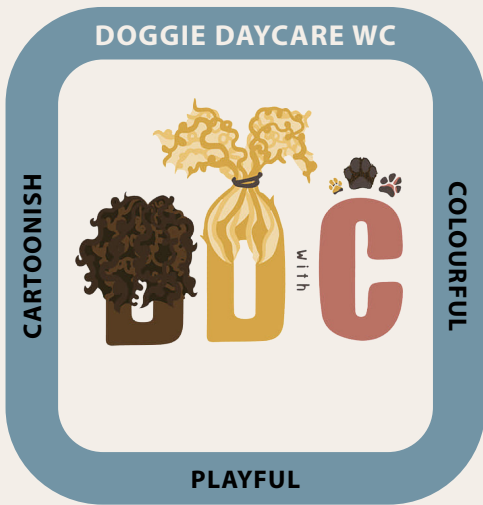
The logo conceptualises the iconic silhouette of the Menai Bridge. The shield is representative of the protection and safety of the local area.



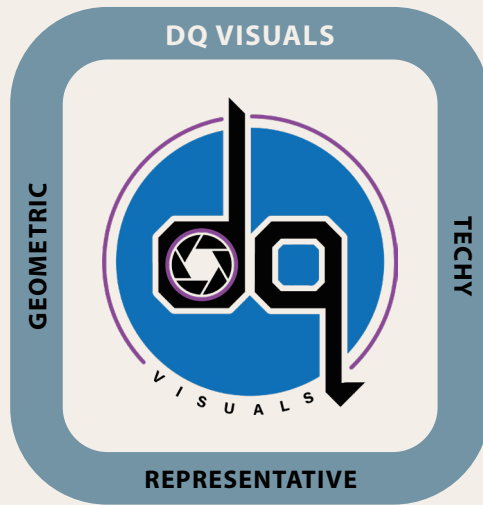
To emphasise on Italian branding, a Ferrari red was incorporated alongside hand-drawn font, highlighting its rustic style, staying consistent with their sister restaurant, 'The Freckled Angel'.



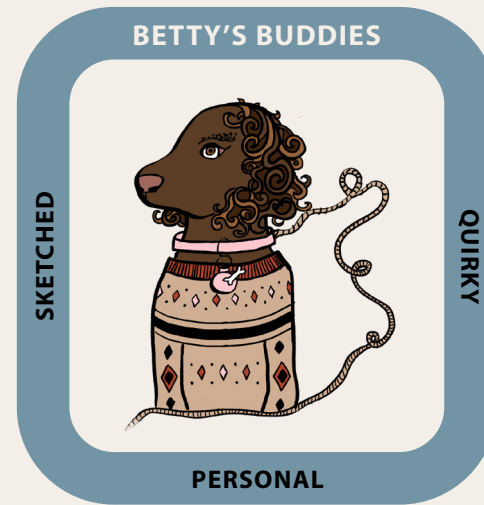
A logo designed as a freelancer whilst in the infancy of my career. The simplicity of my initials reflects my personal brand perfectly.



This logo was designed for dog walking & boarding company. The clients are renowned for their crazy, curly hair and are frequently recognised because of it. Incorporating this was an integral part of their branding alongside the paws of their own dogs.



David Quinlan, a freelance Camera Operator, is at the forefront of DQ Visuals. Following the same idea as my logo, I mirrored initials to create a sharp, stand out logo with blue and purple accents.



A dog walking, boarding and daycare company. The logo represents the owner's dog, Nelly. Also, it follows the same style as her previous logo to make it easily recognisable to her existing client base.



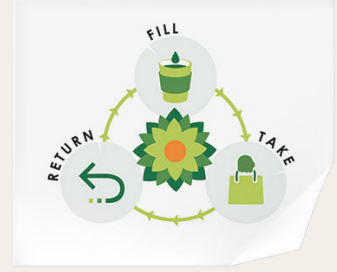
Base 57 are event organisers and DJ's. They wanted a simple but bold logo to represent their fast growing company. The number '57' is representative of the postcode where the business was established.



HECKIN' HOUNDS LOGO



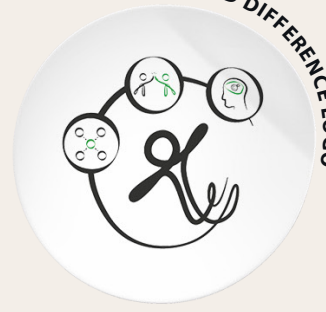
REUSABLES INFOGRAPHIC



XMAS DR ZIGS LOGO



MARKED DIFFERENCE LOGO



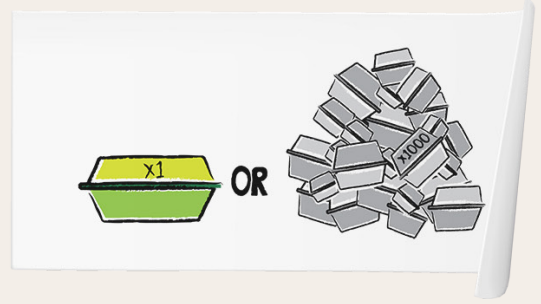
POPPY ILLUSTRATION



PPWD RIVER INFOGRAPHIC



REUSABLES VS SINGLE-USE





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Eco-Takeouts®

Why Eco-Takeouts...
10.7 Billion single use food and drink disposables are used once and discarded each year in the UK. Our mission is to stop this mindless consumption. Eco-Takeouts are the perfect zero waste solution!

The Benefits
Dramatically reduce £ costs by 50-70% and CO2 emissions by 88-95%.
Reusable 1,000+ times
Recyclable Polypropylene = Plastic Clever
Commercial dishwasher safe
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Zero Waste Cup™

Why Zero Waste Cup...
10.7 Billion single use food and drink disposables are used once and discarded each year in the UK. Our mission is to stop this mindless consumption. Zero Waste Cups are the perfect zero waste solution!

The Benefits
Dramatically reduce £ cost and CO2 emissions
After 2 uses more sustainable than single use
Reusable 1,000+ times
Recyclable polypropylene = Plastic Clever
Eco core insulation - keep drinks hot and hands cool
Commercial dishwasher safe

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Huskee®

Why Huskee Cup...
10.7 Billion single use food and drink disposables are used once and discarded each year in the UK. Our mission is to stop this mindless consumption. Huskee Cups are the perfect zero waste solution!

The Benefits
Dramatically reduce cost and CO2 emissions
Reusable 1,000+ times
Iconic design
Fins keep drinks hotter for longer
Made from coffee husk and recyclable polypropylene = Plastic Clever
Commercial dishwasher safe
Universal lid and saucer

Choose FSG for Quality and Innovation
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PPWD

THE HUMAN CENTRED PERFORMANCE GROUP

Generate Safety Capacity. Create a Learning Culture. Be a Safety Leader.

We partner our clients to ensure that everyone goes home safe every day. Through the creation of learning cultures, PPWD grows safety leaders at all organisational levels to generate safety capacity and prevent adverse event recurrence.

PPWD works with organisations from the UK, Europe, USA and the Middle East.

PEOPLE PRACTICE WONDER DEVELOP

WHAT WE OFFER

Safety Coaching

Non-Technical Skills Investigations Learning Reviews Leadership Culture

PPWD Getting everyone home safe every day and the prevention of adverse event recurrence is a daily challenge. By approaching the challenge through learning, meaningful dialogue can evolve cultures from work as done, and making sense of safety from the workers' perspective facilitates safety leaders at all levels. Such an understanding generates an investment which inflates system safety capacity.

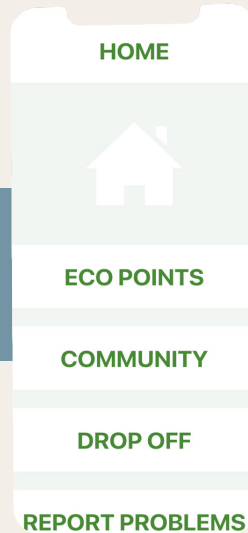
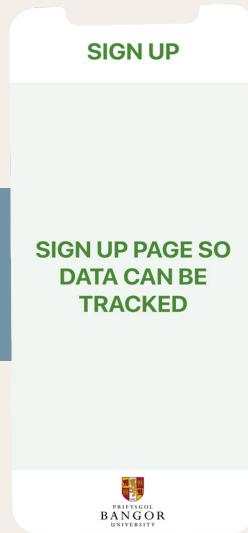
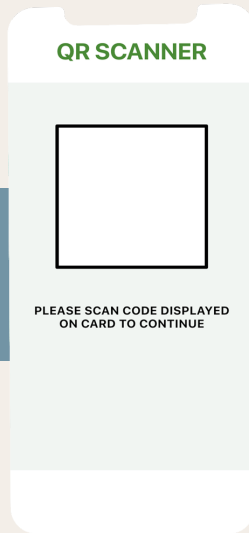
Generate Safety Capacity. Create a Learning Culture. Be a Safety Leader.

STICKY LEARNING MASTERCLASS

The Human Centred Performance Group

PPWD are the UK & Ireland ambassadors for the 1% ONE PERCENT SAFER foundation
E: info@ppwd-consulting.co.uk W: www.ppwd-consulting.co.uk





This app was developed to encourage consumers that purchased Eco-To-Go's products for use in closed communities via a points based awards system.

Additionally, to match the single-use convenience, I created a map displaying drop off points where the cup could be collected, washed and returned into these communities, promoting a circular design model.

