



## Helen Davies

helen@porridge.design  
07717 872 552  
@porridge.design

BA Honours  
Graphic Design & Advertising  
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Hi! I'm Helen, a graphic & packaging designer based in Edinburgh. I thrive on supporting the success of others through creative problem solving, with my work spanning a variety of industries across a range of media.

- Strong communicator, both verbal and written
- Naturally perceptive and inquisitive
- Respectful and empathetic
- Confident organisation & project management skills (not afraid of difficult conversations!)
- Commercially focused creative direction and graphic design skills
- Instinctive eye for detail
- Proficient in Illustrator, Photoshop, InDesign and Figma
- Diligent, motivated and people-oriented

## experience

### **Porridge Design:** Sole Trader (Mar 2019 - Present)

I position myself as a Creative Partner to founder-managed or family-run businesses. I have end-to-end experience of delivering packaging, website design, brand identity creation and large format print solutions. Recent wins include the very successful packaging design for Galloway Lodge's new Christmas range and the creation of a complete brand identity for the home and lifestyle store, Six Acres.

### **Gibsons Games:** Creative Partner (Oct 2010 - May 2022)

Since 2010 I have worked closely with Gibsons, on their brand and product development. Many of these products have been highly acclaimed; a recent release was an Amazon no. 1 bestseller, many of the Little Gibsons products are recommended by Dr. Gummers Good Play Guide, and several Gibsons jigsaws have been shortlisted for Gift of the Year awards, including a win for Rainbow Heroes, supporting The Samaritans Charity. In 2020, I was recognised in The Mojo Nation 100, as one of the most influential figures working in the world of toy and game design.

### **Agency Core:** Creative Lead & Founder (Apr 2014 - Apr 2017)

Our vision was to provide a software-as-a-service application for creative businesses which was enjoyable to use. We helped over 500 agencies deliver more than 6,000 projects. My role included brand creation, UX and UI design, marketing, sales, investor presentations and I was also the primary customer service contact.

### **Langarth:** Creative Director & Designer (Mar 2012 - Feb 2014)

Langarth was a creative digital agency originally founded by Matthew Davies in 2009. We joined forces in 2012 and over the following two years built the company into a profitable six person team, delivering high quality web design and development for a number of well known global brands.

### **Yumi Creative:** Sole Trader (Nov 2009 - Mar 2012)

I enjoyed my roles within big agencies, however I realised I wanted more involvement with the whole creative process. Thus Yumi Creative - YU (you) and MI (me) - was born with the aim of helping individuals and smaller companies create and develop strong brand identities. This was the start of my self-employed career and where I learnt a great deal about all the other aspects of running a business such as networking, how to sell a service and personal confidence.

### **Holmes & Marchant:** Junior Designer - FT position (Dec 07 - Jan 09)

### **Dragon Brands:** Junior Designer - placement (Jul 07 - Nov 07)

### **Vibrant (now 1HQ):** Junior Designer - placement (Apr 06 - Jul 07)

I am very proud to have started my career at three global brand and packaging agencies. This is where my love of FMCG, particularly food packaging, was born. Across these roles I was able to work with well known brands such as Mars, Kraft and Unilever, with my proudest achievement being the creation of a limited edition range of Skittles.

## interests

- Competitive ultra runner
- Passionate equestrian

## fundraising

### • 15 in 15 (2018)

*Raised £1700 by riding a motorcycle through 15 countries in 15000 minutes (10 days) for the Twins Trust as part of Rubber Cheese's 15th year Fundraising effort.*

### • Everest Basecamp Trek (2019)

*Raised £6000 for Blood Bikes Scotland, enabling them to purchase a new motorcycle by trekking 130km at altitude to Everest Basecamp.*

## view portfolio

<https://tinyurl.com/helendavies2022>