

**PORTFOLIO**

SOME [NECESSARY] BACKGROUND INFORMATION

# An independent designer specialising in brand building + website design.

## BRAND STRATEGY

PURPOSE

VISION

MISSION

VALUES

PERSONALITY

YOUR STORY

TONE OF VOICE

MESSAGING

## BRAND IDENTITY

LOGO

TYPOGRAPHY

COLOURS

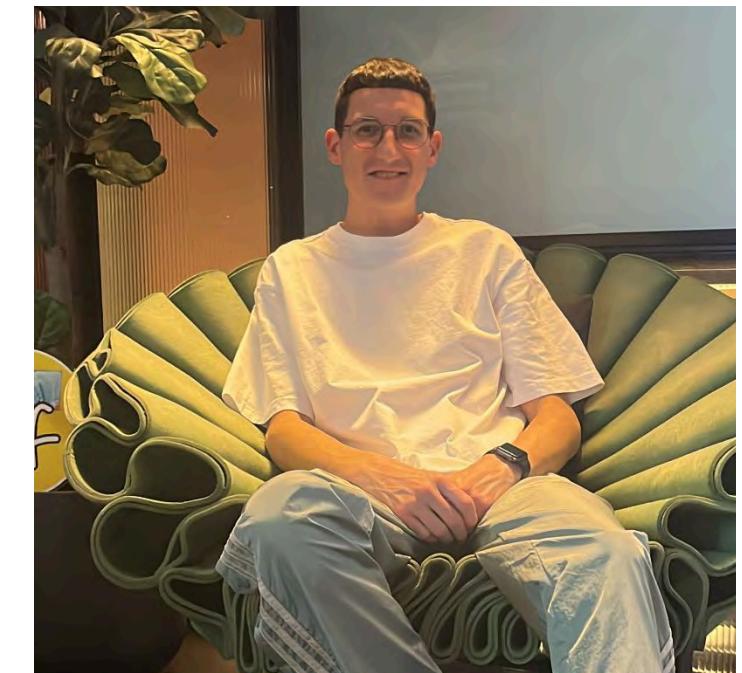
PHOTOGRAPHY STYLE

ILLUSTRATION

PATTERNS

ANIMATION

ICONS



Over the last  
eight years I've  
worked with  
design studios  
and brands  
across the  
UK + Middle East.

## STUDIO/AGENCY EXPERIENCE

SORT DESIGN (Belfast)  
BOND CREATIVE (Dubai)  
NEWFOR (London)  
ACID WORKS (Dubai)  
HUNDRED (Belfast)  
OKOKU (Dubai)  
I-AM (Dubai)

## BRAND EXPERIENCE

PADEL PRO (UAE)  
BLACKBRICK (UAE)  
GLUG COFFEE (RAK)  
TARAF HOLDING (UAE)  
CITYSCAPE (Qatar/Bahrain)  
CLOVER HOSPITALITY (Belfast)  
ADGMO (Abu Dhabi)  
KATARA HOSPITALITY (Qatar)  
FLEX EVENTS (London)  
SIDEMEN (London)

THE MAJORITY OF EXPERIENCES ON  
THIS LIST CAME WHILE EMPLOYED  
BY A STUDIO/AGENCY ON A  
PERMANENT OR FREELANCE BASIS.

# Fully independent but not alone.

I collaborate with other creatives which allows me to build a small team for every project (if and when I need to).

DESIGNERS

STRATEGISTS

ANIMATORS

DEVELOPERS

COPYWRITERS

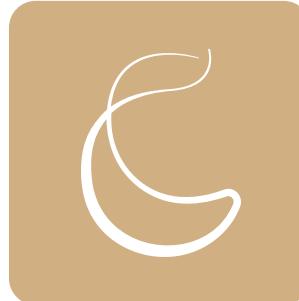
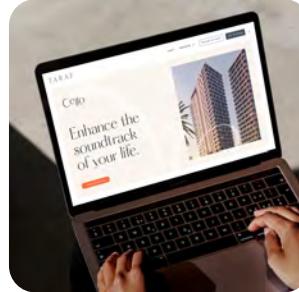
ILLUSTRATORS

HERE'S WHAT YOU REALLY CAME HERE FOR... THE WORK.

PLEASE NOTE: THE MAJORITY OF MY COMMERCIAL WORK IS TIED UP IN OTHER DESIGN STUDIOS / AGENCIES WHICH MAKES IT DIFFICULT FOR ME TO SHOWCASE ONLINE.

TO NAVIGATE THIS, I HAVE CREATED CONCEPT PROJECTS THAT MIMIC PROJECTS I HAVE BEEN INVOLVED IN, IN THE REAL WORLD.

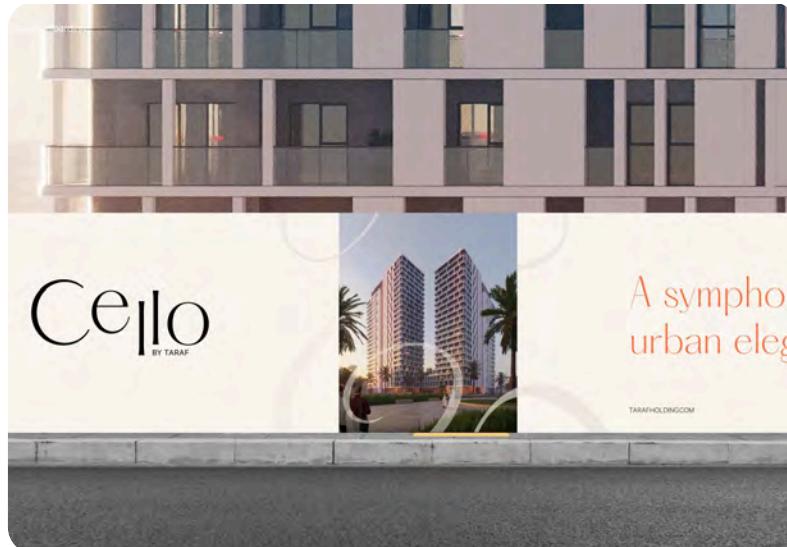
TO LEARN MORE ABOUT THE COMMERCIAL WORK I HAVE BEEN INVOLVED IN,  
PLEASE CONTACT ME DIRECTLY.



Brand Identity concept for an apartment/lifestyle complex in Dubai for property development company, Taraf Holding.

I was responsible for brand concept.

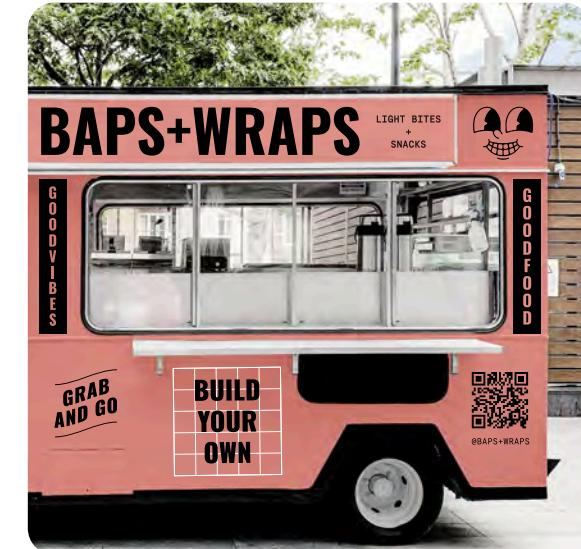
Project completed for Bond Creative Agency, Dubai.  
Animations completed by Bond employee under my direction.  
Please do share beyond this PDF.



# BAPS + WRAPS

Concept project for a pop-up food truck imagined within the creative community at Alserkal Avenue, Dubai.

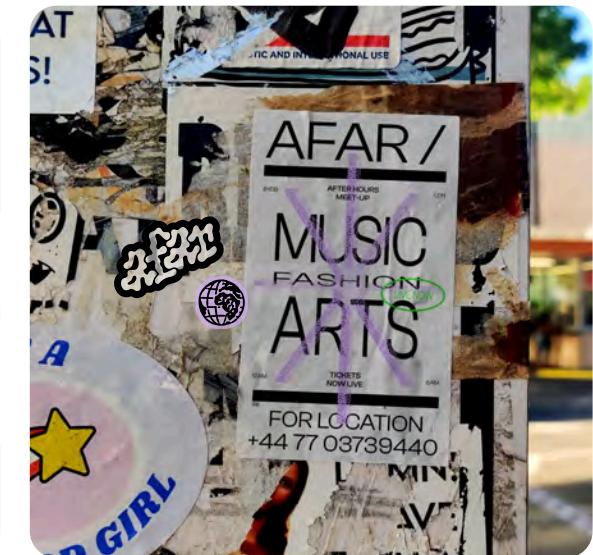
I developed a brand identity that celebrates the quirky sandwiches, artisanal wraps, and the vibrant spirit of collaboration and inspiration among Alserkal Avenue's creative community.





Concept project for a creative festival imagined in London, focused on driving social change through fashion, music, and arts.

I developed a comprehensive brand identity to capture the festival's mission and energy, exploring visual elements that connect with a diverse and socially conscious audience.

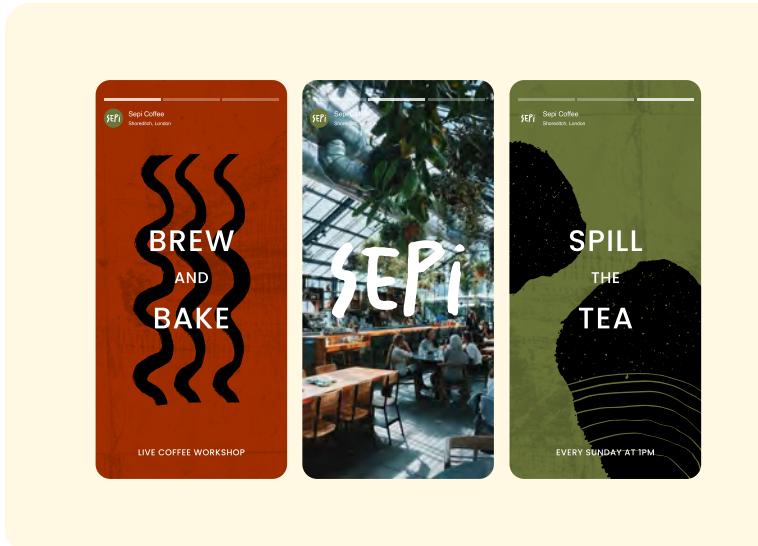


# SEPi



Concept project for a boutique coffee shop imagined in the heart of London.

I explored naming, brand identity, website design, social media assets, and print collateral to showcase my approach to building a cohesive brand experience.

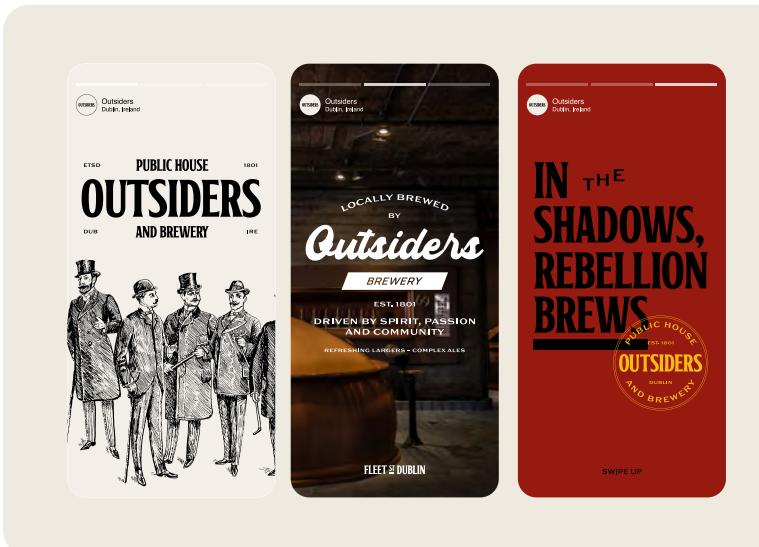
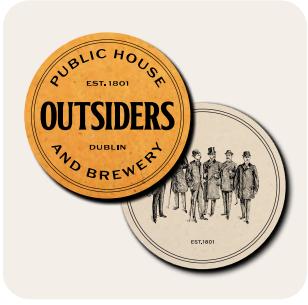




# OUTSIDERS

Concept project for a bar nestled in the heart of Dublin, inspired by Irish speakeasy culture during the prohibition era.

I created a brand identity to reflect the bar's welcoming atmosphere, focusing on comfort, camaraderie, and a taste of authentic Irish charm.



If you'd like more info on my services, click this button on the landing page



or you can skip all that if you like and dive right in



HELLO@ARNMCC . XYZ

# THANK YOU