

# Brief Portfolio

**Ella Krispel**

*Selected examples from my research and professional design practice*

Research • Industry

# Research Practice

## **Exhibitions and community workshops**

*My visual research practice reflects on the public's and media's attitudes towards immigrants entering and living in the UK. It is a series of layered, data-based, typographic pieces of creative information design, created to confront audiences with information that may challenge existing assumptions about the identities forming these communities.*

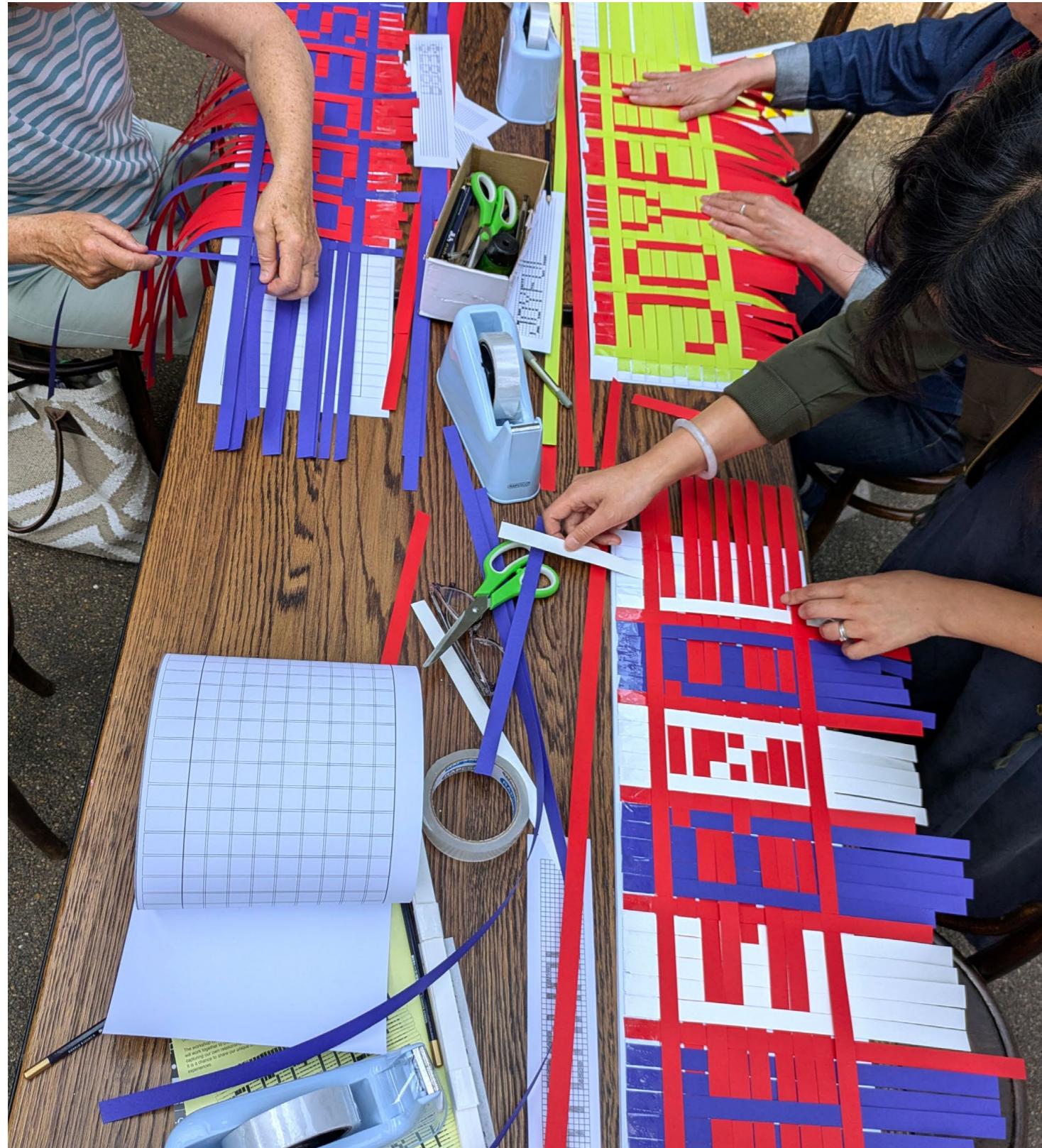
# London Craft Week 2025

'Another Flood' represents the 1,074,317 immigrants recorded as entering the UK in 2024, categorised by their route of entry. It is designed to challenge common assumptions about immigrants' identities and their reasons for coming to the country.



# Community Workshops

I facilitate community workshops that generate collaborative responses to given prompts. The aim is to collect data through the real-life experiences of participants: members of mixed native-immigrant communities in London.



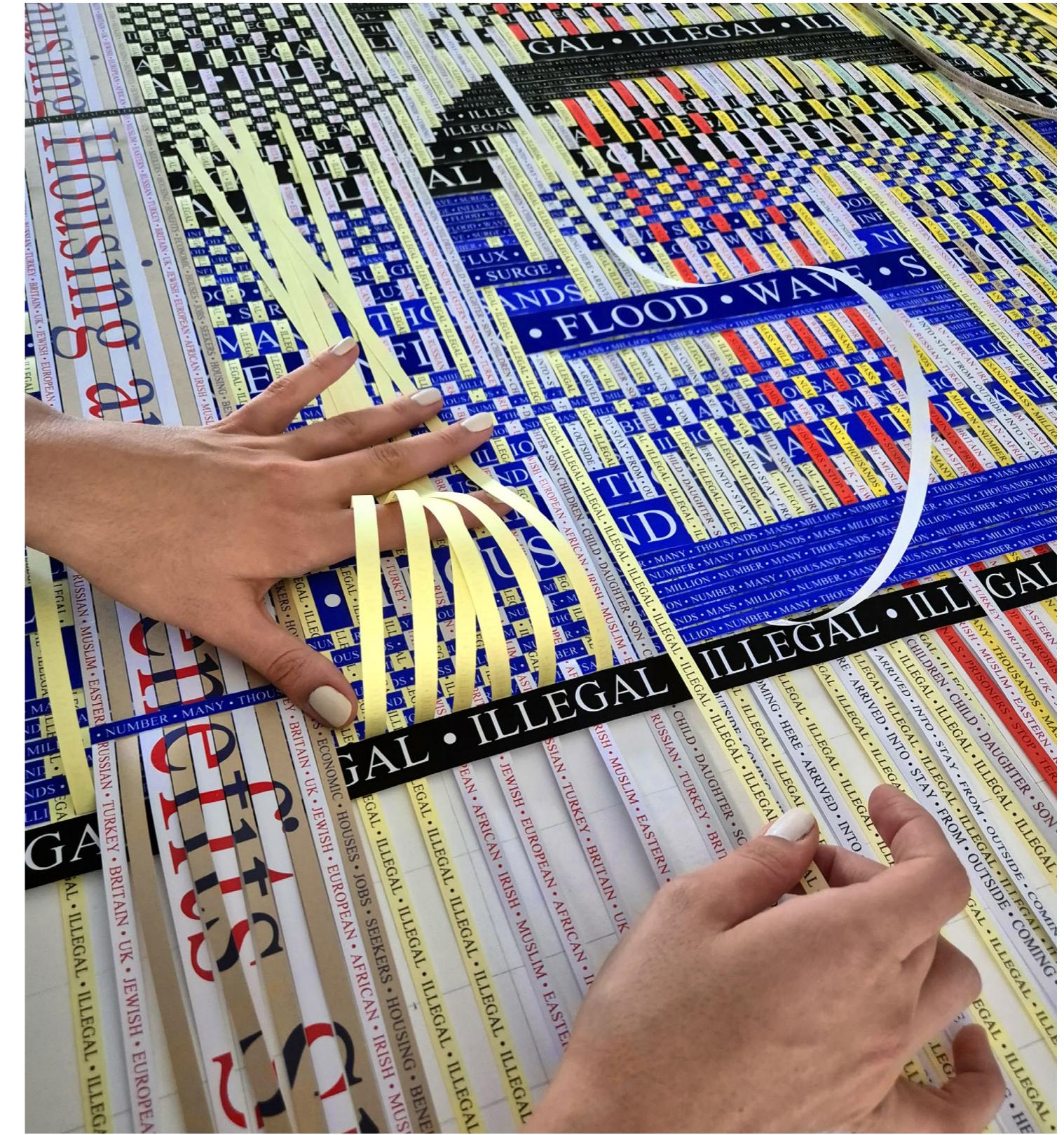
Prompt:

Think of someone you know, well or in passing, who lives in the UK but was born abroad.

Choose a word that captures your relationship with them or the role they play in your life.

# London's Migration Museum

These two pieces, commissioned by the museum, are built from datasets that reflect the media's attitudes towards immigrants entering and living in the UK. They demonstrate the media's influence over public understanding of immigration.



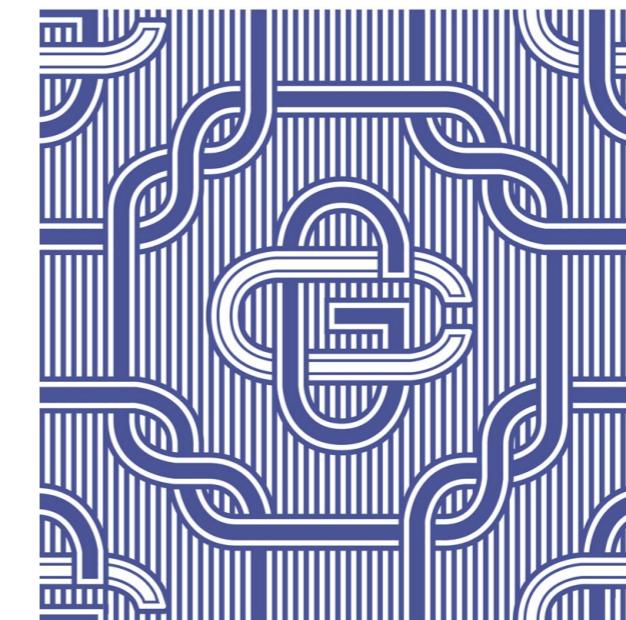
# Industry Experience

## Graphic and Print Designer

*As a graphic and print designer working in the luxury fashion industry, I develop seasonal visual research stories. Building on these, I design graphics and illustrations printed on 2D and 3D products. I particularly enjoy designing seasonal monograms, type-based graphics, and digital illustrations.*

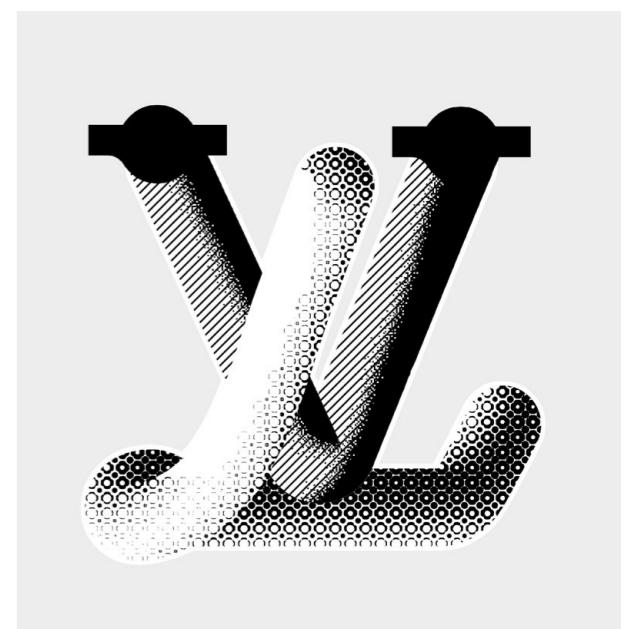
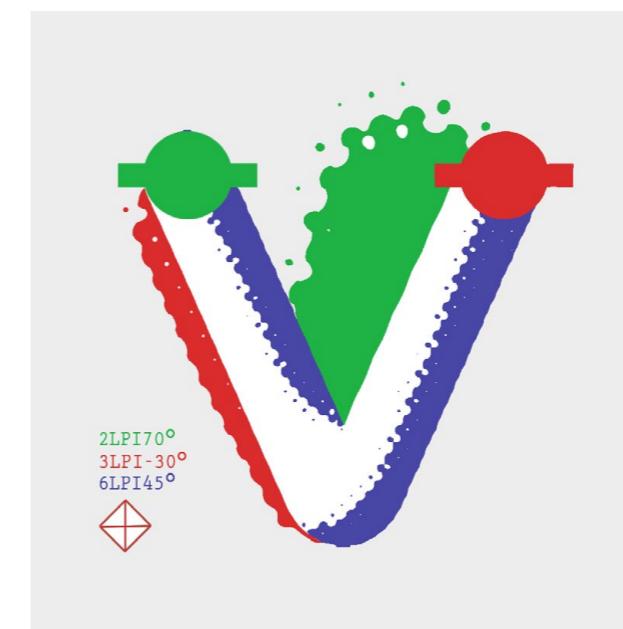
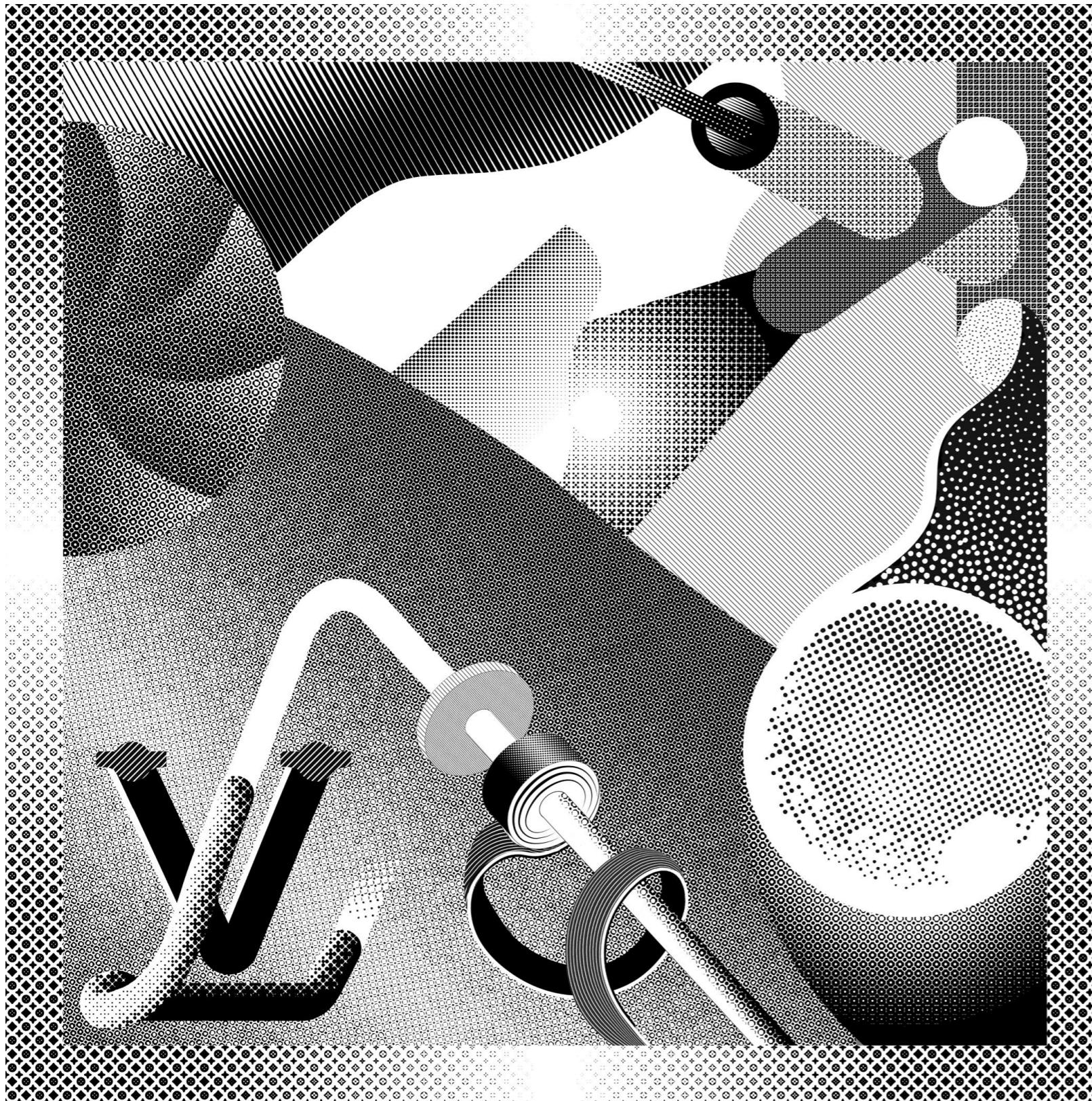
# Monogram Designs

One of my favourite responsibilities is designing new identity assets, monograms, and logos. Each season requires updated versions of these, communicating the brand's evolving inspiration and the changing narrative introduced through its printed and digital products.



# Recontextualising Identity Assets

Introducing a new tone or communicating fresh narratives by situating brand assets within new contexts and graphic environments is a central part of my role as a graphic designer for luxury fashion brands. This involves the manipulation and redesign of brand identity graphics.



# Digital Illustration

Digital illustration is another substantial part of my practice. I use illustrations, printed across a range of 2D and 3D products, to tell the story of each collection.



# Thank you

*(Full portfolio on request)*

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