



# *Graphic Design* Portfolio 2023

*Siobhan Houlihan*

**scho.**

# Hello, I'm Siobhan Houlihan, graphic designer.

I specialise in creating thoughtful, distinctive designs for multiple fields, as well as user experiences and interfaces that are a joy to both look at and use. I design with accessibility & responsiveness in mind.

**HELLO@SCHO.PRO**

**scho.**

*Welcome to my design portfolio.*



# PERSONAL IDENTITY

Category: Identity / Web / UX & UI / Print

A 2023 complete rebrand of my personal design identity 'scho.' I needed a more representative and modern brand to showcase what I can offer. Using the first character in my Chinese name, I crafted a strong, geometric logomark that will fit

in any design. The cool orange-black and rainbow gradient are elegant and on-trend; reflecting aspects of my practice and personality.

Visit my online portfolio: <https://scho.pro>



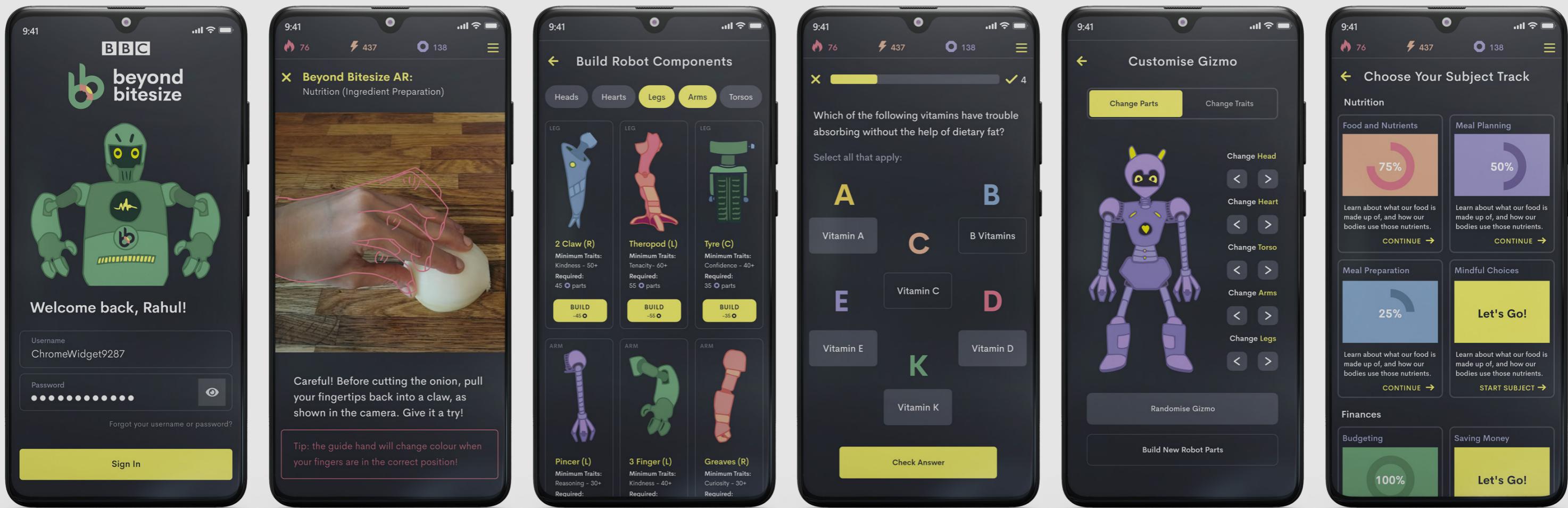
# BEYOND BITESIZE

Category: App / UX & UI / Illustration

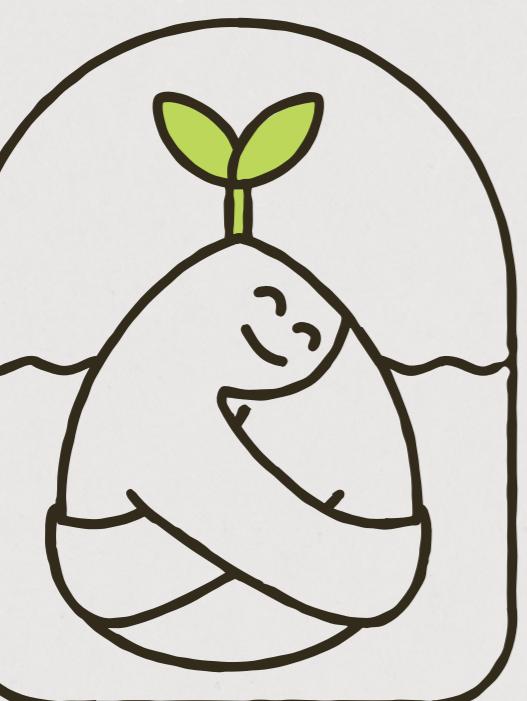
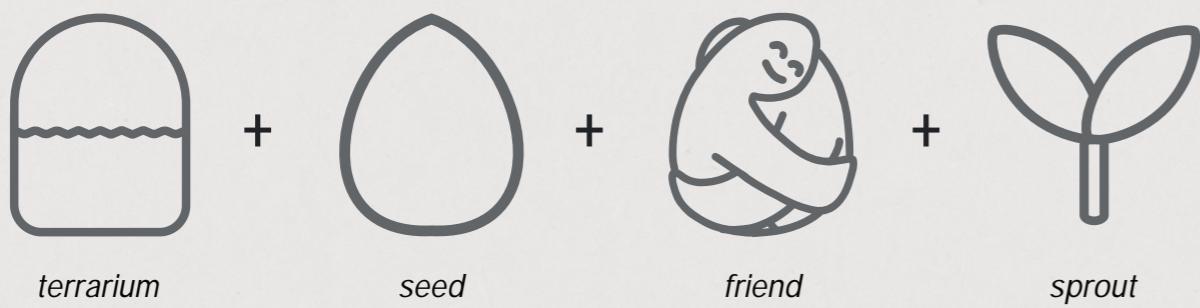


My submission for the D&AD Awards for 2022. The brief was to create a learning experience for the BBC that expands upon their Bitesize platform - one that is fun, personalised, engaging & inclusive to all children.

I designed an app with sections for rounded, holistic learning, including regular academic subjects and life skills. There are inclusive, customisable characters, parent feedback and positive reinforcement.



Logo Design Concept



# grow buddy



## GROW BUDDY PACK

Category: Packaging / App / Identity / Print

Beetroot

PANTONE 689 C  
HEX: #923D65  
CMYK: 40, 87, 38, 12



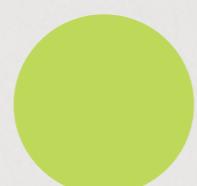
Sunbeam

PANTONE 603 C  
HEX: #EEE756  
CMYK: 9, 1, 80, 0



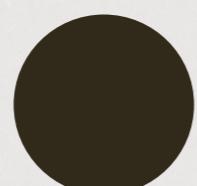
Lichen

PANTONE P160-7 C  
HEX: #BFD859  
CMYK: 29, 0, 82, 0



Loam

PANTONE Black 4 C  
HEX: #322A1B  
RGB: 61, 62, 78, 69



interactive prototype: <https://go/grow-buddy>

For my Final Major Project at school, we were to make a large scale design project from brief to final product. My project involved creating a pack for growing microgreens at home, to encourage young people that it's fun, easy and nutritious.

This brief would allow me to showcase my skills in many different areas, such as logo design, branding and identity, app and UX, as well as challenging myself with physical packaging design / crafting, & product photography.

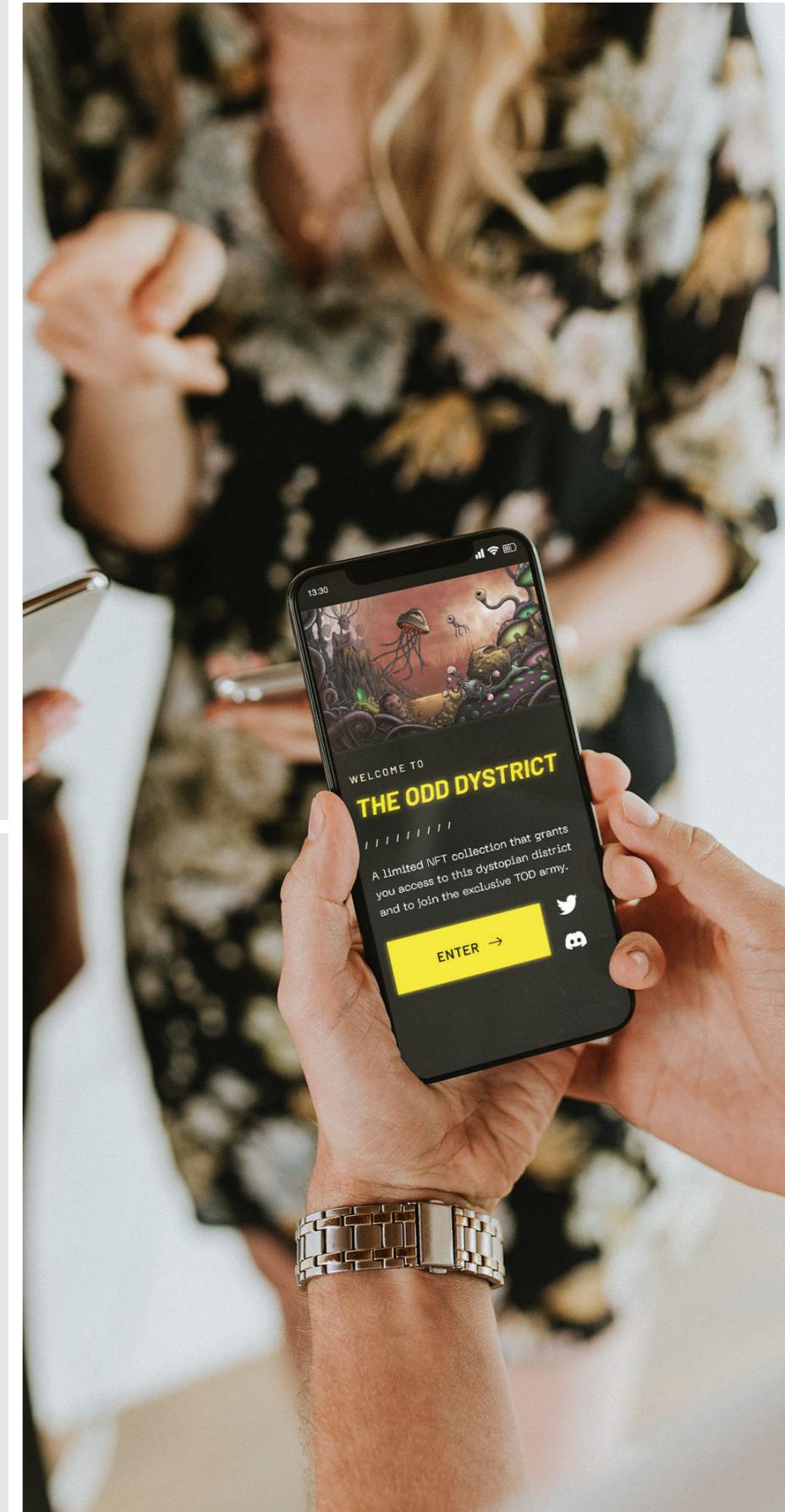
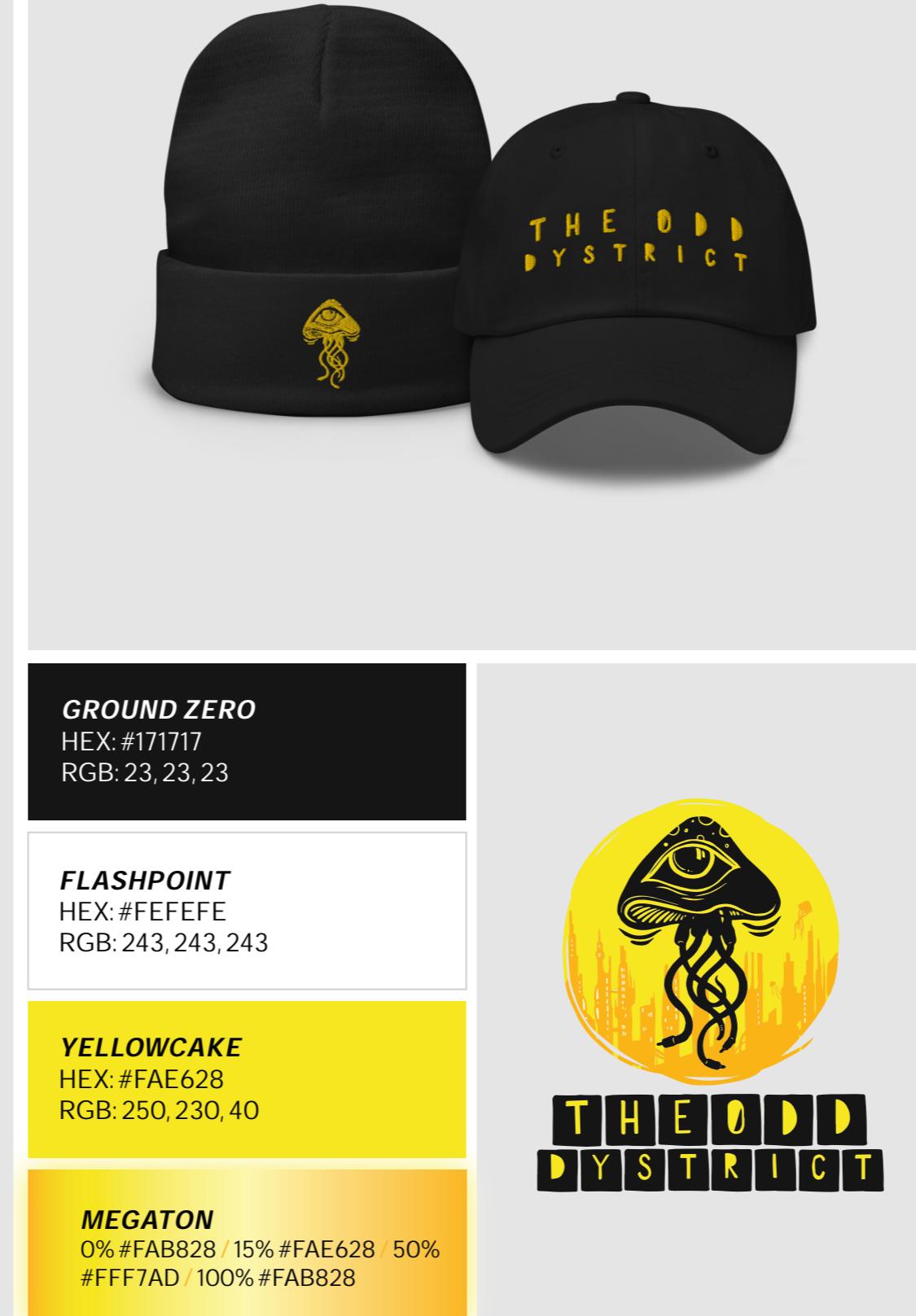


# GROW BUDDY PACK

Category: Packaging / App / Identity / Print

There were different collateral and print items designed for the pack, such as the instructions, the seed packet, the carrier pack and the actual growing box. It also came with a companion app for purchasing supplies or donating.

The identity design was striking, modern, and youthful without being too childish. I wanted the product design of the pack to be unique to stand out from competitors', and the charitable aspect to also appeal to the young adult market.



# THE ODD DYSTRIC'T

Category: Identity / Web / Social / UX & UI

I created the entire brand for an art NFT project with a global reach. Using the lore of the universe, I crafted brand elements of black and bright yellow to match with the radioactive wasteland theme and colourful art.

I also implemented the full web experience for people to interact with and purchase their NFTs through hand-coding the website.

<https://www.the-odd-dystric.com>

**THE TECH**

- COMpletely UNIQUE**  
Each TOO is unique and randomly generated from over 650 unique traits.
- TOD = MEMBERSHIP**  
Owning a TOO grants you exclusive features in this world and beyond.
- STORAGE**  
These will be stored on the Ethereum Blockchain and uploaded onto IPFS.
- FIXED PRICING**  
Max supply of 7,999 for this collection. Each TOO will be minted at 0.00 ETH
- THE CODE**  
Highly customized random image generation code, with a unique layering
- OWNERSHIP**  
Holder granted ownership & commercial rights over the imagery & traits of

**ROADMAP**

- PRE-LAUNCH**  
Build discord community, collaborating and partnering with projects of a similar vision, weekly AMAs, Giveaways
- PHASE ONE**  
Community wallet is opened for further development led by community ventures - 10% of minted sales will go back into the community
- PHASE TWO**  
5 x Community Contests and Events are activated with 50 free NFTs up for grabs
- PHASE THREE**  
Merch Store opens and the design of limited edition pieces begins.

**THE ODD DYSTRICT**

The Odd Dystric is a collection of 7,999 unique NFTs. After the cataclysmic event 10 years ago that wiped out 99.97% of the population and left the planet ravaged by radioactive matter, only 7999 Oddys remain. Civilisation has found a way to survive these conditions through the breakthrough technology named Inoculation of Technetium 99 (TO-99) - a surgical enhancement to the heart that was developed by the late scientist Dr. Keldor. While this procedure keeps them alive it does not protect them from the physical effects caused by the planet's radiation. These heart pieces are fueled by the chemical compound TO-99 which is mined but demand is slowly outweighing the resource's supply.

[JOIN THE DISCORD](#)

**ODDY GALLERY**

**THE ODD DYSTRICT**

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**PHASE ONE**  
Community wallet is opened for further development led by community ventures - 10% of minted sales will go back into the community

**PHASE TWO**  
Merch Store opens and the design of limited edition pieces begins.

**PHASE THREE**  
All holders of The Odd Dystric NFTs will be given the opportunity to claim a collection of artifacts & materials for free.

**PHASE FOUR**  
Market the brand to a larger audience through partnerships, collaborations, hosting members meetups, pop up galleries & Honorary Oddys

**PHASE FIVE**  
For more information about the roadmap, please:

[JOIN THE DISCORD](#)

**THE TEAM**

- FRESHLYFADED**  
Digital Marketing. Can talk to a fly in a wall, always ready at the ready to make a trade. Oh, & have you seen his hair tie?
- TECHNICAL\_TOOD**  
Developer. Followed the white rabbit & woke up inside the rabbit hole. He's a bit of a weirdo. Plugs in a USB stick first time, every time.
- DEROG**  
The Artist. Learnt how to draw on a sketchbook while sitting at a bar. Never had a steady hand. Instantly judges people who don't like pickles.
- THEVOL**  
Digital Marketing. Has never lost a game of Rock Paper Scissors. Instantly judges people who don't like pickles.
- INDOC**  
Brand/UX & UI. Thinks she's living in a video game. Can probably describe you - and your baby.

© 2022, The Odd Dystric



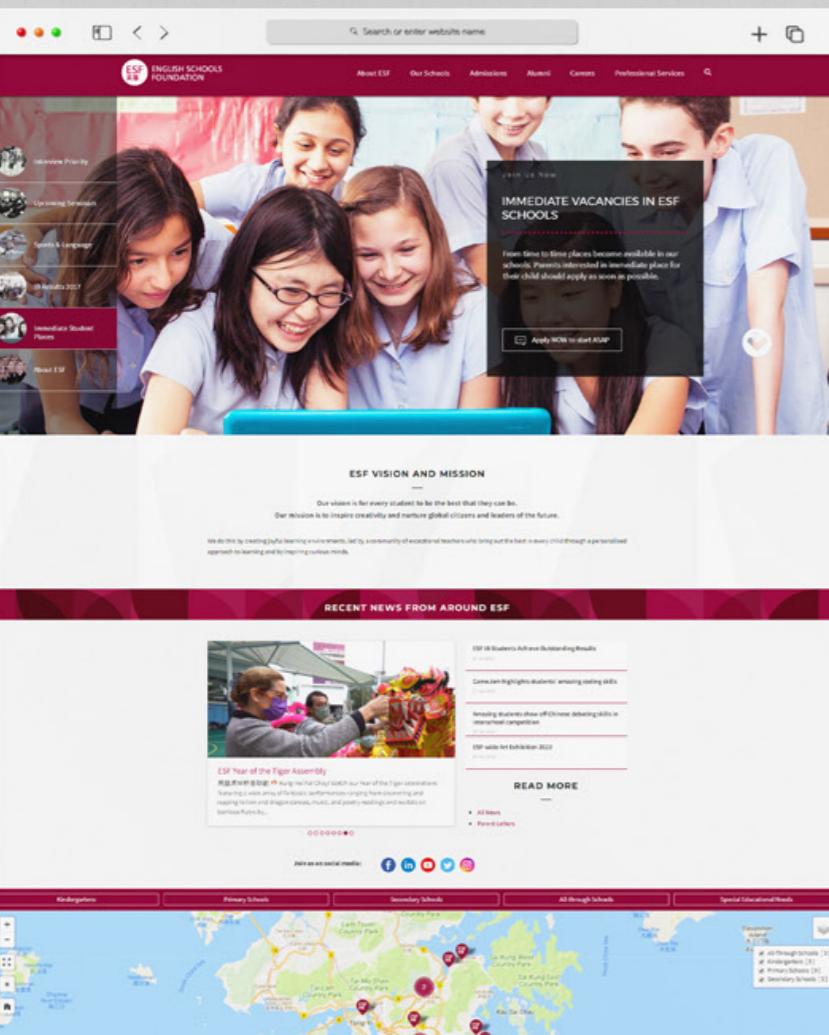
# STAFF HANDBOOK

Category: Print / Comms / Photography



The ESF is a large organisation with many staff joining every year from around the world. In order to make the process smoother and more welcoming for the new employees, I was tasked with creating a booklet that would be handed out

during onboarding. The book contains information on everything from the mission statement, to general policies & tips. It was important to make the text feel digestible and welcoming.

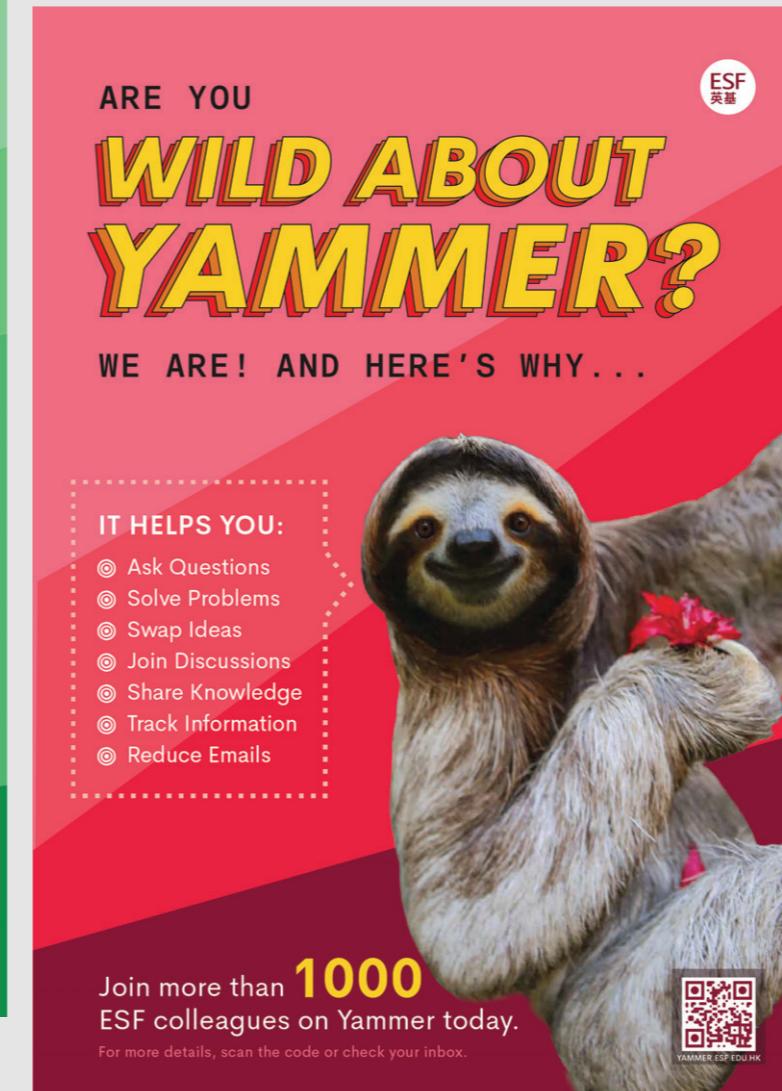
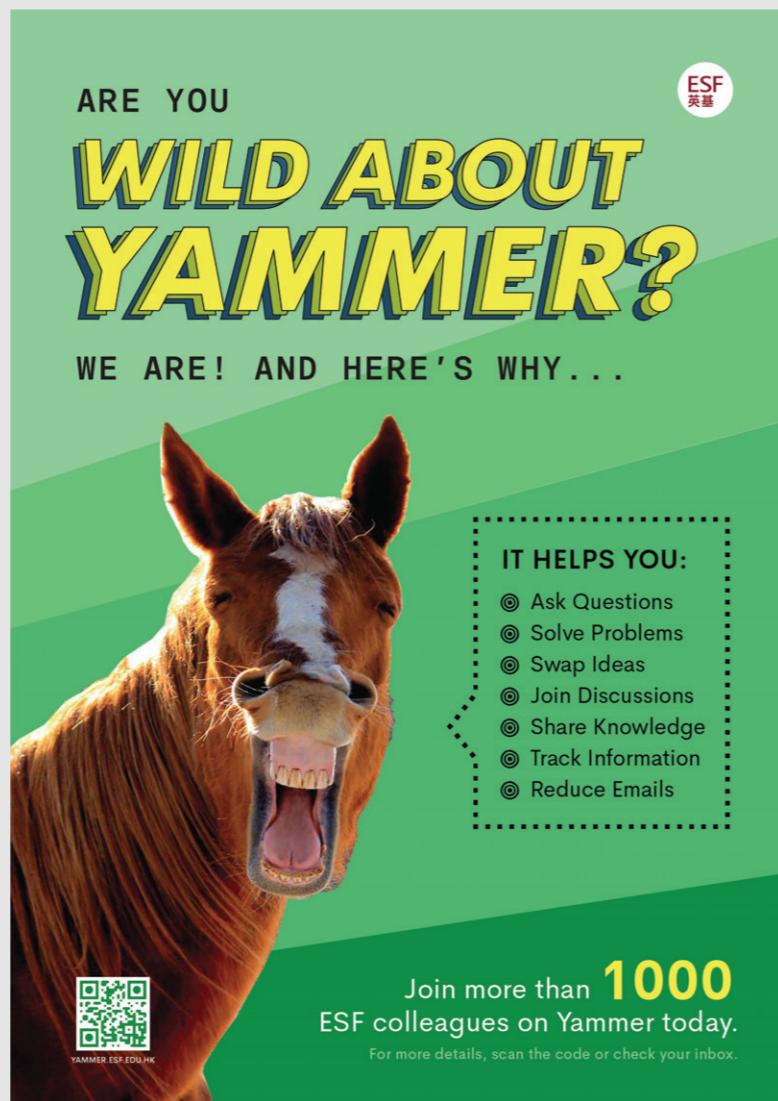
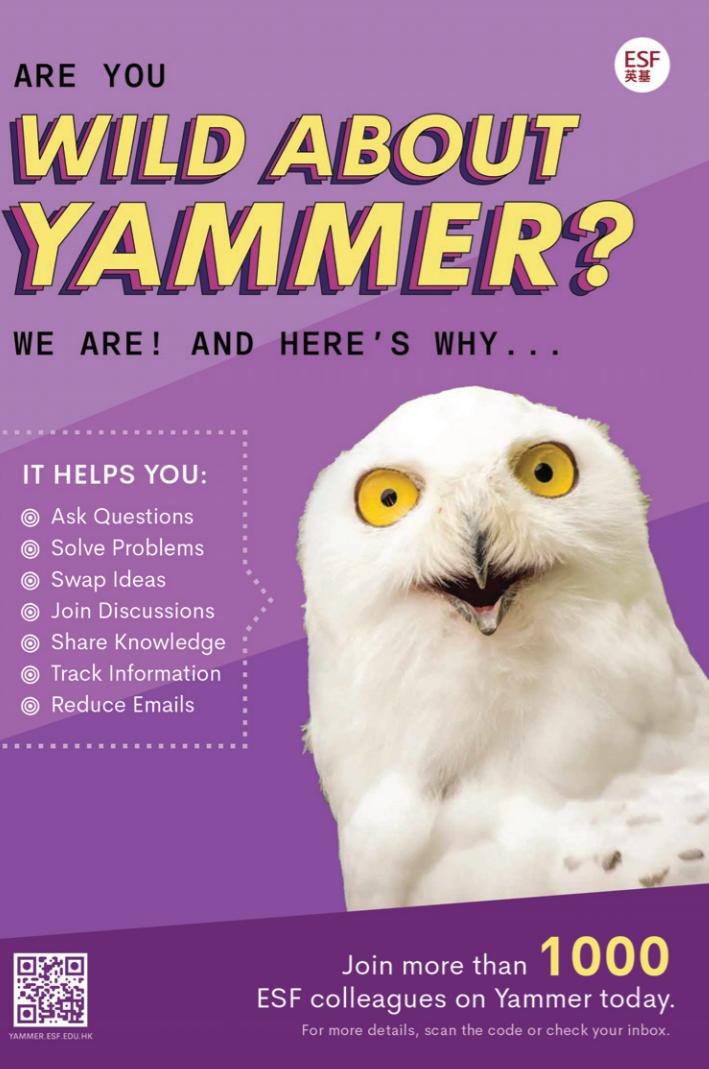



# ESF WEBSITES

Category: Web / UX & UI

I designed both internal (Sharepoint intranet) and external websites for the ESF during my tenure. This involved communicating with the schools and senior management in creating sites that represented each school's

individuality and message, as well as the organisation's ethos and design style as a whole. It was also important that support staff at the schools could easily use and update the sites without much technical help.



## YAMMER POSTERS

Category: Posters / Print / Collateral

A set of posters that I designed and made for a large organisation's new Yammer network. They needed a way to encourage 1000's of members of sta to join another platform, but also to communicate & collaborate on it.

The brief was to show the benefits of participation in a fun & eye-catching way. I used a bright colour palette, bold typography, a pun headline, and funny animal imagery. They were printed and displayed for sta .



## JUNO BAKESHOP

Category: Print / Collateral / Flyers

For this small new business based in London, the brief was to create a brand and collateral including branded social media templates and packaging for the baked goods. With the budget in mind, the design was crafted to represent the

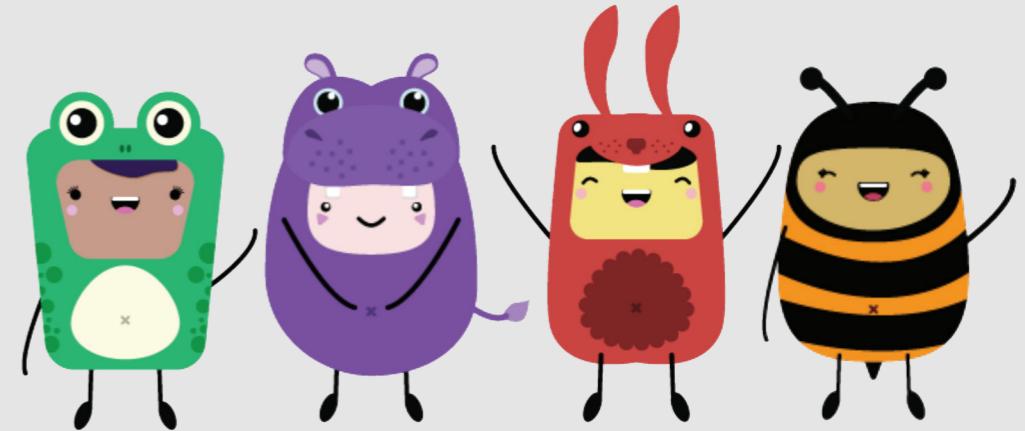
the bakeshop's message of joy, warmth and comfort through food. It was important to have an attractive shop front on Instagram, their primary social platform.



# PRINT MARKETING

Category: Print / Collateral / Flyers

I was tasked with creating on-brand marketing materials for a tutoring school in Hong Kong. I delivered flyers, magazine adverts, character illustrations and photography to help market the school to the public.



The idea was to portray the sense of trustworthiness, but also showing the fun classes and happy children with the characters, typography and colours.