



**JADE
GOULD**

DESIGN AND ILLUSTRATION PORTFOLIO

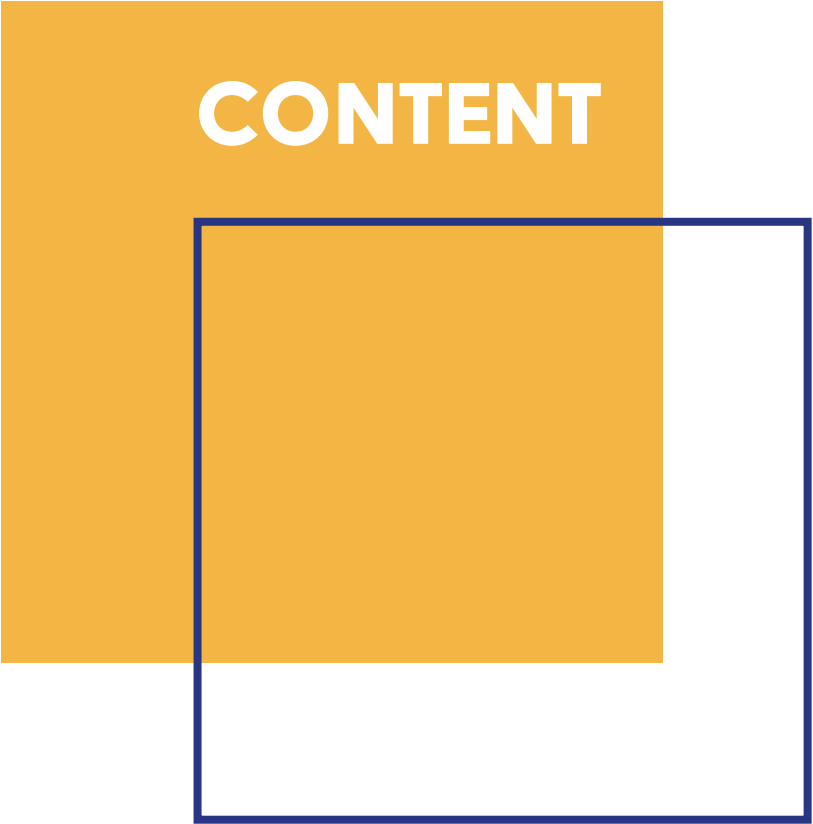


ILLUSTRATION AND WEBDESIGN

SOCIAL MEDIA CAMPAIGN


INFOGRAPH

ILLUSTRATIONS


LOGO DESIGN

Jade Gould

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 justjade__

 jadeartwork.bigcartel.com

Skills

Adobe: Illustrator, Photoshop, Indesign, Lightroom, Bridge, Acrobat

Figma

Procreate

Basic HTML and CSS

Applications: Intercom, Wordpress, Google Analytics, Mixpanel

User Research

Competior Analysis

Experience

2016 – Present **Jade Artwork**
Freelance illustrator

Aug 2019 – Present **Veeqo**
Product Marketing Manager and communication designer

Oct 2018 – Aug 2019 **Veeqo**
Office Manager

Oct 2017 – Oct 2018 **Veeqo**
Office Assistant

Sept 2011– Sept 2017 **St Monica Trust**
Catering Assistant

Education

2013 – 2016 BA Honars degree in Marine and Natural History Photography

2012 – 2013 Diploma in Art & Design – Foundation Studies

VEEQO

ILLUSTRATION AND WEBDESIGN



The inventory and shipping platform Veeqo, needed illustrations and webpage designs for their complicated features, such as a mobile scanning app. The illustrations needed to translate complex functionality at a glance and the webpages needed to stand out against competitors.

Throughout the project, I undertook competitor and user research to understand what confused the user, what attracted them to Veeqo and where competitors were falling short.

After successful research results, we incorporated the illustrations and graphics style throughout the product, help guides and internal communication.

We also began A/B testing the designs, to understand the impact they were having, and saw an increase in interaction and conversion on the site.

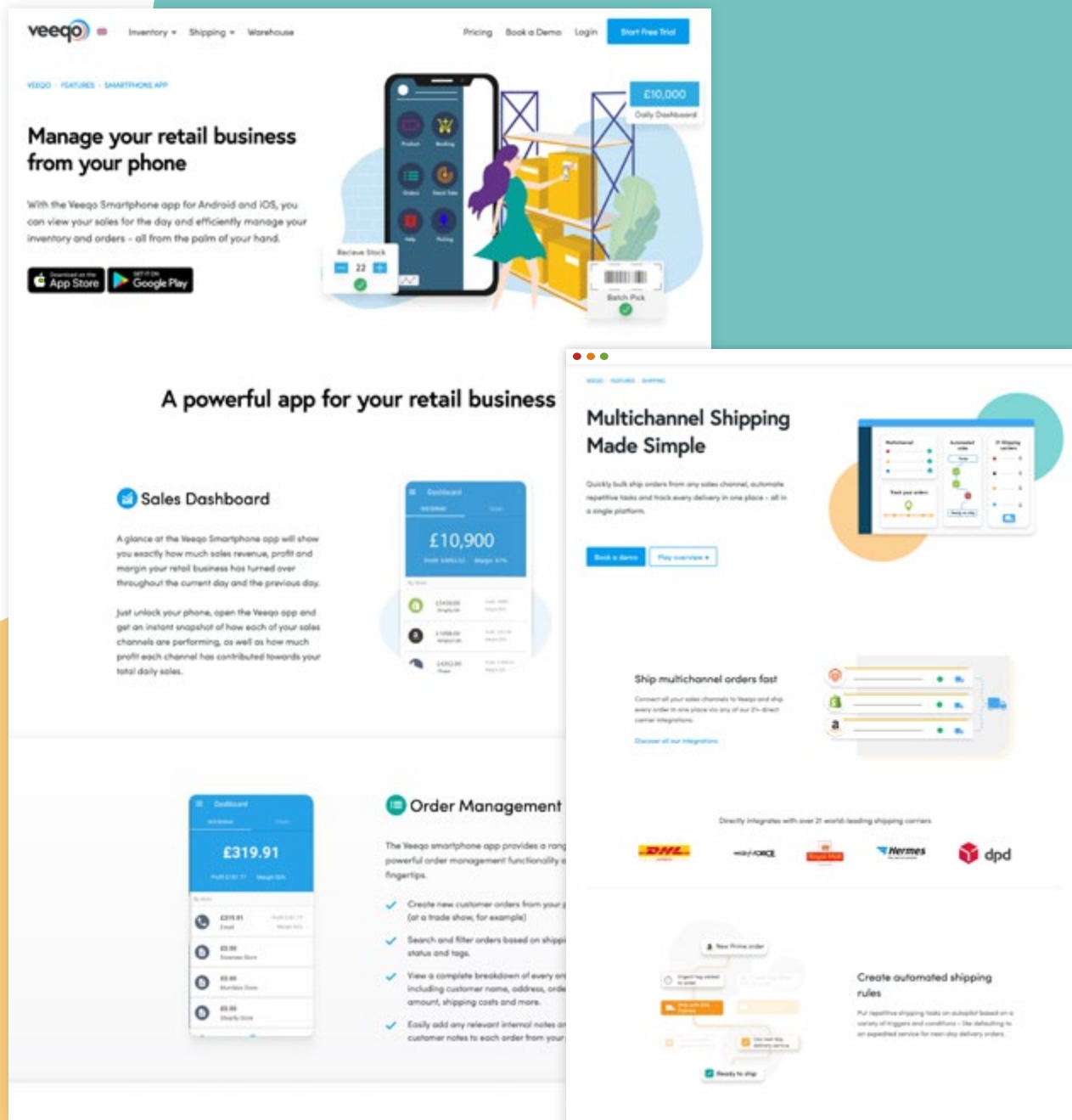
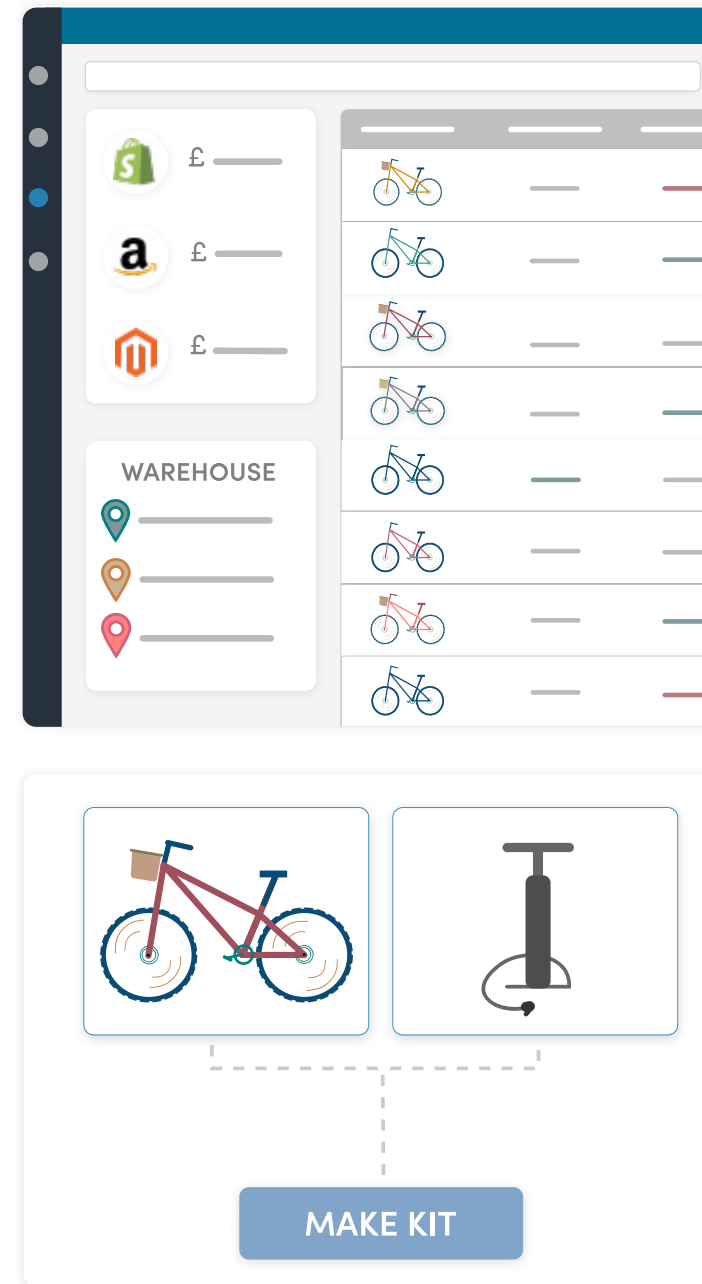
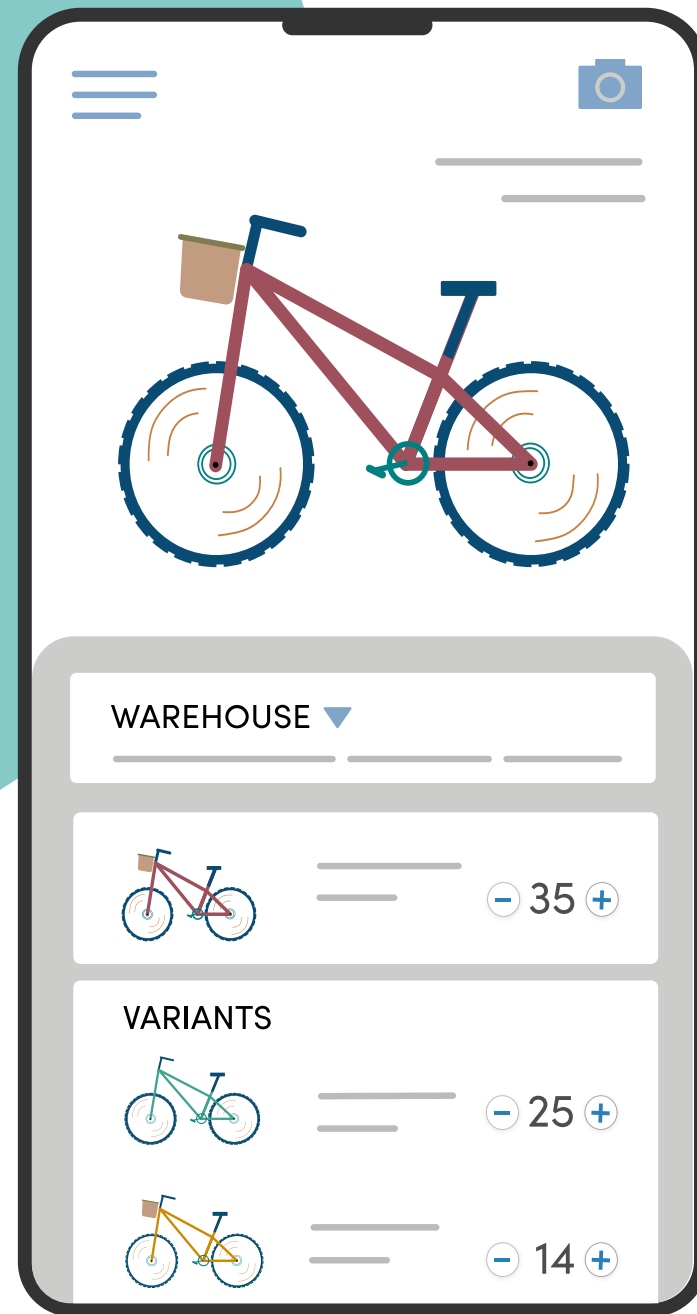


ILLUSTRATION EXAMPLES

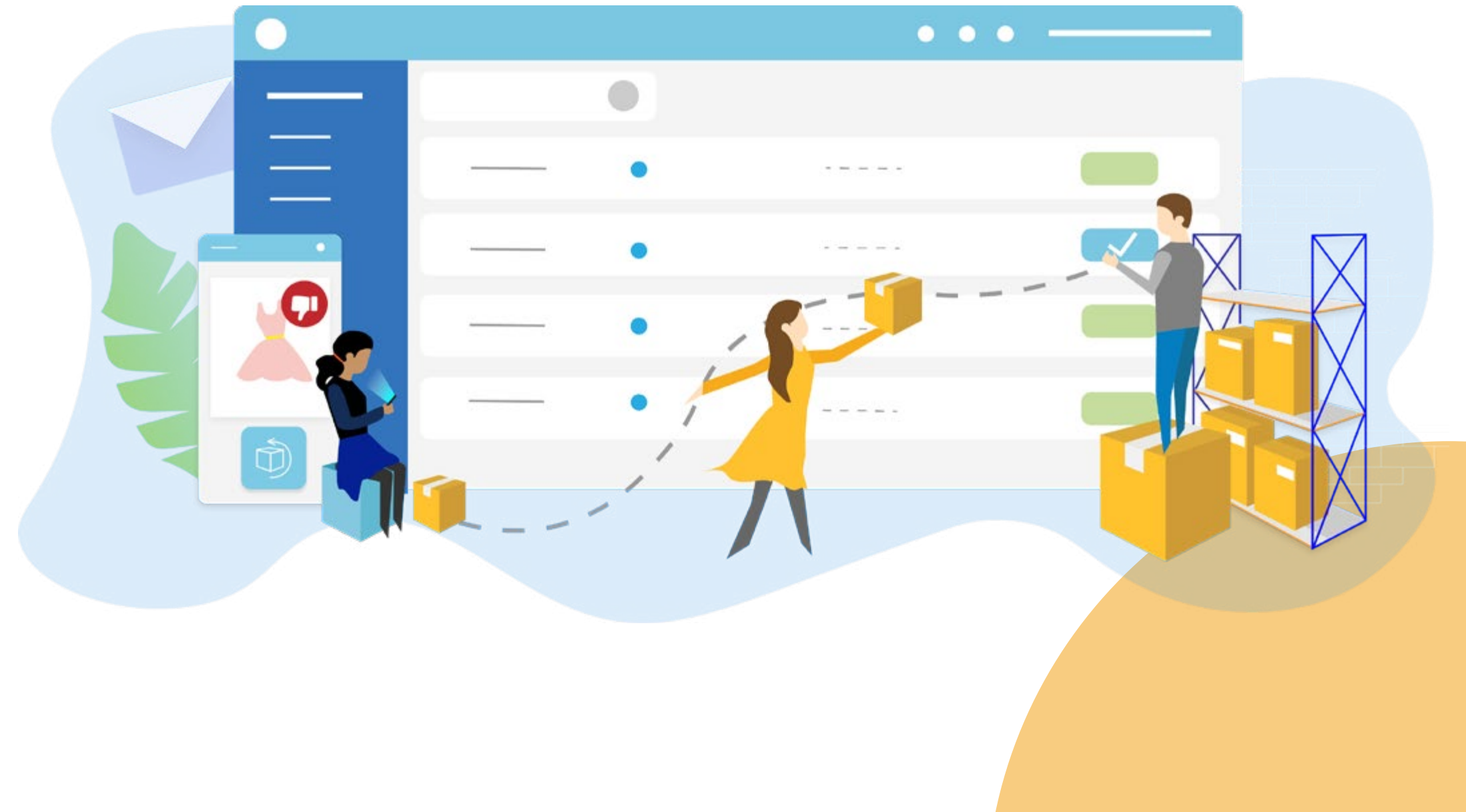


ICONS





PRODUCT ILLUSTRATIONS





Product Roundup

An overview of the latest new features in Veeqo for February 2020



VEEQO

SOCIAL MEDIA CAMPAIGN



Veeqo needed bold and eye catching designs for their social media campaign promoting new feature releases. These posts were released 3 times a week, requiring a consistent design and a layout where images and text could be swapped and changed easily. A banner was needed for their monthly product blog post, image to the left, keeping with the bright and bold theme. This would also be used as their SEO image for any product related searches for Veeqo.

TWITTER CAMPAIGN

FEATURE HIGHLIGHT

INVENTORY FORECAST

Keep on top of your inventory levels, warehouses and suppliers.



Daily product updates on changelog.veeqo.com

COMING SOON

PRESTASHOP INTEGRATION

Get ready for Veeqos Prestashop intergration. Sync and ship your orders soon.



Daily product updates on changelog.veeqo.com

PERSONAL WORK

HOUSEPLANT CARE INFOGRAPHS



House plants have become a staple to most homes, with an increase of sales over lockdown and each plant needing different care. I created infographics to post on social media to highlight 3-4 key care tips for different common house plants.

I then created a few for more uncommon plants, commissioned as prints for a local houseplant business. Changing the layout depending on the plant size and number of tips included.



ICONS



TYPOGRAPHY EXPERIMENTS

HOW TO
TAKE
CARE
OF YOUR
**SPIDER
PLANT**

HOW TO CARE
FOR YOUR
**SPIDER
PLANT**

HOW TO CARE FOR YOUR
SPIDER PLANT

COLOUR PALLETTE



PERSONAL WORK

PRINT AND ILLUSTRATIONS



These illustrations were developed during lockdown, after being put on furlough and feeling completely withdrawn from nature. After a successful response on social media I created an online store, where the prints have been brought internationally. (successful so far)





THE JAM POT FLOWER CO.

LOGO DESIGN



The Jam Pot Flower Company is a cut flower business based in Cornwall growing seasonal, sustainable cut flowers. They approached with the following brief for a logo design: 'Something quirky, not realistic or too 'proper', something that would make you smile. Style inspired by folk art or lino print.'

The logo was going to be made into a stamp, and printed on to business cards. After creating a few designs, the client decided to step away from the lino print inspiration to a bolder design, that would be easier to make in to a stamp.



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