



Liz Hamilton

Freelance Graphic Designer

www.lizhamilton.co.uk
studio@lizhamilton.co.uk
07907788492

Contents

Branding	Kubowicz Photography	04
	Pete's Flooring & Tiling	05
.....		
Packaging	The Toco Coffee Company	06
.....		
Editorial	Lazy Magazine	07
	Getting Clean	08
.....		
Social Media	Getting Clean	09
.....		
Websites	The Toco Coffee Company	10
	Henry Isaac Fireplaces	11
.....		
Animation	Menopause in the Media	12
.....		
Skills & Education	CV	13

Hello

My name is Liz Hamilton and I am a Freelance Graphic Designer. As a creative problem solver I relish working with clients throughout the creative process, from idea generation to the end product. This allows me to build a positive working relationships from the start and results in designs they'll love.

This portfolio shows some of my experience in branding, food packaging, information campaigns, website design, social media development and animation.

If you'd like to chat about a project, please feel free to get in touch.

www.lizhamilton.co.uk
studio@lizhamilton.co.uk
07907788492

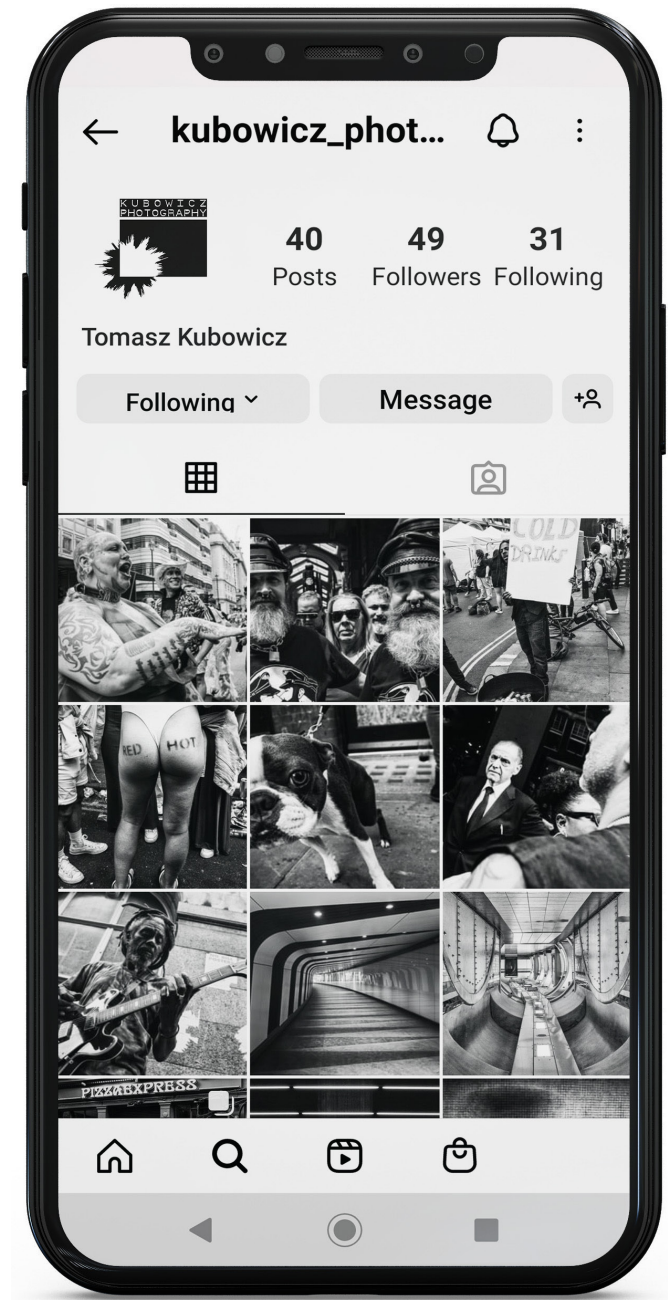
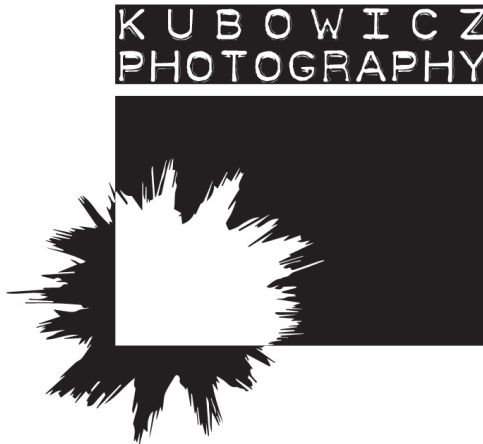


Branding

Kubowicz Photography

Kubowicz photography needed a new logo that was able to express their love of raw, gritty street photography.

To create something unique we agreed to stay away from lens and camera imagery. As a result I created an abstract representation of the camera. I wanted to communicate the dynamic, passing moments to eternally captured by the photograph

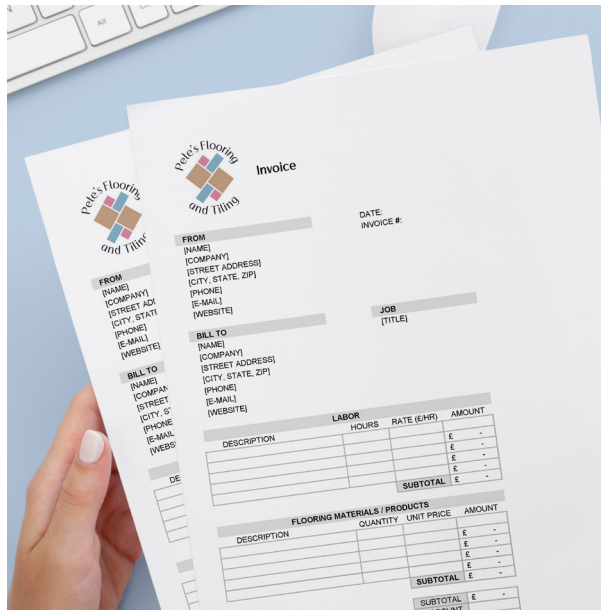


Branding

Pete's Flooring & Tiling

Pete approached me in need of a new logo since developing their business.

They wanted the logo to be symmetrical, colourful and include flooring imagery. This slightly abstract and diagonally orientated image with a clean, modern typeface reflects the company's friendly, flexible and pragmatic approach.



Packaging

The Toco Coffee Company

The family run San Jose Farm & Roastery has been growing Arabica coffee beans on the slopes of Minas Gerais, Brazil for generations. They required a logo and packaging for their introduction to the UK market.

I created a slice of Brazil in the UK using a tropical colour palette in contrast with rough, woven textures and a hand drawn feel to link back to their modest but growing enterprise.



Editorial

Lazy Magazine

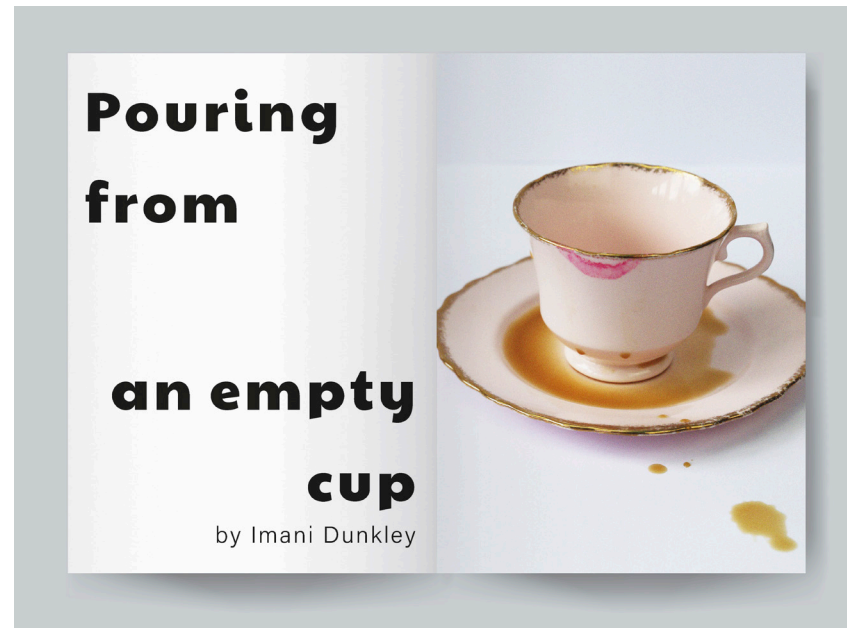
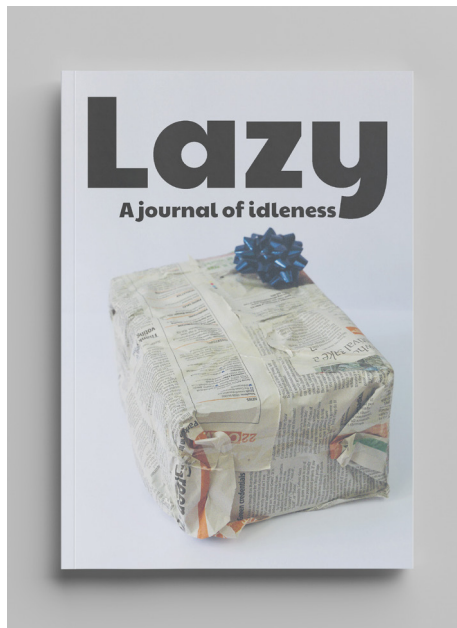
This passion project takes a playful look at the social construction of laziness and aims at rejecting the production = worth culture.

Over the last few years it has become apparent that the way we were expected to approach work and labour wasn't healthy. For ourselves or a society.

In the UK we have one of the longest working weeks of around 40 hours (second only to Greece), yet our productivity doesn't match this. Why? Because longer hours doesn't mean more productivity. It does mean, however, increased physical and mental health risks. 'Side hustle' culture was increasingly normalised and we were expected to use a global pandemic 'productively'.

At Lazy we celebrate the idle and rebel in the slothful. We find new ways of doing less, slowing down and taking back something for ourselves.

Lazy draws from evidence based research, lived experiences of its contributors and artistic work. Donations will help start up costs and ensure contributors are paid fairly.



lend and some ic clients of mine in and receptive to . They surrender so probably because I to this kind of ey do this kind of er people as well. their own healing So, I've noticed the is in those that are cticed on it. They nder to it more. some people who've these things before at a base level have ved things like sleep acular pain. I think in the intention of ind how much they er to it.

it's an openness to ody to do what it rather than fighting ou know. If you're yring to struggle ffects then yeah, I didn't.

ighting it, it won't h. But if you don't o with it, if you're ore out of it. I've e of people have g both before and vely resisting r it's physically or just trying to r think about what o and expecting gs. Then even they

beauty of sound therapy the frequencies go to where they need to go and regardless of your resistance.

LM: Are there specific forks or tools that you have found most effective?

R: Yes. I find there are specific forks for different purposes and frequencies and sound with different purposes. The weighted forks which you place on the body, because the vibration is felt so directly and so strongly because it's in contact with the body, seem to make people focus less in their head more in their body. Personally, I think that's another reason why I like songs because they're so loud and they're so all-encompassing. There are different forks that have different effects for specific things, and for different effects on different people as well.

LM: Is it true that you can hear the tuning fork after it's stopped ringing?

R: There is a couple that do that. Normally when that happens, it can be a number of things. Just from my experience so far, one of them is when you have two forks of the same frequency on both sides of the head by the ears. If you've heard of binaural frequencies or binaural beats,

Pouring from an empty cup

an empty cup

by Imani Dunkley



So then stored emotional energy continues to be layered upon. For example if you have a traumatic experience as a child, and you don't know what it is because as a child you're just not intellectually capable of understanding it, the body then stores it. I think of it like a pipe that's flowing with water, and when you're not able to cope, your nervous system starts to contract and it might make dents in this pipe. When that happens, that restricts the flow of energy. So, when we start to do emotion work through whatever method that is, you're starting to understand this pipe. The cognitive brain is trying to figure out how or why or what to do about this feeling, but it doesn't have the answer. Cognitive therapy doesn't always work for everyone, and for some people it only takes their treatment so far. So, you can do a lot of this [sound therapy] and it affects the body. I find for me personally and for a lot of people I know their healing is 70% body based. When I initially started my emotion work, it was labelling. So first, saying I'm not going to sit with this thing. Secondly, acknowledging. Yes, I am feeling this thing and that's okay. And then getting curious about it. Where is it? So you start to label. Okay, so I can feel the sensation in my chest or, you know, maybe pulsation in my head. The brain needs something to chew on, right? So, I'm giving it something to chew on that is about the body. I'm tricking it to start to focus here. The way a thought stream might come back, and I'll follow it but then as soon

constantly affecting how I'm thinking and feeling and behaving

as I noticed I'm doing that, I'll notice it. Oh that's a thought" and ask, "What am I feeling in the body?" And just start to label again. Then it got to where I didn't have to go through that process anymore. Once you start dropping the story around it, it's just sensation, there's not even a positive or negative element to it. That was all the story. The sensation is just tension, which is not really good or bad. In fact, sometimes it can even be nice. What we've been seeing with anger on the body is drop the story and then the sensation becomes pleasant. It's no different to joy because it hasn't got the story around it. So that again starts to regulate the nervous system and then the next time such a thing comes up, you might still call into it. Or you might not, we're only human. We have to be compassionate with ourselves.

LM: That's interesting that you call it a story, because it is, isn't it? It's just the context that you put that feeling in that influences how you interpret the feeling.

R: It took a while for me to have this curiosity at this level, but now it's at the level where I would rather do that than the distraction. I'm actually more interested in the sensation. And then another great thing that comes from that is sometimes when you do that, let that happen, and you just work with that on a physical level, you get this clarity as well because you're doing that short-circuiting, you're detached from it for a second, just by noticing your breath or whatever, in a way, it is just doing less.

And just sitting with what is happening and the wisdom just comes from nowhere, from nothing. It can just pop in there and yeah, that's been transformational. There are so many ways that it affects, has affected, and is constantly affecting how I'm thinking and feeling and behaving. We just sit and be with nature and it sounds so simple that we overlook it, right? It's like trying to find your eyes, you know? We've been conditioned the other way for so long, me being 38 next month it's going to take some time and a lot of reconditioning and unlearning. I'm just learning something new, I'm not adding something to myself. I'm taking away what wasn't necessary, what I've already added that isn't serving me. We think we can add to ourselves to be happy, but it's the opposite. It gives you more compassion with yourself for starters because you're not thinking, "I need to do this, I need to become like that, just nothing, 'no I'm fine already, I'm fine as I am. Now I can take my whole life to do, it's going to make life get easier as I go"

Editorial

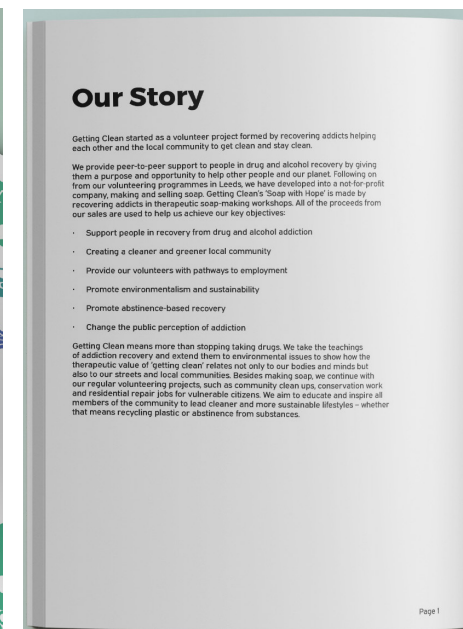
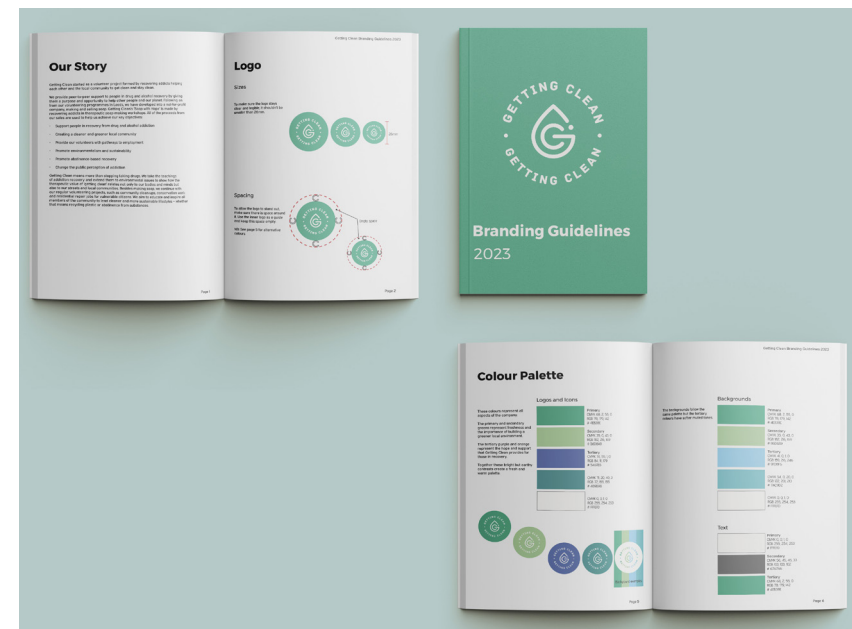
Getting Clean CIC

Getting Clean are a not-for-profit rehabilitation charity for local people recovering from drug and alcohol additions.

They are in the early stages of their development and approached me initially to expand on their existing branding. They wanted their colour palette expanding as well as icons they could use in the marketing material.

They're main goals centre around peer to peer support for abstinence based recover and getting people involved in community litter picking, DIY for vulnerable residents and re-wilding urban and rural areas in order to restoring purpose and hope in peoples lives. It was important that their branding felt fresh and 'clean' at the same time, using warmer softer notes to express their welcoming, friendly and hopeful outlook.

Their current branding guidelines were minimal, so I used the opportunity to expand on this and create something more substantial and organised.



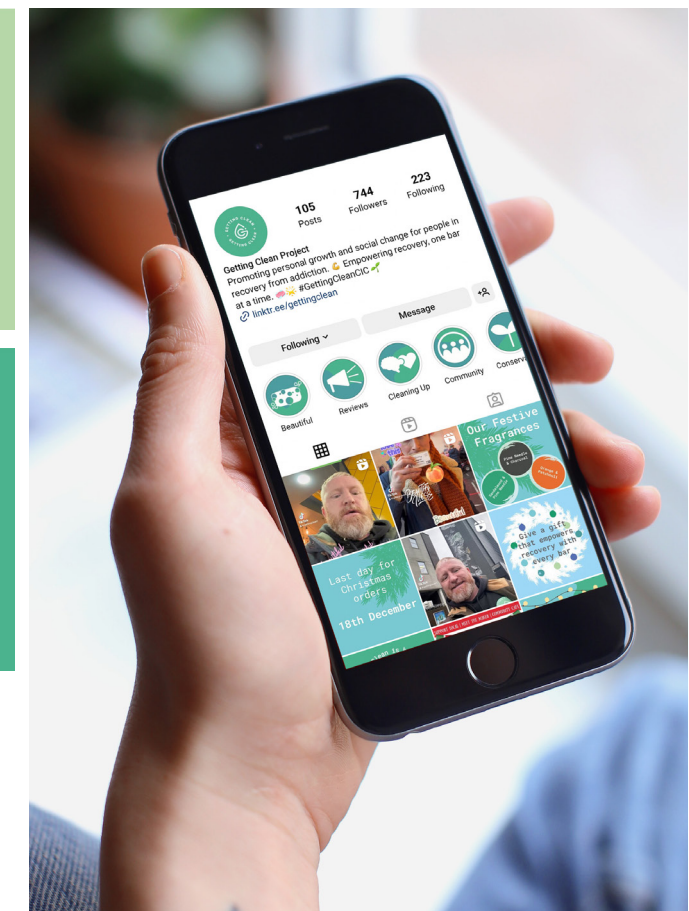
Social Media

Getting Clean CIC

After having developed Getting Clean's branding, marketing material and website, they next wanted to develop their Instagram presents.

As this coincided with Christmas, I focused on promoting the Christmas markets Getting Clean were participating in, the Christmas scented soaps already in their range, and a number of gift packages I developed to sell on their website.

As Getting Clean is still in its start up phase, balancing budget with marketing needs can change day by day. This meant that parts of the campaign couldn't be actioned, however it still resulted in a positive and fun campaign that emphasised the positive impact of giving Soap with Hope as a gift.

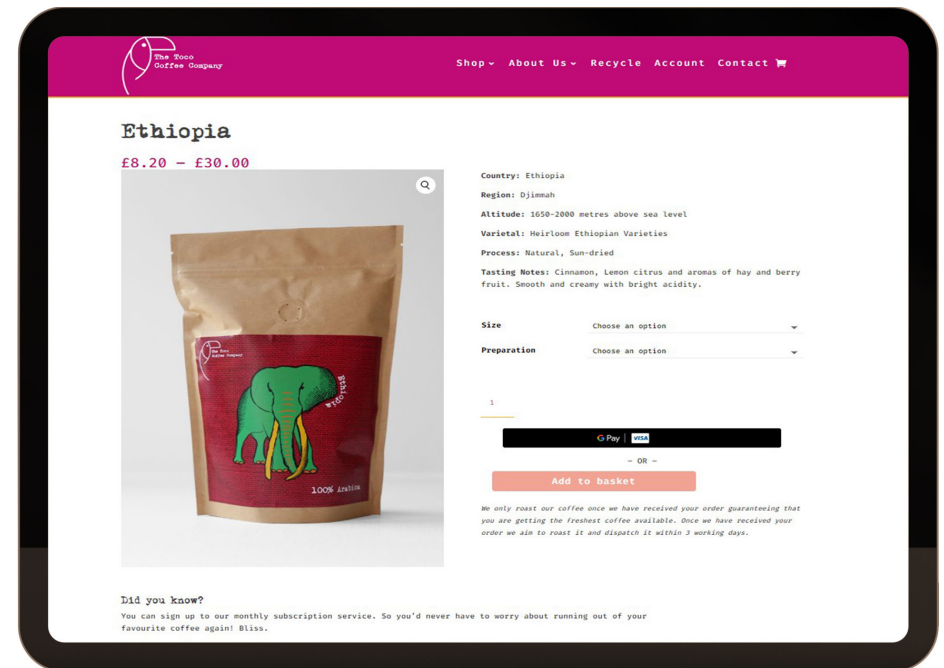
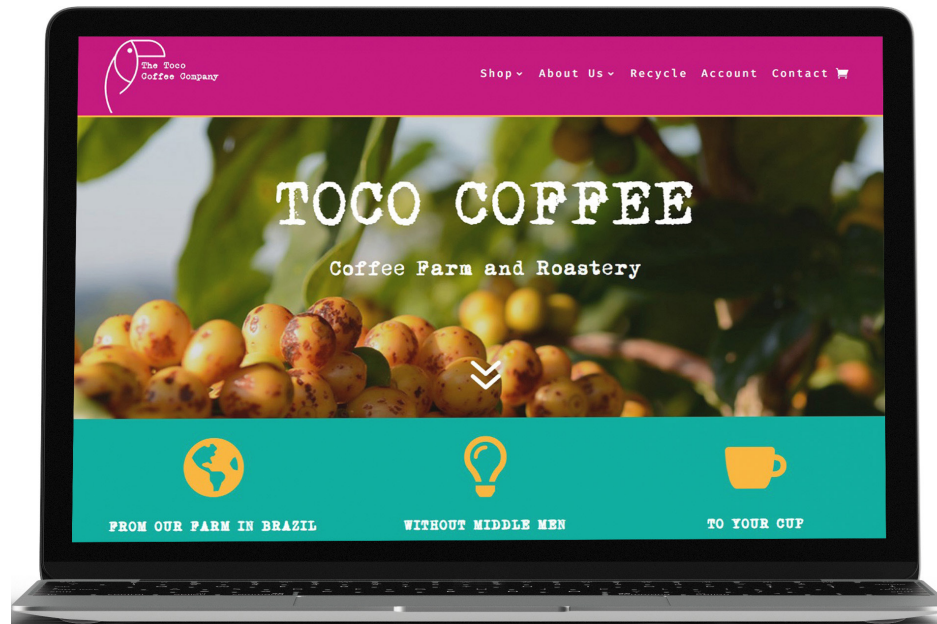


Websites

The Toco Coffee Company

Toco Coffee approached me with regards to developing their website from a basic set up to a fully fledged catalogue of coffees and extra information about their farm and their processes.

I took the opportunity during this development to re-organise the structure of the site to make it easier to navigate and more user-friendly.



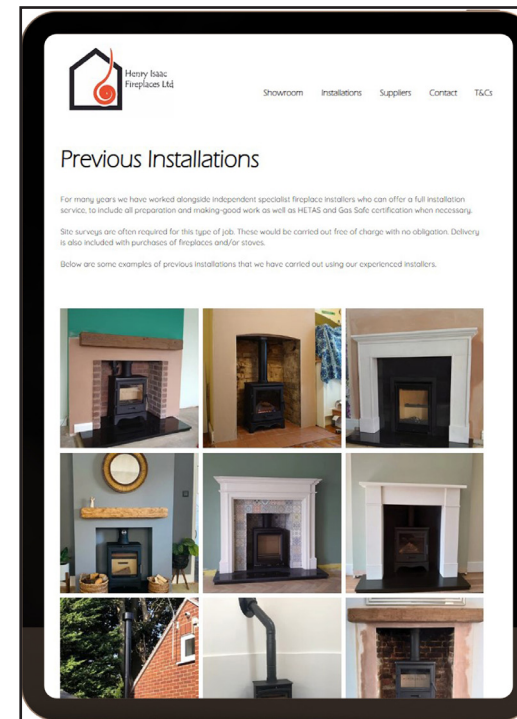
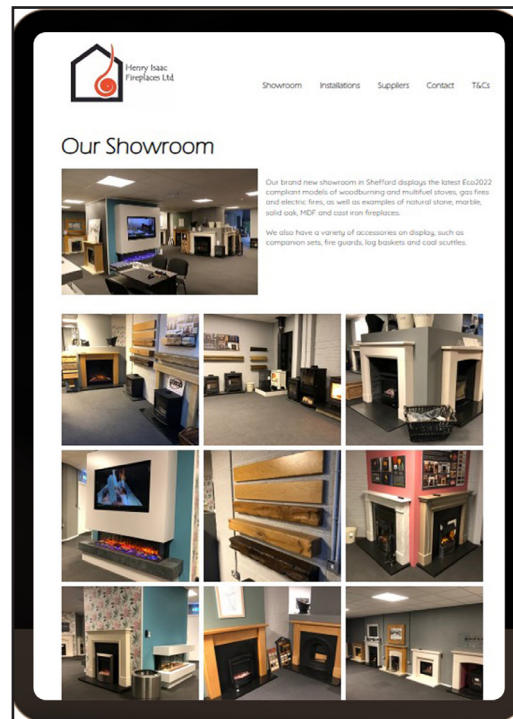
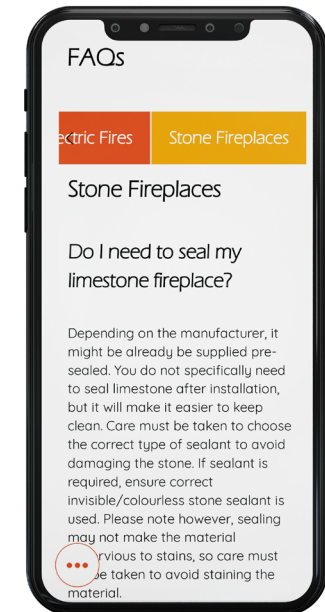
Websites

Henry Isaac Fireplaces Ltd

Henry Isaac Fireplaces required fresh logo and website to coincide with the move from their foundry to a new industrial unit.

The website layout mirrored the showroom, letting the fireplaces take centre stage. Negative space was also used to create a clean look and aid in creating highly structured galleries of their work.

As the heritage of their family business is at the core of what they do, their new website now also includes elements of their history including historical photos and their renovation of their new showroom.

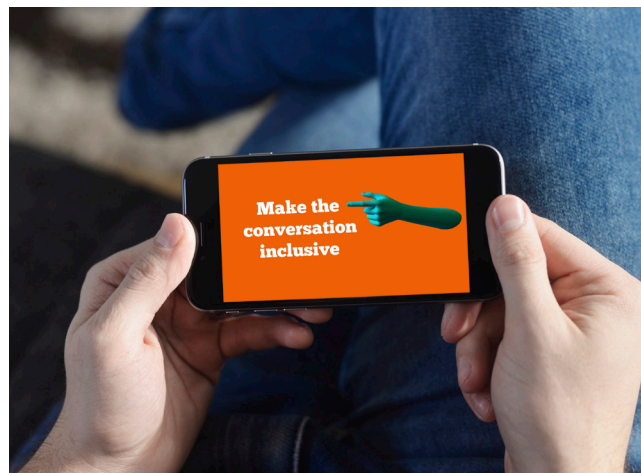
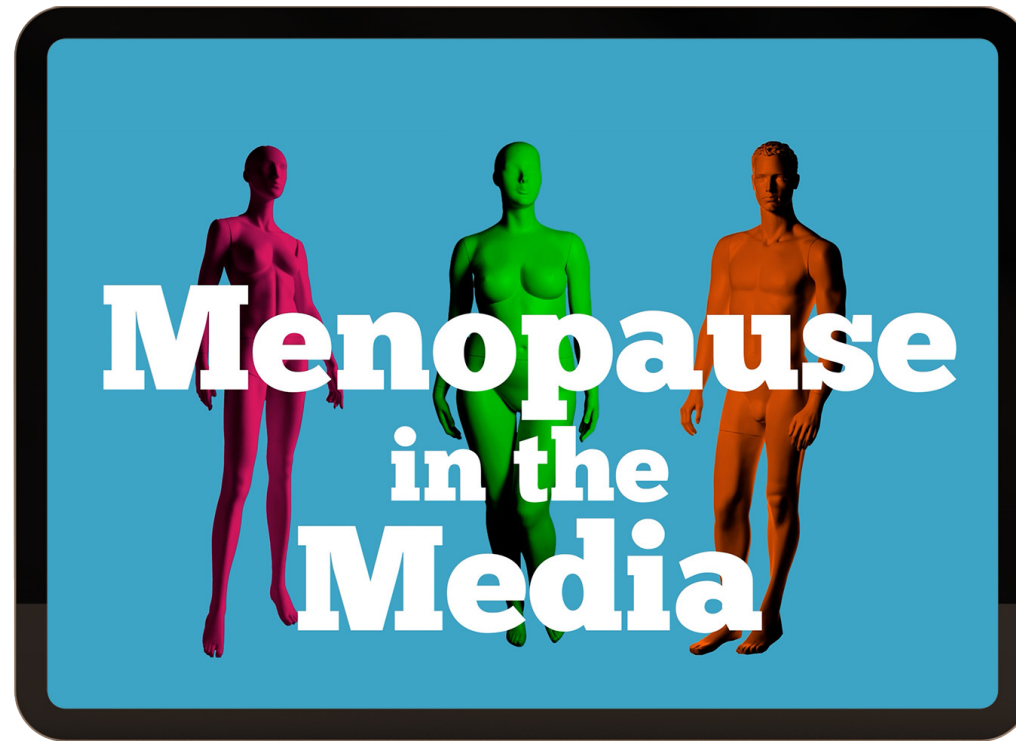


Animation

Menopause in the Media

There is little known about menopause, and information available is aimed at a narrow demographic, namely white cis women over 50. When in reality the people menopause impacts is much wider. The current social stigmas surrounding it stop people talking about it, from seeking help and from speaking up if their concerns and personal experiences of menopause symptoms aren't validated.

This animation centres around menopause being a kaleidoscopic experience for each individual person. It also highlights and rejects societies narrative that menopause is always a negative life stage. Rather than it is the start of a new stage of life and something to be respected rather than feared.



Skills & Education

Freelance Designer

Aug 2019 - Present

Offering B2B and B2C designs, specialising in branding and brand identity, food packaging, website design, promotional materials and advertising campaigns. Clients include start ups and small businesses in the food industry, retail and charity sector.

Project Manager

Jul 2016 - Jul 2019. Magnet Harlequin, Welwyn

Successfully maintained positive working relationships with client [Tesco Plc] teams. Attended photo shoots to liaise between the client and studio to ensure efficient use of studio time. Chaired weekly artwork meetings and reported on project status and problem solved any issues. Remained pro-active, resourceful and customer focuses when overcoming obstacles that threatened deadlines. Successfully liaised between on-site teams, studios and suppliers in the UK and China.

Publishing Coordinator

Dec 2015 - Mar 2016. Cambridge Marketing College

Assisted in the design and formatting of marketing handbooks and quarterly magazine publications. Liaised with the printing house to schedule printing and dispatching of publications. Assisted with promotional marketing campaigns.

Admissions Administrator

Mar 2013 - Dec 2015: Cambridge Marketing College

Advised potential applicants on courses and enrolled students to the college. Liaised with tutors with regards to their students, frequently resolving students' issues. Made successful changes to exam registration procedures with entry level students and continued communication throughout their course.

Education

BA Graphic Design (First Class Honours)

2017 - 2021 University of Hertfordshire

BSc (Hons) Animal Behaviour

2002 - 2005 Anglia Ruskin University

Software Skills

Adobe Illustrator

Adobe InDesign

Adobe Photoshop

Adobe Premier Pro

Adobe After Effects

Short Courses

Editorial Design

2022 Royal Collage of Art

Diploma in Professional Photography

2015 Photography Institute London

Contract Me

If you'd like any further information or to discuss a potential project, you can reach me at:

www.lizhamilton.co.uk

studio@lizhamilton.co.uk

07907788492