

oh no

it's another

portfolio

Hello there.



My name is Molly Shepherd, I am a freelance Artist and Graphic Designer.

I have been working in the wonderful world of Art and Design for just over 6 years.

Throughout the years I have worked in multiple design roles within a variety of industries, both freelance and commercial. My years of experience has provided me with the key knowledge and skills to generate successful and on trend graphics for my clients. I understand the tools necessary to create professional and eye catching designs. My background in fine art has provided me with my own unique design language which allows me to continuously think outside the box with a contemporary and innovative take in my projects.

From painting to print, I really believe in the limitless potential of Art and Design and how it is key in our society to connect with people around the world.

Thank you for taking a look at my work, for any further questions or examples of specific projects please do not hesitate to contact me via my email: [**mollyshepherdwork@gmail.com**](mailto:mollyshepherdwork@gmail.com).



My experience.

Goguy Clothing

Graphic Designer | Part Time

Leeds UK

November 2021 - Present

- Designing of a variety of materials ranging from digital to print for popular streetwear clothing brand.
- Managing of e-commerce, developing UI on website (Wordpress) including design of website frames and imagery.
- Working as part of a small team to produce and develop concepts and themes for social media, e-commerce and new collections.
- Creating branding, digital design for various aspects of the brand including sister company Goguy Impact.
- Supporting with brand photo shoots through creative input such as set design and direction.
- Coordinating plans and creating design material for large scale collaborations and marketing campaigns.
- Understanding and developing profiles on the Goguy consumer to create top quality garments, provide bespoke customer service and maximise sales.

Smogg

Freelance Artist/Graphic Designer

Remote

January 2017 - Present

- Design of a variety of creative commissions and projects for multiple consumers and businesses.
- Working with a large number of clients and companies on various creative briefs ranging from digital to print for a variety of purposes from music festivals, art and creative events to food and drink events.
- Working with a large variety of clients; understanding different client needs.
- Providing creative expertise and solutions to small and large companies to increase sales and visual style.
- Liaising with other artists on collaborations and creative projects within the community.
- Listening to client needs to ensure successful ongoing creative business relationships.
- Working in customer facing roles within the creative industry such as exhibition assistance, art stalls and live art.

Leeds College of Building

Graphic Designer | Part Time

Leeds, UK

Nov 2017 - March 2021

- Fulfilling all in-house design requests with the creation of print ready materials across the 3 college campuses ranging from digital designs for the website/social media (infographics, social media templates, ad design, photography and logo design).
- Creation of print ready materials - development of strategies to promote the college with the marketing team.
- Developing brand identity for different areas of the organisation.

Storm 7 Consulting

Creative Associate | Full Time (Apprenticeship)

Halifax, UK

Jun 2016 - Oct 2017

- Designing promotional and print ready materials for financial consultancy training courses, events and conferences in the UK.
- Communicating with various print companies to build successful relationships for future print requests.
- Adhering to project briefs set by management by following visual guides.

Tech Skills

Adobe Photoshop



Adobe Illustrator



Adobe InDesign



Microsoft Office

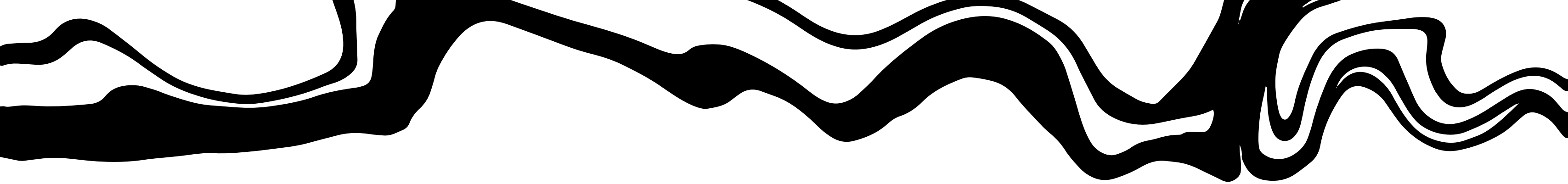


Mailchimp



Wordpress



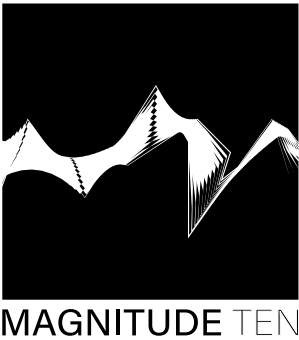


So, what can I

design?

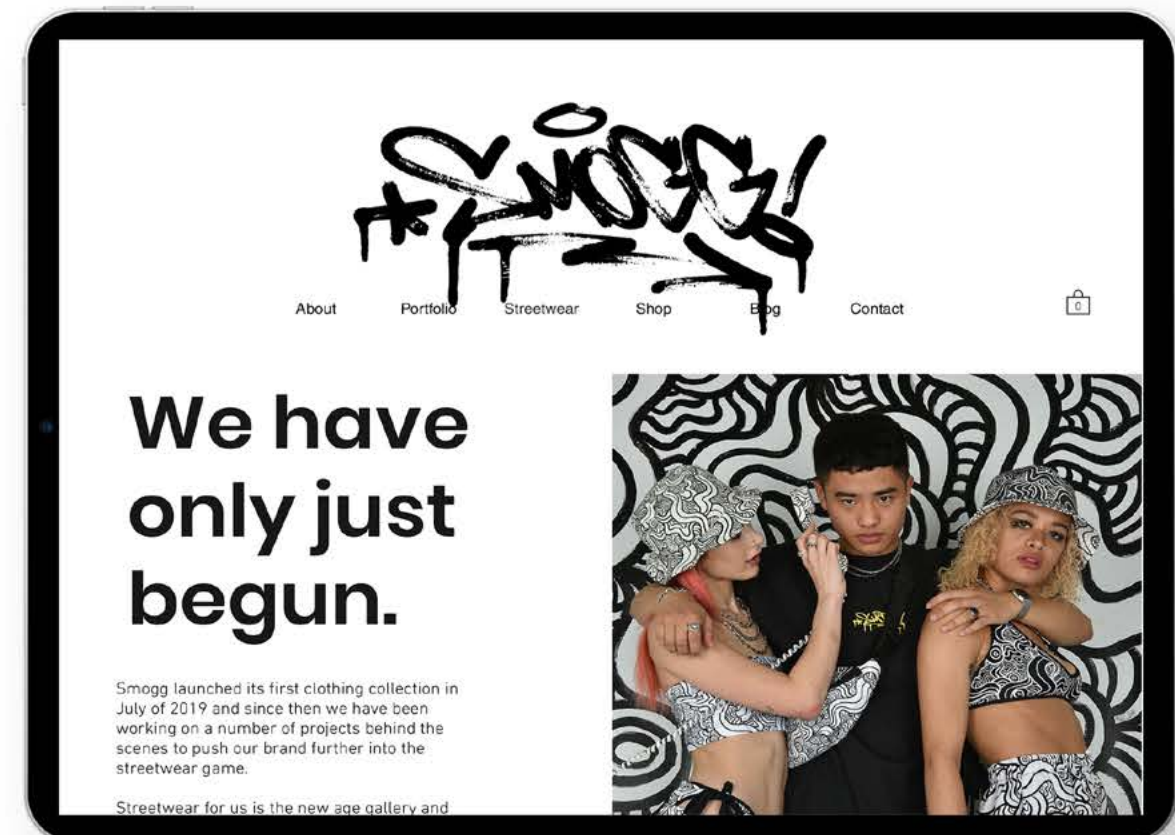
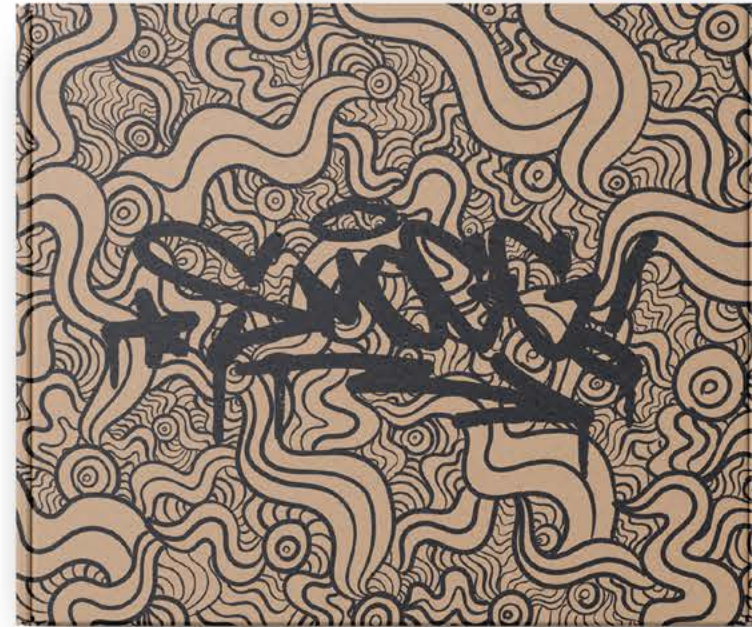
Social Media Assets
Emails
Presentations
Illustrations
Murals
Infographics
Logos
Print Designs
Editorial & Layouts
Digital Designs
Seamless Patterns
Apparel/Textiles
Logos
Branding
Web Design
Photo Manipulation
Typography

Logofolio



Smogg

Smogg | Personal Art brand
Branding, Web Design and Packaging.



Fidgipops

Fidgipops | Online fidget toy store
Branding Package and Social Media Design



Potential colour combinations:
Complimentary

For advertisement of this lobster toy, we see its core colour is red, using the complimentary colour scheme the other two colours we could use for this product post would be the yellow & orange.

MOLLY SHEPHERD
CREATIVE MANAGER

A red lobster-shaped fidget toy is shown against a white background. It is surrounded by several colored circles: a large yellow one, a medium orange one, and a small red one. The text "The lobster is back in stock!" is written in a playful font. Below the lobster are three colored circles: red, orange, and yellow.

In the mock up social media posts for colour themes we can see the use of circles as shapes to contain text and compliment negative space. What we also see is the use of a FIDGIPOPS icon. One that could potentially be pushed over social media instead of using the main logo on posts. Customers are already viewing your posts, using the logo on every post is not necessary, if the branding is cohesive customers will recognise the icon and associate it with fidgipops right away. The main logo should really only be used for generic or important social media announcements.

MOLLY SHEPHERD
CREATIVE MANAGER

A social media post mockup featuring a large rainbow-colored pop-it toy. The text "Ready for the rainbow?" is written in a playful font. Below it, a blue circle contains the text "10% off". To the right, there are two potential social media icons: a red circle with a white 'F' and a black circle with a white 'F'. Below these are two potential graphics: a yellow circle and an orange circle, and a red circle and a blue circle. The text "Smooth circles" is written below the graphics. At the bottom, there is a note: "More 'splodge' type circles, similar to logo shapes".

Other potential graphics to use:

MOLLY SHEPHERD
CREATIVE MANAGER

Six variations of the lobster fidget toy graphic are shown. Each variation features the red lobster toy with different colored circles and text. The text includes "The lobster is back in stock!", "Now £10 pop!", and "Pop! Pop! Pop!".

FIDGIPOPS

Just a little thank you

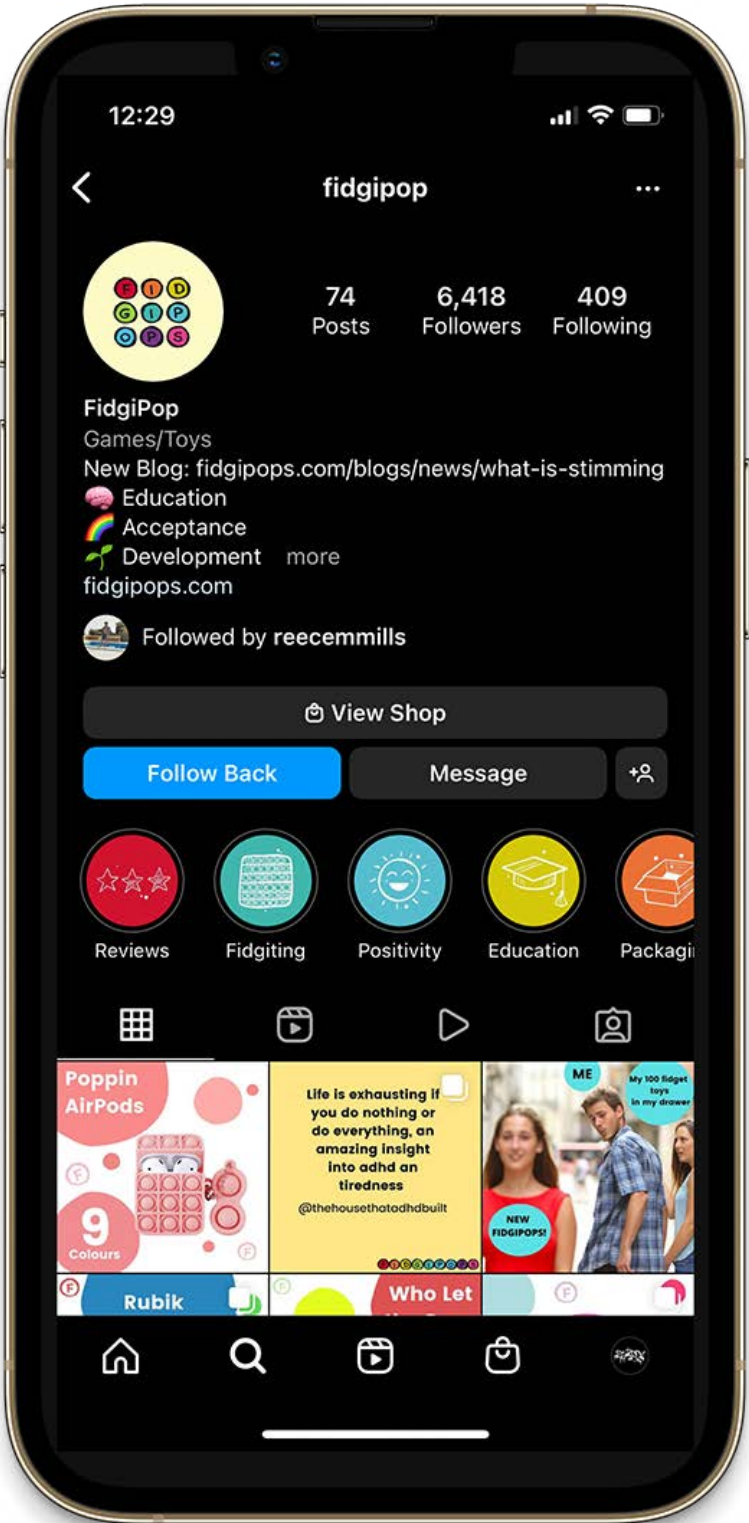
FIDGIPOPS

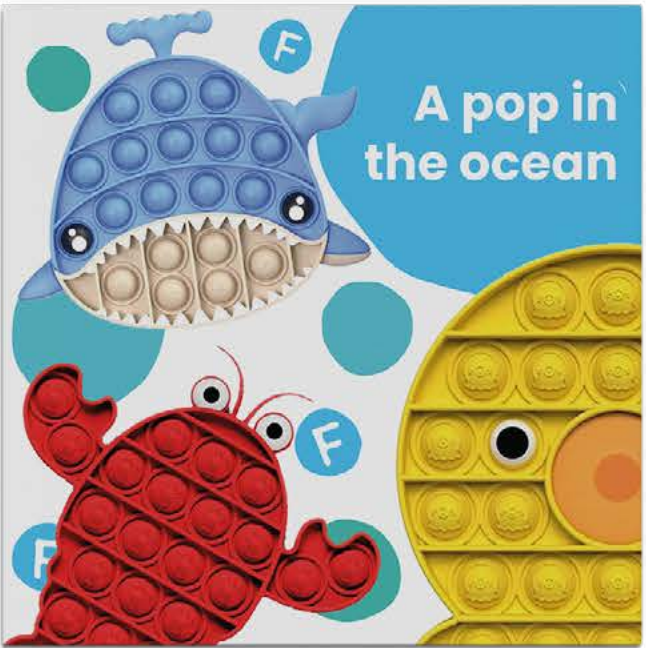
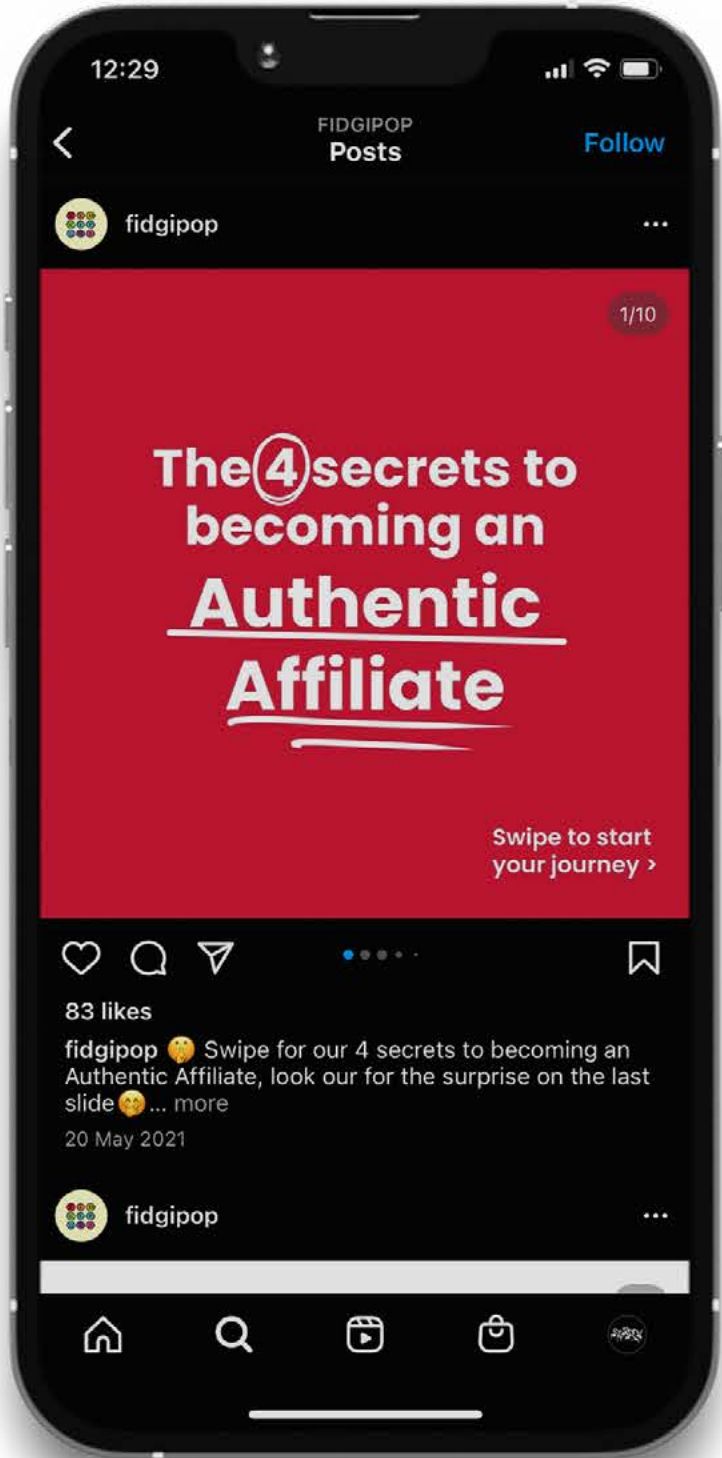
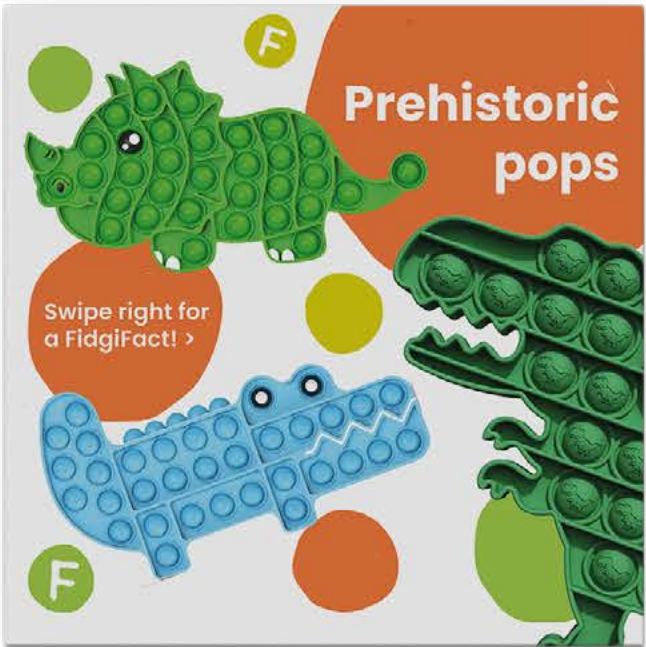
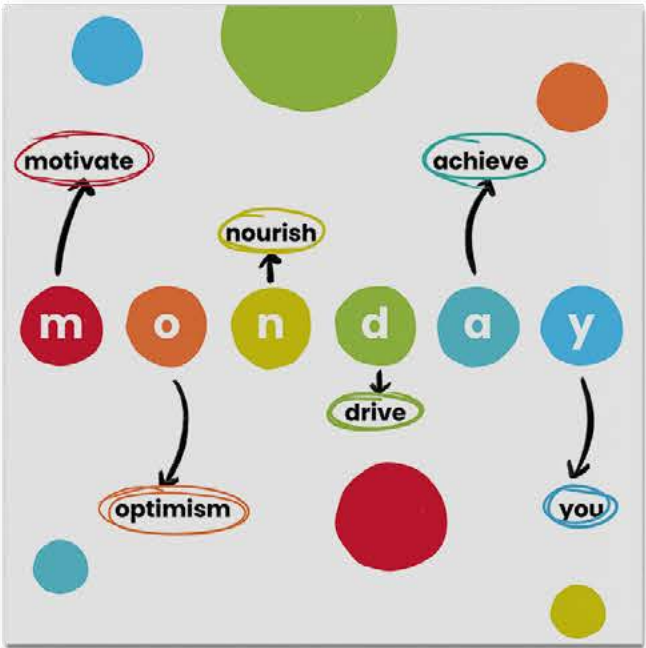
Thank you for **popping** with us.

Please tag us on social media
@Fidgipop #fidgipops

Love your order?
We would appreciate your review!

☆☆☆☆☆





Leeds College of Building

LCB | Construction College
Editorial/layout design and infographics.

AIM Award L1 Employability Skills



Name of Student:
Course:
Name of Tutor:



ONLINE LEARNING at Leeds College of Building (LCB)

Much great teaching is happening in our Departments of Higher Education, Construction Design & Management (HECDM) Construction Crafts & Sustainable Building Services (SBS) here at LCB.

Teaching staff had to quickly adapt to, in some cases delivering wholly online learning as a result of the Covid-19 pandemic. The findings detailed in this document are from a recent comprehensive review of online learning conducted by the Quality Improvement team here at LCB. This is a continuous process to help build on the fantastic foundations laid by these two departments in particular to ensure we continue to provide students with a high-quality learning experience here at LCB.

Curriculum teams are using a combination of our **Virtual Learning Environment, LCB Learn** and **Microsoft Teams** to provide online learning to our students. The predominant method of delivery is now through **Microsoft Teams** and much of this report focuses on the innovative and student-centred approaches these teams are providing.

What's Working Well:

Curriculum teams are making use of the 'Assignments' function within Microsoft Teams where students can hand in their work and also see for themselves the grades they have received and feedback provided for them. This provides students with the ability to have autonomy over their studies and complete work at a pace that suits them. Having full knowledge of the course and unit expectations supports our students to become more independent and take ownership of their own learning.

In these Microsoft Teams sites, students are benefiting from a range of additional, interactive digital resources including:

Kahoot!



thinglink..

Video discussion software



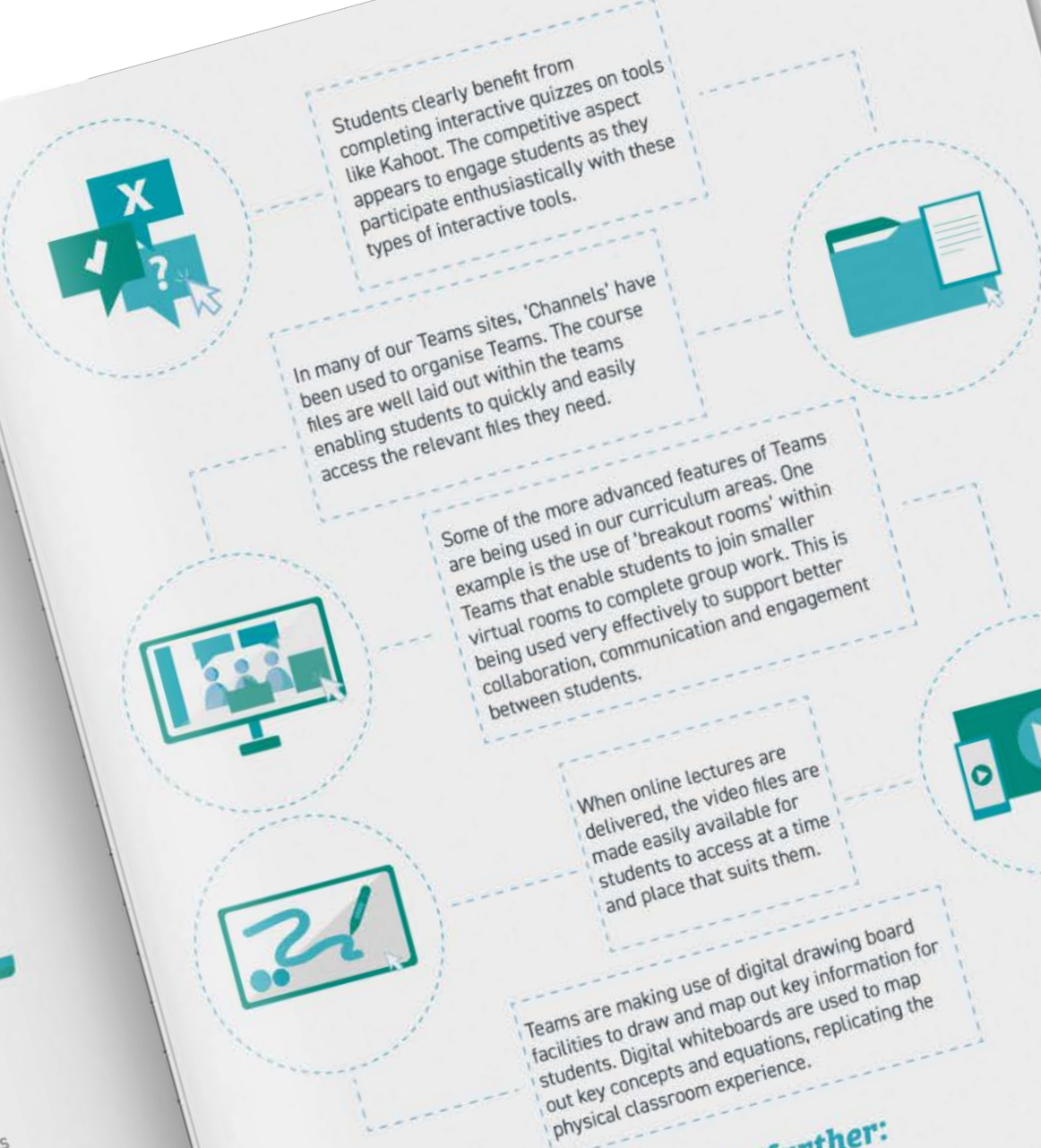
Interactive video & imaging software



Where we are looking to develop further:

In the main we are now looking to ensure consistency to guarantee that all students receive the same high-quality online learning experience.

To ensure all our resources are as accessible as they can be we are looking to ensure that provided for students makes use of the auto-generated captions function within Microsoft Teams. We are working with an Ofsted Outstanding Provider (Grimsby Institute of Further & Higher Education) to help enhance the quality of the online learning we provide for our students. Grimsby are helping us to up-skill all of our staff and by the end of academic year 2022 we aim to have all of our staff to become certified Microsoft Innovative Educators.



Students clearly benefit from completing interactive quizzes on tools like Kahoot. The competitive aspect appears to engage students as they participate enthusiastically with these types of interactive tools.

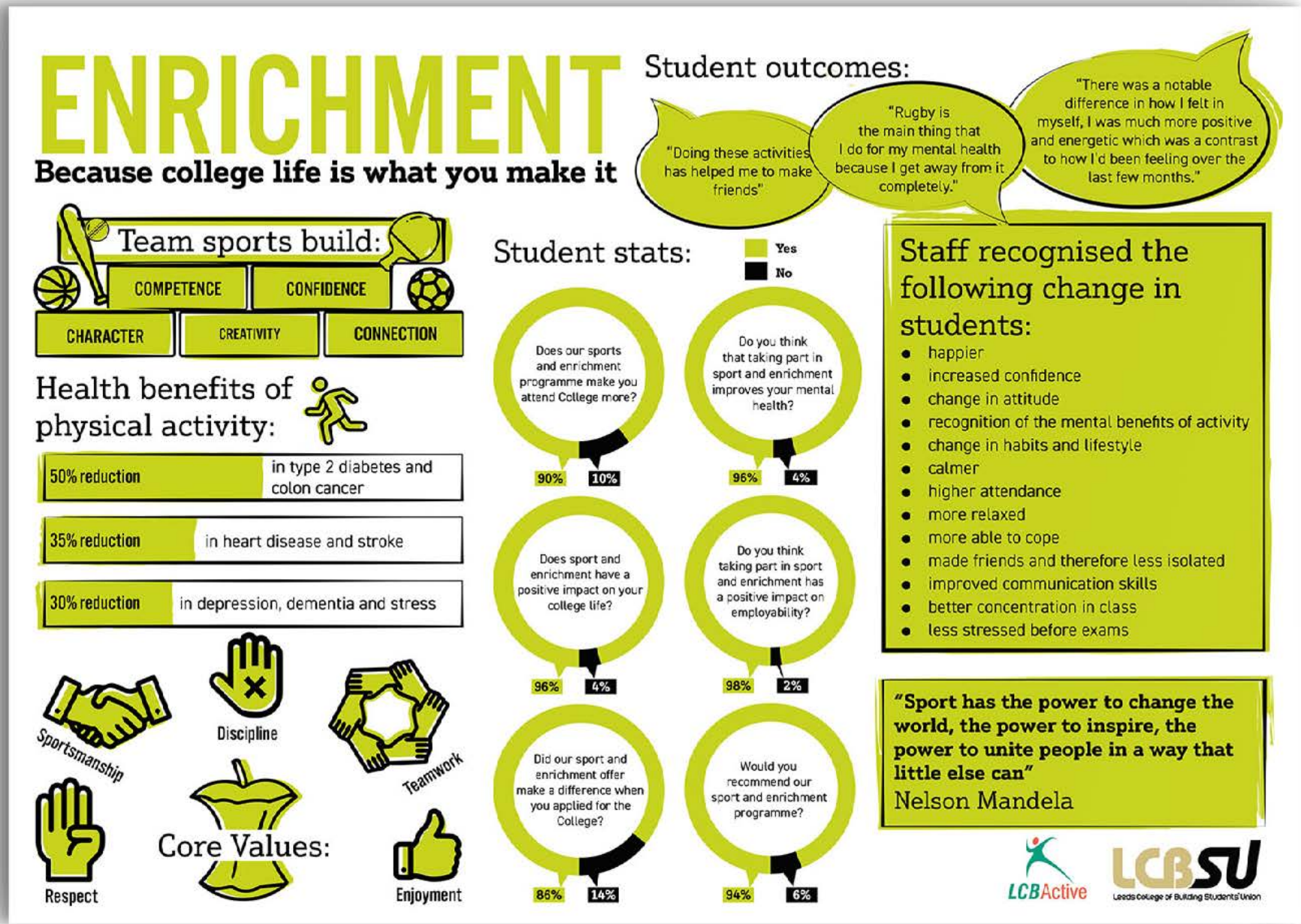
In many of our Teams sites, 'Channels' have been used to organise Teams. The course files are well laid out within the teams enabling students to quickly and easily access the relevant files they need.

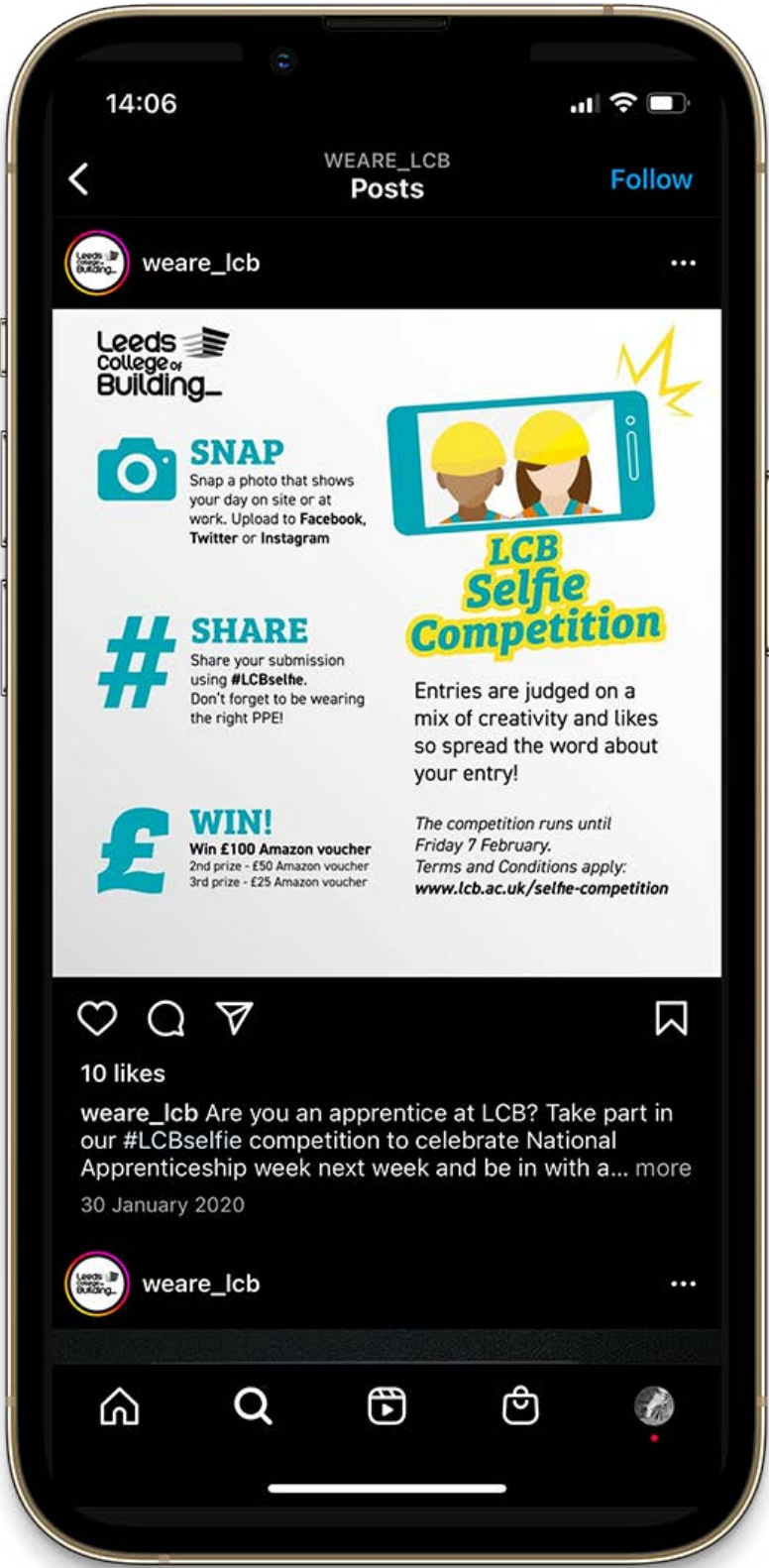
Some of the more advanced features of Teams are being used in our curriculum areas. One example is the use of 'breakout rooms' within Teams that enable students to join smaller virtual rooms to complete group work. This is being used very effectively to support better collaboration, communication and engagement between students.

When online lectures are delivered, the video files are made easily available for students to access at a time and place that suits them.

Teams are making use of digital drawing board facilities to draw and map out key information for students. Digital whiteboards are used to map out key concepts and equations, replicating the physical classroom experience.



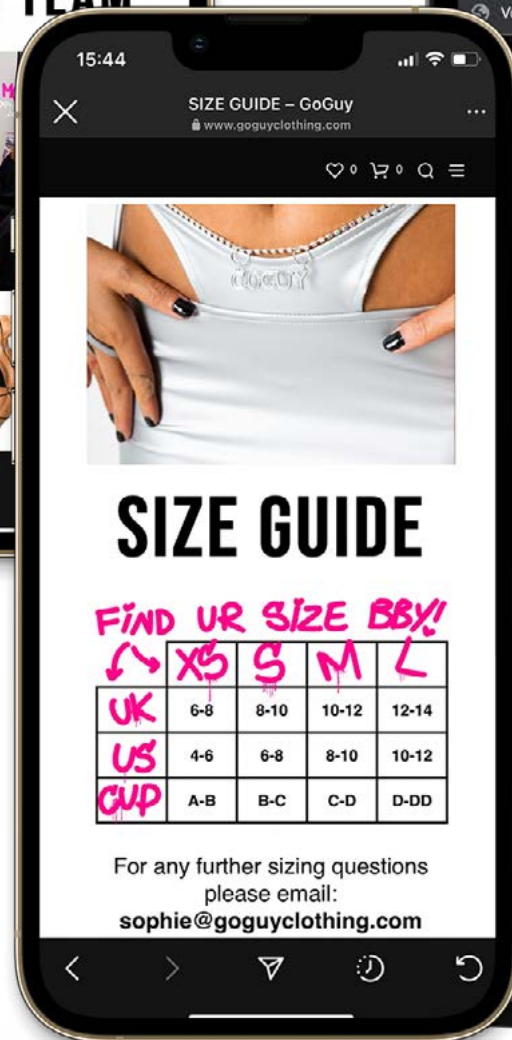






Goguy | Festival/Streetwear Clothing Brand
Branding, responsive web design and print.

Branding, responsive web design and print.



RETURNS FORM

Items can be returned within 14 days after reception of the good(s). products must be returned in unworn, unwashed and undamaged condition in the same packaging as received including the provided price- / size tags.

Please note: exchanges only apply for the same item in a different size or colour.

FULL NAME:

ORDER NUMBER:

(Please circle)

EXCHANGE **REFUND**

REASON:

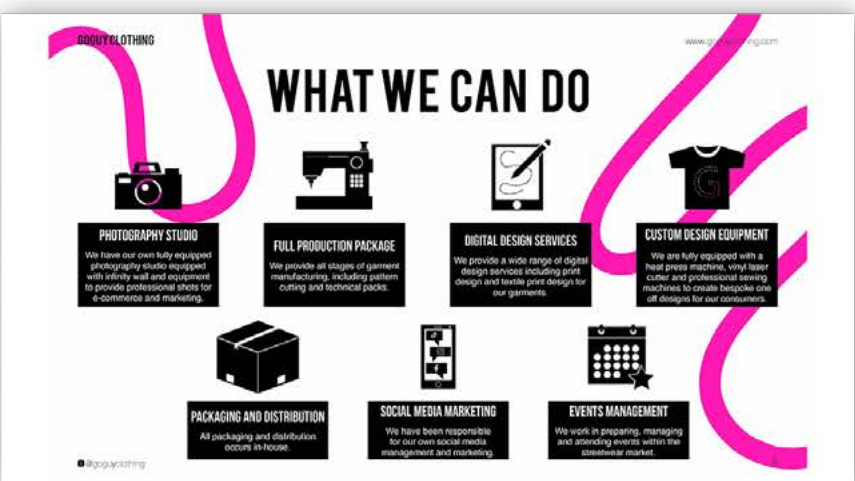
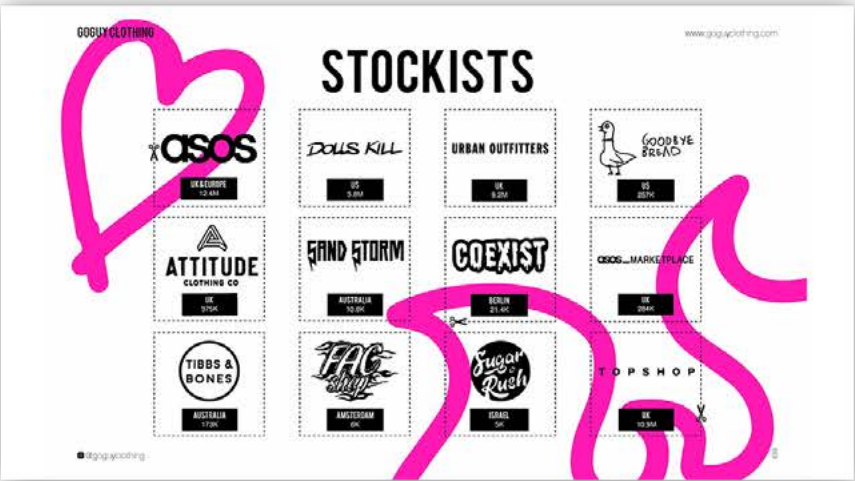
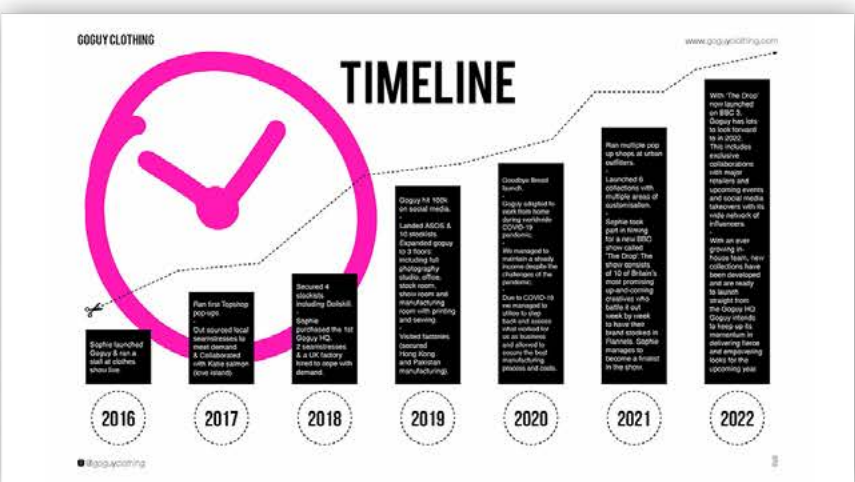
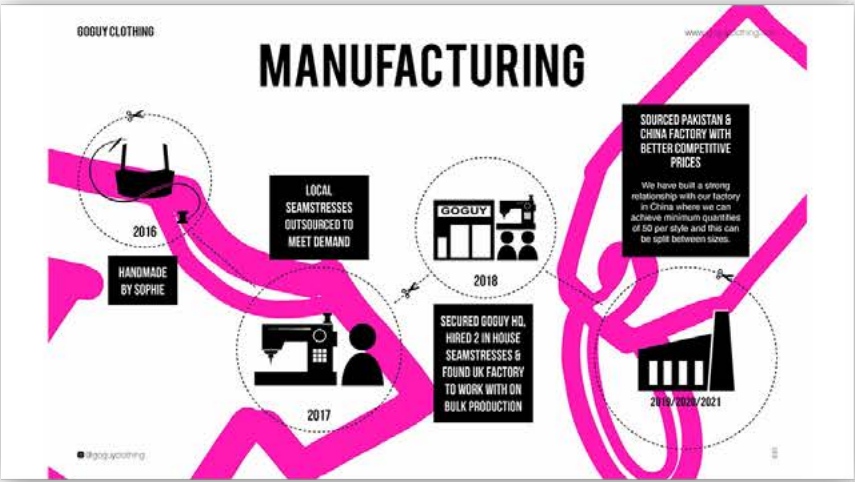
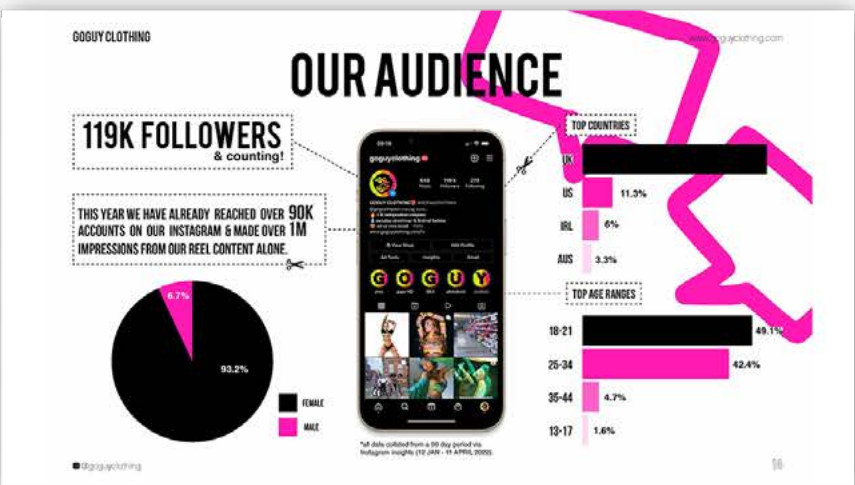
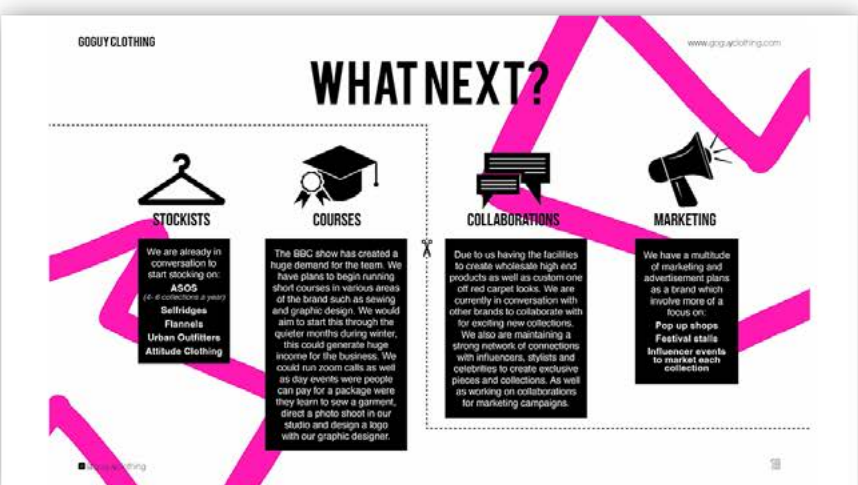
RETURN ADDRESS:

PLEASE RETURN TO:

Goguy Clothing
67 Commonside
Batley
West Yorkshire
England
WF17 6LA

www.goguyclothing.com

Goguy | Festival/Streetwear Clothing Brand
Infographics, presentation and digital design







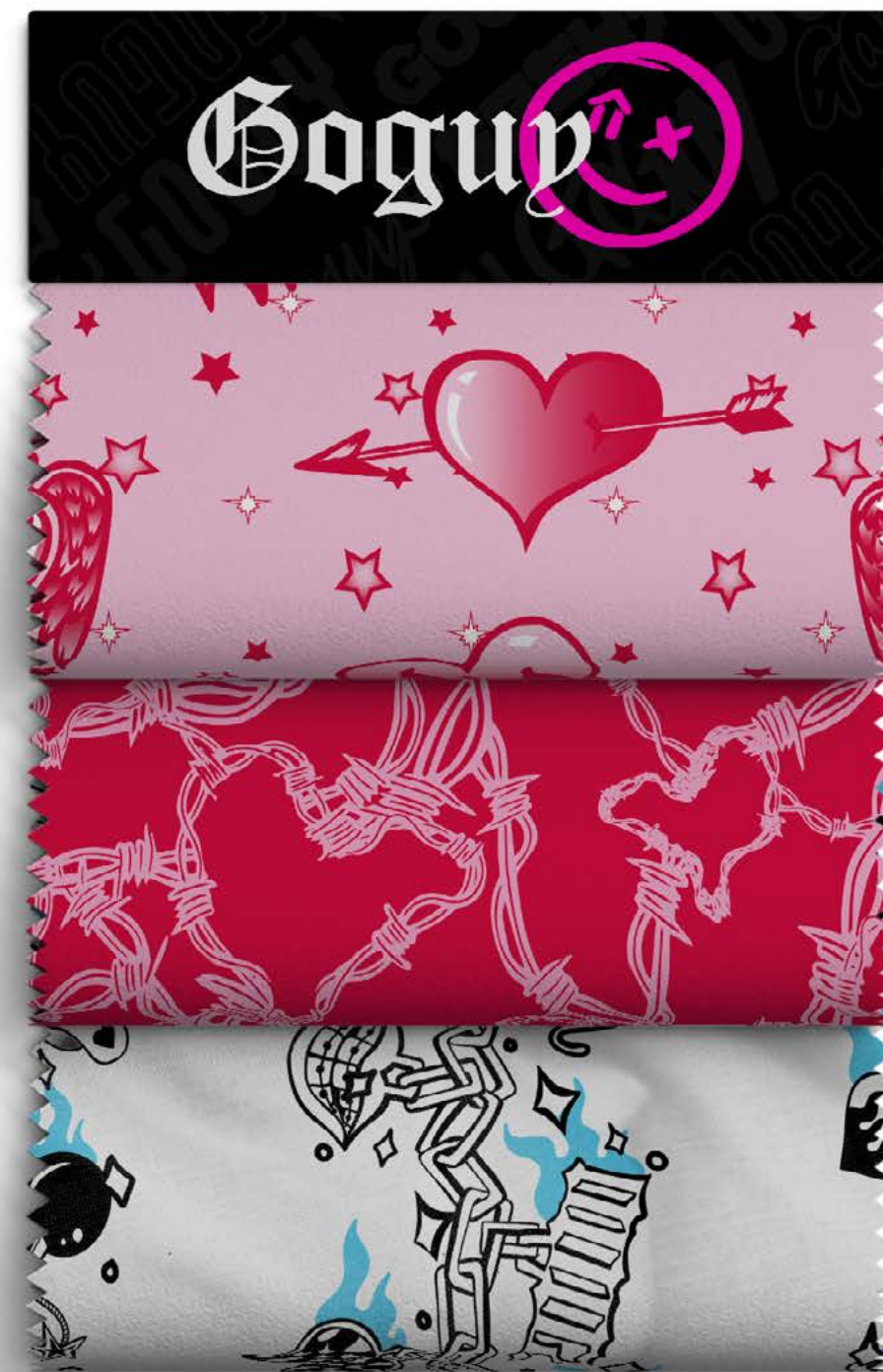
Goguy | Festival/Streetwear Clothing Brand
Seamless pattern design for textiles.





Goguy | Festival/Streetwear Clothing Brand
Seamless pattern design for textiles

As seen on: **ASOS**



Goguy | Festival/Streetwear Clothing Brand
Seamless pattern design for Ellesse and Teletubbies collaboration.



Goguy | Festival/Streetwear Clothing Brand
Various graphics.

Heartbreakers
& Troublemakers

I'm no Angel
RHINESTONE
SHIRT

Cute as Hell
RHINESTONE
SHIRT

GO
guy

Trouble
maker

Heart
breaker

Tough Love
MESH FLAKES

Devilish
BIKINI

GO HOME GO GUY
H&T
GUY OR GO
HOME GO GUY

THE UNITED BABES OF GOGUY
Legendary
TEAM
GOGUY
THE UNITED BABES OF GOGUY

Goguy or
go home
EST. 2016

MILK
MILK
I am not
amused
100% GOGUY

EST. 2016
TROUBLE
MAKERS
28
Team Goguy

Goguy | Festival/Streetwear Clothing Brand
Various graphics.



ALL DAY ALL NIGHT
ALL DAY ALL NIGHT GOGUY



PRIDE



GOGUY OR
GO HOME

SHOP NOW

Goguy | Festival/Streetwear Clothing Brand
Print & marketing collateral for Ellesse
and Teletubbies launch party.



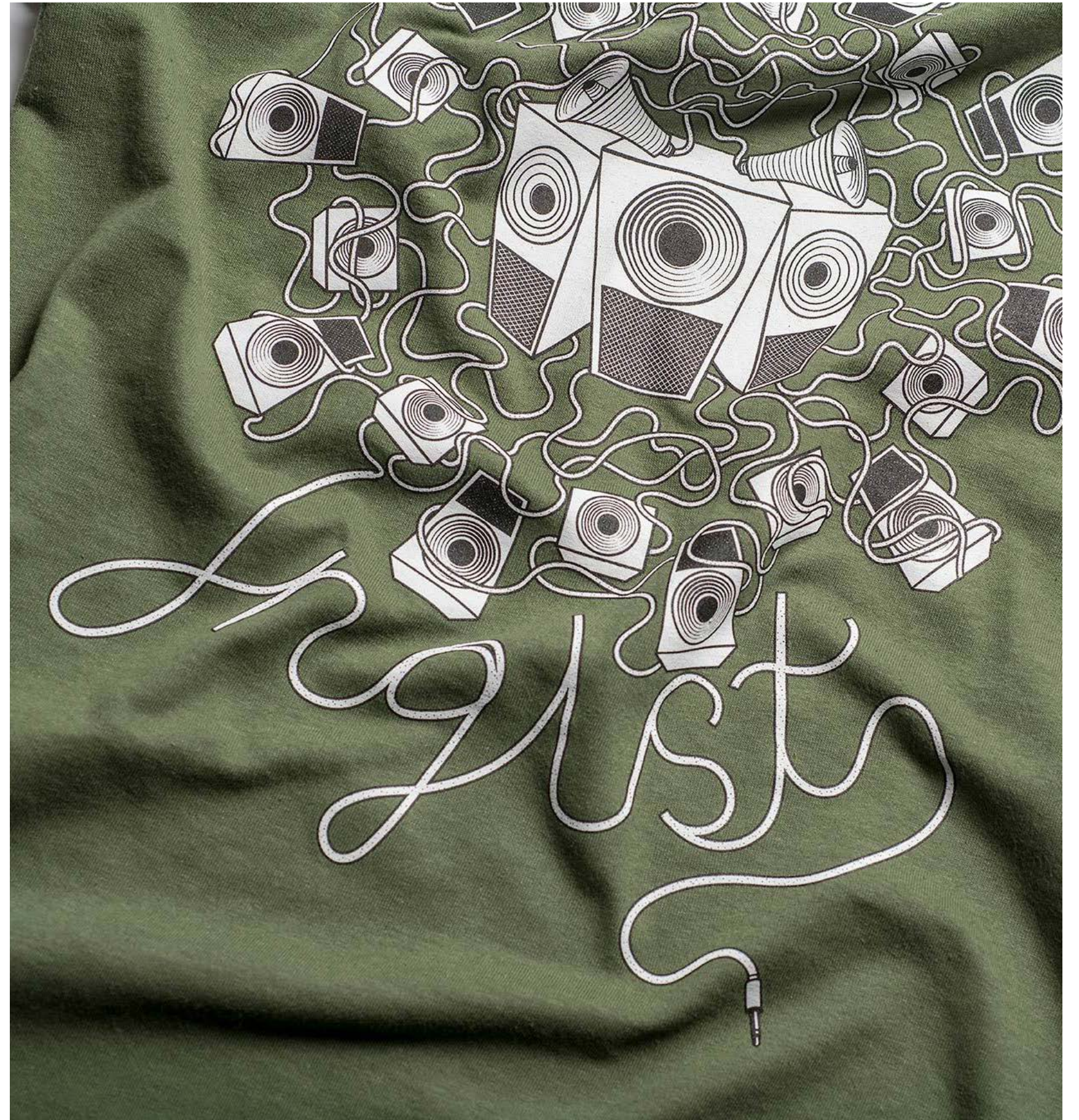
Goguy | Festival/Streetwear Clothing Brand
Social media and email design- various.



Junglist Network

Junglist Network | Jungle music inspired streetwear brand.

T-shirt Design



Music & Events- Various

Various illustrative/print designs for events.



Music & Events- Various

Various illustrative/print designs for events.

