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# Hello

I'm Ali, a graphic designer and illustrator, or quite simply, pretty picture maker.

From agency life in Leeds to Birmingham and beyond, I have developed unique illustration styles and enjoy bringing characters to life in animations. I studied MA Advertising and Design at the University of Leeds in 2008, and a year later set off on an adventure in the creative industry which has led me to you today. Design tells a story, and words do too, so it helps that I previously studied BA English Language and Literature and like to conjure a phrase or two.

I love what I do and want you to love what I do, so let's grab a cuppa. It would be great to chat and together create ideas that bring about a buzz. From advertising and design to brand identity, illustration, animation and more, I'll give everything my all.

I hope you enjoy having a nosey at some of my work in this book.



# PITPAT

## ANIMAL HEALTH

PitPat sell a GPS tracker, dog activity monitor, dog food and insurance. The tracker and activity monitor communicate with an app on your mobile and they ultimately mean you know where your dog is and just how much exercise, play and rest they're getting. They both give your dog a tailored exercise goal based on their age, weight and breed and let you know if you hit your goal.

I met PitPat in 2017 and our relationship really took off in 2018. I was creating product packaging, print materials and I designed and animated 20 badges which were released on the app

throughout 2019 for hitting goals. Since 2020, I've worked with the team on a weekly basis. Here you can see a brief snapshot of some of the things I've worked on, from packaging for the food range to the GPS tracker launched in 2022. In the last couple of years, I've designed many more badges in the app, created brochures exploring the full PitPat range, produced visuals for social media content and much more. It's great helping to deliver a consistent brand identity (including copy across concepts) and watch the company grow year-on-year.

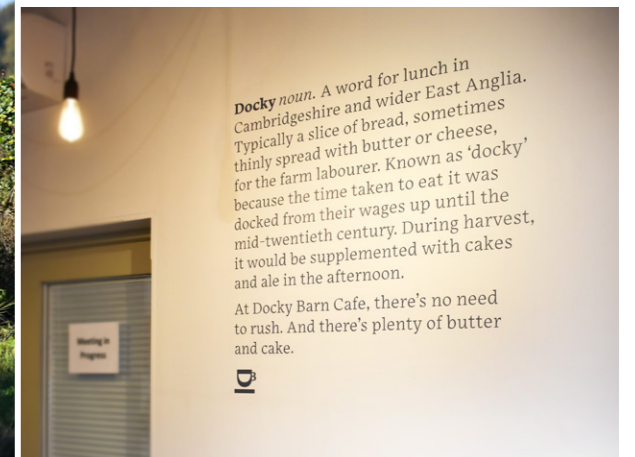
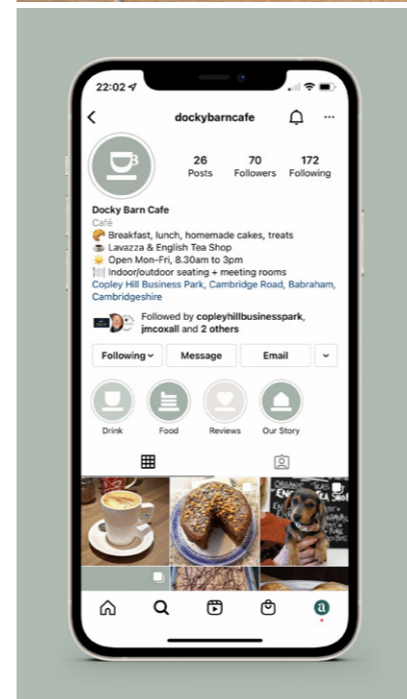




## DOCKY BARN CAFE

In 2021, I got to work with a cafe that opened just outside of Cambridge. Being new, they needed a brand identity and help bringing it to life. I initially presented a few concepts and here you can see what was taken forward and rolled out. The “DB” cup logomark is key to their look.

Designs I put together included wayfinding signs at the site, loyalty cards, a sticker for packaging, social media icons and wall and window vinyls. One wall vinyl I put designed gives a little story behind the name and you will see the logomark dotted in places like the end of the story, doors and on menu clipboards.





## LIVERPOOL FOOTBALL CLUB

### PARTNER ILLUSTRATIONS

In 2021, I had the absolute pleasure of collaborating with Premier Football League team, Liverpool Football Club.

Danny Stroud approached me early in the summer, seeking a number of illustrations for art prints that would be framed (also used on mugs) and given to the club's Partners in the new season.

This was such a fun project coupled with the UEFA Euro 2020

on TV at the time. I was given detailed briefs for each Partner and I loved it. What you see here is some of the illustrations (there were 24 in total, 11 of which were unique), showcasing the players and fans in all their glory. For the final prints, I had frames, logo and text integrated in the artwork to acknowledge the partnerships with the club.





# CAMCYCLE (CAMBRIDGE CYCLING CAMPAIGN)

## CHARITY

I have worked with Camcycle on various projects since 2017. The first was an illustrated "Welcome to Cycling in Cambridge" campaign. Camcycle is a charity in Cambridge which strives for safer, better and more cycling in the Cambridge area. I illustrated and designed a fold-out leaflet which provides information on safer cycling, and it was distributed across the city, targeting freshers at the universities as well as other schools and colleges.

It needed to be bright, contemporary to appeal to a young audience, and easy to understand as English isn't always the first language for the wide audience. I also animated a video which captures the information on this leaflet. Following this, I applied the design and illustration style to their Reach Ride event for a couple of years. And in 2021 they asked me for a logo and leaflet for "Save our Cycles" following an increase in bike theft.





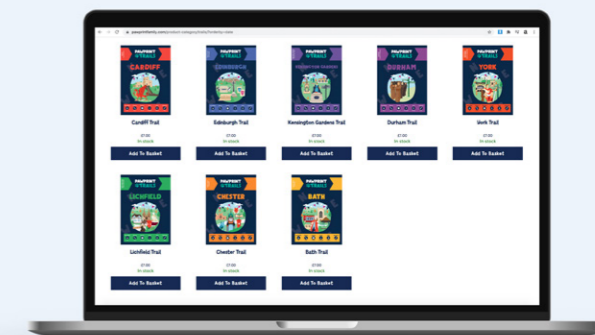
# PAWPRINT TRAILS AND TALES

Towards the end of 2019, Pawprint Family approached me to help them with launching a series of trails and tales. On the whole, for most projects I manage all aspects of the design process, producing concepts and artwork, through to the final print-ready files. For this project, a collaborative approach was taken in order to work through the volume of tasks.

I set about creating a few different concepts which explored the style of illustration, how a trail map could look, and how Alfie the labrador could look. Readers follow Alfie on his adventures.

In the first phase, we launched a tale and trail for five cities. A few more locations followed.

Done remotely in 2020, Pawprint supplied me with a trail, clues and photo references, plus a story, and I produced approximately 12 illustrations and a map for each trail, and approximately 12-14 full-scene illustrations for each tale. Once I had done this, I sent these on to an agency who packaged the products up in a way that followed my first example that I set up for Lichfield.



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**PAWPRINT TRAILS**



# GARDEN HOUSE HOSPICE CARE

## BRAND AND CAMPAIGNS

Since 2021, I have worked with this Hospice who provide compassionate end-of-life care to people living in North Hertfordshire, Stevenage and nearby places in Central Bedfordshire and Cambridgeshire. In order for them to do this wonderful work, they have to raise £6.5m a year to provide their services. I don't think I've known such a hard-working team as they've always got campaigns on the go. This means that I've

enjoyed working on several different projects, delivering a look and feel which often starts with a poster and then is rolled out across different platforms and materials needed. You can see a little glimpse here. Since working with them, I have helped the Hospice to evolve a warm and friendly visual identity, especially with my bespoke illustrations in place. I produced a brand essentials document to help other designers continue this.

Tap for video





## STREETVET CHARITY

StreetVet provide veterinary care for the pets of the homeless across the UK. I have been working with the team since 2019 and here you can see some items from a pack I designed for the launch of their accredited hostel scheme in 2020. It contained materials for hostels including informative posters and signs, a window sticker to help people identify them as pet friendly, a course guide for once the training has taken place and various

policy and agreement documents. It also included various items for pet owners such as a pet health record.

Part of my journey with StreetVet has been about delivering a consistent brand identity and as such we created brand guidelines along the way. More recently, I've been working with them on merchandise which will soon be available to the general public!



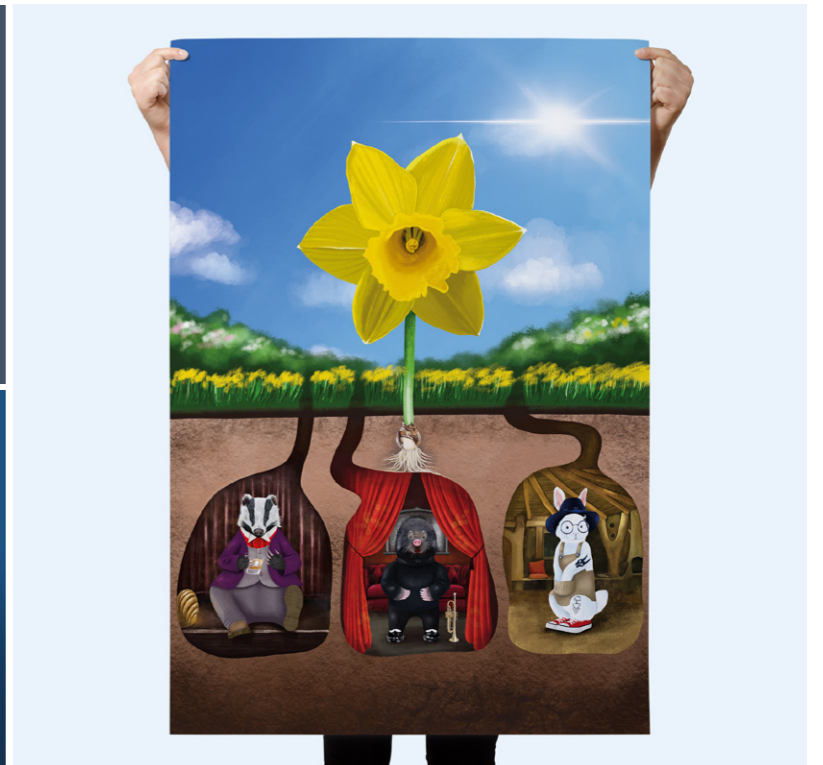
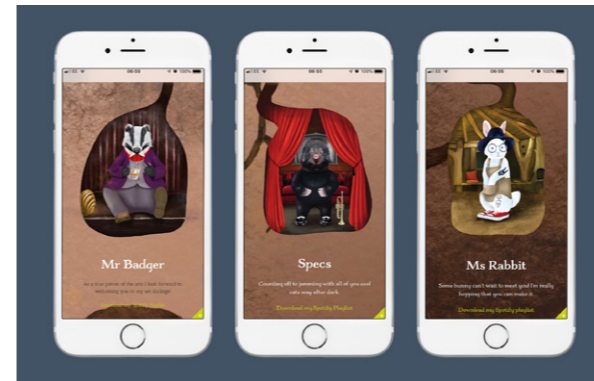


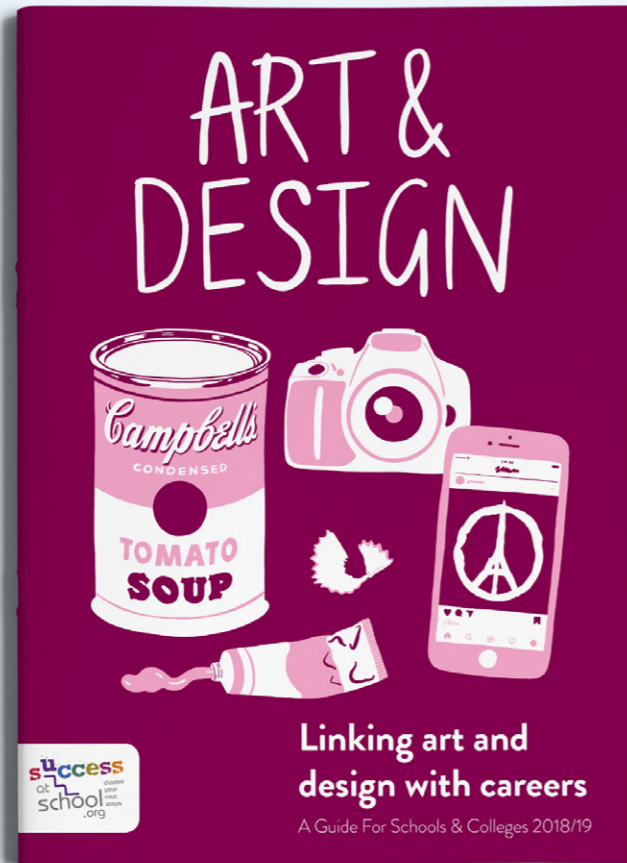
## BLOOM

QEII CENTRE

The QEII Centre is a leading large event centre in London. Located in Westminster, the QEII Centre offers world-class facilities for high profile conferences, conventions, exhibitions and corporate events. They host over 600 national and international events a year. I began working with them at GRIN, working largely on their Christmas campaigns. Since going freelance, I have collaborated with an old colleague who became an independent marketing strategist. Chris approached me to produce the illustrations for an event called Bloom, which took

place in February 2019. Event professionals were welcomed into underground warrens of the evening's three hosts, Mr Badger, Ms Rabbit and Specs. Mr Badger had an intimate theatre stage, Specs had a swinging jazz club and Ms Rabbit had a hipster cafe. The illustrations were used across leaflets, a bespoke website and t-shirts. They even inspired the design of the character costumes on the night, which I'll admit, actually look rather scary!





## SUCCESS AT SCHOOL SUBJECT CAREERS BOOKLETS AND POSTERS

Success at School provide information on subjects and careers for students aged 13 to 19. They aim to help young people make informed decisions about their next steps, as well as encourage employers to connect with the talent of the future through this platform. In 2018, Success at School got in touch, asking for an illustrated design for 15 subject careers booklets.

This was a fantastic project as I provided initial concepts, and saw the artwork through to the final distributed materials. Whilst designing the layout, I created illustrations inspired by the content, across the pages. I also rolled the designs out to posters, leaflets and presentations. I continued to work with them on the 2019-2020 and 2020-2021 subject careers booklets and posters.



**pitpat**  
Made for dogs

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## PITPAT LIFE

### PAWTRAITS

On 26<sup>th</sup> March 2019, PitPat Life was launched during London Dog Week. This is a monthly membership plan which rewards healthy, happy dogs and their owners through perks, points and prizes. You can simply buy a PitPat, but if you join the club, you get the PitPat and so much more!

As part of the launch event, PitPat invited me to do live illustration for influencer hounds and hoomans and take reservations for more pawtraits. What are these pawtraits? Well, basically it's one of the prizes as part of the scheme, by me! Together with PitPat, I developed a style for it beforehand. They've firmly been part of the perks and to this day in 2023, I've drawn countless dogs in this fun way.





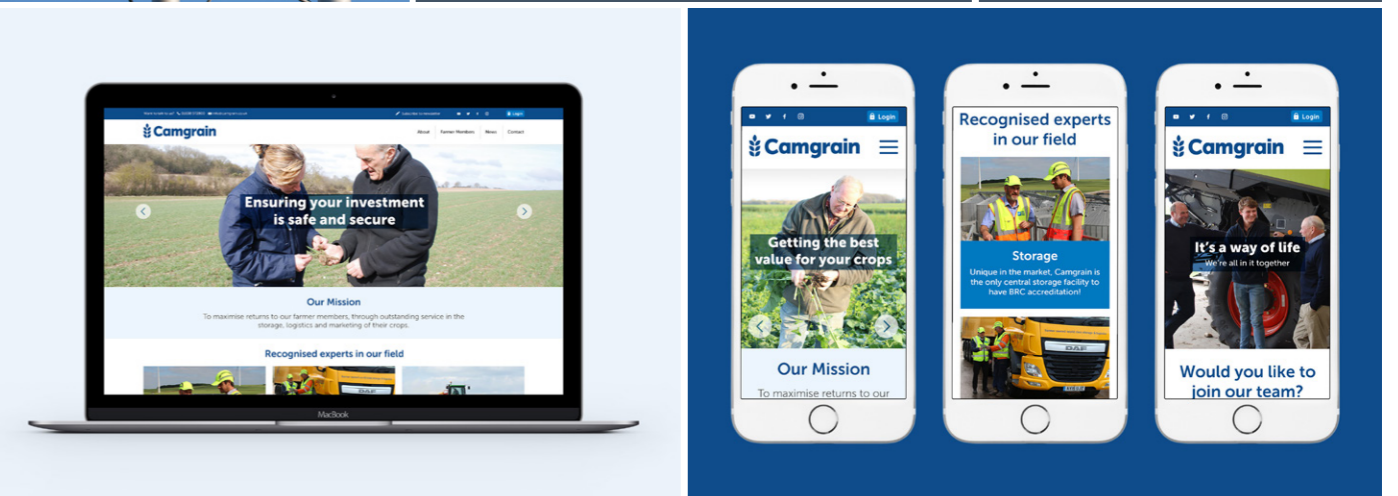
# CAMGRAIN

## REBRAND

Camgrain is a farmer-owned co-operative established in 1983. It is a network of co-ordinated stores that provide its farmer members with harvest collection services and exclusive access to premium markets.

I started working with Camgrain early in 2017, giving their brand a refreshed look. This evolution was actually prior to the visual identity you can see on this case study. Camgrain wanted to keep the same

fonts, colour palette and logo, but give their marketing collateral a more contemporary look. We achieved this, however the logo remained looking someone outdated. In 2018, I had the privilege of working with the team to overhaul the logo and evolve the brand along with it. We've collaborated on several projects to date, including ads, reports, workplace documents and the website design for desktop and mobile. The brand is very clean and contemporary.



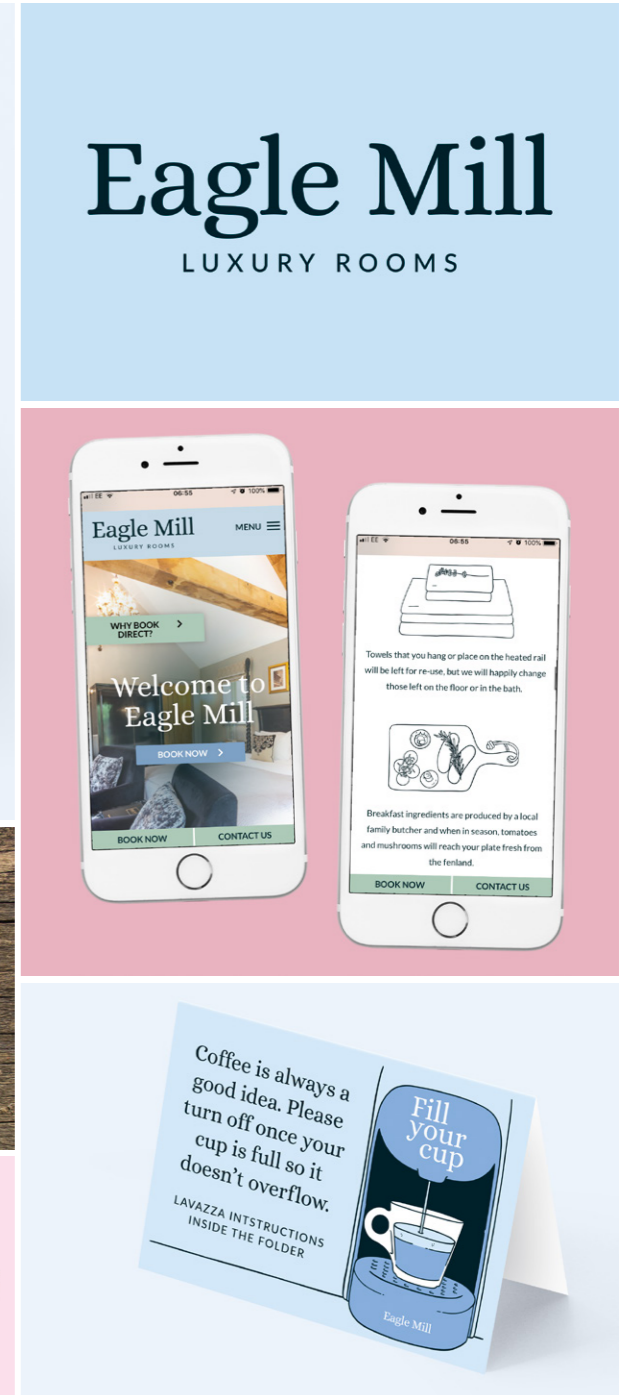


## EAGLE MILL LUXURY ACCOMMODATION

Sam and Sonya Harkness run a luxurious B&B in Huntingdon and invited me to do a rebrand of their business in 2019. I actually met them from getting my springer spaniel puppy from them!

I'm not just saying their rooms are gorgeous though – they really are! And they wanted to reflect this in their visual identity. I provided a few different concepts which explored options for

their logo, font and colour palette. They also specified that they wanted bespoke drawings of their property and features. So it started with a logo, house illustration, menu and other useful items for guests in the rooms. Each year, assets have grown and in 2021 I supported by my friend, Kate, who designed and built them a new website. I provided elements that she needed including new illustrations to support the content on the site.



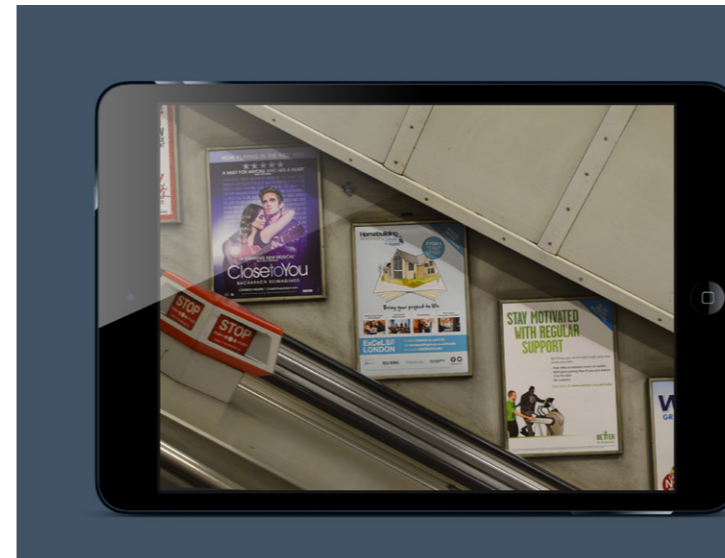


# CENTAUR

## HOMEBUILDING & RENOVATING SHOW

Centaur publish the UK's best-selling magazine for people with projects, Homebuilding & Renovating. Each year they host the biggest self-build and renovation event at seven different venues across the UK, the Homebuilding & Renovating Show. In 2015, they asked GRIN to overhaul the brand look and feel for the show, and produce different materials from magazine and press ads, to leaflets, direct mail, outdoor media and exhibition panels. I produced the refreshed creative which focuses on the image of a house that I illustrated. It is drawn in a sketchy style similar to

that of an architect visualising a project, and is placed on a book. This supports the strapline we created, 'Bring your project to life', and in turn inspires the audience about their project. The creative has been used for a second year and under my direction has evolved to include more lifestyle photography. Each month, you can find ads and leaflets in Homebuilding & Renovating, Real Homes and Period Living magazines. You may also spy outdoor media at rail stations.





# WOLVERHAMPTON CITY COUNCIL

## PUBLIC HEALTH

Wolverhampton City Council approached GRIN, looking to develop a social marketing campaign to reduce levels of obesity and infant mortality. The city is facing a number of health issues, and this campaign needed to address audiences at different life stages and trigger thoughts about lifestyle changes.

With a background in social marketing, I took the lead on this project, offering several concepts to choose from. The council approved my illustrated approach and I created more than 15 bespoke characters to deliver key messages. Questions like 'Still smoking and want help to stop?' trigger a thought about

the risks of smoking in pregnancy for example. The style is quirky, using a basic colour palette that allows the characters to stand out. Bright colours give the artwork impact and are used to appeal to the different audiences.

The first phase involved the roll out of materials covering weight management, smoking cessation and the promotion of free health checks. I also storyboarded and animated a short video for mums-to-be, asking what is healthy for their baby.







# CROWNGATE SHOPPING CENTRE

CHRISTMAS 2014-2016

At GRIN, we were tasked with creating a unique Christmas theme for the 2014 festive season, based on The Nutcracker. I illustrated an inspiring magical design to appeal to all ages and encourage consumers to get wrapped up in the excitement of Christmas. I rolled the design out across all campaign materials, which included a fully illustrated interactive story book. This featured a number of puzzles and games for the family to play in the centre, which also prolonged dwell time, plus a colouring-in section. Printed and digital promotional assets were produced,

for example, posters, banners, an exhibition stand, flyers, web and social media items and much more. In the first year, 8,000 story books were given out and results from tenant feedback showed 90% rated the artwork as excellent or good. Over Christmas, ratings for footfall was 94% between excellent and average (73% above average). For sales performance, 96% rated between excellent and average (67% above average). The campaign was used for three years.



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