

ASHLEY PAUL

Design
Portfolio

Design Profile

Creative through and through, dedicated to my craft, priding myself on giving my all no matter how big or small – embracing explorations to create new solutions and valuable results.

The **bold** and **playful** nature of my work is the result of an unwavering passion for the following specialisms:

BRANDING
PACKAGING
TYPOGRAPHY
LAYOUT

A

BRANDING is one of many design passions I have and understanding that a brand is one of the clients greatest assets. It's not just a logo, slogan or design presence, but the overall experience their customer has with the business.

I feel confident whilst working on branding projects whether it would be:

- Sketching Ideas
- Client Briefings
- Planning and Research
- Concept Development
- Final Design Concepts

A

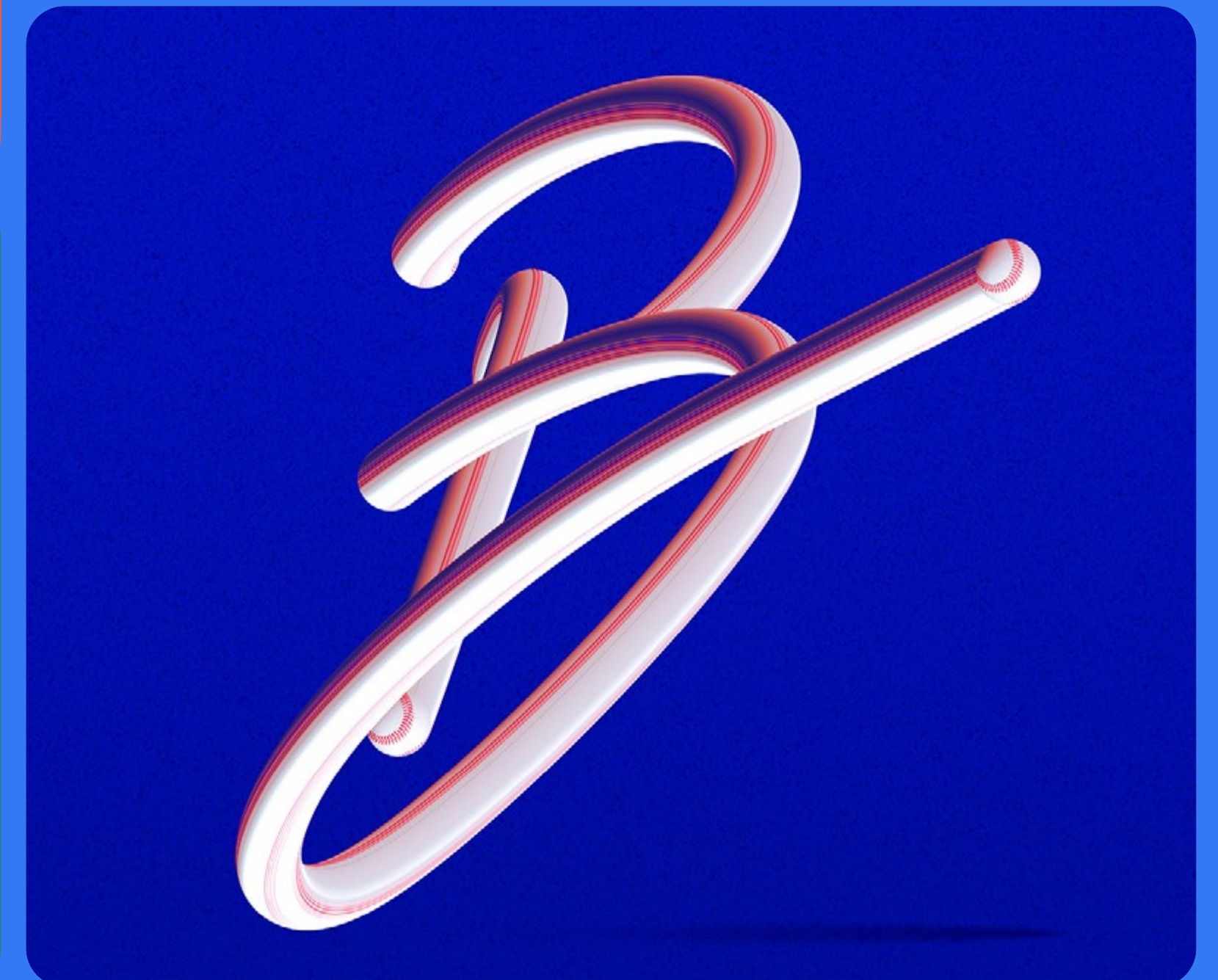
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Typographic Exploration

By exploring new typographic styles, I not only enhance the visual appeal of my projects but also communicate a nuanced message, capturing the essence of my content in a way that transcends the ordinary. It's a journey of discovery that transforms projects into a captivating story told through the artistry of letters and design.

A



The packaging design for **One Shot** is a visual symphony, echoing the dynamic spirit of those who crave more from life. A sleek and modern design, adorned with energetic bursts of colour, captures the essence of an active lifestyle, inviting you to embrace every moment with enthusiasm.

The bold typography echoes the product's name and ensures that each word resonates like a promise of invigoration.

Design skills that were applied throughout the project were:

- Packaging Design
- Concept Creative
- Branding Design
- Concept Developments
- Final Design Concepts
- Flat Cutter Layouts

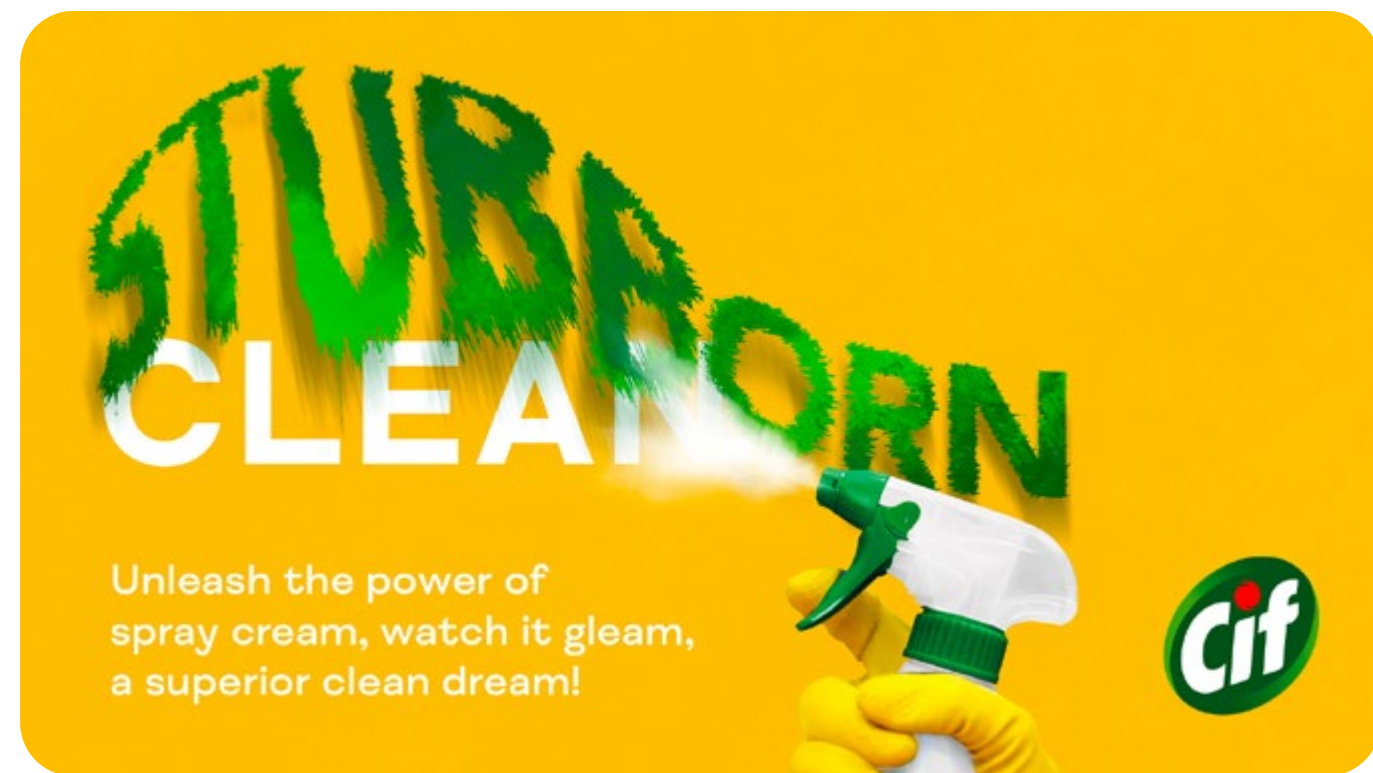




Cif Cleaning Spray Cream my role was instrumental in conceptualizing key visuals that would effectively communicate the product's unique features and benefits. I initiated the creative process by conducting thorough market research to understand consumer preferences and industry trends. Leveraging this insight, I collaborated closely with the design team to develop a combination of compelling imagery and concise messaging, we aimed to highlight the product's superior cleaning capabilities and versatile applications.

Key Visual Creative
Conceptualisation
Creative Copywriting
Visual Language





Concept - A

**Unleash the power of Cif
Spray Cream, watch it gleam
a superior clean dream!**

Picture this: a dynamic visual representation where the letters of 'stubborn dirt' playfully interacts with the powerful Cif Cream Spray, transforming seamlessly into the word 'clean'.

Unleash unrivaled
cleaning power
on any surface



CREAM SPRAY +

Concept - B

Unleash unrivaled cleaning power on any surface.

Imagine a swift, effortless spray that transforms surfaces, leaving a trail of unparalleled cleanliness in its wake. Our Spray Cream is not just a product; it's a commitment to redefine what's possible.

Embarking on the creative journey to rejuvenate and modernize ‘**Wotsits**’ key visuals was an exhilarating endeavour that aimed to infuse the brand with the same playfulness and excitement found in every bite of this iconic snack. Wotsits, known for their irresistibly cheesy flavour, were seeking a fresh visual identity to reconnect with families and highlight their position as the tastiest and joyous snack in the nation.

During the project I applied the following processes:

- Brand & Product History
- Category Analysis
- Shopper Behaviours
- Typography
- Creative Formatting



Brand Analysis

During the project I delved into the cheesy depths of Wotsits and identified three key areas to focus on. Also I collaborated with a strategist to build the foundations of my conceptual thinking and principles for my designs of the rejuvenation of the Wotsits Key Visual.

1 BRAND & PRODUCT ARCHIVES

Golden Wonder



2 “ IS THAT WOOSH OR WOT ” 1992 TV AD

3 FAMILIES, SNACKERS & YOUNG AT HEART

Shopper Behaviours





Journey to the Wacky, Whizzing, Wonderful World of Whimsical Wotsits

In the cosmic landscape of snack options, where mundane flavours often dominate, we sought to launch Wotsits into a new orbit of imagination, taking snacker cheese cravings through the stratosphere. The concept behind the “Wacky, Whizzing, Wonderful World of Whimsical Wotsits” is a creative endeavour to transcend the ordinary and invite snack enthusiasts on a celestial adventure, promising a space where curiosity reigns supreme, and cheesiness knows no bounds.

Step into the aromatic realm of **The Coffee Collaborative**, a visionary convergence where expertise and the boundless creative energy ignited by great coffee intertwine. Picture the magic of two distinct creative energies crossing paths, capturing that pivotal moment when a spark of inspiration transforms the ordinary into the extraordinary.

My main design skills that were applied throughout the project were:

- Competitor Research
- Branding Design
- Packaging Design
- Identity Design
- Concept Visualisation
- Final Design Concepts





CRINKLES were looking to make a return to market with their new look and to excite customers of old and new. The key visual needed to hero the two flavour variants and keep within the Walkers principles but with a bold creative edge that'd modernise the Crinkles brand to help stand out within the busy market.

During the project I focussed on the core part of the brief:

- Campaign Identity
- Scamping / Conceptualisation
- Product Photography
- Typography
- Creative Formatting



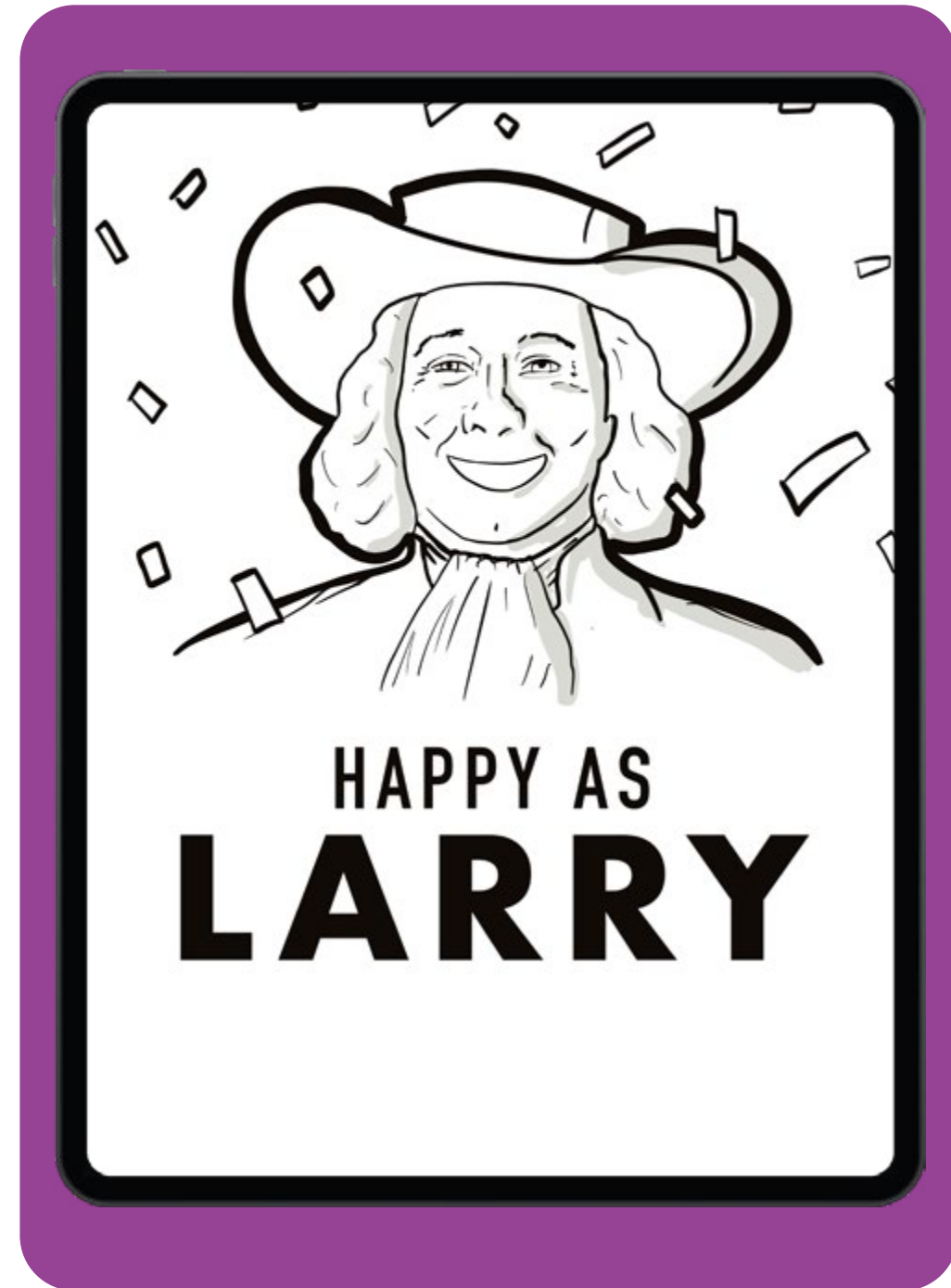
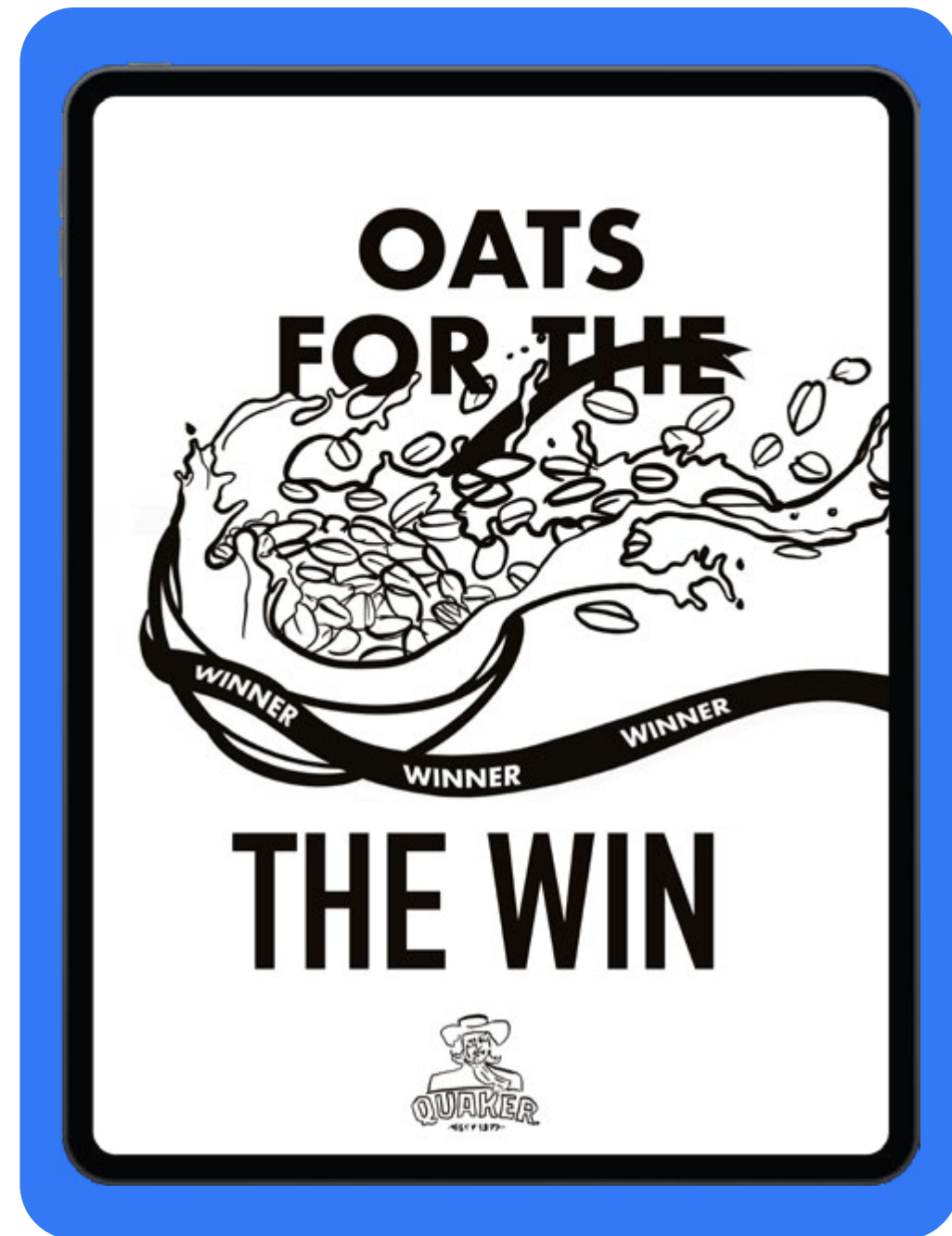


Prepare your taste buds for a kaleidoscopic journey into the world of oats as **Quaker** unveils its latest culinary masterpiece – the vibrant sensation known as **Quaker Vibrant Oats**. In an exhilarating partnership with TESCO, Quaker has launched a campaign, unlocking a realm of flavour and celebration through an exclusive competition designed to captivate the hearts of a younger audience.

During the project I focussed on the core part of the brief:

- Campaign Identity
- Scamping / Conceptualisation
- Product Photography
- Variant Application
- Creative Formatting





Embarking on the stellar journey of designing the MilkyWay Space Guidelines is a highlight in my career. This cosmic venture was not just about revamping a brand; it was about creating an immersible experience that transported designers into the boundless universe of **MilkyWay**, fostering a sense of exploration, creativity, and collaboration.

The guiding principle was to make every designer feel as if they were on-board the MilkyWay Rocket, hurtling through the cosmos under the inspired guidance of Mission Control. This approach aimed to infuse the entire re-branding process with a sense of excitement, unity, and purpose.

- Brand Rule Creation
- Space Tone of Voice
- Layout & Interactivity
- Visual Expression
- How to use visual elements



WELCOME ABOARD

We're ready to take you on a journey of the new world of MilkyWay. This document will give you an insight into the design thinking behind the new look and act as guidance for any future MilkyWay products you will create to ensure cohesion within the portfolio.



New look ready for launch

MilkyWay - Space Guidelines

CREATING THE UNIVERSE

Our MilkyWay Universe is fun and playful at the same time. These pages will guide you through the process of layering the assets together onto various packaging formats to create an impactful and engaging design. Throughout the design process 'Creative Craftsmanship' should be used to adjust aspects of the design, to add that final detailing and consideration to the final layout.

MilkyWay - Space Guidelines

MilkyWay GUIDELINES

MilkyWay - Space Guidelines - Version 2 - 2021

026

The brandflag is one complete element. It should never be broken down.



BRAND EXPERIENCE

- Milky** 1 Routed in flavours and those that fit in the milky world, e.g. Shakes
- sweet** 2 Sweetness is not expected to be counterbalanced
- subtle** 3 Safe, subtle and neutral flavours suitable for a young palette



- 1 Light** Fluffy and airy
- 2 Soft & Effortless** Soft and smooth that melts in the mouth and cleans easily. It does not have a hard shell - it has easy bite-through
- 3 Clean** Easy to eat. It is not messy or gooey. It is not chewy or sticky

- 1 Evident Chocolate** Includes or is covered in milk chocolate
- 2 Centrefill** Contains a visible white soft centre (across Core not on Star where it is ok to not have a white centre).
- 3 Small & Playful** Small portions in simple and fun formats

MilkyWay - Space Guidelines

PRODUCT ILLUSTRATION

The product illustration brings the product render to life, with the addition of a simple, naive hand-drawn element. It's purpose is to characterise the product experience with a believable concept that belongs within the MilkyWay Universe. It should be dynamic and energetic, adding to the product. It should be approximately 1/3 of the product.



CREATING THE UNIVERSE

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Embarking on a journey through two decades of irresistible cheesiness, **“20 Years of Cheesy Fingers”** stands as a jubilant celebration, marking the acquisition of Britain’s beloved cheesy-flavoured corn puffs, Wotsits, by PepsiCo. Creatively challenged to capture the essence of this iconic snack and inspire Wotsit enthusiasts, old and new, the celebration is a flavourful homage to the legacy of those delightfully cheesy fingers.

During the project I focussed on the core part of the brief:

Key Visual Creative
Scamping / Conceptualisation
Photo Retouching
3D Typography
Creative Formatting





McCAIN wanted to create a new brand for an exciting appetiser / small bites range called '**Pickers**'. Casual craveable food that will elevate the mood of your get together by adding excitement and enable connection / togetherness to keep the good times flowing.

My main design skills that were applied throughout the project were:

- Product Visualisation
- Branding Design
- Packaging Design
- Identity Design
- Final Design Concepts





In the spirit of transforming tradition into innovation, **WHITBY** set sail on a culinary adventure to reinvigorate the dated design of their **Kintyre Breaded Scampi**. The mission was clear: bring the packaging in line with current competitors while infusing it with the unmistakable charm of the Kintyre Harbour, where enjoying scampi and chips becomes a seaside sensation.

Main objectives throughout the project consisted of:

- Brand Identity
- Packaging Design
- Product Photography
- Variant Application
- Flat Layouts





PRO:VOKE, the Touch of Silver collection is set to undergo a breathtaking transformation. The challenge? Redesigning the iconic bottles and introducing a new range tailored for both blondes and brunettes. The creative mission was clear: to craft a cohesive visual narrative that unifies the collection yet bestows each variant with its own distinct allure.

During my time on the project I used a variety of key design skills:

- Competitor Research
- Audience Insight
- Packaging Design
- On-Shelf Impact
- Mockup Designs





Imagine a spectrum of silvers and golds, adorned with a radiant diamond pattern that shimmers like a thousand facets.

The brilliance of this design lies in its ability to unite the entire Touch of Silver family while maintaining a unique identity for each variant. The diamond pattern, seamlessly woven into the packaging, captures the essence of the transformative shine experienced by users, regardless of their hair colour.

Elevating Confidence, Redefining Gentlemanly Sophistication, **'Freshen Up With'** emerges as the epitome of a transformative lifestyle brand. Born from the belief in genuine products of great quality, this venture sets out to deliver an array of offerings that go beyond the surface, providing individuals with more than just a fleeting sensation but a lasting experience of freshness. The mission is simple yet profound: to instil confidence and cultivate a gentleman's appearance through an array of carefully crafted essentials.

Branding
Packaging
Website
Social Media
Art Direction
Photography





Prepare to embark on a cinematic journey like never before as Wotsits introduces its latest blockbuster creation: **Wotsits Popcorn**. This cheesy twist on popcorn is not just a snack; it's an tounge taster experience that brings the joy of Wotsits into the heart of VUE Cinemas nationwide. The design of this delectable delight unveils the Wotsit product in all its cheesy glory, gracefully reclining within a cinema environment, ready to elevate your movie-watching experience.

The project would focus on the following areas:

- Branding
- Visualisation
- Packaging Design
- Campaign Identity
- Mockup Designs



**Thank you for taking the
time to review my portfolio
and you can contact me
on the following e-mail:**