

Graphic Design

PORTFOLIO

Kirsty Robinson

CONTENTS

03.	CV	13.	N&N
04.	Bud	16.	Nestlings
10.	Chester Zoo	20.	Wonticious

Kirsty Robinson

About Me

I am a Graphic Designer with a passion for visual storytelling and brand identity. Specialising in crafting clean, engaging designs across digital and print platforms, with experience in branding, illustration, and UI design. Always exploring new trends and tools to bring fresh, strategic ideas to life.

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Education

Wrexham Glyndwr University:

May 2025 - BA Graphic Design

Sept 2023 - Introduction to Branding

July 2023 - Printmaking

Mar 2023 - Adobe Illustrator

Mar 2023 - Adobe PhotoShop

Mar 2023 - Adobe After Effects

Mar 2023 - Essential Digital Design, Printing and Publication using Adobe

Hobbies and passions

I am passionate about all things related to design. In some capacity, I have been a designer all my life, from physical arts and crafts to digital design. I also enjoy nature and outdoor activities, healthy eating, and regular exercise.

Experience

Jun 2022 to present - Owner at Kreations Agency.

July 2020 - Aug 2021 - Director at UP8 Create Ltd

Jan 2018 - Jun 2020 - Owner at UP8 Marketing

Jan 2017 - Dec 2017 - Digital Marketer at Happy 4 Life Company

Professional Skills

My professional experience includes providing graphic design, brand development, website design, social media marketing, and video/photo editing services to SMEs, along with supporting broader design and marketing initiatives.

Software Skills

PsAePr

IdLrAi



Little Paws, Big Adventures

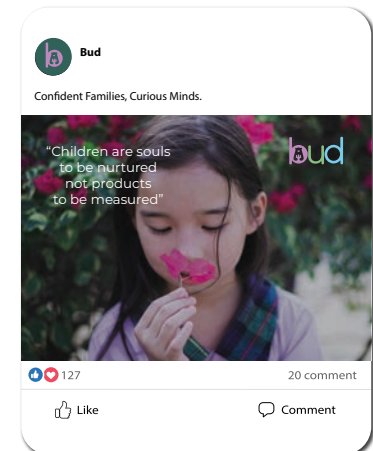
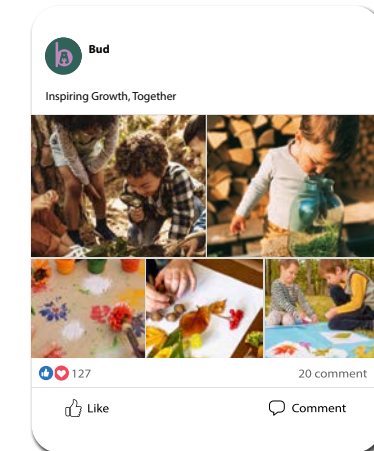
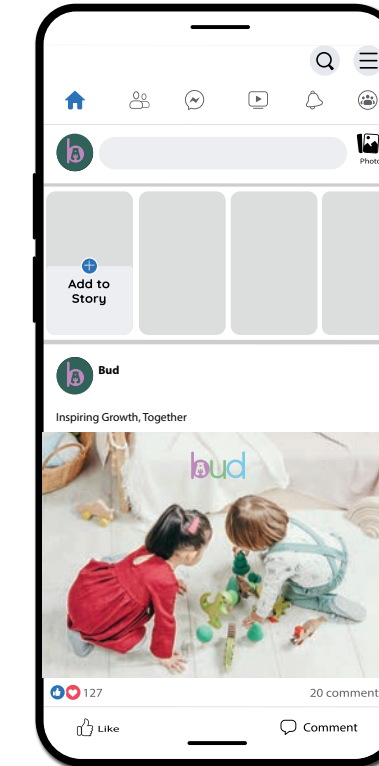
Bud App Brand Identity

This project involved creating a full brand identity for Bud, a Montessori-inspired digital learning platform designed for families, with a particular focus on style-conscious parents. The brand combines a clean, organic feel with a sense of luxury, using a soft pastel palette (lavender pink, sage green, and light blue) and a rounded lowercase logotype featuring a bear icon.

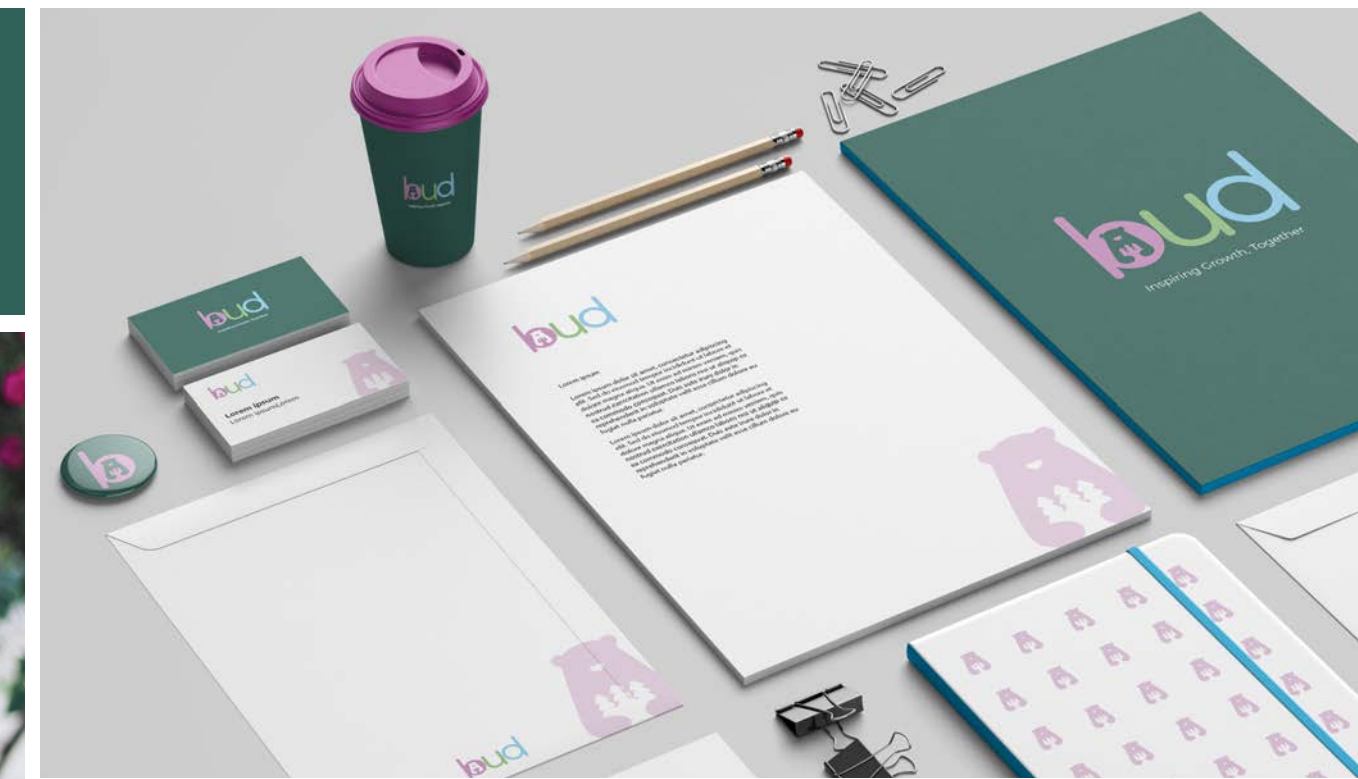
Brand guidelines were created to maintain consistency across print and digital platforms, supported by mock-ups showcasing real-world applications.

The design process followed the design thinking framework, with a strong emphasis on audience empathy and Montessori principles. Key challenges included balancing playfulness with sophistication and refining the bear character to appeal to both children and adults.

Tools used: Adobe Illustrator, Photoshop, Indesign.









Chester Zoo Campaign

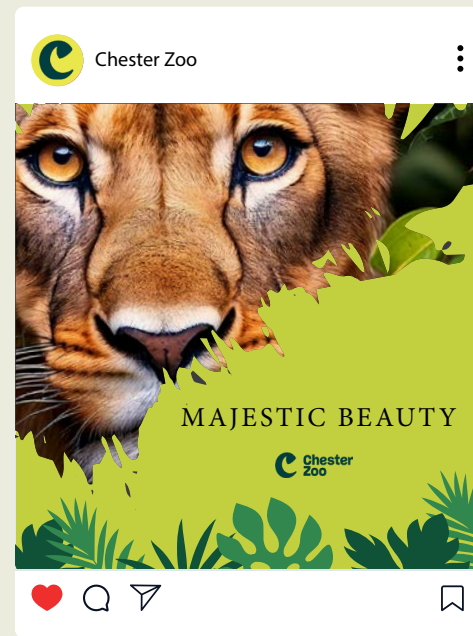
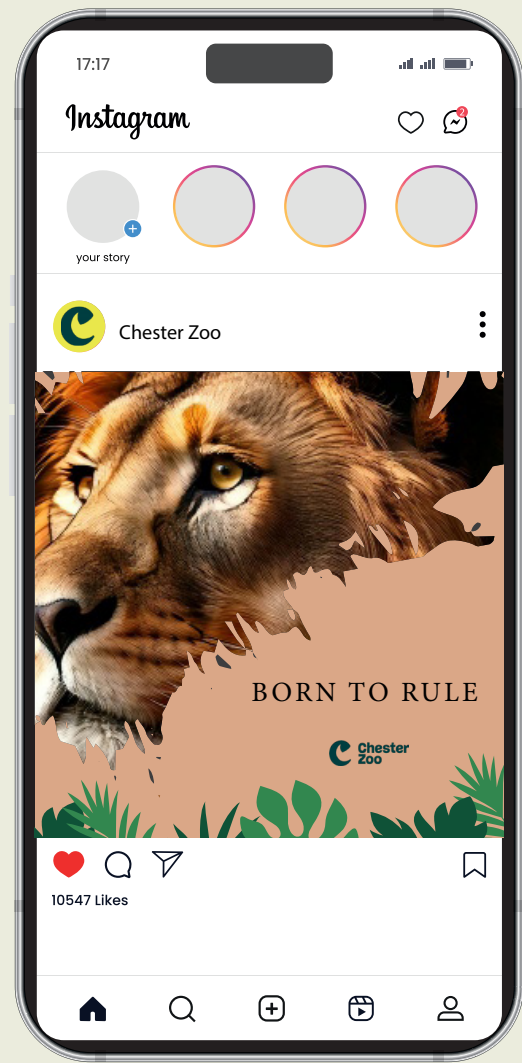
This university project centred on creating a striking advertising campaign to promote the arrival of three new Asiatic lions at Chester Zoo. The aim was to build excitement, raise awareness, and drive footfall through a vibrant multi-channel approach that included three large-format train station posters and a complementary Instagram social media campaign.

The visual identity of the campaign was designed to feel powerful yet approachable, using striking imagery of the lions, warm earth tones, and dynamic typography. Each poster told part of a visual story to spark curiosity and draw viewers in.

With a focus on storytelling and emotional impact. A key challenge was creating a consistent tone that felt, adventurous, and visually cohesive across both print and digital formats.

Tools used: Adobe Illustrator, Photoshop, and InDesign.





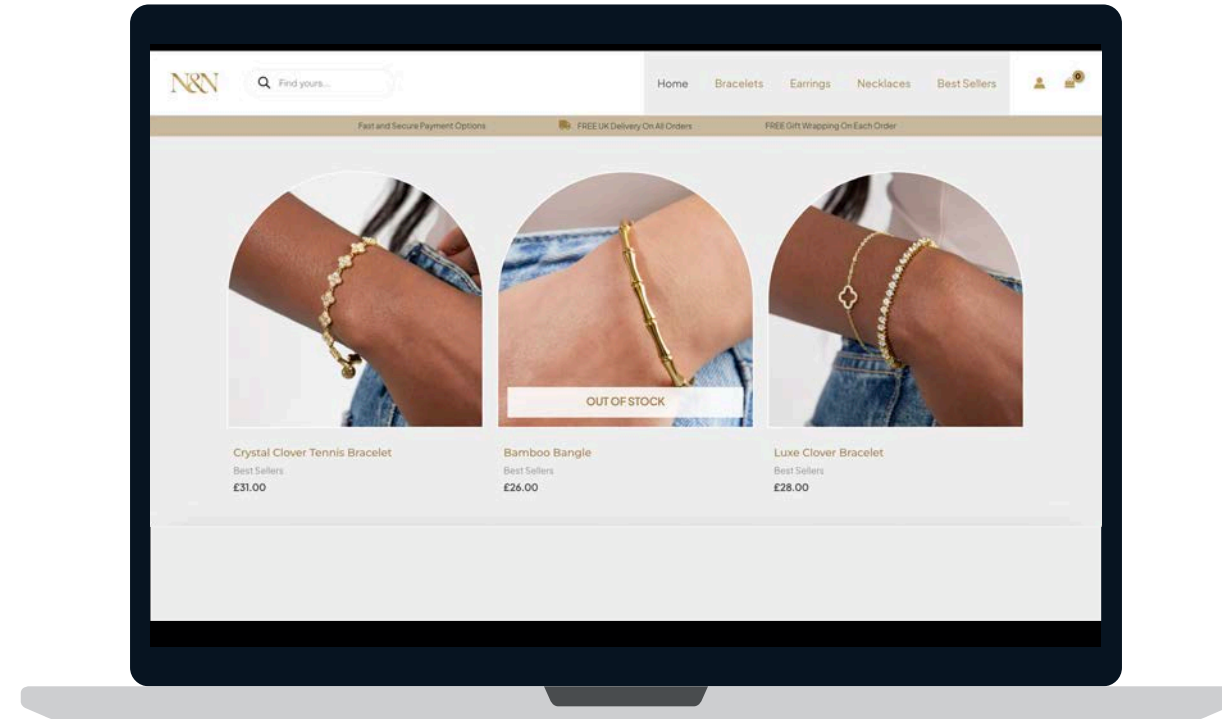
N&N

N&N Jewellery Website Design

This project involved creating a refined brand identity and website for N&N, a contemporary jewellery brand aimed at modern, fashion-forward consumers. The brand reflects a balance of minimal elegance and individuality, with a focus on clean layouts, neutral tones, and subtle luxury.

The website was designed to be visually engaging yet user-friendly, showcasing product collections with spacious, editorial-style photography and intuitive navigation. The design emphasises unique character of each piece, enhancing the customers experience across desktop and mobile platforms.

Tools used: Adobe Photoshop, Illustrator, WordPress and WooCommerce.

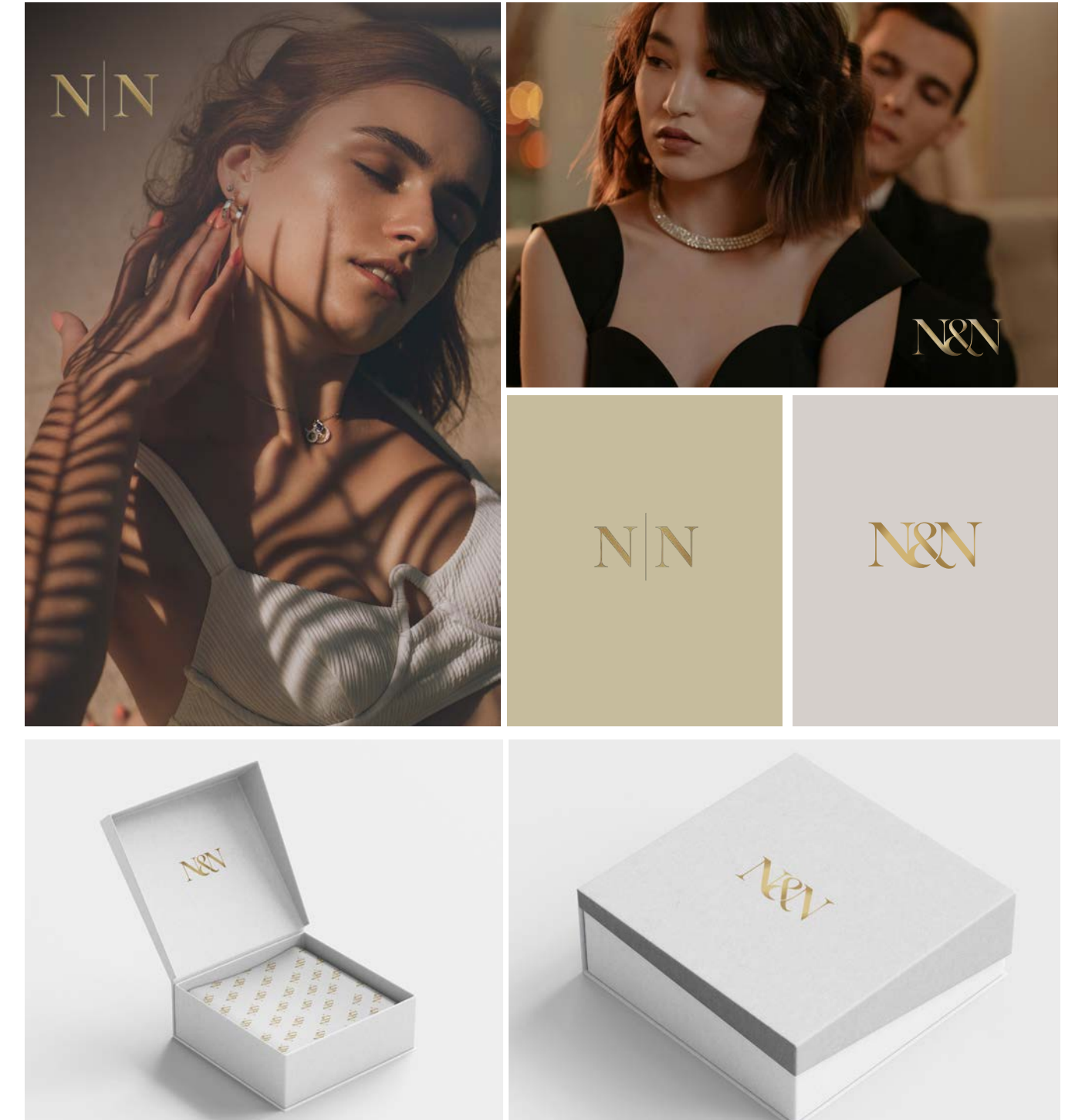


Brand Identity

Alongside the website, a full set of brand assets and mockups were created to demonstrate N&N's visual identity in real-world contexts. These included the monogram logo, jewellery box design, styled imagery, and applications of the logo across various brand touchpoints.

The brand identity conveys understated luxury while remaining accessible and trend-aware, using elegant typefaces and a muted colour palette to appeal to a style-conscious audience.

Tools used: Adobe Illustrator, InDesign, Photoshop.



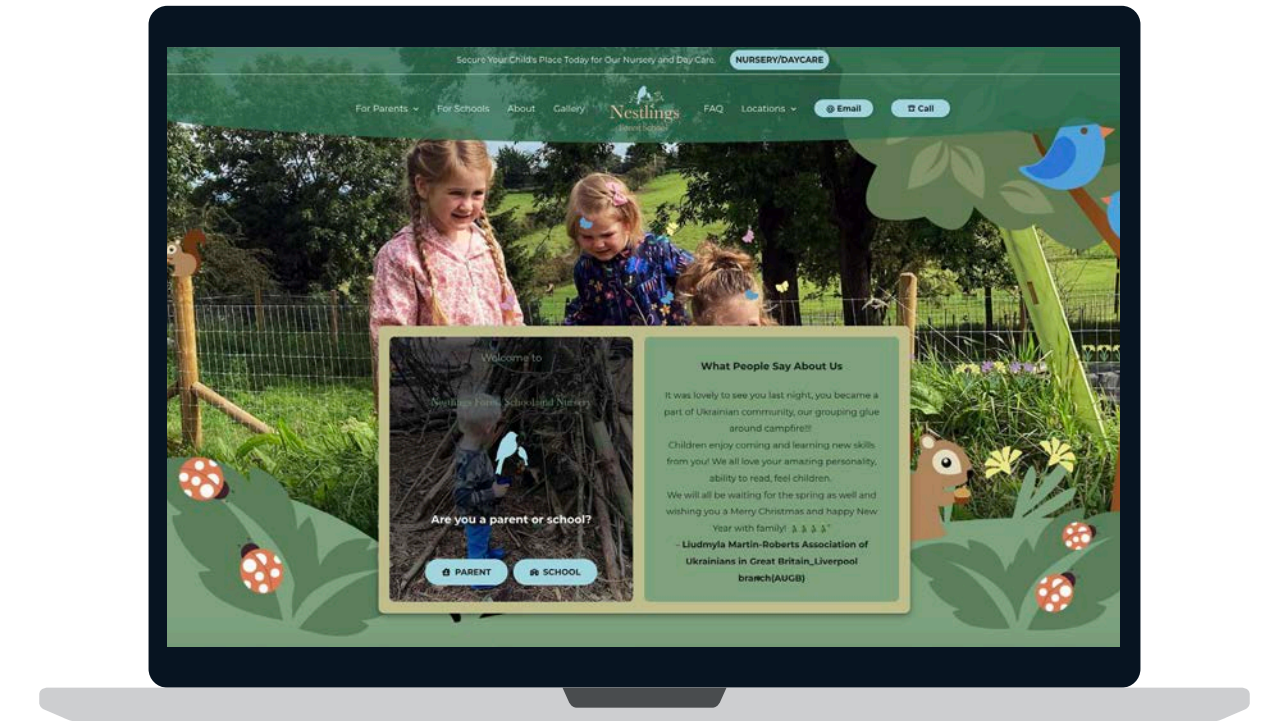


Website Design

A full website was designed for Nestlings Forest School, reflecting the brand's nature-based, child-centred ethos. The site combines hand-drawn illustrations, earthy tones, and organic shapes to create a warm, inviting digital experience. Structured for intuitive navigation, the layout highlights the school's educational approach, outdoor ethos, and community values.

Illustrated elements and textured visuals enhance storytelling while ensuring accessibility across devices.

Tools used: Adobe Illustrator, Photoshop, InDesign, WordPress.



Brand Identity

A complete brand identity was developed, inspired by forest textures, natural forms, and the Montessori philosophy. This included a hand-drawn logotype, a soft and earthy colour palette, whimsical illustrations, and custom icons.

The visual system was designed to feel nurturing, playful, and grounded in nature, aligning with the values of early years outdoor education. The branding supports consistency across signage, uniforms, stationery, and digital platforms.

Tools used: Adobe Illustrator, InDesign, Photoshop.

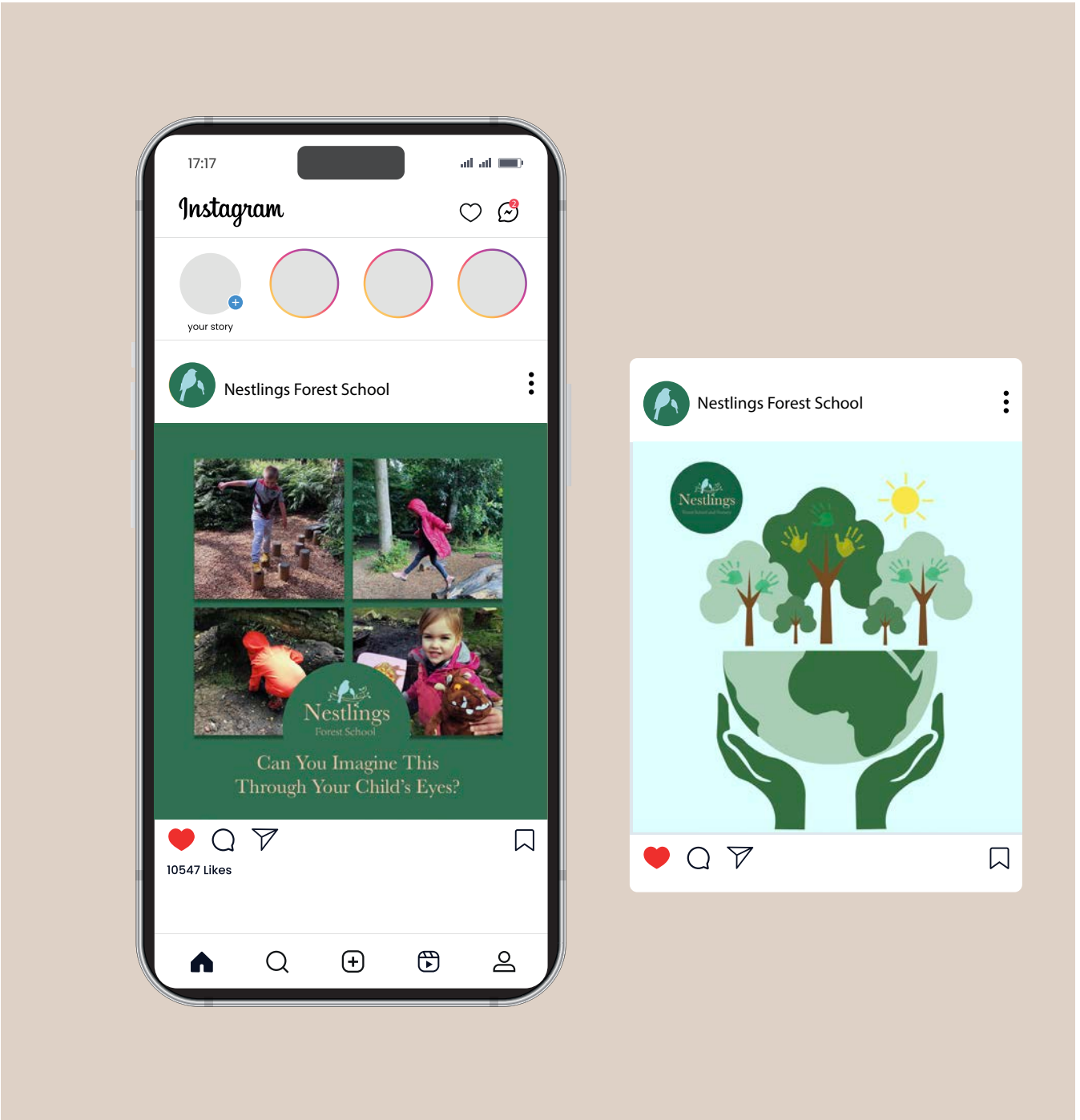


Social Media

Content was created to bring the Nestlings brand to life on social platforms, with a focus on community engagement and parent communication. This included branded templates, story highlights, illustrated posts, and educational content designed to build trust and convey warmth.

The social media strategy balances professional consistency with the authentic, earthy tone of the school, reinforcing the brand's mission and values.

Tools used: Adobe Indesign, Photoshop, Illustrator, After Effects and Premiere Pro.



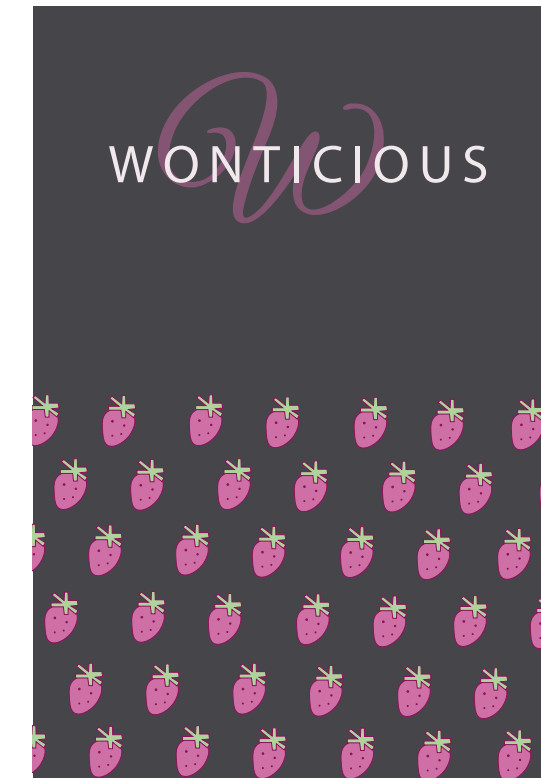
WONTICIOUS

Brand Identity

This uni project involved developing a full brand identity for Wonticious, a quirky, strawberry-scented perfume aimed at a teenage audience. The brand embraces a playful, energetic aesthetic, combining bold personality with a sense of fun. Character-led design inspired by the stylised fashion of Rainbow High dolls, with whimsical and imaginative influences from Charlie and the Chocolate Factory. The custom character wears a colourful outfit adorned with strawberries, helping to build a recognisable and engaging brand world that resonates with Gen Z consumers.

The design process explored how to capture a sense of individuality and self-expression through colour, illustration, and tone of voice. Key challenges included making the design feel both fashionable and accessible while standing out in a competitive teen fragrance market.

Tools used: Adobe Illustrator, Photoshop, InDesign.





THANK YOU