



# Jessica Clay

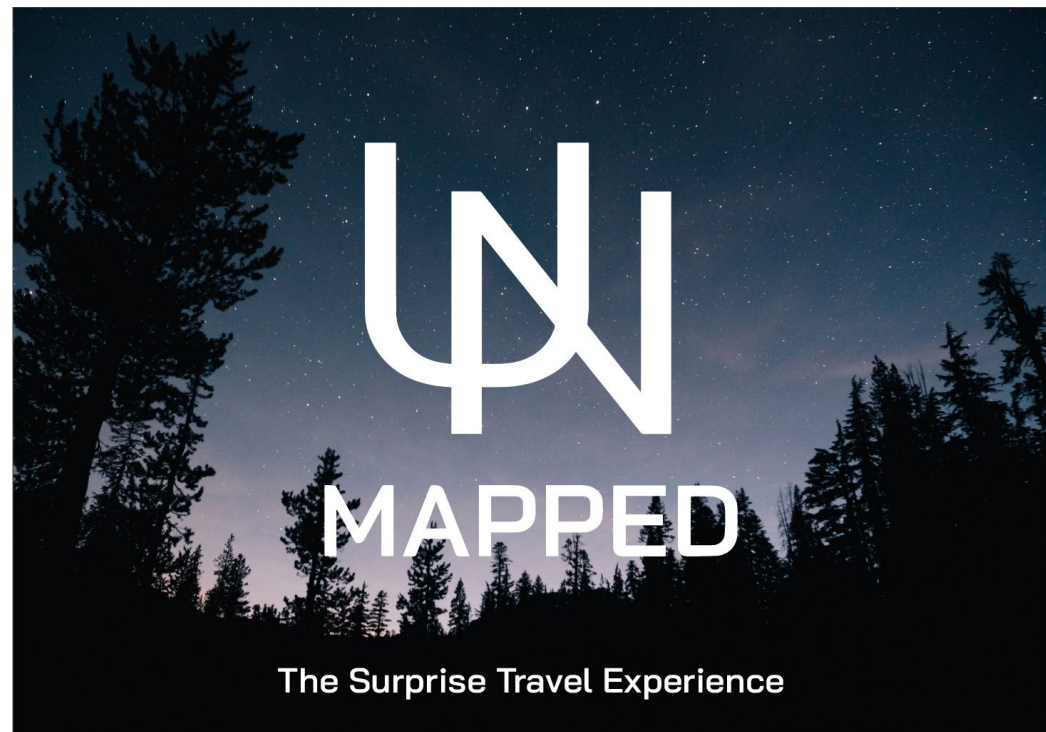
## Graphic Designer

Contact me:

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07597 879725



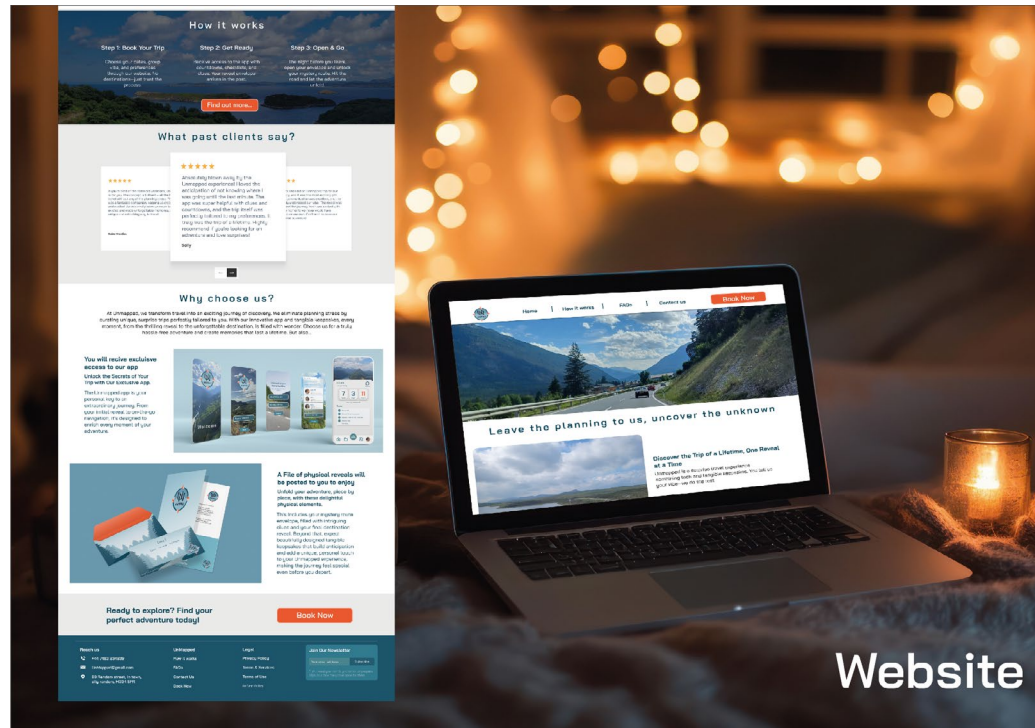


## Lets start with the Why?

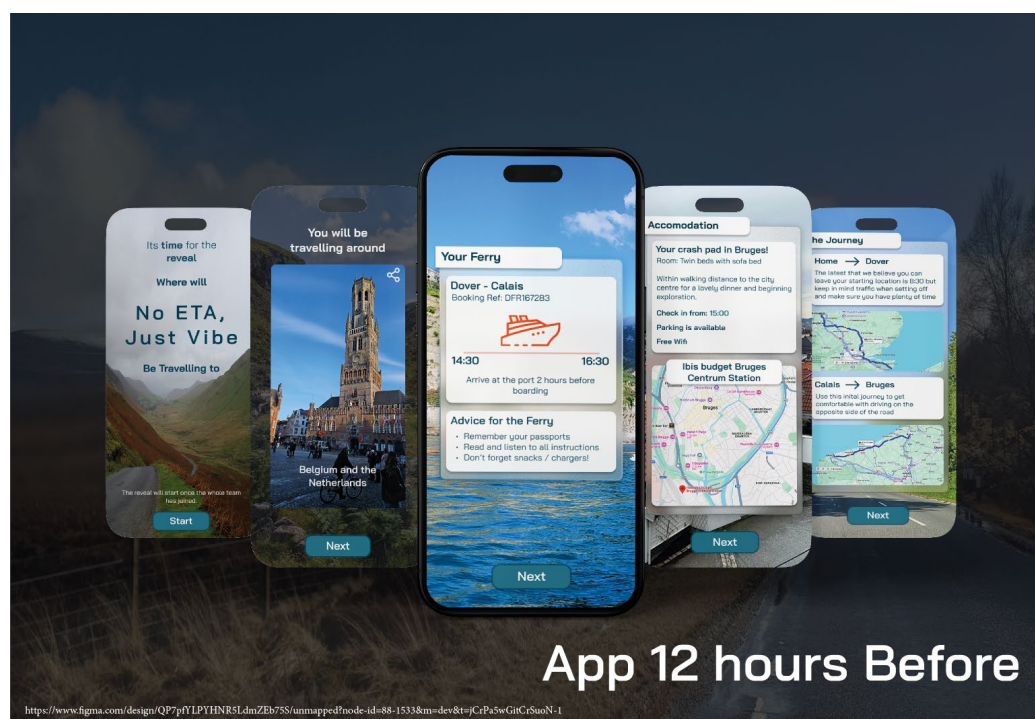
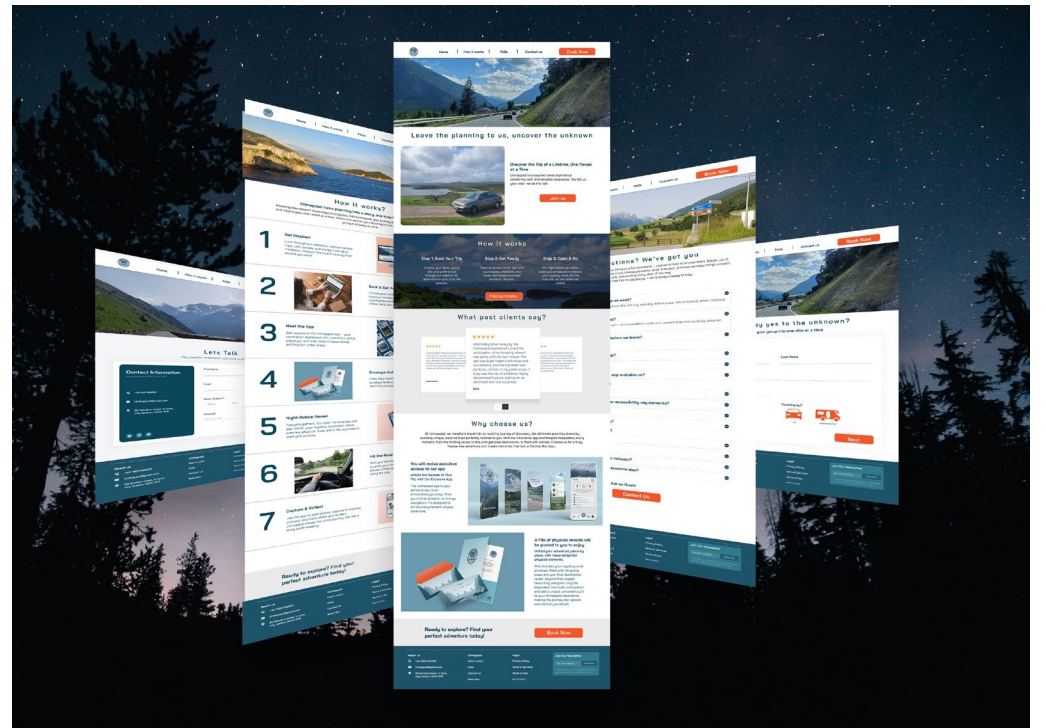
Young travellers in the uk and europe are rediscovering the romance and appeal of the open road. From Van-life reels to spontaneous border crossings.

But most trip planning tools give you a fully planned gps route with booked activities, removing spontaniety and curiosity.

There's a clear gap for a story-driven road trip service that takes care of logistics while preserving the thrill of the unknown.



Website



App 12 hours Before



# Unmapped University project

An immersive travel experience that integrates website booking, a preparation app, and physical keepsakes, blending technology and adventure into an surprise journey.



Physical Touchpoint

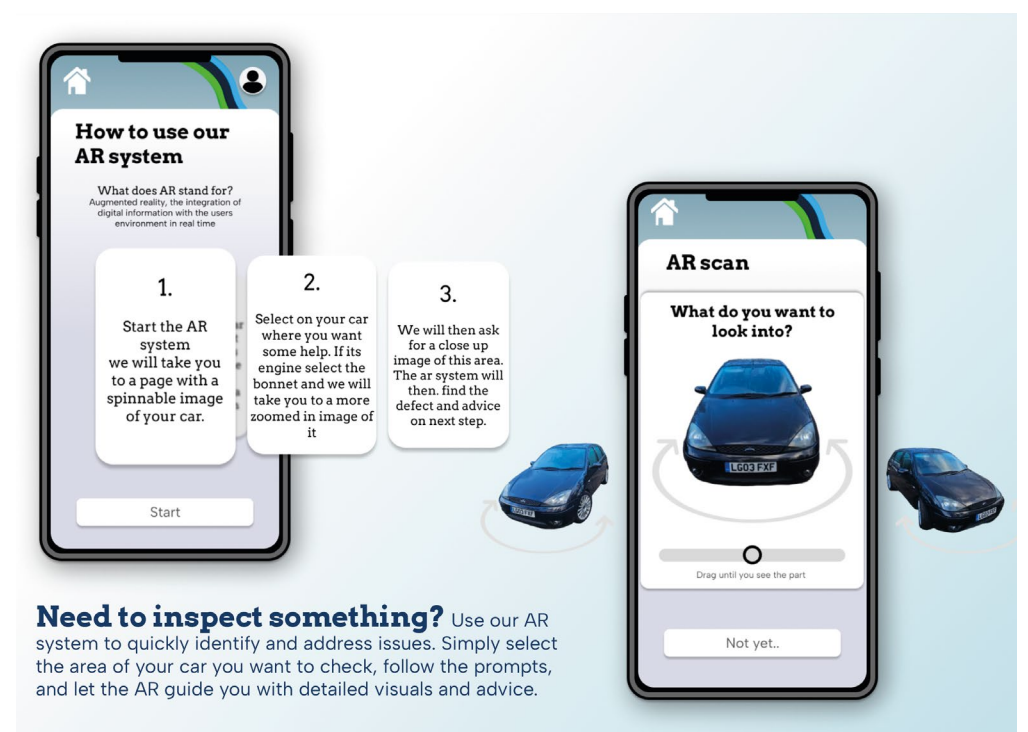
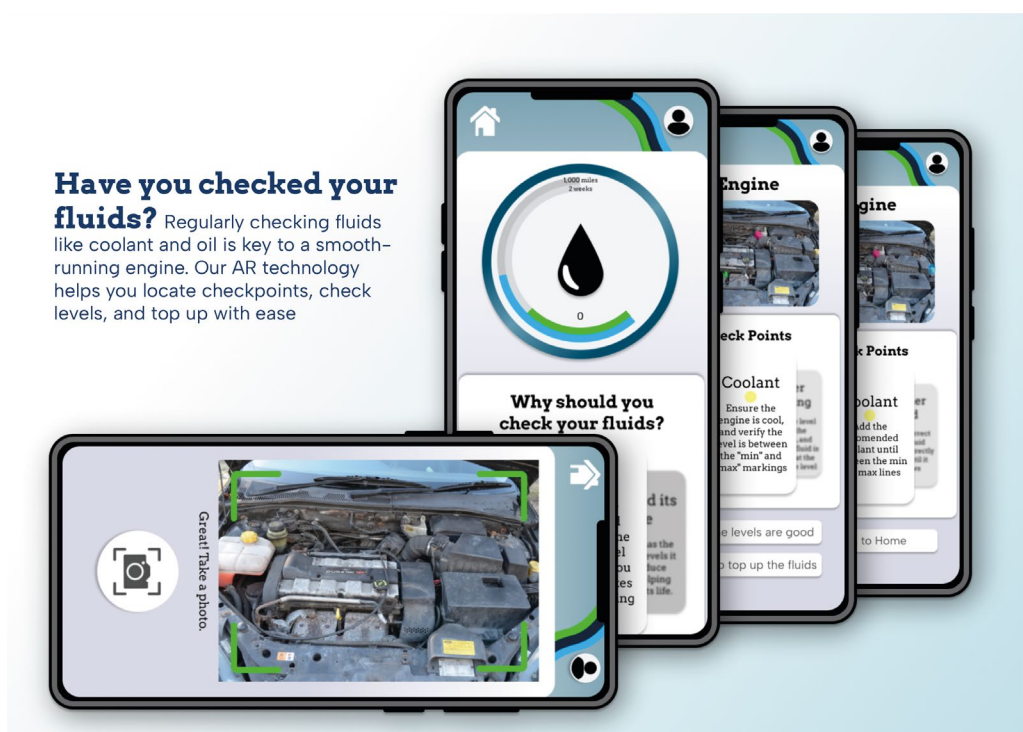
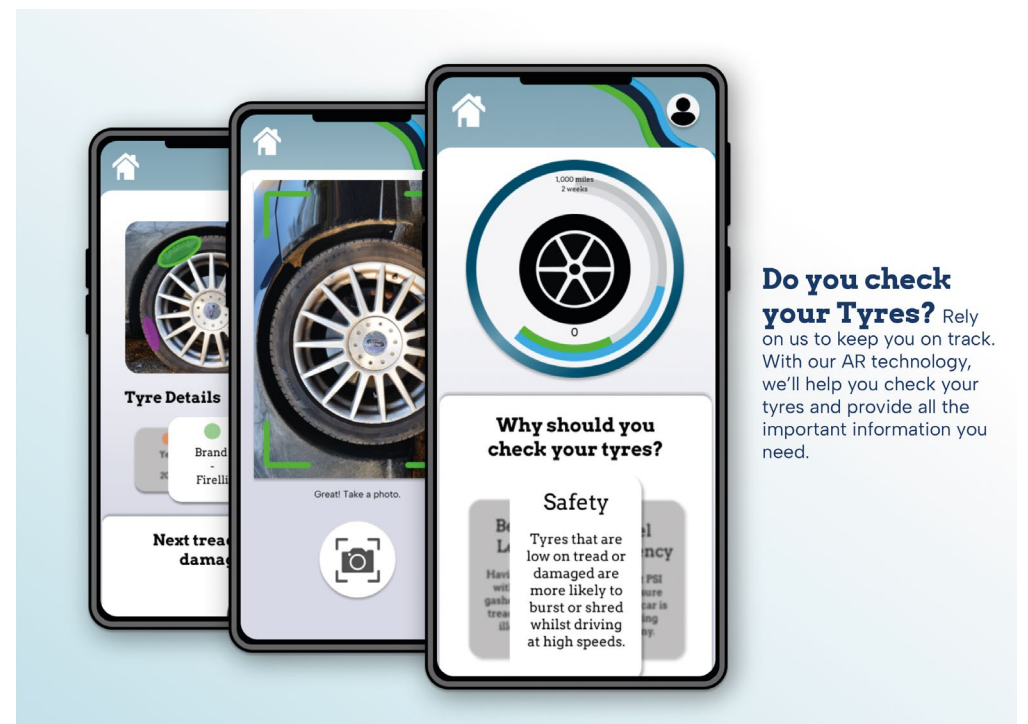
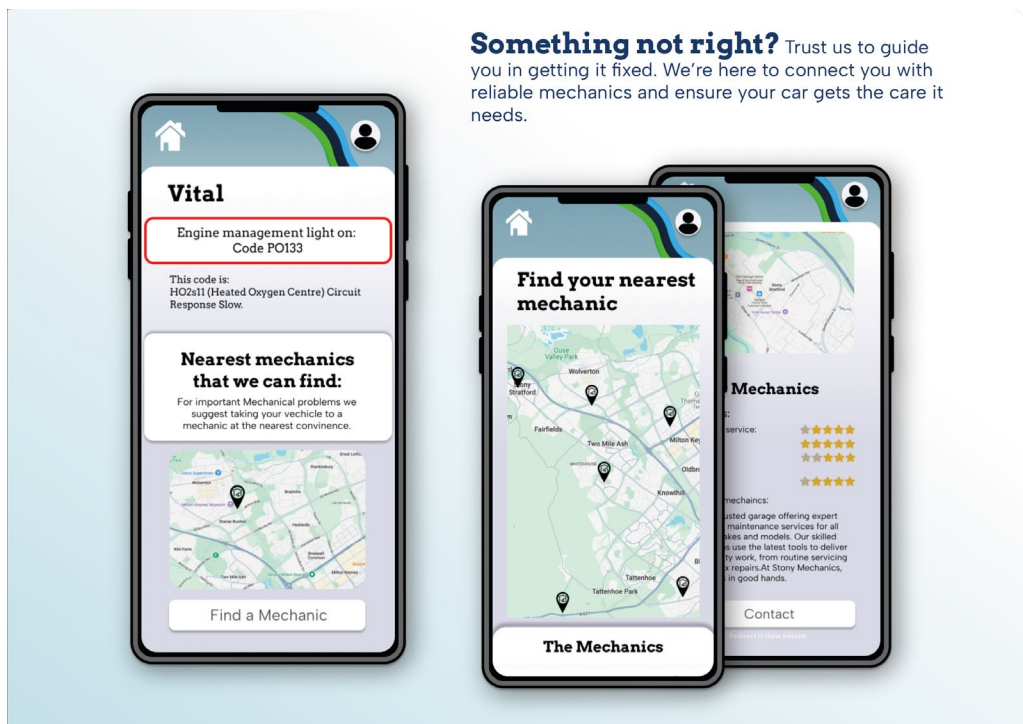




# Car Vitals

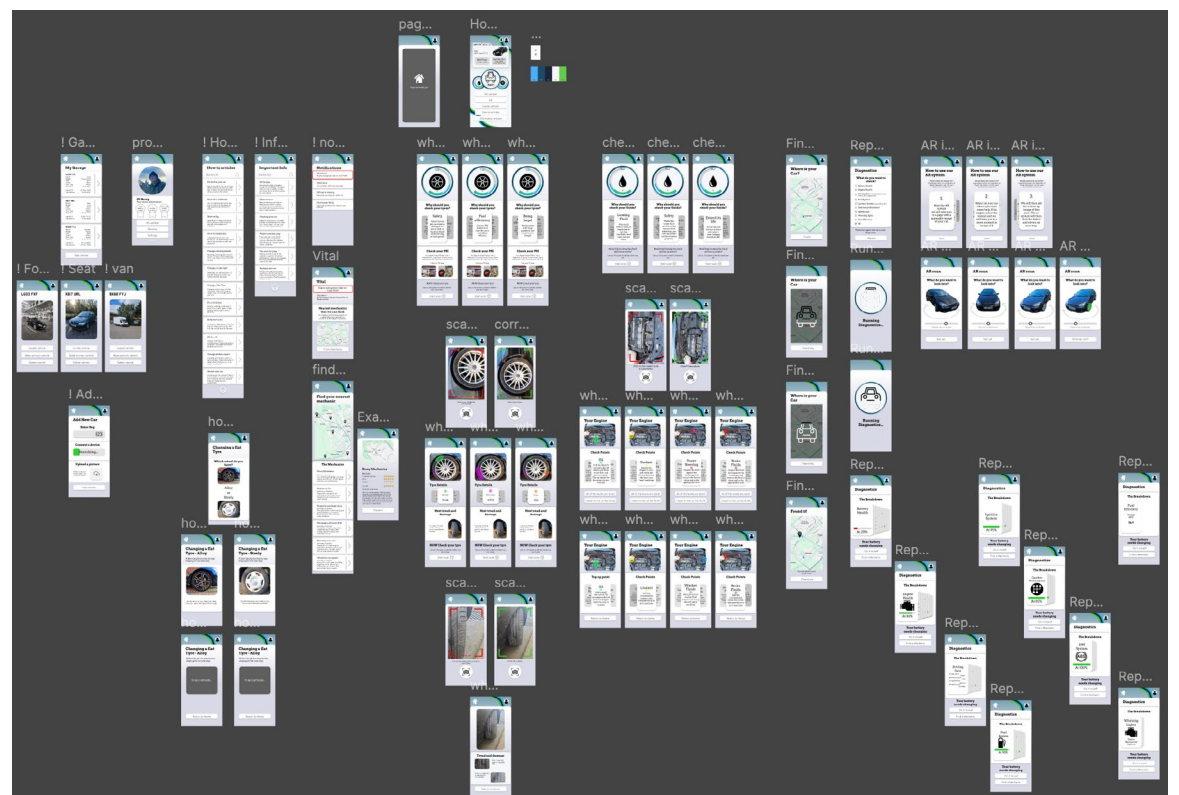
## University project

A project for university using Figma. A hypothetical useable prototype of an app to help people look after their cars.



Please use this link to view the prototype of my app on Figma, this is only a prototype so many features don't work but you can view the apps structure and moving pieces:

<https://www.figma.com/proto/6lbhE5pmPnc4C2CpTs5Fcr/Untitled?node-id=1-95&t=W3A5gpW1yKdx3v1v-1>







# Car Vinyl

## Simply Steve Design and Application

Freelance project asked to design, cut and apply the vinyl for this charity car.





# Mural

## Milton Keynes Rugby Club

This mural was commissioned by a grassroots rugby club, who entrusted me to design and paint a modern piece that celebrates inclusivity and represents both women and men in the sport.







What happens when you mix your  
**comfort food** with **bold creativity**?

A FOOD TRUCK LIKE NO OTHER



We're bringing Hellmann's to the streets

With artistic **Branding**, fun interactive **Wayfinding**,  
and social **Media Buzz**, this food truck is the ultimate  
foodie experience.



### Way Finding

Strategically placed benches offer more than a place to rest, they spark conversation and invite visitors to see Hellmann's in a more playful, experimental light.

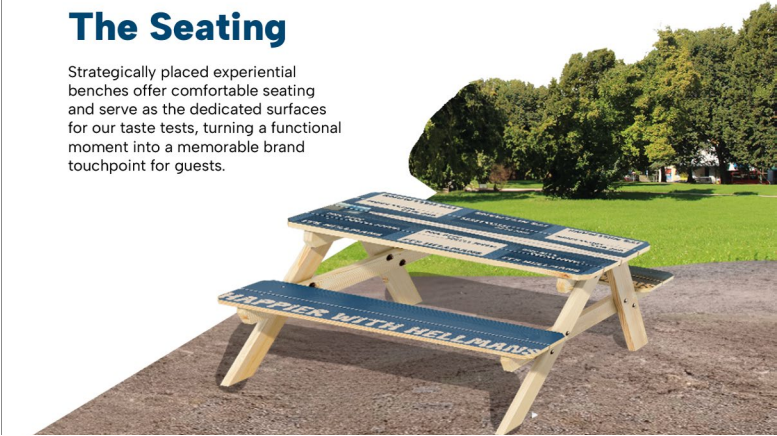
### Way Finding

Bold, cheeky posters line the pathway, posing playful questions that challenge visitors to think differently about their food. These grab attention teasing the experience ahead. Each design is grounded in Hellmann's bold brand personality, using humour and curiosity to draw in food lovers and passersby alike.



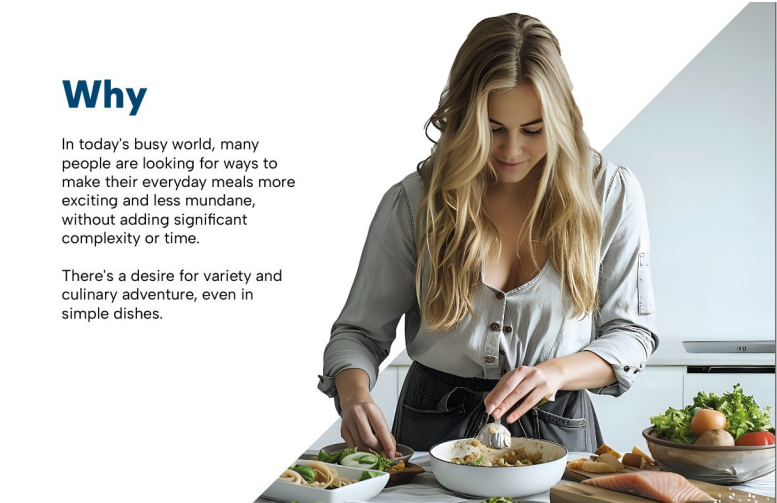
### Way Finding

The mayo footprints don't just point the way they create momentum. Twisting around corners, looping near poster stands and resting spots, they stitch the whole site together. Each step builds anticipation and guides flow naturally, ensuring no part of the experience is missed.



### The Seating

Strategically placed experiential benches offer comfortable seating and serve as the dedicated surfaces for our taste tests, turning a functional moment into a memorable brand touchpoint for guests.



### Why

In today's busy world, many people are looking for ways to make their everyday meals more exciting and less mundane, without adding significant complexity or time.

There's a desire for variety and culinary adventure, even in simple dishes.

# Hellmanns Experience D&AD Competition

This was completed for my final university project, Its a experiential design reacting to a breif that hellmanns set for the competition. It has a range of outcomes made for reaching a larger audience.



### The Truck

At the heart of our campaign is a fully wrapped, interactive food truck that brings the 'Dare to Compare' challenge to consumers inviting them to taste dishes made with Hellmann's versus plain or competitor versions, without knowing which is which.



The Experience



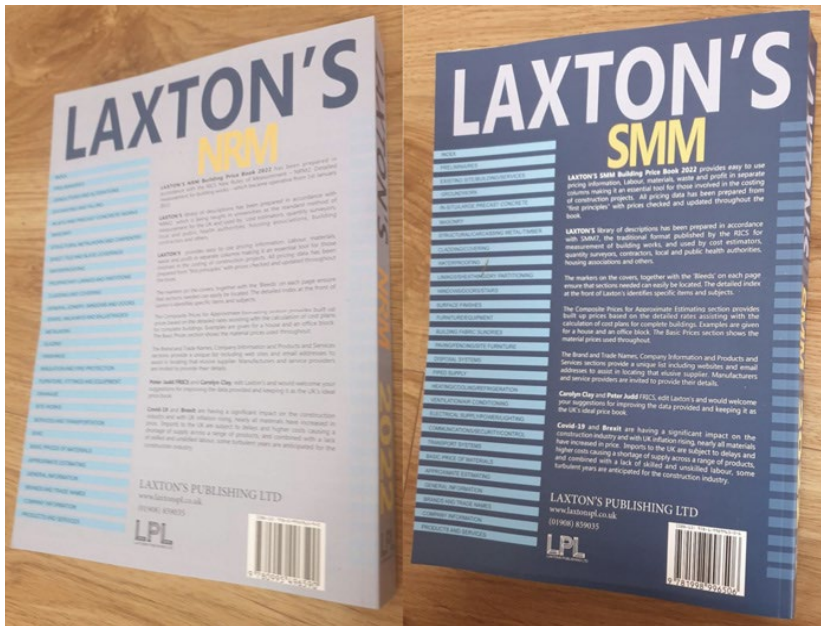
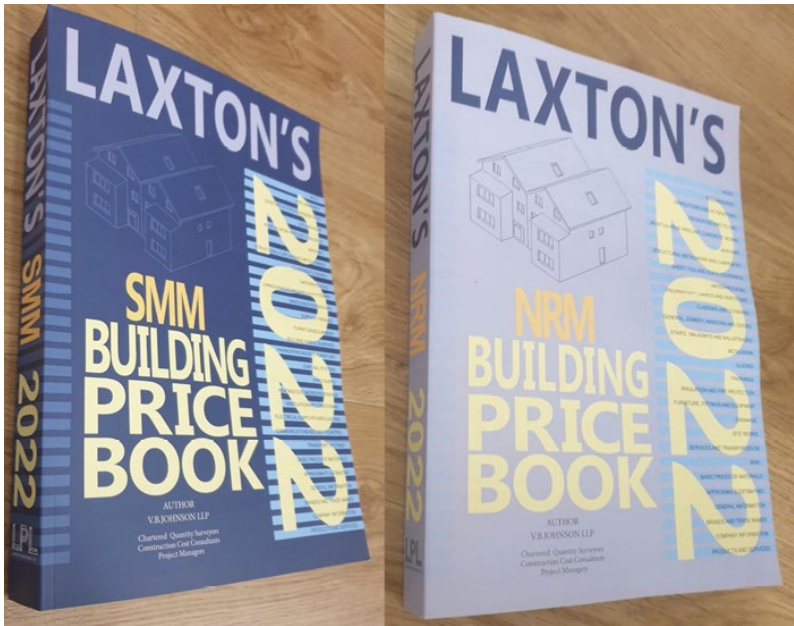
# Creative Making

## Campbell Park

A project for university where we were asked to create an engagement piece for a public space.







# Logos & Branding

## Company redesigns

A range of freelance and university projects focused on existing brands and redesigning them.







# Photography

A collection of photos  
I have taken of a range  
of subjects in different  
situations.







# Self Embrace

## University campaign

A project for university which required me to create a campaign to raise awareness of chronic skin conditions.







## Jessica Clay

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## About Me

I am a passionate graphic designer with a strong fondness for brand and corporate identity, as well as image creation. Eager to expand my skills and knowledge, I enjoy exploring both traditional and digital mediums, often working in a clean and simplistic style. Additionally, I have a growing interest in app design, blending my creativity with functional user experiences to create visually appealing and user-friendly interfaces.

## Technical Skills

Adobe Indesign, Adobe Illustrator, Adobe After effect, Figma, Premier pro, Microsoft 360, Procreate

## General Skills

Creativity and Innovation, Communication Skills, Collaboration and Teamwork, Problem-Solving, Time Management and Organization, Adaptability and Flexibility, Attention to Detail, Empathy, Presentation Skills

## Education:

Shenley Brook End Secondary School - GCSEs in: English, English Literature, Maths, Biology, Chemistry, I-media and Product Design.

Milton Keynes College - Level 3 Extended Diploma in Graphic Design - passed with Distinction

Currently at Loughborough University Graduating 2025- Studying a BA in Graphic Design

## University Projects:

- Designed a custom font with practical applications. I enjoyed the creative challenge of exploring typography and was proud of the functional outcome.
- Branded an area of Leicester by engaging the community to create professional branding, ads, and animations. I loved collaborating with people and ensuring my designs reflected their identity.
- Created a conceptual App to help users maintain their vehicles. This project allowed me to focus on user experience and interface design, which was both challenging and rewarding.
- Collaborated on a remake of a well-known book, combining creative storytelling with visual design. I enjoyed working as part of a team and bringing a fresh perspective to a classic.

## Work Experience

### **Nando's – Buddy (Trainer)** (Feb 2021 – Present)

- Promoted within four months to train new employees in all roles within the restaurant.
- Assisted management with interviews, customer complaints, and high-pressure operations.
- Gained experience in both front and back of house, including hosting, till work, cooking, and serving.

### **Milton Keynes Rugby Club – Bar Staff** (Summer 2022 – Present)

- Casual bar staff for events, including bartending, cleaning, and facility management.
- Trusted with opening and closing duties.
- Previous volunteer work: selling drinks, stocking, and litter picking.

## Freelance Projects

### **Laxton's Building Price Book**

- Redesigned book and DVD covers according to client specifications.

### **Newport Pagnell Community Larder**

- Created a simple, impactful logo based on client ideas.

### **Car Designs**

- Illustrated cartoon-style car designs available on Redbubble and Instagram.

### **Etsy**

- Launched a sticker company specializing in car-themed designs, managing the design, production, and sales process.

### **Milton Keynes Rugby Club (MKRUFC)**

- Designed and painted a large mural for the club's facilities.

### **Simply Steve**

- Designed and applied a custom car livery, overseeing the process from concept to application.