



**MALIKAH HART**  
**PORTFOLIO**

Creative Designer

# ABOUT ME

## Hi.

I am a Creative Designer specialising in Branding, UX/UI & Creative Content. I have a BA Hons in Product Design, which is the cornerstone of my creative skillset, driving a keen sense for problem solving, storytelling and acute visual awareness.

My design philosophy is centred around creating informative, intuitive and engaging solutions, leaving a lasting impression in the ever-evolving landscape of design. My UI/UX expertise focusses on striking the perfect balance between aesthetics and functionality, whilst my branding capabilities ensure that each logo serves as a visual ambassador for your brand.

Beyond visuals, I excel in the art of communication. Every piece of content is meticulously crafted to engage, inform, and leave an indelible imprint on your audience.

From startups to established enterprises, I collaborate with clients to build visual identities that resonate across diverse platforms. This includes; Gillette, NHS Dental Services, Shaun Clarkson Interior Design.. amongst many more.



# HOW TO USE

## Key.

@ MH designs. 24



**Index**

**Deck**

**Video**

**Website**



# Skills.

**Adobe InDesign**

**Adobe Illustrator**

**Adobe Photoshop**

**Adobe XD**

**Microsoft Suite**

**Figma**

**Wordpress**

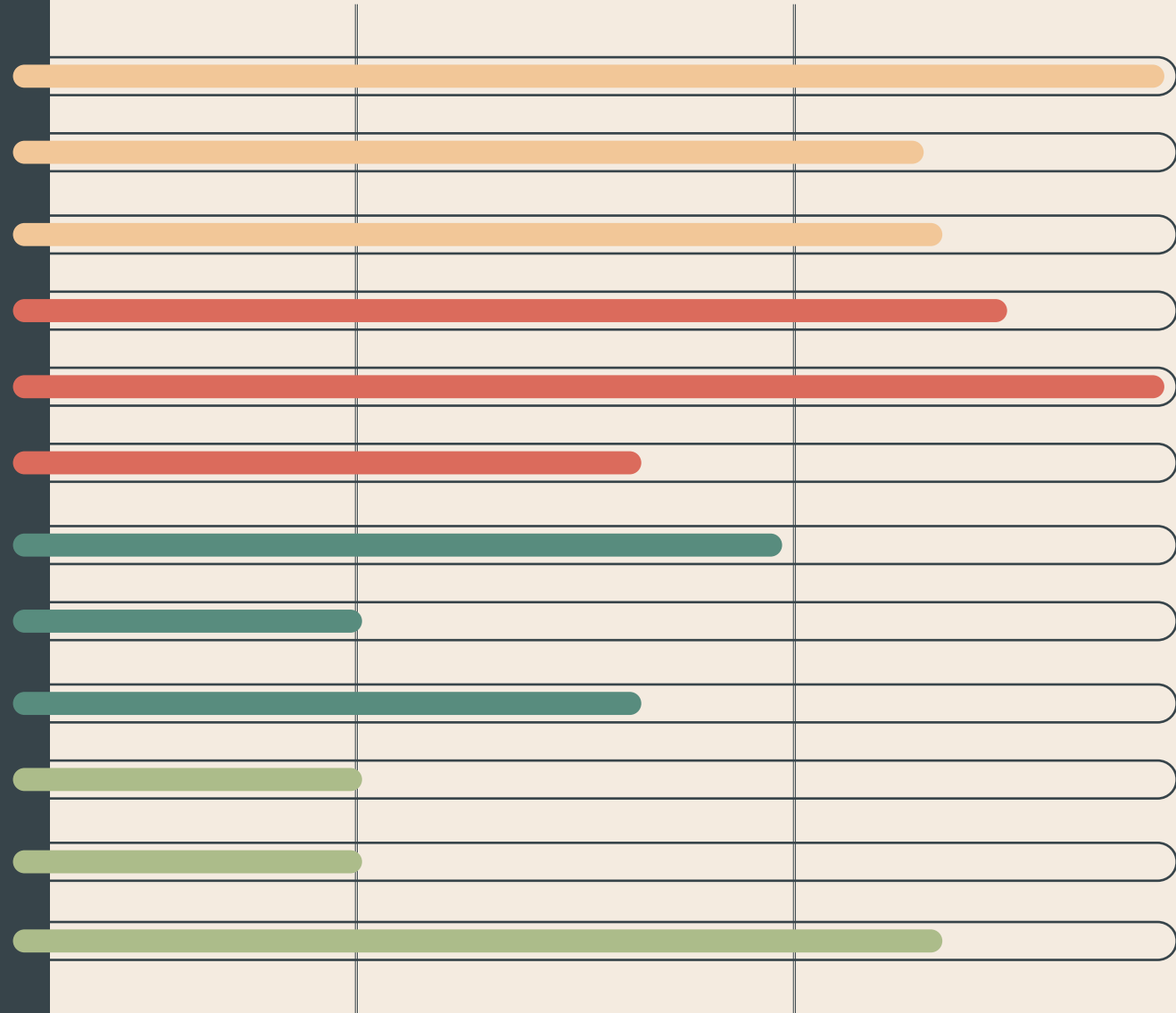
**Webflow**

**HTML**

**CSS**

**Javascript**

**Procreate**



# SERVICES

**5 Print**

**6 Digital**

**7 Branding**

**8 Merchandise**

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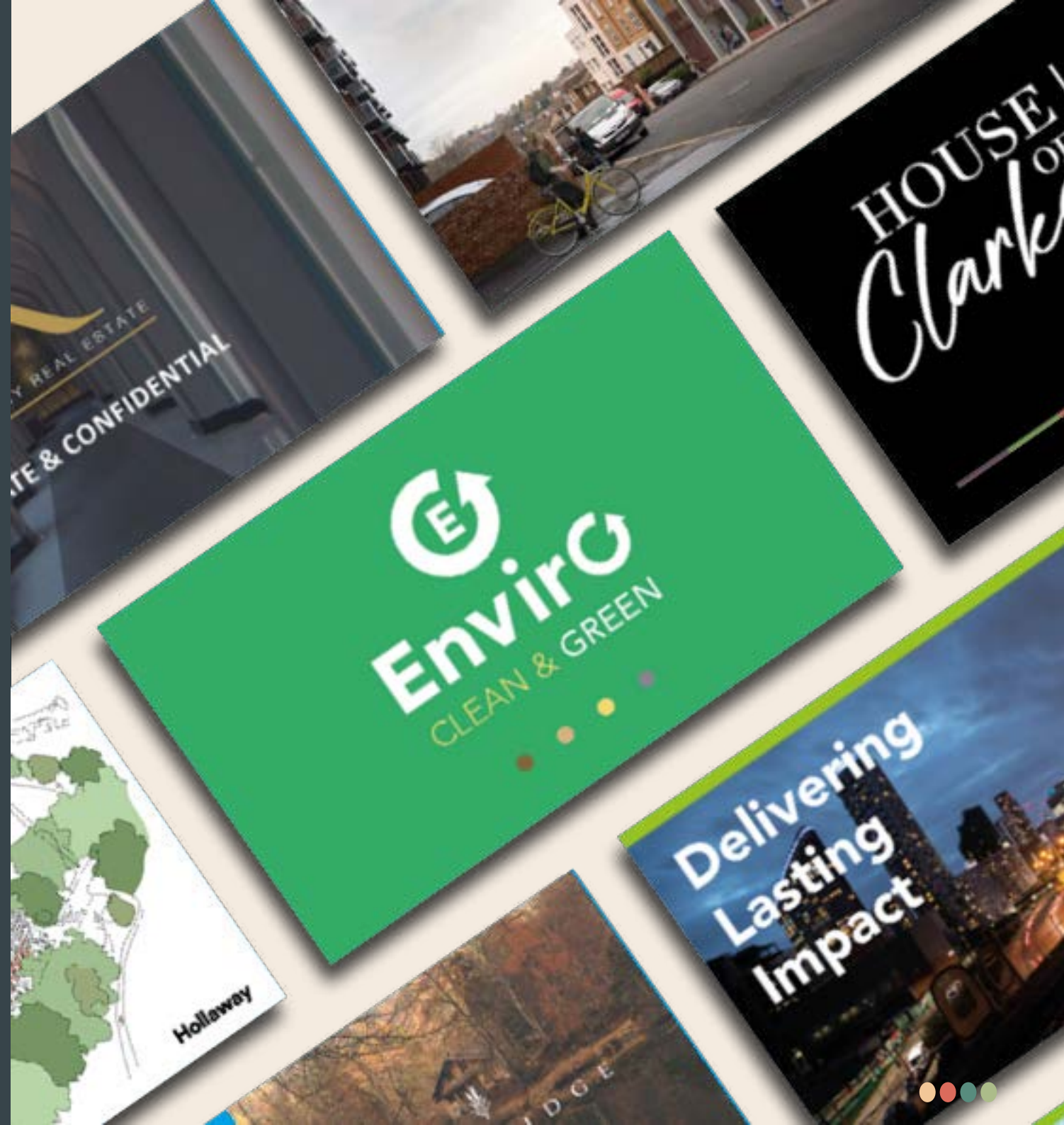
**9 Projects**



# Print

Print design plays a vital role in conveying a brand's message in a tangible and visual way.

Great print design starts with strong visuals, colour and layout to engage your user before the message lands - so we make it attractive and memorable. Then we ensure consistency and professionalism across all materials, whether for brochures, business cards, posters, or packaging.. Never fear, I also work closely with printers to confirm that every detail is perfectly executed, delivering a polished and engaging final product.

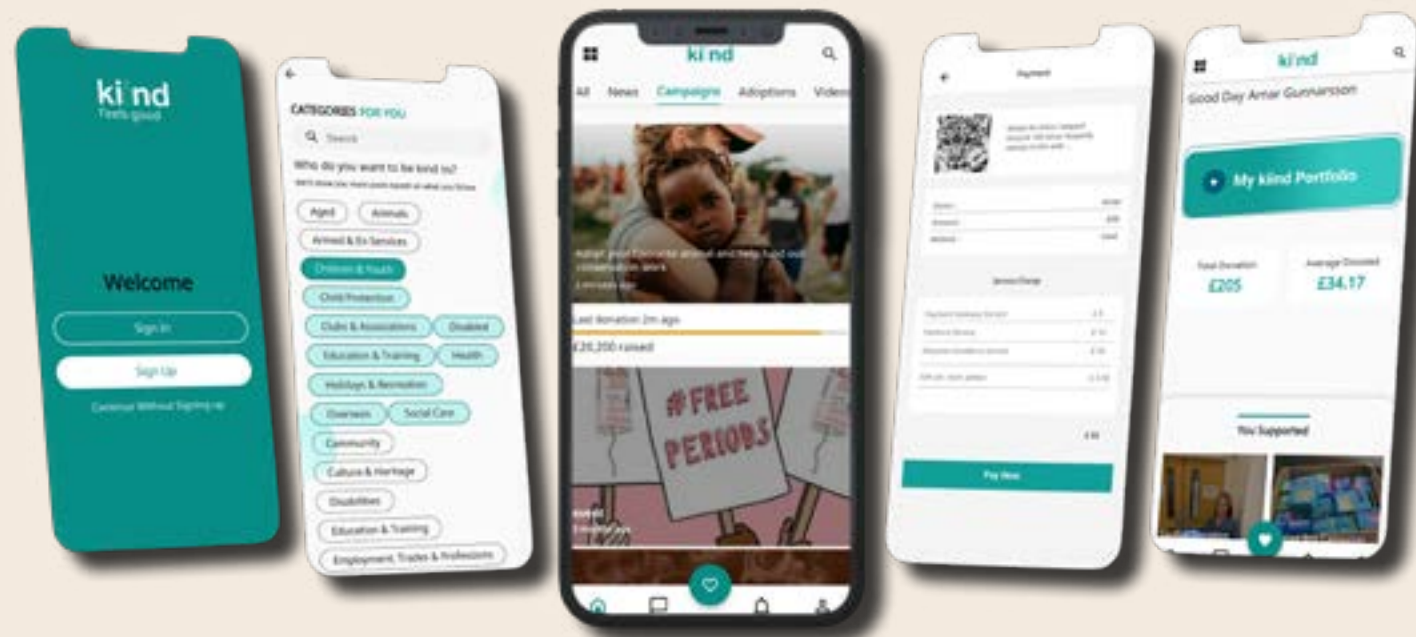


# Digital

With every digital design project, I leverage my UI knowledge and experience to create interactive elements—such as responsive layouts, animations, and intuitive navigation—to enhance functionality and visual appeal across various devices.

Using tools like Figma and Adobe XD, I develop wireframes, prototypes, and final designs, working closely with developers to ensure the design vision translates smoothly into the final product.

With a user-centred approach, my goal is to deliver a digital experience that is visually captivating, highly functional, and aligned with your brand's purpose and user expectations.



# Branding

Branding is the cornerstone in establishing a unique identity that resonates with your audience. Identifying and translating your values, vision, and personality into tangible, sparkling and memorable visuals is where we begin this journey. This includes creating a logo, selecting colour schemes, and typography that will consistently convey your brand across all touchpoints.

Each element will be selected to communicate your brand story and foster a consistent and strong look and feel.

Your brand bible; brand guidelines will ensure consistent application across digital and print platforms, even after we part ways, making sure that anyone who interacts with your brand recognises it instantly.

The final brand design will not only stand out but also capture the essence of your business.



# Merchandise

Merchandising design is a powerful tool in any marketing strategy when done effectively, as it enhances brand exposure, increases awareness, and promotes services while remaining a cost-effective solution.

I work closely with you to understand your vision and provide sophisticated designs that resonate with your audience. My goal is to deliver merchandise that not only stands out but also reinforces your brand's values.





# PROJECTS

**10** Ada & Albert

**11** Avocado Foundation

**12** Digital Daylight

**13** Enecto

**14** Enviro

**15** Fort Pitt

**16** Foxbridge

**17** Hidden Baths

**18** Kiind

**19** Regency Real Estate

**20** House Of Clarkson

**21** Shorditch Works



# Ada & Albert

## Scope:

Create a branding strategy for childrens charity Ada & Albert. By developing their visual identity, and producing various digital and physical assets, I successfully supported the charity marketing and hosting a prom event and ball. The goal was to create a welcoming and inspiring atmosphere that reflects the charity's mission and values.

## Deliverables:

Brand development | Shop signage for The Glades, Bromley | Social media posts and advertisements | Event flyers and invitations | Marketing collateral



# The Avocado Foundation

## Scope:

Develop a social media strategy to elevate The Avocado Foundation's online presence, with a focus on raising awareness, engaging supporters, and driving community action. This strategy leveraged creative content and data-driven insights to ensure impactful messaging across key platforms, aligning with the organisation's core mission and values.

Graphic Design | Marketing collateral  
| Marketing Strategy



Marketing Strategy



# Digital Daylight

## Scope:

Create a cutting-edge brand identity for Vail, a daylight management solution combining advanced pixel technology with sleek design. The identity aligns with tech trends and emphasises Vail's technological innovation while maintaining a focus on visual appeal and functionality.

## Deliverables:

Logo design | Brand guidelines | Pixel technology pattern design | Colour palette | Brochure design



Brand Guidelines



Brochure



# Enecto

## Scope:

Support Enecto's brand to align with its evolving business needs and appeal to potential clients and partners. The digital and print update modernised Enecto's visual style, tone, and presentation, ensuring the brand reflects its growth while preserving its core identity. The brand refresh will revitalise outdated content, themes, and graphics.

## Deliverables:

Logo | Brand guidelines | Marketing collateral | Video content | Brochure design | Copywriting



Brand Guidelines



Brochure



# Enviro

Eco - friendly branding.

## Scope:

Develop brand identity for a waste management company. Develop a visual identity inspired by the recycle symbol, reflecting the company's sustainability commitment. Create guidelines to define the visual and tonal direction, ensuring consistency across all platforms, print and digital.

## Deliverables:

Logo design | Brand guidelines | Brochure design | Website | Eco-friendly colour palette | Stationery and business card design (print and digital) | Company uniform design | Branded van wrap



Brand Guidelines



Brochure





The power of presentation.

Create a compelling pitch deck to attract investors for a property design project.

Scope:

Design a unique logo reflecting the project's identity | Develop detailed floor plans showcasing property features | Capture high-quality images and drone footage of the property | Conduct research on the area for investor insights.

Deliverables:

Logo design | Brand colours | Floor plans | Property images and drone footage | Area research report | Pitch deck presentation



Brochure



# Foxbridge

## Scope:

Create the brand identity for Foxbridge Wellness Resort & Spa that embodies tranquility, luxury, and holistic wellness across all guest touchpoints. The ten-month project included designing the core brand elements, enhancing physical guest experiences, and developing a full hospitality package that reflects Foxbridge's values of mindfulness, nature harmony, and rejuvenation.

## Deliverables:

Brand name and domain | Logo design | Brand guidelines | Brochure and visual presentation materials | Stationery | Signage system | Branded apparel | Guest Experience | Service Design



Brand Guidelines





# Hidden Baths

## Scope:

Brand leisure experience and tourist attraction, Valhalla Baths. The brand strategy positions Valhalla Baths as a sanctuary for couples, offering a secluded natural setting with hot pools and private showers, in response to rising tourism and the modern desire for privacy post-COVID. It is key to capture the essence of Icelandic culture and Norse mythology, while catering to international travelers seeking a cultural experience.

## Deliverables:

Brand identity | Logo design | Strapline creation | Visual and brand guidelines | Marketing collateral for promotional materials



Corporate ID



Brochure



# Kiind

## Scope:

Create and develop a branding solution for Kiind, focusing on establishing a strong brand presence across digital platforms and promotional assets. This includes developing a brand identity, designing web and app wireframes, consistent marketing materials, and implementing inclusive design principles. The goal is to reflect Kiind's core values of compassion, inclusivity, empowerment, and transparency.

## Deliverables:

Brand identity | Logo design | Brand guidelines | Website and app wireframes | Social media setup | Marketing materials (brochure, stationary, visual presentation) | Digital presence design | Copywriting | Research



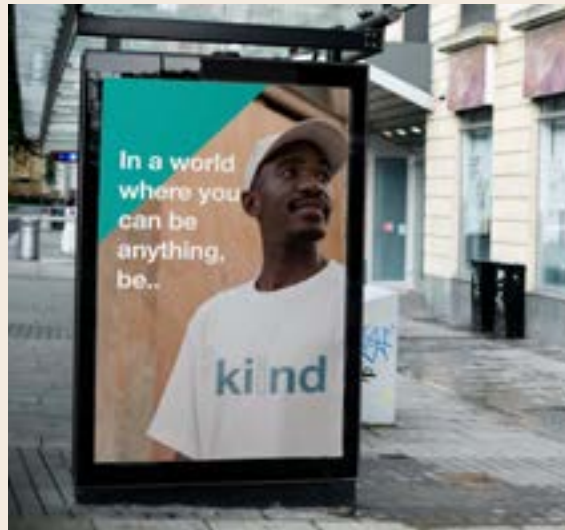
Brand Guidelines



Brochure



# kiind



# Regency RE

## Scope:

Lead a rebrand for Regency Real Estate, focusing on revitalising their online presence. Including redesigning the website layout to create a modern and professional look. The project also involved updating the logo to align with the new visual identity and creating a personalised teams page.

## Deliverables:

Website redesign | Logo update | Team member photography | Staff bios | Enhanced user experience



Brochure



# House Of Clarkson

Develop a brand for a luxury property booking service, translate this into a booking website, marketing collateral and digital assets.

Scope:  
Establish a sophisticated brand identity | Develop unique logos for each property | Design a user-centered booking website | Develop marketing collateral and social media content.

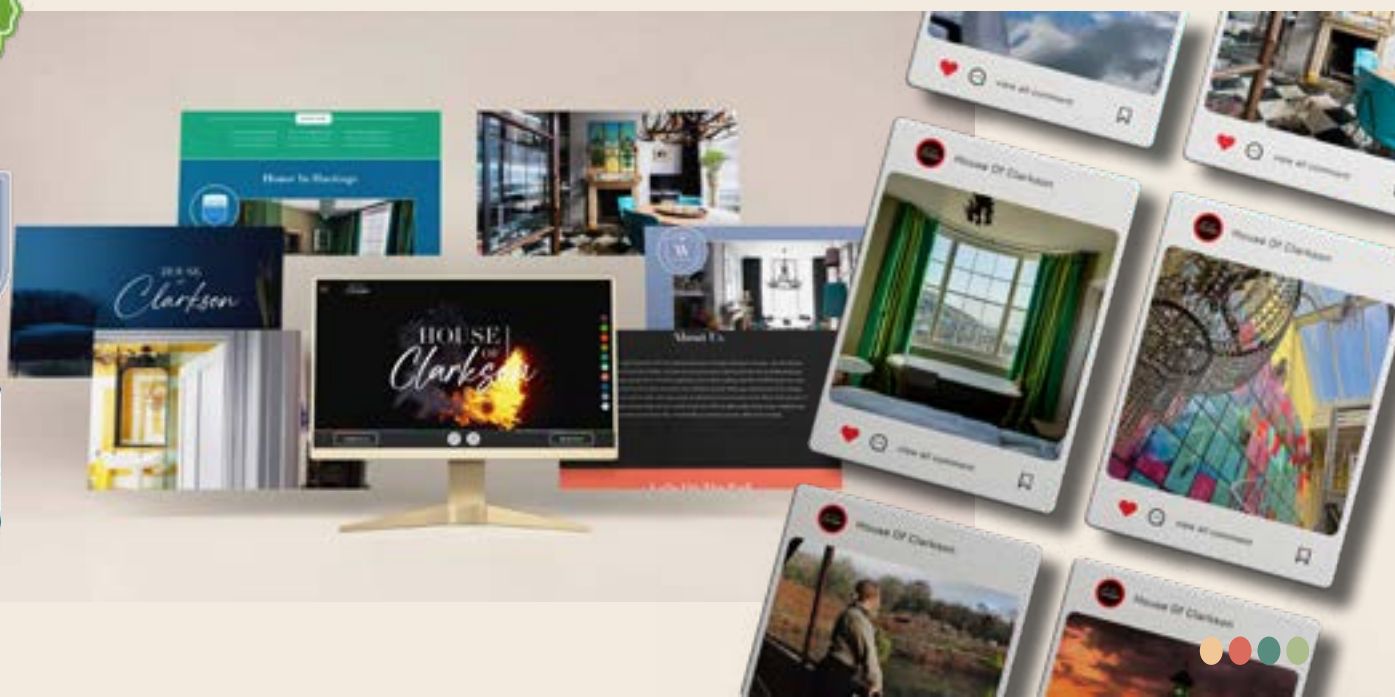
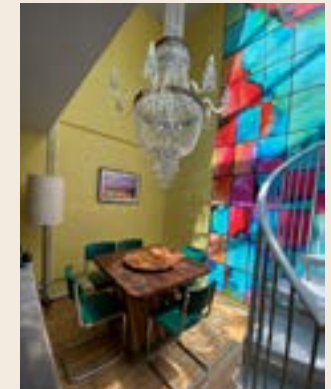
Deliverables:  
Logo design | Custom property logos | Brand guidelines | Floor plans | Property images & videos | User-centred booking website | Brochure design | Social media content

 **Brand Guidelines**

 **Brochure**



## HOUSE OF Clarkson



# Shoreditch Works

## Scope:

Capture the essence of Shoreditch's vibrant culture and modernity while reflecting the functionality & flexibility of Shoreditch Works' office space. The project included logo and brand creation, property photography, advertisement and brochure design.

## Deliverables:

Branding | Logo design | Branding strategy | Window Vinyl | Property photography | Brochure design

 **Brand Guidelines**

 **Brochure**





**THANK YOU**

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