POINT
CREATIVE

HANNAH LAWRENCE

PORTFOLIO

HELLO

Point Creative can assist you with all things graphic design, from creating the perfect logo to designing your first billboard ad.

This portfolio will give you a taste of my previous work and what we could achieve together.

I'M ON POINT FOR...

- BRANDING
- PACKAGING
- IMAGE EDITING
- VIDEO
- PRESENTATIONS
- BROCHURES
- LEAFLETS
- DIGITAL & PRINT ADS

flora&curl

next

GIANT BAR.

St James's Place

Superdrug

T·K·maxx

THE REGENERATIVE OLIVE OIL CO. ZOI

Century 21

JEROME RUSSELL Bblonde® THE UK'S NO.1 BLONDING BRAND

Dune LONDON

Glaswegin

Deloitte.

Mother&Baby

KELLY HOPPEN

McQUEEN SCOTTISH GIN

BCG BOSTON CONSULTING GROUP

SCOTTISH FINE SOAPS

IZZOSEW STUDIO

K—NG'S INCH— SINGLE MALT SCOTCH WHISKY

ice Institution of Civil Engineers

PROJECT 01 NEW RANGE PACK DESIGN & LAUNCH

2024

Challenge

Jerome Russell wanted to create a new product range to compete with established depositing conditioner ranges like Glaze and Josh Wood. The packaging had to deliver on-shelf standout through bold visuals and a fuss-free, unapologetic attitude.

Approach

As Graphic Designer, I worked on Colorbomb from brand conception to launch, creating the logo, pack artwork and a pitch presentation that secured our listing in Superdrug stores. I also developed digital launch assets for social media, the website, and online retail platforms such as Superdrug online and Amazon A+ content, ensuring a consistent, high-impact visual identity across all touchpoints.

Outcome

The design achieved strong shelf standout and a cohesive brand presence. We successfully launched Colorbomb through Superdrug and online channels, positioning the brand as a confident new player - and now an award winner - in the hair-colour market.



















PROJECT 02

PRINT ADS & OOH

2023/24

Challenge

Jerome Russell required high-impact advertising across print, digital and outdoor channels to strengthen brand visibility and communicate a premium image to consumers nationwide.

Approach

As in-house Graphic Designer, I created and prepared all artwork for print ads, advertorials and OOH placements. Key executions included a Metro full-page advertorial, a JPLEX ad for Superdrug's in-store magazine (distributed across c800 stores) and a 48-sheet London Underground billboard positioned at eight major shopping traffic stations in January 2024.

Outcome

The cohesive creative execution delivered strong brand visibility across multiple touchpoints, reinforcing Jerome Russell's premium positioning and driving increased consumer awareness and engagement both in-store and across major outdoor platforms.











PROJECT 03

AESTHETICIAN SITE & LEAFLET

2025

Challenge

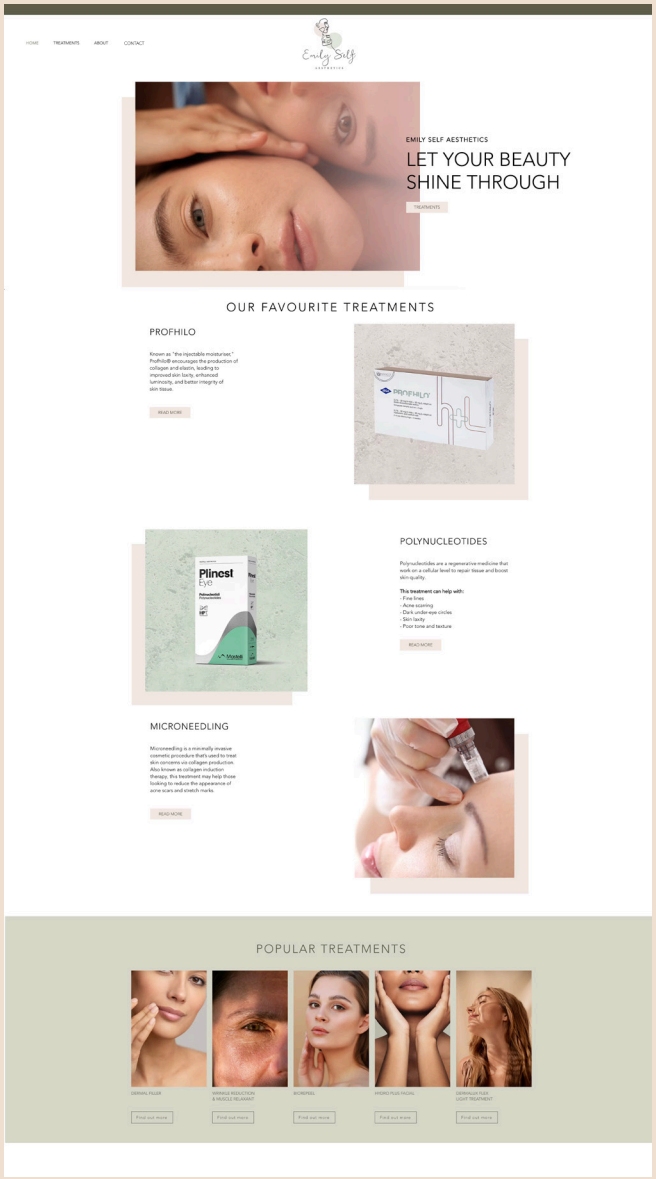
A local beauty aesthetician approached me for a complete overhaul of her website and marketing materials. Her existing brand lacked cohesion and didn't reflect the quality of her services.

Approach

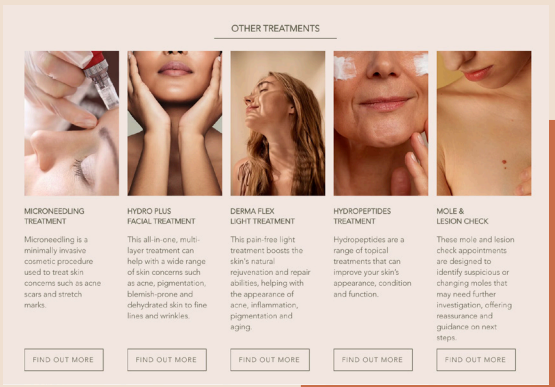
I began by creating a concise brand guideline document detailing a cohesive colour palette, typography and image style. These foundations informed the redesign of her website and collateral, ensuring consistency across all mediums.

Outcome

The result is a modern, elegant brand identity and website that conveys professionalism and trust. The calm, gentle colour palette reflects her cautious and caring approach to skincare, reinforcing the sense of comfort and confidence she provides to her clients, and allows the warmth of the modified stock imagery to remain the focus of the materials.







PROJECT 04 SUPERDRUG RETAIL FIXTURES

2023/24

Challenge

I was asked to design retail display systems for Jerome Russell products across major highstreet and supermarket chains, including Superdrug, ASDA, Boots, Savers, Morrisons, and Tesco. The displays needed to highlight products, align with seasonal promotions, educate customers, and comply with strict retailer brand guidelines.

Approach

I designed a variety of formats, including aisle fins, freestanding display units, and blip tray fronts, tailored for Superdrug's network of c800 stores. Each design balanced visual impact, educational messaging, and promotional alignment, while adhering to retailer specifications.

Outcome

The displays successfully showcased Jerome Russell products, supporting seasonal campaigns and promotions while maintaining brand consistency. The designs enhanced product visibility and engagement across multiple retail environments.



PROJECT 05 NEW RANGE PACK DESIGN & LAUNCH

2024

Challenge

Develop and launch a new blonding kit for Bblonde's core range that competes within the new charcoal bleaching trend. The new product needed to maintain consistency with the existing product range on-shelf.

Approach

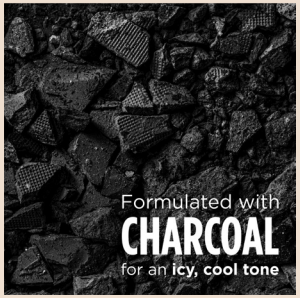
I designed the new pack which needed to educate consumers about this new trend and highlight the key features and benefits of the new kit.

Thereafter, I developed a brief for the photoshoots and created all the digital assets required for launch, including website banners, social media content, eCommerce listings for our site and retailer's sites along with Amazon A+ content.

Outcome

The final design achieved strong on-shelf differentiation while aligning with the brand's core visual identity. The cohesive campaign across physical and digital channels effectively supported the product launch and reinforced Bblonde's presence in the market.







Product shots & promotional tiles developed for Superdrug.com, Amazon and our own website and social media channels.





PROJECT 06

BRAND PRESENTATION

2022

Challenge

Scottish Fine Soaps needed a new brand presentation to share with trade customers. With no internal marketing function, the main challenge was sourcing high-quality imagery and assets to showcase their product ranges effectively.

Approach

I curated a strong visual asset library combining existing assets, photoshopped imagery and carefully sourced stock photography. Each product range also required new promotional text that highlighted the key features and benefits of the range and ingredients used.

Outcome

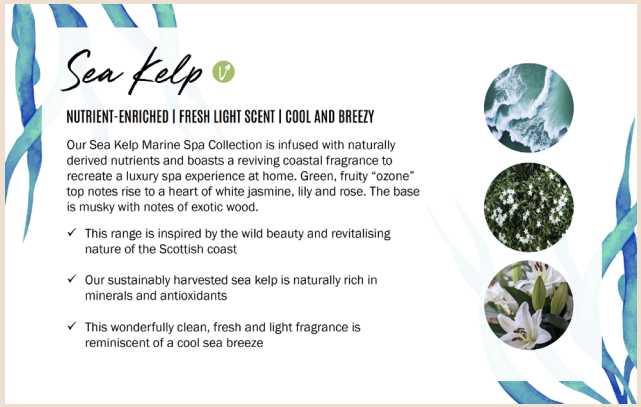
The finished document delivered a polished, cohesive presentation for the brand that elevated the effectiveness of Scottish Fine Soaps' trade communications. Through both highlighting the brand's ethos, heritage and production methods, and detailing the differences and benefits of each product range, this presentation served as a valuable asset for ongoing customer engagement.













PROJECT 07 NEW RANGE PACK DESIGN & LAUNCH

2022

Challenge

Shearer Candles aimed to launch a new natural range of soy wax candles made with sustainably sourced fragrances and packaging. The design needed to communicate the brand's commitment to sustainability while appealing to both trade and consumer audiences.

Approach

Collaborating with the Head of Product Development, I designed the logo and packaging, planned product and lifestyle photoshoots and created all print and digital assets ahead the launch. This included website banners, social media content, eCommerce listings and trade and consumer email campaigns.

Outcome

The cohesive visual identity and digital rollout successfully introduced the new range to trade and consumer customers, reinforcing Shearer Candles' sustainable positioning and delivering a consistent, premium look across all customer touchpoints.



















PROJECT 08

RANGE REBRAND & LAUNCH

2024

Challenge

Smooth Appeal needed a modernised identity that would revitalise the brand's attitude whilst remaining recognisable to its existing loyal customer base.

Approach

Alongside the Marketing Manager, we started with a brand "deep-dive", analysing product features, benefits and USPs, as well as competitor visual styles and tone of voice. Insights from this research shaped our refreshed design direction; more confident, positive, contemporary and inclusive. I then developed the new pack design and a presentation to pitch the new range into Superdrug and Boots. Also pictured are some of the new digital promotion assets used on social media, ecommerce and Amazon at launch.

Outcome

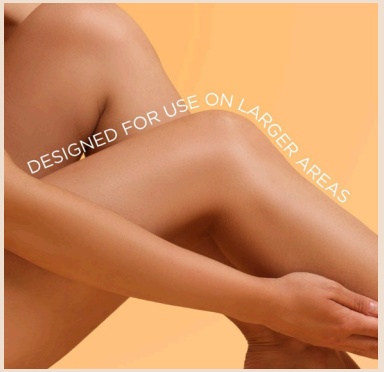
The refreshed identity successfully redefined Smooth Appeal's brand personality, positioning it a reliable and relatable choice within the home-waxing category while retaining familiarity for its existing audience. The range has now been stocked in Superdrug and Smooth Appeal has enjoyed an uplift in sales on Amazon.















PROJECT 09

PHOTOSHOOT & BROCHURE

2022

Challenge

Shearer Candles wanted to elevate their trade brochure with a more premium look and feel for the Autumn/Winter gifting season. Working with a tight budget and limited in-house resources, the goal was to create a sophisticated piece of collateral that reflected the brand's quality and heritage.

Approach

In order to remain cost-effective, I staged a photoshoot at home, using props and backgrounds to produce moody, premium lifestyle imagery. After retouching and editing the photos, I designed a refreshed brochure layout that highlighted product quality, craftsmanship and range diversity.

Outcome

The final brochure successfully delivered a premium, cohesive brand presentation, strengthening Shearer Candles' trade presence and helping the brand stand out in a competitive gifting market.















PROJECT 10

TRADE SHOW VIDEOS

2022

Challenge

For their stand at the Spring Fair at the NEC, Shearer Candles needed two promotional videos to attract trade buyers and highlight both their product range and Private Label offering. With no budget to professionally shoot new footage, the challenge was to create engaging, professional videos with very limited resources.

Approach

Working resourcefully, I edited together a mixture of existing brand footage, stock clips and mobile-shot content, crafting two concise, visually cohesive videos.

Outcome

The final videos provided strong visual impact and effectively promoted Shearer Candles' range and services, helping draw visitors to the stand and elevating the brand's professional presence within the competitive gifting sector. The two videos were used in multiple locations thereafter, including our retail stores, trade presentations website and social media.





HANNAH LAWRENCE
07969044692
hello@point-creative-design.co.uk

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