



DARREN

REAY

As a designer >

I like to ...

er). Ask questions,
find patterns,
generate ideas,
prototype,
develop &
analyse (then start over

A taste of my work to date >

How can the branding blend in with the interior of the shop?

I was asked to design Songbird Bakery's branding across shop, website and promo material. It needed to represent their passion for baking 'cupcakes' and 'occasion cakes'. I built up strong relationships with shop owners, signage company and printing company.



What keeps members & volunteers committed?

Middlesbrough Gateway Club is a charity that hosts a weekly activity service for adults with learning disabilities. They wanted branding that was applied to website and newsletters. To get a greater understanding of the club I donated six weeks of my time to teach basic computer skills.



Personality vs. skill; which is important to service users?

Junction Beauty is a one woman beauty therapy local business. Emma's USP is a newly built summer house at the back of her garden. I was asked to create an icon, lettering and Visual identity for website and social media.

I built up a good understanding with the SEO specialist.



**JUNCTION
BEAUTY.**

What!
Not another
Youtube
channel?

North East gaming wanted a logo and header to stretch across their new gaming Youtube channel. This branding was used over other social media outlets too. I learned a lot about the psychology of getting Youtube views.



Why is there a recent trend in retro gaming?

Gaming merchandise are an online e-commerce store that wanted branding that represented their retro gaming memorabilia stock. This project enabled me to delve deeper into the world of e-commerce.



GAMING
MERCHANDISE

Milestones ...

ND Graphic Design

Gateshead College

BA Hons Graphic Design Degree

Teesside University

For more info & in depth case
studies please visit or contact

www.darren-reay.com

hey@darren-reay.com

07463915937