



AARON RAFFERTY

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RAFFERTY

GRAPHIC DESIGNER

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HELLO

AND
WELCOME,

TO
MY

PORTFOLIO

I'M A

GRAPHIC DESIGNER //
ADMINISTRATIVE ASSISTANT //
CHOREOGRAPHER //
CREATIVE THINKER //
DANCE COACH //
ENTERTAINER //
EVENTS MANAGER //
FANTASY FOOTBALL MANAGER //
FILM CRITIC //
FOOTBALLER //
GAMER //
GRAFTER //
IDEA GENERATOR //
INSTAGRAM SENSATION //
LEADER //
MARKETING MAESTRO //
NEGOTIATOR //
ORGANISER //
PUBLICATION DESIGNER //
PROOF READER //
SET RUNNER //
SOCIAL HUB //
SOCIAL MEDIA GURU //
SPORTSWEAR DESIGNER //
TEAM PLAYER //
TEA MAKER //
EXTRA PAIR OF HANDS //
GO TO GUY //
VIDEO EDITOR //
GUY WORTH TAKING A CHANCE ON //

AND THIS IS MY STORY ...

As a designer much of my work has centred around commercial branding. Having a passion and interest in the area of design you are creating is vital to create work that is both successful and engaging.

At the age of 24 I have just finished a spell working in the luxury yachting industry. Having spent time freelancing being given the opportunity to work abroad in places like Monaco I want to settle down in to something more permanent. Since the age of 16 I have always been a hard-working determined designer, keen to get as much experience under my belt, I undertook every opportunity I was handed, whether it was designing my family and friends business cards or the tshirts for my first group holiday.

Throughout my education I have always tried to do more, always juggling employment, hobbies and skills with school and university, whilst ensuring I did not miss a step along the way. Whilst studying at school I worked a part-time role as assistant teacher at the Fryday's Academy of Irish Dance. I learned valuable communication skills, in particular teaching with confidence in front of groups of people and the ability to deal with clients and people of all backgrounds.

Following my first two years of study I worked full time for two years at Aspect Flooring Contracts Ltd. A flooring contractor based in the South East. My first role within the company, as administrative assistant, taught me the finer details of how a business is run, as well as the patience to complete the less exciting tasks that go with working in a hectic office environment. As a testament to my endeavour and my keenness to learn I was soon promoted to the role of project manager. Tasked with the organising and operation of major BUPA contracted jobs I quickly learned the skills of organisation and time management. Working with and managing third party sub-contractors with tight windows of turnaround it was vital that I was able to make key decisions swiftly, sometimes under great amounts of consequential pressure. This role also taught me the meaning of teamwork, being responsible for a twenty-man workforce many of which being senior to myself in

age I learned valuable leadership and people skills, earning the respect and trust of the people under myself.

Throughout my final two years of University I was a member of the Kingston Cougars, the University's American Football Team. During this time, I held two voluntary committee roles; designer/media manager and club president. My responsibilities as the former included the creation and distribution of social media content in order to engage both supporters and potential club sponsors. Although voluntary this position paid handsomely in experience and offered a platform to showcase my commercial work outside of the University studio. Following my excellent organisational skills and work within the club's committee I was elected to be club president, a position which was responsible for the overseeing of running one of the University's largest sports clubs.

Whilst studying I have had two part-time jobs within the Union of Kingston Students. The first saw me work alongside the marketing team as a graphic designer. Whilst in this position I worked on a number of high-profile briefs the highlight of which was being lead creative for the 2017 Fresher's Fortnight Event. This assignment saw me working full time throughout the summer utilising my full creative skill set, producing event assets and media, whilst working alongside the events team to see designs through to implementation. The second of these roles saw my promotion to Sports designer. My duties included the support of all 31 University teams. Answering directly to the University sports' coordinator, I was tasked with the creation of a variety of media including; social media graphics, digital material, video editing, the creation of various advertising, events theming and signage, as well as the production and delivery of flyers, booklets and other print-based material. Working with this media enabled me to develop my skills across the full range of Adobe's creative package, in particular mastering Photoshop, InDesign and Illustrator as well as my photographic and video editing skills. These skills were utilised in their full during creation of the University playing kits. During this project I collaborated with Surridge Sport in order to design and create from

start to finish the playing kit for all 31 University sports teams as well as a leisure range. The attention to detail required to ensure every design fit within Union brand guidelines, manufacturers specifications, as well as each individual club's requirement was immense however the outcome was hugely rewarding.

Whilst working at Superyachts.com I have developed my skills further. Working around the clock I single-handedly designed and delivered a 100-page luxury destination guide magazine for the Montenegrin government. Following on from that I then aided with the delivery and creation of Large Format event and exhibition graphics for the 2018 Monaco Yacht Show in September. In addition to these two major briefs I have carried out several other briefs including animations, sales pitch, presentation and tender design.

Throughout my degree at Kingston I have learnt to think creatively. To visual problem solve, this training has granted me the tools to tackle any brief with a never say die attitude and to never settle for second best, to work both as an individual and within a team to be the best. It is for that reason I believe that I would be a valuable asset to any organisation or design team.

AND NOW FOR THE MAIN EVENT ...

01
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LEST
WE
FORGET

02
O
MONACO
YACHT
SHOW 2018

03
N
MONTENEGRO
INDEPTH
MAGAZINE

04
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KINGSTON
UNIVERSITY
SPORT

05
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ADIDoes
CONCEPT
APP

06
N
SHARE
THE
WEIGHT

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RACE
FOR
REFUGEES

08
S
FULHAM F.C.
LONDON'S
ORIGINAL



LEST WE FORGET

'Lest we forget' is a self-initiated project stemming from the Research of my dissertation. The project saw the creation of a special edition England memorial kit as part of the upcoming centenary, celebrating 2018 as 100 years since the armistice of the First World War.

Team Members

Aaron Rafferty

Type of Work

Kit design, Branding, Typeface Design

Date of Work

October 2017



A B C D E F G H I J

K L M N O P Q

R S T U V W X Y Z

0 1 2 3 4 5 6 7 8 9

ENGLAND MACDONALD GILL MEMORIAL FONT





STEP BY STEP - PROCESS

Having settled upon a design through use of sketch I then begin to mockup my idea digitally. In the case of the England Away concept I would work piece by piece refining the design until it was just perfect before moving on to the next. This approach is the most time-efficient way to creating a perfect outcome.



TEASER

HOME
KIT
LAUNCH
TEASER

SILHOUETTE
OF SOLDIER
TO CAST
SHADOW



LE

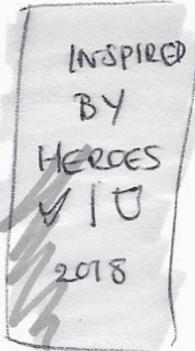
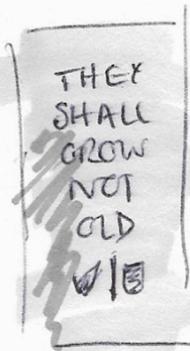
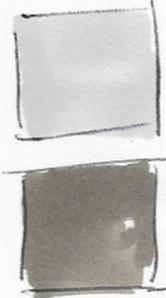
ENGRAVED
EFFECT TO MAKE
POTTER LOOK
LIKE GRAVESTONE

LIMESTONE TEXTURE

3 LIONS SILHOUETTE



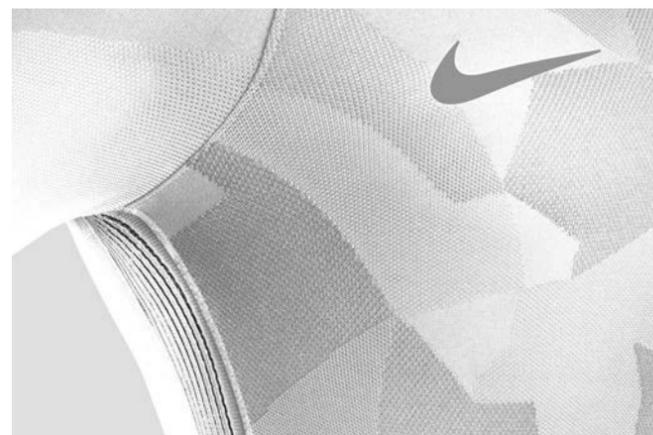
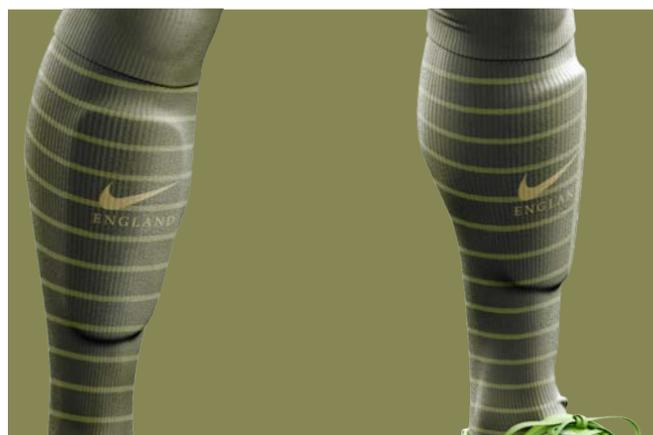
SOCIAL
MEDIA
SQUARE
11.11.18



→ SERIES OF POSTERS
TO BE A4 PORTRAIT
TO REFERENCE GRAVE
STONES

M M X V I I I





SUPERYACHTS.COM

mjs BREAKING NEWS CENTRE

SUPERYACHTS.COM

THE ISLANDS OF THE bahamas

mjs BREAKING NEWS CENTRE



SUPERYACHTS.COM

LUXURY RESORTS

CARLISLE BAY ANTIGUA

Sugar Ridge

CCIU

H&H

BUSINESS & INVESTMENT



NETJETS



- GRAND BAHAMA
- THE ABACOS
- BHAM
- BERRY ISLANDS
- ELIZABETHA
- ANDROS
- NASSAU
- THE EXUMAS
- CAT ISLAND
- SAN SALVADOR & RUPUN
- LONG ISLAND
- ROCKED ISLAND
- CRICKED ISLAND & ADJACENT
- PARADISE
- THE NASSAUS

ANTIGUA & BARBUDA TOURISM AUTHORITY

NATIONAL PARKS ANTIGUA

LUXURY RETAIL

IN DEPTH THE BAHAMAS

SYORIGINA

EXCLUSIVE ONLINE EGG

COVERING EXITTING EGG FROM ACROSS THE ISLANDS

COMING 20

15th-18th

PUTI DESI



02

MONACO YACHT SHOW 2018 BAHAMAS STAND

One of my freelance briefs for Superyachts.com required the creation of Large Format, vector events graphics for the Bahamas government's stand and bar for the 2018 Monaco Yacht Show. Liaising with the constructors I was responsible for 7 different large format prints designed, printed and then built on site.

Team Members

Aaron Rafferty

Type of Work

Large Format Events Graphics

Date of Work

September 2018



INTO THE WILD



Inviting you to its scenic corners of remote solitude and sublime escape, Montenegro's world heritage sites are nature's treasures aching to be discovered...

The 13,812 square kilometres of Montenegro offer endless action-packed discovery. From white-water rafting down the Tara River – Europe's deepest canyon – to exploration through its glacial landscapes, these UNESCO listed heritage sites are wild and bursting with beauty. Home to Europe's last virgin black pine forest, its high alpine pastures strewn with hidden lakes and glaciers are truly enchanting. Whether traversing through fairytale waterfalls, rocky grottoes or ice caves, the exploration awaits.

“ **HOME TO EUROPE'S LAST VIRGIN BLACK PINE FOREST, ITS HIGH ALPINE PASTURES STREWN WITH HIDDEN LAKES AND GLACIERS IS TRULY ENCHANTING.** ”

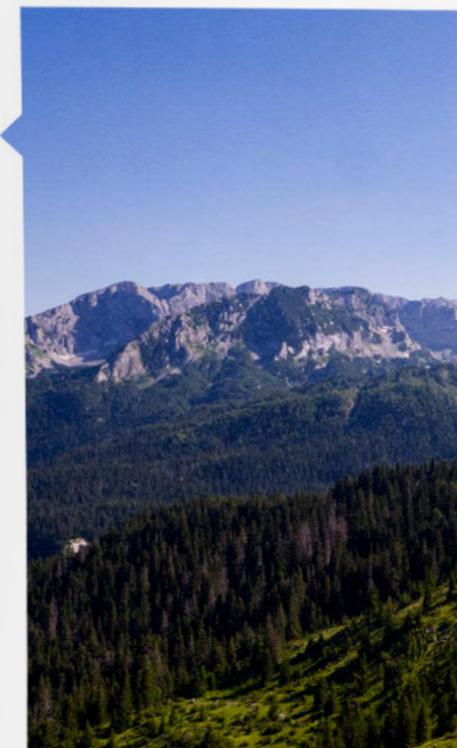


BIOGRADSKA GORA NATIONAL PARK

This unique member of the National Park crowd sits in the picturesque paradise of Bjelasica, at the central part of Bjelasica mountain, where the apple coloured waters of Lake Biograd and the blushing forestry that surrounds it is untamed with beauty. This unique geological wonder is steeped in a rich history dating back to the Balkan War, and it has not lost the magical allure of nature at its most awe-inspiring. With the slopes of Biogradska Gora's mountains still used for pastures, the shepherd's summer houses can still be found dotted in the distance.

PROKLETIJE NATIONAL PARK

Mountains mark the border with a dramatic aesthetic unseen anywhere else in the world. As if plucked straight from a postcard, this mountain massif is imposing yet divine. The 2000m peaks of Karanfiko-Bjelicki are rugged and ready to be explored, whilst the glacial lakes and lulling mineral water streams showcase breathtaking wonders bursting with dynamic plant and animal life. The traditional architecture of the region has continued to be preserved; here, stone-walled residential houses can be seen. Don't miss Plav Lake and Ali-Pashas Springs.



03

MONTENEGRO INDEPTH

Montenegro Indepth is a luxury resort guide for the Superyacht owner. A freelance brief from Superyachts.com I was tasked with the completion of the 100 page magazine, commissioned by the Montenegrin government in just over 2 weeks.

Team Members

Aaron Rafferty

Type of Work

Publication

Date of Work

August 2018

REINTRODUCING RIANA

Rediscover the beauty of the coast, the spirit of the sea and the power of the sun. Riana is a luxury resort for the superyacht owner. A freelance brief from Superyachts.com I was tasked with the completion of the 100 page magazine, commissioned by the Montenegrin government in just over 2 weeks.

DISCOVER MONTENEGRO

COULD YOU SHARE WITH US THE PERFECT 24 HOURS ONBOARD RIANA IN MONTENEGRO?

TELL US ABOUT THE EVENTS YOU WOULD ENJOY PARTICIPATING IN AS WELL AS THE REGION OF MONTENEGRO!

HOW DO CAPTAIN AND CREW ADD TO THE UNIQUE EXPERIENCE OF RIANA?

WHAT DOES THIS REGION HAVE TO OFFER AS A CHARTER DESTINATION, AS WELL AS A PLACE FOR INVESTMENT?

FOR CHARTER ENQUIRY CONTACT: info@superyachts.com | T: +382 09 432 3470

To the SEA

WINTER SKIING

in Kolasin and Zlatibor

Kayaking

Experience the thrill of kayaking on the crystal clear waters of the coast. From the turquoise sea to the calm bays, there's a perfect spot for every level of kayaker.

Beach Hopping

Discover the hidden gems of the Montenegrin coast. From the bustling resorts to the quiet, secluded beaches, there's a perfect spot for every traveler.

Water Rafting

Experience the thrill of water rafting on the crystal clear waters of the coast. From the turquoise sea to the calm bays, there's a perfect spot for every level of kayaker.

Kite Surfing

Experience the thrill of kite surfing on the crystal clear waters of the coast. From the turquoise sea to the calm bays, there's a perfect spot for every level of kayaker.

Paragliding

Experience the thrill of paragliding on the crystal clear waters of the coast. From the turquoise sea to the calm bays, there's a perfect spot for every level of kayaker.

INTO THE WILD

HOME TO EUROPE'S LAST VIRGIN BLACK PINE FOREST, ITS HIGH ALPINE PASTURES STREWN WITH HIDDEN LAKES AND GLACIERS IS TRULY ENCHANTING.

BIOGRADSKA GORA NATIONAL PARK

Experience the beauty of the Biogradska Gora National Park, a UNESCO World Heritage site. From the crystal clear waters of the coast to the majestic mountains, there's a perfect spot for every traveler.

PROKLETJE NATIONAL PARK

Experience the beauty of the Prokletje National Park, a UNESCO World Heritage site. From the crystal clear waters of the coast to the majestic mountains, there's a perfect spot for every traveler.

A STORY OF THE SEA

Montenegro's naval past is separate, and the nation dotted with living, breathing reminders of a history spent at sea.

When you are living by the water, an extraordinary natural harbour, it is normal for people who live here to be fully oriented around the sea.

In Montenegro today, there are over 6000 active sailors (about 1% of the total population). It remains a hugely important industry of which nautical tourism is only the most recent chapter...

art renaissance

Montenegro's storied past is reborn within Riana's new venue. A freelance brief from Superyachts.com I was tasked with the completion of the 100 page magazine, commissioned by the Montenegrin government in just over 2 weeks.

montenegro's tourism sector has skyrocketed in recent years, and the European art scene has followed. The country is slowly but surely making a name for itself, and appreciators of culture should certainly check out the scene.

THE GAYO GALLERY

THE GAYO GALLERY

THE GAYO GALLERY

LUSTICA BAY THE SWEET LIFE

UNDISCOVERED LUXURY AND A HARMONIOUS COMMUNITY SET AGAINST A BACKDROP OF MEDITERRANEAN BEAUTY... LUSTICA BAY IS THE LATEST AND MOST EXCITING ADDITION TO THE MONTENEGRO SKYLINE.

BY ANNA SOLOMON

Welcome to the Village...

A Setting of Serenity...

Luxury Homes | MONTENEGRO INSPIRE





KINGSTON UNIVERSITY SPORT

My residency at Kingston Sport which stemmed from the roots of a strand film project, ended up becoming paid employment. During my time here I worked on several different briefs, creating work across a broad spectrum. The most successful of these being redesigning the University's playing kits, in collaboration with the new kit supplier SurrIDGE sport.

Team Members

Aaron Rafferty & Various collaborations;
(Lloyd Watson, SurrIDGE Sport Design Team)

Type of Work

Kit design, Branding, Events advertising

Date of Work

September 2017 - April 2018





Photos by Aaron Rafferty



These are the resulting photos from my photoshoot of the Kingston University playing kits. As lead creative I designed all the different kits to give the University Sports Teams a uniform look.



As part of the promo for the University kits I storyboarded, directed and shot a teaser advert for the new playing kits using a variety of the University's athletes as the models for the shoot.

C O U G A R CHAOS

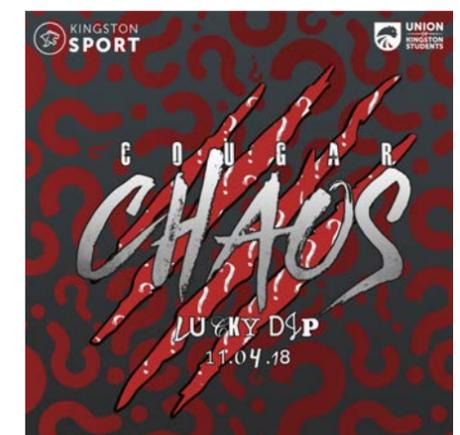
NEW RECRUITS TONIGHT

ROLL CALL 8PM THE MILL
PARTY AT THE HIVE

4 JAGERS £10

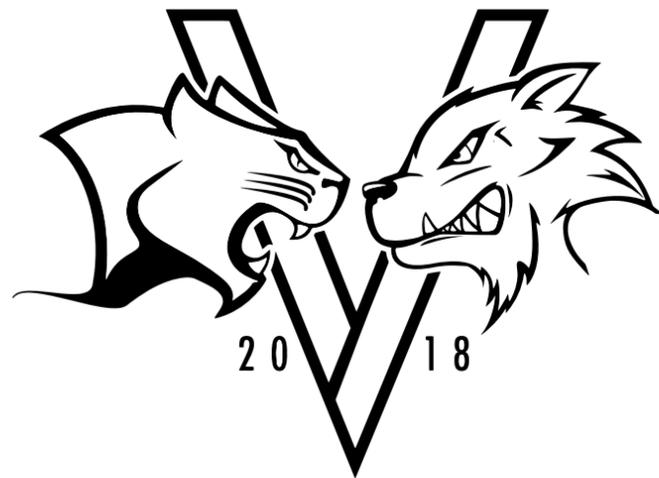
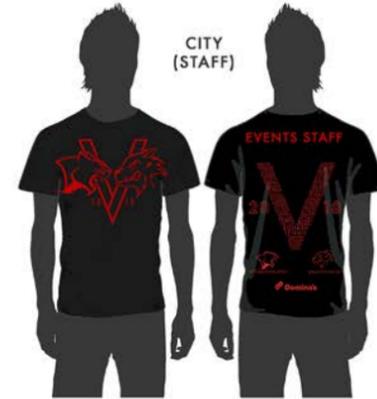
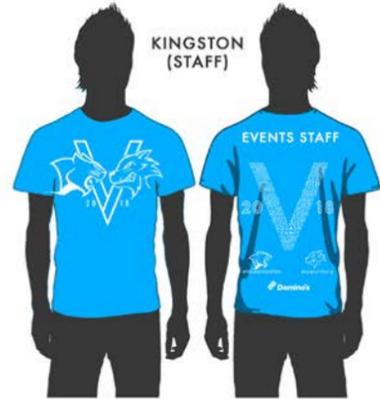
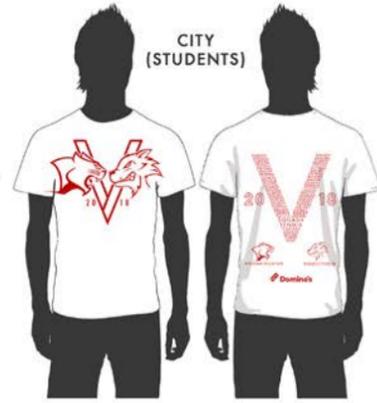
10 SHOTS £10

DOUBLES £4



Cougar chaos, the sports department's monthly club night needed an identity. As each night featured a different theme I devised a logo featuring claw marks that could be customised in order to fit with that month's theme.

VARSIY 2018 - TSHIRT MOCKUPS



The final tshirt and hoodie designs.



 KINGSTON
SPORT



20 **VAR-SITY** 18
#TEAMKINGSTON

21ST | 22ND MARCH
TICKETS AVAILABLE ONLINE NOW

 /KINGSTON.SPORT



adidoes
www

05

ADIDOES

Adidoes is a concept app and campaign created for Adidas. Exploring the future of communication, Adidoes allows members of the public to propose and pitch refurbishment community projects to Adidas. Depending on the popularity of the projects based upon peer reviews, the project may then be taken on by Adidas in order to aid with the development of sports facilities in local communities.

Team Members

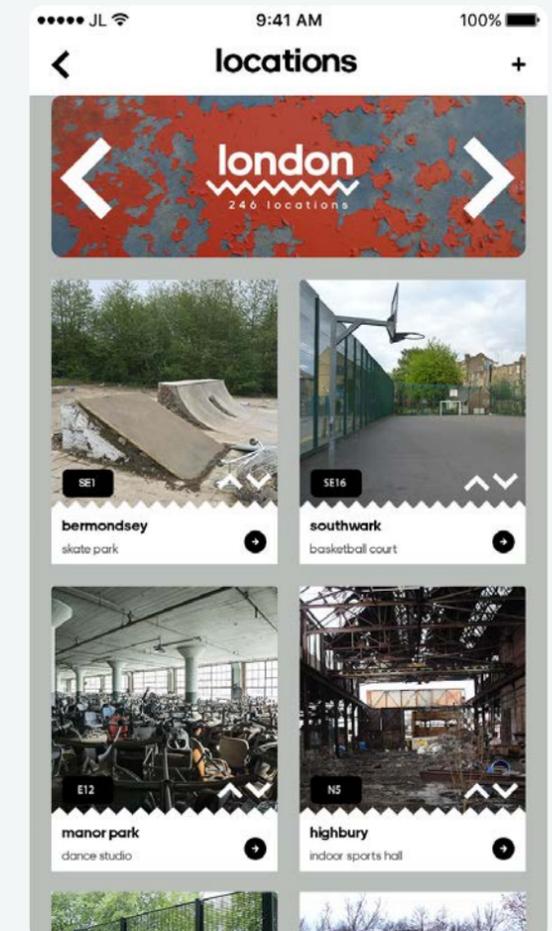
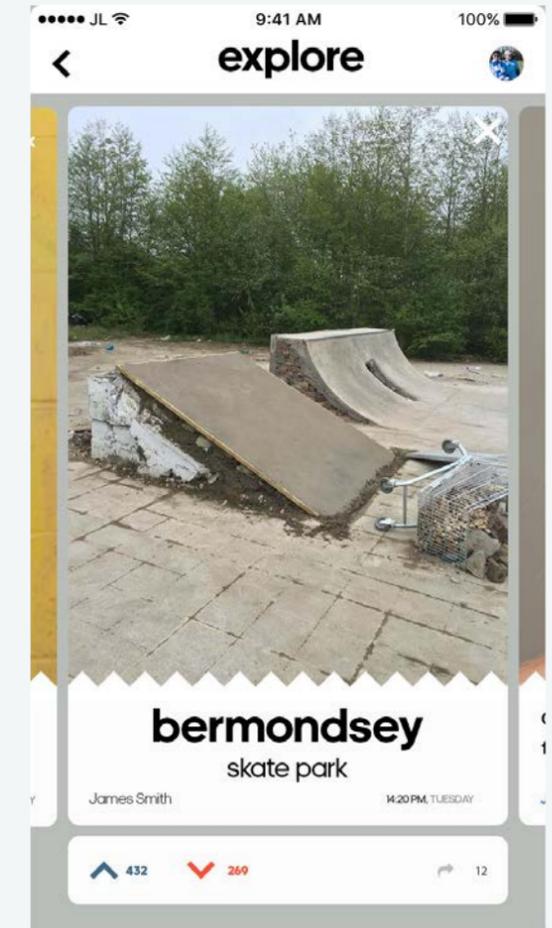
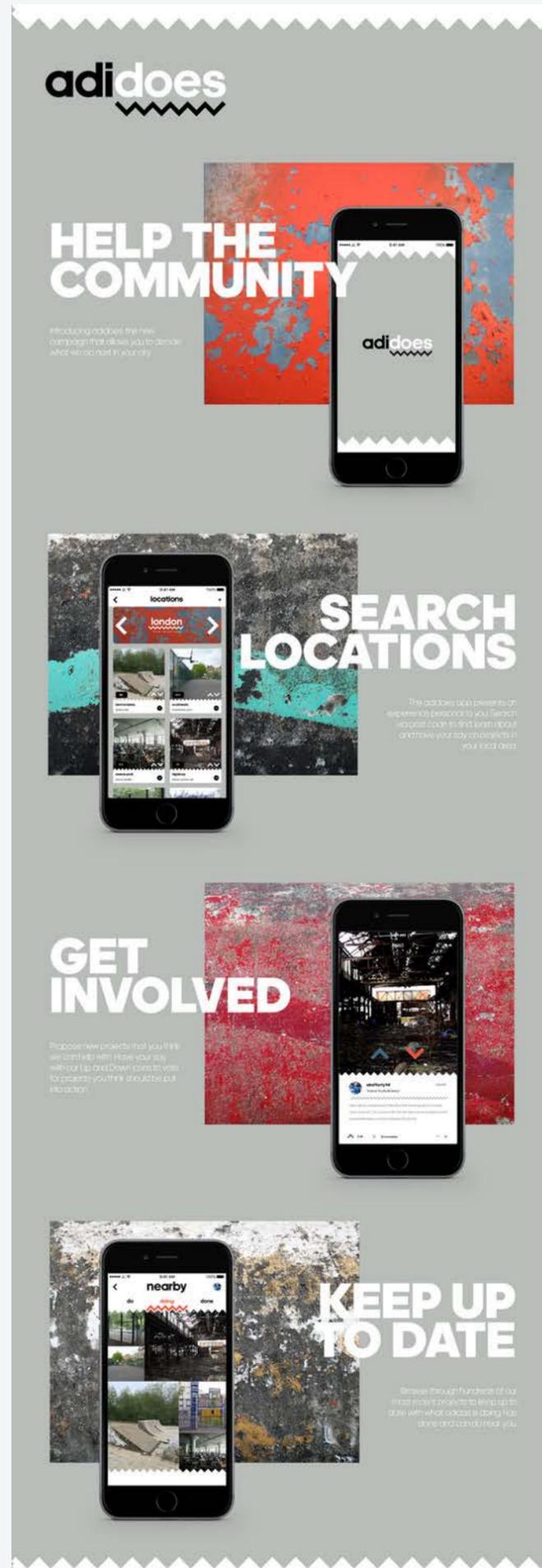
Aaron Rafferty

Type of Work

App Design

Date of Work

February 2018





FOUR-TIME WORLD CHAMPIONS SOMETIMES NEED A HELPING HAND

#SHARETHEWEIGHT
tackling men's mental health.



CALM - SHARE THE WEIGHT

Share The Weight, is a concept campaign created for CALM that uses sport as a vehicle to remind men that it is okay to talk about mental health. Utilising the England football team's endorsement to launch at the 2018 World Cup, the campaign would then move in to gyms and local sporting venues.

Team Members

Aaron Rafferty, Hani Lees Dresser, Phoebe Brown

Type of Work

Campaign

Date of Work

September 2017 - April 2018

CALM

#SHARE THE WEIGHT
tackling men's mental health.

CAMPAIGN CONCEPT



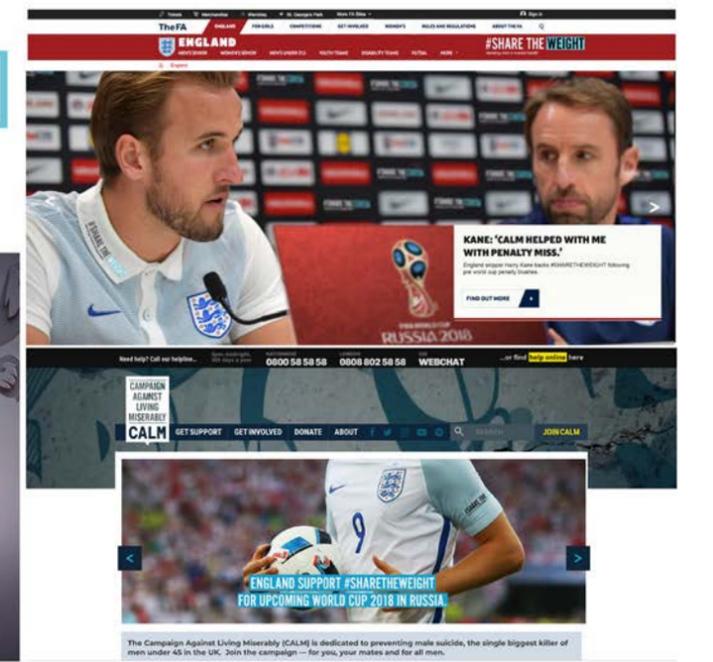
- WHO? TARGETTING THE UK MALE POPULATION
- WHAT? MAKING MEN AWARE OF AVAILABLE SUPPORT
- WHY? SUPRESSED EMOTIONS CONTRIBUTE TO SUICIDE
- WHERE? USING SPORT TO COMMUNICATE THE CAMPAIGN

CALM

#SHARE THE WEIGHT
tackling men's mental health.

CAMPAIGN IN ACTION

England Team Endorsement



CALM

#SHARE THE WEIGHT
tackling men's mental health.

CAMPAIGN LAUNCH

- World Cup 2018
- Endorsed by the England National team
- England National Team carrying the weight of expectation
- Broadcast exposure to 20 million British viewers on live terrestrial television.
- Create widespread awareness for CALM
- Build recognition for second phase of campaign



CALM

#SHARE THE WEIGHT
tackling men's mental health.

CAMPAIGN PHASE 2

Integration into daily life





#RACEFORREFUGEES



07

RACE FOR REFUGEES - Amnesty Live Brief

Race For Refugees is a campaign created in response to a Live Brief for Amnesty International. The goal of the campaign was to raise awareness for the struggles Refugees face when trying to seek entry into the UK. Our aim was to encourage members of the public to break through the barrier of discrimination and sign Amnesty's petition to enable refugees easier entry to the UK.

Team Members

Aaron Rafferty, Tyler Buon, Liv Garafalo, Freddie Chant, Alex Winton

Type of Work

Trainer Design

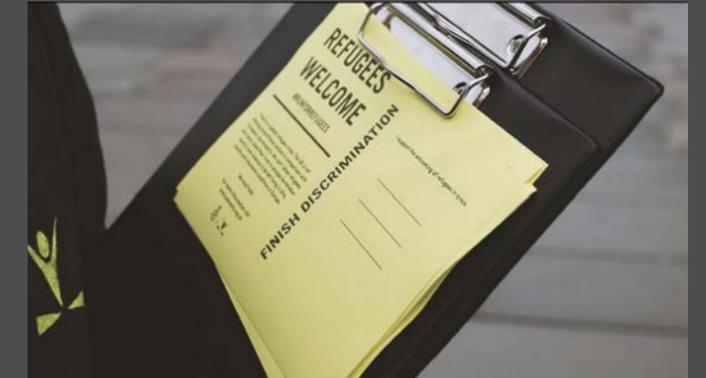
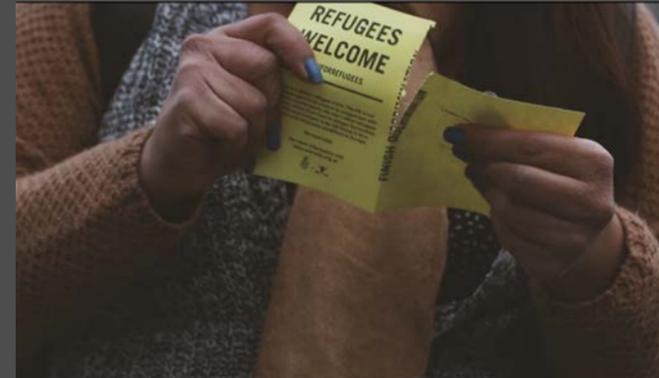
Date of Work

December 2017





REFUGEES ARE RUNNING OUT OF TIME



11% of British adults say they'd take a refugee into their home for six months.



We documented the race on Instagram @raceforrefugees



23.01.17



THE CREST

The badge shape was created by taking the vector of the current Fulham badge and combining that with the silhouette of the iconic Johnny Haynes stand roof. This was the resulting shape, a subtle nod to the club's recent history and stadium's architecture.



TURNING A CORNER

Perhaps the most subtle touch to the badge design. The use of two shades in a 'half and half' style gives the crest a 3D appearance. The concept behind this was to represent the fact that the club is turning a corner in its history and stepping boldly forward into the future.



THE CROSS OF ST. ANDREW

The red cross of St. Andrew has been a predominant feature on five of the club's nine crests. It made sense to pay tribute to this by including them within this new design.



CIRCLE BASE

Yet another reference to the past, the circular shape was taken directly from the club badge of the 70s. This shape would also allow me a platform upon which to place the club's name and year of founding.



THE SWORDS OF ST. PAUL

Much like the cross of St. Andrew, the swords of St. Paul have featured intermittently through many of the club's historic crests. With many of today's current football badges being symbols of strength, the crossed swords give Fulham that hint of aggression that has been lacking from their passive crest in recent years.



RED STROKE

The finishing stroke in some aspects is the red circle around the edge of the badge. Taken directly from the original club badge which many Fulham fans hold so dear, this was the final subtle nod to the past.



LONDON'S ORIGINAL - Fulham Football Club Rebrand

London's Original is a self-initiated project that looked to rebrand Fulham Football Club, London's oldest football team. The aim was to replace the club's current outdated, visual identity and replace it with something that will allow the team to pay homage to its past and reconnect with the fans of the future.

Team Members

Aaron Rafferty

Type of Work

Branding, Kit Design, Media

Date of Work

January 2018 - March 2018



#FFC

THE BLACK AND WHITE ARMY



LONDON'S ORIGINAL



#FFC

2018/19
SHIRTS



ON SALE
NOW



LONDON'S ORIGINAL



FFC MATCH DAY CLAPPER

In order to showcase my Rebrand in action I created a mockup for a match day clapper, something that Fulham has made use of in recent years.

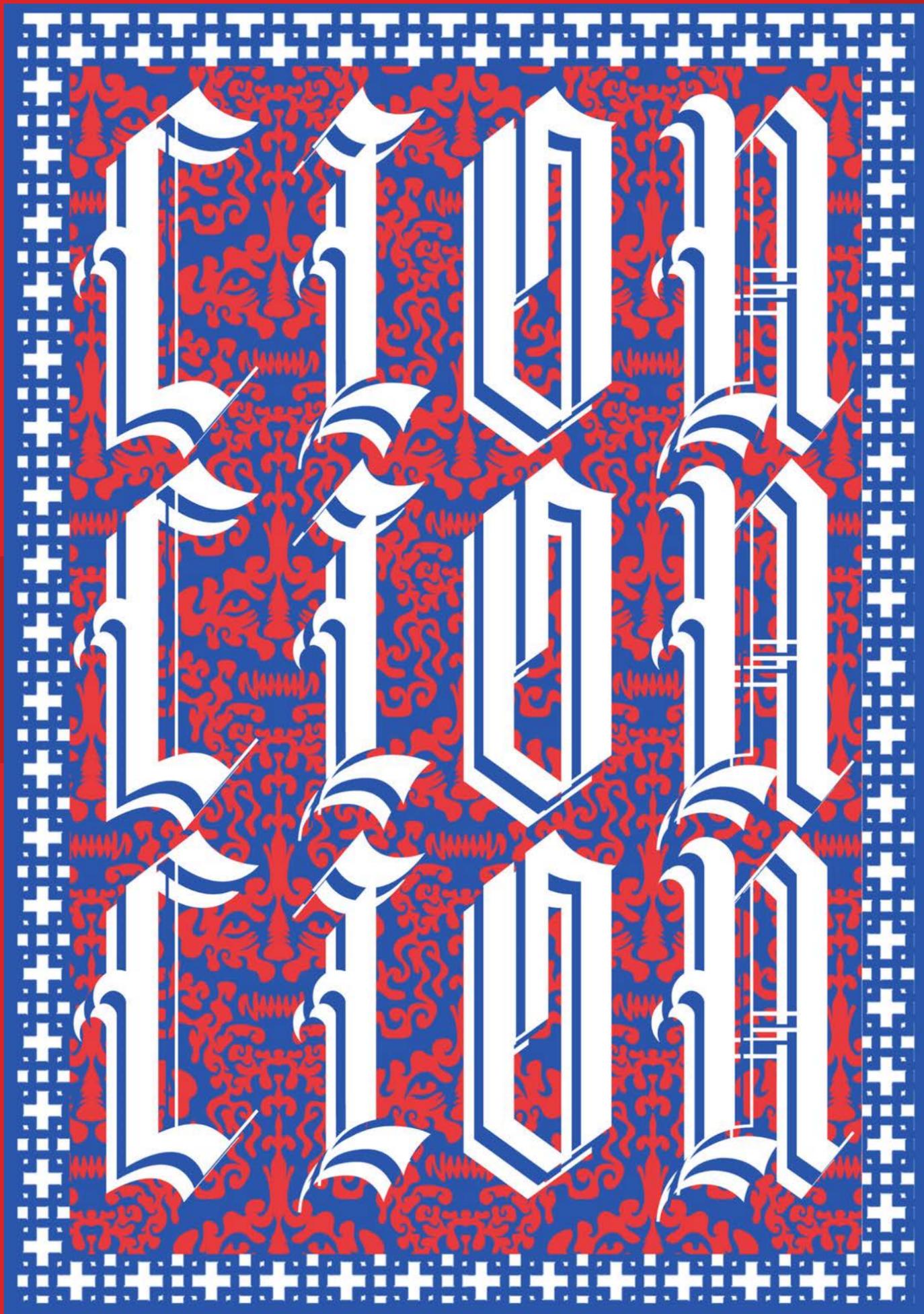
AND I ALMOST
FORGOT TO MENTION.
I DESIGN FOOTBALL
KITS, **FOR FUN ...**

“THREE LIONS ON A SHIRT”
- England Kit Redesign

Following the excitement around the release of some of the 2018 National Kits for the World Cup I was disappointed with England’s somewhat uninspiring basic effort. The typeface created for the kits I felt was stunning however, the kit designs themselves were basic and unimaginative.

The three kit concepts I created are inspired by the history of the Three Lions. The St. George’s Cross pattern on the sleeves has a chain mail feel to them. These serve as a nod to Richard the Lionheart, the English King who first adorned the Three Lions upon his battle armour.







AARON RAFFERTY