

Hi! I'm Laura.

Scroll down to see a few pieces of my work.

Emily Crisps

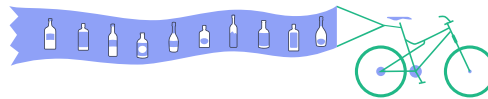
Social media & brand management,
content creation, web design, print
design, visual merchandising, video,
presentation design



~~~~~ p2

## Kol

Brand identity, content creation,  
social media & brand management,  
web & app design, print design,  
packaging design, video



~~~~~ p3



Chanel

Illustrations,
visual merchandising

~~~~~ p4



## MCA

Brand identity, print  
design, illustrations

~~~~~ p5

L'Exigeant

Brand identity, print
design, illustrations

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# Z

## Mazette

Font design

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Emily Crisps

Social media & brand management, content creation, web design, print design, visual merchandising, video, presentation design

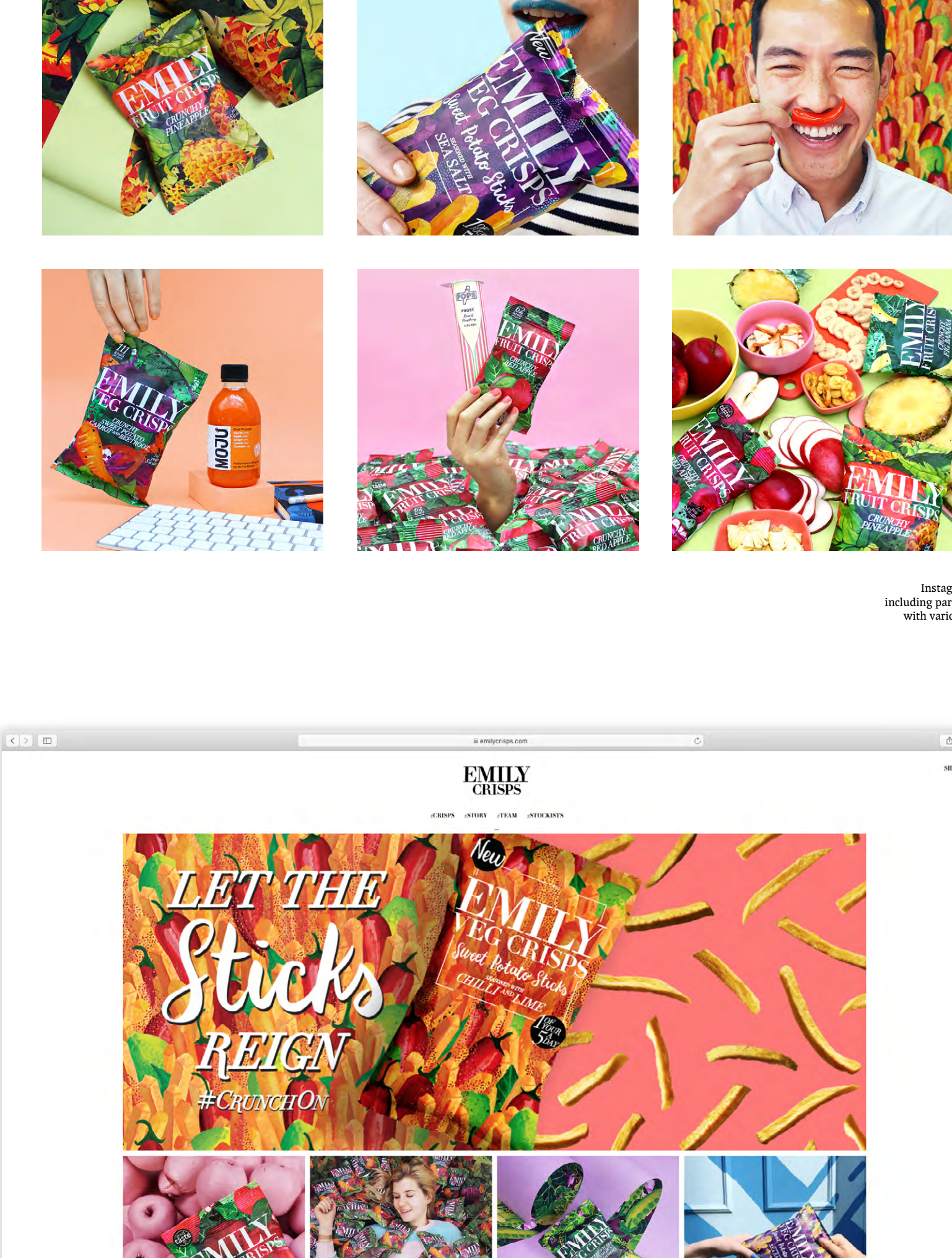
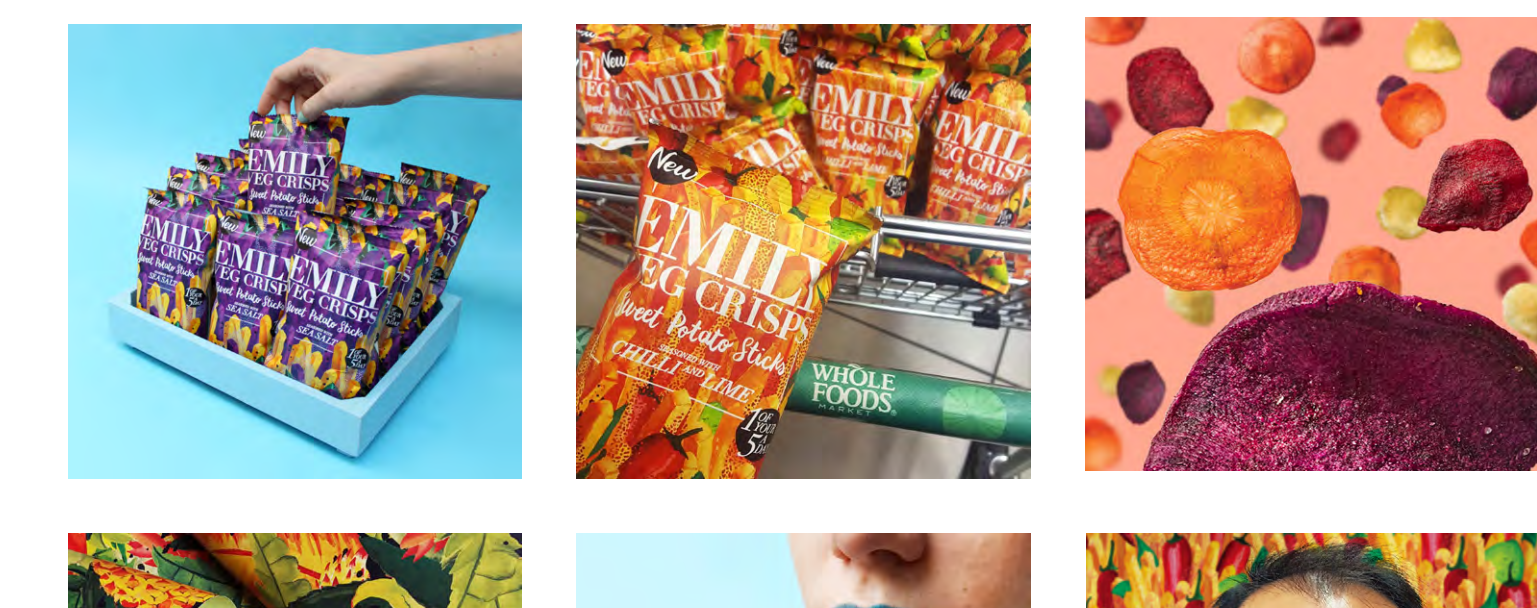
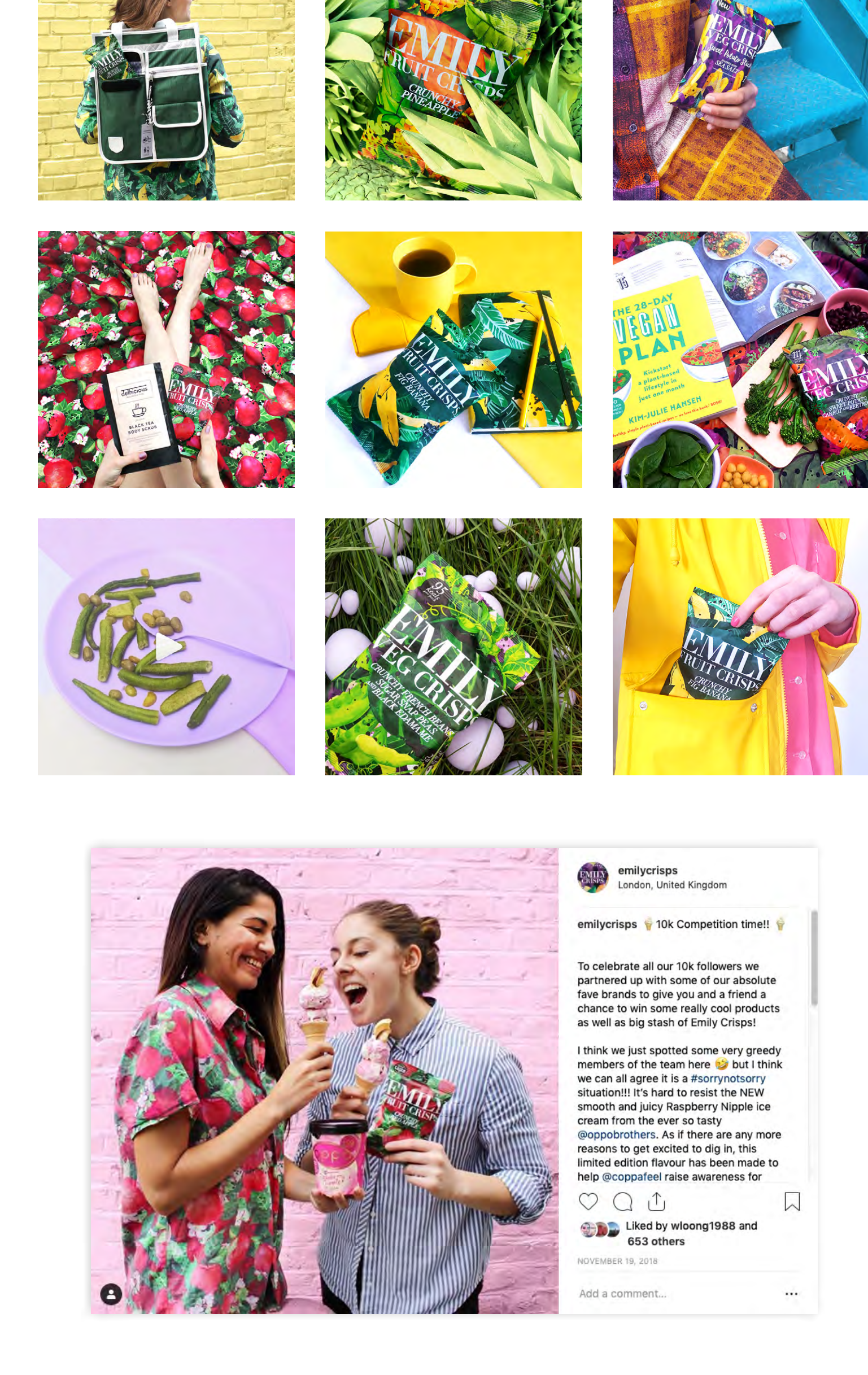
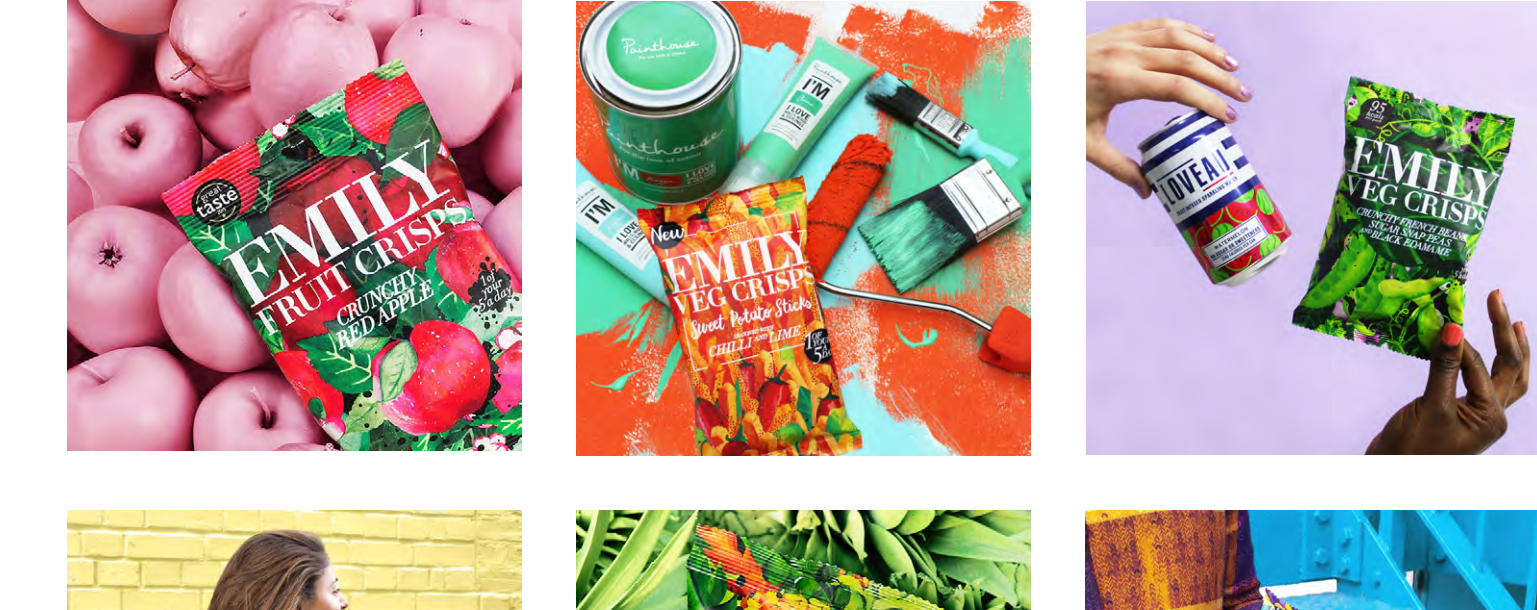
Emily Crisps gave me the opportunity to lead ambitious projects such as the Whole Foods Market window display – from the design to the installation – and the complete ownership of the Instagram account, including content creation and platform management. I was also tasked with creating a range of POS designs, magazine adverts, web banners, updating the company web site, shooting and editing content videos, designing presentations and creating internal templates for company software.

Key things I enjoyed in this work:

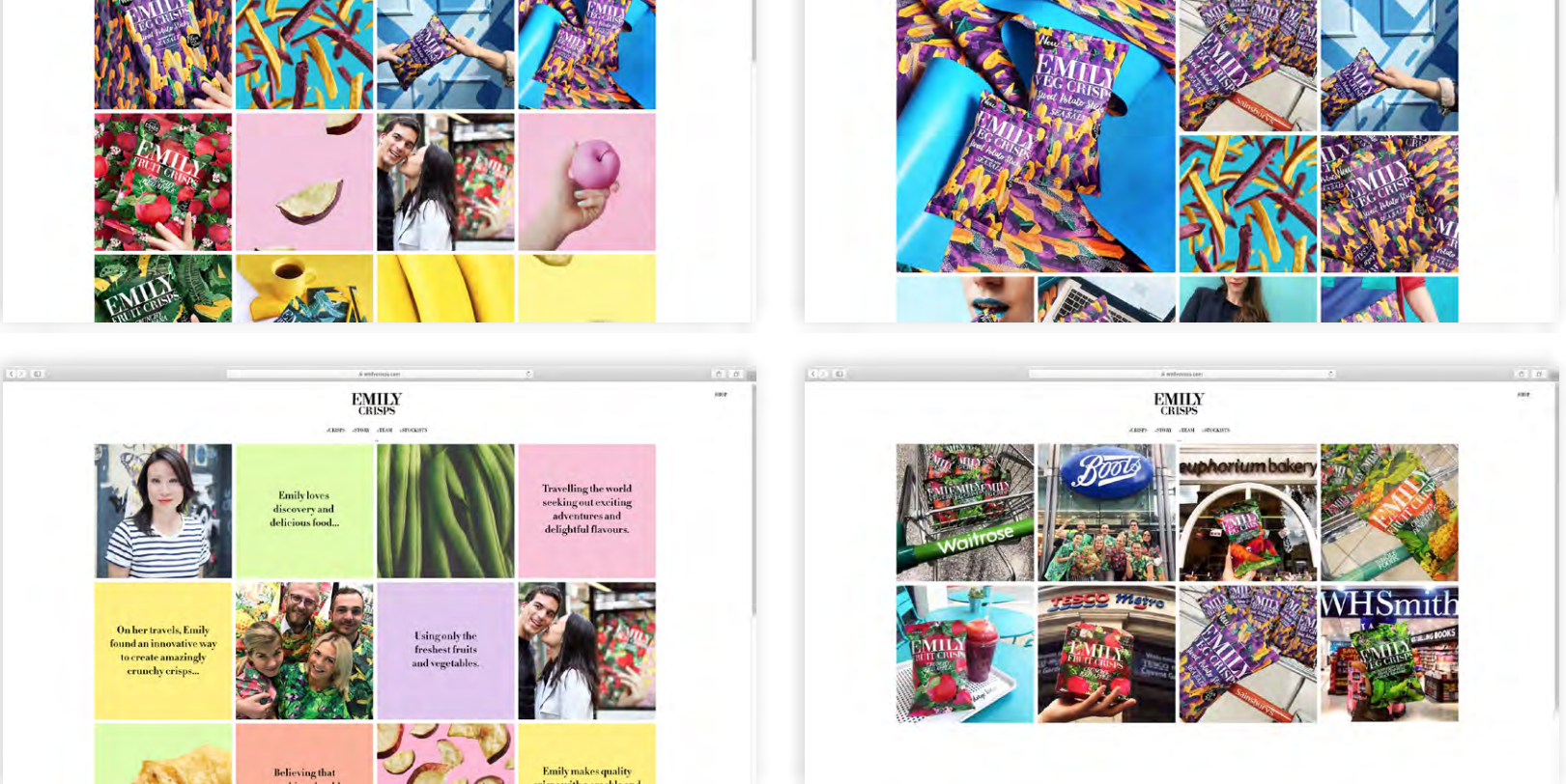
- The diversity of projects
- A balance of independent work and work in small teams across departments

Key skills acquired:

- Ability to work in a fast paced start up environment
- Social media management and growth (+46%)



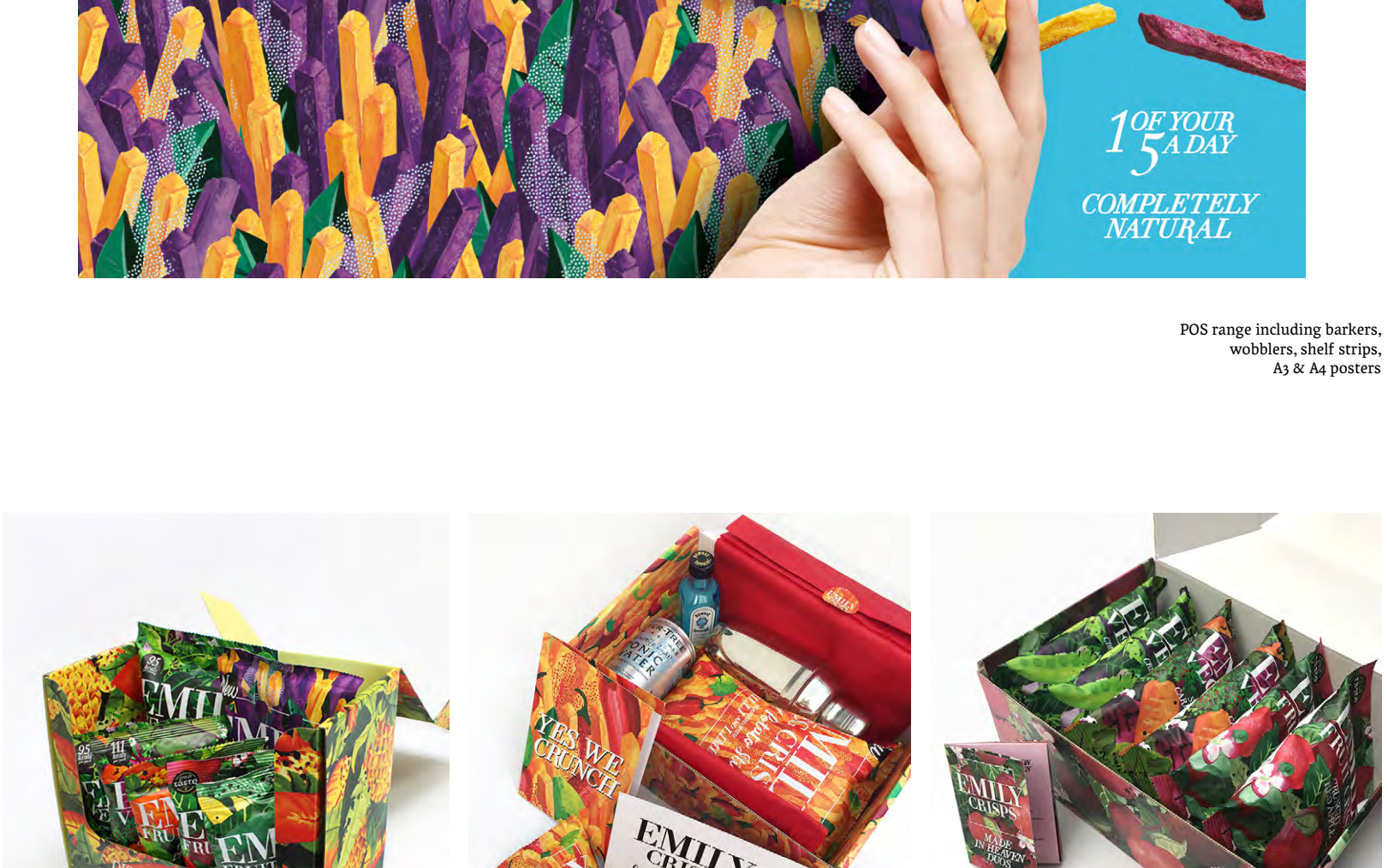
Instagram page including partnerships with various brand



Emily Crisps website content



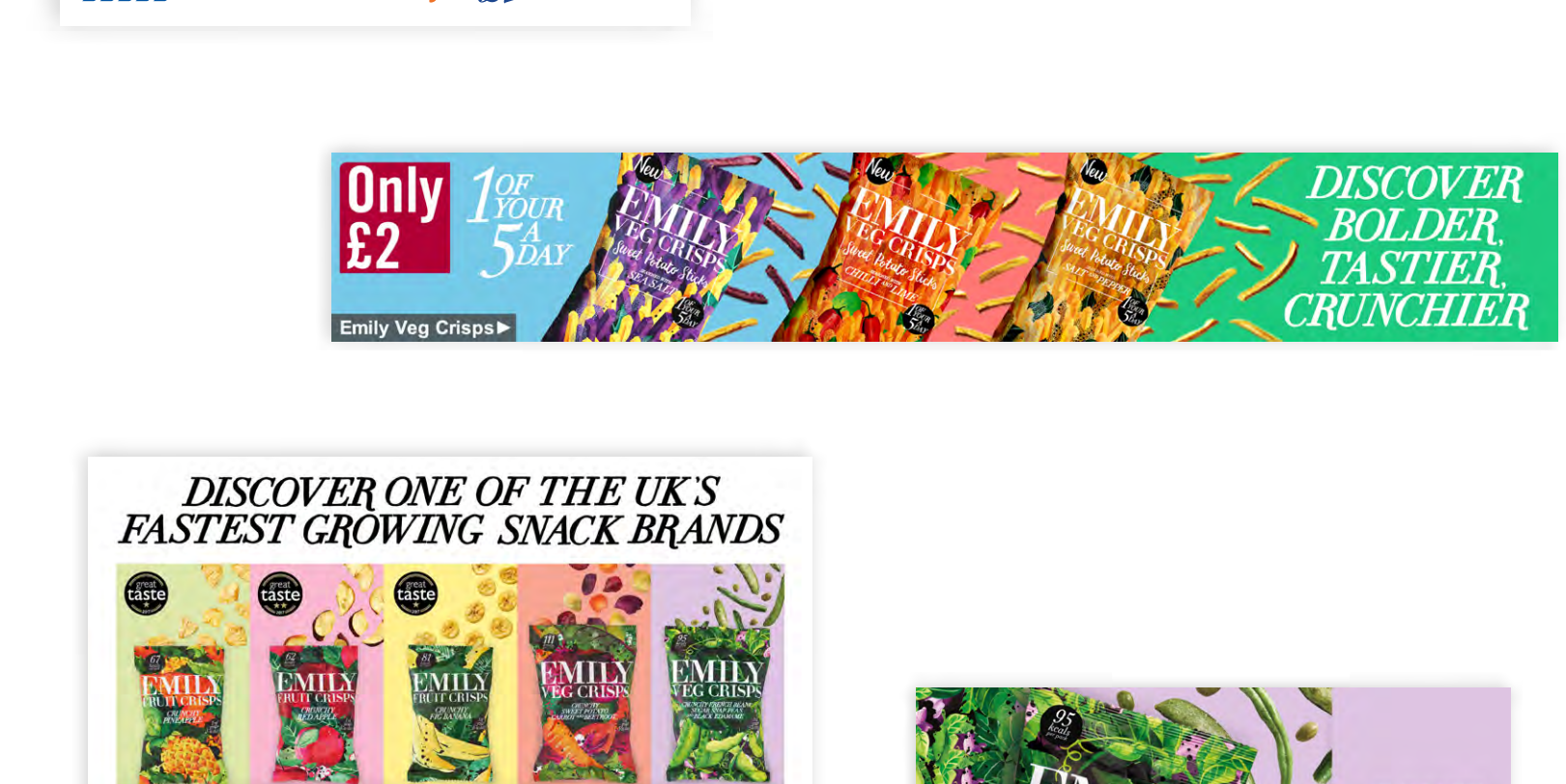
The Pack for Pack campaign video



POS range including barkers, wobblers, shelf strips, A4 & A6 posters



Emily Crisps boxes and special sand oats for various campaigns



Prior and web design: A4 poster, magazine advert, Ocado banner and leaflet

Below, window display for Whole Foods Market



HOW TO USE KOL

Choose your weapon

Order and wait about 30 mins...

Let us know where you are

...and it is at your door...

Make your choice

...at the perfect temperature

Kol

Brand identity, content creation, social media & brand management, web & app design, print design, packaging design, video

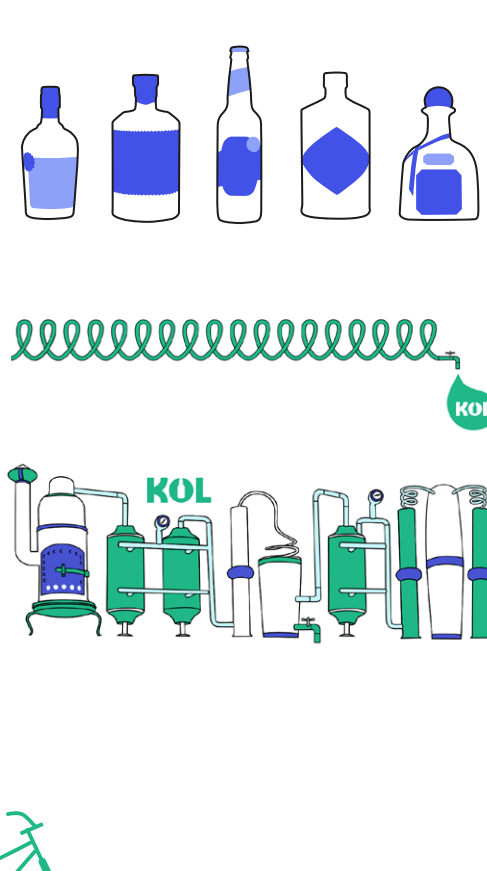
Kol is a wine and spirits delivery service. The company was founded in Paris and recently launched in London. I designed a new brand identity that reflected the companies young and fun energy while emphasising the quality of the products. The work included creating social media content, video campaigns, print ads and bottle labels. I also collaborated with the studio Digital Ping Pong on the app and website design.

Key things I enjoyed in this work:

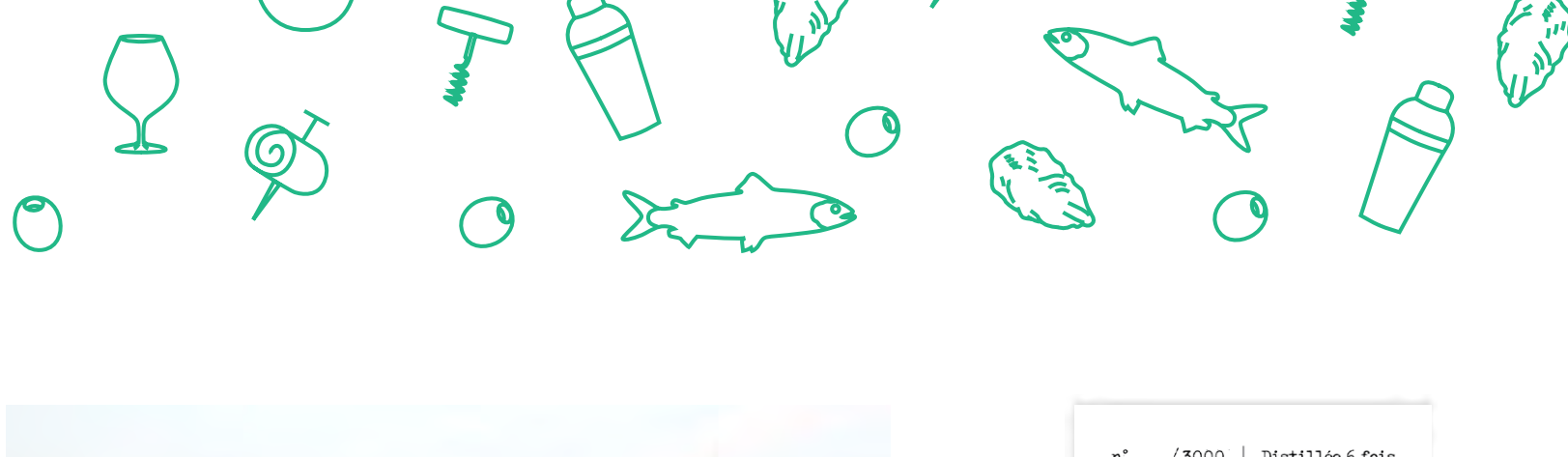
- The diversity of projects
- The ability to experiment with my designs

Key skills acquired:

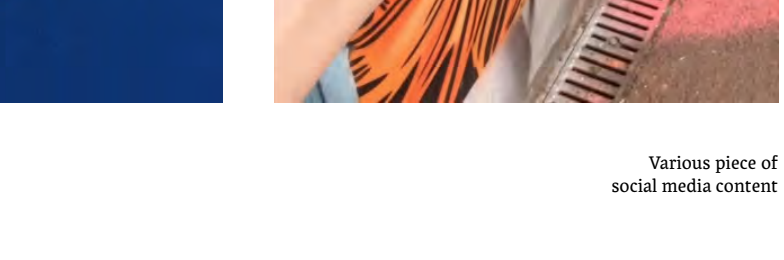
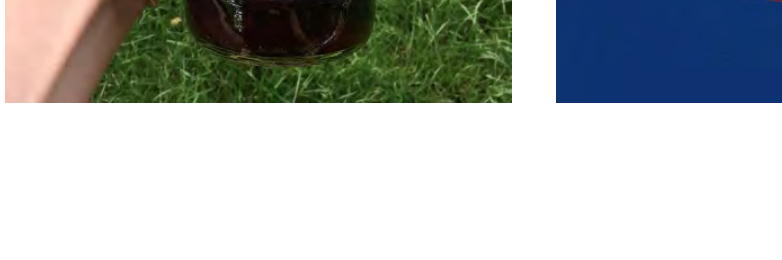
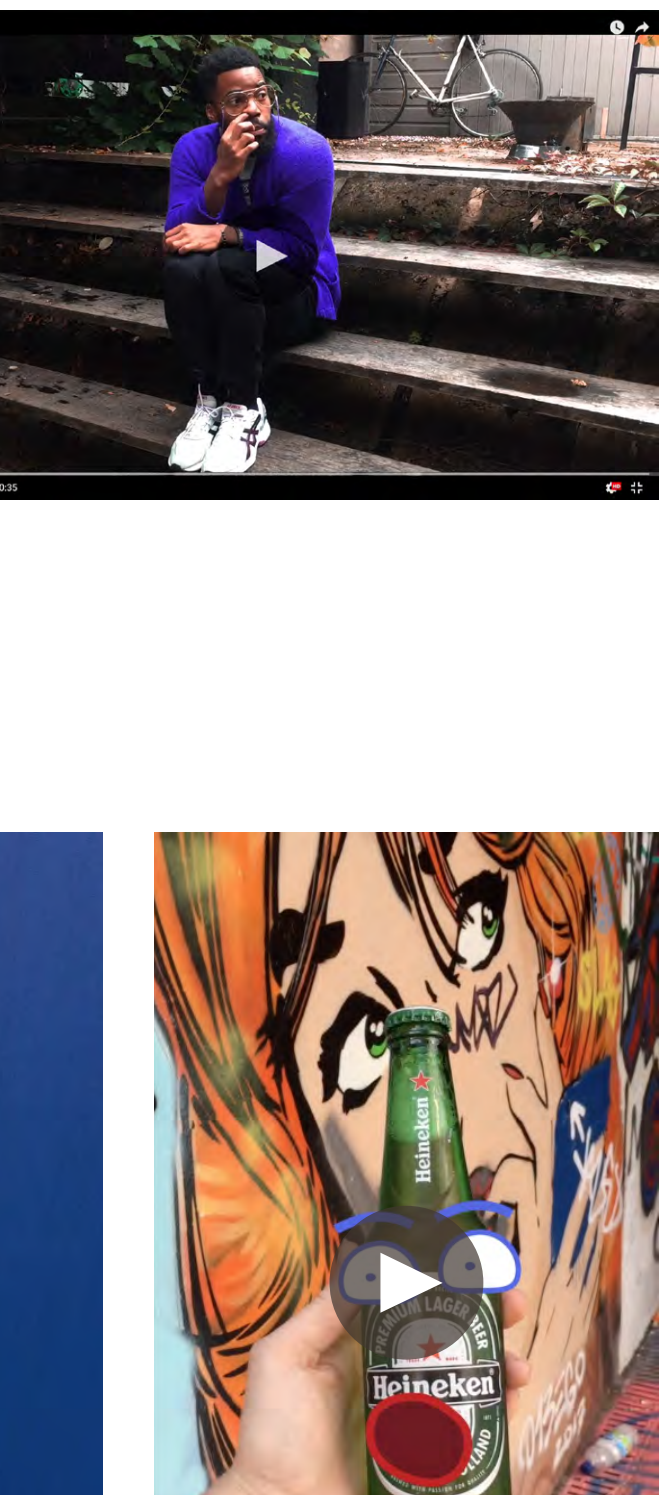
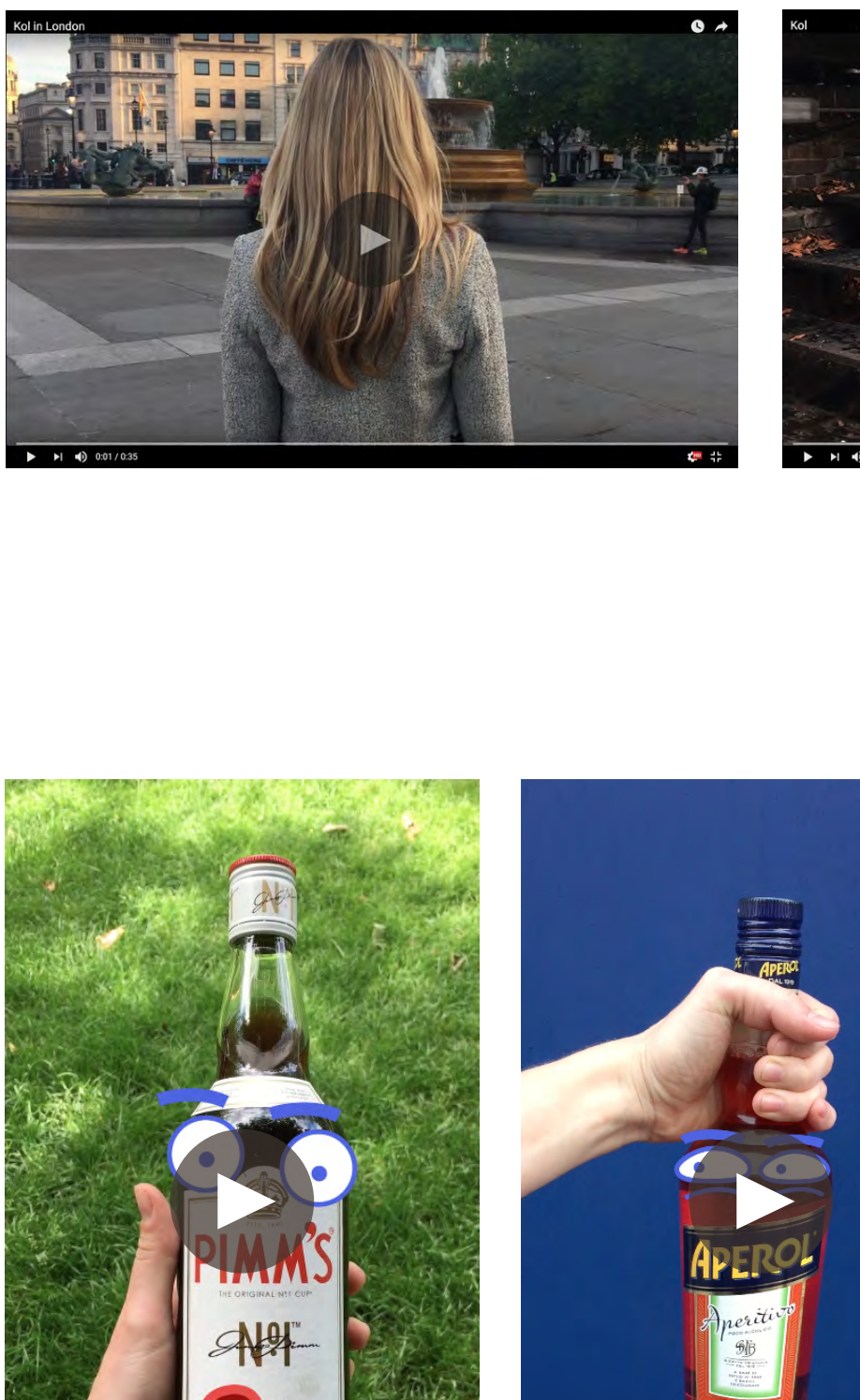
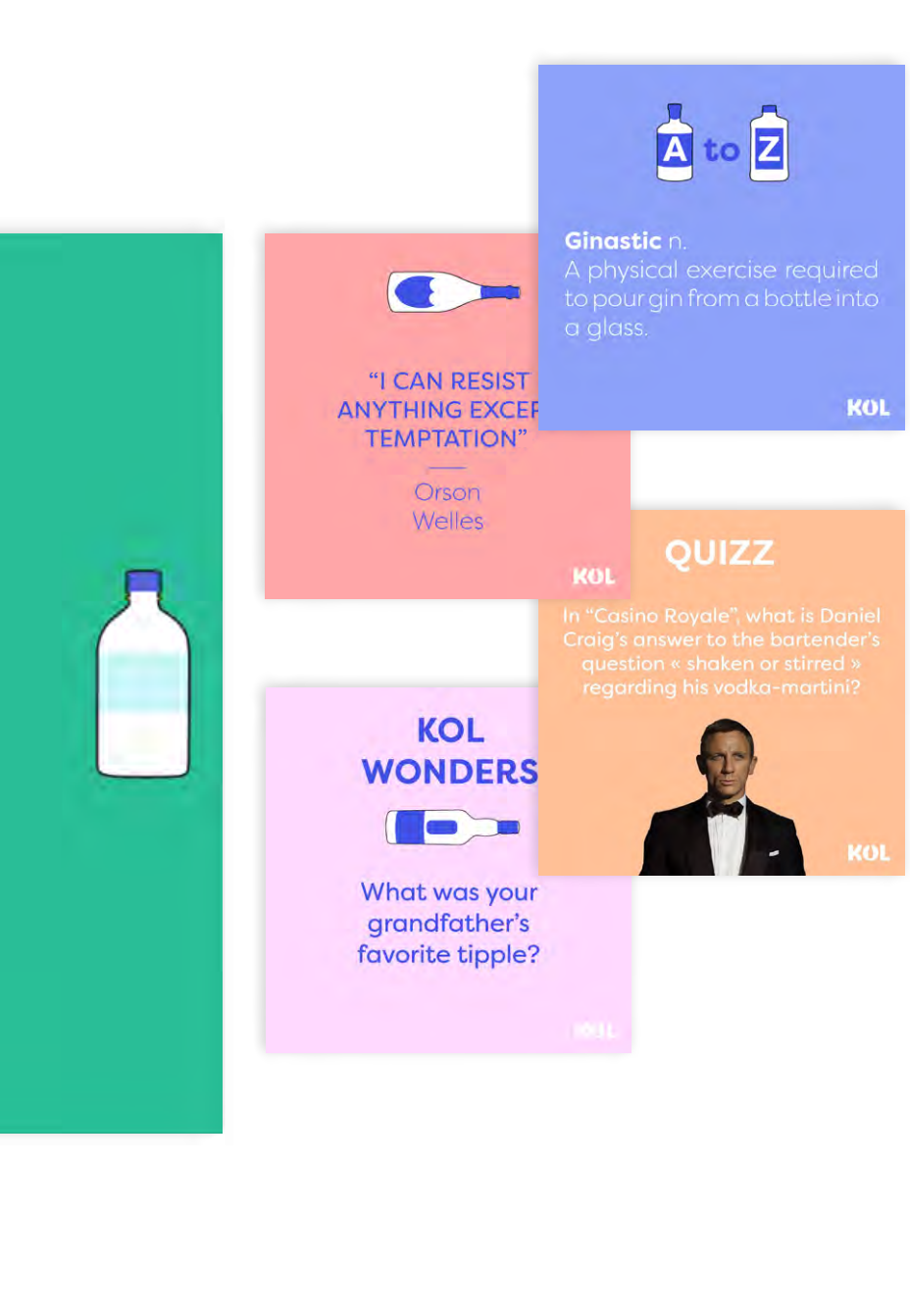
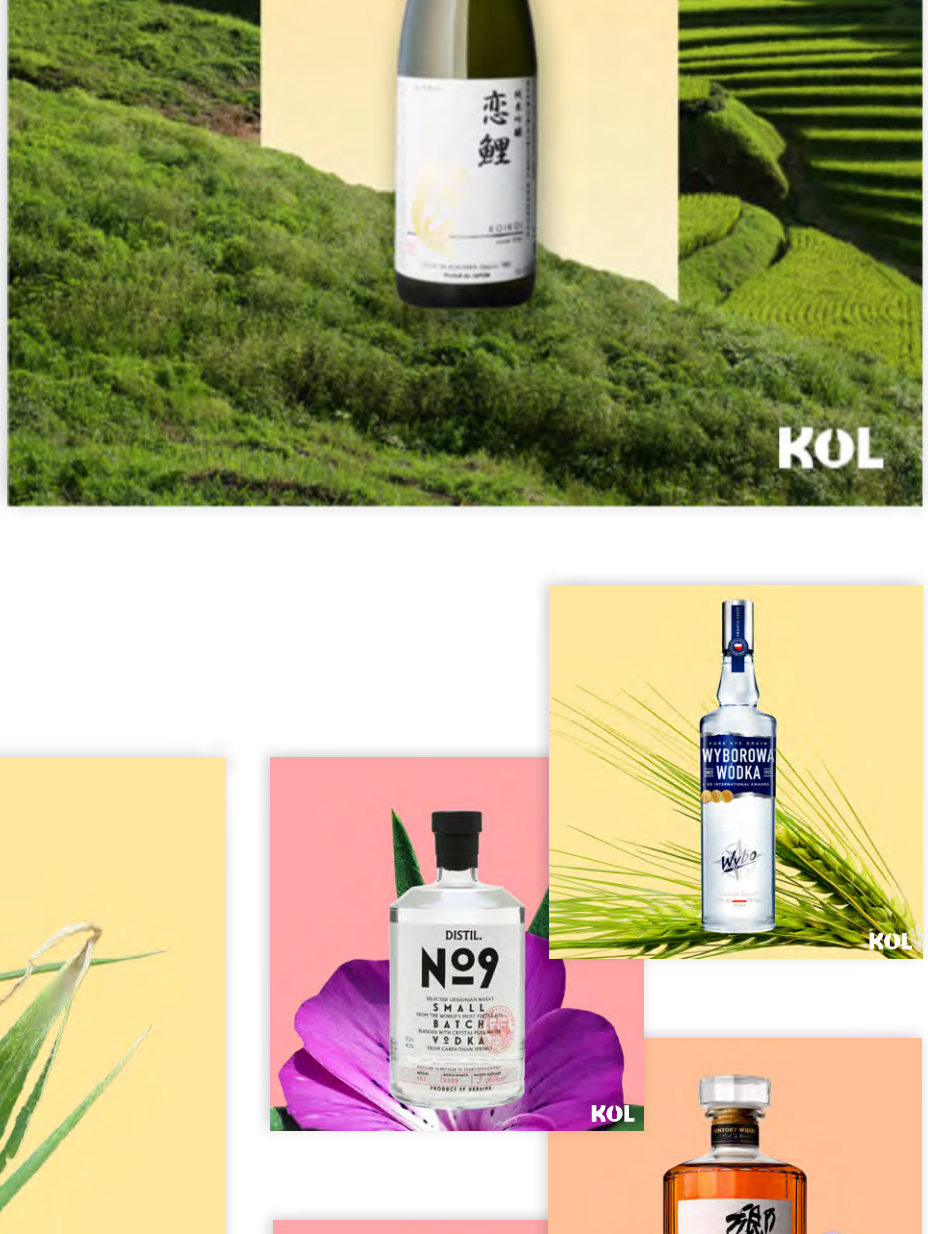
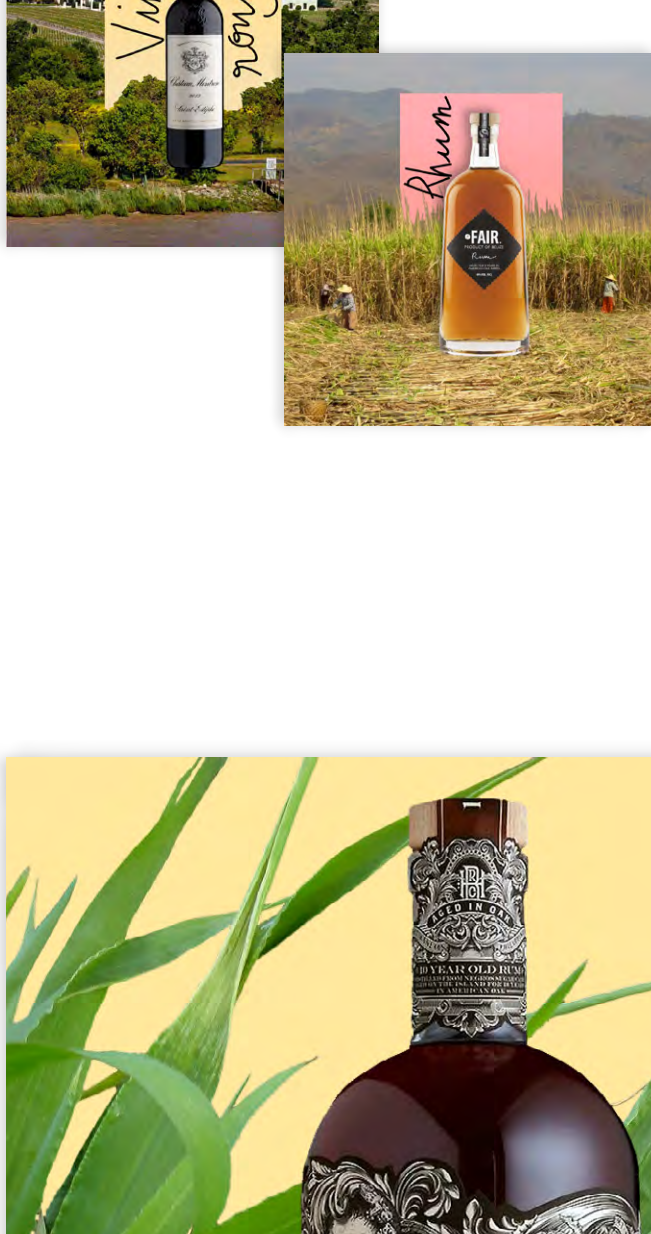
- Flexibility to help in other departments
- Social Media management in a food and beverage context



Facebook post, header and footer for Kol's newsletter



Packaging for a collaboration with Filis de France and Kol's vodka



Various piece of social media content

KOL

Your wines & spirits delivered in 30 mins day and night

Get located

Let us know where you are, we will do the rest.

Select

Pick one of our wines & spirits updated on a monthly basis.

Order

Whatever you pick, Kol will deliver it at the perfect tasting temperature.

Track your order

Track your order in real time and see your ninjo courier arrive!

KOL

Drinks, alcohol delivery

WHO THE HELL IS KOL?

Kol delivers your wines & spirits in 30 minutes, day or night and at the optimal serving temperature! All our products are carefully selected by a team of experts and changed regularly to ensure that even the pickiest clients will enjoy their time on our platform!

HOW DOES IT WORK?

Where?

At home, during a party at work or in a forest, our ninjo couriers are highly trained for delivery everywhere!

What?

From Japanese whisky to Venezuelan Rum or the classiest Bordeaux, Kol selects its references by working directly with producers all over the world.

When?

Kol will deliver to you in 30 minutes, day and night with a complimentary big friendly smile.

Infuse a Friend

Recommend Kol to a friend and get credit when your friend orders their first bottle with us.

Share via email

Share via Facebook

Share via Twitter

SOULIDS

Share via email

Share via Facebook

Share via Twitter

KOL

Drinks, alcohol delivery

NEW ARRIVALS

Vitalis Provence €12.76

Buttega Provenco €21.90

Heintzen €27.90

Laurent Perrier Brut €40.90

BEERS & COGS

Heintzen €27.90

Laurent Perrier Brut €40.90

Yvonne Clouquet Yellow Label Brut €43.90

"4" de Robert €49.90

KOL

Drinks, alcohol delivery

NEW ARRIVALS

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Design of the website and the app with Digital Ping Pong studio

Below, 4x3 metre poster in Paris



Chanel

Illustrations for a Chanel corner in Japan
(in collaboration with Émilie Rigaud)

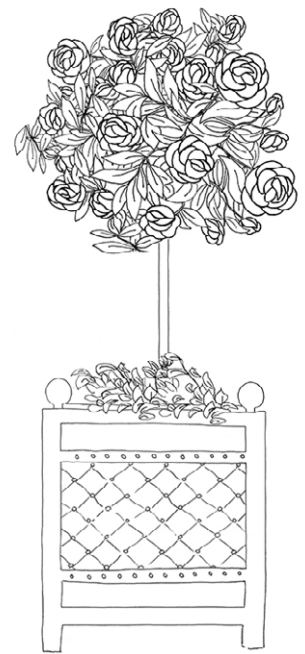
Guess where will I bring you with my drawings? In the most romantic parts of Paris. These line drawings were made for a stand promoting Chanel's jewellery in Japan. It is a story of romantic Paris as the particular range on display was engagement and wedding rings. It was a success with many young couples coming to be photographed in front of the display.

Key things I enjoyed in this work:

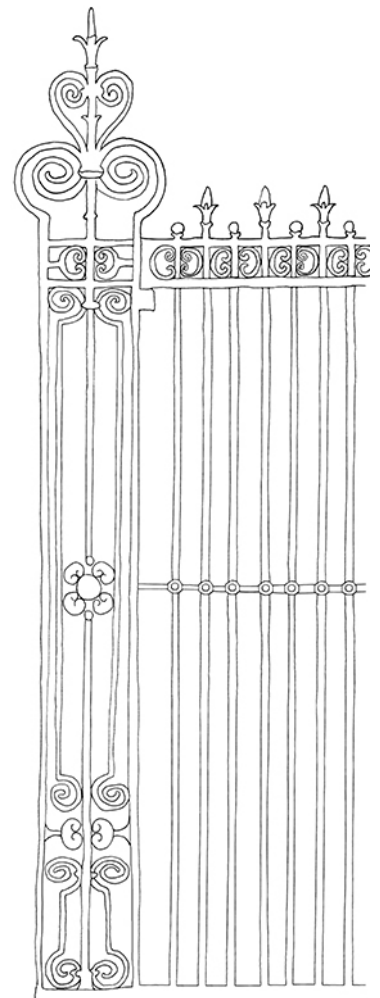
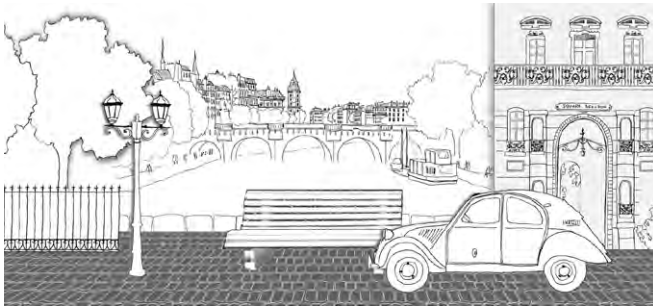
- Working for a world renowned brand
- Having my illustrations printed on human-scale

Key skills acquired:

- Attention to detail



Illustrations and the Chanel corner





MCA

Program for the Cultural House of Amiens (MCA) and its posters

You can turn it, fold it until you destroy it. The program is a large format which can be read as a map. You need to turn it to get all of the information. The font is created with hand printed lino cuts, representing the human work behind the information in the newspaper.

The poster series is made using woodcut printing. It is focused on composition of letters. I wanted to create a rhythm and disturb the order but still make the title readable.

- Key things I enjoyed in this work:
- Refining my skills in linocut and woodcut methods
 - The large format of the newspaper

- Key skills acquired:
- How to use old printing techniques and modernising them
 - Working carefully with lettering composition

2

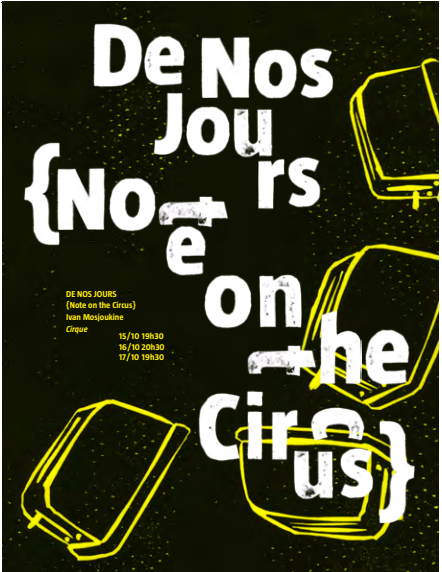
1

3

The MCA program and the handcrafted font
Below, the MCA program pages and the posters



| SPECTACLE | DATE | HORAIRE | LIEU | TARIF |
|------------------------------------|---------------------------|------------------------|------|-------|
| The Roots | mar. 1 ^{er} oct. | 14h30 | GT | JP |
| The Roots | mar. 1 ^{er} oct. | 20h30 | GT | B |
| En guise de divertissement | mer. 2 oct. | 20h30 | PT | A |
| En guise de divertissement | jeu. 3 oct. | 19h30 | PT | A |
| En guise de divertissement | ven. 4 oct. | 20h30 | PT | A |
| The Suit | mar. 8 oct. | 19h30 | GT | D |
| The Suit | mer. 9 oct. | 20h30 | GT | D |
| Idir | ven. 11 oct. | 20h30 | GT | D |
| De nos jours [Notes on the circus] | mar. 15 oct. | 19h30 | GT | B |
| De nos jours [Notes on the circus] | mer. 16 oct. | 20h30 | GT | B |
| De nos jours [Notes on the circus] | jeu. 17 oct. | 19h30 | GT | B |
| Krystian Zimmerman | ven. 18 oct. | 20h30 | GT | TE2 |
| Les Femmes savantes | mar. 5 nov. | 19h30 | GT | C |
| Les Femmes savantes | mer. 6 nov. | 20h30 | GT | C |
| Stephan Eicher | jeu. 7 nov. | 20h30 | GT | TE2 |
| Le Couloir des exilés | 4-21 nov. | tournée départementale | | |
| Dianne Reeves | mar. 19 nov. | 20h30 | GT | TE2 |
| Youdream | mer. 20 nov. | 20h30 | PT | B |
| Youdream | jeu. 21 nov. | 19h30 | PT | B |
| Orch. de Picardie | mar. 26 nov. | 20h30 | GT | C |
| Orch. symph. de Bretagne | mar. 26 nov. | 20h30 | GT | C |
| La Dame de la mer | jeu. 28 nov. | 19h30 | GT | C |
| La Dame de la mer | ven. 29 nov. | 20h30 | GT | C |
| MCBTH | lun. 2 déc. | 20h30 | GT | D |
| MCBTH | mar. 3 déc. | 19h30 | GT | D |
| Traces / Les 7 doigts de la main | jeu. 5 déc. | 19h30 | GT | D |
| Traces / Les 7 doigts de la main | ven. 6 déc. | 20h30 | GT | D |
| Traces / Les 7 doigts de la main | sam. 7 déc. | 20h30 | GT | D |
| Golgota | jeu. 12 déc. | 19h30 | GT | TE2 |
| Golgota | ven. 13 déc. | 20h30 | GT | TE2 |





L'Exigeant

Magazine on bodybuilding
2 issues, 32 x 41 cm

Exigeant is a short magazine dedicated to bodybuilding. It offers short articles with posters included in the magazine.

The first edition is about the origins of bodybuilding. It is inspired by the Ancient Greeks and the search for the perfect body. The illustrations are squeezed into the format of the page.

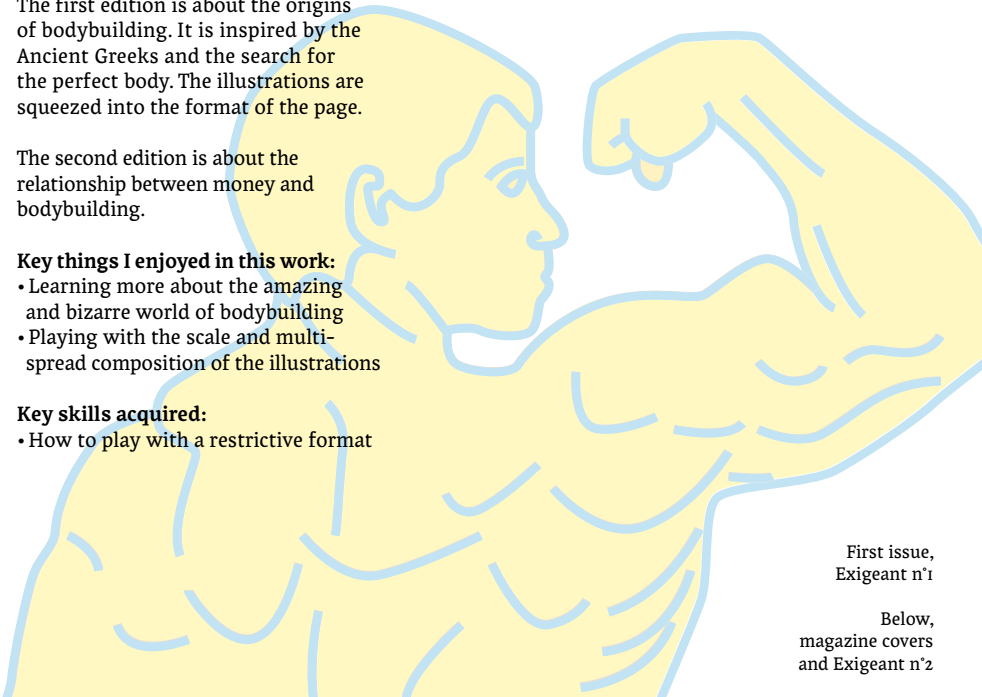
The second edition is about the relationship between money and bodybuilding.

Key things I enjoyed in this work:

- Learning more about the amazing and bizarre world of bodybuilding
- Playing with the scale and multi-spread composition of the illustrations

Key skills acquired:

- How to play with a restrictive format



First issue, Exigeant n°1

Below, magazine covers and Exigeant n°2

exigeant

n°1

exigeant

n°2

After Barrios: Get Tanned The Old Fashioned Way

Indoor tanning has been around in various forms since the early 20th century, lying on the beach getting cooked fried bacon has been around far longer. But neither option cut it for Arnold, for the simple reason that they were a recipe for what he told us was «a tan that sucked».

«Sometimes when [people] lie in the sun, they look like they got tanned in the front and tanned in the back, but they're not tanned around down beneath the arms and everywhere», Arnold told us on tour. The answer to building a competition-worthy tan was to stroll the approximately half a mile from Gold's Gym down Ocean Front Walk to Venice's famed Muscle Beach and train outdoors.

«The advantage was that when you did your chin-ups, your presses, your curls, you got the tan everywhere. Then we would run over to the ocean, jump in the waves, get the salt water all over, and again, get tan all around».

8 Lunch: Eat Like A Wild Animal

Before moving to California, Arnold has said, his approach to nutrition was simply eat big, get big. But once he realized that sheer bulk wasn't going to be enough to take the step from Mr. Universe to Mr. Olympia, he and Franco became devoted students of diet and nutrition, ingesting multiple small protein-rich meals throughout the day. «Three meals a day is good», he wrote in «The Encyclopedia».

«[but] four meals a day is better».

But don't take this to mean they forgot how to eat for satisfaction. Franco recalled in his book «The Bodybuilder's Nutrition Book» that the pair always saved extra room for the meal that followed a hard training session. «After leaving the gym, we ate a great lunch with complete enjoyment, knowing that vitamins and minerals are helpful only when the body is stimulated by hard training», he writes.

Arnold gave an even more vivid description in «Total Recall» of the pair's visit to the local

«meatgashers, buffets... The bodybuilder would start with five, six, or seven eggs, after which we go to the meat station and eat all the tomatoes and vegetables. Then we would have the steak, and then the fish. Muscle magazines in those days were always warning you that you had to have your amino acids, and that you had to be careful because the amino acids in certain foods weren't complete. They» we said: let's not even think about it! let's just eat all the proteins. We have egg, the fish, the beef, the turkey, the cheese—let's have it all!»

During the Day: Work

Arnold was never just a bodybuilder. His professional ambitions were always larger, and as soon as he was established in California, he established a string of money-making endeavors. As his English improved, he gave seminars at Gold's and other gyms. He began publishing mail order lookalike on training and posing, initially filling all the orders himself.

«I loved being an American entrepreneur», he writes in «Total Recall»—«I was super efficient. I took the doors off my bedroom closet to make an alcove and had a fitted bed shelves and a little fold-down desk. Each booklet had its own numbered niche, and there were bins for incoming mail, checks, envelopes, and outgoing orders». Many of his peers started similar businesses, but saw them founder or spark legal issues when they couldn't follow through with Arnold's level of dedication.

He and Franco also famously started their own construction enterprise, billing themselves in local ads as «European bricklayers. Experts in marble and stone». Some of the walls they and their crew of bodybuilders built still stand, as he showed our film crew. The pair learned as they went and kept their business afloat. When a significant earthquake cracked walls and chimneys around the valley, it gave them all the work they could handle.

With their extra earnings, Arnold and Franco began investing in real estate with great success. By the mid-70s, they were said to be the world's only two full-time professional bodybuilders, but the label does little to capture the work and risk taking that allowed them to focus on their real passion.

Evening: Train Again

With the day's work done, it was time to head back to Gold's for the second half of Arnold's customary twice-daily split. Sometimes this just meant abs and calves, and sometimes, it was those plus additional arm and hamstring detail work. But occasionally, as when he was training for the 1975 Mr. Olympia featured in the film «Pumping Iron», the afternoon workout was a total assault on the big muscles just like the morning workout had been.

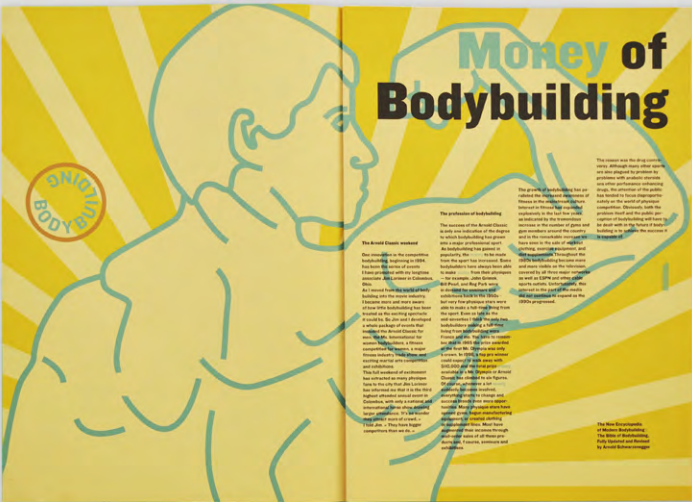
His increasing fondness for brutal evening work, Arnold told us, was part of why he switched training partners that year. «Franco would just do his 5 sets of squats and 5 sets of leg extensions, and he would just walk out because he had naturally big thighs, but I had to do my 25 sets».

Arnold explained, «Franco would leave three-quarters of the way through the workout. Sometimes in the evening, he wouldn't come. So I said to myself, well, I've got to go, since I've only got 6 or 8 weeks left to and to train for the Olympia, I've got to get someone who's as hungry as I am. And that was why I switched over during that period to Ed Corney».

«Franco would do his 5 sets of squats and 5 sets of leg extensions, and he would just walk out because he had naturally big thighs, but I had to do my 25 sets».

Arnold's dedication to his daily grind paid off that year in his sixth Mr. Olympia title, allowing him to retire—albeit temporarily—from the sport at the top of his game. The following year, Franco would loop to fill the void left by Arnold and capture his first overall Mr. Olympia title.

Nick Collais





Z

Mazette

Font Design

Mazette will seduce you. Conceived as a book type. Neat and clear even when printed small. Mazette describes, explains, tells you or argues with you. In one word Mazette supports you. Inspired by the English Caslon and her block capitals, this astonishing italic travels through time. It is at the cross roads between classicism and modernity. Mazette is an italic font which overcomes conventions and creates liberties where they are most needed.

Key things I enjoyed in this work:
•Techniques to create a font

Key skills acquired:
•Attention to detail

*Mazzzzzette!
Whop, wizz!
Bakadabang!
Zip, vroom!
Pfiuu... Olala?
Graaou. Yay!*

*Your hands
around
my waist.
Just let the
music play.*

*We're hand
in hand.
— Rihanna*

“Type has rhythm, just like music.”

Simon Garfield, Just My Type: A Book About Fonts

*It's gettin' late
I'm making my way over
to my favorite place
I gotta get my body moving
Shake the stress away
I wasn't looking for nobody
when you looked my way
Possible candidate (yeah)
Who knew,
That you'd be up in here
looking like you do
You're making staying over
here impossible
Baby I must say your aura is
incredible
If you don't have to go, don't
Do you know what you started
I just came here to party
But now we're rockin' on
the dance floor
Acting naughty
Your hands around my waist
Just let the music play
We're hand in hand
Chest to chest
And now we're face to face
I wanna take you away*

*Lets escape into the music
DJ let it play
I just can't refuse it
Like the way you do this
Keep on rockin' to it
Please don't stop the
Please don't stop the music
I wanna take you away
Lets escape into the music
DJ let it play
Like the way you do this
Keep on rockin' to it
Please don't stop the music
Please don't stop the
Please don't stop the
Please don't stop the music
Please don't stop
Please don't stop
Please don't stop
Please don't stop the music
I said, Baby, Baby are you ready
'cause it's getting close
Don't you feel the passion ready
to explode
What goes on between us no one
has to know
This is a private show (oh)*

*Do you know what you started
I just came here to party
But now we're rockin' on
the dance floor
Acting naughty
Your hands around my waist
Just let the music play
We're hand in hand
Chest to chest
Now we're face to face
'Cause I wanna take you away
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Please don't stop the
Please don't stop the music*

Please don't stop the music — Rihanna

Thank you!

I hope you enjoyed this journey through my work.
If you have any suggestions, advice or recommendations, please
get in touch.

Or if you would like to meet me, please send me an e-mail
or give me a call. If you would like to see my CV, do not
be shy, click on my head.

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