

2019 - 2024

DESIGN PORTFOLIO

Keira M. Geary

Graphic Designer | Motion Artist

Hello, I'm Keira!

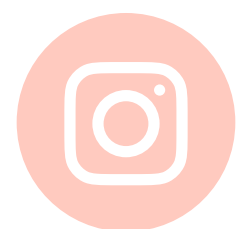
I'm a graphic and motion designer.

An aspiring digital media designer who is constantly looking for new ways to create and expand my knowledge of all things design. Currently studying at the University of Winchester and actively learning about how design has changed and how I can change with it.

My goal is to work within a profession that keeps me challenged, allowing me to develop my skill sets while working with like-minded people to create something innovative and new!



Keira Geary



@keirapixels



www.keirageary.winchesterdigital.co.uk



My experience

During my time as a graphic and motion designer, I have explored a variety of roles and projects to find my skillsets and play to my strengths.

skills



Print



Illustration

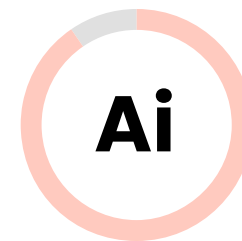


Motion



UX / UI

software knowledge



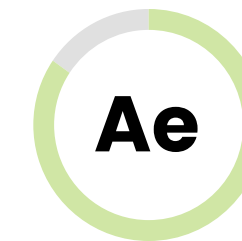
Illustrator



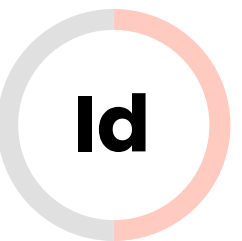
Premiere Pro



Photoshop



After Effects



InDesign



Figma

education

2021 - 2024

University of Winchester
Digital Media Design

2016 - 2020

Brockenhurst College
Sociology: A, Media Studies: A, Photography: B

2013 - 2018

Applemore Secondary
Photography, Drama, Graphics etc.

experience

2023 - Now

Summit Digital
Graphic and Motion Designer

2022 - 2023

Freelance Design
Commissioned Freelance Design

2022 - 2023

John Lewis
Sales Assistant

2018 - 2022

Other World Escapes
Games Master

contact



Dibden, United Kingdom



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Portfolio Content

01. University Projects

02. Q-Cards

06. Geo-Dock

08. Presentations

12. Evolve Practice

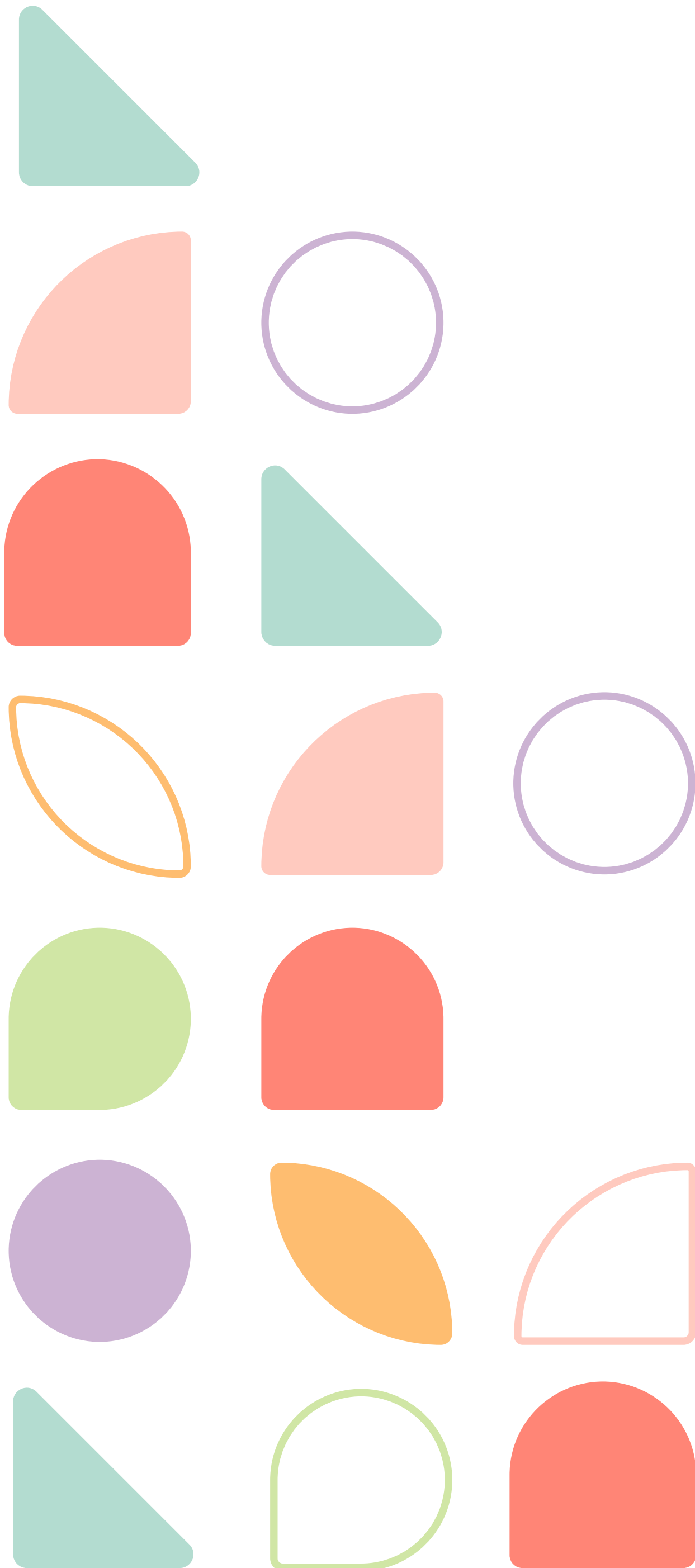
16. Transmedia Exhibition

20. Journey App

22. Social Media Campaign

24. DigiDot

26. Personal Webfolio



29. Passion Projects

30. At Home Again

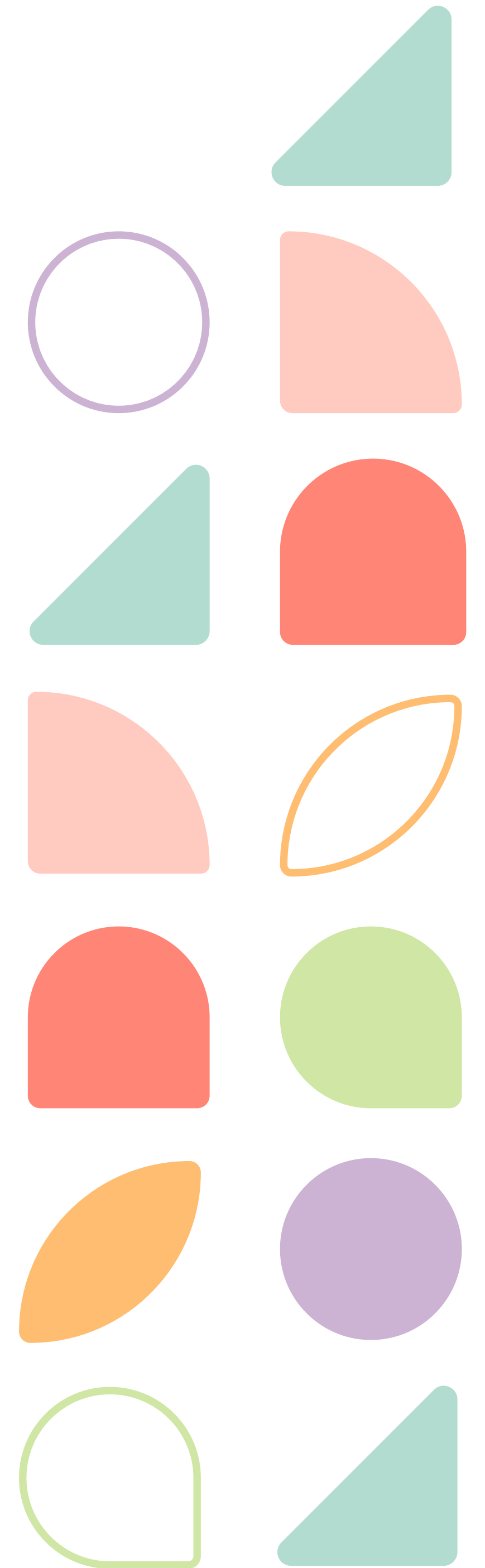
32. Twitch Overlays

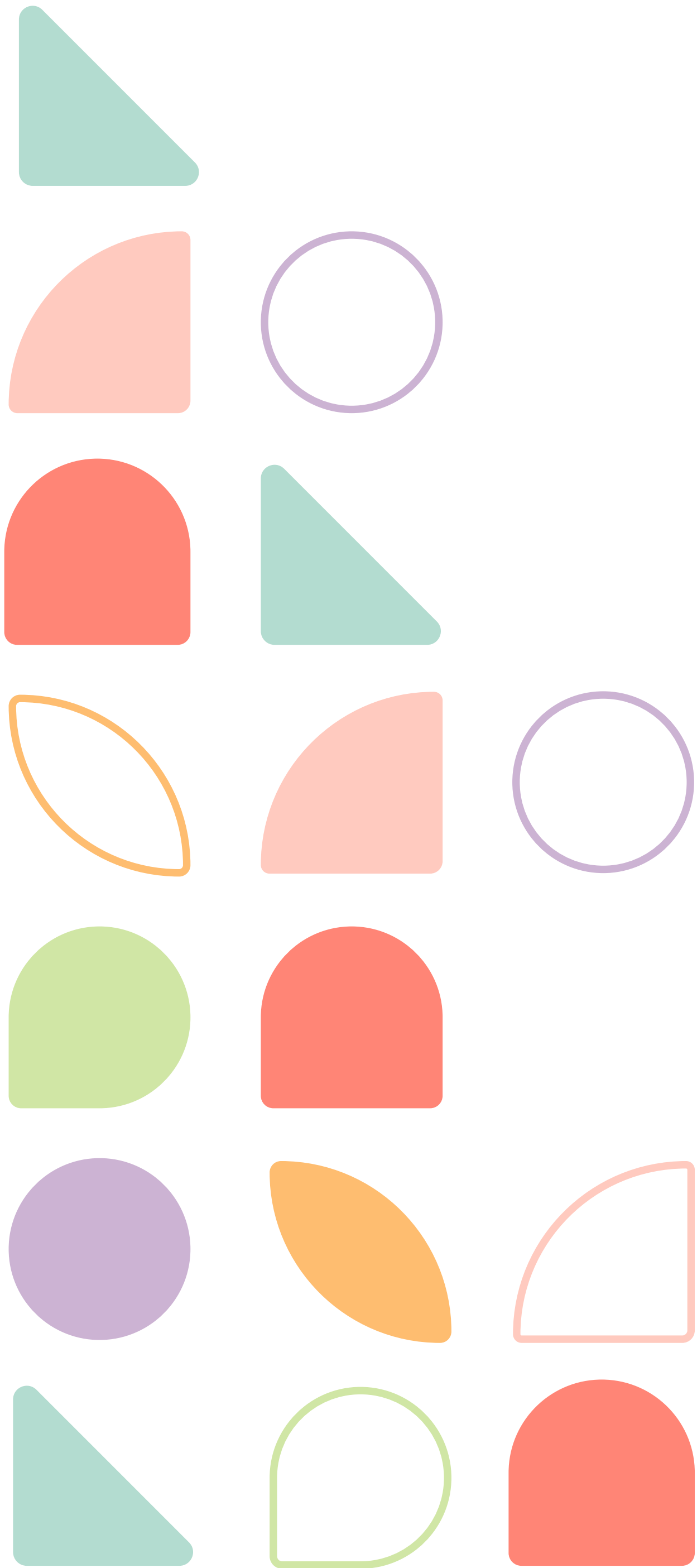


36. Professional Projects

36. A Summit Christmas

38. UOW Gaming Society

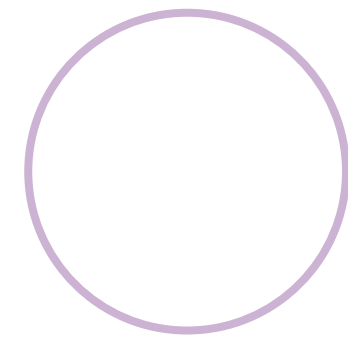
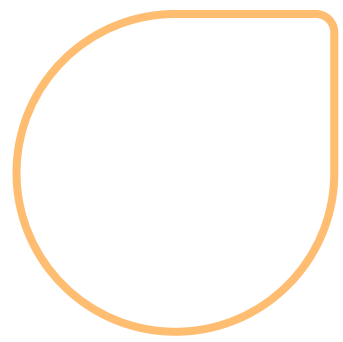
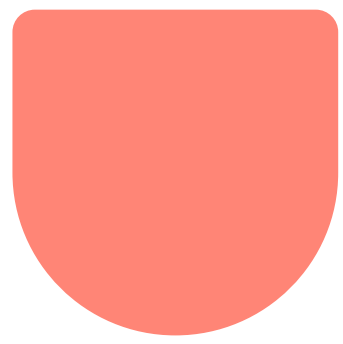




SECTION 01

University Projects

The projects I have completed during my time at University

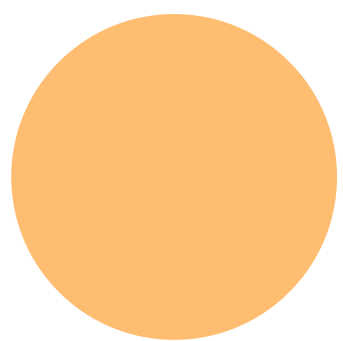


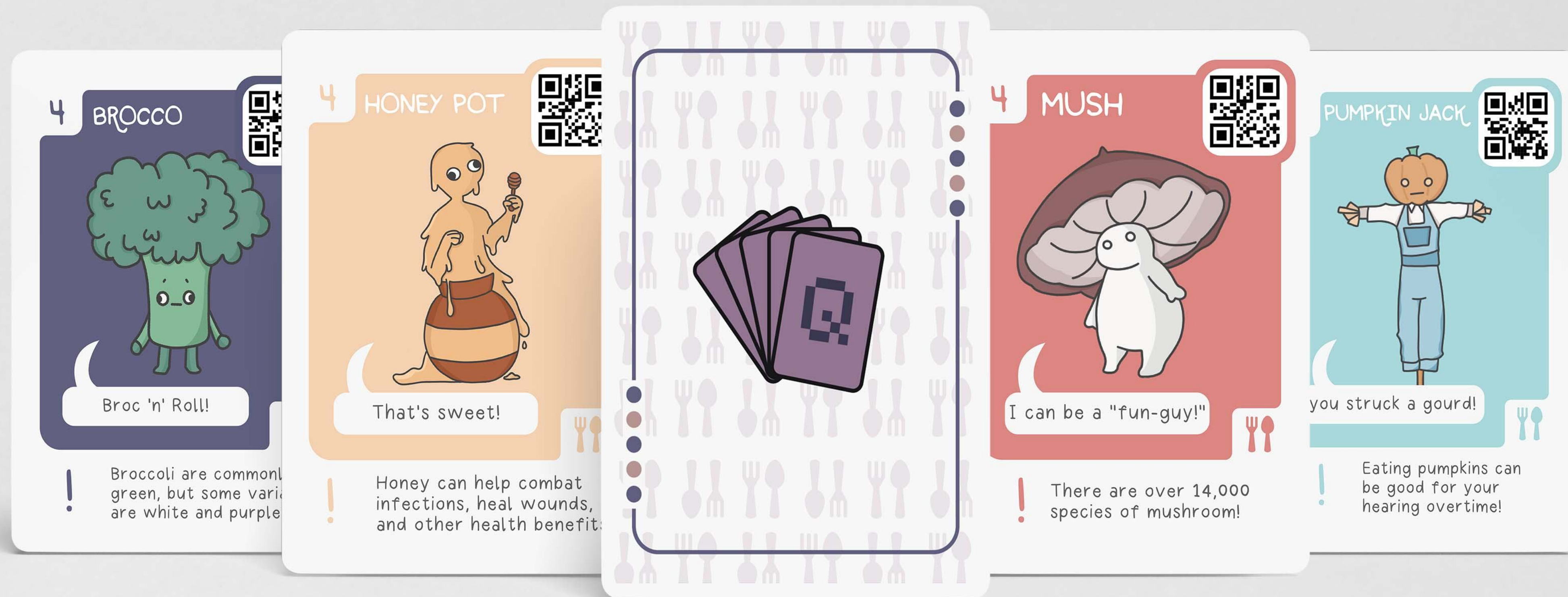
UNIVERSITY PROJECTS

Q-Cards

For the Transmedia Exhibition in 2022, we were asked to create an informative and interactive project that visitors at the University could interact with and learn as they did so. As this project needed to be informative, we decided to primarily target school groups learning about healthy living, and take a similar approach to the creators of 'Top Trumps', using statistics in an innovative card game, putting a fun and competitive spin on learning about nutrition.

Time: 6 weeks | Contribution: Group | Type: Product Design







HOW TO PLAY: Q-CARDS

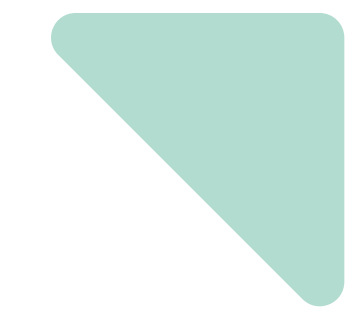
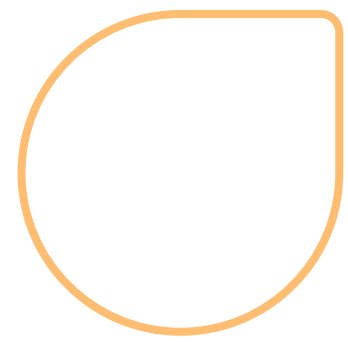
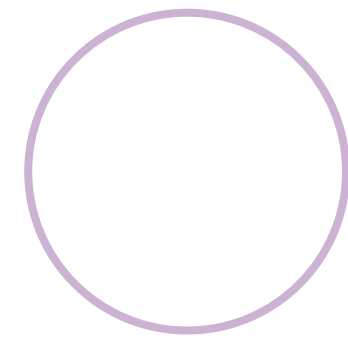
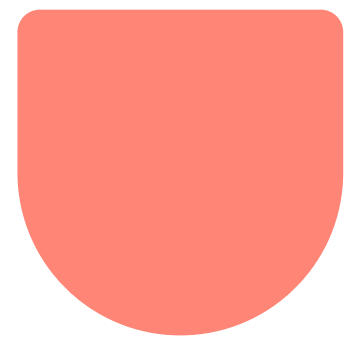
01 Shuffle
Shuffle the cards and deal them out to each player, don't show anyone your cards!

02 Category
Pay attention to the screen, and you'll see the category you'll be playing for!

03 Choose
Have a look for a card in your deck that has the highest value from the matching category, you'll know it's the same by the colour of the card!

04 Win
At the end of each round, the winner player of the category receives a point. After many rounds, you should have a winner in your game!

The infographic is titled "HOW TO PLAY: Q-CARDS" and is divided into four numbered steps. Step 01, "Shuffle", shows hands shuffling cards. Step 02, "Category", shows a hand holding cards and a computer screen displaying a category. Step 03, "Choose", shows hands selecting a card from a fan. Step 04, "Win", shows a hand holding a trophy. The steps are connected by a winding line. On the left side, there are four colored dots (blue, yellow, teal, red) corresponding to the steps. On the right side, there are four colored dots (red, teal, yellow, blue) corresponding to the steps. A stack of cards is shown in the top right corner.

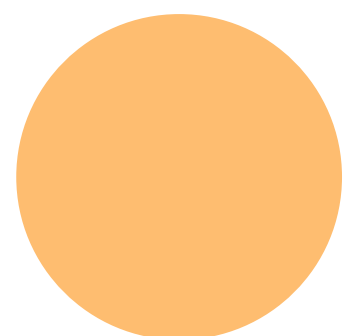


UNIVERSITY PROJECTS

Geo-Dock

For the Transmedia Exhibition in 2022, we were asked to create an informative and interactive project that visitors at the University could interact with and learn as they did so. As this project needed to be informative, we decided to primarily target school groups learning about healthy living, and take a similar approach to the creators of 'Top Trumps', using statistics in an innovative card game, putting a fun and competitive spin on learning about nutrition.

Time: 6 weeks | Contribution: Group | Type: Product Design



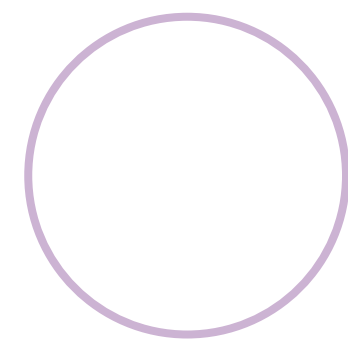
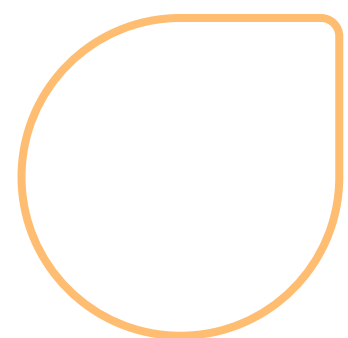
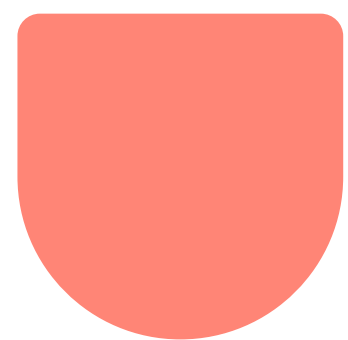










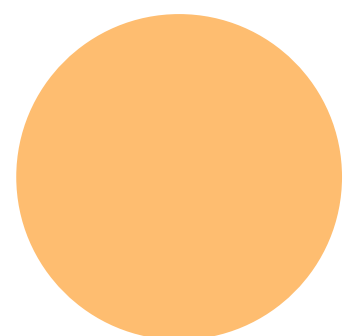
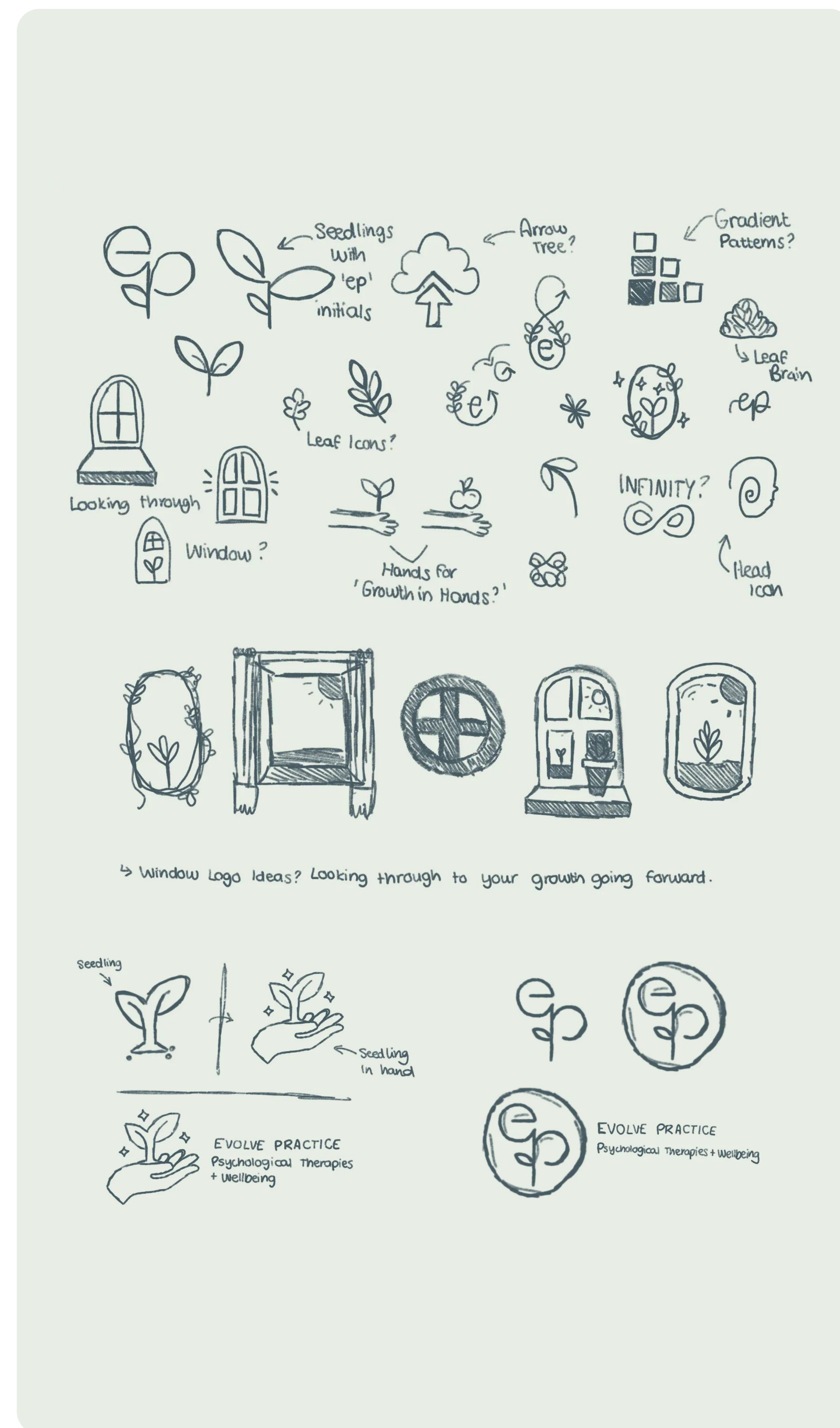


UNIVERSITY PROJECTS

Evolve Practice

For this project, I took on the role of creating branding for an online therapy service through the form on a website. This project challenged me, as I was the only person involved in both the design and development. Therefore, I was able to push myself and expand my knowledge in website development, creating a website through 'Squarespace', while also reinforcing my existing knowledge in logo design and visual identities.

Time: 6 weeks | Contribution: Solo | Type: Branding



EVOLVE PRACTICE
psychological therapies and wellbeing

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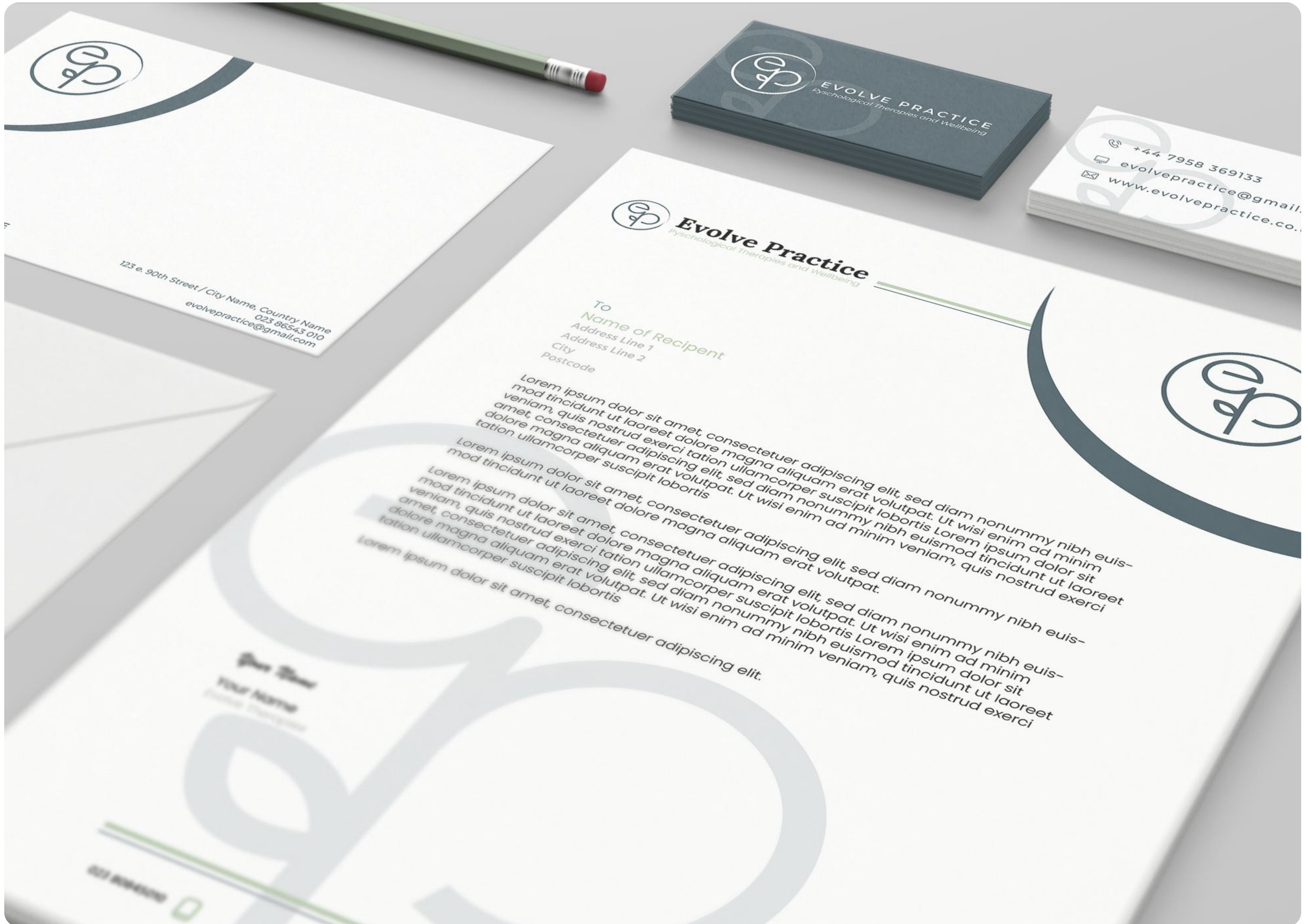
EVOLVE PRACTICE
psychological therapies and wellbeing

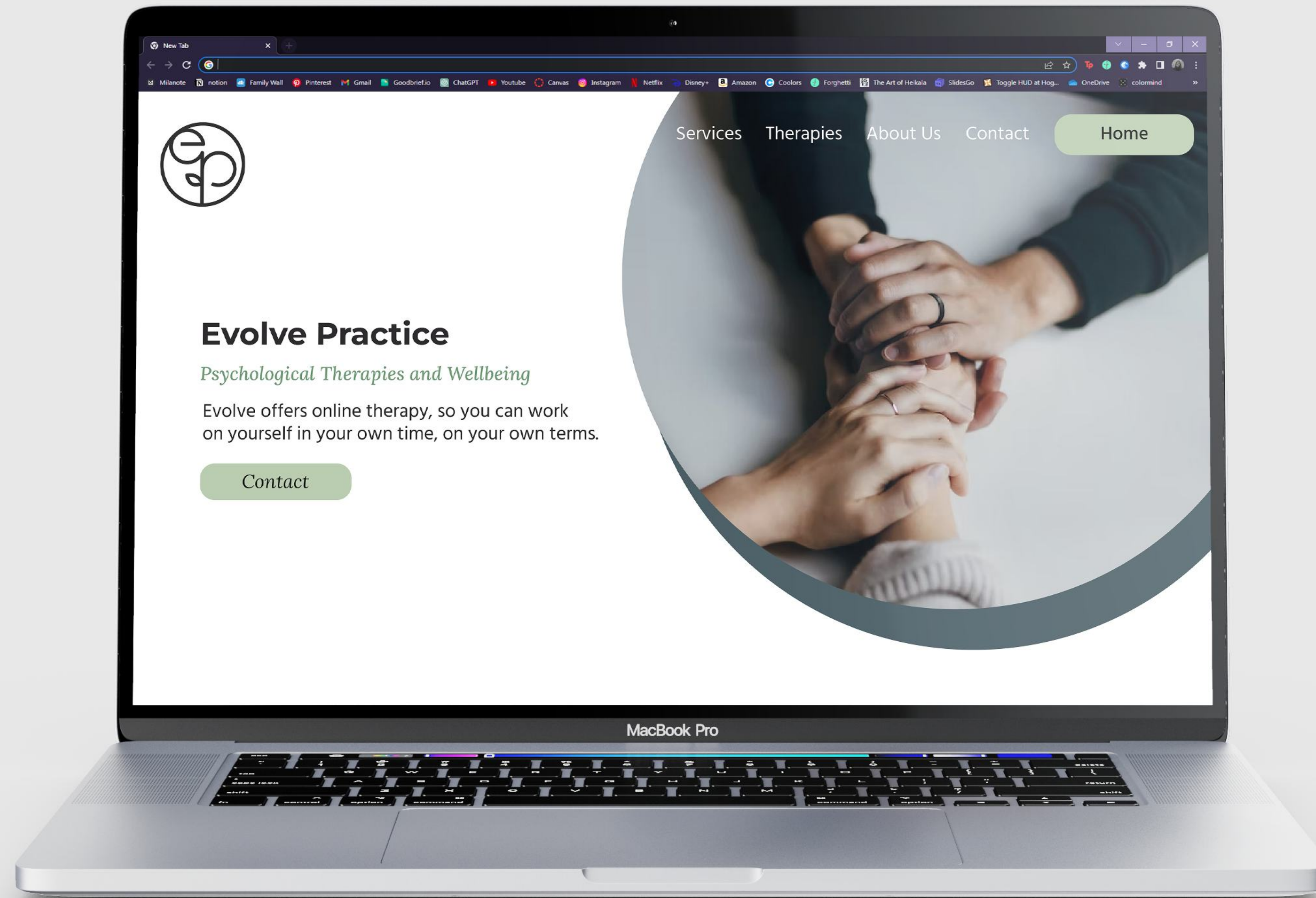
EVOLVE PRACTICE
psychological therapies and wellbeing

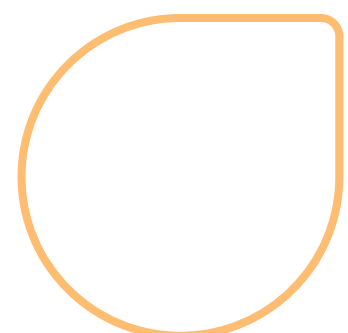
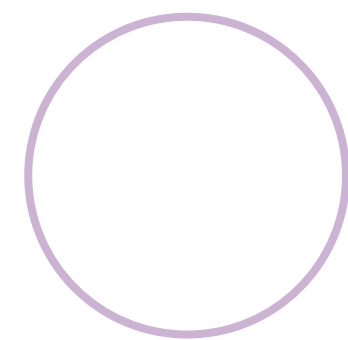
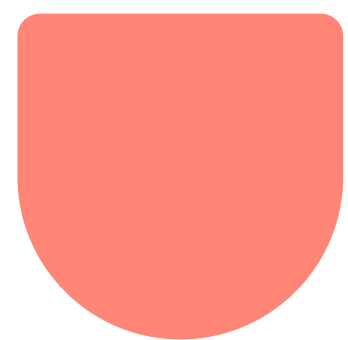
EVOLVE PRACTICE
psychological therapies and wellbeing

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psychological therapies and wellbeing

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psychological therapies and wellbeing





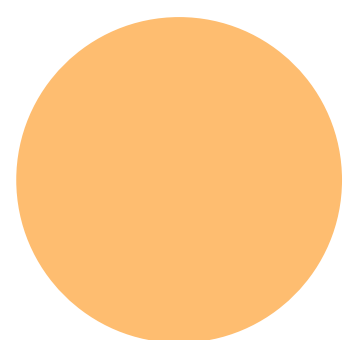
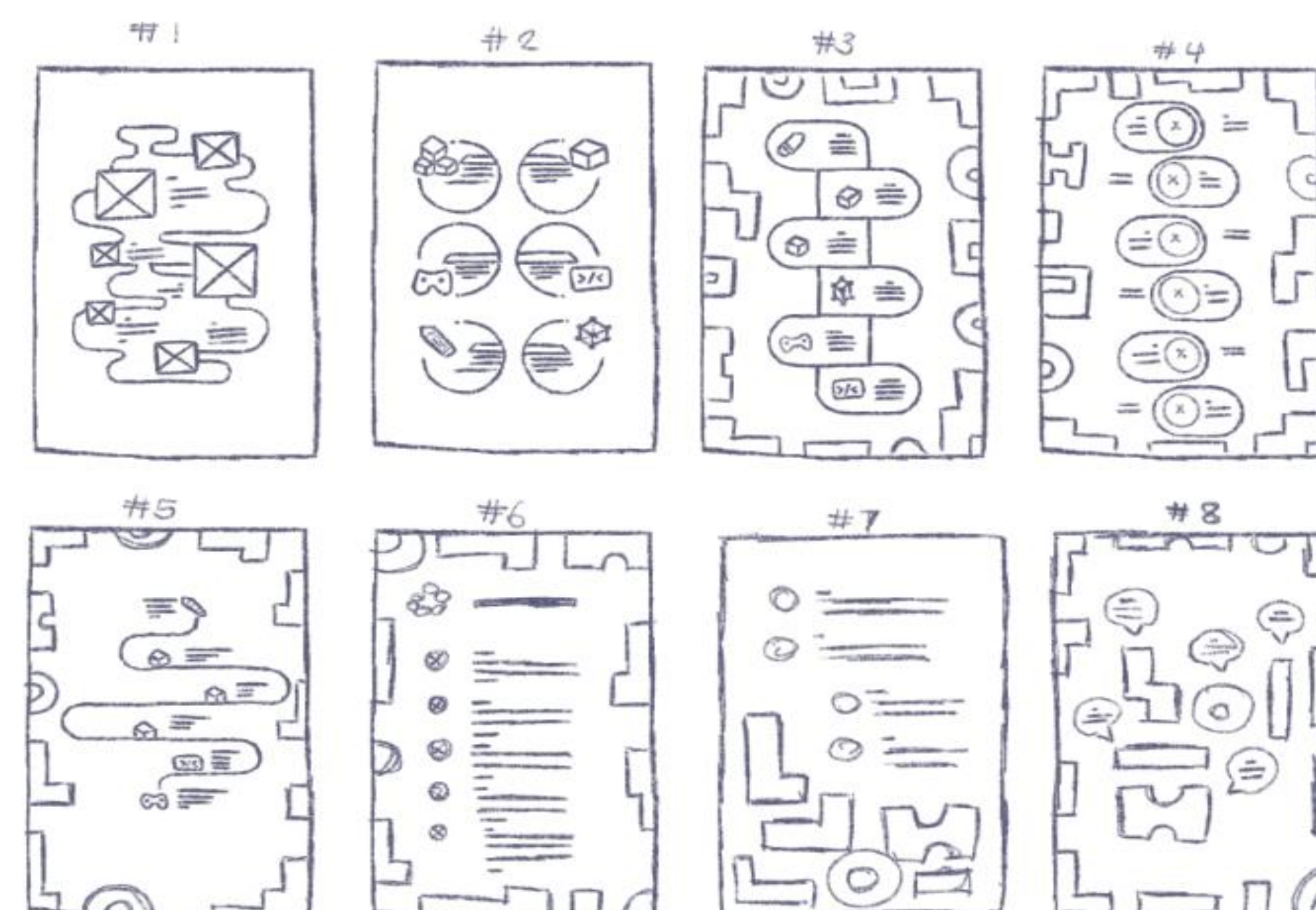
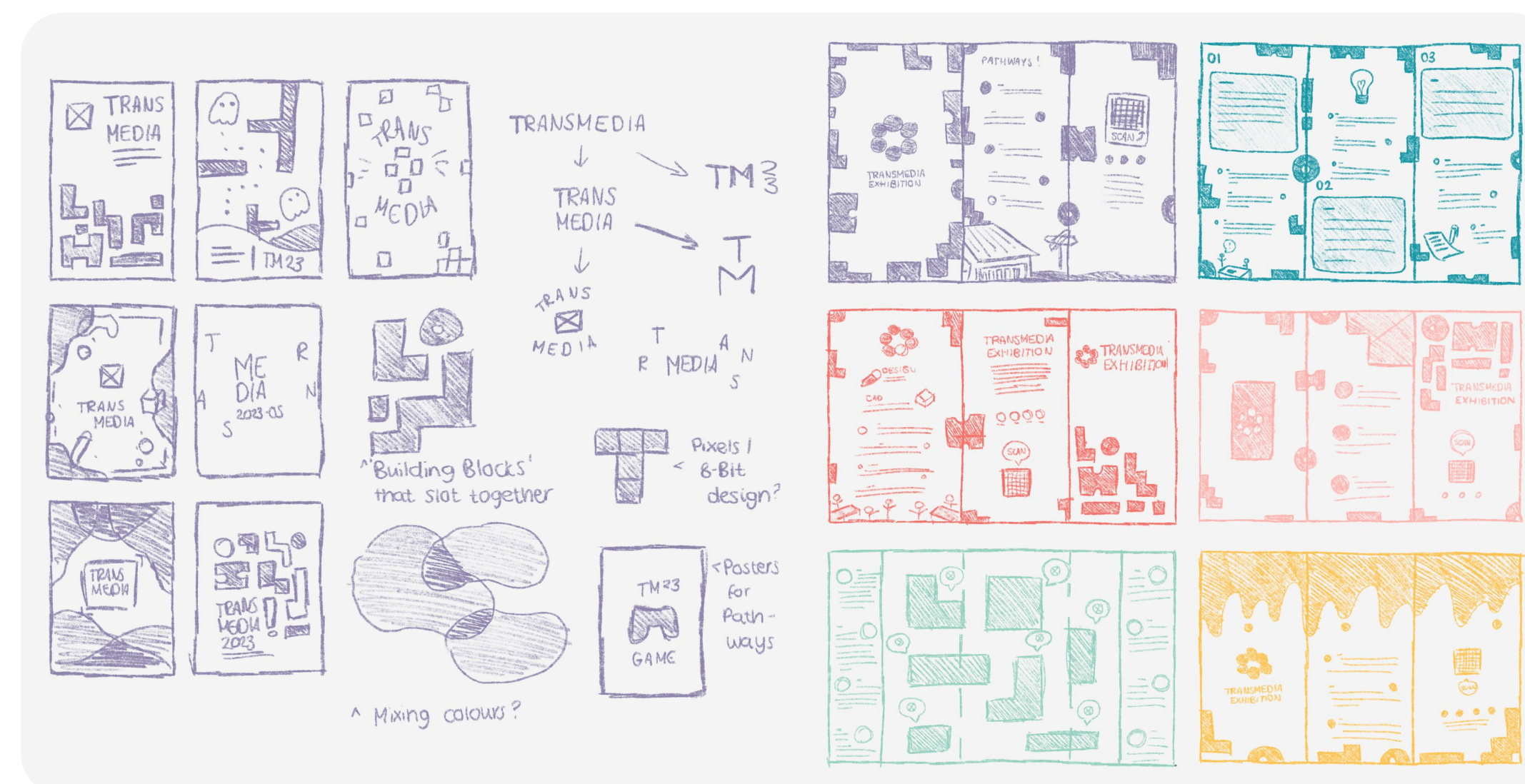


UNIVERSITY PROJECTS

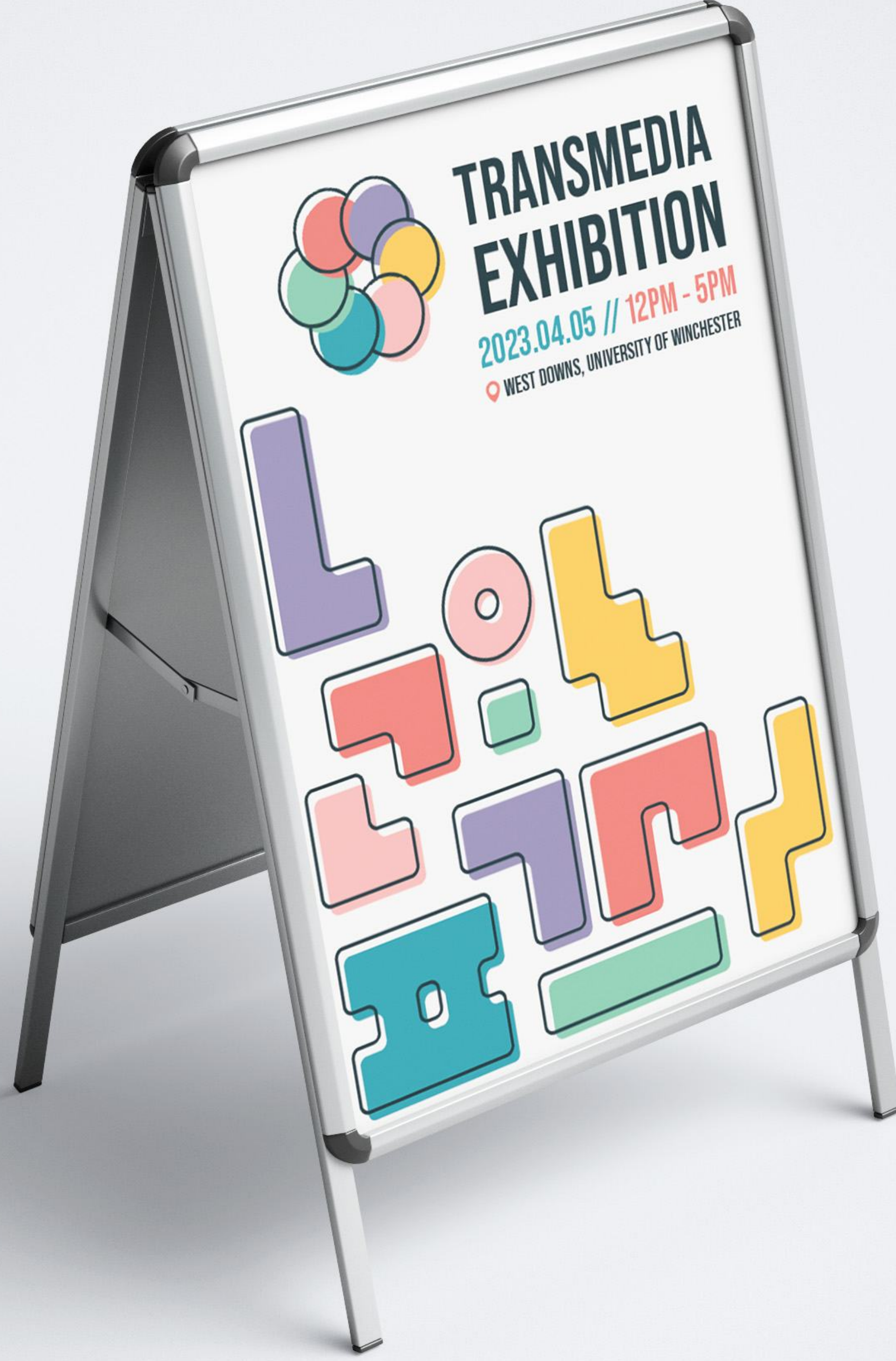
Transmedia Exhibition

For this project, we were asked to create the new visual identity for digital media and design at the end of year Transmedia exhibition for 2023. With a group of three others, we experimented with shapes to represent our different pathways and how we are all 'building blocks', each bringing something important and unique to every design project.

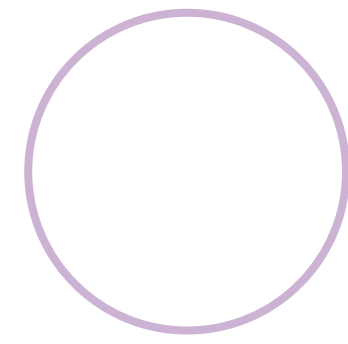
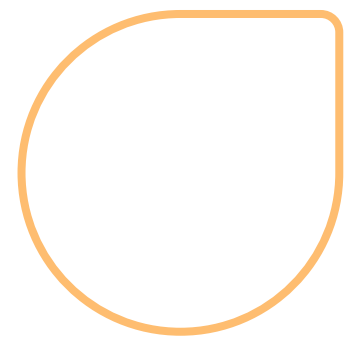
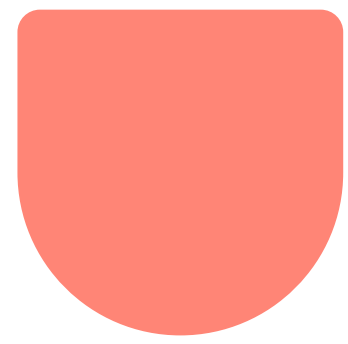
Time: 6 weeks | Contribution: Group | Type: Branding









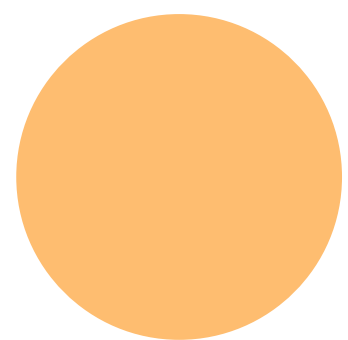
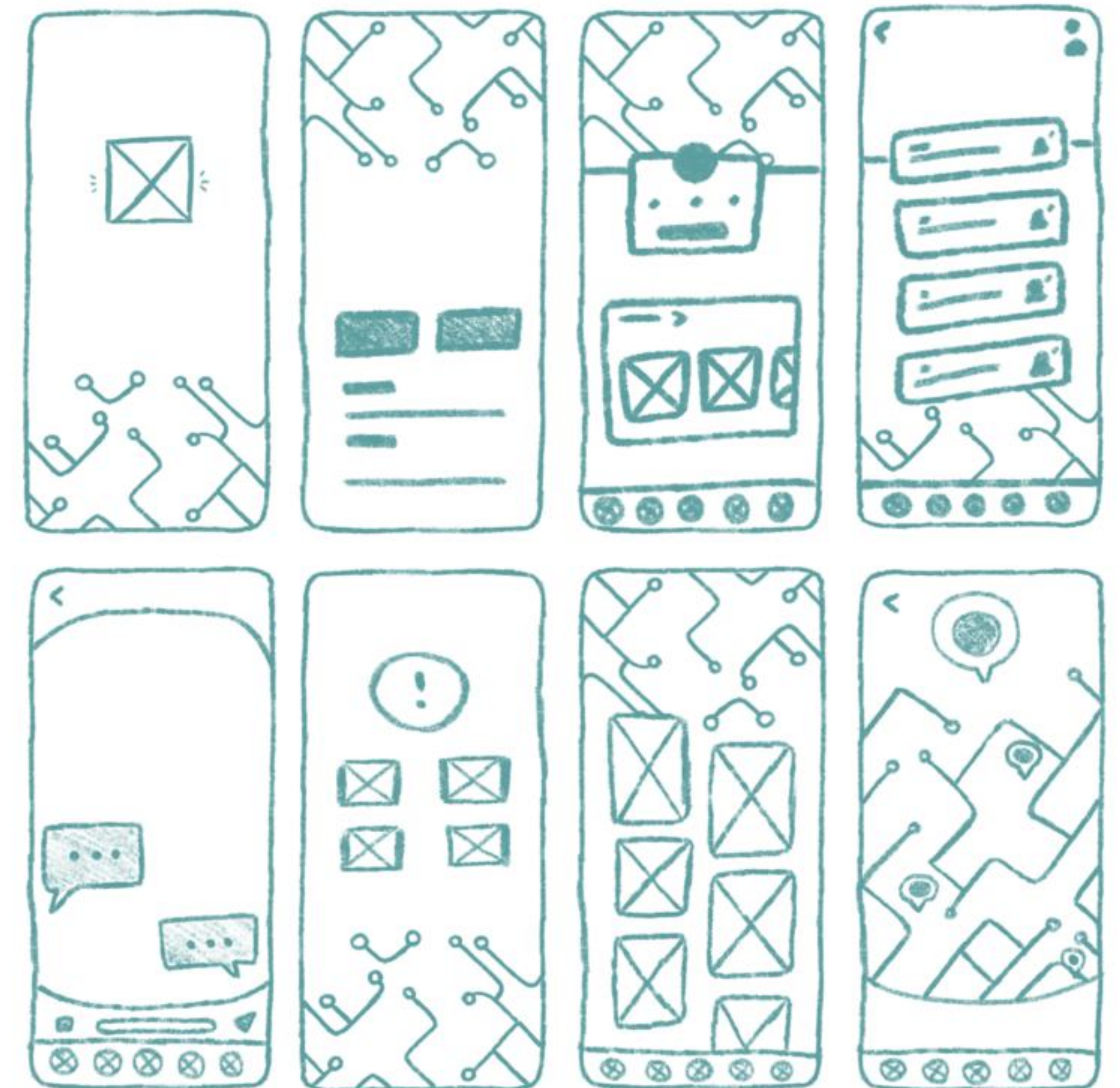
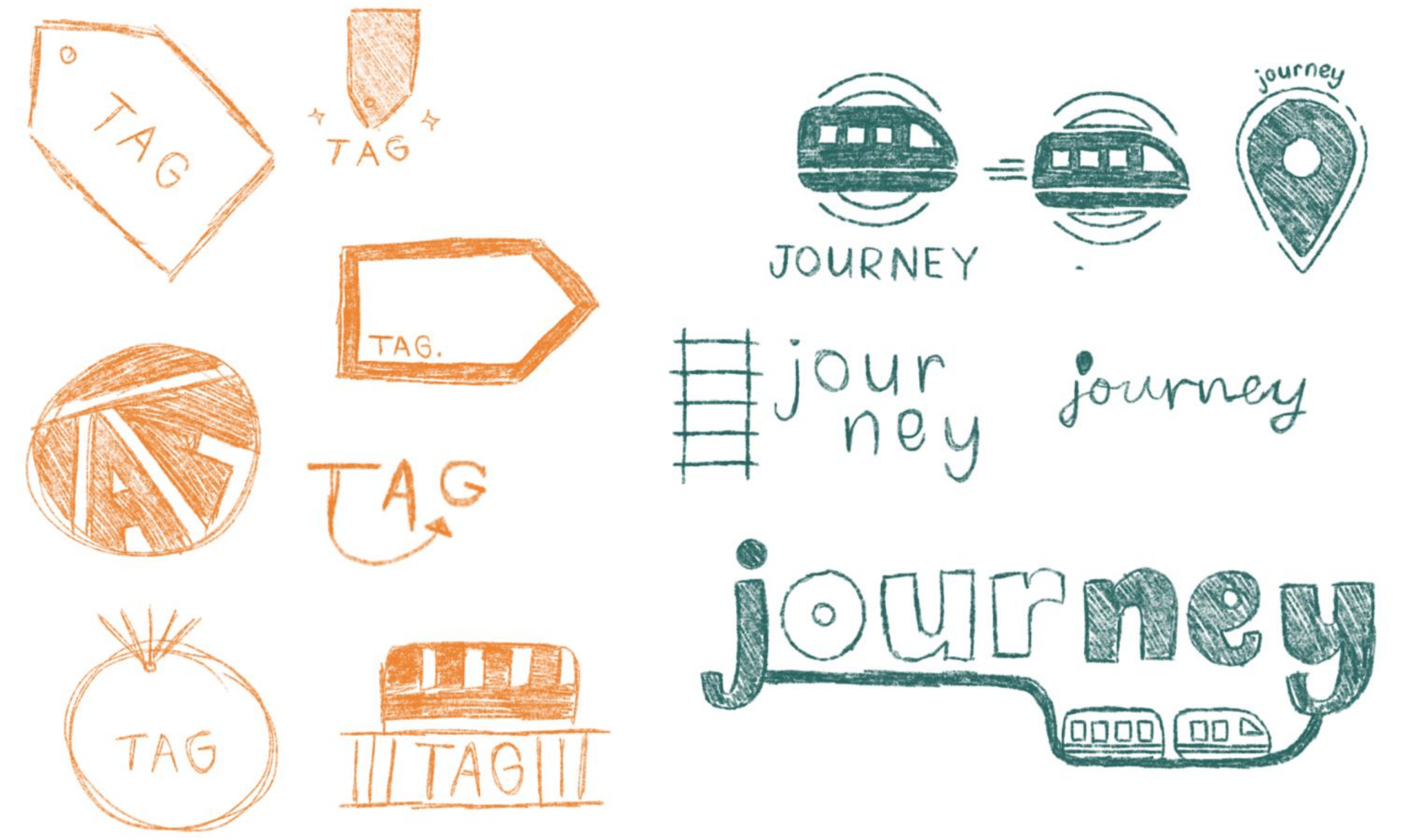


UNIVERSITY PROJECTS

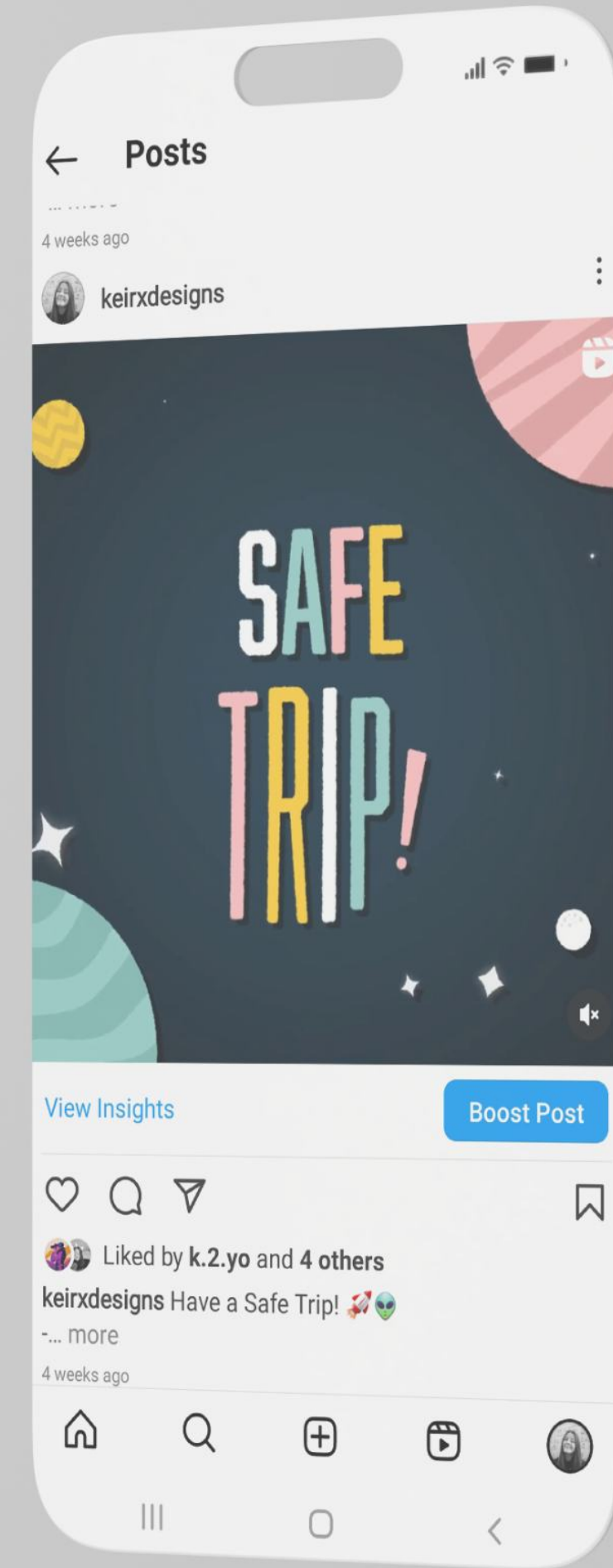
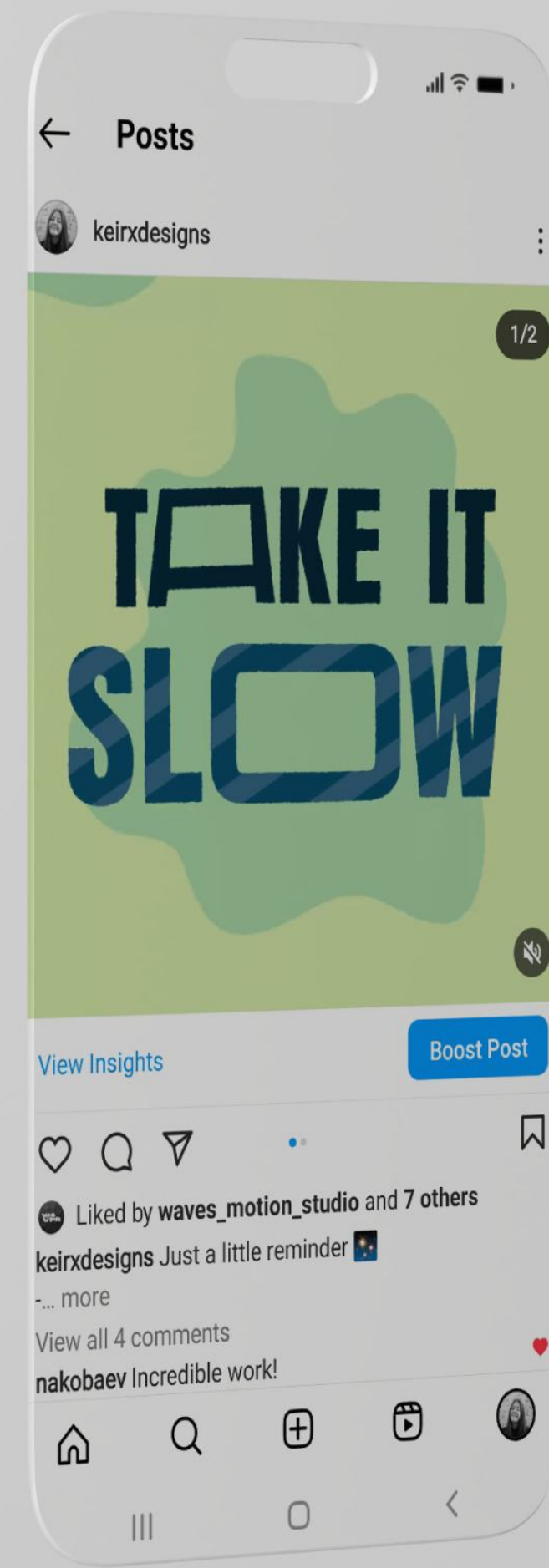
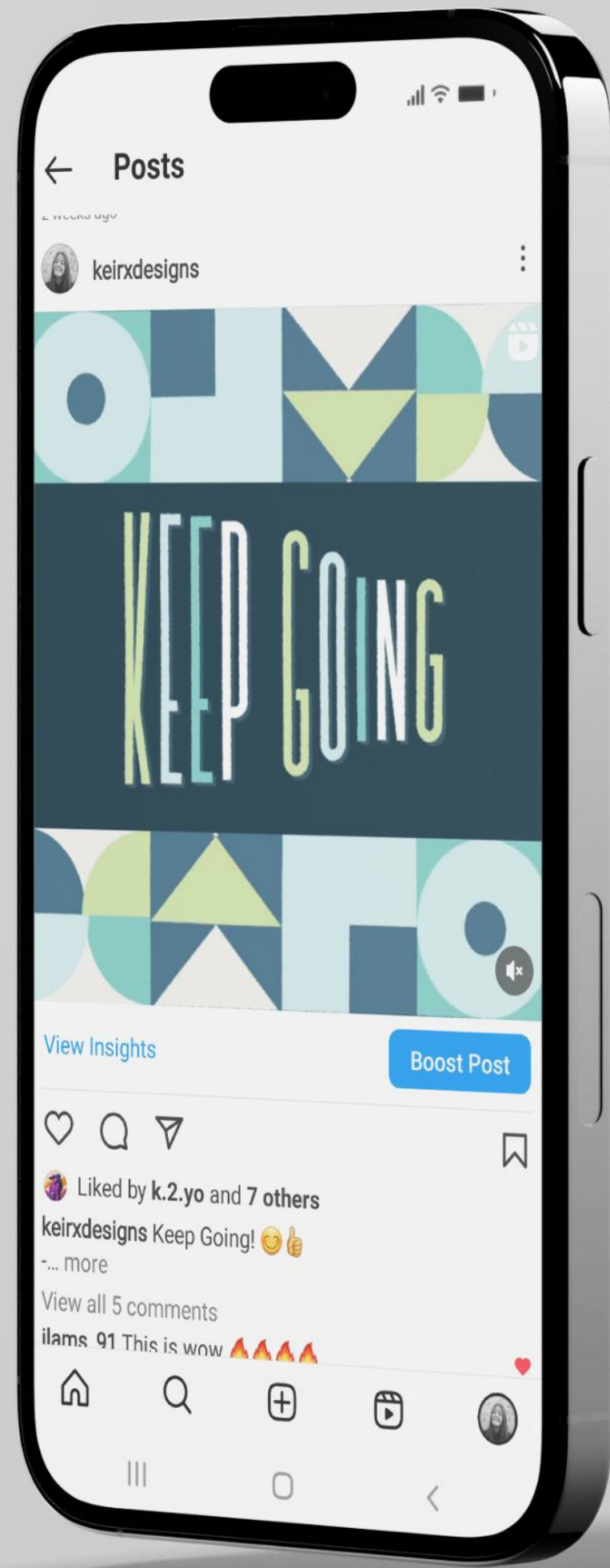
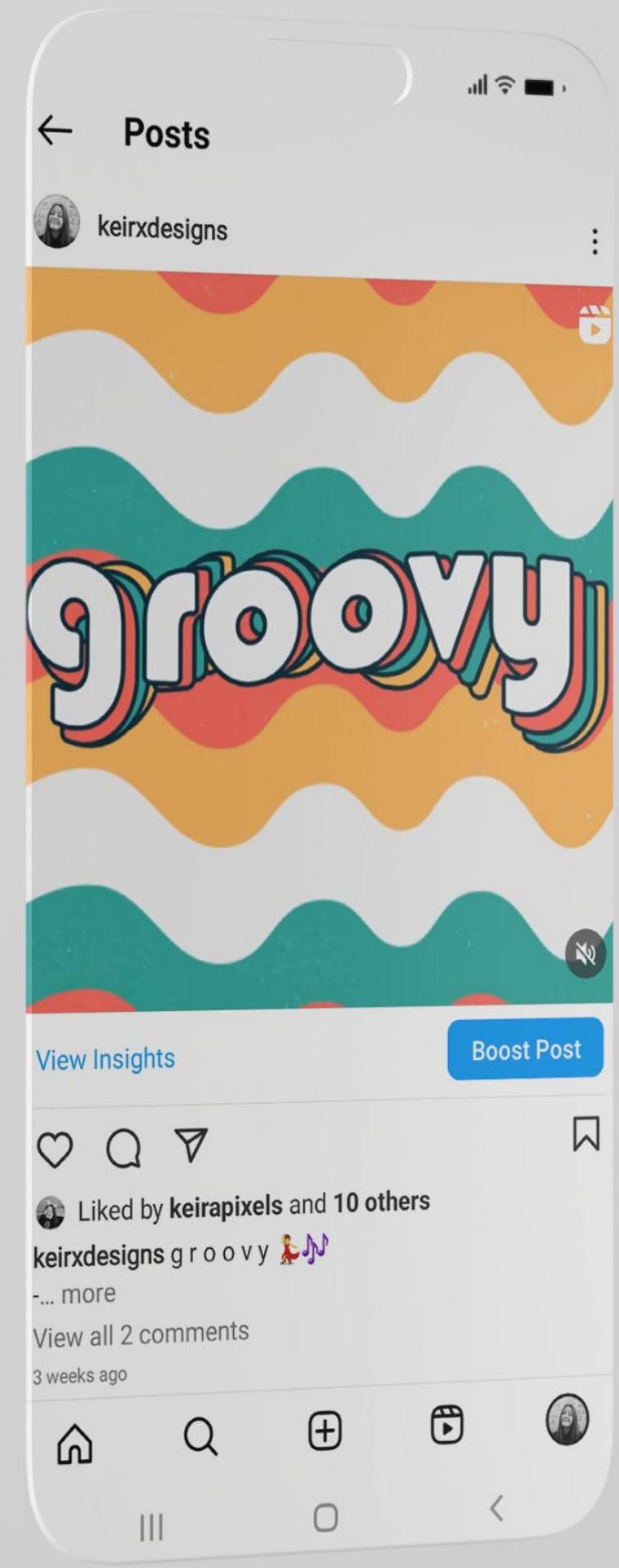
Journey App

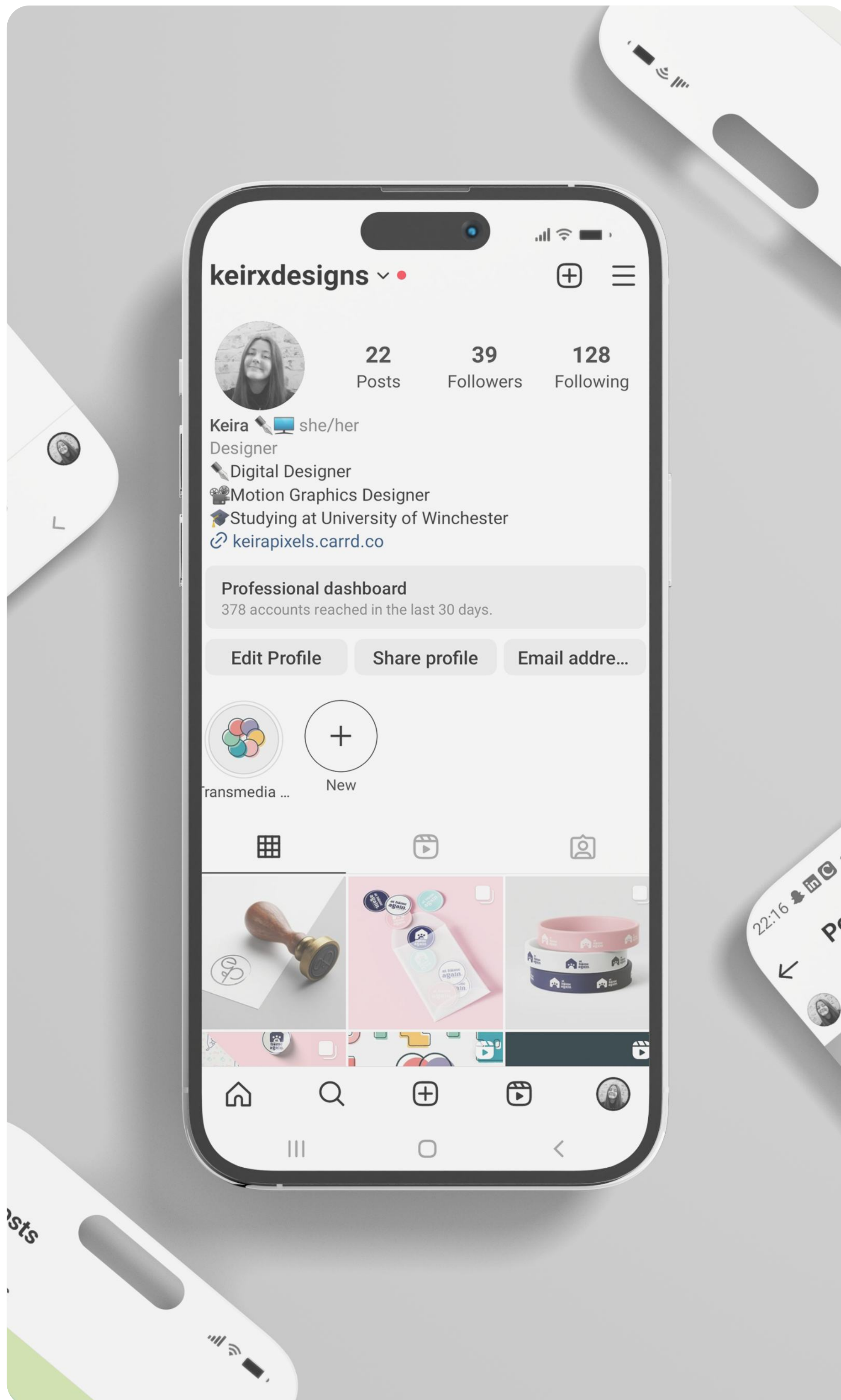
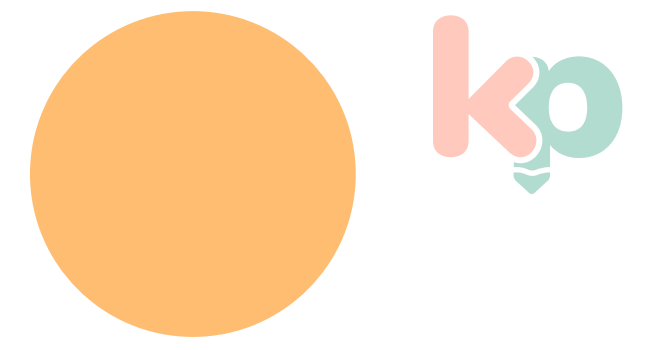
This project aimed to answer one simple question - 'How might we tap into the potential of train stations to amplify positive behaviours?'. My solution to this problem was to create a community-based mobile app that would allow users travelling alone to link up with others to help promote community connections and support for people who get easily overwhelmed when travelling.

Time: 6 weeks | Contribution: Solo | Type: UI / UX Design









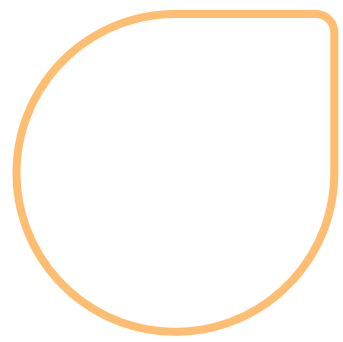
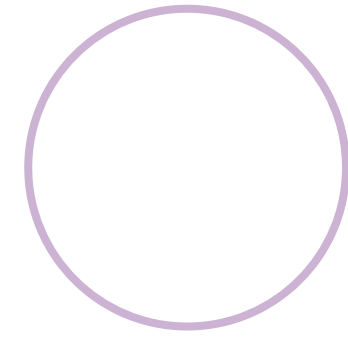
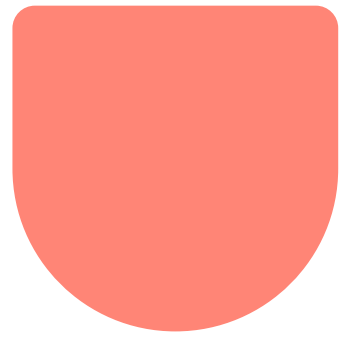
UNIVERSITY PROJECTS

Social Media Campaign

For this project, we were asked to create a social media campaign to build our online presence and explore our targeted industry. For me, this was the industry for motion design. Taking inspiration from other motion designers, I created a series of short animated graphics and scheduled these posts for both Instagram and LinkedIn, monitoring what my target audiences and industry seemed to engage with throughout the campaign.

Time: 6 weeks | Contribution: Solo | Type: Personal Identity



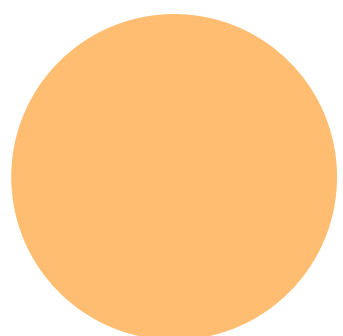


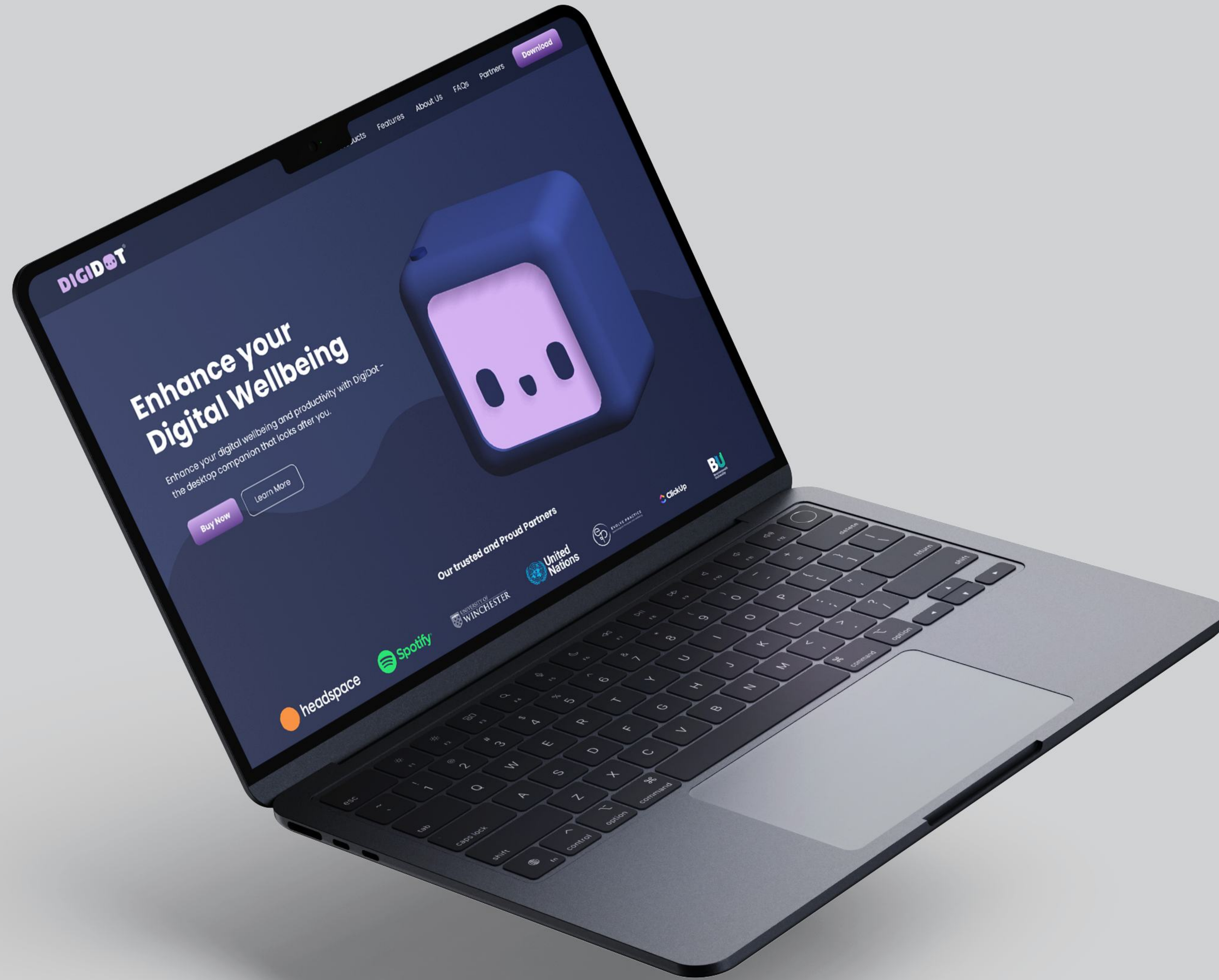
UNIVERSITY PROJECTS

DigiDot

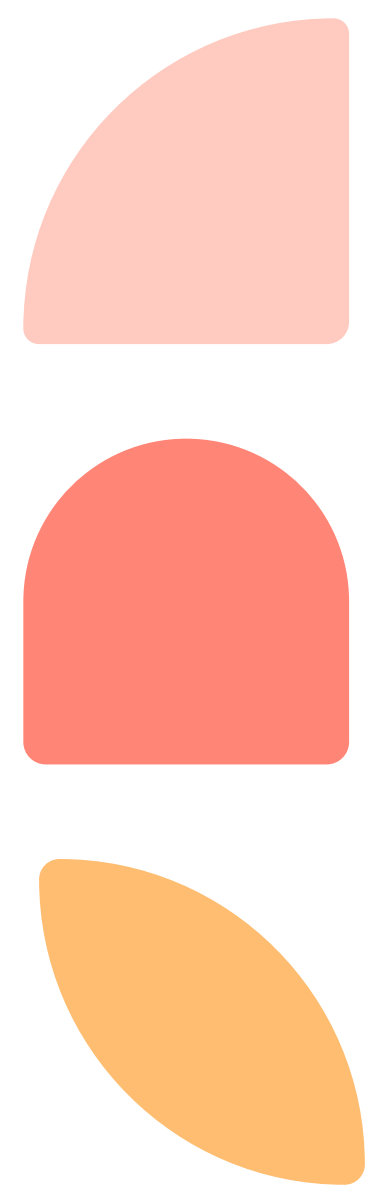
For our final year, we were tasked with creating a negotiated final project that captures the progress of our three-year journey at University. For this project, I created a Digital Wellbeing application and product that aims to help individuals who are working from home improve their digital awareness and overall wellbeing. This project tackled different elements of design, such as UI/UX design, product design, branding, motion graphics and more.

Time: 6 weeks | Contribution: Solo | Type: Final Project





keira pixels



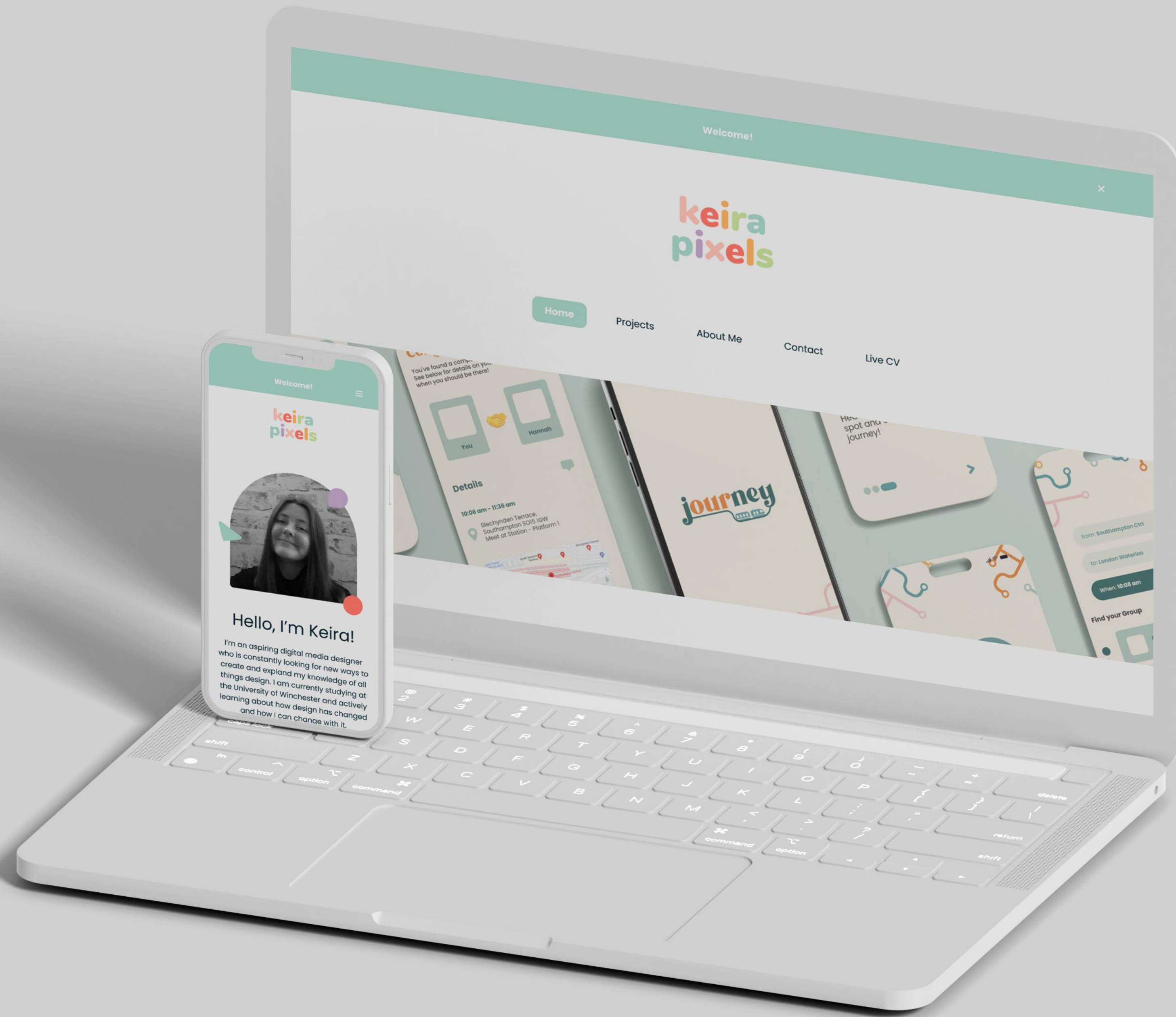
UNIVERSITY PROJECTS

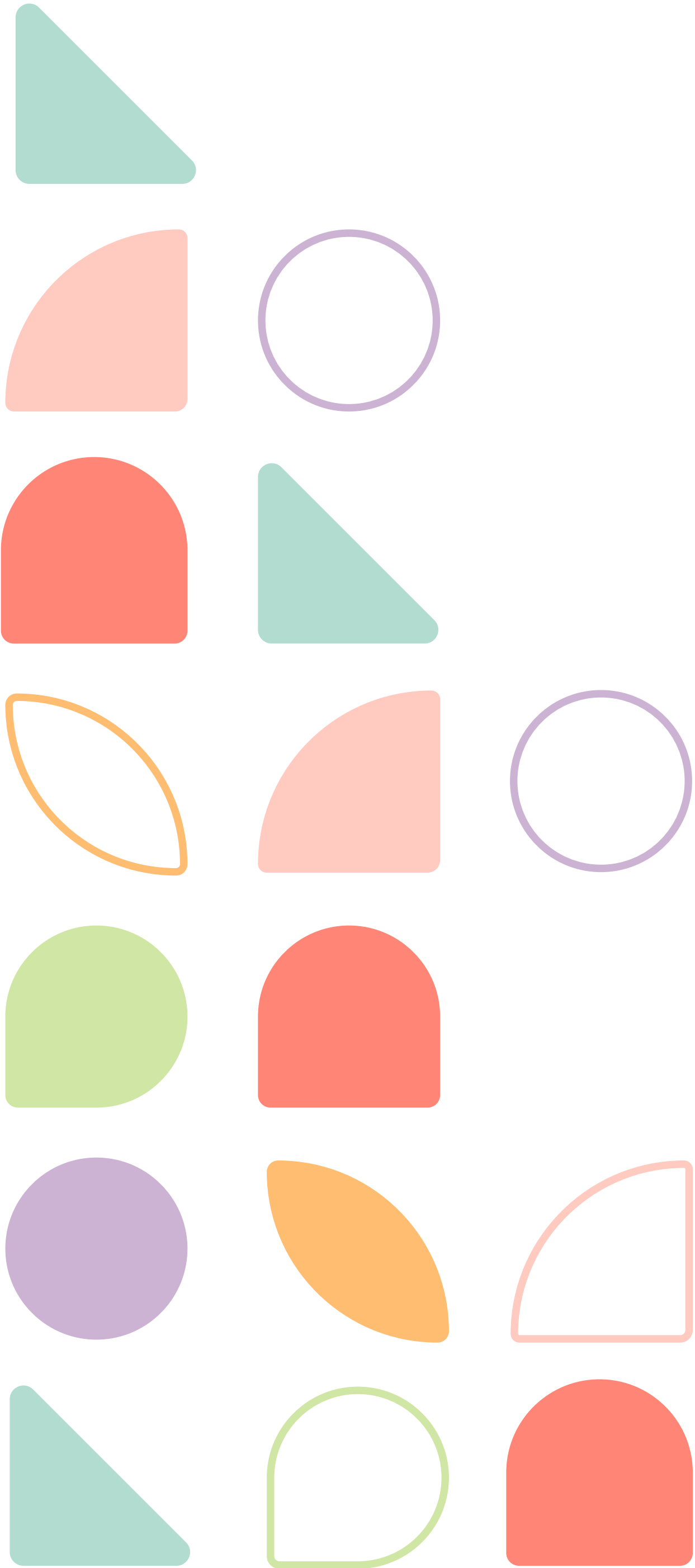
Personal Webfolio

Using the research discovered in my dissertation about how motion design and animation can amplify user interactions in the online world, I decided to design an updated version of my webfolio to better reflect my motion design work.

Time: 6 weeks | Contribution: Solo | Type: Web Design







SECTION 02

Passion Projects

Shorter projects that have developed my understanding of design



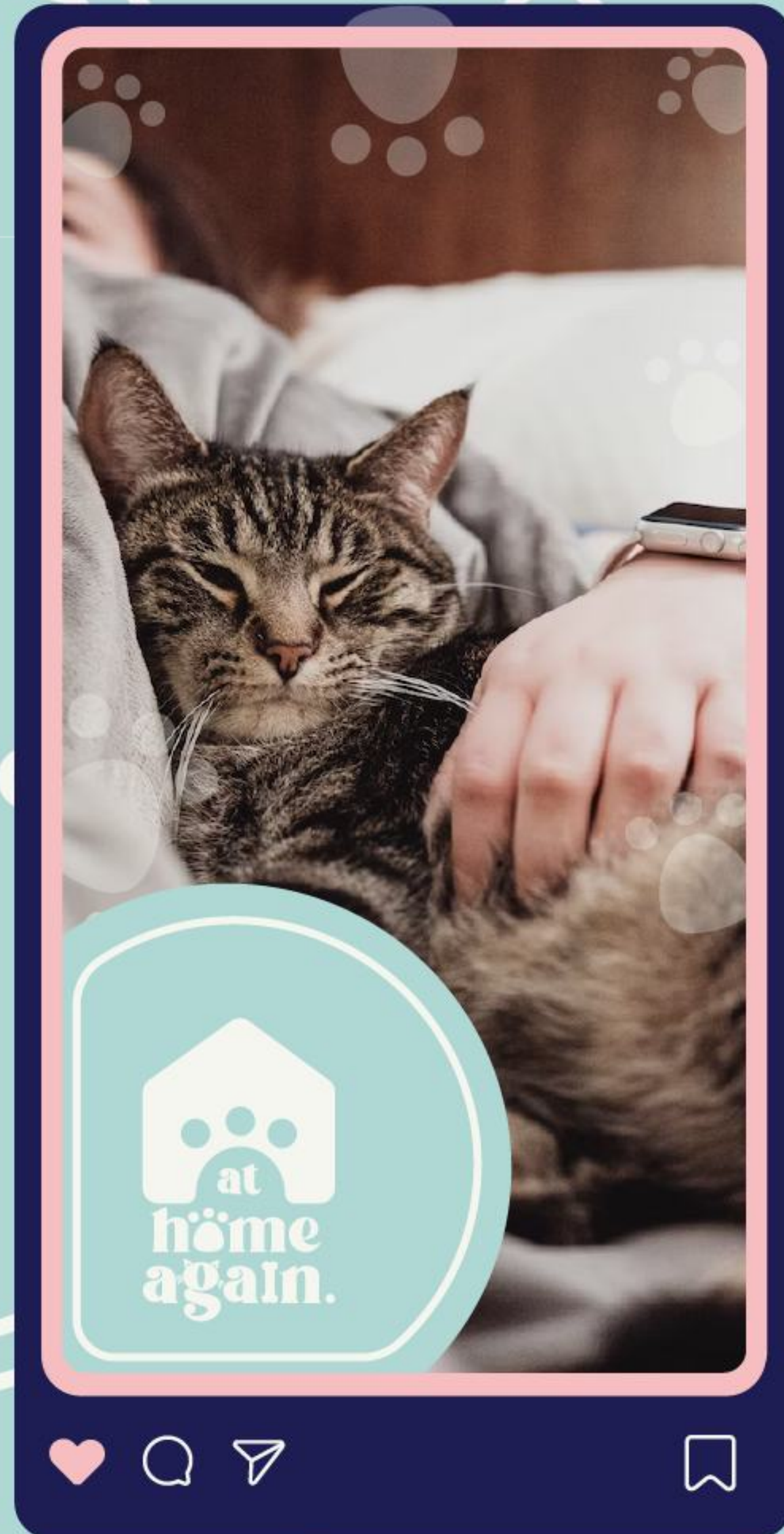
PASSION PROJECTS

At Home Again

'At Home Again' is an animal rescue company that works to rehome animals to loving adopting families, helping to find their forever home. This project required logo design and online marketing to get their message out about the importance of adopting.

Time: 1 week | Contribution: Solo | Type: Branding



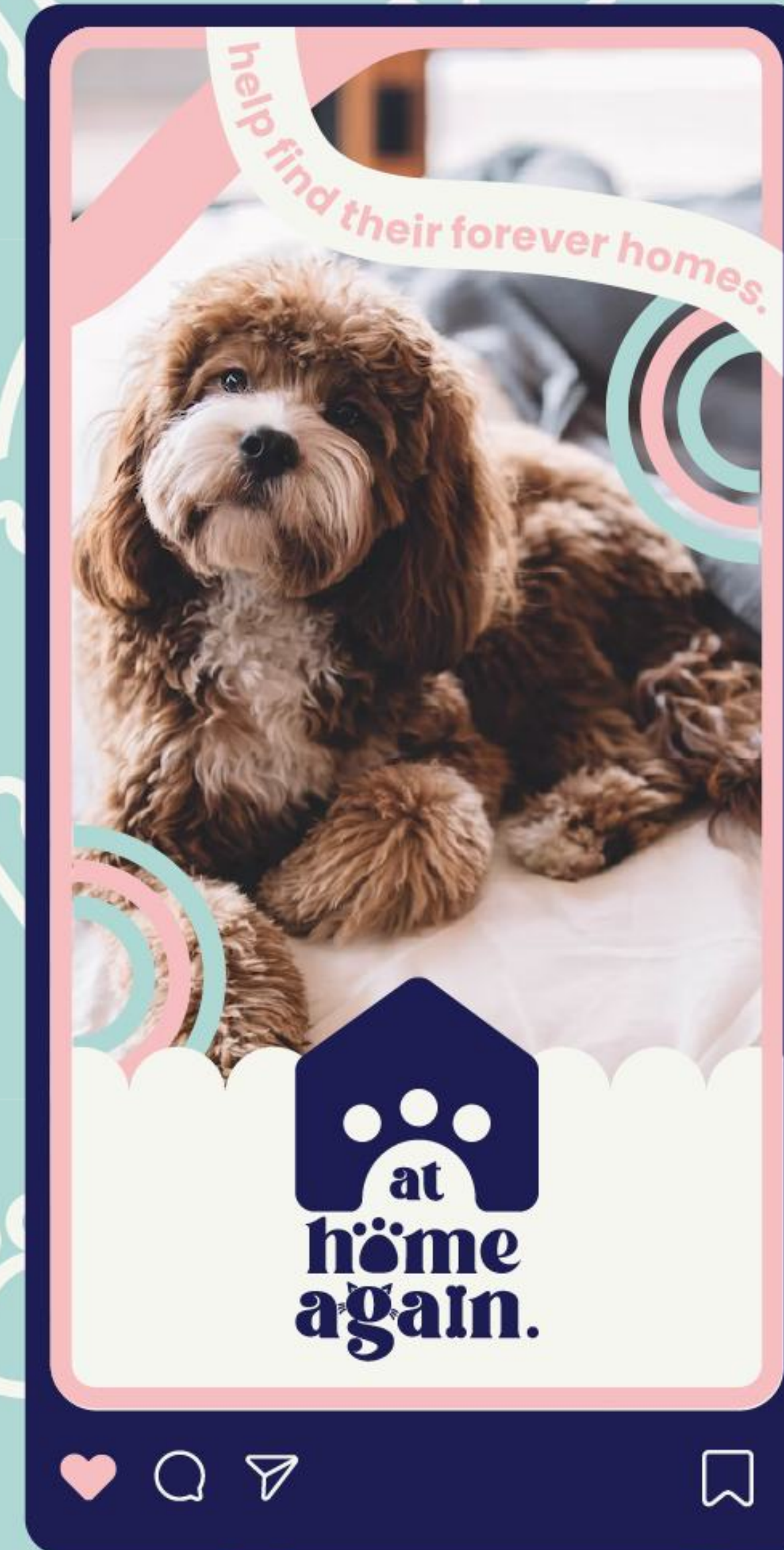



who are we?

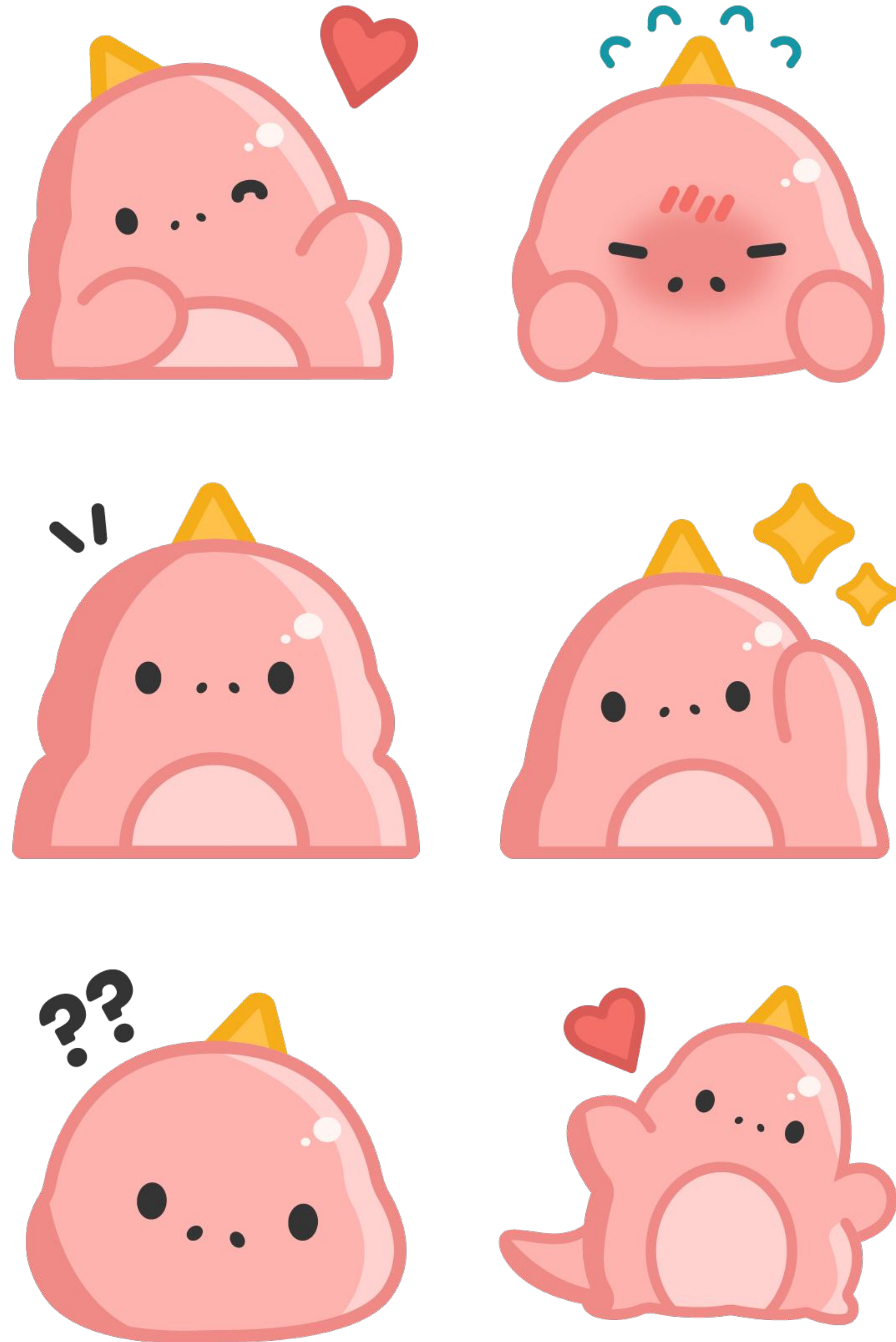
Our job here at 'At Home Again' is to make every pet find their forever homes, with a loving family who will give them all the joy they need.

We rehabilitate our pets so that every abused or hurt animal is able to find another chance at a playful and treat-filled life, like every pet deserves.

Here you will be able to follow along and help us on to achieve our goal of restoring a good chance at life to every pet that makes it's way home to us.







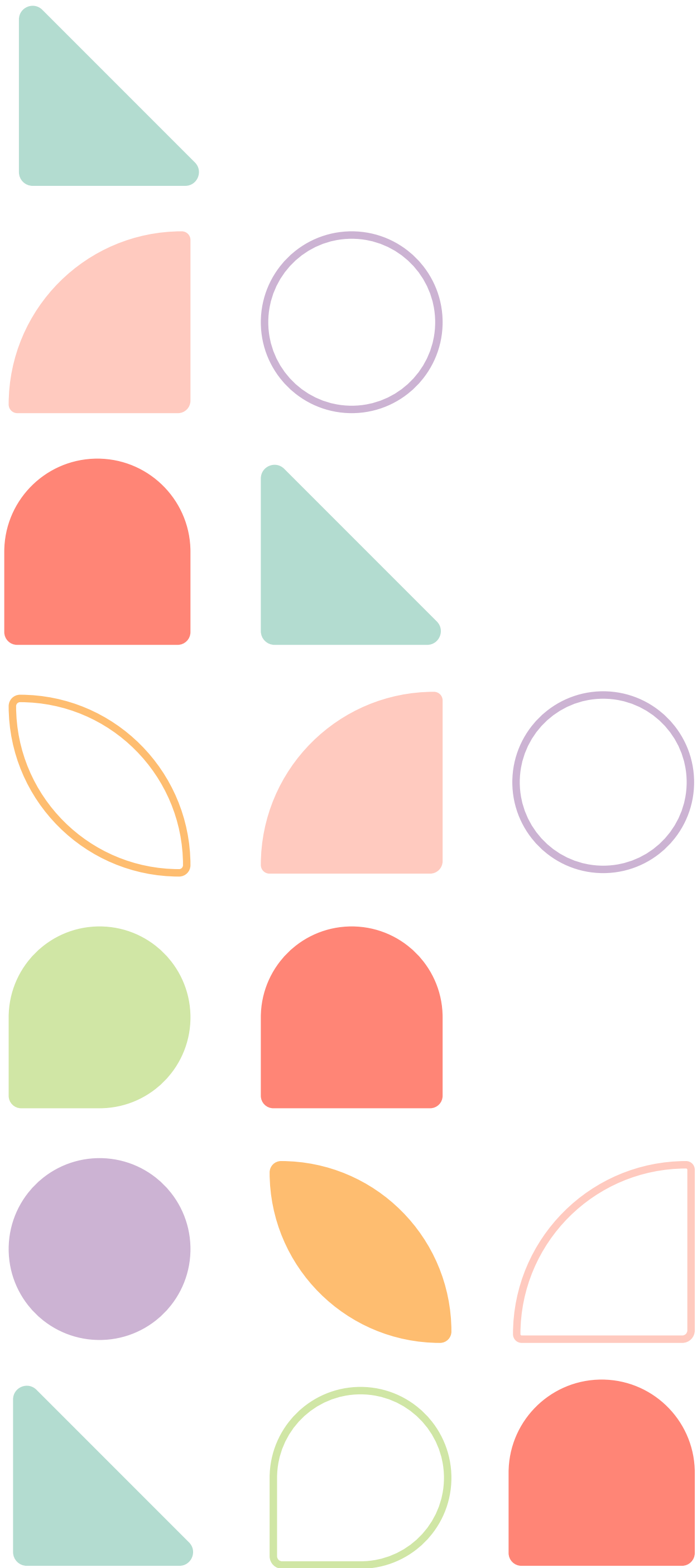
PASSION PROJECTS

Twitch Overlays

I was commissioned by a streamer to design a series of overlays and stickers for her Twitch channel, aiming to embody her unique personality and the content she produces. Opting for a vibrant colour scheme and incorporating charming dinosaur characters, the visuals represent an approachable and friendly vibe, mirroring her warm and welcoming nature to anyone who would like to watch her streams.

Time: 2 weeks | Contribution: Solo | Type: Social Branding





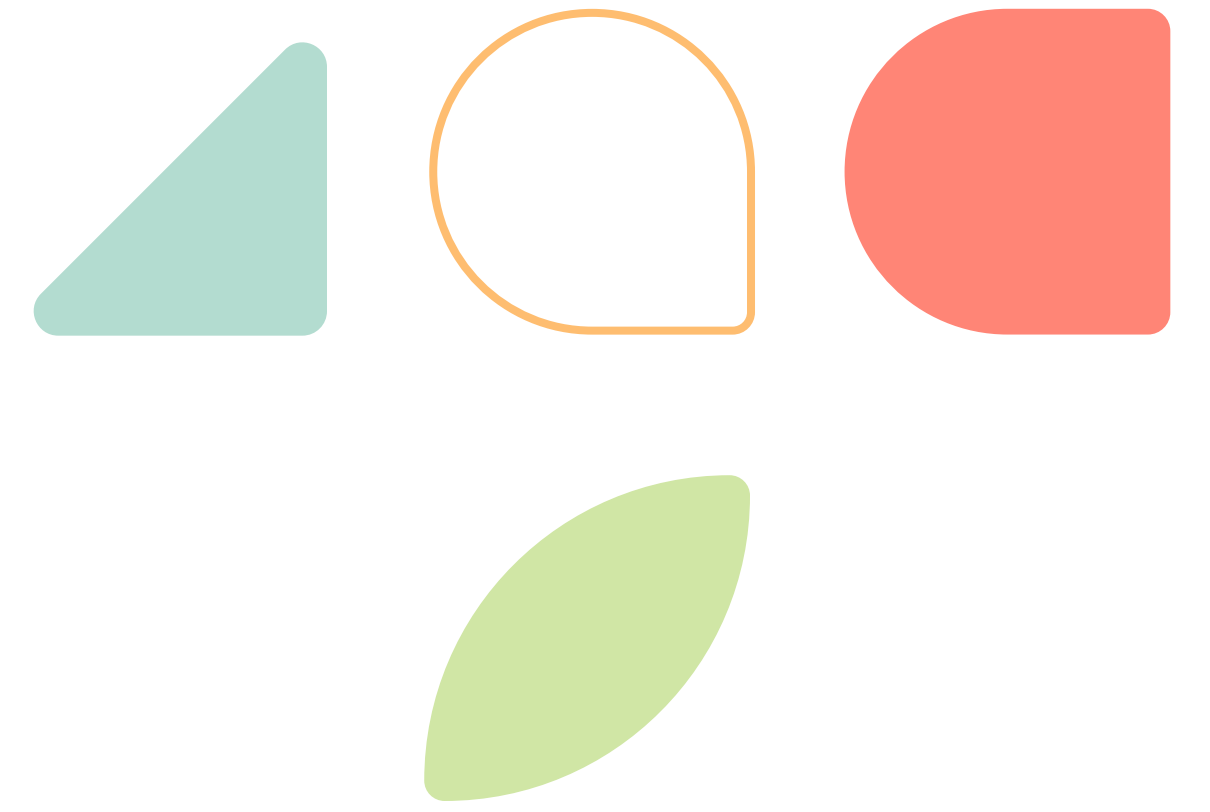
SECTION 03

Professional Projects

Projects that have given me experiences in the design industry

A Summit Christmas

A collection of christmas social posts for Summit clients to post for their audiences



Professional Projects | A Summit Christmas



Portsmouth Golf Centre

To reflect the warm and welcoming staff and great selection of golf equipment, I created a mug with candy golf clubs.



L48 Energy

I took a professional and elegant approach to this christmas post, as I wanted to reflect L48's tone of voice.



Summit Digital

Summit are a friendly team of creatives, so what better way to show that then with some lovable Christmas penguins!



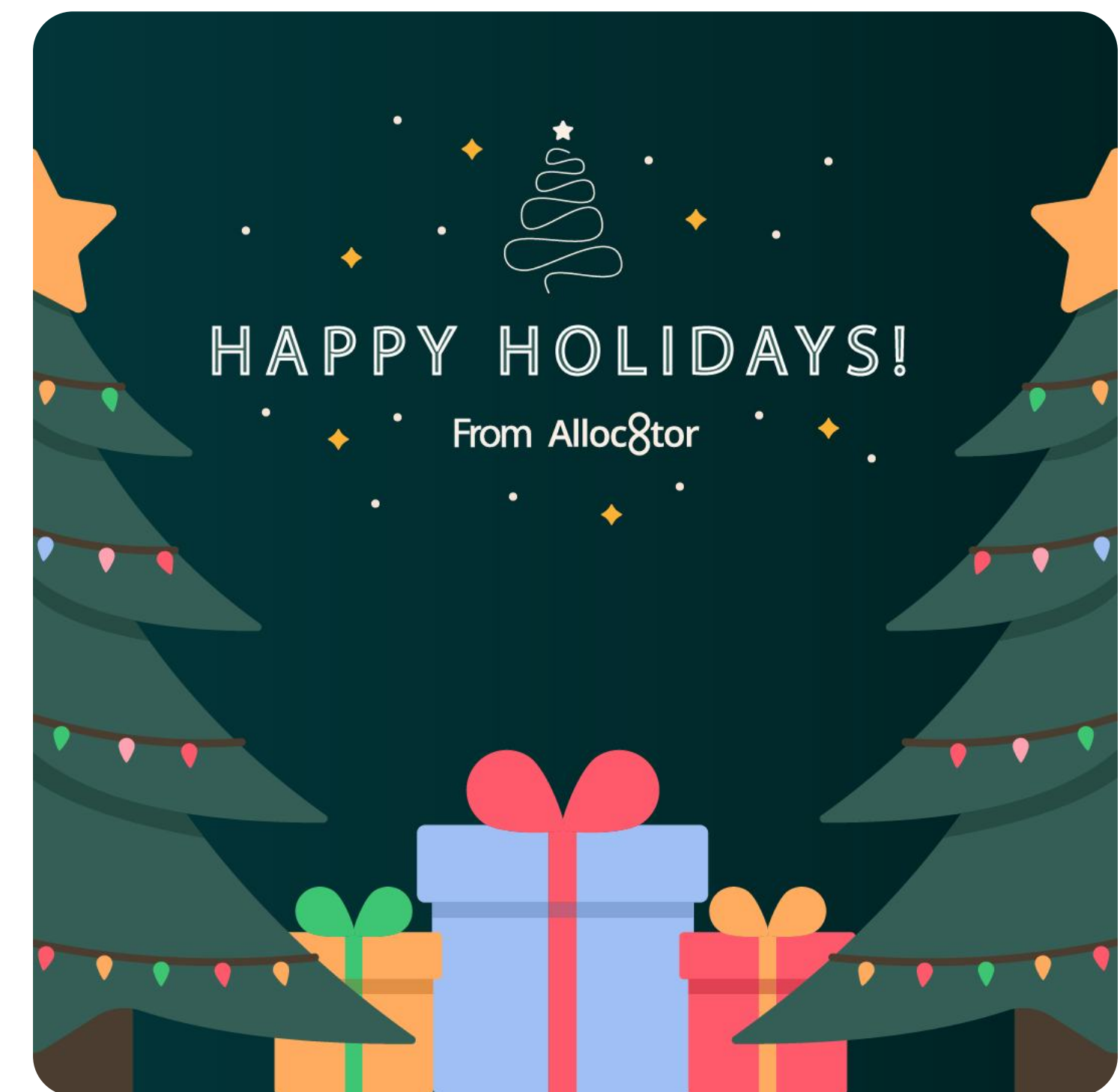
Forghetti

Forghetti has a very supportive and kind staff, so to reflect this, I created a friendly snowman who is there to help!



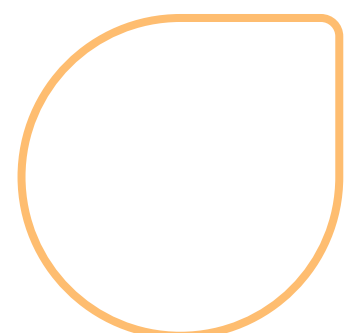
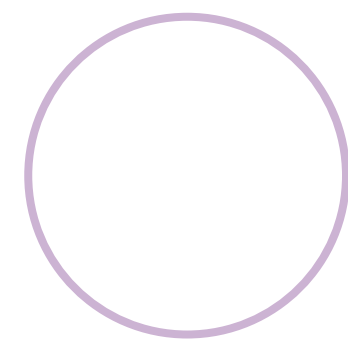
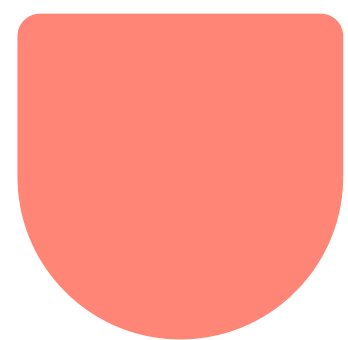
Zuba Ski

Zuba Ski organises ski holidays in Italy, I thought this was perfect for a snowy cabin at Christmas time.



Alloc8tor

Alloc8tor aims to make life easier for healthcare workers, they're almost a gift to hospitals all across the UK.

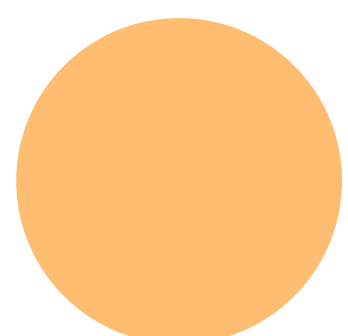
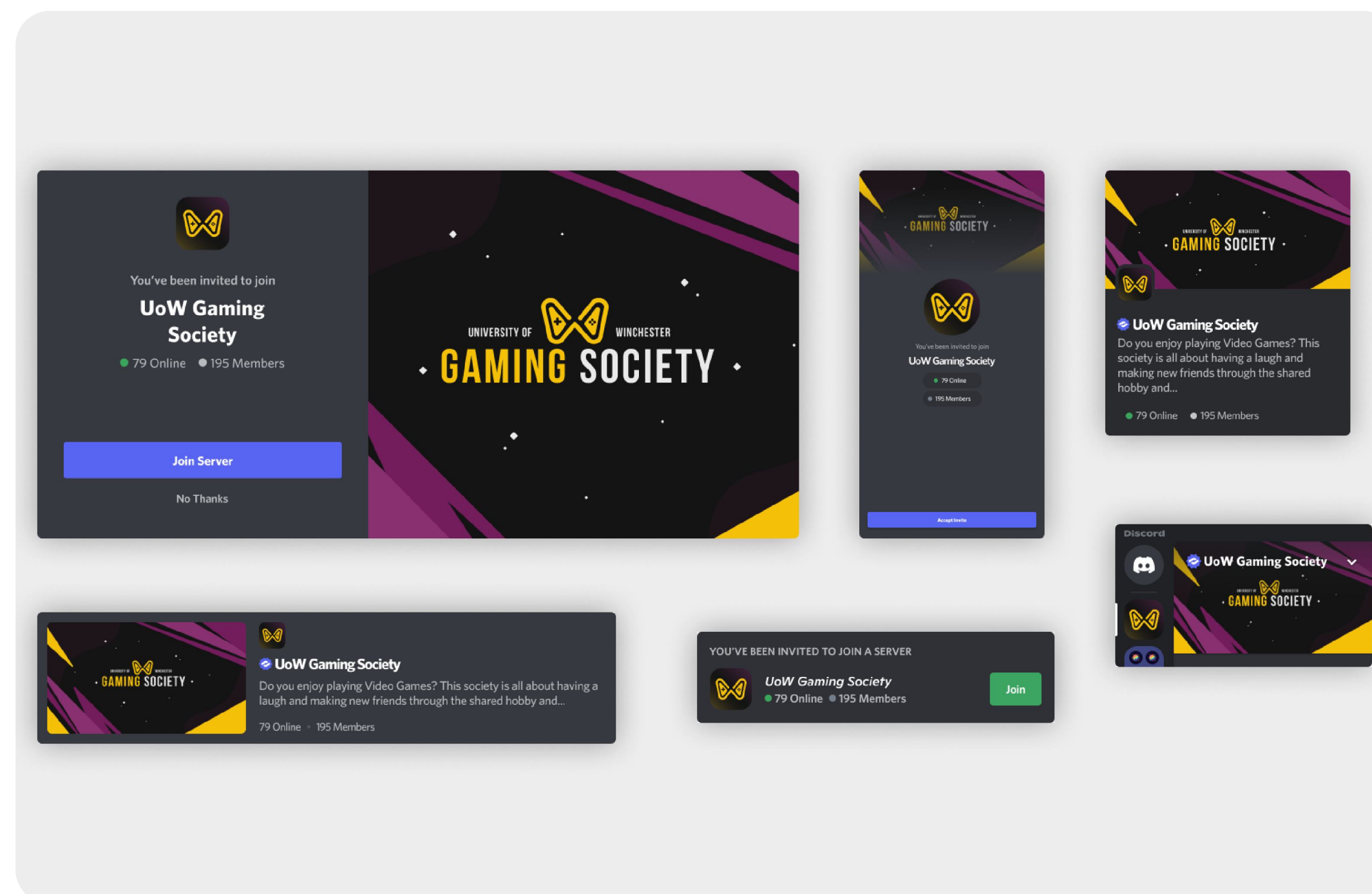


PROFESSIONAL PROJECTS

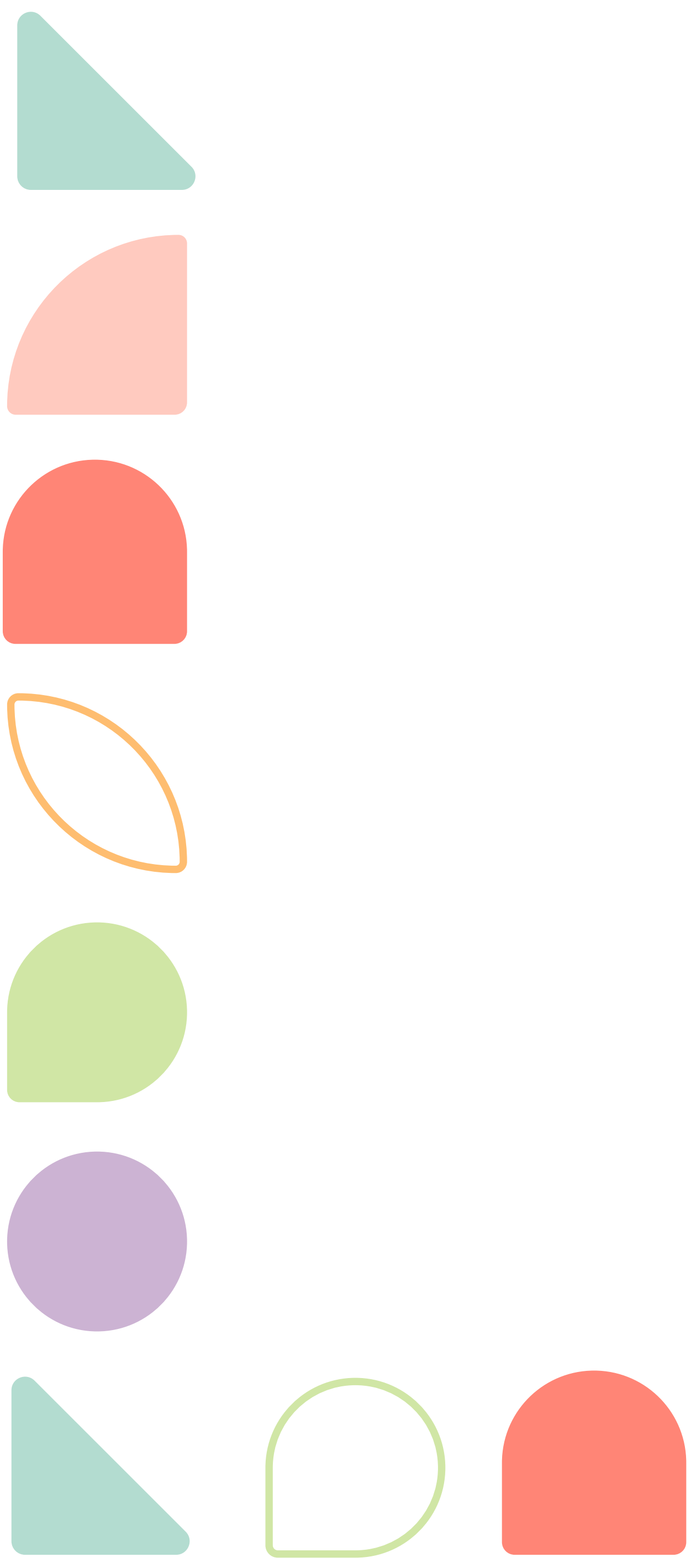
UOW Gaming Society

The University of Winchester gaming society approached me with an exciting project that involved an entire overhaul of their existing visual identity. The society is a welcoming community for anyone interested in all games alike - video games, board games, etc. With this visual identity, I aimed to capture the fun of gaming with striking colours and shapes, while still reflecting the Universities' existing colour scheme to make this society identifiable as the gaming society for the University of Winchester.

Time: 5 weeks | Contribution: Solo | Type: Branding







keira
pixels

