

aalofts design. Portfolio.

Signage & Wayfinding
Web Design & Content Marketing
Graphics & Print





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Profile.

AMY LOFTS

I am a graphic designer & digital marketer with over ten years of experience within a range of industries including; e-commerce, architecture, cruise liners, textiles & interior design. Along with solo projects, I've had the great fortune to work on large scale signage schemes for clients such as Saga, Viking, P&O & more.

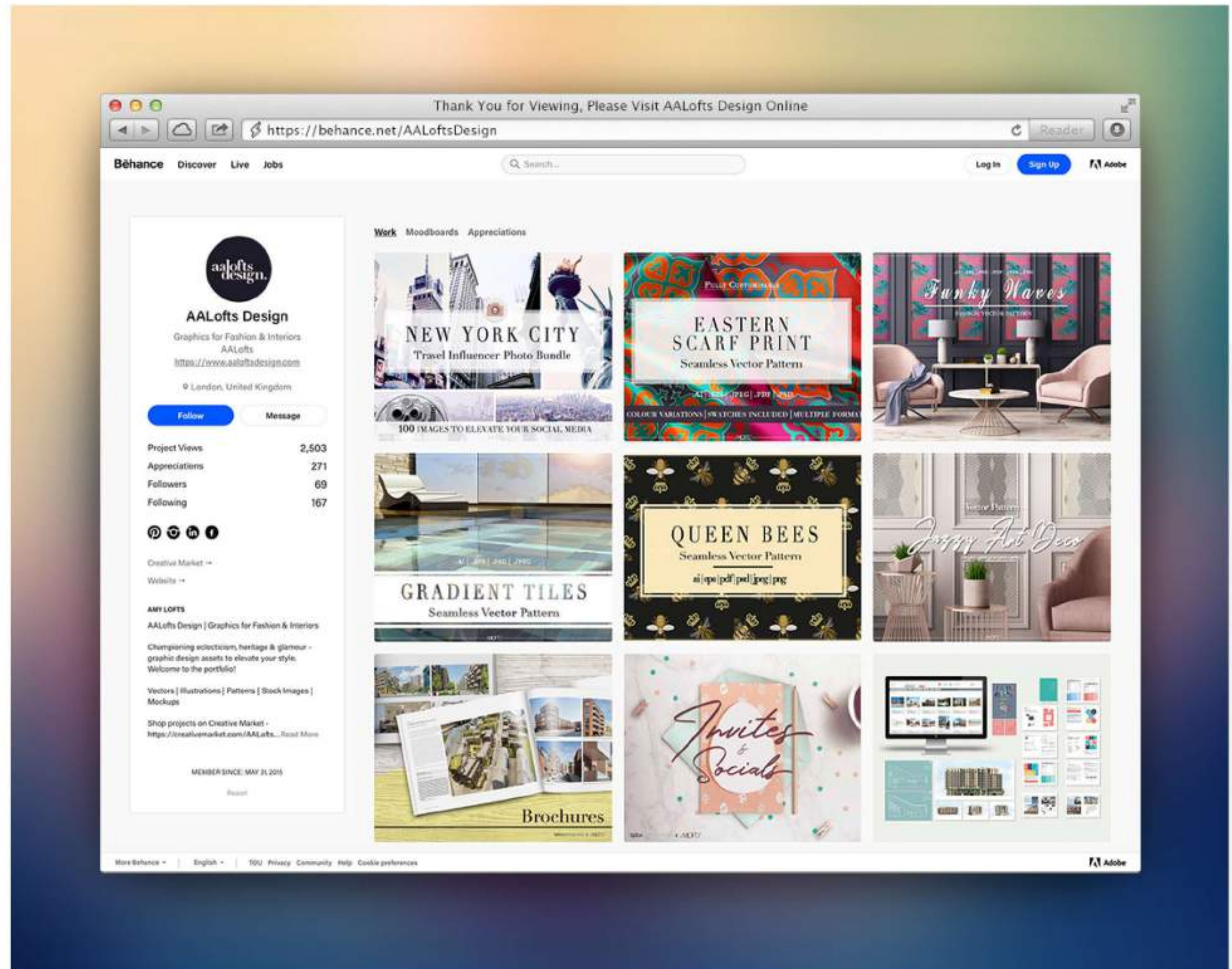
Driven by elegant aesthetics to enhance the commercial potential of a business brand, I deliver solutions & concepts for client briefs. With a keen interest in psychology, consumer behaviour & user-centric principles, I ensure well-considered design practices are coupled with strong interpersonal & communicative skills.

EDUCATION

- '12-'15 **BA (Hons) Interior & Spatial Design (Upper 2:1)**
Chelsea College of Art, University of the Arts London.
- '10-'11 **Foundation Diploma Fine Art**
Central Saint Martins, University of the Arts London.
- '03-'10 **11 GCSE's (Avg Grade A) & 3 A-Levels (Avg Grade B)**
Townley Grammar School for Girls.

I am the sole founder & creator of a brand & content website (in personal development/communication niche) which has over 100K page views per month (& growing). My expertise extends to digital marketing, modern SEO strategies, web design & branding.

Lastly, I have a proven track record of taking a client's concept through to completion using advanced technical skills in Adobe CC (Illustrator, Photoshop, InDesign), Autodesk (3ds Max), MS Office & WordPress.



(Above) AALofts Design Behance portfolio.

Experience.

info@aaloftsdesign.com
behance.net/aaloftsdesign
uk.linkedin.com/in/amylofts

Signage & Wayfinding Graphic Design & Project Management

May 2018 - Present

SMC Design LTD.

SMC Design is an industry-leading international design studio that provides interior, signage & art solutions for the cruise & marine sector.

- Working with multiple global shipping & cruise line companies on award-winning new build & refit projects. Major clients include Carnival (P&O Iona, Cunard), Viking, MSC, Saga (Spirit of Adventure) & (Spirit of Discovery - winner of Best Signage & Outdoor Space categories at the Cruise Ship Interiors Awards 2020).
- Responsible for signage branding, & wayfinding design while integrating each client's unique brand identity & style in every concept.
- Liaising with clients & manufacturers throughout the design, production & installation phases. Responsible for mock-up & installation inspections onboard & within the shipyard.
- Producing graphics for the Art Consultancy, Interiors, FF&E & Marketing departments at SMC Design.

Founder, Digital Marketer (Web/Graphic Design & Content Marketing)

Nov 2017 - Present

aaloftsdesign.com & nevertherightword.com.

Founder & owner of two business websites -
aaloftsdesign.com & nevertherightword.com.

AALofts Design is a design brand selling downloadable graphic design assets & content for design professionals.

Never the Right Word is a 100K+ pageview website specialising in the communication, personal development & psychology niche. Backed by research & psychological studies, NTRW provides its readers with effective communication strategies for professional & personal relationships.

- Primary author responsible for researching & referencing psychological/self development studies & spatial/graphic design practices to produce engaging long-form content. Establishing brand plan & content strategy by curating, outsourcing & virtually managing creative talent to assist.
- Project managing website design & construction with comprehensive technical knowledge of WordPress & Divi. Successfully achieving effective digital & content marketing strategies with modern SEO practices & social media channels.
- Implementing website monetization strategies by deploying Ezoic Inc ads, managing affiliate partnerships with multiple vendors (such as Awin & Grammarly) & producing downloadable design assets for commercial use & bespoke client requests.

Graphic Designer (Marketing & Assisting)

Aug 2016 - May 2018

bptw Partnership LLP.

bptw partnership has 30+ years, of innovation in design, planning, sustainability & construction technologies within the social housing sector.

- Responsible for content creation for D&A statements, Feasibility documents, project bids, portfolios, business development & promotional material (working across the Marketing, Graphics, IT, Design, Planning, & Admin departments)
- Creating & amending design drawings, image editing, designing & creating documents/ templates using Adobe CC & MS suites.
- Providing desktop publishing & graphics training for staff while troubleshooting software & server management issues.
- Liaising with external suppliers for printing & promotional products.

Intern & Freelance Graphic & Interior Designer

Feb 2016 - Jul 2016

Stark Fabric & Carpet LLC.

Stark Carpet is the premier trade industry partner for luxury residential & hospitality carpet & rug projects.

- Increased operational efficiency by managing client sample requests & creating FF&E concept mood boards & presentations.
- Assisting with sales by implementing showroom standards whilst working on small scale branding & interior design projects.

Design Assistant (Temporary)

Oct 2015 - Feb 2016

Birgit Israel London LTD.

Birgit Israel is a luxury bespoke furniture maker renowned for sourcing an inspiring collection of vintage & antique pieces.

- Developed a fundamental understanding of the application & theory of great design & technical skills in professional situations while being responsible for presenting solutions for expanding business concerns.
- Responsible for applying technical skills to maximize the commercial potential of interior design services & products. The scope of works includes producing conceptual client drawings (CAD & 3D modelling with Adobe CC & Autodesk software) for bespoke furniture quotations.
- Responsible for producing seasonal catalogs, weekly newsletters, website maintenance & various marketing materials for print, digital & social media.
- Assisted with showroom relocation & refurbishment plans producing drawings with 3D visuals & maintaining showroom standards through visual merchandising & increasing brand awareness through window styling.

Signage Branding.

Role Graphic Designer
& Manufacturing to Post Delivery
Project Management



Saga Spirit of Discovery.

Delivered in 2019, Spirit of Discovery is Saga's first ever new build ship. She is Saga's largest ship to ever operate in its history, a title she will share with her sister ship, Spirit of Adventure, after she is delivered in October 2020.

On board Spirit of Discovery, SMC Design were tasked with providing architectural & wayfinding solutions that sat in harmony with the design narrative of the luxury boutique hotel.

From the wayfinding in the stair lobbies & corridors to the statement 'LIDO' sign in the main pool area, the signs had to be informative, simple & clean sitting harmoniously within their environment.

This design style flowed from the cabins through to the stern of the ship to ensure that the luxury boutique hotel was recognizably 'Saga' without being too literal & corporate in execution.

From the beginning it was established that one of the design cues leading our train of thought was to focus on the quality & craft of the signage package & disregard any modern execution of signage such as digital wayfinding.

Another was an attempt to distance the ships wayfinding from any marine terminology, enforcing the boutique hotel mindset onto passengers but in a recognizable & subtle fashion.

Winner of "Best Signage" Cruise Ship Interiors Awards 2020

<https://cruiseshipinteriors-awards.com/smc-design-spirit-of-discovery/>

<https://www.smc-design.com/smc-design-win-at-the-inaugural-cruise-ship-interiors-awards/>



A selection of public venue signage by SMC Design for Saga Cruises. Images © 2019 SMC Design.

Winner of "Maritime Interior Design of the Year"
Seatrade Cruise Awards 2019

<https://www.smc-design.com/smc-design-win-marine-interior-design-of-the-year/>

Signage.

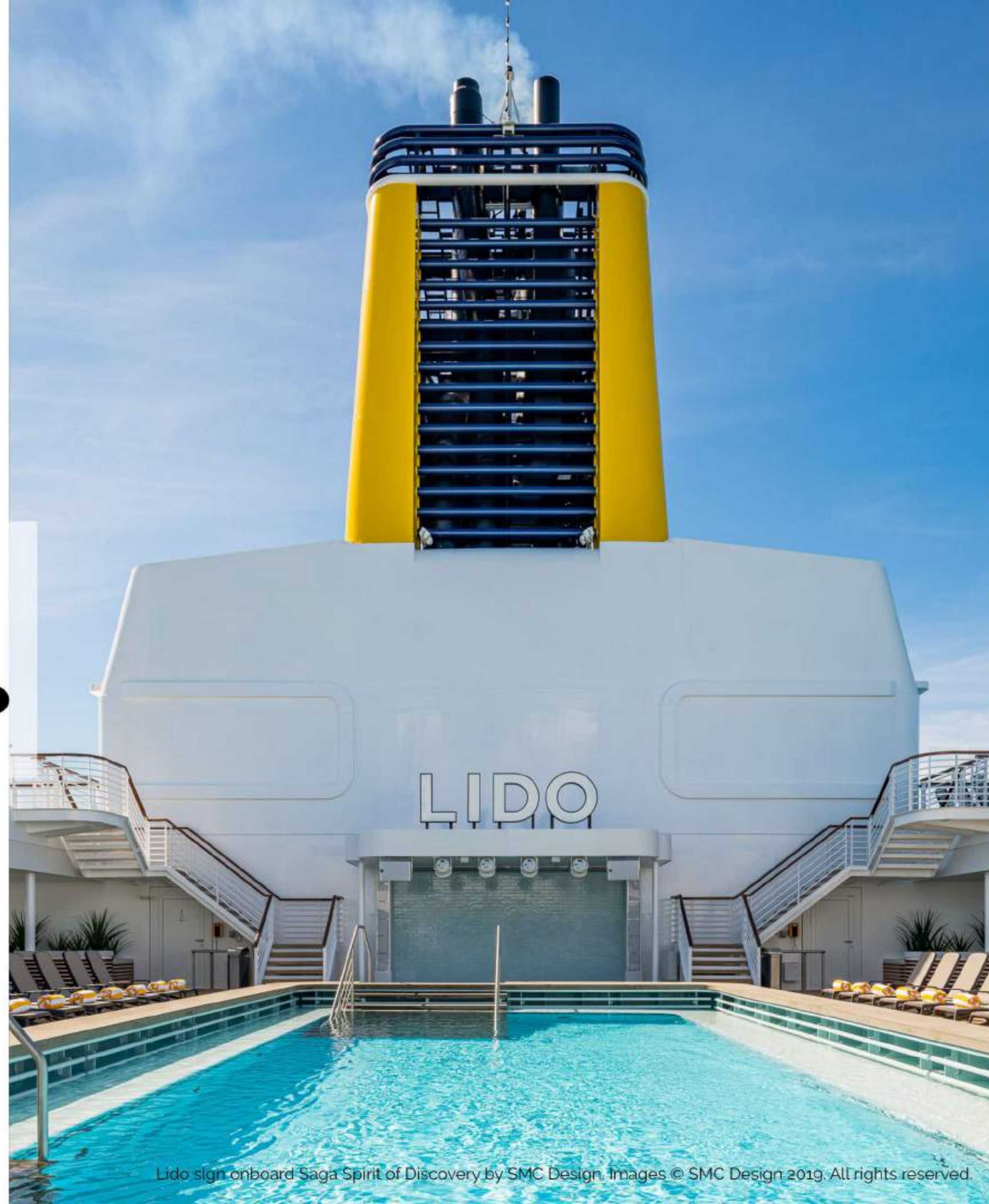
Saga Spirit of Discovery.

This balance of materials used for the interiors continues through to the architectural signage, none more so than the application of metalwork on textured glazing & stone featured respectively within the two speciality restaurants, Coast to Coast & East to West.

This subtle integration is also seen within The South Cape Bar, where Victorian-era inspired tiling used at the entrance has inlaid pewter metal welcoming the guest to the area.

On occasion in the hotel, the architectural signage has a definitive presence within the space, none more so than the one featured in the hotels main pool area, The Lido.

Following the concept of the space, the sign is recognisable to those used within 1930's lido's & features proudly underneath the large backdrop to the area, the funnel. Outlined boldly with a black metal trim, in the evening the sign illuminates along with the architectural details of the area.



Project Spirit of Discovery **Studio** SMC Design **Client** Saga Cruises

Lido sign onboard Saga Spirit of Discovery by SMC Design. Images © SMC Design 2019. All rights reserved.



"Restaurant Design" Finalist (Grandiosa)
SBID International Design Awards 2020

<https://www.smc-design.com/smc-design-announced-as-finalist-for-restaurant-design-at-sbid-international-design-awards-2020/>

Signage.

MSC Bellissima & Grandiosa.

With a contemporary approach to neo-classical French architecture, L'Atelier Bistrot is the French restaurant onboard MSC Bellissima & MSC Grandiosa.

MSC Cruises commissioned SMC Design to re-brand their established L'Atelier Bistrot, to create an elegant restaurant & bar design concept that would be the heart of the main promenade, offering contemporary French cuisines with private dining, live entertainment & a pop-up art gallery.

The team designed the retail & F&B experience from scratch, expanding from interior design, brand identity, signage & bespoke tableware to furniture, joinery units & artwork.

The signage for L'Atelier Bistrot compliments the interior historic references with classic chalkboard menus & gold glass decals.

L'Atelier Bistro signage & branding onboard MSC Grandiosa by SMC Design. Images © 2019 SMC Design. All rights reserved.



Role Graphic Designer
& Manufacturing to Post Delivery
Project Management

Wayfinding.

Saga Spirit of Discovery.

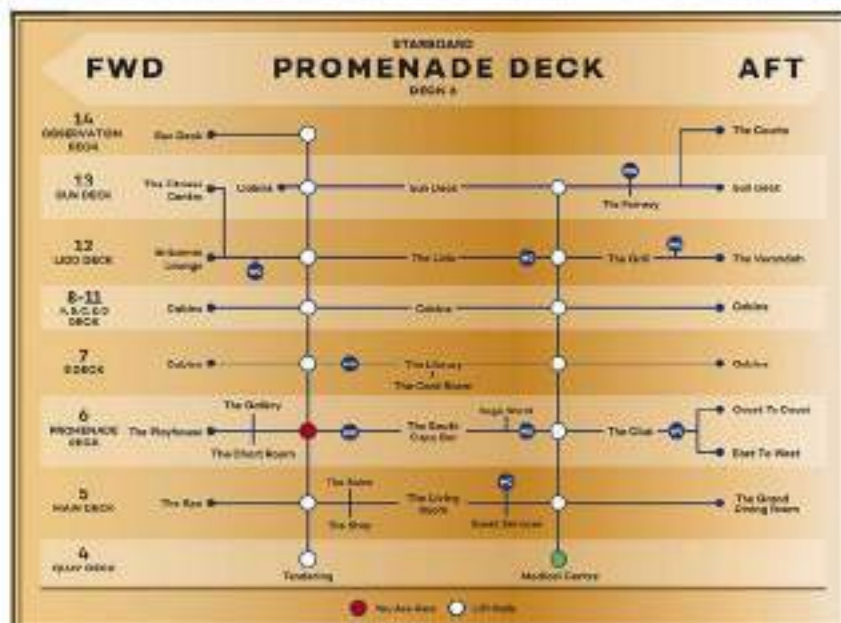
SMC Design took inspiration from the philosophy & illustrations of London tube maps – using a point to point system that disregards the size & scale of the ship.

The level of information shown was clear, concise & uncluttered with the intention that when guests would arrive at their destination, one of the hotel crew would be on hand to assist their journey.

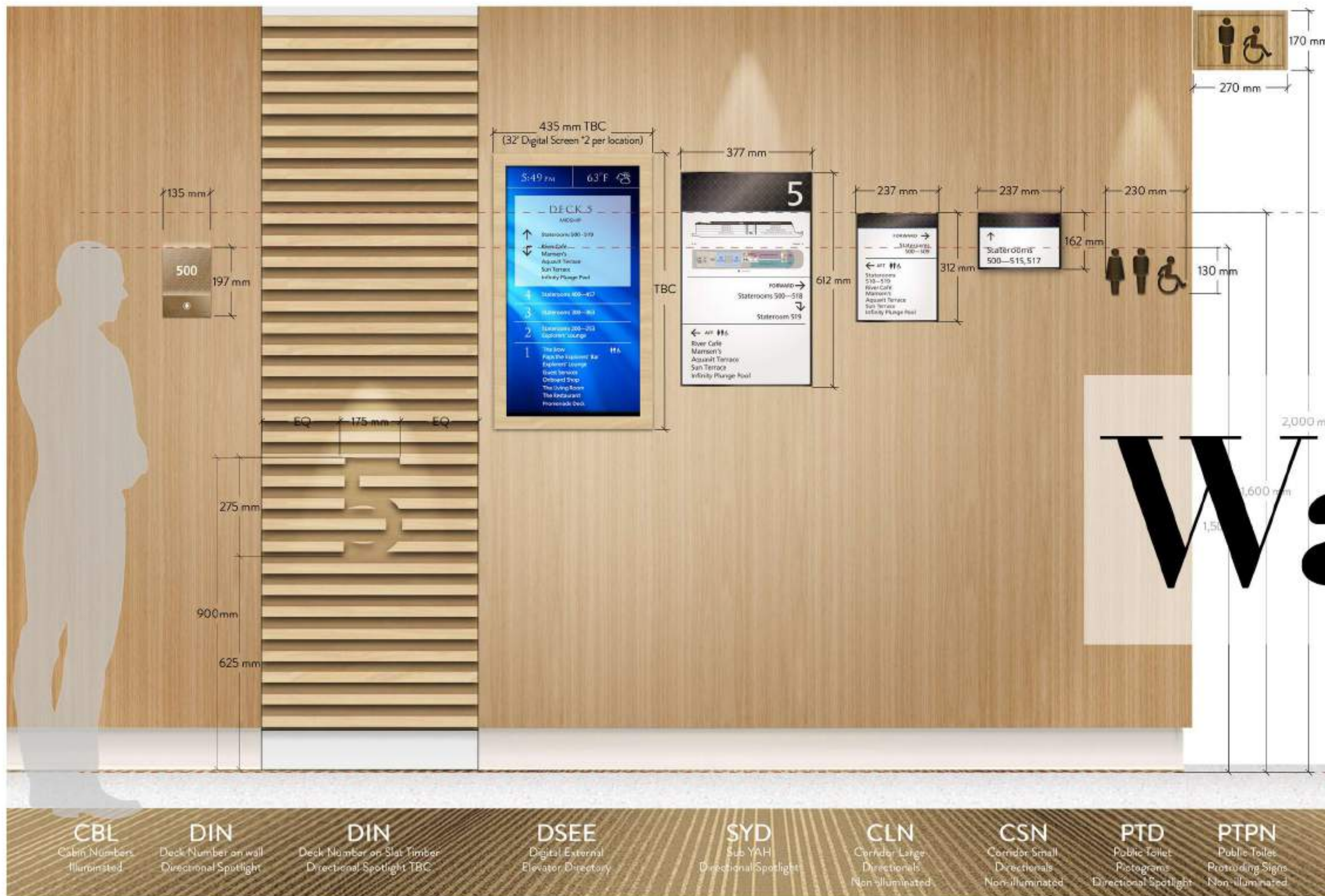
For the interior of lifts, glazed numerical icons above the doors provide a timeless nostalgic feel to the interior. For guests to easily locate their living quarters, the conventional 'deck' & 'cabin number'

system was implemented alongside a streamlined version of the wayfinding map – highlighting to the guest only the cabin they are on & not those above or below.

This, in tandem with the passenger corridors that had specific artists artwork along the walls, was a simple & cohesive solution to signify to guests their whereabouts in the hotel. Signs used in common spaces such as stair halls & corridors echoed those used within the interior décor.



Wayfinding signage onboard Saga Spirit of Discovery by SMC Design. Images © SMC Design 2019. All rights reserved.



Role Graphic Designer

Wayfinding.

Viking Mississippi Directional Signage Family.

As of 2020, (Lead Architect) SMC Design is collaborating again with LA-based Architecture & Design firm Rottet Studio to develop the brand & deliver Viking Cruises' Viking Mississippi.

The ship signage mirrors the identity from the ocean ships & showcases the distinctly "Viking" style. A muted colour palette with contemporary Frutiger font gives the signage a timeless feel.

Purpose-built for the Mississippi river, Viking Mississippi features cutting-edge Scandinavian design, expansive windows & comfortable amenities which will make it the largest & most modern cruise ship in the region (estimated delivery 2022).

Viking Mississippi typical wayfinding signage family. Image © SMC Design 2020. All rights reserved.



Office Signage for 40 Norman Road.

40 Norman Road, Greenwich UK, bptw partnership's new studio, is enveloped by floor to ceiling windows, giving fantastic views across Deptford Creek.

Upon entering, an elegantly detailed 'timber-box' stair aligns with the main entrance, drawing the eye upwards towards the first-floor work space. The graphics team were tasked with designing signage & door manifestations that would compliment the interior features.

Role Graphic Designer

Digital Wayfinding.

MSC Bellissima & Grandiosa.

MSC for Me, is MSC cruises innovative multi-channel digital platform which facilitates blue-spot digital wayfinding (on new-build ships since 2017), as well as a chat, digital planners & theatre reservations.

Adopting the MSC style branding, SMC Design signage team were responsible for creating the digital screen artwork for wayfinding schemes onboard Grandiosa & Bellissima. The project featured fifteen decks worth of artwork & within each deck, eight different languages.

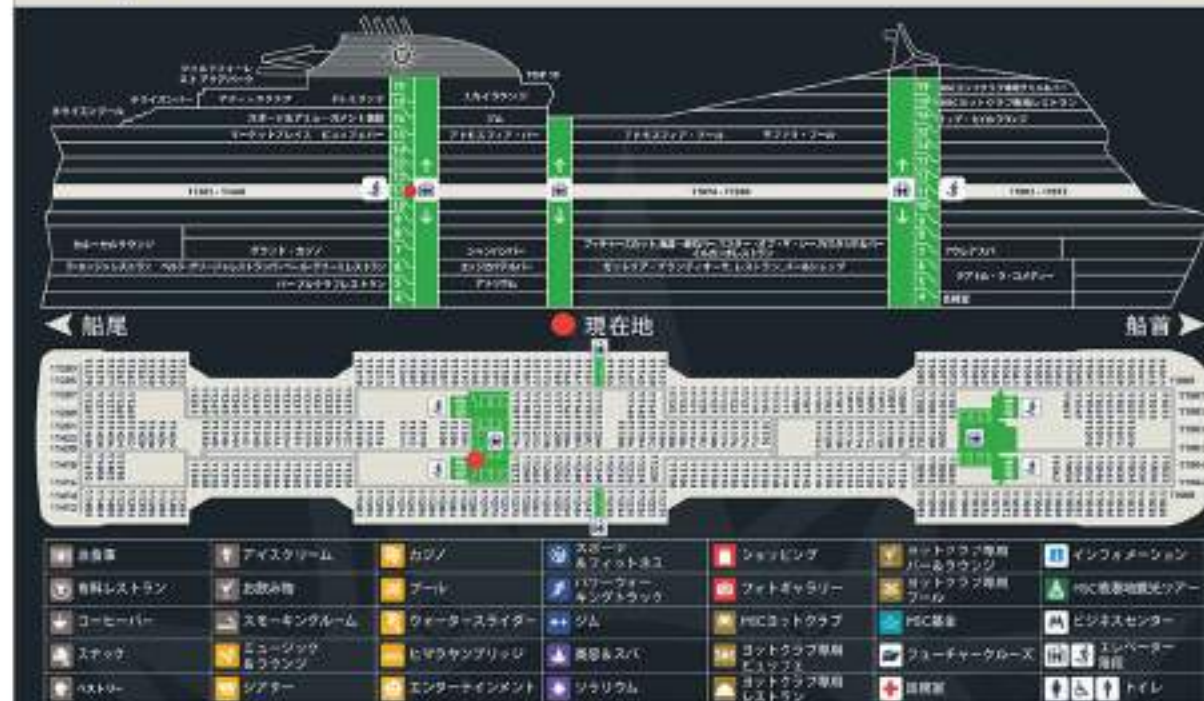


Project Bellissima & Grandiosa Studio SMC Design Client MSC Cruises



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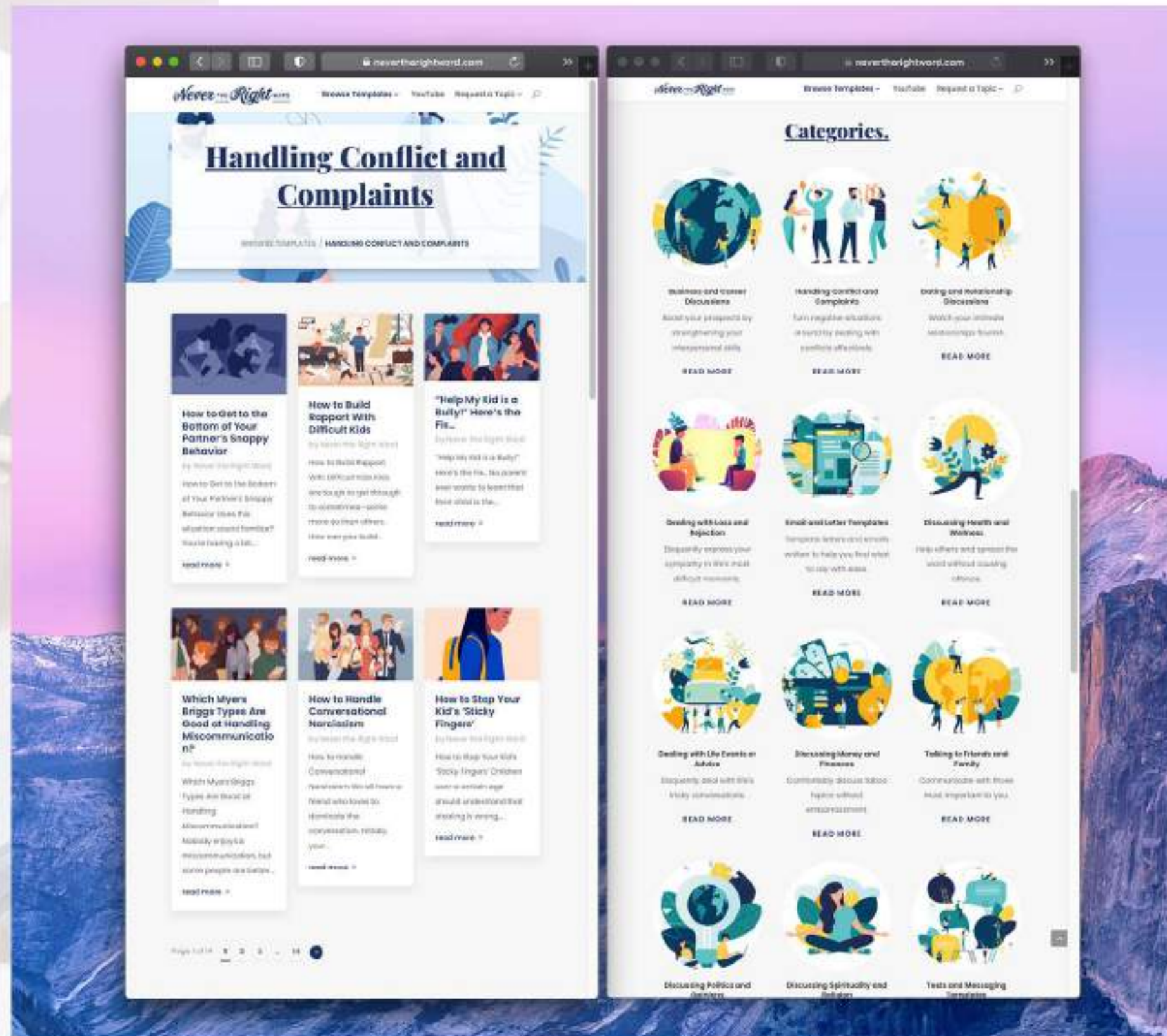
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nevertherightword.com
facebook.com/NevertheRightWord
instagram.com/nevertherightword
pinterest.co.uk/NevertheRightWord

Web Design.



(Above) NTRW Archive & Category Pages Screenshot © 2021 Never the Right Word.



© 2021 Never the Right Word.

Never the Right Word (nevertherightword.com).

Never the Right Word is a website specialising in scripts & templates for life's uncomfortable conversations. Backed by research & psychological studies, NTRW provides its readers with effective communication strategies for professional & personal relationships. (nevertherightword.com).

Website Branding.

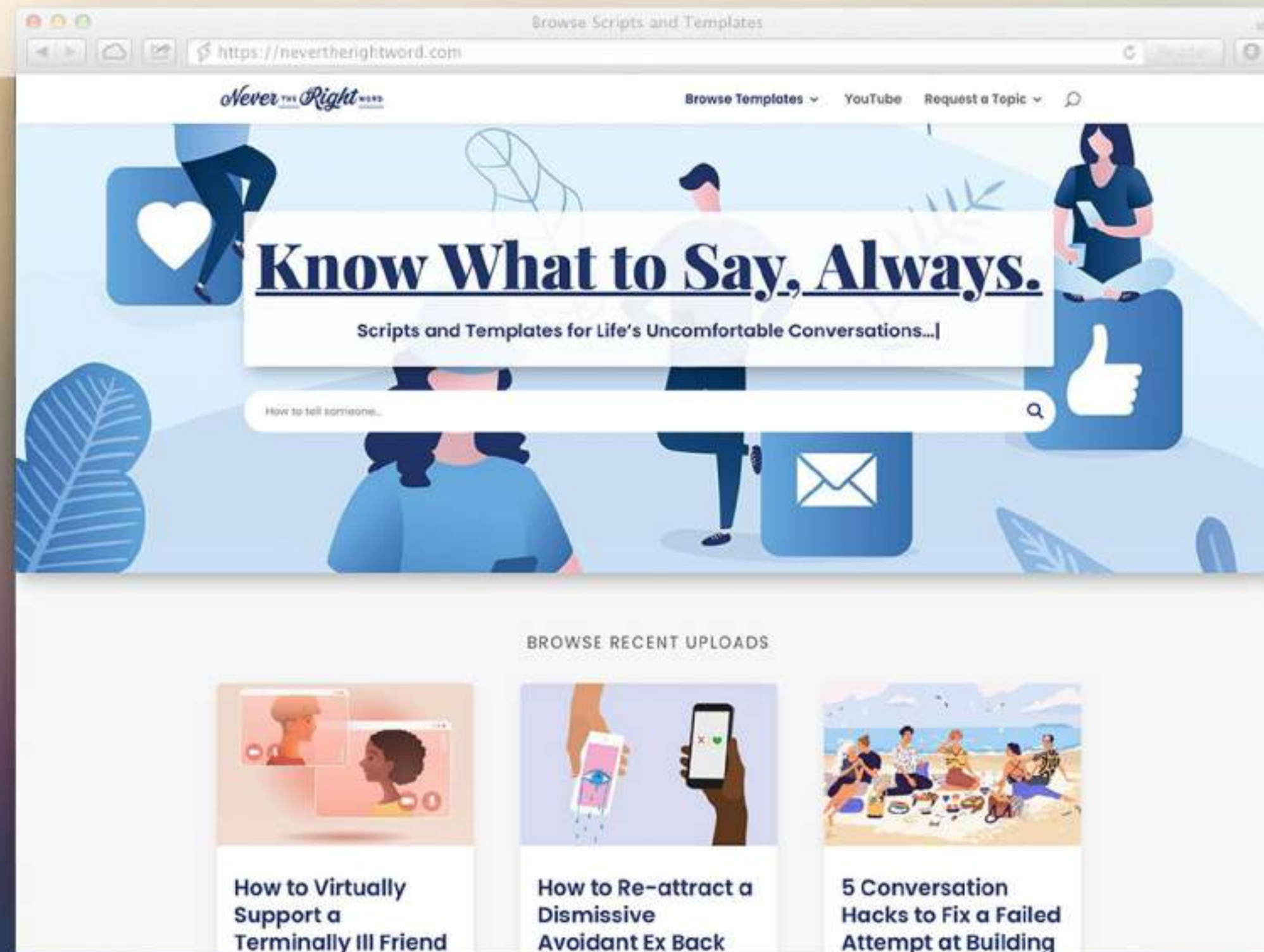
Role Founder, Writer, Web Designer & Digital Marketer



Never THE Right WORD



Never THE Right WORD



Never the Right Word homepage © 2021 Never the Right Word.

Never the Right Word (nevertherightword.com).

The premise behind the Never the Right Word brand is inclusivity, trustworthiness & education. To reflect this in the branding, the use of blue (often associated with depth, stability, loyalty & intelligence) is combined with grey (associated with neutrality & balance), & white (freshness & simplicity) to present the foundations of the brand.

Never the Right Word mission statement; "Our mission is simple. We provide you with free insightful & articulate, email, letter & text templates, written to give you the confidence to say it better no matter the circumstance. Whilst we can't guarantee each individual person's response, with our tried & tested approaches, you can be sure to put your best foot forward."

We want you to become a better communicator, build stronger relationships, & ultimately be a happier you."

The charming & distinctive figure illustrations (which make up a substantial part of the website visuals) disarm & win over the readers, especially for articles discussing topics of a sensitive nature.

The page layouts & fonts used throughout the site are clean, minimal & inviting with the inclusive & modern Poppins font used for the body & the more traditional decorative Playfair Display font for the headings.

Content Marketing.

Never the Right Word.

The content marketing strategy behind Never the Right Word takes its foundations from the new rules of SEO. With Google's algorithms becoming more intelligent, the content strategy for this website ignores whitehat tactics of the past & instead opts for intuitive user-centric based methods of topic selection & article structure.

With an emphasis on providing real value to the audience, long-form articles with clearly defined answers to queries are strategically placed on the page to extend session duration & reduce bounces.

A considered approach to advert placement ensures a balance between revenue growth while maintaining optimal user experience.

With a presence on the appropriate social channels paired with a growing authority on Google, Never the Right Word is developing into a reputable brand in the advice / self improvement niche.



Never the Right Word across its social channels. © 2021 Never the Right Word.

nevertherightword.com
facebook.com/NevertheRightWord
instagram.com/nevertherightword
pinterest.co.uk/NevertheRightWord

Role Graphic Designer

Corporate Documents.

bptw partnership Design & Access Statements.

For over 30 years, innovation in design, planning, sustainability & construction technologies has established bptw partnership's reputation as experts in residential development, neighbourhood place-making & mixed-use regeneration. Working alongside the architects the

graphics team were responsible for the design of a variety of core project documents such as Design & Access Statements, bids, competition & client/ award submissions.

A collection of bptw Design & Access statements. Content © 2018 bptw partnership.

Role Graphic Designer

Digital & Print Media.

Corporate Media for bptw partnership.

bptw partnership commits to design quality & has a passion for creating beautiful places for people. The 100+ team, work in an exciting, interactive & creative studio environment which enables bptw to deliver holistic solutions to planning & design challenges.

The culture of openness encourages creativity & a flow of ideas, allowing the teams to create aspirational buildings & deliver award-winning schemes.

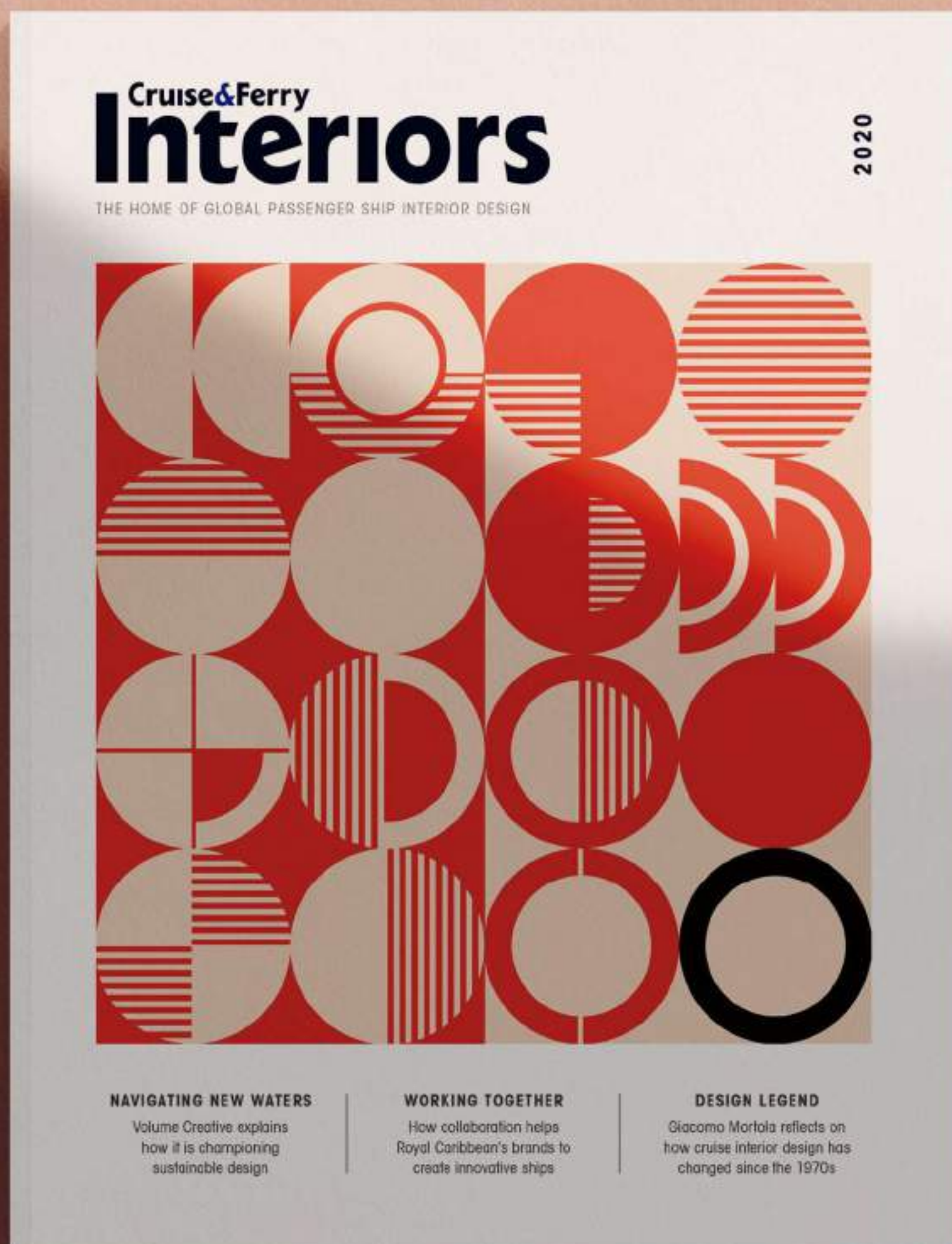
The style of the corporate digital & print media is an integral part of bptw partnership's identity.

(Right) a collection of printed & digital media created by the bptw graphics team. Instructional content such as Revit manuals, icons/ infographics, image library management, consultation boards, fee proposals & supporting documents.



AALofts Design Portfolio Project Mixed Corporate Media Studio bptw partnership

Adverts.



Artwork for publication. SMC Design featured in 'Cruise & Ferry Interiors' magazine 2020. Content © 2020 SMC Design.

Logo Design.

Role Graphic Designer
@ra_rascakesandbakes

RA-RA'S CAKES & BAKES - LOGO OPTIONS

DRAFT



OPTION 1 - HAND-DRAWN ROUNDEL



OPTION 2 - WATERCOLOUR CUPCAKE



OPTION 3 - VINTAGE STYLE ROUNDEL



OPTION 4 - CARTOON STYLE



OPTION 5 - HIGH-END BAKERY



LOGO - WATERCOLOUR CUPCAKE



LABEL OPTION 1 - CIRCLE (FRONT)



LABEL OPTION 1 - CIRCLE (BACK)



LABEL OPTION 2 - RECTANGLE (FRONT)



LABEL OPTION 2 - RECTANGLE (BACK)

RA-RA's Cakes & Bakes.

RA-RA's Cakes & Bakes is a local independent baking business specialising in luxury made-to-order desserts. The owner needed a logo that would reflect the craftsmanship of the product while being clean, modern & minimal for social media.

The aim was to strike a balance between the sans serif typography often used in high-end bakeries, but evoke excitement from the customer with a delicious watercolour cupcake motif.

Graphics.



A collection of AALofts Design digital downloads available for purchase on Creative Market. © 2017 AALofts Design.

Role Graphic Designer
Creative Market Store Owner
creativemarket.com/aalofts

Digital Download Graphics.

AALofts Design vector patterns for interior & textiles is a digital asset store which is hosted by a popular online marketplace boasting over one million users.

Creative Market (the marketplace) sells graphics, WordPress themes, stock photography, & other digital goods for use by web creatives.

Patterns & Renders.

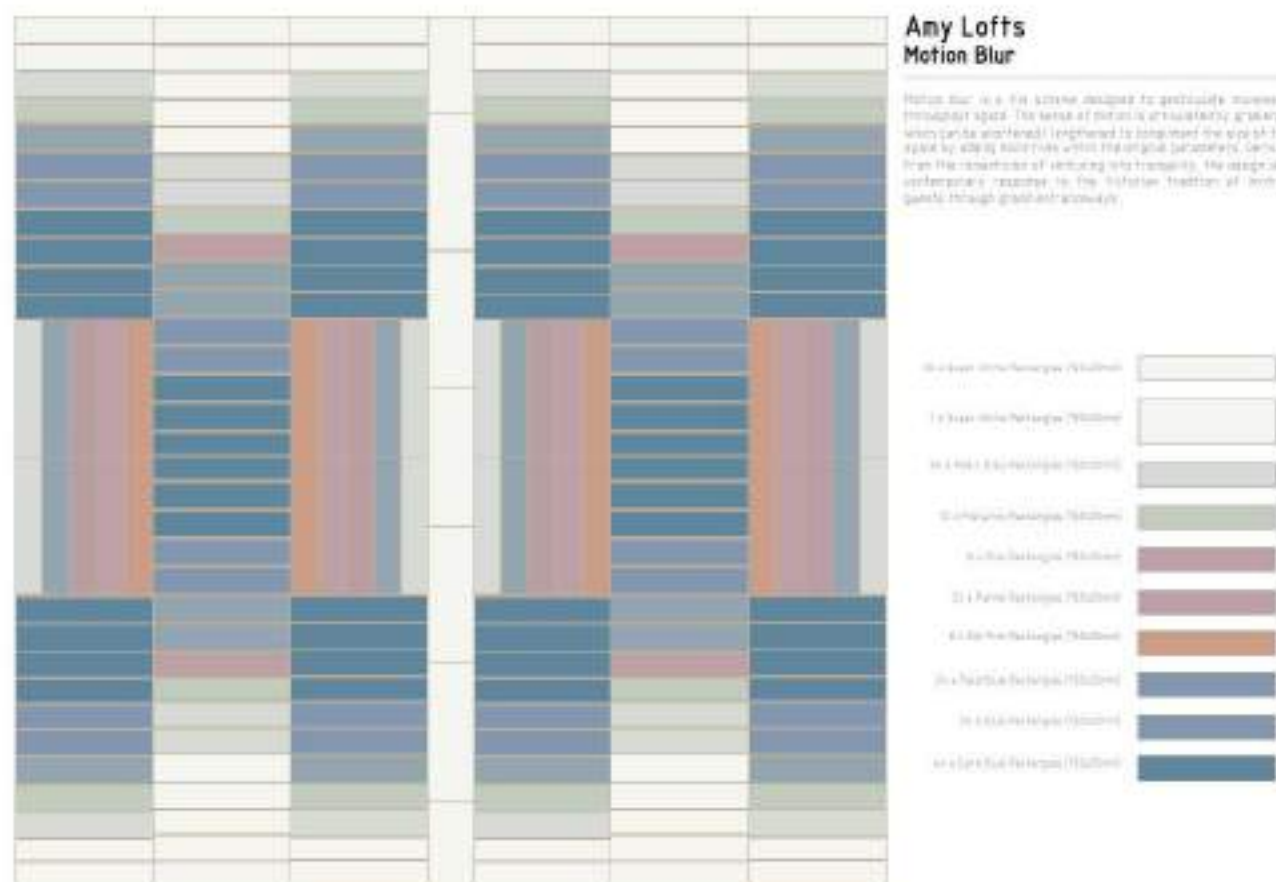
Tile Design & 3D Visuals.

For over 20 years, Original Features (Restoration) Ltd. has specialized in supplying products & services for the restoration & enhancement of contemporary & period properties.

As part of a competition, students had to introduce a modern tile design exclusively using Original Features products.



Pattern mockup using 3Ds Max. © 2015 AALofts Design.



Role Spatial Designer
& Visualiser (University Competition)

is presents

LD*
rface

An Exhibition of New Geometric Tile Designs inspired by our Victorian Heritage

10th December – 13th March 2011
Monday – Friday 9am-5pm, Saturday 10am-5pm

ADMISSION FREE
Original Features Gallery

Thank you.

info@aaloftsdesign.com
behance.net/aaloftsdesign
uk.linkedin.com/in/amylofts

