



GRAPHIC DESIGN & ILLUSTRATION

PORTFOLIO

Jasmin Issaka

+44 (0) 7471195573

Hello@JasminIssaka.com

www.JasminIssaka.com



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ABOUT ME

Multi-disciplinary graphic designer & illustrator with over 4 years experience heading design projects and creating visual assets for independent clients, small and large organisations in industries such as; Finance tech, Sports Education, charity sector and the Arts. Consistently achieving quality visual outcomes for print design, digital design, branding, motion, animation, web and social media marketing for various clients. Results have led to an award nomination, growing online engagement and an elevated brand experience amongst target audiences.

Experienced with collaboratively handling several creative design projects, producing visual concepts, adapting to dynamic work practices whilst also developing and maintaining positive relationships with clients, team members, managers and vendors to secure ongoing partnerships. Adept at Adobe Creative Cloud software such as InDesign, Photoshop, Illustrator, Adobe XD, Premiere pro and After Effects and basic HTML for web maintenance and e-newsletter design work.

EDUCATION

GRAPHIC DESIGN BA (HONS)

Nottingham Trent University - 2016

ART & DESIGN BTECH NATIONAL DIPLOMA LEVEL 3 EXTENDED

Milton Keynes College - 2012

WORK HISTORY

FREELANCE ILLUSTRATOR & GRAPHIC DESIGNER

2016 - PRESENT

- Completed design and illustration work for small and large organisations and independent clients such as Manchester International Festival, Leftlion Magazine, Keane design agency, Nottingham Trent University, the University of Nottingham and the Hockley Hustle.
- Delivered award nominated design work with MIF through actively collaborating with team members.
- Ensure quality printing and on-time delivery by effectively communicating with printers and vendors.
- Successfully negotiate budgets with potential clients and handling payments and invoicing.
- Produce rough drafts and mock-up for clients and revised them based on the feedback.
- Advise clients about design styles and formats that fit their company needs.
- Chaired and planned team meetings and workshops in person or remote.

V9 BUSINESS FINANCE TECH - GRAPHIC DESIGNER

JUNE 2019 - JUNE 2021

- Managed all in-house graphic design projects and external projects for clients and enhanced overall design quality. Leading to reported 50% increase in satisfaction amongst staff and clients.
- Maintained and improved the brand identity of V9 Business plus 3 subsidiary companies. And designed the brand identities of 3 new additional companies.

- Educated staff, managers and clients by constructing detailed training manuals and delivering team presentations and one-on-one training for Core print / Vpress.
- Streamlined V9 Business website maintenance and content updates by learning basics HTML and CSS.
- Increased cross department efficiency by successfully training staff in simple design processes.
- Liaised with vendors and external clients, advising on print, digital and design specifications.
- Delegated appropriate work to team members.
- Created and updated artwork, logos, marketing assets, print and digital documents for over 500 clients in fast-paced, deadline-oriented environment.
- Delivered more engaging digital ads by leading design meetings and actively engaged with teams to understand their needs and their customers.
- Oversaw creative input from freelance designers and internal staff, whilst advising and applying creative changes when needed.
- Improved video content, email templates and company image library which resulted in approximately 20% increase in social media engagement and 60% more email response.
- Successfully set up Vpress web 2 print system for 500+ clients through careful planning and coordinating between IT, Print vendors and training admin staff.

INSTITUTE OF SWIMMING EDUCATION - JUNIOR DESIGNER

JUNE 2018 - JUNE 2020

- Aided senior graphic designers, managers, and educators in delivering design work related to print, digital, video and content for their interactive education platforms.
- Entrusted with updating the branding and layout design for IOS National health and safety manuals and student work books.
- Prepared high quality documents and manuals ready for print production.
- Maintained large image libraries and visual assets with the design team.
- Designed and illustrated brand compliant documents and digital assets.
- Constructed PowerPoint slides and illustrations for interactive educational content.
- Ensured accurate, consistent, and high quality output of print and digital files.
- Altering graphic elements as needed or converting graphic elements into correct formats.
- Produced accessible templates for staff by converting InDesign files for Microsoft word and PowerPoint.
- Assisted senior designers in video shoots, editing footage, cleaning up audio and applying branded motion graphics.
- Contributed in reducing team work load by responsibly managing my own projects, suitably prioritising tasks and reporting to senior managers.

WORK EXPERIENCE

LINNEY CREATE AGENCY- GRAPHIC DESIGN PLACEMENT

JUNE 2017

STUDIO LBW FASHION- GRAPHIC DESIGN INTERN

JUNE - SEPTEMBER 2015

UNI2KNOW - GRAPHIC DESIGN INTERN

OCTOBER 2013 - FEBRUARY 2014

SKILLS

TECHNICAL SKILLS

Adobe InDesign
 Adobe Illustrator
 Adobe Photoshop
 Adobe After Effects
 Adobe Premiere Pro
 Adobe XD
 Graphic Design
 Print Design
 Brand Design
 Digital Design
 Logo Design
 Animation
 Motion Graphics
 HTML 5 & CSS
 Video Editing
 Photo Retouching
 Core print / Vpress
 Social Media Marketing
 Microsoft PowerPoint
 Microsoft Word
 Illustration

SOFT SKILLS

Creative
 Collaborative
 Communication
 Client Relationships
 Project Management
 Growth Mindset
 Problem Solving
 Team working
 Adaptable
 Strategy
 Ideation

CONTACT ME

 **MOBILE**
 074711955773

 **EMAIL**
 Hello@Jasminssaka.com

 **WEBSITE**
 www.Jasminssaka.com

 **LOCATION**
 Manchester, United Kingdom



GRAPHIC DESIGN



PROJECT: **BRAND ROLLOUT**

CLIENT & PROJECT YEAR:

Institute of swimming - Learning team
2018

BRIEF:

I was hired as a junior graphic designer to assist the learning solutions team with applying the new brand identity of the Institution of Swimming across all their print, digital, video, illustration and marketing assets. Soon after I was in charge of updating all health and safety manuals, student and coaching work books which are distributed nationally.

RESULTS:

Under the guidance of the managers and senior designers I was able to assist the team effectively in completing the re-branding 3 weeks ahead of schedule. Following the core brand guidelines accurately and closely, I contributed towards creating the updated layout and design for all manuals and student work books.





Equality & Diversity (E&D)
The Institute of Swimming recognises that we live in a diverse society and will endeavour to ensure that all stakeholders are given the same opportunities regardless of their protected characteristics (as stated in the Equality Act 2010) and/or socio-economic backgrounds. The Institute of Swimming fully supports the principles of equal opportunities and is committed to satisfying these principles in all activities and published materials. A copy of our Equality and Diversity Policy is available on the Institute of Swimming website.

Safeguarding
A learner who has not yet reached their 18th birthday is classed as a child under the Children Act 1989. A child who is 18 or over, living independently or in further education does not change their right of entitlement to services or protection under the Children Act 1989. The Institute of Swimming has committed to developing the policies and guidelines within its current safeguarding structure to ensure that all children and vulnerable adults have a safe environment in which to learn and develop to the best of their ability. Further information and guidance on reading, reporting and recording concerns is available in 'Vulnerable, Swim England, Child Safeguarding Policy and Procedures' which can be found at www.swimming.org

Malpractice
Malpractice consists of those acts which undermine the integrity and validity of assessment, the certification of qualifications and/or the damage of the authority of those responsible for conducting the assessment and certification. Attempting to, or actually carrying out any malpractice activity is not permitted. The following are examples of malpractice; this list is not exhaustive and other instances of malpractice may be considered by Institute of Swimming at its discretion.

- Plagiarism
- Impersonation in an examination or test
- Fabrication of results
- Introduction of unauthorised material
- Behaving in such a way as to undermine the integrity of the assessment
- The alteration of any results document including certificates

Ensuring the authenticity of your evidence is vital. All work completed for assessment must be your own original work. You must sign to declare that the work you have produced for assessment is your own. Assessors will not assess work where authenticity has not been declared. The Institute of Swimming has a duty to investigate all cases of malpractice with all parties concerned. If an investigation finds evidence of malpractice, the Institute of Swimming will take the necessary steps to ensure that your interest as a learner is protected as far as is reasonably practicable. This may include making arrangements for re-assessment. If the investigation reveals that achievement/certification is inappropriate the Institute of Swimming will take the necessary steps to revoke the certification in order to protect the health, safety and welfare of the public.

I understand and adhere to the above

Signed: _____

Date: _____

Swim England Level 2 Teaching Swimming specification

Assessment Criteria

1. Explain how to meet the legal aspects of teaching swimming
2. Explain the safety considerations of teaching from the possible and the water
3. Describe the responsibilities of a Swimming Teacher
4. Explain the responsibilities of a Swimming Teacher in promoting aquatic activities
5. Describe the responsibilities of a Swimming Teacher in promoting aquatic activities
6. Explain how the Swimming Teacher encourages lifelong participation in aquatic activities
7. Explain the influence of the scientific principles on participants in the water
8. Describe the Core Aquatic Skills needed in swimming
9. Describe the key features of the component parts of the four swimming strokes
10. Explain the advantages and disadvantages of different types of equipment
11. Produce a teaching programme for different levels of ability
12. Produce a teaching programme for a series of lessons for two Learn to Swim stages
13. Identify the three outcomes of national curriculum for swimming lessons
14. Identify how a national curriculum lesson is different to a learn to swim lesson
15. Deliver six planned lessons to groups at different levels of ability
16. Demonstrate appropriate regard for safety, including safeguarding
17. Demonstrate appropriate behaviour management skills
18. Demonstrate appropriate time management skills



Learner Assessment Portfolio

Level 1 Swimming Assistant (Teaching)

Swim England | Institute of Swimming

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I understand and adhere to the above

Signed: _____

Date: _____

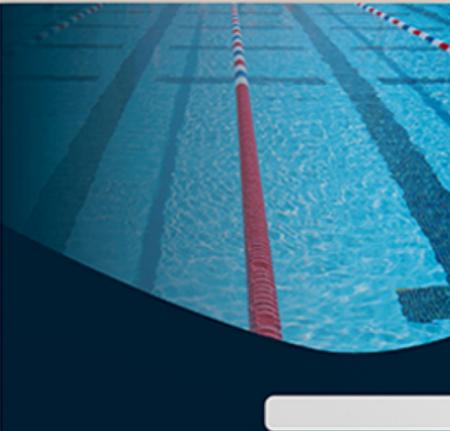
Overview for a series of lessons (criteria 7.2)
Swim England Level 2 Teaching Swimming

The learner needs to fully complete this overview for 6 lesson lessons for a chosen Swim England Learn to Swim stage or equivalent.

Learner name: _____ Assessor name: _____

Any three participants with special educational needs and disabilities (SEND) within your lessons? If yes please give details.

Overview Number	Learn to Swim	Number of participant	Lesson aims and objectives	Lesson outline
1				May content, activities to be developed, progression and role of the Assessor



Pool Plant Foundation Certificate Course Manual

Institute of Swimming | IQL UK

Unit 2: Spa Pools Compared with Swimming pools

THE SPA POOL CONTRADICTION
Spa pools bring together a high bathing load, high water temperature and aeration of the water, in a situation in which disinfectants are rapidly depleted. These factors combine to produce ideal conditions for the growth of bacterial and the spread of infection.

Table 1: Compares the key features of a spa pool compared with a typical swimming pool.

Design and Equipment	Concrete structure, tiled surfaces	Preformed plastic shell
Turnover	3 Hours *	7.5 min *
Backwashing	Every week *	Every day *
Drain and Wash	Hardly ever, but diluted	Every week
Disinfection levels	Regularly, Typically 1.5 - 2.0mg/L (free chlorine)	3.00 - 5.00mg/L (free chlorine)
pH levels	7.2 - 7.4	7.0 - 7.6
Balanced water calculation	Important	Less important, but individual test still need to be done

*Values shown are typical values for comparison purposes only

In order to further put the spa pool into perspective, we will now consider the typical characteristics of a normal swimming pool compared with those of a spa, but in greater detail.

Table 2 shows a comparison between a 25m x 12.5m swimming pool and a spa pool, in terms of water capacity, bather capacity, water per bather and hourly capacity. It shows that the spa pool must deal with a much higher level of pollution per cubic meter (m3) of water than the swimming pool.

The same throughput of bathers in spa pool water, if scaled up, would be similar to 5630 bathers per hour going through a 25m x 12.5m swimming pool. Taking the respective turnover periods into account does improve the situation to some extent, but this improvement will be reduced when progressive dilution is also considered.

Table 2: Spa pools compared with swimming pools

Issue	Spa Pool	Swimming Pool
Water Capacity	2m ³	(25 x 12.5m) 468m ³
Bather Capacity	8	156
Water per Bather	0.25m ³	3m ³
Hourly Capacity	24	156
Water per Bather	0.083m ³	3m ³
Turnover Period	6 min	2hrs
Treated water per hour	20m ³	234m ³
Treated water per bather per hour	0.83m ³	1.5m ³



Spa Pool Operators Certificate

Institute of Swimming | IQL UK

Pool Plant Foundation Certificate Course Manual

ACKNOWLEDGEMENTS
The Institute of Swimming is grateful to the following organisations and individuals who have supplied photographs, illustrations and editorial for this manual.

- Lorax Water Products
- EIS 50m pool, Loughborough University
- Site of Man National Government
- Leicester City Council
- Pump and Pool Products
- Palmett Ltd
- The Trimmer Ltd
- Kimberley Leisure Centre
- Ian Nichol
- Richard Lamburn

Published by the Institute of Swimming, SportPark, Loughborough University, 3 Oulton Drive, Loughborough Leicestershire LE11 3QF United Kingdom

Tel: +44 (0)1509 640540
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PRINT DESIGN



Equipment For The Session

- Music and licensing
- Music Playing Device
- Floats, number cards
- Balls
- Noodles
- Water bottles

The illustration shows a collection of colorful items: four water bottles in purple, blue, green, and yellow; two balls with green and blue patterns; four noodles in purple, green, blue, and yellow; and four numbered cards (1, 2, 3, 4) in purple, blue, green, and yellow respectively. The Institute of Swimming logo is in the bottom right corner.

The laptop screen displays a presentation slide with an underwater photo of a child swimming. The text on the screen includes the website www.theiosonline.com, the title "Aqua Kids: Games Based Cardio Sessions For Kids", and the Institute of Swimming logo in the bottom right corner.

Designing A Cardio-vascular Programme

Re-Warm

- Shuttle Runs

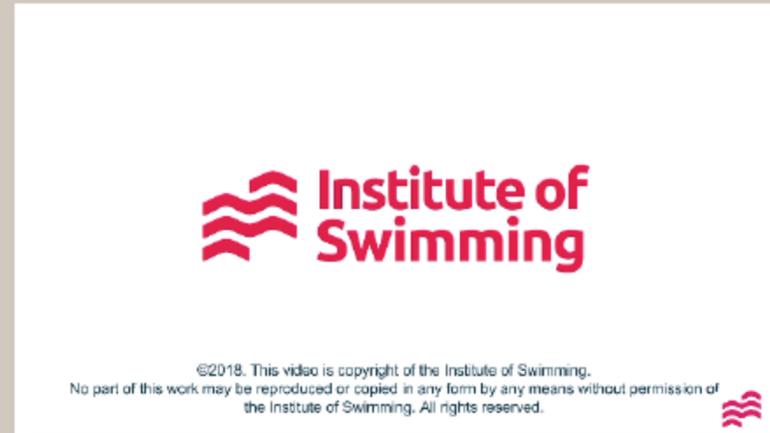
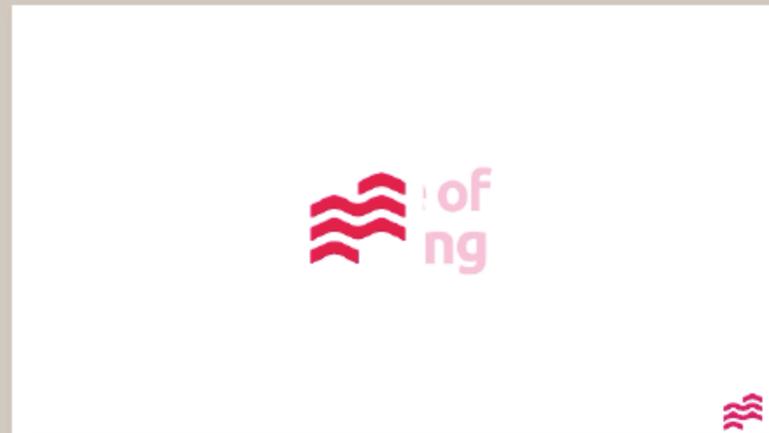
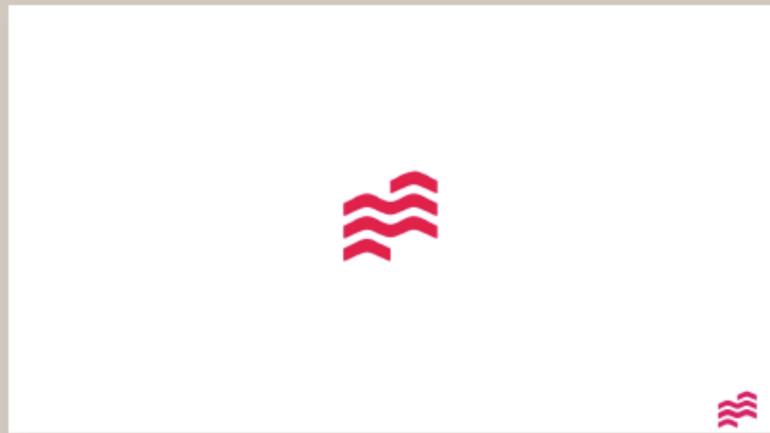
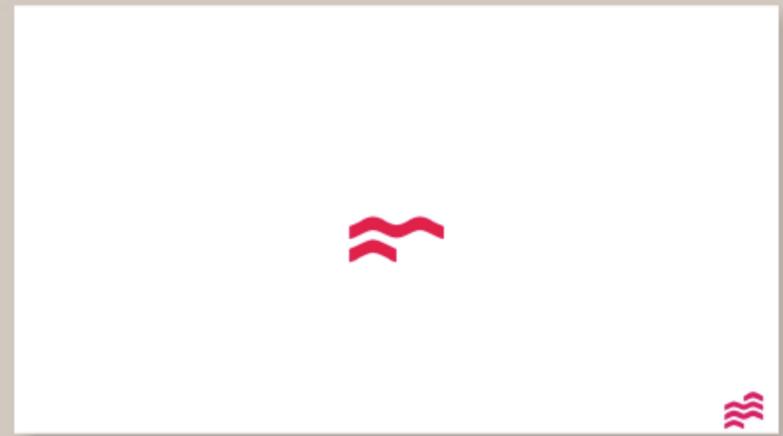
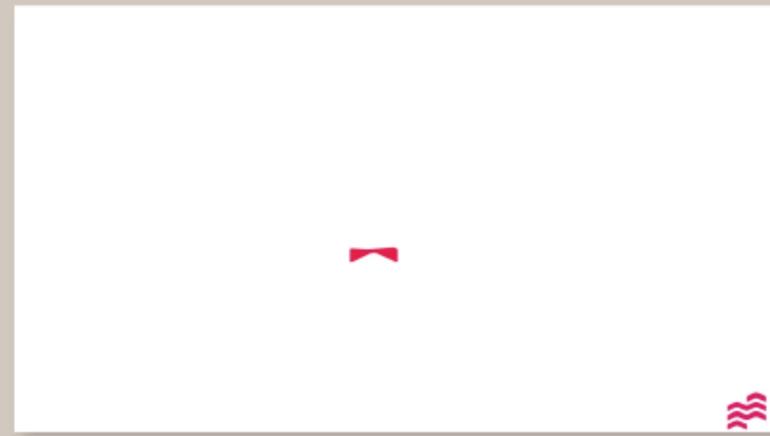
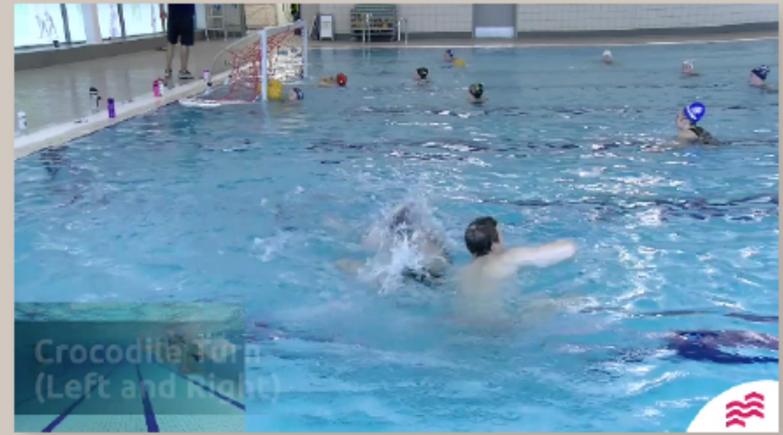
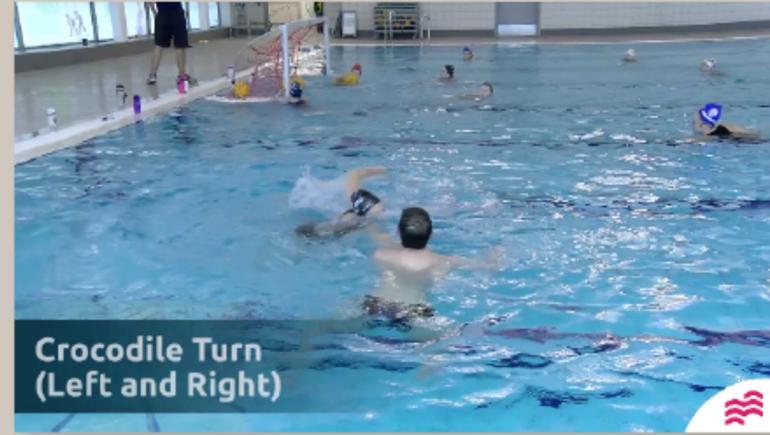
The diagram shows a person moving back and forth between two vertical lines, with arrows indicating the direction of movement.

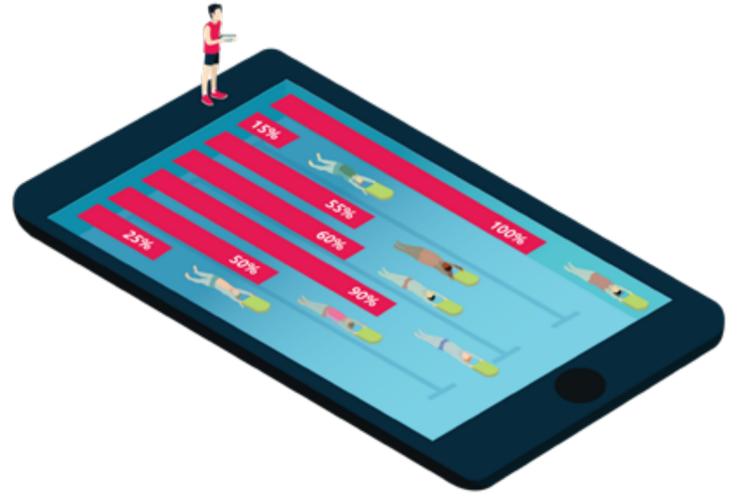
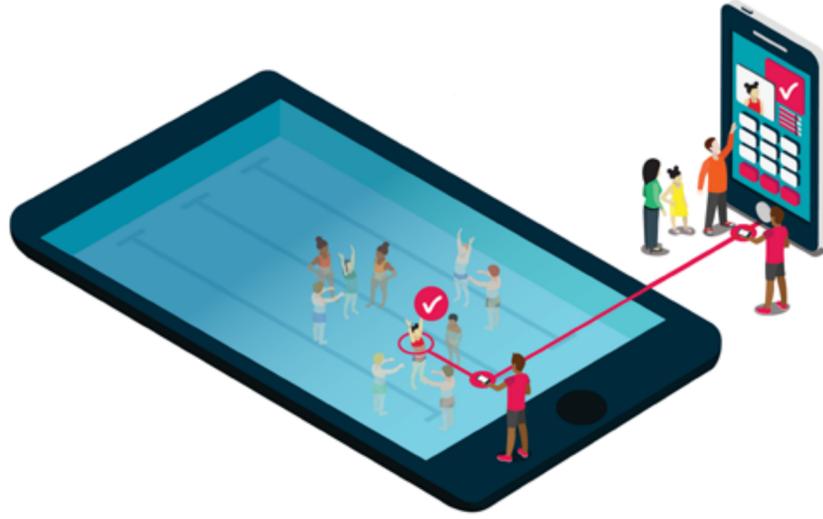
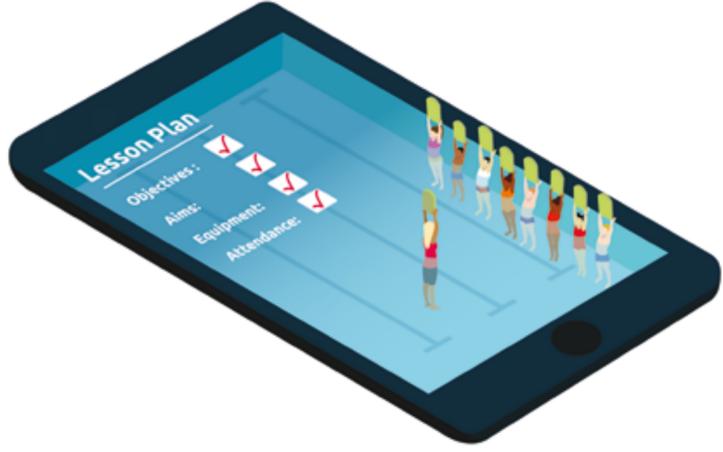
Maintenance Of Intensity

- Number Floats

The diagram shows a square with four numbered corners (1, 2, 3, 4) and arrows indicating a path that visits all four corners in sequence.

Institute of Swimming logo in the bottom right corner.







PROJECT: **iGENERATE BRAND DESIGN**

CLIENT & PROJECT YEAR:

Verofy / V9 Business
2020 - 2021

BRIEF:

Working closely with the CEO, freelance designer, business development team and the iOS developer we created a new brand identity for Verofy's new customer lead generation app, called igenerate. The brand aesthetic and interface for the app had to be simple, accessible and quickly communicate the intention of the app.

SOLUTION:

Through research, pitching ideas and rounds of feedback the team felt a target logo, orange colours and a simple sans-serif and rounded typeface would represent the app best and appeal to their audience. This was primarily sales agents looking for simple, easy to navigate, no non-sense access to quality sales leads.

RESULTS:

During testing the app received extremely positive feedback. Users found that the colours, typefaces and layout were easy to use and navigate.



i generate



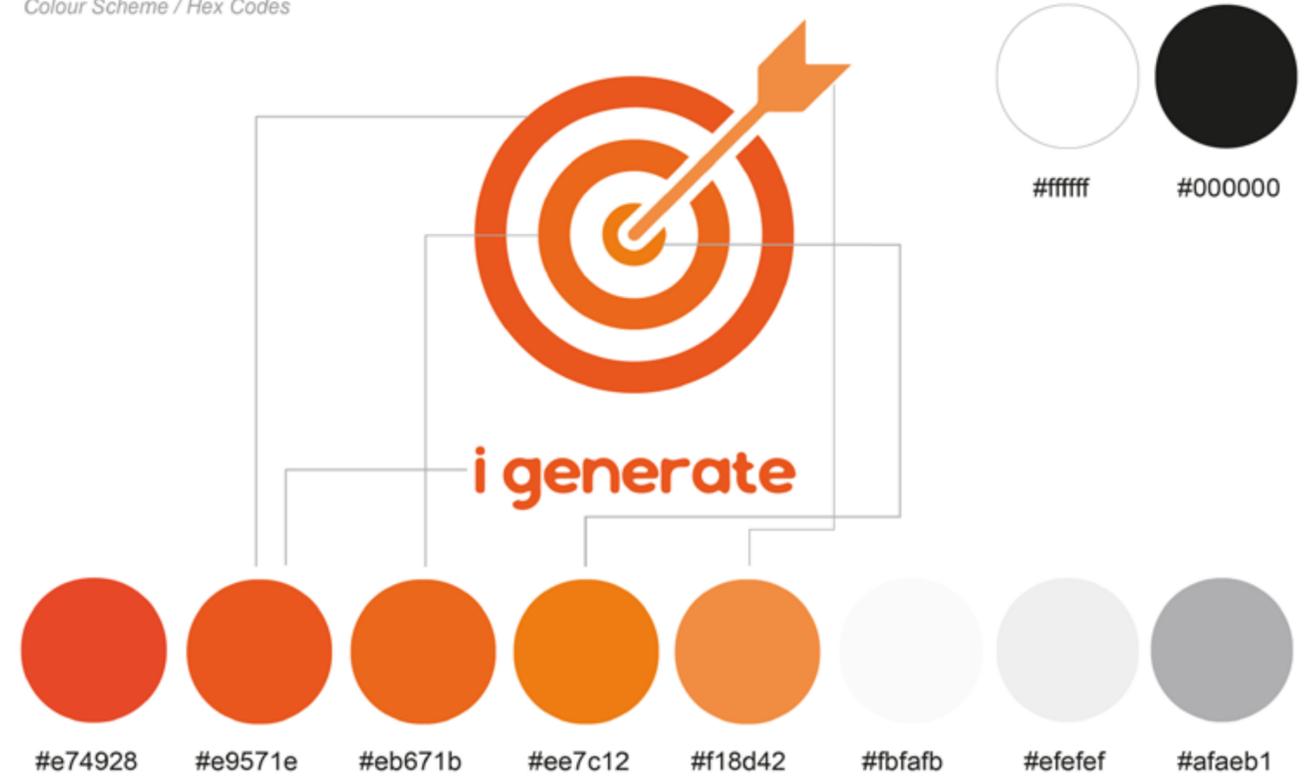
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Logo / Background Applications



Colour Scheme / Hex Codes



Background / Loading Screen / Logo Application / Visual Rhythm Devices



Fonts / Logo Header / Body

Headline Logo Font

SONOROUS

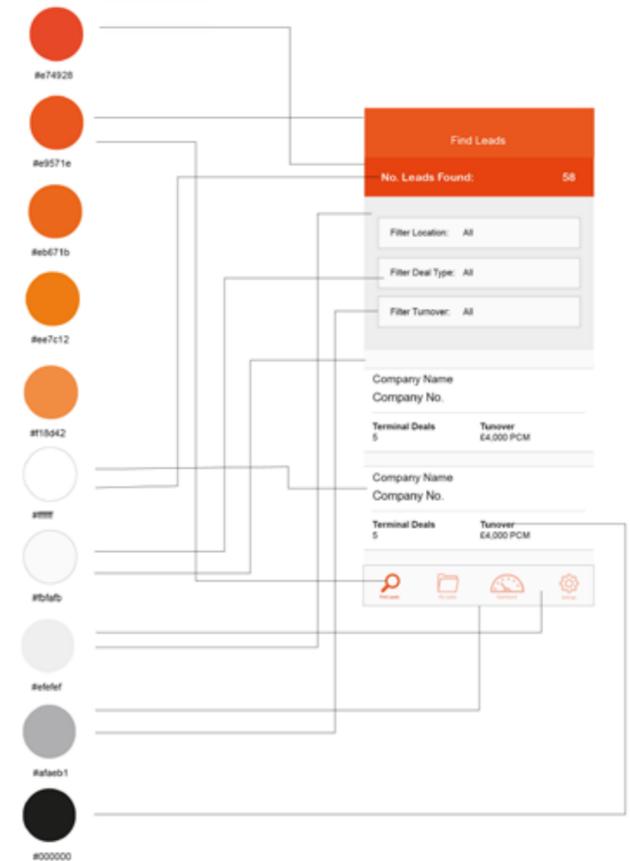
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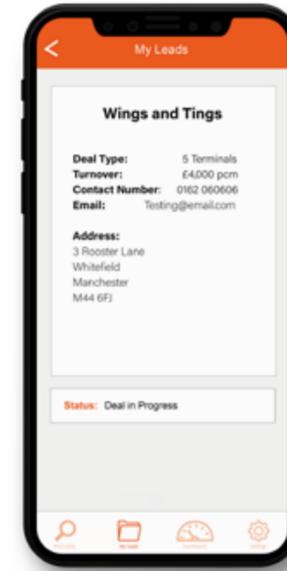
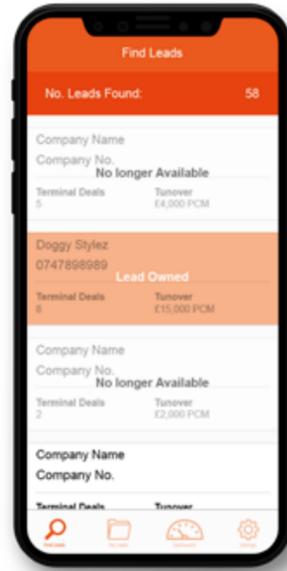
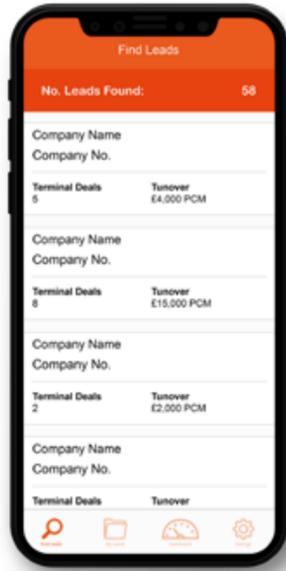
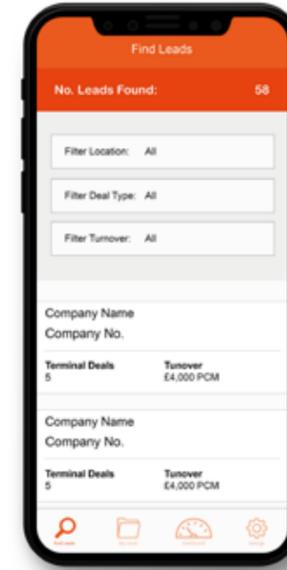
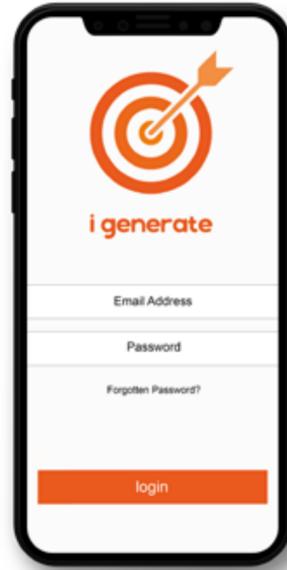
Title Body Font

Arial Bold

Body Font

Arial Regular

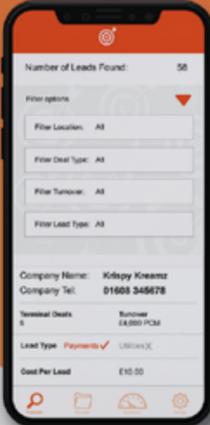
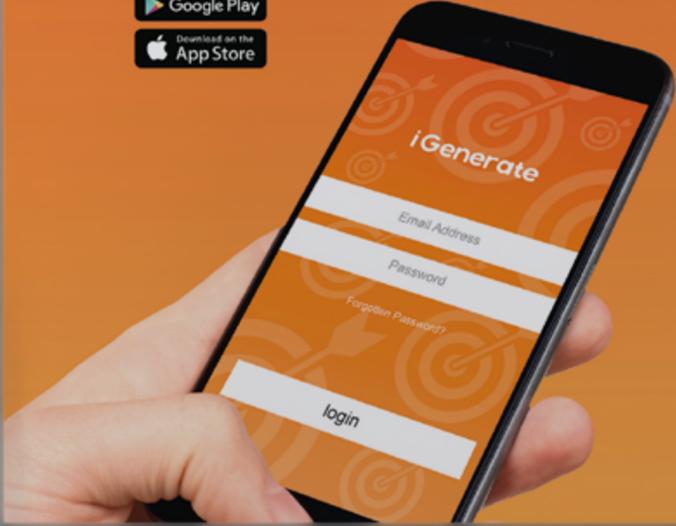






**Introducing
iGenerate**

Lead generation
made simple!



**Finally!
Quality leads
you'll never
have to share.**

iGenerate has been developed to offer
exclusive access to all partners.

Unlike other lead generation,
all leads are single use. Once you
have made your purchase this lead
is yours, it will not be shared!

We create our own leads and
monitoring the standards of the
leads and we are continuously
monitoring the standards of the
leads that we create.

Set your location and
find your nearest leads.



Filter by deal size
and turnover.



Single purchase deals,
leads are owned by you!





PROJECT: **BRAND UPDATE**

CLIENT & PROJECT YEAR:

Verofy / V9 Business
2019

BRIEF:

The operations manager requested I bring life into the old Cardpay365, which is a subsidiary brand of Verofy. A payment solutions business which partners with clients who want to work with a friendly, reliable, approachable payments and finance tech brand. The logo and colour scheme had to stay the same.

SOLUTION:

In the old brand design the colours weren't properly utilised. Blue seemed to constantly be the only and default colour throughout. So I presented to the managers more usage of colours amongst customer touch points. Plus I added clean vector illustrations of imagery related to payments and finance. The objective was to convey an approachable, professional and friendly aesthetic with some enthusiasm and energy.

RESULTS:

The Cardpay365 sales agents and staff were extremely pleased with the brand rejuvenation. They felt it was more up to date and able to compel potential customers more and stand out against competitors. Plus the illustrated visuals helped increase online engagement on social media by 30%.

CardPay 365™

Payment solutions for everyday businesses



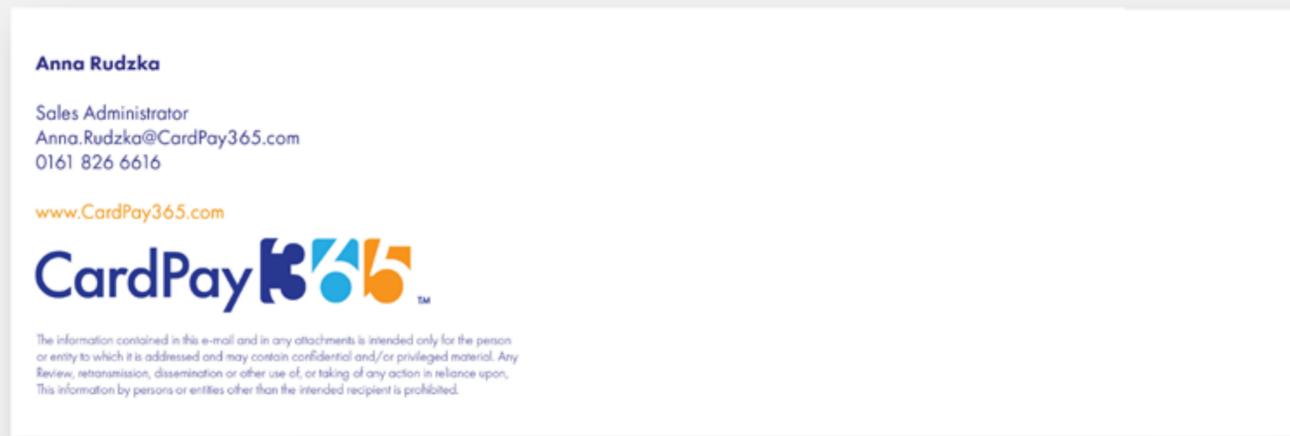




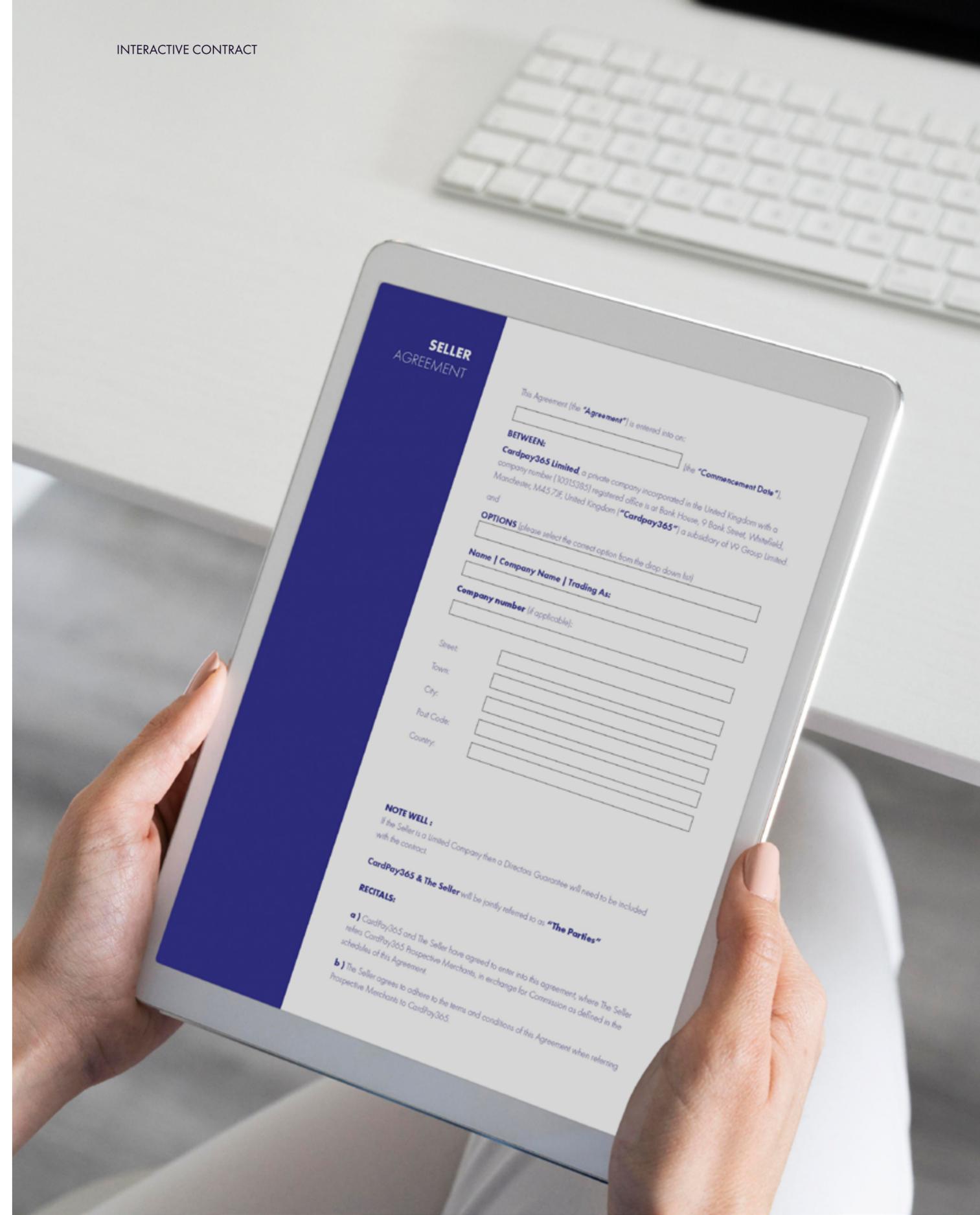
BUSINESS CARD



EMAIL SIGNATURE DESIGN



INTERACTIVE CONTRACT



SELLER AGREEMENT

This Agreement (the "Agreement") is entered into on: (the "Commencement Date"),
BETWEEN:
Cardpay365 Limited, a private company incorporated in the United Kingdom with a company number (10315385) registered office is at Bank House, 9 Bank Street, Whitefield, Manchester, M45 7JF, United Kingdom ("Cardpay365") a subsidiary of V9 Group Limited,
and

OPTIONS (please select the correct option from the drop down list)
Name | Company Name | Trading As:

Company number (if applicable):

Street:
Town:
City:
Post Code:
Country:

NOTE WELL:
If the Seller is a limited Company then a Directors Guarantee will need to be included with the contract.
CardPay365 & The Seller will be jointly referred to as: **"The Parties"**

RECITALS:
a) Cardpay365 and The Seller have agreed to enter into this agreement, where The Seller refers Cardpay365 Prospective Merchants, in exchange for Commission as defined in the schedules of this Agreement
b) The Seller agrees to adhere to the terms and conditions of this Agreement when referring Prospective Merchants to Cardpay365.



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in Search Home My Network Jobs Messaging Notifications Me Work Learn New Skills Free for 1 Month

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CardPay365
Payment solutions for everyday businesses

Eric Shackleton · 1st
Regional Concession Manager at CardPay365
Wakefield, United Kingdom · 500+ connections · [Contact info](#)

Message More...

CardPay365
Minsthorpe High School

Ready for your next opportunity?

Jasmin, DWP Digital is hiring!

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- Andy Stratton** · 2nd
Sales Manager at CardPay365
- Maggie SELBY** · 2nd
Regional Sales Manager at Card Industry Professionals
- Lisa Cooper** · 3rd
Head of Physical Security UK Retail Business Bank Barclays
- Richard West** · 2nd
Corporate Sales Manager at acceptcards®
- Claire Goucher** · 2nd
Partner Relationship Manager at Elavon Financial Services
- Irene Williams** · 2nd
Sales Ac...

What is Eric's top skill?
Help us identify relevant opportunities and content for your connections

Key Account Management Product Marketing Sales Management Channel Partners

Your response is anonymous and will not be directly shared with your connections or other LinkedIn members. [Learn more](#)

None of the above

Highlights

13 mutual connections
You and Eric both know Rosa Pollard, James B Hoole, and 11 others



Halloween Theme

When rates are too high.
And your products don't fly.

Who you gonna call?

our onboarding team
0161 826 6616

CardPay Payment solutions for everyday businesses

Bonfire Night Theme

Time to spark up
your payment
collection.

www.CardPay365.com

CardPay Payment solutions for everyday businesses

Valentines theme

Hey, we just met
you, but our rates
are crazy...

So call us maybe?
0161 826 66166

CardPay

No Tricks.

Just treats.

our onboarding team
0161 826 6616

CardPay Payment solutions for everyday businesses

When rates are too high.
And your products don't fly.

Who you gonna call?

our onboarding team
0161 826 6616

CardPay Payment solutions for everyday businesses

Our rates will give
you butterflies.

CardPay

Say BOO!
To bad commission rates.

CardPay Payment solutions for everyday businesses

When rates are too high.
And your products don't fly.

Who you gonna call?

our onboarding team
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PROJECT: BRAND UPDATE

CLIENT & PROJECT YEAR:

V9 Business
2019 - 2021

BRIEF:

I was requested to give the V9 business brand a simple, minimalist and clean update, without changing the colours and logo.

The company has around 500 clients who used V9 business print and digital marketing files. This meant that the core layout had to remain simple as possible to easily adjust and adapt to the automated marketing system and be quickly updated for frequent new product launches or updates.

SOLUTION:

One of the core statements of V9 Business is that it's an industry leading Fintech brand. This led me to focus on simple visuals that quickly and easily conveyed this. Arrows was the firm favourite of the V9 Business team.

To contribute towards the minimalist feel (and respect the restrictions of the automated software) instead of using arrows constantly the black panels were set in an angled directed, as if an arrow cut through.

Obvious use of the arrows were preserved for motion graphics and text heavy print documents where the shape and headlines could be integrated and movement could be represented. To convey a leading company.

RESULTS:

Clients and staff reported that the update felt more professional and helped market their products better to potential buyers. Additionally the template style was easier to comprehend, and excellent for rapid edits for updates with a flexible layout that allowed room for visuals and texts and large tables of figures.



Old Branding





BROCHURES & FLYERS



COMMISSION DOCUMENTS





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Your Brand. Your Customers. Your Future.



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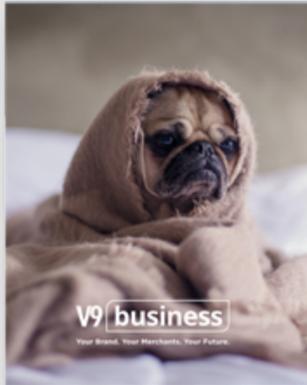
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Several heads are better than just one.

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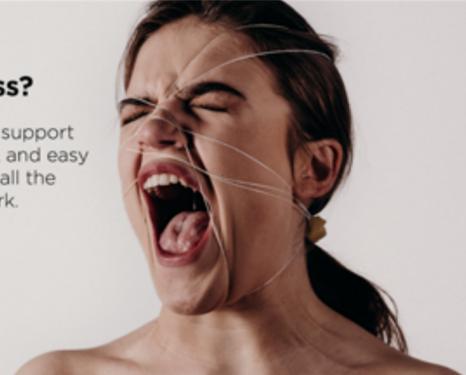
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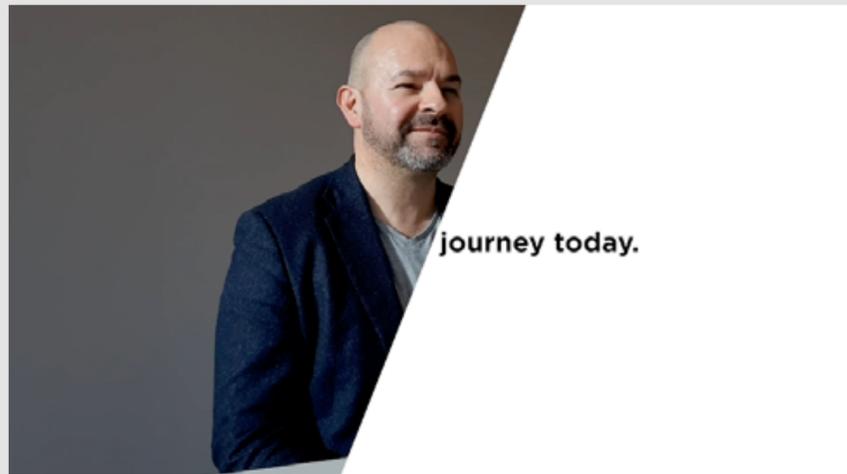
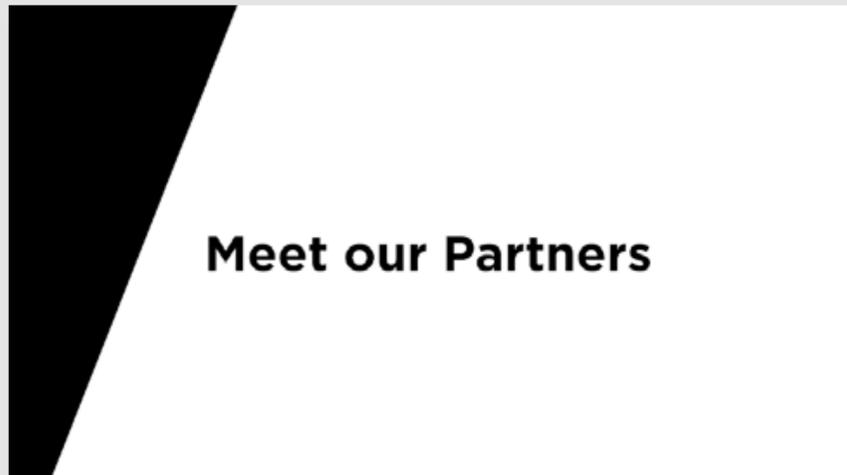
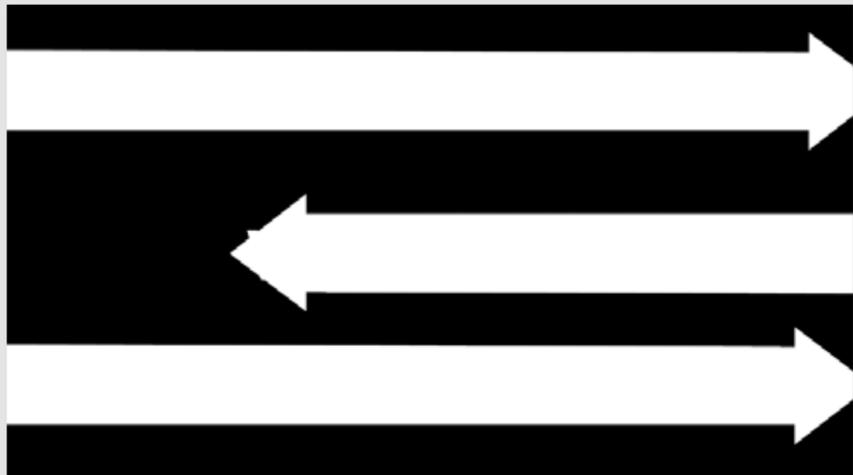
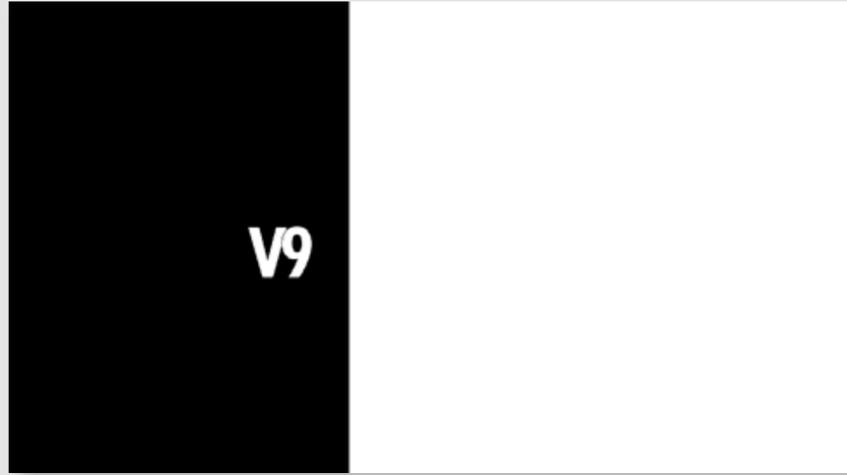
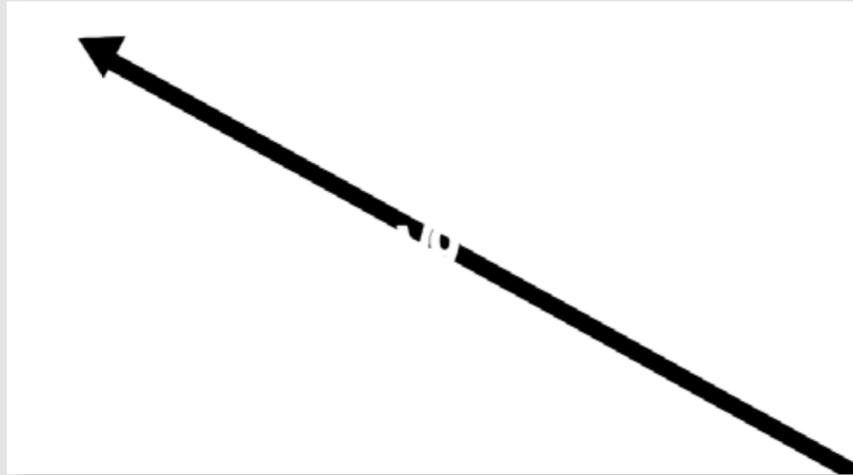


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PROJECT:
LOGO DESIGNS

CLIENT & PROJECT YEAR:

Various clients
2017 - 2021



Astute
Business
Connections



PaymentPal



iDocs





PROJECT: **LOGO DESIGN & BRANDING**

CLIENT & PROJECT YEAR:

SHEAFRIQ
2017

BRIEF:

Sheafriq is a grass root collective of creative women with black heritage. The focus of the group is to celebrate, educate and showcase the creative skills of local black women. Tackling the lack of diverse representation within the local community and arts organisations. Members were requested to pitch logo design ideas. The primary aim was to visually encapsulate the afro-centric statement of the group in a bold, unique and distinctive way.

SOLUTION:

Through exploring art, textiles, fashion and symbols of traditional African and Caribbean cultures I've developed a dynamic, bold hand drawn logo design. Utilising hand drawn style to reference to mud cloth, incorporating west-African symbols and vibrant colours, shapes and forms. Strongly inspired by black diaspora cultures such as Mali, Ghana, Nigeria and the Caribbean.

I have also gone beyond the logo design brief, by creating a dynamic brand style that would have the ability to subtly and cleanly reference various black diaspora culture. Highlighting core visual elements that reference specific black cultures. In this presentation, I've focused mainly on conveying west-African Adinkra symbols and Ankara cloth patterns.

RESULTS:

My proposed logo design and brand styling was chosen and immediately used across social media, print design, merchandise and any brand touch-points. The distinctive logo design created stronger brand awareness and recognition amongst the local community and helped create a distinctive visual standpoint and tone when collaborating with galleries, local organisations and events. Additionally the unique aesthetic aided in selling T-shirts, badges and merchandise which helped raise funds.





**BLACK WOMEN
CREATIVE COLLECTIVE**

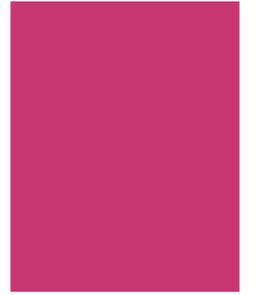
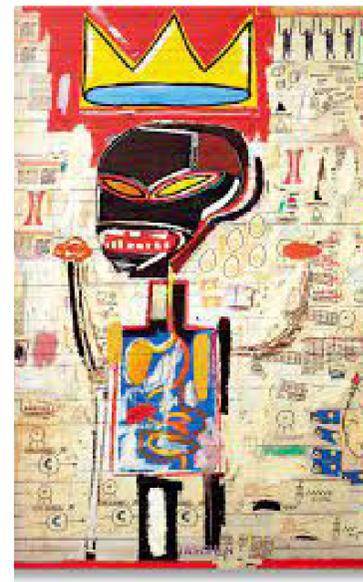
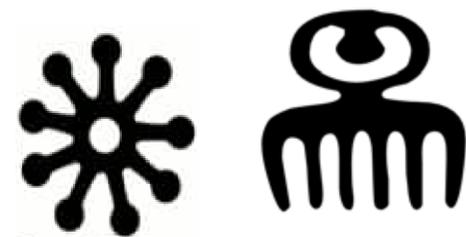




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black**

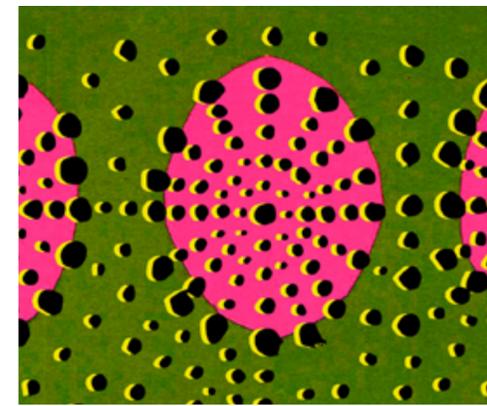


BOLD
VIBRANT
GRASS ROOT
AFRO-CENTRIC



PAN AFRICAN COLOURS

MOOD BOARD



EXPLORATION

The process of developing the logo and brand style involved exploring multiples ideas through, sketching, drawing, collage, freestyle pattern work and so on.

It contributed towards understanding the creation of patterns, shapes and colour usage. Further constructing ideas on applying various visual elements and textures for the brand to showcase the diverse black heritage.





PRIMARY LOGO



PATTERNS & TEXTURES



FAVICON LOGO



ALTERNATIVE LOGOS



LOGO ICON



BRAND ICONS



COLOURS



FONTS

GOODDOG NEW
CENTURY GOTHIC PRO
CENTURY GOTHIC REGULAR



ROHE AFRICA



MAKIN
SCENE BUY
SOME EXHIBIT!



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MERCHANDISE







ARTS & CRAFTS WORKSHOP

20TH JULY 2019
NOTTINGHAM CONTEMPORARY
1 - 3 PM

Join the Sheafriq group for a relaxed family friendly art & craft session. We will be exploring natural paints, dyes and materials.

**FREE ENTRY
ALL AGES WELCOME**

www.Sheafriq.com

AFRICAN MARKET

14TH JULY 2019
ROUGH TRADE
12 - 6PM

Sheafriq will be hosting an African Market featuring handmade art, jewellery, fashion, food and more by our talented local Nottingham sellers.

www.Sheafriq.com





CLIENT: **WHITE BOARDS**

CLIENT & PROJECT YEAR:

Nina Smith
2017

BRIEF:

'White boards' the catchy sensational single by singer and songwriter Nina Smith. Nina's creative team constructed a video teaser to promote her new single, however she felt that visually it needed some more character. After coming across my pattern work and illustrations Nina requested my input to help add more visual effects for her video.

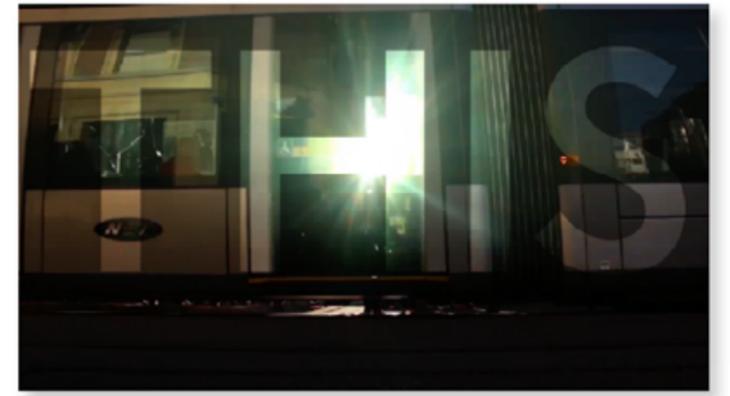
SOLUTION:

The video itself was done well, so I didn't want to undermine the work already completed by overpowering it with too many colourful visuals. Instead I sprinkled patterns, animation and text suitable to the dynamics of the music, video scene and lyrics so it highlights and compliments the music.

RESULTS:

Nina Smith was extremely happy with the final results. The final video was shared on her site and social media platforms. Overall it was reported that it received great response and engagement amongst the social media channels and several downloads on her music platforms.





video Link:

<https://www.jasminissaka.com/white-boards-video-animation-mp4>



ILLUSTRATION



PROJECT:
**BOOK COVER ART -
WHISPERS & SCREAMS**

CLIENT & PROJECT YEAR:

J.R. Cooper
2016

BRIEF:

Whispers & Screams written by self published author Jessica Cooper. Jessica wanted me to create artwork that captured her stories through my illustration style.

CONCEPT:

Whispers & Screams involves the main character, Ruby, leaving her dark life behind in order to find herself again. I felt this is a core theme of the story. This led to me conveying this by illustrating a woman emerging out of a cocoon. With a closer look you'll see that the cocoon is the shape of a woman. The colours are limited to a sombre depressed blue and vibrant ruby red to create a visual contrast that references to the struggle of her past and her future self.





PROJECT:
RESTLESS

CLIENT & PROJECT YEAR:

J.R. Cooper
2017

BRIEF:

I had the pleasure of illustrating Jessica's 2nd book, Restless. A story about Charlie who has to deal with the sudden death of her mother.

CONCEPT:

The illustration's concept showcases Charlie's hand trying to reach and hold on to another hand, the spirit of Charlie's recently deceased mother. Representing the theme of how Charlie tries to find, reconnect and mourn the loss her mother.





PROJECT: **THE GOOSE IS LOOSE**

CLIENT & PROJECT YEAR:

Leflion Magazine
2017

BRIEF:

The Goose is Loose is a comic series within the Nottingham Leflion magazine. Artist and writers collaborated to develop different stories every month based on the beloved Nottingham goose fair Goose statue, which traditionally gets captured every year at the fair.

CONCEPT:

I was paired with Ben Knight, who has written a Mad Max style future dystopia with an element of time travel. The project involved mostly remote communication from the writer and the editor, which I was able to manage with ease and complete edits within time-frames.

COMIC STORY ILLUSTRATION



THE GOOSE IS LOOSE

Illustrated by Jasmin Issaka & Written by Ben Knight

Neo Nottingham, October 3rd, the year 2500. It is a harsh and gooseless time...

No geese have been seen since 2019

Since then, Goose Fair has entirely lost its meaning.

No longer a festival of fun and togetherness, it has become a parade of fire and blood.

Carnage roams as the geese once did during the fair's earliest days.

But the gooseless bloodlust hasn't taken root in everyone. There are a few who yearn for the old days.

The brave Kyle Geese will use the technology of the future to travel to the past.

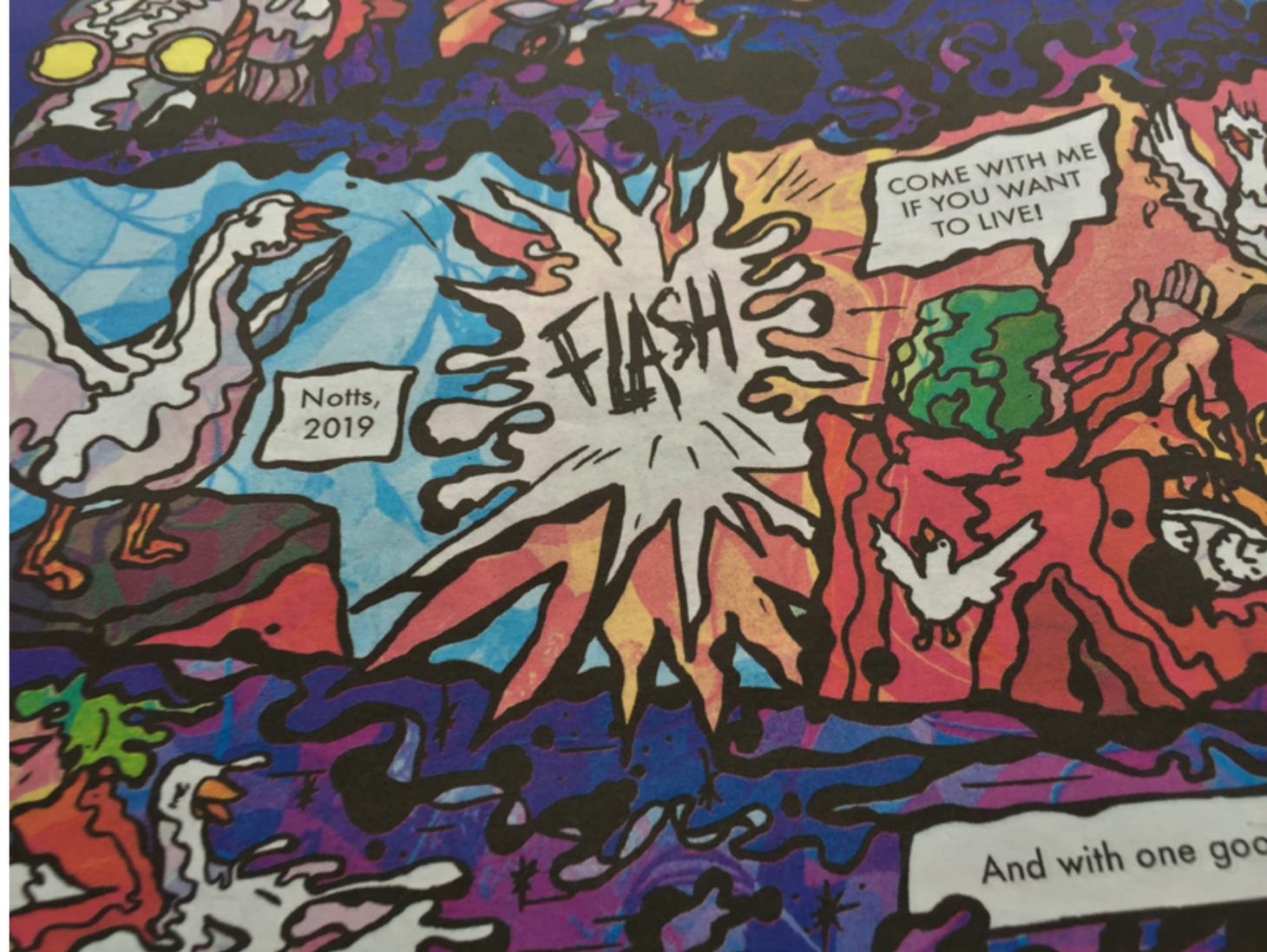
There, he will find just the goose he needs to fix the present.

Notts, 2019

COME WITH ME IF YOU WANT TO LIVE!

And with one goose from the past...

...the true meaning of Goose Fair is restored.



COMIC STORY ILLUSTRATION



PROJECT: **HOCKLEY HUSTLE ALBUM 2021**

CLIENT & PROJECT YEAR:

The Hockley Hustle
2021

BRIEF:

The Hockley Hustle is an annual Nottingham city wide festival event involving 100s of musicians performing at several venues around the city. In response to the pandemic issues the Hockley Hustle group decided to release a digital downloadable album showcasing music singles from 12 local musician's.

The cover art for the album was a collaborative effort between 3 artists and myself. We were each given sections of a local Nottingham map area and asked to visually interpret the area in our own unique way.

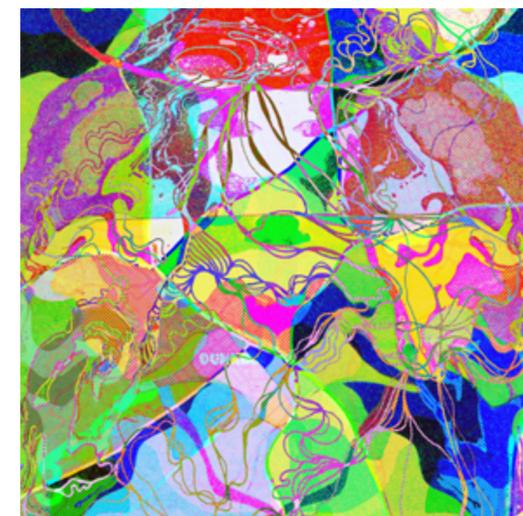
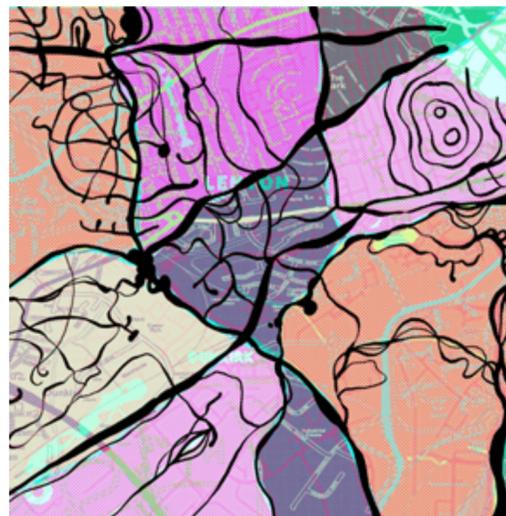
CONCEPT:

I approached the project by focusing more on my freehand abstract pattern techniques. Creating a loose line interpretation of the map and overlaying every section of the map with vibrant, colourful textures and patterns. The main area names are faintly set in an italic serif Georgia font. A contrast to the visuals it sits on. Giving a faint reflection of the qualities of a map.





ALBUM COVER ART COLLABORATION





PROJECT: **KING OF CHRISTMAS**

CLIENT & PROJECT YEAR:

Greene King
2018

BRIEF:

Hired by Keane Branding agency, I was asked to pitch an illustration for the back of Greene King Christmas menu's. The Campaign theme was 'King of Christmas'. The illustration needed to include 'Our Festive menu,' 'Book now' and the Greene King logo.

CONCEPT:

I illustrated a family enjoying a Christmas meal together as this would be the primary target audience. Displaying characters enjoying each other, being merry and having drinks. Various characters and objects have paper crowns. This is to signify the different elements of Christmas. Food, drinks, gift giving and silly enjoyment. Showcasing that all these aspects being enjoyed makes everyone the King of Christmas.





PROJECT: **CARDS & PRINTS**

CLIENT & PROJECT YEAR:

Personal Project
2016 - Ongoing

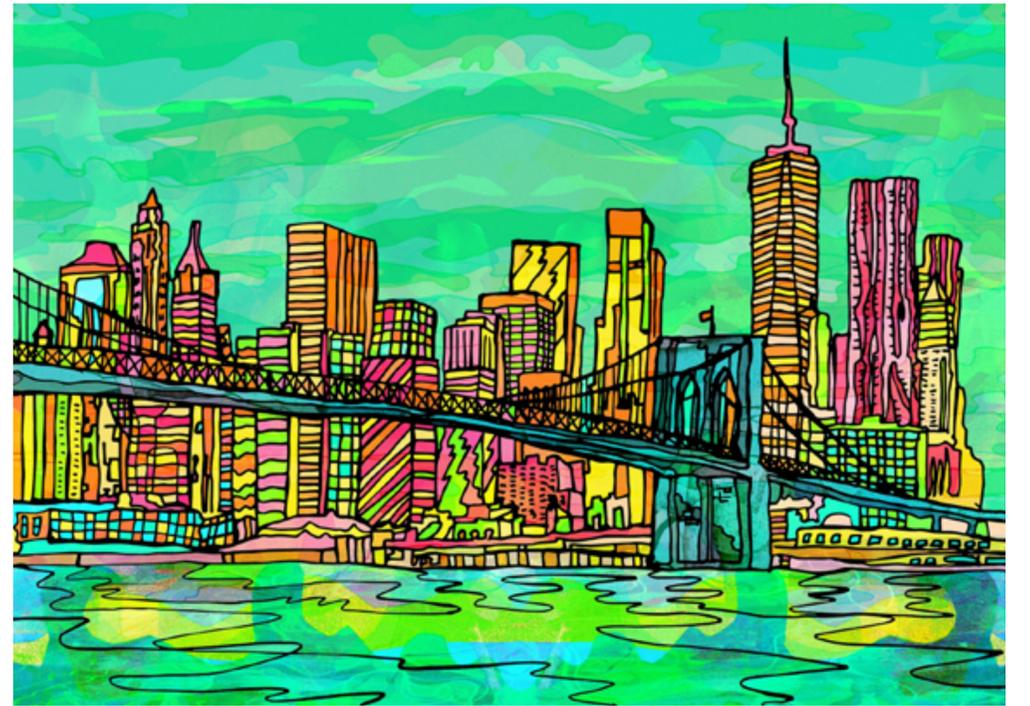
ABOUT PROJECT:

Since 2016 I've been illustrating sceneries of local areas, iconic landmarks, cities and travel destinations in my vibrant illustration style. After attracting a lot of attention through exhibitions, showcases and online I've printed my illustration on postcards, greeting cards and art prints.

RESULTS:

Over the years I've been selling my cards and prints at various retailers such as the Nottingham Tourist Centre, Nottingham Castle, Hopkins Gallery. Completing wholesale orders for the University of Nottingham and other businesses. My artwork was used in the Sunday times magazine for the 'Good university guide' 2020 featuring the Nottingham Trent University. And featured on the BBC TV show 'Home is where the Art is' in July 2020. And selected as a Pop-up artist at the Kenji store in Manchester in November 2021.







PROJECT:
CHRISTMAS ARTWORK

CLIENT & PROJECT YEAR:
Manchester International Festival
2020

BRIEF:
I was commissioned by the MIF marketing team and tasked with creating an illustrated digital Christmas message for all their social media, newsletter, blog and website. The team wanted the illustration to be a Christmas adaptation based on visuals and photography from their events.





PROJECT: **A MANIFESTO FOR CHANGE**

CLIENT & PROJECT YEAR:

Manchester International Festival - Young People's Forum
November 2020 - March 2021

BRIEF:

The MIF Young People's Forum came together in July in response to the Black Lives Matter Movement to host 'A Conversation for Change,' attended by over 50 representative of Greater Manchester's cultural organisations.

Following the event they circulated a survey across Greater Manchester, to both arts organisations and other sectors, in order to best understand how to inform change within Manchester. The YPF developed a 10 point manifesto which will be shared across Greater Manchester in order to inspire positive change within the arts sector. I was commissioned to bring the Manifesto to life visually.

CONCEPT:

The core visual concept involves a diverse cast of people conversing positively. Every character forms a speech bubble which gathers together in the centre, overlapping and forming a bigger shape. Every character essentially shapes and forms the bigger conversation. Each point within the manifesto received a specific illustration suited to its key themes.

RESULTS:

The Manifesto received extreme positive attention from various organisations and sectors. And was nominated for a Manchester Culture award in 2021.

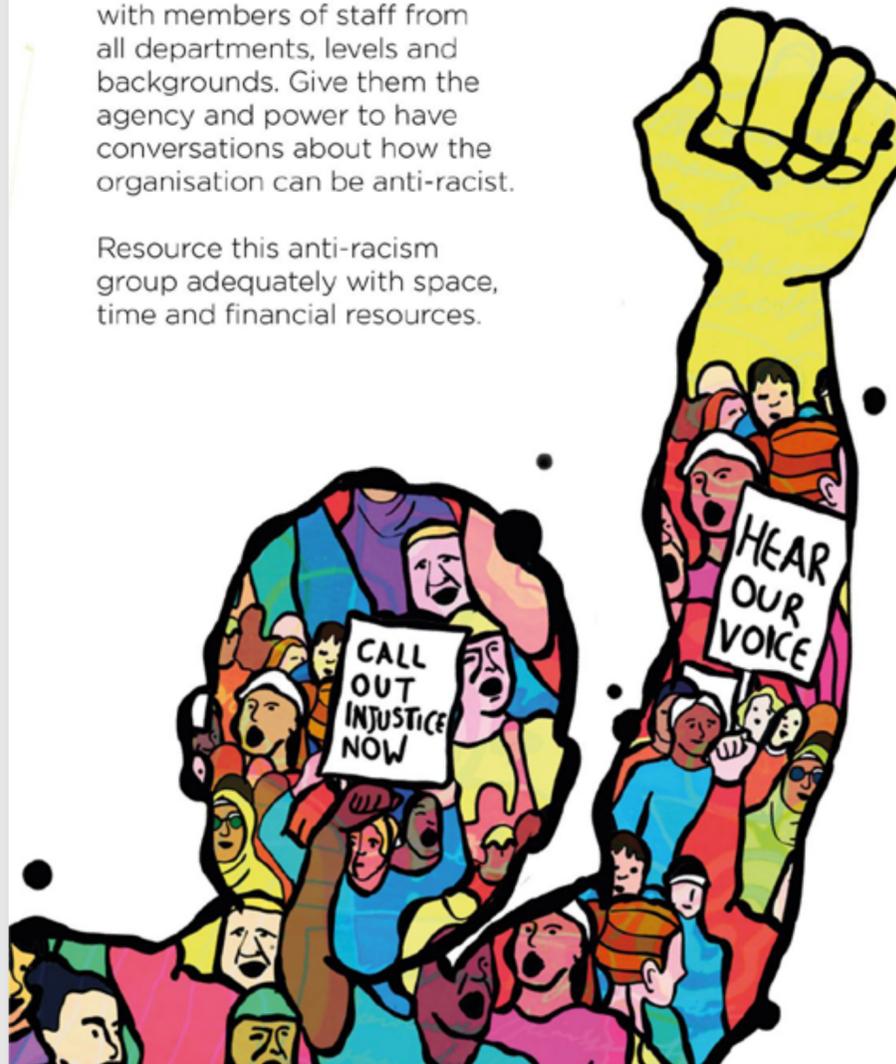




Set up an anti-racism group

with members of staff from all departments, levels and backgrounds. Give them the agency and power to have conversations about how the organisation can be anti-racist.

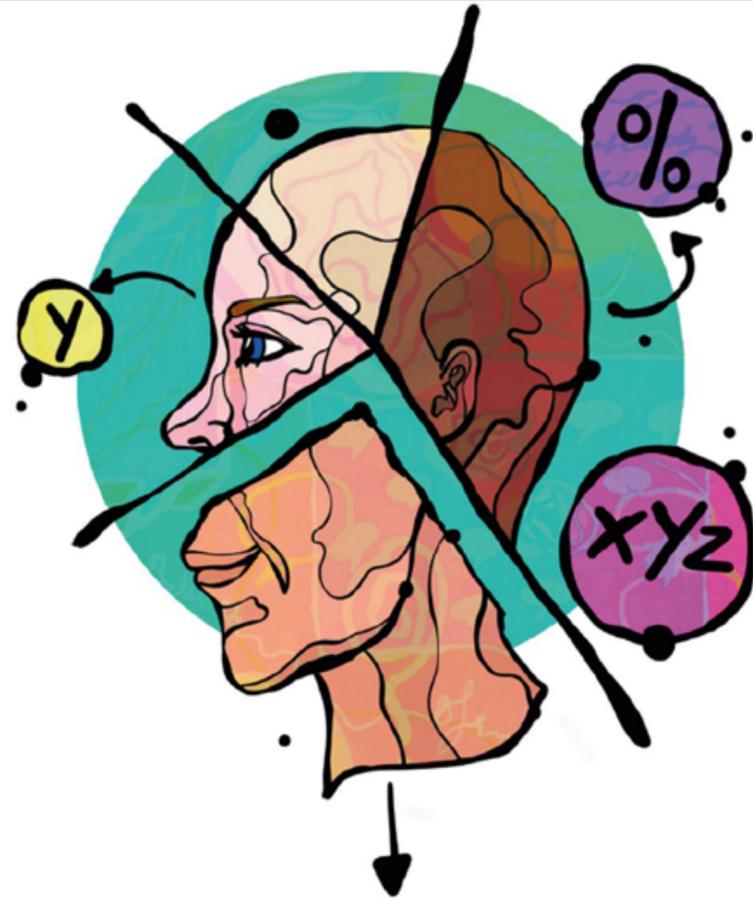
Resource this anti-racism group adequately with space, time and financial resources.



Embed anti-racism at policy and governance level.

Ensure that it is central to the values of your organisation and accessible for all.





Update and publicise your diversity data across all levels.

Be specific about the ethnicities of your team members and detail where they sit within the hierarchy of your organisation. Humanise your data (abandon the terms BAME, POC, etc).



Allow and make space for people to be heard on their terms.

Acknowledge the dominant culture that exists within your organisation and ensure individuals feel supported outside of this.



Review and change systems and processes that create unnecessary barriers.

Understand why people may not be able to wait longer than two weeks to be paid. Examine why the language used in your job descriptions may discourage people from applying.



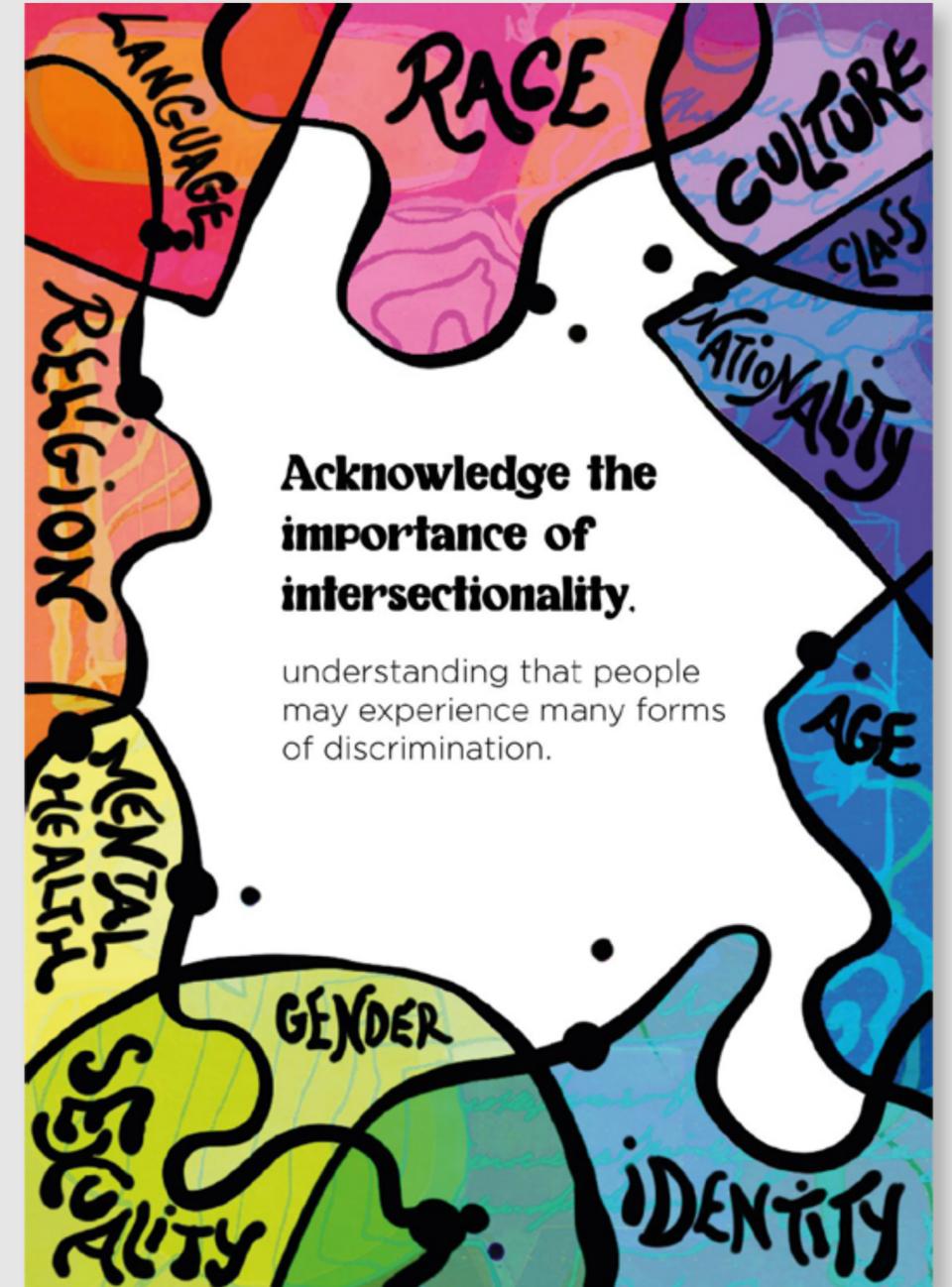
Place education at the heart of everything you do.

Understand why we all need to do better, and bring people with you on the journey.



Understand that there are organisations already making the world a better place...

for people from diverse backgrounds and pay them to help you achieve this.



Acknowledge the importance of intersectionality.

understanding that people may experience many forms of discrimination.



Aim to reflect the diversity of your town or city...

across your organisation and at board level.
One person cannot be representative of an
entire community.



A Conversation for Change...

is a call to action from MIF's
Young People's Forum who
were compelled to take direct
action following the murder of
George Floyd on 25 May 2020.

They designed, produced and
facilitated an online gathering
in July 2020 for 27 arts
organisations across Greater
Manchester to discuss and
reflect on urgent issues which
contribute to systemic racism
in the arts sector and in wider
society.

As a consequence, they
created this manifesto for
change to share across
the sector.

**ILLUSTRATED BY
JASMIN TESAKA**





GRAPHIC DESIGN & ILLUSTRATION

CONTACT ME

Jasmin Issaka

+44 (0) 7471195573

Hello@JasminIssaka.com

www.JasminIssaka.com

