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tili  
mai

creative portfolio.



# hello!

I'm Mai, an organised, adaptable and highly productive designer dedicated to delivering inventive solutions for diverse creative needs. With years of experience in startups and freelancing, I've refined my skills as an independent designer, art director and brand strategists. My enthusiasm for delivering successful results that surpass expectations drives me to explore all possibilities, seek fresh inspiration and continuously push boundaries for a range of design projects.

## Experience

**2021 - 2023**

**Design Manager**

Health & Her

**2018 - 2021**

**Senior Graphic Designer**

Elite Exhibitions

**2016 - 2017**

**Design & Project**

**Assistant**

iCreate

**2014 - 2015**

**CAD Designer &**

**Estimating**

Atlas Contract Furniture

## Responsibilities:

- Production of all printed & digital design work to support retailers including online website & Amazon listings, retail barkers & floor stickers
  - Production & editing of product photography
  - Design & testing of new app features & redesigns
  - Production of infographics & illustrations for packaging & PR campaigns
  - Storyboard & produce PPC animation ads, including variations & resizes
  - Manage, brief, review & approve Junior Designer work
- 
- Production of all printed & digital design work, including brochures, signage & social media assets
  - Brand identity development & management from concept to completion, including logo, brand guidelines & website mockups
  - Storyboard, manage & review video production work
  - Conceptualise & design on site communal areas with focus on user experience
  - Produce & update technical floor plans
- 
- Manage projects from enquiry to completion whilst noting & implementing client feedback
  - Develop brand proposals & produce marketing materials including adverts, leaflets & brochures
  - Manage social media pages, copywriting & create quotations
  - Manage phones, office admin & greeting clients
- 
- Placement year as part of sandwich degree
  - Producing drawing packs for custom bespoke furniture using CAD
  - Creating quotations using sophisticated costing system

# Education

**2020**

Brighton Met College

**2012 - 2016**

Bournemouth University

**2012**

YGG Bryn Tawe

**2010**

YGG Bryn Tawe

## **ILM Certificate | Level 3**

Principles of Leadership & Management

## **Honours BA Sandwich Degree**

Product Design - 2:1

## **A Levels**

D&T - B | Mathematics - B | Psychology - B

## **11 GCSE's**

Ranging from A\*-B, including English, Maths & DT

## Design skills

- ■ ■ ■ ■ Research
- ■ ■ ■ ■ Conceptualising
- ■ ■ ■ ■ ■ Sketching
- ■ ■ ■ ■ Branding
- ■ ■ ■ ■ ■ Photography
- ■ ■ ■ ■ ■ Prototyping
- ■ ■ ■ ■ ■ Presenting
- ■ ■ ■ ■ ■ Copywriting
- ■ ■ ■ ■ ■ Video storyboarding

## Software skills

- ■ ■ ■ ■ Indesign
- ■ ■ ■ ■ ■ Photoshop
- ■ ■ ■ ■ ■ Illustrator
- ■ ■ ■ ■ ■ XD
- ■ ■ ■ ■ ■ After Effects
- ■ ■ ■ ■ ■ Premiere Pro
- ■ ■ ■ ■ ■ Wordpress
- ■ ■ ■ ■ ■ Hubspot
- ■ ■ ■ ■ ■ Autocad

## Transferable skills

- ■ ■ ■ ■ ■ Enquiry management
- ■ ■ ■ ■ ■ Time management
- ■ ■ ■ ■ ■ Website management
- ■ ■ ■ ■ ■ Email production
- ■ ■ ■ ■ ■ Project management
- ■ ■ ■ ■ ■ Team leading
- ■ ■ ■ ■ ■ Client liaising
- ■ ■ ■ ■ ■ SEO
- ■ ■ ■ ■ ■ Social media

## Achievements

- Certificate in Google's Digital Garage Fundamentals of Digital Marketing
- Jessop's Photography Level 2 course
- 200hr yoga teacher training
- Full clean UK driving license
- Fluent in English & Welsh

## Interests

Live music, travelling, cooking, yoga, visiting art & design exhibitions.



“

Working with Mai is a pleasure! Her great communication skills paired with consistently spot on work make her our go-to for all our graphic design needs.

Jess Aggarwal | Table Talk

Our experience with Mai was outstanding. She patiently crafted our logo and branding, showcasing an impressive dedication to bringing our vision to life!

Dan Clark | Helsian

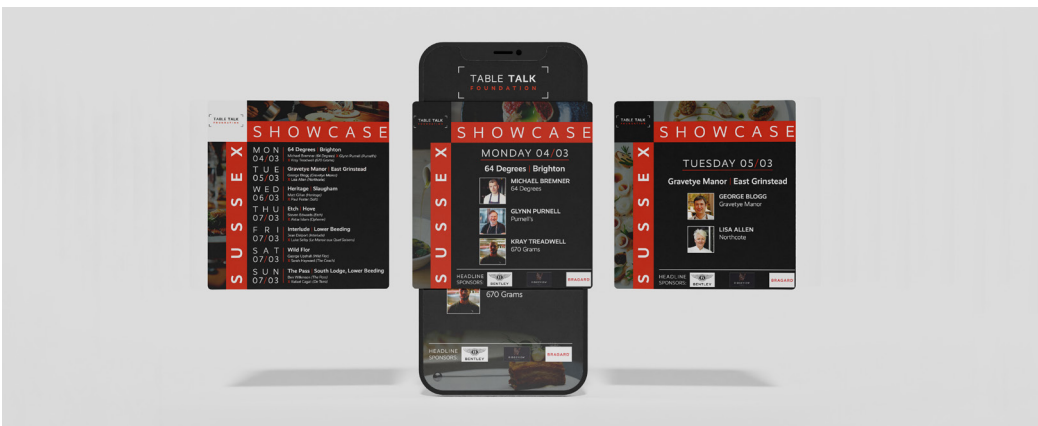
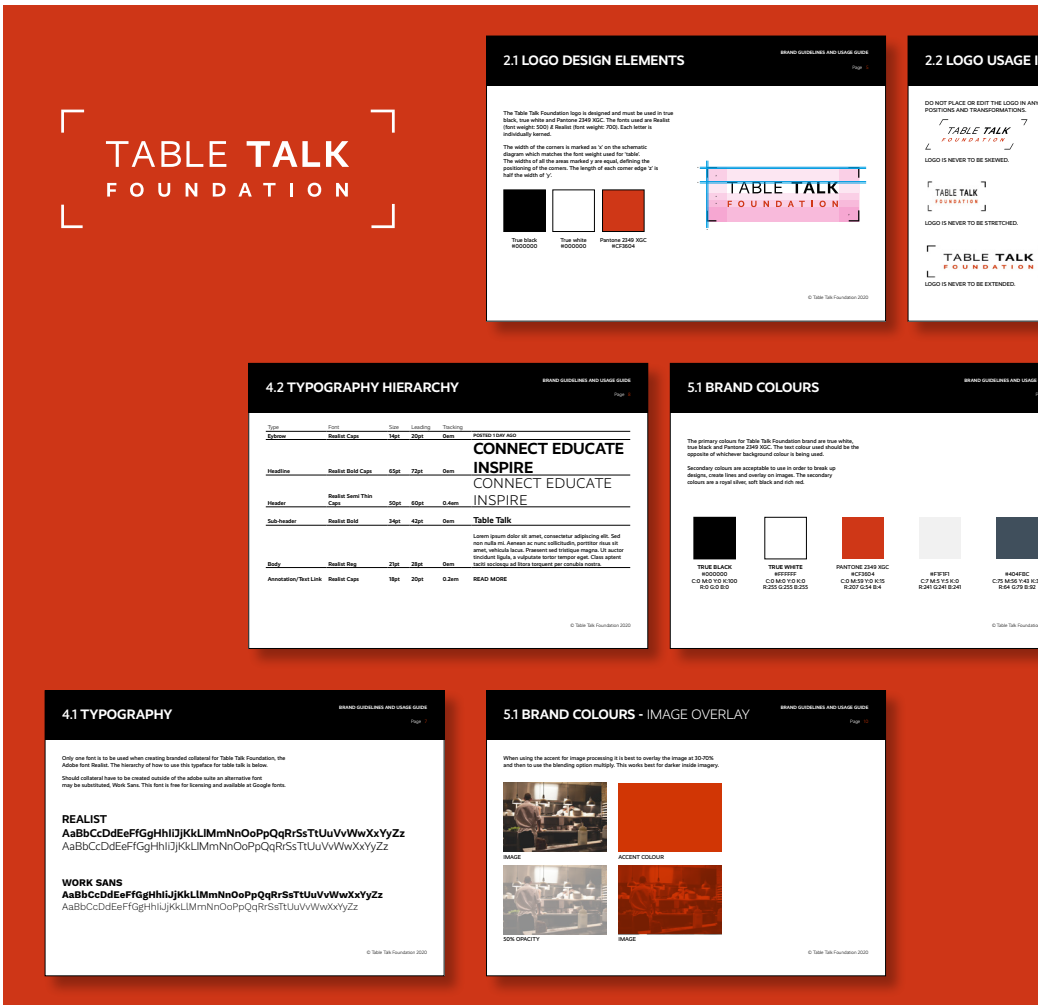
Mai has ideas, initiative and enthusiasm, and applies herself to any challenge or opportunity that comes along. Her design-thinking skills, creativity, and an eye for what looks good, are an invaluable asset for any visually-based organisation.

Dawn Lyle | iCreate



Table Talk deliver high quality food education to the children of the community funded through a variety of culinary themed events. They required visually engaging designs that communicated the vibrancy of these occasions, across a variety of platforms. Deliverables included a range of marketing materials to help advertise and promote fundraising events, insight report creation as well as ongoing social media content designs.







Developed to support mind & wellbeing during perimenopause in 9 ways:

- Hormone Regulation
- Energy
- Bones
- Testosterone Levels
- Immunity
- Psychological Function
- Muscles
- Skin, Hair & Nails
- Cognitive Function

Includes 5 naturally sourced ingredients from...



Red clover plant, Maca root, Ashwagandha root, Ginkgo biloba leaf, Lavender grass

### Botanicals



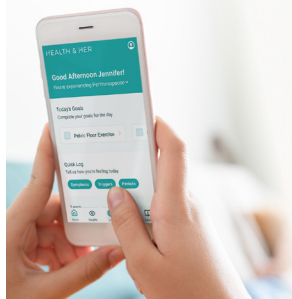
Botanicals are plants or plant parts that are used for their health, aromatic, or flavouring properties.



### Our nutritionist guide for taking supplements



Avoid caffeine for an hour before / after taking, Take alongside food to aid absorption, Take at the same time every day, Give them time (at least 3 months) to work



Use alongside the Health & Her app to track your perimenopause/ menopause progress

- Track your perimenopause
- Learn about your body
- Build a menopause plan

Developed to support mind & body during perimenopause



Inspired by nature, formulated by experts, loved by women.



# HEALTH & HER

Health & Her offers a diverse range of natural food supplements and an exclusive app designed to support women navigating menopause. this transformative phase. A plethora of marketing assets were produced to enhance their presence, spanning from online listing, CRM & social media banners & animations, iconography & packaging development, POS materials, innovative app features and continuous brand refinement.



17 18 19 20 21 22 23

Symptoms Triggers Periods

Various factors can influence your symptoms. Which of the following are you experiencing at the moment? (Multiple selection possible.)

NONE LOW MED HIGH

Previously Logged

Spicy Food

17 18 19 20 21 22 23

Symptoms Triggers Periods

Flow\*

Spotting Light Medium Heavy Flooding

Consistency

Normal Watery Clotting Thick Jelly

Colour

Pink Red Dark Red Brown

NONE LOW MED HIGH

Previously Logged

Memory Loss

Sensitive Bladder

Stress & Anxiety

Hot Flashes

HEALTH & HER

Good Morning Mail!

You're experiencing Perimenopause

Change menopause stage

Today's Goals

Complete your goals for the day

Guided Practice for Sleep

Day 124 of your cycle

Log Period

Quick Log

Tell us how you're feeling today

Symptoms Triggers Periods

Sun Mon Tue Wed Thu Fri Sat

May 2022

1 2 3 4 5 6 7

8 9 10 11 12 13 14

15 16 17 18 19 20 21

22 23 24 25 26 27 28

29 30 31

Fri May 20 - Cycle day 24

Symptoms Triggers Periods

+ + +

Sun Mon Tue Wed Thu Fri Sat

May 2022

1 2 3 4 5 6 7

8 9 10 11 12 13 14

15 16 17 18 19 20 21

22 23 24 25 26 27 28

29 30 31

Fri May 20 - Cycle day 1

Symptoms

Triggers

HEALTH & HER

Good Morning Mail!

You're experiencing Perimenopause

Change menopause stage

Today's Goals

Complete your goals for the day

Guided Practice for Sleep

Day 1 of your period

Update Period

End Period

Quick Log

Tell us how you're feeling today

Symptoms Triggers Periods

Cycle history

What do these changes mean? Read more.

Current cycle: 29 Sep - 20 May

Cycle length prediction: 124 days

29 Jun 2021 - 28 Sep 2021

91 days

28 Apr 2021 - 28 Jun 2021

61 days

9 Mar 2021 - 27 Apr 2021

48 days

See more history

Done

What's Happening Now

You're experiencing Perimenopause

Change menopause stage

You're Here

Perimenopause

Menopause

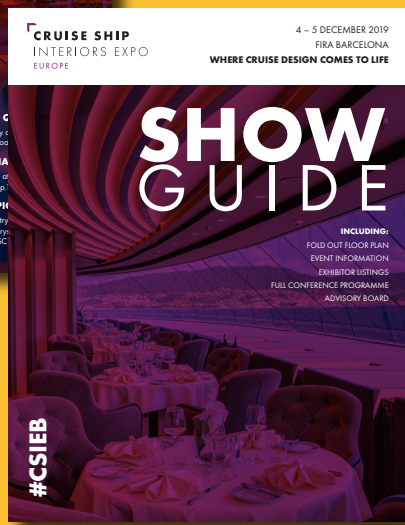
Last log overview

You've reported 8 symptoms

You've reported 4 triggers

Last period





**CRUISE SHIP**  
INTERIORS EXPO  
AMERICA

Working with Cruise Ship Interiors Expo entailed crafting a versatile logo and adaptable branding suitable for various continental exhibitions. Subsequently a range of marketing assets were created, covering pre-show promotional efforts such as social media, CRM & PPC banners. Additionally, on site printed materials were produced including all show signage and meticulously designed show guide brochures.





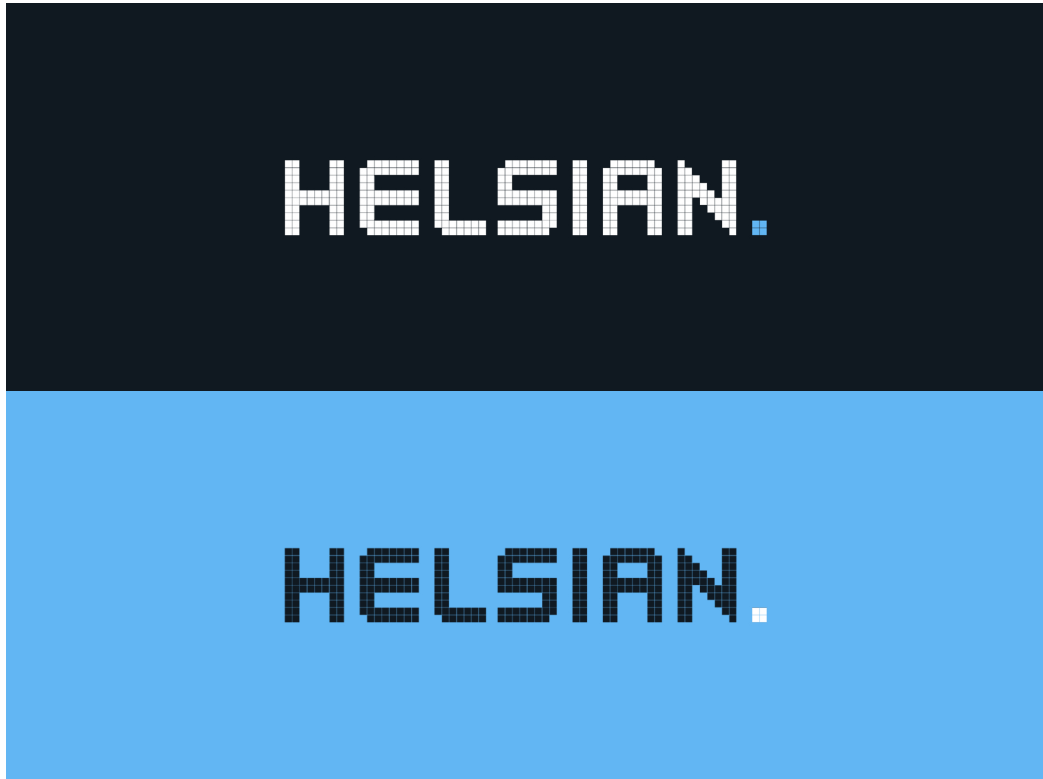
**CRUISE SHIP INTERIORS EXPO EUROPE**  
 2 - 3 DECEMBER 2020 | EXCEL LONDON  
[www.cruiseshipinteriors-europe.com](http://www.cruiseshipinteriors-europe.com)

**CRUISE SHIP INTERIORS EXPO AMERICA**  
 8 - 9 JUNE 2021  
 MIAMI BEACH CONVENTION CENTER  
[www.cruiseshipinteriors-expo.com](http://www.cruiseshipinteriors-expo.com)

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 MIAMI BEACH CONVENTION CENTER  
[www.cruiseshipinteriors-expo.com](http://www.cruiseshipinteriors-expo.com)

**CRUISE SHIP HOSPITALITY EXPO AMERICA**  
 8 - 9 JUNE 2021 | MIAMI BEACH CONVENTION CENTER  
[www.cruiseshiphospitality-expo.com](http://www.cruiseshiphospitality-expo.com)



#FFFFFF #101921 #ABAEB5 #62B6F3 #B5D9F1



**HELSIAN.**

Helsian, a website maintenance consultancy, sought a fresh identity for their emerging business. My role involved guiding them through crafting a visual identity, establishing a vibrant color palette, and designing a distinctive logo with a focus on a sleek, digital theme. The chosen typography complemented this by incorporating a simple yet effective font-based logo.





**1.4 LOGO USAGE INSTRUCTION** HELSIAN BRAND GUIDELINES & USAGE GUIDE Page 6

DO NOT PLACE OR EDIT THE LOGO IN ANY OF THE FOLLOWING POSITIONS AND TRANSFORMATIONS.

LOGO IS NEVER TO BE SKEWED:  
**HELSIAN.**

LOGO IS NEVER TO BE STRETCHED:  
**HELSIAN.**

LOGO IS NEVER TO BE EXTENDED:  
**HELSIAN.**

LOGO IS NEVER TO BE PLACED OVER UNPROCESSED IMAGERY CONTAINING COLOURS THAT REDUCE THE CONTRAST WITHIN THE

LOGO IS NEVER TO BE POSITIONED VERTICALLY:  
**HELSIAN.**

**1.3 SECONDARY LOGO: ON BLUE**

**1.1 PRIMARY LOGO: ON WHITE** HELSIAN BRAND GUIDELINES & USAGE GUIDE Page 5

**1.2 PRIMARY LOGO: ON BLACK** HELSIAN BRAND GUIDELINES & USAGE GUIDE Page 5

**3.1 TYPOGRAPHY** HELSIAN BRAND GUIDELINES & USAGE GUIDE Page 8

Only one font is to be used when creating branded collateral for Helsian, the Adobe font **Mistam Libre**.

**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz**  
**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz**

**2.1 BRAND COLOUR**

**PRINT**  
 TRUE WHITE  
 C:0 M:0 Y:0 K:0

**PRINT**  
 PANTONE BLACK 6C  
 C:100 M:46 Y:32 K:96

**WEB**  
 R:255 G:255 B:255  
 #FFFFFF

**WEB**  
 R:16 G:20 B:33  
 #101921





I've crafted a variety of wedding stationery for numerous couples, understanding the significance of creating a flawless ensemble for their special day. The pivotal first step involves carefully capturing their inspiration and guidance, ensuring that the wedding stationery, comprising invitations, table plans, menus, and orders of service, harmonises beautifully with the venue and atmosphere.





**39%** of the worlds habitable space is used to rear livestock

**WHY NOT TRY?**  
Cut vegetables into smaller pieces?

**Dyfal donc a dyr y garreg**  
translation:  
**Tapping persistent breaks the stone**

A cow can release up to **320** litres of methane a day

**TAKE A PEEP!**



A passion of mine involves cooking recipes that not only contribute to a healthier planet but also spotlight local produce. A personal side project I've dedicated myself to by sharing the journey on Instagram. I developed a name and branding, paramount for exuding a playful vibe and fostering a positive outlook. This included creating a name inspired by an aspirational Welsh saying, infusing the project with cultural resonance.

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thank  
you!

I'd love to hear from you to discuss a new project. Or if you'd like to know more about what I do, get in touch!