

*As* an established and innovative Graphic Designer, my passion for visual communication has led me to explore and broaden my skillset, both during my tenure as an in-house Multi-Media Graphic Designer, and in my personal projects.

My work spans multiple brands and formats, and while my first love is design for print, I am equally comfortable in website work – having designed, built and maintained numerous sites over the years. I’ve also had a great deal of fun in creating both graphical animations and promotional videos. Experimentation in formats and outputs, and the versatility to adapt to the requirements of each brief and client’s needs are part of the joy of my profession.

Here’s a small insight into the scope of my work to date. More will be available soon via my upcoming website, including photography and fine art.

Corporate  
Identity

Brand  
Ownership

Editorial

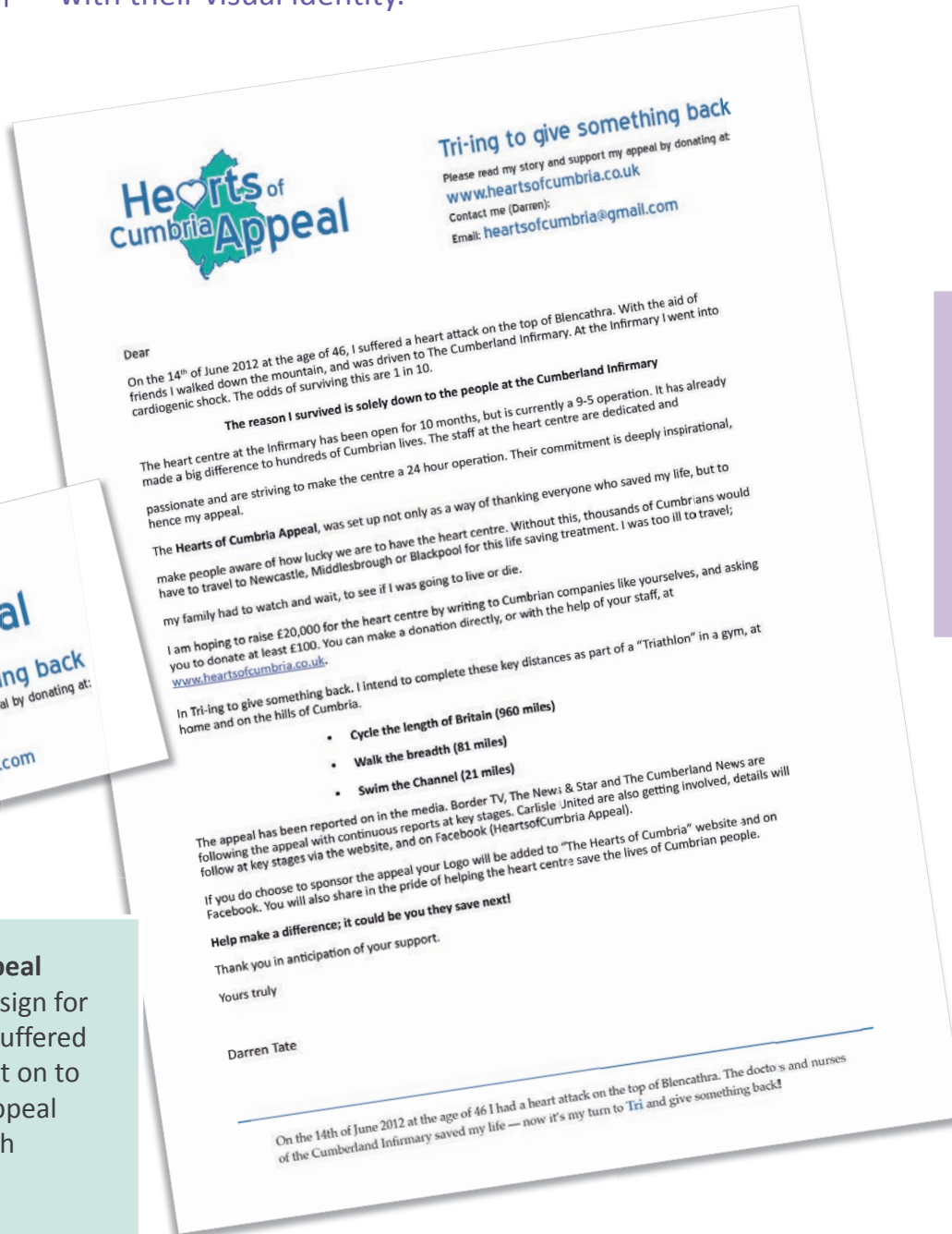
Product  
Development

Animation

Website &  
Social

# Corporate Identity

I have a strong passion for helping others stand out in the crowd...and it all starts with their visual identity.



**Hearts of Cumbria Appeal**  
Logo and stationery design for a dear colleague who suffered a heart attack and went on to start his own charity appeal and fund raise through challenge activities.



**Curly Su**  
Logo and business cards for a friend who did hand painted, bespoke glassware. It was colourful and designed to suggest glass painting.





Catriona Archibald

catriona.name@googlemail.com | 07777 177789  
5 Street Name, Ward Name, Carlisle, Cumbria, CA9 9XX

with compliments

CA | catrionaarchibald.co.uk

Catriona Archibald  
catrionaarchibald.co.uk

CA | SILVER & COBALT

### Catriona Archibald

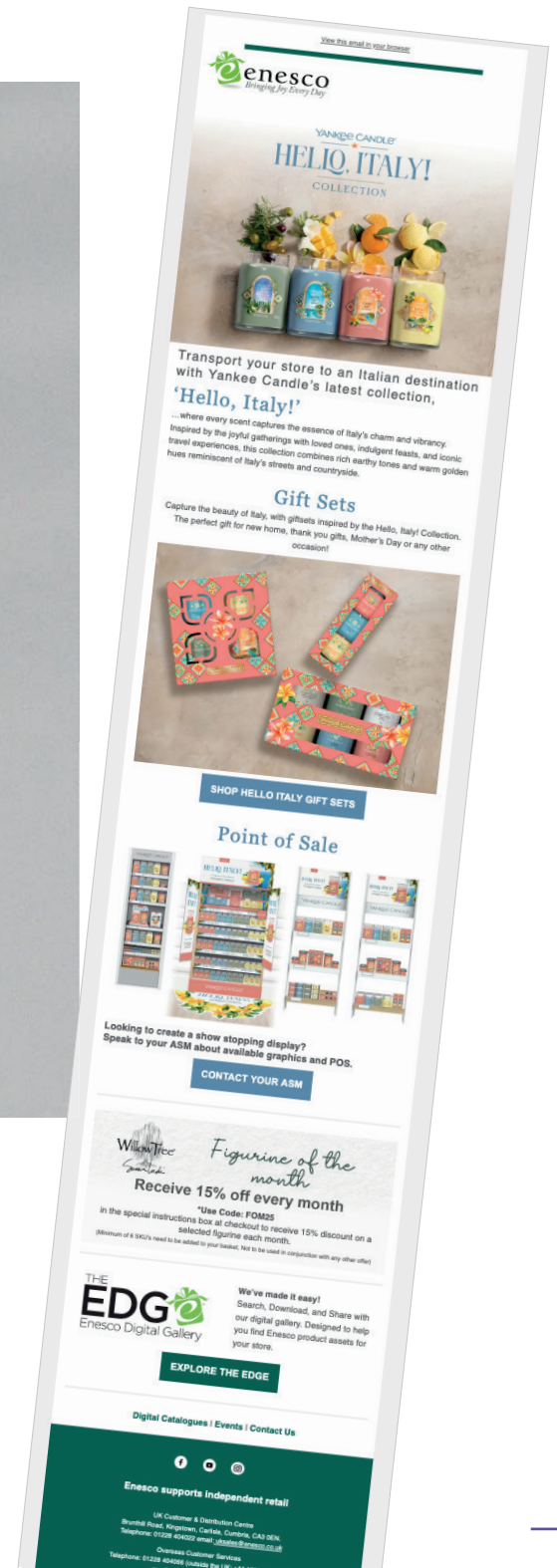
Logo, stationery and website (Wordpress) for local ceramic artist: Catriona Archibald.

Together, we developed a bold visual identity for Catriona with versatility and longevity as key features of the styling.

Further work included the box inserts and their associated collection logos.

## Enesco Ltd.

During my time at Enesco, I have regularly updated and maintained the company identity across all of the B2B output channels. The latest update incorporated colour bars that change depending on the featured brand. The rich 'premium' green that I added to the corporate palette gave a more classic feel to everything we presented to our customers. The contact information format is retained across POS, email communication and printed material; including trade magazine advertisements. The updated MailChimp trade email template and a resulting campaign are also shown.





## Enesco Ltd.

- Complete re-design of the Enesco website (Aspin's Intersell CMS). I project managed this, working with the Aspin team and internal stakeholders – including working through problem spots before launch. I re-designed all of the main graphics and set the style for everything to follow. The site design sits with the overall corporate identity.

- At the same time as this, I also overhauled the 'Pixsell' presentation used by the Sales team on their iPads. I unfortunately don't have an old visual, but it was clunky, not user friendly and very outdated. All collections were shown on one long line. I re-set it to be easy to navigate, minimal scrolling and fewer clicks to reach the destination.



# Brand Ownership

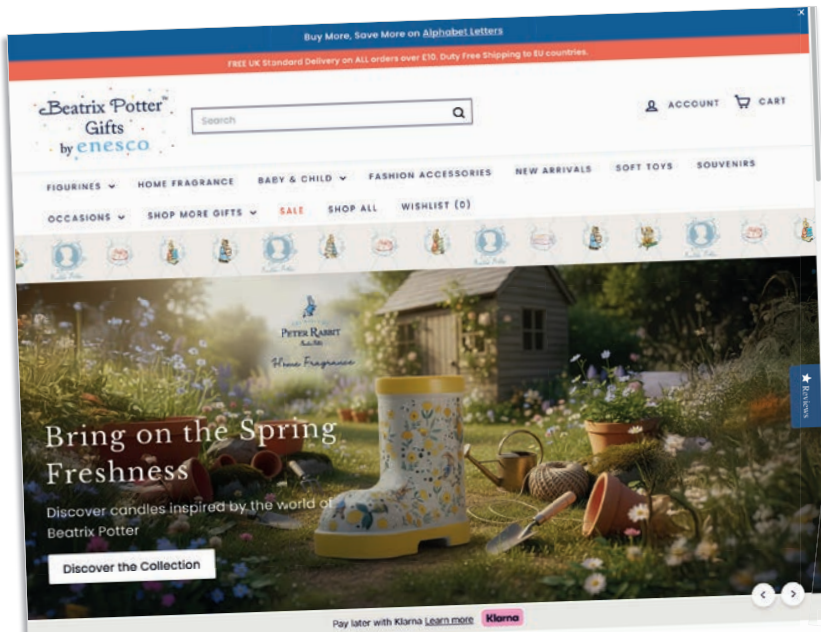
As a Multi media Graphic Designer at Enesco, I have had ownership of the design for many brands over the years. This means I have personally developed everything from catalogues – for print and digital – to packaging, point of sale and websites. Here’s a selection brands I’ve worked on with examples of both B2B and B2C customer engagement material.

**Beatrix Potter Peter Rabbit**  
 This brand has been mine to nurture for the best part of six years, so it seems wise to share a selection of the work I’ve produced for it here. Below is the latest catalogue I created, actually showing the items I have designed as well.



- Packaging design (kraft was not my choice!).
- Limited Edition certificate.
- Anniversary pyramid POS.



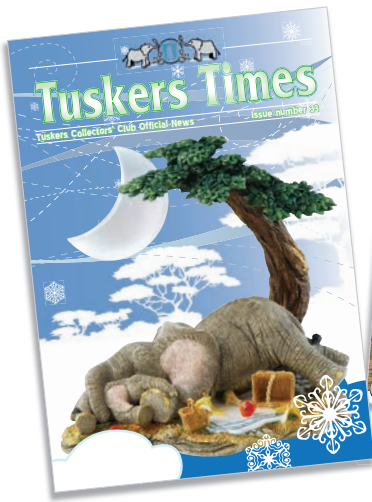
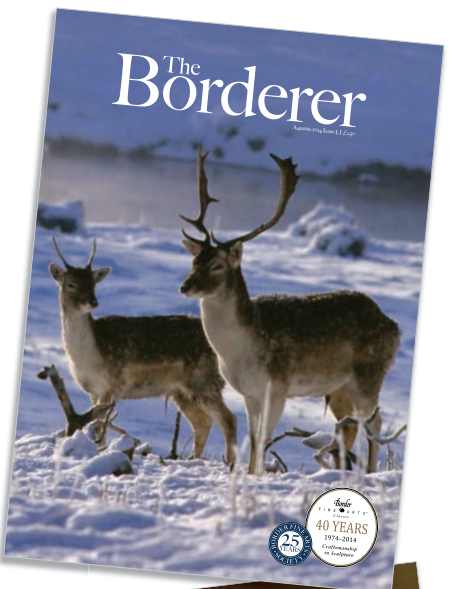
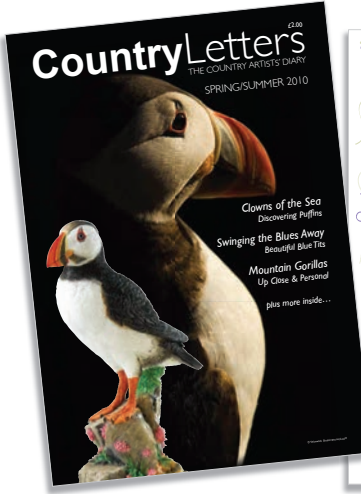


**Beatrix Potter Peter Rabbit Online Presence**  
 The latest version of the Shopify B2C website and an example of one of the recent email campaigns and its associated social media post. The eCommerce team were responsible for actually posting these, and adding any extra copy as they did so.

# Editorial

Editorial design remains one of my favourite design jobs to undertake. I love the creativity of it — from the typography, to the imagery and requirements for illustrative elements. I've had the great pleasure to work on multiple collectors' magazines during my time at Enesco. Each had its own feel, depending on the audience and 'voice' of the brand. These were brands I 'owned' as well, so I created the catalogues, point of sale and advertisements as required.

**Collectors' Club Magazines**  
 Country Letters: Country Artists  
 The Borderer: Border Fine Arts  
 Tuskers Times: Tuskers



# Product Development

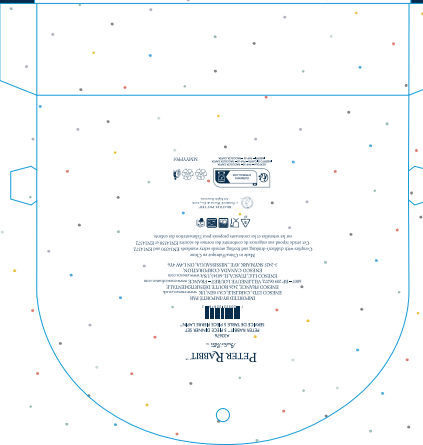
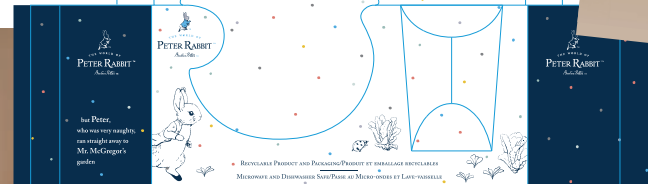
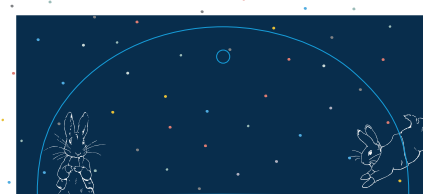
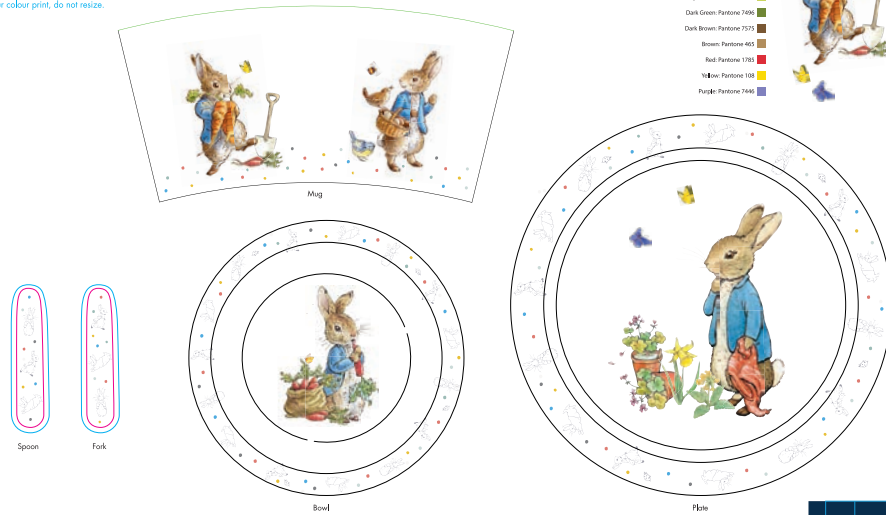
My most recent product development work has been for the Beatrix Potter collection, and the following are just two of the items that are now in production. These are a great example of the brand ownership, as I created not only the product, but all of its packaging and supporting advertising collateral as well.

A32676-Beatrix Potter Peter Rabbit Jan '26  
Dinnerware Artwork Sept '25 (MK16688)

Keyline not to be printed, for reference guide only.  
Four colour print, do not resize.

Pantones – for reference only:

- Blue Pantone 285
- Dark Orange Pantone 716
- Orange Pantone 137
- Light Green Pantone 584
- Dark Green Pantone 7496
- Dark Brown Pantone 7575
- Brown Pantone 465
- Red Pantone 1785
- Yellow Pantone 108
- Purple Pantone 7446



**enesco**  
Bringing Joy Every Day

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Overseas Customer Services: Telephone: +44 (0) 1228 404066 Email: overseas@enesco.co.uk

SHOP OUR ENTIRE COLLECTION OF GIFTWARE AT ENESCO.CO.UK

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**Beatrix Potter Peter Rabbit 5-Piece Dinner set**

Product design – this is the chosen one, applied to the factory templates. The final product (and the rest I designed at the same time) are shown, as well as a printed trade advert for 'Progressive Preschool' magazine and the artwork for the packaging. Stock has not yet been delivered, so I have no image yet of the set in its box.

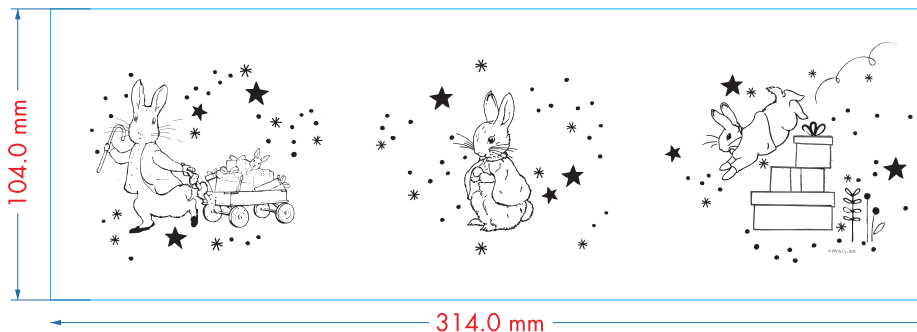
Left to right: Egg cup and spoon set, sippy cup, 5-piece dinner set, snack box.



A???? Beatrix Potter Peter Rabbit Etched, Light-up Bauble Jun '25 (MKT6358)

Cyan keyline not to be printed. Bauble base colour stated.  
Red velvet ribbon to be used for both.  
Do not resize artwork – please use as supplied.

Blue Bauble  
Base colour:  
PMS 8783C  
Metallic



### Beatrix Potter Peter Rabbit Light-Up Bauble

Concepts, artwork applied to the template and the finished item – along with a printable POS created for retailers to download from the company DAM. There were plans to get this printed as a double-sided A-Board as well.



BP-BPOT-mkt6878-pos-peter-ll-bauble-jan26.indd 1

10/03/2026 17:11



QR Code link above:  
<https://www.youtube.com/watch?v=rUhHSBAG1MY>  
The format of the video is following a template I set up. It adheres to text formatting and transitions I established.

# Animation

One skill I have developed over the years is animation – namely, the creation of fun gifs for use in email campaigns, socials and on websites...



**GUND Dinos gif**  
Created for an email and social media gampaign – no logo required as it was on the email header and social page. Moving dinos, scenery and text.

**Baby GUND gif**  
'Flappy the Elephant' simple gif used to promote the product on a trade publication's website.

**Disney Traditions Event gif**  
Created for an email and social media gampaign – no logo required as it was on the email header and social page. Moving characters, flowers and text, and fade transitions.

Note: the email shown was for one of the sites I personally built and maintained – including the design of the logo itself.



# Website Development

I have led the way with web site development for Enesco for many years. I have not only designed and built several using html and css, but also created template files for the rest of the team to work with. Examples of the sites I built in coding: Border Fine Arts and Tuskers Collectors' sites, and BFA Moulding & Casting.



## BFA Moulding & Casting

This was a standalone for the bespoke commissions that BFA (Enesco) used to offer. The site featured moving/scrolling header banner images.

# Website Development

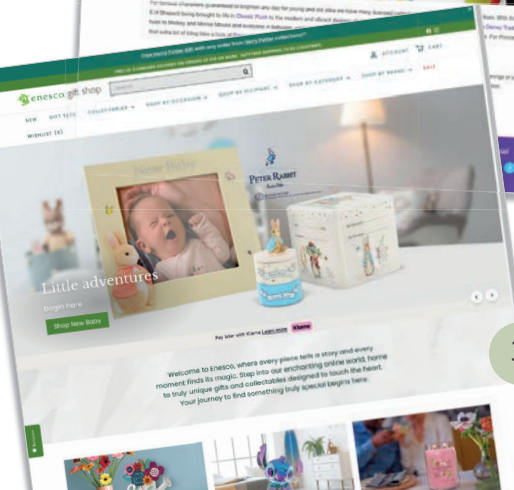
When we made the move to Shopify, I led in building all of our B2C sites — including all theme and app sourcing and installation — often involving custom coding. I handed the general image creation over to other designers, while maintaining one site fully myself ('Gift Giving...' at the time). Whilst the others did the general imagery updates, I continued the development of all of the sites in the background. We had six sites to run in tandem at one point, and two Shopify themes for me to understand the coding for.



1.



2.



3.

## thingsremembered.co.uk

Another 'ground upwards' site, but even more challenging as it required product personalisation to be available to customers. I managed to source and create a structure where customers could select fonts and see an approximation of their message on screen before purchasing.

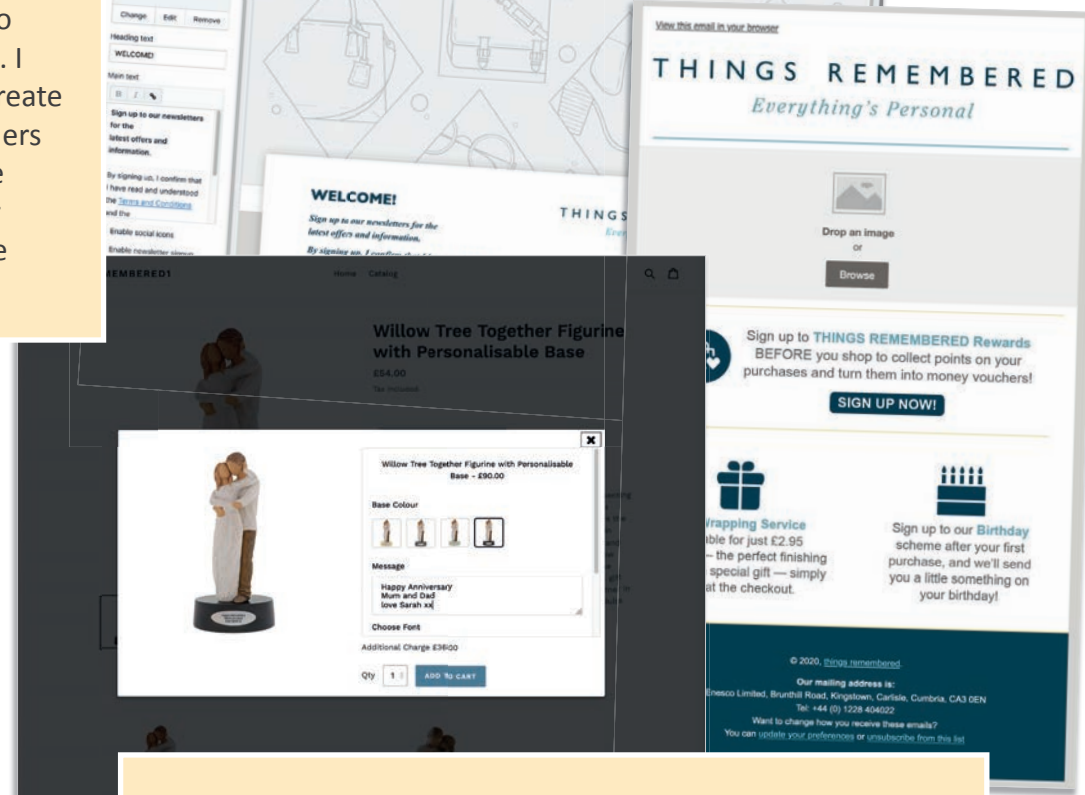
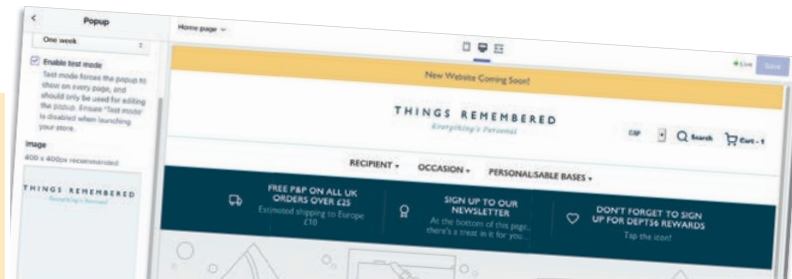
## giftgivingallwrappedup.co.uk

This is now shop.ensco.co.uk

1.) The original site.

2.) The revamp including bright colours.

3.) the 'Gift Shop' — redesigned to follow the US and France division B2C sites.



## HTML emails / MailChimp

Along with the website, my work also required the manual build of email campaigns and then MailChimp (including template and automations creation and maintenance).