

CHARLOTTE RICH

BA (H) GRAPHIC DESIGN



I have a strong interest in how brands are created to fit seamlessly into our world, providing innovative solutions to new problems and instilling joy into people. The creation of my drinks brand 'Limitless' solidified my love for brand identities, and I found it to be the most enjoyable and stimulating project I have completed. It combined three things I'm passionate about- sustainability and design for good, branding and communication, and of course, coffee. My strength in this brief and across my portfolio lies in creating professional work that doesn't lose the thoughtful creativity of the idea beneath the surface. I love progressing visual identities in line with unique aspects of the core idea, communicating this, and bouncing off new perspectives. Since experiencing studio life at a local design company and completing my Graphic Design degree, I can't wait to be part of a social, studio environment of passionate people.

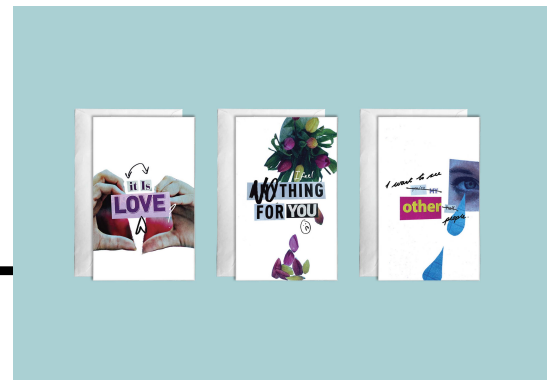


CONTACT

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