

Design
Mike.

Portfolio of work



Mike.

About me.

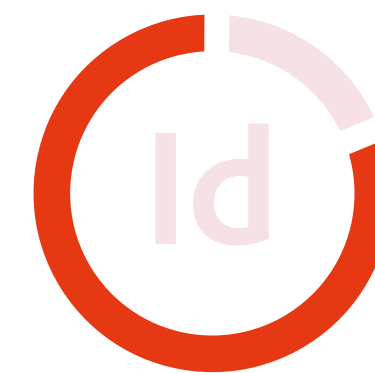
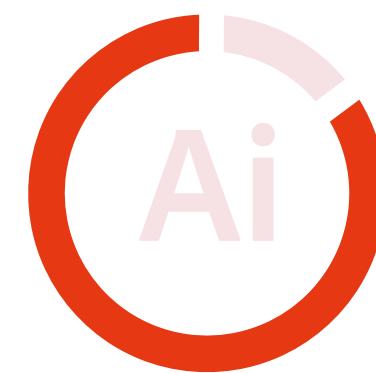
Hi, I'm Mike, a designer with a real passion for creating brands that feel authentic and engaging. My background spans both print and digital, and with hands-on experience in digital and litho print, I've developed a strong understanding of how to take a project from an initial concept through to the finished piece.

What I enjoy most is shaping ideas into something visual that really connects with people. Whether that's through thoughtful use of typography, strong layouts, or finding the right tone for a brand, I like creating work that not only looks good but communicates clearly.

For the past four years, I've been leading the design department at an energetic print and design studio. That's involved managing projects end-to-end, collaborating across teams, and supporting junior designers to help them grow and develop their skills.

For me, good design is about keeping things simple, clear, and effective, while also pushing boundaries. By paying attention to the details, balance, hierarchy, and consistency, I aim to create work that's memorable and makes an impact, whether it's using print materials or digital platforms.

Skills.





Holymoorside running club.

- Branding
- Typography
- Conceptualisation

This brief focused on developing a brand identity and logo design for a local running club in Derbyshire, created especially for children aged 4-11. The Holymoorside Run Club is a vibrant, community-centred group based in the picturesque village of Holymoorside, Chesterfield. The club is primarily made up of fun-loving, outdoor-spirited children who thrive on movement, play, and togetherness, celebrating the joy of running without the pressure of competition.

The goal of this project was to design a logo and supporting submark that encapsulate the club's energetic, playful, and nature-connected personality, something that children would feel proud to wear and that visually reflects the club's warm, inclusive spirit.

In addition to the logo, the client wanted to extend the brand across clothing and merchandise to help bring the identity to life and strengthen community recognition. To achieve this, I developed a bespoke colour palette inspired by 'happy colours' using bright tones that convey positivity and fun. I also created the slogan 'Smiles for Miles', designed to complement the friendly smile element within the logo and reinforce the brand's cheerful narrative.

Overall, the visual identity aims to evoke a strong sense of joy, energy, and togetherness, reflecting not only the excitement of the children who take part but also the happiness and pride of parents and the wider community involved in the club.









Event graphics.

- Brand compliance
- Visual hierarchy
- Image manipulation

For this project, I was tasked with designing an exhibition stand for Xylem, a global leader in water management solutions, for the Water Resource Management Expo. The design was to serve as a template for all future exhibitions, ensuring brand consistency and visual impact. I worked closely with the new brand guidelines following Xylem's recent refresh, which involved using updated imagery, colours, fonts, and logo placements.

To help the client visualise the stand, I created realistic visuals and used image manipulation techniques to illustrate how it would look in a real-world setting. I also ensured the design accommodated various elements, such as lighting and TV screens, adapting the graphics to fit the structure seamlessly.

Xylem were extremely pleased with the final design, which not only adhered to their branding but also stood out in a competitive exhibition environment, helping them attract potential customers and support their sales objectives.







Rebrand & website design.

- Brand development
- Website design
- User experience (UX)

Filter Finder, based in Nottinghamshire, supplies over 150,000 Filters annually to more than 220 countries worldwide. They approached us for a complete brand refresh and the creation of an e-commerce website with an optimised user experience.

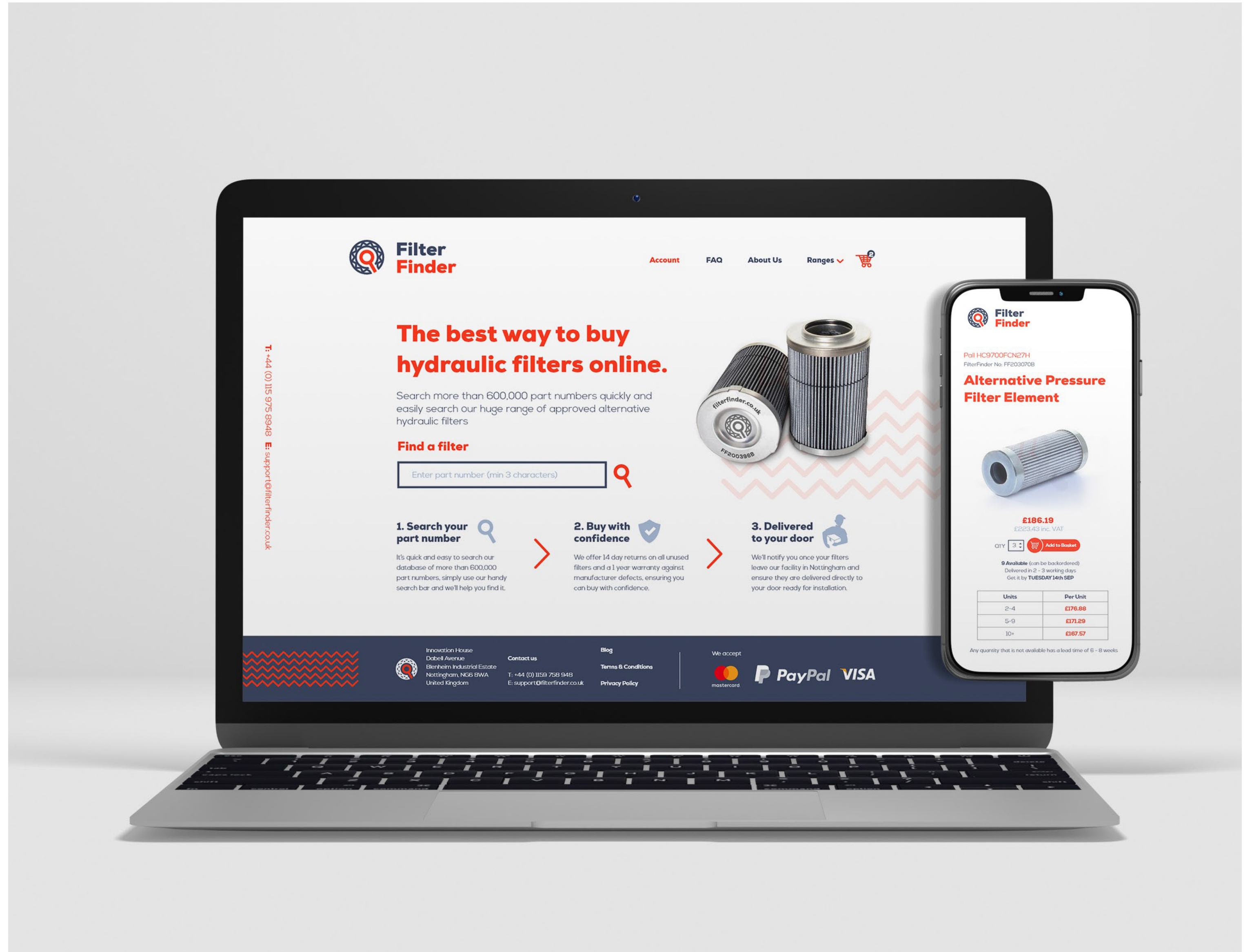
The brief for the brand refresh was to position Filter Finder as a leader in the engineering industry. To achieve this, I designed a new logo and updated their overall look and feel, ensuring a more modern and professional identity. A comprehensive brand guidelines document was also developed, providing consistency across all platforms and making the Filter Finder logo instantly recognisable.

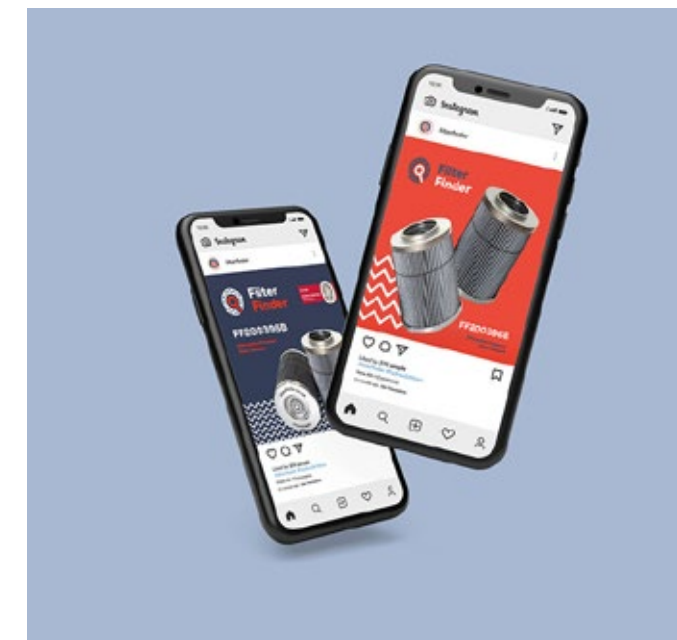
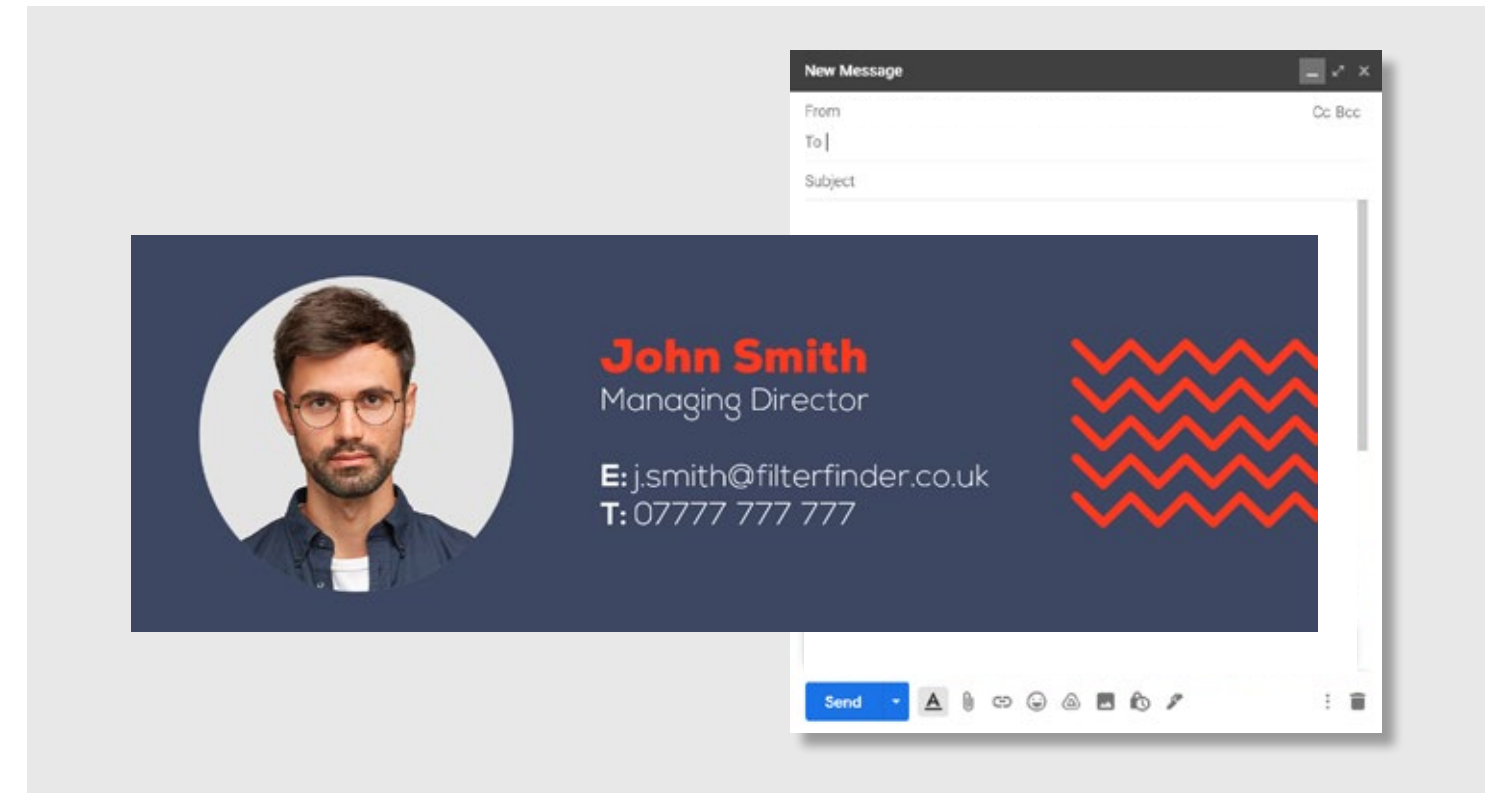
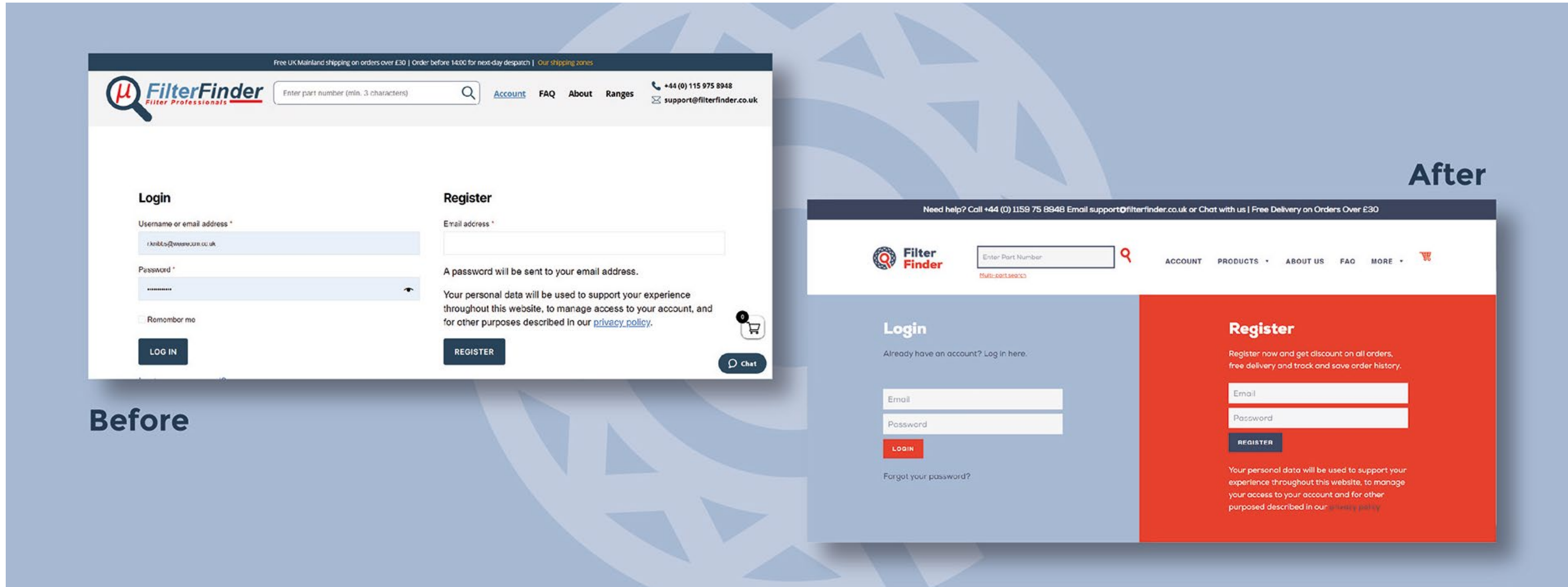
This rebranding laid the foundation for their new e-commerce website. The main goal was to shift more customer orders online, reducing the need for phone-based purchases by improving the online user experience.

After analysing the original website with the Head of Sales and other members of the team we identified pain points like unclear navigation and poor calls to action. Together, we mapped out an improved customer journey, focusing on simplifying the process from product search to purchase. Key improvements included a prominent search bar, clearer navigation and alternative product suggestions when an exact match wasn't available.

MAKE uk The Manufacturers' Organisation
NATIONAL AWARDS

The revamped branding and website significantly boosted online sales, reduced phone enquiries, and contributed to Filter Finder being shortlisted for a Growth & Strategy Award by Make UK.





OPTASE®

Optase dry eye campaign.

- Advertising
- Brand awareness
- Social media campaign

The brief from Optase was to create a social media campaign to raise awareness of the benefits of a regular eye care routine in relieving the symptoms of dry eye. The routine consists of three simple steps: Heat, Cleanse, and Hydrate.

A key challenge was the limited budget—there was no scope for a photoshoot, and the client preferred not to use models in any of the imagery.

To meet the brief, I developed a fun and engaging concept using the phrase 'Not a dry eye in the house'. This familiar expression, often used to describe emotional moments, works as a double entendre—conveying both the emotional relief and the physical benefits of easing dry eye symptoms. The wordplay creates immediate interest and memorability.

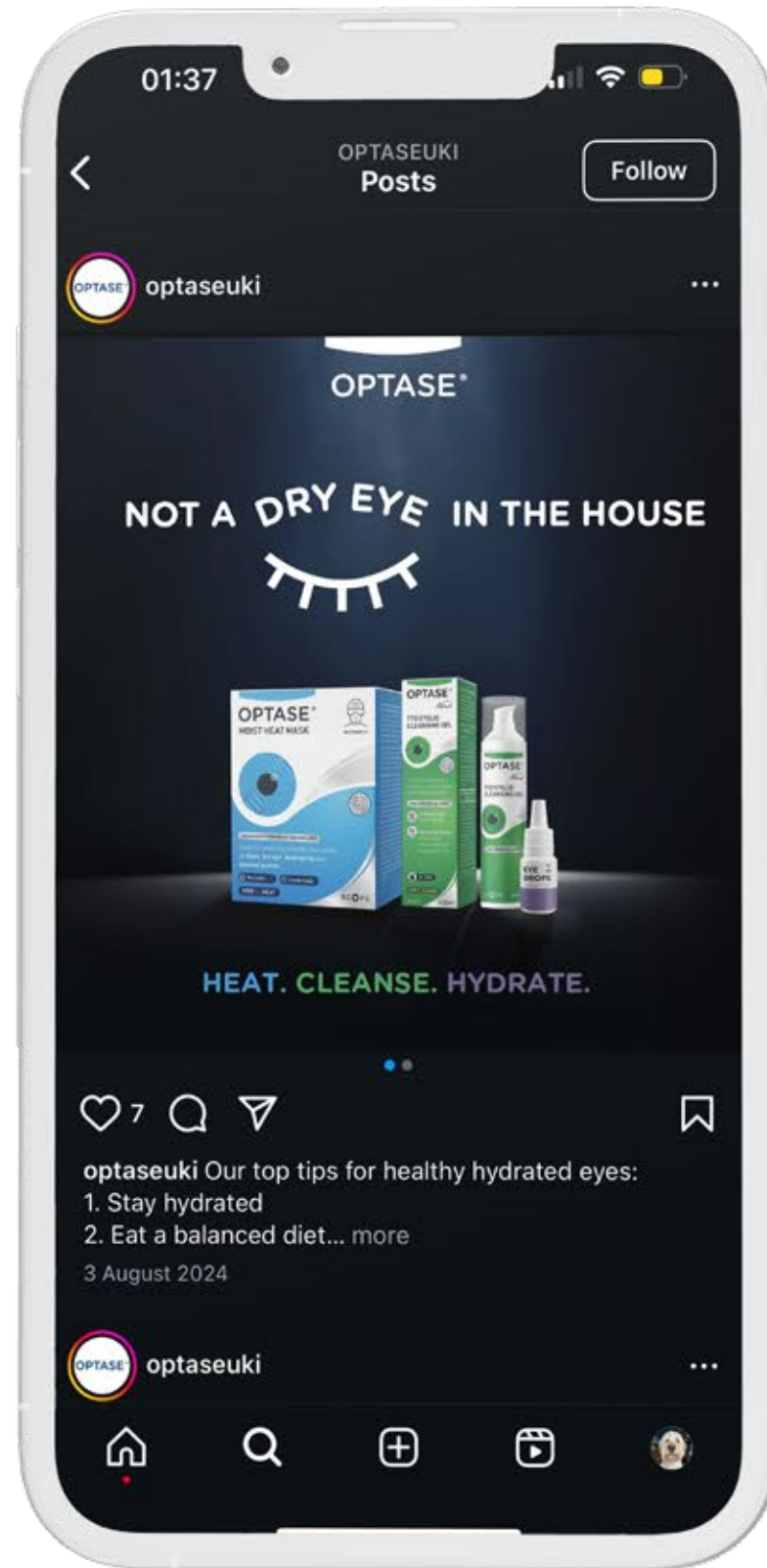
I envisioned the products taking centre stage, under a spotlight, alongside the campaign tagline. This approach is visually striking and clearly communicates the routine and its benefits.

To support the educational element of the campaign, I used the line Heat. Cleanse. Hydrate. consistently, with colours that reflect the product packaging—making it easy to link each product to its step in the routine. I also used the brand's icon in a creative way, forming the shape of an eye with accompanying text to boost recognition.

Although not part of the original brief, I designed a presentation box to enhance the influencer experience. Given Optase's existing use of influencer marketing, this created an ideal opportunity for a memorable unboxing moment—helping to generate shareable content and build excitement around the routine.



Mike.



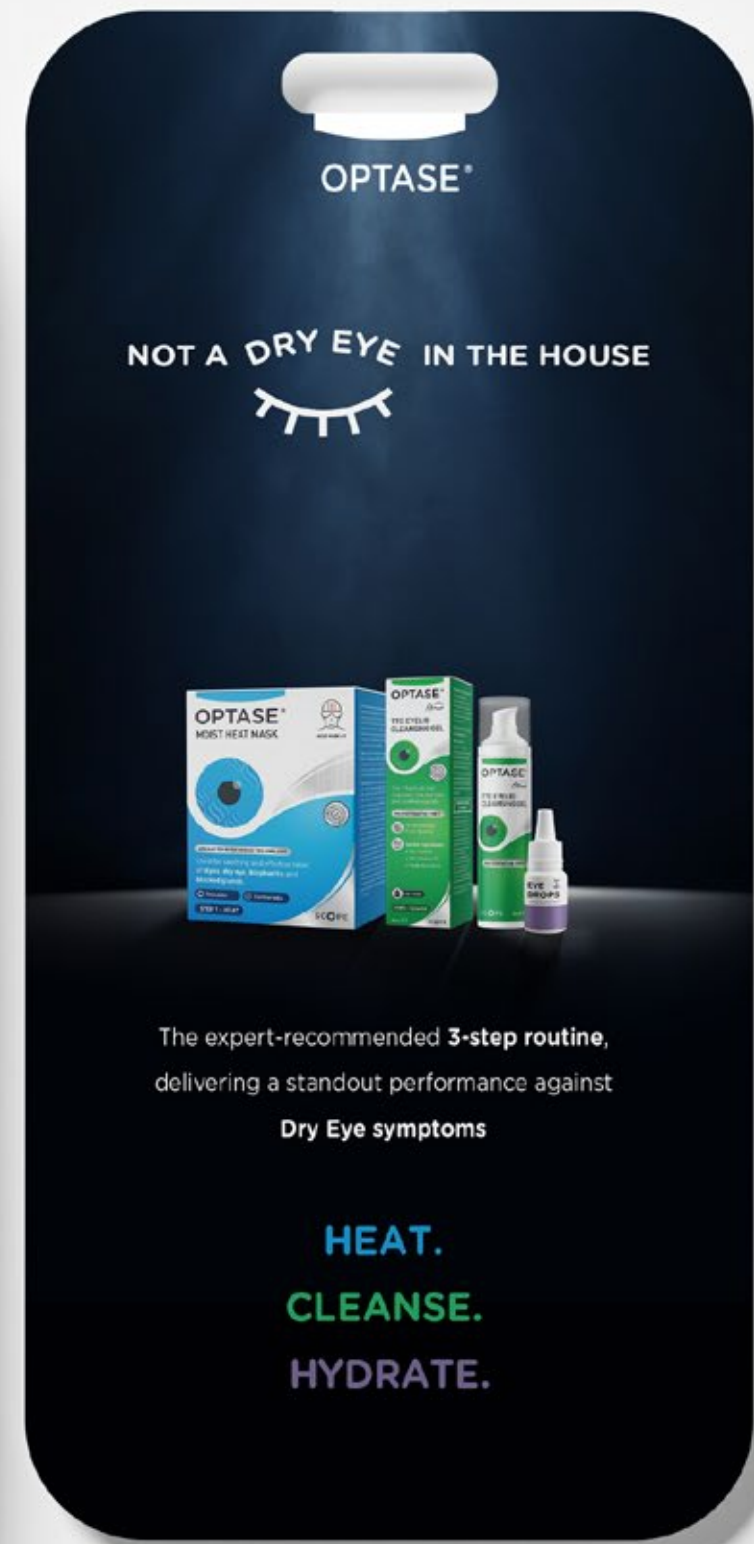
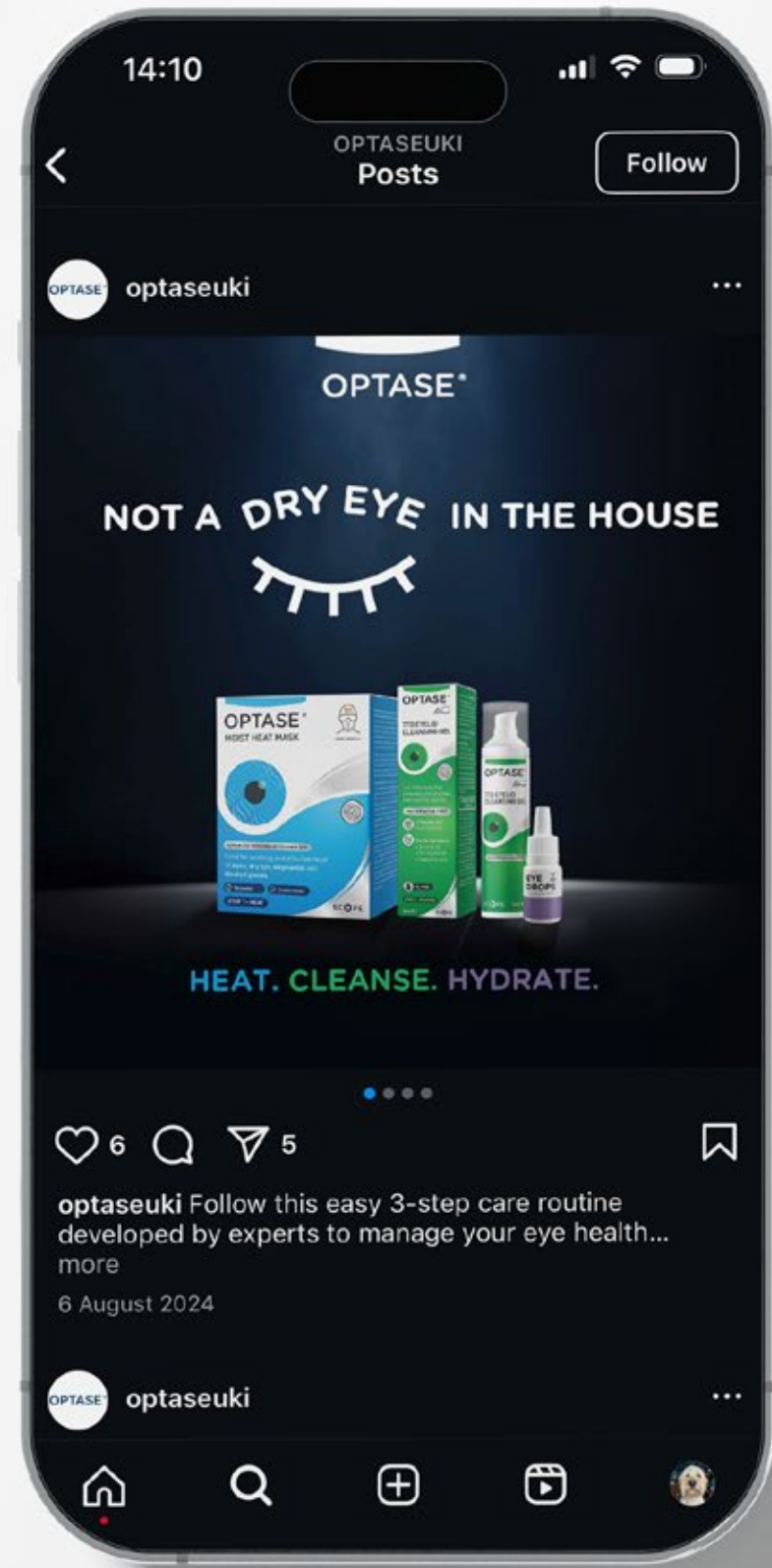
Optase is the expert-recommended **3-step eye care routine**, taking center stage in delivering relief from the symptoms of **Dry Eyes, Blepharitis, and Meibomian Gland Dysfunction (MGD)**.

HEAT
Stepping into the spotlight to soothe and relieve styes, Dry Eye, Blepharitis, and blocked glands.

CLEANSE
A star performer in soothing and refreshing, perfect for sensitive eyes and eyelids.

HYDRATE
Setting the scene for comfort—soothing your eyes with eye drops of your choice, restoring moisture, reducing irritation, and keeping them refreshed all day long.

to see more about **DRY EYE** look at optase.com





Branding, digital & printed assets.

- Brand design & guidelines
- Printed & digital advertisements
- Packaging design

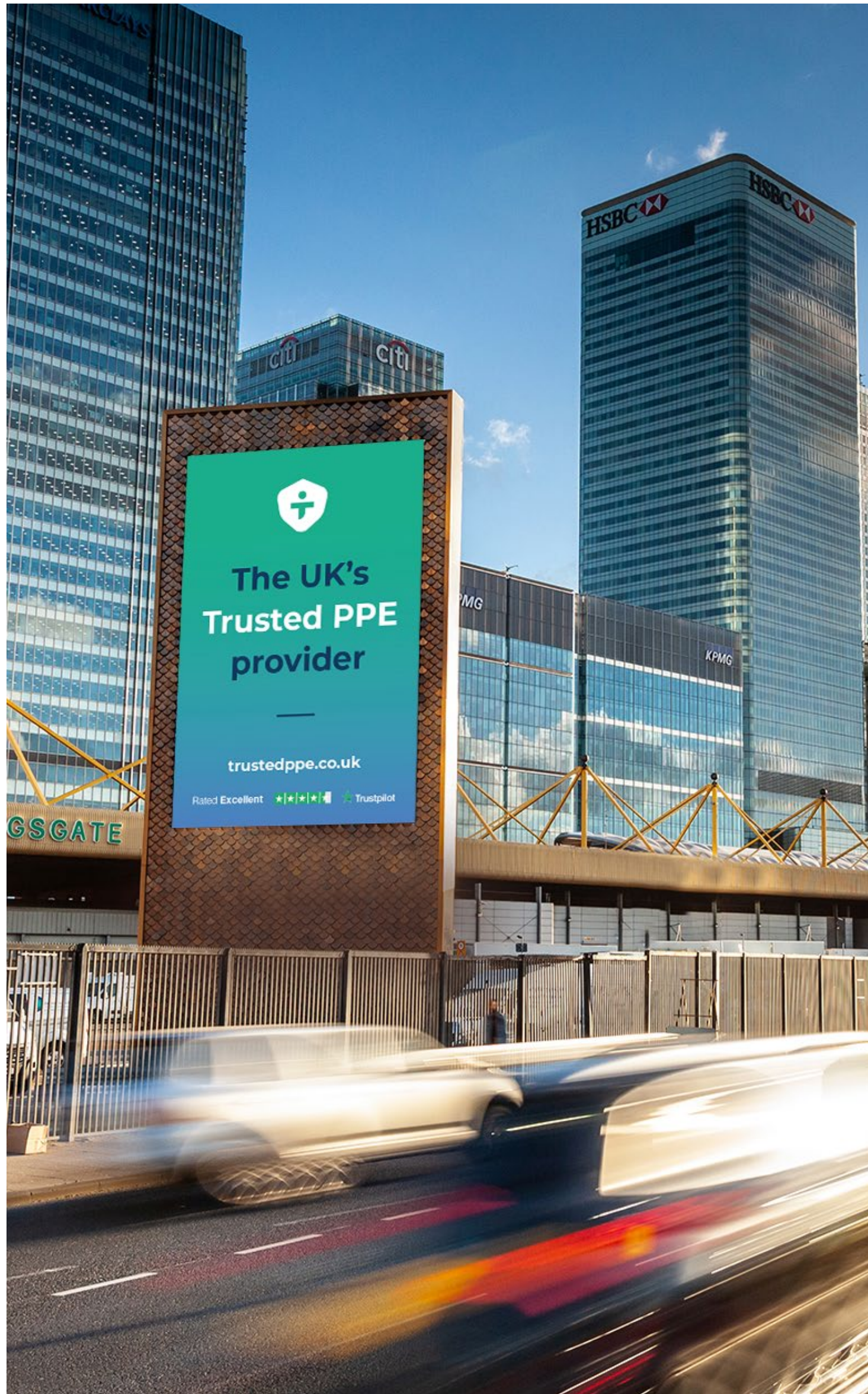
At the start of the Covid-19 pandemic, Trusted PPE was Founded with the mission to provide families and businesses with high-quality, fairly priced personal protective equipment (PPE). The brief was to create a strong, distinctive brand that would set Trusted PPE apart from competitors offering lower-grade products in a rapidly changing industry.

I worked closely with the marketing team to develop a logo that represented the brand's commitment to quality and reliability. To build trust and humanise the brand, we chose a warm, inviting colour palette that stood out in large-scale out-of-home and above-the-line marketing campaigns. The logo and visual identity reflected Trusted PPE's expertise, reinforcing the message of safety and dependability.

A comprehensive brand guidelines document was created to ensure consistency across all platforms, from web design and packaging to printed and digital advertising, newsletters, and social media. This cohesive approach helped establish Trusted PPE as a trusted, recognisable brand in a crowded marketplace.

As the pandemic progressed, Trusted PPE served over 60,000 customers, shipping more than 29 million items. The brand's expansion into new product lines and its ability to build trust with customers led to a rating of 'Excellent' on Trustpilot, with over 2,000 positive reviews reflecting the brand's success in delivering both quality and service.







Logo & brand.

- Brand development
- Typography
- Colour theory application

I played a key role in bringing Summit Creative to life, starting with the development of the brand name. Originally a play on a local colloquialism meaning “something creative,” the name was designed to reflect the agency’s Nottinghamshire roots. From there, I guided the brand’s evolution, ensuring consistency and recognisability across all marketing efforts, signage, promotional items, and digital assets.

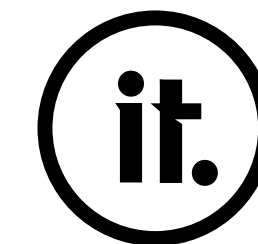
The typographic mark was a custom creation, blending serif and sans-serif fonts to form a unique hybrid that symbolises the durability and versatility of the company. Strong colour theory was applied, with black as the primary colour to represent confidence, alongside five secondary colours, each representing one of Summit Creative’s key services.

To maintain brand integrity, I developed comprehensive brand guidelines to ensure the correct and consistent use of the logo and other assets, reinforcing trust and professionalism. I then extended this work to the design of the company’s website, promotional materials, stationery, and signage, all with a focus on boldness, simplicity, and modernity.

Working closely with the brand as design lead has allowed me to make strategic adjustments over time, adapting and strengthening the brand as it grows, ensuring that Summit Creative remains impactful and relevant in the marketplace.



summit.



Responsive & symbol mark



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How to use it. - Summit Brand Guidelines

Colour palette.

Colour plays an important role in how our brand is recognised and how it makes people feel. It can influence mood, create clarity, and help guide attention.

To ensure consistency across all platforms, each colour is supplied with digital (RGB / HEX(#)) and print (Pantone / CMYK) values.

Using the correct colour codes helps maintain an accurate and consistent brand appearance, whether content is being viewed on screen or printed.

Black is our first impression because it speaks before we do.

It brings an instant sense of **confidence**, and **authority**, setting a **professional** tone that grounds everything that follows. By leading with black, we establish **strength** and **focus**, creating the perfect backdrop for our brighter colours to show our warmth, approachability, and personality.

Pantone Black C
C60 / M40 / Y40 / K100
R0 / G0 / B0
#000000

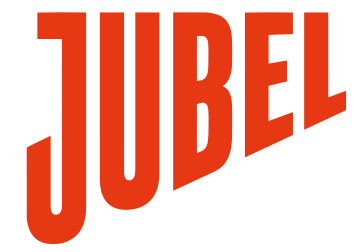
Pantone 7710 C. C 77 M 2 Y 21 K 1 R 0 G 173 B 184 #00acb8	Pantone 108 C. C 0 M 2 Y 99 K 0 R 255 G 213 B 0 #ffd400	Pantone 213 C. C 0 M 95 Y 9 K 0 R 231 G 32 B 93 #e6205e	Pantone 3595 c. C 0 M 29 Y 2 K 0 R 248 G 181 B 186 #f8b5ba	Pantone 2135 C. C 58 M 38 Y 0 K 0 R 109 G 140 B 199 #6d8cc7
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18.

The example above shows how text can be placed on a coloured background to create strong contrast. Using colour thoughtfully helps draw attention and makes key messages stand out. Keep the design simple, using just one colour to highlight text is recommended for clarity and impact.







Product photography.

- Product photography
- Photo editing and retouching
- Brand alignment and styling

Jubel, an exciting fruit-flavoured beer company that sells its products across the UK and Europe, approached me for product photography to be featured on distribution websites such as Tesco and Sainsbury's online platforms. In addition to capturing high-quality images of their individual beer cans, they also required shots of their gift set, which included a branded beer mug and six cans presented in a custom-designed box.

The project began with initial test shots to ensure the style and direction aligned with Jubel's brand identity. After receiving feedback, I conducted the full shoot, focusing on clear, professional images that highlighted the vibrant packaging and product details. I used Photoshop to enhance the final photos, ensuring they were optimised for both web and social media use by adjusting lighting and quality for a polished look.

The result was a set of clean, appealing images that met Jubel's expectations, enhancing their online presence and product appeal. The client was pleased with the outcome and has expressed interest in collaborating again on future product photography.





Eurest

Countdown screen designs.

- Brand consistency
- Layout and composition
- Typography and hierarchy

Eurest asked me to design a series of countdown posters and digital screen graphics to build excitement for a new eatery opening. The goal was to engage customers over a three-week countdown with weekly themes that highlighted unique aspects of the new dining experience.

In the first week, the messaging focused on Eurest's "kitchen promise," including benefits like zero waste, fresh seasonal food, and local sourcing. The second week introduced food themes customers could look forward to, and the third week promoted new digital screens, updated menus, and improved allergen information displays.

To achieve this, I worked within Eurest's strict brand guidelines, carefully using their signature colours, shapes, and imagery to ensure a cohesive and engaging look across both print and digital formats. The design needed to stand out while still feeling familiar to the Eurest brand, which I accomplished through bold visuals, consistent layouts, and clear messaging.

The client was pleased with the results, noting that the designs played a key role in building interest and excitement leading up to the opening. They've continued to use me for other digital and print marketing materials, which has allowed me to further support their brand presence.





Jaguar Land Rover activity books.

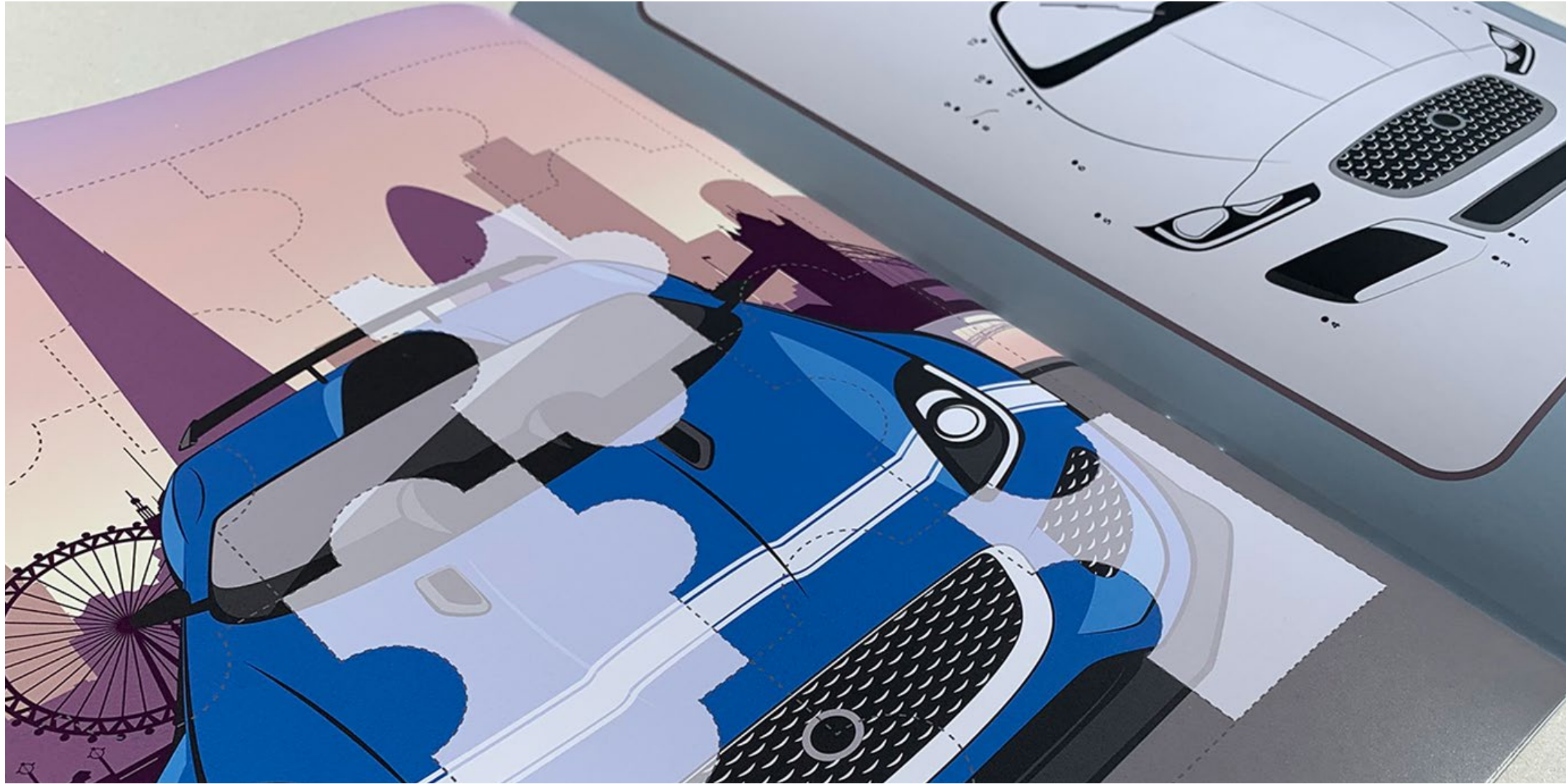
- Illustrative layout design
- Technical print preparation
- Brand consistency

The brief for this project was to create two engaging activity books for Jaguar and Land Rover, designed to keep kids entertained while their parents explored a showroom. Each book needed to be unique to the brand, with a variety of puzzles like dot to dot, as well as pages dedicated to sticker activities. My task was to construct a narrative using supplied illustrations and create additional sticker elements to be placed in specific sections throughout the book.

I particularly enjoyed the creative challenge of designing the puzzles, and I gained valuable experience in preparing artwork for print, including the technical aspects of creating cutter guides for stickers. Ensuring the designs were set up correctly for a large-scale print run was a crucial part of the project.

The highlight was receiving positive feedback from Jaguar Land Rover's CEO, Ralf Speth, which made the effort even more rewarding. This project not only allowed me to combine creativity with technical skills but also provided a deeper understanding of brand consistency when designing for two iconic brands.







Meadowhall 25th Anniversary 'The Twelfth Heart'.

- Conceptualisation and ideation
- Environmental considerations
- Illustration and collage

To celebrate Meadowhall's 25th birthday, I was given the honour of designing 'The Twelfth Heart,' the final piece in a series of heart sculptures created by eleven companies throughout Sheffield. The challenge was to capture the essence of Meadowhall as a central part of the local community, highlighting the strong sense of connection it has fostered over the years.

The final design featured hundreds of multi-coloured hearts, each representing the diverse experiences associated with Meadowhall. Some hearts were left as bold blocks of colour, while others were filled with photos, quotes, and memories shared by shoppers via Twitter. These snippets of life captured the emotional ties people have to Meadowhall, from chance meetings with old friends to first dates and even stories of children born while shopping there.

The project was about more than celebrating a shopping centre—it was about acknowledging the role Meadowhall plays in people's lives. I wanted the heart to feel welcoming, vibrant, and joyful, just like the stories it represented. The result was a visually engaging piece that perfectly encapsulated the warmth, love, and sense of belonging that Meadowhall has brought to Sheffield over its first 25 years.





**H HARLAND
INTERIORS**

Branding design.

- Branding design
- Colour theory
- Creative use of negative space

As part of a freelance project, I created a logo for a new interior design and decorating company—a one-woman start-up with a vision to grow. My goal was to design a versatile and memorable logo that would work well across various platforms, from promotional materials and vehicle signage to business cards.

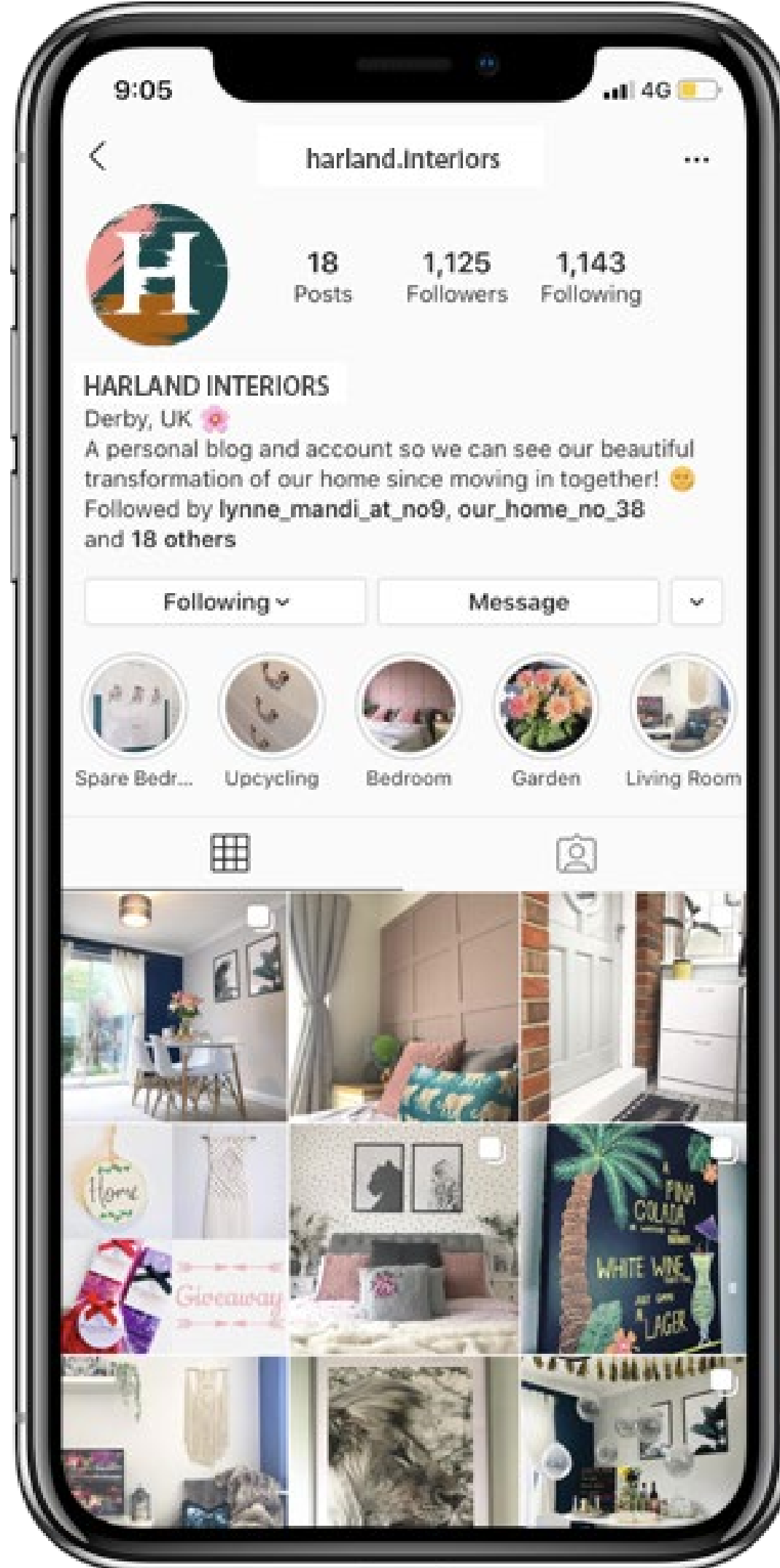
To achieve this, I incorporated paintbrush strokes within the negative space of the letter “H,” giving the logo a distinct and creative touch. This subtle design element hints at the nature of the business, making the logo impactful and easy to recognise at a glance. I chose a colour palette that reflects the female-led business while also aligning with trendy and popular interior colours, helping the brand feel current and relevant.

Additionally, I created social media profile images, as this was the primary source of inquiries for the business. The design was crafted to stand out in a crowded social media landscape, making it instantly recognisable and visually appealing.

The client was thrilled with the outcome, and the logo successfully helped her stand out in a saturated industry, especially on social media. The design captured the essence of her brand and set a strong foundation for future growth.

H
HARLAND
INTERIORS







Bournville Street Market logo & interior design concept.

- Logo design
- Interior design conceptualisation
- Brand Integration

For this project, I was tasked with creating a logo and interior design concepts for a tender proposal for a large catering company aiming to add Cadbury World to their client list.

I developed a logo for the proposed “Bournville Street Market,” taking inspiration from Cadbury’s iconic branding. By incorporating a colour palette of rich purple with gold highlights, I ensured the concept would have instant recognition. The use of a street sign shape for various areas within the canteen not only defined each space but also kept the branding cohesive throughout.

Additionally, I collaborated with a colleague to create 3D visuals for the interior space to strengthen the tender proposal and bring the concept to life. The design featured textured brick walls combined with Victorian-style shopfronts and ice cream counters, giving the space a bold and eye-catching look. I used these features to create a playful yet sophisticated atmosphere, reflective of Cadbury’s history. Street sign-style wayfinders added a sense of fun while guiding customers around the space, tying the entire design together with a unified narrative.

This project was a great opportunity to blend my love for interior design with branding, resulting in a creative solution that gave a clear and meaningful identity to the concept. It was a successful response to a creative brief that demanded both visual impact and brand recognition.



• BAKERY •

• HOT FROM THE KITCHEN •

• DAIRY PARLOUR •

• BREW STOP •

• DELICATESSEN •

• READY TO GO •



Tesco Deli Club packaging design.

- Packaging design
- Photo editing and retouching
- Brand alignment and styling

Working on a project for such a large and recognisable company was a fantastic opportunity. I was tasked with design the sandwich packaging for Tesco's petrol stations across the UK.

After the initial briefing, I was provided with print templates and a list of sandwich fillings that needed specific designs. The project required strict adherence to Tesco's brand guidelines, so I presented a range of initial concepts that aligned with their style. Once the preferred design was chosen, I adapted it across the different sandwich varieties, ensuring consistency while adding unique illustrated elements for each filling.

The design challenge was to use stylised illustrations to highlight the different ingredients in a way that was playful, inviting, and eye-catching. I also had to work with specified Pantone colours, ensuring they matched Tesco's strict guidelines. One of the more technical aspects was working within complex print templates that included folding, cutting, and glue areas. Each design had to accommodate cut-out windows while maintaining visual appeal, requiring careful alignment of illustrations to fit the cutter guide.

The collaboration with the client involved regular feedback and adjustments to ensure the final product met all specifications while standing out on the shelves. The end result was a fresh and engaging packaging design that was both practical and visually striking.



Thanks for checking out my portfolio. I'd love to hear any feedback you have, and if you want to discuss anything...

get in touch.

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📱 07845 578 894



Mike.