



**cutecatcalls**



cutecatcalls is my passion project that is ongoing on the synonymous instagram (@cutecatcalls). i get submissions of catcalls women have recieved and make graphics from them to raise awareness. many people don't realise how scary, creepy and intimidating catcalls are and how they are debilitating for women when out in the public sphere. or even how often it happens. i continue to take submissions and want to expand the project to be able to really make a stand about street harrashment and it's weighting in the hate crime attitude

## **the blue stocking mission**

the blue stocking mission is a correctional training programme designed to shape men displaying toxic traits into considerate female allies.

in the wake of Harvey Weinstein, MeToo and much more, there's an urgency to educating men to stop misogynistic behaviour in it's tracks.

from learning how to use a tampon, to how to walk home at night, the recruits of the mission realise the privilege they have in small everyday actions in comparison to women.

the men assume themselves as recruits in a mission to change the often toxic discourse with their male friends in pubs.

# **We Need Your Misogynists!**



the project expanded from the design and consideration of educational tools and language, to the full development and management of the men in the programme. the final outcome was a manual which was a consolidation and outline of the training course and a series of film documentations, these short video as were not only a documentation for the recruits journey but also act as a point of conversation for future candidates as well as general public.

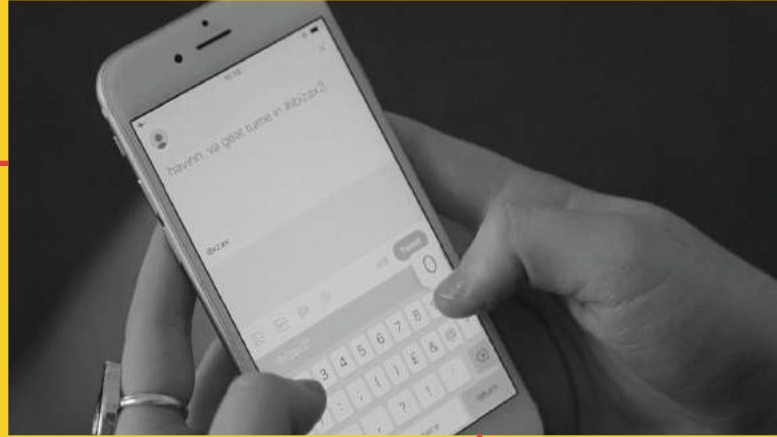




i was tasked with designing the christmas card for Unity PR, and decided to make it a fun twist on the gifting of gingerbread. on three cookies were what we deemed the three awful events that took the biscuit this year (trump, brexit and the pay gap). we invited recipients to smash the biscuits with a little fist that was supplied, or the simply take satisfaction in biting into there 2018 annoyance. we hope with a bite and a smash the 2018 frustration was gone in order to make way for a new hope for 2019.

## takes the biscuit



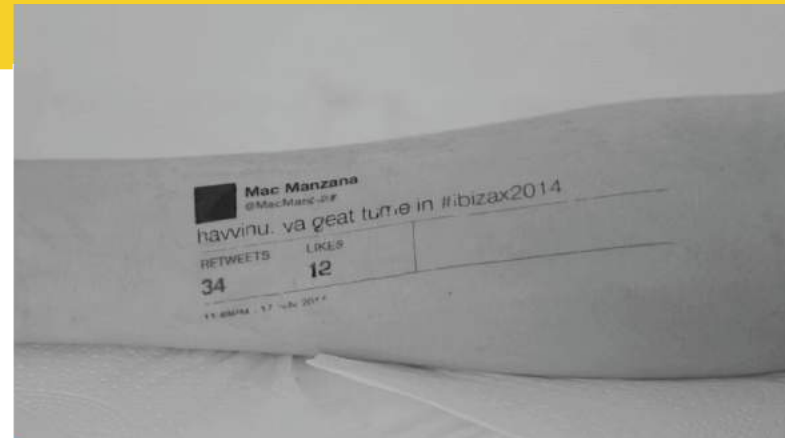


## doteveryone

**in 2017 i had the opportunity to work with DotEveryone - a company that focuses on making the internet accessible for everyone.**

**i was asked (along with 4 other designers) to create an awareness campaign around the new set of online regulations that were being implemented the following year (GDPR).**

**we started out by deconstructing the GDPR in to more easy-to-understand terminology that people could relate to and get interested in. we then finally designed as an outcome a short PSA film that could bring the implications of society's lack of digital awareness in to reality. we did this by using the understanding of a permanency of a tattoo in relation to permanency of your data.**



## A Dark Time ADT Campaign



in 2018, ADT, the security company teamed up with best-selling author Sophie Hannah to publish the first ever “edutainment” crime fiction novella – “A Dark Time”. As part of the campaign that went on to feature in The Sun, The Mirror and The Express I created illustrations and animations for ADT’s social channels. in a film noir style but with the twist of ADT’s yellow and blue palette, it was one of the first times ADT had used a more contemporary approach on their social channels.



## royal male



a self lead project with the aim to find out what men silently struggle with i created the Royal Mail letter box which posed the question "what sucks about being a man?". put up around london the postbox accumulated responses such as "not being able to discuss sexual abuse" to 'dm too many girls!'.

## unity projects/clerkenwell design week 2018

in collaboration and as part of clerkenwell design week, i created an illustration, inspired by Spitafields Meat Market, for an experiential exhibition.

the concept was to reimagine our interactions with 2D illustration and be able to experience a place (Spitafields Meat Market) in a graphical and abstract way.

the experience was trying to broaden our experience of what graphics can do in a space.







long live the placard

long live the placard was a project that explored the lifespan of the placard.

where does it go after a protest? does it just have one use, one lifetime? i experimented with the idea of permanent placards using emojis as a hieroglyphic-ecsque language. this lanuage was the etched or cast into a form within the site that the protest took place. i not only developed a language but a way in which to identify where to place these 'permanent placards of history'

in this instance i used "Occupy London" as an example message.



person <http://> was an anti object to demonstrate the growing impact of social media trends and phases on our physical lives. trends such as the “A4 paper waist” challenge has seen the development of eating disorder across asia.

the essence of this object is to encompass the possible foreboding trends that could emerge as the next unattainable beauty standard. the presentation of these objects as a measuring system and a set of challenges connotes to the idea that online ethereal data is scarily dripping into our reality. although the objects may well look like a satirical poke at all those that take them as legitimate measuring equipment, it highlights the growing concern with our idea of reality and it's knock on effect on beauty standards.

person <http://>





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