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Eekie Watson



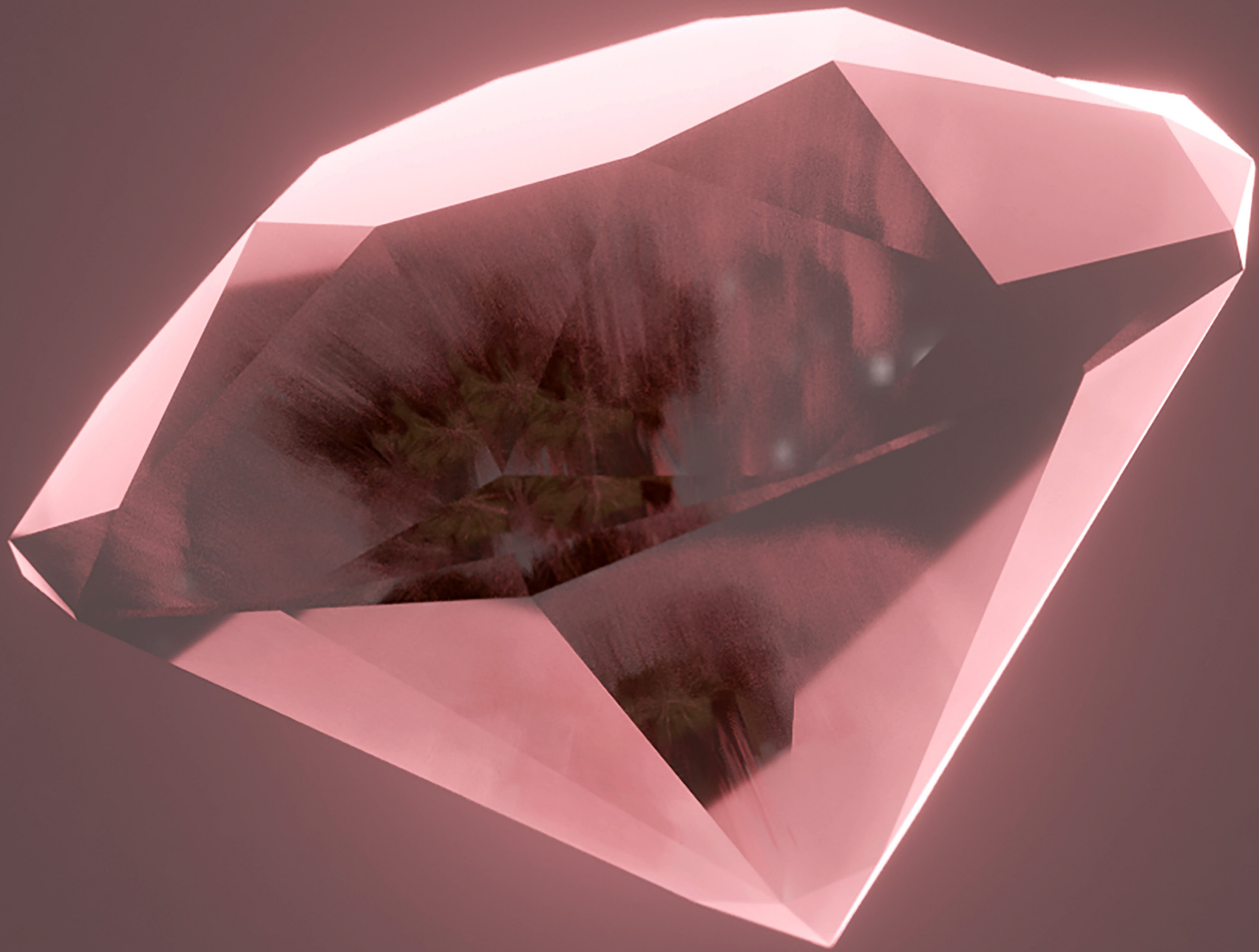
**I am a Visual Artist and Graphic Designer
based in Glasgow, originally from Teesside.**

Since graduating from Goldsmiths University in 2020, I have been working as a Graphic Designer, both as an in-house and freelance designer.

My design expertise includes creating logos, print materials, digital assets, and multimedia campaigns. I have a keen eye for detail and a deep understanding of the latest design trends and technologies. In addition to staying up-to-date with the latest trends, I am also influenced by design pioneers such as Muriel Cooper, Alvin Lustig, Erik Nitsche, Neville Brody, and Bradbury Thompson.

Drawing on my background and career in Fine Art, I bring a conceptual and creative approach to motion and graphic design. I am comfortable working with clients from a variety of industries and am dedicated to ensuring that their needs are met through thoughtful and effective design solutions.





Branding & Logos



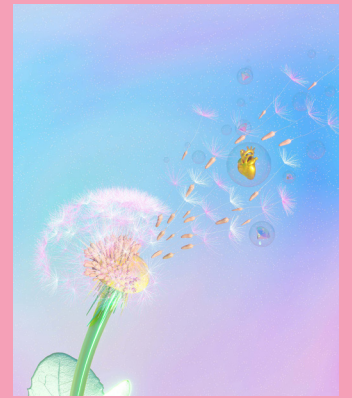
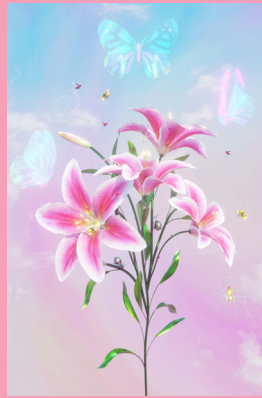
After graduating from university in 2020, I wasted no time in pursuing my passion for design. Eager to dive into the industry, I swiftly built a strong portfolio and established a reputation as a Freelance Graphic Designer. During this time, my focus primarily revolved around creating impactful branding, designing memorable logos, and crafting eye-catching posters for various events.

It was through one of these freelance projects that I crossed paths with Adam Wallis from Cosuvia. The collaboration involved designing their logo, which led to an opportunity to join their team as a junior Graphic Designer.

Working alongside seasoned professionals, I gained invaluable experience, refined my skills, and honed my ability to translate a company's aesthetic and mission into visually captivating and distinctive logos.

Throughout my career, I have had the privilege of working with a diverse range of companies, each with their unique identity and vision. This has provided me with the opportunity to create tailor-made logos that not only resonate with their target audience but also reflect their brand's essence and purpose. I take great pride in delivering design solutions that are both visually striking and aligned with the values and goals of my clients.





Changing Relations



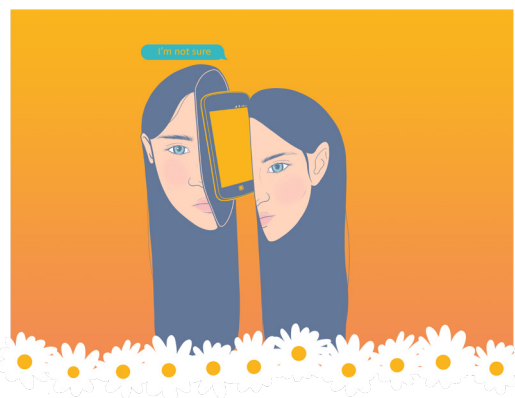
Changing Relations is a company specialising in educational workshops and packages. Alongside my role at Cosuvia, I embarked on a part-time position with Changing Relations, driven by the desire to expand my portfolio and broaden the scope of topics I could explore through my work. I am grateful for the recommendation from a mutual contact, whose initiative paved the way for this opportunity.

Throughout the years, my role at Changing Relations has evolved organically, benefiting both the company and myself. Initially joining as a digital design assistant, I soon found my niche as an associate

artist, responsible for creating compelling visual content for their educational packages and campaigns. This transition has allowed me to channel my creativity and passion for design into projects that directly contribute to enhancing the educational experience and communication efforts of Changing Relations.

Collaborating closely with the team at Changing Relations, I have gained a deep understanding of their mission and values. By merging my artistic talents with their educational expertise, we have been able to craft visually impactful materials that engage and resonate with their diverse clientele. This collaboration has not only enriched my portfolio but also fostered my growth as a multidisciplinary designer, capable of translating complex concepts into visually compelling narratives.





MEND

The MEND project was a collaboration between Springfields Women's Charity, Mind, and Creative UK. The project brought light to issues frequently faced by Springfields' local community and presented information for people seeking help in an accessible and interactive way.



A is for Amy

A is for Amy is a creative and multidisciplinary project centred around a play, that tells the story of Amy. Amy is a young girl navigating the difficulties of teen relationships. The project was developed with and for young people, aiming to equip them with the tools to help their peers, recognise the signs of an unhealthy relationship, and know where and how to get help.

I worked closely with Kate Gorman, the Creative Director behind the initiative. I designed the logo, branding imagery, and strap line for the play.

Kate shared the work online saying "I had the fab experience of working with Eekie on a recent project. She was absolutely brilliant. Eekie listened to what we said and also read between the lines to riff really creatively - including proposing solutions to a problem we'd been struggling to resolve. We went with one of her suggestions. I'd highly recommend her."



Walk The Line

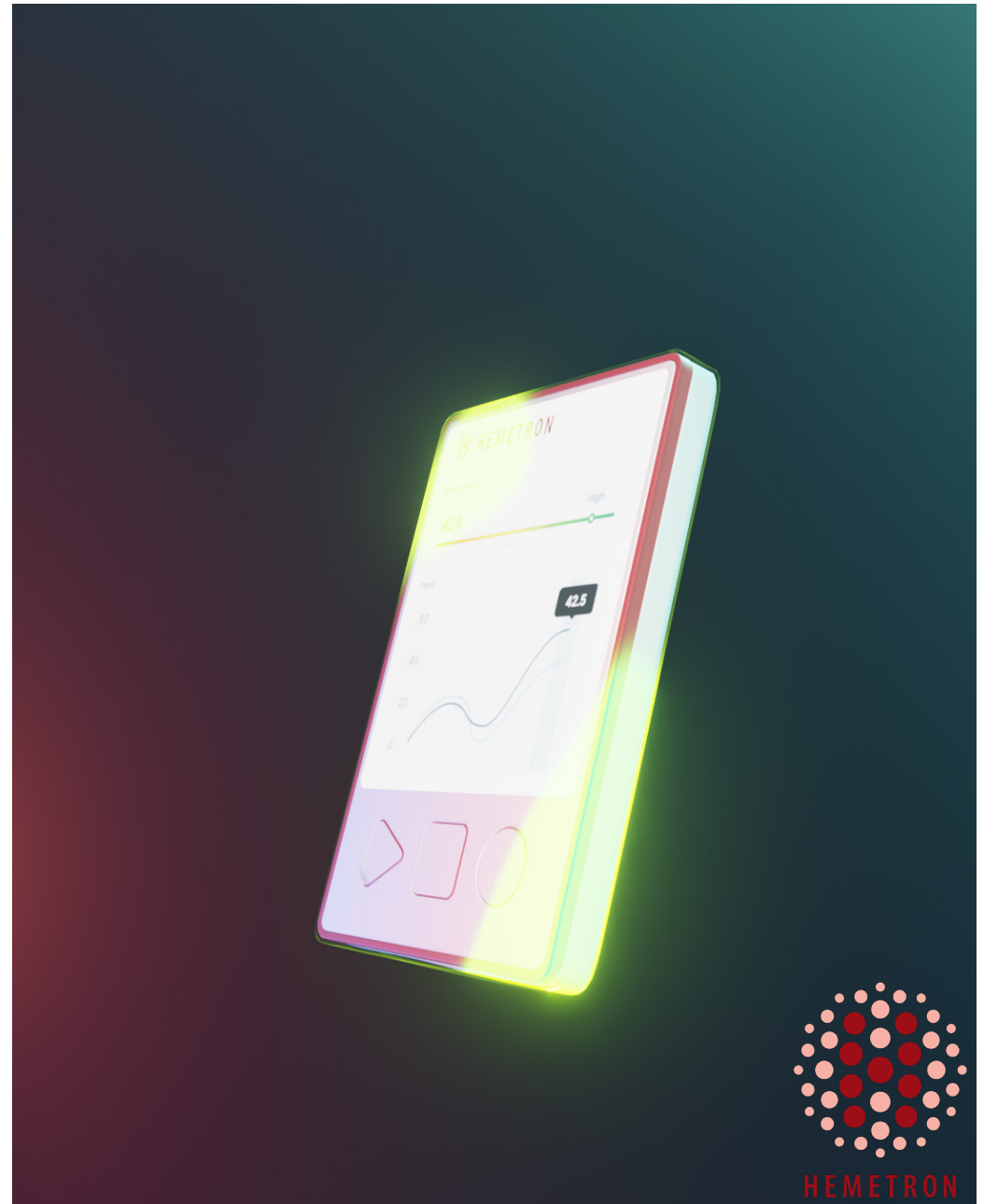
Walk The Line is a production by Workie Ticket Theatre Company, telling the story of Steph, a young mother of two, who is struggling with post-separation abuse. The production is supported by a conference and workshop to further spread awareness around the issues raised in the play. I was contacted by JoJo Kirtley, the Art Director of Workie Ticket Theatre Company, after hearing about my work from Kate Gorman.

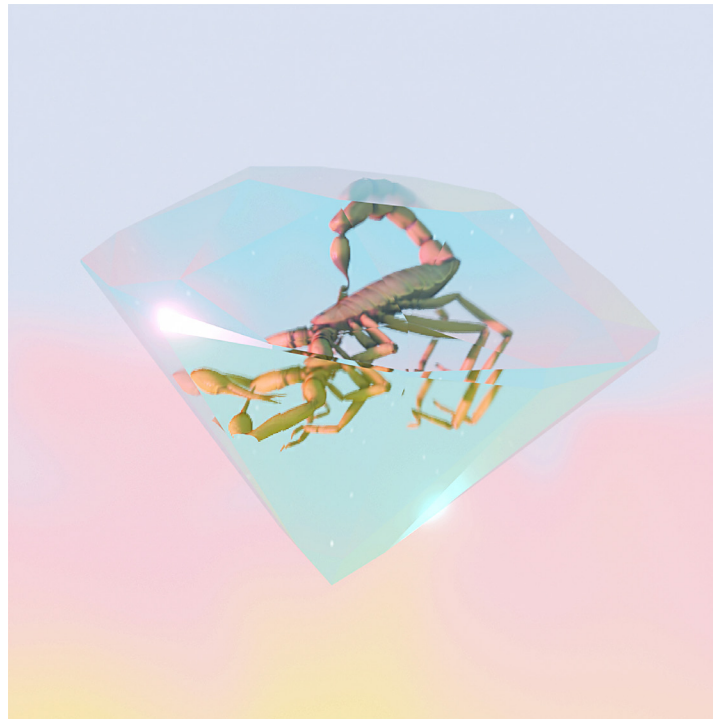
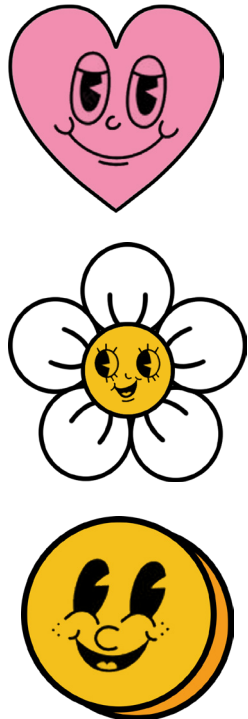
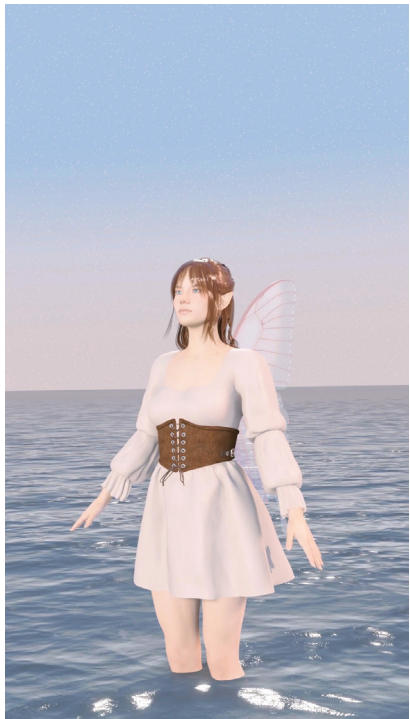
JoJo wanted me to pull inspiration from the plays feature of music, with heavy influence from AC/DC and David Bowie, we discussed the use of a lightening bold and colour pallets. As an alternative to the initial concept, I proposed bringing other elements of the narrative to the forefront by extending lines from the title name and depicting the featured characters to be 'walking the line'.



Weirdo + hemetron

Using my 3D rendering and animation skills, I collaborated with WeirdoLimited to produce visual content for the launch of Hemetron, a state-of-the-art health monitoring device. Collaborating closely with the engineering and science team behind Hemetron, we conceptualized the device's aesthetic. Once the visual language was defined, I collaborated with Weirdo's marketing team, producing a diverse range of advertisements for print, television, and social media platforms. Together, we successfully brought Hemetron to life, showcasing its cutting-edge features and captivating audiences across various channels.





Music videos & Artwork

Throughout my career, I have had the privilege of collaborating with numerous musicians and bands to create album artwork and music videos. Through this, I have had the opportunity to use a diverse set of skills, spanning from photography to 3D and 2D animation, illustration, and concept building.





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