

Casey Joy

Casey Joy Hatherly . Portfolio

Senior Multidisciplinary Designer

	Branding
3 - 4	Cyd Connects
5 - 6	twenty6
7 - 8	WE.DNTPLAY
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10	Yield Initiatives
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26	Aurelia
27	Contact

Casey Joy
Hatherly
Portfolio

Senior
Multidisciplinary
Designer

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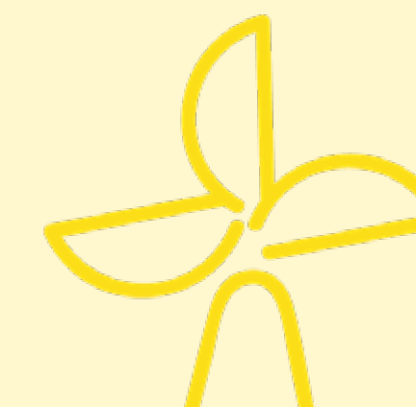
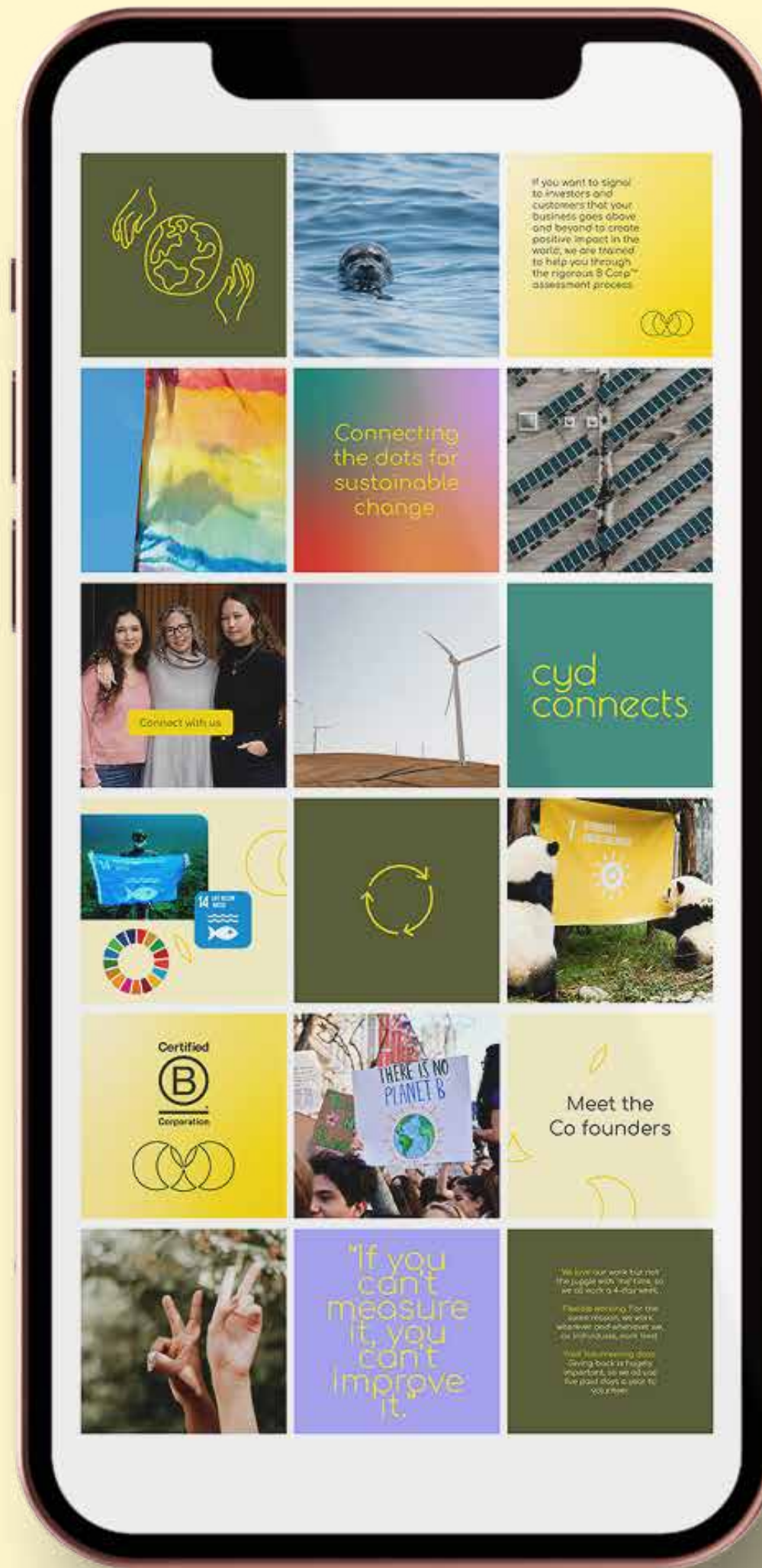
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Branding

Project tasks:
Branding Elements
Social Content
Illustration

Programs used:
ProCreate
Adobe Illustrator
Squarespace

Illustration



Brand:
Cyd Connects

Sustainability
Consultancy

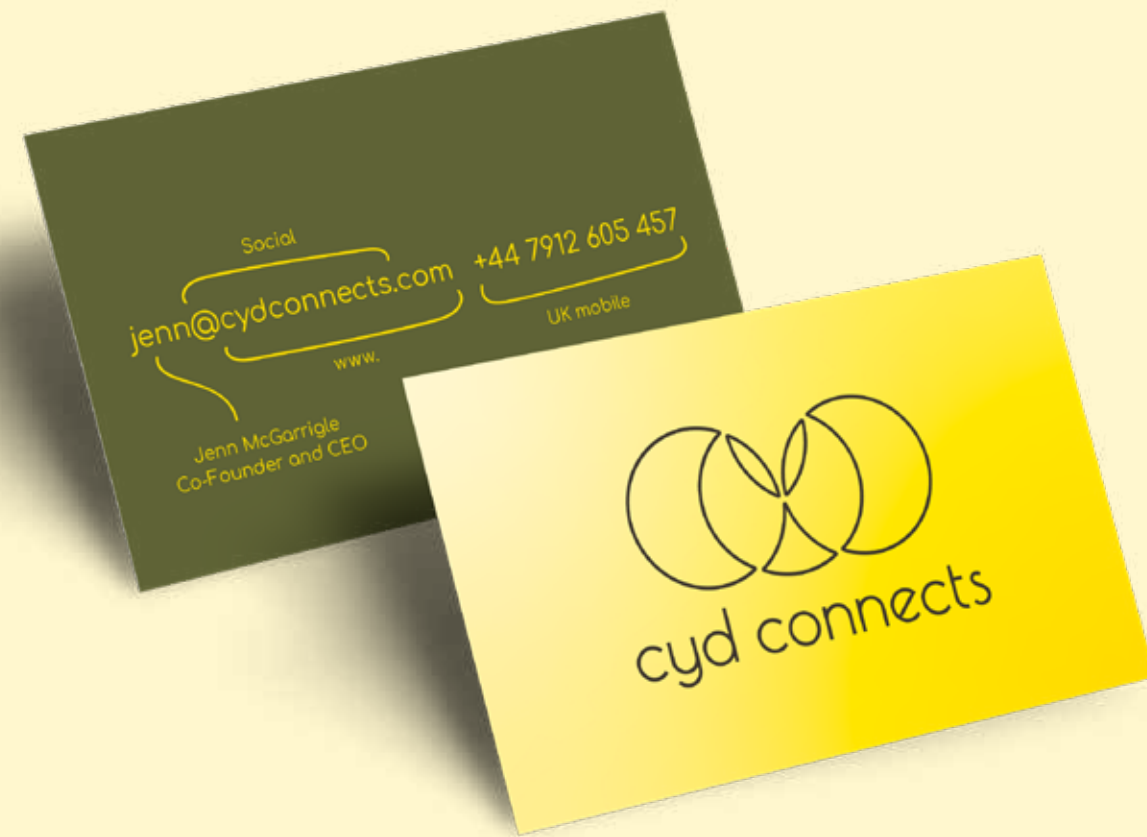
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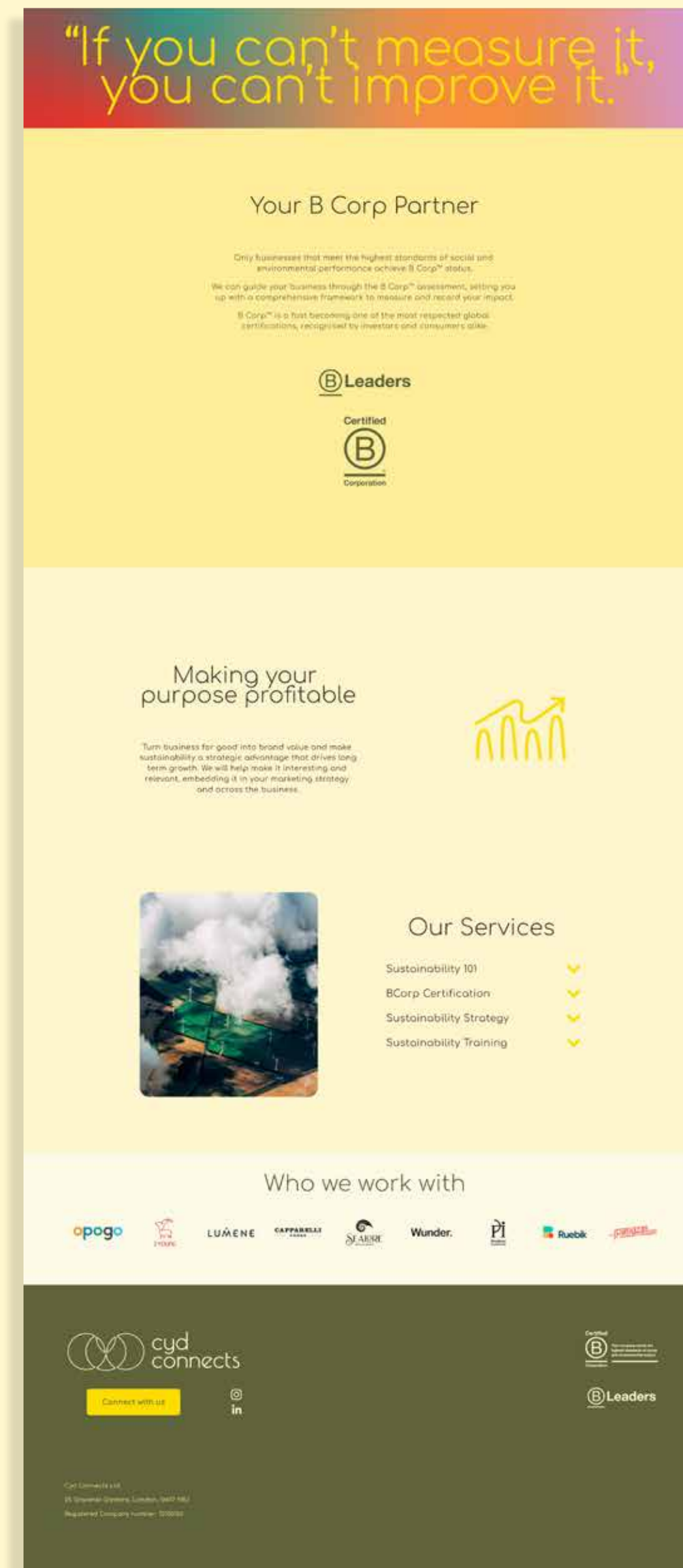
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Branding



Web Design



Project tasks:

- Logo & Identity
- Corporate Stationary
- Web Design

Programs used:

- Adobe InDesign
- Adobe Illustrator
- Squarespace

Brand:
Cyd Connects

Sustainability
Consultancy

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Branding

Project tasks:

Logo & Identity

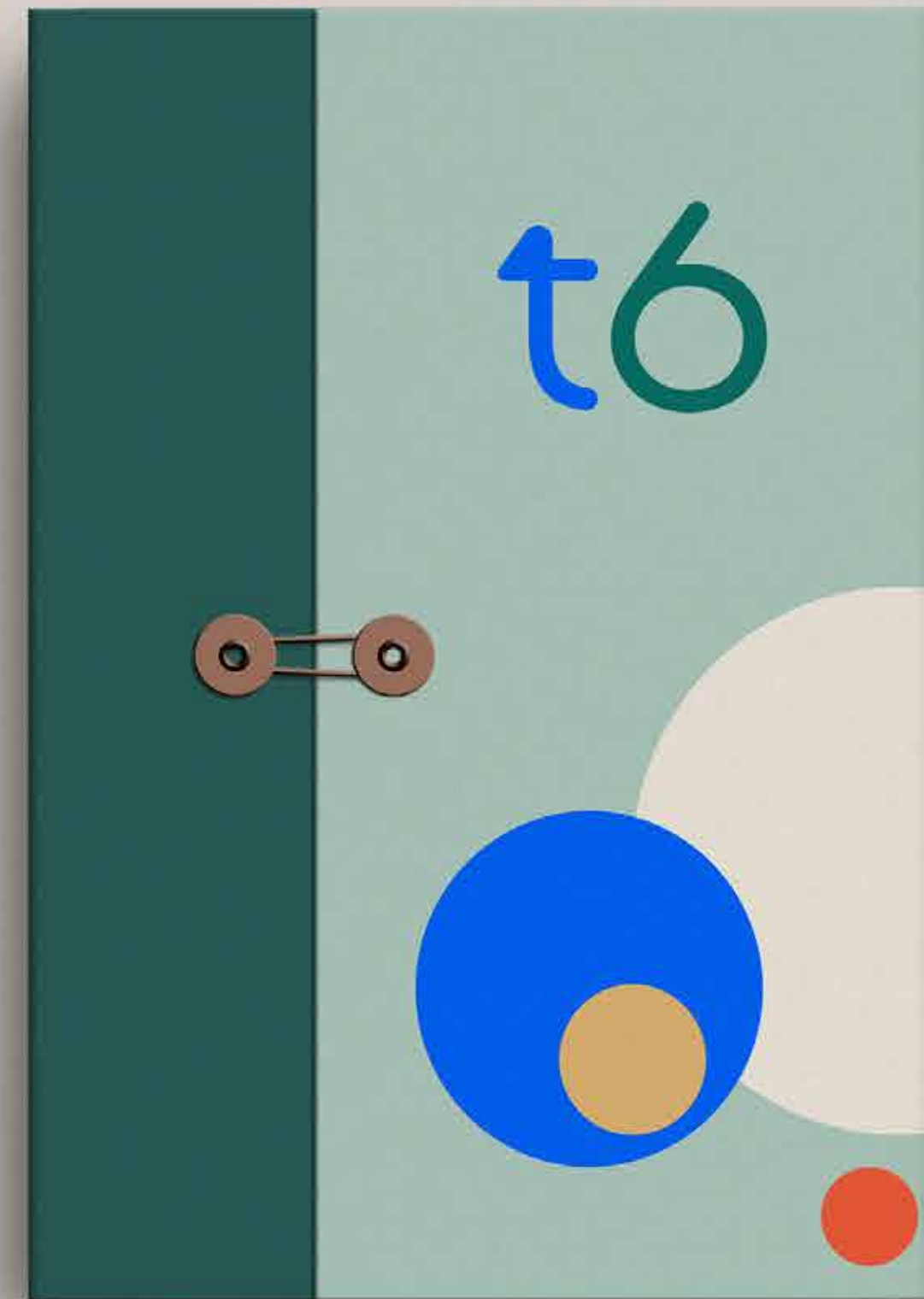
Corporate Stationery

Programs used:

Adobe InDesign

Adobe Illustrator

Logo Design



Brand:
twenty6

Events Company

studio@caseyjoy.com

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Brand:
twenty6

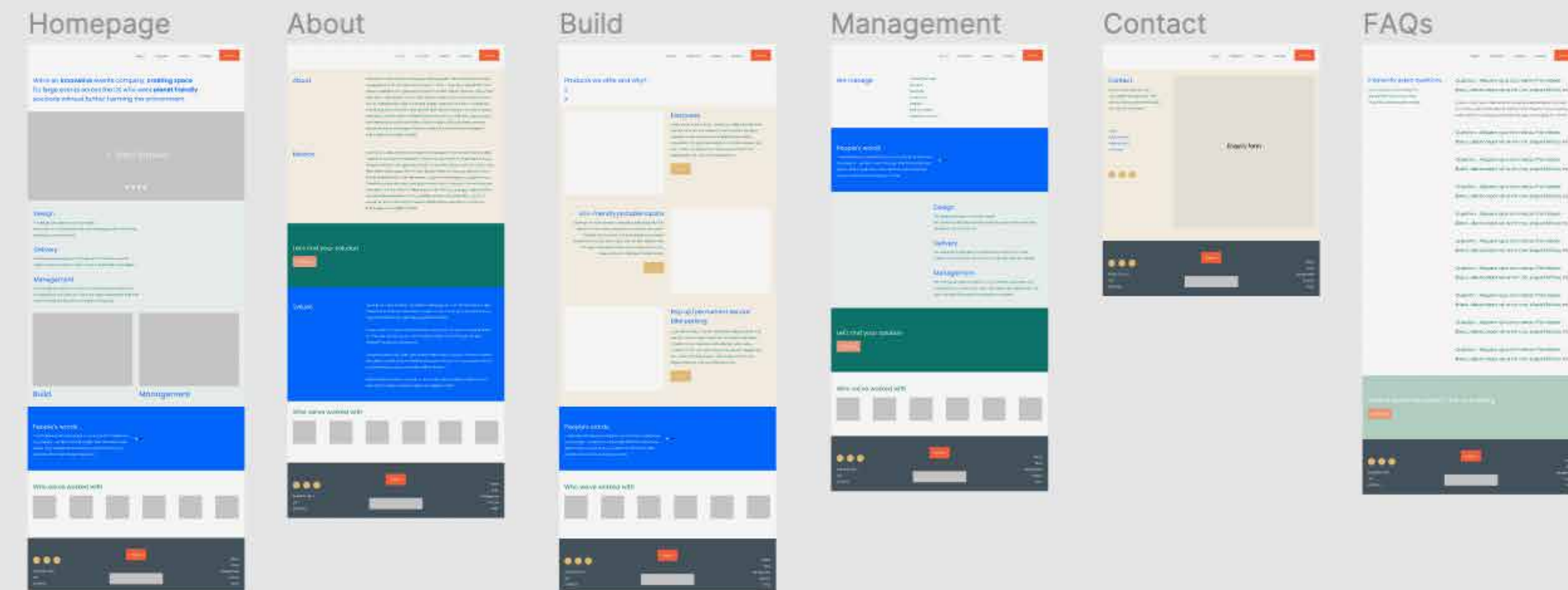
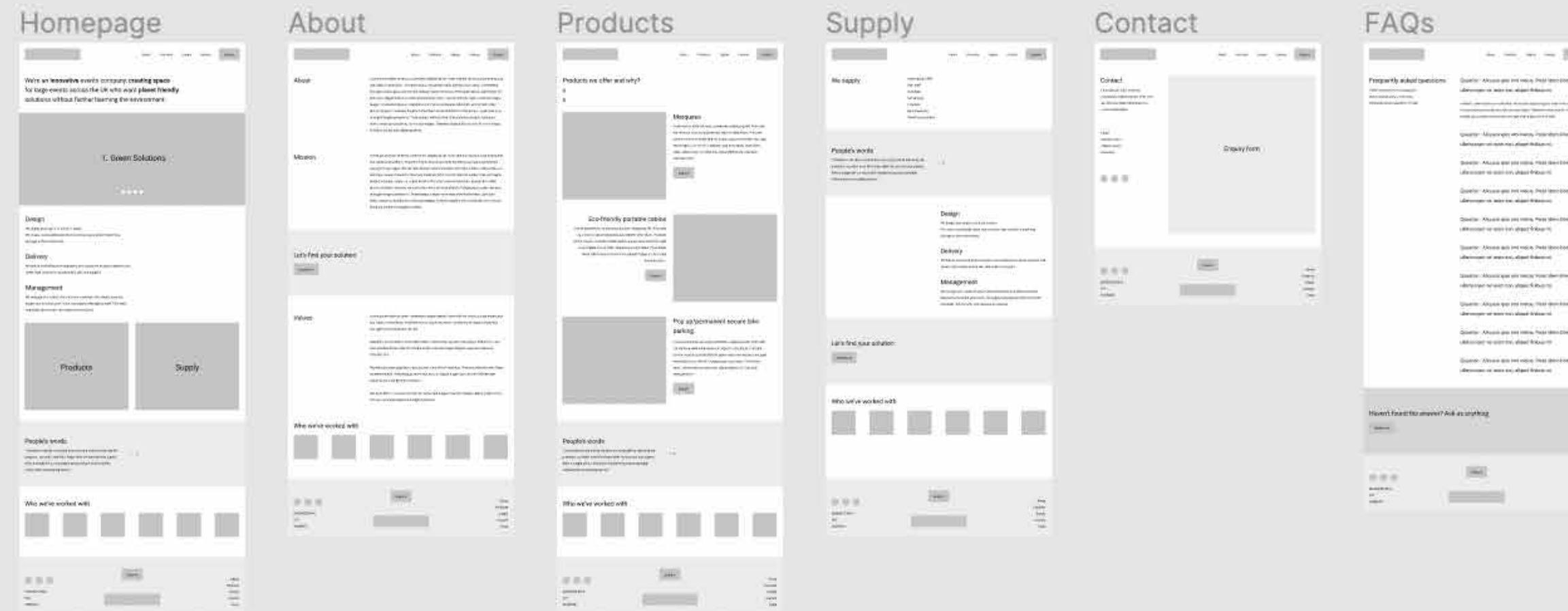
Events Company

Branding

Web Design

Project tasks:
Web Design
Web Build

Programs used:
Figma
Squarespace



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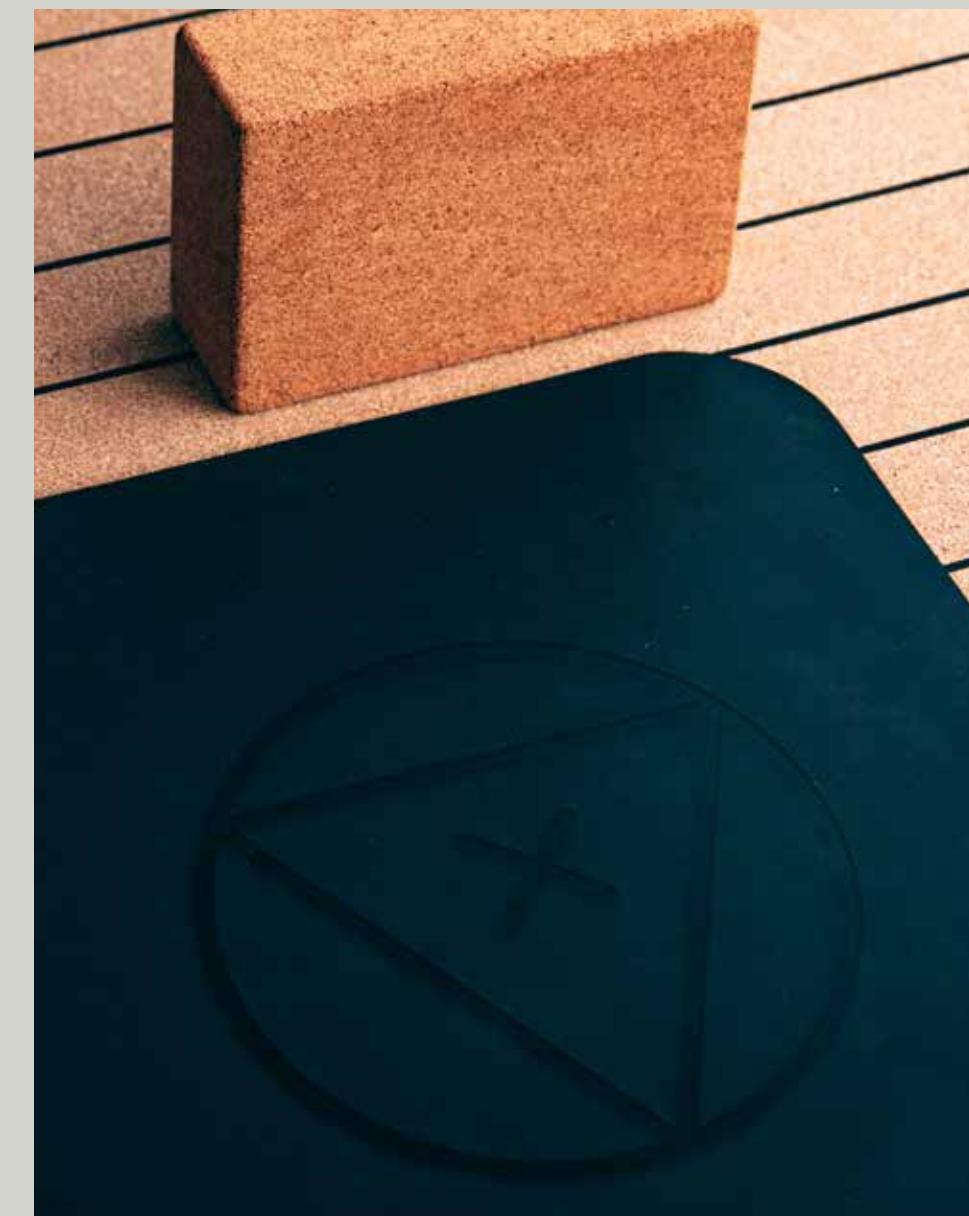
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Branding

Project tasks:
Brand refresh
Website
Photography

Programs used:
Adobe Illustrator
Adobe Lightroom
Squarespace

Photography



Brand:
WE.DNTPLAY
Holistic Health
Practitioners

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Branding

Project tasks:
Photography

Programs used:
Adobe Lightroom

Photography



Brand:
WE.DNTPLAY

Holistic Health
Practitioners

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Branding

Project tasks:
Logo & Identity
Corporate Stationary

Programs used:
Adobe InDesign
Adobe Illustrator

Logo Design



Brand:
Louis Life Fitness
Wellness Service

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Branding

Project tasks:
Logo & Identity
Web Design

Programs used:
Adobe Illustrator
Squarespace

Logo Design



Brand:
Yield Initiatives

Mission-led
Cotton Products

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Branding

Project tasks:

Moodboarding

Logo Design

Corporate Stationery

Programs used:

Adobe InDesign

Adobe Illustrator

Logo Design



Brand:
Elvamila

Salon

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Branding

Project tasks:

- Research & Strategy
- Logo & Identity
- Window Illustrations

Programs used:

- Adobe InDesign
- Adobe Illustrator

Logo Design



Brand:
Rose & River

Salon

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Packaging Design

Project tasks:

Packaging Design

Corporate Stationery

Programs used:

Adobe InDesign

Adobe Illustrator

Graphic Design



Brand:
Rose & River

Salon

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Packaging Design

Project tasks:

- Artworking
- Print Managing
- Photography
- Retouching

Programs used:

- Adobe Illustrator
- Adobe Lightroom
- Adobe Photoshop

Photography



Brand:
Aurelia London

Probiotic Skincare

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Packaging Design

Project tasks:
Packaging Design
Photography

Programs used:
Adobe Illustrator

Photography



Before



Rebrand

Brand:
Lumity Life

Supplements
and Skincare

studio@caseyjoy.com

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Packaging Design

Project tasks:

- Product Concept
- Packaging Design
- Photography
- Art Direction
- Retouching

Programs used:

- Adobe Illustrator
- Adobe Photoshop

Photography

Packshot



Mockup



Brand:
Lumity Life

Supplements
and Skincare

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Packaging Design

Project tasks:
Packaging Design

Programs used:
Adobe Illustrator

Branding



Brand:
Lumity Life

Supplements
and Skincare

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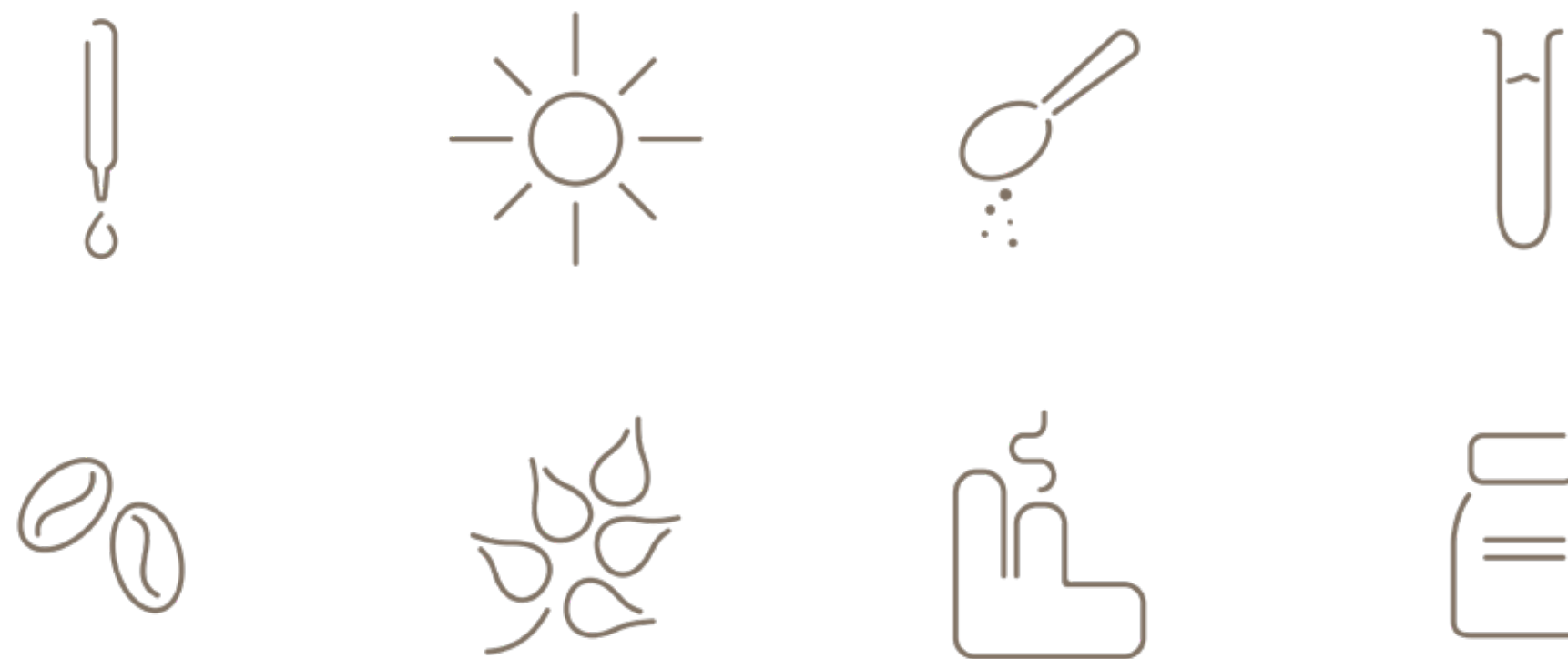
Project tasks:
Vector Graphics

Programs used:
Adobe Illustrator

Supplement Benefits



Free From



Brand:
Lumity Life

Supplements
and Skincare

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Project tasks:

- Infographics
- Graphic Design
- Print Ready files
- Photography

Programs used:

- Adobe Illustrator
- Adobe InDesign
- Adobe Photoshop

Print Ready Files



Brand:
Lumity Life

Supplements
and Skincare

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VOGUE

TATLER

FRANK

Brand:
Lumity Life

Supplements
and Skincare

Graphic Design

Photography

Project tasks:

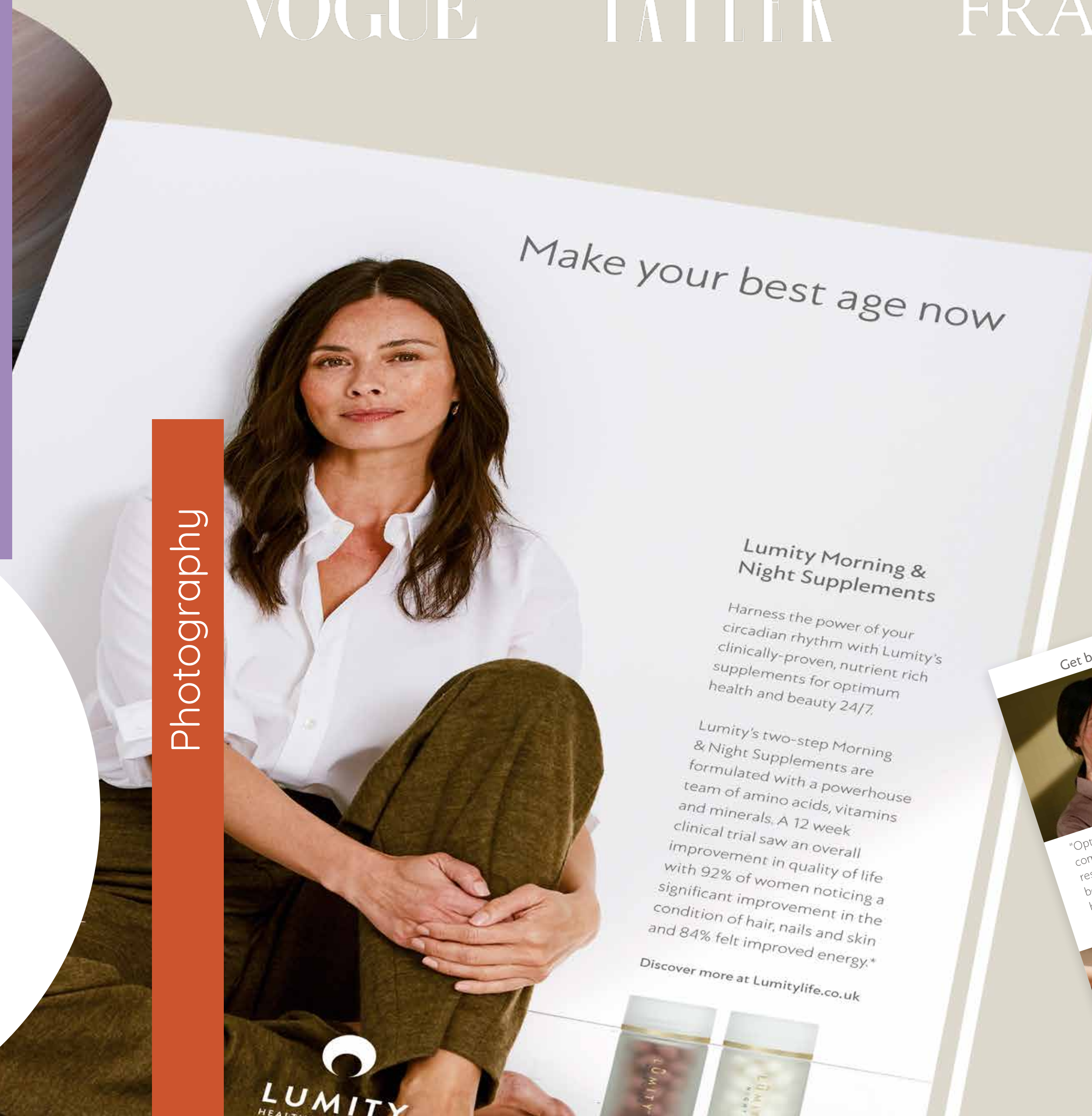
Print Layout Design

Photography

Programs used:

Adobe InDesign

Adobe Photoshop



Make your best age now

Lumity Morning & Night Supplements

Harness the power of your circadian rhythm with Lumity's clinically-proven, nutrient rich supplements for optimum health and beauty 24/7.

Lumity's two-step Morning & Night Supplements are formulated with a powerhouse team of amino acids, vitamins and minerals. A 12 week clinical trial saw an overall improvement in quality of life with 92% of women noticing a significant improvement in the condition of hair, nails and skin and 84% felt improved energy.*

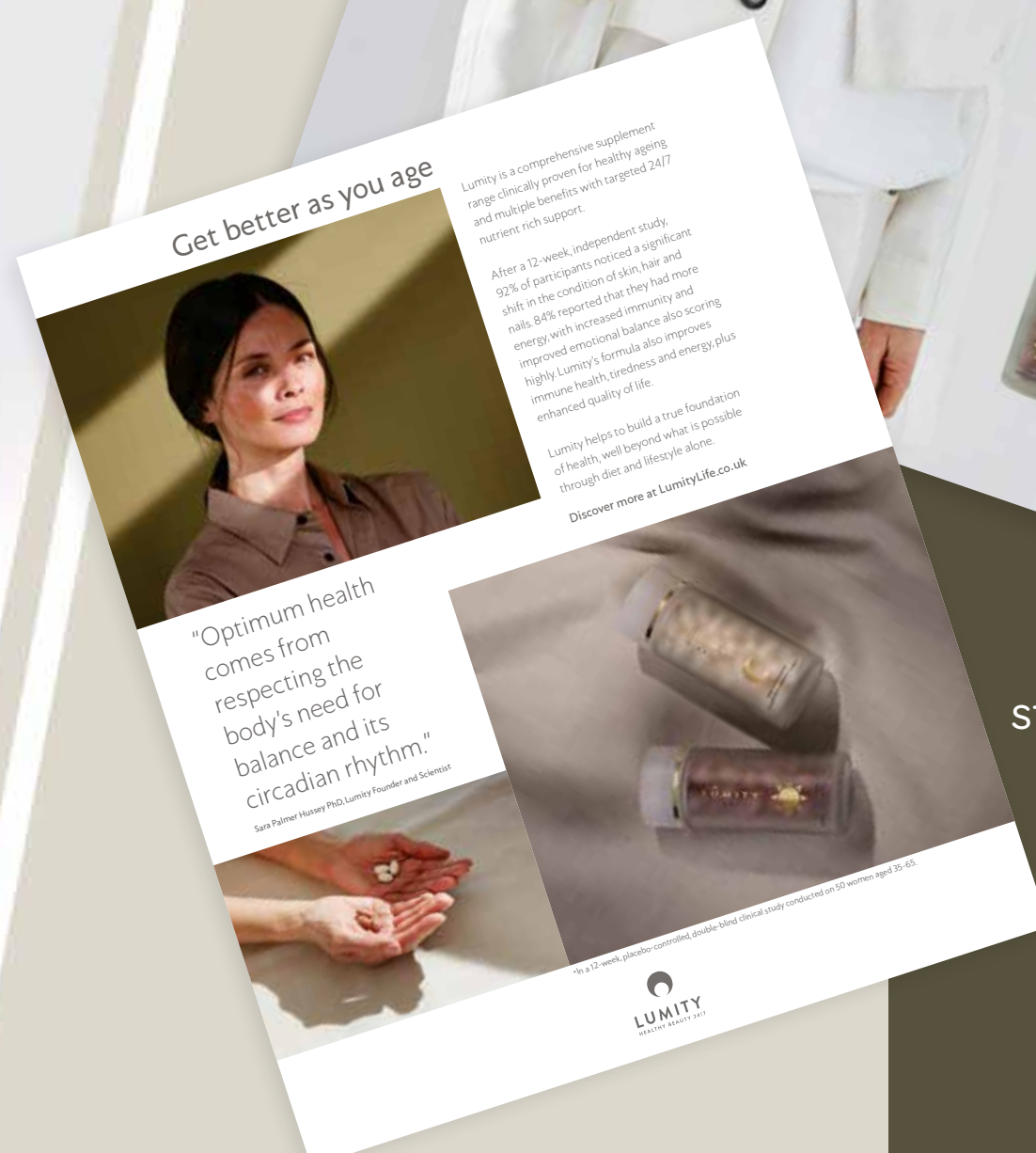
Discover more at Lumitylife.co.uk



Make your best age now

Lumity Morning & Night Supplements

Lumity supplements work around the clock to support your health, beauty & vitality. Discover more at Lumitylife.co.uk



Get better as you age

"Optimum health comes from respecting the body's need for balance and its circadian rhythm."

Sara Palmer-Hunter PhD Lumity Founder and Scientist

Lumity is a comprehensive supplement range clinically proven for healthy ageing and multiple benefits with targeted 24/7 nutrient rich support. After a 12-week independent study, 92% of participants noticed a significant shift in the condition of skin, hair and nails. 84% reported that they had more energy with increased balance also scoring improved emotional balance also scoring highly. Lumity's formula also improves immune health, tiredness and energy plus enhanced quality of life. Lumity helps to build a true foundation of health, well beyond what is possible through diet and lifestyle alone. Discover more at LumityLife.co.uk



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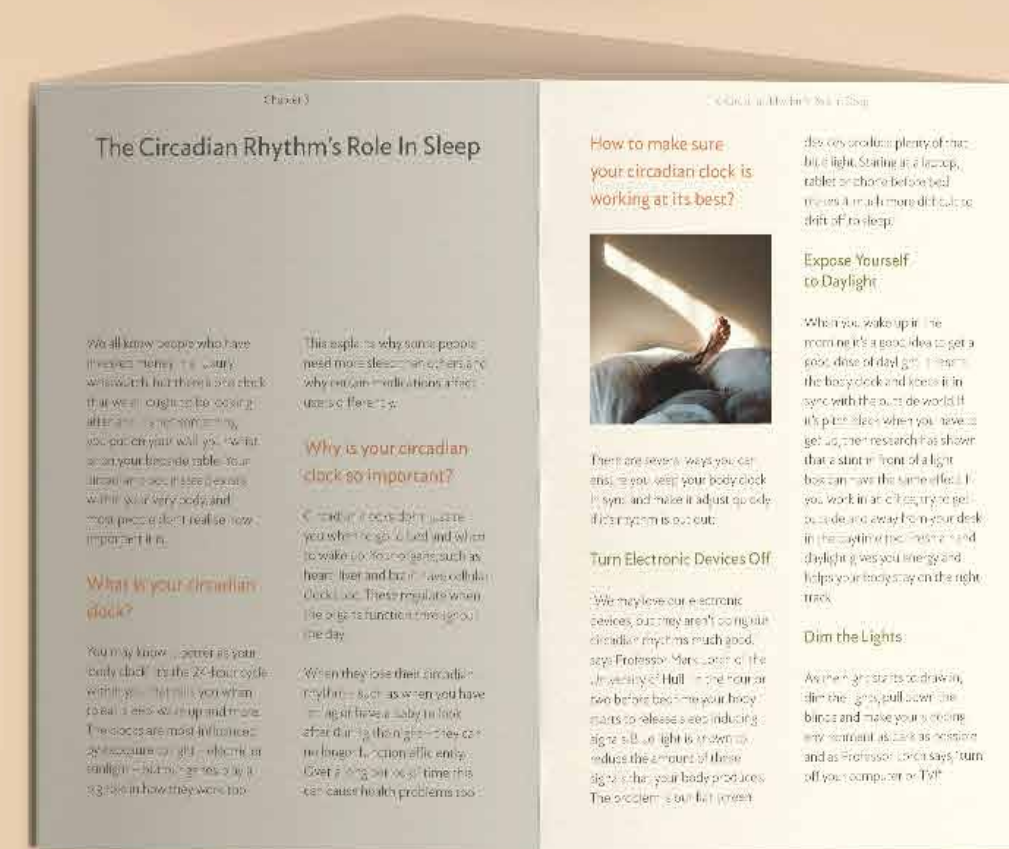
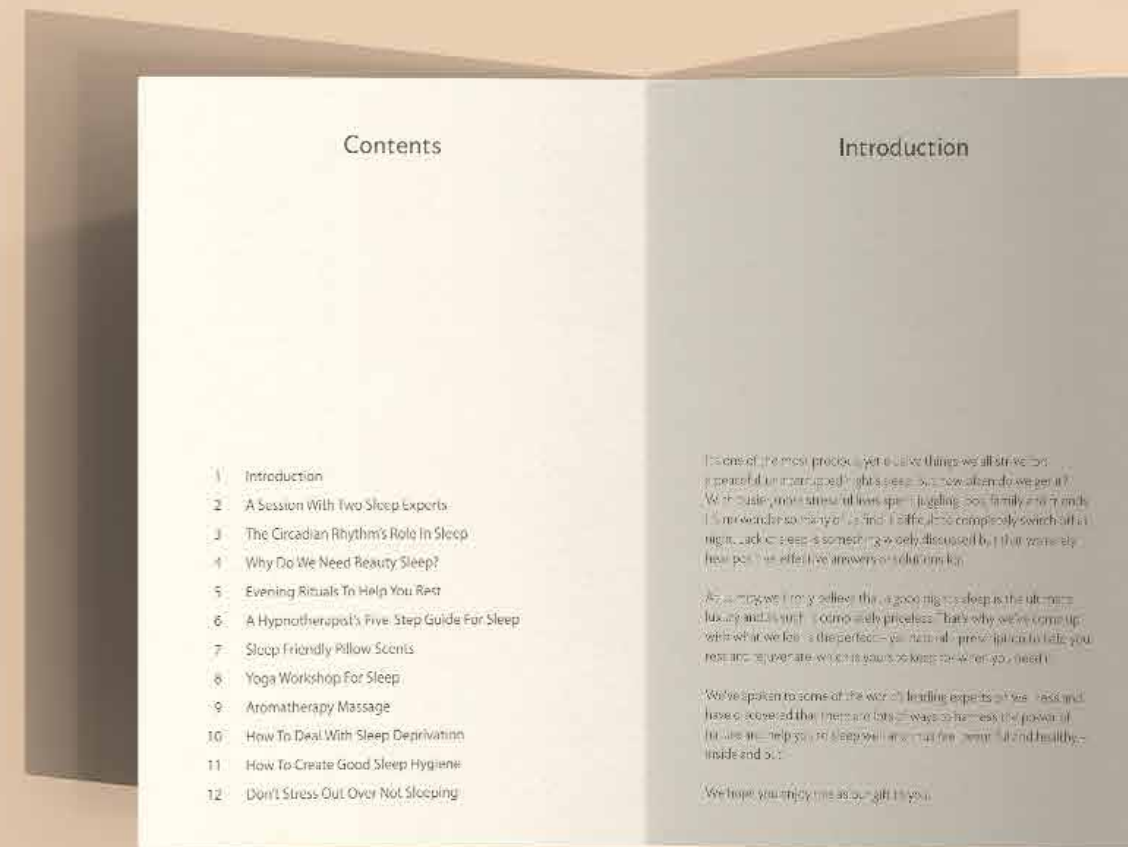
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Graphic Design

Print Ready Files

Project tasks:
Layout Design
Image Selection

Programs used:
Adobe InDesign



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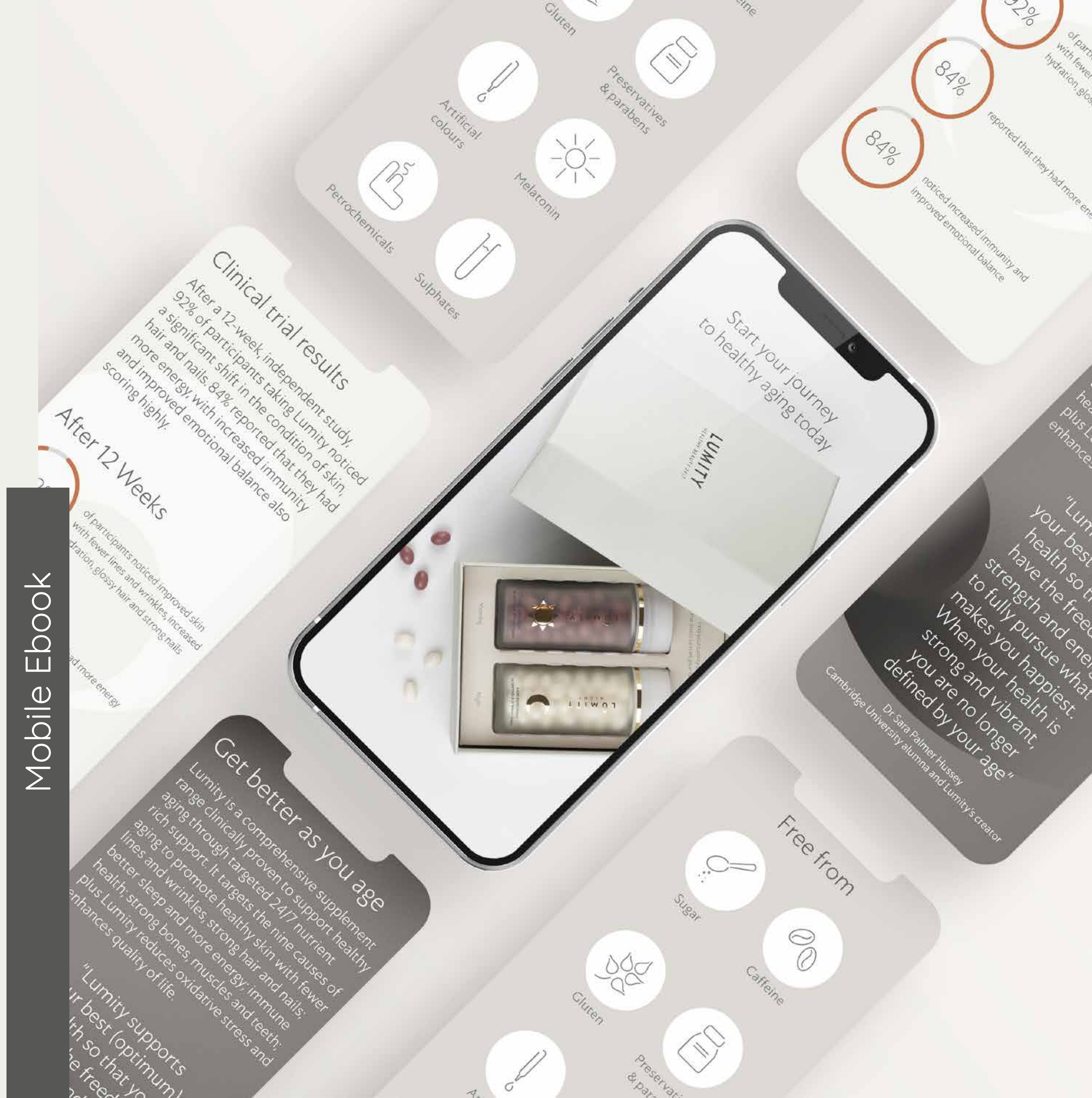
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Graphic Design

Project tasks:
Layout Design
Mobile Ebook

Programs used:
Adobe InDesign

Mobile Ebook



Brand:
Lumity Life

Supplements
and Skincare

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Graphic Design

Project tasks:
Layout Design

Programs used:
Adobe InDesign

Ebook Publication



Brand:
Aurelia London
Baby Products

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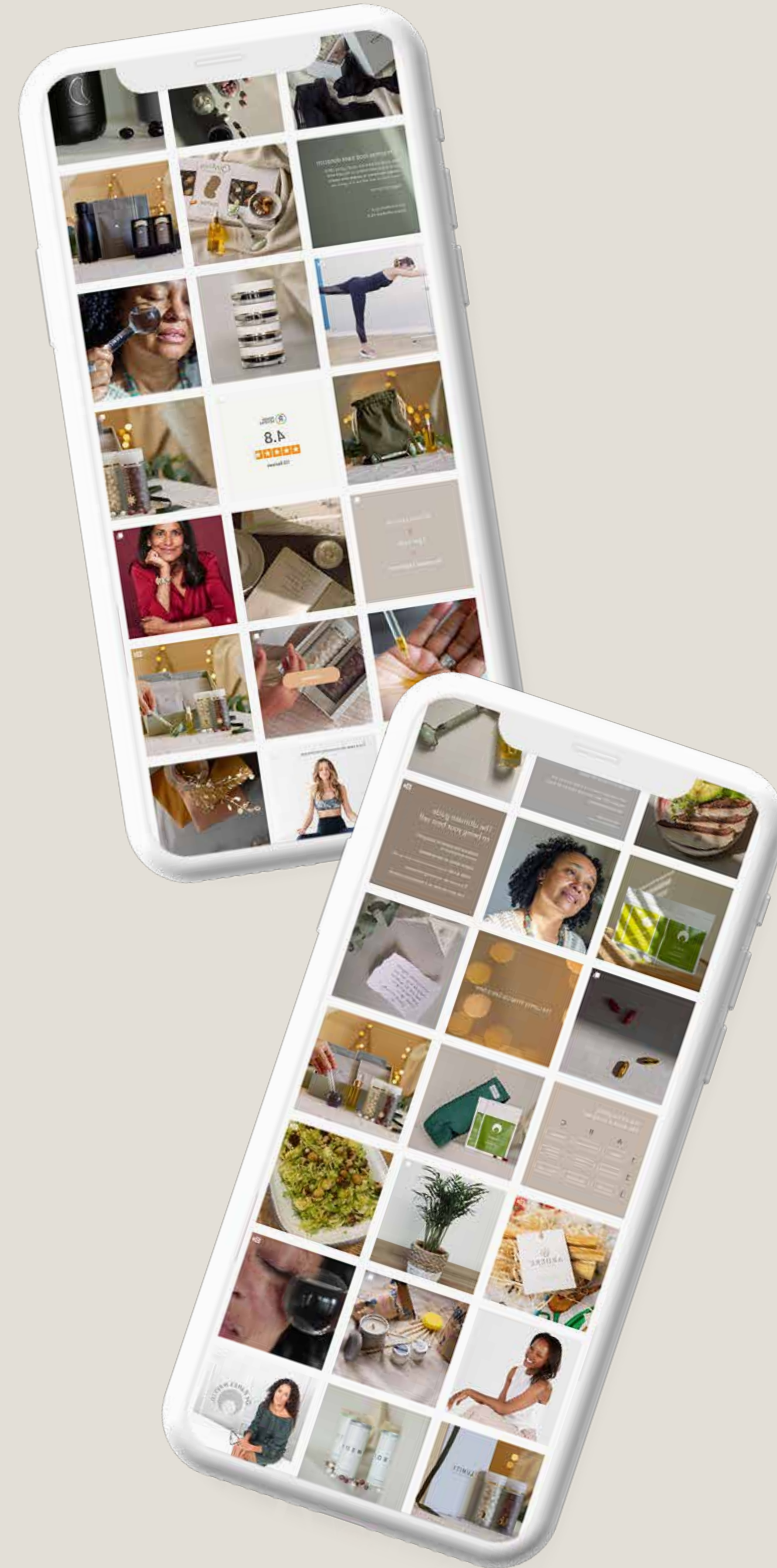
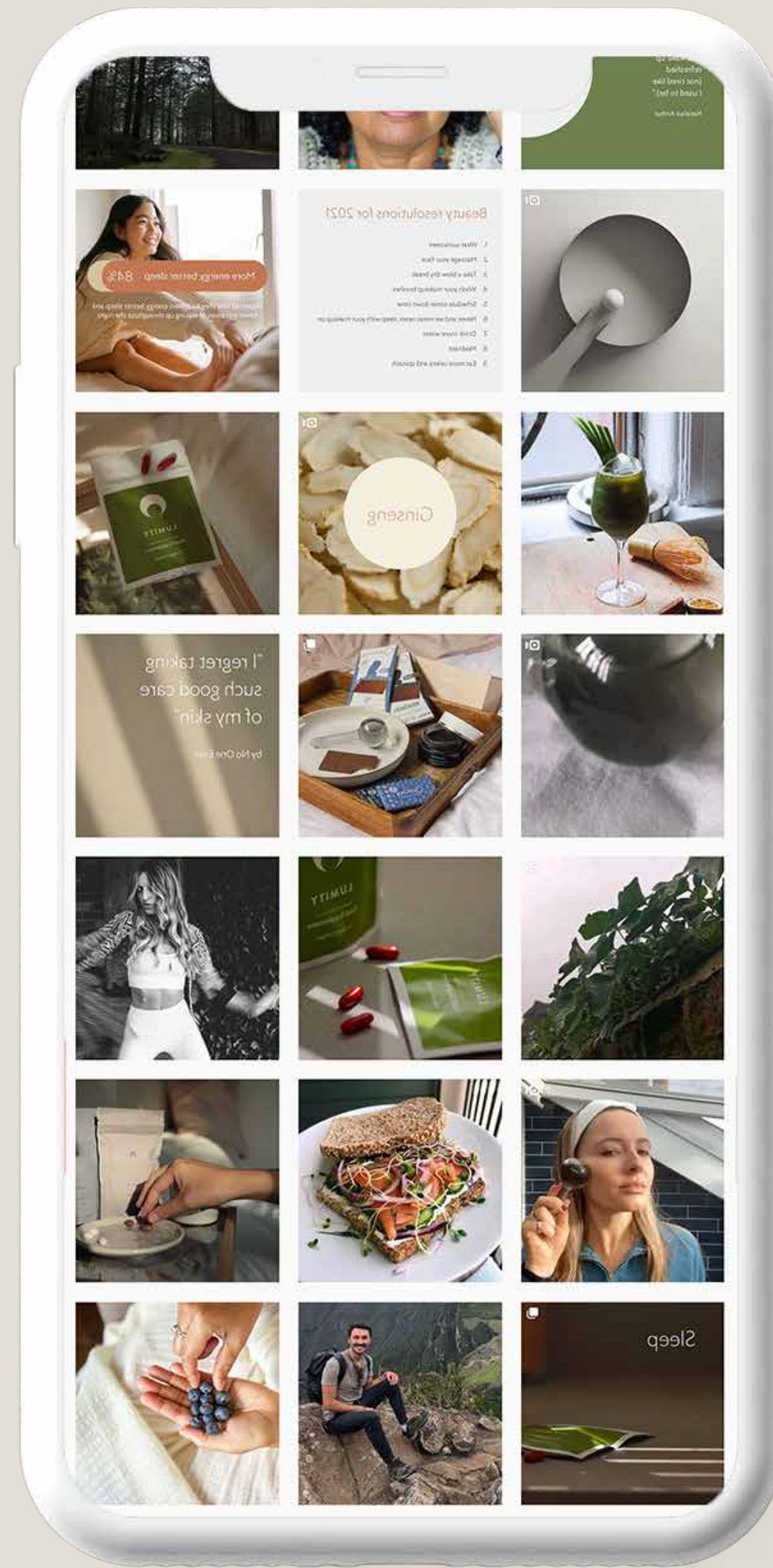
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Content Creation

Project tasks:
Social Strategy
Content Creation
Photography
Graphic Design

Programs used:
Adobe Photoshop
Airtable

Social Media Strategy



Brand:
Lumity Life

Supplements
and Skincare

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Photo Retouching

Project tasks:
Photography
Retouching

Programs used:
Adobe Lightroom
Adobe Photoshop

Photography



Before



Retouched

Brand:
Lumity Life

Supplements
and Skincare

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Photo Retouching

Project tasks:
Art Direction
Styling
Retouching

Programs used:
Adobe Lightroom
Adobe Photoshop

Art Direction



Before



Retouched

Brand:
Aurelia London

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Casey Joy Hatherly . Portfolio

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