

About me

I am a london born designer, who spent 7 years building my career as a multi-disciplinary designer both in agency and currently in-house at innocent drinks. I love working across disciplines to make individual concepts into complete experiences. I am hard working, detail-oriented and thorough in everything I do.

Skills

Adobe Creative Suite

Team leadership

Front end web design

Microsoft Office Suite

Creative thinking and concept development

print production & artworking direction

Client and project management

Art direction for film, TV photography and print

Organization and multi-tasking

Paper engineering

Hand drawing and sketching

3D material construction and prototyping

Bilingual French

Other Interests



Hand Lettering & typography



Art & Art History



Travelling



Reading

Professional Experience

Designer

Jul 2016 - Present

Innocent Drinks | In House Creative Team

Graphic Designer

Aug 2015 - Jul 2016

Mercer Design | Graphic Design Agency

Graphic Designer

Jan 2012 - Jul 2015

Design Grafico | Branding Agency

Freelance Video Content Producer

May 2013 - Aug 2015

The Montreal Gazette | Newspaper/Ad Agency

Freelance Event Designer

Oct 2013 - Dec 2014

Les Grands Ballets Canadiens | Ballet Company

Freelance Graphic & Web Designer

Jan 2008 - Jun 2013

Fashionizer Ltd. | Corporate Wear Designer

Producer, Art Director

Jan 2011 - Jun 2013

Goliath 2 Studios | Video Production Company

Graphic & Packaging Designer

Jan 2012 - Jun 2012

Dolbeau Menswear | Mens Accessories Designer

Head Arts & Crafts Counselor

Jun 2004 - Aug 2010

Pripstein's Summer Camp | Kid's activity camp

Education

Bachelor of Fine Arts in Design With Honors (1st equivalent)

Concordia University

2009 - 2012

Foundation Degree

Graphic Communication

Norwich University College

2007 - 2009

A levels: French, Art, History 2006

AS Levels: French, Art, History, Chemistry, Critical Thinking 2005

GCSEs (9 Subjects) 2004



Cooking & Eating



Papercuts
Pop-Ups & Origami



Theatre



Films



3D Object Building



Languages



INNOCENT BIG KNIT CAMPAIGN

**an international
multi-platform campaign**

The innocent big knit has been running across europe since 2003, but this year was the first time regions teamed up to create a single campaign to run in multiple regions. For this campaign I was the lead designer, creating concepts, art directing photography and hand-drawing illustrated elements to bring the campaign to life. It is currently running across OOH and digital in 5 countries, and is set to run in the UK in November of this year. The concept behind the campaign is to help explain the multiple facets of the big knit campaign through illustrated snippets of information which can be picked up through multiple (or extended) views of the campaign over time.

PETIT BONNET BONNE ACTION

#METSTONBONNET

swag →

20c - reversés par smoothie

aux
PETITS FRÈRES
DES PAUVRES
Non à l'isolement de nos aînés

si vous avez déjà tricoté un petit bonnet, bravo, vous êtes sensatio-laine

pour permettre aux personnes âgées isolées de partir en vacances

innocent
le bon côté des choses

innocent
SUPER SMOOTHIE
ANTIOXYDANT
Néel, citron vert, menthe, herbe de bête et graine de lin, vitamines B1, B6, B12, C et E

PETIT BONNET BONNE ACTION

#METSTONBONNET

swag →

20c - reversés pour chaque smoothie acheté

les petits bonnets sont arrivés en magasin

aux
PETITS FRÈRES
DES PAUVRES
Non à l'isolement de nos aînés

pour permettre aux personnes âgées isolées de ne plus être seules

innocent
le bon côté des choses

innocent
fraise kiss
fraise & banane

DE GOEDGEMUTSTE BREICAMPAGNE

handgemaakte mutsjes met een verhaal

vind ze nu in het koelvak

20c - voor elk mutsje naar het Nationaal Ouderenfonds

innocent
le bon côté des choses

innocent
SUPER SMOOTHIE
RE[CHARGE]
mandarine, carotte, gingembre et graines de lin, vitamines B1, B6, B12, C et E

DE GOEDGEMUTSTE BREICAMPAGNE

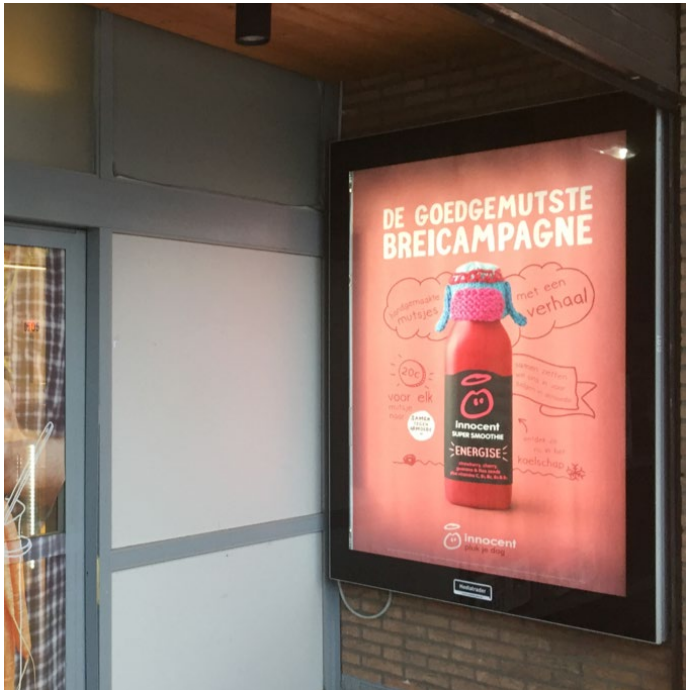
handgemaakte mutsjes met een verhaal

vind ze nu in het koelvak

20c - voor elk mutsje naar het Nationaal Ouderenfonds

innocent
le bon côté des choses

innocent
SUPER SMOOTHIE
ENERGISEE
framboise, cerise, gingembre & lin, vitamines C, B1, B6, B12, C et E





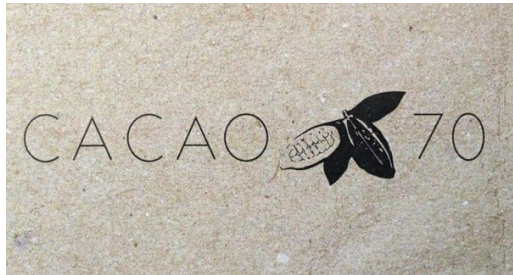
CACAO 70

**A complete rebrand for a
small chain of chocolate cafés
and products**

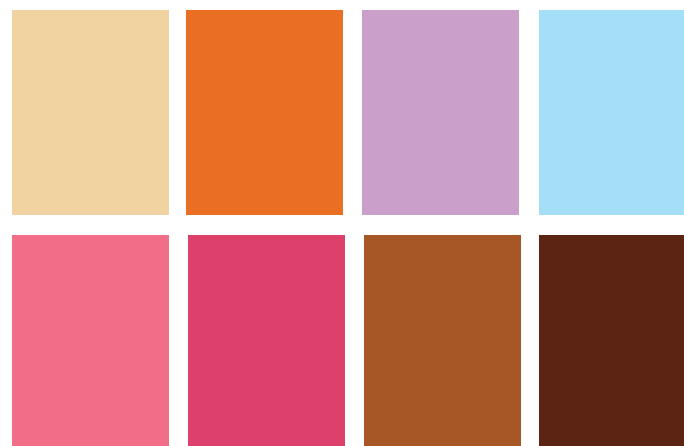
Cacao 70 is a Chocolate bistro with 9 locations in eastern Canada. Their whole brand is about chocolate, indulgence and having a great time. Targeted primarily at a teen to 25 female audience, they wanted to completely rebrand, creating an image that truly reflected their ethos.

As the lead designer on this project I was responsible for creation of the overall brand direction, it's graphic implementation across a number of different media, as well as providing support and input for social media campaigns that ran alongside the brand roll out.

Before



After





Packaging collection 2



Packaging collection 1



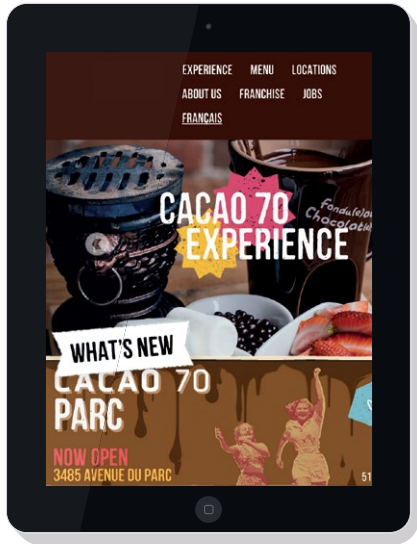
Chef's chocolate bags packaging



Desktop website



Business card and embossed menu



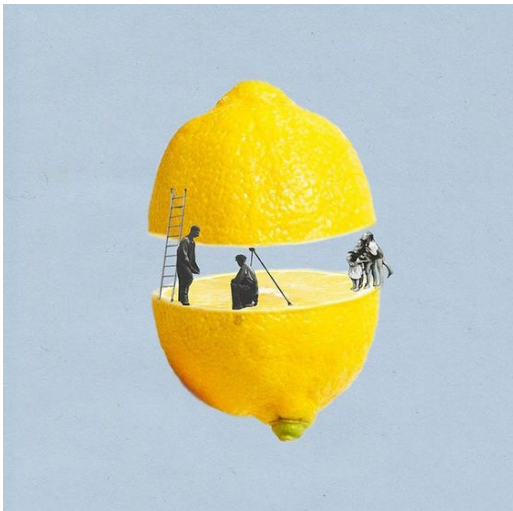
Tablet website



Mobile website



Uniform



Drawing from vintage photography and collage this brand was designed to be bright, fun, bold and a little bit silly, because chocolate doesn't take itself too seriously!

This has been a multi-stage project, building from the initial website design to a complete brand experience encompassing print branding, a variety of packaging, uniforms and large scale wall graphics.



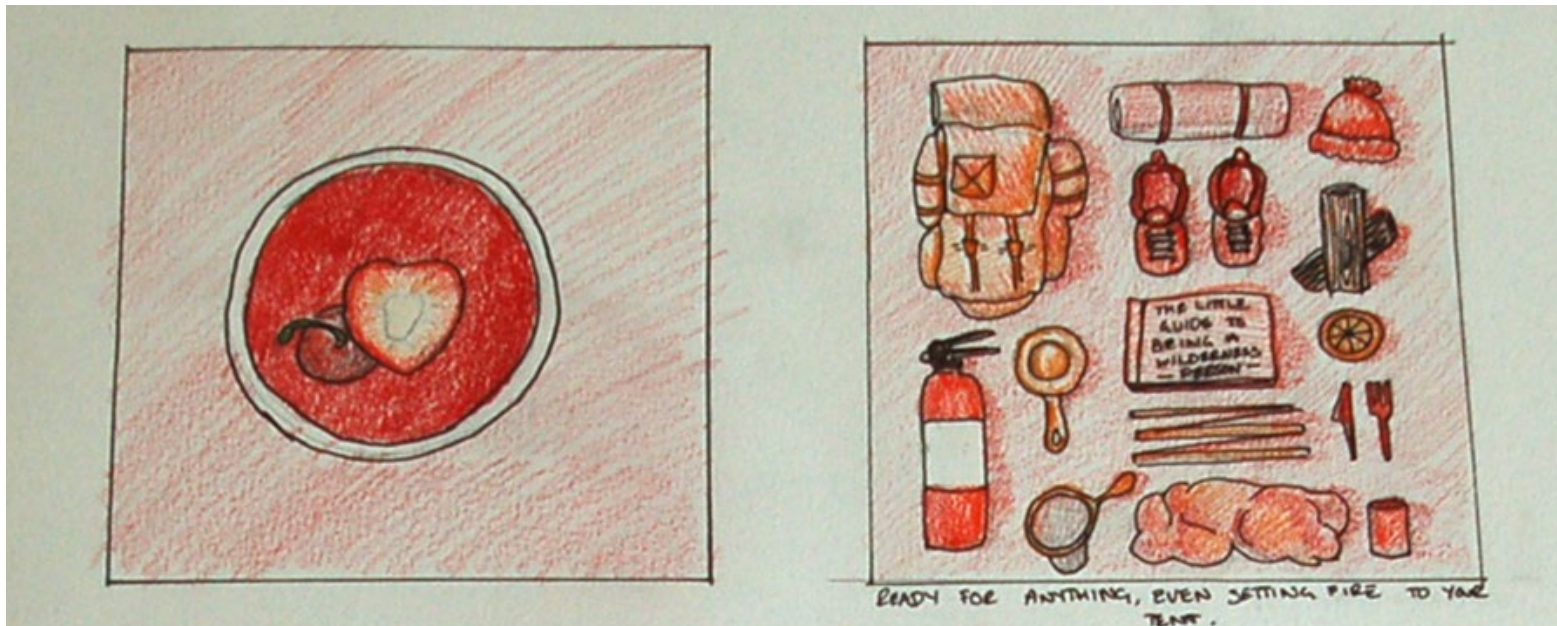
INNOCENT SUPER SMOOTHIES CAMPAIGN

an international
out of home campaign

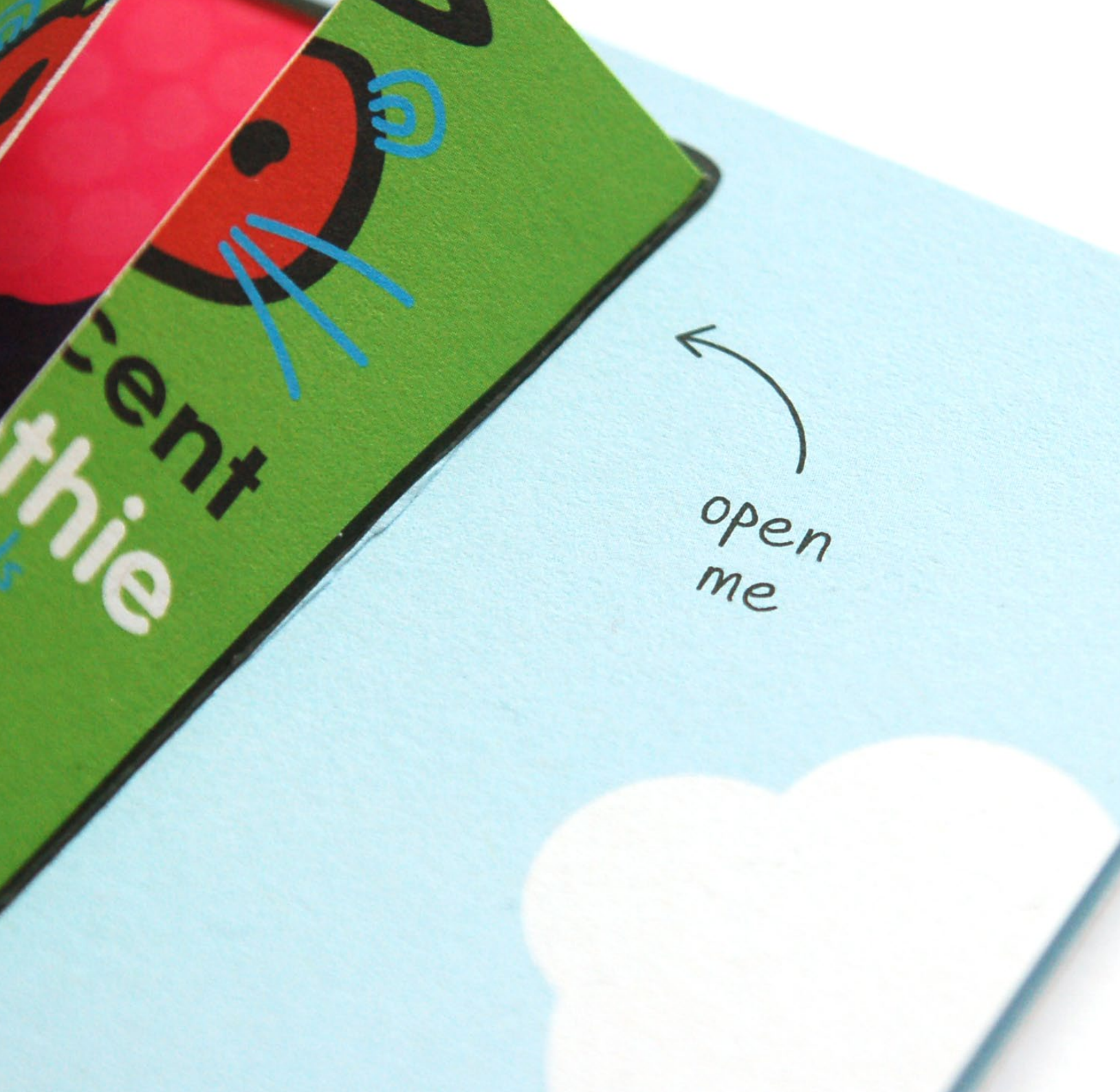
Initially created for the Scandinavian market, I developed this campaign as the lead creative in collaboration with innocent's local copywriters. The campaign was driven by the concept of an "ordentlig" smoothie, which roughly translates as a "proper smoothie", in the same way that you might say a proper cuppa. The concept had to work in multiple Scandinavian markets and build on the previous year's campaigns to be the most recognisable imagery possible. The campaign was so successful in Scandinavia, it was later used twice in the UK across out of home and ATL executions, both with the "a proper smoothie" headline, and later "smoothies, now with a boost".







The initial visual concepts for this campaign were developed around the sentiment of "ordentlig" a Swedish word which roughly translated means "proper". This was initially iterated in terms of preparedness, or ready for anything, but later developed into a world where the smoothies were built up from all the good stuff you find inside them.



THE SMOOTHIE'S NEW CLOTHES

an interactive book to help kids
with autism

This little book was created in response to a change that innocent made in their packaging. When the design of the kids smoothies packaging changed in 2016, a number of parents got in touch to let innocent know that this had caused a major problem from their autistic children who really struggle with change. For many of them, innocent smoothies were one of their only sources of fruits and vegetables, which made it all the more important to help them through the change. In response, I created this book, in collaboration with a copywriter in the team. Through research we discovered that children with autism like to learn in interactive ways. This led us to create a pop up book which explains how the smoothies have changed their clothes, but inside they're still the same. The books were produced individually, finished by hand and sent to 10 families. Although initially we were skeptical if the books would help, the feedback has been overwhelmingly positive and we're hoping to do a second print run soon.



The concept for this project was initially developed in a day, as part of innocent's Fedex days initiative. These days are intended to allow creatives the opportunity to have one day where they focus on a specific problem and come up with a creative solution. Kind of like a hackathon.

The problem presented to us was how to address the issue that autistic children who struggle with change were no longer drinking innocent kids' smoothies.



KARIDERM

A rebrand and complete range of packaging for an ethical cosmetics company.

Kariderm creates ethically sourced, luxury shea butter products which put the shea butter cultivators at the heart of their business. Working as the lead designer I was responsible for creating the core brand and complete packaging range across multiple products from shampoo to face cream. The brief was to appeal to high end consumers, while referencing Burkina Faso where the Shea butter is grown.

Before



After





Elements of pattern and colour were taken from photos of the women's cooperative where the shea butter is sourced in Burkina Faso, to bring out the authenticity of the brand in a subtle way. Kariderm prides themselves on working closely with the local community in Burkina Faso to help women through the provision of education, healthcare and a fair wage. I was proud to be able to work with Kariderm to create their brand and launch their products.





50 YEARS OF THE NUT- CRACKER AT LES GRANDS BALLETS

an exhibition to celebrate
50 years of the nutcracker
in Montreal

To celebrate 50 years of Les Grands Ballets Canadiens performing the Nutcracker, I was asked to design an exhibition. The exhibition would showcase photos, costumes, artworks and posters from all the previous Nutcracker productions. Held in Place Des Arts Montreal, the exhibition was on from November to January, and was free to the public.



Theatre atrium view 1



Theatre atrium view 2



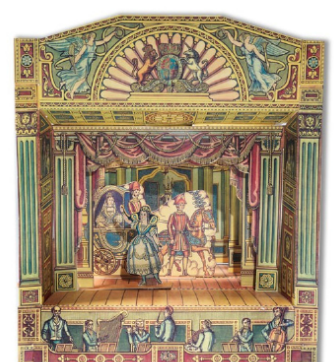
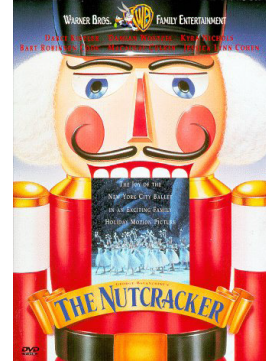
Interior view: Colombine pop up and paper theatre panels

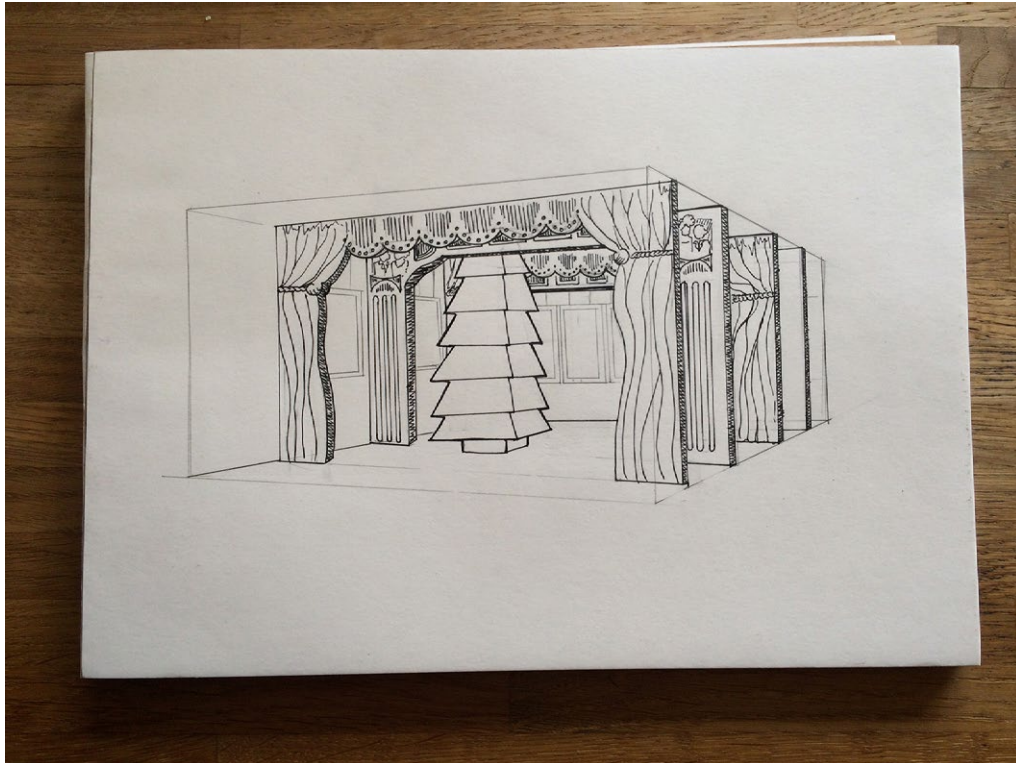


Interior view: Nutcracker cut out and central christmas tree



Entrance view: Sugar Plum Fairy and paper theatre panel





Taking inspiration from the Nutcracker story, the concept behind the exhibition was to imitate the transformation the character Clara goes through. Shrunk down to the size of a mouse, Clara enters the world of the nutcracker under her Christmas Tree. I wanted visitors to the exhibition to feel as if they had been shrunk to the size of a mouse and become part of a Victorian paper theatre.

As the exhibition was only temporary and would never be reused, making sure everything produced was easily dismantled and recycled was central to the execution of all the artworks. I used recycled, hexagonal structured, cardboard layers to create the theatre flats for each section of the exhibition as well as the characters and central Christmas tree. This meant at the end of the show it was easily broken down and recycled on site.

ISH UP DAIRY FREE

backin' dairy free recipes for
breakfast, lunch & dinner

vegan

BLAST FROM THE PASTA

pappardelle pasta with a
mushroom & almond sauce
enough for 2-3 people



WHAT YOU'LL NEED

200g pappardelle pasta
(dried, egg free)
300ml innocent almond dairy free
100ml dairy free cream
4 sprigs of fresh thyme, chopped
½ vegetable stock cube

50ml water
1 small onion, chopped
3 cloves of garlic, crushed
300g chestnut mushrooms, sliced
50g shitake mushrooms, sliced
a splash of olive oil

HOW YOU MAKE IT

Heat the olive oil in a large frying pan and
fry the onion on a low heat for 5 minutes.

Add the garlic, and cook for a further 2
minutes, making sure the garlic doesn't burn.

Add a bit more oil to the pan, and chuck in
all of the chopped mushrooms.

Sauté for another 6 minutes, on a low -
medium heat, until they're cooked
(giving them a stir every now & again).

Meanwhile, boil 2 litres of water in a large
saucepan. Pop in the pappardelle pasta
and cook for 9-10 minutes.

When your mushrooms are cooked,
add 300ml of almond dairy free, 50ml
concentrated vegetable stock, chopped
thyme & 100ml of dairy free cream and
cook gently for another 10 minutes.

When your pasta's ready, drain it
and stir in your mushroom sauce.

Pappar-delle yeah.



it's going to take ages to untangle all that

INNOCENT DAIRY FREE RECIPE BOOK

a little book to help explain how
to use a new product

innocent created its first ever dairy free products
in 2018, which, although delicious on their own,
are best used in things. The only problem was
that innocent's drinkers weren't used to using
innocent drinks as ingredients. This was a problem
both for consumers and retailers which I was
asked to look into. Working closely with the food
technologists who created the dairy free products
and a copywriter in the team we created little book
to help people out. After exhaustive (and mostly
delicious) testing we settled on a collection of
9 delicious recipes in 3 categories to create the
perfect introduction to how to use dairy free.



vegan

BUILD ME UP BUTTERNUT

butternut squash risotto
enough for 2-3 people

WHAT YOU'LL NEED

1 small butternut squash
250ml innocent almond dairy free
200g arborio rice
1 vegetable stock cube
30ml olive oil
1 small onion, sliced

HOW YOU MAKE IT

Preheat your oven to 200 °C
(gas mark 6, 180 for a fan oven).

Peel and deseed the butternut squash and cut it into small pieces. Spread the butternut squash evenly on a baking tray, drizzle in olive oil, season with salt and pepper and roast in the oven until soft (about 40 minutes).

Meanwhile, heat 10ml of oil in a frying pan over a medium heat. Fry the onion on a medium heat for 2 minutes until browned and whack in the chopped garlic towards the end so it doesn't burn. Once it's cooked, add the risotto rice and mix until it's coated in oil.

Boil 750ml of water and add the vegetable stock. Add around 100ml of the stock to the rice along with a few pieces of roasted

4 cloves of garlic
fresh sage
handful of pine nuts
handful of peas
salt & pepper to taste

squash. Mix well and wait until half the water has evaporated. Repeat, adding 100ml of stock and squash to the pan along with a dash (about 50ml) of almond dairy free as well. Do this until you have around 200ml of stock left (should take about 20 mins) then add the peas & the rest of the stock and keep mixing until you get a creamy sauce. Add a dash of salt and pepper if you fancy.

In a pan, toast the pine nuts on a low heat (keeping an eye on them as they can burn really quickly). Toss them about a bit so they're cooked on all sides.

When the risotto is cooked, pop it on a plate with some more butternut squash on top along with the toasted pine nuts and sage. Voilà.

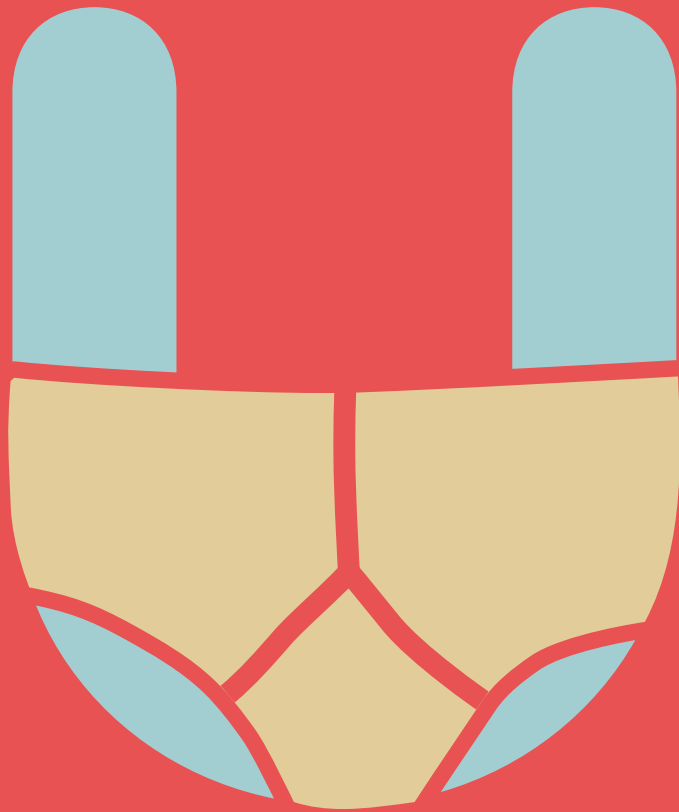
TASTE NOT WASTE

Save the butternut squash seeds and skin. When you next need a healthy, portable snack, sprinkle them with your favourite spices and toast in the oven for about 15 minutes. Don't squash it til' you've tried it.



As innocent aspires to be as sustainable as possible, it was really important to this project that we produced something people would hold on to, and in the case that they didn't, that it could be recycled, or break down in the normal waste system. Because of this we chose to use papers created from food byproducts.

Each section page was created from paper made from nuts, which are also in the products, making sure the books were all taste, no waste.



underneath your clothes

SUSTAIN- ABILITY ALPHABET

**an alphabet of everyday
sustainable changes**

As part of a wider innocent initiative to encourage staff to be more sustainable, I created this little alphabet. It's based on simple things everyone can do to help keep climate change below 2 degrees. The alphabet has since been picked up by Do Nation and is now being used across some of their campaigns targeted at BCorp members and their employees.



ants in your pants

Doing a bit of exercise is a great way to be more sustainable. Cycling instead of driving, walking the bike to school, meeting in a hurry just or other things for the commute. Good for you, good for the planet.



boil under

Kettles are pretty inefficient. Cutting down the number of times you boil water a day will reduce your energy consumption and give you an excuse to pull out the teapot more often.



checkout check-in

Industry standards and certifications can help you buy food and clothing more sustainably. Look out for the Rainforest Alliance, Fairtrade, FSC (Forest Stewardship Council) and the MSC (Marine Stewardship Council) next time you're shopping.



ditch the disposables

Some disposables are hard to avoid, but there are a few ones we have an all pack up or some point that we probably shouldn't. Disposable coffee cups, plastic straws and plastic cutlery are all high on the to avoid list.



Earth Hour

Earth Hour is celebrated every year in March. Use it as an opportunity to turn off your lights, power down your electronics for an hour and see what the world looks like by candlelight.



finesse your footprint

Like Peter Pan is a shadow, your carbon footprint follows you wherever you go. To help shrink it, try taking a boat rather than a plane on your next trip, money or cycle if you really fancy a challenge.



grow your own

You don't need an allotment to grow your own fruit & veg - a sunny windowsill will do nicely. Home grown fruit & veg tastes better, saves loads of road miles and means you're always be eating in season.



hot in here?

Turning your heating down by just 1 degree can save up to 230kg of carbon dioxide per year as well as saving you up to £££. Pop on your fleeced socks and you won't even feel it.



insulate to accumulate

Your loft is the biggest culprit for your electricity. Insulating your loft properly means your house can do a better job of keeping warm in winter and cool in summer and not heat some heat into the atmosphere.



junk mail

Newsletters like getting caught up through the door and all that recycled paper isn't great for the environment either. Putting a little note on your door or letterbox can reduce the amount of junk mail you get by an average 37%.



knowledge is power

Information on how to be sustainable is always changing and evolving as we learn more about the planet and the what we're having on it. The up-to-date information.



leading the way

People are much more likely to change their unsustainable ways if others around them are doing the same. It's good to remember that even a small change you make could be inspiring someone else to follow your example. Positive peer pressure and all that.



Meat Free Monday

The meat industry is one of the biggest contributors to global warming. One week reduces the same emissions as driving around for an hour with all your lights on. So going meat-free one day a week and we have you got on.



Naked Tuesday

Detaching the clothes for one day a week would definitely save a load of laundry. But if you don't think the world's quite ready for let's face it just yet, consider washing your clothes at a lower temperature and air drying them.



off peak

Running your high usage electricals at low usage times (like in the middle of the night) means you will be sharing energy more efficiently from the National Grid as well as saving energy money. Midnight suggests it is.



print perfect

Printing less means using less paper and saving a few trees in the process. If you do need to print, use recycled paper and print as small as you can on both sides to cut back on the sheets. Double.



quality not quantity

Instead of buying loads of stuff, buy well-made, long-lasting bits instead. And practice your DIY skills by fixing anything that breaks.



recycle of life

Choosing the loop on the stuff you use is a great way to be more sustainable. Make sure you put your waste in the right bin and, if you haven't already, apply to the council for a food waste bin as it can become compost.



seasons eatings

Food that's grown out of season uses a lot of water and often comes from somewhere far away, increasing its carbon footprint. Eating in season is much better and more sustainable. Check what's in season by going to nuffieldsustainable.co.uk.



trains, planes & buses

Unsurprisingly, 60% of all road CO2 emissions come from passenger cars (and most are only carrying one person). Taking public transport, walking or cycling is much more all help reduce your carbon footprint.



underneath your clothes

Most of us wear clothes every day and don't always think too much about where they come from. Try and buy less stuff, made of more sustainable materials and from local places that protect their workers' human rights.



video chat

Traveling for meetings can be more hassle than it's worth and it's not great for the planet either. Video conferencing means you can join in but without the need for air miles. And you can wear your pyjamas. Bottom half, anyway.



waste not want not

There's loads of stuff you can do to reduce the amount of waste you send to landfill. Buying better quality, longer lasting stuff and repairing broken things really helps as well as always making sure you're checking your empties into the right bin.



(e)xta touches

When you want to give your material and discard a little something, try making gift yourself instead of buying to be from away. It's more money and even less shipped away from somewhere miles away.



yours and mine

We're all got things on the back of the cupboard we hardly use (like that 10-year-old vacuum cleaner or the pressure washer). Sell that stuff in the bin. It was bought & borrowed from each other is but more often than we'd care to know and energy.



zombified

Zombies don't do much thinking. They just wander around with fast cars and hot cars looking for fast food and meat. Don't be a zombie. Think about the impact you're having on the planet and make small changes where you can.



ants in your pants

Doing a bit of exercise is a great way to be more sustainable.
Cycling instead of driving, walking the kids to school,
investing in a fancy pair of roller blades for the commute.
Good for you, good for the planet.



grow your own

You don't need an allotment to grow your own fruit & veg – a sunny
windowsill will do nicely. Home grown fruit & veg tastes better, saves
loads of road miles and means you'll always be eating in season.



Meat Free Monday

The meat industry is one of the biggest contributors to global
warming. One steak creates the same emissions as driving around
for an hour with all your lights on. Try going meat-free one day a
week and see how you get on.



Naked Tuesday

Ditching the clothes for one day a week would definitely save a
load of laundry. But if you don't think the world's quite ready for
full frontal just yet, consider washing your clothes at a lower
temperature and air drying them.

The challenge of creating the sustainability
alphabet, other than finding something sustainable
beginning with N (I don't think Naked Tuesday
will ever become a thing), was to try to create the
simplest visual representation of each concept as a
single letterform.



INNOCENT SPICE SMOOTHIES

emotive packaging for some
unusual smoothies

To help innocent smoothies stand out from the competition in the DACH region (Germany, Austria and Switzerland), some special recipes were developed featuring unusual ingredients and exotic spices. But these special recipes needed something different to help them stand out. The label designs for these smoothies were created in collaboration with illustrator Kate Forrester and are designed to reflect both the asian origin of the spices as well as papercut art, which is native to the DACH region.



In designing the labels for these smoothies, it was important to create both a feeling of authenticity as well as bright and enticing packaging. For me, the origins of the ingredients provided a rich starting point from which to grow the concept, the photos below are taken from a shop in London which sells original Indian woodblocks, which provided strong inspiration for the project.





INNOCENT PARIS OFFICE

large scale artworks to create a
great working environment

After a decade in their old location, the innocent team in Paris were moving to a new home that they wanted to feel just like innocent's head office, Fruit Towers in London. I was tasked with creating a series of artworks as well as inputting to the interior design for spaces across the office, to help make it feel more like home.



#13 - RDE maps (France and Paris)

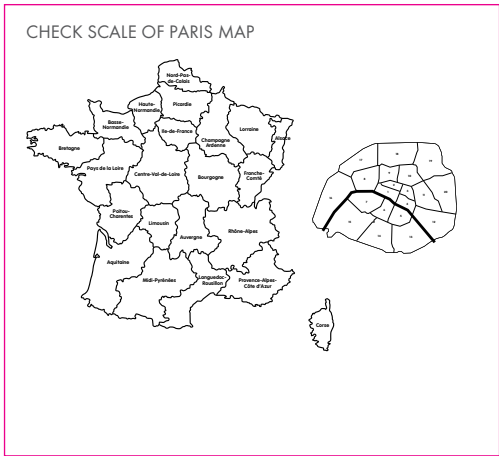
steps down to second basement

1140 high x 1540

13a wall over steps



13b RDE maps



2370mm

2600mm

As well as large scale photographic artworks, I created a series of hand drawn illustrations for spaces throughout the building to create themed meeting rooms, points of interest and hidden gems for people to discover. My favourite happens to be the most tricky to photograph – a deep sea diver I drew to work with a round vent in the middle of the wall in the loos.

artwork description
maps of france and paris on black vinyl

designer
Gabby
deadline
17.5.2017

completion

drawing scale
1:20 on A3
final artwork scale
10% (1:10)

print material
13a. wall over steps
vinyl print





VUA RESTAURANT BRAINDING

a complete brand creation for a
vietnamese fast food restaurant

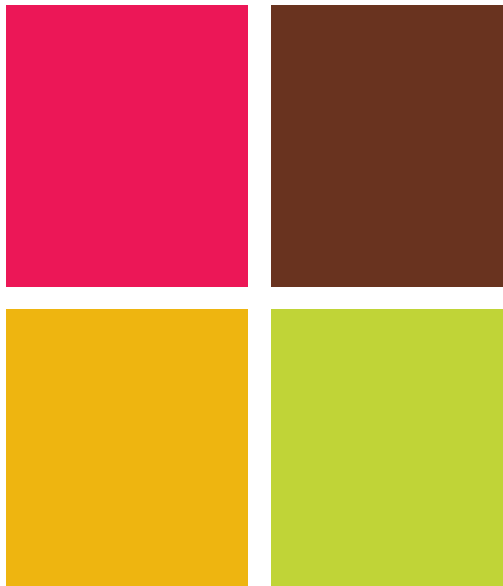
Vua is a new fast food concept based around simple, fresh asian flavours. The brief for the brand was to reference the bright colours and vivid flavours of vietnamese food, without falling into traditional asian tropes.

vuasandwichs.com





The concept behind the Vua restaurant logo uses asian calligraphy as its starting point, countered against vivid colours to reference the freshness of the flavours.



Large format imagery throughout the restaurant references the Vietnamese origins of the recipes, but focuses on colour and movement to help keep the space modern and fresh.

THANK
YOU

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