

*oh hay!*

**Lauren Hay**

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Portfolio 2024  
"Some of my favourites"

# oh hay!


I'm Lauren - a multi-skilled designer, with a passion of using my skills and content creation to better peoples lives. I enjoy working on projects and with people who are motivated and inspired to bettering the lives around them. Growing up seeing how social media has become so ingrained in every day life, I've found a love in exploring content creation and seeing how it can benefit a multitude of brands. Particularly, I use illustration and animation to encapsulate the story or message to be told.

## CONTACT ME

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References available on request



## EXPERIENCE

### **Barclays** - Digital Media Content Creator

March - Dec 2023 (Glasgow, Contractor)  
Supporting the digital transformation programme with content creation and development to enhance employee learnings

### **The Vegan Kind** - Creative Content Designer

May 2020 - Present (Glasgow)

Joining the team during a huge growth period I was the first permanent designer on the team. In 2021, I was involved with the rebrand by B&B Studio implementing the new branding across all platforms for customers, staff and stockists. My role covered all marketing, including social media, digital, OOH advertising, website and photography. For larger, seasonal campaigns I worked as the creative lead, doing art directing photoshoots, brainstorming messaging and developing marketing plans.

### **SevenC3** - Intergrated Designer

Nov 2017 - March 2020 (London)  
Assisiting on the Sainsburys and Weight Watchers UK accounts developing social/digital campaigns. Producing editorial work for St. James Place, Insitute of Directors and Fujitsu. Lead creative on Vitality social content. Producing a variety of animated, video, illustrative and listcile content, resulting in Instagram following growth from 4k to 10k.

### **ACC Group** - Creative Marketing Designer

Aug - Oct 2017 (Aberdeen)  
Developing digital content for a restaurant and food delivery service owned by the ACC group. Creating content and planning posts on social media. Leading to an increase of engagement of 50% and sales of 37%.

### **Venn Creative** - Graphic Designer

Mar 2017 (Falmouth, Cornwall)  
Designing and idea development for client projects, particularly rebrands and multi disciplin campaigns. Writing content for the Venn Creative blog.

### **Freytag Anderson** - Design Assistant

Feb 2017 (Glasgow)  
Artworking and proofing the companies new website. Finalising award presentations to be submitted.

## AWARDS

Rising Star - British Media Awards 2019

## EDUCATION

BA HONOURS in Visual Communications and Media Design  
Abertay University (Dundee)  
Aug 2014 - July 2016

## SKILLS & INTERESTS |

Adobe Creative Suite  
Hand lettering & Illustration  
Content Creation & Copywriting  
Basic HTML & CSS  
Video Editing & Animation  
Branding & Concept Development

## SOLO ENTERPRISES

### **YouTube Content Creator & Streamer**

Nov 2020 - Present  
During the 2020 lockdowns, video games became my way to connect with friends. Later in the year, I started a YouTube channel to interact with other gamers and to share my creations. Since then, I have grown a close knit community of over 3k, produced a variety of videos and interact with my audience during live streams. In Feb 2023, I hosted a 12 hour charity live stream where I raised over £2k in aid of Parkinson's UK. I've also had comissions from other creators for merchandise art, channel branding and video editing/animation.

### **OhHay! ByLauren** - Content creator, graphic designer and illustrator

May 2013 - Present  
Collaborating with social activist group, 100 Women I know, to create social content. Tapping into the powerful views of the founder and activists online that ignite sodality within the community  
Freelance branding projects and running an online blog with a focus on sharing insights as a female in the creative and design industry.

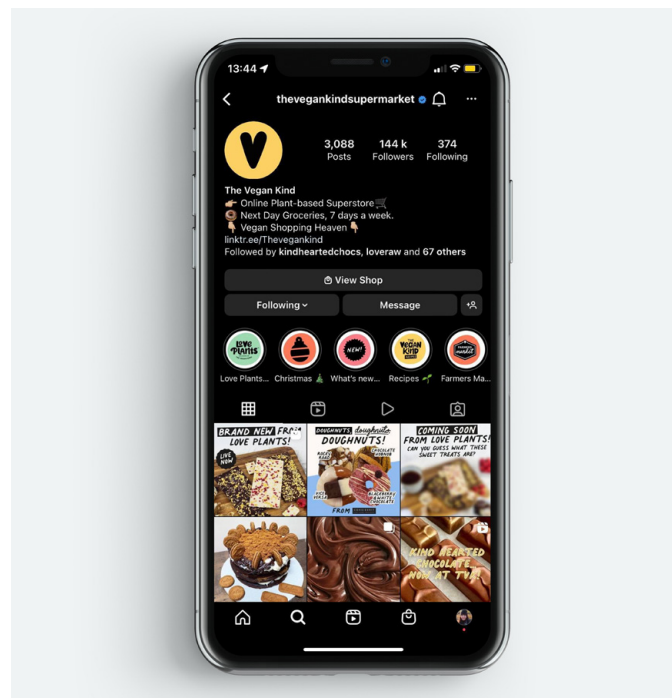
# The Vegan Kind Overview

A brief overview explaining my role and responsibilities as the sole full time designer at The Vegan Kind.

## Background:

Joining the team in 2020, I was brought in during a huge growth period. Being the first permanent design creative, my role included uplifting the The Vegan Kind brand into a more recognisable and stand-out retailer. In 2021, this included being involved with the rebrand process by B&B Studio and rolling out the new branding to customers, staff and stockists.

On a daily basis, my role covered multiple design stand points, including social media, digital marketing, website, OOH advertising and photography. Within larger and seasonal campaigns I worked as the creative lead, art directing photoshoots, brain storming messaging and developing marketing plans.



# The Vegan Kind: Campaign Work

During my time at The Vegan Kind, I worked on developing several campaigns to cover seasonal events, brand awareness and localised event marketing.

**Background:** As part of the marketing activity at The Vegan Kind, we often ran a variety of campaigns to reach different interests our customers had. Some of these campaigns included events like: Christmas, COP26 and Vegan Camp Out, which were all cemented periods in the calendar. We also ran campaigns based upon customer shopping habit and brand awareness, these included subjects like National Pet Day, covering winter vitamins and supplements and our brand messaging around being the home of plant based. Some of the most exciting campaigns were the ones we ran to highlight small start up businesses that sat under the "Pioneer the purposeful" campaign. In these campaigns, we were giving a voice to many unknown and artisan style companies. These campaigns, often covered multiple outputs including digital advertising, organic social media posting, website landing pages, editorial adverts and Out Of Home advertising.



Campaign promoting the launch of frozen delivery



Home of Plant Based advert on popular London bus route



Display stand at Vegan Camp Out



Brand awareness on the Glasgow Subway system

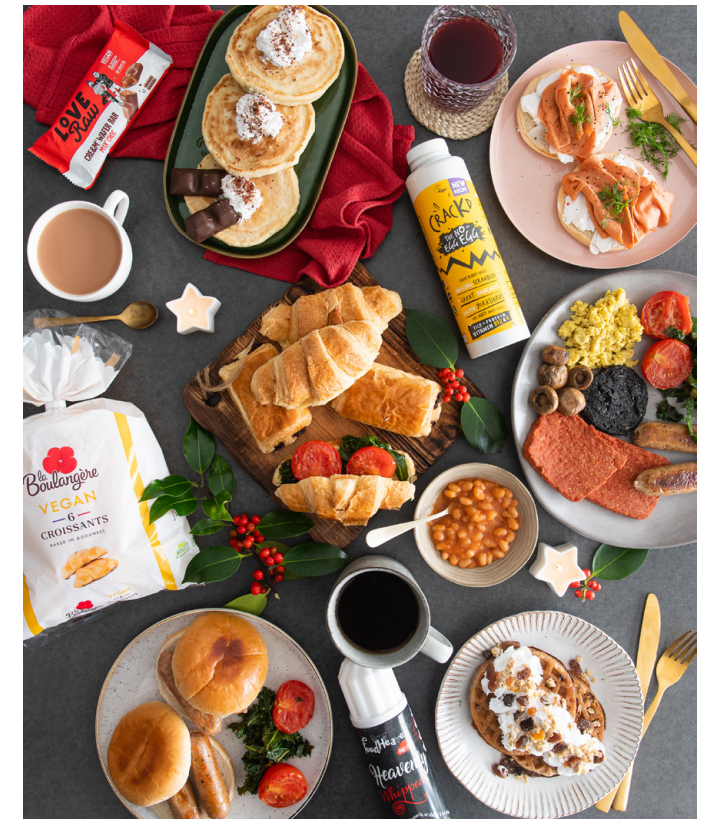


Story post promoting the Pioneer the purposeful farmers market

# The Vegan Kind Art Direction

Art directing several photoshoots to build a collection of imagery for the TVK brand and website.

**Background:** Throughout my duration at TVK, I often would organise, art direct and occasionally even photograph several photoshoots. Shoots largely were organised to capture each of the subscription boxes. However, after the rebrand in 2021, we organised several photoshoots to gather a variety of images to use across the website, social media and digital & print ads. Additionally, seasonal and event specific shoots were also organised and regularly were on location at Glasgow based shoot houses.

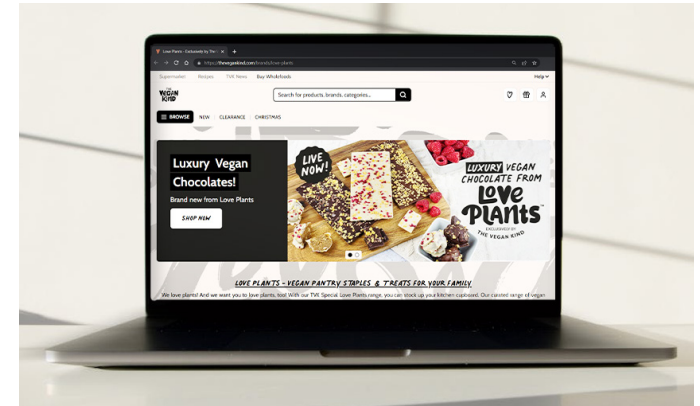


# The Vegan Kind: Own Brand Products

Development of own brand product look and feel that would work across packaging, photography, graphics and marketing materials.

**Background:** As The Vegan Kind grew as a company, there was an increased interest to develop own brand products to cover a variety of markets. These included Love Plants Ready meals, the TYSON range and later on, a Love Plants by The Vegan Kind range which included kitchen cupboard staples and high quality chocolates.

The design work for these covered before and after the rebrand in 2021. So, even when we had products in the old branding packaging, I had to come up with a variety of solutions that still held the tone of voice and made the products appealing to our customers. Leading up to the launch of kitchen cupboard staples, a unique landing page was developed as a homing space for these products.



# Vitality campaigns

To drive awareness of the brand and the services they offer to their customers

**Challenge:** To create campaign collections that are both insightful and appealing to their wide range of target audience.

**Solution:** Targeted paid campaigns related to specific revenues and perks of the Vitality brand. In order to gain the most results, a 3-step process was used.

1. Create intrigue on the topic
2. Target those to find out more
3. Sell in the product/service for the audience to buy

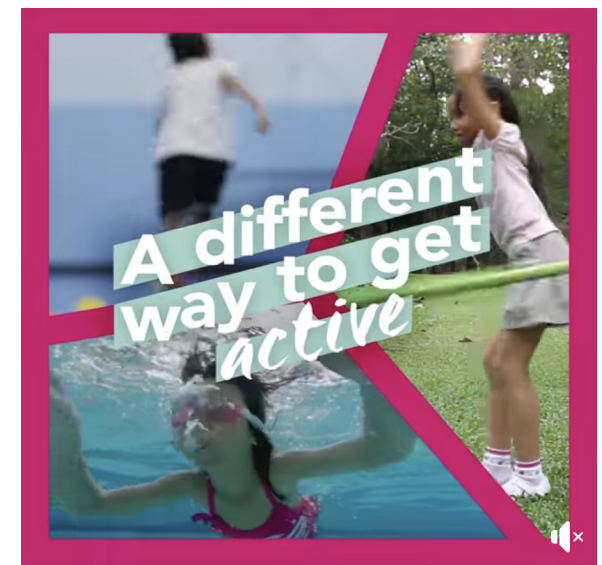
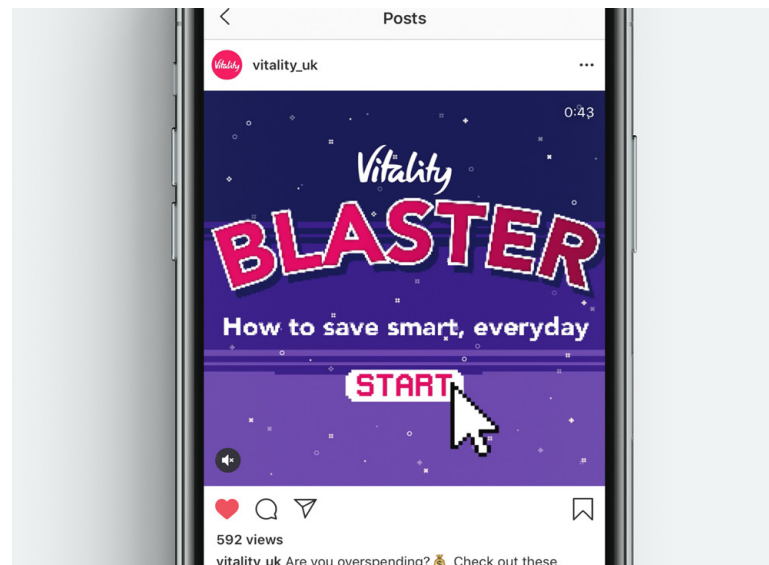
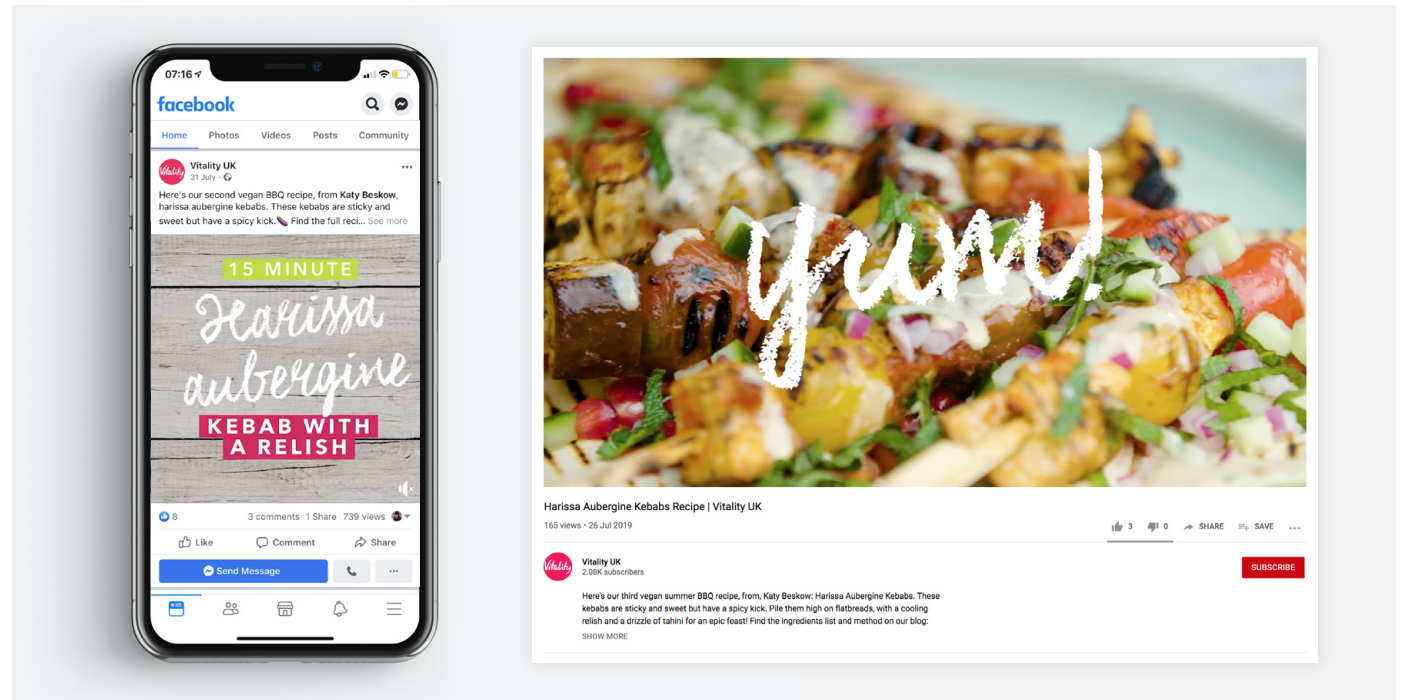
With this approach, the results have shown that with the Vegan BBQ food campaign from the July - September 2019 period resulted in driving the highest proportion of first-time visitors to the site due to paid media support, and precise social targeting.

To see examples of Vitality campaigns in action, click through to these examples:

Vegan BBQ: [instagram.com/p/B0n2Et8n8IG/](https://www.instagram.com/p/B0n2Et8n8IG/)

Money Saving Blaster: [instagram.com/p/B2SMLTSFnxa/](https://www.instagram.com/p/B2SMLTSFnxa/)

Family friendly fitness: [instagram.com/p/B0-kXh7HvzG/](https://www.instagram.com/p/B0-kXh7HvzG/)



# Vitality social content

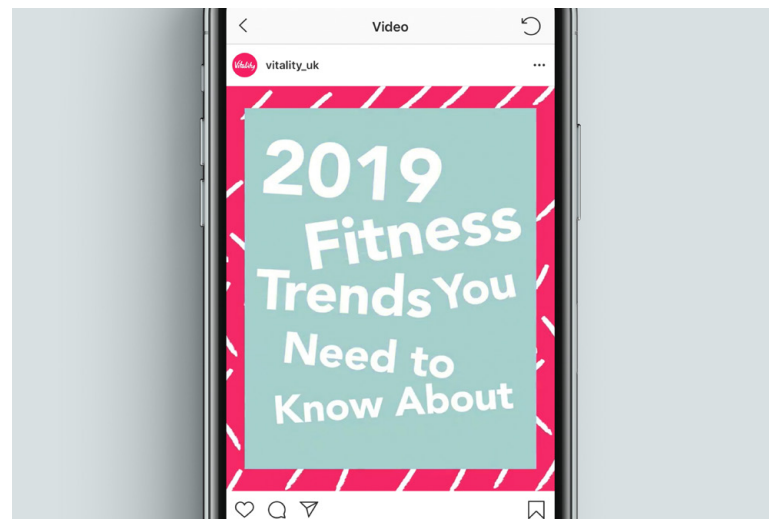
Creative lead on digital and social media assets

**Challenge:** To elevate Vitality's social content by visually modernising the brand. To share educational healthy lifestyle material that their target audience are asking about.

**Solution:** A collection of short but in-depth listicles and animated videos that highlight an array of health or fitness related issues. Along with content created to promote partners, industry experts and athletes that their target audience know about and trust.

By working with the wider creative and strategy team we've been able to increase their following by 6k over the past 2 years. This has been done by pushing social formats, using strategy to target their audiences questions and continuously creating stimulating content.

**To see the animations in action head here:**  
<https://vimeo.com/ohhaybylauren>





# Vitality Running World Cup

Drive awareness and sign ups, specifically for the UK audience, to the Vitality Running World Cup.

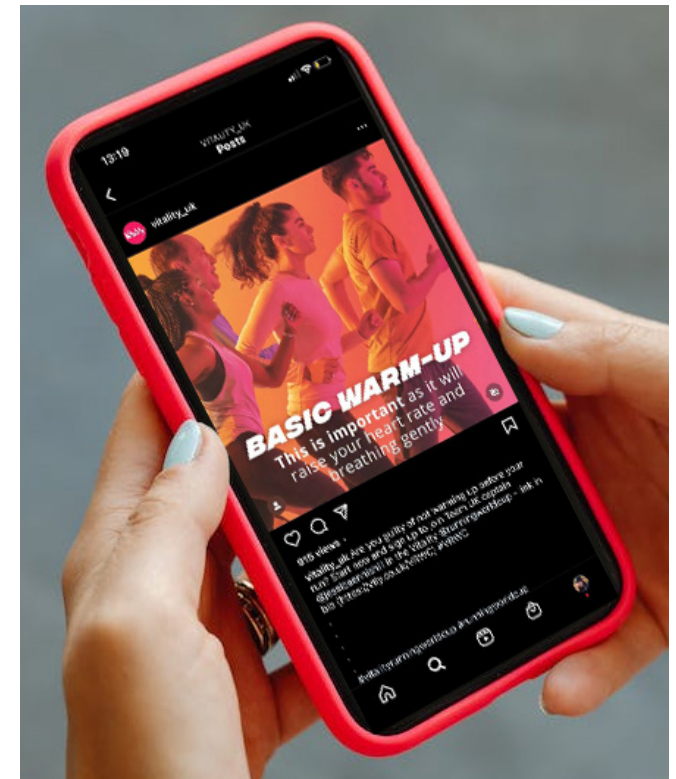
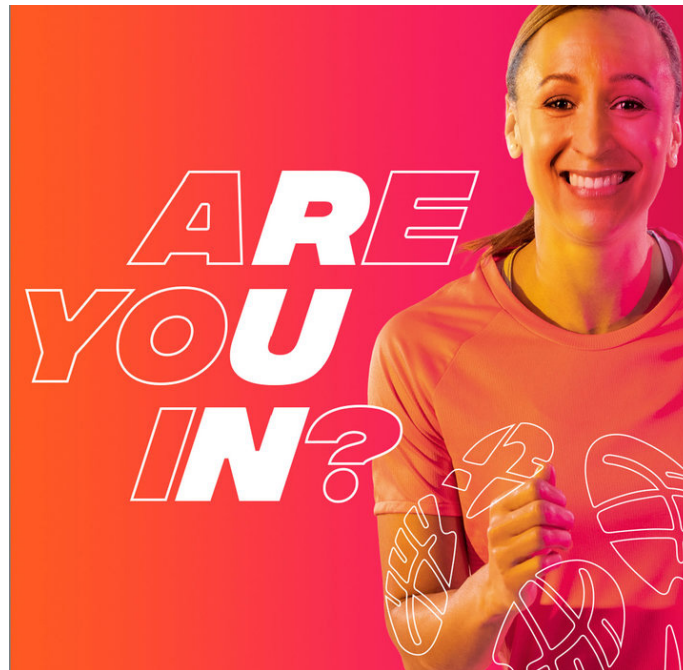
**Challenge:** To create a collection of social media assets to be used organically and with paid support that would be shared on the lead up to the VRWC starting. Additionally, using both global and territorial assets to create a cohesive brand look and feel.

**Solution:** A three-week output of a cross social media content plan, featuring statics, carousels and motion graphic videos. Assets created from repurposing images taken for the Winter 2020 issue of Vitality magazine, featuring athlete Jess Ennis.

**To see the content in action, click through to these examples:**

Exercise Warm Up: [instagram.com/p/B8eqDS\\_HHKg/](https://www.instagram.com/p/B8eqDS_HHKg/)

Jennis quote: <https://www.instagram.com/p/B9wMWvcnGzR/>



"If you want to get fit and feel good about yourself, running is one of the best ways to do it"

Jessica Ennis Hill

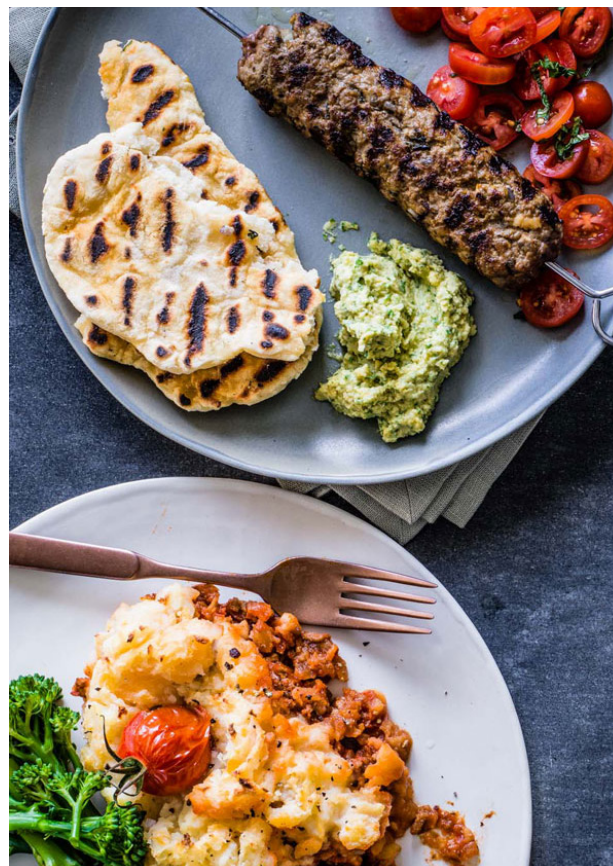


# Vitality: The Big Sunday Cook Up

Inspire and influence the Vitality audience to take a new approach to batch cooking

**Challenge:** Repurpose the images, information and styling from the Winter 2020 Vitality magazine for the launch of Vitality's The Big Sunday Cook Up. Work with the video team to create a cohesive look across all assets.

**Solution:** Develop a look and feel that translates into motion graphics and social content. Produced an icon/type set that would be used as an intro on the social content. Produced a short video that would hype up intrigue of the campaign before launch, was used across social channels and had varyig messages to test reactions/narrative.



# Vitality at Work

Creative lead on producing downloadable and printable content

**Challenge:** Create informative yet visually inspiring content for HR and management teams to output to the wider company employees

**Solution:** Bi-monthly downloadable and posters that highlight on things HR/management can do to better company moral. As well as shareable editorial for employees to read that can better their work/life balance, mental and physical health while at work and ways to benefit from their Vitality insurance.

In order to create visually stimulating designs, I have often created bespoke illustration artwork and lettering to tell a story visually rather than through lots of copy.

### EVERYTHING YOU NEED TO KNOW ABOUT FLEXIBLE WORKING

The benefits of flexi and agile working can apply to everyone. Here's what you need to know...

#### THE FACTS

- What is it?** Flexible working is a way of working that suits you – like having flexible start and finish times or working from home.
- Who's entitled?** All employees have the right to request it. You just must have worked for the same company for at least 26 weeks to be eligible.
- What are the different types?** It includes part-time hours, working remotely, compressed hours (working full-time hours but over fewer days) or flexitime.

#### THE BENEFITS

- More productive** Flexible working improves our engagement and performance, according to London School of Economics.<sup>1</sup>
- Happier overall** 63% of us are happier if we can telecommute or work flexitime.<sup>2</sup>
- Less stress** Flexi-working can help you avoid a long or busy commute or can help you make time for stress-relieving hobbies or fitness.

31% of us care more about flexi-working opportunities than an increase in salary.<sup>3</sup>

"It's time we all took a more holistic view on the traditional 9-5, sat at the same desk."  
**Angela McCabe, People Director**

#### HOW TO WORK IT YOUR WAY

- Try hot desking** Giving you more flexibility with how you work, you could try solo concentration in a work pod or a breakout space for a brainstorm. This breaks up the workplace hierarchy – helping us to share ideas.
- Get more face time** It's easier to problem-solve and collaborate when face-to-face compared to email. The optimum meeting time is 10-18 minutes, matching with our attention spans.
- Chunk it out** Split your time into 25-minute 'pomodoro' periods, with a five-minute break after. Break for 30 minutes after completing four pomodoros. This supercharges productivity.

#### 4 WAYS TO INITIATE THE FLEXI-WORKING CONVERSATION

- Start by having an honest, open conversation with your line manager.
- Be clear about what you're hoping to achieve with more flexible working.
- Explore a few options together that will help you get the balance you want.
- You could then consider making a formal request to your employer.

"An effective agile working environment is also about employers entrusting their employees to fulfil their role."  
**Angela McCabe, People Director**

<sup>1</sup> Why now? The time to embrace flexible working. The Guardian, 2017. <sup>2</sup> Workplace study by Staples Advantage, study based on sample of American and Canadian employees, august.com, 2015. <sup>3</sup> The benefits of introducing agile working, study based on sample of 1,000 employees in the UK, The HR Director, 2018. Vitality is a trading name of Vitality Corporate Services Limited which is authorised and regulated by the Financial Conduct Authority

Vitality | AT WORK

# DON'T SIT DOWN!

Stand up for your health! Taking regular, active breaks from long periods of sitting can boost mental wellbeing and reduce the risk of heart disease, diabetes and cancer

#### WALK AND TALK

Studies suggest walking meetings can boost creativity by up to 60%.

**IT?** It's all about balance. Vary your sit-stand routine for best results.

#### GET THE MESSAGE

Wearable tech such as smart watches can send prompts when you've been sat down for too long. Vitality offers a discount on some devices.

#### COMMUTE SMART

Research shows that active commuters take fewer sick days and can concentrate better than those who travel by car.

**IT?** Map out a 'daily mile' walking route around your work.

#### WORK STANDING UP

It's the easiest way to get a much-needed break from sitting throughout the day.

<sup>1</sup> https://www.publishing.service.gov.uk/government/uploads/uploads/attachments/attachment\_data/file/61171/1916\_192101\_046. <sup>2</sup> https://www.who.int/news-room/fact-sheets/detail/physical-activity-and-musculoskeletal-health <sup>3</sup> https://www.humanresources.com/articles/remote-work/2021/03/03/remote-work-employee-health-and-well-being/ <sup>4</sup> https://www.humanresources.com/articles/remote-work/2021/03/03/remote-work-employee-health-and-well-being/ <sup>5</sup> https://www.humanresources.com/articles/remote-work/2021/03/03/remote-work-employee-health-and-well-being/ <sup>6</sup> https://www.humanresources.com/articles/remote-work/2021/03/03/remote-work-employee-health-and-well-being/ <sup>7</sup> https://www.humanresources.com/articles/remote-work/2021/03/03/remote-work-employee-health-and-well-being/ <sup>8</sup> https://www.humanresources.com/articles/remote-work/2021/03/03/remote-work-employee-health-and-well-being/ <sup>9</sup> 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Vitality | AT WORK

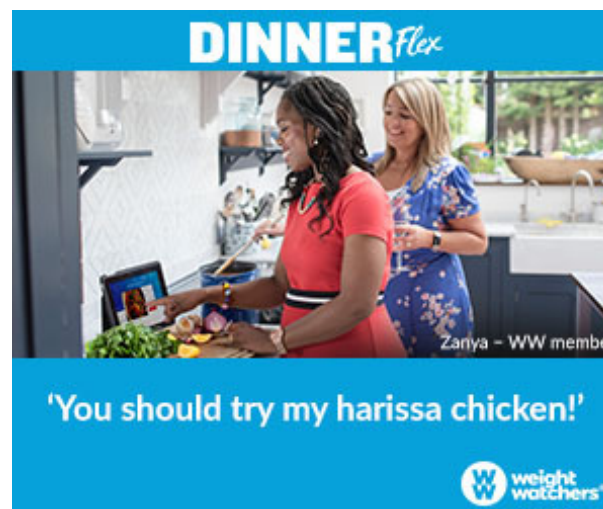
# WeightWatchers campaigns

Designing and artworking,  
development for social and digital

**Challenge:** To produce a series of assets that would promote the brand and encourage people to sign up to become members of the programme.

**Solution:** A fully integrated digital, social and editorial campaign that highlighted real members and their journeys, along with how WeightWatchers helped them.

The assets were then used to create digital banner adverts, social media page headers, and within the magazine. The most important aspect of the campaign related to social posts, due to after the launching Spring 2018 campaign, assets reached an audience of 56,000 people, with an 88% positive sentiment in relation to engagement.



# IoD Brexit readiness campaign & hub

Lead designer to produce creative with the aid of the Creative Director

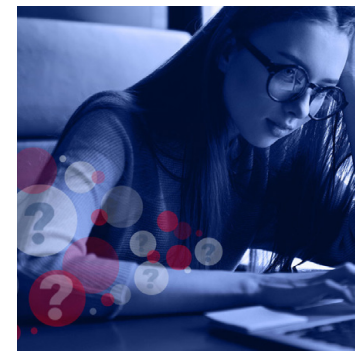
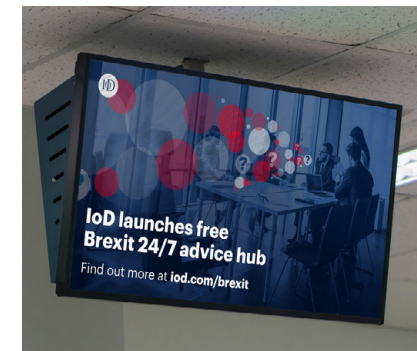
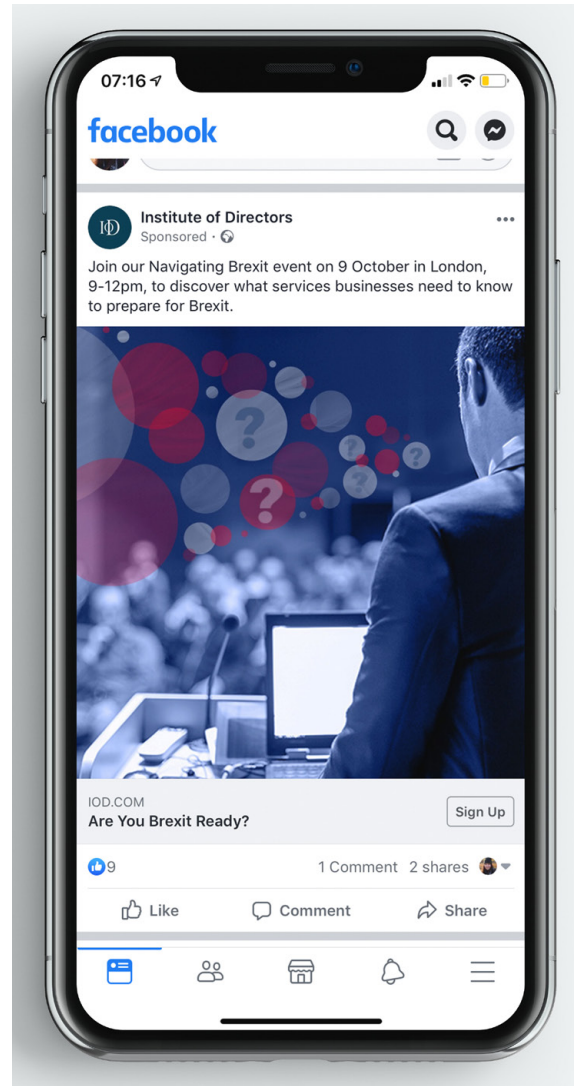
**Challenge:** Develop a campaign identity and social/digital assets that would be used to give insight to business leaders about how to navigate a no-deal Brexit within a short time frame.

**Solution:** A flexible identity that can be used across a variety of formats from video to banner ads to print and social.

Campaign assets that have a multitude of messaging that can be targeted towards specific audiences, such as those who are members of the IoD and those who are not.

## The Results:

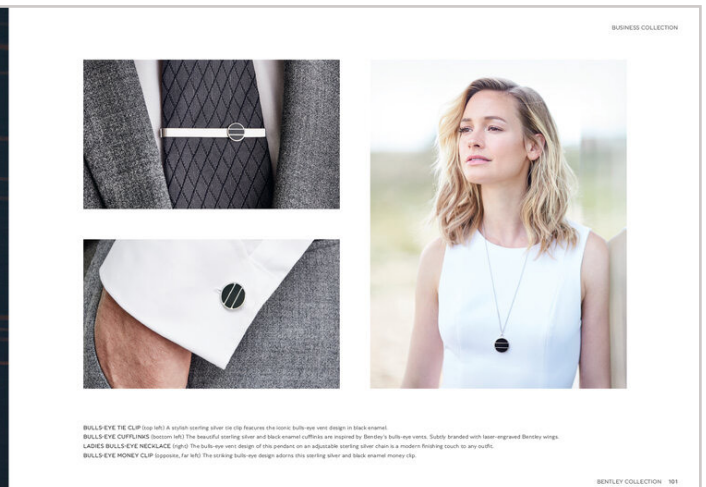
- 25 pieces of content for various outputs created within a five-week period
- Total of 77,454,305 impressions served (1,000,000 target)
- Total of 226,000 visits to the IoD Brexit Hub (125,000 target)



# Bentley

Design support on the Bentley's account which included magazine, brochure and coffee table books.

**Background:** Supporting the Art Director across both the Bentley magazine and brochures. Finalising design layouts, retouching imagery and assisting on final proof checking.



# St. James Place: Investor

Lead editorial designer on the quarterly magazine

**Challenge:** Create a quarterly magazine that financial investors want to read to find out more about business and issues that may affect their financial investments.

**Solution:** Designing a magazine split in two sections, the front focusing on topical issues with the back section sharing portfolio updates, facts and figures from the last 3 months.

I acted as lead designer and art director on the Spring and Summer 2019 issues produced at SevenC3.



# Kiehls: Healthier looking skin

Educate the Kiehls audience on the best techniques to look after their skin and promote Kiehls products.

**Challenge:** Refresh the concept originally shared on the Kiehls socials in 2019 for the year 2020. Uplift the content and make it feel more friendly and less clinical.

**Solution:** A series of Instagram Videos highlighting key problem skin areas. Refresh the content by using a look and feel that is engaging, stands out on the feed and captures the audience.

Additionally, creating digital display boards for instore, enticing people to come in store with their skin problems.

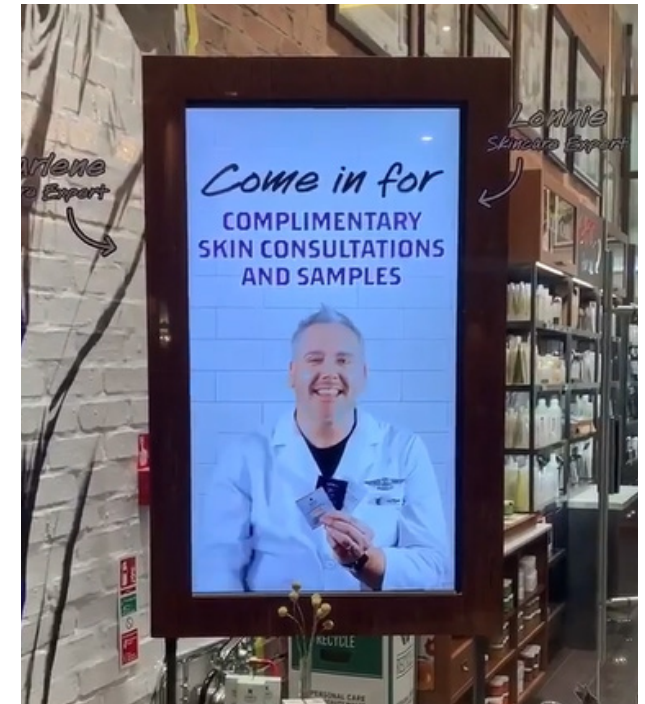
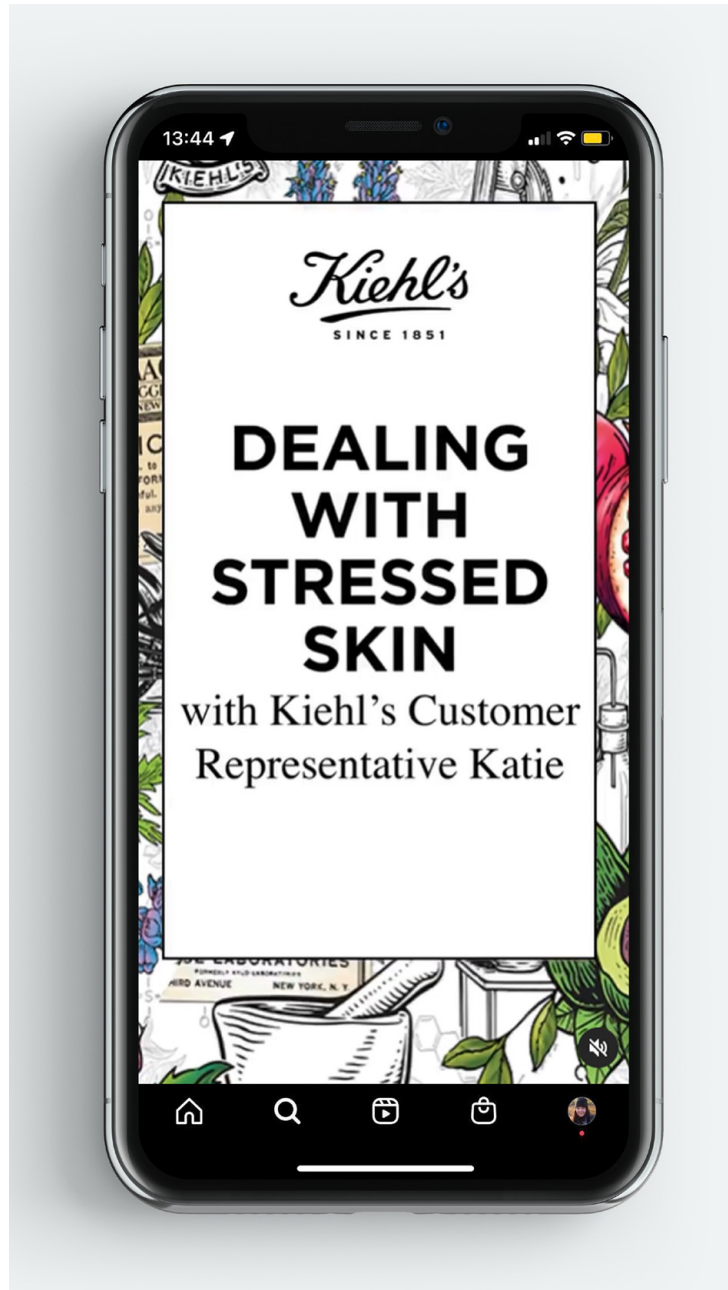
**To see the content in action, click through to the final videos:**

Skincare routine: [instagram.com/tv/B8tDjmapb-G/](https://www.instagram.com/tv/B8tDjmapb-G/)

Stressed skin: [instagram.com/tv/B8mF7HSgOZz/](https://www.instagram.com/tv/B8mF7HSgOZz/)

Dehydrated skin: [instagram.com/tv/B8qghVPAh4S/](https://www.instagram.com/tv/B8qghVPAh4S/)

Dark circles: [instagram.com/tv/B8rTpggJ5A1/](https://www.instagram.com/tv/B8rTpggJ5A1/)



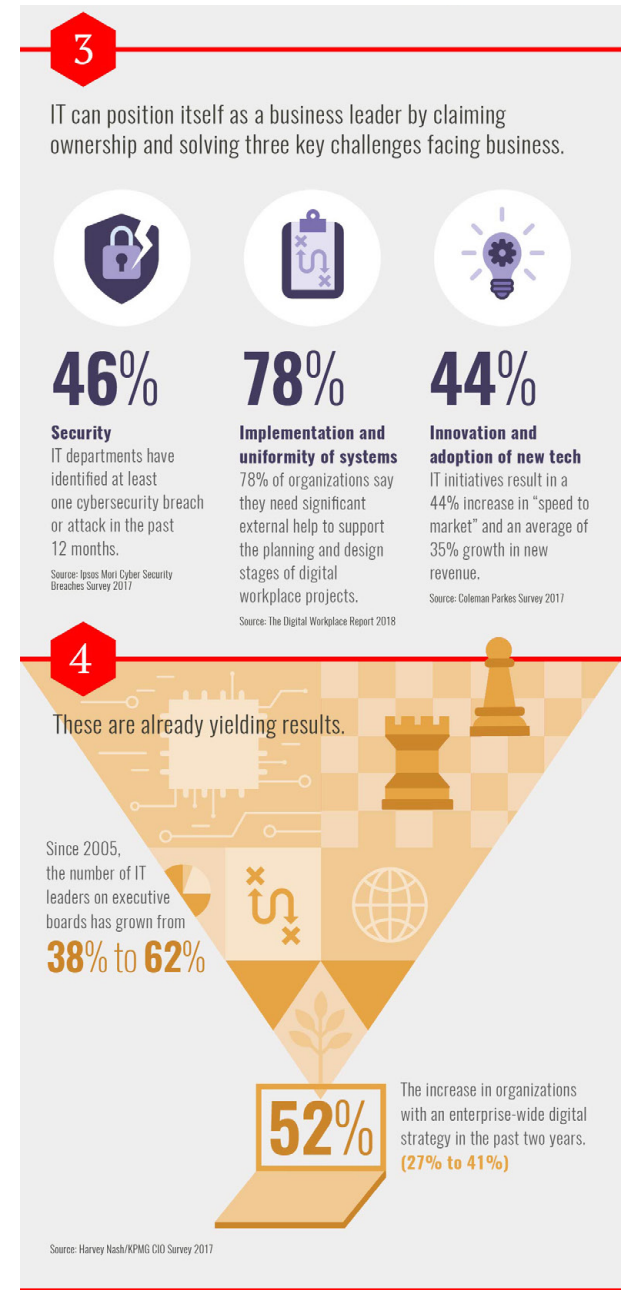


# Fujitsu

Design work created for the Fujitsu account, including magazines, white papers and infographics

**Challenge:** Create content that digital leaders can read and refer to in order to find out more about technology developments, IT infrastructure and related issues.

**Solution:** A biannual magazine was created featuring articles of the above topics, interviews and insights that members would have access to and were offered during events. Additional content was also created for email marketing and blog content, these included whitepapers, infographics and video assets.



# IOD Director magazine illustrations

Illustrations for a business magazine about thought leadership and how to take action.

**Background:** Illustrations used within the magazine to support the editorial content. On a range of topics such as: thought leadership, being a more emotional leader, how to host a great networking event/talk and cover lettering to relaunch the new design in Jan/Feb 2018.

**Animating the illustration:** In order to share on social channels, the illustrations are often animated and use motion graphic techniques to push the concept further. Animation produced by myself.

How to host a great event: [instagram.com/p/B44isELnvs7](https://www.instagram.com/p/B44isELnvs7)



# Next Steps South West: Let's go

Creative development for design and general concept

**Challenge:** Develop a campaign that inspires those who don't see further education as a viable option to push themselves.

**Solution:** A complete branding set that could be applied across all paraphernalia, digital and web content and advertising.

A vibrant and playful brand identity that felt approachable for teens, from those away to pick their exam subjects to those that are facing their last exams.

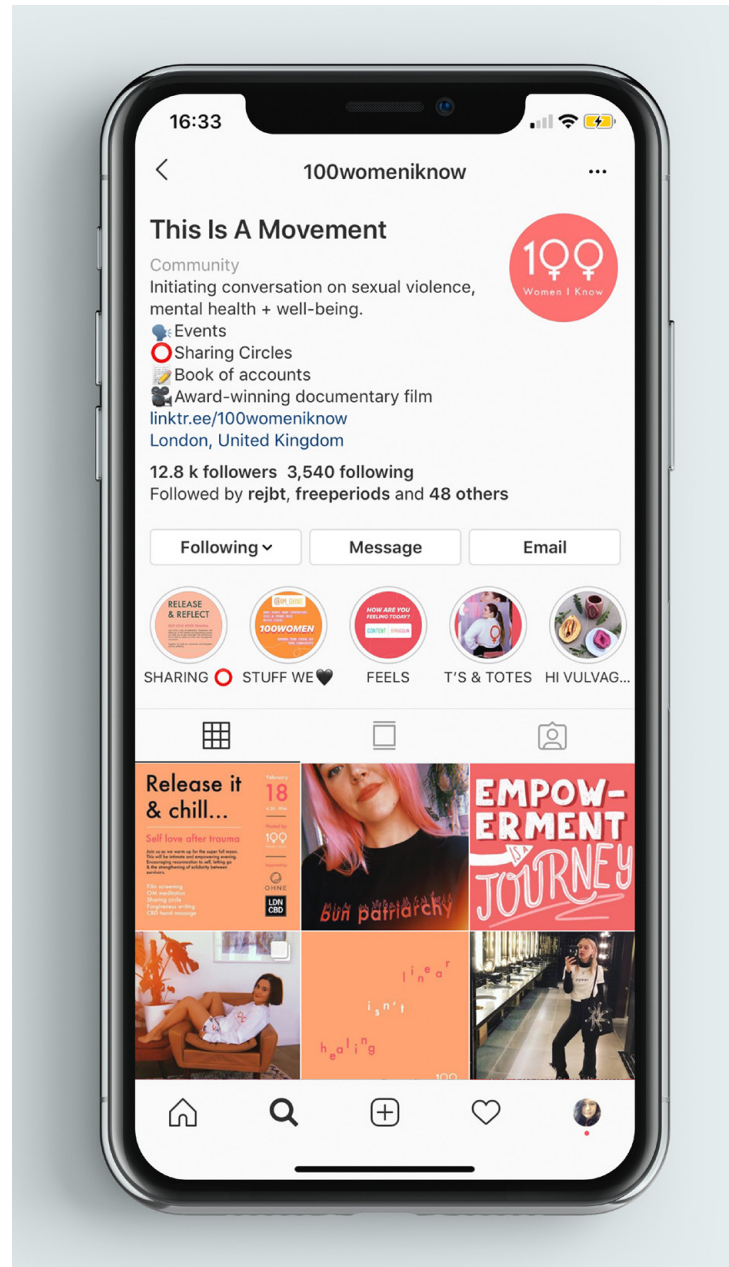


# 100 Women I Know

Illustrative and lettering designs

**Challenge:** Produce illustration and lettering artwork that captures the views of the activist group and bring the community together.

**Solution:** A collection of 'mini masterpieces' that use quotes from the founder and activists within the group and are shared on their social channels.



# Social activism 'mini masterpieces'

Illustrative and lettering designs

**Background:** A collection of 'mini masterpieces' created as personal projects, for friends and other social collectives. Aiding where I can using design and illustration skills, as well as my social media knowledge to develop content that raises awareness of social issues such as mental health, sexual assault/harassment, abortions/reproductive health and periods.



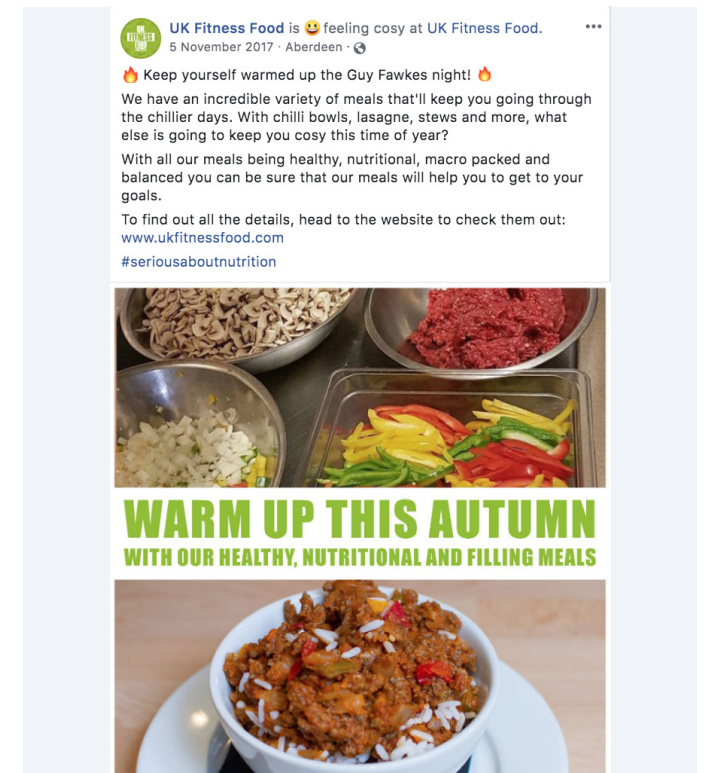
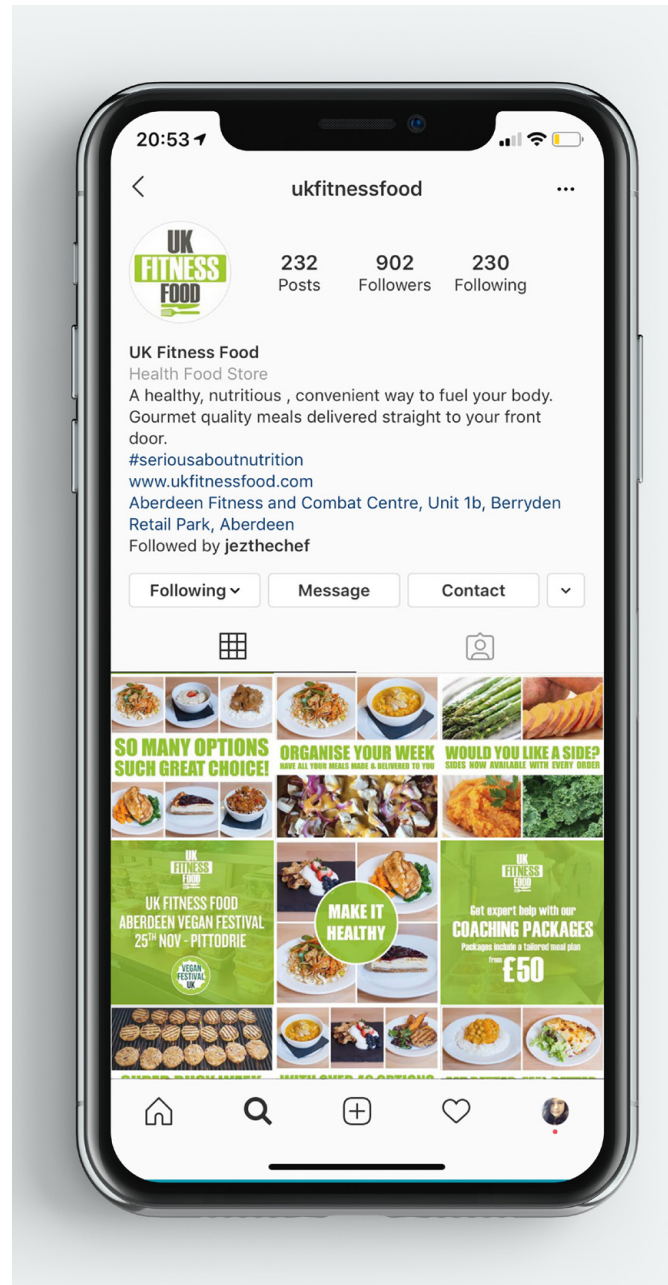
# UK Fitness Food

Lead creative for social content, specifically copy writing and design

**Challenge:** Raise awareness on social media and share the health benefits of using the food delivery service, specifically for those passionate about training and athletes. Then transferring those positive engagements from the audience into sales.

**Solution:** Frequent interactions their audiences via Facebook and Instagram. Tapping in to the networks and communities the target audience connect with.

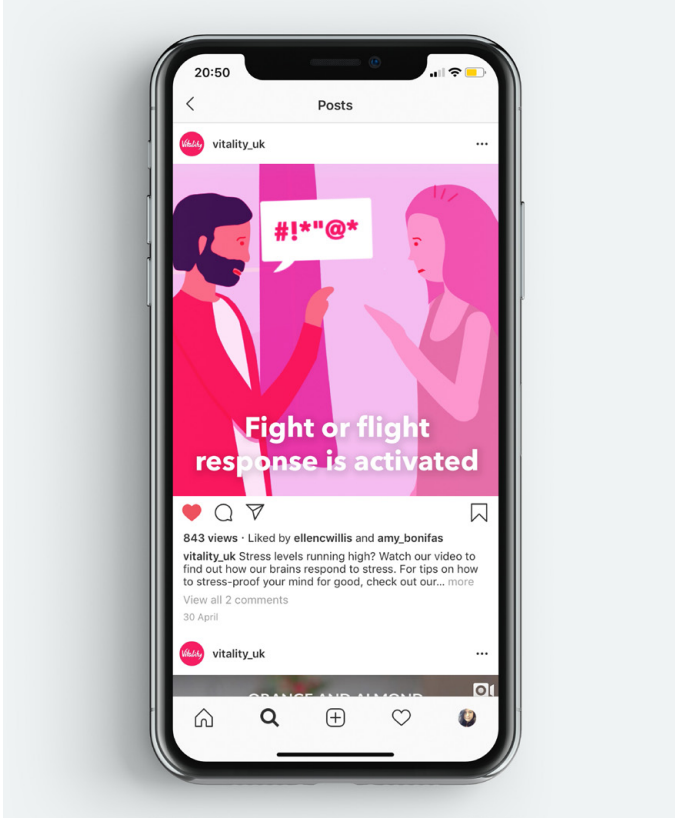
A variety of social posts templates created that could be used continuously. Such as highlighting multi-deals available to customers, infographics showcase in-depth analysis of the foods nutritional values and showcasing the meals that can be purchased.



# Illustration work

Creating and developing illustration concepts

**Background:** An array of illustration work created for a mixture of clientele and a variety of purposes. From editorial illustration for business brands such as Institute of Directors: Director magazine and Fujitsu magazine. To editorial illustration, social content and marketing assets for Vitality Health Insurance.



# Cultivator

Creative development of brand identity and supporting assets.

**Challenge:** Build an identity for a brand that supports for creative businesses and has a strong look and feel.

**Solution:** A makers mark that encompasses the heritage and skill that Cultivator looks to support. Along with creative assets that can be used in a variety of ways that give a tactile and authentic feel to the brand.

Within this work I was able to combine my knowledge of design with the methodology of illustration, resulting in a seamless visual identity for their target audience to connect with their goals.





# YAY!

## **You've reached the end!**

I hope you enjoyed seeing some of my work and  
I look forward to hearing from you.

Intrigued to see more?

I share more of my illustrations and  
behind the scene over on Instagram.

@OhHay\_illustration

