

# LAUREN HANCOCK

Multidisciplinary Designer

Selected Portfolio Projects  
– August 2025

**PUGH'S**  
GARDEN VILLAGE

## PUGH'S Loyalty Club

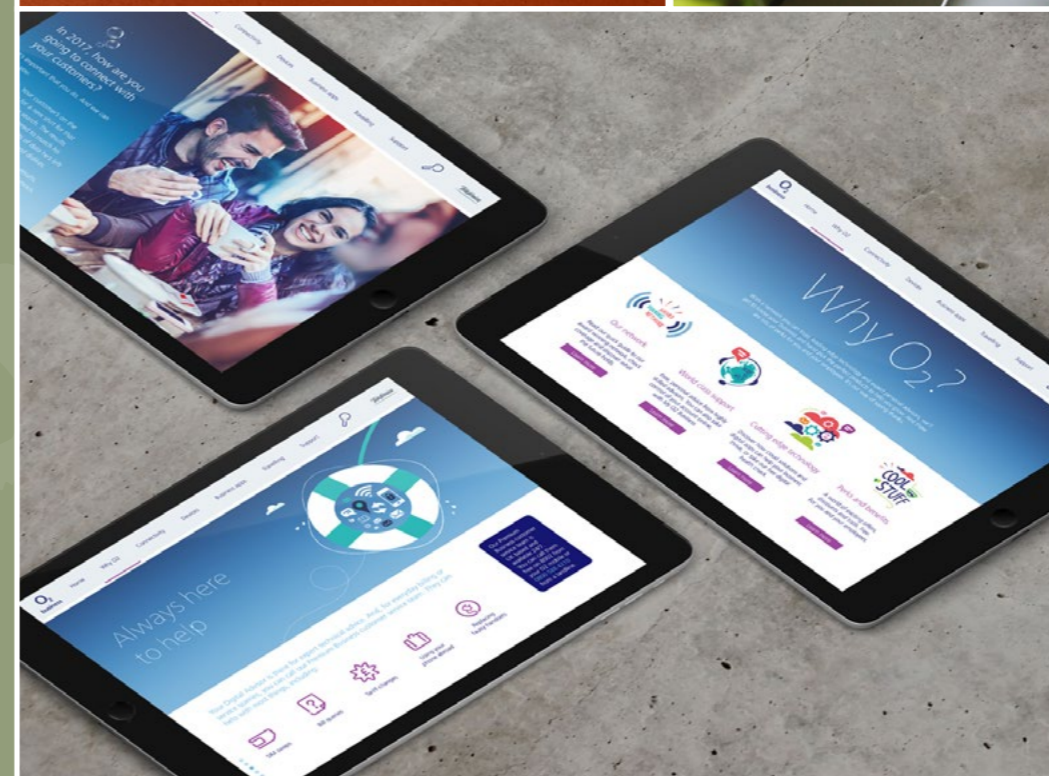
**Bloom Loyalty** £20 per year subscription fee  
Get all the free benefits of Flourish, plus...

- One free meal
- A Birthday Gift for your Birthday Month
- Refer a Friend incentive
- Personalised care guide emails
- Exclusive member-only events
- Seasonal prizes

**Flourish Loyalty**  
Free members get...

- Spent rewards
- Members-only multi-buy and offers
- Charity donation from Pugh's

Additional benefits include: Random acts of kindness/gifts from Pugh's, Smoothies / behind the scenes / Back to back conversations from Pugh's, Priority booking at all events, Colour digital stamps for a free hot drink in Pugh's cafes, Useful Contacts, Book online and edit, Weekly offers from Pugh's, Program rewards for our top Pugh's customers, and Colour digital stamps for a free hot drink in Pugh's cafes.



## St Peters Rewards

Get a Free Himalayan Pot Worth £22.49 When You Spend Over £75

"The love of gardening is a seed once sown that never dies." - Gertrude Jekyll

"Life begins the day you start a garden" - Chinese proverb

Together we help children grow

From 27th May - 4th June 2025, Buxton's Children's Gardening Week celebrates the fun that gardening could be!

7 ways to be more sustainable in your garden

Gardening For Wellbeing

3 For £15 On Homegrown Jumbo Bedding Plants

2 For £12 On Peat Free Multi Purpose Compost (50L)

Tools for the Job May

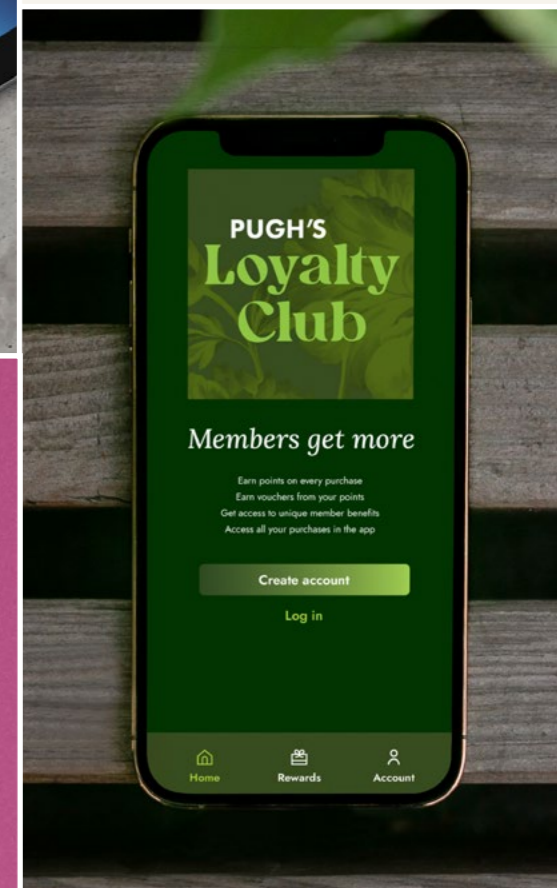
This Month's Thrifty Tip

Tools for the Job June

This Month's Thrifty Tip

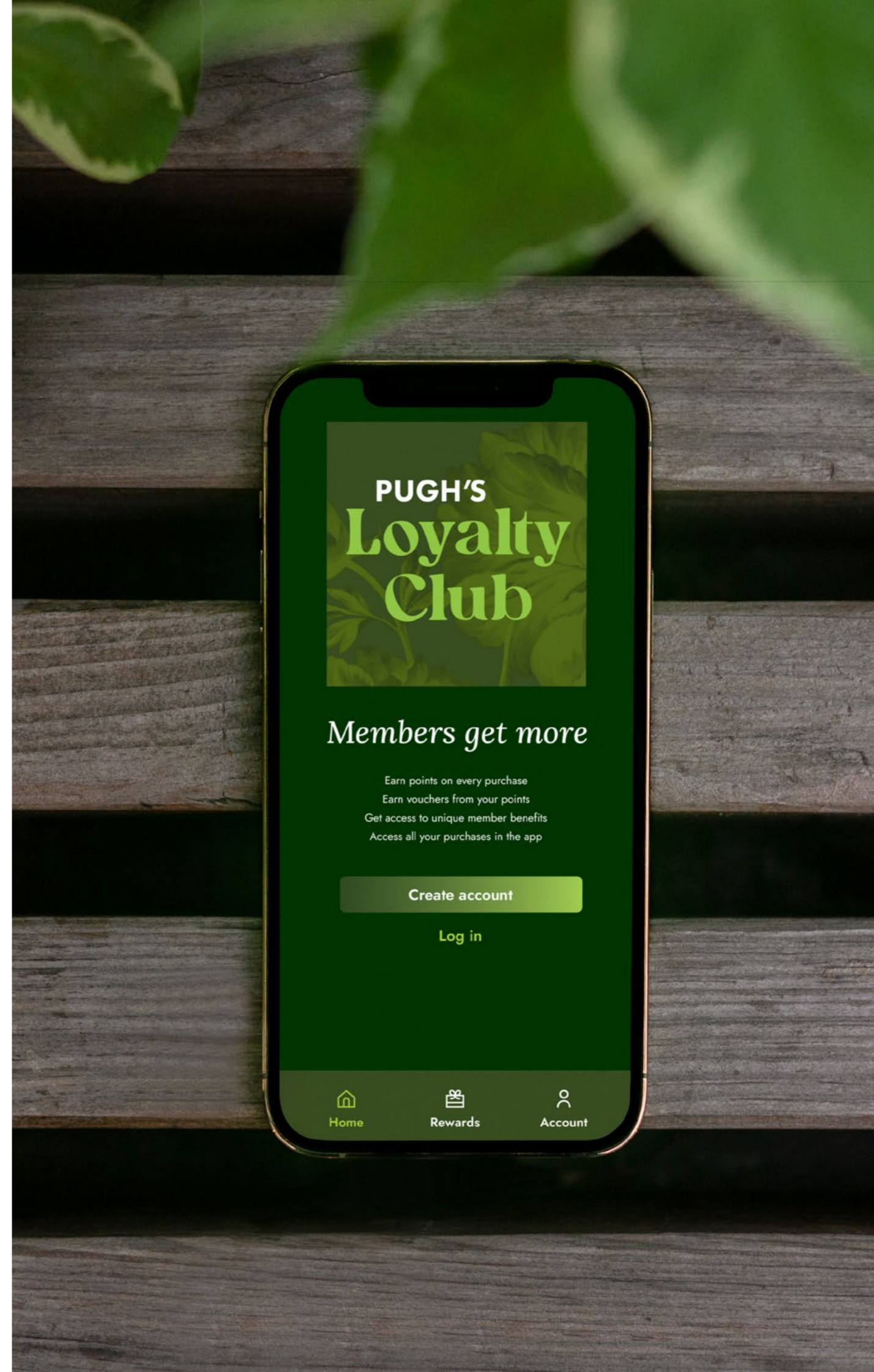
£2 Off Original Seaweed Extract

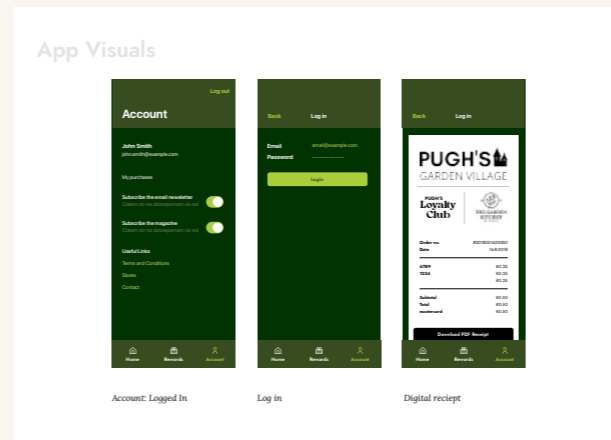
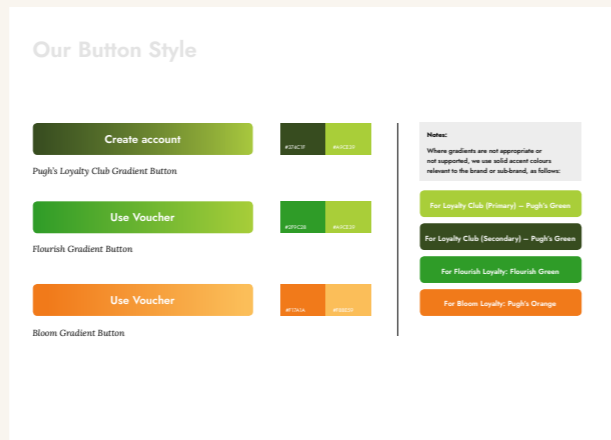
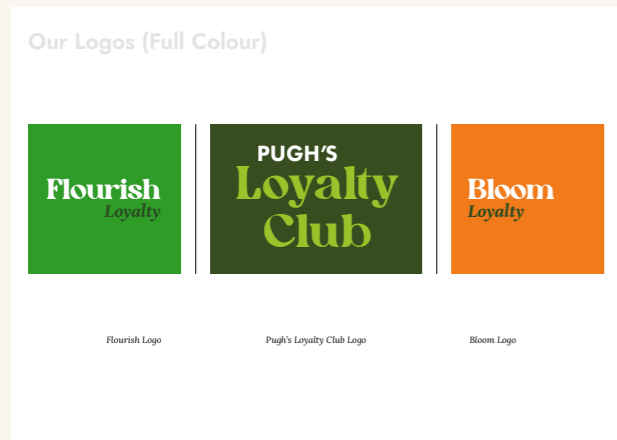
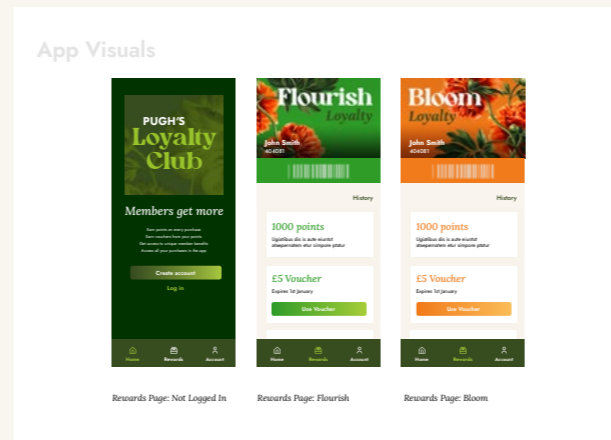
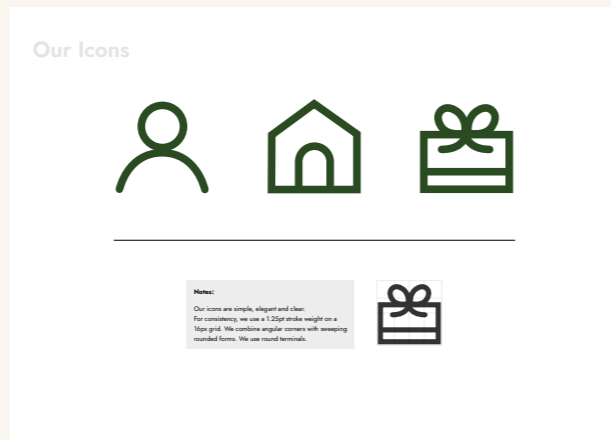
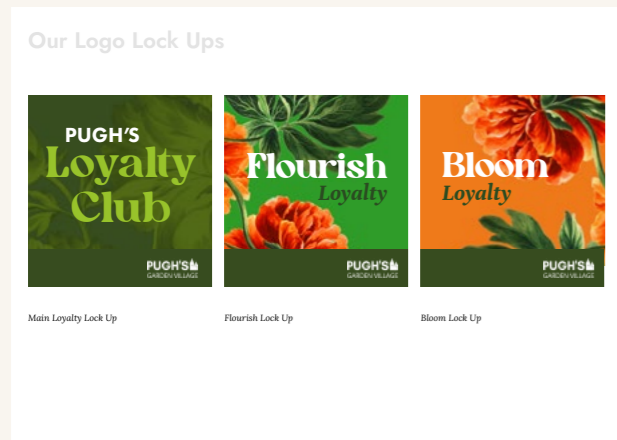
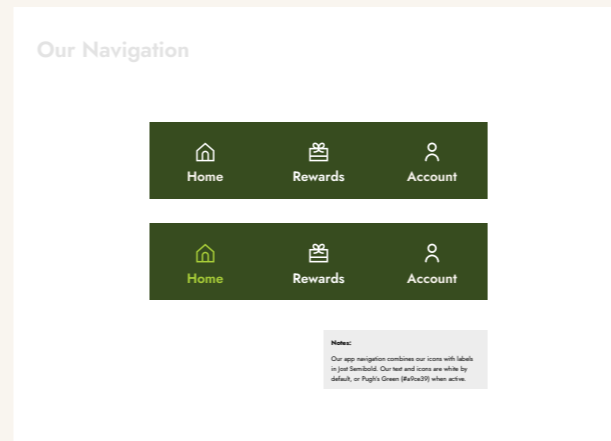
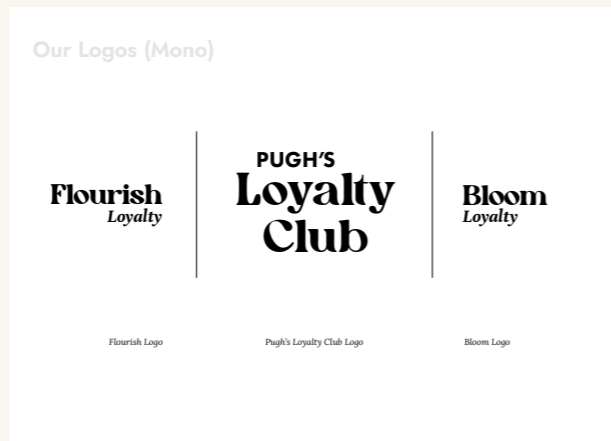
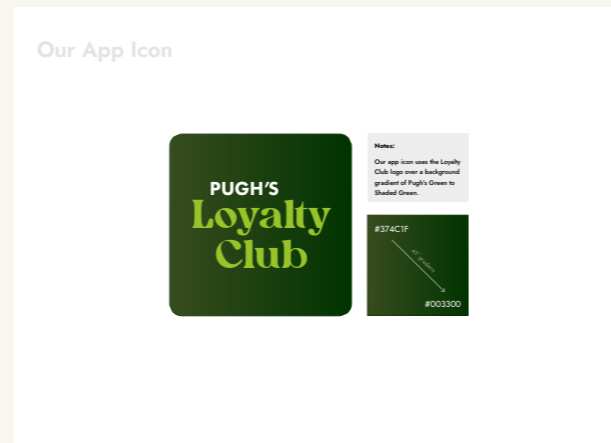
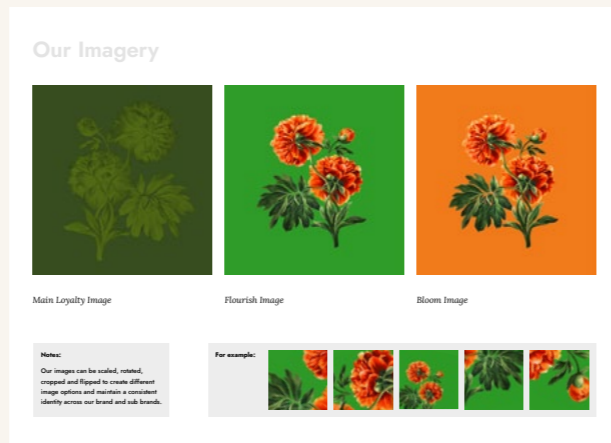
£2 Off In Blake's Farm Shop



Creative Direction | Branding | App Design

Provided maternity cover for Pugh's Garden Village, leading a multi-stage branding project. Phase one focused on developing a visual identity for their new loyalty club, including printed collateral such as posters and stamp cards. In phase two, I created comprehensive brand guidelines and collaborated with Spaaza's team to apply the branding across their loyalty app, ensuring consistency across digital and physical touchpoints.

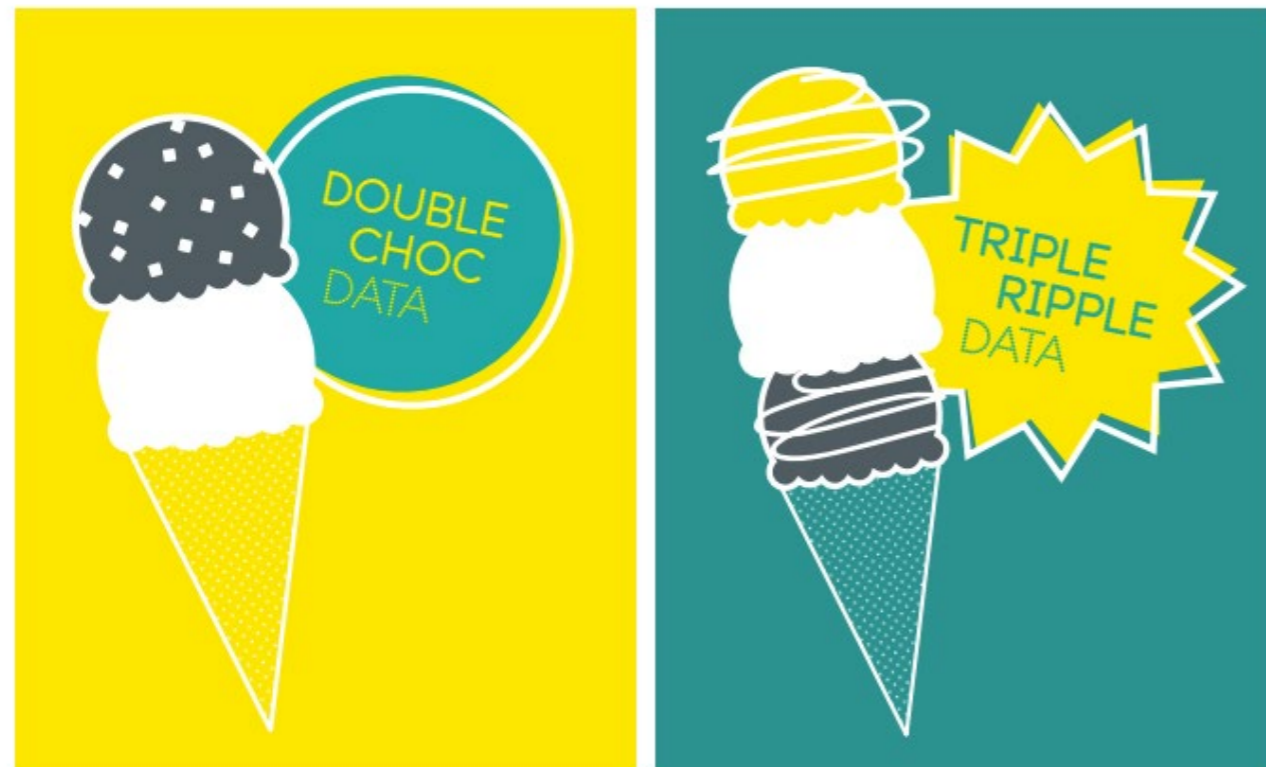






## Pitching & Conceptualisation | Art Direction

Conceptualised and pitched EE's Summer Promo campaign (2019), focused on promoting double/triple data top-ups. Led the creative development from initial concept, collaborating with project manager, 3D designer and photographer to produce a visually striking, authentically shot asset. The campaign resulted in a 12% year-on-year uplift in PAYG sales.



ENJOY A  
TRIPLE  
SCOOP  
OF DATA  
THIS  
SUMMER

This summer, pick up a £10 or £15 Flex SIM pack from your local store and enjoy triple data for up to 3 months between 31st May and 31st August 2019.

**Pick up a SIM pack today, offer available from 31 May 2019 to 31 August 2019.**

Triple data for three months: Offer ends 31.08.2019. Up to 3 months' triple data when you join a £10 or £15 Flex plan. Receive triple data for the first three months that you buy that plan. Triple data will not roll over. Activate your SIM within 90 days of purchase and before 31.08.2019 to start receiving triple data. If you fail to use your SIM for 180 days you will be disconnected from the network and will no longer be eligible for this offer. Further terms apply, see [ee.co.uk/terms](http://ee.co.uk/terms)



## Pitching & Conceptualisation | Art Direction | Copywriting

Pitched multiple concepts and headlines for EE's Summer Campaign (2020). Collaborated closely with a 3D designer to develop the selected idea into a compelling visual concept which was applied across campaign assets and PAYG SIM packs.



**INFLATE**  
YOUR DATA  
THIS SUMMER



With our flaming good offers on Pay As You Go



**CELEBRATE**  
THE SUMMER



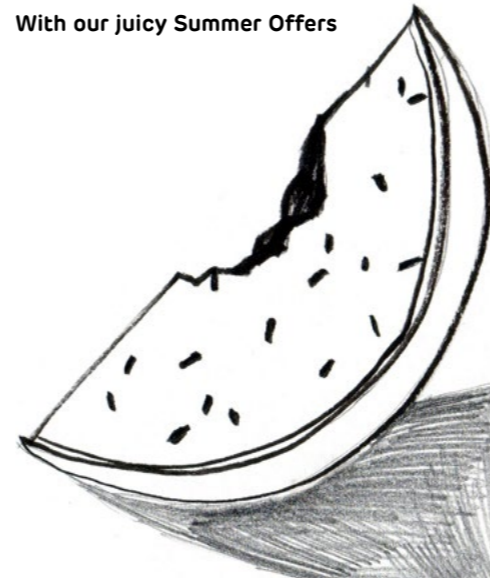
with data that goes further



**TAKE AN**  
EXTRA BITE



With our juicy Summer Offers



**UNPACK SUMMER**  
ANYWHERE,  
ANYTIME



Relax this summer with extra data on Pay As You Go



**REFRESH**  
YOURSELF



with our juicy Summer Data Offers on Pay As You Go



# St Peters Garden Centre

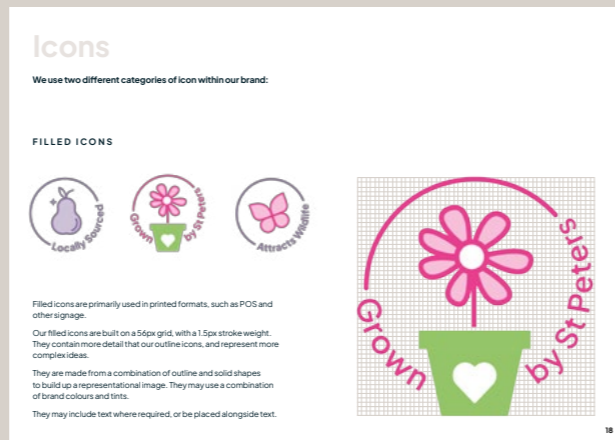
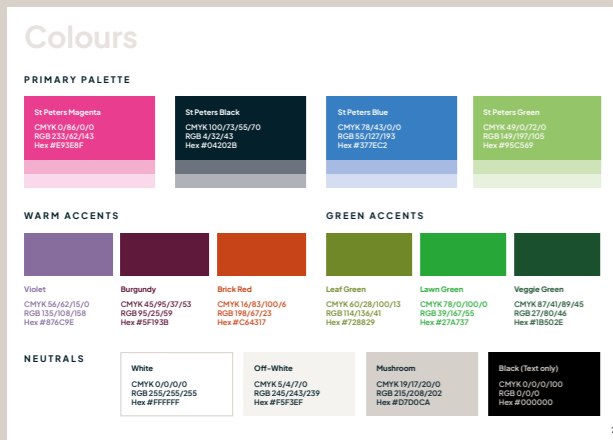
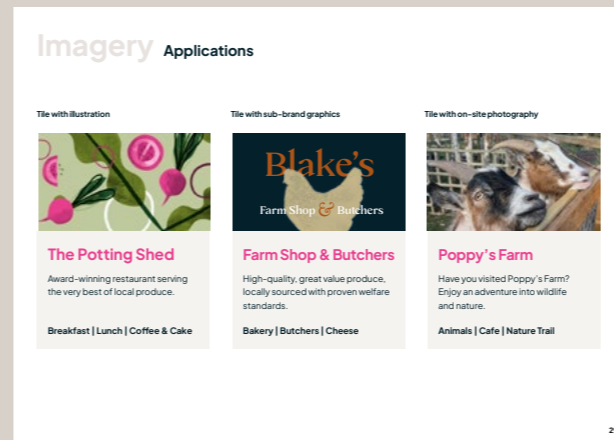
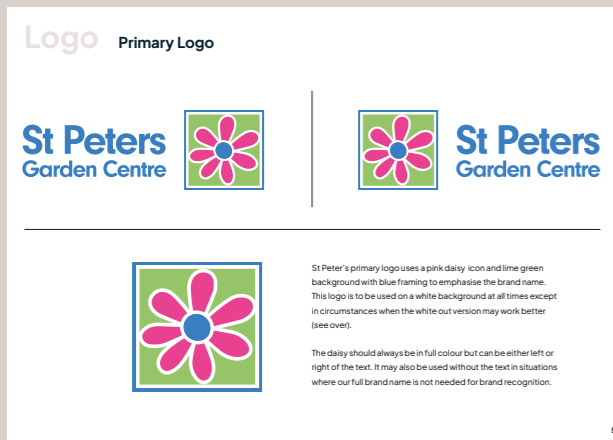
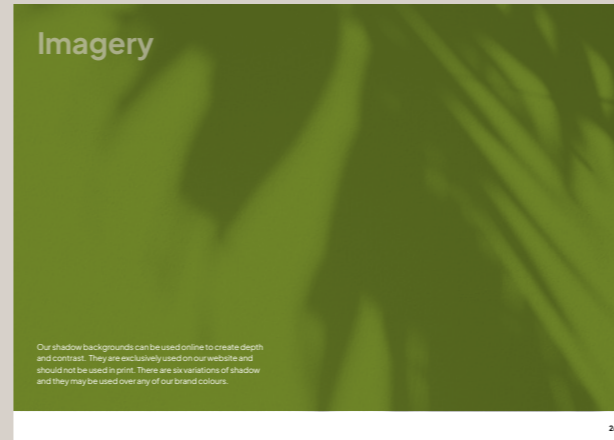
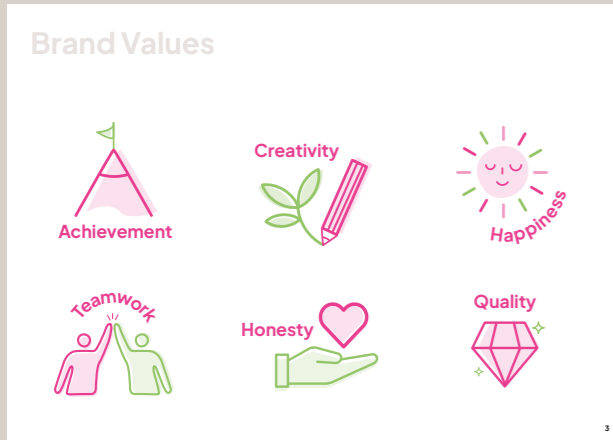
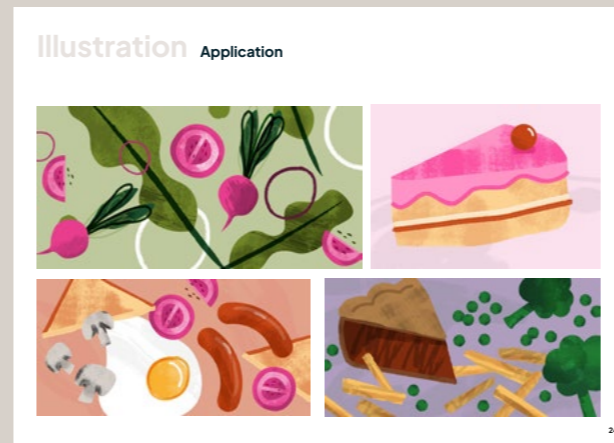
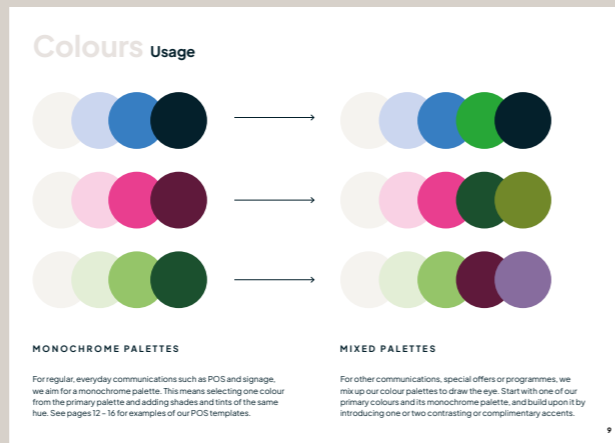


## Art Direction | Brand System | Website Audit

Led the creative strategy to refresh and realign St Peter's brand with its core values and growth ambitions.

- Conducted a full brand and website audit, supported by industry and competitor research, to identify opportunities for differentiation and clarity.
- Recommended structural and visual improvements to strengthen brand consistency and ensure relevance across all communications.
- Partnered closely with internal stakeholders to develop a flexible, values-led identity adaptable across key business channels.
- Delivered a comprehensive suite of brand templates and guidelines to streamline in-house production and maintain quality and cohesion.





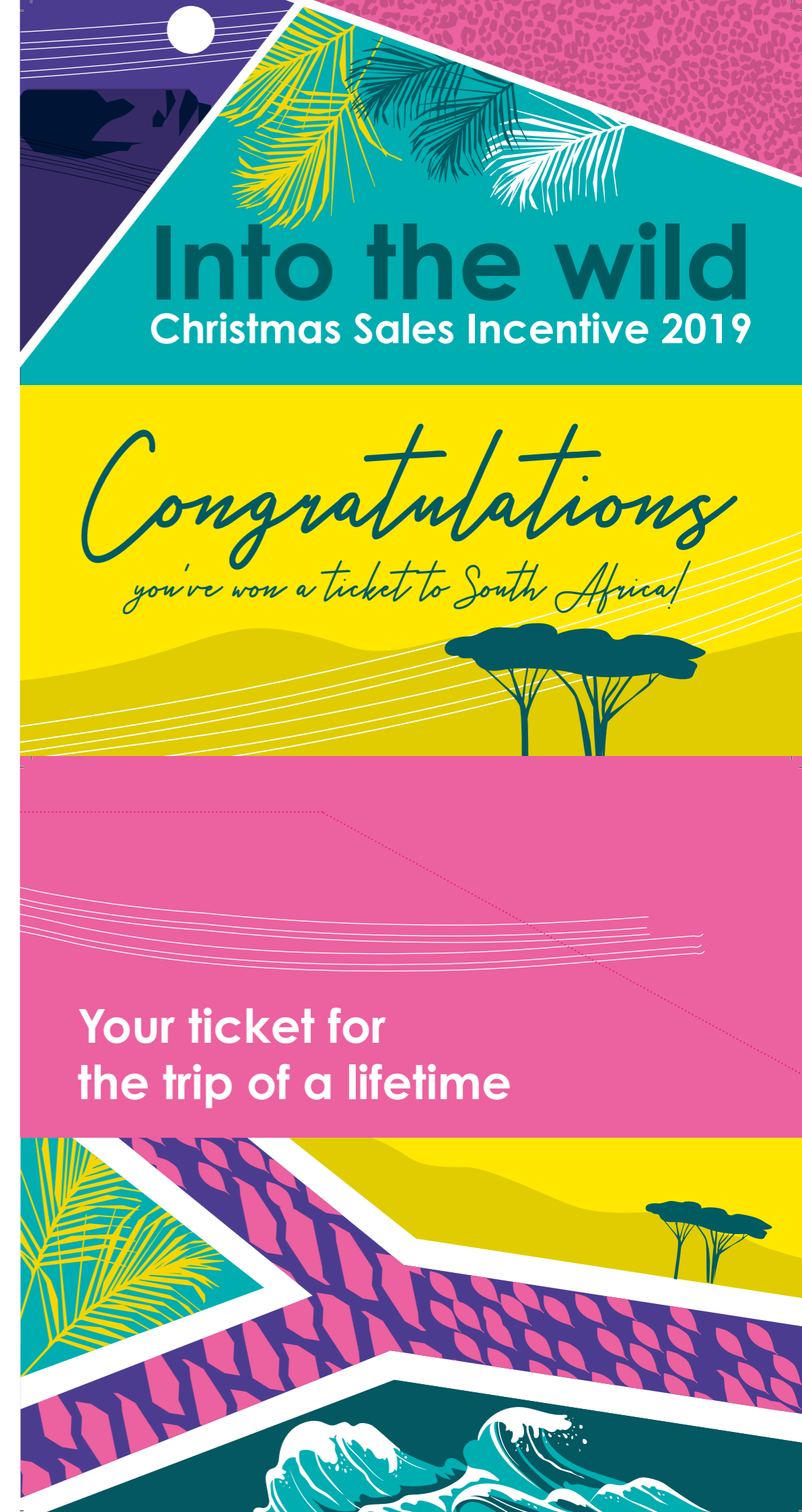


## Brand Guardianship | Campaign Design | Internal Engagement

Balanced and integrated the visual identities of EE and BT for a joint employee incentive campaign centred around a trip to South Africa.

- Conceptualised, pitched, and delivered a suite of innovative print and internal communications assets.
- Designed posters, branded merchandise, and on-site materials that aligned with both brands while creating a unified and engaging campaign experience.

Boarding Pass Idea

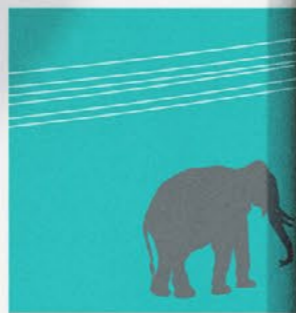




# Into the wild

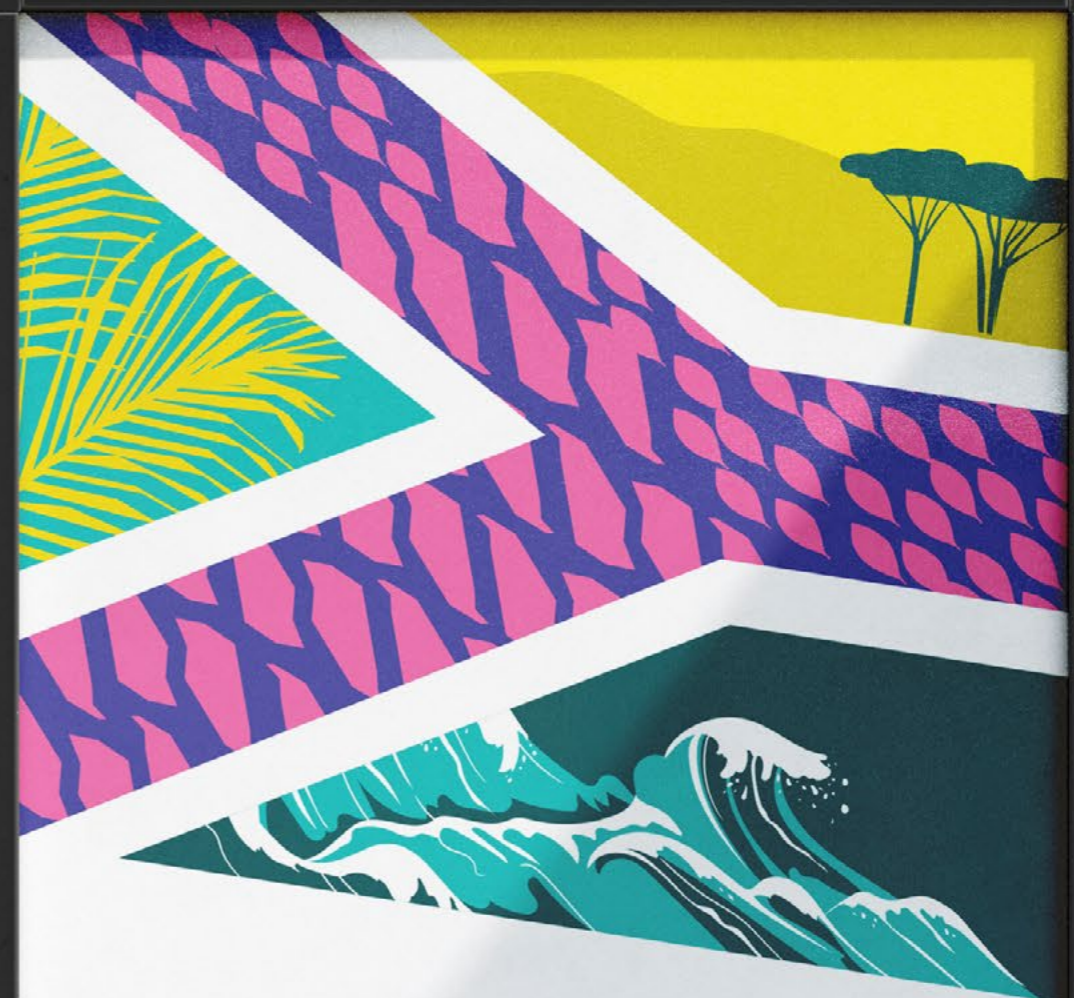
## Christmas Sales Incentive 2019

South Africa has it all



Visit [The Office Christmas microsite](#) for full details of how you can win a once-in-a-lifetime trip to the Rainbow Nation.

Sponsored by **SAMSUNG**



# Into the wild

## Christmas Sales Incentive 2019

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Sponsored by **SAMSUNG**

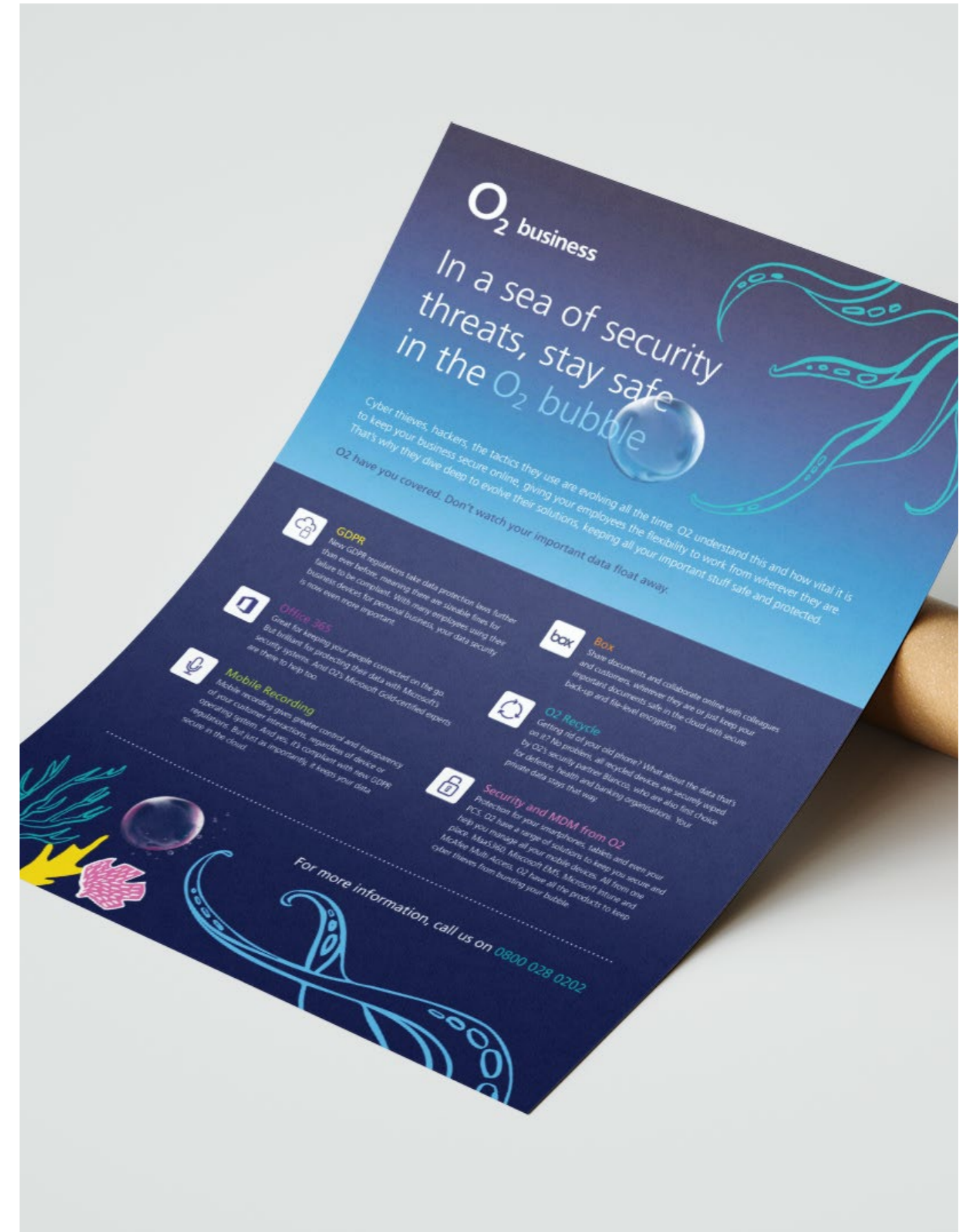


# O<sub>2</sub> business

Art Direction | Email Design | Poster Design

Delivered fast-turnaround creative assets for an O2 Business campaign focused on partner education around cyber security.

- Designed clear, on-brand posters and email communications tailored to a business audience.
- Ensured visual consistency and message clarity while working to tight deadlines.





## Digital Publishing | UX/UI Design

Designed and managed a monthly internal communications app for O<sub>2</sub> Business, delivering interactive, magazine-style content to engage employees and communicate key updates.

- Developed intuitive UX/UI layouts that supported brand consistency and strong information hierarchy across platforms.
- Managed multiple app versions tailored to distinct audience segments, ensuring accurate targeting and relevance.
- Handled end-to-end content updates, push notifications, and performance analytics, while providing direct support to client stakeholders.

### In the six months following launch:

- More than 500 unique visitors
- 2,400+ sessions
- Averaged 23 page views per session
- 5 minutes 40 seconds average session duration





## Creative Direction | Branding | Print Design

Created a vibrant and flexible brand identity for Poppy's Farm - a free, sustainability-focused outdoor experience for children and families. The design balanced childlike energy and environmental values, with a logo suite representing each part of the farm. The identity was applied across wayfinding signage and digital assets, and the project won the GCA's Best Marketing Campaign 2021.







## Brand Stewardship | Multi-Channel Campaign Design

Collaborated on a variety of design projects for Europcar, including digital and print brochures, large-format signage, advertising, and infographics. Ensured brand consistency across all touchpoints to maintain strong visual identity in a highly competitive marketplace. Delivered high-quality, on-brand assets that supported marketing campaigns across both print and digital channels.





**MOVE TO EXPLORE**

**Europcar**  
moving *your* way



## Whitepaper Design | Data Visualisation

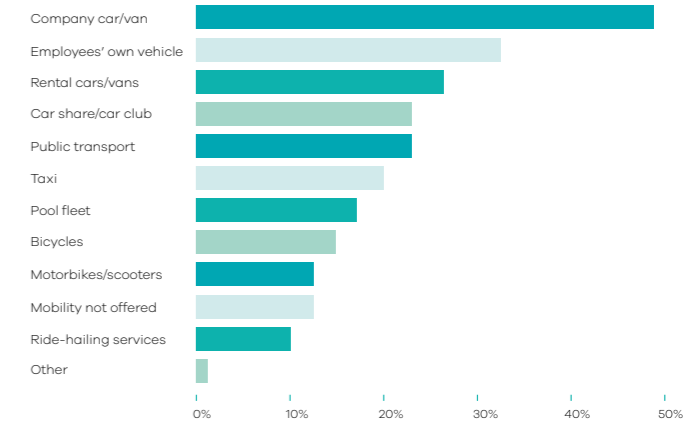
Designed and produced a printed whitepaper for Europcar Mobility Group to communicate strategic insights and future mobility trends to corporate clients and stakeholders.

- Developed a clean, professional layout that balanced technical data with brand storytelling.
- Designed infographics and data visualisations to simplify complex information and enhance readability.
- Ensured alignment with EMG's brand guidelines.



## KEEPING BUSINESS ON THE ROAD TODAY

What types of mobility are offered to employees for business travel today?



## THE COMPANY CAR – ESSENTIAL OR A BENEFIT?

Although transport remains important for many employees to be able to do their job, providing a company vehicle isn't necessarily the solution for all workers. Nearly a third of firms (31%) provide between a quarter and half of staff with a company vehicle.

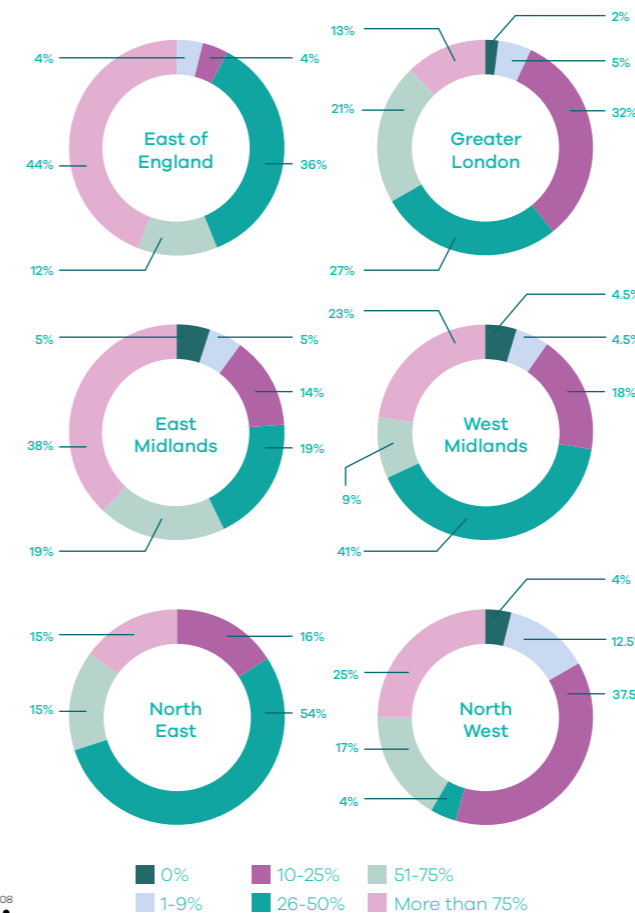
Almost a third of employers (29%) only provide a company vehicle for up to a quarter of employees, with just over 1 in 10 (14%) supplying a company vehicle for over 75% of staff.

Of smaller companies with 10-25 employees, nearly a quarter (22%) don't provide any employees with company vehicles, compared to only 2% of companies with over 500 employees saying the same.

In contrast, 45% of businesses with 26-50 employees provide up to a quarter of staff with a company vehicle; 43% of companies with 100-249 employees do the same.

## THE REGIONAL PICTURE

What proportion of your company's workforce relies on some form of transport to get their job done (excluding commuting)?



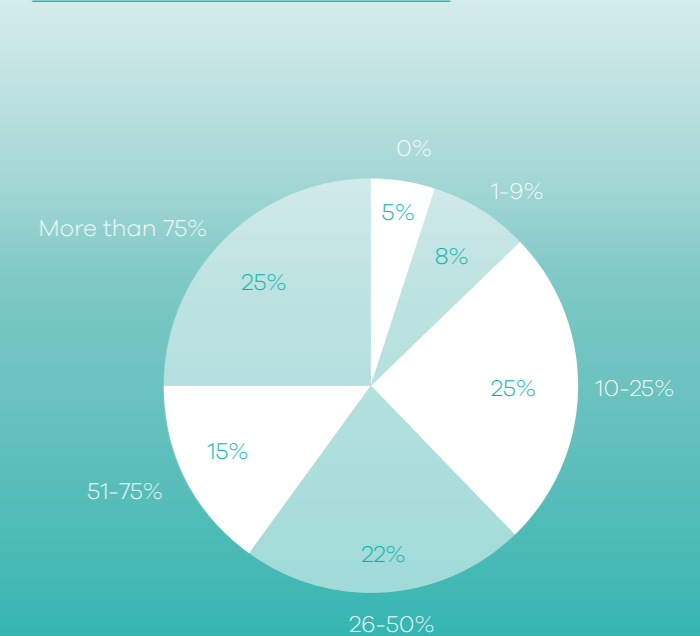
## TURNING THE WHEELS OF THE UK ECONOMY

A quarter rely on transport for 10-25% of their business operations with a further 22% of respondents needing transport for up to half (26-50%) of their workforce.

Unsurprisingly, mobility remains fundamental for many UK businesses, with 25% of firms saying they need some form of transport for a significant majority (75%) of their workforce to get their job done.

This all underlines the significance of solving today's mobility challenges.

What proportion of your company's workforce relies on some form of transport to get their job done (excluding commuting)?





### Spec Work | Digital Assets

The brief asked for a campaign concept around Shedstore's 'Summer Savings - 30% Off', using supplied project images and generating copy.

My approach was to lean into themes of Protection and Security, using textural stamps and stickers to suggest the decay that might occur if items aren't properly stored. Combined with impactful accent colour and typography to catch the eye. The graphics were resized across standard social media and web formats.





## Wordpress CMS | Website Design

Designed and delivered a responsive, user-friendly WordPress website for a sole trader, providing a cost-effective digital solution tailored to their business needs. Ensured ease of maintenance and clear communication of services.

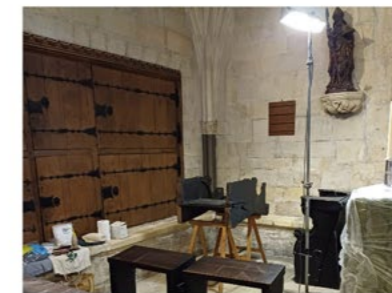
See more at: [www.harteconservation.co.uk](http://www.harteconservation.co.uk)



## Services



Furniture & Decorative Objects



Architectural Woodwork



Historic Boats

[View Full Services](#)



Open 9am - 5pm Monday to Friday

By appointment only

[Email HC](#)

# Mortgage Brain

## Animated Video | Storyboarding & Production

Designed, storyboarded, and produced a promotional animated video for Mortgage Brain's Mortgage Vision events.

- Developed engaging visual concepts aligned with brand guidelines.
- Created a concise, audience-focused storyboard to communicate key event benefits.
- Produced the animation for use on landing pages and social media, driving event awareness and engagement.

### Watch the video at:

[www.laurenhancock.co.uk/mortgage-brain](http://www.laurenhancock.co.uk/mortgage-brain)

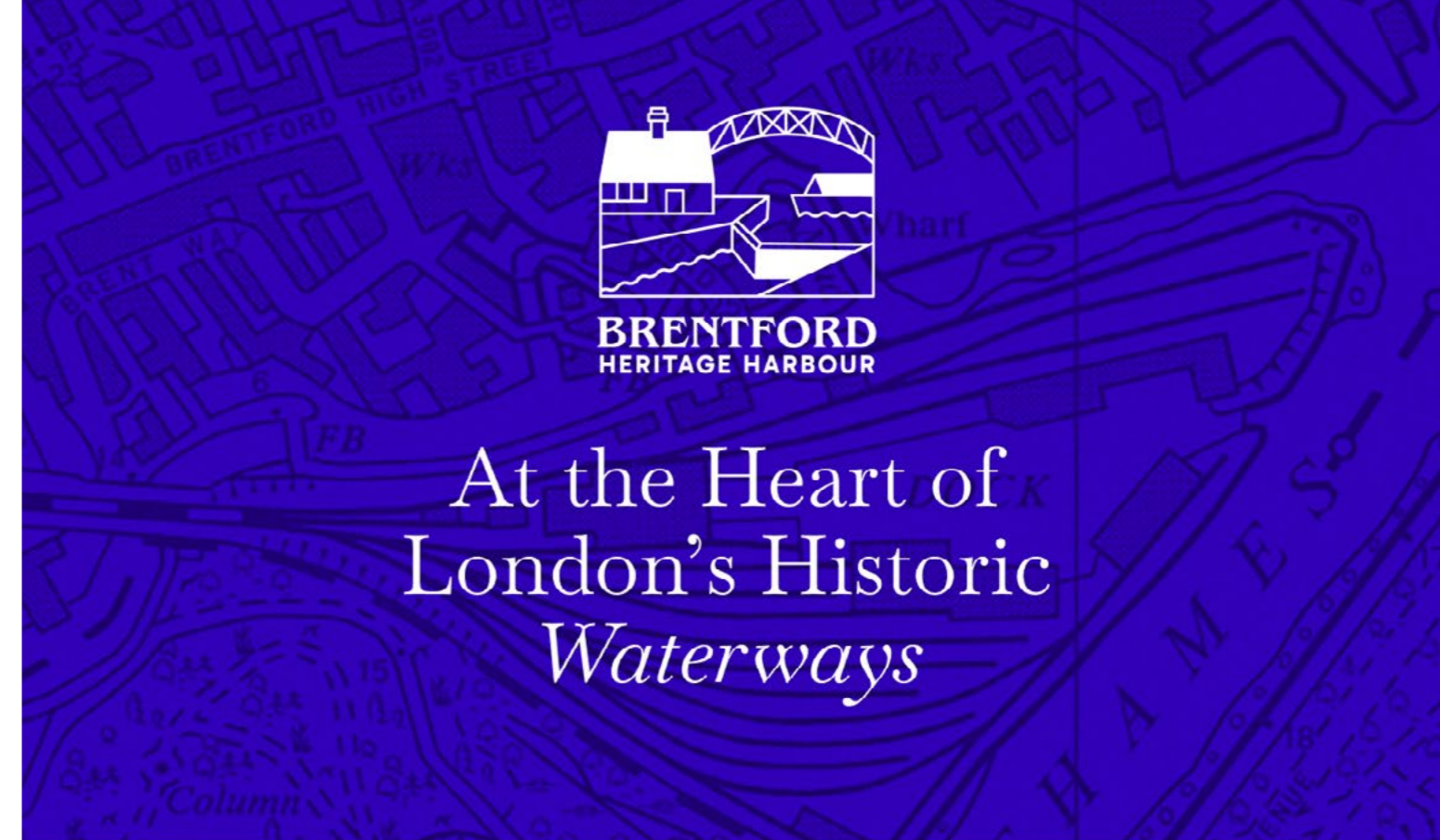
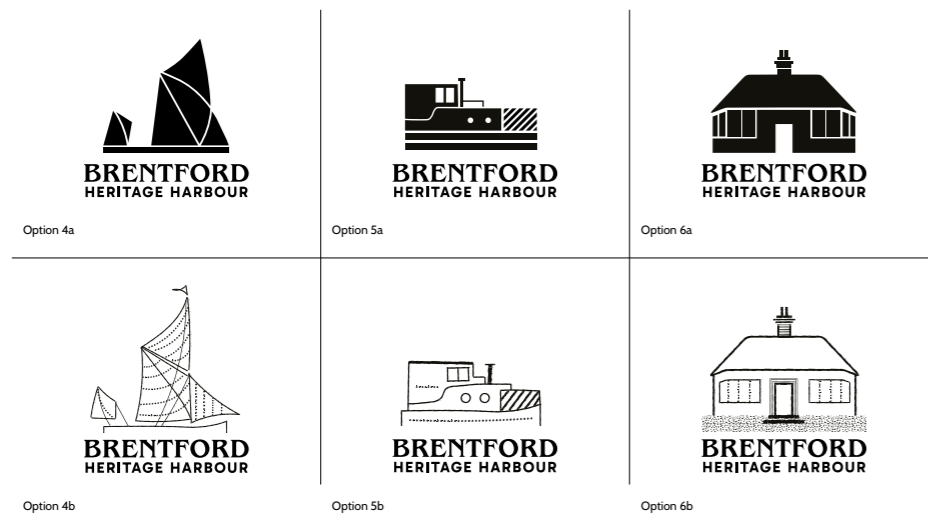




## Visual Identity | Logo Design | Website Design

A work-in-progress project with Brentford Heritage Harbour Trust to create a unique visual identity and landing page, which will later be developed into a full Wordpress website. The direction from the committee was for something 'fun' and 'boaty', with a strong sense of place tying back to the heritage of the Brentford Dock.

A range of logo options were presented for committee feedback. The resulting visual identity combines a vivid colour palette with illustrative elements and classic typography to create a memorable and playful take on nautical theme. The selected logo re-imagines the space of the Brentford Dock to ensure a range of key landmarks are represented.



We're just getting started.

Subscribe to get notified when our website is ready.

Subscribe

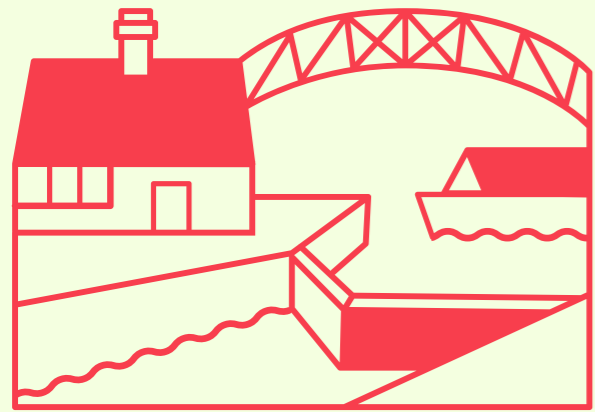
Subscribe to our newsletter

First Name

Last Name

Email Address

Subscribe

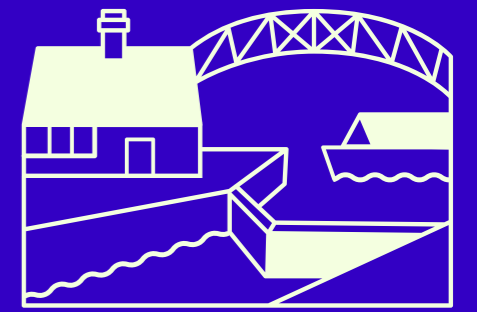


**BRENTFORD  
HERITAGE HARBOUR**

# Living *Legacy*

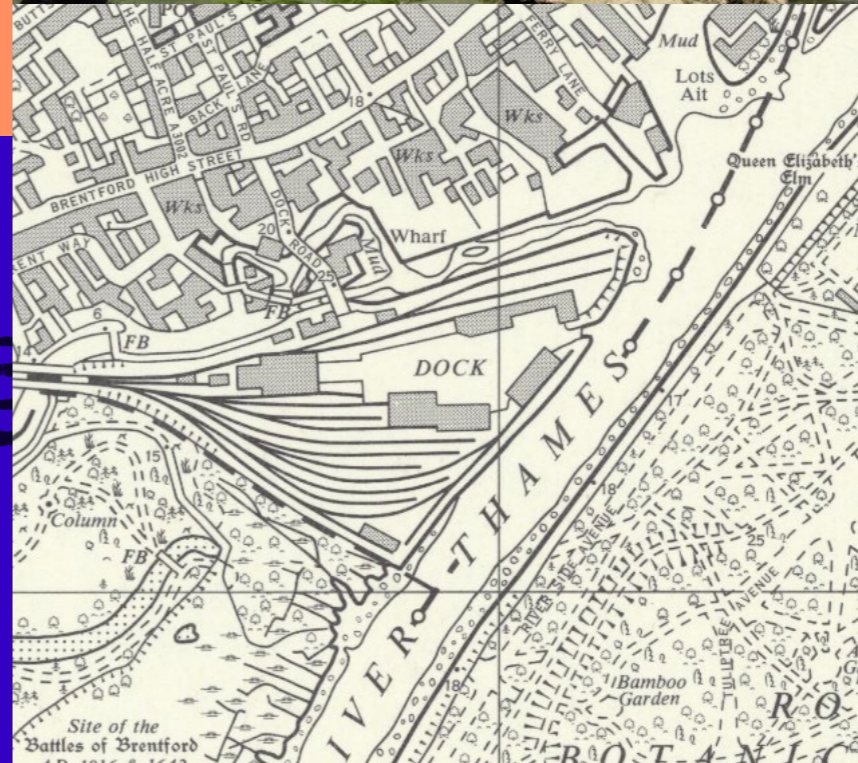
Nestled where the River Thames meets the River Brent and Grand Union Canal, this historic gateway has long been a hub of commerce, community, and connection.

*Get in touch*



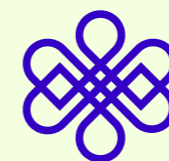
**BRENTFORD  
HERITAGE HARBOUR**

# Preserving the Craft, *Telling the Tale*

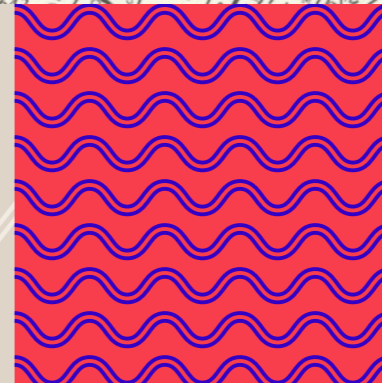
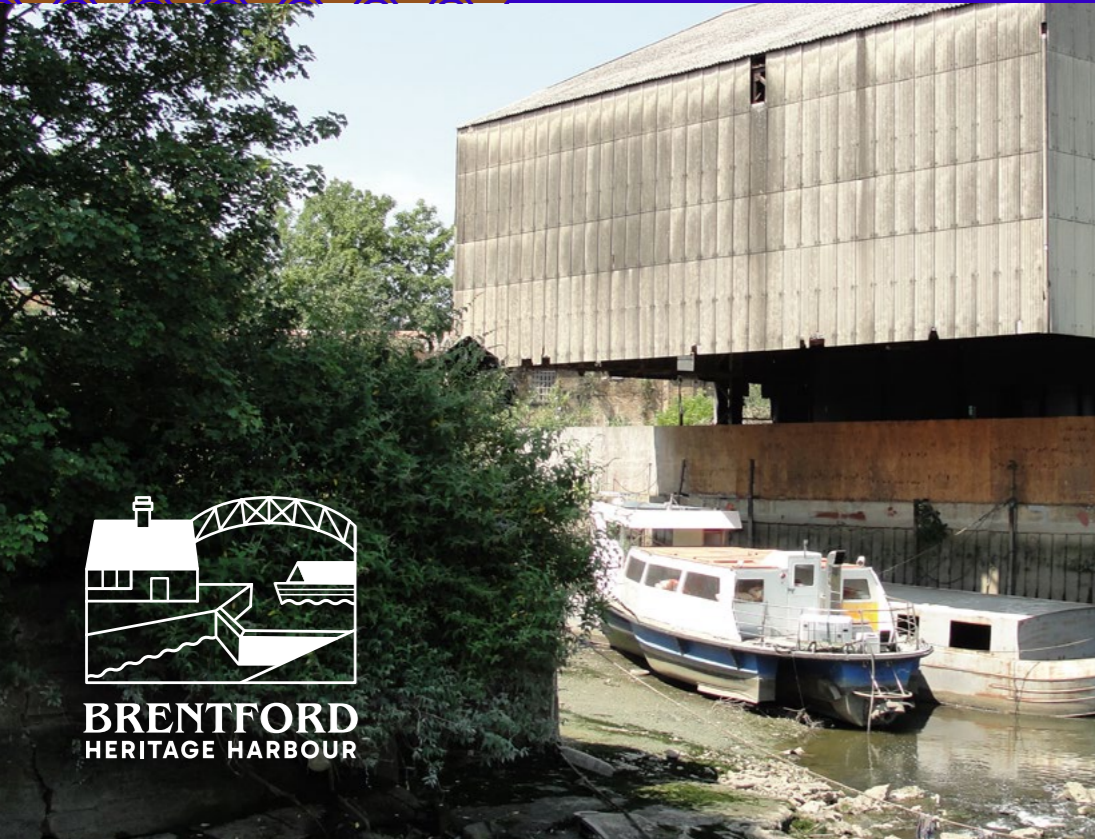


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**BRENTFORD  
HERITAGE HARBOUR**



*Thank you for your time and consideration*

LAUREN  
HANCOCK

laurenhancock1929@gmail.com | 07379970287 | laurenhancock.co.uk