

**S E B A S T I A N H A R D I N G**

S E N I O R D E S I G N E R

# ABOUT

I am a Senior Designer skilled at overseeing multi-channel marketing and communications campaigns encompassing site (UX, UI), print and motion design.

My experience ranges across multiple sectors including luxury goods (*Jo Malone London, Ralph Lauren*), Tech (*Adobe*), broadcast (*MTV, BBC*) and lifestyle brands (*Tails.com, Fresh Fitness Food*).



## CLIENT

*Jo Malone London* is one of the nation's most cherished brands with an established Global customer base. The luxury brand, known primarily for its colognes and soaps, has continued to keep astride of competitors whilst developing its hold over new markets.

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## CHALLENGE

The company recognised that over the last 10 years their physical presence had been successfully scaled up whilst the brands digital footprint had expanded without coherency.

As a result the brand was left with a baggy site where the customers experience was both incoherent and convoluted.

The brief was to redesign the global digital presence of the brand. The new site had to maintain the connection with the established customer base whilst targeting a younger consumer used to the uncluttered aesthetic of competitors such as *Aesop* and *Diptyque*.



# SOLUTION

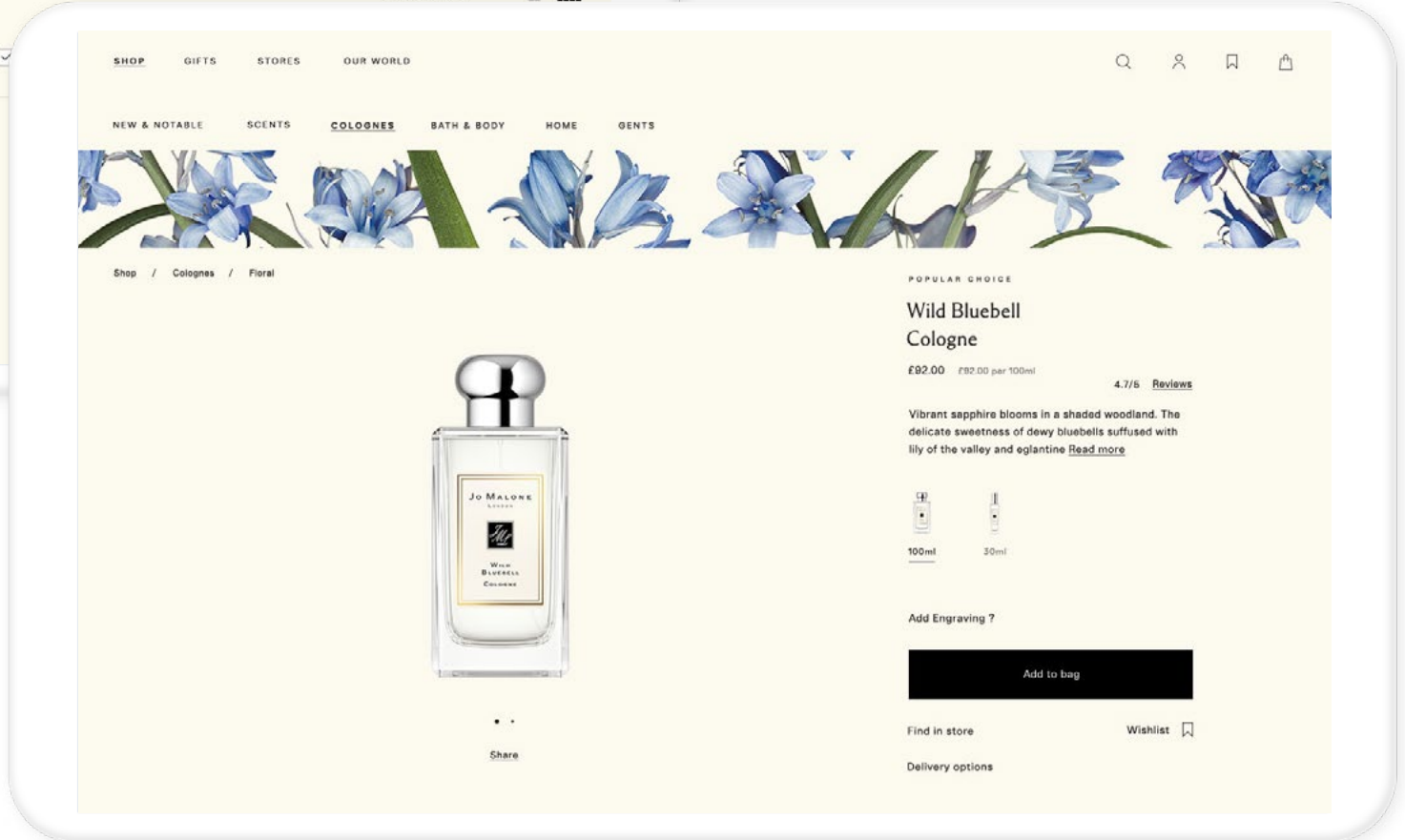
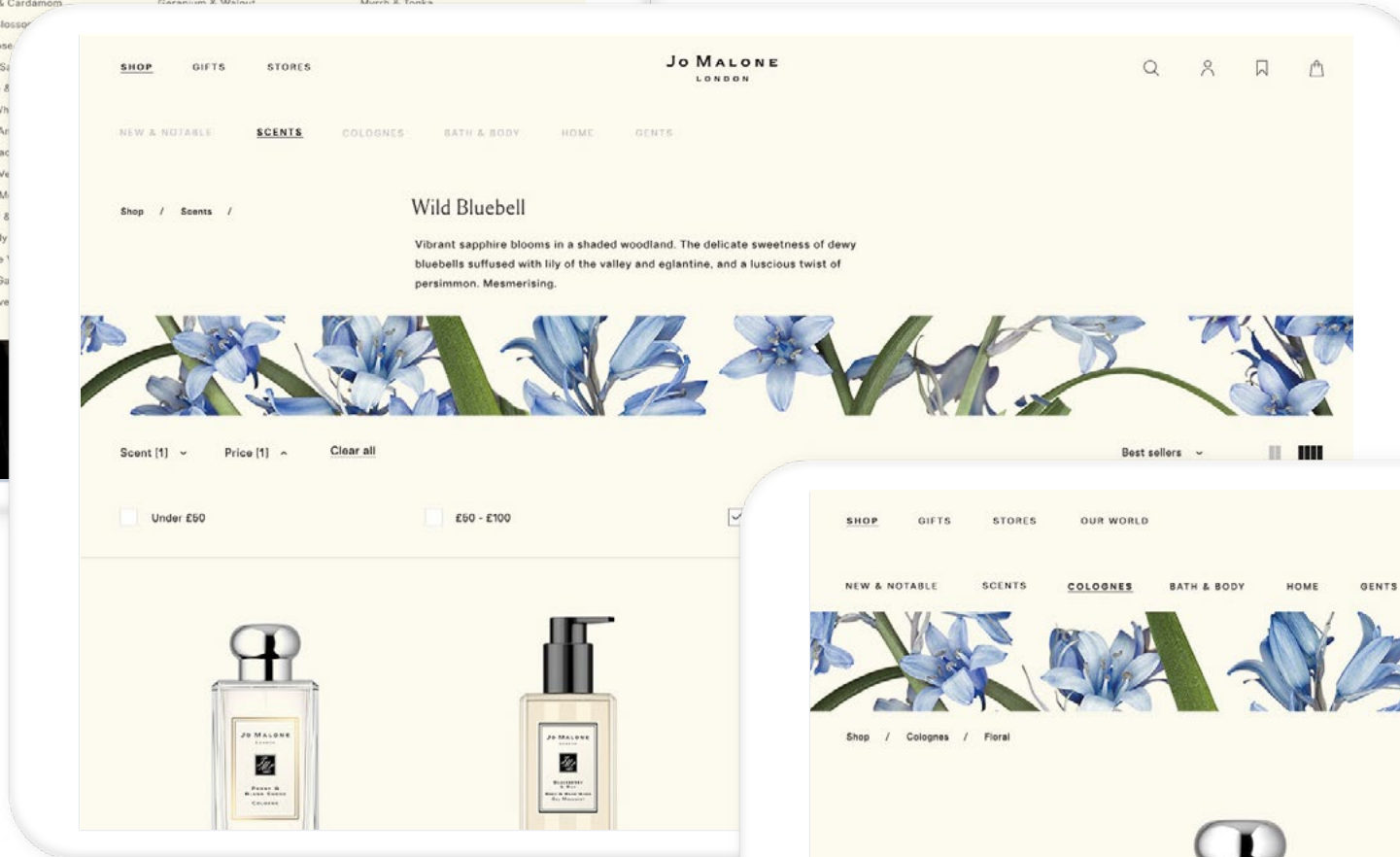
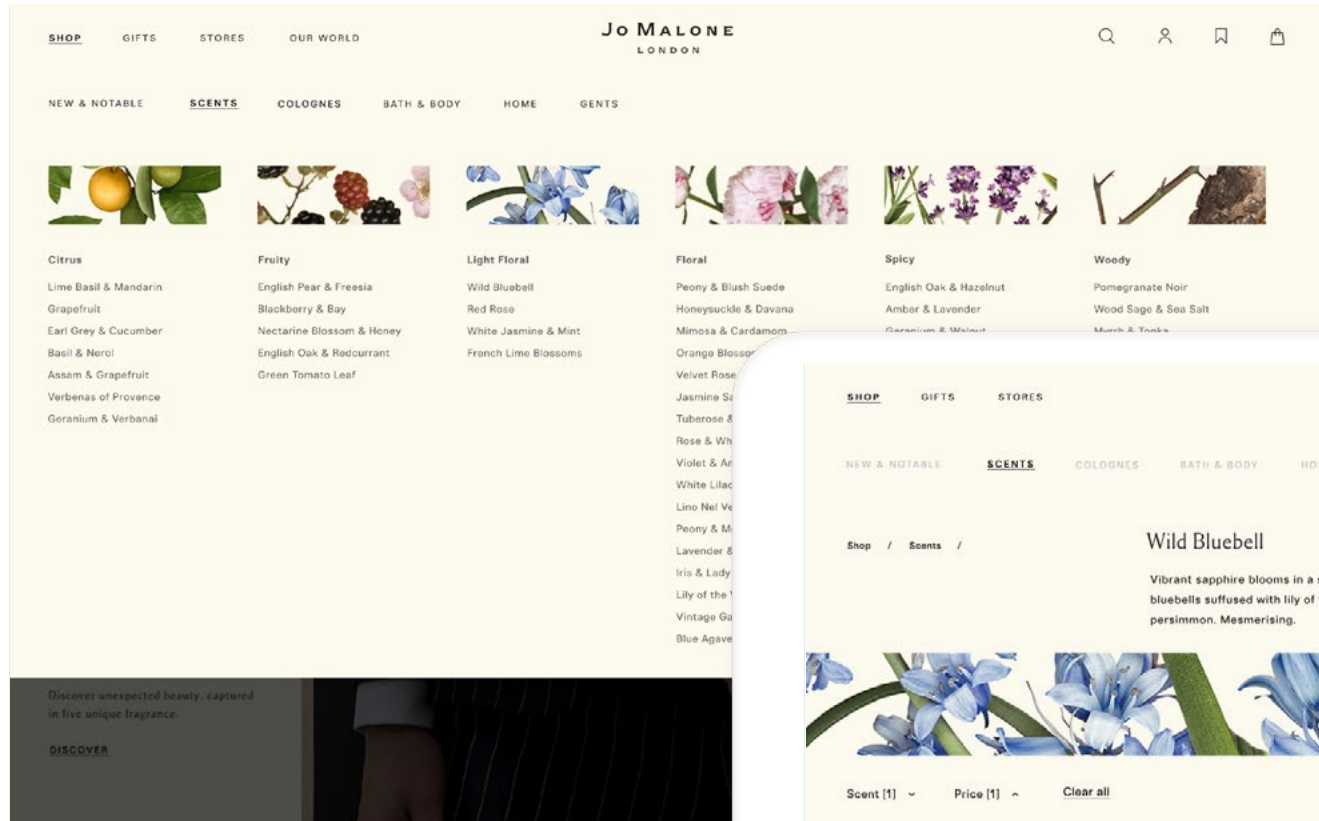
The new site (launched in Summer 2020) envelops the consumer in the narrative of the brand. We chose to bring editorial content to the forefront of the site with the intention of increasing customer dwell time.

With six scent 'families' and over 54 Colognes the customer is presented with a vast array of choice. Whilst this is something to celebrate we wanted to simplify their journey and employ aesthetic markers guiding them through the site. Their end result being that the experience is both enjoyable and commercially seductive.

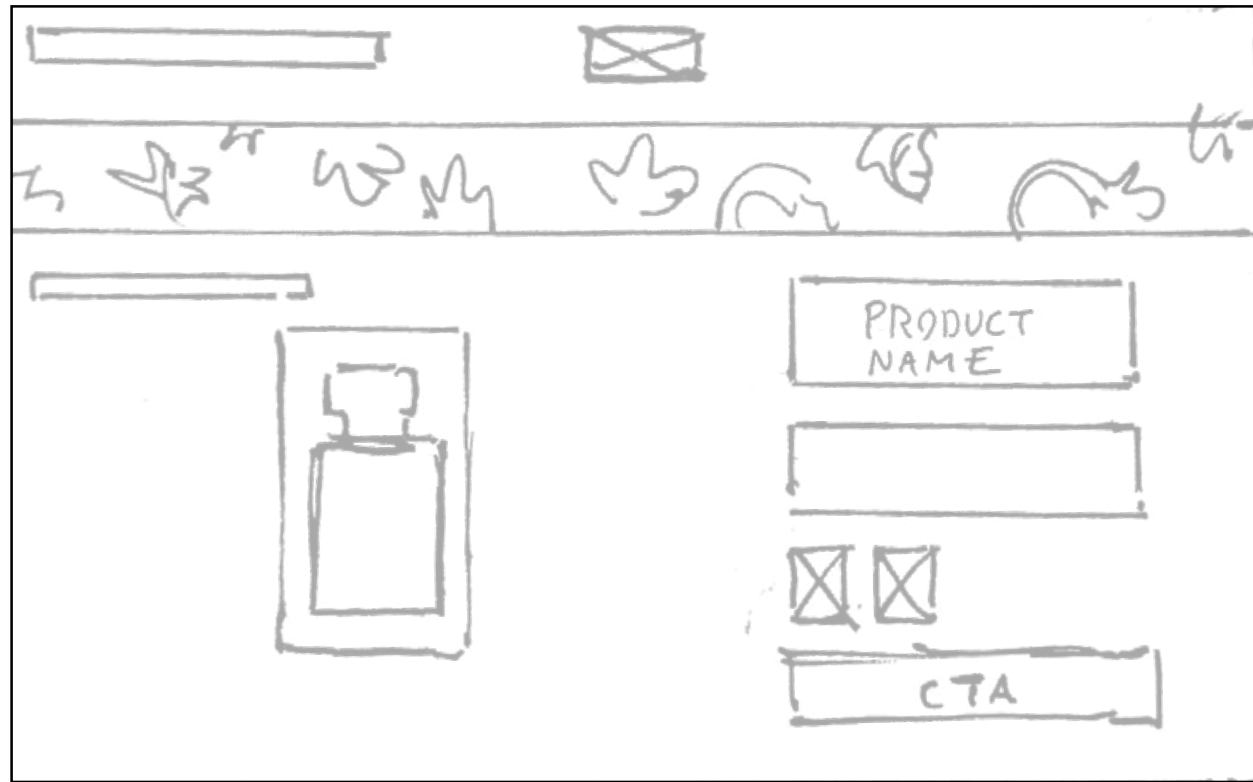
In early consumer tests we found that over 90% of those using the site swiftly found the products they were looking for.

We also noted customers were over 60% more likely to buy more than one product thanks to a redesign of the product pages and the high standard of editorial content.

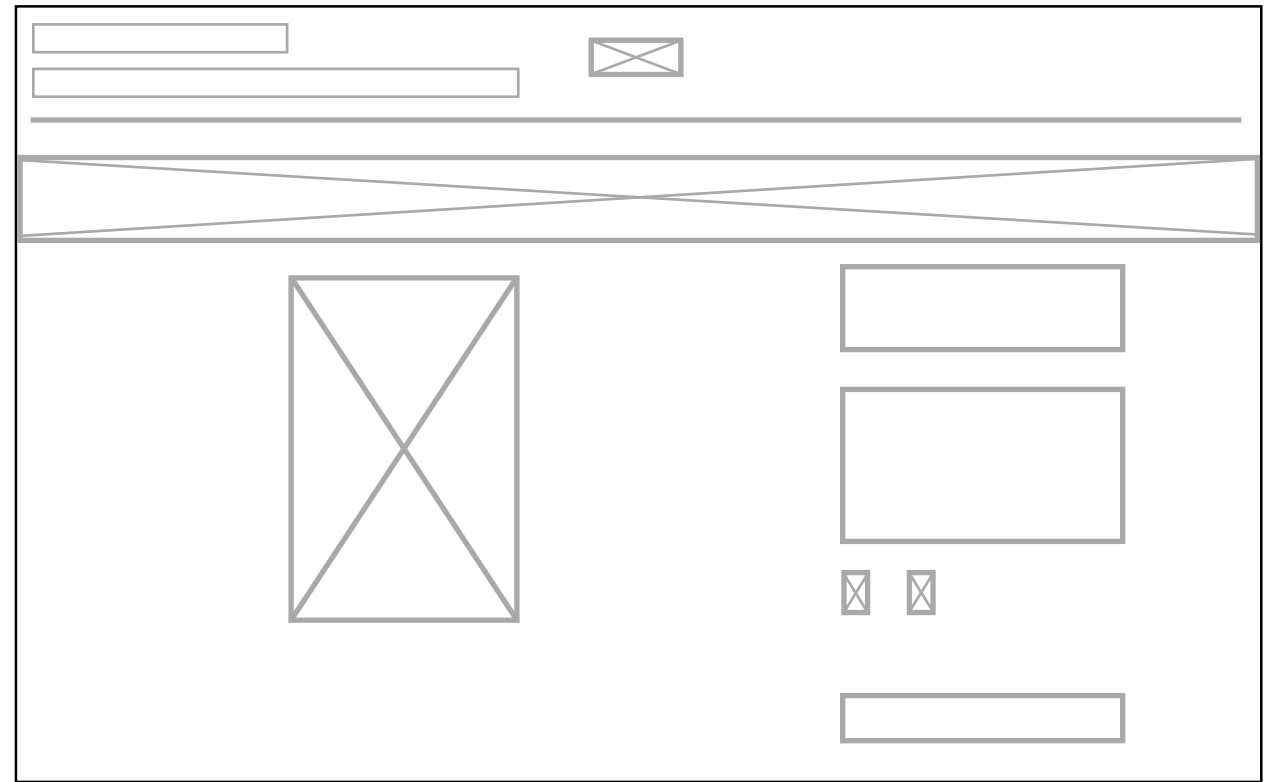




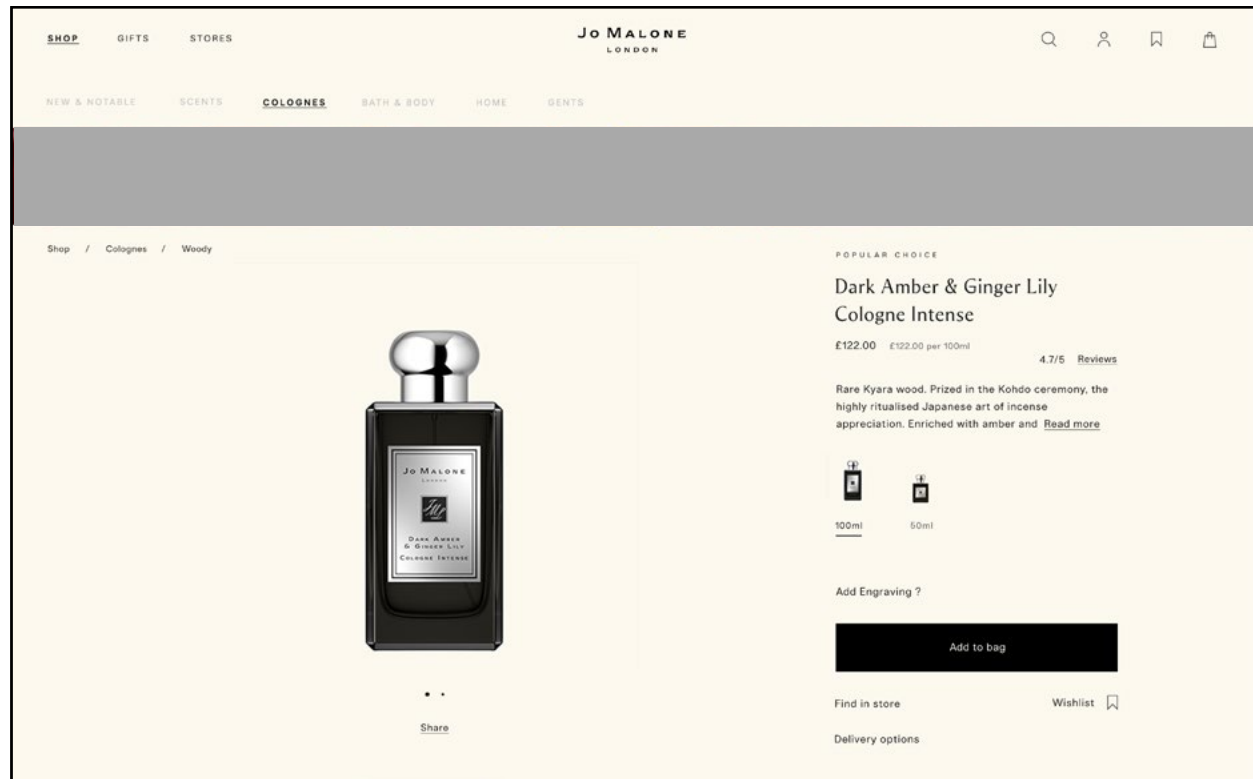
1.



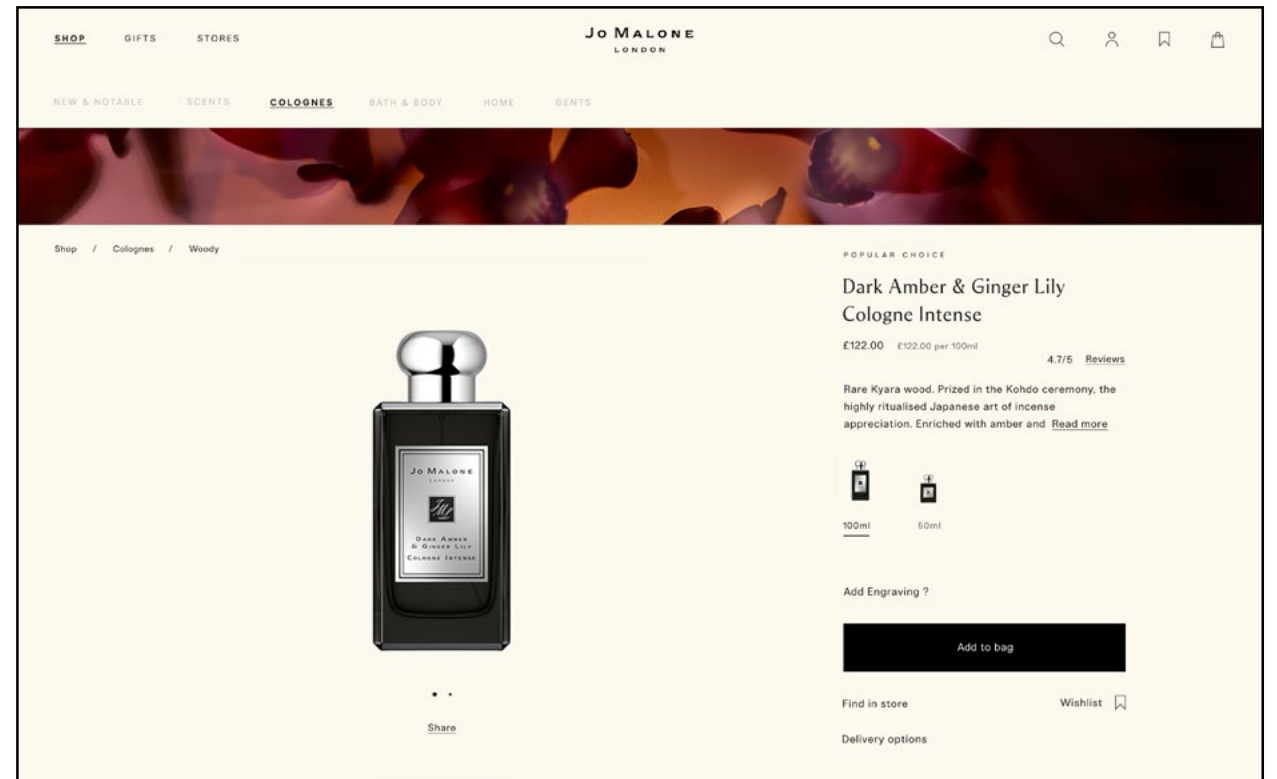
2.



3.



4.





## Indulgence Made Easy

Explore our online services.



### Delivery

Choose from our different delivery options so that your order arrives just when it suits you.

- Complimentary Standard Day Delivery
- Complimentary Click & Collect

Choose from our different delivery options so that your order arrives just when it suits you.

- Complimentary Standard Day Delivery
- Complimentary Click & Collect
- Next Day Delivery
- Named Day Delivery
- Saturday Delivery

[LEARN MORE](#)



### A Gift From Us

With every online order, enjoy choosing a complimentary sample at checkout. Whether you keep it as a treat for yourself, or give as an extra little gift, experience our unexpected scents.

[SHOP NOW](#)

Each Jo Malone London gift comes nestled in our iconic cream box, wrapped with finesse for a lasting impression.

[FIND A GIFT](#)



### Personalised Engraving

Add a special finishing touch. Our engraving service allows you to customise your scent with a message, date or initials. A meaningful gift for yourself or someone else.

[LEARN MORE](#)

## CLIENT

*MINI* has long held the reputation of being \*the\* quintessential 'British' car.

In 2020 this iconic brand is preparing to plunge straight into the present with the launch of the *MINI Electric*.

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## CHALLENGE

Working within the agency *The Brooklyn Brothers* I was tasked with designing the launch campaign for the car focussing on email communications, site and digital advertising.

Our intention was to capture the essence of the brand and the excitement of this new consumer product.

Our target audience was comprised of both Electric car enthusiasts as well as a more elusive group consisting of millennial (predominantly female) consumers.

The latter group provided a stimulating challenge due to the nature of this new product.

From early tests in consumer research, it was clear an element of education would be required.





# SOLUTION

The work we created is shot through with an energy and vibrancy not usually seen in automobile Marketing.

The imagery, featuring young empowered women, makes use of animations and motion design which hones in on moments of drama and energy.

For the email communications I worked closely with the creative team to deliver punchy concise copy which compliments the designs.

We also developed a graphic visual language making full use of the 'MINI yellow' which stands out in an otherwise monochrome colour palate.



## SUBJECT

Secure your place

Put your name on your MINI Electric. Need a better look? View this email [online](#).  
To guarantee some MINI in your inbox, add our email address to your address book safe list.



## FEELS LIKE LOCKING IT IN

<name>, do you fancy securing your very own MINI Electric?  
Place your order to start feeling like a VIP. Or should that be  
VEP? Once you put your £500 deposit down, your spot



**LOOKS SO GOOD.**

It may be Electric, but it still looks MINI. It's got those trademark wide set full LED headlights and contrasting roof and mirror cap colours. Now with fresh optional electric touches like energetic yellow accents and 17" Corona Spoke alloys.



**FEELS SO GOOD.**


With a speed of 0-62mph in 7.3 seconds and 104 HP, MINI Electric's performance is on a par with the nimble MINI Hatch Cooper S. Plus a massive 270 Nm of torque means guaranteed MINI go-kart handling.




**GOT ANY QUESTIONS?**

If you want to find out more about MINI Electric and speak to our expert team, then hit the button below and fill in your details. Your local MINI team will give you a buzz shortly after.

[CONTACT YOUR MINI CENTRE](#)






**GET READY FOR ELECTRIC.**

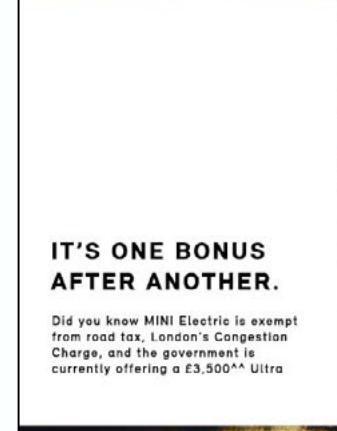
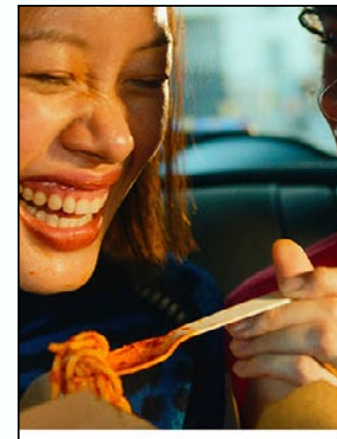
With its iconic design and unique go-kart handling, the MINI Electric feels just like the MINI you know and love.

Which means you can make the switch to Electric and keep that same joy-filled driving experience. It's available to order. Prices start at £24,400\* or £299 monthly plus £4,000 initial rental.\*\*



**10 REASONS TO GET EXCITED.**

With the release of the MINI Electric

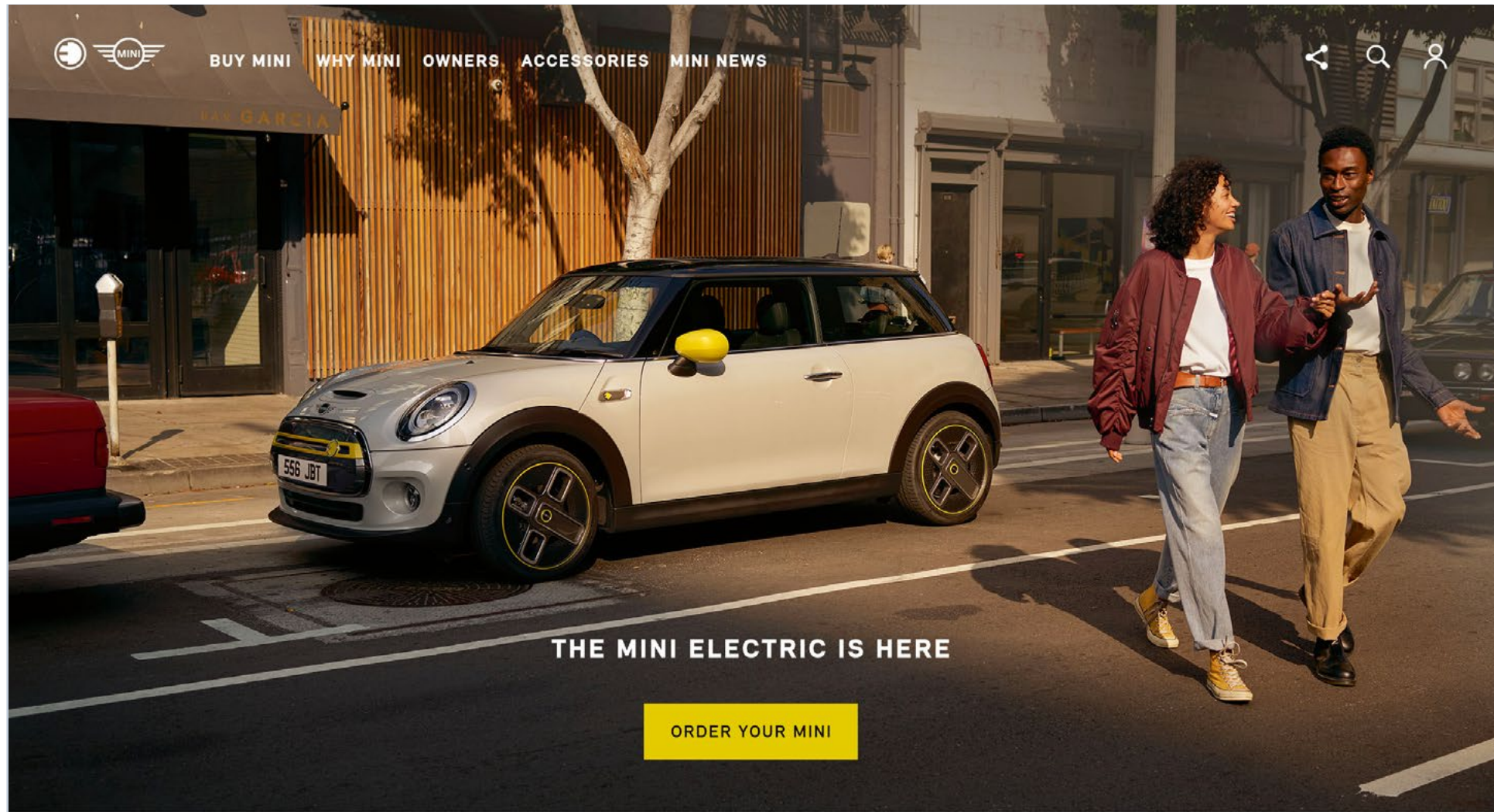


**IT'S ONE BONUS AFTER ANOTHER.**

Did you know MINI Electric is exempt from road tax, London's Congestion Charge, and the government is currently offering a £3,500\*\* Ultra

SA  
Power  
as 4p  
to six  
petrol  
costs  
for a

GO  
QU  
If you  
MINI  
team  
fill in  
team



THE LOWDOWN



THE LOWDOWN



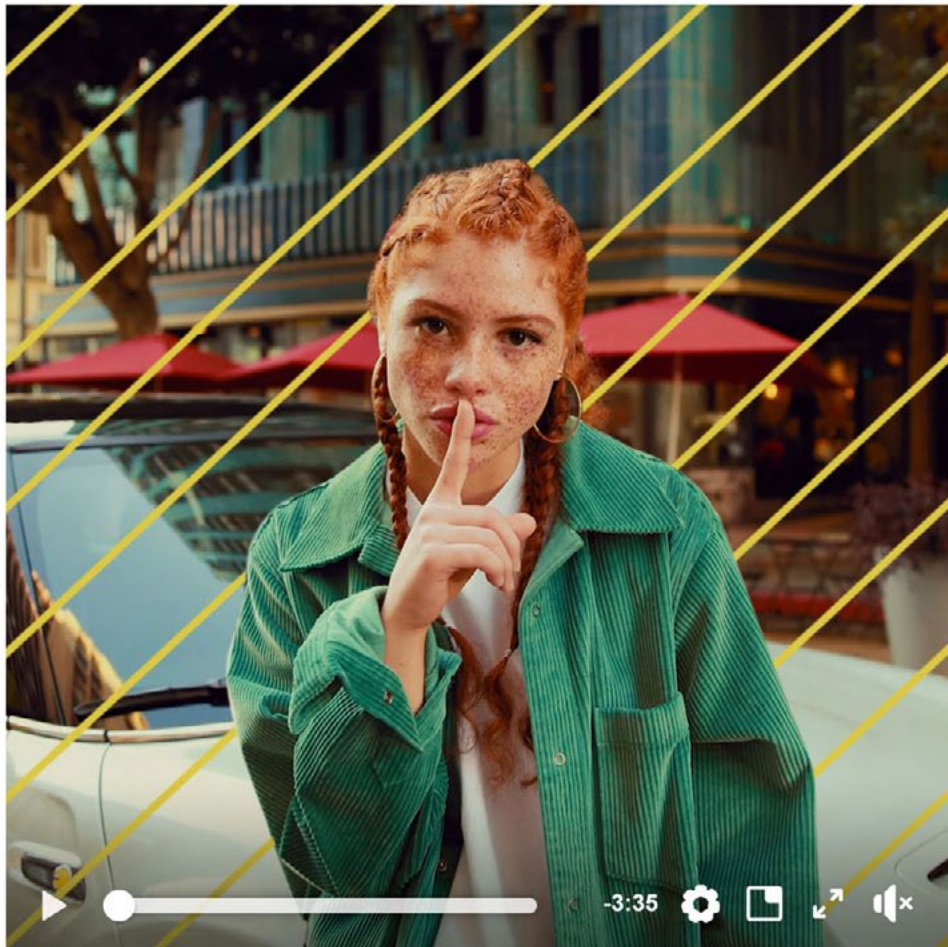
Jimmy Bogarde, Marlene Leigh & 10 friends like  
MINI Electric's post



**MINI Electric**

Today at 02:30 · 🌐

MINI Electric Is Every Bit A MINI. It's The Look Of The Car You Love, But Feels Electric. Available To Order



👍❤️👹 54.878

38 comments

2.729 sharings

100.543 views

👍 Like

💬 Comment

➦ Share



## CLIENT

Worked with *Netflix* and agency *WMA* on the creation of key identity artwork for a range of titles.

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## BRIEF

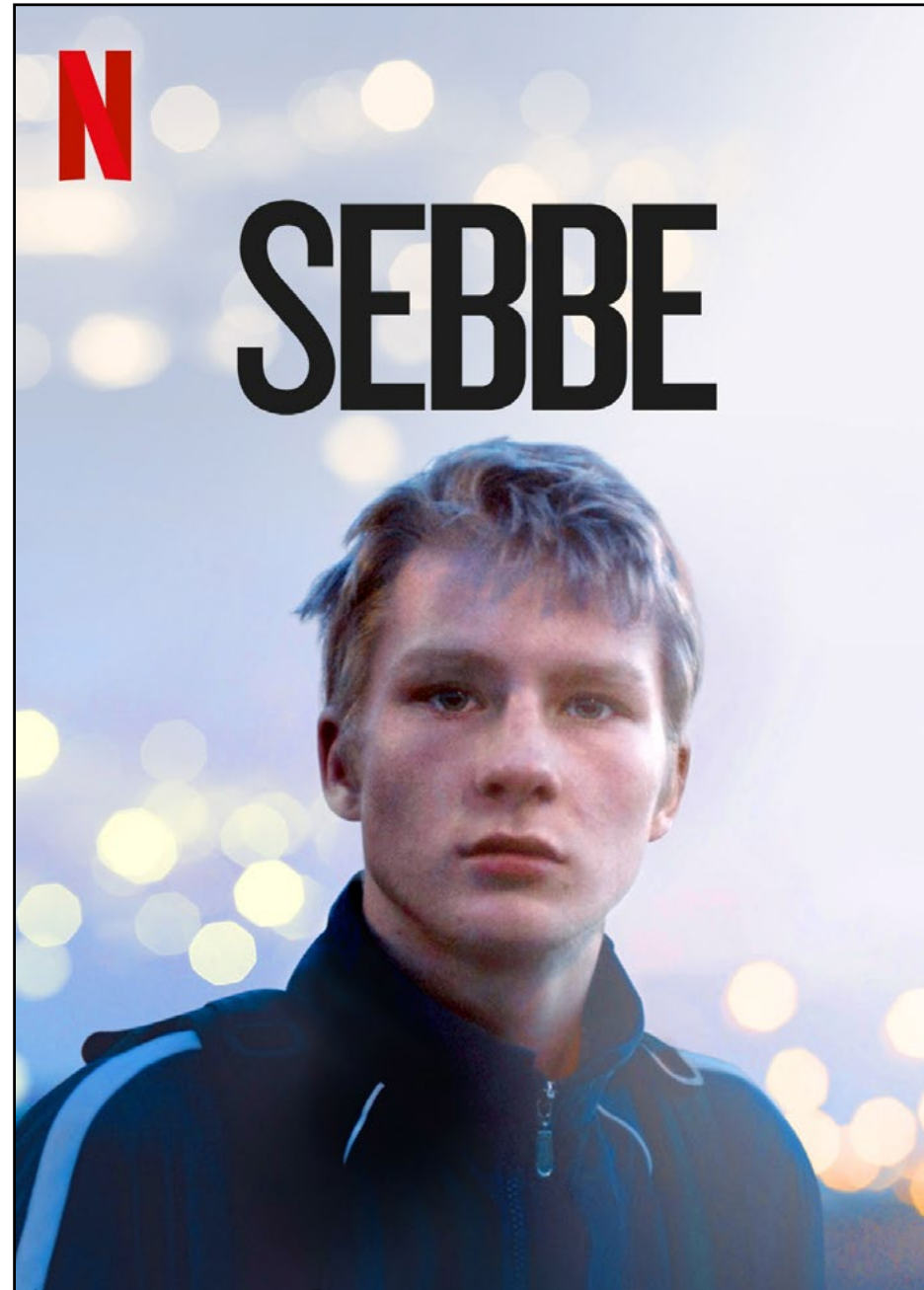
Creating designs for a broad range of titles (new releases to archive gems), I was tasked with creating stunning artwork for both the main platform and social channels.

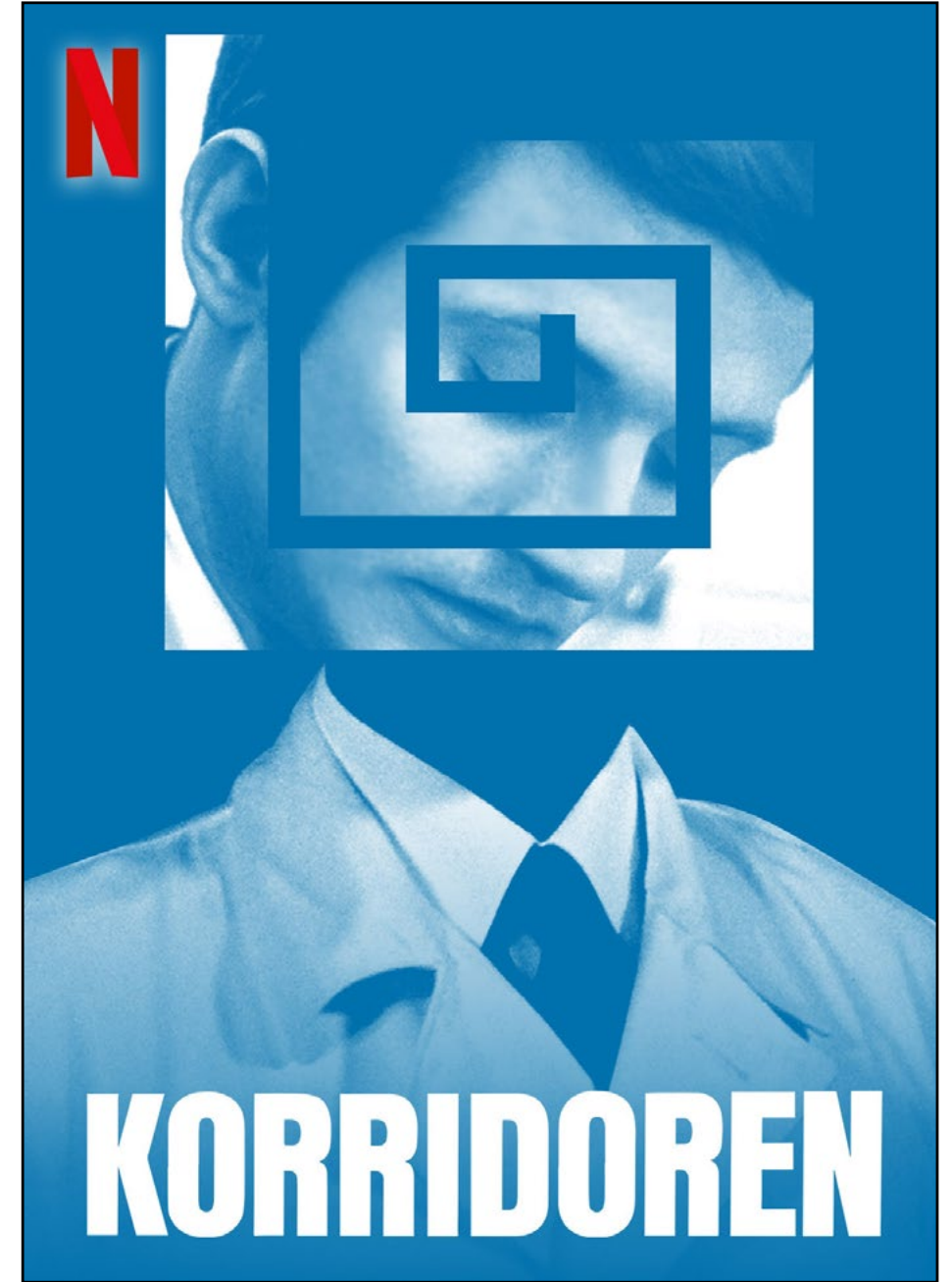
Often working with limited resources the challenge was to create imagery which could sit harmoniously alongside other titles on the platform.

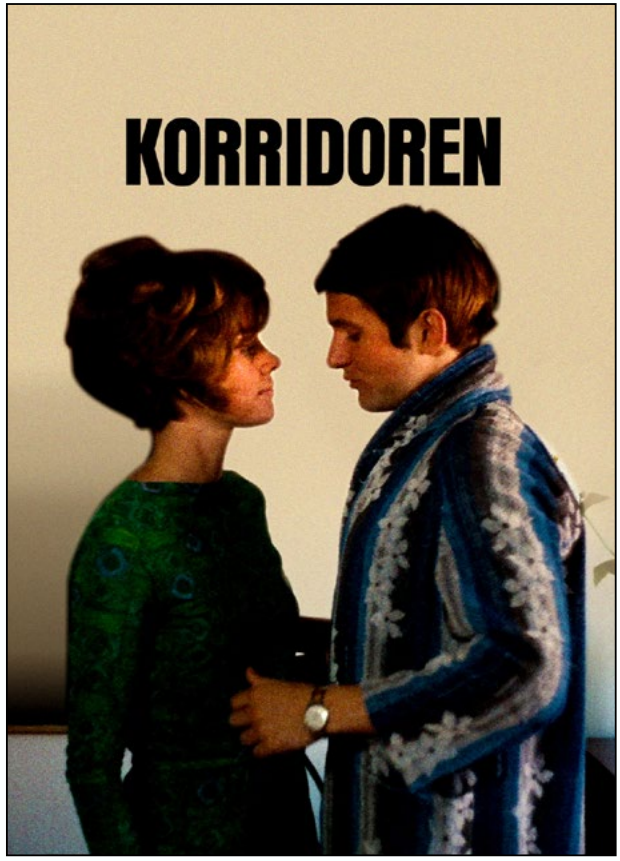
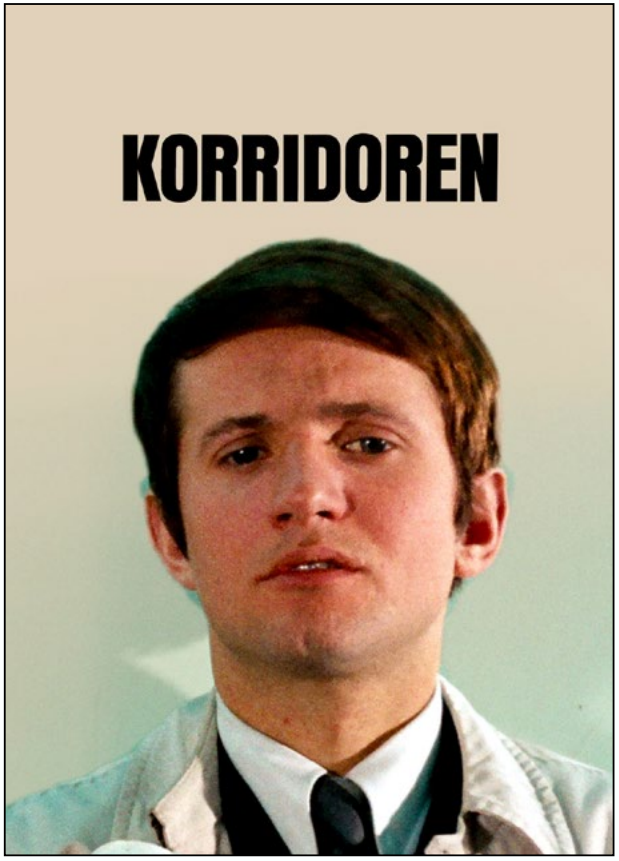
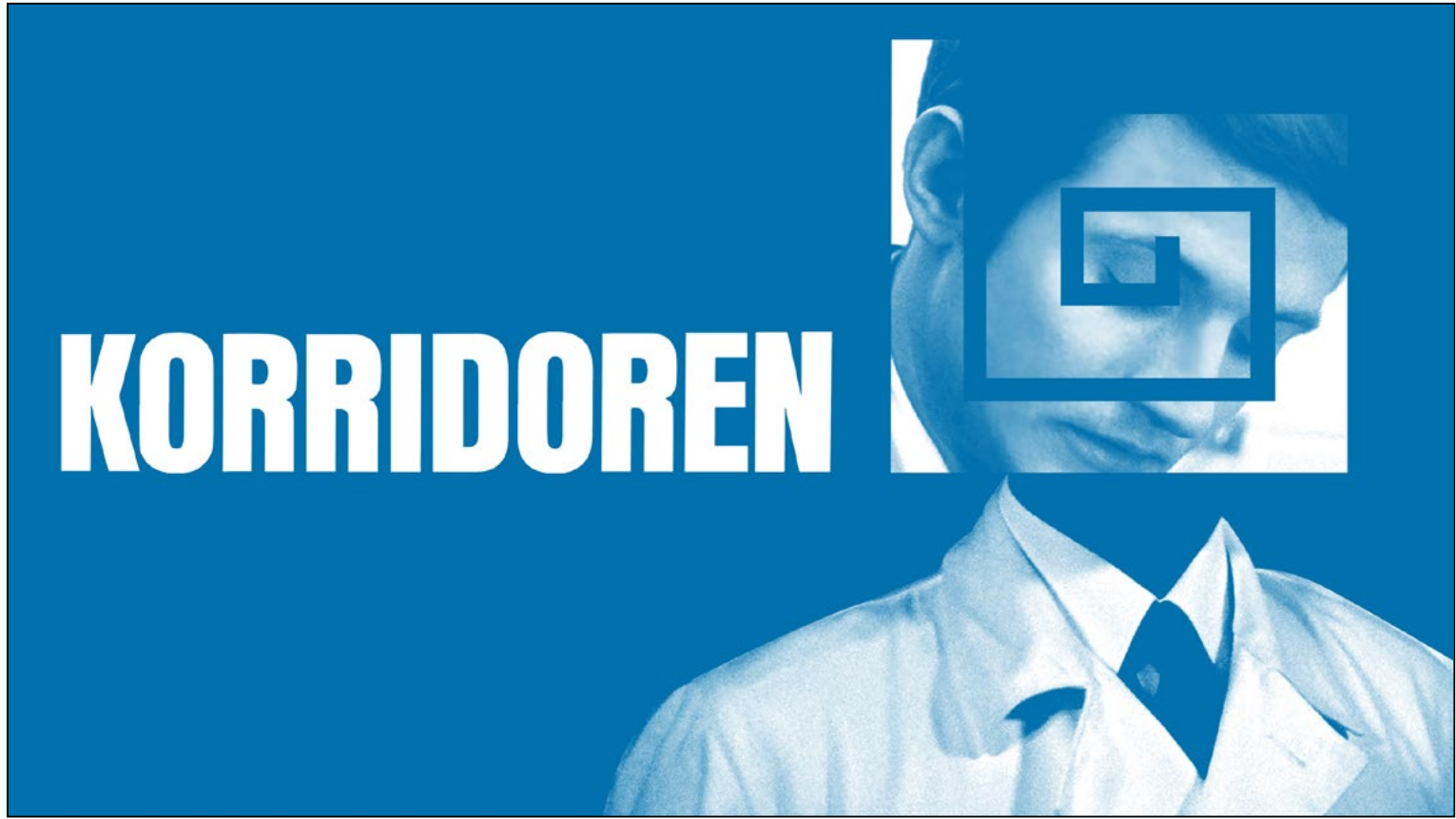


# SIX MINUTES TO

# MIDNIGHT









## CLIENT

*Tails.com* offers a unique product of tailored pet food at a competitive price.

Their ascendancy from start-up to major business was secured in 2019 when they were acquired by Nestlé increasing their annual turnover to over 23 million.

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## CHALLENGE

Any start up that has seen short-term large scale growth will be faced with the problem of how to represent themselves to their audience.

For *Tails.com* many of their original customers were drawn to the concept of them as an independent business and consequently their promotional material traded on this home grown image.

My challenge as a designer was to maintain this authentic tone whilst elevating the brand to bring it in line with their international competitors.



# SOLUTION

Focussing on paid social advertising my focus was to redefine the companies paid content with a simple and direct approach.

Working alongside the CMO and head of Marketing I was tasked with art directing a number of seasonal campaigns.

Once our internal team was aligned in terms of vision I was then responsible for ensuring this was filtered out to photographers, stylists and designers.

The results were a number of stripped down campaigns with simplified messaging and neutral product focussed imagery.

On average my campaigns saw a 20% increase in sign ups from new customers.

The logo for Tails.com, featuring the word "Tails" in a blue, rounded font above ".com" in a smaller, blue, sans-serif font.

## Tasty new lamb biscuits



Hi [Jenna],

Easy-to-digest protein  
For a happy tummy and happy dog  
high in fibre  
To support healthy digestion  
Rich in antioxidants  
From beetroot and cranberry

[SHOP LAMB TREATS](#)

A large white bag with the "Tails.com" logo printed in a large, blue, rounded font. The bag is partially obscured by a bowl of biscuits in the foreground.



HOW IT WORKS OUR FOOD OUR PRICING REVIEWS HELP

2 week free trial with £1 delivery LOG IN

Try 2 weeks' free  
tailored dog food

Rated excellent by our customers



Menu



Delivering direct to you for free in as little as 72 hours\*. [Read more](#)

Natural  
ingredients,  
No artificial  
colours, or  
preservatives

TRY NOW WITH 50% OFF

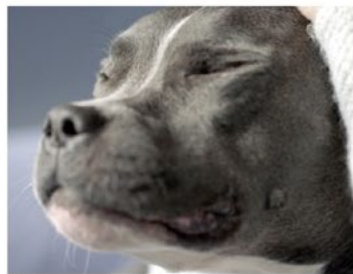


### In your first box

Your first tails.com dog food delivery includes a free trial of their unique recipe, a handy portion scoop and a few tips and tricks to get you started.

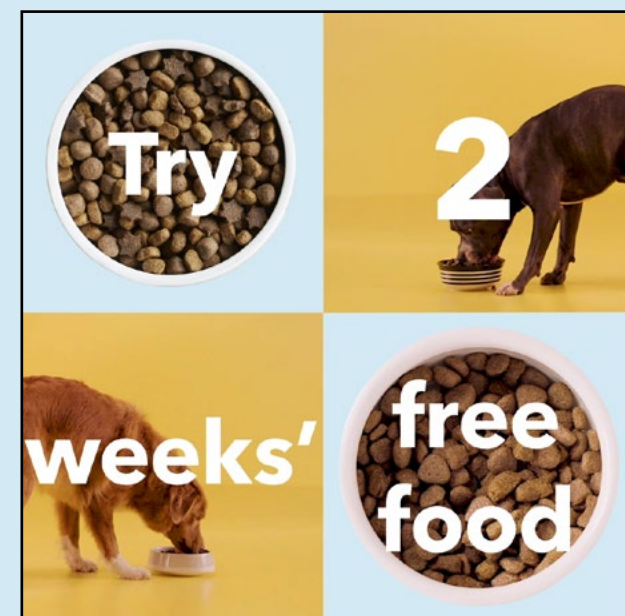
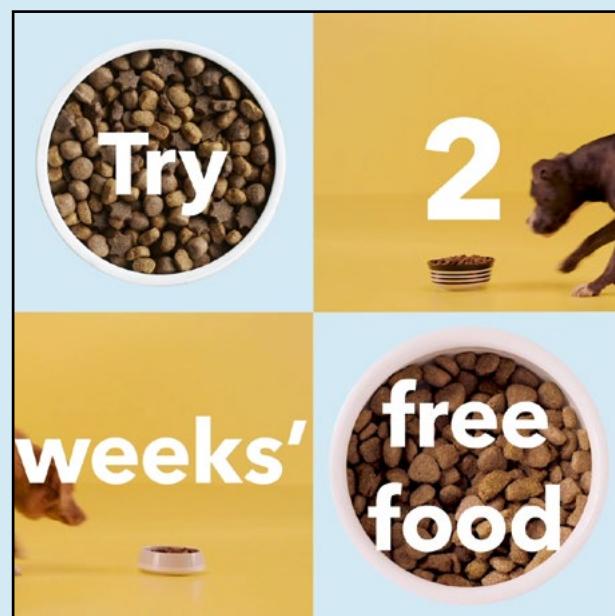
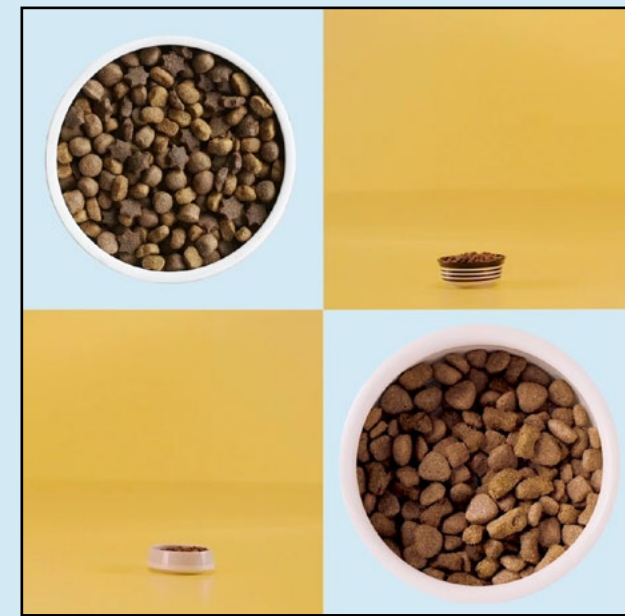
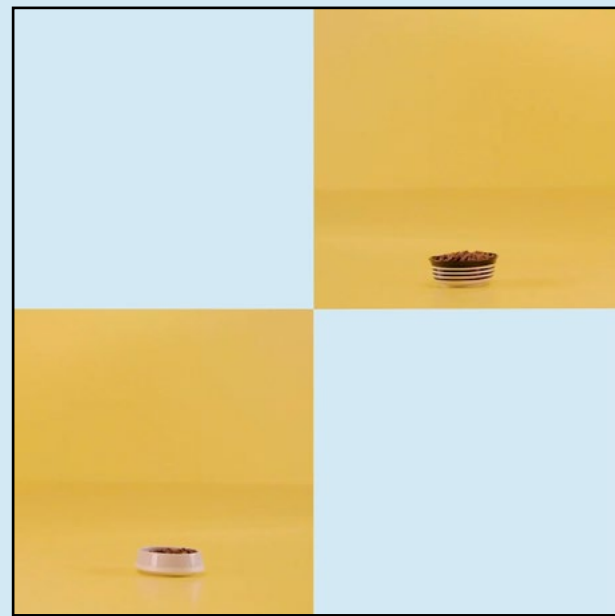
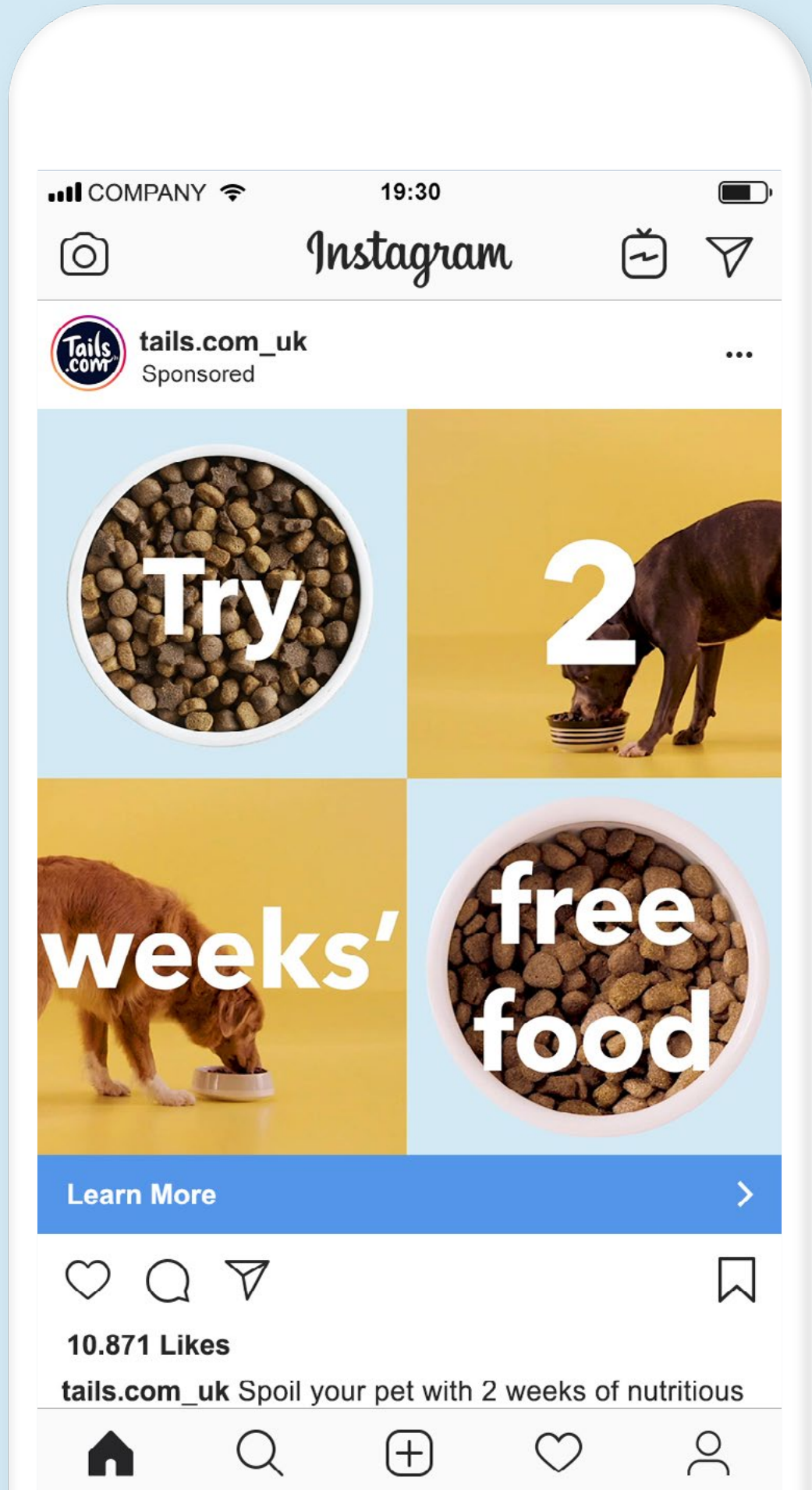
### Cancel any time

Change the date of your dog food delivery to suit you. Pause or cancel at any time.



### Full range, full wag

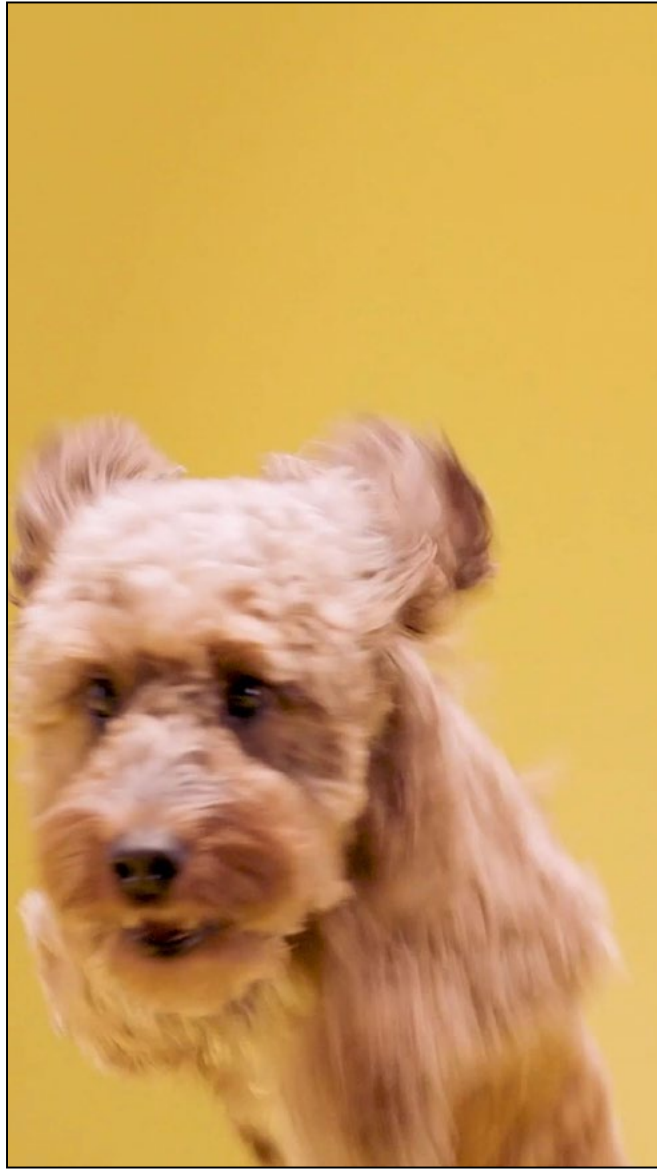
Add variety and delight to your dog's diet with our range of



t Walter



Heard  
about  
our  
new  
range?

A product shot featuring a red and white bag of 'Tails.com pork biscuits'. The bag has a pig icon and the text 'pork biscuits' and 'Hand baked with peanut butter & apple'. Next to the bag are several biscuits, a sliced apple, and some apple chunks.

Looks  
great...



Tastes  
better.

A product shot featuring a green and white bag of 'Tails.com lamb biscuits'. The bag has a lamb icon and the text 'lamb biscuits' and 'Hand baked with peas & mint'. Next to the bag are several biscuits, some peas, and a sprig of mint.

## CLIENT

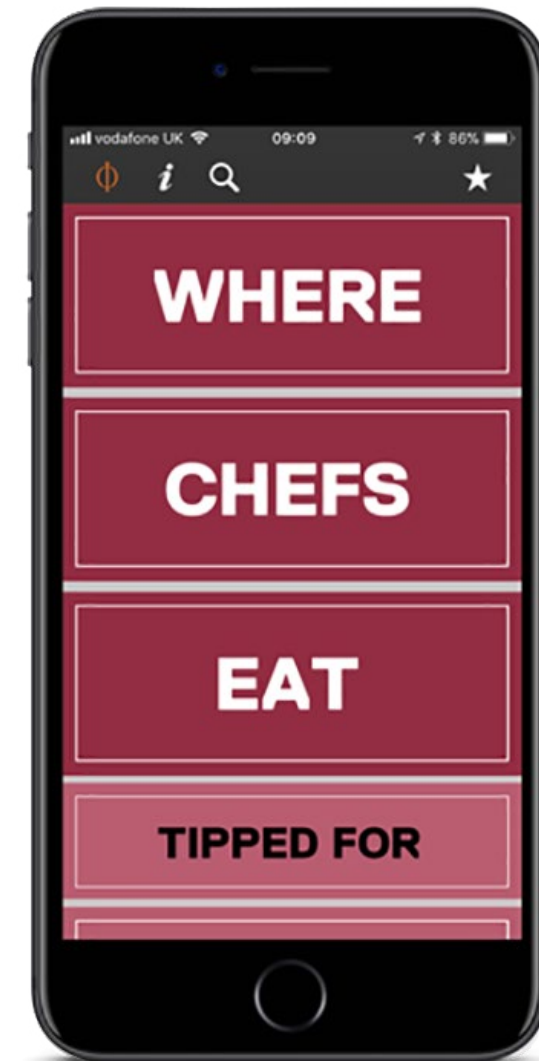
*Phaidon Press* has long earned the reputation as one of the foremost publishers of Art, Design and Fashion titles. In recent years they have published acclaimed volumes with such internationally recognised names as photographer Annie Leibovitz and musician/businesswoman Rihanna.

Whilst still focussing on traditional publishing formats in recent years they have launched a number of innovative digital products. Over the course of 2 years I worked with this client on a variety of campaigns and digital products.

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## CHALLENGE 1

The company had previously launched a lifestyle app called 'Where Chefs Eat' aimed at promoting the best restaurants across the world but by 2018 it was in dire need of an overhaul.

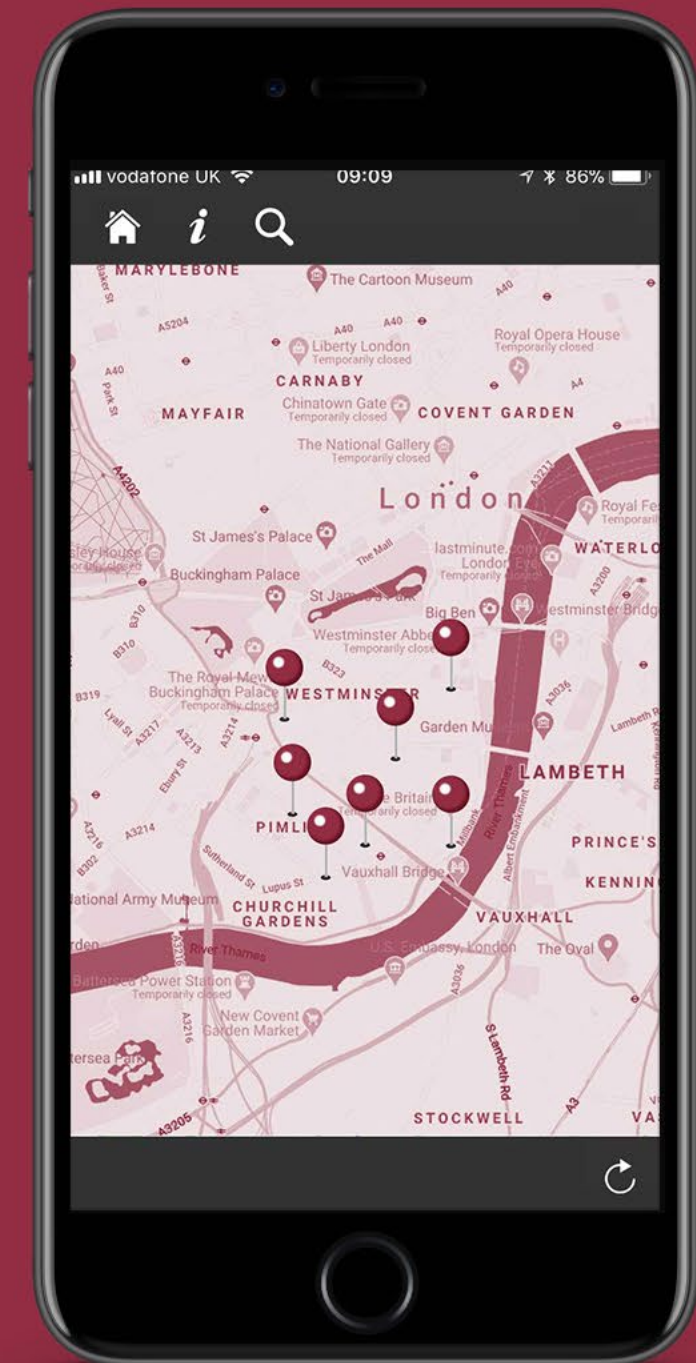
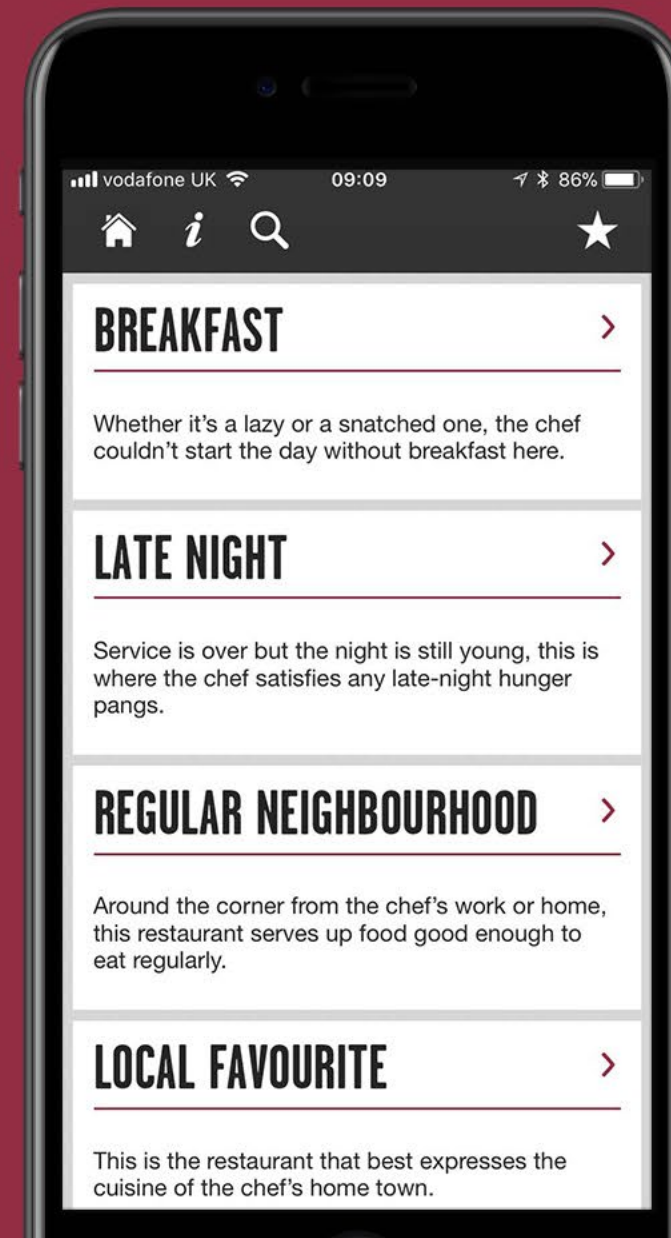
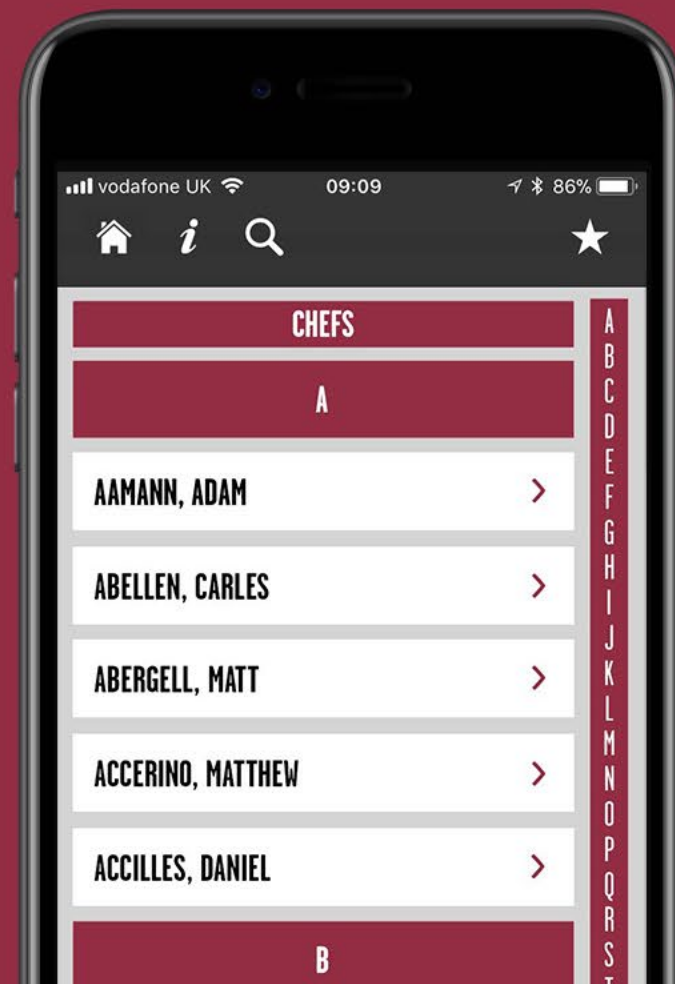


# SOLUTION

Taking the decision to redesign the entire app we focussed on ensuring the user journey was uncomplicated and entertaining.

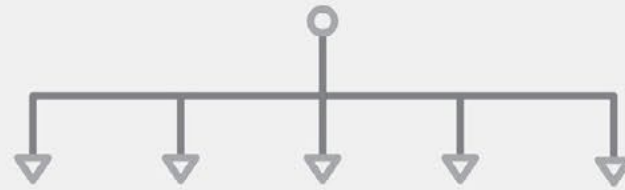
The key component of the app is that the user can filter by chef, cuisine or city.

We simplified user's navigation, redesigning the menus and creating additional search functions.

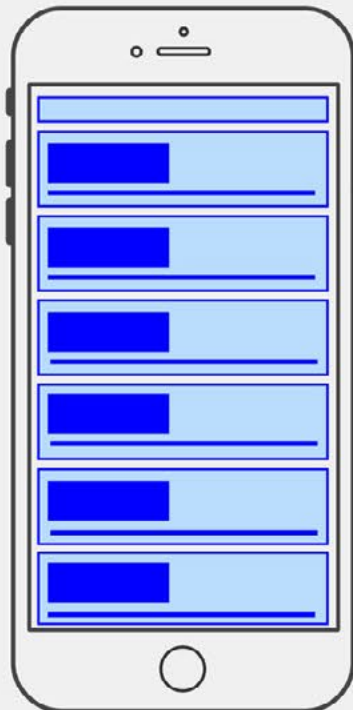




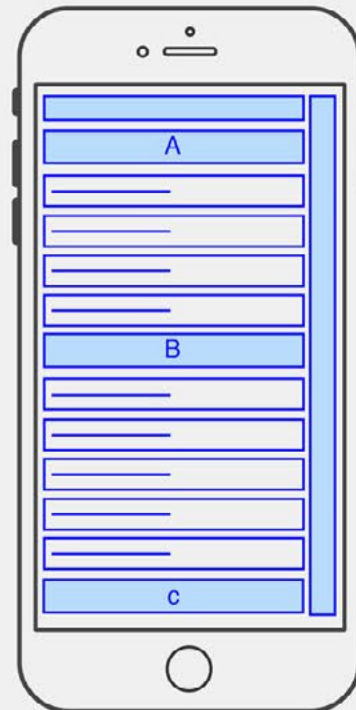
Main Navigation



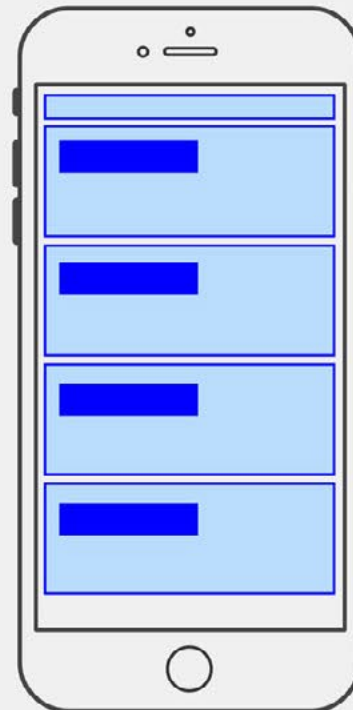
WHERE- Location  
6 continents



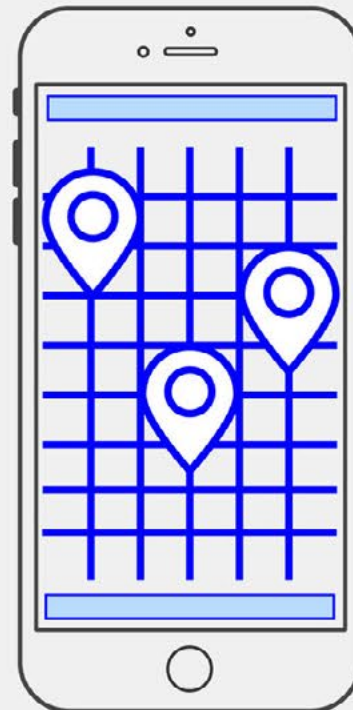
CHEFS-  
Alphabetical



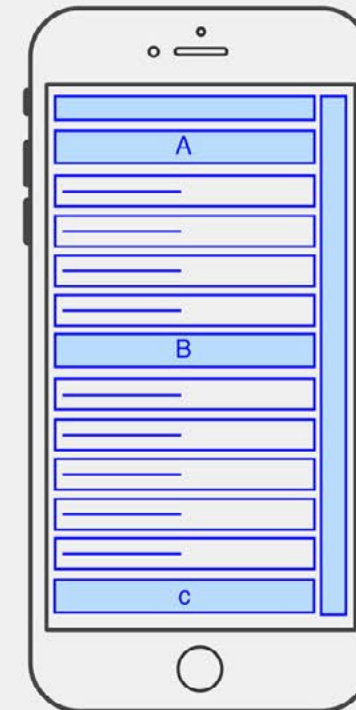
EAT



NEAR ME



A-Z RESTAURANTS



## CHALLENGE 2

In autumn of 2018 *Phaidon Press* launched a new title aimed at harnessing the growing interest in middle eastern cuisine.

The *Mezze Cookbook* combines recipes from far flung destinations as Lebanon and Iran with eyewatering photography.

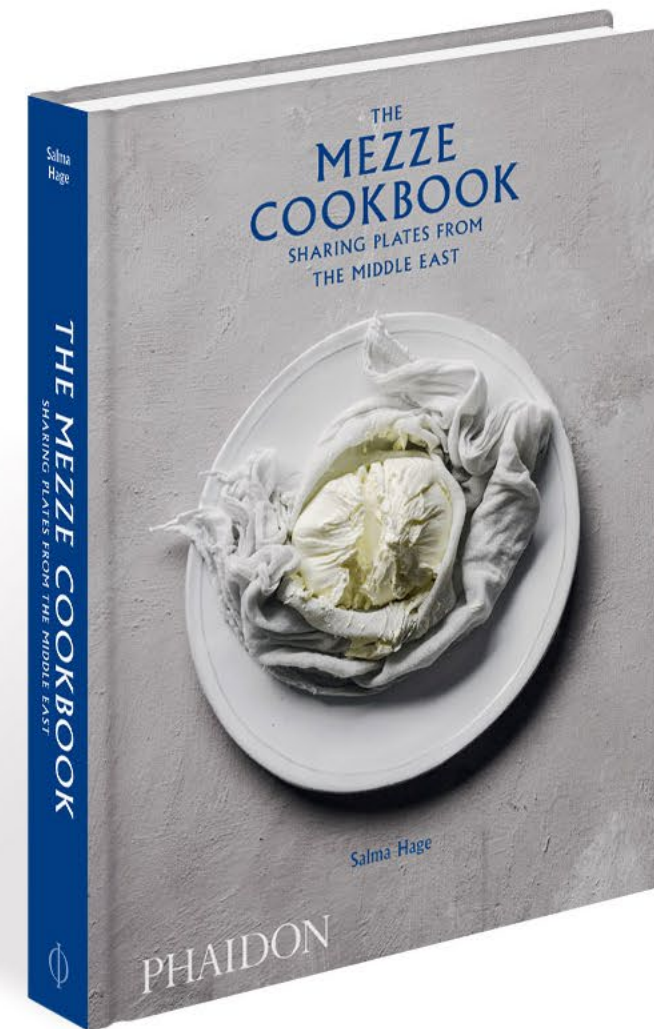
Our aim was to create a campaign targeting a savvy aesthetically attuned audience more used to following influencers and accounts emulating the 'Kinfolk' aesthetic

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## SOLUTION

Our campaign made use of both a striking colour palette and the eye typography of the title. Employing my skills as an animator and motion designer I developed a dynamic advert which made use of the striking design and stunning photography of the book.

Our digital campaign was launched on screens across tube stations and graced the main page of *The Guardian* online.









## CLIENT

*Fresh Fitness Food* is a young lifestyle brand with a simple concept. Healthy nutritious meals delivered daily on a monthly subscription basis.

Launched in 2017 the start-up has fast become one of the leading UK companies offering bespoke nutrition with over 1000 meal bags delivered to London customers every day.

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## CHALLENGE

A brand's core marketing assets can quickly become stale or seem incongruent in a fast and fluctuating marketplace. The company were in the process of redesigning their site and felt that its photographic assets could benefit from a designer's eye.

I was called on to create a brand document that assessed both photography and its use in a digital context.



# SOLUTION

Taking into consideration the ethos of the brand I designed a bold and uncompromising vision for the company which places their identity in context amongst its lifestyle competitors.

Focusing on product photography I developed a colour scheme, defined compositions and outlined the tone of all outgoing imagery.

Working alongside the CEO I finalised the project by creating a set of Brand Guidelines which can be used by future marketers, photographers and designers.



Discover

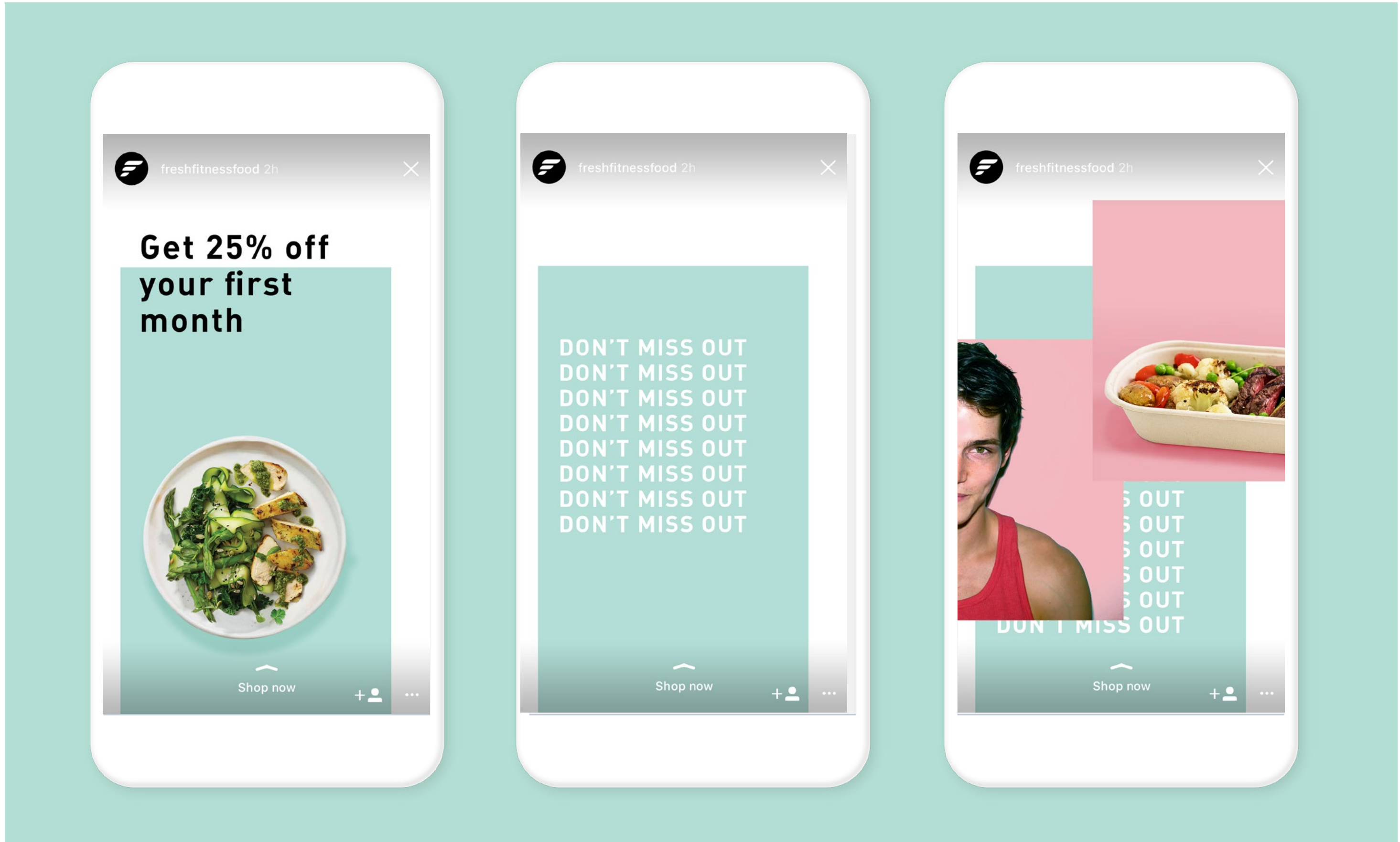
My Account

Benefits

## Discover Fresh Food



Providing you with bespoke meals to suit  
your nutritional needs right to your





# C O N T A C T

If you've got this far we should probably talk.

Drop me a line:

**Email:** [seb.harding1@googlemail.com](mailto:seb.harding1@googlemail.com)

**Site:** [www.hardingdesign.co.uk](http://www.hardingdesign.co.uk)

