

CREATIVE PORTFOLIO
JACKIE MADDOCKS



HELLO

I am Jackie, a Freelance Creative Designer based in Hitchin.
I have over 15 years experience in the creative industry.
For me, work is more than a job – it's my passion. My aim?
To ensure my clients feel nothing short of amazed!

Working closely with my clients is important to me as I strive to deeply understand their requirements, not only from an audience and creative perspective, but from a commercial one too – that will compliment their marketing strategy. I have superb interpersonal skills, plus my instinctive problem solving and design knowledge combined allow me to deliver innovative solutions to meet client objectives.



*"I like to use my
creativity every day –
even if it's a doodle!"*



SKILLS & EXPERTISE

Graphic Design | Branding
Idea Generation | Artworking

Art Direction | Food Styling
Creative Writing | Print Knowledge

macOS | Adobe Creative Suite
Microsoft | Wordpress



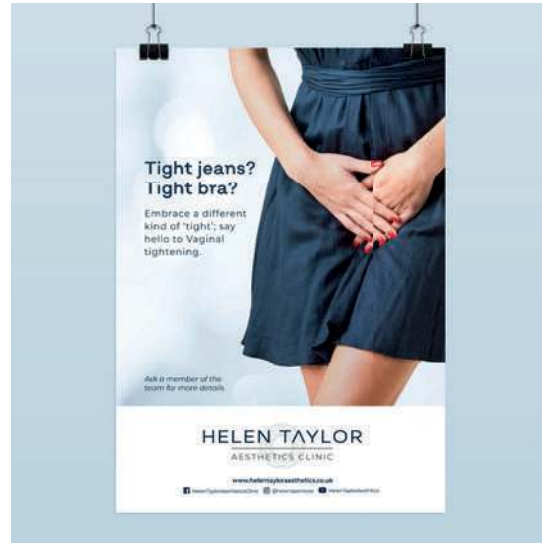
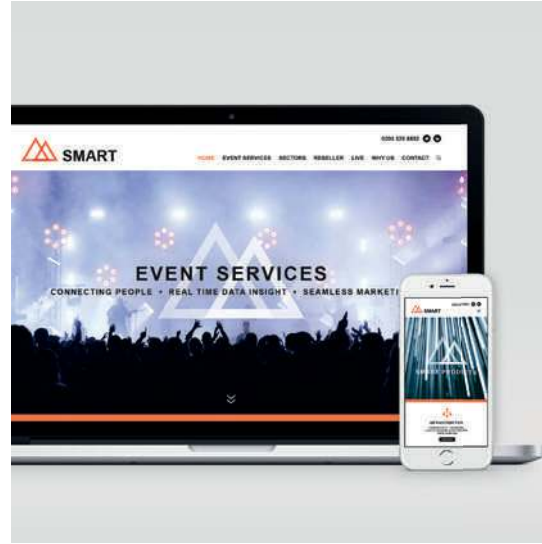
COURSES | EDUCATION

'How to lead a Creative Business
for Innovation and Growth'
2016 | dba Training Course

BA Design • 1st

BTEC Diploma in Art & Design • Merit





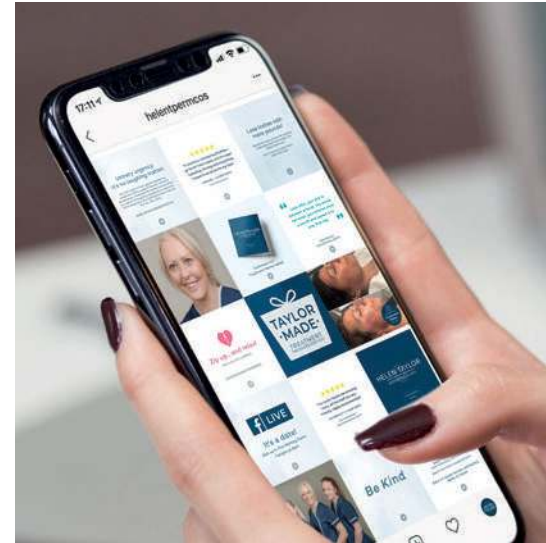
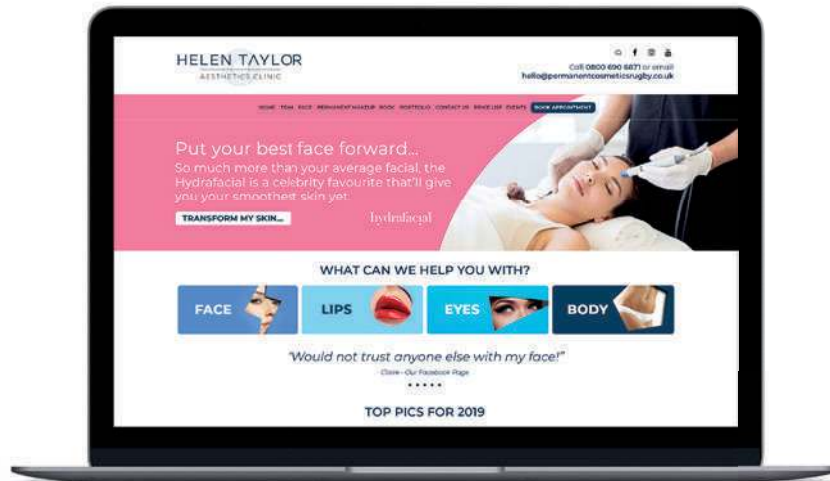
PROJECT FOCUS

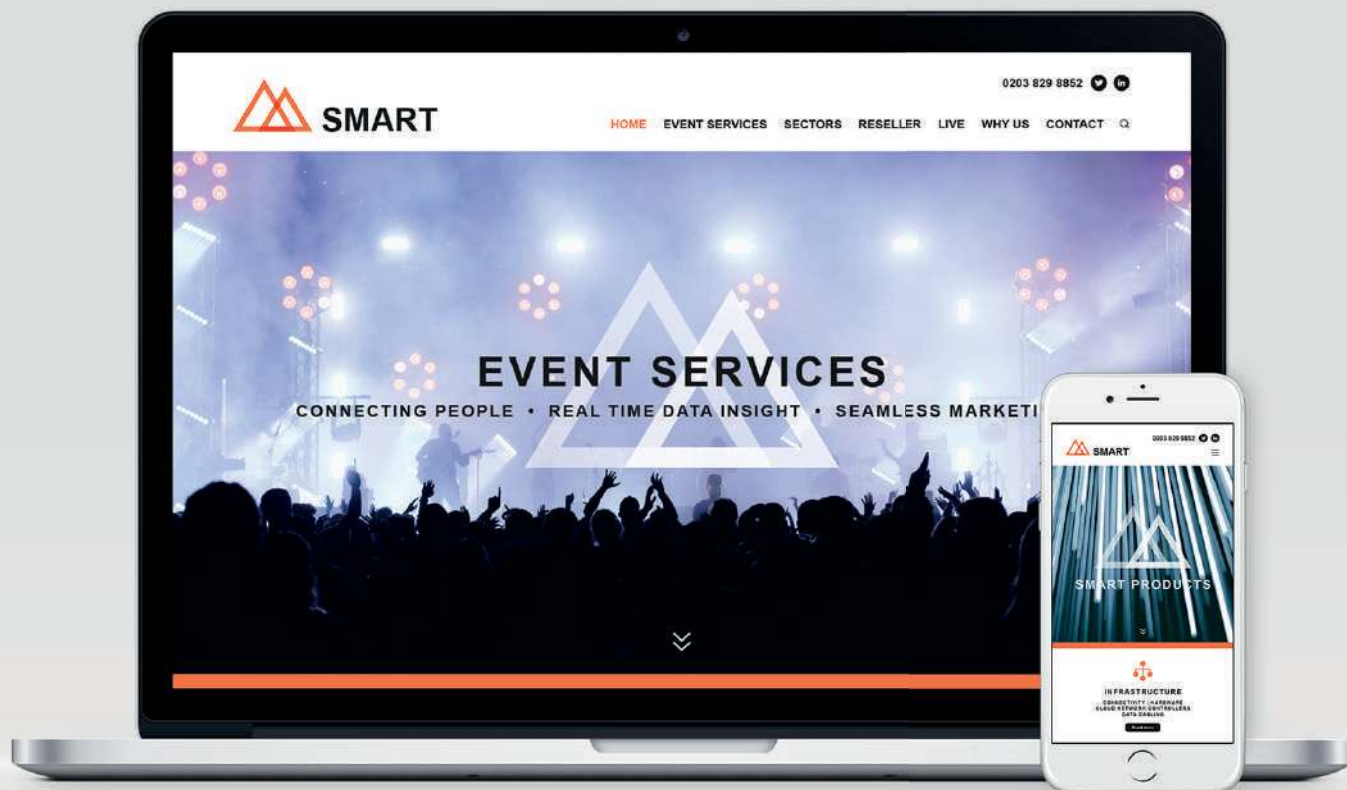
HELEN TAYLOR

AESTHETICS CLINIC

HELEN TAYLOR

BRANDING | PRICE LISTS
WEBSITE | SOCIAL GRAPHICS
PACKAGING | ICONOGRAPHY





SMART EVENT SERVICES

BRANDING | WEBSITE DESIGN
PRODUCT BROCHURE
ILLUSTRATIONS

smart-es.com



TINWARE DIRECT

PRODUCT BROCHURES | ADVERTISING
ICONOGRAPHY | PHOTO RETOUCHING



BESPOKE DESIGN CONCEPTS

Our designers will research your product, brand, competitors and market to provide you with a unique design. Whether you're a new company just starting out, or a fully established brand, we will ensure your design stands out at point of sale.

PROOFING & PRINTING

We will provide you with an onscreen proof for you to approve. Once approved, we will either go to print with your labels, or if you are having a fully bespoke printed tin, we will create a physical prototype for you to view prior to manufacture.

LABELLED OR PRINTED TIN

Whether you're looking for a fully printed tin or a label to customise one of our stock tins, our design team will be able to create something unique to your product and brand. All we need is a little information about the elements you want to incorporate into your packaging and overall look.

FINISHED PRODUCT

Your unique tins - designed, printed, manufactured and delivered.

COLLUSION

Barbers

ESTD 2001

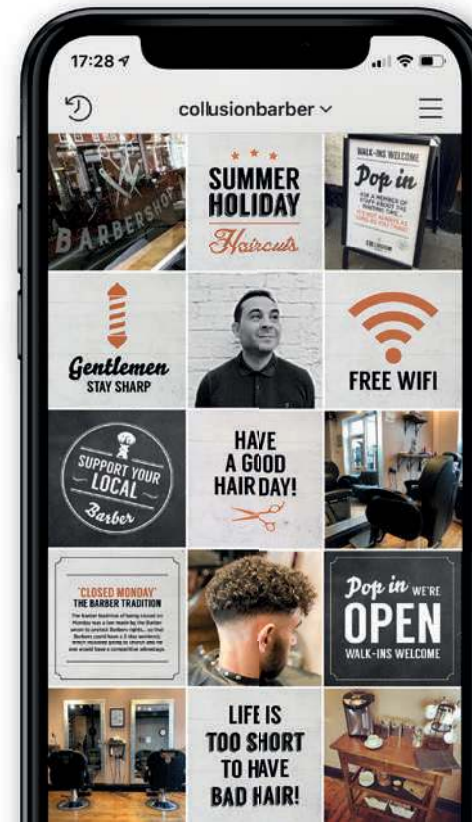
OPENING TIMES

TUESDAY 9.00AM - 6.45PM
WEDNESDAY 9.00AM - 5.30PM
THURSDAY 9.00AM - 6.45PM

COLLUSION

Barbers

ESTD 2001



COLLUSION BARBERS

BRANDING | POSTERS | BUSINESS CARDS
WINDOW GRAPHICS | WEBSITE | SOCIAL MEDIA
collusionbarber.com



SANDON FIELDS

BRANDING | BANNERS
POSTERS | SOCIAL GRAPHICS





SMART HOME CONTENT VISION*

CREATIVE LAYOUT | ICONOGRAPHY

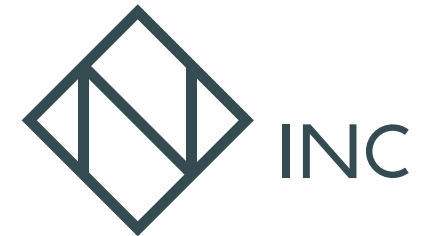
- I created the content for 5 Smart Home Brands to be used in a major Supermarket to display their new technology offering.
- The content vision I created takes the customer on a journey of product discovery with a few simple hand gestures and taps on the smart screen tablet.
- Each of the 5 Brands used the same layout plan, however each Brand needed to adhere to its own Brand Guidelines & styles.

* Freelance work completed at DisplayPlan.





CREATIVE BRANDING



techtile
LONDON

Around the four minimalist tones the range creates a timeless concept as it collides traditional porcelain tiles and glass mosaics, whilst fusing a re-interpretation of graphic decoration with the latest ceramic technologies.

Stylish, contemporary
& minimalist.

The foundation of the range, this concrete effect must tile can be used on floors & walls to bring warmth or airy coolness to a space.

6 COLOURS 8 SIZES 2 FINISHES 10 MM THICK



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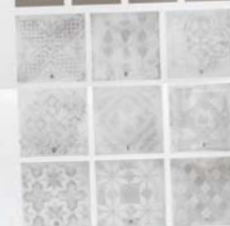
● **Submitted 2/10** ● **Published 2/10**



Definitive & stunning.

Minimalist concrete effect matt decor tiles. This modern take on delicate vintage patterns gives you a wide and exclusive choice of design options.

2 COLOURS	1 SIZE	1 FINGER	10.5 AAA THRU
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GEORGE A. CROVSTON

Size*	197x167	72.6x59.5
CD161	•	•
CD162	•	•

• **Cost \$100**

All measurements are stated as mean \pm SD.



DECEMBER 1992

CORPORATE EXHIBITIONS SCHOOLS





ART DIRECTION FOOD STYLING EXHIBITIONS





FOODSERVICE





Our beef is fully traceable and
PREPARED BY OUR
 ☆ **IN-HOUSE** ☆
BUTCHERS
 Sealed under a light puff pastry lid



HOT DRINKS

Always tasty • Always hot

*Expertly Ground
Fairtrade*
COFFEE

	SML	REG
Americano	£1.85	£2.00
Macchiato	-	£2.00
Cappuccino	£2.10	£2.30
Latte	£2.10	£2.30
Mocha	£2.20	£2.40
Flat White	-	£2.20
Espresso	£1.50	-

Add an extra syrup shot for 0.40p

If you can't stay, take me away...

TEA
For every taste bud...

	SML	REG
Pot of Tea	£1.65	
Speciality Tea	£1.70	

Hot
CHOCOLATE

	SML	REG
Hot Chocolate	£2.10	£2.30

Add an extra Cadbury's flake or marshmallows for 0.40p each



COFFEE

		
ESPRESSO 1.10 / 1.45	AMERICANO 1.60 / 2.00	MACCHIATO 1.30 / 1.70
		
FLAT WHITE 1.40	LATTE 1.60 / 2.00	CAPPUCCINO 1.60 / 2.00

COFFEE MILK FOAM WATER







JACKIE MADDOCKS

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