



**MALIKAH HART
PORTFOLIO**

**Creative Designer, Project Manager &
Digital Marketing Lead**

ABOUT ME

Hi.

I'm a Creative Designer and Digital Transformation Lead specialising in branding, UX/UI, digital products, and marketing strategy. With a BA (Hons) in Product Design, my work is grounded in problem-solving, storytelling, and strong visual thinking - applied across complex digital systems as well as brand experiences.

I lead end-to-end digital transformation projects, including CRM implementation, cloud migrations, website builds, and organisation-wide rebrands, combining strategic oversight with hands-on design and delivery. My approach balances user-centred design, technical feasibility, and measurable impact, ensuring solutions are intuitive, scalable, and effective.

Alongside systems and product delivery, I lead data-driven digital marketing and content strategy, using insight and iteration to grow awareness, engagement, and service uptake. I collaborate closely with cross-functional teams, stakeholders, and clients - from startups to established organisations, I create work that delivers real-world outcomes.

HOW TO USE Key.

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Skills.

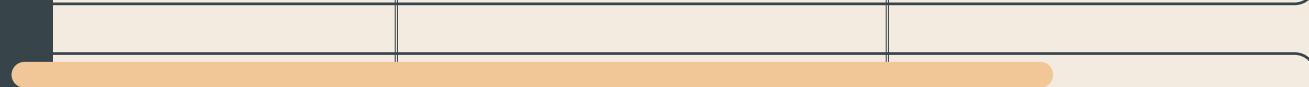
Adobe InDesign



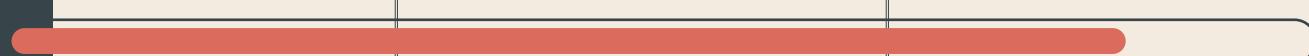
Adobe Illustrator



Adobe Photoshop



Adobe XD



Microsoft Suite



Figma



Wordpress



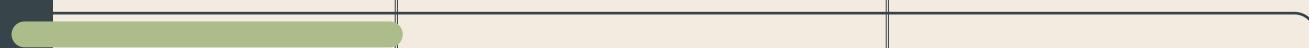
Webflow



HTML



CSS



Google Workspace



Procreate



SERVICES

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Print

Print design plays a vital role in conveying a brand's message in a tangible and visual way.

Great print design starts with strong visuals, colour and layout to engage your user before the message lands - so we make it attractive and memorable. Then we ensure consistency and professionalism across all materials, whether for brochures, business cards, posters, or packaging.. Never fear, I also work closely with printers to confirm that every detail is perfectly executed, delivering a polished and engaging final product.

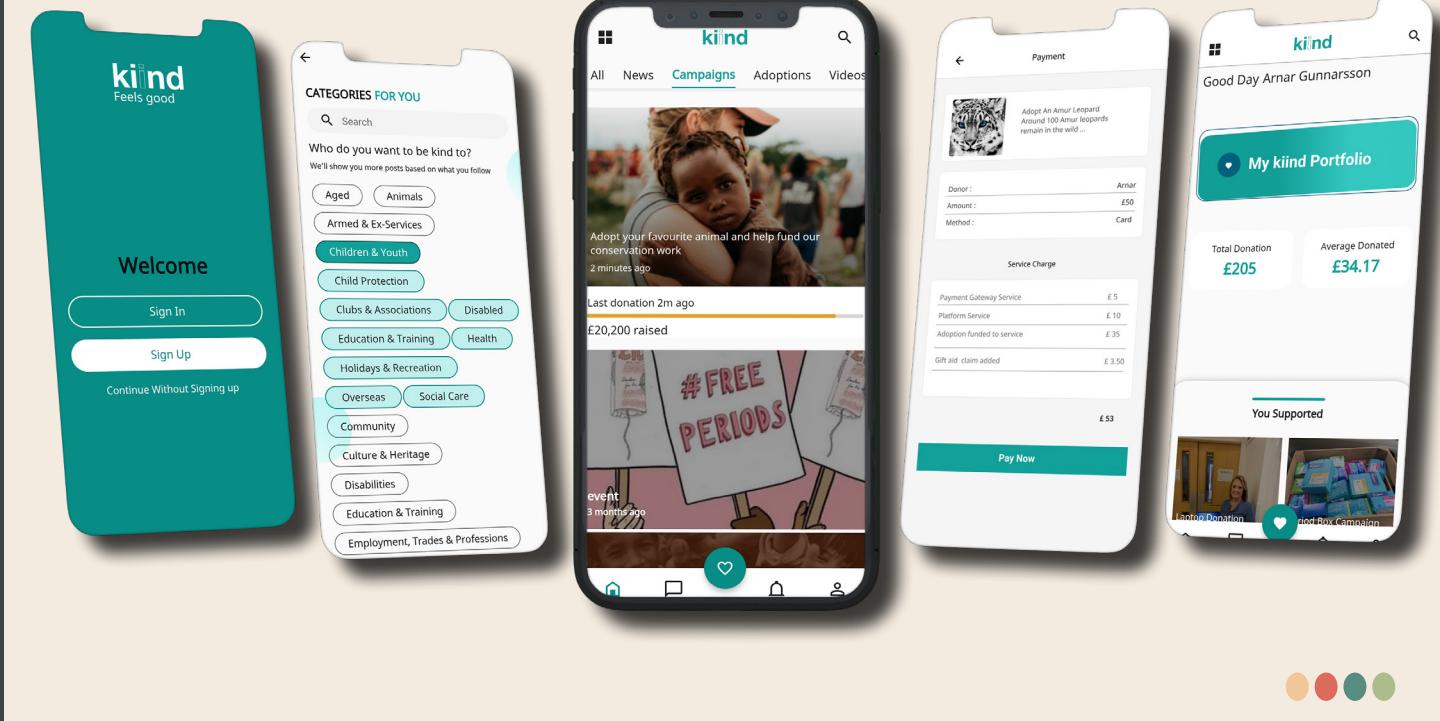


Digital

With every digital design project, I leverage my UI knowledge and experience to create interactive elements—such as responsive layouts, animations, and intuitive navigation—to enhance functionality and visual appeal across various devices.

Using tools like Figma and Adobe XD, I develop wireframes, prototypes, and final designs, working closely with developers to ensure the design vision translates smoothly into the final product.

With a user-centred approach, my goal is to deliver a digital experience that is visually captivating, highly functional, and aligned with your brand's purpose and user expectations.



Branding

Branding is the cornerstone in establishing a unique identity that resonates with your audience. Identifying and translating your values, vision, and personality into tangible, sparkling and memorable visuals is where we begin this journey. This includes creating a logo, selecting colour schemes, and typography that will consistently convey your brand across all touchpoints.

Each element will be selected to communicate your brand story and foster a consistent and strong look and feel.

Your brand bible; brand guidelines will ensure consistent application across digital and print platforms, even after we part ways, making sure that anyone who interacts with your brand recognises it instantly.

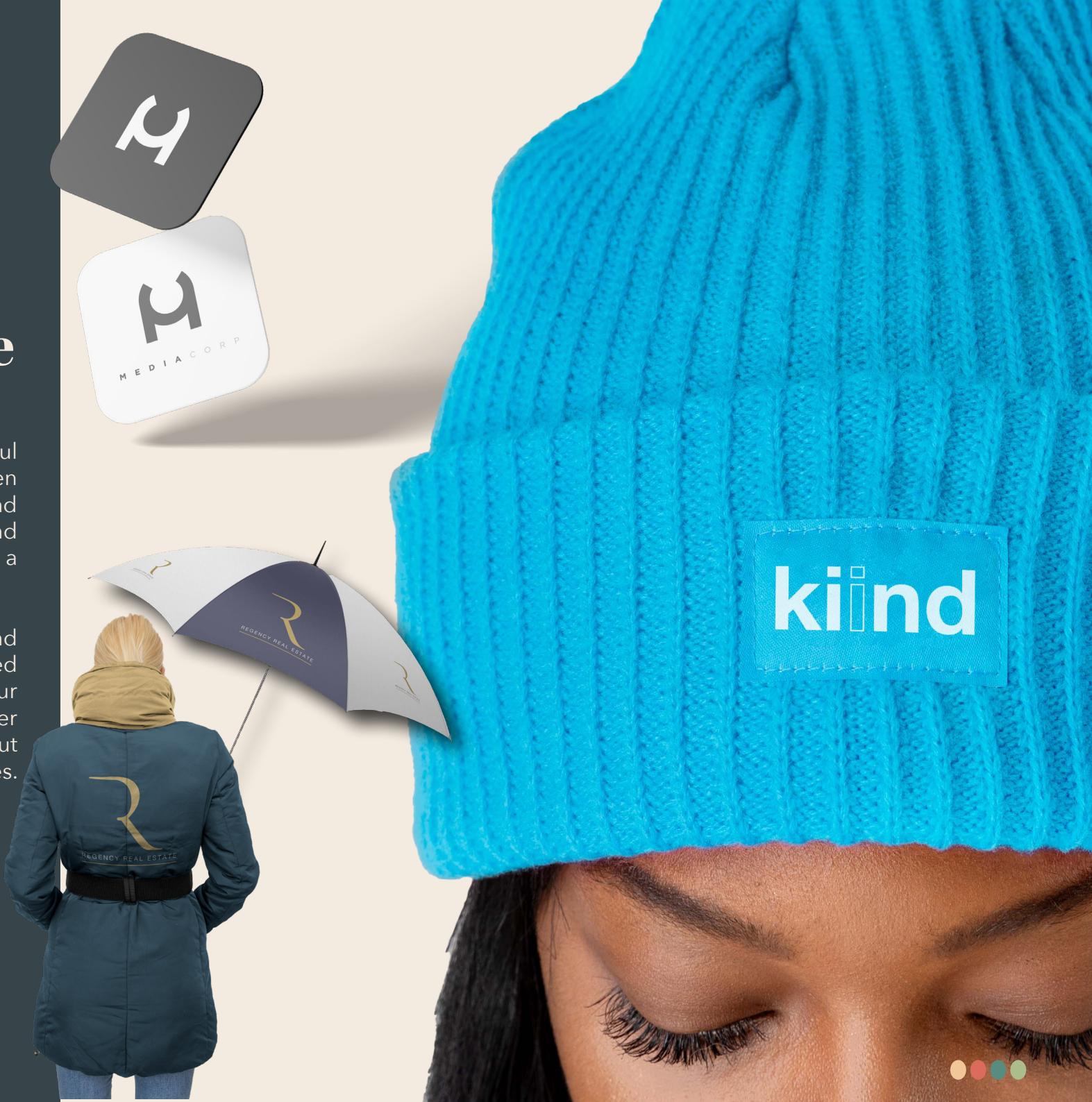
The final brand design will not only stand out but also capture the essence of your business.



Merchandise

Merchandising design is a powerful tool in any marketing strategy when done effectively, as it enhances brand exposure, increases awareness, and promotes services while remaining a cost-effective solution.

I work closely with you to understand your vision and provide sophisticated designs that resonate with your audience. My goal is to deliver merchandise that not only stands out but also reinforces your brand's values.



PROJECTS

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Ada & Albert

Scope:

Create a branding strategy for childrens charity Ada & Albert. By developing their visual identity, and producing various digital and physical assets, I successfully supported the charity marketing and hosting a prom event and ball. The goal was to create a welcoming and inspiring atmosphere that reflects the charity's mission and values.

Deliverables:

Brand development | Shop signage for The Glades, Bromley | Social media posts and advertisements | Event flyers and invitations | Marketing collateral



The Avocado Foundation

Scope:

Develop a social media strategy to elevate The Avocado Foundation's online presence, with a focus on raising awareness, engaging supporters, and driving community action. This strategy leveraged creative content and data-driven insights to ensure impactful messaging across key platforms, aligning with the organisation's core mission and values.

Graphic Design | Digital Marketing | Marketing Strategy



Marketing Strategy



Digital Daylight

Scope:

Create a cutting-edge brand identity for Vail, a daylight management solution combining advanced pixel technology with sleek design. The identity aligns with tech trends and emphasises Vail's technological innovation while maintaining a focus on visual appeal and functionality.

Deliverables:

Logo design | Brand guidelines | Pixel technology pattern design | Colour palette | Brochure design



[Brand Guidelines](#)



[Brochure](#)



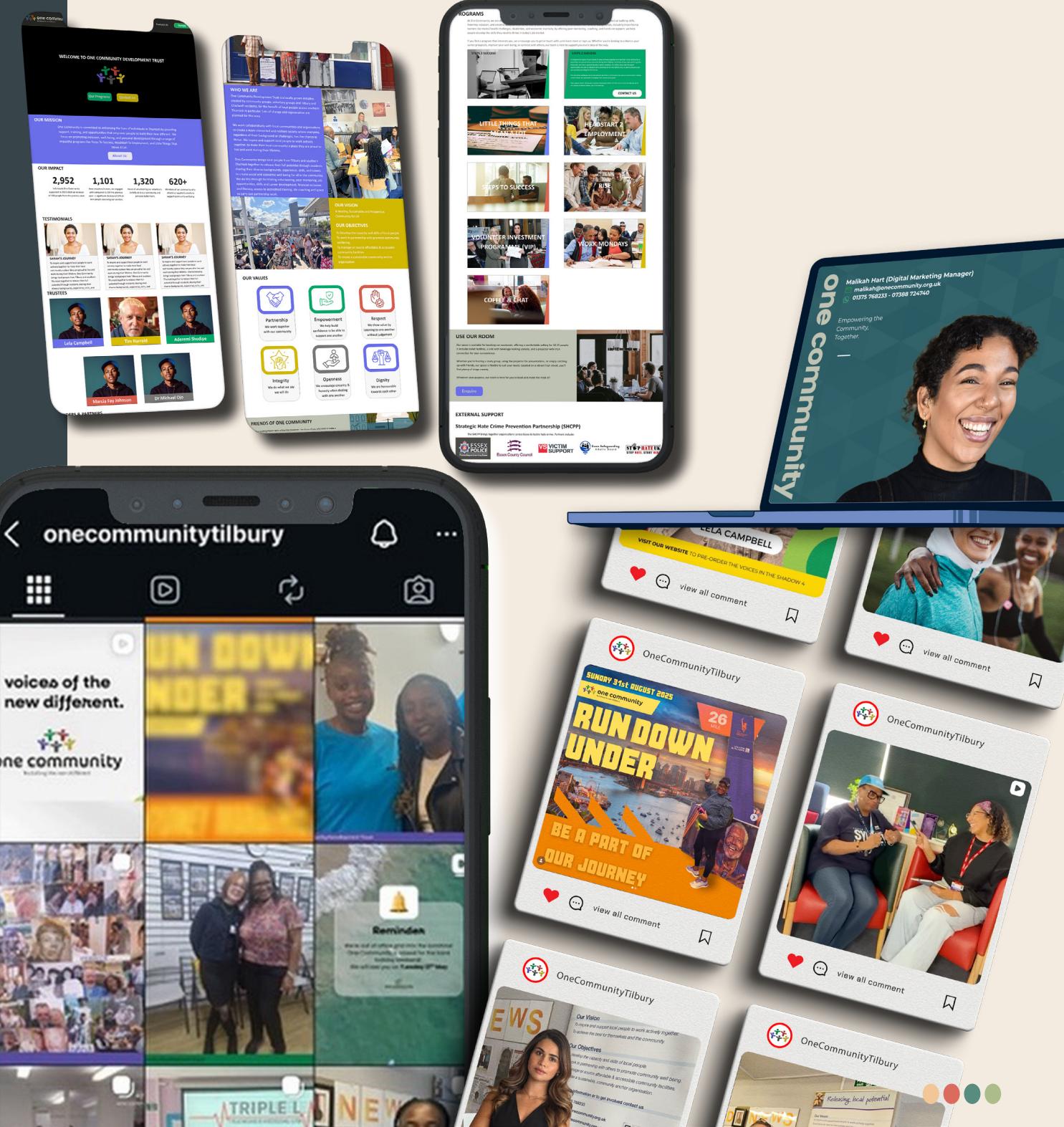
One Community

Scope:

Led organisation-wide digital transformation, including CRM implementation and migration from Microsoft Suite to Google Workspace. Delivered staff training, transition roadmaps, and digital service development, while leading digital marketing strategy. Drove projects as a senior lead and manager, delivering measurable impact across funding growth, awareness, and service user engagement—supporting economic development and making Tilbury a better place to live.

Deliverables:

Project Management | Digital Services
Delivery | CRM | Brand identity | Digital
Marketing | Marketing collateral | Social
Media Management



Brand Guidelines

Enecto

Scope:

Support Enecto's brand to align with its evolving business needs and appeal to potential clients and partners. The digital and print update modernised Enecto's visual style, tone, and presentation, ensuring the brand reflects its growth while preserving its core identity. The brand refresh will revitalise outdated content, themes, and graphics.

Deliverables:

Logo | Brand guidelines | Marketing collateral | Video content | Brochure design | Copywriting



[Brand Guidelines](#)



[Brochure](#)



Enviro

Eco - friendly branding.

Scope:

Develop brand identity for a waste management company. Develop a visual identity inspired by the recycle symbol, reflecting the company's sustainability commitment. Create guidelines to define the visual and tonal direction, ensuring consistency across all platforms, print and digital.

Deliverables:

Logo design | Brand guidelines | Brochure design | Website | Eco-friendly colour palette | Stationery and business card design (print and digital) | Company uniform design | Branded van wrap



[Brand Guidelines](#)



[Brochure](#)



Enviro





FOR PITCH

The power of presentation.

Create a compelling pitch deck to attract investors for a property design project.

Scope:

Design a unique logo reflecting the project's identity | Develop detailed floor plans showcasing property features | Capture high-quality images and drone footage of the property | Conduct research on the area for investor insights.

Deliverables:

Logo design | Brand colours | Floor plans | Property images and drone footage | Area research report | Pitch deck presentation



Brochure



Foxbridge

Scope:

Create the brand identity for Foxbridge Wellness Resort & Spa that embodies tranquility, luxury, and holistic wellness across all guest touchpoints. The ten-month project included designing the core brand elements, enhancing physical guest experiences, and developing a full hospitality package that reflects Foxbridge's values of mindfulness, nature harmony, and rejuvenation.

Deliverables:

Brand name and domain | Logo design | Brand guidelines | Brochure and visual presentation materials | Stationery | Signage system | Branded apparel | Guest Experience | Service Design



Brand Guidelines



Kiind

Scope:

Create and develop a branding solution for Kiind, focusing on establishing a strong brand presence across digital platforms and promotional assets. This includes developing a brand identity, designing web and app wireframes, consistent marketing materials, and implementing inclusive design principles. The goal is to reflect Kiind's core values of compassion, inclusivity, empowerment, and transparency.

Deliverables:

Brand identity | Logo design | Brand guidelines | Website and app wireframes | Social media setup | Marketing materials (brochure, stationary, visual presentation) | Digital presence design | Copywriting | Research



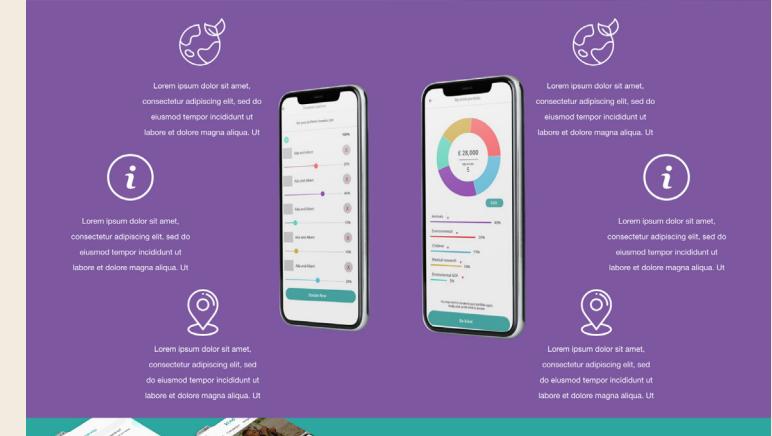
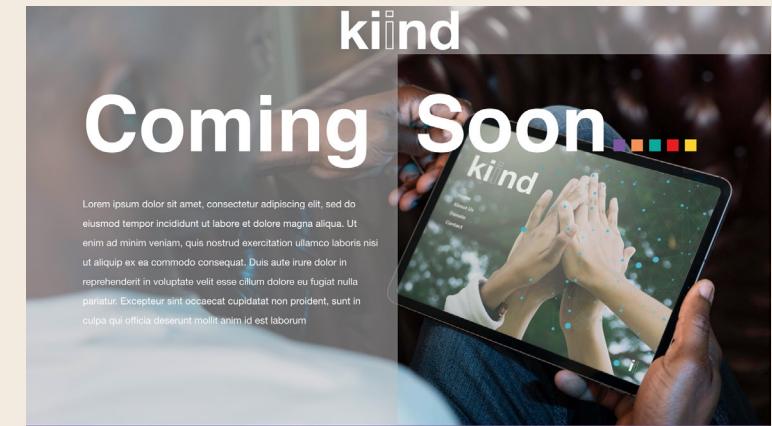
Brand Guidelines



Brochure



kiind



Regency RE

Scope:

Lead a rebrand for Regency Real Estate, focusing on revitalising their online presence. Including redesigning the website layout to create a modern and professional look. The project also involved updating the logo to align with the new visual identity and creating a personalised teams page.

Deliverables:

Website redesign | Logo update | Team member photography | Staff bios | Enhanced user experience



Brochure

The image is a collage of various branding and marketing materials for Regency Real Estate. It includes:

- A wireframe of a website layout with multiple pages and sections.
- A monitor displaying the final website design, featuring a large gold 'R' logo and a classical building in the background.
- A dark grey folder with a gold 'R' logo and the text "REGENCY REAL ESTATE".
- A white business card with a gold 'R' logo and the text "REGENCY REAL ESTATE".
- A modern conference room with a long table, black chairs, and large windows overlooking a cityscape.
- A screenshot of the website's "Our Team" page, showing a grid of team members with their names and roles.
- A portrait of a woman with long dark hair, identified as Brogan Panayiotou, Operations Manager.
- A close-up portrait of the same woman, Brogan Panayiotou.

House Of Clarkson

Develop a brand for a luxury property booking service, translate this into a booking website, marketing collateral and digital assets.

Scope:

Establish a sophisticated brand identity | Develop unique logos for each property | Design a user-centered booking website | Develop marketing collateral and social media content.

Deliverables:

Logo design | Custom property logos | Brand guidelines | Floor plans | Property images & videos | User-centred booking website | Brochure design | Social media content



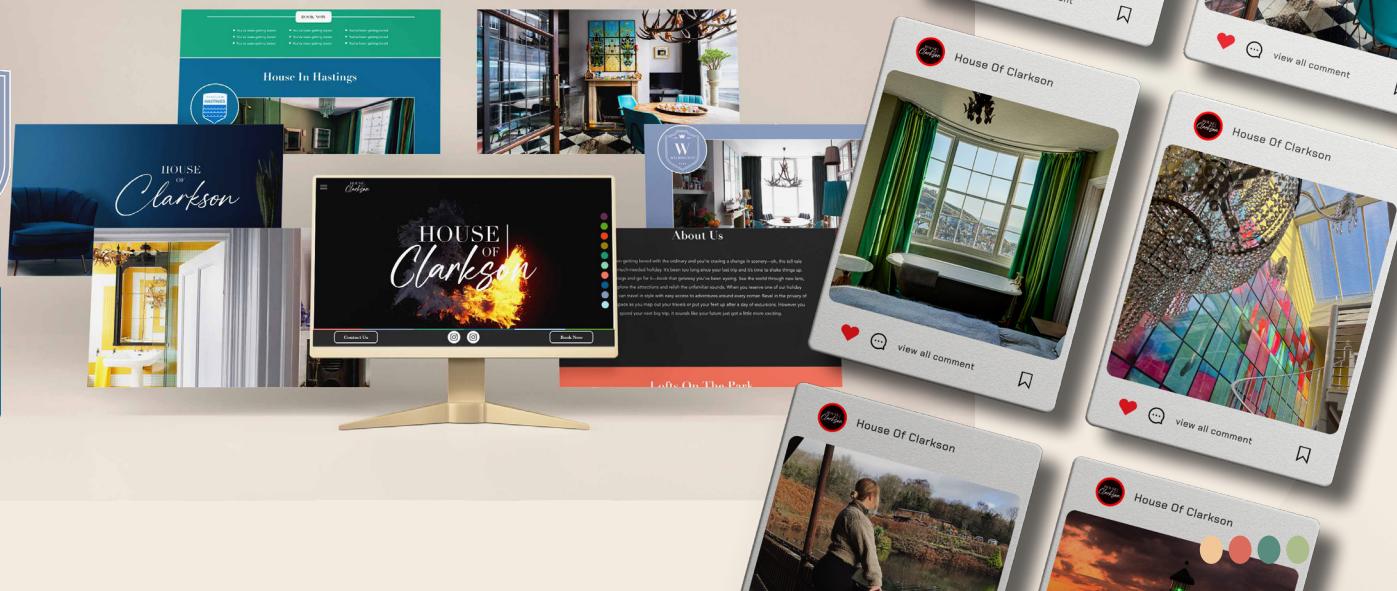
Brand Guidelines



Brochure



HOUSE OF Clarkson



Shoreditch Works

Scope:

Capture the essence of Shoreditch's vibrant culture and modernity while reflecting the functionality & flexibility of Shoreditch Works' office space. The project included logo and brand creation, property photography, advertisement and brochure design.

Deliverables:

Branding | Logo design | Branding strategy | Window Vinyl | Property photography | Brochure design



Brand Guidelines



Brochure



THANK YOU

(+44) 793 904 9814

malikahhartdesigns@outlook.com

www.malikahhartdesigns.com

