

MRFLOWERS91@GMAIL.COM

NATHAN FLOWERS

LEIGH-ON-SEA, ESSEX SS9 1DX

// SPECIALISING IN
CRAFTING BRAND
IDENTITIES AND WEBSITE
LAYOUTS.

**FOR STARTUPS
WITH FLAVOUR**

MCR - ES



FREELANCE- CORPERATE

I am a freelance creative designer now seeking a full-time role dedicated to delivering innovative solutions that captivate audiences and elevate brands.

With 12 years of experience in the industry, I specialize in graphic design, branding, and digital media. I excel in creating visually compelling designs that drive corporate objectives.

I bring a blend of creativity and strategic thinking to every project, ensuring alignment with brand vision and audience needs.

CONSIDER ME to elevate your corporate identity, DRIVE **COMPELLING** CLIENT INIATIVES and **BOOST** your marketing efforts.

EDUCATION DEGREE/HL

SALFORD UNIVERSITY

DIGITAL MEDIA DESIGN & MARKETING

2012 - 2016

- VIDEO CREATION & EDITING FOR SOCIAL AND DIGITAL MEDIA
- MOTION & INTERACTIVE DESIGN
- VIDEO SHOOT & SOUND
- IMMERSIVE & AUGMENTED STORYTELLING
- PLANNING & PRE-PRODUCTION
- E2E CONTENT CREATION

MANCHESTER COLLEGE

CREATIVE & DIGITAL MEDIA

2009 - 2011

- POST PRINTING - PHOTO MANIPULATION / ADVERTISING
- FLASH ANIMATION - VIDEO CONSTRUCTION
- COMMERCIAL ILLUSTRATION – LAYOUT & BOOK CONSTRUCTION
- AFTER EFFECTS - FINAL CUT - VIDEO CONSTRUCTION
- STOP MOTION – DSLR/PHOTOGRAPHY HANDLING
- FINAL GRADE OF COURSE

SKILLS & CAPABILITIES

ADOBE (AI/PS/AE)



FIGMA / MIRO



VIDEO EDITING(AE/CC)



COMPUTING



PLANNING



AI TOOLS (MIDJOURNEY)



HTML/XHTML/CSS



COMUNICATION



PERSONAL INTREST

ART & DESIGN (CREATIVE)
BREATHWORK
(PRANAYAMA)
MUSICIAN / PIANIST
(GRADE 6)
HIKING FACILITATOR
SPIRITUAL COUNSELLING
COLD WATER THERAPY
HOLISTIC HEALTH
AGRICULTURE
PUBLIC SPEAKING
READING

GET IN
TOUCH

MRFLOWERS91@GMAIL.COM
07930156235

WHAT IS CREATIVE DESIGN TO ME

“CREATIVE DESIGN IS MORE THAN ART.”
- NATHAN FLOWERS

TO ME, DESIGN EMBODIES A MULTIFACETED PART OF MY JOURNEY. FROM A YOUNG AGE, I GRASPED THE CONCEPT OF FINDING WHERE CREATIVITY LIVES, AND THIS IS TRULY HOW WE BECOME ENTANGLED WITH THIS ART FORM WE CALL LIFE. MY MOTHER, A FASHION AND WEDDING DRESS DESIGNER, FOSTERED A SUPPORTIVE ENVIRONMENT FOR CREATIVE EXPRESSION. I LEARNED TO UTILISE VARIOUS FABRICS, PENCILS, CHALK, WALLS AND PAPER TO BRING MY IDEAS TO LIFE.

BRINGING A BRAND TO LIFE THROUGH DIGITAL AND LOGO DESIGN ENTAILS MORE THAN JUST SHAPES AND ANGLES; IT REQUIRES A PROFOUND COMPREHENSION OF THE BRAND'S ESSENCE. WITH MY EXPERTISE, I DELVE INTO THE INTRICACIES OF CAPTURING THE CULTURE AND VISION BEHIND A BRAND THROUGH BRIEF DISCOVERY, CONCEPT BUILDING AND CREATIVE ART WORKING.





THE DESIGN PROCESS

COLLABORATION,
CREATIVITY, AND A USER-
CENTRED APPROACH ARE
ESSENTIAL TO CREATING
SUCCESSFUL AND
INNOVATIVE PRODUCTS:

//RESEARCH & DISCOVERY
CONCEPTUALISATION
//DESIGN DEVELOPMENT
//PROTOTYPING AND
TESTING
//REFINEMENT AND
ITERATION

FINALIZATION AND
PRODUCTION: FINALIZING
THE PRODUCTION DESIGN,
PREPARING DETAILED
SPECIFICATIONS, AND
COLLABORATING WITH
MANUFACTURERS OR
DEVELOPERS TO BRING THE
PRODUCT TO MARKET.



Research and Discovery

Understanding the problem or opportunity, researching user needs and market trends.

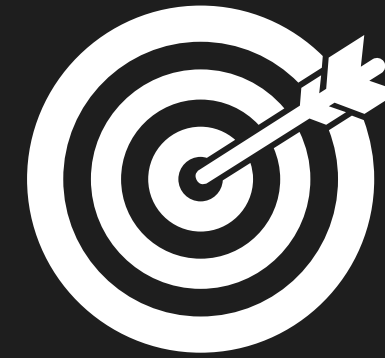
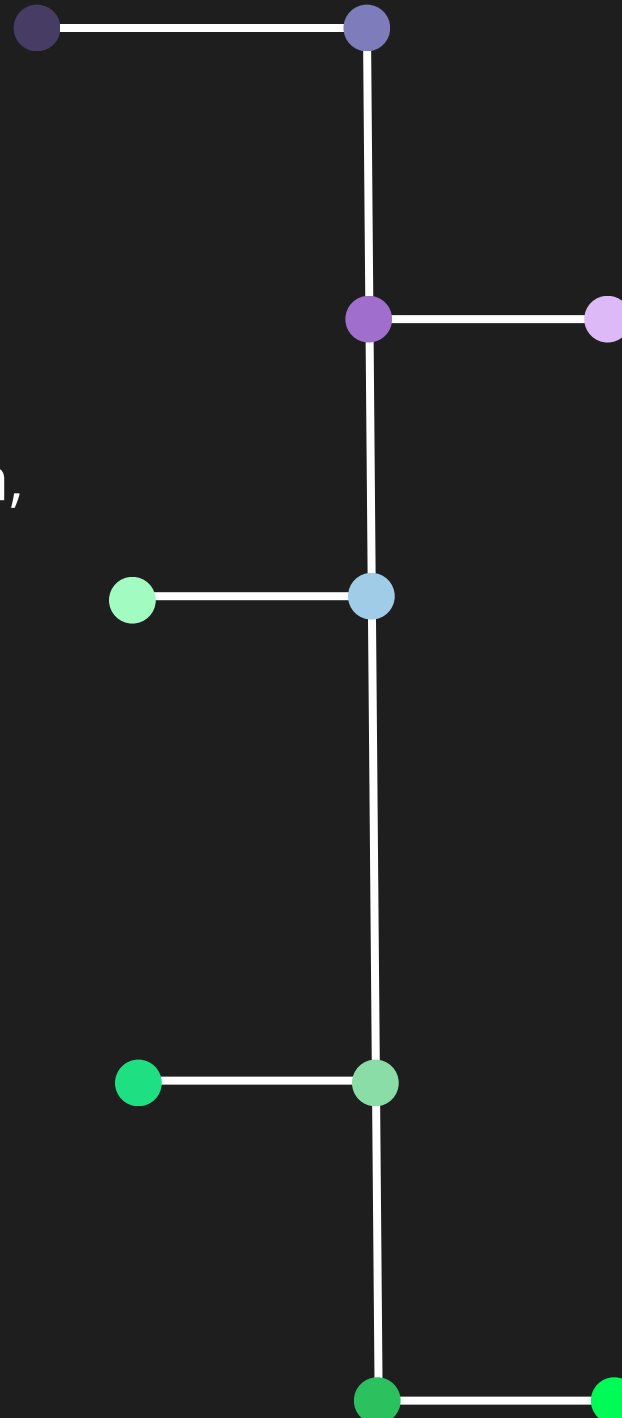


Conceptualisation Ideation, brainstorming, sketching, or prototyping to explore various solutions.



Design Development

Refining selected concepts into detailed designs, considering factors like functionality, aesthetics, usability, and manufacturability.



Prototyping and Testing:

Creating physical or digital prototypes to evaluate the design's feasibility, usability, and user experience. Testing prototypes with target users to gather feedback and iterate on the design.



Refinement and Iteration

Incorporating feedback from testing and refining the design iteratively to improve its performance and meet user needs more effectively.

DEFINING LOGOS THE PROCESS

**“A GOOD LOGO ISN’T WHAT ONE LIKES
OR DISLIKES IT IS ABOUT WHAT WORKS”
- SAGI HAVIV**

THE ESSENCE OF DESIGN LIES
IN DISCOVERING PASSION
WITHIN THE PROJECT,
TRANSFORMING IT FROM MERE
WORK INTO A FULFILLING
JOURNEY OF TEAMWORK AND
EMBRACING THE ENDEAVOUR
WITH ENTHUSIASM AND
DEDICATION.

MANDEMMEETUP

ENTERING A SPACE OF SUPPORT EVOLVES AN INTENTION INTO A TRANSFORMATIVE ENDEAVOR.

MANDEMMEETUP IS A COMMUNITY DEDICATED TO AIDING MEN IN THEIR PHYSICAL, MENTAL, SPIRITUAL WELL-BEING AND CAREER AMBITIONS, DRAWING FROM THE ARCHETYPES OF THE KING, THE WARRIOR, THE MAGICIAN, AND THE LOVER TO DEEPLY EXPLORE THE PSYCHE OF ITS MEMBERS.

THE MANDEM'S MOTTO, "COME AS YOU ARE, YOU'RE WELCOME HERE," EMBODIES THE SPIRIT OF BROTHERHOOD AND NON-JUDGMENTAL SUPPORT AS MEN GUIDE EACH OTHER ALONG THEIR INDIVIDUAL JOURNEYS TOWARDS SUCCESS.



MY IDEA OF BRANDING IS TO
SHOW DEPTH WITH
SIMPLICITY

M - MANDEM

M - MEETUP

FACING
THEIR OWN
PATH

COMMUNITY
GROUP



MEN HOLD A
PROUD STANCE

HAVING THE
BACK OF YOUR
BROTHERS

INDIVIDUALITY
BUT TOGETHERNESS
(SPLIT)



@MANDEMMEETUP



"I See Why Getting
Involved Is Part of The
Job; He Understands
The Culture. 5 Stars."

- JAMIE DENIS, FOUNDER





MANDEM MEETUP

Come as you
are, you're
welcome
here

[VIEW SCHEDULE](#)



SOCIAL MEDIA

INITIALLY HIRED TO BUILD THE CHARITY'S BRAND IDENTITY, LOGO, WEBSITE AND SOCIAL MEDIA PRESENCE, ACTIVE MEMBERS HAVE GROWN 2462% TO 900 PEOPLE. IN LATE 2021, I JOINED THE MANDEM MYSELF TO CONFRONT MY FEAR OF HEIGHTS THROUGH THEIR MONTHLY HIKES, SEIZING THE OPPORTUNITY FOR PERSONAL GROWTH. THESE HIKES PROVIDE MEN WITH A CHANCE TO RECONNECT WITH NATURE AND REALIGN THEIR BUSY LIVES.



REEL

BBC COUNTRY FILES

01

Mandem TRE® Shake Workshop

Your body knows how to release any tension or residue stress. Access your mammalian brain with TRE exercises and enjoy the benefits of harmonised nervous system.

Friday 27th October

6PM @ Village Hall, Deansgate Mews, M3 4EN

8 spots free entry. Booking via website
divinedynamics.co.uk

03



MANDEM MEETUP ANNUAL

24 HOUR STREET SLEEPOUT

2ND DECEMBER 2023

ALL THE MONEY RAISED IS TO CONTINUE BEING ABLE TO PROVIDE ONGOING FREE ACTIVITIES, SPACES FOR MEN TO OPEN UP, VENUE HIRE, REFRESHMENTS AND FACILITATOR FEES.

COME AS YOU ARE, YOU'RE WELCOME HERE.

02



What Breathwork w/ 9 Minds

When 7:00PM, This Friday

Where Village Hall, Deansgate Mews,
M3 4EN

Mandem Learn

A meditation course, designed to guide you through the transformational power of meditation and breathwork.

COME AS YOU ARE, YOU'RE WELCOME HERE.

SOCIAL MEDIA TEMPLATES



MORE MEDIA

SOCIAL MEDIA AND ADVERTISING PLAY CRUCIAL ROLES IN THE CHARITY'S EXPANSION EFFORTS, WITH A FOCUS ON SECURING FUNDING AND INVESTMENT FOR WORKSHOPS AND EVENTS. THEIR OUTREACH EFFORTS ARE ESSENTIAL FOR GROWTH. I ESTABLISHED A STARTER PACK, WHICH CONTINUES TO BE UTILISED TODAY, TO AID IN THE GROUP'S EXPANSION.



REEL

COMMUNITY





HEY THERE I'M FLOWERS

I UTILISE MY CREATIVITY TO
TELL STORIES AND INTERJECT
MY PERSONAL EXPERIENCES
INTO MY WORK. I AM A
MENTAL HEALTH ADVOCATE,
A BREATHWORK
INSTRUCTOR, A PIANIST, A
PHOTOGRAPHER AND MOST
IMPORTANTLY A DEVELOPER.

I'M A FREELANCE GRAPHIC
DESIGNER WHO WORKS
WITH START-UP BUSINESSES
AND HOLISTIC
PRACTITIONERS TO BREATHE
LIFE INTO THEIR BUSINESSES..

FROM MANCHESTER LIVING
IN LEIGH-ON-SEA, ESSEX



COHESIVE BRANDING SIGNIFICANCE OF TYPOGRAPHY

9 MINDS

9 MINDS IS A HOLISTIC PRACTICE THAT ADDRESSES THE ENTIRETY OF AN INDIVIDUAL'S HEALTH, ENCOMPASSING SPIRIT, MIND, AND BODY. THEIR SERVICES INCLUDE BREATHWORK, LOCAL HIKEs, FOREST BATHING EXPERIENCES, AND A HOLISTIC PRODUCT STORE FEATURING THEIR BRANDED ITEMS SUCH AS SEAMOSS. THE CLIENT EXPRESSED A DESIRE FOR A DESIGN THAT IS BOTH MINIMALISTIC AND INTRICATE, REFLECTING THE MULTIFACETED NATURE OF THE BUSINESS.

I WAS TASKED WITH CREATING THE BRANDING FOR THEIR BUSINESS, WITH PRODUCT LABELS FOR THEIR SIGNATURE PRODUCT, SEAMOSS. LATER ON, WE EXTENDED THE SAME BRANDING CONCEPT TO THEIR BREATHWORK COURSE, 9 WANDERS, ENIN (NINE BACKWARDS).



9 ABOVE THE MINDS
TO RESEMBLE THE
HIGHEST MINDS

LAYERS TO SHOW THE
PRODUCT IS BIRTHED
FROM THE LAND

MINDS TO
DISPLAY A
COLLECTIVE



PINK TO EXHIBIT
LOVE KINDNESS
TO SELF

PURPLE TO SHOW
HONOUR AND
WISDOM

FONT CONTRAST
THAT ARE SOFT BUT
BOLD



CREATING A VARIABLE FLAT DESIGN



THE SPACE WITHIN
IS WHERE WE BEGIN



"Nathan is Beyond A
Graphic Designer. He
Helped Us Truly
Visualize the Brand "

- JOE FREDDERICKS, FOUNDER





CRAFTING THE BRAND IDENTITY

UNDER-LOVED BUT CRUCIAL FOR BRAND IDENTITY IMPACT, FONTS HOLD THE CADENCE OF THE OVERALL CULTURE THE CLIENT IS WISHING TO PORTRAY THEIR BRAND. GOING THROUGH OVER 25 FONTS LEADING US TO BRANDON GROTESQUE.

OFFERING A FONT FOUNDATION ENABLES ME TO INTEGRATE IT SEAMLESSLY WITH OTHER ELEMENTS OF THE BRAND, PROVIDING A COMPREHENSIVE SERVICE.

9
WANDERS



CHOSEN FONT STYLE

BRANDON GROTESQUE

Aa Bb Cc Dd

Ee Ff Gg Hh

Ii Jj Kk Ll Mm

Nn Oo Pp Qq

Rs Tt Uu Vv

Ww Xx Yy Zz



9 - HIGHEST NUMBER,
MINDS (LIKE MINDED PEOPLE)



ENIN

WHAT IS PRODUCT DESIGN BRINGING SEAMOSS TO LIFE

PRODUCT DESIGN OFTEN INVOLVES A METICULOUS JOURNEY OF RESEARCH AND DISCOVERY, IDEATION AND CONCEPTUALISATION, PROTOTYPING AND REFINEMENT THROUGH TO LAUNCH AND EVALUATION. LIKE ANY DESIGN ENDEAVOR, IT'S CRUCIAL TO STRIKE A BALANCE BETWEEN THE CLIENT'S VISION AND WHAT RESONATES WITH THE END CUSTOMER. THIS IS AN EXAMPLE OF REVISITING THE BRANDING AND LOGO.



ORIGINAL DESIGN FIRST DRAFT
ORIENTATION CHOSEN FOR A
CIRCLE LABELS

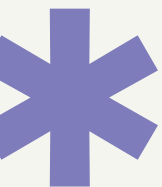


CREATING VISUALISATION

OUR CLIENT AT 9 MINDS WANTED THEIR PRODUCT TO CONVEY BOTH PREMIUM QUALITY AND FUN. AIMING FOR A SLEEK AND SOPHISTICATED LOOK THAT ALSO FELT INVITING AND HOMELY. IN THE CAMPAIGN, I EMPHASISED THE CLASSY YET COSY VIBE, SHOWCASING RECIPES THAT DEMONSTRATE HOW SEAMOSS CAN ENHANCE VARIOUS MEALS, HIGHLIGHTING BOTH ITS DELICIOUSNESS AND HEALTH BENEFITS.

THE SHOOT TOOK PLACE ON A NARROW BOAT IN CASTLEFIELD, CAPTURING THIS ESSENCE, AND MY INTRODUCTORY REEL SHOWCASED THE INNOVATIVE CONCEPT OF USING SEAMOSS TO CRAFT RECIPES, AS A CENTRAL SELLING POINT. THE OVERALL MODEL SERVED AS AN ANCHOR FOR VIEWERS, PROVIDING A POINT OF CONNECTION. THIS APPROACH LEFT THE CLIENT DELIGHTED WITH THE OUTCOME.

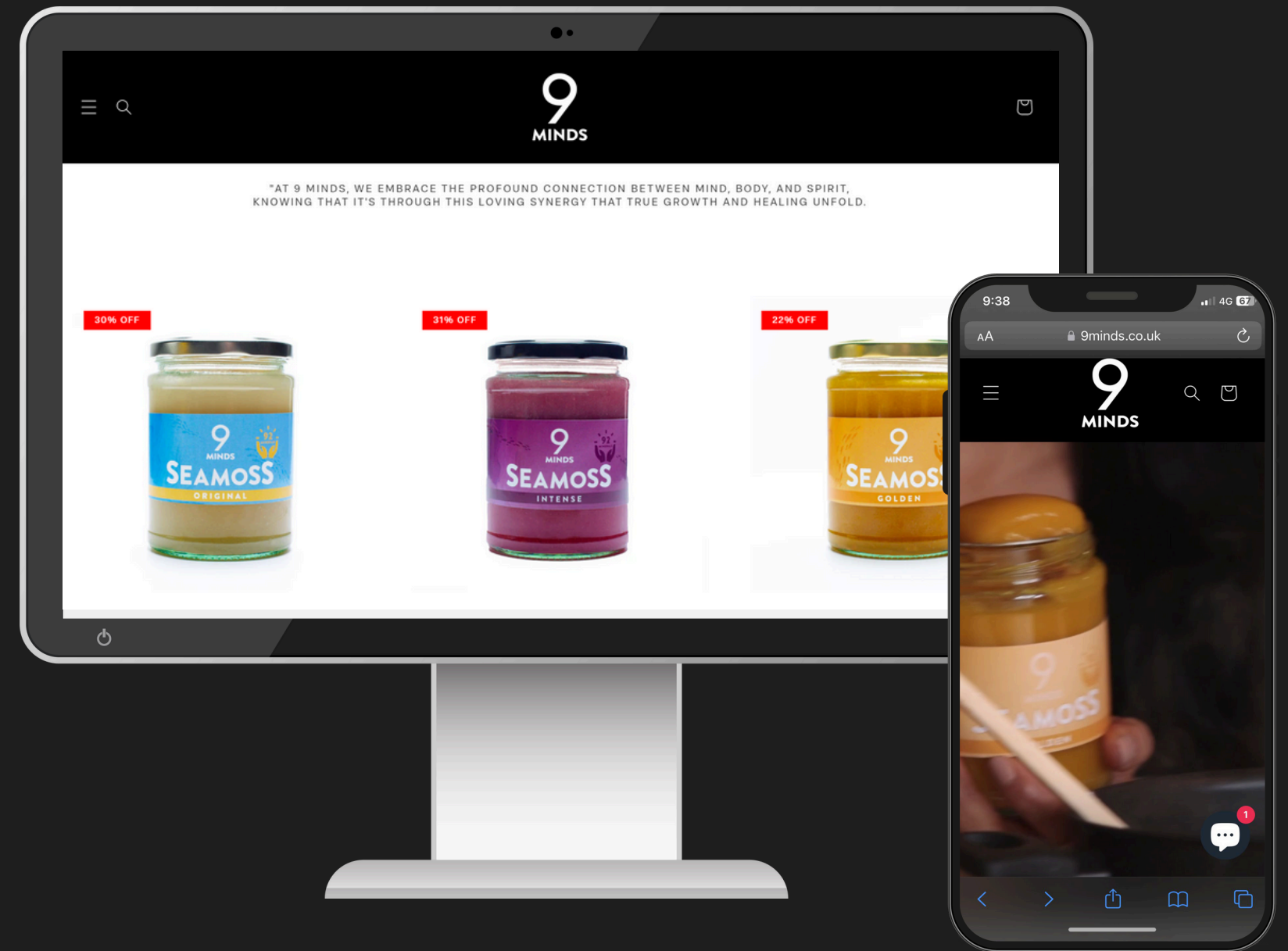
[OPEN NOW](#)



WEB DESIGN TYING IT ALL TOGETHER

I'VE HONED MY ABILITY OF WEB DESIGN BY FOCUSING ON THE PIVOTAL IMPORTANCE OF FUNCTIONALITY AND PRESENTATION. FOLLOWING THE SUCCESS OF THE BRAND'S LAUNCH AND CAMPAIGN, I PROGRESSED WITH THE CLIENT TO DESIGNING THE WEBSITE FOR 9 MINDS, TO SHOWCASE ALL ASPECTS OF THE BUSINESS' OFFERINGS.

I MAINTAINED COHESION ACROSS THE DESIGN FOR BREATHWORK CLASSES AND CAMPS, CONSISTENT WITH OUR APPROACH TO SEAMOSS. PLATFORMS LIKE SHOPIFY, SQUARESPACE, AND WIX HAVE BEEN INVALUABLE FOR DESIGNERS LIKE ME.



WWW.9MINDS.CO.UK





ADDED QR
CODE TO REDUCE
INFORMATION

BRANDING
IMPLEMENTATION

DIETRY INFO IN
ALIGNMENT WITH
THEME



SIMPLE DESIGN
TO APPEAL
TO WIDER
AUDIENCE

PRODUCT TYPE

HEALTH BENEFITS
(CONTAINS 92
MINERALS)



BUBBLES OF ZEN

I'M VERY SOCIAL, AND WHILE I DEEPLY ENJOY BREATHWORK AND MEDITATION, I DON'T BELIEVE IN SUPPRESSING ONE'S PERSONALITY. NETWORKING AND FORMING CONNECTIONS WITH PEOPLE ARE AMONG MY STRONGEST SKILLS. I THRIVE ON INVOLVEMENT AND INCLUSIVITY, WHICH TRANSLATES WELL INTO CREATIVE DESIGN. MAINTAINING HEALTHY CLIENT RELATIONSHIPS AND BUILDING A NETWORK OF TALENTED INDIVIDUALS, INCLUDING CODERS AND PHOTOGRAPHERS, IS ESSENTIAL FOR COLLABORATIVE SUCCESS.



REVISING PRODUCT DESIGN

“PERFECTION IS ACHIEVED NOT WHEN THERE IS NOTHING MORE TO ADD BUT WHEN THERE IS NOTHING LEFT TO TAKE AWAY” - ANTOINE DE SAINT-EXUPÉRY

GEM-CHI

GEM-CHI OFFERS A HOLISTIC PAW BUTTER BRAND CRAFTED FROM 100% NATURAL INGREDIENTS, CATERING TO ALL PETS WITH PAWS. ADDRESSING CONCERNS ABOUT CHEMICAL-HEAVY ALTERNATIVES, THIS BRAND TARGETS A HIGH-DEMAND MARKET.

DURING DISCUSSIONS WITH CLIENT CEO NATALIE, THEY LACKED A POWERFUL BRAND NAME. I AIDED THEM BY DEVISING A STRATEGY TO DRAW FROM NATALIE'S CHARACTER STORY TO ENHANCE CLARITY. BY COMBINING HER PET CHICO AND HER PASSION FOR ASTROLOGY AS A GEMINI, WE SETTLED ON THE NAME GEM-CHI.





THE PROCESS GUIDANCE

MANY OF MY PROJECTS INVOLVE WORKING WITH STARTUPS, AND I'VE COME TO REALISE THAT THEY OFTEN REQUIRE MORE GUIDANCE AND GREATER EXPERTISE FROM A DESIGNER WHO KNOWS HOW TO POSITION AND SELL A BRAND.

DESPITE THE LACK OF INVOLVEMENT FROM A CHALLENGING CLIENT, I LEVERAGED MY INDUSTRY EXPERIENCE AND EFFECTIVE CLIENT MANAGEMENT VIA: ACTIVE COMMUNICATION, TRANSPARENCY, CLEARLY DOCUMENTED EXPECTATIONS, PROVIDING OPTIONS AND PROACTIVELY SEEKING FEEDBACK. ALL KEY TO NAVIGATING CHALLENGING CLIENT RELATIONSHIPS SUCCESSFULLY.

WWW.GEM-CHI.CO.UK

Gem^{chi}

STARTUPS OFTEN REQUIRE MORE GUIDANCE, SO ADDITIONAL PROCESS STEPS ARE NEEDED TO MITIGATE TIME TAKEN FOR TRIAL AND ERROR.

IN THIS INSTANCE, WE CREATED THE INITIAL DRAFT OF THE GEMCHI LABELS TO COMPLEMENT THE BLACK JARS, AS PER THE CLIENT'S REQUEST TO MAINTAIN CONSISTENCY IN BRANDING.

HOWEVER, THE FIRST DRAFT, WHICH AIMED TO MIMIC THE BOTTLE LID, DID NOT CAPTURE THE NATURAL ESSENCE OF THE BRAND.



" Incredible
Attention to
Detail and
Creativity,
Bringing our
Vision to Life. "

- NATALIE JOESPH, CEO



REVAMPING THE PRODUCT COLOR PALETTE.

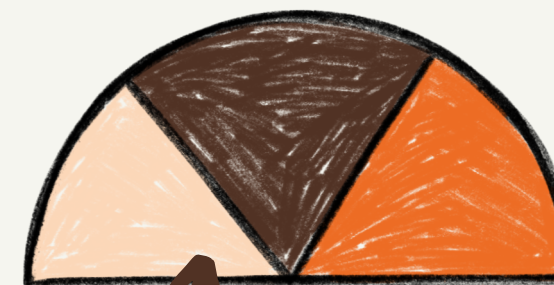
GEM-CHI

INITIALLY, WE COORDINATED THE PRODUCT COLOURS WITH THE JARS TO ACHIEVE A SLEEK BLACK AESTHETIC. HOWEVER, UPON CLOSER EXAMINATION, I FOUND THAT THE CHOSEN COLOURS DID NOT ALIGN WITH THE BRAND'S DESIRED VISION. GIVEN GEM-CHI'S EMPHASIS ON NATURAL AND ORGANIC QUALITIES, IT WAS ESSENTIAL FOR ME TO INTEGRATE THESE EARTHY ELEMENTS MORE DEEPLY INTO THE BRANDING.

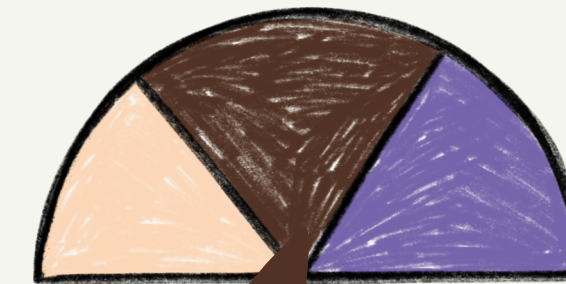




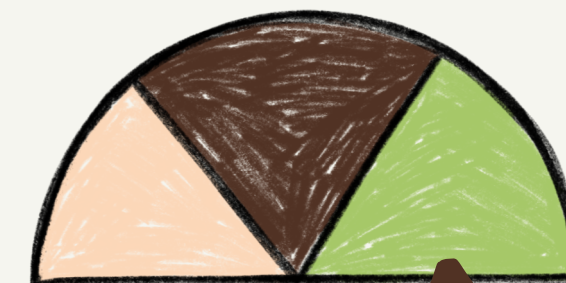
WITH A SIMPLER TONE, IT
ALIGNS MORE WITH THE
HEALING ASPECT THAT THE
CUSTOMER PERCEIVES BEFORE
FURTHER INSPECTING THE
BUTTER.



SIMPLICITY



NATURAL



PRODUCT



CONCEPT DESIGNS & OPERATION

**“IN CONCEPTUAL WORK THE IDEA OR
THE CONCEPT IS MOST IMPORTANT
ASPECT OF THE WORK” - SOL LEWITT**

CONCEPTS

THESE CONCEPTS & PROJECTS REPRESENT WORK THAT I HAVE EITHER DEVELOPED AS IDEAS OR WORKED ON TO SHOWCASE POTENTIAL PRODUCTS OR SERVICES FOR CLIENTS. EACH PROJECT REFLECTS MY CREATIVE OUTLOOK AND DEMONSTRATES MY ABILITY TO CONCEPTUALISE AND BRING IDEAS TO LIFE.

ILLUSTRATION DESIGN OF A
CELESTIAL BEING (ADOBE
AI)



MOUD IS A MANCHESTER-BASED BRAND OFFERING A RANGE OF OUD FRAGRANCES, AIMING TO PUT MANCHESTER ON THE SCENT MARKETPLACE.



MO
UD
MCR



FLAMING ORCA AIMS TO
HIGHLIGHT THE INTENSE HEAT OF
THIS HOT SAUCE WITH A PLAYFUL
DESIGN THAT ENSURES THERE'S
STILL PLENTY OF FLAVOR IN THE
SPICE.



REKOGNITION



REKOGNITION IS A BRAND
FOCUSED ON RETOUCHING
AND HELPING INFLUENCERS
GAIN RECOGNITION.



SCARLET SORCERY IS A PODCAST
DESIGNED FOR A CLIENT TO
SHARE HER ESOTERIC
KNOWLEDGE IN A PLAYFUL,
WITCHY MANNER.



SCENT IS A DESIGN FOR A
NATURAL ORGANIC OUD
FRAGRANCE



MIKE THE BARBER WANTED
A DESIGN THAT BALANCED
TRADITIONAL ELEMENTS
WITH A MODERN TOUCH.

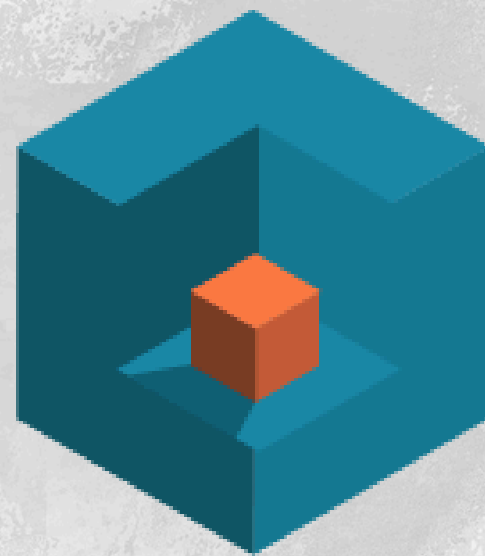




MI CONTRACTS

Specialists in decorative and hygeinic walls, ceilings & floors

OLD



MI CONTRACTS

SPECIALIST IN DIRECTIVE AND HYGENIC WALLS, CEELINGS & FLOORS

NEW



JARDELL RODRIGUES
LAUNCHED MARGE'S YARD
ON MARCH 12TH DEBUT
SINGLE

THANK YOU FOR VIEWING

PLEASE FIND ALL CONTACT
DETAILS BELOW. I LOOK
FORWARD TO WORKING
WITH YOU AND YOUR TEAM.
THANK YOU FOR TAKING
THE TIME TO VIEW MY
PORTFOLIO.



GET IN TOUCH

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