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Emma Watts

PORTFOLIO

I'm a multi-disciplinary designer passionate about visual identities, playful campaigns and motion design.
Thank you for taking the time to look at my work!

Awards

2022 Coder Agency NCFC Competition - 1st
2023 Dragon Rouge London FireStarter Competition - 2nd



Brief: Design a brand identity/event identity based on an interesting or surprising fact about a UK city.

Insight: Manchester was originally named after boobs, but 80% of Mancunians wear the wrong size.

Solution: 'Manchester For Better Bras' is a pop-up bra fitting event held in the city centre. As a nod to the historically defiant spirit of the city, the event is presented as a protest against the widespread tolerance for discomfort when it comes to bras, as well as a movement to get mancunians fitted and more comfortable. The brand works in collaboration with established Mancunian bra shops to offer discounts for event attendees.

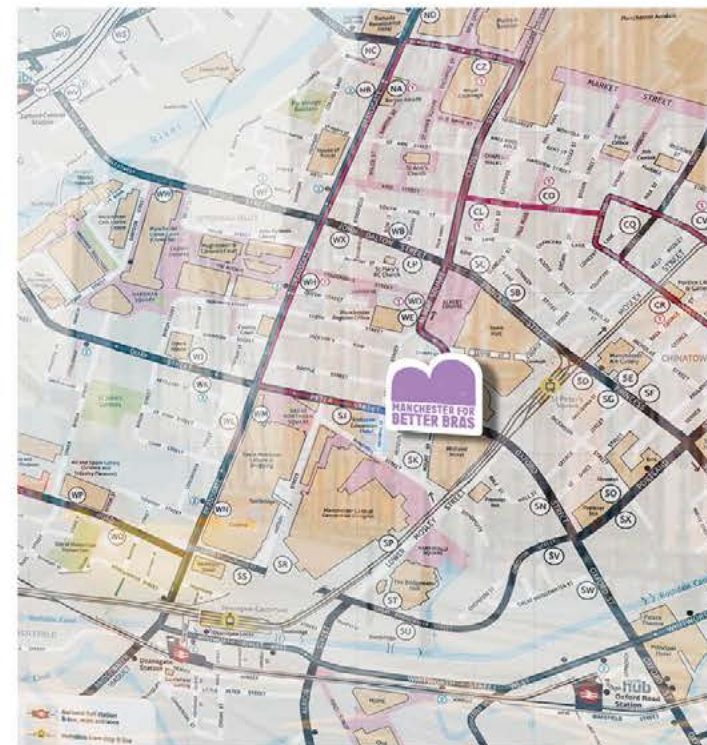


Please watch the explainer video!



Guerilla-style Advertising







AWARDED 2ND PLACE IN
THE DRAGON ROUGE
LONDON FIRESTARTER
COMPETITION 2023



unwind

who
gives a **+** headspace
crap



Brief: Create a collaboration between two unlikely brands, services, products or apps to create something new that will excite new audiences.

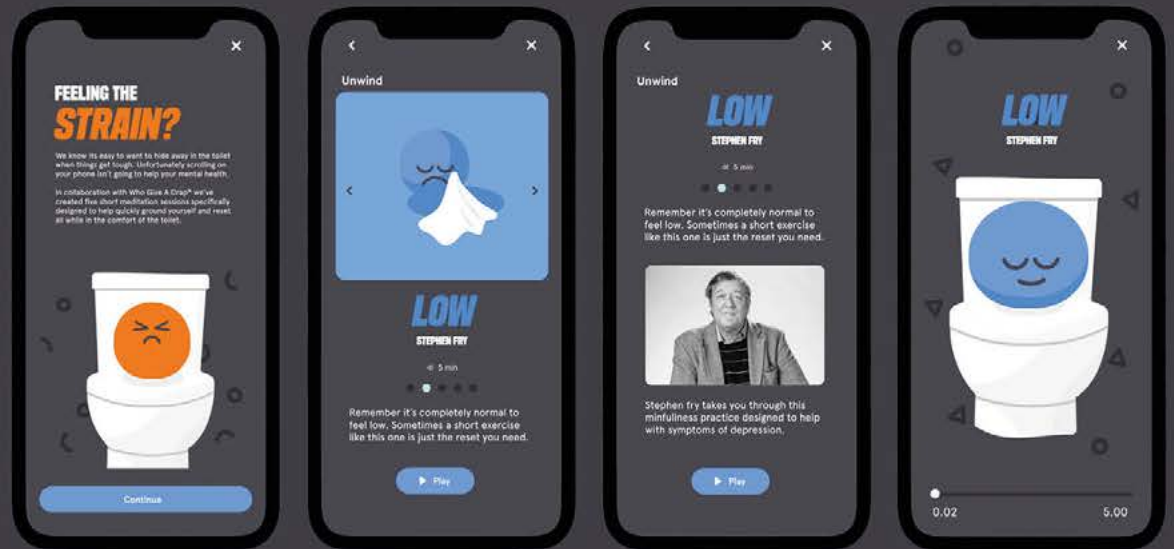
Insight: Men spend 7 hours a year in the toilet avoiding the stresses of everyday life. Yet, men typically spend this alone time scrolling mindlessly on their phones - an activity known to be damaging to mental health. Poor mental health = more stress and worry = more toilet hiding.

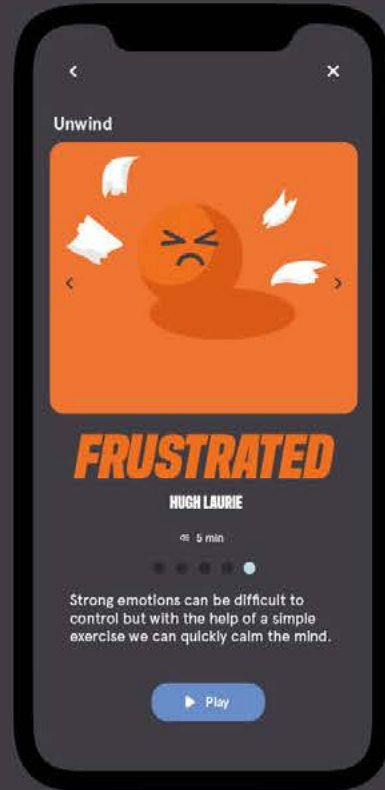
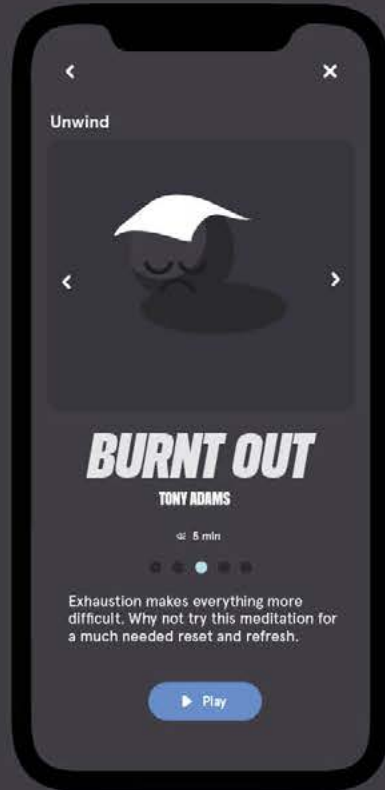
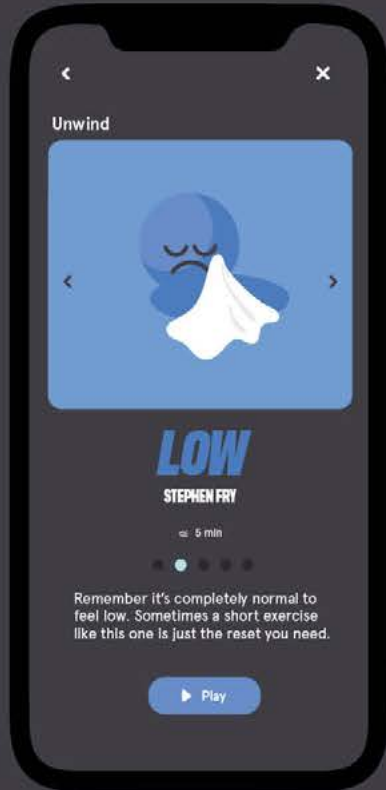
Solution: This collaboration between Who Gives a Crap and Headspace aims to get more men meditating and taking care of their mental health. 'Unwind' is a limited edition range of toilet rolls that encourage a quick, healthy and constructive method of wiping away the stresses of modern life.

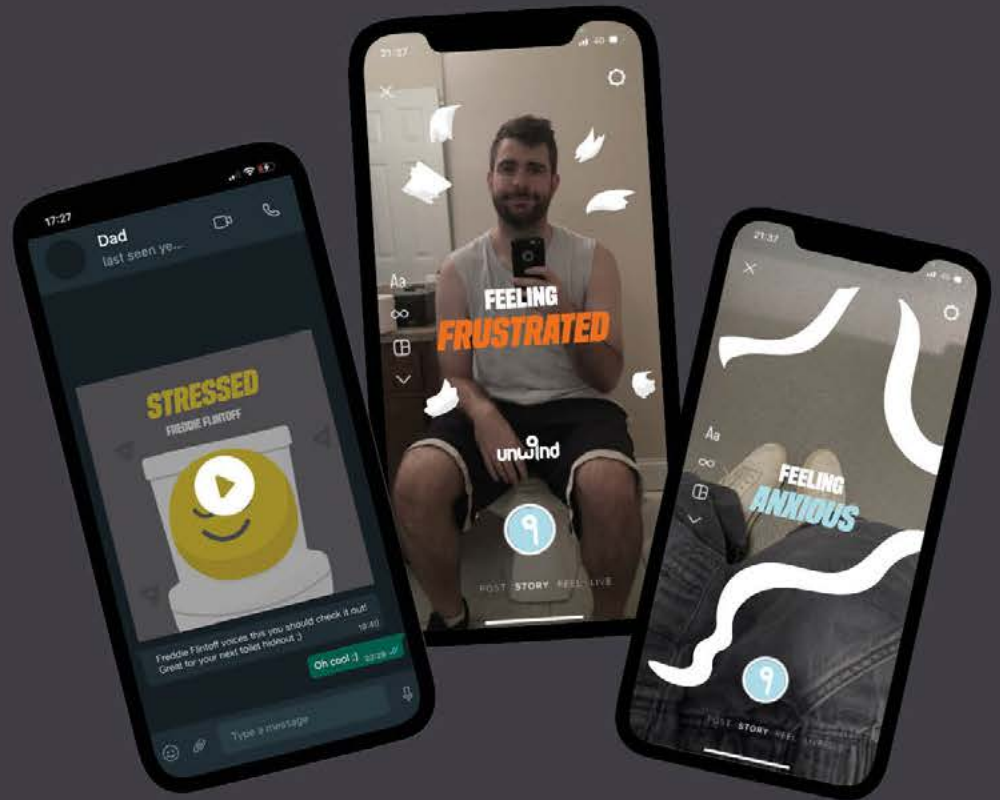
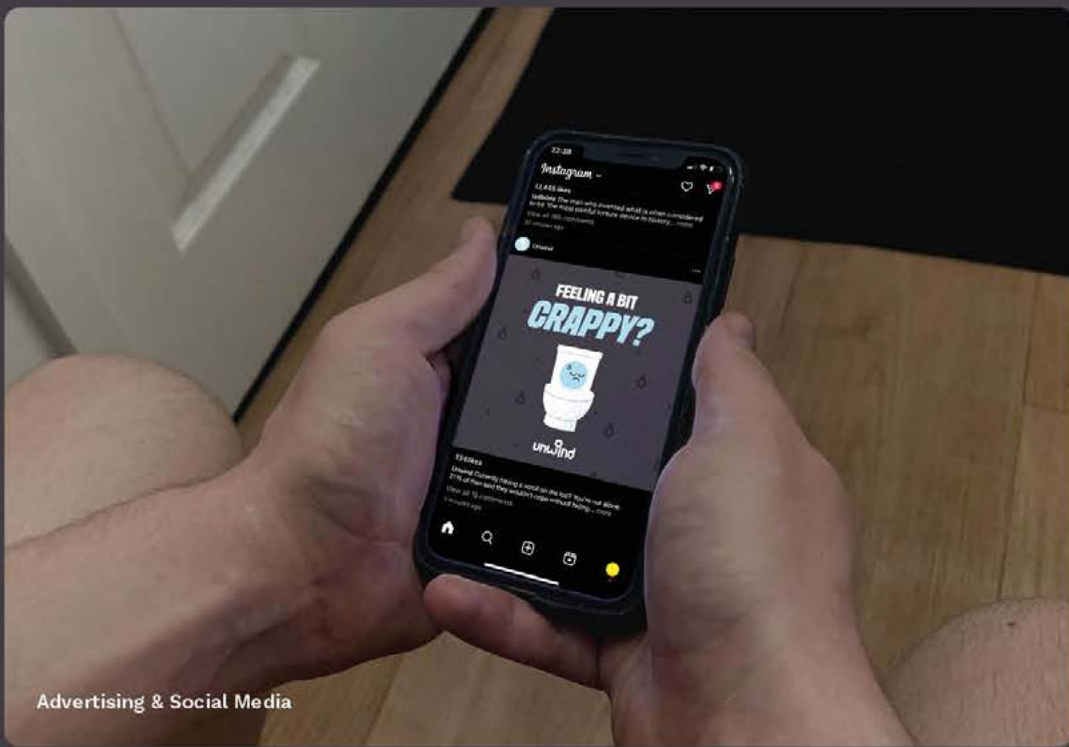


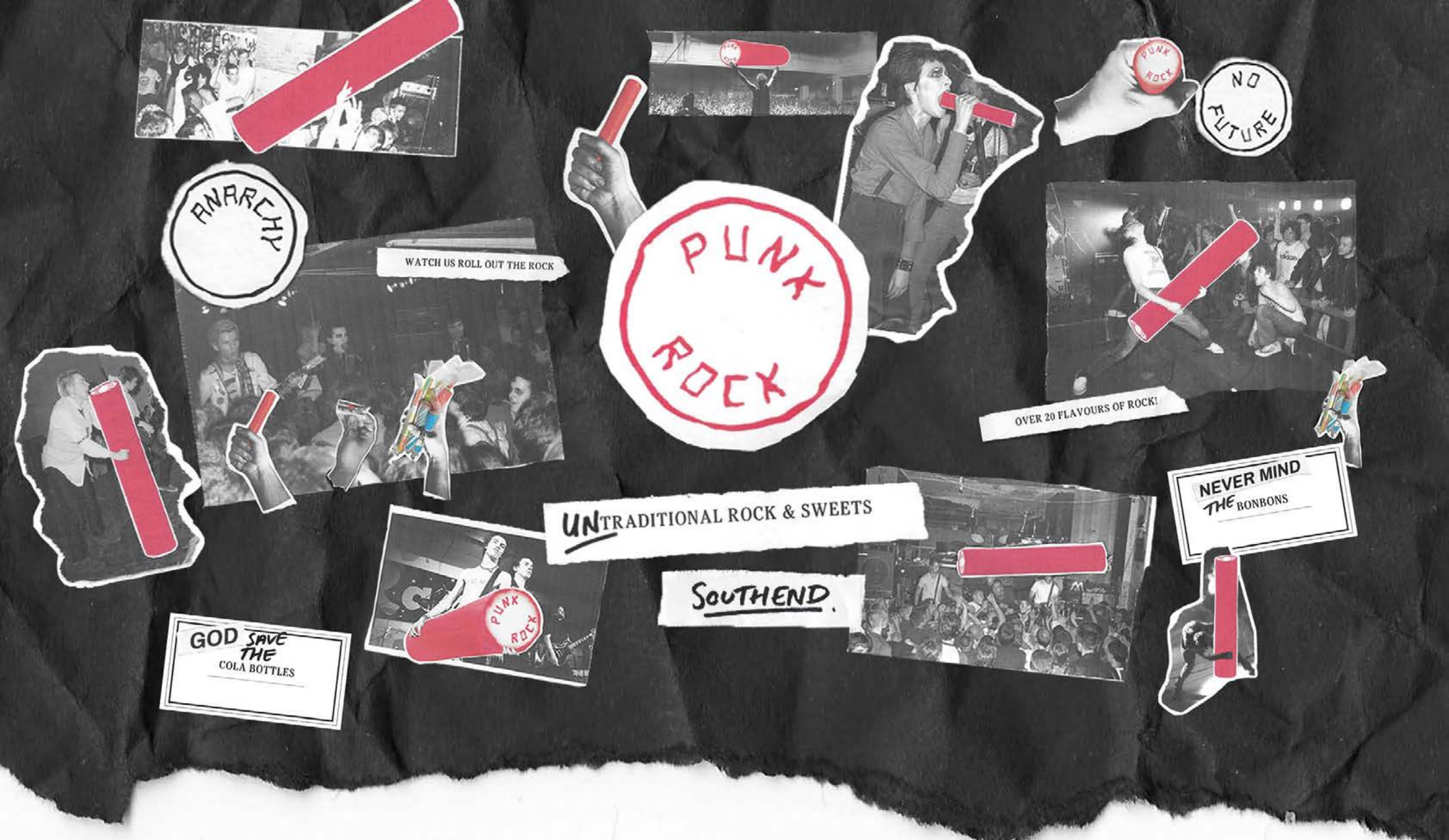
Please watch the explainer video!











Brief: Create a brand identity and associate applications for a local high street confectioners with punk enthusiasts in mind.

Solution: 'Punk Rock' is a confectionery shop located in Southend-On-Sea specialising in stick of rock. The concept revolves around the punk movements love for appropriating traditional British symbols. This traditional sweet shop has been vandalised in true punk style with zine-like additions and collages layered over more classic style visuals and type.



Please take a look at my motion work!







