



KATIEREEDER



PORTFOLIO

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# BRIXTON BUZZ

**Brixton Buzz** is an ale brewed with honey from urban beehives in Brixton. Urban bees are healthier and more productive as they thrive in environments of greater biodiversity. Brixton Buzz encourages people to restore nature where they live, to create more vital environments for our bees.





Brixton Buzz | Bottles and Packaging



**BRIXTON**

**THE PLACE TO BEE**







Brixton Buzz | Pop-up Event



**Heineken**<sup>®</sup>

# DARK SKIES

## PROBLEM

83% of the world lives under light polluted skies<sup>1</sup>, meaning the majority of us are unable to see the stars at night due to the overwhelming brightness caused by artificial lighting.

<sup>1</sup> BBC, 2016

## INSIGHT

Artificial lighting at night is disrupting people's sleep and affecting mental health. One of the many factors that is impacting the sensory overload of modern day life. We need to switch off, and step into the dark.

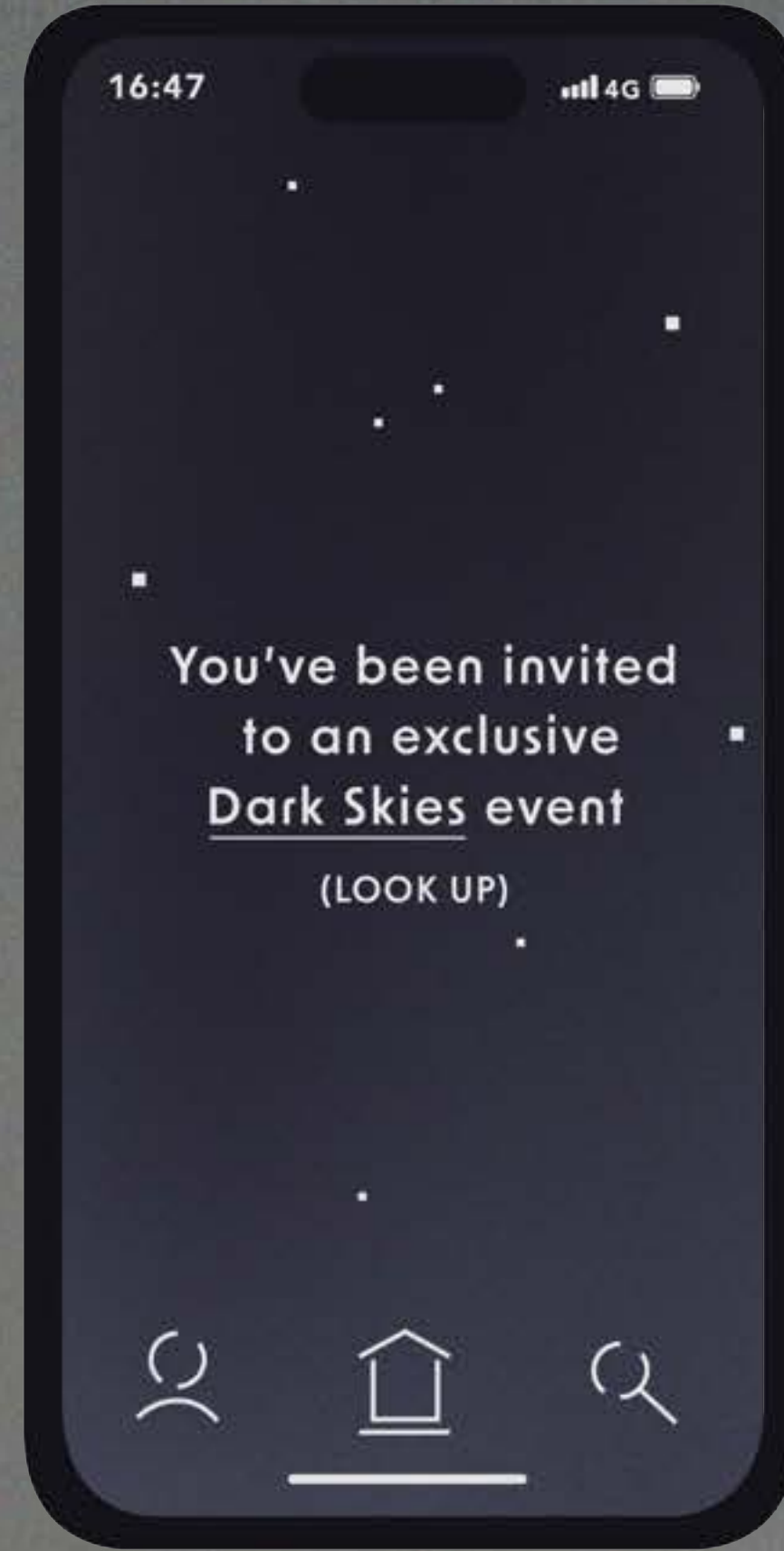
Dark Skies is encouraging young people to enjoy a Heineken under the stars.

## SOLUTION

Heineken will raise awareness by blacking out digital billboards at night to reduce their impact on light pollution, and encourage people to switch off unnecessary lights in their own homes - starting the movement for change on our light polluted skies.



**PLEASE WATCH OUR EXPLAINER VIDEO HERE:**  
<https://vimeo.com/826452580?share=copy>



Dark Skies | Rooftop Stargazing Event





Dark Skies | Blackout at Times Square



PROPER  
NUTTY

**Proper Nutty** was a live brief to redesign the packaging for this peanut butter brand. Our approach was to combine the 'nutty' personality of the founders, with how everything is done the 'proper' way.



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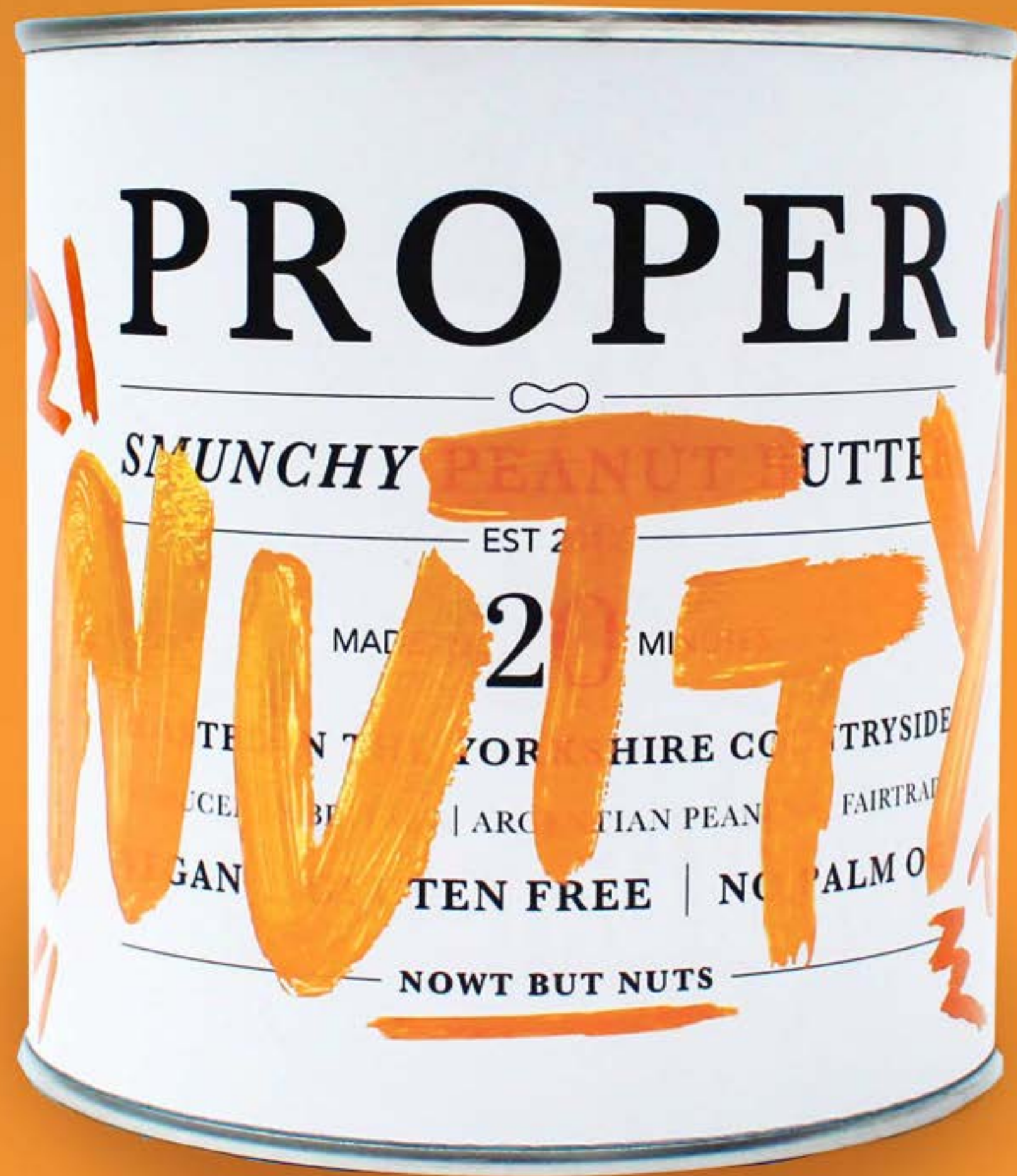
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**DIVE IN**

**WE'RE OFF OUR NUTS**

**FOR THE LOVE OF NUTS**

PROPER CRUNCHY PEANUT BUTTER NUTTY

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The billboard is divided into five vertical panels. The first panel on the left has a white top half with the text 'DIVE IN' and a bottom half showing grey mannequin legs sticking out of a pool of brown liquid. The second panel has an orange background and shows a white plate with a nut on it, a knife, a spoon, and a fork. The third panel has a white background with the text 'WE'RE OFF OUR NUTS' and shows four nut heads in grey suits. The fourth panel has an orange background and shows a hand in a white glove holding a silver tray with a tin of 'PROPER CRUNCHY PEANUT BUTTER NUTTY' on it, while another hand in a white glove lifts a silver cloche. The fifth panel on the right has a white background with the text 'FOR THE LOVE OF NUTS' and shows a nut head wearing a black bowler hat.



Proper Nutty | In store pop-up and peanut butter served on silver plates





## AWARDS

2023 D&AD New Blood Winner  
Bulletproof The Remix: Shortlisted Entry

## EXPERIENCE

Norwich City Football Club Programme Cover Design - 2022

## EDUCATION/ QUALIFICATIONS

**Norwich University of the Arts 2020 - 2023**

BA Graphic Design - in progress

**East Norfolk Sixth Form College 2017 - 2020**

Art and Design Foundation Diploma - Distinction

A Level Graphic Design/ Photography/ English Language - AAB

## CONTACT ME

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