

CHRISTINA CHESTER



IDEA



Design is thinking
made visual.



A few good words

Just some of the recommendations I've received from clients that I've worked with.



I have had the pleasure of having Christina on my global package design team in the make up category. Not only was her creative and conceptual work exceptional, her attention to detail, speed and overall attitude were impressive. She was a shining pleasure.



*Dana Von Bargaen,
Director of Global Packaging Design*



Christina is a genuinely fantastic designer.

Aside from her technical skills and expertise, her super-power is her ability to listen carefully to a brief, digest what is needed, and deliver spot-on work first time. Her design work blooms from a beautiful aesthetic. Christina is collaborative to a fault, and a great team player. I honestly can't say enough good things about her.



James Chittenden, Creative Director



Christina was a much valued team member

who could always be relied upon to deliver over and above on briefs, consistently bringing fresh ideas and thinking whilst working within and developing brand guidelines. Able to juggle multiple projects and deadlines whilst keeping all stakeholders updated, Christina is equally confident working independently or collaborating with other team members.



Matt Davies, Senior Project Manager

AVON

A small selection
of projects that I've
worked on



Avon's Lash Genius mascara was getting a revamp. The design needed to work with "5-in-1 Genius" as the product name for some territories. The chosen clean, geometric font was carefully selected to reflect the fact that this mascara creates clear and defined eyelashes, suggesting the product is straightforward and effective. The fanned-out lines were incorporated to visually communicate the mascara's ability to create a fanned-out lash look.



As part of Avon's value tier, this mascara is playful and is a nod to the vibrant spirit of the Color Trend franchise. While only one colour was permitted for print, the yellow-gold deco was chosen to create a vibrant contrast against the warm red bottle, ensuring that the product stands out and captures the attention of consumers.



During the creation process for Avon's Flawless Match/Match Me foundations, two design solutions were proposed. Although this specific design received significant praise from the Global team, it was not selected due to a market-specific request.



This practical, tiny tube has a multi-segment approach being an all in one lipstick, blush and eyeshadow. With just one colour costed for, the challenge was to call out the 3-in-1 benefits of the product while highlighting the shades through the transparent tube and covering the top section to hide any uneven fill levels.

The artwork for the new Avon Senses lemon and basil pillar had to capture the essence of the product's refreshing and zesty features. It was important to convey lemon juices in the design while ensuring that they gave the impression that these are bath products, not to be consumed.



To effectively showcase the benefits of hyaluronic acid in this Avon Care range, it was essential to incorporate colours that communicate this. After examining competitor products and analysing their colour schemes, it was concluded that blue shades were the optimal choice to achieve the desired outcome.





The brief was to create graphics for a new Advance Techniques E.X.P.E.R.T. range that fit the bottles shown in the top left. Going above and beyond the brief, additional solutions using the same graphics with sustainability in mind were proposed so that Avon could embrace environmentally-conscious practices.

OLIVER

A few of the open briefs
I've answered and speculative work
(evenings and weekends)



Benchmark were hosting a conference and the account's team needed to show them a selection of print-based event graphics. Drawing inspiration from artwork generated by AI, the illustrations were adapted to create abstract kitchen graphics that were both eye-catching and unique.



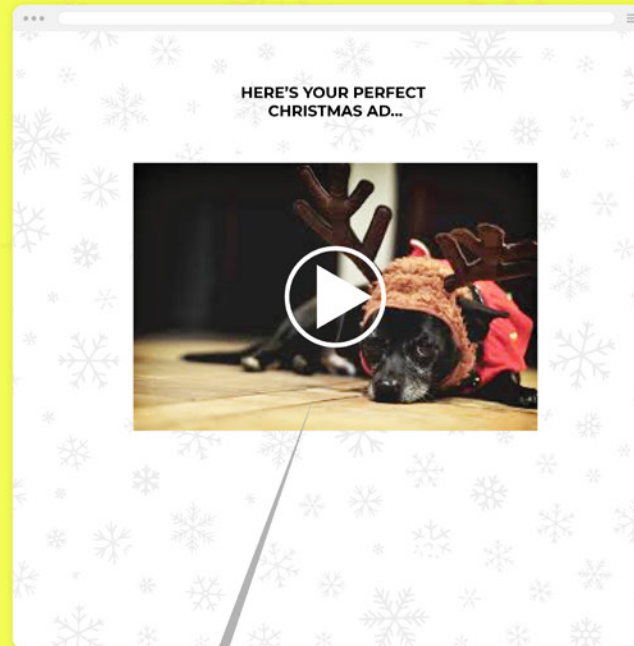
The Lynx team was in search of creative ideas for their 2022 Christmas activation on TikTok. Specifically, they needed proposals for funny and whacky ways to wrap up a Lynx gift set.



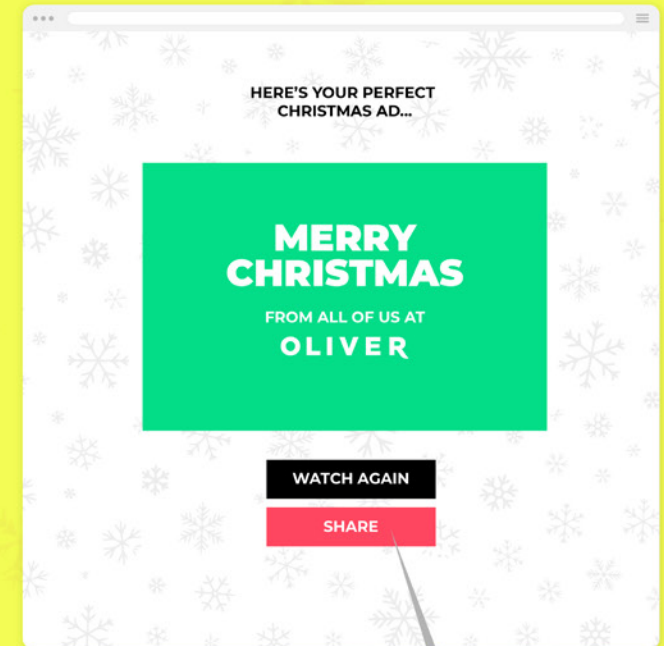
BUILD YOUR PERFECT CHRISTMAS WITH **OLIVER**



Flexibility to build a perfect Christmas ad narrative.



Video content that will surprise, delight and entertain.



The ability to share creations and start discussions.

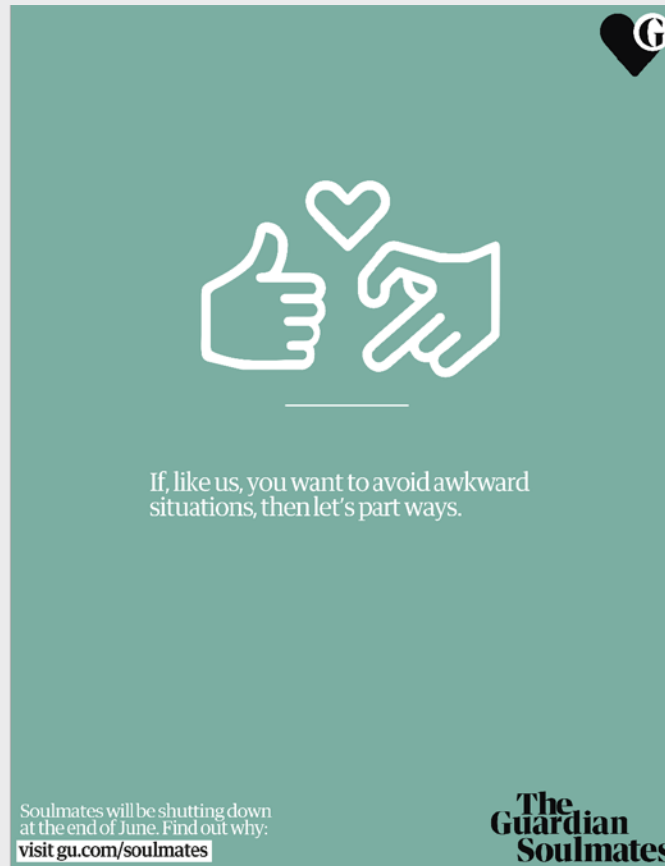

The brief for the Oliver Christmas card centred around the theme of building your perfect Christmas with Oliver. Nothing signals the start of the festive season like the arrival of the Christmas ads. The idea proposed was to allow recipients to build their perfect ad campaign by choosing from different beginning, middle, and end narratives. With eight possible video outcomes, this solution would showcase the agency's content creation capabilities and provide a shareable experience for its audience.



The Guardian Soulmates

If, like us, you've enjoyed the journey, then let's be mates.

Soulmates will be shutting down at the end of June. Find out why: [visit gu.com/soulmates](https://www.theguardian.com/soulmates)

If, like us, you want to avoid awkward situations, then let's part ways.

Soulmates will be shutting down at the end of June. Find out why: [visit gu.com/soulmates](https://www.theguardian.com/soulmates)

The Guardian Soulmates



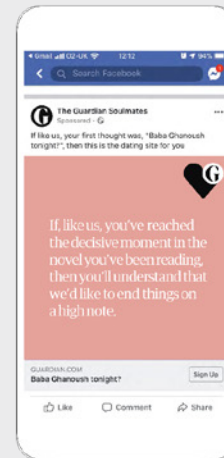
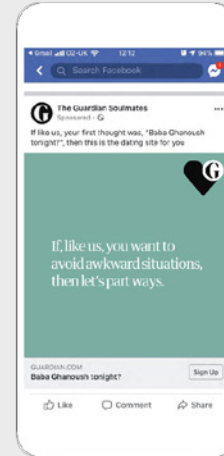
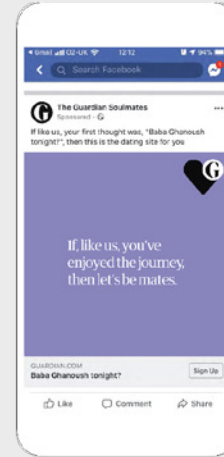
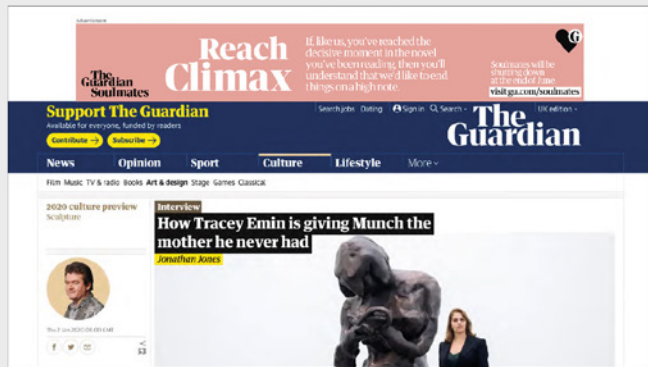
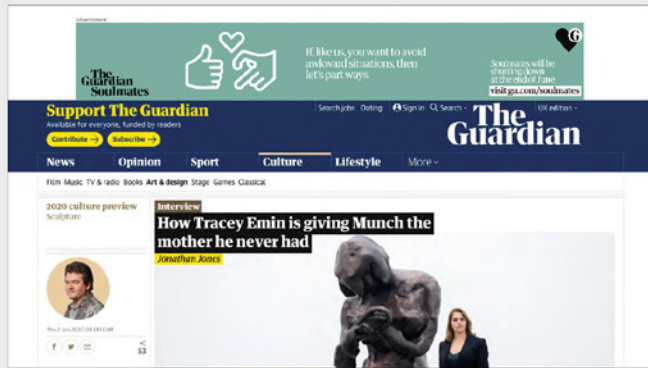
Reach Climax

If, like us, you've reached the decisive moment in the novel you've been reading, then you'll understand that we'd like to end things on a high note.

Soulmates will be shutting down at the end of June. Find out why: [visit gu.com/soulmates](https://www.theguardian.com/soulmates)

The Guardian Soulmates

The Guardian Soulmates online dating site was closing and the brief was to create a last swansong press ad, turning it into the opportunity to celebrate the shared sense of humour of its liberal and progressively-minded audience. The three proposed routes use a combination of a play on words, memes and provocative language to grab attention and connect with the reader. The ads work in both print and digital formats to target the growing mobile market.



Freelance Work

Prior to joining OLIVER

Mrs See

Inside the Archives

125 YEARS OF QUEEN'S GATE



1899-1919

Miss Douglas

Miss Anabel Douglas was born in New York on Wednesday 20 January 1864, and privately educated in the United States. Bright and keen to learn, she went on to study History at Newnham College, University of Cambridge. Under Miss Wyatt at Queen's Gate, she rose to become Senior Mistress, then taking over the Headship in 1899, on Miss Wyatt's departure for Heathfield School.

The transition was not an easy one, as two thirds of girls had moved with Miss Wyatt to Heathfield. Miss Douglas' first challenge was to regrow the numbers of day girls attending the School. With a focus on using her overseas links, by 1908 numbers reached 100. These links added a new flavour to Queen's Gate, fostering a new, international nature at the School, one which continues today. As can be seen from their addresses recorded in School magazine, *The Log*, many girls came from the USA, including Miss Douglas' niece Anne, as well as from Canada, Spain, France, Germany, Sweden, Italy and Japan.

Under Miss Douglas' academic leadership, public examinations were taken for the first time by girls, and the first Queen's Gate student attended university in 1903, aptly to Miss Douglas' own Newnham College, Cambridge. Miss Douglas' strengths in teaching also clearly had a substantial impact upon the girls:

“ Her History lessons were indeed an inspiring experience lit up by her brilliant personality. She galvanised into activity mental and physical, and, after stirring talks impressing on us that we must learn to think, have gumption, learn to be good citizens.”

— Vera Stewart, *The Log* 1941

Under Miss Douglas, the name of the School magazine changed to the one that is still circulated today. She wrote “We launch our little craft and we inscribe on its counter, its name, *The Log*”. The magazine became a larger publication, with contributions and drawings from current students as well as alumnae. Her historian's mind put a new slant on the publication, so that as well as School news, each edition contained historical information of the day; the Lent term edition of 1901 for example gives a fascinating account of Queen Victoria's funeral procession.



The charitable nature of the School, set down by Miss Wyatt, grew under Miss Douglas. The newly formed Bandar-Log Club was subscribed to by Old Girls and friends and the money raised went to charity.

By 1916, change was in the air and Miss Douglas signed the lease of 133 Queen's Gate over to two members of her staff, Hilda Howard Spalding and Marthe Isabelle Griboval. She stepped down as Headmistress at the end of the Summer of 1919.

1891

Old Girls

1891-2005



May Hazlet
Old Girls

— Golf champion of Great Britain and Ireland

QUEEN'S GATE OLD GIRLS

When a pupil leaves Queen's Gate, they move into a different part of the School's community; they become Queen's Gate Old Girls.

This timeline shows a subsection of Old Girls who have gone on to work in industries within the public eye, such as acting, dancing, science, sport and writing. The Archives are able to provide clues that these Old Girls attended the School, be it as a Junior School, Senior School or Sixth Form pupil.

The bond between the School and the Old Girls is a strong one; each year former pupils revisit Queen's Gate, either to attend events or to speak about their careers—inspiring in turn a new generation of girls.

Queen's Gate school turned 125 years old and were celebrating by showcasing a number of aspects of the school's history with an Inside the Archives exhibition.



Working with the Scooby-Doo license for a major retailer, the brief was to create vibrantly-coloured Scooby Snacks packs that would stand out on the shelf, communicating the product's features and benefits while staying true to the brand.



Working with the Garfield license for a big retailer, the brief was to create labels for two tubs of cat treats. The challenge was to find a means of fitting the trilingual copy into a small area while ensuring that everything is legible and easy to read.

BRITISH PORK

LET'S SAVOUR THE FLAVOUR!

10 TASTY
RECIPES FOR
THE 2019 SHOW
SEASON

MAPLE BACON MUFFINS

Makes 12
Cooking Time 30 minutes
Oven Temperature 90°C, Fan 170°C, Gas Mark 5

8 British smoked streaky bacon rashers
60ml (3fl oz) Vegetable oil
2 Eggs
100ml (3½ fl oz) Milk
100ml (3½ fl oz) Maple syrup (plus extra to glaze)
310g (11 oz) Plain flour
170g (6oz) Light brown sugar
0.5x5mlsp (1/4 tsp) Salt
2x5mlsp (2 tsp) Baking powder
0.5x5mlsp (1/4 tsp) Bicarbonate of soda

1. Preheat the oven.
2. Line a 12 hole muffin tin with paper cases.
3. Cook the bacon in a large frying pan until golden (about 4-6 mins).
4. Transfer to a plate to cool and then cut into finely chopped pieces.
5. Pour off any bacon fat into a jug and make up to 100ml with vegetable oil.
6. Beat in the eggs, milk and maple syrup until a smooth consistency.
7. Combine the flour, sugar, salt, baking powder and bicarbonate of soda in a mixing bowl.
8. Add the bacon and wet ingredients and gently fold together.
9. Divide the batter equally between the muffin cases and bake for 20-25 mins. While still warm, brush the tops with more maple syrup and serve.

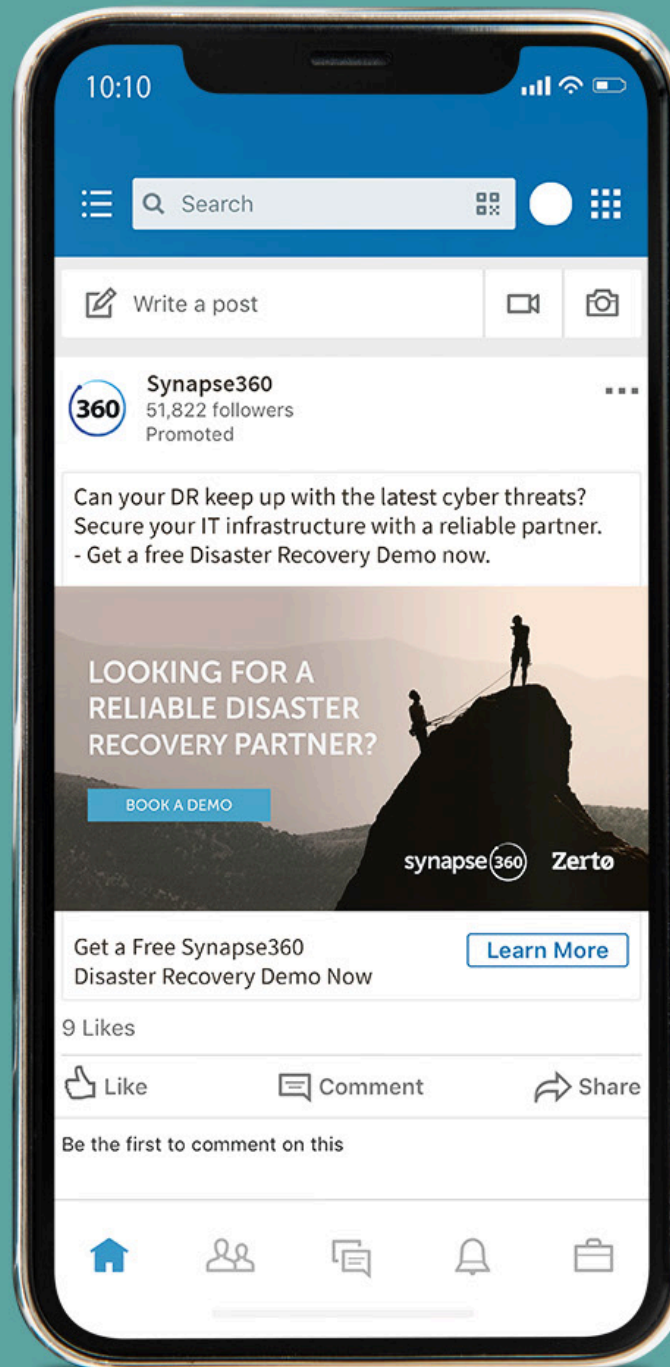
SOY SAUCE AND NOODLE STIR-FRY

1. Put the rice noodles in a bowl and cover with boiling water. Cover the bowl and allow the noodles to soak for 10 minutes.
2. Heat a large wok or frying pan. Add the mince, making sure that the meat is broken into small pieces. Season and dry fry for 7-10 minutes until cooked and evenly browned.
3. Add the spring onions, carrots and courgettes and allow to heat through, but remain al dente.
4. Combine the soy sauce, sugar, vinegar and lime juice. Drain the noodles and add to the wok. Pour the dressing over the stir fry, tossing the ingredients to ensure they are well coated. Top with the herbs and serve.

A striking singularity through the use of dark coloured backgrounds in the photography paired with an elegant, easy to read font, allows the tasty recipes to take centre stage in this recipe book.

The target audience for this series of call to action banners that promote a Disaster Recovery platform is primarily senior IT professionals.

The ads needed to be engaging enough to catch their attention while appearing modern and aspirational, in keeping with the hi-tech nature of the business involved.





The use of illustration in this invitation for parents to attend a vegan cooking class at school complements the Riverford Organic Farmers logo to strengthen the partnership.



The logo is displayed on a white cylindrical object, possibly a rolled-up document or a sign, set against a teal background. The word "Rappoport" is written in a large, bold, grey sans-serif font. A small, stylized speech bubble icon in a vibrant magenta color is integrated into the letter 'R'. Below the main name, the words "FAMILY" and "MEDIATION" are written in a smaller, bold, magenta sans-serif font, with "FAMILY" on the left and "MEDIATION" on the right, following the curve of the cylinder.

Rappoport

FAMILY MEDIATION

A clean and clear logo was needed to suit the essence of this mediation business. Being about communication in times of turmoil, the logo needed to portray a sense of trust and care to reassure its audience. Calming colours were used to further convey the business' ethos.



Kellogg's Rice Krispies Multi-Grain Shapes was to be re-launched to better engage consumers both digitally and on-pack. The task was to create a digital experience that was both relevant to the brand, children, and their parents alike.

Thank you
for your time
and consideration.

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