t—b

DIGITAL DESIGN

Name	Tess Bergin
Email	tessbergin.design@gmail.com
Portfolio	tessbergin.com
Phone	(+44) 7912 664 050
Address	3rd floor 86 — 90 Paul Street London EC2A 4NE

PROFILE

For the last 10 years I've worked to create clean, minimal, user centric solutions for web, email & apps within e-commerce businesses.

Whilst taking inspiration from London life, fashion, travel (& all the other cliches), I've worked alongside Product, Development, Marketing & Studio teams to create a cohesive & interesting experience for the customer.

I'm optimistic to see where the freelance path takes me and really see it as a great opportunity for personal growth.

EDUCATION & SKILLS

Leeds Met University **Leeds UK**	BA (hons) Graphic Arts & Design 2006 – 2009
Mid-Cheshire College **Cheshire UK**	Graphic Design & Fine Art Foundation Diploma 2005 – 2006
The Grange **Cheshire UK**	9 GCSEs (A-B)
Professional Skills	UI, UX, prototyping, art direction, line management, retouching, research, print design.
Programs & Software	Sketch, InVision Studio, Invision, Adobe Ps / Ai, Jira.

EXPERIENCE

Tess Bergin Ltd. **London UK**	Freelance Designer 2020 — present
Farfetch **London UK**	Design Manager 2019 — 2020
END. **London UK**	Lead Digital Designer 2015 – 2019
Arcadia Group **London UK**	Lead Digital Designer 2014 – 2015
	Digital Designer 2013 – 2014
Previous roles	Rare London Graphic Designer 2011 – 2013
	Fragrance Direct Junior Graphic Designer 2009 – 2011

Recent references available on request.

Portfolio

END. Concepts

The redesign concept is simple. Aiming to elevate our customers' experience, I have worked to rebalance the image:text ratio on each page view. Combining this with a switch to a left / right alignment style for text creates a luxe & curated feel.

This gives the customer a digestible amount of product & brand story to view at once.

This style will help to attract brands to sell with us, giving their product & brand imagery space to shine.

Homepage

END.

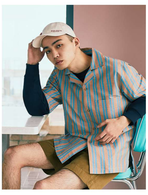
LATEST BRANDS CLOTHING FOOTWEAR LIFESTYLE ACCESSORIES GROOMING BLOG

GB HELP ACCOUNT

MASTERMIND WORLD X FRED PERRY

A collaboration with punk rock, sportswear and Gothic sensibilities at its heart.

... ENTER NOW



ACNE STUDIOS

A fresh new palette for Spring has arrived from Stockholm.

... SHOP NOW

REECE COOPER

In with the new. In with the new. In with the new.

... ONLINE NOW

NEW ARRIVALS

... VIEW ALL LATEST

A.P.C. Decal Crew Sweat
£165

A.P.C. Decal Crew Sweat
£165

A.P.C. Stripe Tee
£70

A.P.C. Classic Chino
£165

A.P.C. Classic Chino
£165

A.P.C. Floral Print Logo Shopper
£195

A.P.C. Short Sleeve Logo Chambray Shirt
£150

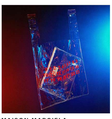
A.P.C. Casual Shirt
£155

A.P.C. City Mac
£275

A.P.C. City Mac
£275

VISVIM ACCESSORIES

... JUST ARRIVED



MAISON MARGIELA

... SHOP NOW

OFF-WHITE AW19

... ONLINE NOW

COMME DES GARCONS PLAY

... CULT CLASSICS

UPCOMING RELEASES

... VIEW ALL

NIKE SHOX TL

Black, Hematite & Max Orange
25/07/2019 @ 00:01 BST
£160
... ENTER DRAW

NIKE SHOX TL

White, Silver & Max Orange
25/07/2019 @ 00:01 BST
£160
... ENTER DRAW

NIKE JORDAN 4S RETRO FLYKNIT

White, Silver & Max Orange
25/07/2019 @ 00:01 BST
£160
... ENTER DRAW

NIKE X UNDERCOVER DAYBREAK

White, Silver & Max Orange
25/07/2019 @ 00:01 BST
£160
... ENTER DRAW

ADIDAS YEEZY 350 V2 STATIC

White, Silver & Max Orange
25/07/2019 @ 00:01 BST
£160
... ENTER DRAW

SAINT LAURENT

A fresh new palette for a new season collection.

... SHOP NOW

Saint Laurent Star Graffiti Silk Vacation Shirt
£685

Saint Laurent Classic Western Shirt
£189

Saint Laurent Black Logo Tee
£259

GUCCI

A welcome addition to the END. roster Gucci masterfully navigate the luxury circuit with their significant and unmistakable essence.

... SHOP NOW

Gucci Taped Logo Track Jacket
£870

Gucci Laced Oxford Shirt
£490

Gucci Jacquard Herringbon Jacket
£1005

Gucci Taped Logo Chino
£760

Gucci Jacquard Pant
£690

FEATURES

... VIEW ALL

LACOSTE LIVE X GOLF LE FLEUR* - LAUNCHING 17TH JULY

Exact that array of 90s courtside hues, Lacoste and Tyler, The Creator's GOLF le FLEUR* arrives as their first collaboration to serve up some street-ready tennis cool.

... READ MORE

END.

MASTERMIND WORLD X FRED PERRY

A collaboration with punk rock, sportswear and Gothic sensibilities at its heart.

... ONLINE NOW

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... SHOP NOW

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In with the new. In with the new. In with the new.

... ONLINE NOW

LATEST PRODUCTS

... VIEW ALL LATEST

VISVIM ACCESSORIES

... ONLINE NOW

MAISON MARGIELA

... ONLINE NOW

OFF-WHITE AW19

... ONLINE NOW

COMME DES GARCONS PLAY

... ONLINE NOW

UPCOMING RELEASES

... VIEW ALL

NIKE JORDAN 4S RETRO FLYKNIT

White, Silver & Max Orange
25/07/2019 @ 00:01 BST
£160

... ENTER DRAW

NIKE SHOX TL

White, Silver & Max Orange
25/07/2019 @ 00:01 BST
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... ENTER DRAW

NIKE JORDAN 4S RETRO FLYKNIT

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White, Silver & Max Orange
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... READ MORE

Navigation

END.

LATEST BRANDS CLOTHING FOOTWEAR LIFESTYLE ACCESSORIES GROOMING BLOG

HELP ACCOUNT

_ ALL FOOTWEAR

Sneakers
Boots
Casual Shoes
Luxury Sneakers
Sandals & Slides
Shoes
Shoe Care
Shoe Accessories
Women's Footwear
Boat Shoes
Brogues
Hiking Boots

_ FOOTWEAR BRANDS

Adidas
Alexander McQueen
Axel Arigato
Brandblack
Common Projects
Converse
Eytys
Gucci
Valentino
Vans
Maison Margiela
New Balance
Nike
Saint Laurent
Vans
Y-3

LATEST _ BRANDS

OAMC CLOTHING
_ SHOP NOW

MAISON MARGIELA
_ SHOP NOW

A.P.C
_ SHOP NOW

PALM ANGELS
_ SHOP NOW

MENU

Search

■ LATEST

View all Latest
New This Week
Latest Sneakers
Restocks
Latest Women's
Latest Kids'

1017 ALYX 9SM

HERON PRESTO

_ BRANDS
_ CLOTHING
_ FOOTWEAR
_ LIFESTYLE
_ ACCESSORIES
_ GROOMING
_ FEATURES

END.

LATEST BRANDS CLOTHING FOOTWEAR LIFESTYLE ACCESSORIES GROOMING BLOG

HELP ACCOUNT

_ VIEW ALL

A.P.C.
A-COLD-WALL*
Acne Studios
Adidas
Aimé Leon Dore
Alexander McQueen
AMIRI
Balenciaga
Balmain
Cav Empt
CELINE
Champion Reverse
Weave
Comme des Garçons
Common Projects
Dior Homme
Engineered Garments
Givenchy
Gucci
Heron Preston
John Elliott
JW Anderson
Kenzo
Maison Margiela
Moncler
Neighborhood
Nike
Off-White
Patagonia
Raf Simons
Rick Owens
Saint Laurent
Stone Island
Stussy
Thom Browne
Valentino
VISVIM
WTAPS
Y-3
1017 ALYX 9SM

LATEST _ BRANDS

OAMC CLOTHING
_ SHOP NOW

MAISON MARGIELA
_ SHOP NOW

A.P.C
_ SHOP NOW

PALM ANGELS
_ SHOP NOW

Category

END.
LATEST
BRANDS
CLOTHING
FOOTWEAR
LIFESTYLE
ACCESSORIES
GROOMING
BLOG
HELP
ACCOUNT
ACNE STUDIOS
LOGO PRINT PADDED FLEECE COTTON OVERSHIRT
BLACK & WHITE
£1125
UK sizing
XS
S
M
L
XL
PRODUCT DESCRIPTION
SIZE HELP
ADD TO CART
LIVE CHAT
Acne Studios
DESCRIPTION
SIZING
SHIPPING
RETURNS
An oversized, classic denim jacket from Acne Studios' new denim line Blå Konst - meaning "blue art" in Swedish - the Tent Denim Jacket is cut from Japanese denim and boasts a classic five pocket set up. This ageless Italian made style is finished with zigzag decorative stitching and branded stud buttons throughout.
100% Cotton
Japanese Denim
Blå Konst or "Blue Denim" Collection
Zigzag Decorative Stitching
5 Pocket Design
Branded Stud Buttons
Made in Italy
RECENTLY VIEWED
Kenzo Eye Tote
£205
Kenzo Square Logo Heart Pouch
£159
Kenzo K-Street Valetine's Sneaker
£179
Kenzo Tennix Valentine's Day Sneaker
£225

END.
ACNE STUDIOS
LOGO PRINT PADDED FLEECE COTTON OVERSHIRT
BLACK & WHITE
£1125
XS
S
M
L
XL
Acne Studios
DESCRIPTION
SIZING
An oversized, classic denim jacket from Acne Studios' new denim line Blå Konst - meaning "blue art" in Swedish - the Tent Denim Jacket is cut from Japanese denim and boasts a classic five pocket set up. This ageless Italian made style is finished with zigzag decorative stitching and branded stud buttons throughout.
100% Cotton
Japanese Denim
Blå Konst or "Blue Denim" Collection
Zigzag Decorative Stitching
5 Pocket Design
Branded Stud Buttons
Made in Italy
RECENTLY VIEWED
Kenzo Eye Tote
£205
£159

Type & Colour

Header
Proxima Nova Bold

60px
10em tracking

ABCDEFGHIJKLMNOPQRSTUVWXYZ

48px
8em tracking

ABCDEFGHIJKLMNOPQRSTUVWXYZ

40px
6.6em tracking

ABCDEFGHIJKLMNOPQRSTUVWXYZ

30px
5em tracking

ABCDEFGHIJKLMNOPQRSTUVWXYZ

24px
4em tracking

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Body copy
Proxima Nova Reg

18px
1.2em tracking

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

16px
1em tracking

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

14px
0.7em tracking

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

ACNE STUDIOS

A fresh new palette for Spring has arrived from Stockholm.

_ SHOP NOW

SS19_01
Editorial(anonym)

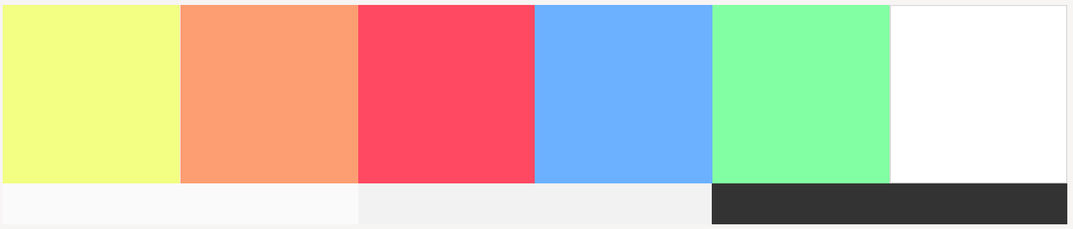
The first editorial campaign of SS19, END. presents ANONYM: a tactical antidote to the surveillance state, combing the leading names in techwear with the season's most coveted luxury grails.

_ READ NOW

COMME DES GARCONS PLAY

CULT CLASSICS

Neon



Irridescent

Apps

Our iOS app has over 1.7million downloads worldwide since 2017.

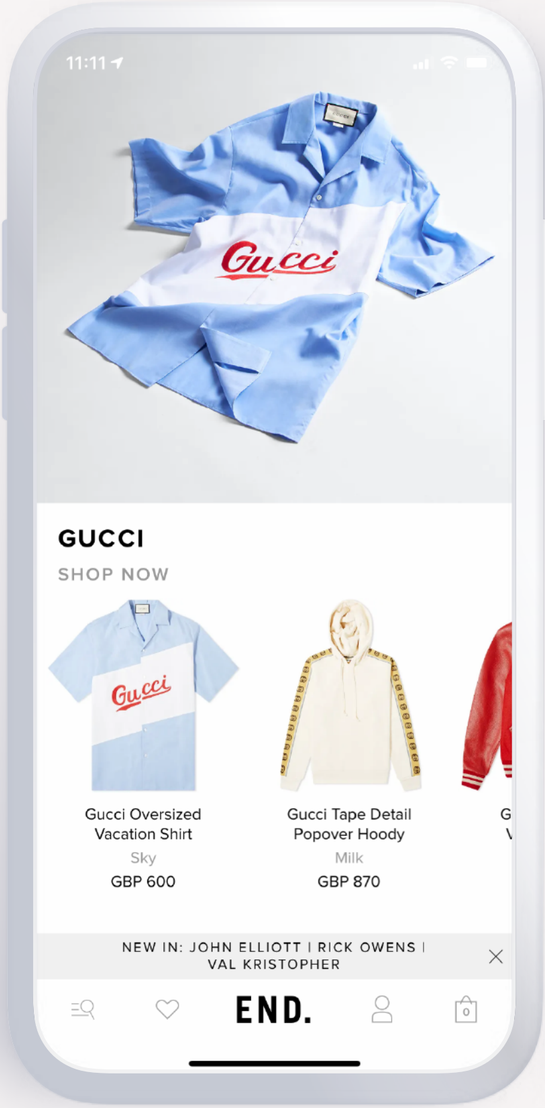
It has been amazing to see our ratings grow over the years & over 16000 users feedback on their experience.

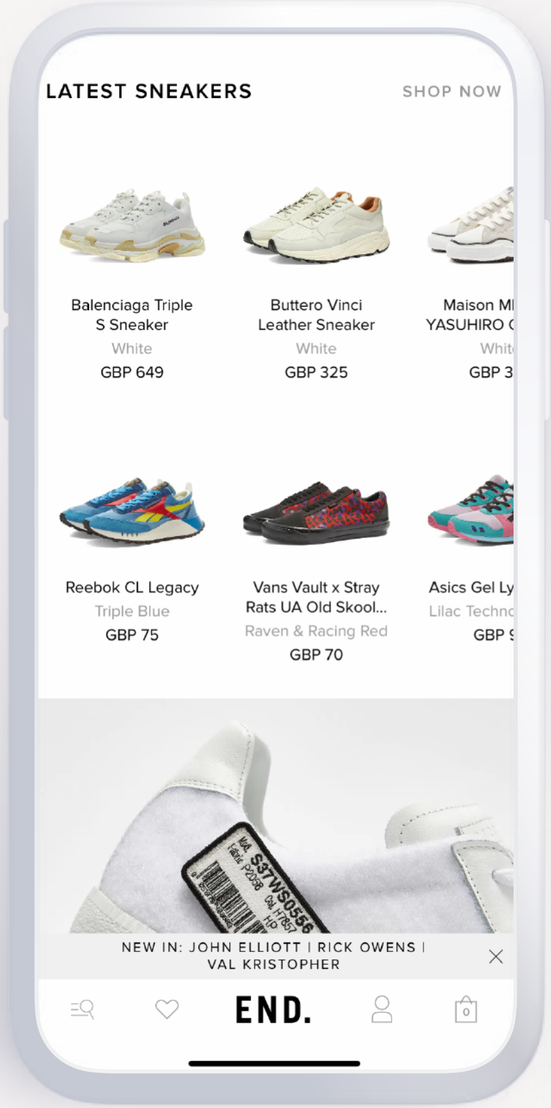
Our user-centric designs give our app a luxury & minimalistic aesthetic. Layouts are clean & intuitive.

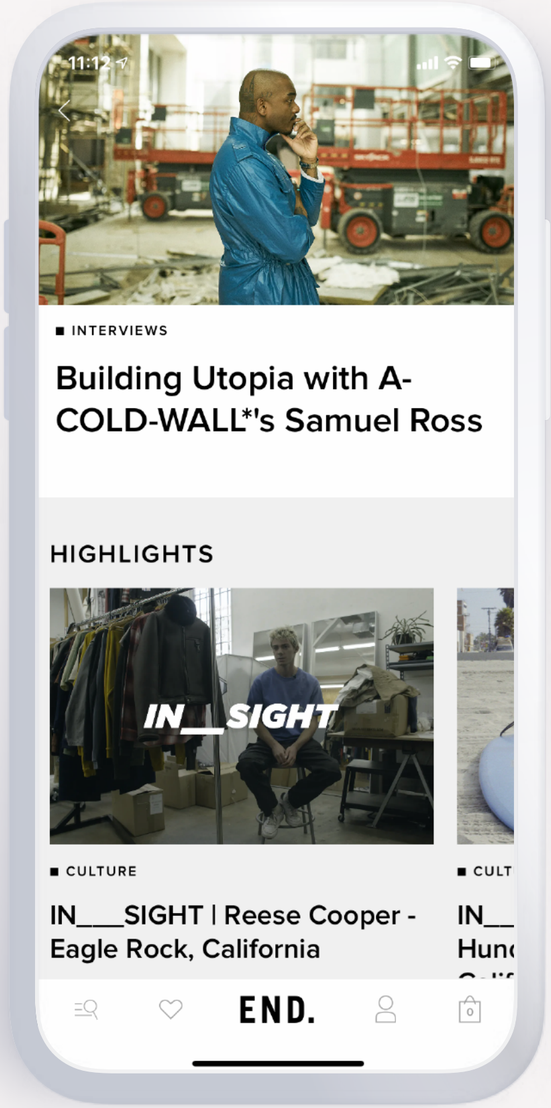
Our 4.9 star rating says it all. (and Apple choosing us for App of the Day helps too).

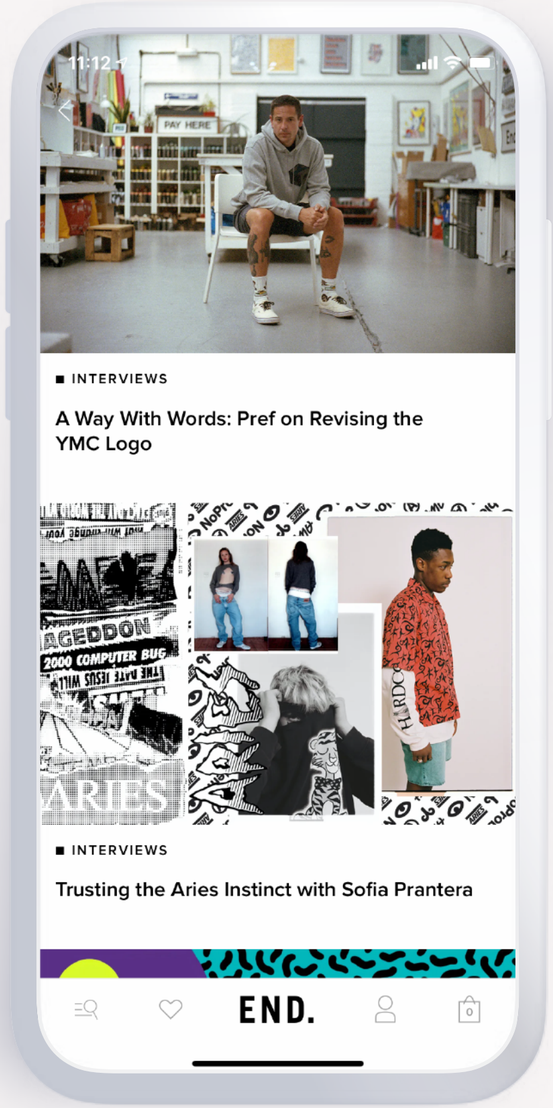
Our Android app is pretty good too, if you're that way inclined!

Landing pages

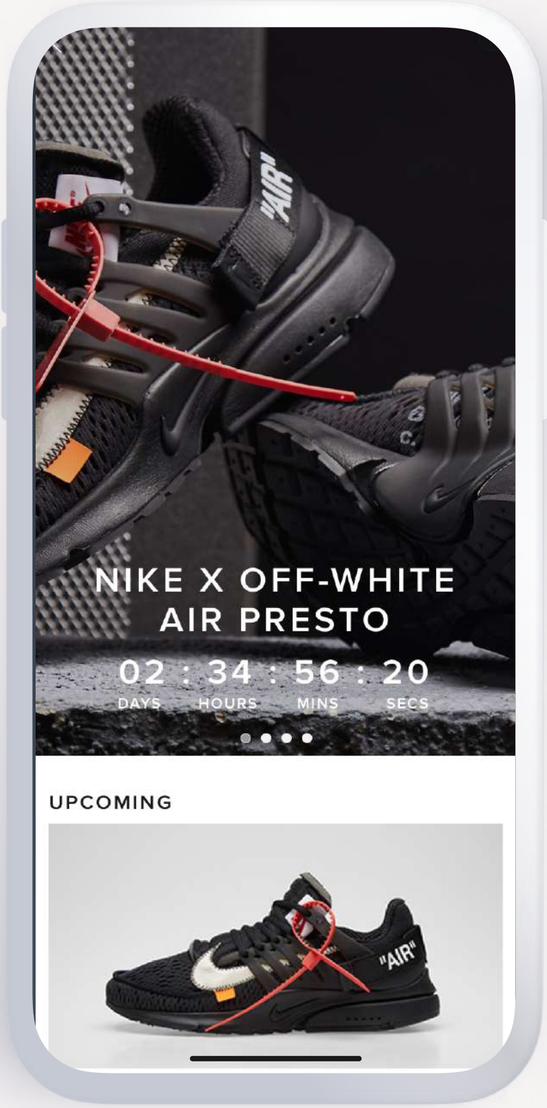


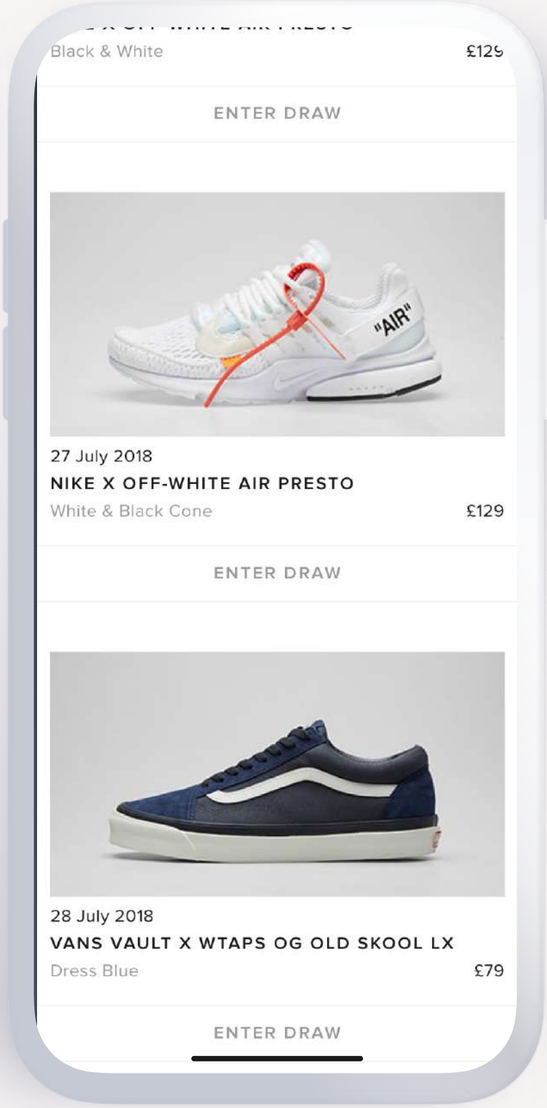


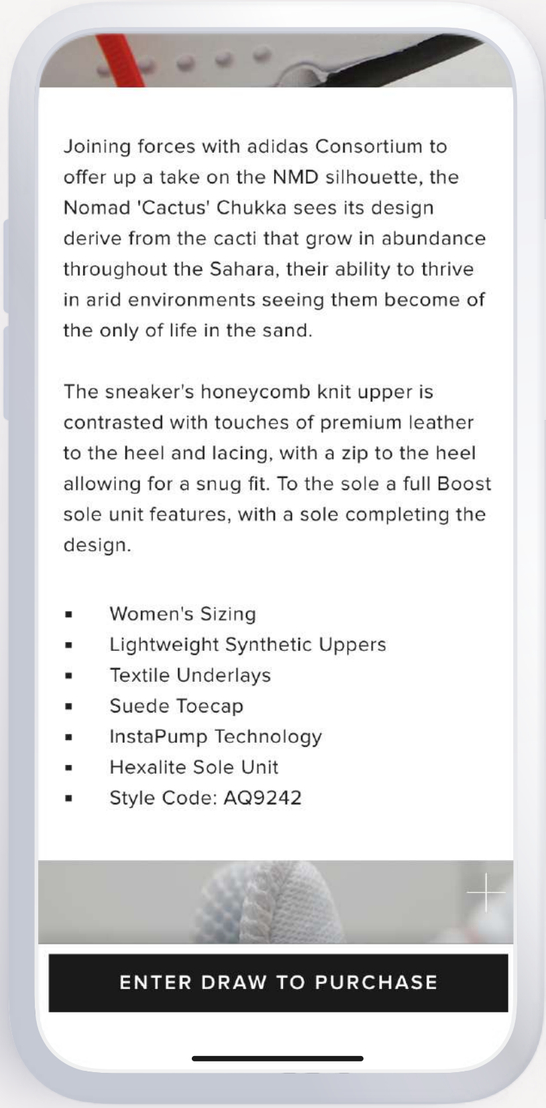


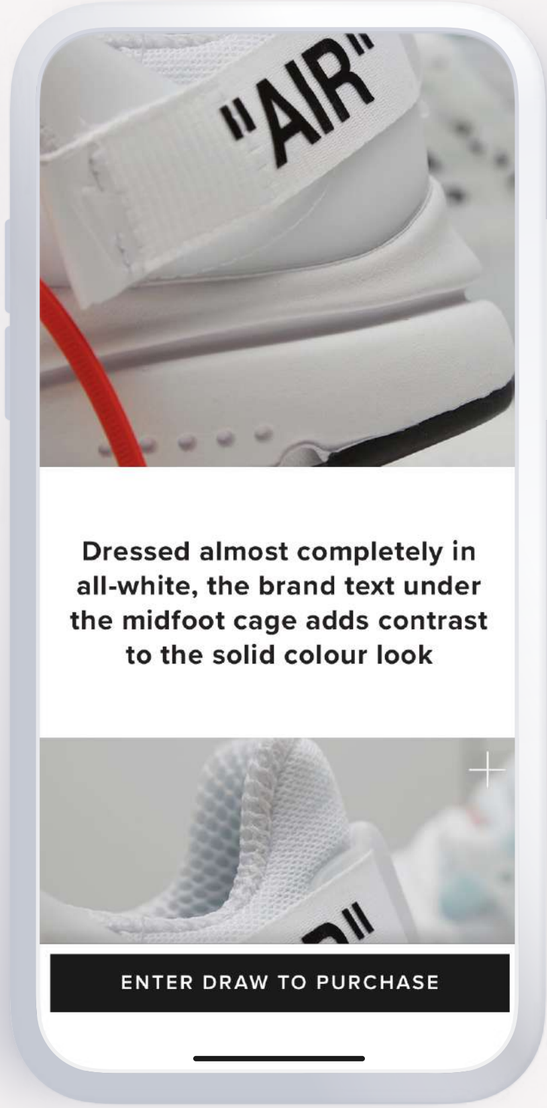


Launches

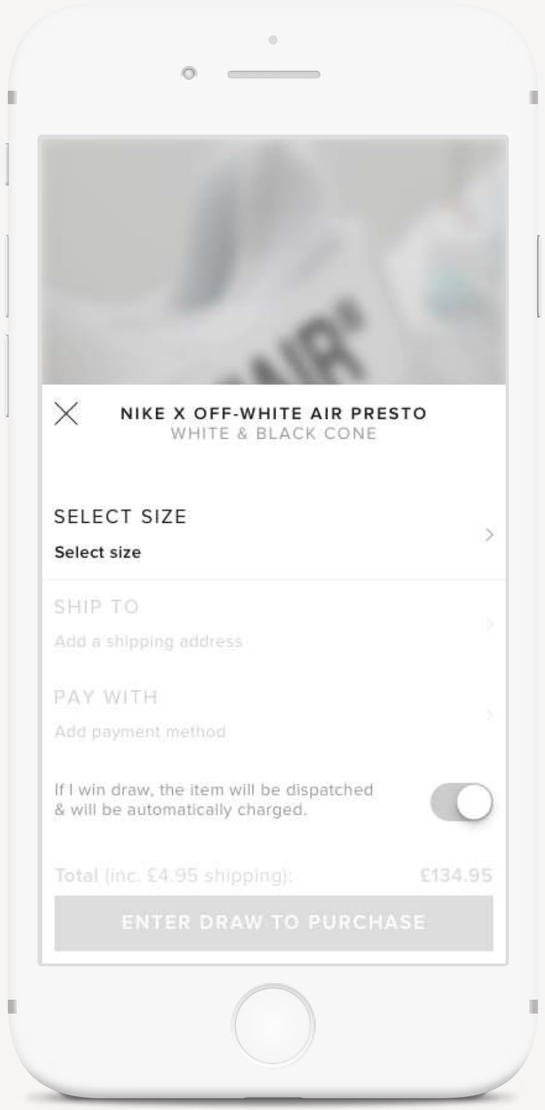

NIKE X OFF-WHITE
AIR PRESTO
02 : 34 : 56 : 20
DAYS HOURS MINS SECS
UPCOMING

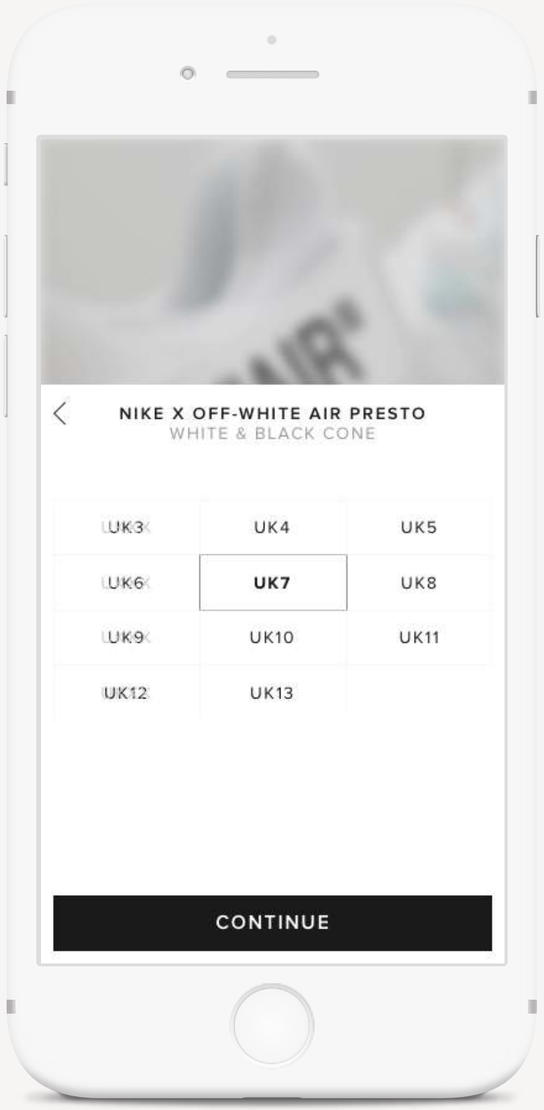

Black & White
£129
ENTER DRAW
27 July 2018
NIKE X OFF-WHITE AIR PRESTO
White & Black Cone
£129
ENTER DRAW
28 July 2018
VANS VAULT X WTAPS OG OLD SKOOL LX
Dress Blue
£79
ENTER DRAW

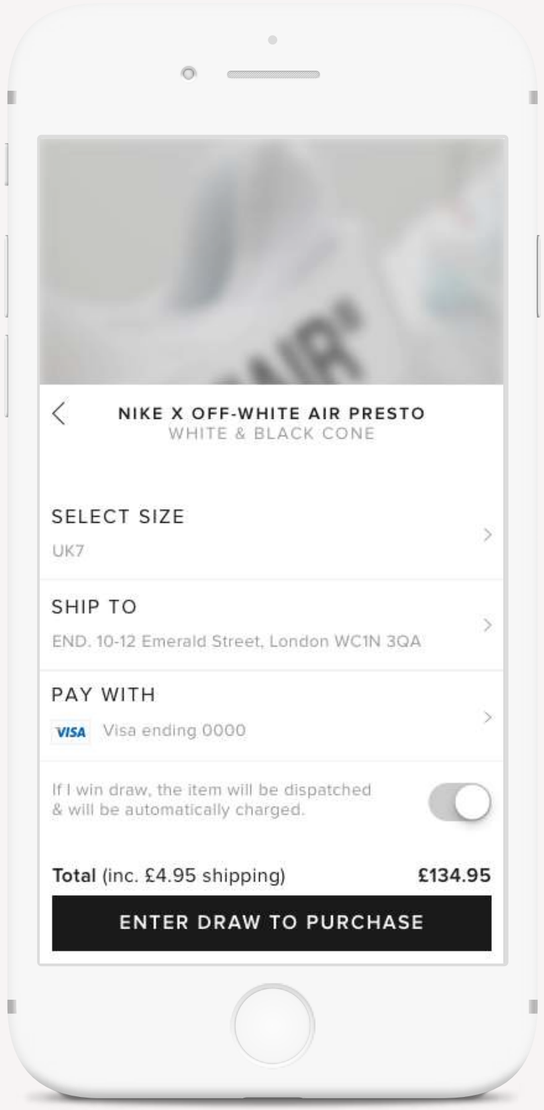

Joining forces with adidas Consortium to offer up a take on the NMD silhouette, the Nomad 'Cactus' Chukka sees its design derive from the cacti that grow in abundance throughout the Sahara, their ability to thrive in arid environments seeing them become of the only of life in the sand.
The sneaker's honeycomb knit upper is contrasted with touches of premium leather to the heel and lacing, with a zip to the heel allowing for a snug fit. To the sole a full Boost sole unit features, with a sole completing the design.
Women's Sizing
Lightweight Synthetic Uppers
Textile Underlays
Suede Toecap
InstaPump Technology
Hexalite Sole Unit
Style Code: AQ9242
ENTER DRAW TO PURCHASE

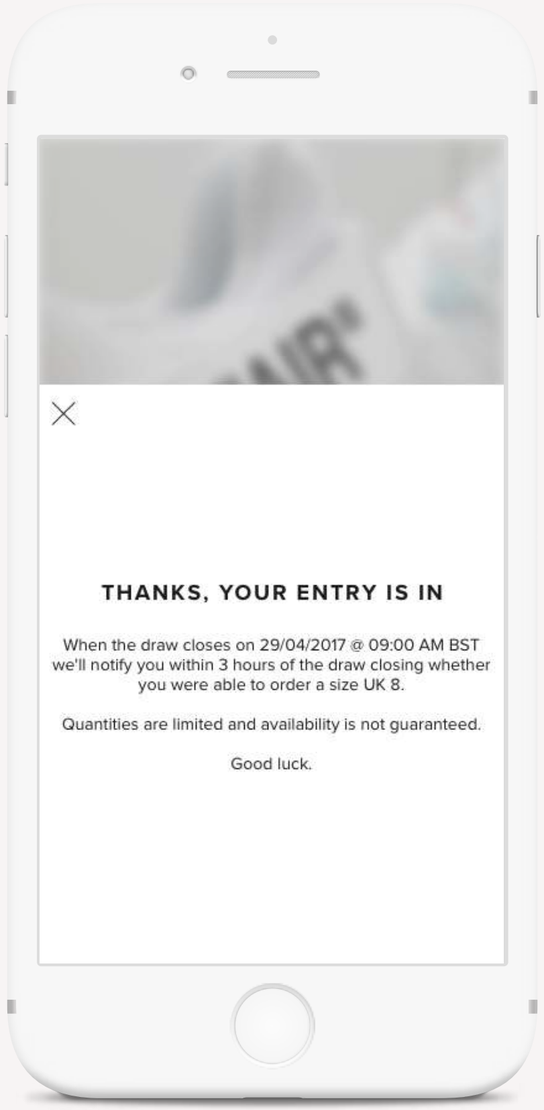

Dressed almost completely in all-white, the brand text under the midfoot cage adds contrast to the solid colour look
ENTER DRAW TO PURCHASE

Launches

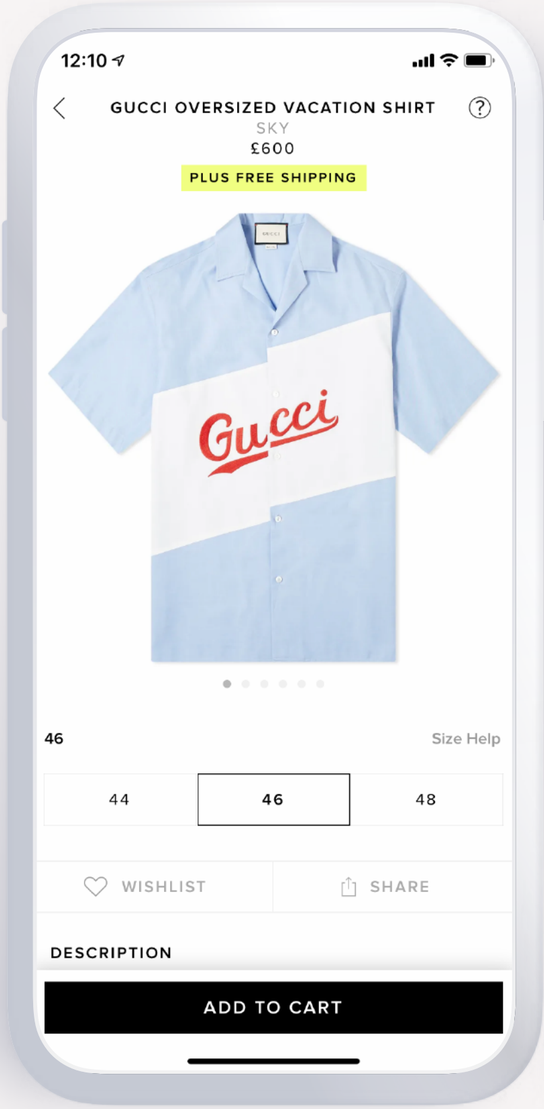

NIKE X OFF-WHITE AIR PRESTO
WHITE & BLACK CONE
SELECT SIZE
Select size
SHIP TO
Add a shipping address
PAY WITH
Add payment method
If I win draw, the item will be dispatched & will be automatically charged.
Total (inc. £4.95 shipping):
£134.95
ENTER DRAW TO PURCHASE

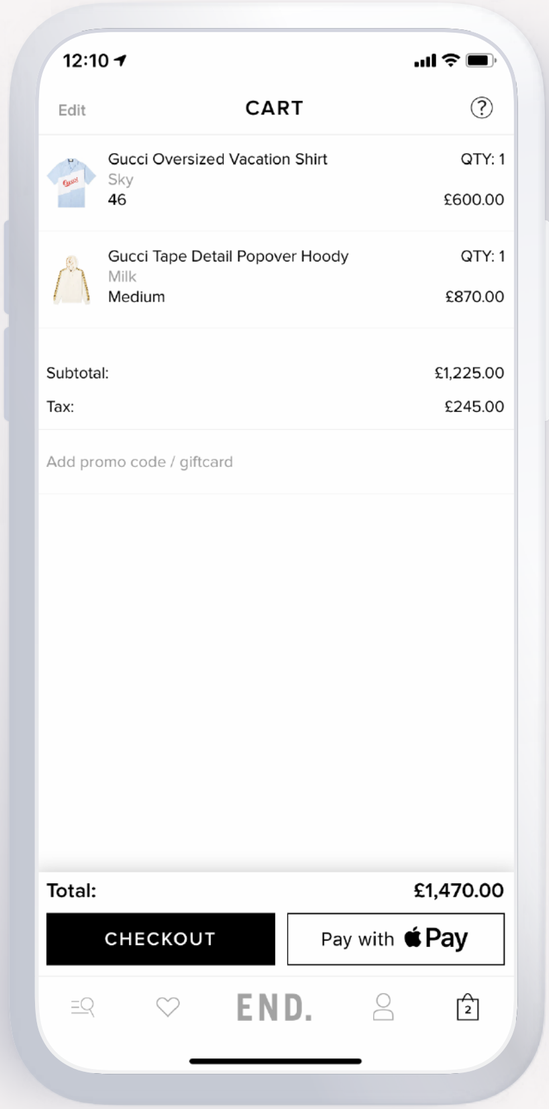

NIKE X OFF-WHITE AIR PRESTO
WHITE & BLACK CONE
UK3
UK4
UK5
UK6
UK7
UK8
UK9
UK10
UK11
UK12
UK13
CONTINUE

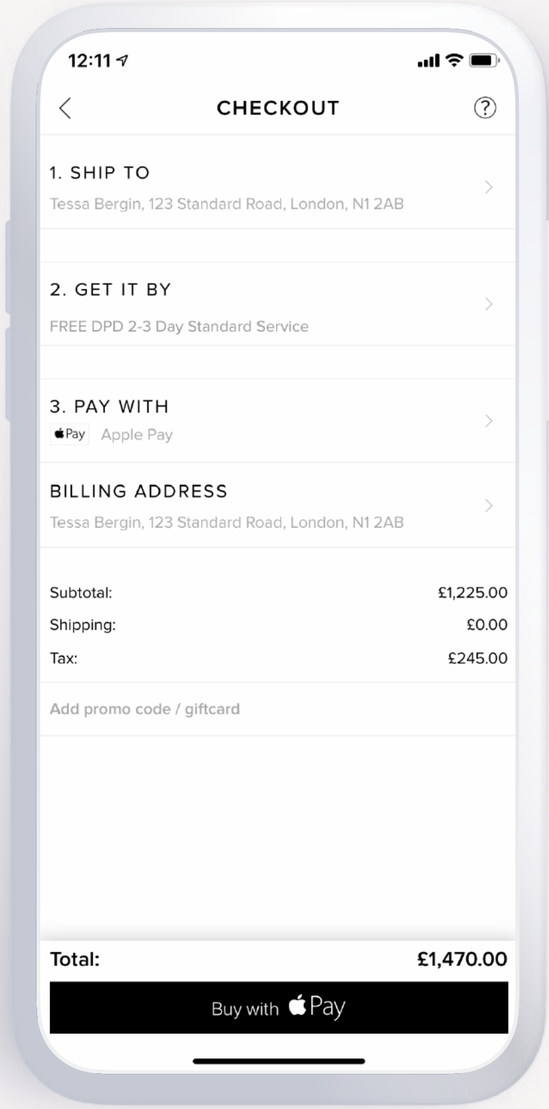

NIKE X OFF-WHITE AIR PRESTO
WHITE & BLACK CONE
SELECT SIZE
UK7
SHIP TO
END. 10-12 Emerald Street, London WC1N 3QA
PAY WITH
VISA Visa ending 0000
If I win draw, the item will be dispatched & will be automatically charged.
Total (inc. £4.95 shipping)
£134.95
ENTER DRAW TO PURCHASE


THANKS, YOUR ENTRY IS IN
When the draw closes on 29/04/2017 @ 09:00 AM BST we'll notify you within 3 hours of the draw closing whether you were able to order a size UK 8.
Quantities are limited and availability is not guaranteed.
Good luck.

Other screens







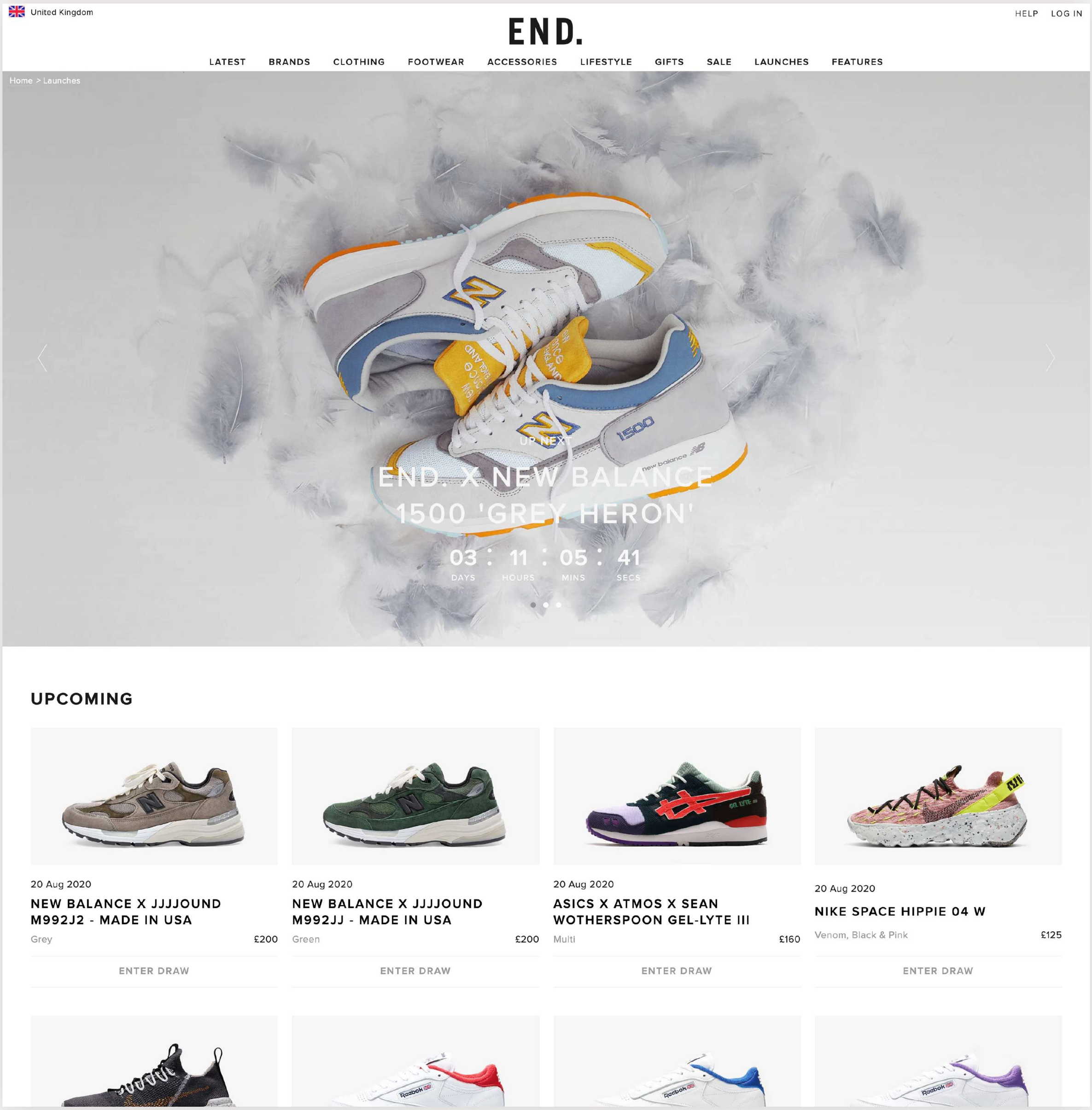
END. Launches

Launches was an innovative raffle created by our team in London, built to beat the bots. It worked!

Since Launches was created back in 2016, there have been many copycats. We have over 2 million visitors per month, sadly we don't have enough sneakers for everyone to win.

We have created custom pages for select launches in the past, Off-White X Converse, adidas & Puma.

Homepage


United Kingdom
HELP
LOG IN
END.
LATEST
BRANDS
CLOTHING
FOOTWEAR
ACCESSORIES
LIFESTYLE
GIFTS
SALE
LAUNCHES
FEATURES
Home > Launches
UP NEXT
END. X NEW BALANCE
1500 'GREY HERON'
03 : 11 : 05 : 41
DAYS HOURS MINS SECS
UPCOMING
20 Aug 2020
NEW BALANCE X JJJJOUND M992J2 - MADE IN USA
Grey
£200
ENTER DRAW
20 Aug 2020
NEW BALANCE X JJJJOUND M992JJ - MADE IN USA
Green
£200
ENTER DRAW
20 Aug 2020
ASICS X ATMOS X SEAN WOTHERSPOON GEL-LYTE III
Multi
£160
ENTER DRAW
20 Aug 2020
NIKE SPACE HIPPIE 04 W
Venom, Black & Pink
£125
ENTER DRAW

Product page

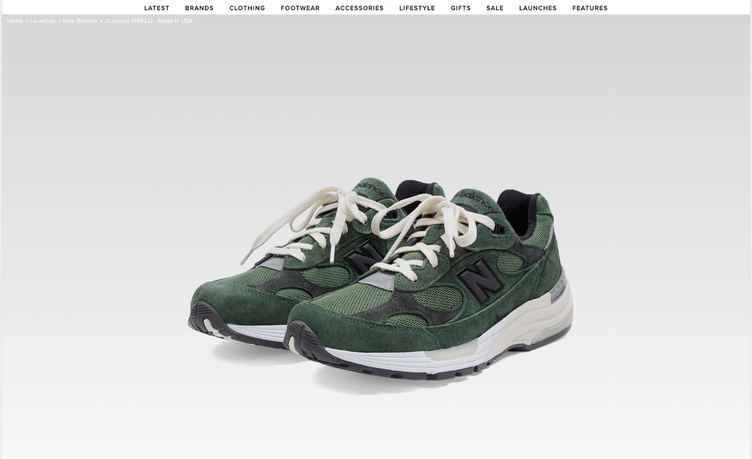
United Kingdom

HELP LOG IN

END.

LATEST BRANDS CLOTHING FOOTWEAR ACCESSORIES LIFESTYLE GIFTS SALE LAUNCHES FEATURES

Home > Launches > New Balance x JJJJound M992JJ - Made in USA



DRAW CLOSES IN

01 : 11 : 03 : 40

DAYS HOURS MINUTES SECONDS

NEW BALANCE X JJJJOUND M992JJ - MADE IN USA

GREEN

£200

“

THE 992 IS THE CANVAS OF CHOICE, THIS TIME AROUND, AND IT'S PREMIUM IN TYPICAL MADE IN THE USA STYLE WITH PIGSKIN SUEDE, MESH AND REFLECTIVE DETAILS COMBINING ACROSS THE UPPERS.

”

This season, New Balance and JJJJound are back. And, once again, they explore the concept of 'everyday' that was first ideated on the super-limited 990v3.

The 992 is the canvas of choice, this time around, and it's premium in typical Made in the USA style with pigskin suede, mesh and reflective details combining across the uppers. They're covered in a vintage hiking-inspired forest green, reminiscent of the vibrant woodlands, while a double-dose of tech in the sole – ABZORB® and ENCAP® – provide all the comfort synonymous with the famed 99x line. It's all wrapped up with the Montreal-based design studio's simple branding at the heel, sitting on the plaque usually reserved for USA.

- Pigskin Suede Uppers
- Mesh Underlays
- Reflective Details
- ENCAP® & ABZORB® Technology
- Rubber Outsole
- Made in the USA
- Style Code: M992JJ

NEW BALANCE X JJJJOUND M992JJ - MADE IN USA

Green

£200

Draw closes on 20/08/2020 @ 00.01 BST

Provide your details to enter the draw to purchase New Balance x JJJJound M992JJ - Made in USA. We'll select winners randomly and notify you within 3 hours of the draw finishing.

SIZE

Select a size

SHIP TO

Choose a shipping address

PAY WITH

Choose a payment method

I understand that if I win the draw, the item will be dispatched and will be automatically charged £200 plus £5.99 shipping

ENTER DRAW

END.

DRAW CLOSES IN

01 : 10 : 30 : 20

DAYS HOURS MINUTES SECONDS

NEW BALANCE X JJJJOUND M992JJ - MADE IN USA

GREEN

£200

“

THE 992 IS THE CANVAS OF CHOICE, THIS TIME AROUND, AND IT'S PREMIUM IN TYPICAL MADE IN THE USA STYLE WITH PIGSKIN SUEDE, MESH AND REFLECTIVE DETAILS COMBINING ACROSS THE UPPERS.

”

This season, New Balance and JJJJound are back. And, once again, they explore the concept of 'everyday' that was first ideated on the super-limited 990v3.

The 992 is the canvas of choice, this time around, and it's premium in typical Made in the USA style with pigskin suede, mesh and reflective details combining across the uppers. They're covered in a vintage hiking-inspired forest green, reminiscent of the vibrant woodlands, while a double-dose of tech in the sole – ABZORB® and ENCAP® – provide all the comfort synonymous with the famed 99x line. It's all wrapped up with the Montreal-based design studio's simple branding at the heel, sitting on the plaque usually reserved for USA.

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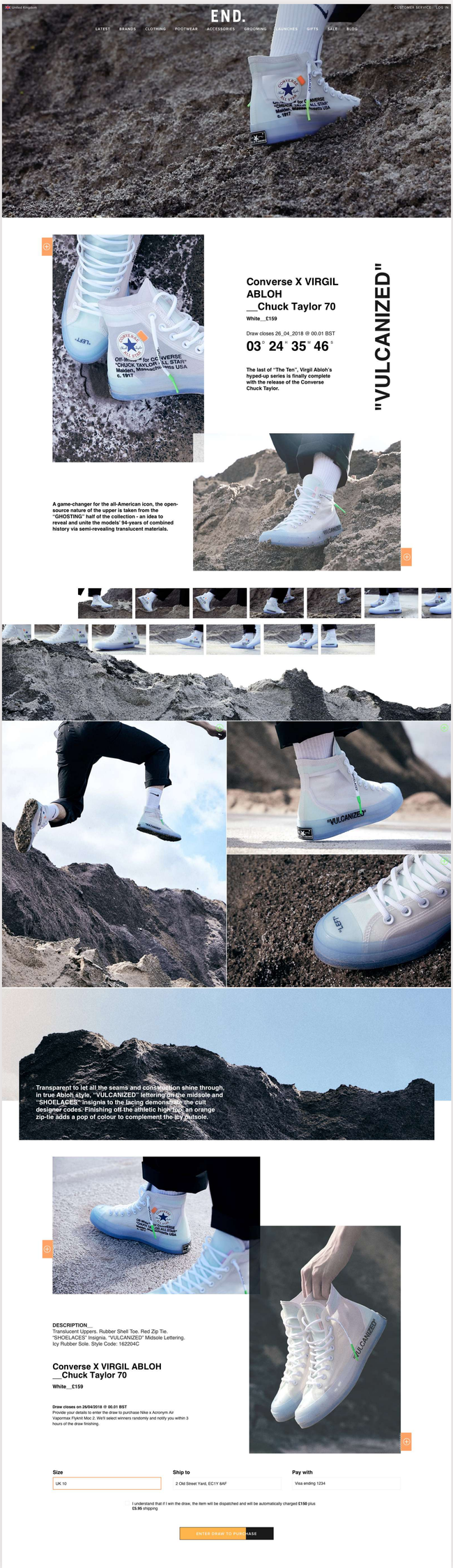
Choose a payment method

I understand that if I win the draw, the item will be dispatched and will be automatically charged £200 plus £5.99 shipping

ENTER DRAW

Off-White x Converse



Puma

United Kingdom
END.
CUSTOMER SERVICE
LOG IN
LATEST
BRANDS
CLOTHING
FOOTWEAR
ACCESSORIES
GROOMING
LAUNCHES
GIFTS
SALE
BLOG
SHADOW RISE
PUMA X END. THUNDER
Puma Black & Dark Shadow £110
DRAW CLOSES IN
13 24 35 46
Stepping out from within the shadows, PUMA's Thunder returns, delivering the 'Shadow Rise' in collaboration with END.
END.
In the wake of its predecessors, the latest Thunder silhouette brings dimension and architecture with a pared-back recolouring. Embracing the new era of sportswear with a solid stance that refuses to falter, ride the wave of the dad-core movement with the PUMA x END. Thunder 'Shadow Rise' at your feet.
THE PUMA X END. THUNDER 'SHADOW RISE' PACKS THE POWER OF A STORM; WALKING INTO A CALM, SERENE ENVIRONMENT WITH THE COUNTERMOVEMENT FROM THIS SEASON'S CHUNKY SNEAKER TREND.
Commanding attention with a minimalistic aesthetic, the sneaker's grand architecture combines black nubuck and leather with a stacked white sole underfoot. The perfect setting for dual-branding, the pull tab and cork footbed find light in the shadows, with earthy wooden suedes and concrete leather overlays wrapping around the heel. An extension of the IMEVA cushioned midsole, a semi-translucent gum rubber outsole takes the sneaker to new heights.
DESCRIPTION
- Nubuck & Leather Uppers
- Suede Overlays
- Mesh Lining
- Dual-Branded Cork Footbed
- Dual-Branded Heel Pull
- IMEVA Midsole
- Gum Rubber Outsole
- Style Code: 368511-01
PUMA X END. THUNDER "SHADOW RISE"
Puma Black & Dark Shadow £110
Provide your details to enter the draw for END. x Puma Thunder 'Shadow Rise'. We'll select winners randomly and notify you within 3 hours of the draw finishing.
Size
UK 10
Ship to
2 Old Street Yard, EC1Y 8AF
Pay with
Visa ending 1234
I understand that if I win the draw, the item will be dispatched and will be automatically charged £110.00 plus £5.95 shipping.
ENTER DRAW
ENTER DRAW

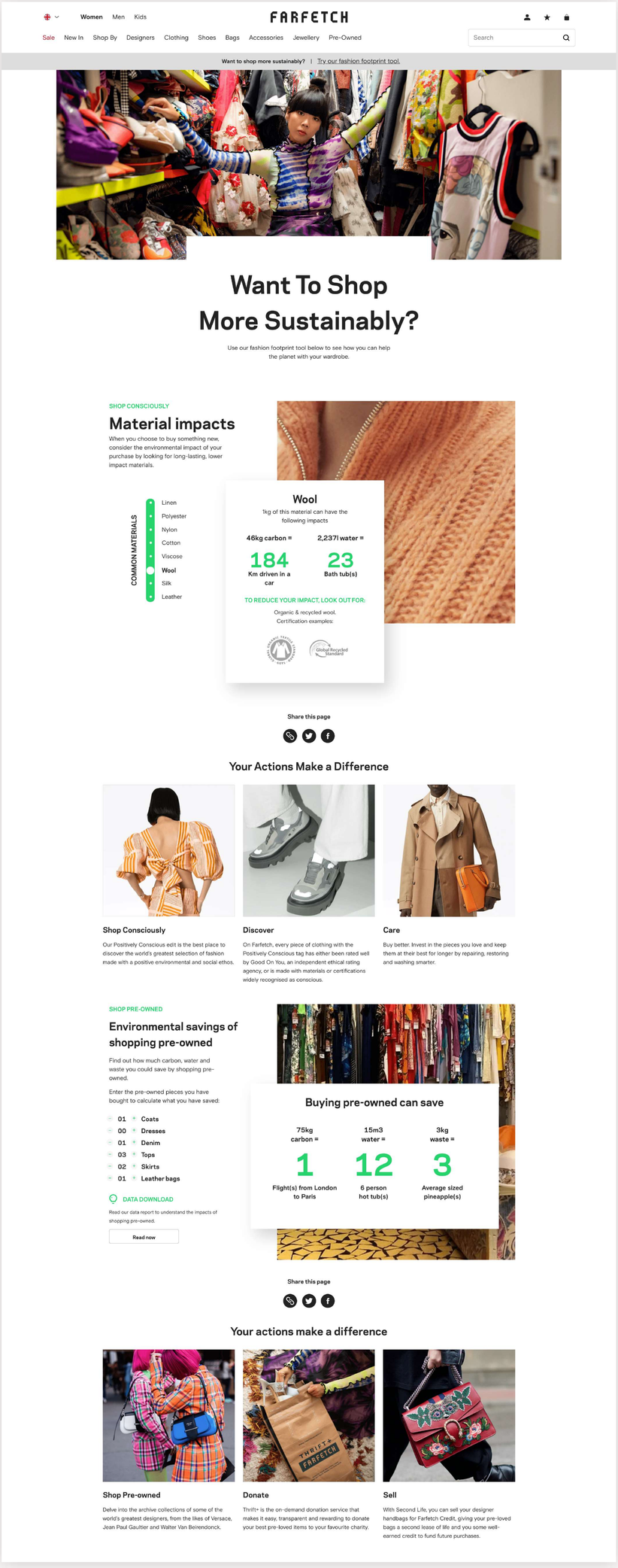
Farfetch

During my time at Farfetch, I was part of the Marketing Experience Team.

Between managing the team, I worked on a customer-facing interactive, responsive online tool for the Sustainability Team to show the positive impacts of purchasing pre-loved clothing and accessories.

You can view the live tool at:
farfetch.com/uk/fashionfootprinttool

Fashion Footprint Tool



Hibana

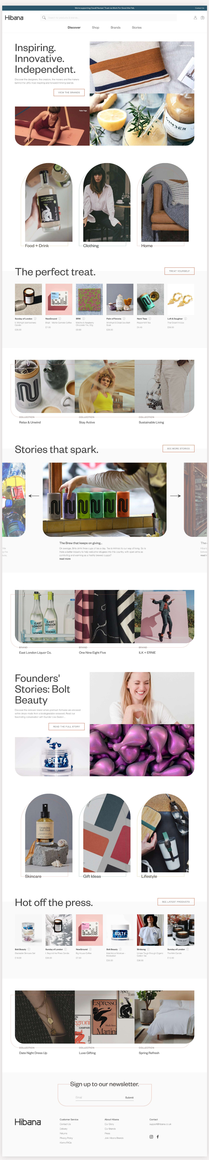
Hibana are a conscious new e-tailer that wanted a story-led experience for their MVP website. I also worked with them on some print & social collateral.

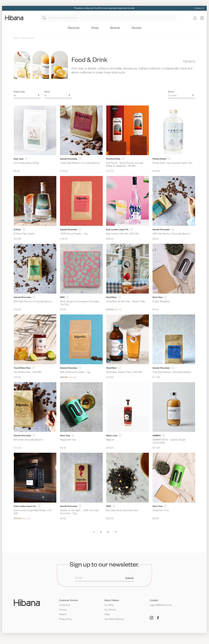
The shapes used across the site are taken from the negative space of the logo & help with the vision of strolling throug a shopping arcade, browsing in the windows.

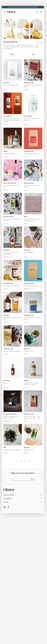
Plenty more to come with Hibana soon! Check back for part two ;)

hibana.co.uk

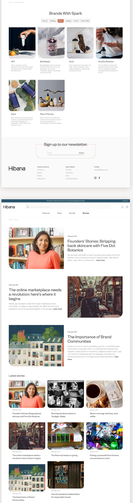
UI design

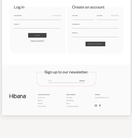

Hibana
Discover
Shop
Brands
Stories
Inspiring. Innovative. Independent.
Food + Drink
Clothing
Home
The perfect treat.
Stories that spark.
Founders' Stories: Bolt Beauty
Skincare
Gift Ideas
Lifestyle
Hot off the press.
Sign up to our newsletter.
Hibana


Hibana
Discover
Shop
Brands
Stories
Food & Drink
Sign up to our newsletter.
Hibana



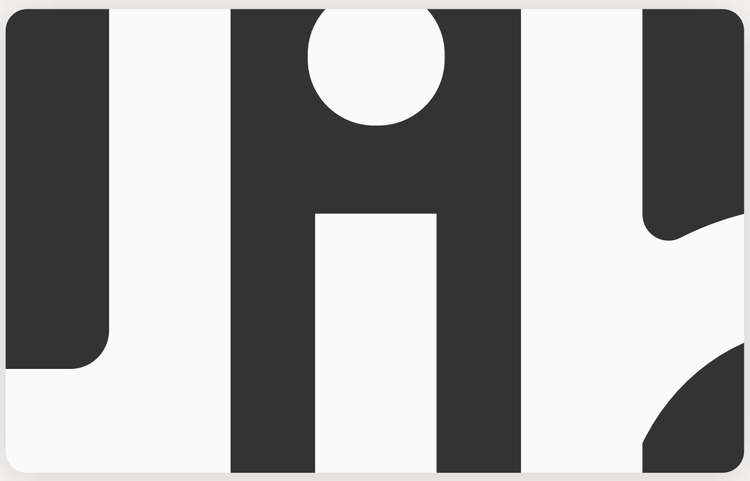
Hibana
AKT London
You might also like
Sign up to our newsletter
Hibana

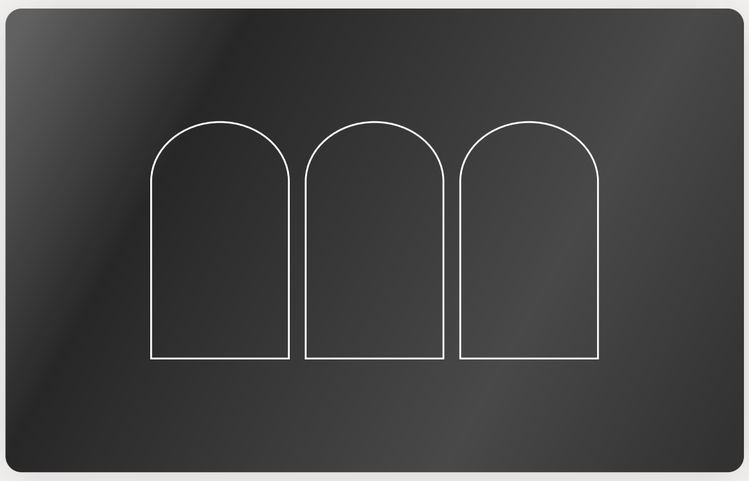

Hibana
Brands With Spark
Sign up to our newsletter
Hibana

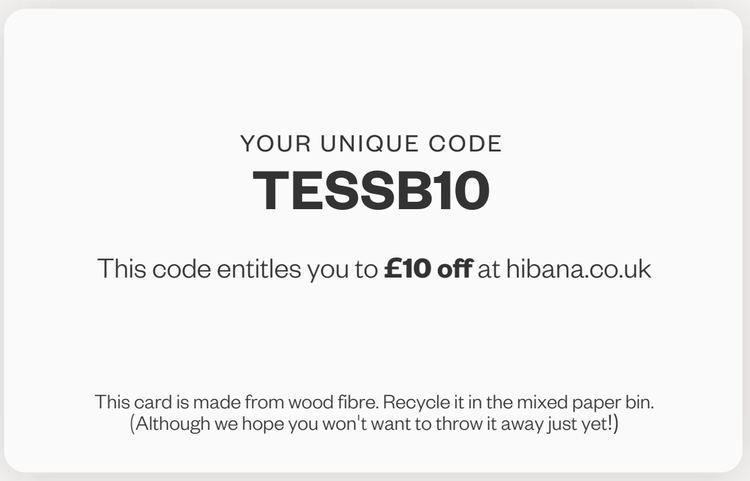

Hibana
Log in
Create an account
Sign up to our newsletter
Hibana

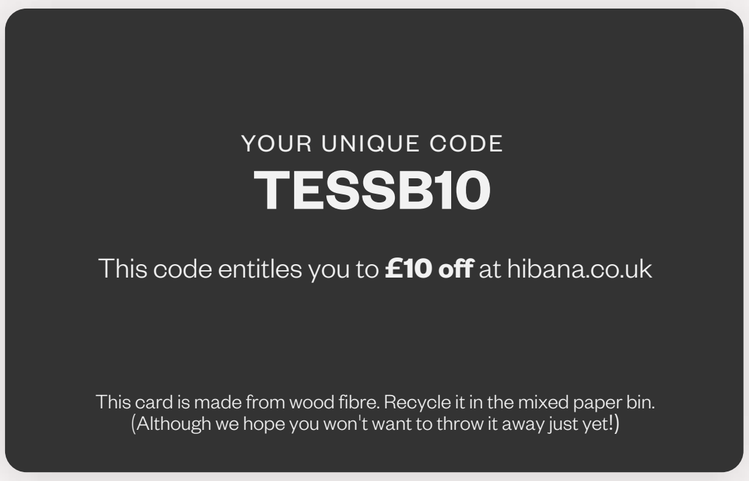
Hibana
Sign up to our newsletter
Hibana

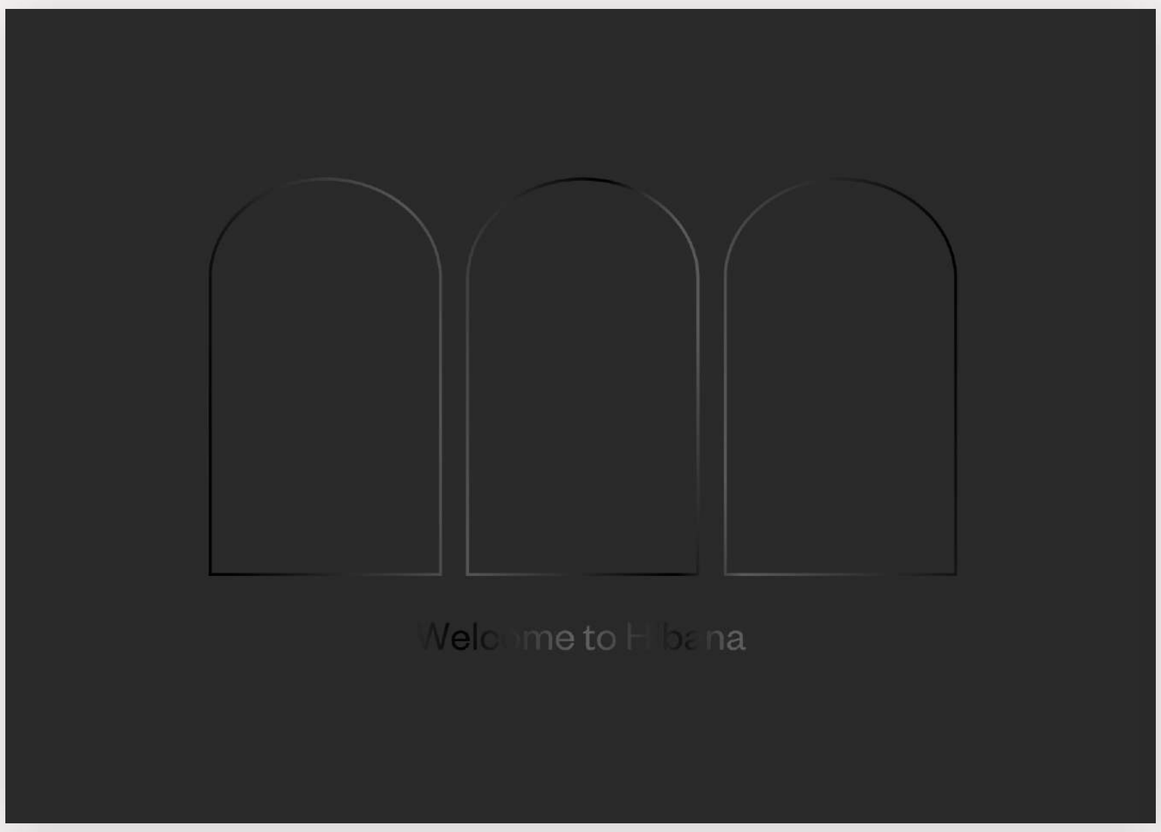
Print design

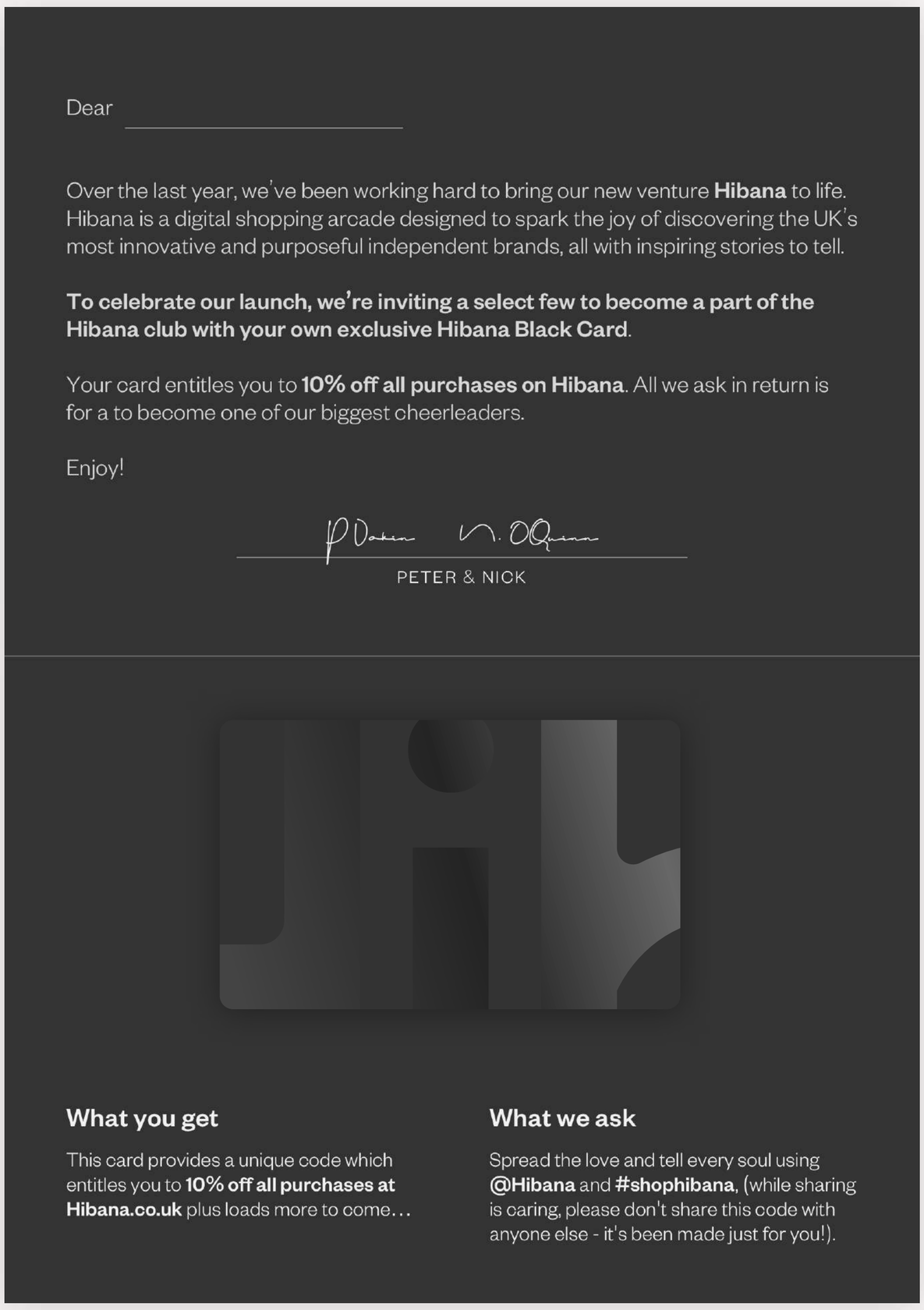






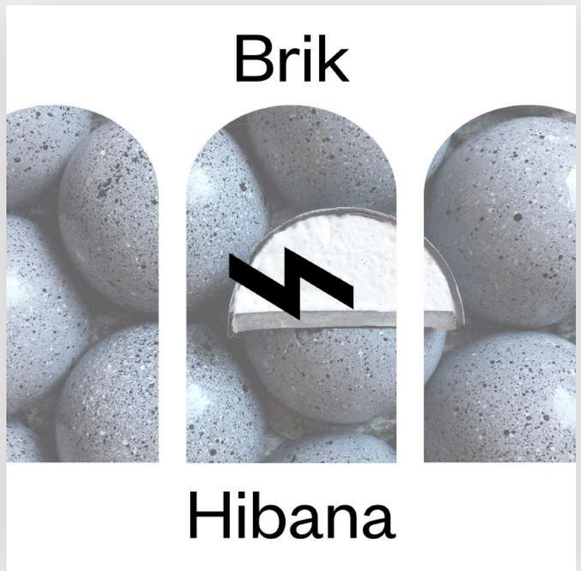


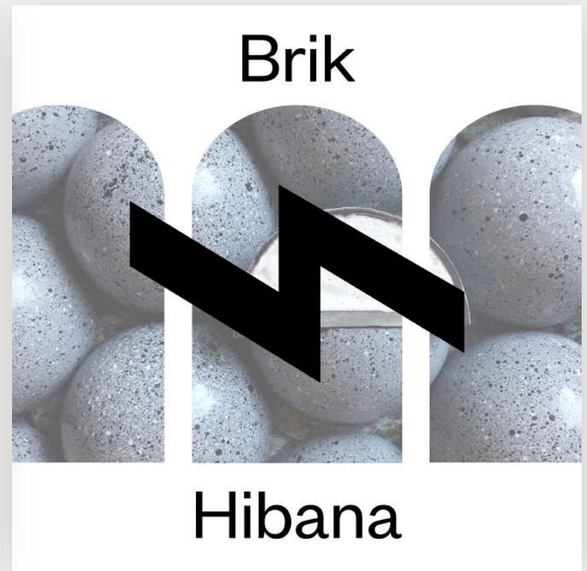




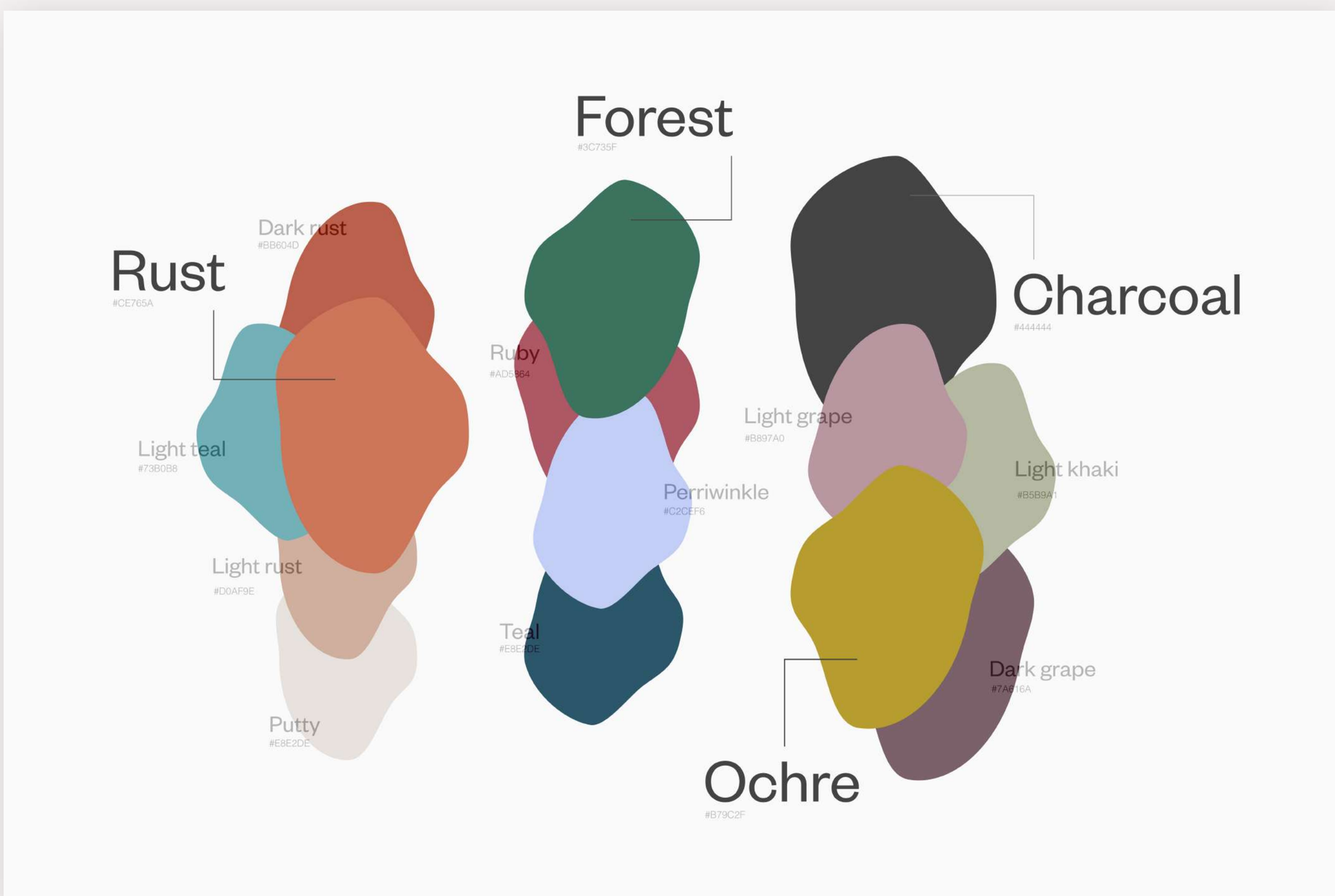
Other

Brik
Hibana


Brik
Hibana


Brik
Hibana

Hibana
Brik


Forest
#3C735F
Rust
#CE765A
Dark rust
#BB604D
Light teal
#73B0B8
Light rust
#D0AF9E
Putty
#E8E2DE
Ruby
#AD5364
Perriwinkle
#C2CEF6
Teal
#E8E2DE
Charcoal
#444444
Light grape
#B897A0
Light khaki
#B5B9A1
Dark grape
#7A616A
Ochre
#B79C2F

Free-In

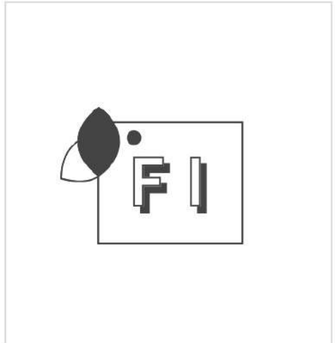
The Free-In team are looking to build a unique platform for booking bespoke holidays & buying international produce through users sharing their experiences.

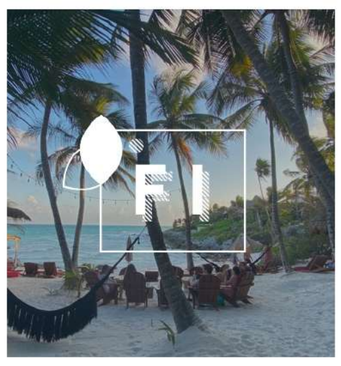
I've worked on the project as a whole, from mapping the site architecture to branding, UI design & creating a bespoke icon set.

Branding

LOGO V1

LOGO V2





TYPOGRAPHY

TITLE Lemon Milk Medium

BODY Recoleta Regular

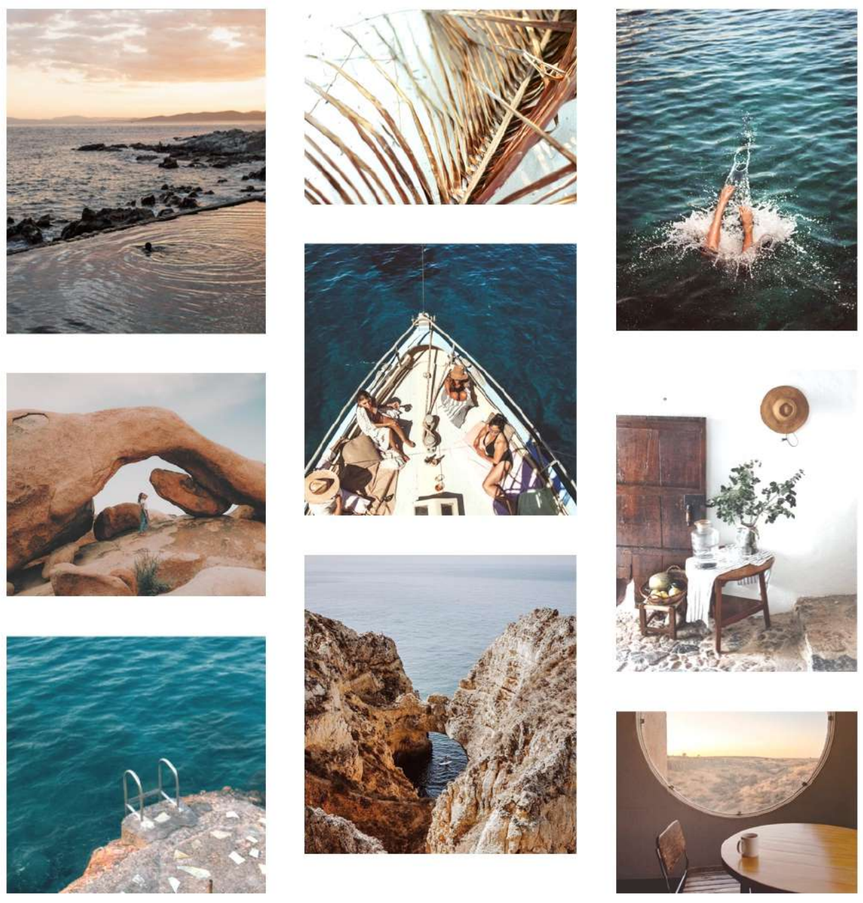
CTA Lemon Milk Medium

YOUR ADVENTURE STARTS HERE

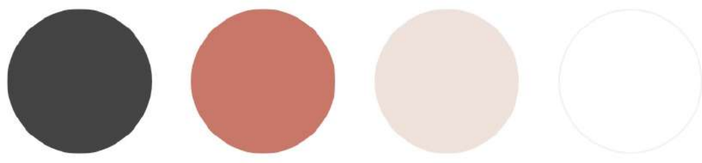
Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo.

LOG IN

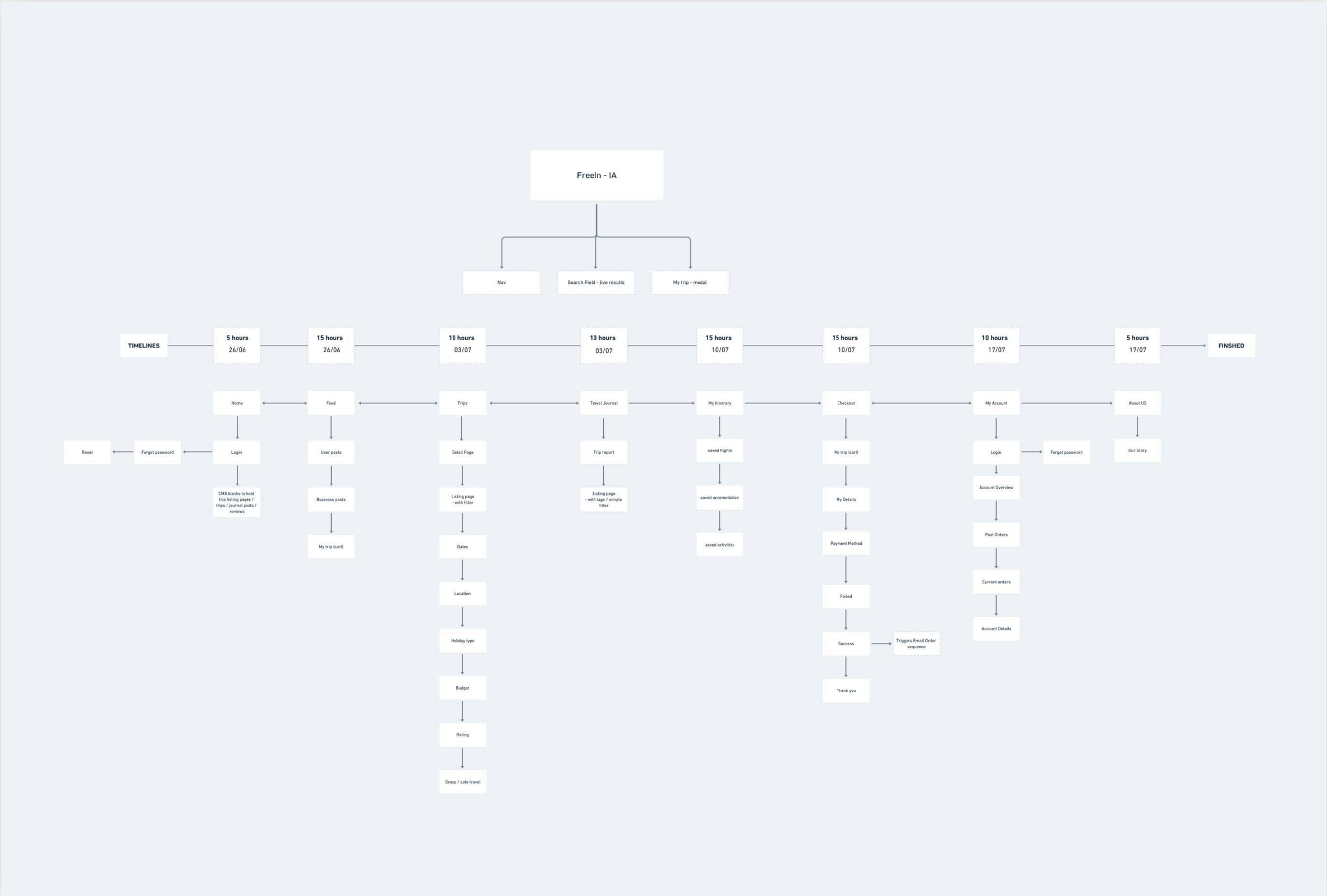
IMAGERY STYLE



COLOUR PALETTE

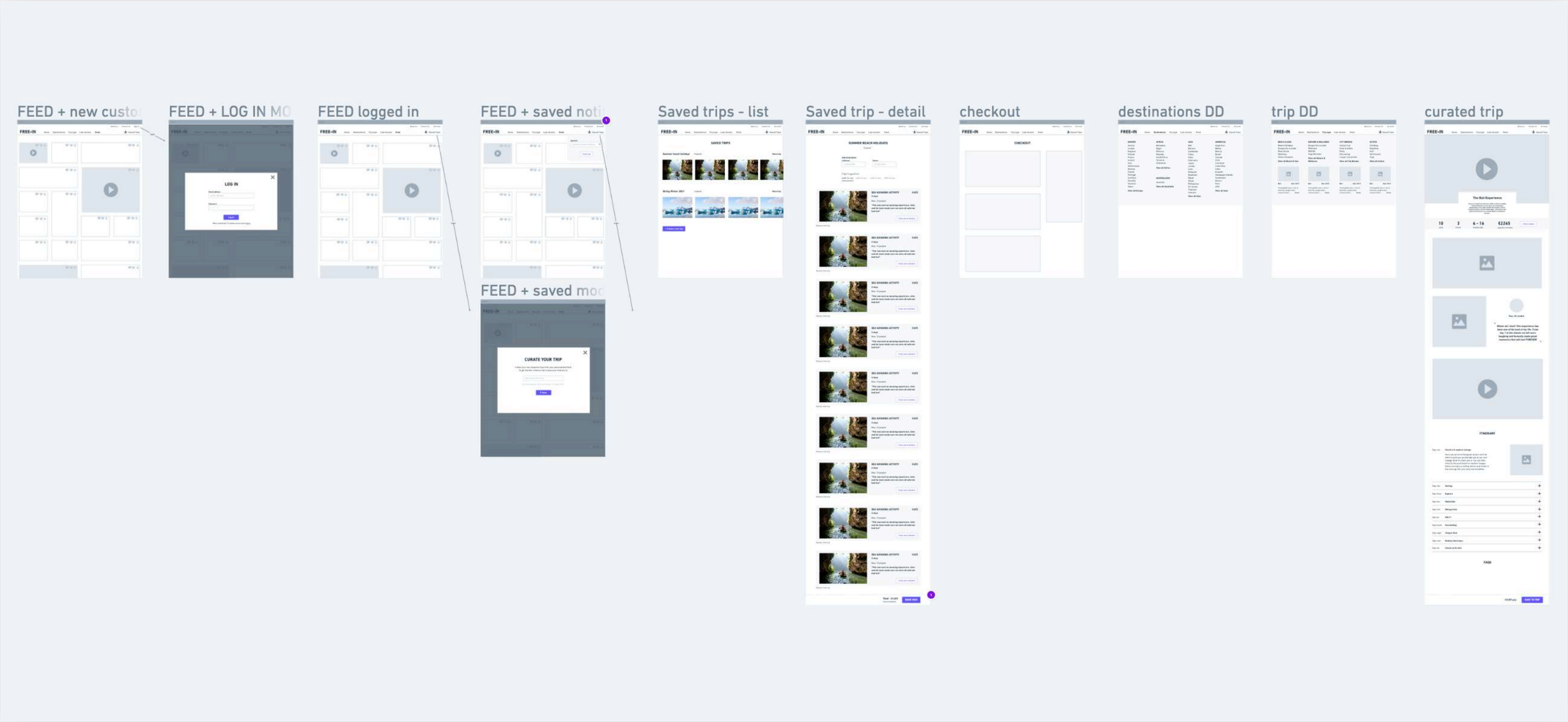


Information architecture



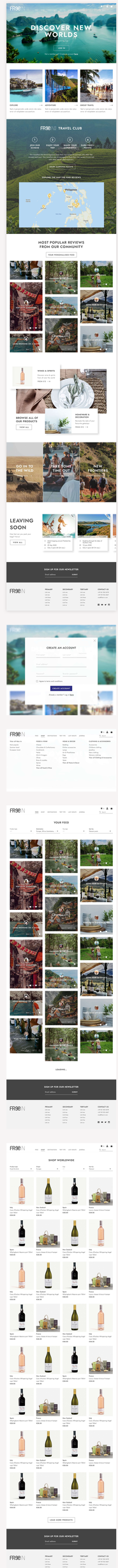
Free-In

Site wireframing



Free-to

UI Design examples



t—b

Stay in touch

Tess Bergin - Company Director

tessbergin.design@gmail.com
www.tessbergin.com
07912 664 050