



PORTFOLIO

DESIGN • ILLUSTRATION • PHOTOGRAPHY

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STEVEN BRYANT



VSFIGHTING SERIES

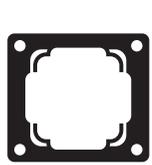
Design /Photography

THE BRIEF

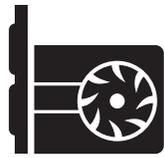
From having its very first event in 2010, VS Fighting has grown to become the UK's largest event for competitive fighting games such as Street Fighter, Tekken, Mortal Kombat and more. Competitors from all over the world travel to Birmingham every year for the chance to be called the best in the world in their respective games. Since the beginning, I have been responsible for the marketing and promotion of the VS Fighting Series.

THE OUTCOME

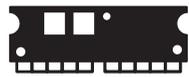
Over the years, I have had a flexible role during VS Fighting events. I started out initially designing the main poster for the events, but I then graduated to live streaming the events, taking event photography, creating marketing collateral such as adverts and pull up banners, all the way up to handling their social media channels and engaging with queries from event attendees and more.



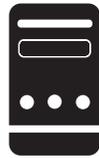
CPU



GRAPHICS CARDS



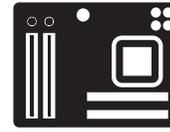
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STORAGE



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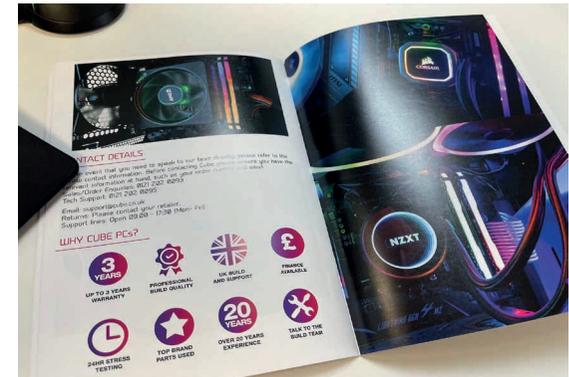
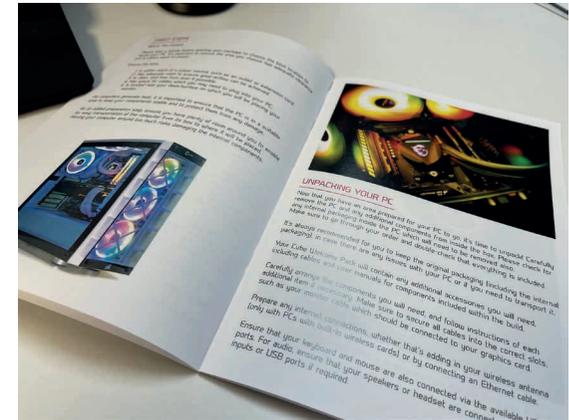
Print/Digital Design

THE BRIEF

Box Ltd are a company that specialise in tech, selling products such as laptops, TV's, gaming monitors and computer components. In the summer of 2018, Box went through a massive re-branding campaign. The overhaul included their existing brand identity and company website. During this time, I was brought on board to assist the design team with the changeover, and to create additional design materials.

THE OUTCOME

The first things I created for the website were the quick select icons for a number of their major product categories. These would be used to help customers find what products they were looking on the company website, at a glance. Once the re-branding period was over, I produced POS displays for their showroom, website banners, email newsletters, magazine advertisements and more.



CUBE CUSTOM GAMING PCs

Branding / Print Design

THE BRIEF

Cube specialise in building custom gaming PCs and have been established in the industry for over 20 years. In the summer of 2019, they decided that their branding needed a refresh to better reflect their status and premium nature of their products. I was also asked to create a brand new website for them that would be bold and dynamic.

THE OUTCOME

After discussing a number of potential options, the above logo was chosen as their new brand logo. It was said that it perfectly captured the brand's ethos and message, and that it would be adaptable across a range of platforms. I then went on to create their new website and brochure, which were dark in nature, with the intention of helping the logo and the products remain the focus.



CHILD CARE FOR YOU

Layout Design

THE BRIEF

I was asked to design and create a brand new lifestyle magazine based around child care. The magazine would feature news, tips and advice all based around parenting, nutrition and other topics of interest. The target audience for this magazine was mainly parents with children of all ages, but could also be found useful for nursery teachers, carers and child minders.

THE OUTCOME

While designing this magazine, I decided to colour code each of the main sections throughout so that it was easier to find the necessary information you were looking for. Each section is in chronological order and goes from pregnancy all the way up to preparing your child for school. The Childcare For You magazine has been distributed to nurseries throughout the UK, and is currently being prepared for the US market.



PRYDE APPAREL

Photography

THE BRIEF

Pryde Apparel are a clothing company based in Dallas, Texas and they provide various clothing options to E-Sports companies across the globe, such as Shirts, Hoodies and Caps. I was contacted by them to conduct a Lifestyle shoot for their Spring/Summer 2019 Collection, some natural event photos, and also a promo video for social media.

THE OUTCOME

The main shoot took place in August 2019 in Birmingham, and the idea behind it was for it to have an urban, but modern feel. The shoot featured their upcoming clothing line and a few exclusive pieces too. The Promo trailer I produced mixed in footage from the shoot and also event footage. Everything produced was very well received and Pryde Apparel are currently preparing their upcoming clothing collection.



ELF ON THE SHELF

Illustration

THE BRIEF

The Elf on The Shelf project was a Christmas competition ran by Box Ltd. The idea of it was that they would hide the elves on different product images on their site, and would provide clues on their social media channels, to where they were hiding. The first person to find them each day would receive discount vouchers that could be used on the site. This campaign ran for Five days with Three clues being given out per day.

THE OUTCOME

I was asked to oversee this campaign, designing the Elf characters and showing them interacting with each of the products chosen for the daily competitions. I enjoyed thinking of cool and fun ways that the two Elves would interact with each product and the competition was a success overall with plenty of online interaction and feedback.

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parentpower

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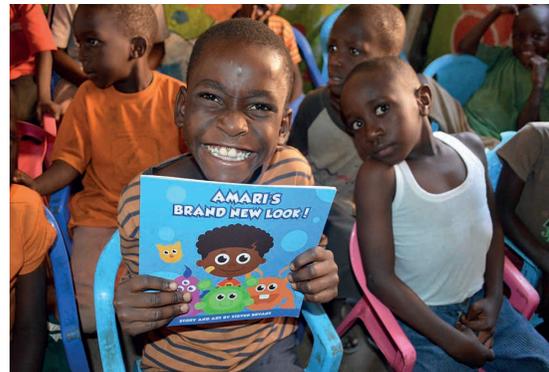
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FREELANCE WORK

Print Design

THE BRIEF

Throughout my design career, I have also undertaken many 'one-shot' projects, mainly to do with events promotion and marketing. These works consist of flyers, posters, branding design, and more. I enjoy these kind of projects because, depending on the brief, I can get quite creative in terms of the presentation and execution of the final design solution.



LITTLE MILO BOOKS

Branding / Illustration

THE BRIEF

Growing up, I always had a passion for reading and illustration. Later on, as my design career developed, I found myself creating more graphic design work, rather than exploring character design and illustration. In the summer of 2017, I decided it was time to go back to my roots and write and illustrate a series of children's books.

THE OUTCOME

Since starting off with my 1st colouring book in October 2016, Little Milo Books has grown to include Story Books, Stickers, Birthday cards, toys and more. My main reason for creating these children's books was due to the lack of diversity in the publishing industry. Since starting Little Milo Books, I have had features on BBC News and The Sunday Express Newspaper. I have also attended a number of school workshops and events based around entrepreneurship, self confidence and more.



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