

# RUBY KERR

## BA (H) GRAPHIC DESIGN



Hi, I'm Ruby, an enthusiastic graphic designer from Brighton, who enjoys using the power of design to solve practical problems and inspire social change. During my time at Trent, I've created "The Not So Green Man" to highlight air pollution, rebranded Dijon mustard to bring out its artistry and produced a shrinking book that illustrates the size-mic suffering of migraine sufferers. My work employs a blend of analogue and digital tools, especially when it comes to designing packaging like in my Seashire project. Plus an extensive use of photography to bring an extra dose of realism. My main influences stem from my Japanese heritage, and a love of simplistic yet bold design. My style is more minimalistic, but explores the complexities of shape and colour. I've discovered a passion for brand strategy as well as campaigns and am seeking exciting opportunities to broaden my industry experience within these areas. Thank you for browsing my work, I hope you enjoy :D



### CONTACT

WEBSITE

INSTAGRAM

LINKEDIN



GRADUATED 2021  
#WEARECREATIVESNTU