



HARRY BAYFIELD DESIGN PORTFOLIO

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Experience

Warner Music 2022 - Present

Designer (Merchandising)
Artists: Ed Sheeran, Alt J, Biffy Clyro, Blur, Bowie, Dua Lipa, New Order, Fred again..., Gorillaz, Jamie T, Liam Gallagher, Michael Bublé, Pet Shop Boys, Roxy Music, Sugababes, etc

Walker Books 2020 - 2022

Designer and Artworker
Brands: Where's Wally/Waldo, Maisy Mouse and Guess How Much I Love You

Cartoon Network 2018—2020

Fashion and Product Designer
Clients: Primark, Zara, Footlocker, Bizuu, ASOS, Daisy Street, Koton, TBOE, Funko
Brands: Rick and Morty, Powerpuff Girls, Adventure time

BBC and the Moment 2018

Animation Consultant
Clients: BBC The Space

Map Marketing, Butler and Hill 2017—2018

Junior Graphic and Product Designer
Clients: National Geographic, LL Bean, RLNI, ect

Education

2015-2016 MA Creative Advertising at Falmouth University
2012—2015 BA Hons Animation and VFX at Falmouth University

Skills

Graphic Design

Typography, Packaging, Poster Design, Logo Design, Branding, Corporate Identity, Illustration, Editorial Layout, Catalogues, Business Card & Stationery Design, Advertising, Web Design, Window Display Design, Signage, Photo Retouching, Photography

Illustration

Hand Drawn, Pen and Ink Illustration, Print Illustration, T-shirt Design, Style Adaptation, Hand Drawn Digital Illustration, Vector Graphics, Watercolour

Fashion Design

Placements, Badges, Typography, AOP patterns, Licenced Integration, Trend Identification, Product Mockups, Textile & Print Design, Photography,

Animation

2D Hand-drawn animation, 2D Animation (Vector-Based), Motion Graphics (Typography, Animated Logos), Stop Motion (Claymation, Cut-Outs)

Software

Advanced Knowledge Illustrator, Photoshop and InDesign

Moderate Knowledge AfterFX, Maya, Mudbox, Sketch



WARNER MUSIC
TOUR & RETAIL



WARNER MUSIC GROUP



Anne-Marie

Dysfunctional Tour

Warner Music

Here is the tour range I designed for Anne-Marie's Dysfunctional Tour 2022. All the artwork was drawn from scratch or incorporated the artist's photography. This was one of my first briefs at Warner.





Ed Sheeran

Zara Kids Retail

Warner Music

Here is a recent retail range for Zara Kids consisting of licenced Ed Sheeran merchandise. The concept revolved around having a strong sense of street style while still fitting with Ed Sheeran's existing image.





Fred Again..

Tour and D2C

Warner Music

This is a range of garments for the artist Fred again.. some of these designs were used for his worldwide tour, as well as selling on his e-comm website.

These designs are embroidered from digital illustrations I created for the project.





Various Artists

Tour and D2C

Warner Music

Here are a number of designs I created for various artists in the Warner roster.

I very much enjoyed working on ranges that incorporated my illustration and typography skills.



Alt J
Awesome Wave Anniversary Tee



JC Stewart
22 Tour Poster



Gorillaz
Cracker Island Hoodie



Tom Walker
Tour Tee



Tones and I
Tour Tee



Dua Lipa
Cropped Tee



Roxy Music
Love Is The Drug Tour Tee



Liam Gallagher
Everything's Electric Christmas Jumper



Sugababes
One Touch 90's Tour Tee



Jamie T
Theory of Whatever Tote





FREELANCE WORK





Freelance Work

Packaging Design
Logo Design
T-shirt Design

Client: Peckham Conker Club

Collaborating with a local entrepreneur I was tasked with designing a logo, packaging and t-shirt designs for their company the Peckham Conker Club. Here are a few of the designs selected for the project.



PCC Logo (T-shirt Design)



Nut Sack Pack (Logo Design)



Spiky guy (T-shirt Design)



Pro Edition (Tin sticker Design)



Peckham String (T-shirt Design)





Freelance Work

T-shirt Design

Client: The Arch Climbing Wall

I worked with my local climbing wall to design some T-shirts for them on a freelance basis.

Here are some images of the produced shirts that are now being sold at The Arch climbing centres around London.



Monkey Brain Illustration



The Arch Banana T-shirt Design Mockups



T-shirts on sale at The Arch





WALKER BOOKS
WHERE'S WALLY?
& LUCY COUSINS



WALKER
BOOKS

**WHERE'S
WALLY?** | **Lucy Cousins**



Design and Artworking

Where's Wally? & Lucy Cousins

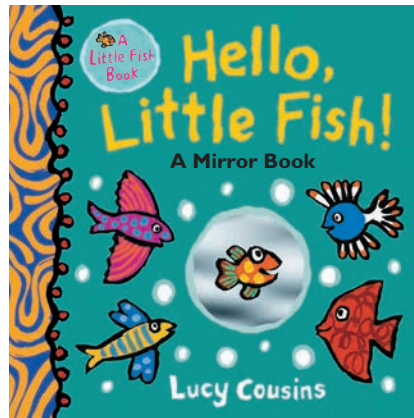
Walker Books

These are several titles I worked on during my time at Walker.

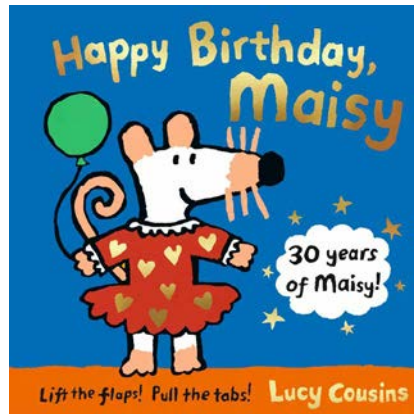
As a designer and illustrator, I created covers and inside spreads for a number of Lucy Cousins titles.

I also worked on the Where's Wally? franchise, designing and illustrating activity book titles from existing assets and creating original illustrations.

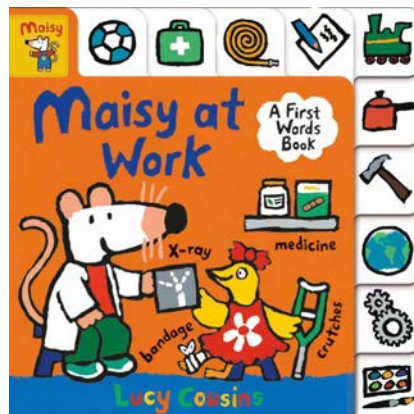
These are being sold in bookshops around the world.



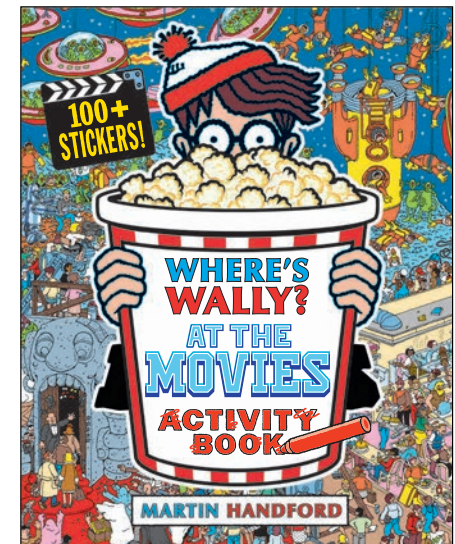
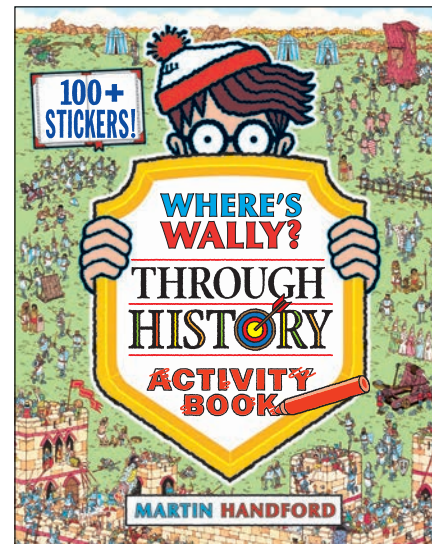
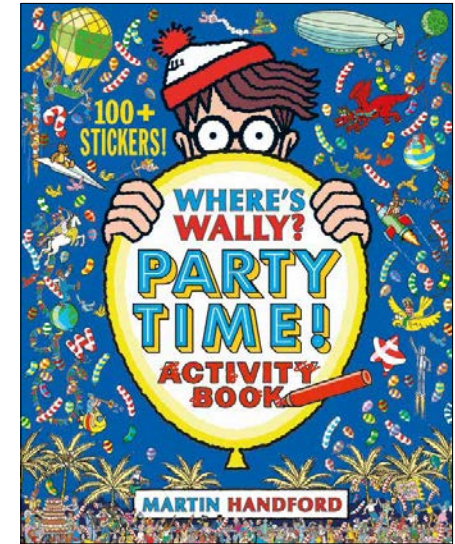
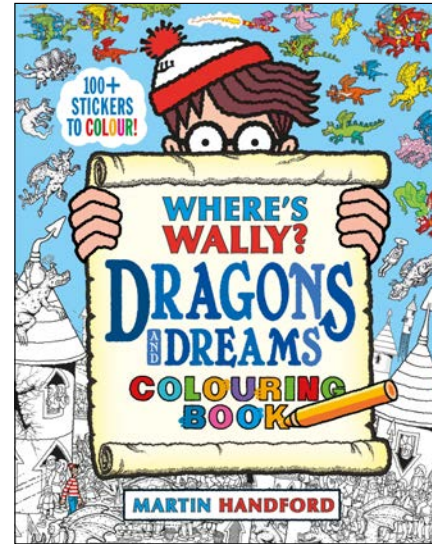
Hello, Little Fish! Mirror Book



Happy Birthday, Maisy Flip Book



Maisy at Work Board Book



Where's Wally? Activity Book Design



CARTOON NETWORK
RICK AND MORTY X H&M

H&M

RICK AND MORTY



Graphic Design

Rick and Morty

Client: H&M

Here are two examples of work I created together with my team at Cartoon Network. These designs were included within a Rick and Morty trend pack given to licensees for inspirational use.

They are currently on sale in H&M, four years after I designed the graphics, indicating the longevity of the design.





CARTOON NETWORK
RICK AND MORTY X OSTIN

O'STIN

RICK AND MORTY

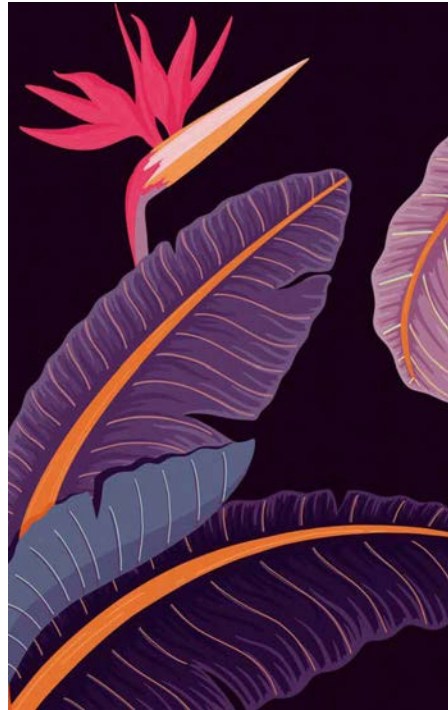


Graphic Design

Rick and Morty

Client: Ostin

A fast paced project engaging with a 'dark tropical' theme requested by the Russian high-street brand, Ostin. Work involved researching ideas to create mood-boards linking art and current fashion trends.



O'STIN

RIEK AND MORTY

66

Graphic Design

Rick and Morty

Client: Ostin

Designs were then developed based on the artwork mood-board above. They combined the Hawaiian theme with a dark but vibrant colour palette while staying true to the Rick and Morty brand.



RICK AND MORTY



O'STIN

RICK AND MORTY



Graphic Design

Rick and Morty

Client: Ostin

After sign off, the designs were mocked up as placements on clothing as well as all over surface design prints for Hawaiian style shirts.



Rick and Morty
T-Shirt Designs



O'STIN

Rick and Morty
Hawaiian Shirt Designs

RICK AND MORTY



CARTOON NETWORK
POWERPUFF GIRLS X KOTON

KOTON



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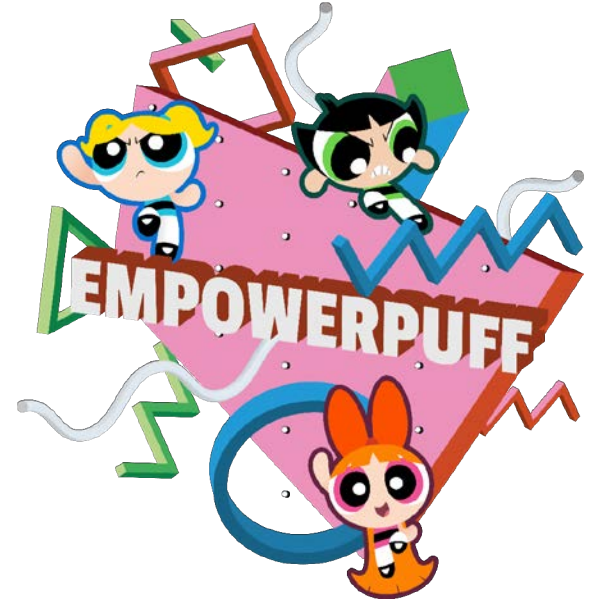
Graphic Design

Powerpuff Girls

Client: Koton

I was briefed to create artwork for Koton, a Turkish street-wear brand operating around Europe. The trend they wanted to take on was Memphis style.

These designs were to be placed upon clothing to be sold online and in-store.



KOTON

the
POWERPUFF
GIRLS



Graphic Design

Powerpuff Girls

Client: Koton

After providing positive feedback the team at Koton they requested the designs of in-store posters, banners, standees as well as floor stickers to be placed in shops.

This was a great opportunity to work on a multi-disciplinary project, designing clothing and promotional material.

As the typeface was of my own creation, after the success in Turkey, they asked to me modify the assets so that they could run with a UK audience.



Powerpuff Girls Poster



Powerpuff Girls Floor Sticker



Powerpuff Girls Poster



Powerpuff Girls Poster
(English)



Powerpuff Girls Standee





Graphic Design/3D Design

Powerpuff Girls

Client: Koton

Here are some images of the designs being used in-store in Turkey.



Powerpuff Girls T-shirts in-store



Powerpuff Girls Display in-store



DIGITAL & PRINT MEDIA



Social/Poster Design

Cartoon Network, Map Marketing

Clients: Koton, Primark

Examples of assets created for both digital and print, including a cover for the Cartoon Network magazine, poster for the launch of Rick and Morty in Primark as well as online banners advertising the sale of items whilst in a previous role at an ecom business.



Rick and Morty Promo Booklet Licensing Awards



All Jigsaw Puzzles Christmas Social Media Post



Rick and Morty Promotional Poster Primark



Cartoon Network Cartoon Network Magazine (Spanish)



All Jigsaw Puzzles Christmas Social Media Post



PRODUCT DESIGN

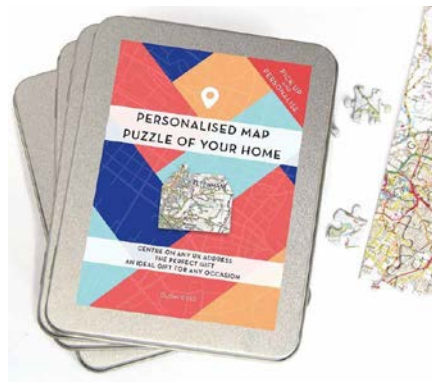


Product & Packaging Design

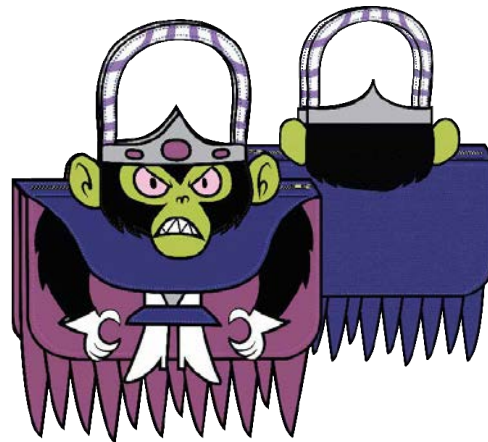
Cartoon Network, Butler and Hill

Clients: Daisy Street, Tic Tac, Primark

Examples of 2D visualisations created to accompany 3D products being sold including a Primark Rick and Morty Hangover kit, as well as various products such as an all girls skate range linking Powerpuff Girls and Daisy Street.



"Personalised Map Puzzle" by Butler and Hill



"Handbag Mock" by Power Puff Girls



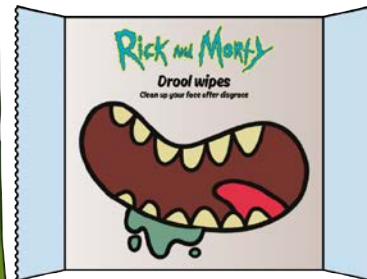
Power Puff Girls "Skateboard Mockups" for Daisy Street



Power Puff Girls - Perfume packaging for Primark



Foot Locker "Standee" Rick and Morty



Primark "Ricks Hangover Kit" from Rick and Morty (Final Left)

Rick and Morty "RicTacs" Mockups for Primark



PERSONAL WORK

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Illustration

Personal Work

Digital paintings

