

Portfolio



Kate
Hannah

Visual Communication Designer

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About me.

Great design should invite people in, not shut them out.

I'm Kate a visual communication designer based in Hull,
with an interest in concept led branding, campaigns and interactive design.
My work often explores social behaviour, accessibility and contemporary
culture through bold visual language and thoughtful communication.

Visual Communication Designer

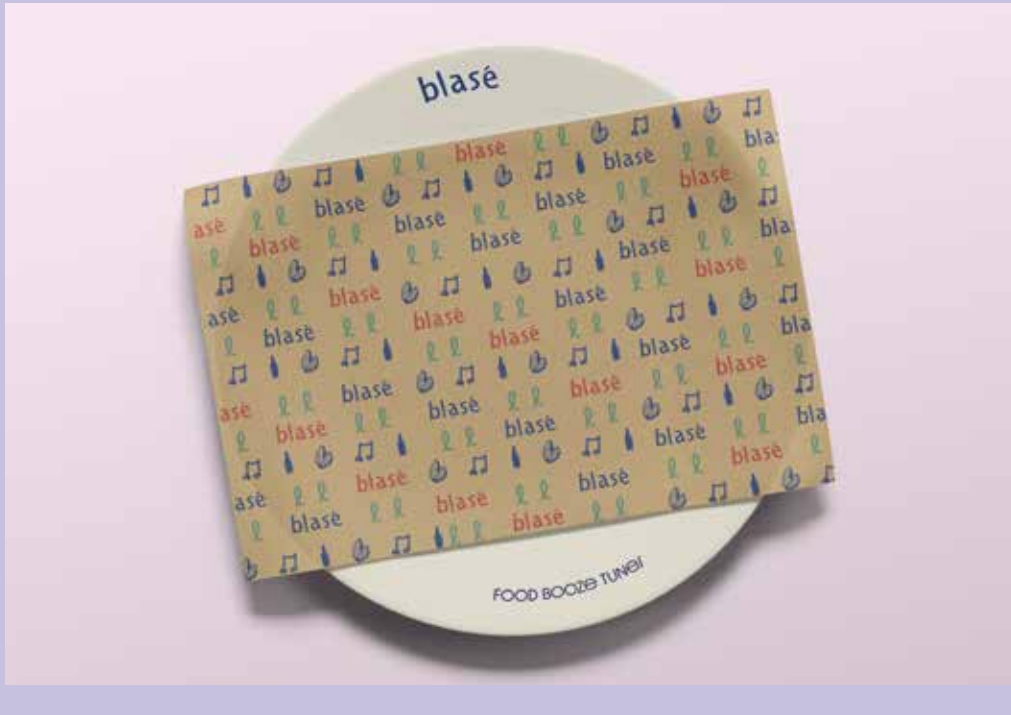
KateHannah_design@outlook.com

Blasé Kitchen

Redefining fine dining

A branding project for Blasé, a concept founded by my friend Hugo. It focuses on Michelin quality, fishforward dining. Paired with good drinks, and an atmosphere centred around live drum and bass music. Challenging traditional expectations of fine dining, striving for more inclusivity.





Blasé Kitchen

FOOD BOOZE TUNES

blasé

LATE



FRIDAY
14TH JUNE
FROM 5PM

GOOD FOOD
COLD DRINKS
NICE PEOPLE

DJ MAARS
& GUESTS

ALL NIGHT

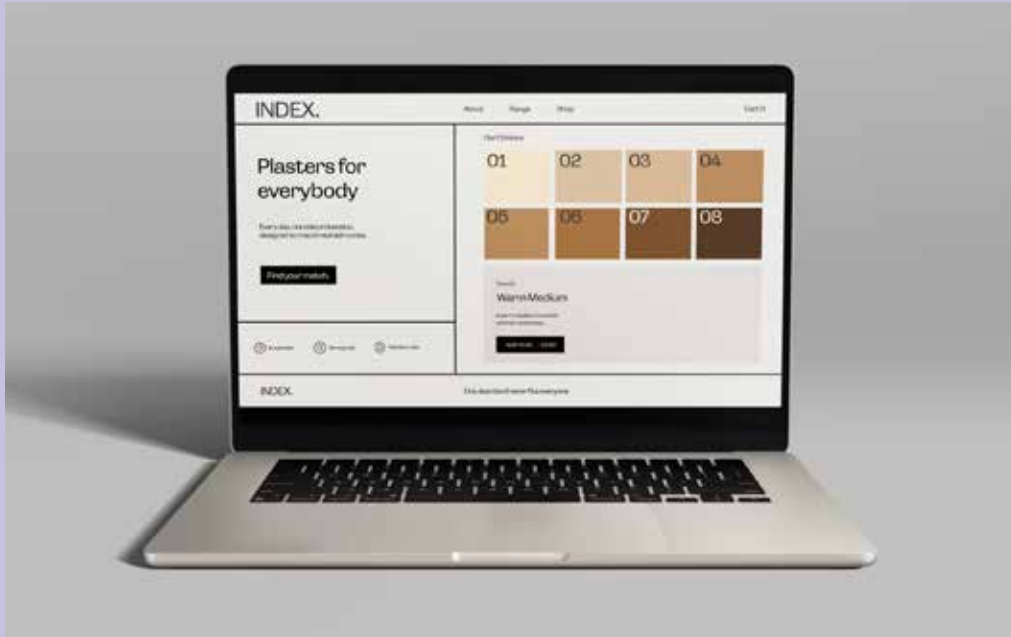
@BLASÉ_KITCHEN

Index Plasters

**One colour
was never
enough**

INDEX is a minimal plaster brand designed to match real skin tones, replacing the idea of a single “default” with a clear, numbered system and restrained, functional packaging.





Index Plasters

Same destination,
different Journey

Safety shouldn't require strategy

An interactive campaign designed to highlight the mental load often experienced by women when considering personal safety. Using a paper fortune teller format, the project guides users through layered choices that challenge male perceptions and reveal the complexity of simply travelling safely as a woman.



Same destination, different Journey

Same destination Different journey

Safety shouldn't require strategy



Scan for more information

- wooded area
- underpass
- feeling of danger
- crossing
- women's journey



Same destination Different journey

Safety shouldn't require strategy

Same destination. Different Journey explores the mental health experiences of the trail from a safety.

"It's not women ages 18-24 that experienced sexual harassment, safety behaviors reduce risk, but do not guarantee women safety."

High for the other and they both also experience different experiences.

Female Control Strategy





**Same destination,
different Journey**

Guinness Campaign

Good things come to those who...

This concept led campaign explores how Guinness can be re-framed for a more inclusive and contemporary audience, challenging traditional perceptions and broadening its appeal to women through familiar language used in new and unexpected ways.





Guinness Campaign

Thankyou

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