DIGITAL PORTFOLIO

ALISHA GORDON

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ABOUT ME

I've always had a passion for art since I was young. Always like to be prepared for any new ideas by consistently carrying a pencil and sketchbook with me. What I love about art is how much it lets me express myself.
After leaving school I attended Leicester college for 3 years gaining an A-level in fine art, graphic design and jewellery design. Then attended DeMontfort university for a year to do a foundation degree in art & design.

I got my first job in the design industry working as a graphic designer at Artform for 5 years. Working on POS retail for cosmetic brands including Rimmel, Loreal and Bourjois until 2019. Then started working in a similar role at Diam, but with a wider variety of brands. I still continue to work on my personal projects in my own time, progressing my skills.

My current role is a graphic designer at a printing company called Printvision. My role is to check customer artwork making sure it is ready for print. I am working on a variety of products for example roller banners and beanbags.
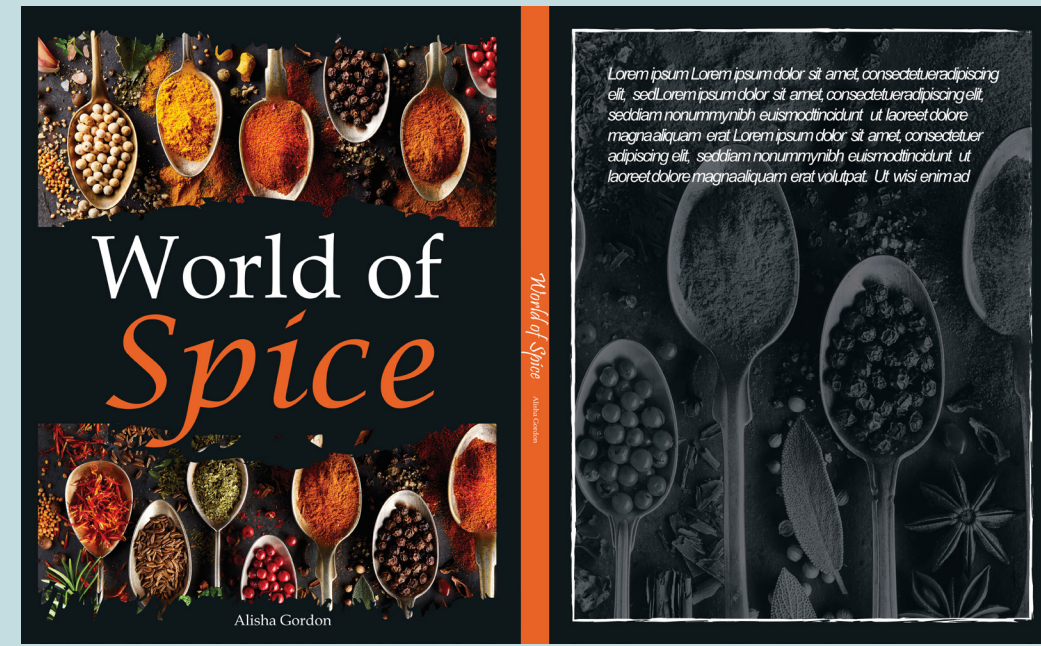
BOOK PROJECT

This project is a recipe book featuring spices from around the world. I wanted the images to highlight the vibrant colors of the food, so I chose a dark background to create contrast. For the font, I combined a script and a serif style to give the book both an informative and playful feel. I selected orange as the main color because it reminds me of turmeric, a spice often associated with warmth and flavor.
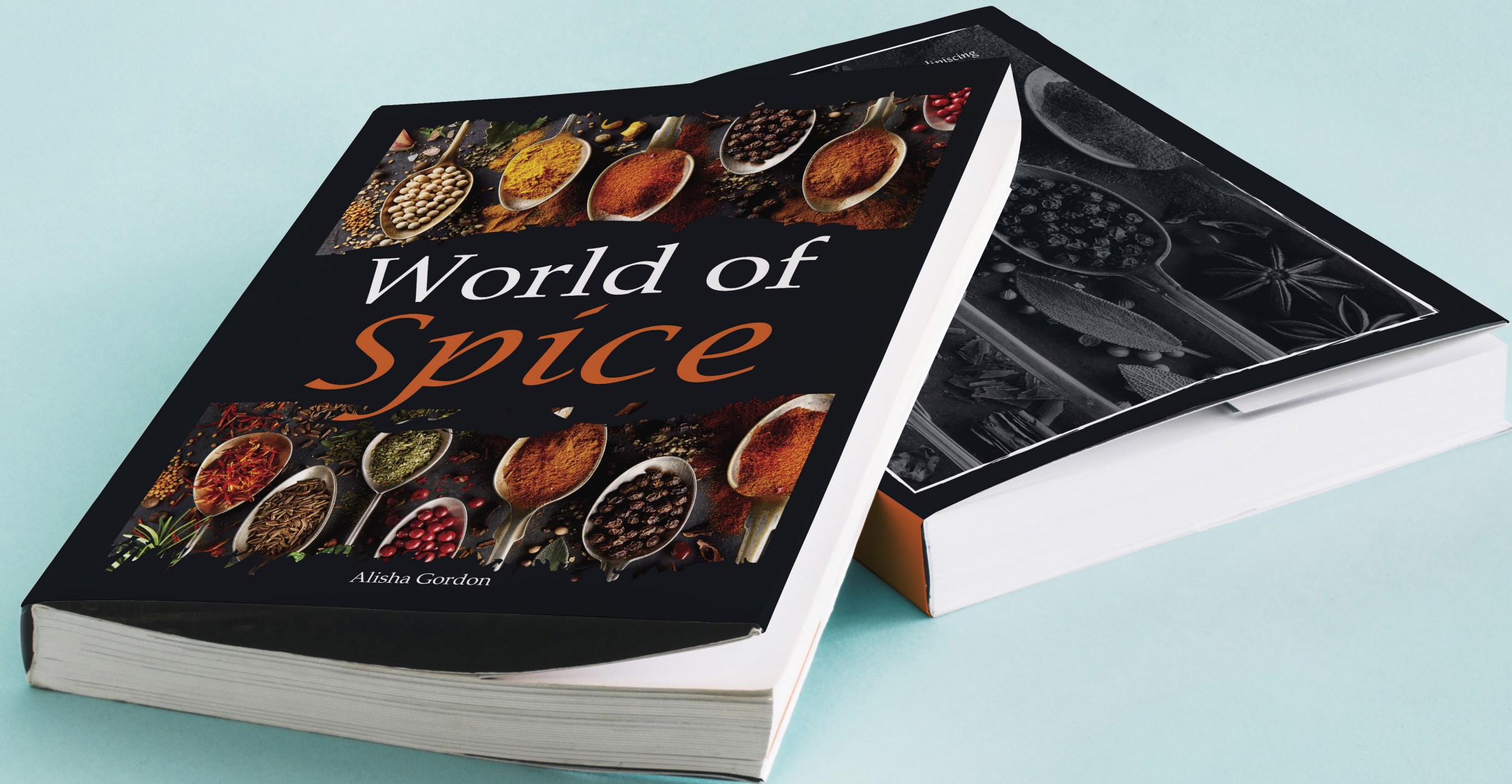
SOCIAL MEDIA

This project involved creating mock-ups for YouTube posts for a company that specializes in sharing travel hacks and tips for people traveling abroad. The goal was to design engaging and visually appealing content that would attract viewers, provide useful travel insights, and enhance the company's online presence. The designs focused on clear, eye-catching visuals and concise yet informative messaging

RUB-A-PUB PROJECT

The brief was for a site showcasing local pub menus in one place. The initial design resembled an ale badge with a rustic pastel look. Later, I adapted the template to a circular layout with bold modern colors for a fresh feel. The final design kept the circular style and vibrant colors, which the client preferred. and concise yet informative messaging to ensure maximum impact.

GORDOS GAMES

My brother asked me to design a logo for his YouTube channel, Gordo's Games, which focuses on card decks like Digimon and tournament gameplay. The first concept featured a knight inspired by a Digimon character. Since my brother loves lions, I also suggested a cartoon-style lion. The final design featured two knights in battle, which he liked the most.

MODULAR CUBE PROJECT

This is my first 3D project, where I created a bowling ball and pins. I set up the scene as a bowling alley and animated the ball rolling toward the pins for a realistic effect.

Before finalizing the render, I experimented with different viewpoints and color variations to find the best composition. For the final version, I chose a wood texture for the floor to add realism and adjusted the lighting to

MY OWN BRANDING

My concept highlights the two tools I use daily: a pencil for sketches and a graphic pen for final designs. I focused on layout first, then developed a color theme using Adobe Color. For my brand, I aimed for a friendly yet mature look, incorporating my go-to tool—the graphic pen.

BOWLING PROJECT

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CHESS PROJECT

After creating the chess pieces, I designed the board using two small squares for the black and white tiles, placed on a wooden base. I then imported and duplicated the pieces as needed, positioning them on the board and applying textures for a realistic finish. To complete the scene, I imported the chess pieces from their respective files, duplicated them as needed, and carefully positioned them on the board. Finally, I applied textures to the pieces, ensuring they had the right material and finish to enhance their realism.
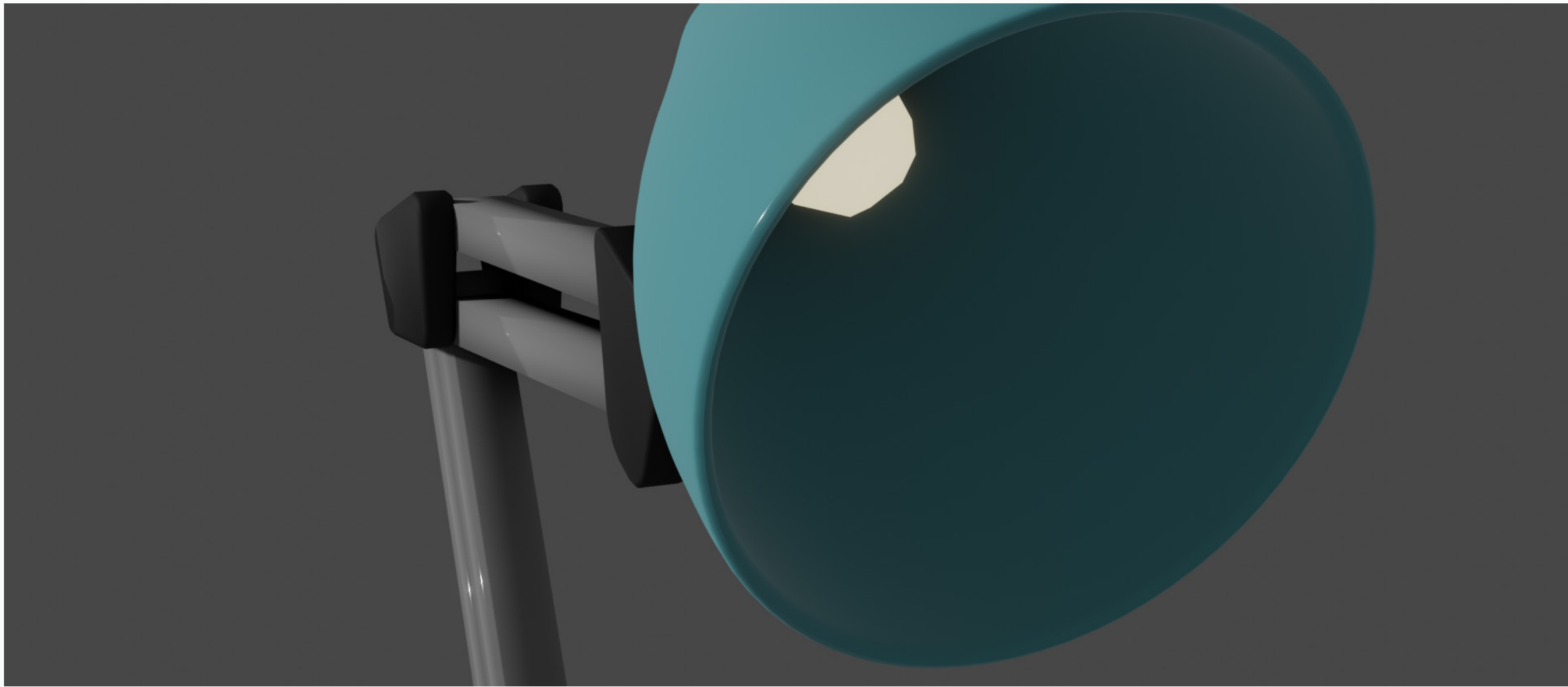
LAMP PROJECT

I recreated my home office lamp and rigged it for movement. This project was a great way to practice rigging and animation, giving me valuable experience in making the lamp's jumping motion look natural.

DUNGEON PROJECT

This project was a great introduction to creating a 3D environment. I modelled individual assets, including barrels, crates, walls, pillars, floors, and candles, ensuring each piece had a distinct design. Once the assets were complete, I duplicated and arranged them strategically to bring the dungeon to life, focusing on composition and atmosphere. One of the aspects I enjoyed most was experimenting with different sculpting techniques to add depth and texture to each object. I focused on making the surfaces appear aged and worn, incorporating subtle imperfections like cracks, dents, and rough edges to enhance the rustic, immersive feel of the environment.
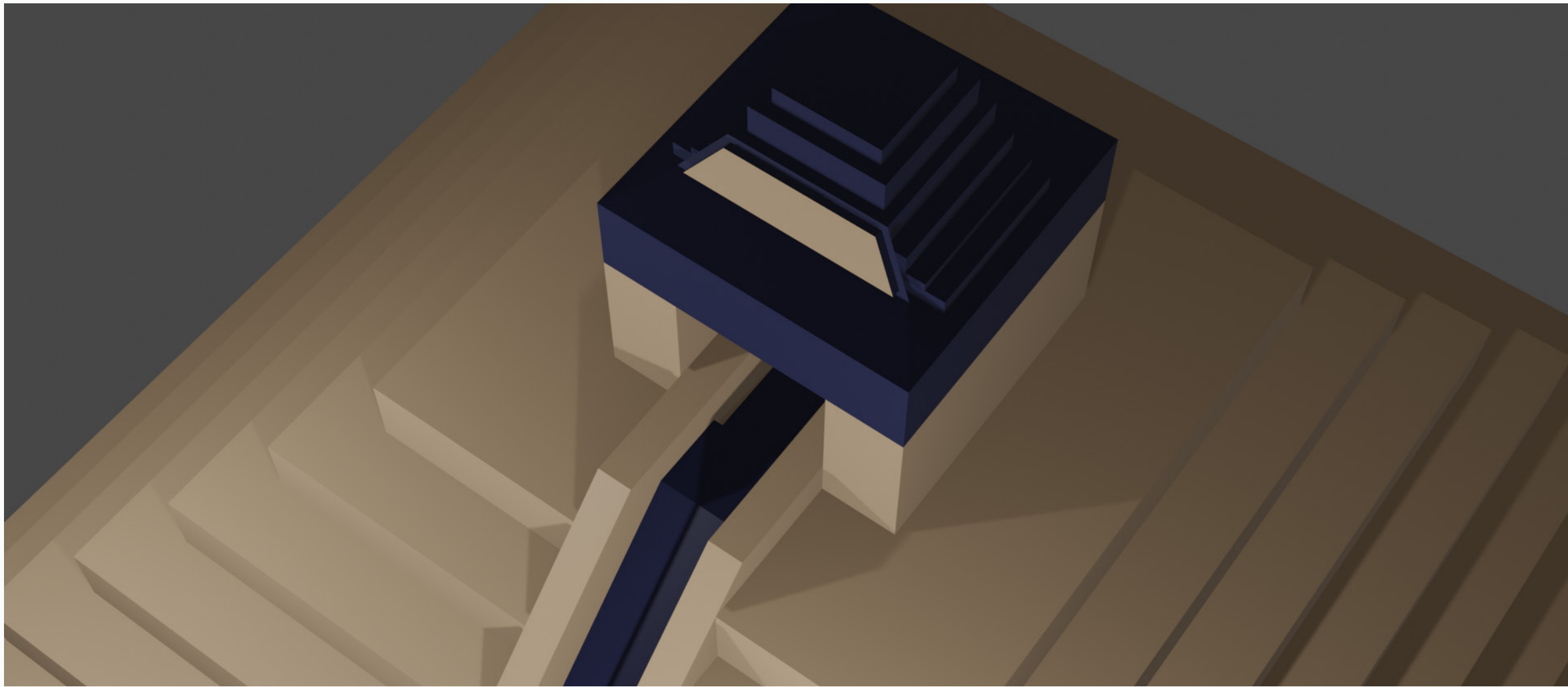
TEMPLE PROJECT

This is one of my earliest 3D projects, where I created a simple building structure as a way to practice foundational modeling techniques. I used Bezier curves and other basic tools to shape the design, focusing on creating clean geometry and maintaining proper proportions. Through this process, I learned how to manipulate vertices, refine edges, and optimize the structure to achieve a smooth and polished look.
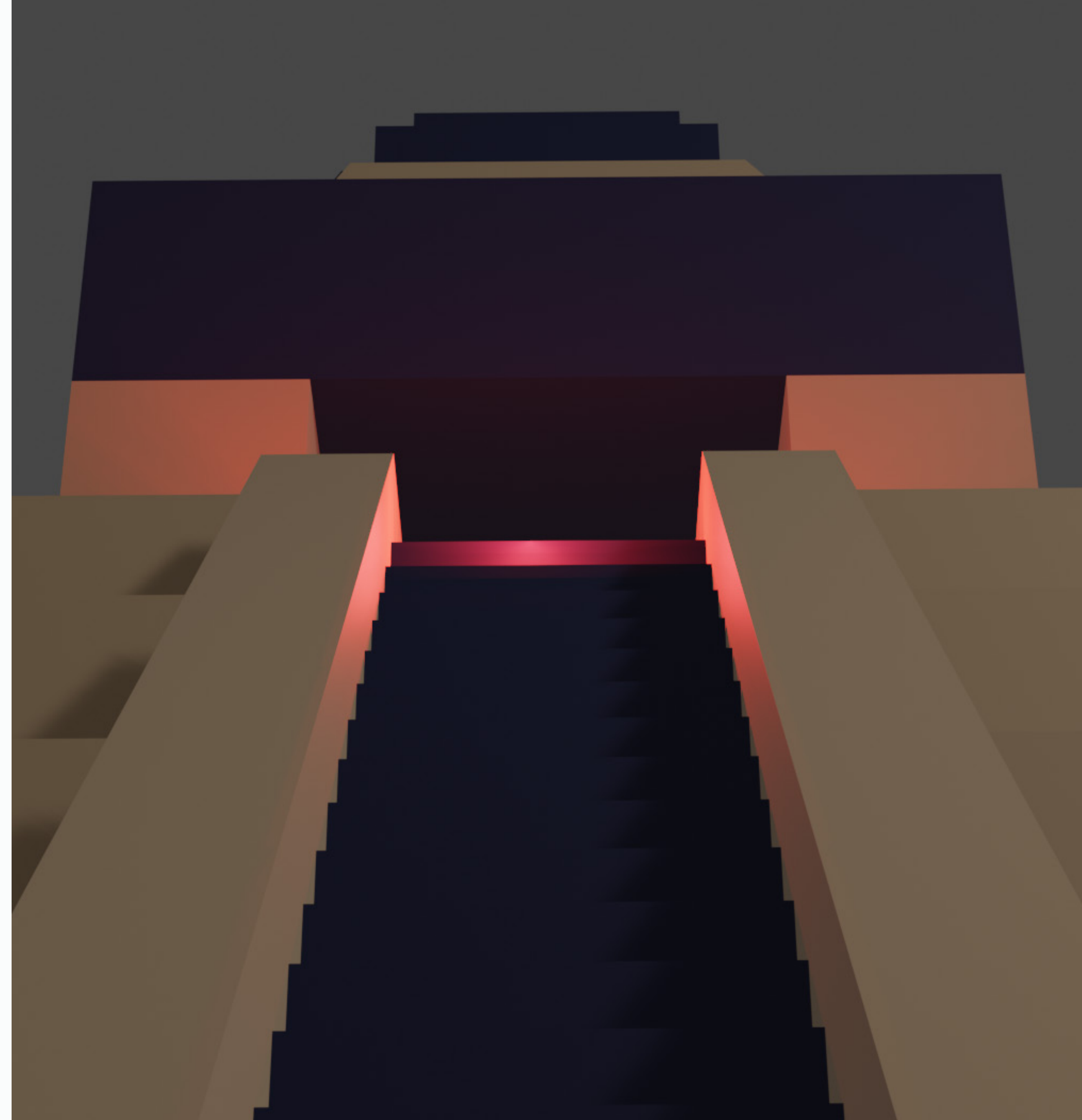
BOWLING PROJECT

This project allowed me to experiment with the fundamentals of sculpting and layout using tools like clay mold. I also had the opportunity to practice creating hair for my dog character, refining techniques to achieve a more natural and detailed look.

THANK YOU