

Hello

Hi I'm Andre I'm a designer that specialises in **type, digital, UI & UX and print.**

I use research based design thinking to find interesting concepts to enhance my practice while exploring consistent visual language and human sensibility.

I have advanced knowledge of the **Adobe Creative Suite** including **InDesign, Illustrator, Photoshop, Figma, XD, CSS** and font editing experience with **FontLab** and **FontForge.**

Interests

Mu

Music

Keyboards
Synth
Bass
Music production
Recording
Writing

Creating music has been a big part of my life, over the years I have learnt to play the bass and keyboards. I love learning about music theory / production and practising my instruments as they are valuable creative companions.

In my spare time I enjoy sound design, producing and releasing my own conceptual prog rock and jazz music / playing in bands as a keyboardist and synth player. I also enjoy playing sports in particular basketball which I have played at a National level for the Mersey Tigers.

Sp

Sports

Basketball
Tennis
Volleyball

Il

Illustration

Animation
Iconography
Manga

Education

The City of Liverpool College / 2012 - 2014

Extended National Diploma Level 3 in Graphic Design
D*D*D

Distinction star, Distinction star, Distinction.

Leeds Beckett University / 2014 - 06 June 2017

Bachelor Of Arts BA (hons) Degree in Graphic Arts & Design with Second Class Honours (1st Division) 2:1.

Experience

Freelance / 2017

Type design, branding, Colonel Gussie Gordon MBE. MOR. tribute booklet, 300 copies produced.

Legalbrands / 2018 - 2021

Junior designer / designer

Studio Album / Freelance / 2021

Designer

Key Skills

Id

Indesign

Type

Typography

HTML

Wordpress

Additional skills include ;

Illustration
Photography / Video editing
Audio editing / Sound design
Animation

Ai

Illustrator

Pr

Print

CSS

CSS

Ps

Photoshop

Xd

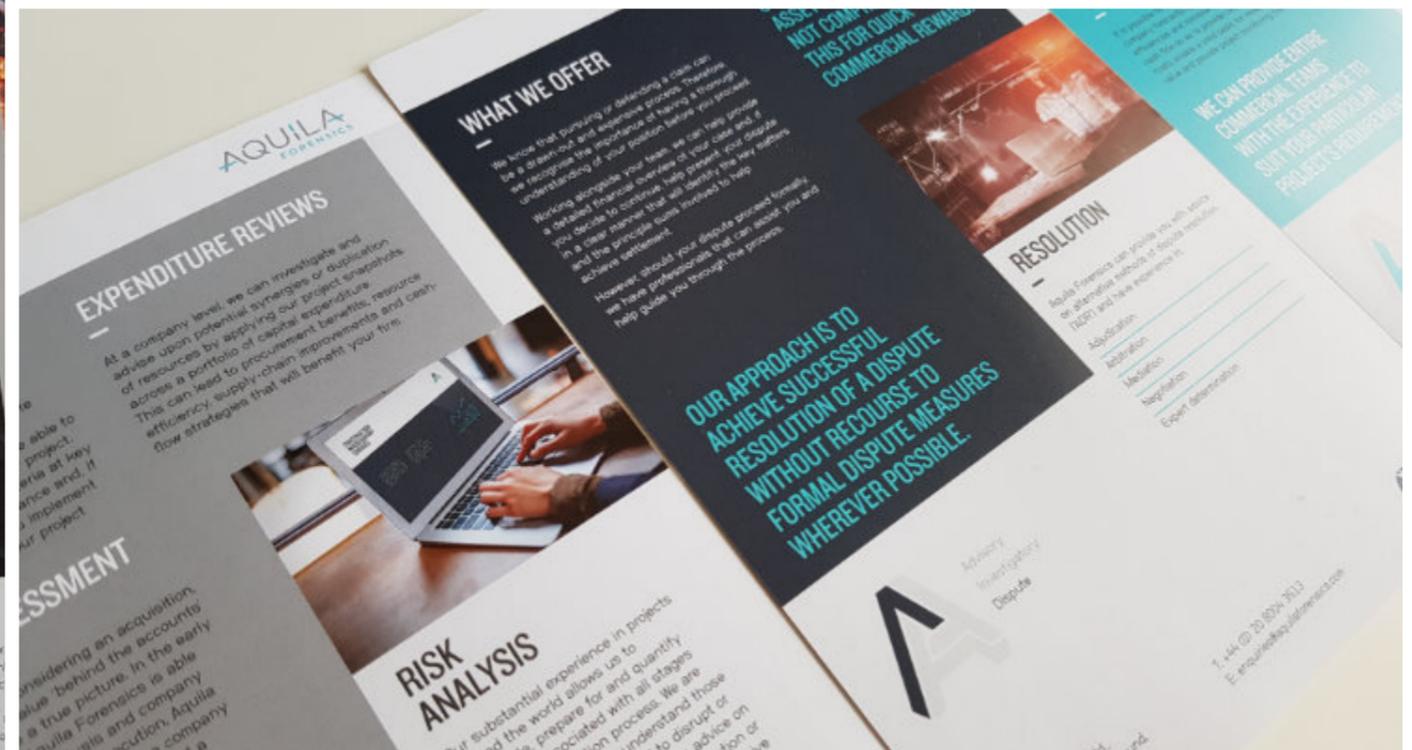
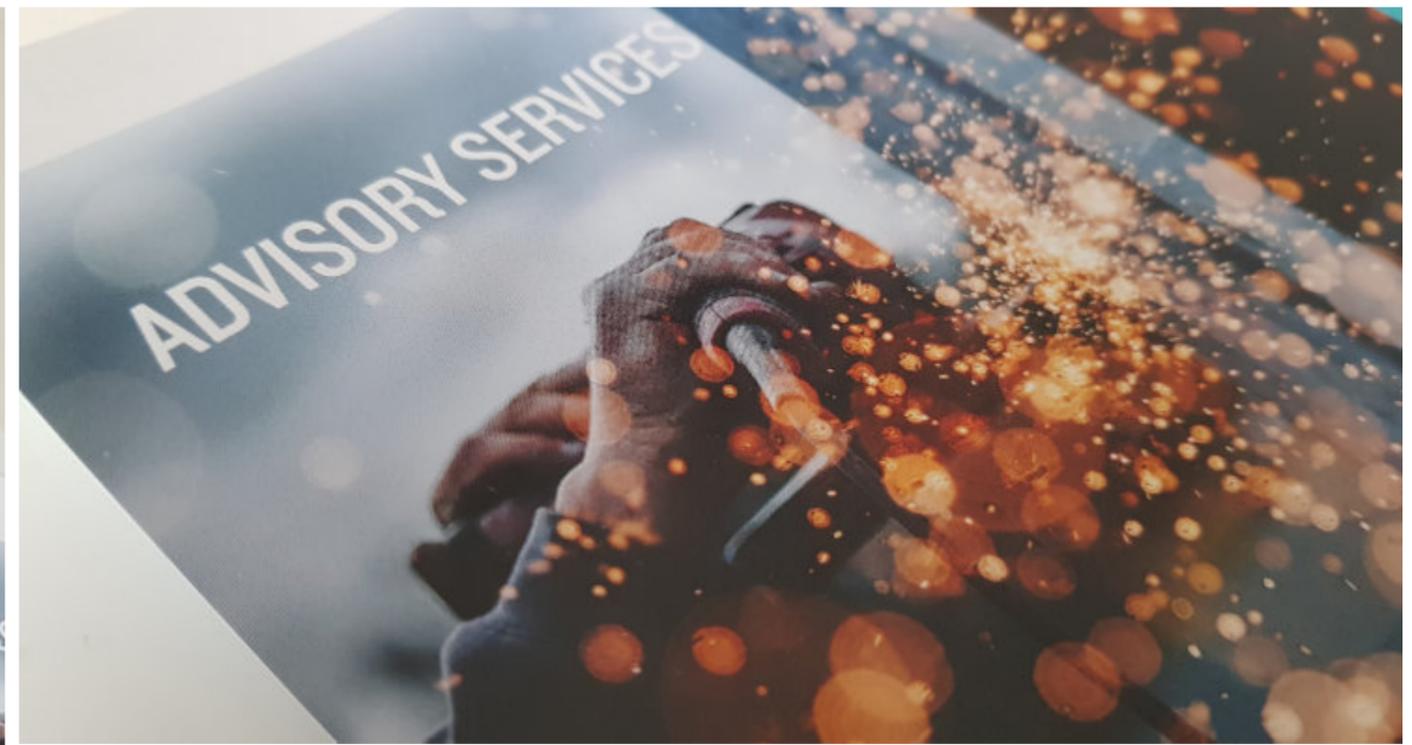
Adobe XD

UI/UX

User experience

I am a hard working, dedicated and passionate designer who loves theory, type, UI / UX, branding and conceptual thinking. I graduated with a degree in graphic arts and design from Leeds Beckett Universities School of Art which helped develop my critical thinking, problem solving and appreciation for collaboration with different disciplines and working with a wide range of mediums.

With design agency experience I am able to work with and manage client relationships, respond to creative briefs on my own and in a collaborative team, manage live websites, work with developers and I have strong presentation skills, attention to detail and creative integrity.



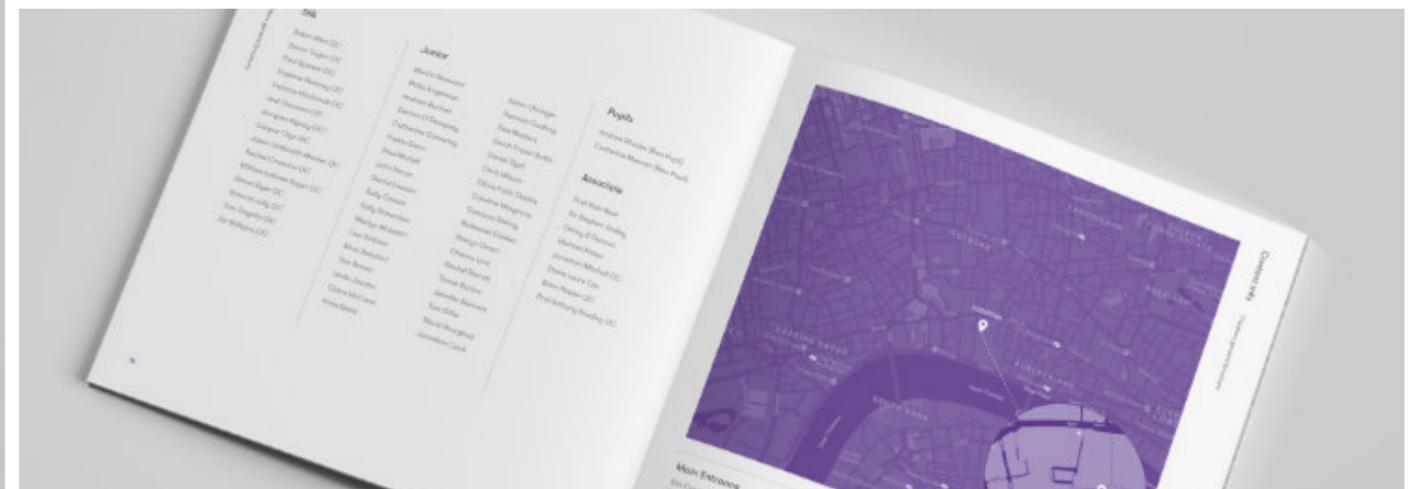
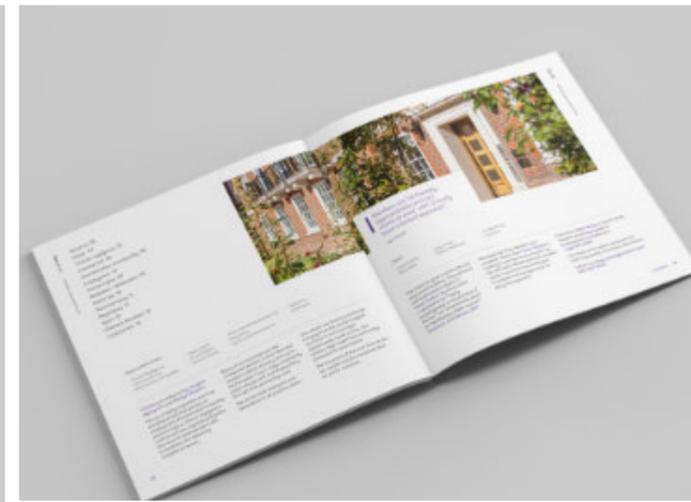
Aquila Forensics provides a unique blend of highly experienced experts who specialise in construction dispute, advisory and investigatory services. We created their progressive visual identity and website and we were instructed to create a printed piece that they would be able to market and give to clients as a pack that condensed their experts, services and project experience into 25 rich doubled sided A5 cards. The use of bold typography and shapes combined with the colour system creates integration, construction and movement which corresponds to the nature of what Aquila specialises in visually.

Aquila Forensics multi doc cards



The project cards were colour coded using the 3 specialised services they provide linking their progressively bold visual language that's seen throughout their website in printed form.

Aquila Forensics multi doc cards



Cloisters is a leading set in the field of employment, equality, personal injury, clinical negligence, regulatory, sports, human rights, and commercial law. We were instructed to design and produce a general brochure that highlighted their key practice areas and specialisms.

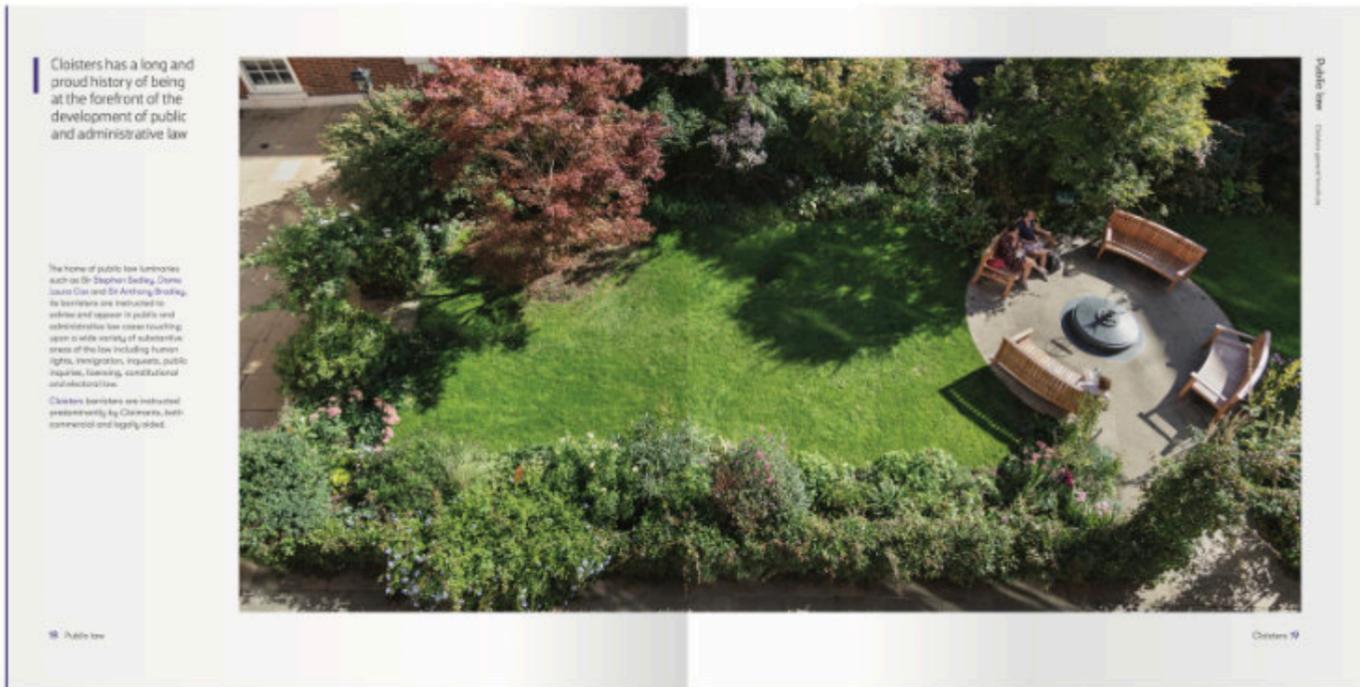
Designing the brochure we wanted to produce a brochure that had nice weight to it and a different form, we went with a 210x210mm square that felt clean and premium. Combining their fresh photography with white space and subtle use of their brand purple we created a crisp and modern piece that reflects the strength of Cloisters.

Cloisters brochure

Andre Wallace

Designer

andre@monospaced.co.uk



Earlier layouts.

Cloisters brochure

Andre Wallace

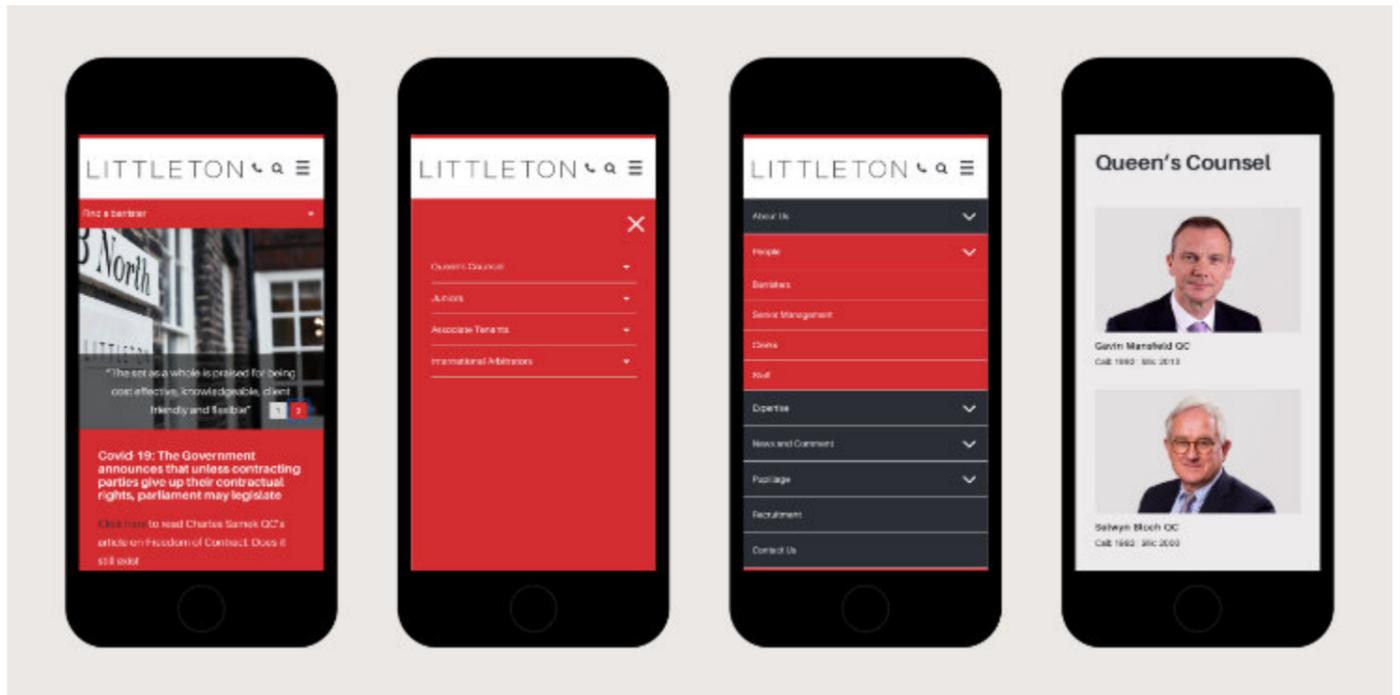
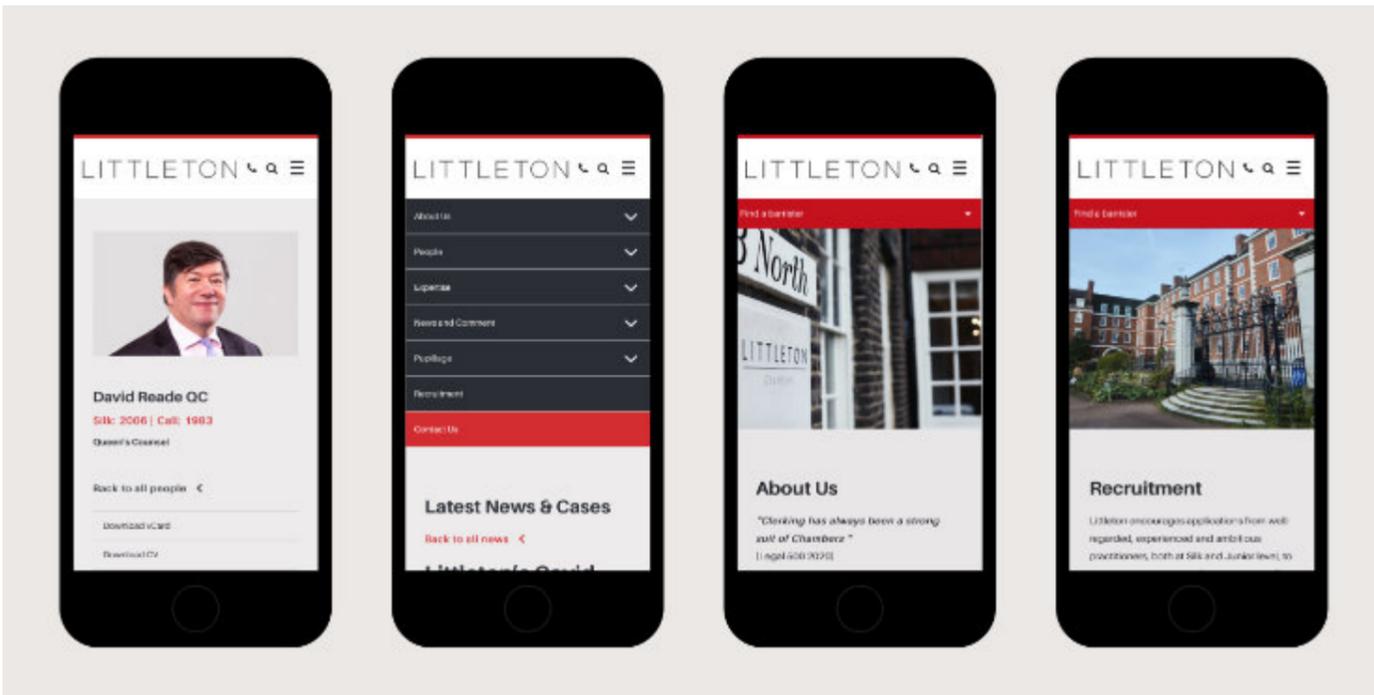
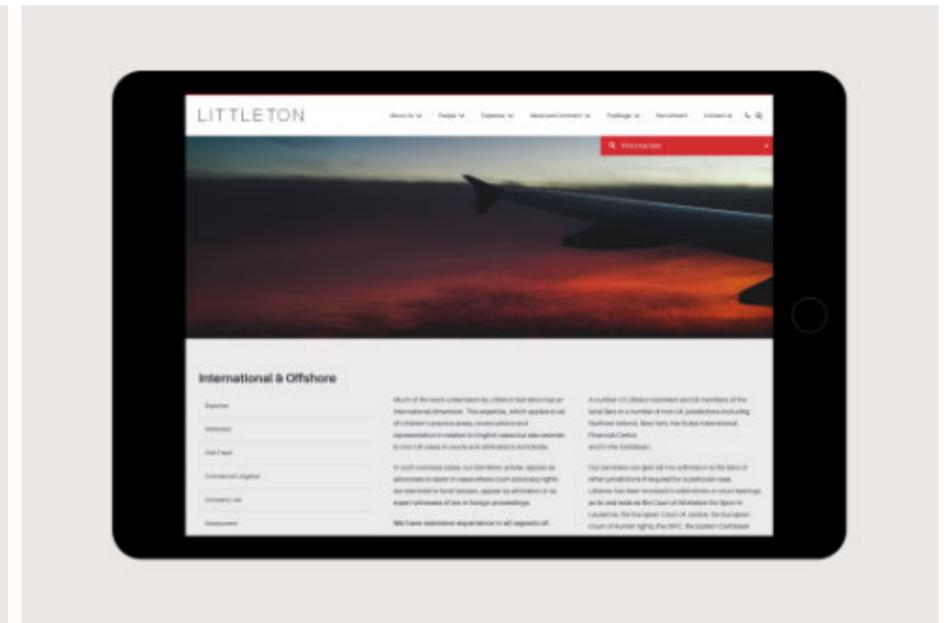
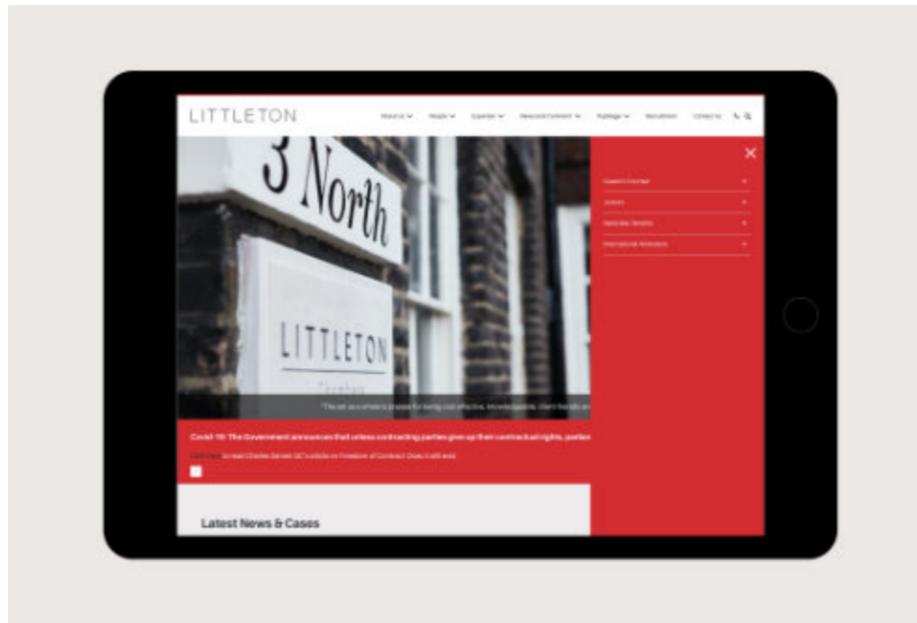
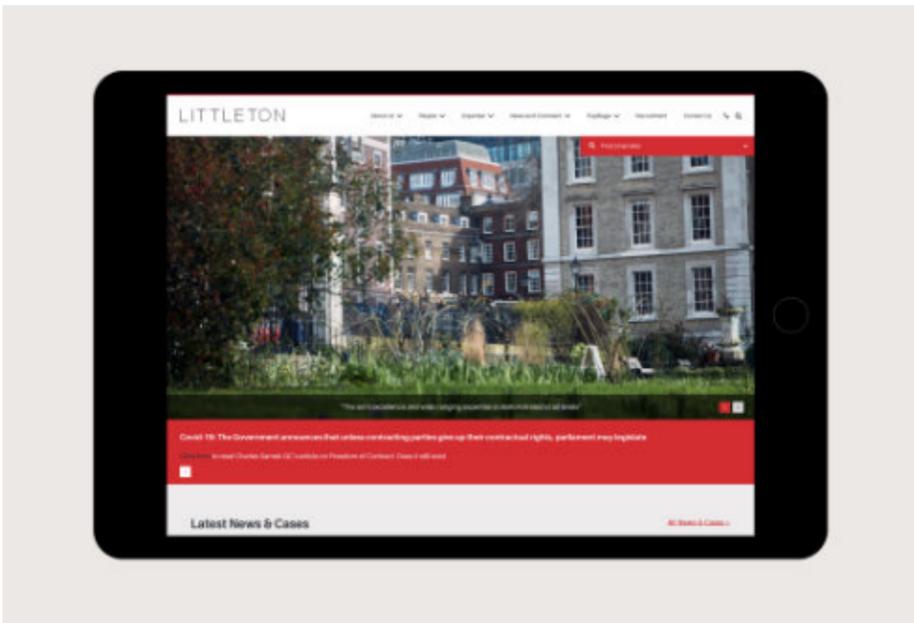
Designer



The previous versions of the designs featured the images bleeding onto the double page creating a stylish lock up for quotes, copy and navigation that showed how confident Cloisters are as a set.

For the final design I found a way to use the images and format to create a lock up for the page elements that was consistent and fresh. I used GT Walsheim as the typeface due to its friendly but precise look that compliments the use of the clean colour palette and position of headings at an angle for readability.

andre@monospaced.co.uk



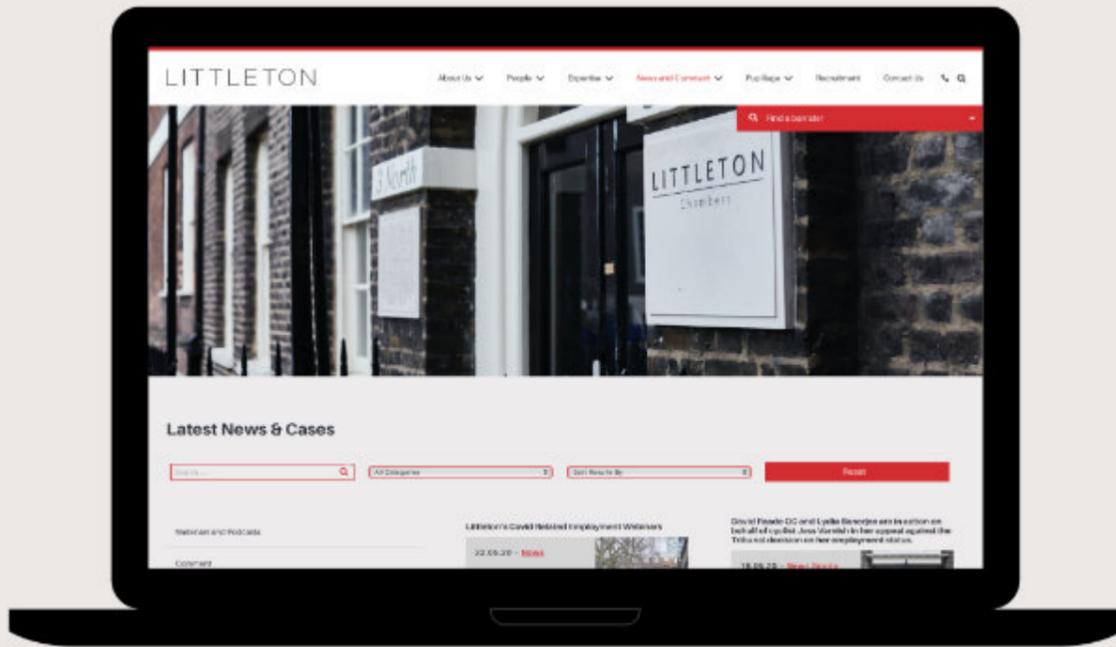
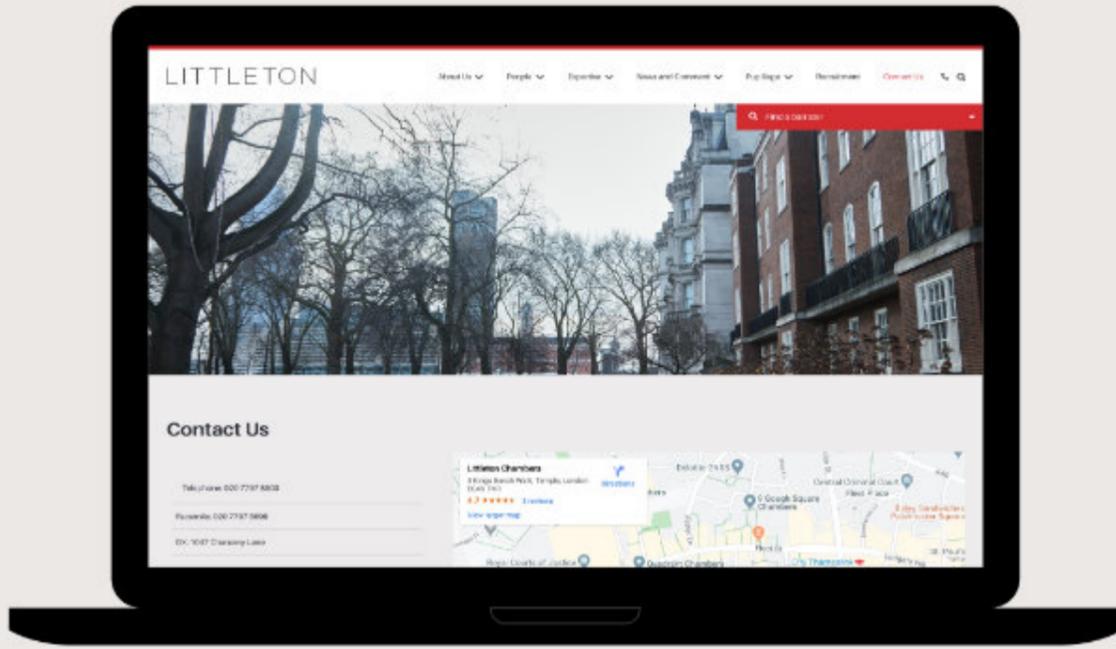
Littleton is a leading employment and commercial set. The objective was to design their website to work harder and make the road to instruction as easy as possible. For this site I pushed a modern editorial style that features a double column grid for body copy, bold colour palette, clean modern and simple typography a find a barrister menu on all pages and powerful hero imagery that invites users to engage with Littleton.

Littleton website

Andre Wallace

Designer

andre@monospaced.co.uk



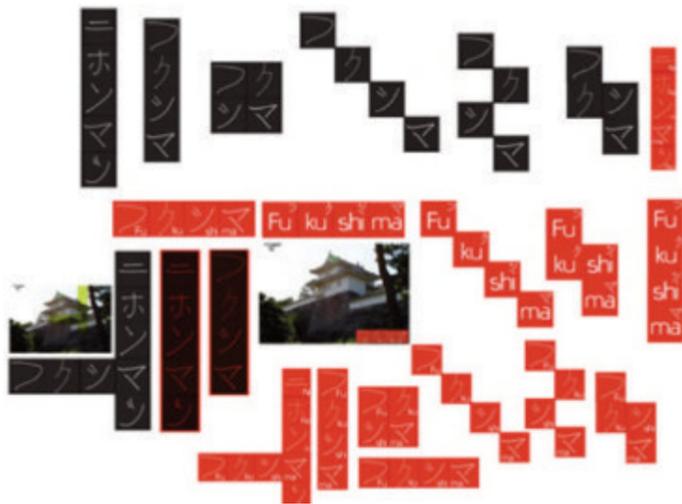
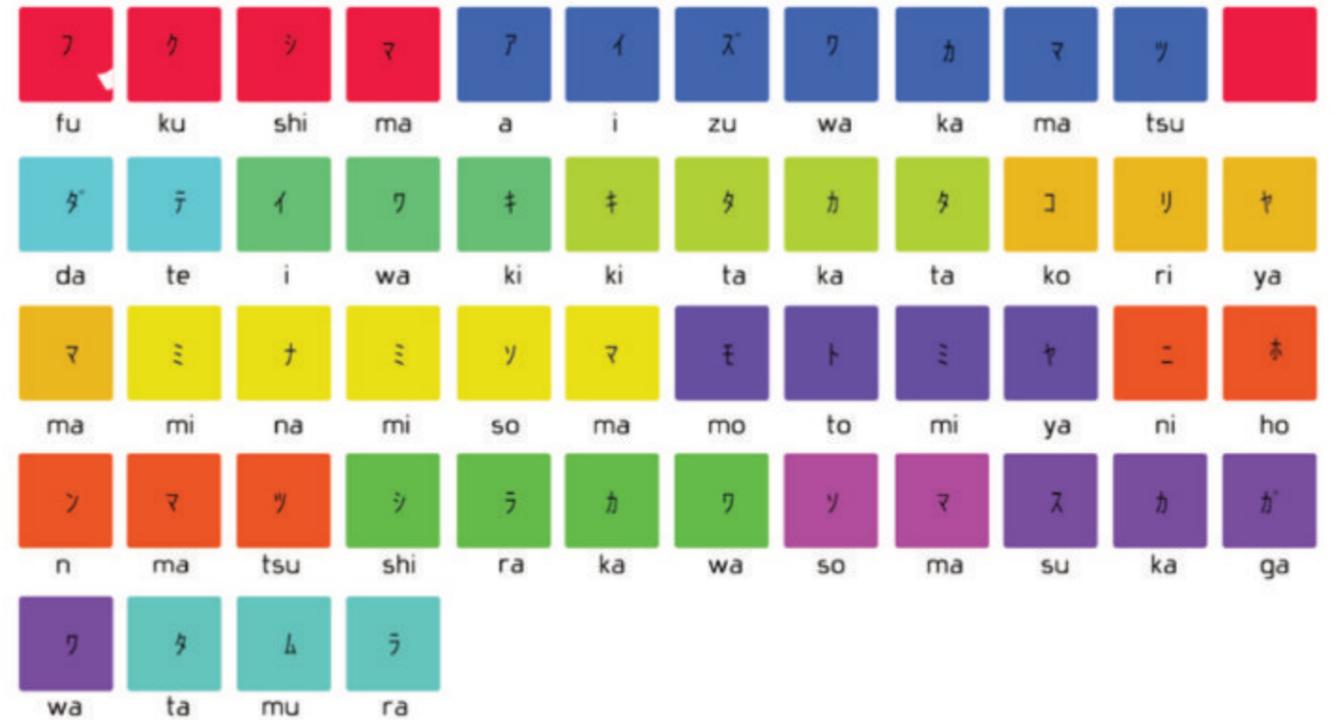
Located on King's Bench Walk we produced bespoke photography of the location and their members to create a stylish visual language in line with the fresh website design and build.

Littleton website

Andre Wallace

Designer

andre@monospaced.co.uk



Fukushima brand manual

The Fukushima branding manual was a part of my Final major project, I decided to re-brand the city and prefecture of Fukushima Japan using a typographic & modular system that promotes multi languages infusing the Katakana writing system and English with my original designed typeface Iro pro.

Built as a modular system containing syllables that form the cities in the Fukushima prefecture, the wiro-bound 240gsm 52 page branding manual infuses colour systems for each city, modular typography, logos, photography and signage adapting to every city – promoting individuality and community within the devastated Fukushima Japan.



Fukushima brand manual

The conceptual idea of the branding system was researched from a piece of Japanese text that read '世界の原発大国、フクシマを助けて'. Meaning 'To major countries with advanced technology for nuclear power - please help Fukushima'. The word Fukushima in this sentence was written in Katakana instead of Kanji making it irregular. The semiotic value of this is to construct an ad hoc concept rather than an encoded concept, which would be the city Fukushima, instead it can be interpreted as the tragedy and disaster in the Fukushima area, or people affected by the disaster. This got me thinking about using this writing system as the base of the identity as each character is broken down into syllables with a finite number available that can be reused. It then becomes a way of building words for the modular identity that's adaptable and modern.



Abbeydale Brewery crime series

Andre Wallace

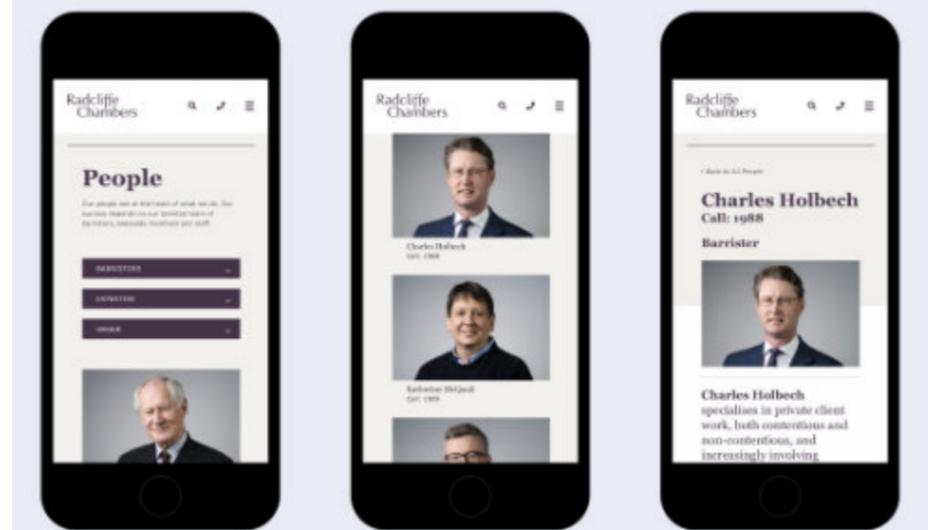
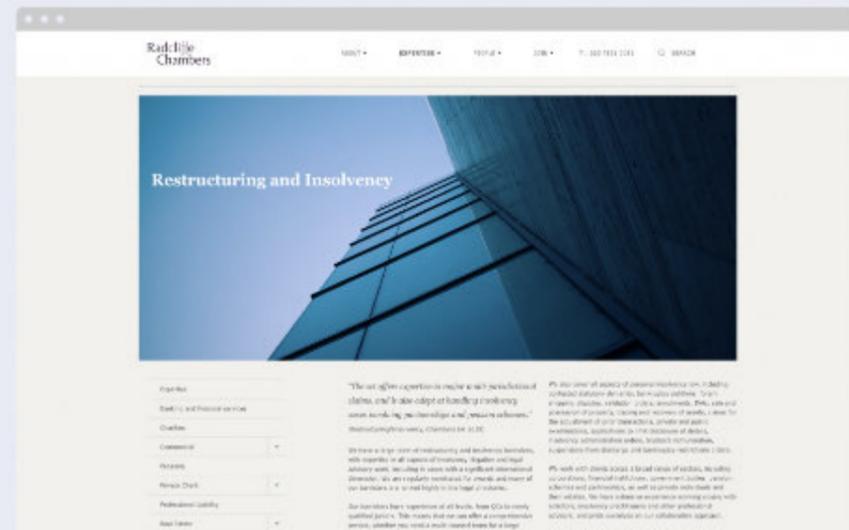
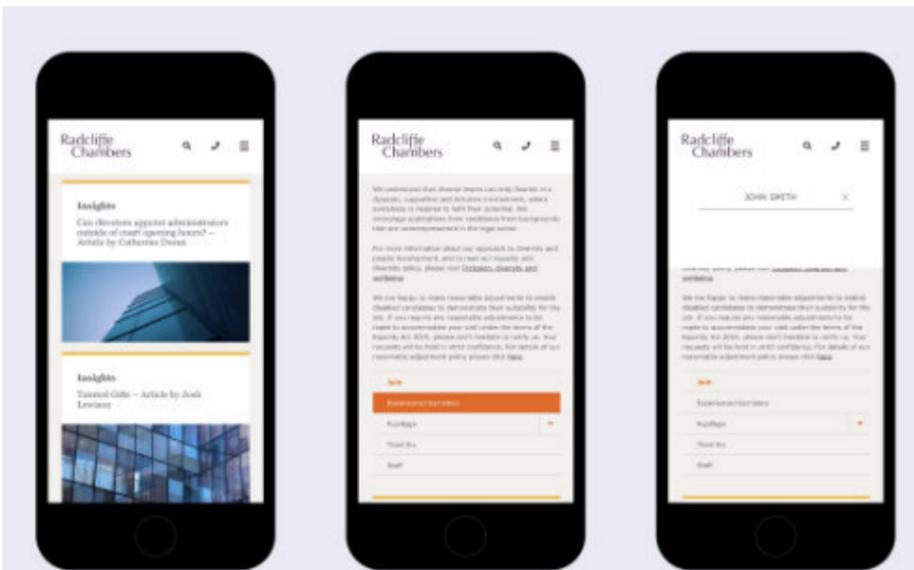
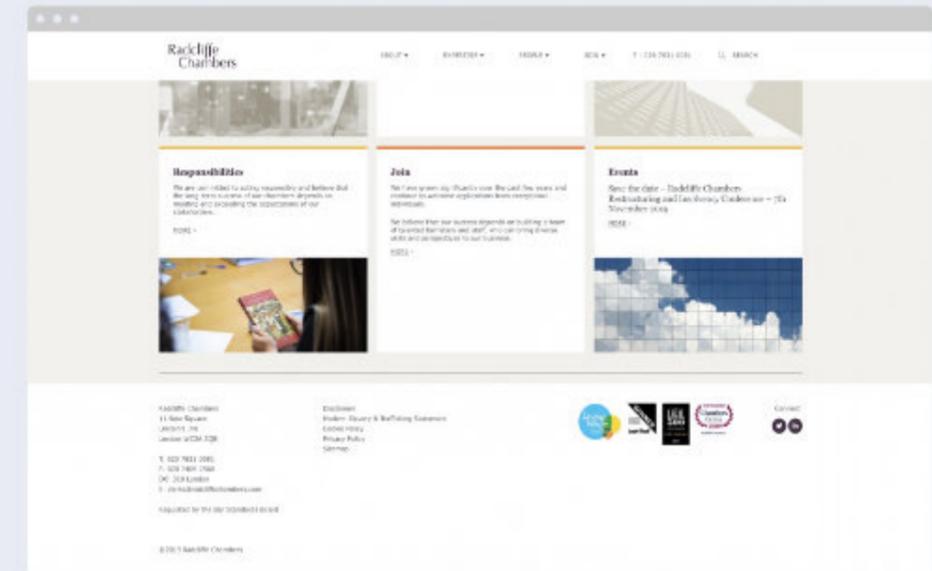
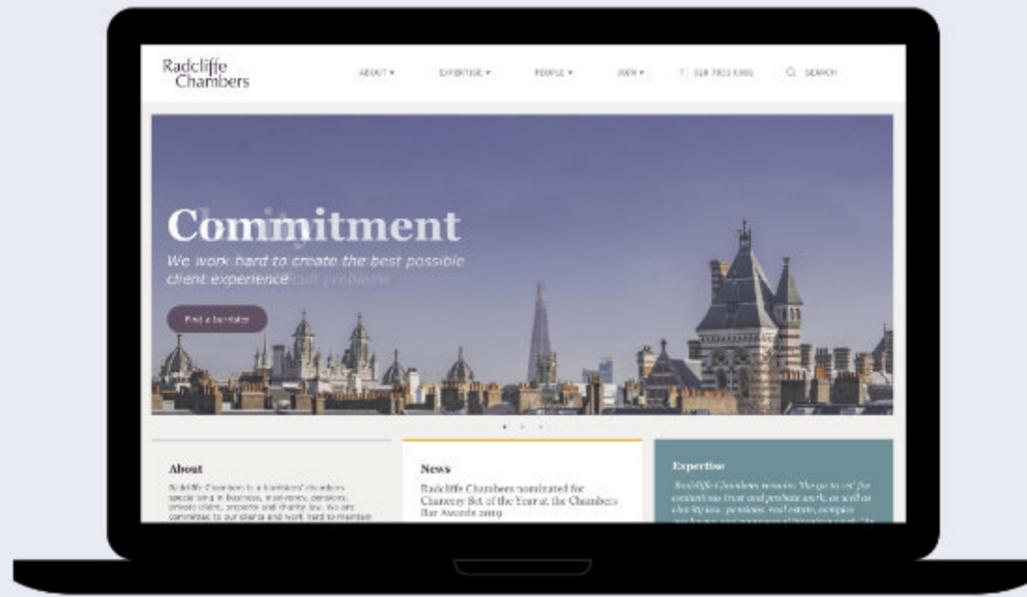
Designer

The Abbeydale brewery project was a live brief I undertook aiming to refresh the brewery's 'crime series' with a consistent and simple visual language that attracts attention from far away and close up.

The beer labels were created entirely with handmade objects using letterpress and by creating laser cut MDF wood stamps for their Abbey logo with the intention to be placed anywhere as a 'stamp of approval'. I used this process to reflect on the company's handmade craft beer.

Using the letterpress type to communicate more than the word such as the phonetics of Riot, Larceny taking things away, and the burning of Arson adds more depth to the set of designs.

andre@monospaced.co.uk



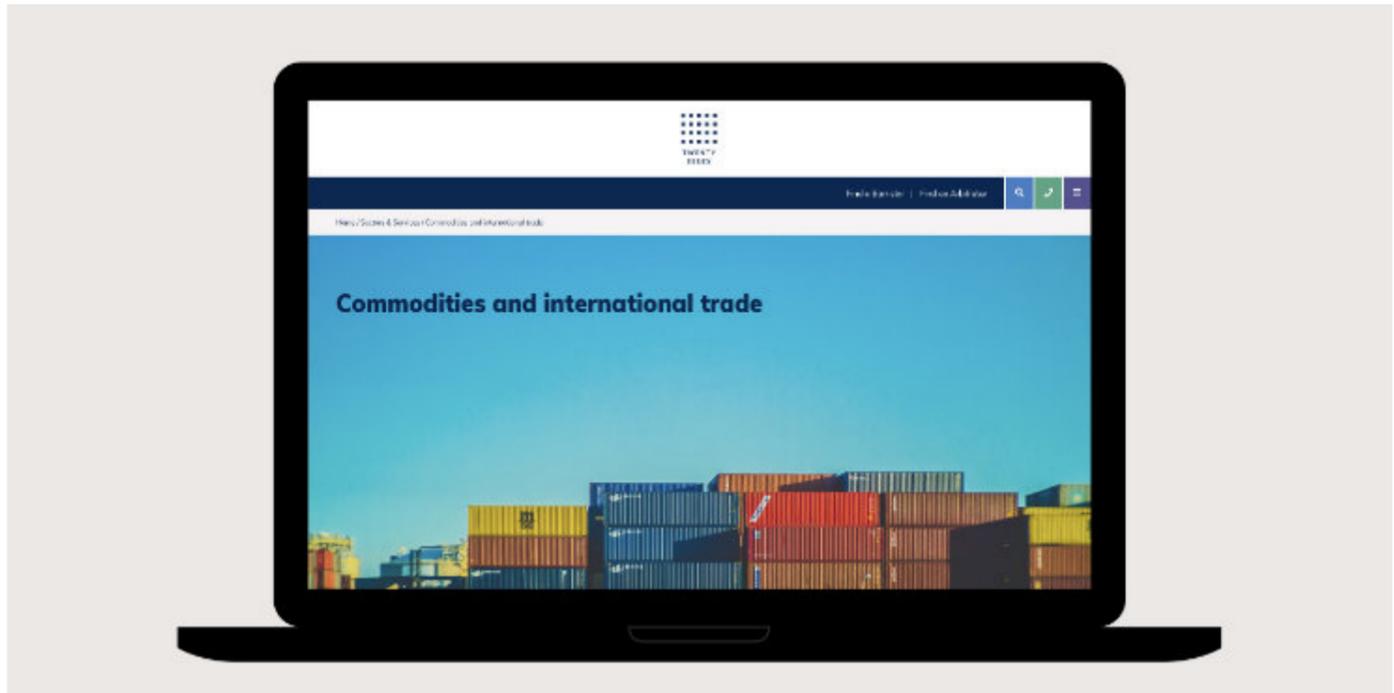
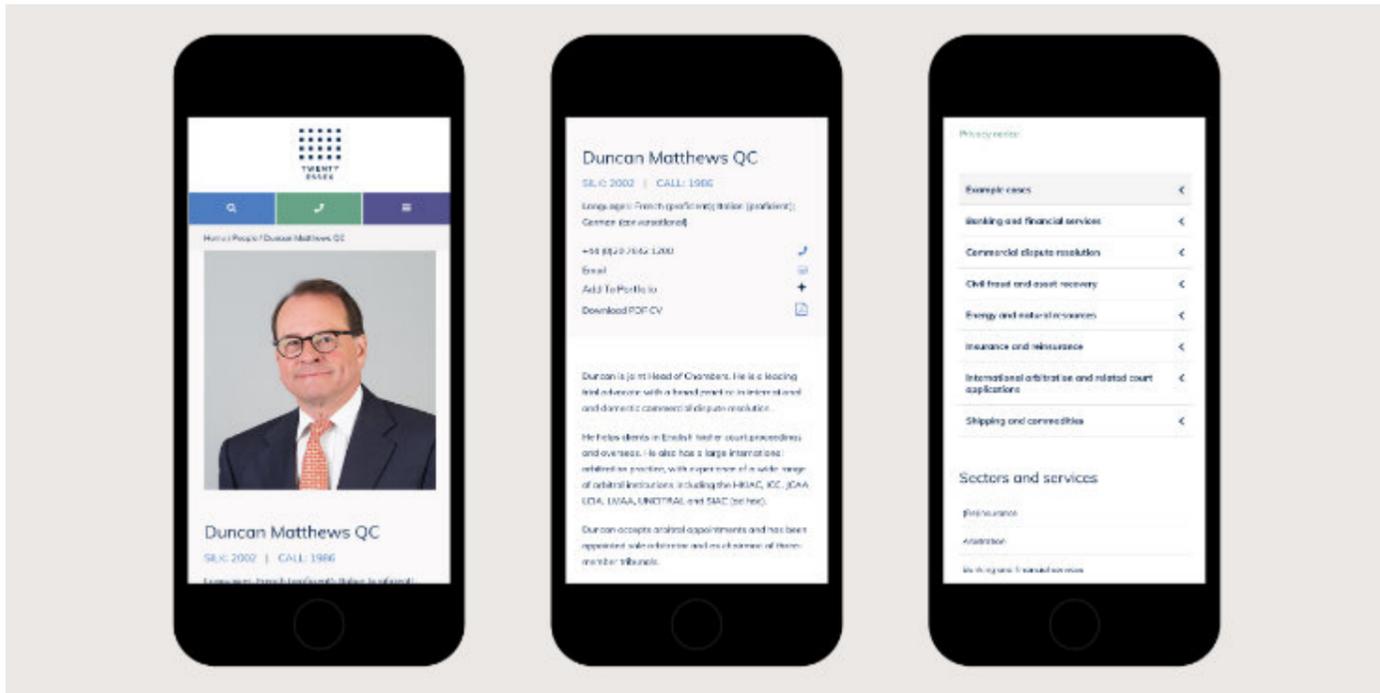
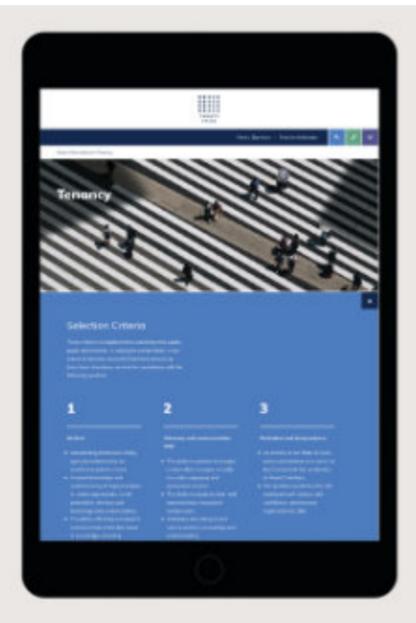
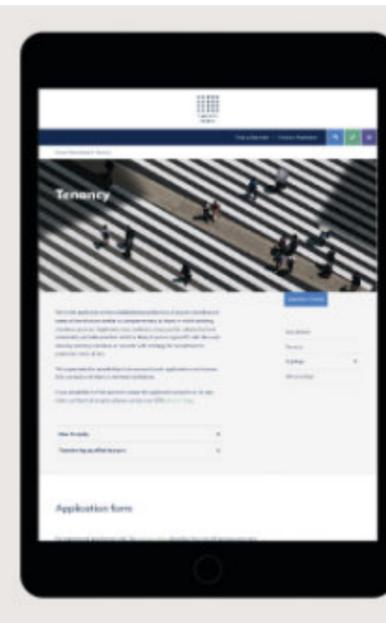
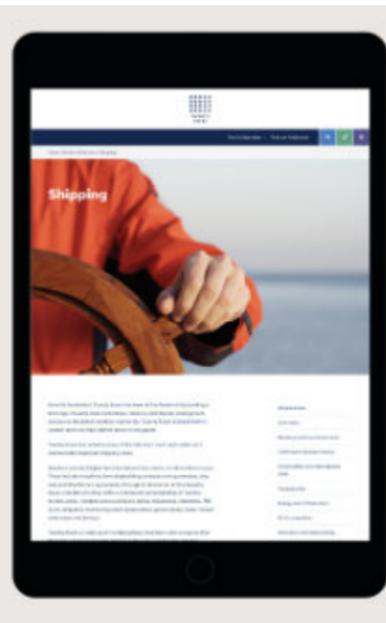
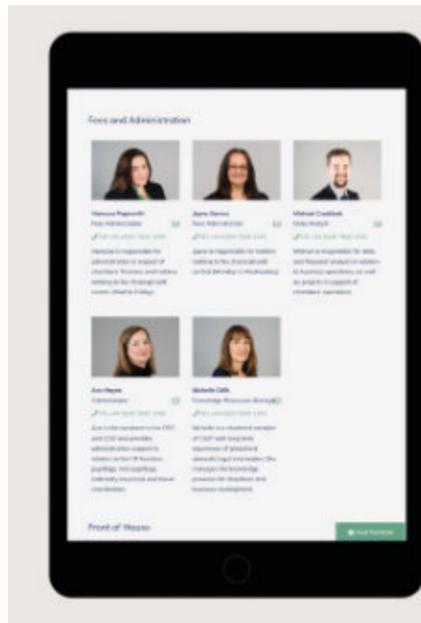
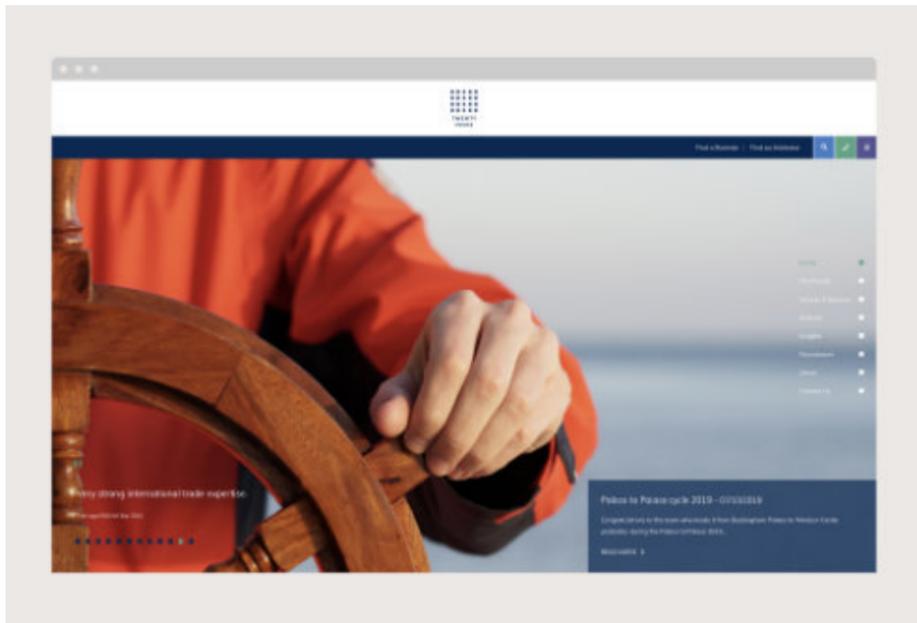
Radcliffe Chambers website

Andre Wallace

Designer

Radcliffe Chambers is a modern set that specialises in business, private client, property, insolvency, pensions and charities. We were instructed to design and build a new responsive website while empowering Chambers to update the site easily using our build. For the design of this website we simplified the top nav to 4 sections and simple call to actions. We broke down the 4 sections into different colours, yellow for the about section, purple for people, blue for expertise and orange for join. This is then reflected in the highlighted areas for mouse overs and links and features on the homepage modules that the Radcliffe team can adapt to all areas of the site. We used reflective and structural hero images with system fonts to create an editorial style site that's easy to use.

andre@monospaced.co.uk



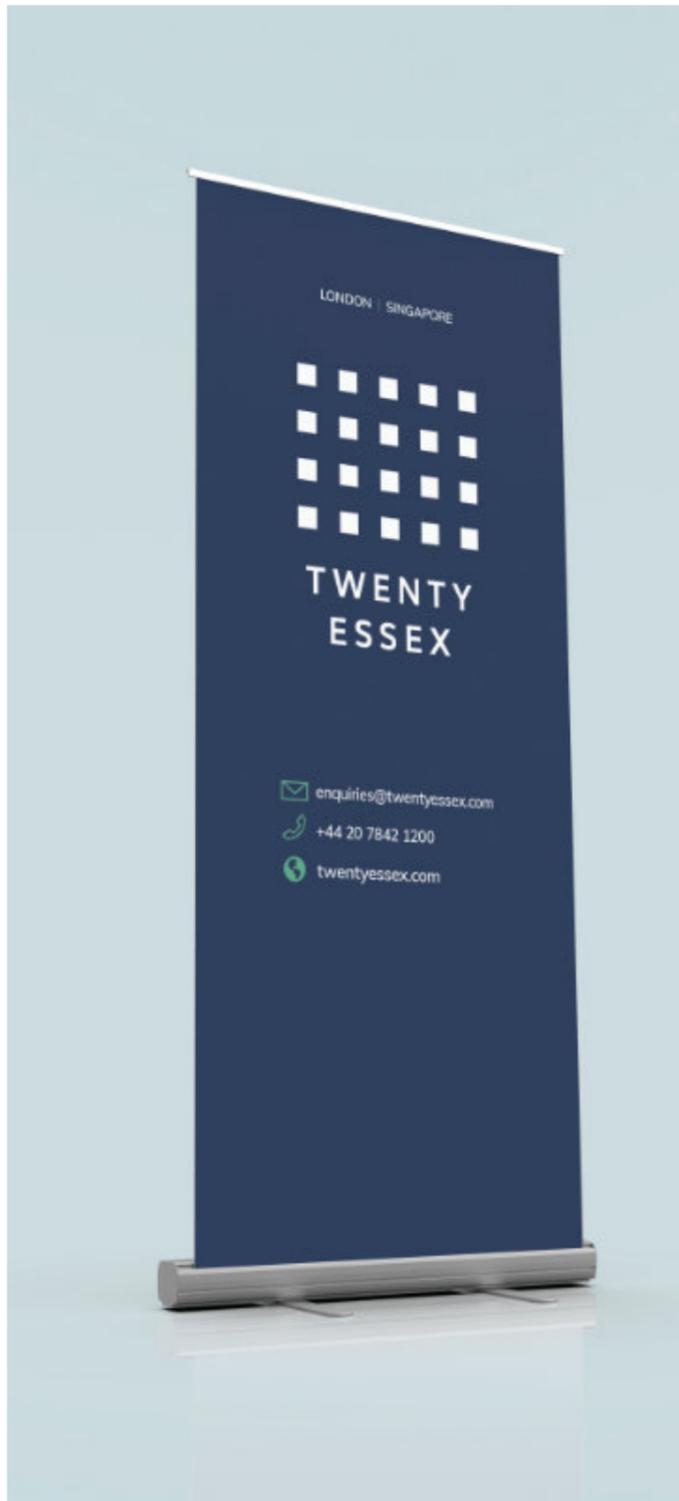
Twenty Essex website

Andre Wallace

Designer

Twenty Essex are a leading barristers Chambers. As part of a redesign of their visual identity we designed a fresh, unique, responsive website. The design of this website features bold fixed position homescreens that work as landing pages showing off interesting imagery that's fresh and open that many set's would shy away from. Using the home screens to provide movement and pace, Twenty's integer logo responds below the fold adding to the modular personality of this set. Using a subtle but strong colour palette, crisp bold hero images and presenting copy and accordions with flat modern design decisions we were able to create an experience that resonates with the sector which allowed us to take the success of this site to refine and improve it's shortcomings in thinking for future sets.

andre@monospaced.co.uk



20 Essex Street went from through a full rebrand to become 'Twenty Essex', the identity features a modular integer that is used on the website below the fold and for print when the full 'twenty' logo doesn't need to be used. We developed an image library of fresh, clear and open styled imagery and a comprehensive set of brand guidelines to help Twenty flourish with consistency and clarity.

Working as their agency we created different sub brands and print collateral to help set them apart as a modern commercial set that's not afraid to lead in the sector.

Twenty Essex print + guidelines

Andre Wallace

Designer

andre@monospaced.co.uk



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Iro Pro conceptual typeface

Iro pro is a conceptual typeface that translates to colour from Japanese, designed from scratch as a 3 state system used for body copy with enough flexibility for display and in-between.

The typeface features 3 states, from top to bottom, Shiro, Kuro and the corporate version. Designed to be used to provide different typographic flavour on the page, each state has different metrics, spacing and x-heights and alternate glyphs – from more rounded glyphs to the double looped a and straight stemmed characters. The corporate version has a heavier demi bold weight and can switch between both alternate glyph set styles for flexibility.



ry

mM

kuro
synthesizer

shiro
synthesizer

corporate
synthesizer

Iro Pro conceptual typeface

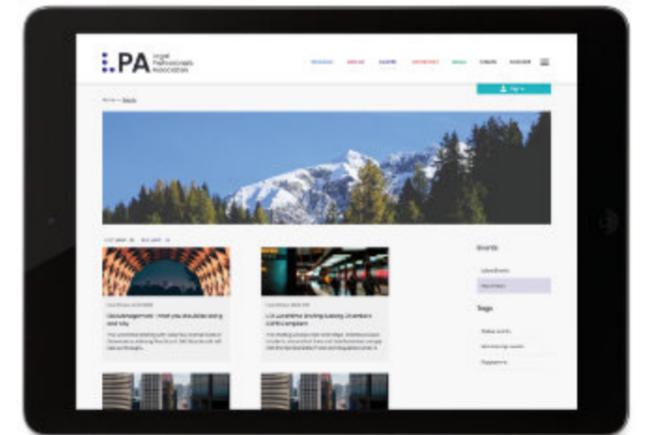
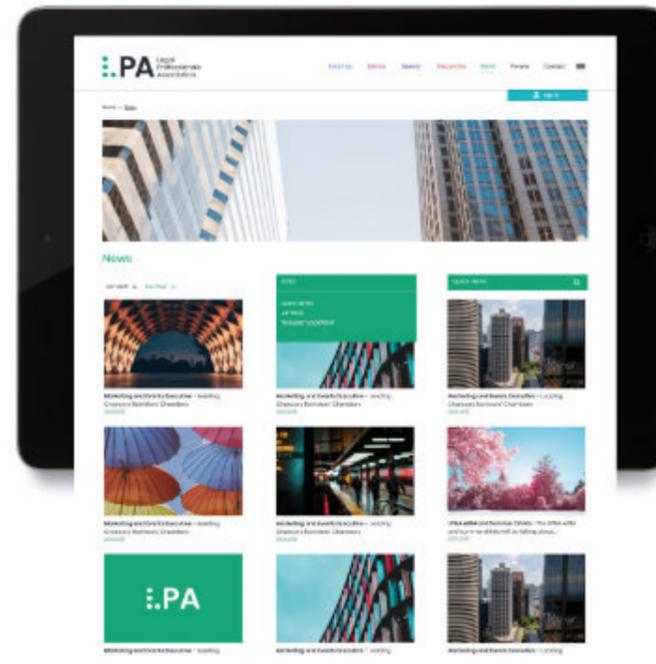
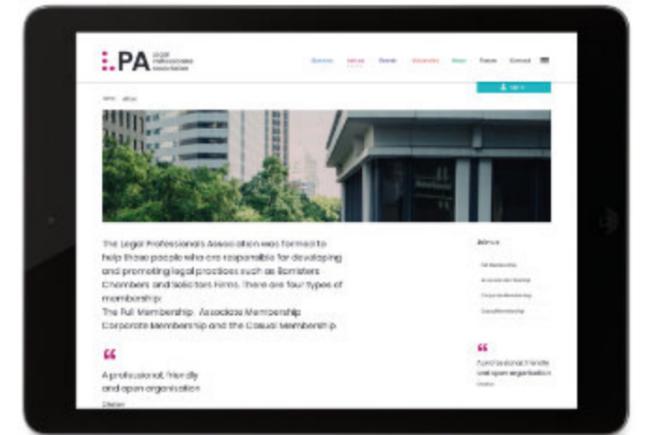
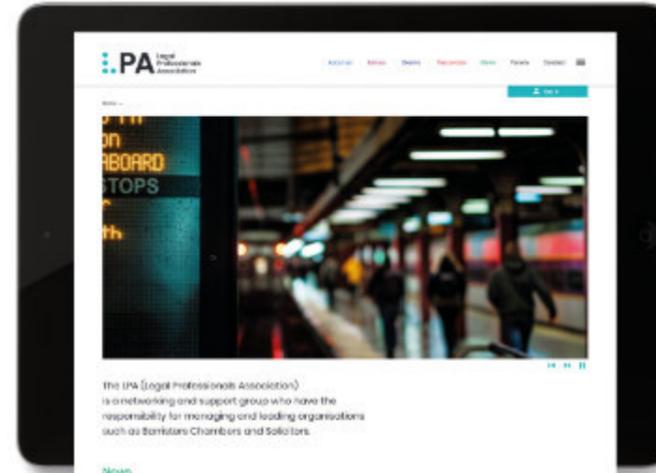
Andre Wallace

Designer

The design of Iro has been engineered to allow white space in between and around the different glyphs for more controlled dark areas when setting type and to explore the visual effect of differences to metrics changing the colour weight of body copy without really changing weights.

The typeface states allow each form to have different levels of control from a modern single typeface family with enough depth and conceptual experimentation that every state is useful for different reasons. The industrial look and round corners allow for the typeface to still be serious but friendlier and not too rigid. All the letterforms are drawn to have a rounded cut off point so that all the terminals and finials are cut allowing more white space into the typeface, the super ellipse adds a soft proportional roundness to the typeface that defines its Japanese and European look.

andre@monospaced.co.uk

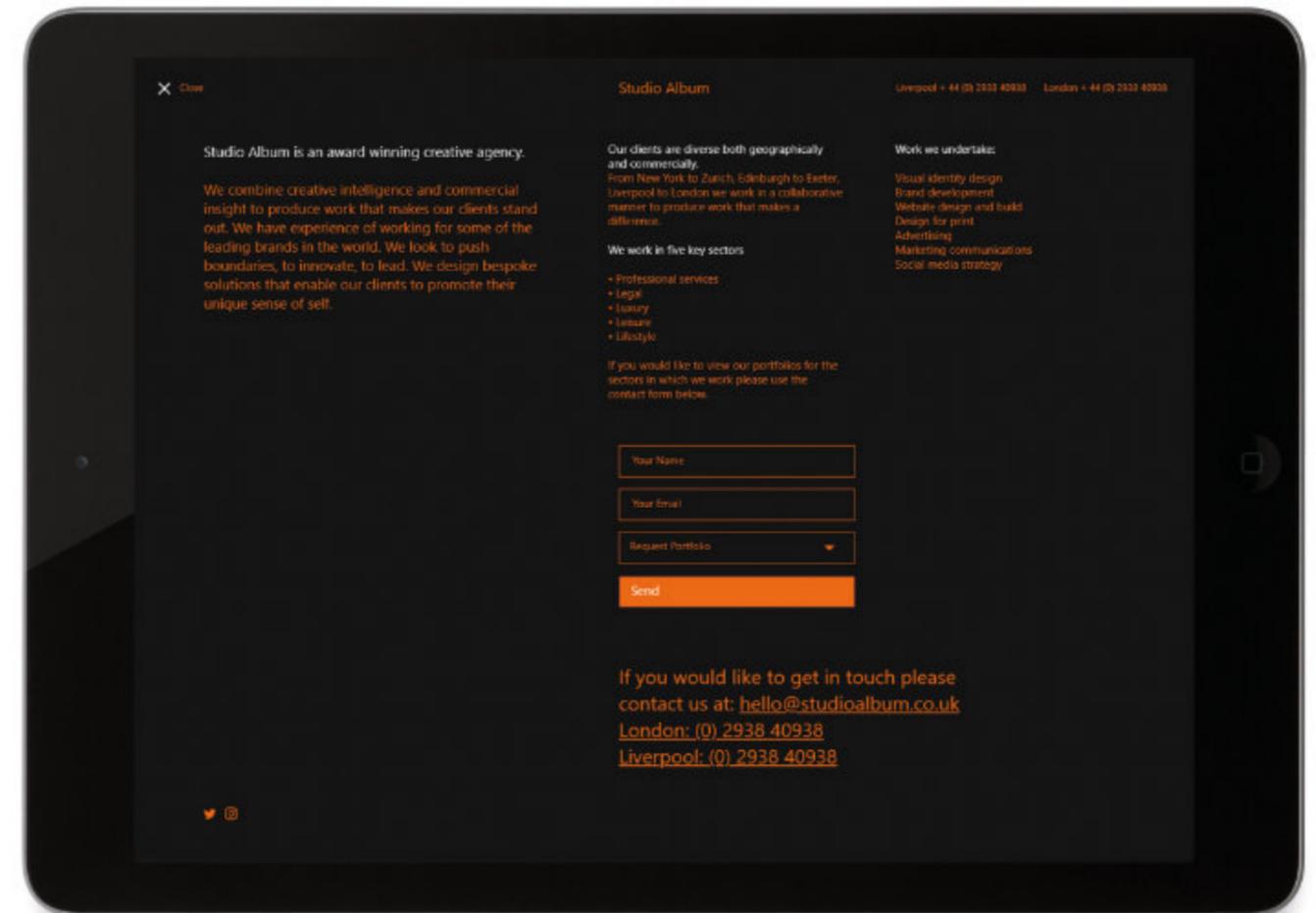
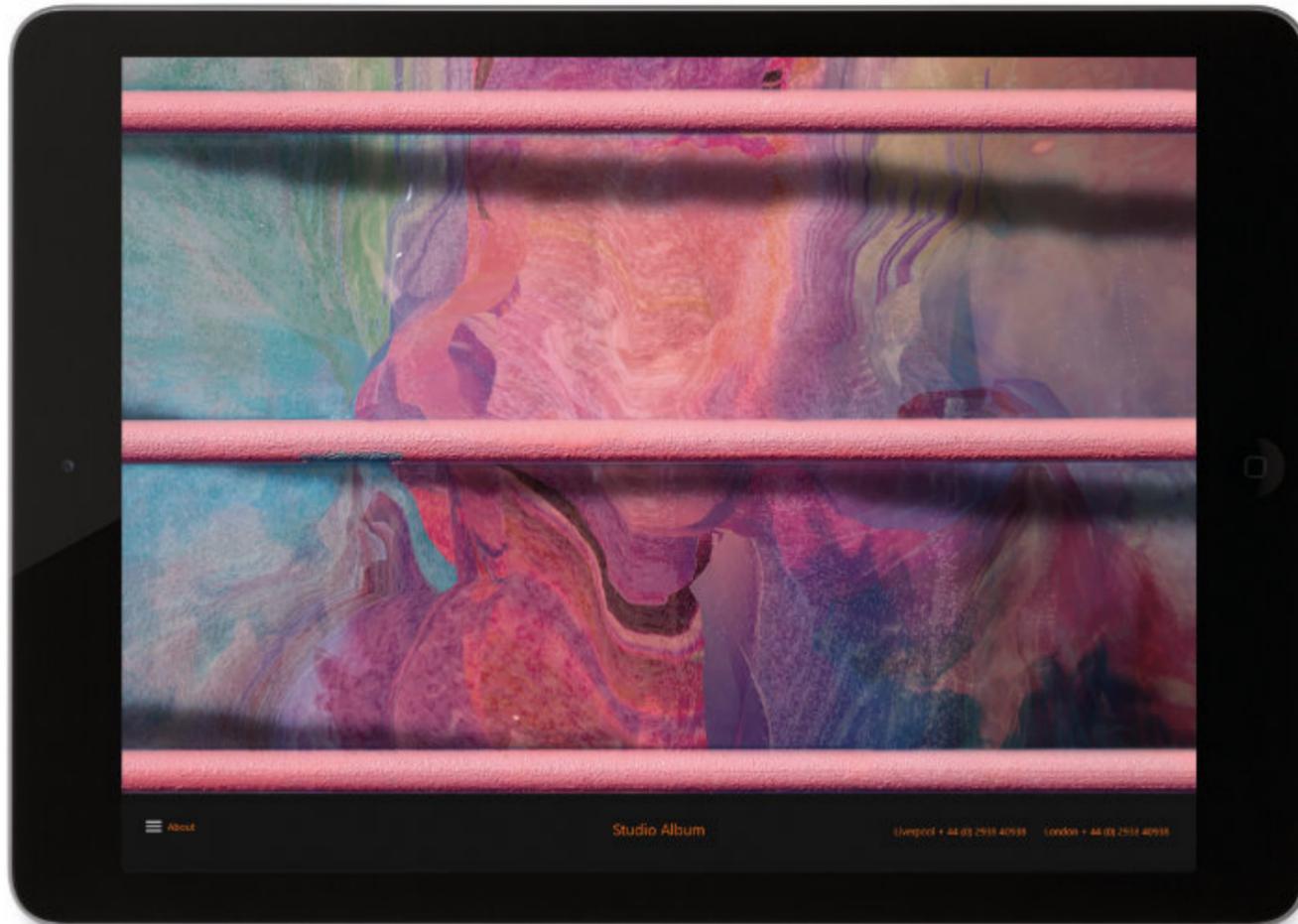


LPMA identity + website

Andre Wallace Designer

The LPMA (Legal Practice Management Association) is a networking and support group who have the responsibility for managing and leading organisations such as Barristers Chambers and Solicitors. We rebranded the LPMA and it's website with the specific focus of making it a more intuitive site that's engaging as a way to find work and to network with other practice managers. The concept behind the identity was that the LPMA is about people, these individuals come together to network and grow their practice. The shapes complete the structure of the 'L' as without these individuals it is fundamentally incomplete. The new LPA website is colour coded to help users associate with the sites areas, this is reflected with the 'L' and the sub branding applied to the modular identity system.

andre@monospaced.co.uk



Studio Album website

Andre Wallace

Designer

Studio album is a creative agency that specialises in transforming the legal sector with creative intelligence and commercial insight. With the fresh new identity I designed we would be extending our creative work outside of the niche market of legal to include professional services, luxury, lifestyle and leisure. For the design of the website I was interested in creating an ultra modern site that functioned as a simple single page that revealed a HUD for more information.

I was inspired by du.st to use big hero images and a bold attitude combining simplicity and minimal design language that doesn't reveal too much unless requested by potential clients.

andre@monospaced.co.uk



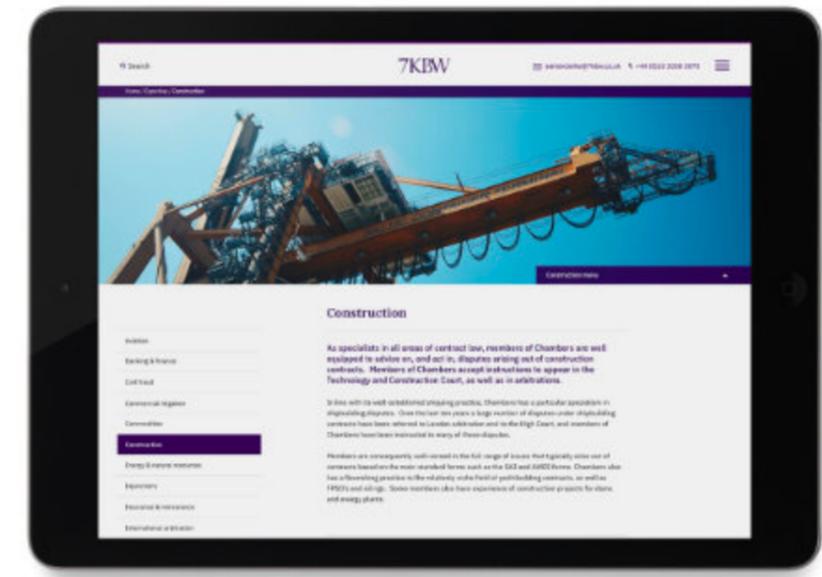
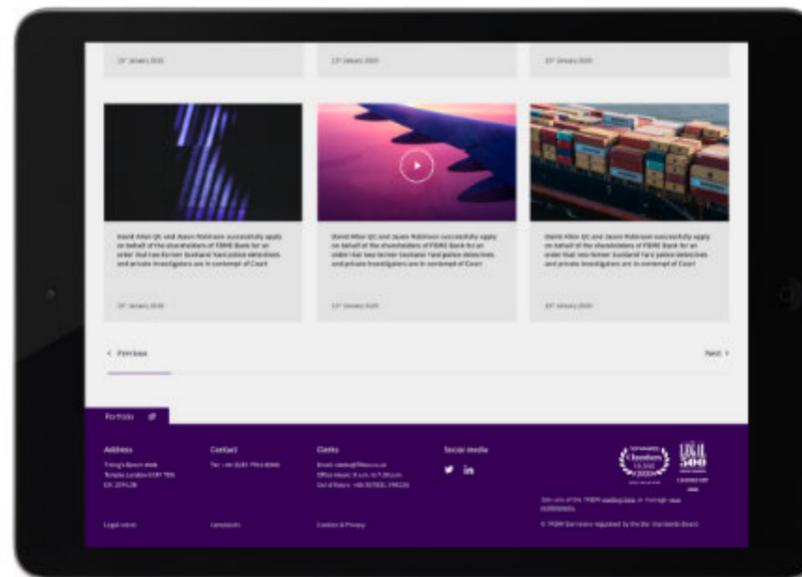
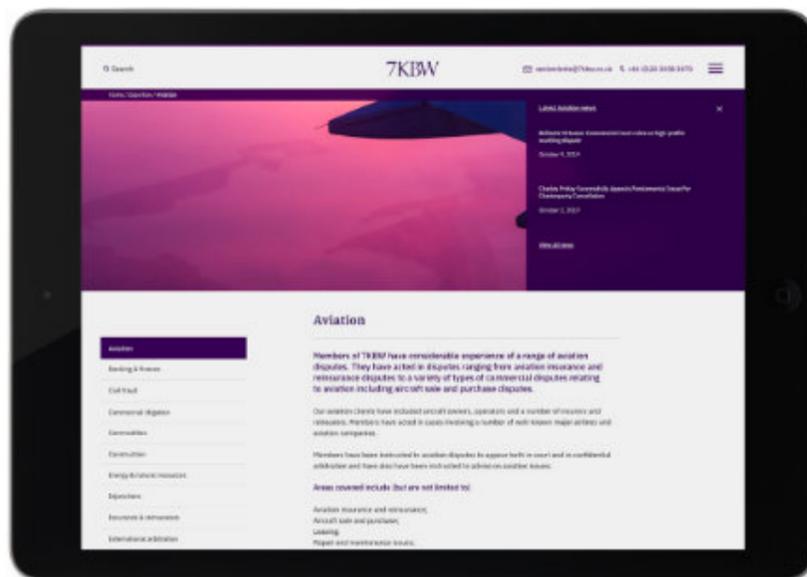
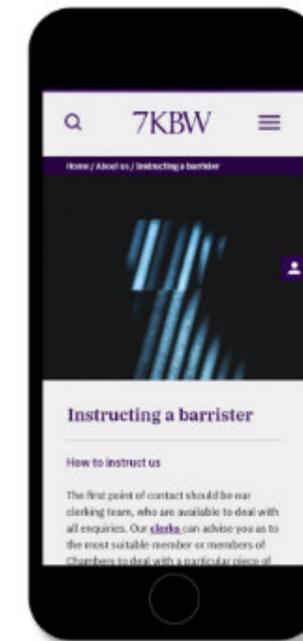
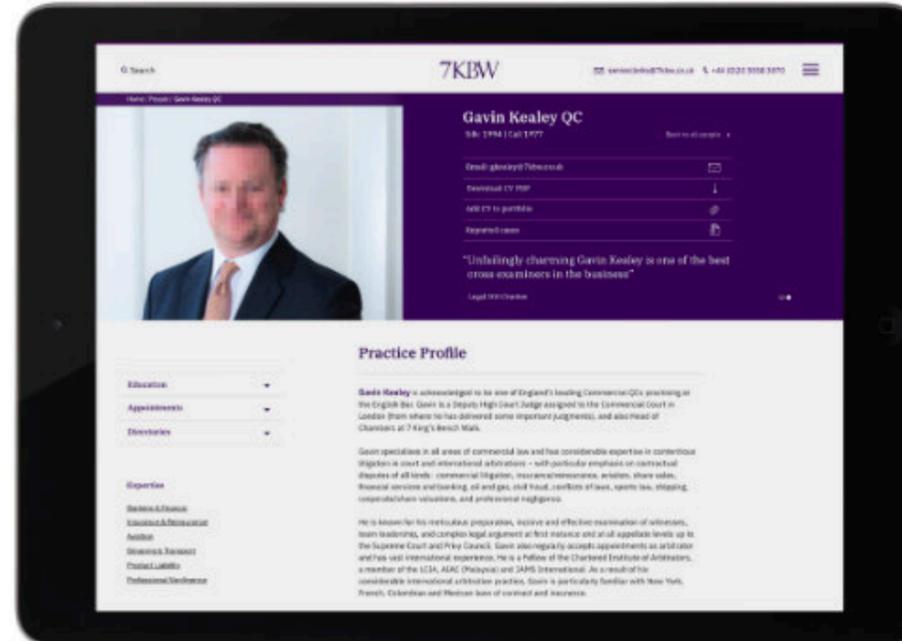
Studio Album marketing piece

Andre Wallace

Designer

The past present future marketing brochure serves as a conceptual introduction to Studio Album. We designed different versions to be marketed to different sectors including Barrister Chambers, Law Firms and Luxury. The brochure is divided into 3 sections separated by quotes. For the past each page features a double page spread utilising full bleed black & white imagery and copy in regards to famous successes that were initially looked down upon. The present features spreads showing our curated work and clients in full colour and ends with the future detailing how Album can help set you apart from the rest and that we should learn from the past, live in the present and plant for the future.

andre@monospaced.co.uk



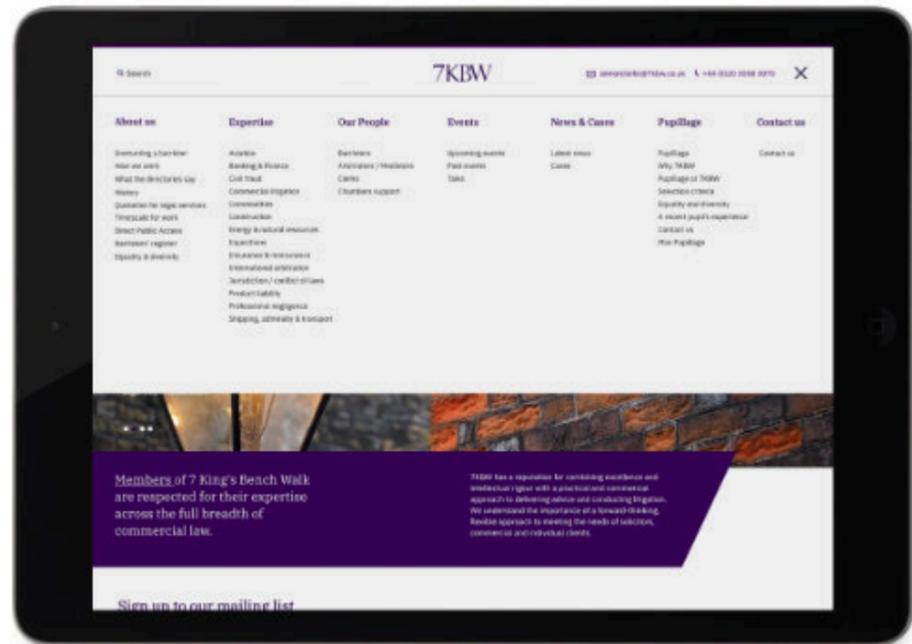
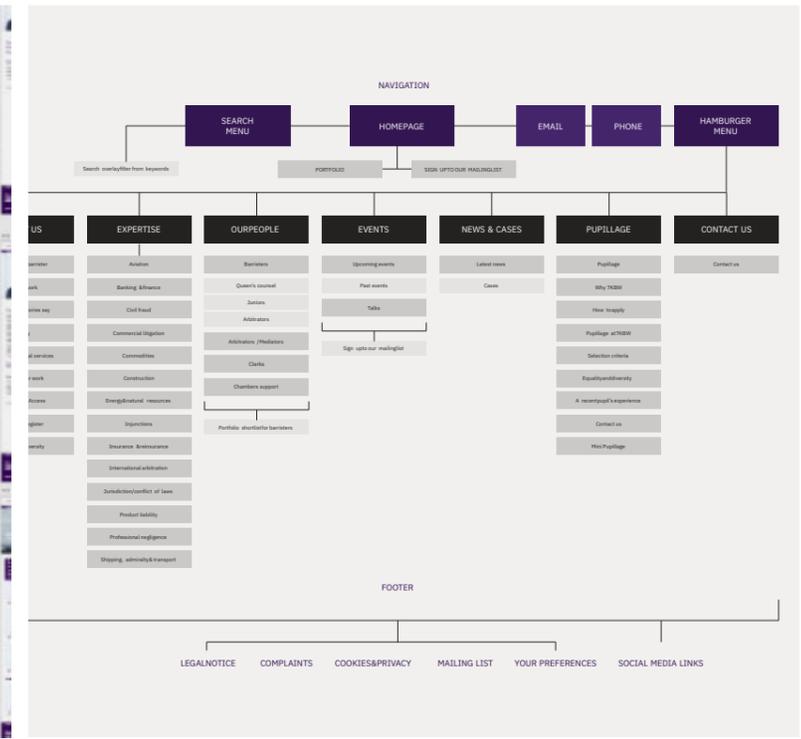
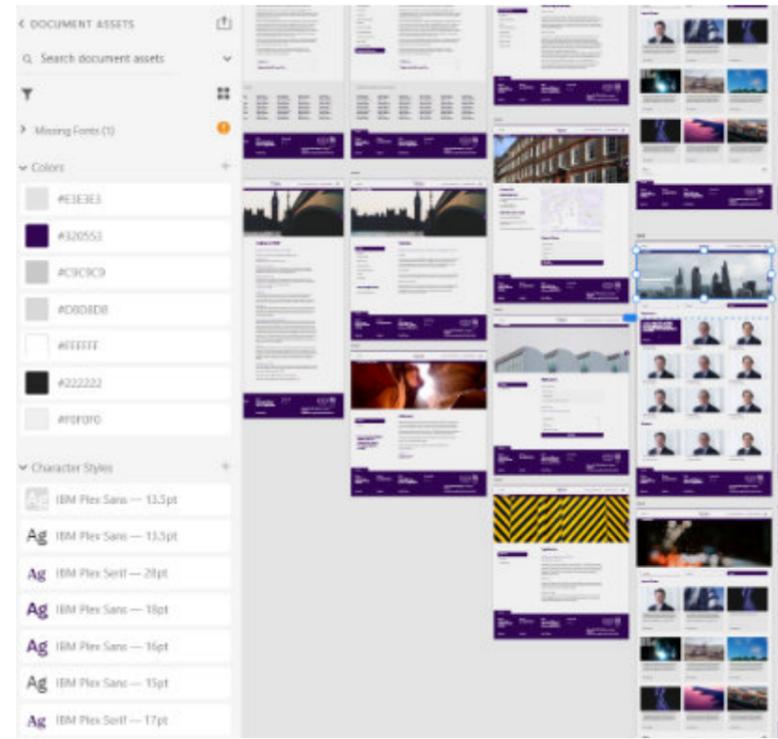
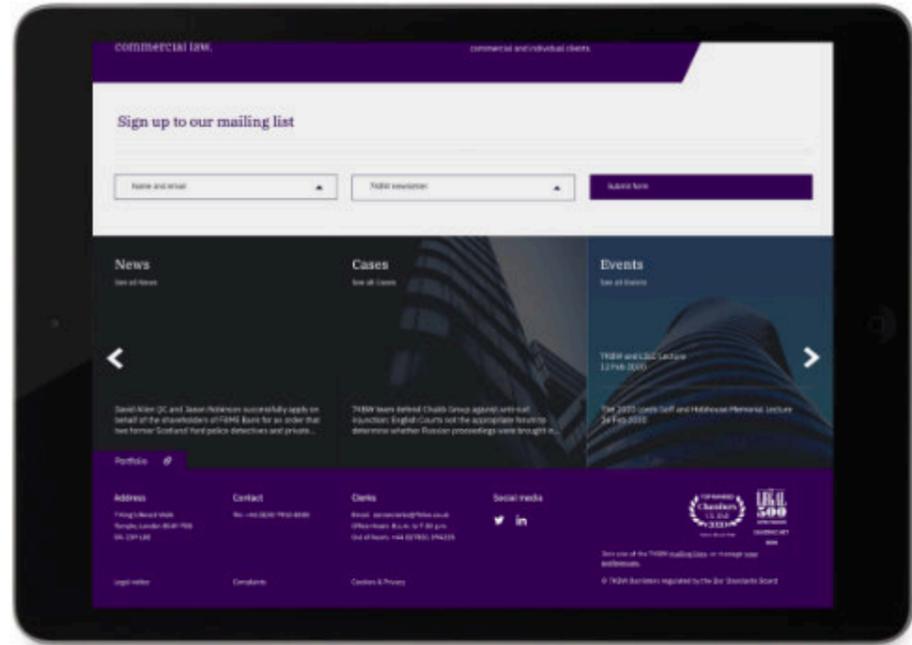
7KBW conceptual website

Andre Wallace

Designer

7KBW is a leading commercial set located on King's Bench Walk. We were instructed to redesign their website to work harder for their team and clients. For this website I wanted to capture a clean and simple website with fresh hero images while building in more functionality to help the user form a complete circle around the site when looking to instruct a barrister. I simplified their logo to feature '7KBW' as that's what they're known as, this allowed me to place it in the center of the fixed position top nav with strong call to actions, hamburger menu and a search HUD. Working with our developer we made the experience of updating the wordpress site simple allowing latest news / cases to automatically feature around the site.

andre@monospaced.co.uk



Running through the site the concept has small motifs to drive the 7 concept, the purple '7' shape on the homepage, the home modules having a total of 7 options, the hamburger menu layout split into 7 sections of the site and images representing 7 with bespoke photography of 7 King's Bench Walk.

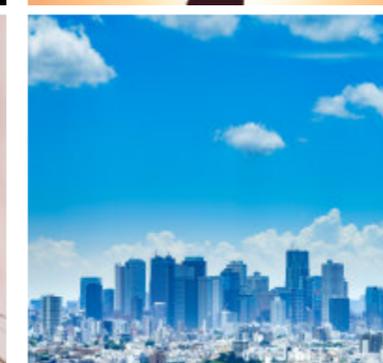
I created the 7KBW site map for the developer and built animated wireframes using XD as a ticketing and design style system throughout all stages of the design and build.

7KBW conceptual website

Andre Wallace

Designer

andre@monospaced.co.uk



Beneath The Ruin Uprising Artwork

Andre Wallace

Designer

I recently had the pleasure of designing the artwork for the new single of progressive metal band Beneath The Ruin. I am the keyboardist of this awesome band and I took on the task of designing a stylish concept of uprising through the struggle and facing the opposition face on. I composed the image using a warm colour palette, painting and imagery containing the eye that represents the world with silhouettes of protest and fist raising figures ready to stand against their opposition.

I was inspired by prog covers such as VOLA's Witness and Porcupine Tree's In Absentia for their use of simplicity while abstract creating a powerful piece of promotional artwork that's elegant a little bit subdued. Currently the music video has over 8,000 views in 1 month and the track is available on all streaming platforms.

andre@monospaced.co.uk

Thanks for taking the time to look at some of the projects I've worked on.

You can contact me on 07808282779
personal site at monospaced.co.uk
email: andre@monospaced.co.uk / drawanderase@gmail.com