

AMANDA JANE LEE
design > direction > illustration

A little bit about myself

As a graphic designer with over 15 years of experience. I have developed a portfolio of diverse and innovative projects for global clients, ranging from established brands to new product development. I am passionate about creating impactful and engaging designs that communicate the brand's vision and values across all platforms and touchpoints.

My core competencies include creative ideation, packaging, creative direction, branding, illustration, shopper, and user experience.

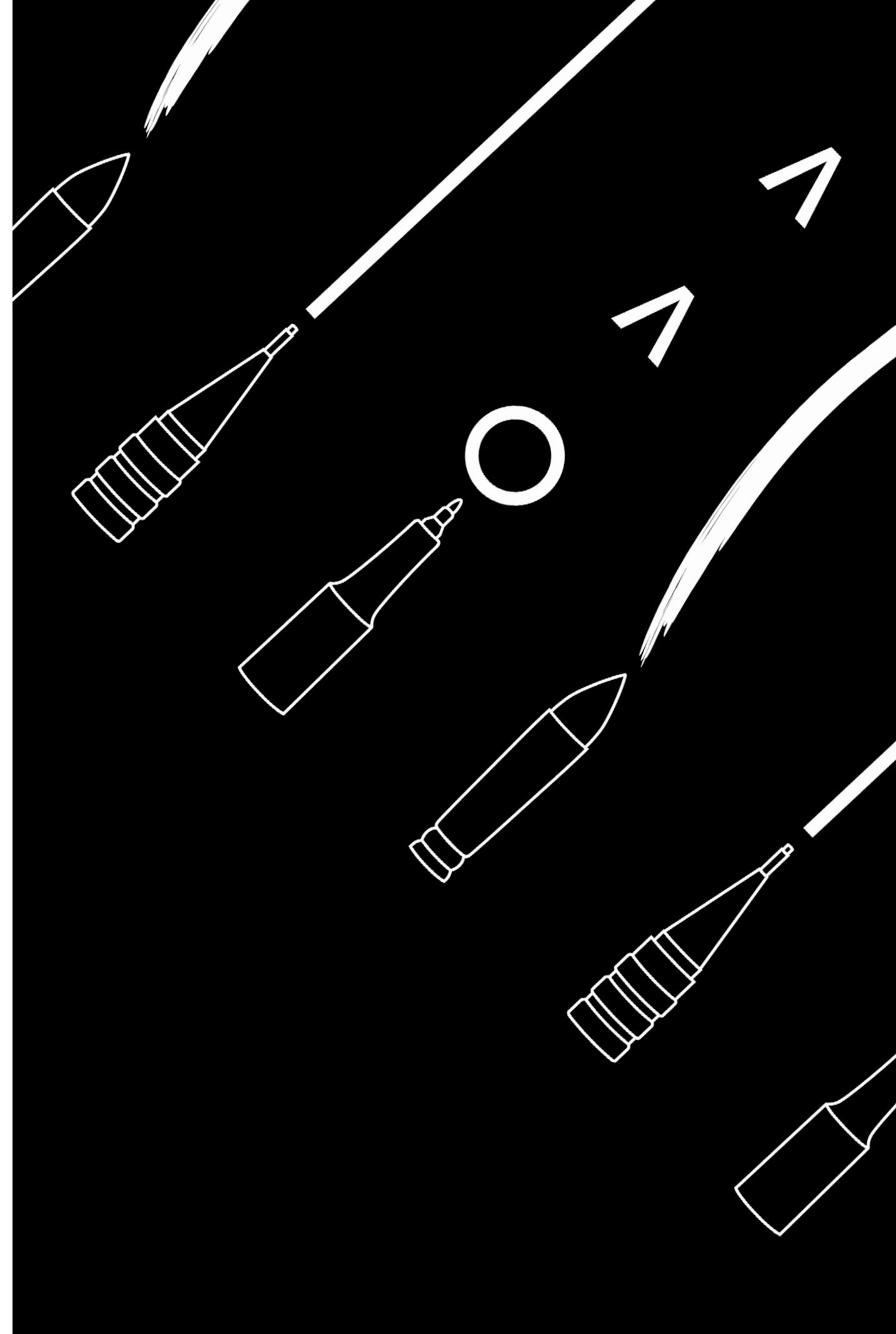
I have a strategic design approach that considers the brand as a whole, and how it interacts with the customers and the market. I am also a team player and a leader, who collaborates effectively with other creatives, stakeholders, and clients. I am always eager to learn new skills, explore new challenges, and deliver high-quality results.

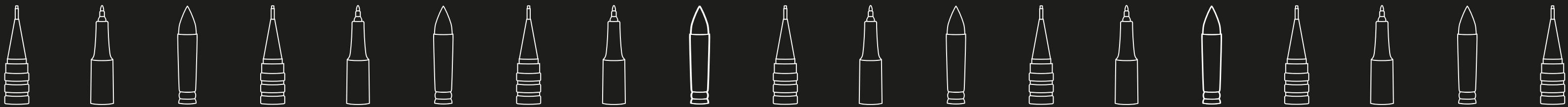
Highly experienced across all CC applications and Microsoft Powerpoint.

(I'm also quite handy with a pencil, pen or brush)



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AMANDA JANE LEE

design > direction > illustration

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EXPERIENCE

September 2019 - Current

Freelance Senior Designer/Design Director

Britvic/Plenish, Contrast, Pearlfisher, Turner Duckworth, Cowan, Coley Porter Bell, Wunderman Thompson, FTB, PI Global and Bloom. For clients including: Amazon.com, Sainsbury's, Andrex, Walmart Bettergoods and Vibrant Life, Tesco, Guinness, Cadbury, Superdrug, Schwarzkopf and Dr Beckmann.

March 2016 - August 2019

Freelance Senior Designer/Design Director

Pitch, Landor, Ocean Branding, Stag&Hare, Echo Brands, Bulletproof, Design Bridge Amsterdam, Sterling Brands, Bloom and cba. For clients including: Nestle, Campina, Sobranie, Sikkens, Kleenex, Bayer, Robinsons, Teva, Nutricia, Nescafé, Godiva, St Ives, Rimmel, Nestlé, Dove, Unilever, Sparkle, Brawny and Kelloggs.

Sept. 2015 - March 2016

Freelance Senior Designer - 1HQ

Managing and working on projects from client briefing to artwork. For clients including: Elephant Tea, Surf, OMO, Vaseline, Suave and Walls.

May 2015 - Sept. 2015

Freelance Senior Designer/Design Director

Creative Leap, Ignis and Vivid brands. For clients including: Reckitt Benckiser, JTI, Chivas, Dove and Viviscal.

Sept. 2014 - April 2015

Lead Designer/Design Director - VCG Parachute

Lead creative for all design for Parachute. Principally working on the Kimberley Clark account, creating beautiful intricate patterns for their collections. I acted as the brand guardian for brands managed by VCG; Kleenex, Andrex, Huggies, Two Sisters, Pepsico and Fox's. Managing and working on projects from client briefing to artwork. Working with the other companies within VCG and other agencies to ensure projects moved smoothly through the different areas of the business.

Nov. 2013 - Sept. 2014

Freelance Senior Designer/Design Director

Various agencies including: Design Bridge, Interbrand, LPK, The Brand Union, bluemerlin, Joseph Joseph, BrandMe and Lothar Böhm. For clients including: Reckitt Benckiser, Sensodyne, Sainsburys, Milka, Cadburys and Hellmann's.

July 2013 - Nov. 2013

Senior Designer - Futurebrand

Leading FMCG projects, under the direction of the Creative Director. Clients included Nestlé, Gourmet, Pro Plan, and Ideal Standard. I was very proud that my concepts for the Ideal Standard packaging redesign was taken through to be developed and delivered to market.

Sept. 2002 - July 2013

Senior Designer - Bulletproof Design

Working across a wide range of disciplines, including packaging, branding, POS, shopper marketing, illustration, retail and art direction. Developing existing brands and bringing life to new brands for the UK and International markets. Including Coca-Cola, Castello, Sainsbury's, Georgia-Pacific, Kenco, Dairylea, Sacla and Cadbury. With a focus on the Coca-Cola account. Working across all brands and areas of their business, from global marketing campaigns, to building their brands within customer markets such as Vue and Subway. Encompassing all stages of the design process, from initial client briefing, strategic planning, concept generation, client presentations, art direction and overseeing artwork. This level of involvement at all stages has given me invaluable experience and knowledge, which is reflected in my growth within the company.

Dec. 2001 - Sept. 2002

Freelance Middleweight Designer

Various agencies including Bulletproof Design

July 2000 - Dec. 2001

Junior/Middleweight Designer - ashleycarter

Working closely with the Senior designers, across branding, packaging and web design. I was involved in presenting to clients and managing projects from initial concepts to artwork. Clients included China White, Silver Arrow, AromaPod, eoffice, Blu and Fleet Street Travel.

EDUCATION

1998 - 2000

West Thames College HND Graphic Design & Advertising (Graphic Design specialism) - Distinction

1997 - 1998

Berkshire School of Art & Design HND Fashion Design (Transferred after completing 1st yr)

1996 - 1997

Amersham & Wycombe College BTEC Foundation Diploma in Art & Design

1989 - 96

Northwood School 3 A Levels (Including Fine Art - A*) 9 GCSEs A* to C

1994-95

Chelsea Young Artists Two terms sponsored by Chelsea Art College



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Tesco Beautifully Balanced Range redesign

The Beautifully Balanced range in Tesco was looking dated and needed to work harder within the healthy food category.

I created a range style, using vibrant illustrations to enhance flavour cues and create standout on shelf. My design was rolled out across the range of the portfolio.

Coley Porter Bell (in collaboration with Tesco).



TESCO

Beautifully
BALANCED



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Old design





TESCO

Beautifully
BALANCED

HEALTHY
LUNCHES
MADE EASY



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Tesco Finest Tortilla Chips Packaging Design

A Finest take on Tortilla chips.

Tesco Finest range was expanding to include a new product Tortilla Chips. I was tasked to create a range of ideas that would fit within the Finest aesthetic and would deliver on authenticity, taste and standout at shelf.

These initial sketches were developed, and from these one design was chosen and is now out in a store near you.

Coley Porter Bell (in collaboration with Tesco).

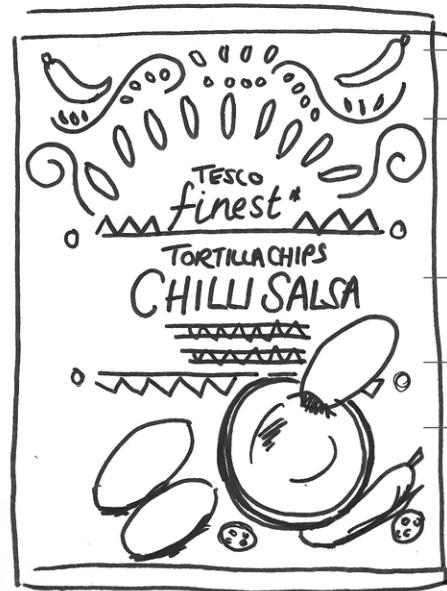


**TORTILLA CHIPS
CHILLI SALSA
ROJA**



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Initial concepts:
Sketching and research

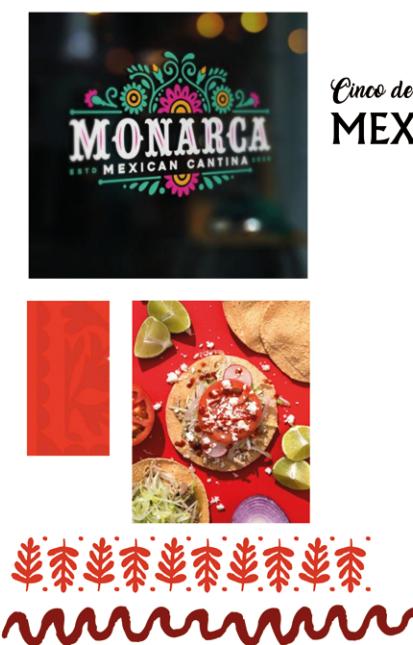


Concrete Silver pack
Flavour coloured hand finished Mexican inspired crest, with an accent contrast colour - using shapes of the chips and the chilli's as part of the design

Flavour name uses Tesco font with touches to create a Mexican feel

Crest pattern reflected below in a silver tone

Overhead chips and dip with a chilli and chilli slices



Matt Silver pack
Flavour type classic Tesco finest style

Flavour coloured Mexican design, swirls and petal and zig zag details

Central bowl of chips - bowl has a mexican patterned edge - contrast colour to the overall pattern

Overhead photographic chilli's as part of the pattern



Matt Silver pack
Mexican style hand finished pattern vibrant flavour colours, screen printed - creates and frame for the logo, type and chips cameo

Clear area within the frame for the logo and copy

Overhead photographic chips and chilli's



Mexican style repeat printed pattern

Clear area within the frame for the logo and copy

Mmexican inspired details on the type

Concrete Silver pack

Overhead photographic dip, chips and ingredients, with other elements coming in on the edges, creating a party feel



Developed concepts:

Concepts were developed across the two flavours. Looking at the style and use of illustration and how photography could be used to deliver the taste and quality of the product.



Final designs



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Tesco Finest Restaurant Collection Range Launch

Bringing the restaurant home.

A premium complete meal box offering within the Finest Collection. The focus was on bringing the restaurant experience home and enabling the customer to create their own restaurant quality meal.

Coley Porter Bell (in collaboration with Tesco).



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Nescafé Gold

Seasonal flavours

Packaging redesign

Premiumise and align their seasonal flavours with the cafe menu range.

I explored themes of iconography, cafe culture, language and pattern. Various coffee garnishes and their accompanying cameos, helped to deliver taste and identify the flavour.

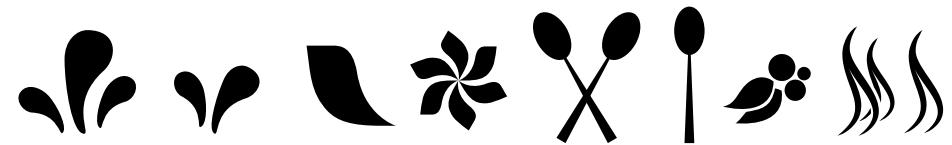
For the chosen direction, I looked at different patterns to capture the individual flavours of the coffee. Each pattern needed to have its own identity, whilst maintaining the family feel.



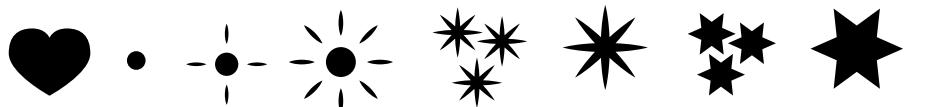
FLAVOUR
ICONS



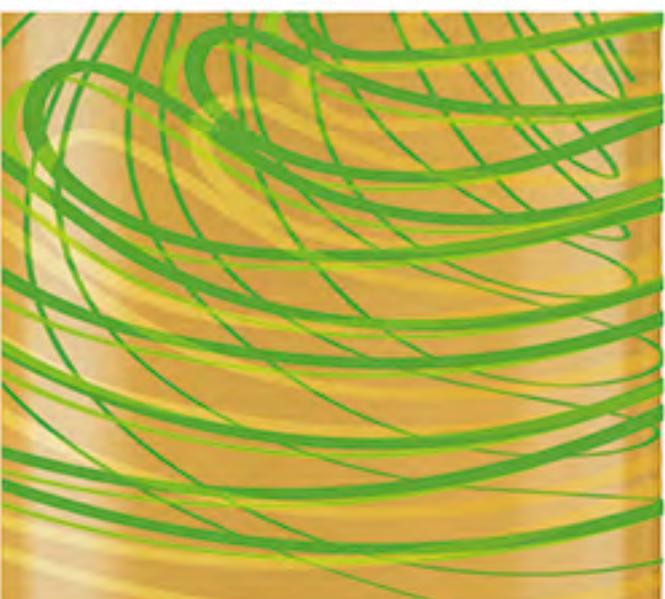
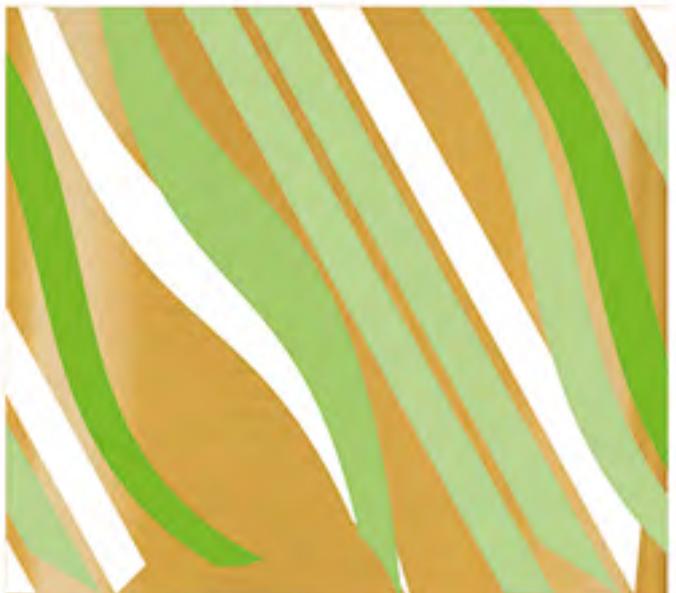
COFFEE &
EXPERIENCE
ICONS



ENJOYMENT
ICONS



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Robinsons NPD Research Concepts

New product development

Formulating strategic platforms to create initial concepts for a new range of Super Fruits and Barley Waters.

Explorer, Power of Fruits and British Barley.

Explorer



Power of fruits



British barley



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Concepts



Explorer

Power of fruits

British barley



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Elephant Tea

Essential Oil Tea

NPD Research

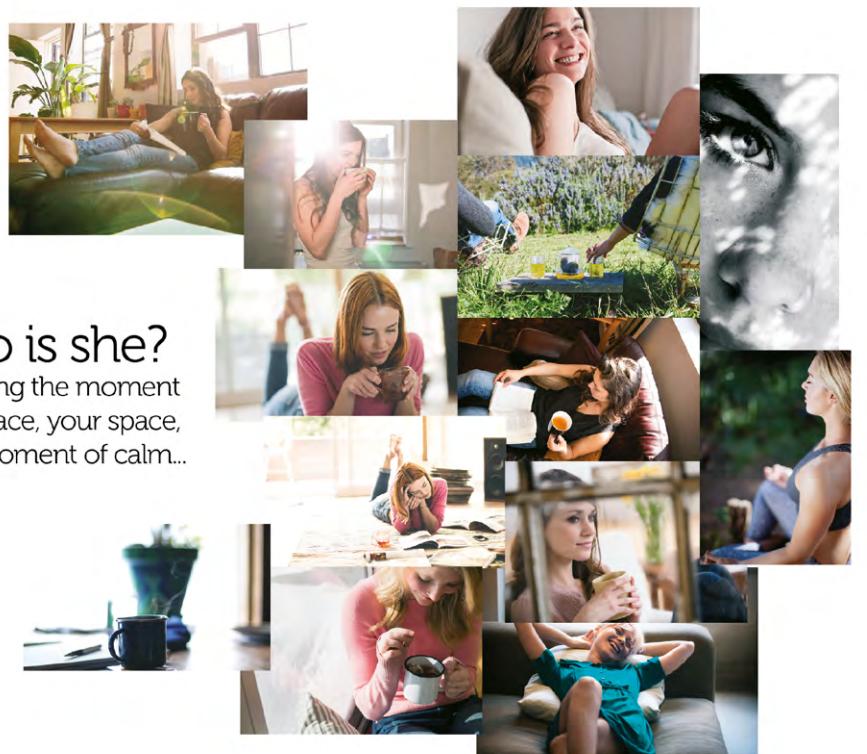
Where will it take you?

Elephant Tea were creating a new type of herbal tea. A tea that would be infused with essential oils, that would enhance the properties of the herbs and create a more powerful tea.

For this I created strategic platforms, which were used to explore concepts and pack design, The final pack design was entered into research.



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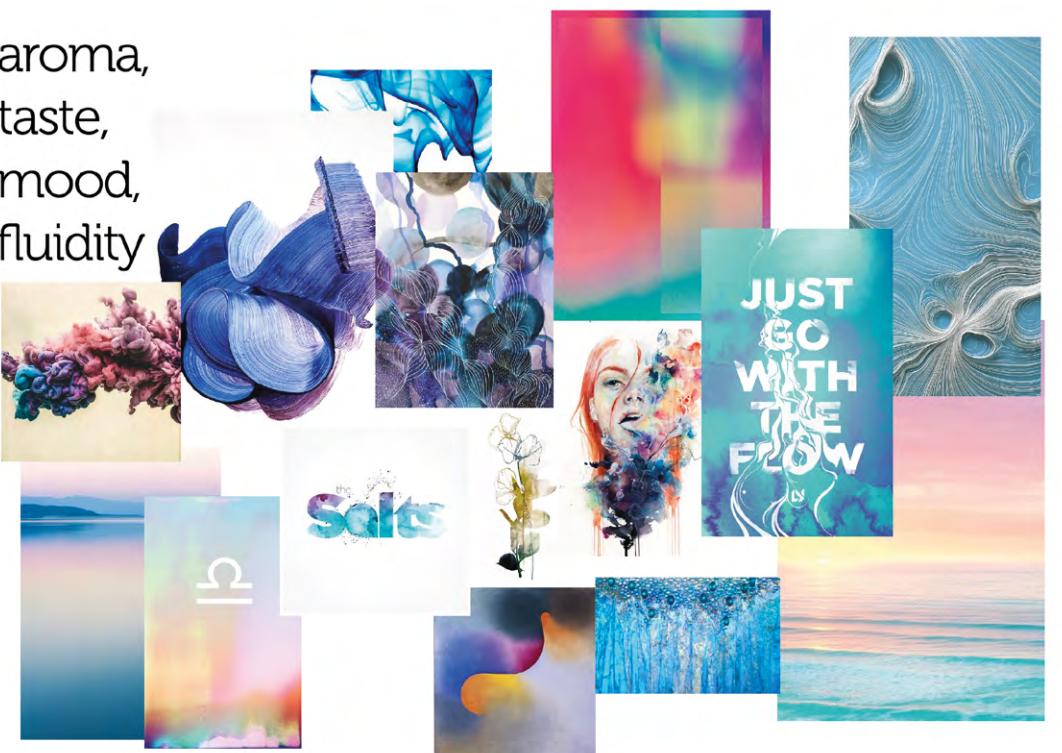
who is she?

capturing the moment
your place, your space,
your moment of calm...

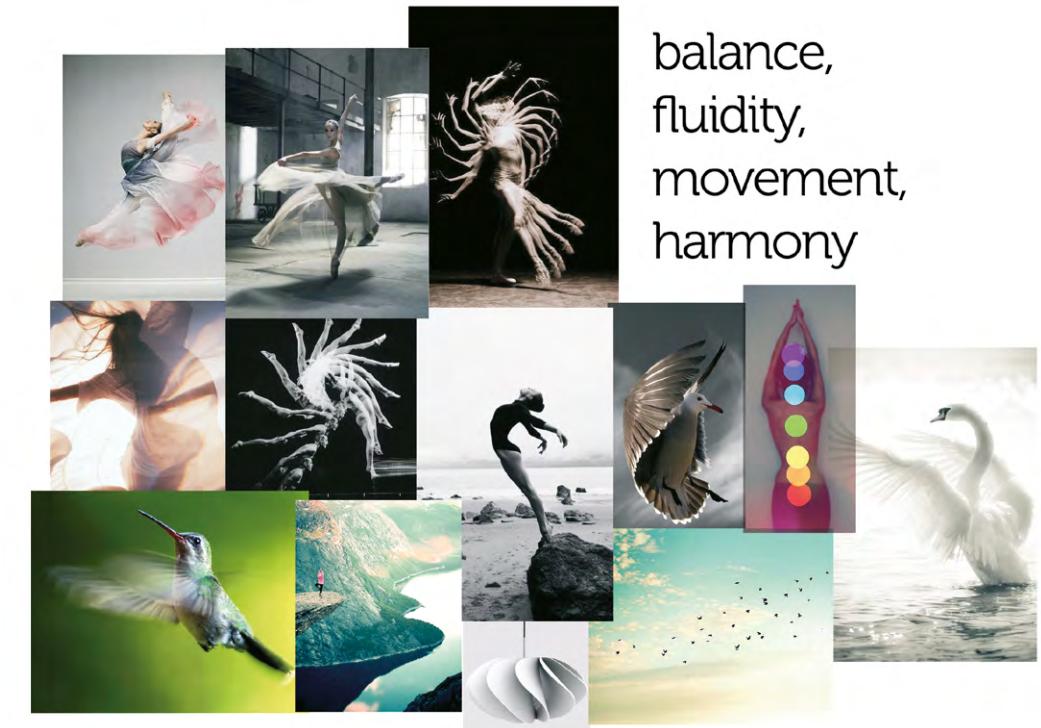
natural,
ingredients,
flavour



aroma,
taste,
mood,
fluidity



repetition,
geometric,
organic,
tonality,
texture

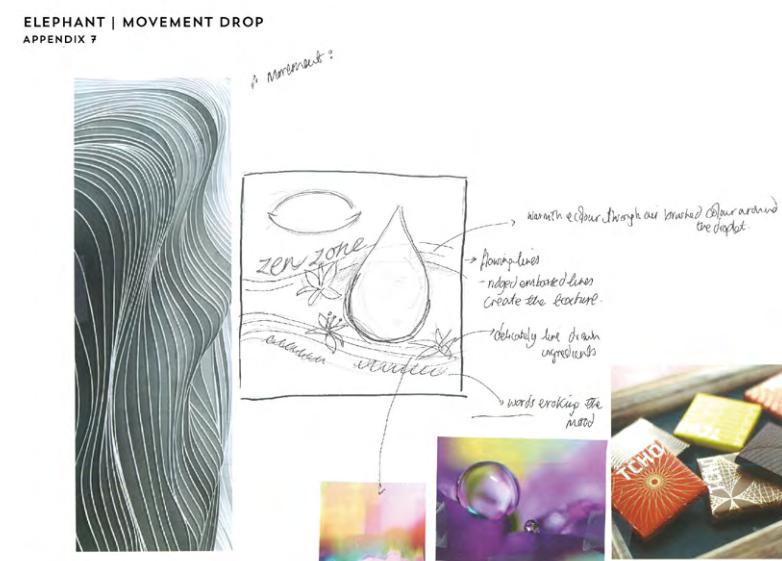


balance,
fluidity,
movement,
harmony



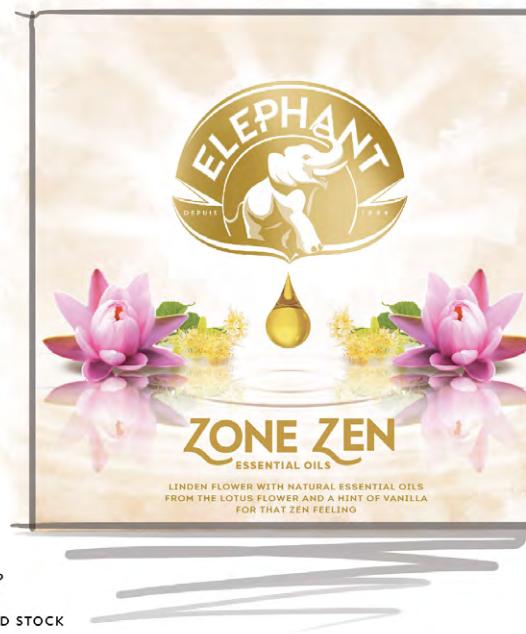
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Initial ideas were created, exploring the strategic platforms and how they could be brought to life.



Chosen developed concepts

ELEPHANT | GEOMETRY DROP POOL
OPTION 1



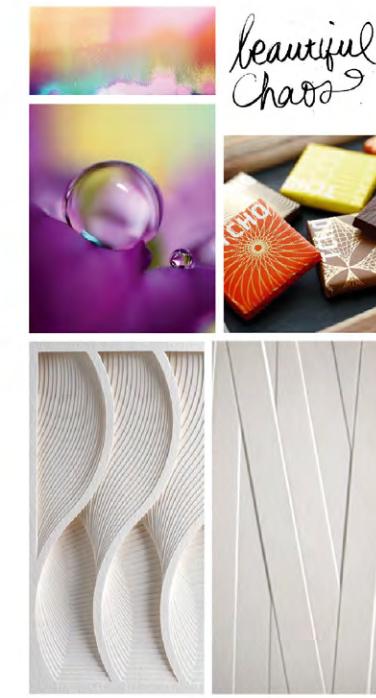
- GOLD FOIL BLOCK LOGO
- UV VARNISH ON THE DROP & VARIANT NAME
- PRINTED ON AN UNCOATED STOCK



ELEPHANT | MOVEMENT SPHERE
OPTION 2



- GOLD FOIL BLOCK LOGO, VARIANT AND ILLUSTRATION
- INLAID AREA RUNS THE WIDTH OF THE PACK, WITH EMBOSSED GOLD LINES
- PRINTED ON SILK STOCK



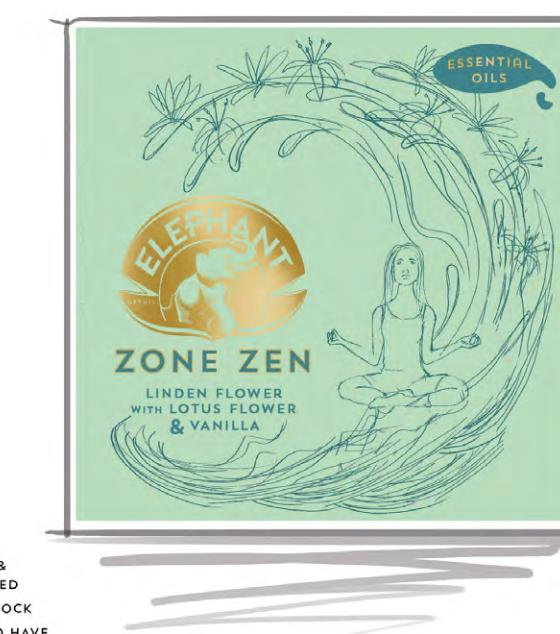
ELEPHANT | DREAMSCAPE WATERCOLOUR WORLD
OPTION 3A



- SPOT UV ON THE LOGO, FLOWERS & VARIANT COPY
- PRINTED ON AN UNCOATED STOCK, GIVING THE WATERCOLOUR BACKGROUND A SENSE OF REALISM



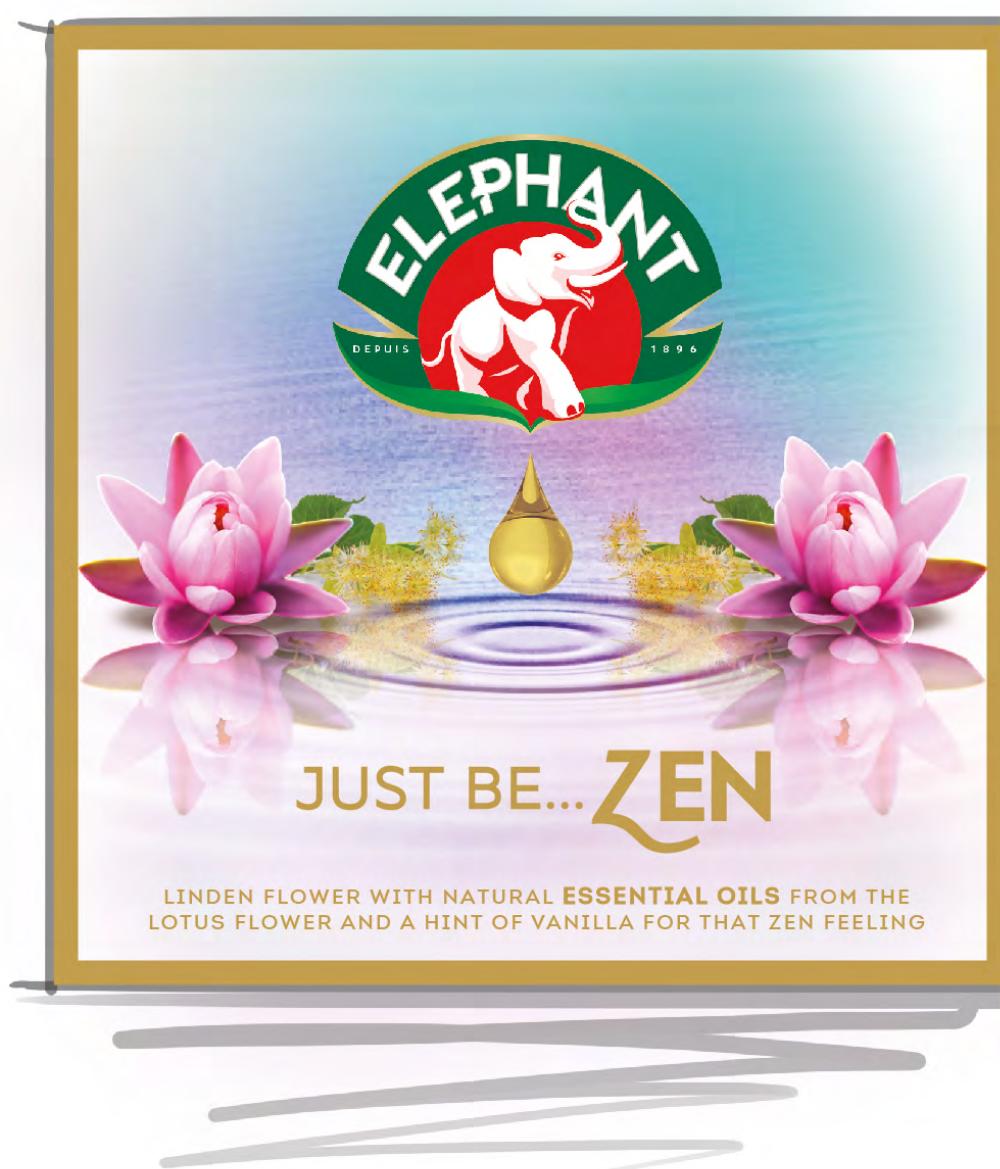
ELEPHANT | MOVEMENT ILLUSTRATED WORLD
OPTION 4



- FOIL BLOCKED LOGO & VARIANT NAME DEBOSSED
- PRINTED ON A SILK STOCK
- EACH VARIANT WOULD HAVE A BESPOKE ILLUSTRATION RELATING TO THE BENEFIT & INGREDIENTS



With the final design I explored bespoke product packaging, that would elevate the proposition.



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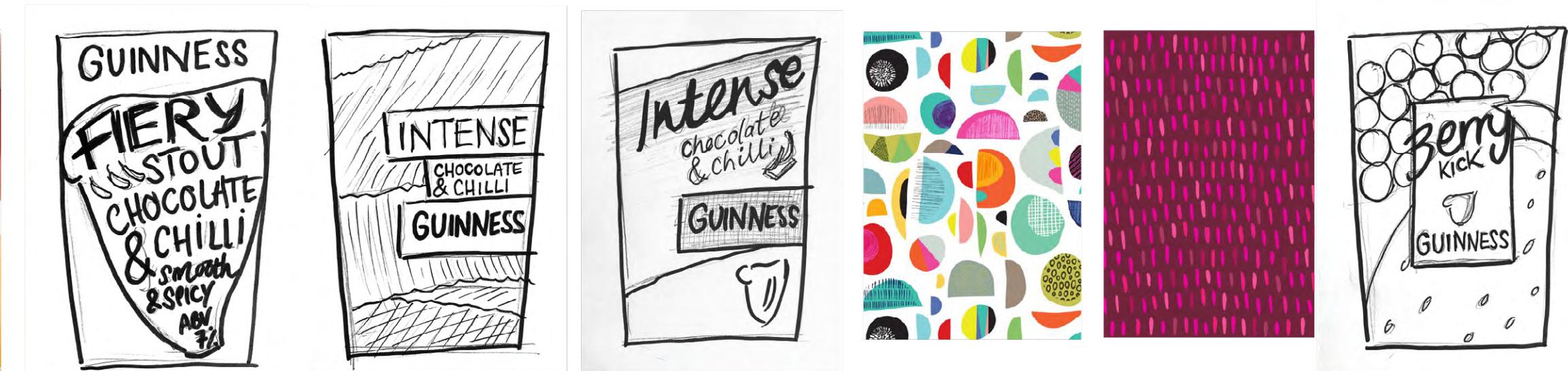
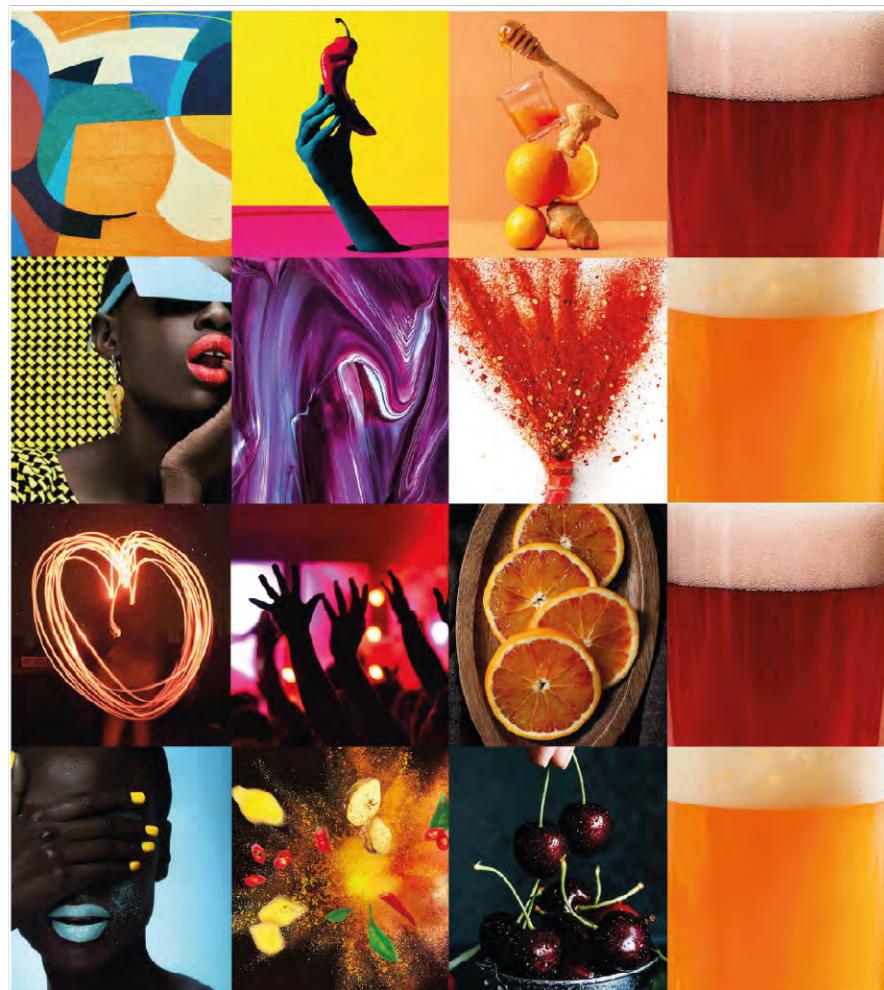
Guinness Flavours NPD Research

What flavour is yours?

Guinness wanted to expand their brand proposition within the African market. To include products that would leverage flavour and appeal to a greater audience. I designed packcepts for different flavour combinations and tested different bottle formats. Here are just a few of the designs that were researched.



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Godiva

G by Godiva

Retail Visual Identity

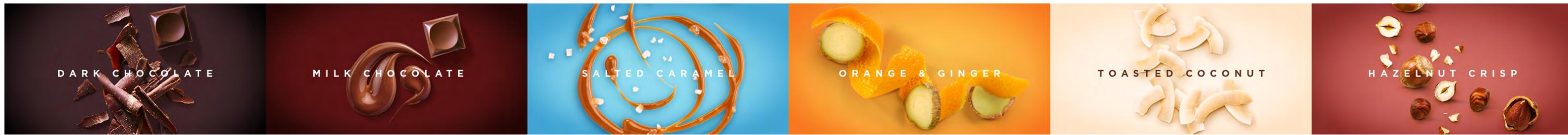
Launching the new single pack for Godiva.

The new packs were to be sold in Godiva shops and concessions. I created a visual identity that captured the artistry of the Godiva brand. This was carried across a suite of elements to showcase the new range.



TASTE THE ARTISTRY
CRAFTED WITH THE FINEST CHEF SELECTED INGREDIENTS.


JEAN APOSTOLOU,
GODIVA'S CHEF CHOCOLATIER



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Coca-Cola Global Christmas Campaign Packaging & Visual Identity

Holidays are coming.

Working with the Global team and the ATL agency to bring to life the prospective ideas. From this 'Collective Power' was chosen.

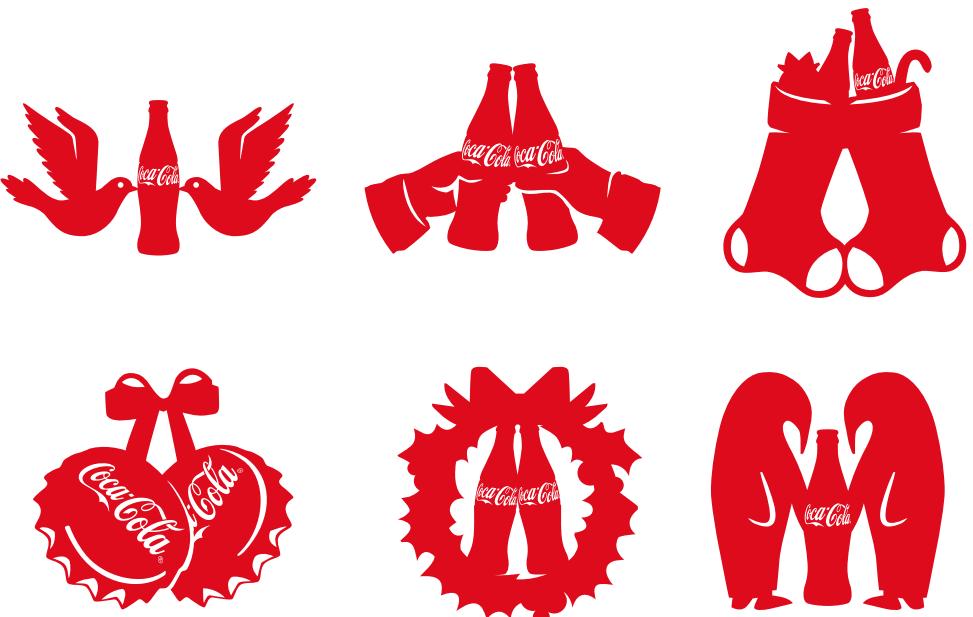
The idea of the Christmas Chain perfectly captured the theme of 'Collective Power'. I developed this idea and created a suite of elements that could be translated OOH, instore and on pack.



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The Christmas Chain symbolises all of us working together to make this time special.

I illustrated a suite Christmas and occasion icons, that when linked would form the Coca-Cola christmas chain.



Christmas Chain



Coca-Cola

EUG Summer Campaign

Visual Identity, instore & OOH

open a Coke say yes to summer!

Working with the European team and the ATL agency, I created and executed the visual identity, packaging and OOH campaign for Summer.

For this campaign I was commissioned as an illustrator. I illustrated the characters using watercolours and combined them with a digitally illustrated scene.



Key Visual - Northern Europe



Key Visual - Southern Europe





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Shopper instore activation



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OOH activation. I sourced, commissioned and art directed an illustrator to create the OOH visuals to promote the summer campaign for Coca-Cola.



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Tesco Summer Campaign Brand Expression

We'll take care of the food this Summer.

Working with the Brand Expression team.
I designed and art directed how the
summer campaign would come
to life instore and digitally.



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The campaign creative for Summer is all about the food!

The styling and environment are inspired by a Summer outdoor setting and showcases a selection of healthy food choices available at Tesco.

The sentiment of the campaign message is confident, helpful and aims to show our customers that we care.

Whilst our customers enjoy the Summer fun – ‘we’ll take care of the food’.

High level - Cropped format



High level - Wide banner



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Instore insitu.



Fin example



Shelf Talker examples

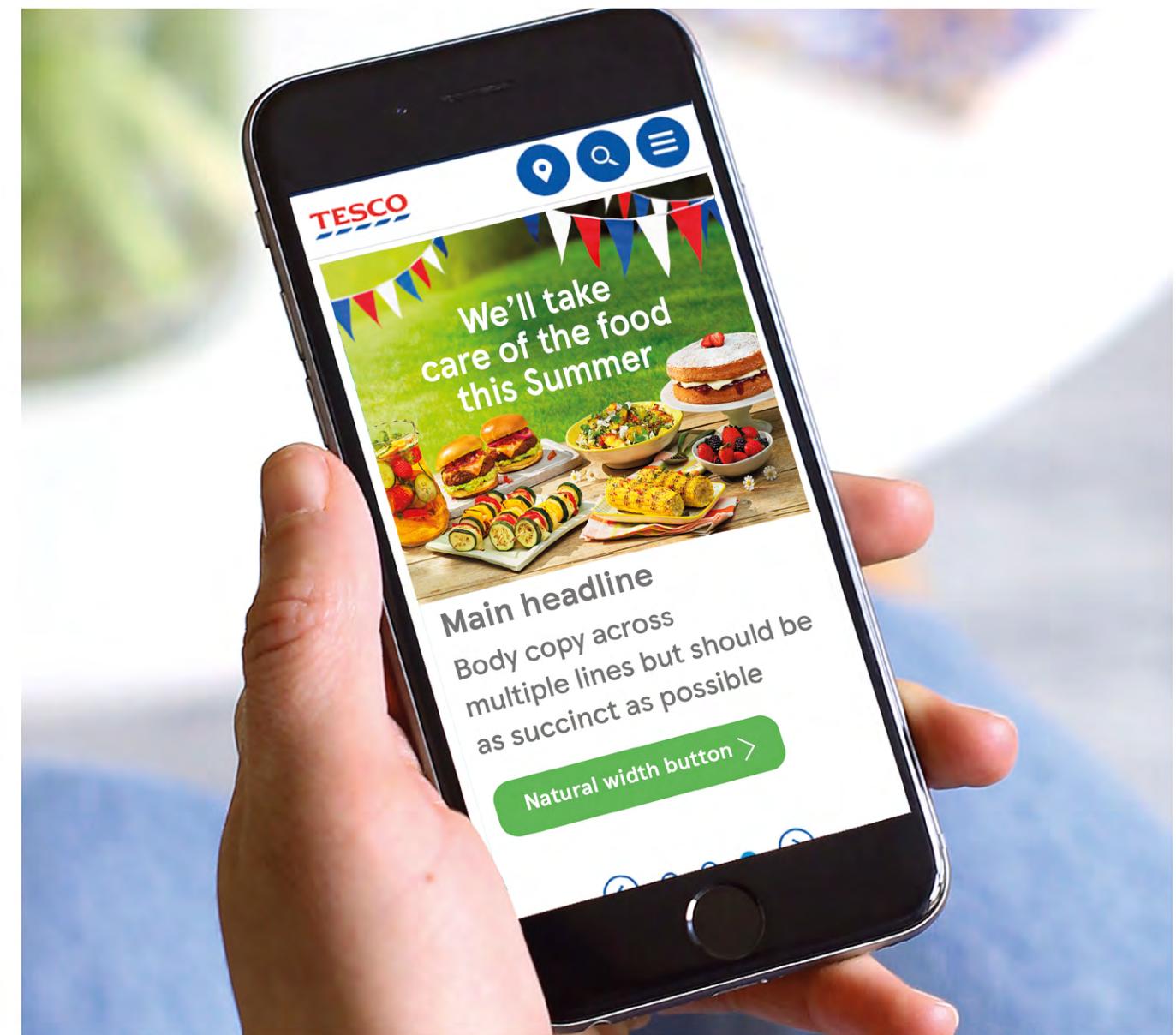
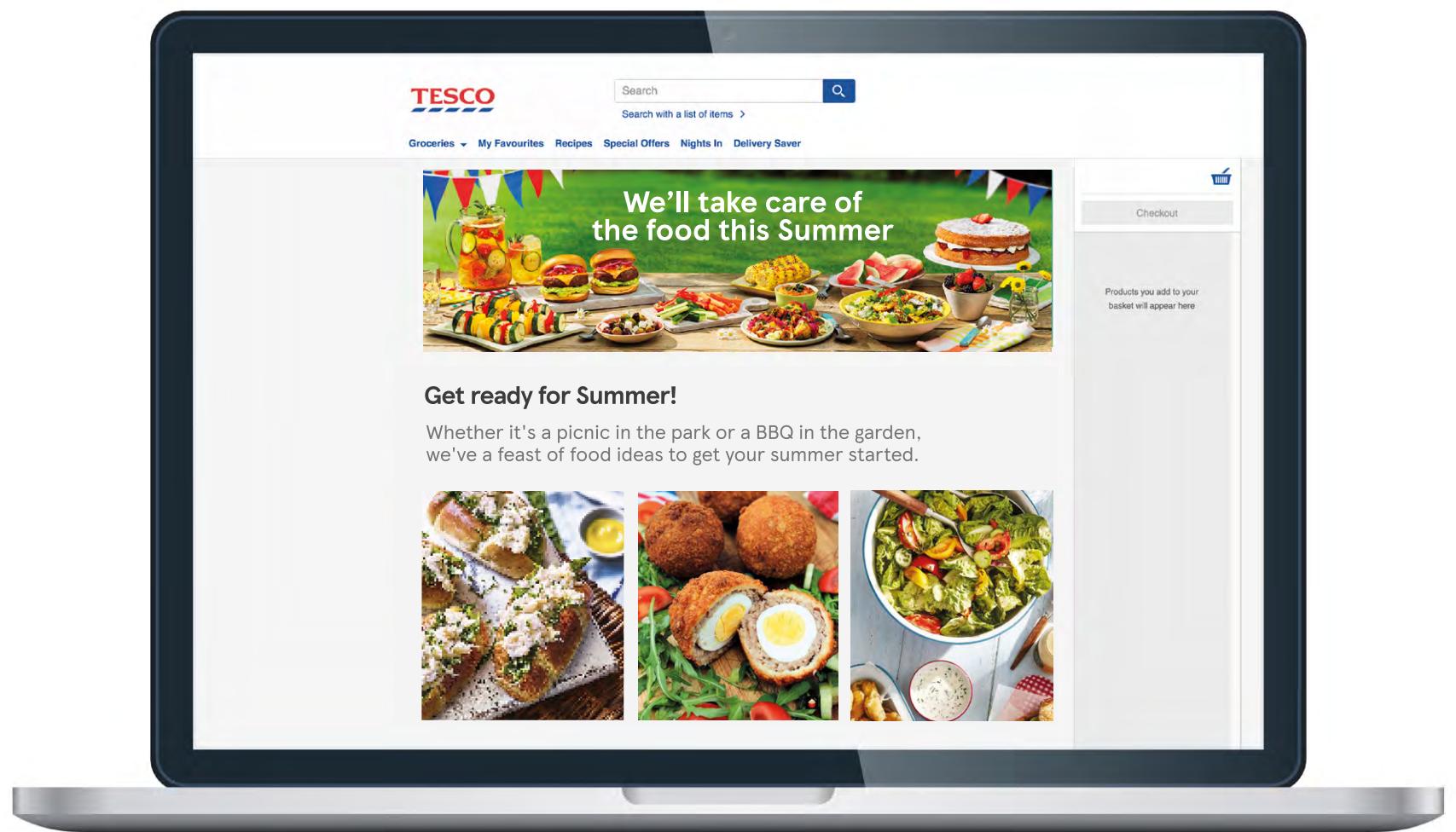


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Digital application

These images have a darker background colour to give a higher contrast ratio with the white typography and meet Tesco digital compliancy standards.

Summer master creative photography assets are available in RGB colour formats specifically for use on digital channels eg. Web, Mobile, E-marketing.



Vaseline Limited Edition Packaging

Vaseline were planning a limited launch. The strategic platforms were Opposites and Gold Dust.

For the Opposites platform I looked at Saint and Sinner, Dusk till Dawn. I also explored the concept of Gold Dust. Creating mood boards and initial concepts.



Saint and Sinner
Everyone has two sides



Dusk till Dawn
Transform and restore



Gold dust
Shimmer and shine



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Saint and Sinner - Everyone has two sides
I looked at creating designs to capture these opposite character traits, a transition from one character to the other with clever changes, a hidden twist.



Dusk till Dawn - Transform and restore
Colour and transition were the key themes.
Dawn - Let the light in
Dusk - Transform yourself and own the night



Gold Dust - Shimmer and shine
I explored developing designs around the idea of something precious, locked up and secret. With an element of magic and wonderment.





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Dr. Beckmann

Rebrand Packaging

Create greater visibility of the brand.

In refreshing the identity and the packaging, the aim was to gain stronger recognition and stand out of the Dr. Beckmann brand.

I was instrumental in creating and rolling out the design system, that would carry across the whole portfolio, driving the efficacy and RTB of the products.



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Supradyn

Bayer VMS Brand & Packaging

**Europe's no.1 VMS brand.
(vitamins, minerals and supplements)**

To evaluate and align the portfolio across all markets. Introducing the new positioning, 'Recharge your Strength'. This was achieved through revitalised branding, packaging design, typography, illustration and a vibrant engaging colour palette.



Exploring the Brand Marque:



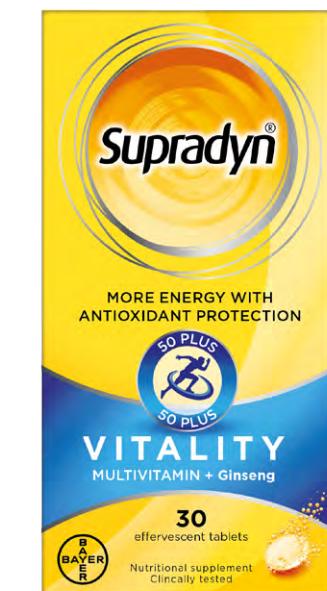
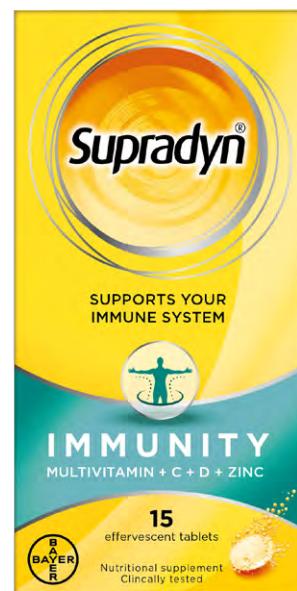
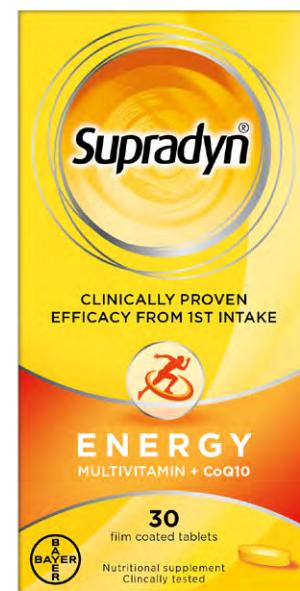
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Packaging Architecture a snapshot of exploration and development:

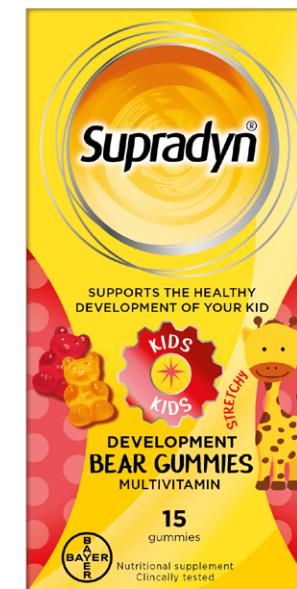
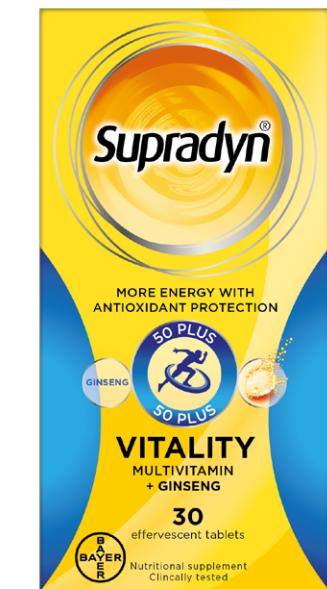
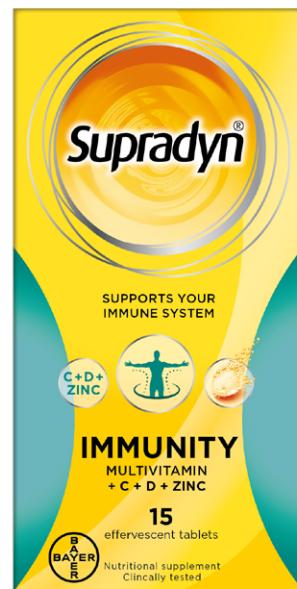
Old design



Developed designs



Initial designs



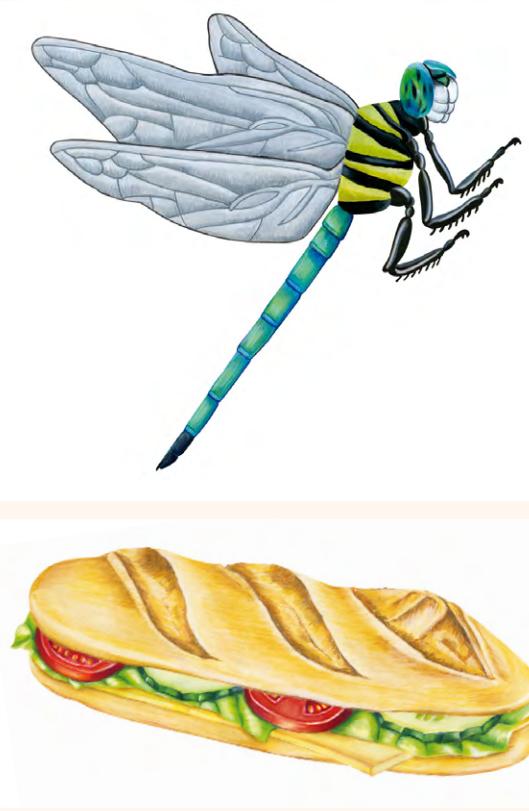
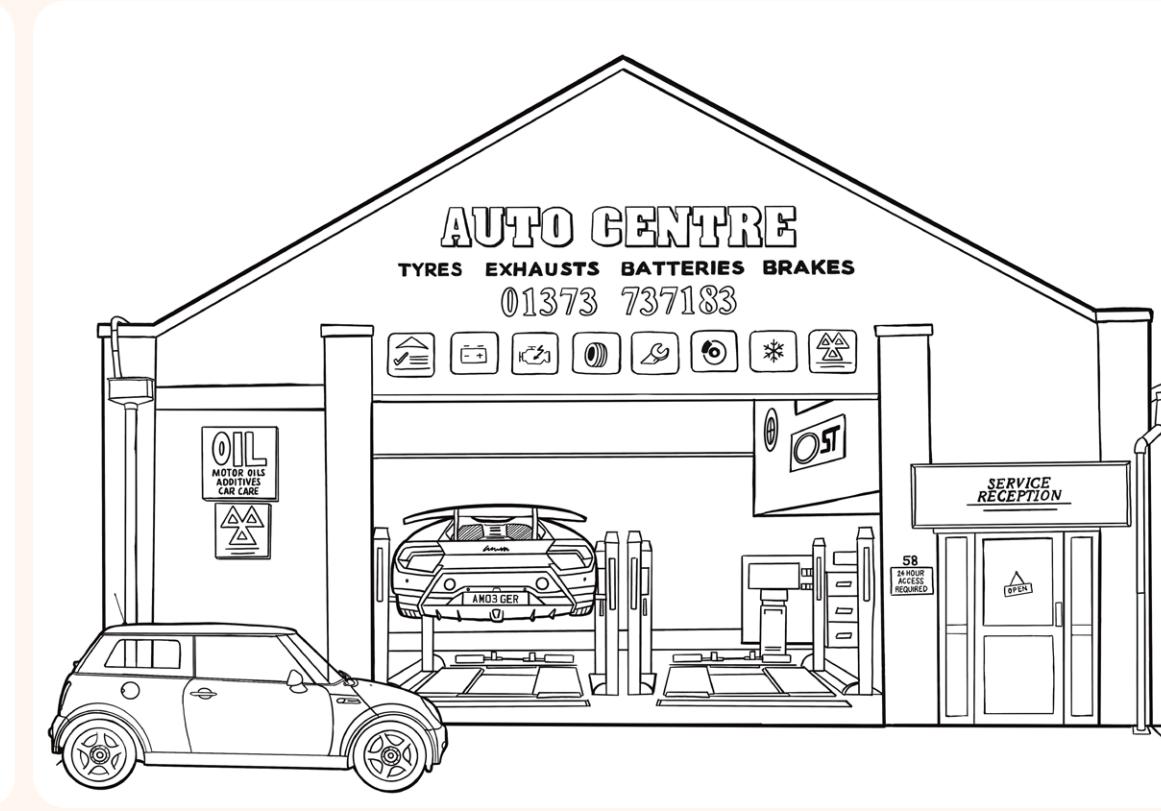
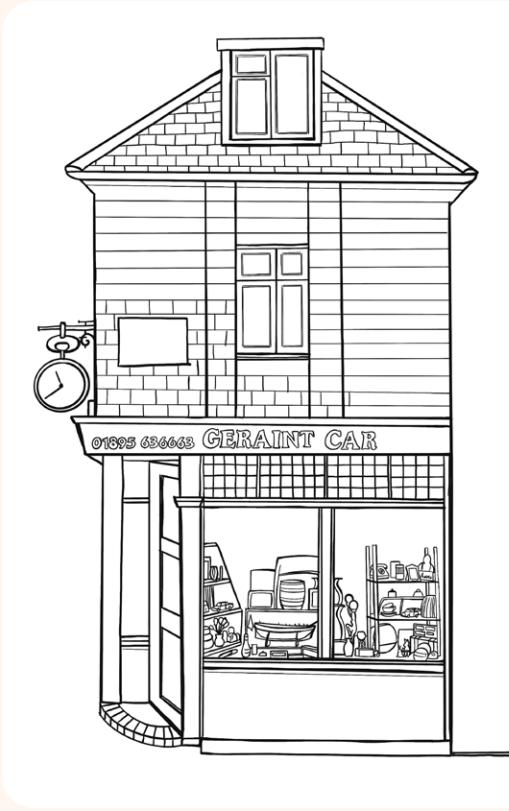
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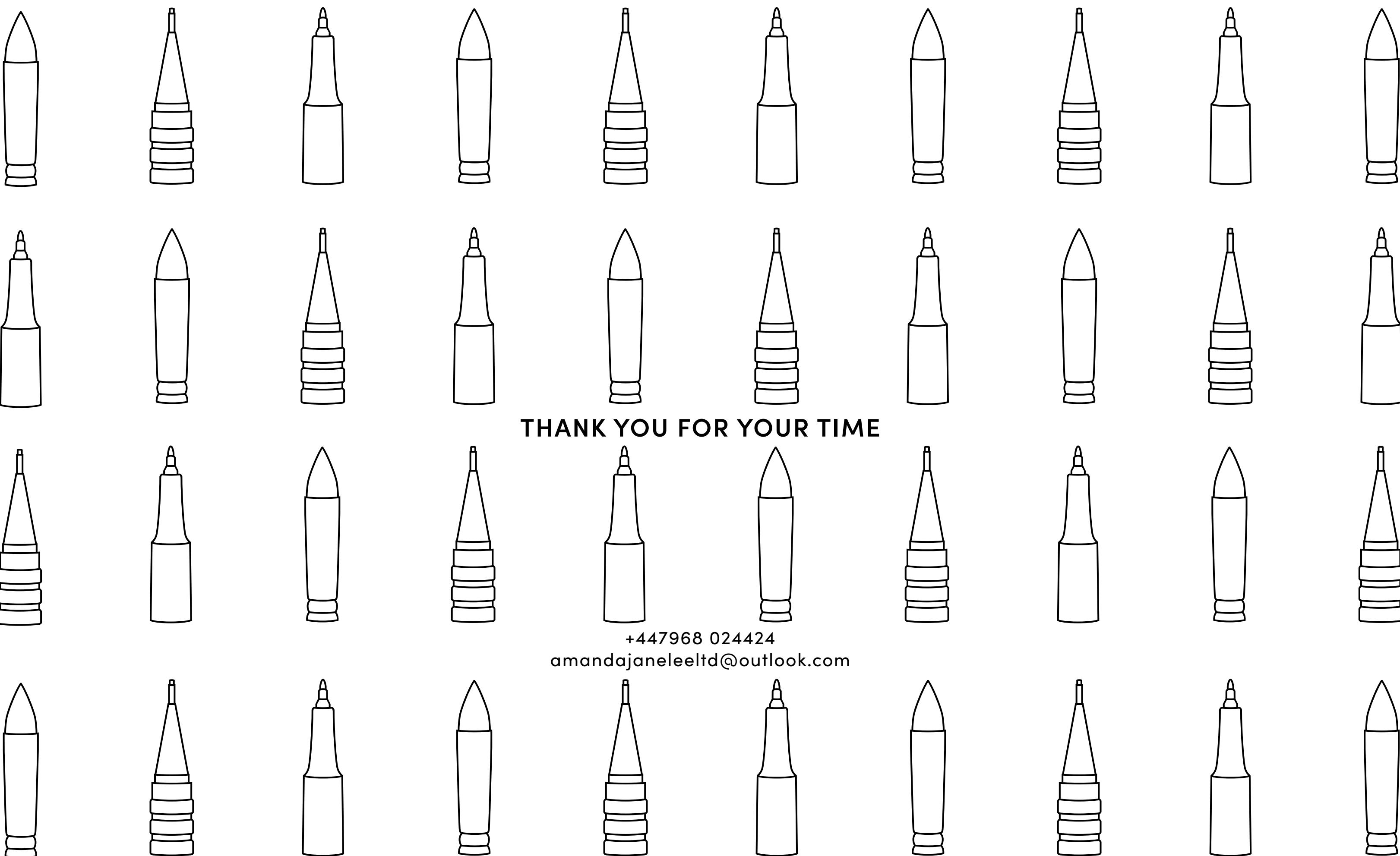
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Illustration

www.chichidesign.co.uk



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THANK YOU FOR YOUR TIME

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