

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.

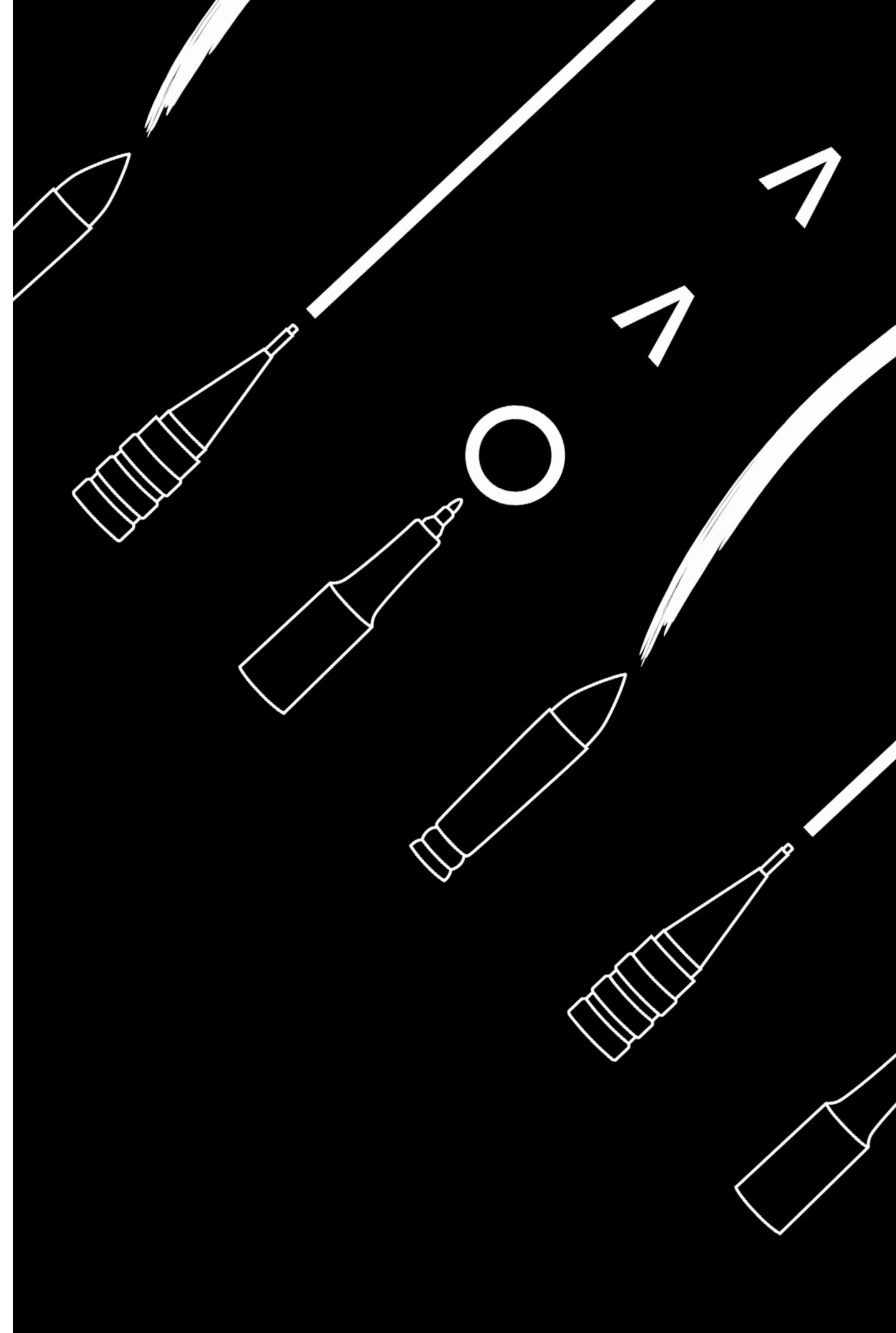
I have a strategic design approach that considers the brand as a whole, and how it interacts with the customers and the market. I am also a team player and a leader, who collaborates effectively with other creatives, stakeholders, and clients. I am always eager to learn new skills, explore new challenges,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

Highly experienced across all CC applications and Microsoft Powerpoint.

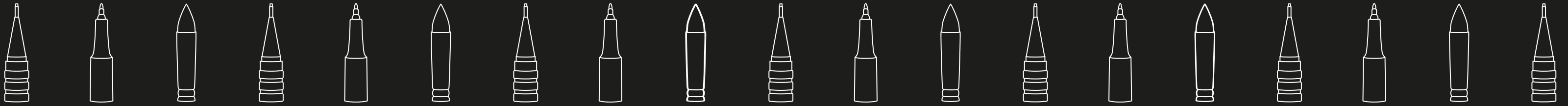
(I'm also quite handy with a pencil, pen or brush)



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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, bluemarlin, 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







A vertical sign for Tesco's 'Beautifully Balanced' healthy lunch promotion. The sign features a white background with colorful illustrations of green leaves, orange carrots, and pink beetroot slices. At the bottom, there is a photograph of a bowl filled with a healthy salad containing green leafy vegetables, orange sweet potato cubes, red beetroot, white feta cheese, and brown nuts. The text is centered on the sign.

**TESCO**

*Beautifully*  
BALANCED

**HEALTHY  
LUNCHES**  
MADE EASY





# 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

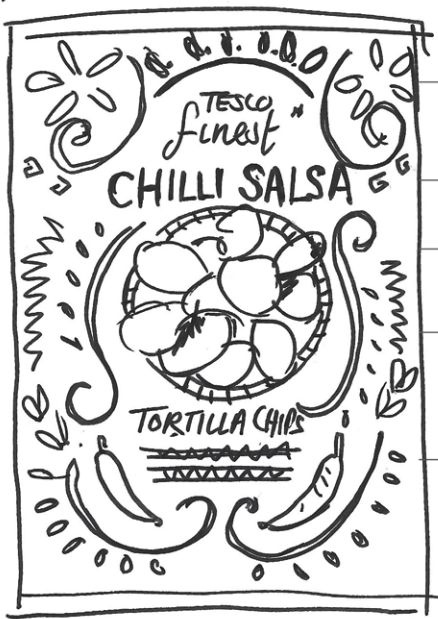
Flavour name uses Tesco font with touches to create a Mexican feel

Crest pattern reflected below in a silver tone

Overhead chips and dip with a chilli and chilli slices



Cinco de Mayo!  
MEXICO



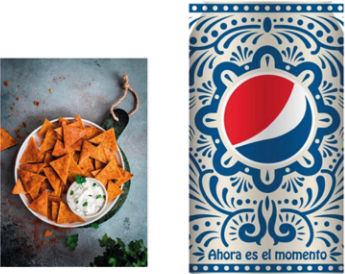
Matt Silver pack

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

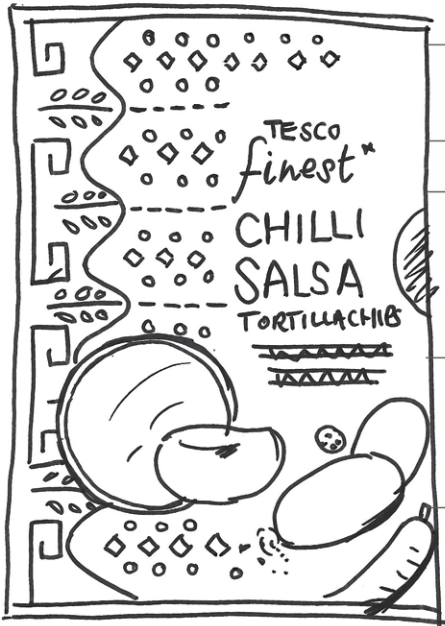


Mexican style hand finished pattern vibrant flavour colours, screen printed - creates and frame for the logo, type and chips cameo

Matt Silver pack

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

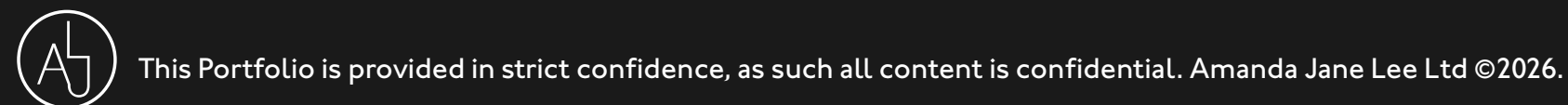




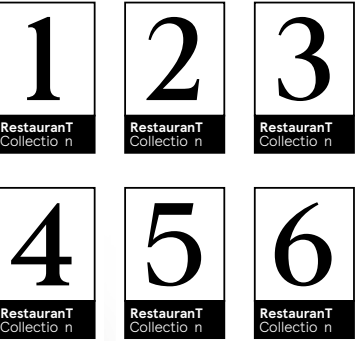
## Bringing the restaurant home.

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).









# 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.

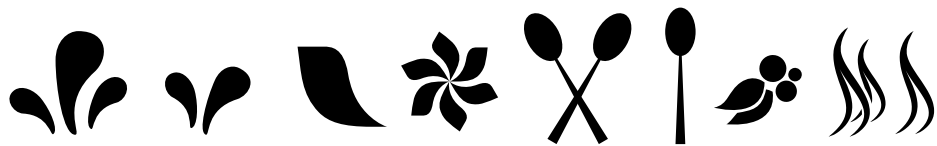




FLAVOUR  
ICONS



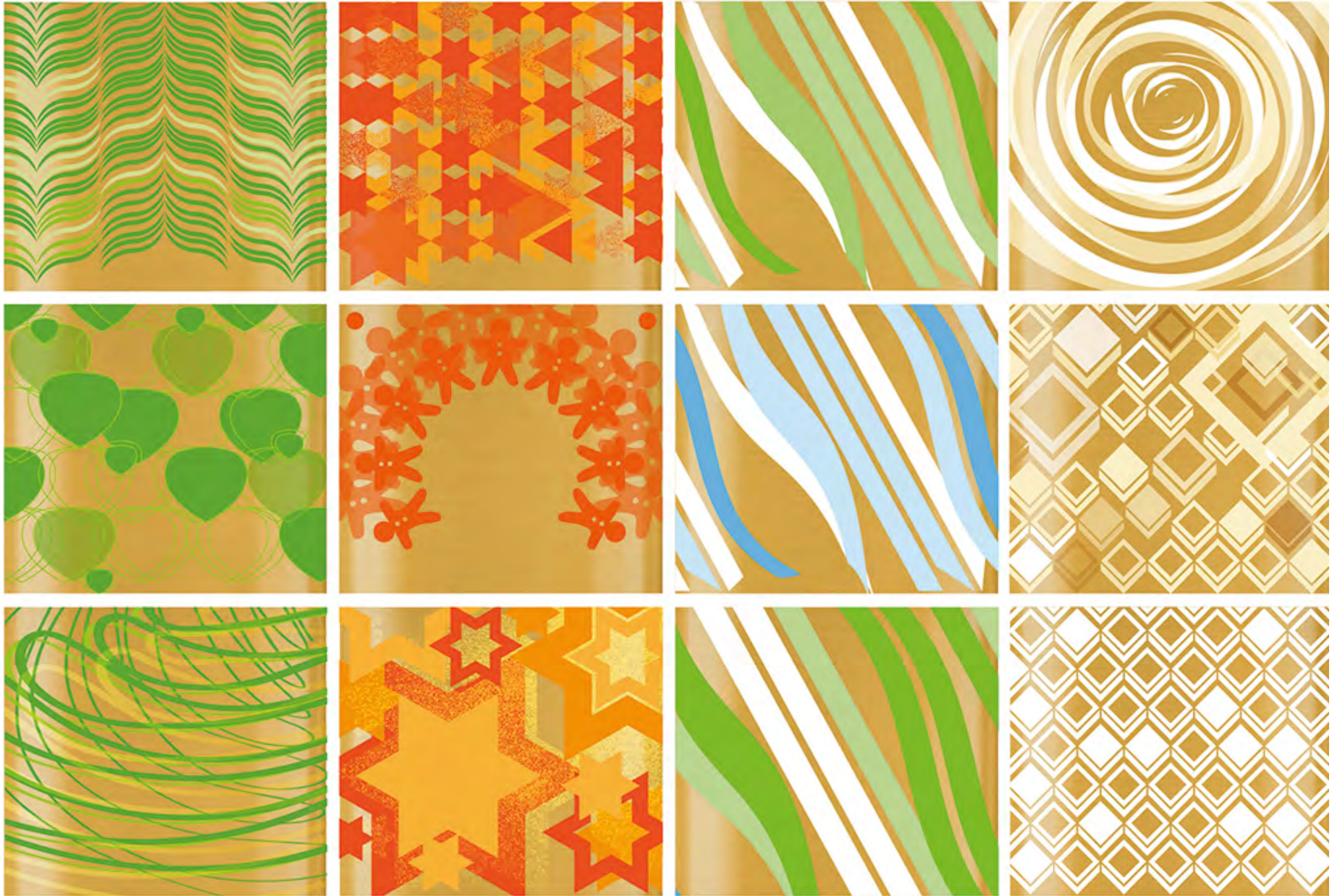
COFFEE &  
EXPERIENCE  
ICONS



ENJOYMENT  
ICONS









SEASONAL EDITION

**NESCAFÉ**  
**GOLD**

HAZELNUT  
LATTE



8  
MUGS  
SERVING  
SUGGESTION

Each serving (mug) contains

Energy	Fat	Saturates	Sugars	Salt
XXXkJ XXkcal	X.Xg	X.Xg	X.Xg	X.Xg
X%	X%	X%	XX%	X%

of an adult's Reference Intake (RI)\*  
Energy per XXXml: XXXkJ / XXkcal

SEASONAL EDITION

**NESCAFÉ**  
**GOLD**

GINGERBREAD  
LATTE



8  
MUGS  
SERVING  
SUGGESTION

Each serving (mug) contains

Energy	Fat	Saturates	Sugars	Salt
XXXkJ XXkcal	X.Xg	X.Xg	X.Xg	X.Xg
X%	X%	X%	XX%	X%

of an adult's Reference Intake (RI)\*  
Energy per XXXml: XXXkJ / XXkcal

SEASONAL EDITION

**NESCAFÉ**  
**GOLD**

COCONUT  
LATTE



8  
MUGS  
SERVING  
SUGGESTION

Each serving (mug) contains

Energy	Fat	Saturates	Sugars	Salt
XXXkJ XXkcal	X.Xg	X.Xg	X.Xg	X.Xg
X%	X%	X%	XX%	X%

of an adult's Reference Intake (RI)\*  
Energy per XXXml: XXXkJ / XXkcal

SEASONAL EDITION

**NESCAFÉ**  
**GOLD**

WHITE CHOC  
MOCHA



8  
MUGS  
SERVING  
SUGGESTION

Each serving (mug) contains

Energy	Fat	Saturates	Sugars	Salt
XXXkJ XXkcal	X.Xg	X.Xg	X.Xg	X.Xg
X%	X%	X%	XX%	X%

of an adult's Reference Intake (RI)\*  
Energy per XXXml: XXXkJ / XXkcal





# 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





# Elephant Tea

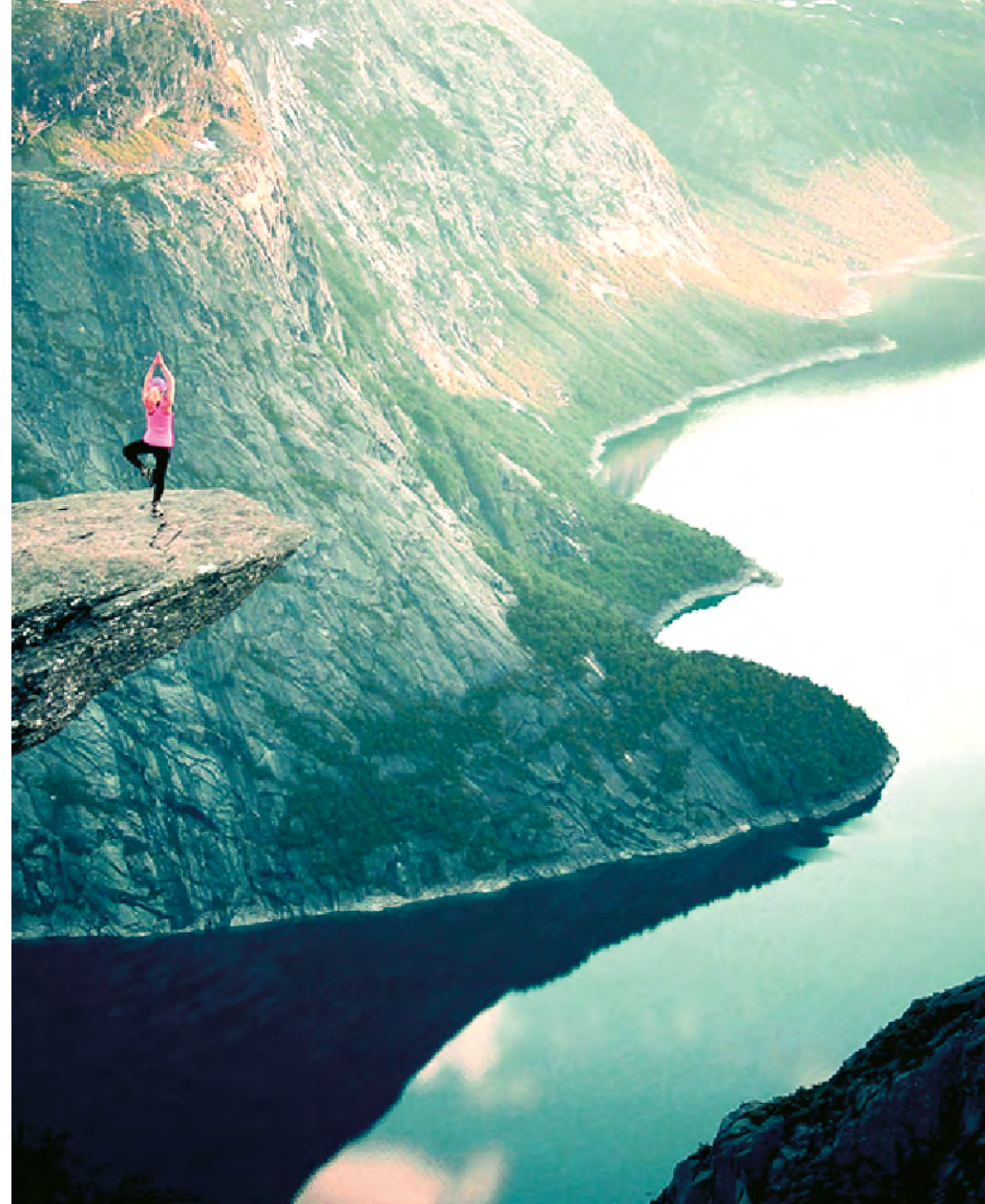
## Essential Oil Tea

### 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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A collage of 12 images illustrating the concept of 'being in the moment'. The images show people in various settings: a woman relaxing on a couch, a woman looking out a window, a woman smiling, a woman looking at a phone, a woman sitting on a lawn, a woman looking at a phone, a woman sitting on a couch, a woman looking at a phone, a woman sitting on a couch, a woman looking at a phone, a woman sitting on a couch, and a woman looking at a phone. The images are arranged in a grid-like fashion, with some overlapping. The overall theme is about being present and enjoying the current moment.

A collage of 15 images illustrating various natural patterns and structures. The images include: a purple flower with a magnifying glass; a green liquid surface with concentric ripples; a sunlit forest with tall trees; a cup of coffee on a table; a pink flower; a purple flower; a green leaf; a green spiral; a glass of tea with a tea bag; a purple flower; a white flower; a blue flower; a blue spiral; and a blue flower. The collage is arranged in a grid-like fashion, with some images overlapping others. The overall theme is the beauty and complexity of natural patterns and structures.

balance,  
fluidity,  
movement,  
harmony

A collage of various artistic images. In the top left, the text 'aroma, taste, mood, fluidity' is written in a black, sans-serif font. Below it is a vibrant, abstract image of a person's face with red hair, surrounded by colorful, swirling patterns. To the right of the face is a large, abstract image with a blue and white marbled pattern. In the center, there is a small image of a person's face with red hair, surrounded by colorful, swirling patterns. To the right of the face is a large, abstract image with a blue and white marbled pattern. In the bottom right, there is a large, abstract image with a blue and white marbled pattern. The collage also includes a sunset image, a person's face, and various abstract patterns and textures.

repetition,  
geometric,  
organic,  
tonality,  
texture

A collage of various abstract and organic patterns, including geometric shapes, textures, and organic forms, illustrating the concepts of repetition, geometric, organic, tonality, and texture. The collage includes a colorful sphere, a circular mandala, a nautilus shell, a spiral, a flower, a wavy line, a textured surface, and various geometric patterns.

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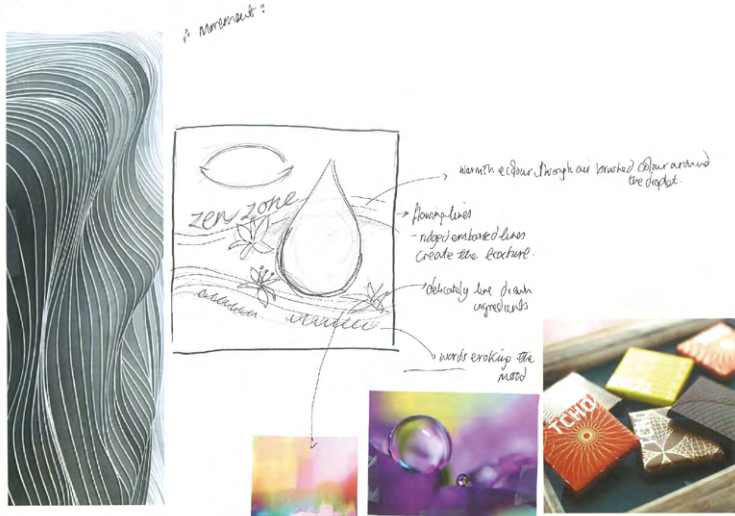


Initial ideas were created, exploring the strategic platforms and how they could be brought to life.

ELEPHANT | GEOMETRY KALEIDOSCOPE  
APPENDIX 5



ELEPHANT | MOVEMENT DROP  
APPENDIX 7



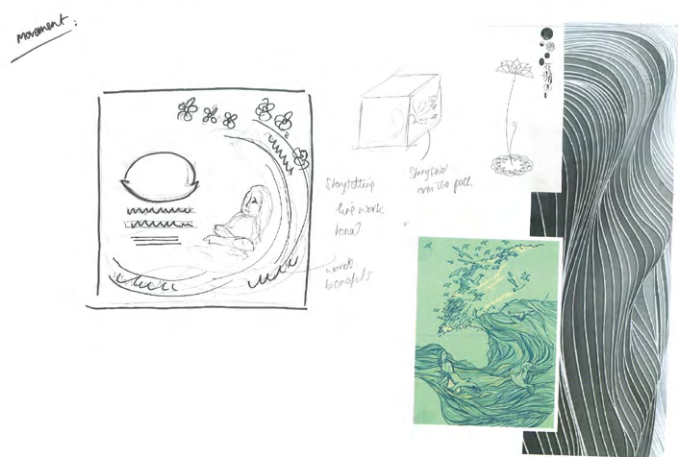
ELEPHANT | DREAMSCAPE WATERCOLOUR WORLD  
APPENDIX 6



ELEPHANT | DREAMSCAPE ETHEREAL LANDSCAPE  
APPENDIX 8



ELEPHANT | MOVEMENT ILLUSTRATED WORLD  
APPENDIX 9



ELEPHANT | DREAMSCAPE SECRET GARDEN  
APPENDIX 10



ELEPHANT | MOVEMENT LENS  
APPENDIX 11



ELEPHANT | DREAMSCAPE WATERCOLOUR WORLD  
APPENDIX 6





Chosen developed concepts

ELEPHANT | GEOMETRY DROP POOL  
OPTION 1

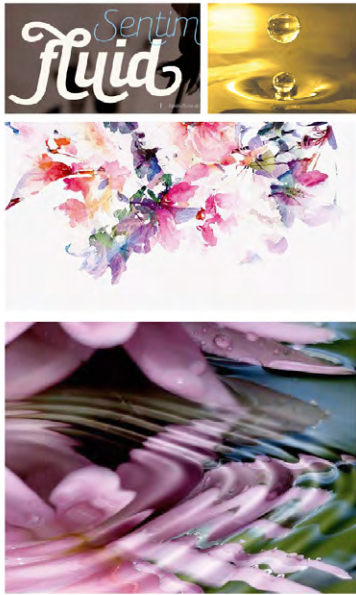


- GOLD FOIL BLOCK LOGO
- UV VARNISH ON THE DROP & VARIANT NAME
- PRINTED ON AN UNCOATED STOCK

ELEPHANT | 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

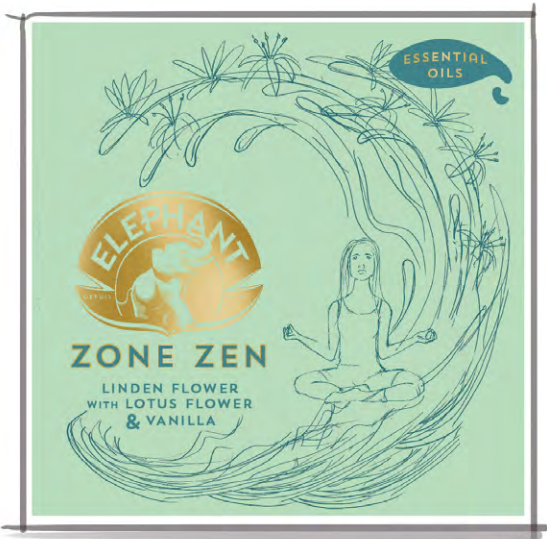


ELEPHANT | MOVEMENT SPHERE  
OPTION 2

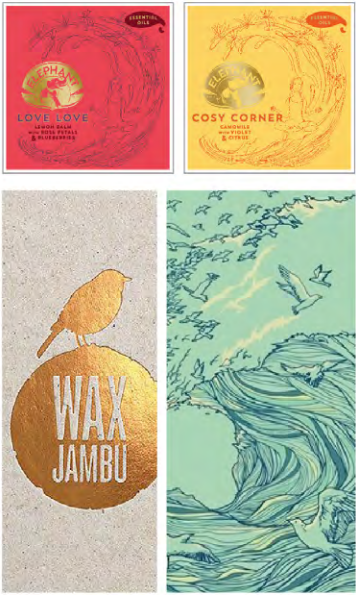


- GOLD FOIL BLOCK LOGO, VARIANT AND ILLUSTRATION
- INLAID AREA RUNS THE WIDTH OF THE PACK, WITH EMBOSSED GOLD LINES
- PRINTED ON SILK STOCK

ELEPHANT | 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.





# 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.



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**TASTE THE ARTISTRY**  
CRAFTED WITH THE FINEST CHEF SELECTED INGREDIENTS.











# 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.

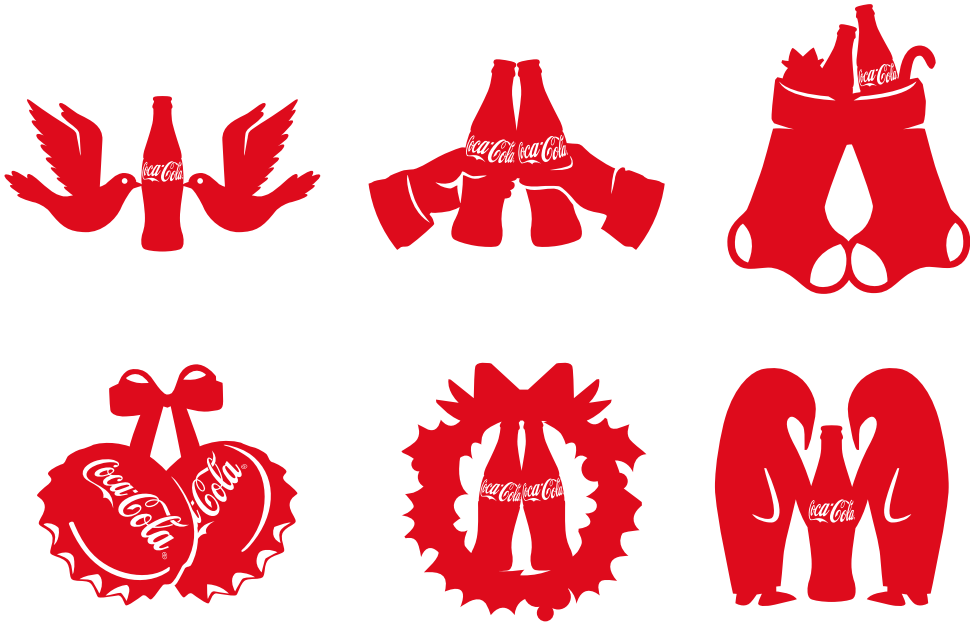
The idea of the Christmas Chain perfectly captured the theme of 'Collective Power'. I developed this idea and created a suite of elements that could be translated OOH, instore and on pack.





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









Shopper instore activation





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





# 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





Instore insitu.



Fin example



Shelf Talker examples

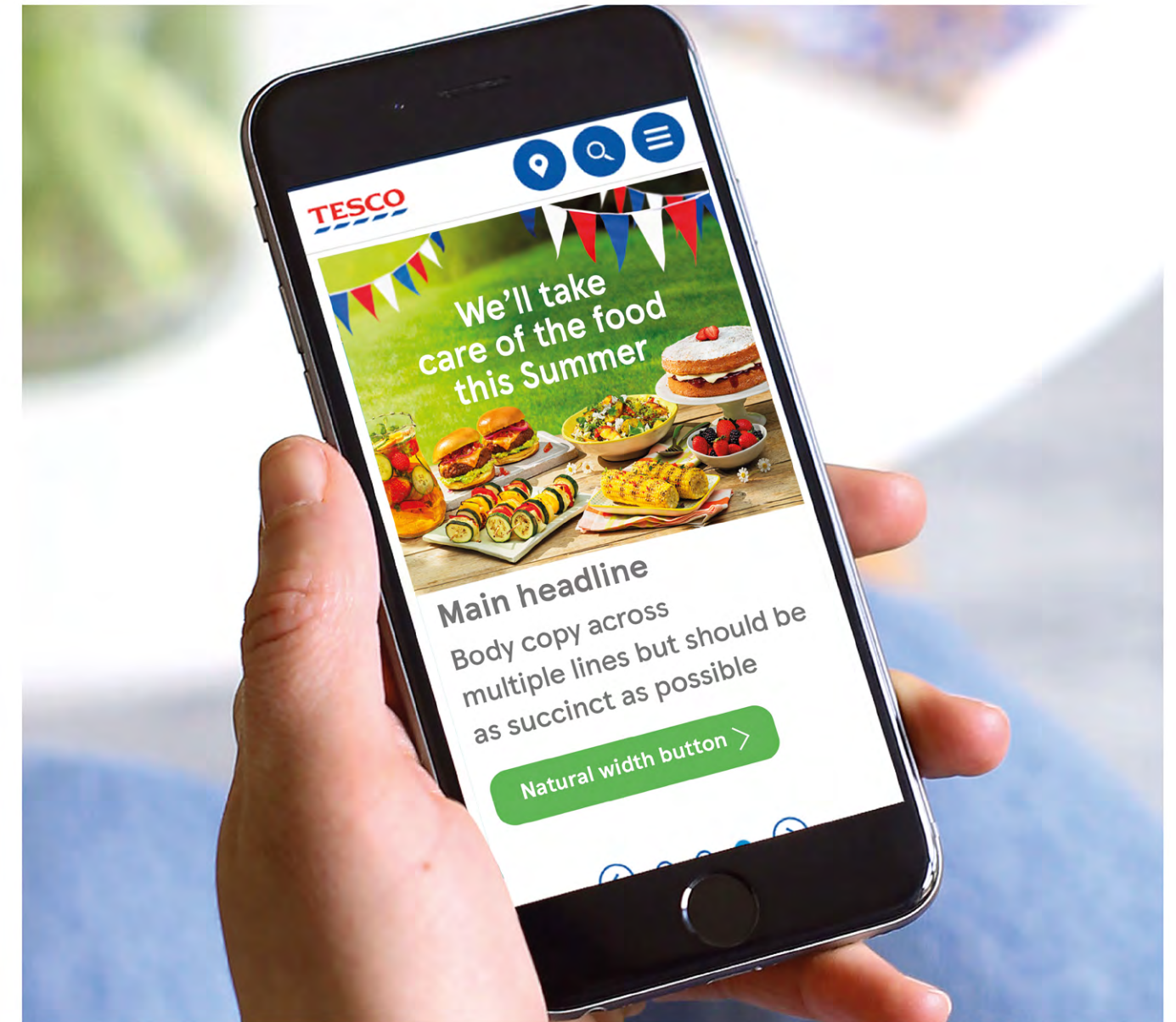
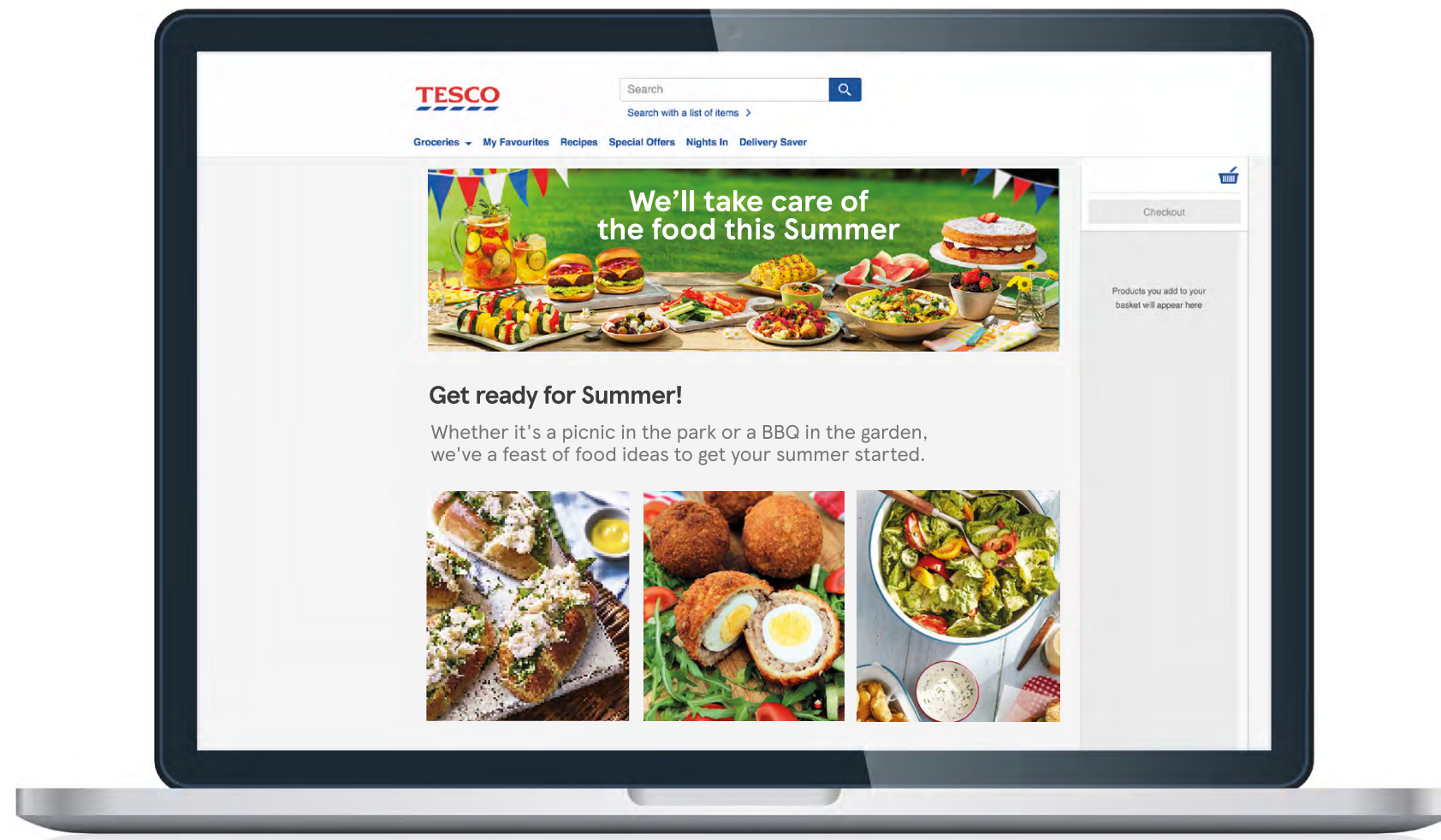




## Digital application

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.



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Saint and Sinner  
Everyone has two sides



Dusk till Dawn  
Transform and restore



Gold dust  
Shimmer and shine





**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.









# 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.









# 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 an vibrant engaging colour palette.



The Supradyn logo, featuring the word "Supradyn" in a bold, italicized, black sans-serif font with a white outline. It is set against a large, stylized circular background with a gradient of orange and yellow, and a grey outer ring. A registered trademark symbol (®) is located at the top right of the word.



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Exploring the Brand Marque:





Packaging Architecture a snapshot of exploration and development:

Old design



Developed designs



Initial designs



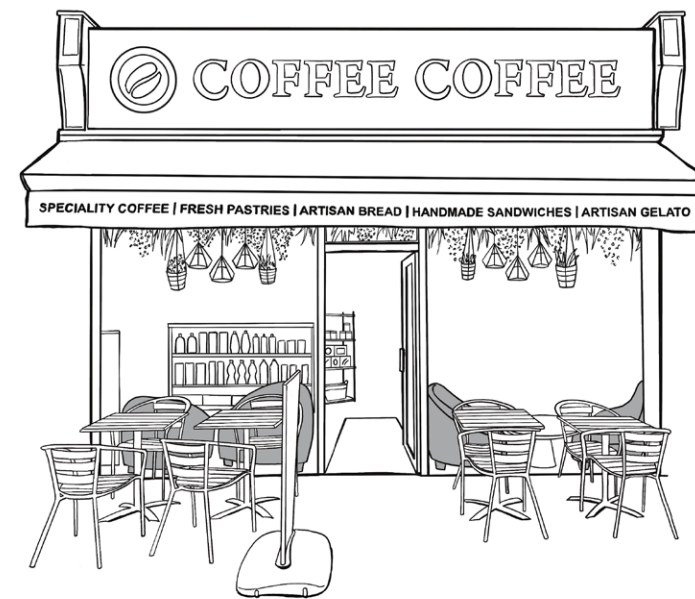
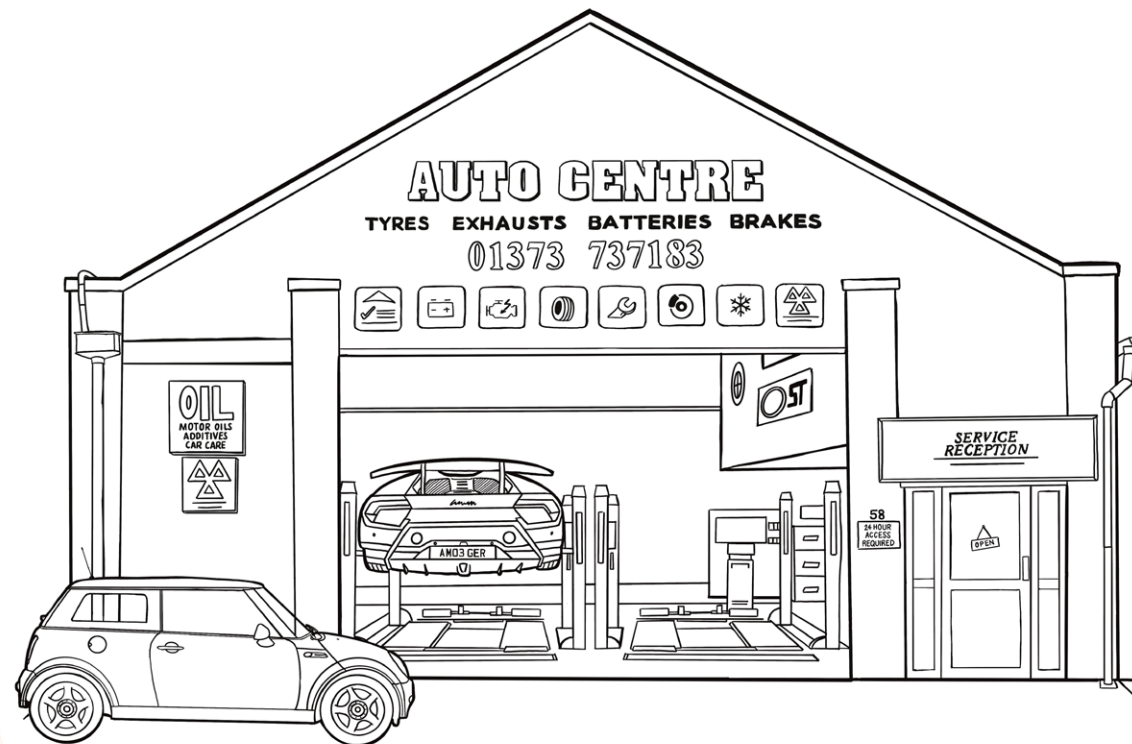
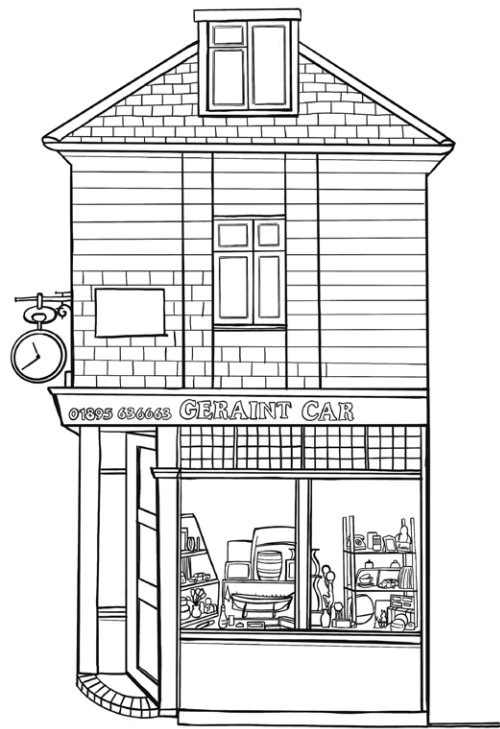






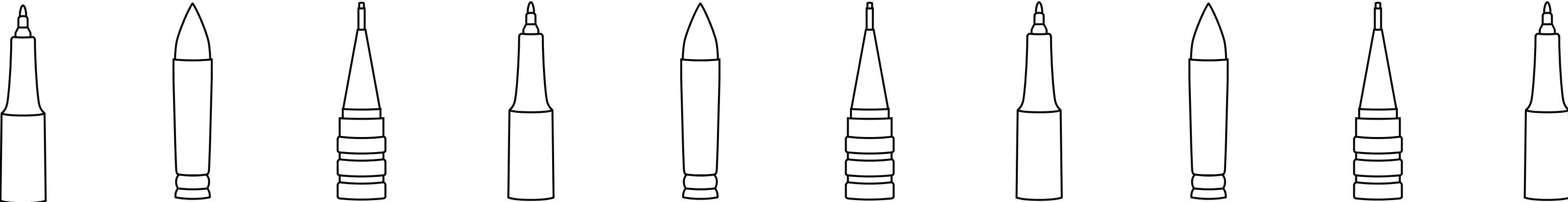
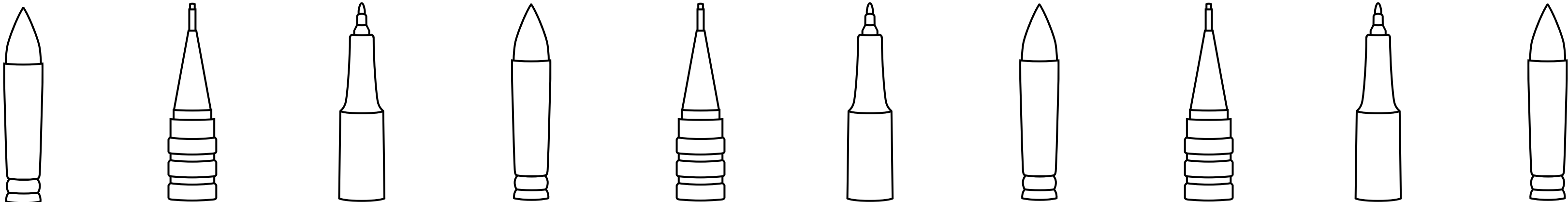
# Illustration

[www.chichidesign.co.uk](http://www.chichidesign.co.uk)

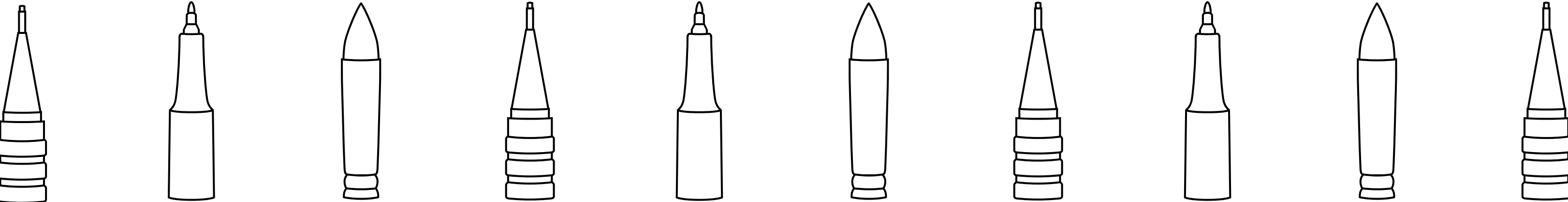


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THANK YOU FOR YOUR TIME



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