

Alexandra McCracken

Portfolio

+44 (0) 752 178 7165

hello@alexandramccracken.com

www.alexandramccracken.com

Hello lovely,

My name is Alexandra, I'm a Finnish **Freelance Brand Designer** and **Art Director**, based in **London**. Projects that embrace creativity, community, and wellbeing are something that I enjoy. Over the past five years, I am grateful to have designed visual identities for unique events, artists, and community-focused brands. My ethos as a designer and artist is to create positive social change and bring happiness and beauty to everyday life.

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Core Skill:

Art Direction  
Artist Development  
Brand Design  
Brand Strategy  
Brain Storming  
Concept Development  
Consultancy  
Content Creation  
Creative Direction  
Graphic Design  
Fine Art Photography  
Illustration  
Installation Concepts  
Mood-Boarding  
Name Development  
Problem Solving  
Product Photography  
Workshops

Clients:

Alexia Koudigkeli  
Anjunadeep  
@TheDriveIn Cinema  
ELTAI  
Everyday Cafe  
Inner State  
In the beginning studio  
Habaq Society  
KALA  
La Mer  
GoodThing  
Groove On The Grass  
More Life Adventures  
MedEngine  
Our Erotic Mind  
Omusubee  
She's Lost Control  
Snowboxx  
Virgo Moon

# In the beginning |

## In the beginning studio

The brief was to create a visual identity for a full-service studio that is here to help design and create a better future. ITB builds brands and collaborates with businesses that intend to enhance collective wellbeing, support our environment, and celebrate culture.

The visual identity is inspired by intuition, the creative process, and the immersiveness of flow state.

Sector:  
B2B

Discipline:  
Visual Identity  
Digital Design

Project team:  
Dan Blackledge / Creative Director

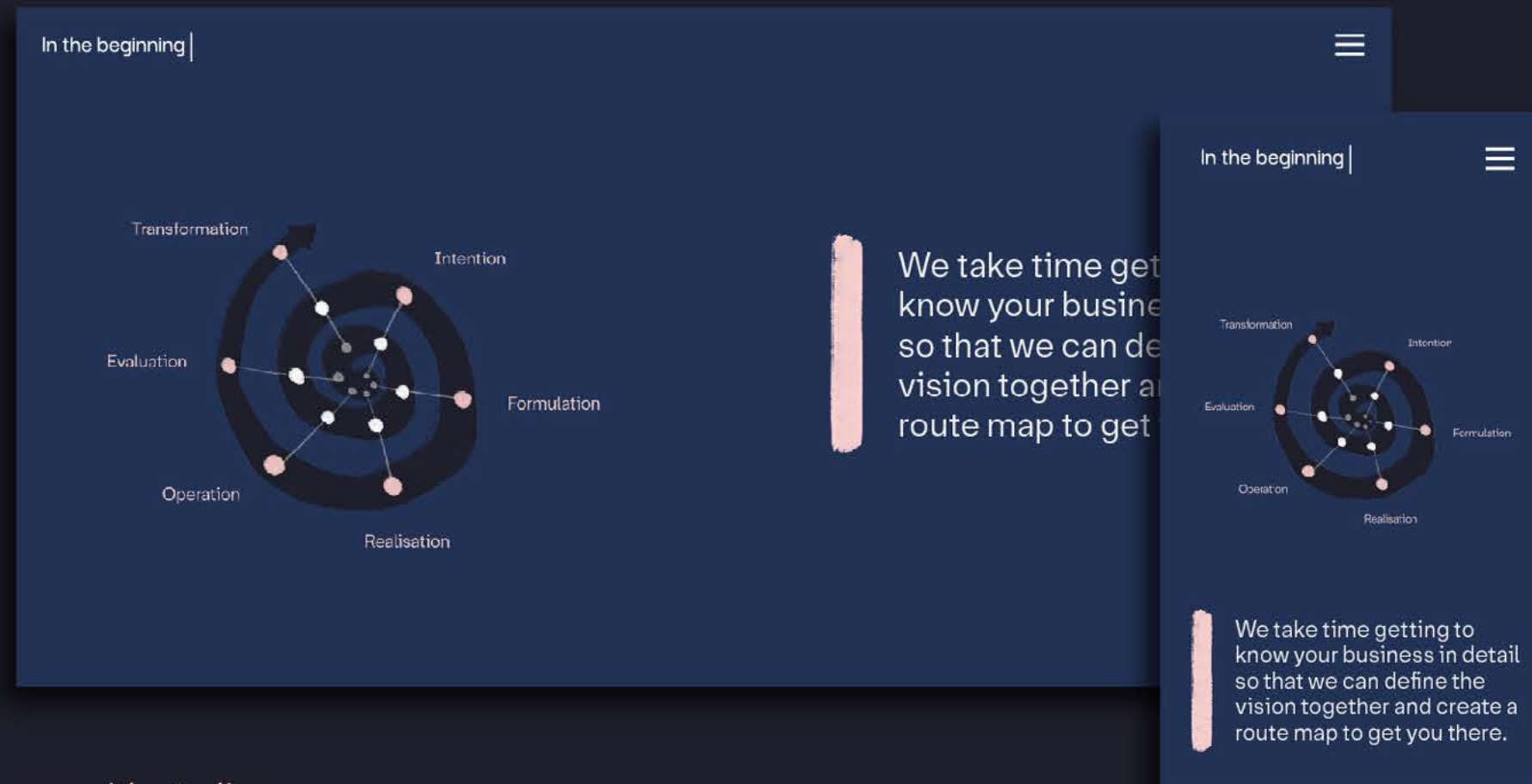
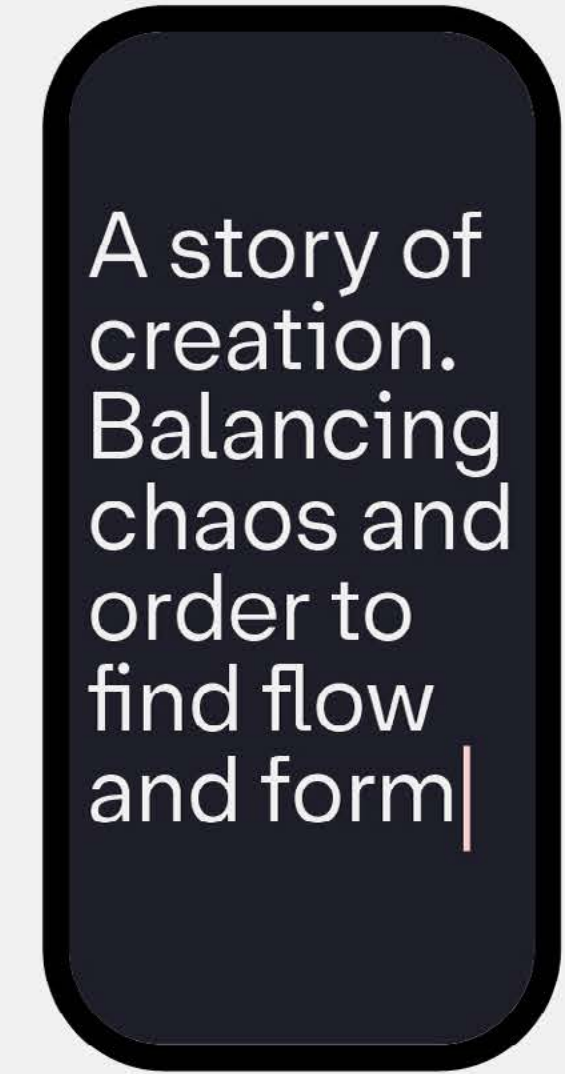
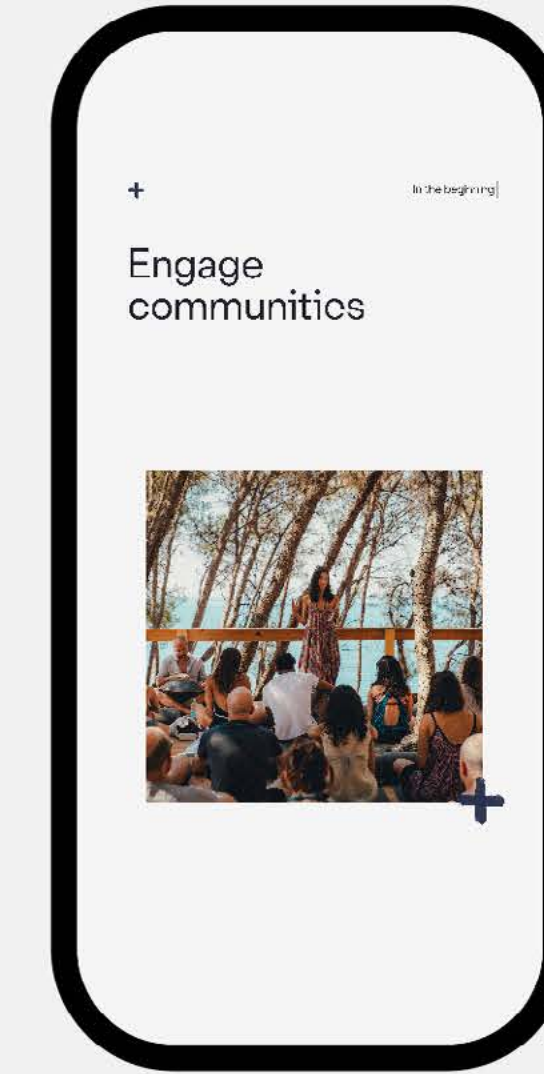
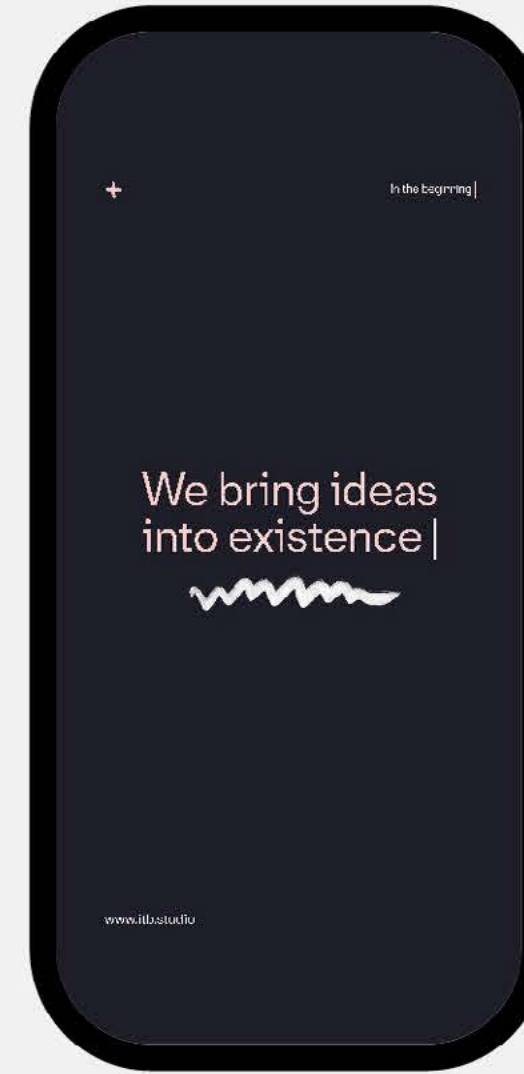
My role:  
Brand Designer  
Web Designer

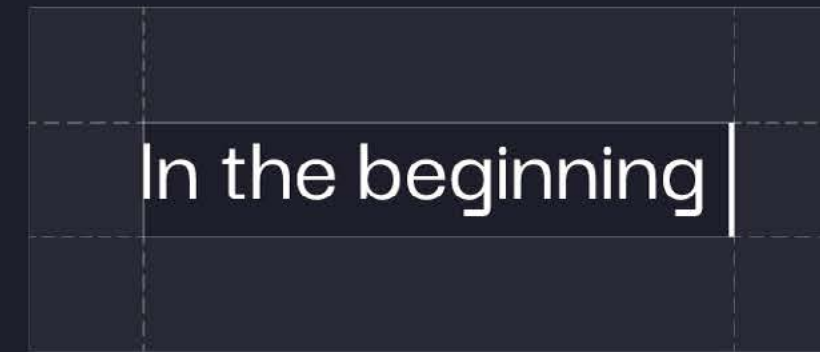
Year:  
2021





Intuition  
Integrity  
Flow  
Creativity  
Wellbeing  
Regeneration |



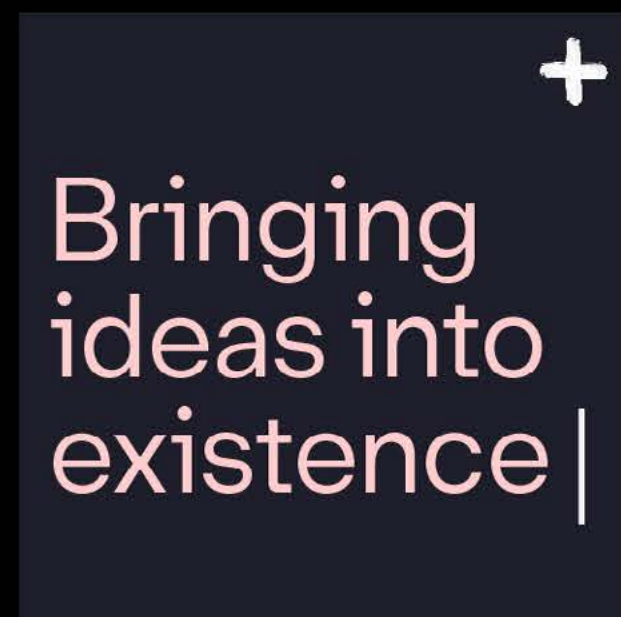
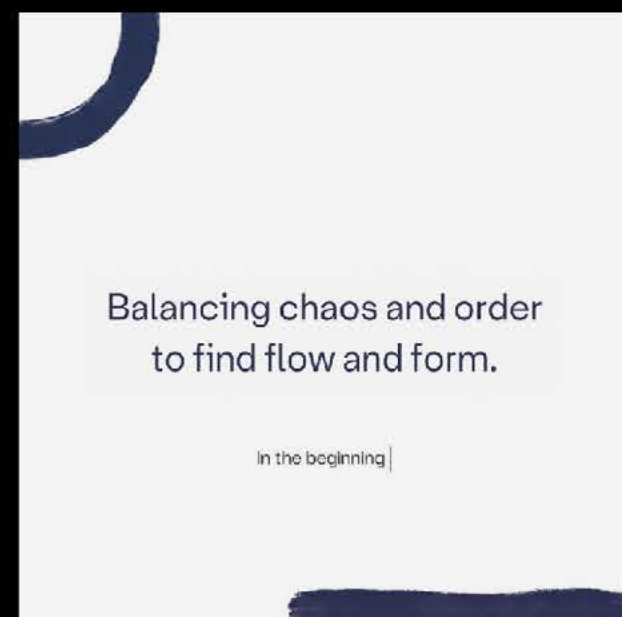


Colour palette

Colour palette	Deep Sea	Juricer Berry	Cherry Blossom	Snow	Mist
HEX #1E1E29 CMYK 27,27,0,84 RGB 30,30,41	HEX #263253 CMYK 54,40,0,67 RGB 38,50,83	HEX #F9CFCF CMYK 0,17,17,2 RGB 249,207,207	HEX #FFFFFF CMYK 0,0,0,0 RGB 255,255,255	HEX #BDBDBD CMYK 0,0,0,4 RGB 215,215,215	

Background colour is Mist, # BDBDBD  
Font colour: Deep Sea, #1E1E29

Design guideline



GOOD  
THING



## GoodThing

The project brief was to create a visual identity for a night of pure disco hedonism in the intimate basement at Club Makossa in London. GoodThing celebrates independent and upcoming DJs together with visual artists to host a series of disco-devoted nights in the heart of London.

The visuals take inspiration from block colours and the playfulness and boldness of the disco era. Paired together with the quirky display typeface, goes their minimal outlined drawings and body copy, which gives room for their unique hand-drawn logo and their flower friend to shine. Together they create a playful visual language that allows it to evolve and bloom with their parties and community across the UK.

Sector:  
Events

Discipline:  
Visual Identity

Project team:  
Laura Lukasz / Content Creator

My role:  
Brand Designer  
Art Director

Year:  
2022



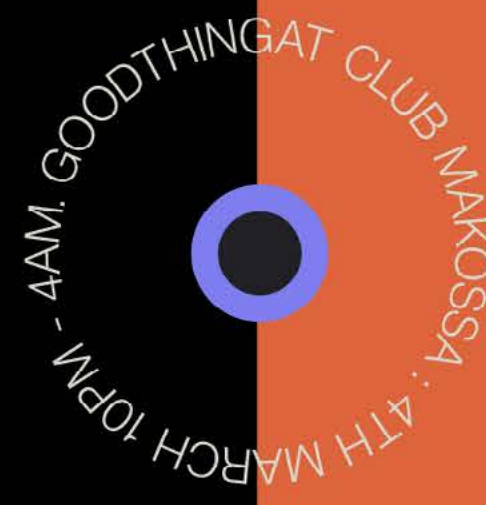


113 KINGSLAND HIGH ST  
LONDON  
E8 2PB

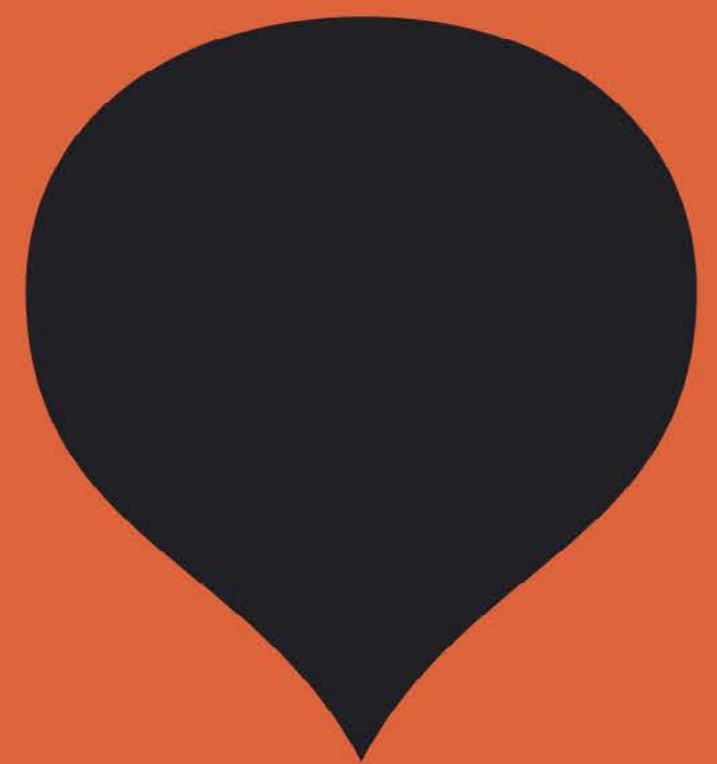
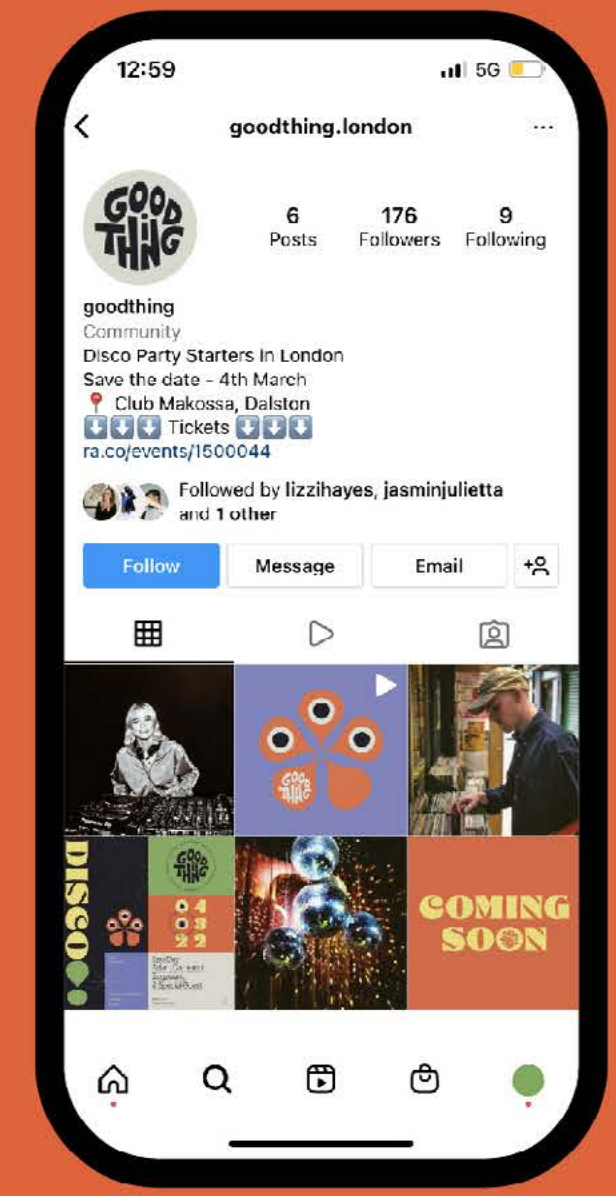
Spa Day  
DJ Honey Adam  
Cameron  
Zugzwang

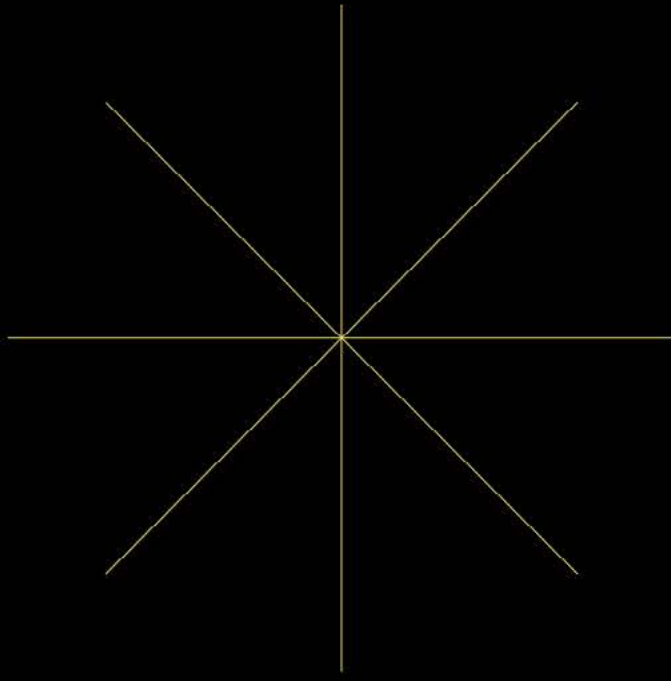
TICKETS ON RA

LINE-UP

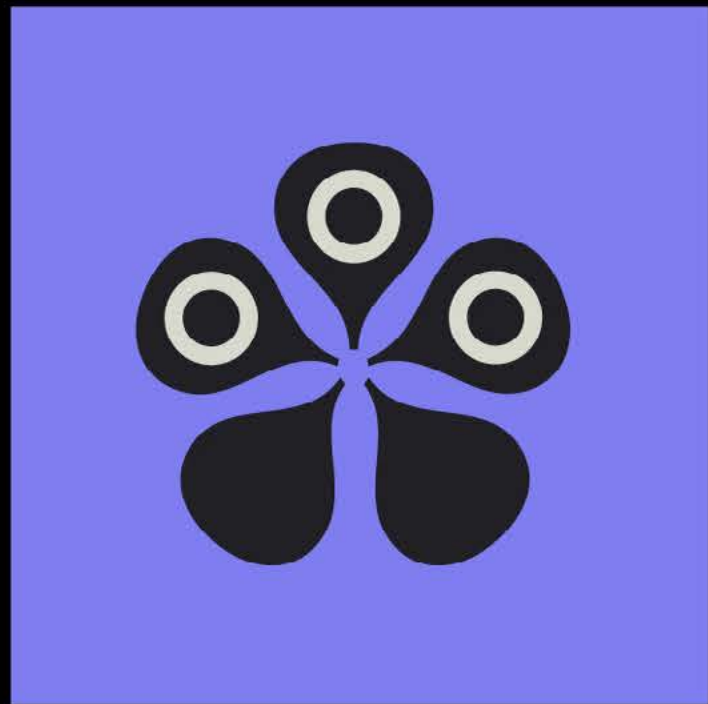


DISCO GOOD





# DISCO



**DISCO**

4TH MARCH 10PM - 4AM

Poly-Ritmo  
Spa Day  
Zuzwang  
Adam Cameron

CLUB MAKOSSA  
13 KINGSLAND HIGH STREET,  
DALSTON LONDON, UK



DISCO ALL NIGHT LONG WITH GOODTHING MEMBERS

0 1 2 3 4  
5 6 7 8

# PARTY WITH US



MORE LIFE  
ADVENTURES

## More Life Adventures

The brief was to give More Life Adventures a fresh rebrand to help their visuals align with their visions. With fitness at the center of their experiences, MLA creates one-of-a-kind immersive retreats for their clients to adopt better habits for complete wellbeing. More Life Adventures is here to help people slow down to speed up.

The colours are inspired by the growth of life and the gentleness of connecting to our bodies. A coherent color palette allows clients to feel calm yet motivated to build strength, stability, and mobility in body and mind.

Sector:  
Retreats

Discipline:  
Visual Identity  
Digital Design

Project team:  
Dan Blackledge / Creative Director  
Benedict Povey / Web Design

Design Agency:  
In the beginning studio

My role:  
Brand Designer  
Art Director  
Lead Designer

Year:  
2021



LIFE'S OPPORTUNITIES LIE OUTSIDE YOUR COMFORT ZONE

# WHO ARE WE?

More Life Adventures is here to help people slow down to speed up. Pause, breathe, move, and reconnect. To build strength, stability and mobility in body and mind. To live better and do more.



MOVE  
BREATHE  
CONNECT  
EXPLORE  
REFLECT

MORELIFEADVENTURES.COM

## WEIGHTLIFTING WEEKEND



with  
Mike Cerbus

JOIN US ON 1-4 APRIL 2022 / DEVON, UK



MORE LIFE  
ADVENTURES



MOVE  
BREATHE  
CONNECT  
EXPLORE  
REFLECT  
ACTIVATE

## WEIGHTLIFTING WEEKEND

More Life Adventures is here to help people slow down to speed up. Pause, breathe, move, and reconnect. To build strength, stability and mobility in body and mind. To live better and do more.

JOIN US ON 1-4 APRIL 2022 / DEVON, UK

with  
Mike Cerbus



Mike Cerbus



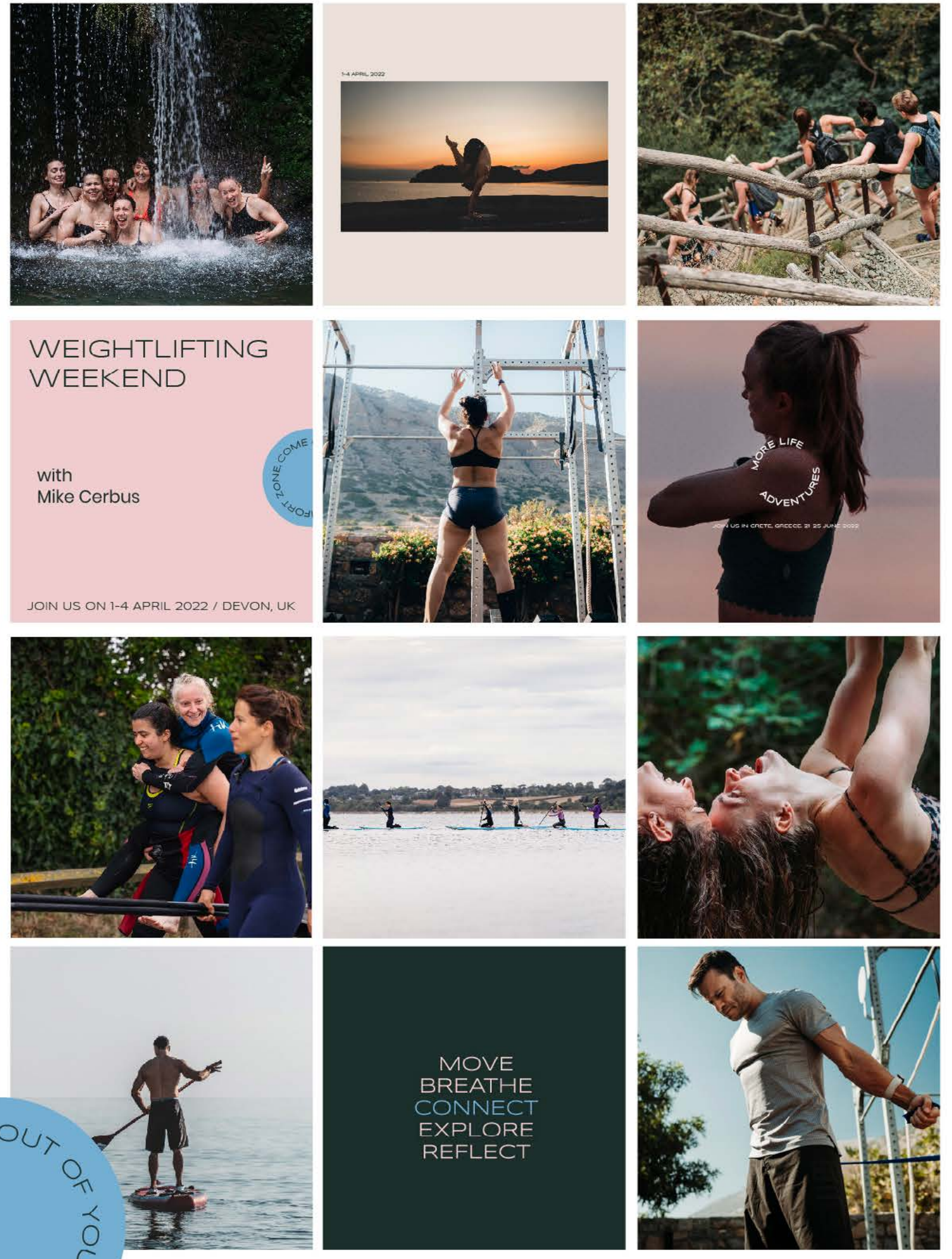
MORE LIFE  
ADVENTURES

MORELIFEADVENTURES.COM

JOIN US ON 1-4 APRIL 2022 / DEVON, UK

LIFE'S OPPORTUNITIES LIE **OUTSIDE** YOUR COMFORT ZONE





WEIGHTLIFTING WEEKEND

with Mike Cerbus

JOIN US ON 1-4 APRIL 2022 / DEVON, UK

PORTONE.COME

1-4 APRIL 2022

MORE LIFE ADVENTURES

JOIN US IN GREECE, GREECE, 29-30 JUNE 2022

MOVE  
BREATHE  
CONNECT  
EXPLORE  
REFLECT

PORTONE.COME OUT OF YOUR COMFORT ZONE

MORE LIFE ADVENTURES

MOVE  
BREATHE  
CONNECT  
EXPLORE  
REFLECT

JOIN US ON OUR NEXT ADVENTURE!





## Our Erotic Mind

The project brief was to give Our Erotic Mind a visual language that holds space for the silenced topics of intimacy and sexuality. Our Erotic Mind is a podcast aimed at taking a provocative look into the most taboo parts of the human mind. By starting conversations with people around the globe about the human condition and sexuality, they hope to destigmatize parts of the human psyche that have long been silenced and shamed.

The clear visuals are enriched by an Art Nouveau-inspired typeface (Bagerich) and the playfulness and sexual curiosity of the logo. It emphasizes the significance of holding space to start essential conversations around sex and psychology across the world.

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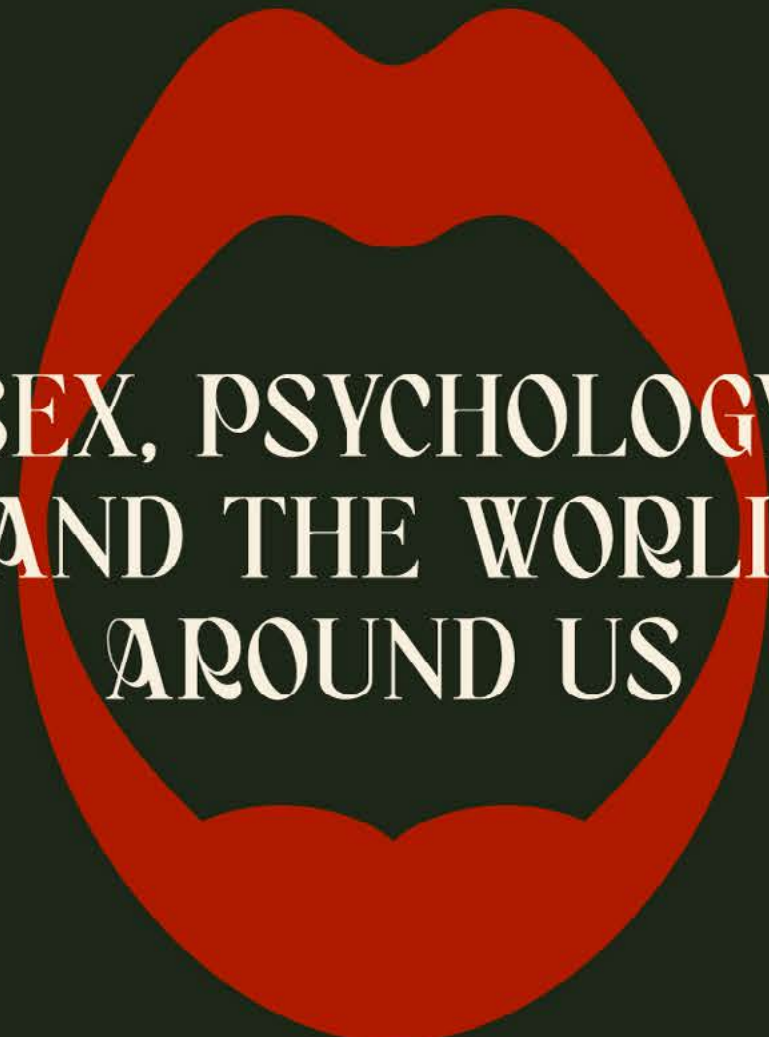
Sector:  
Podcasts

Discipline:  
Visual Identity  
Digital Design

My role:  
Brand Designer  
Art Director

Year:  
2021

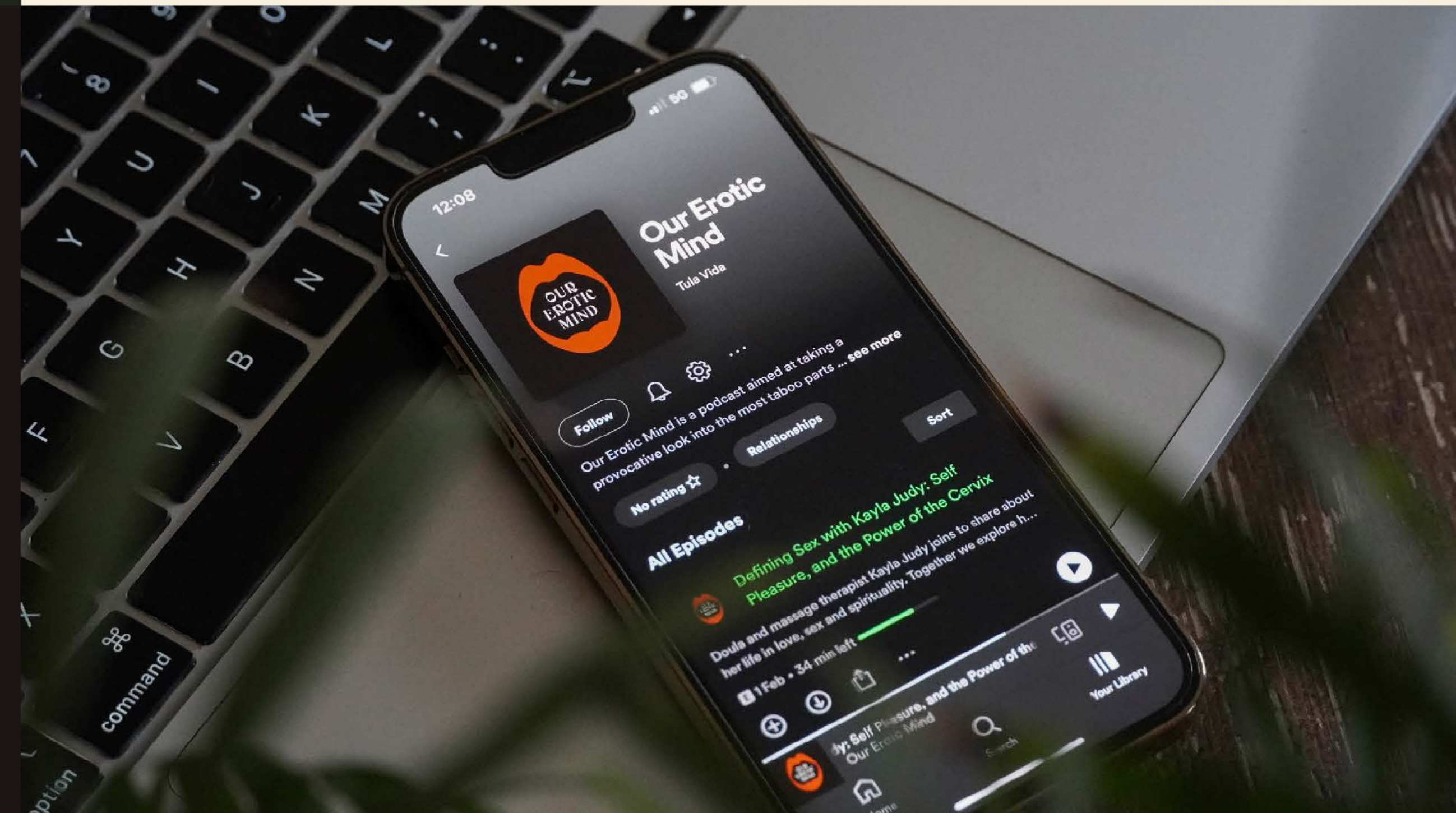
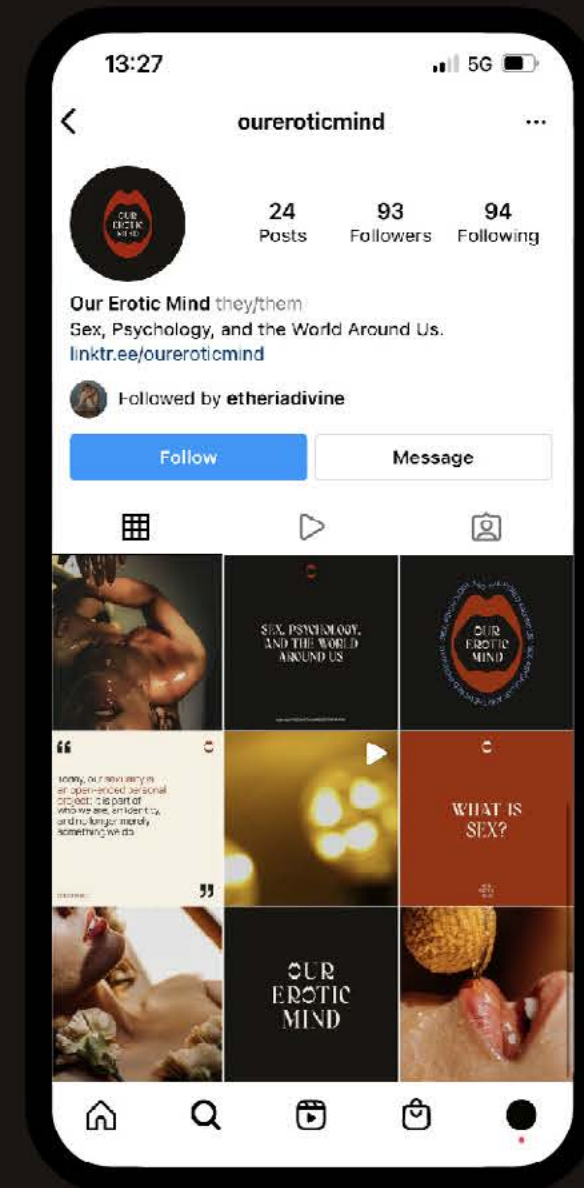
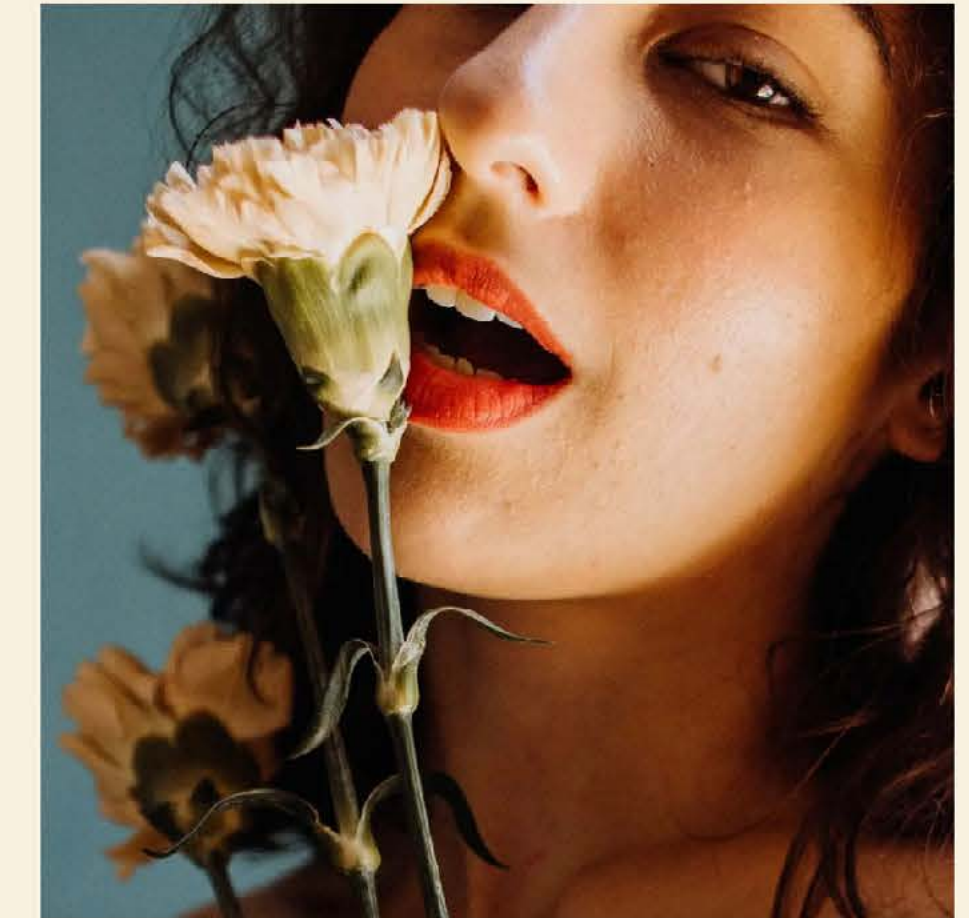




SEX, PSYCHOLOGY,  
AND THE WORLD  
AROUND US

FEATURED  
ARTIST:  
TULA  
LULA

ARTIST  
BARCELONA, SPAIN  
TWITTER: @TULALULAVIDA  
INSTAGRAM: @TULALULAVIDA  
WEBSITE: LINKTR.EE/TULALULA



“

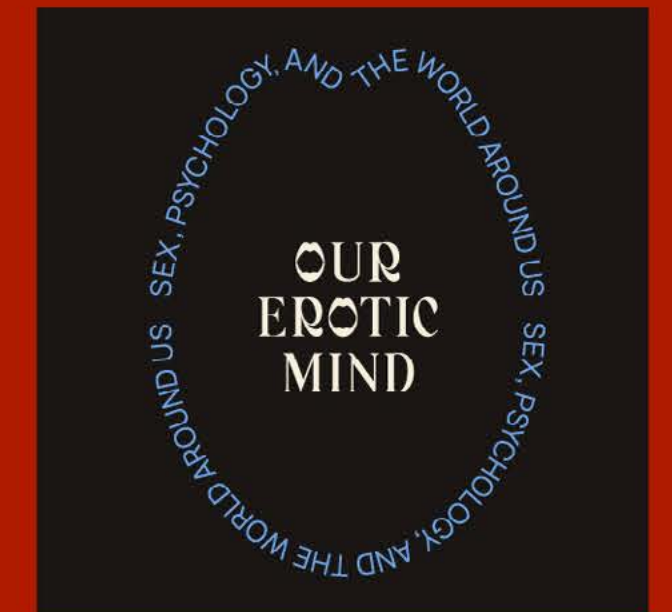


Today, our **sexuality** is an open-ended personal project; it is part of who we are, an identity, and no longer merely something we do.

ESTHER PEREL

”

THIS IS OUR STORY...



JOIN THE CONVERSATIONS AT OUR EROTIC MIND



## Omusubee

The brief was to refresh and bring a fun twist to the Omusubee's visuals and logo. To ensure that the visual identity matched their locally loved Japanese rice balls and their community would love was important. Omusubee is a family-owned business that makes Japanese omusubi, also known as onigiri. The grab-and-go rice ball snack has been around for thousands of years, and Omusubee wanted to bring that traditional Japanese snack to south Florida, where they are based.

As kids, one of the earliest memories of the founders was eating omusubi with their family, surrounded by beautiful blooming cherry blossoms. The cherry blossoms pink is one of the main inspirations for the colour palette. Along with the pink goes the Nori (seaweed) green and a modern bright red to represent the Japanese origin of the snack.

Sector:  
Food

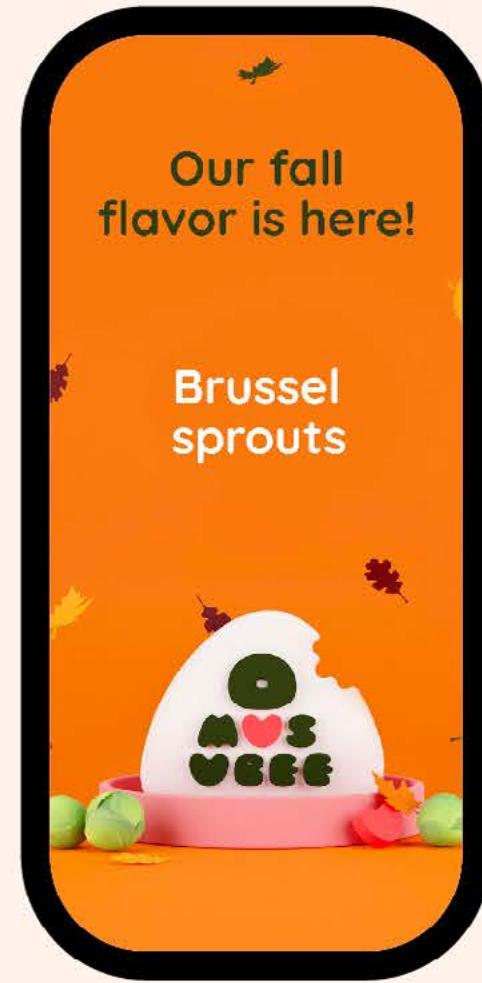
Discipline:  
Visual Identity  
Digital Design

Project team:  
Anete Sreibere / 3D Designer

My role:  
Brand Designer  
Creative Director  
Prop Designer  
Illustrator

Year:  
2019 & 2020

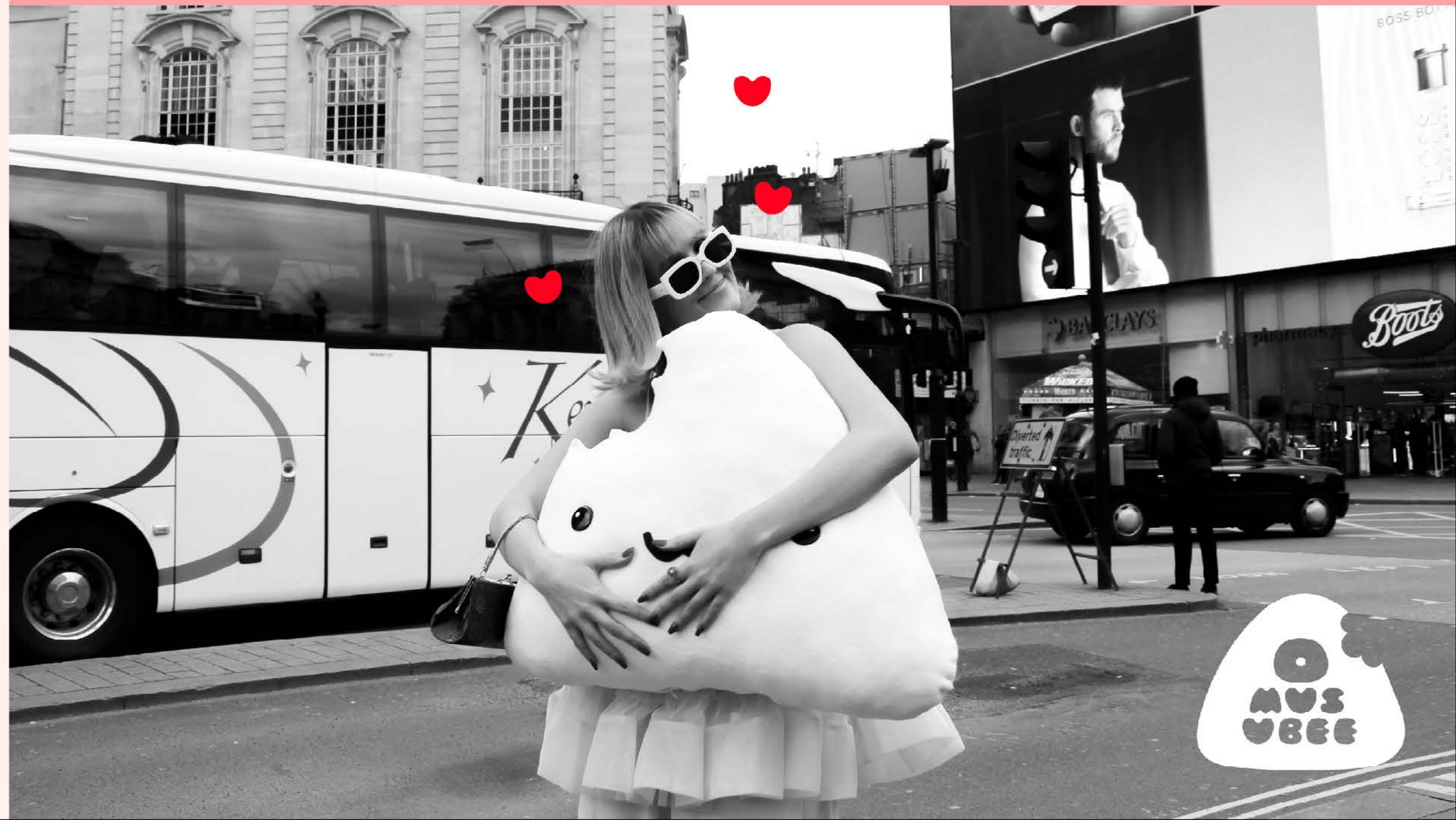




おむすび



Omusubee  
Japanese  
rice ball





# INNER STATE



## Inner State

For the project brief, we created a modern and confident visual system for Inner State. Inner State is a new kind of wellbeing festival set off the coast of the Albanian Riviera. An exploration into feel-good states. We developed a brand identity system to engage the target audience and brand partners across digital platforms, print, and onsite creative production. The goal with the visuals was to create a festival that stood out in the wellness festival market and that aligned with the brand's values, outlook, and style.

The colour palette is inspired by the dreamlike location - beautiful pebble beaches, warm yellow sun, crystal clear turquoise sea, and the dark night sky. The violet represents the highest colour frequency visible to the human eye.

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Sector:  
Festivals & Events

My role:  
Brand Designer  
Web Designer

Discipline:  
Visual Identity  
Digital Design

Project team:  
Dan Blackledge / Creative Director

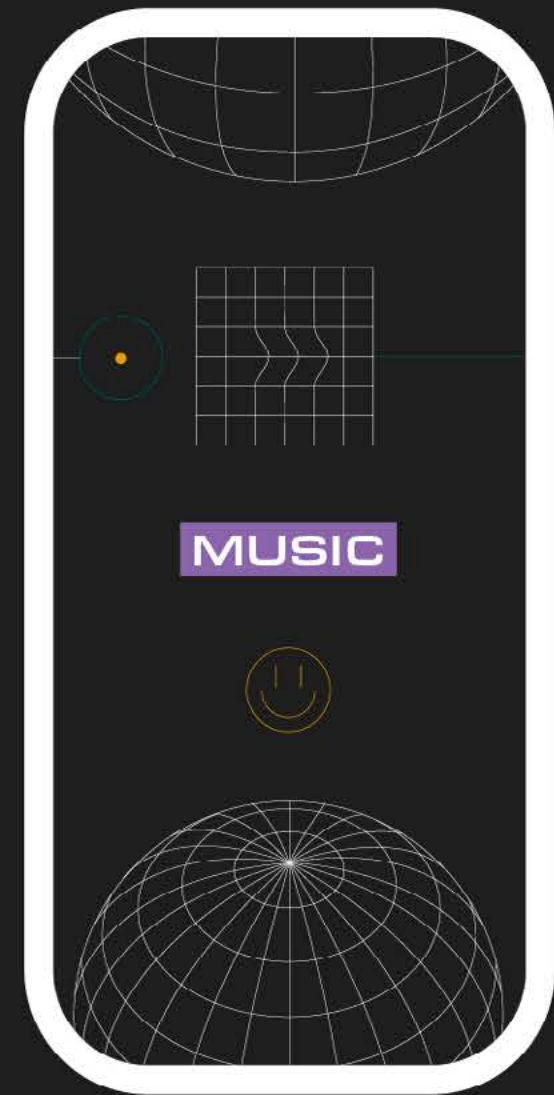
Year:  
2021



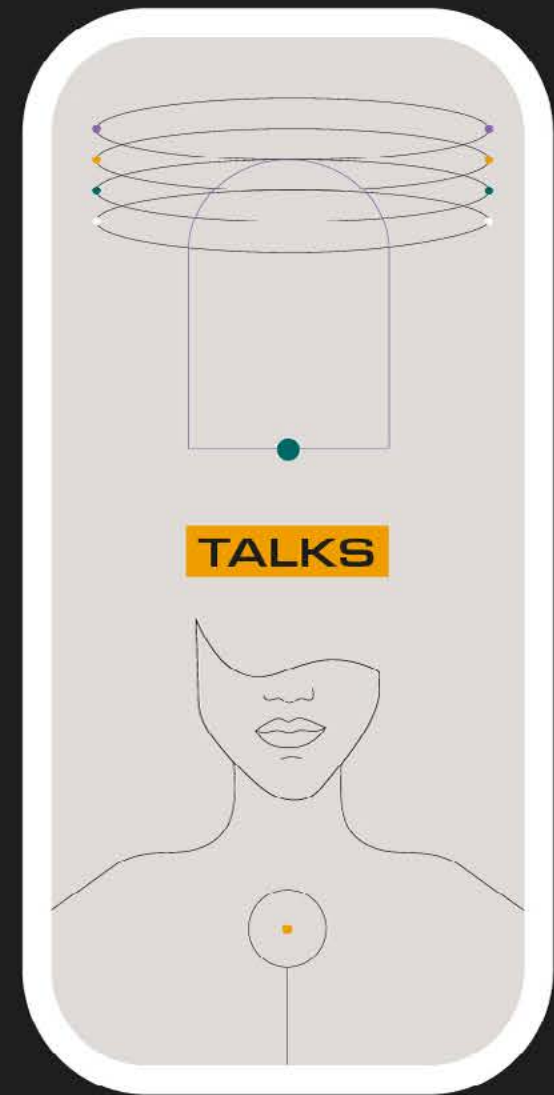
ALBANIA  
ALBANIA  
ALBANIA  
ALBANIA  
ALBANIA  
DHËRMI



WELLNESS

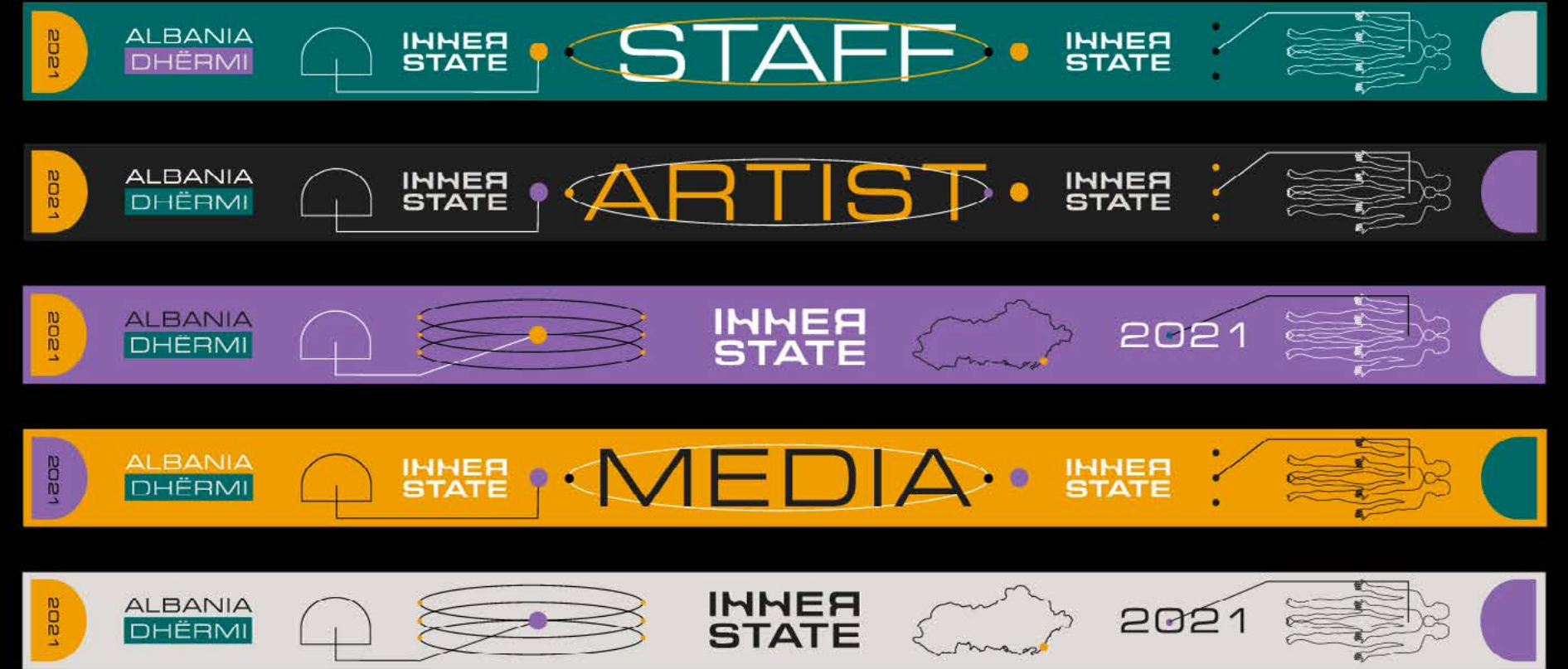


MUSIC



TALKS

INNER  
STATE



SIX DAYS OF HIGH VIBES AND GOOD TIMES

TALKS • WORKSHOPS • TALKS • WORKSHOPS • TALKS • WORKSHOPS • TALKS

JAMIE WHEAL  
JAMIE WHEAL  
JAMIE WHEAL

EXPLORING FLOW STATES

An expert on the flow state, The Executive Director of the Flow Genome Project and a leading expert on the neuro-physiology of human performance. He's consulted with special forces, professional athletes and the likes of google & Red Bull. Jamie will be hosting an eye opening talk to define the Flow State, how to reach your flow dojo and much more.

TALKS • WORKSHOPS • TALKS • WORKSHOPS • TALKS • WORKSHOPS • TALKS



• A NEW KIND OF WELLBEING FESTIVAL • A NEW KIND OF WELLBEING FESTIVAL • A NEW KIND OF WELLBE

15-22 SEPT 2022

# TICKET INFO

**WHEN DO TICKETS GO ON SALE?**

All tickets for Inner State Festival are sold including accommodation.

Book now to ensure you get the best tickets and the best locations within short walking distance to the festival.

Tickets on sale now

**BOOK TICKETS**

DHERMI ALBANIA

• EARLY BIRDS ON SALE 2ND DECEMBER • EARLY BIRDS ON SALE 2ND DECEMBER • EARLY BIRDS ON SALE 2ND DECEMBER • EARLY BIRDS ON SALE 2ND DECEMBER • EARLY BIRDS ON SALE 2ND DECEMBER

15-22 SEPT 2022

TICKET INFO  
FAQ

# GOOD TO KNOW

**COVID-19**

DHERMI ALBANIA



UNWIND AND OPEN YOUR MIND

CALLING ALL SOULFUL ADVENTURERS • CALLING ALL SOULFUL ADVENTURERS • CALLING ALL SOULFUL ADVENTURERS

15-22 SEPT 2022

DHERMI ALBANIA

# INNER STATE

A NEW KIND OF WELLBEING FESTIVAL

MUSIC A-Z

**CARIBOU • LAURA MVULA**  
2MANYDJS (DJ SET) • EROL ALKAN  
TIGA & HUDSON MOHAWKE present LOVE MINUS ZERO  
TOTALLY ENORMOUS EXTINCT DINOSAURS (DJ SET)

SPECIAL GUEST: GEORGE THE POET

LIVE A-Z ELDER ISLAND • ELKKA • PROSPA • SESSION VICTIM

A-Z BARRY CAN'T SWIM • BRADLEY ZERO • CHARLIE BOON • COCO MARIA  
COLLEEN 'COSMO' MURPHY • DEMI RIGUISIMO • DONNA LEAKE • EFFY  
FELIX DICKINSON • FLAMINGODS • HELENA STAR • HORSE MEAT DISCO  
LUKE UNA • JAGUAR • MAFALDA • MOXIE • NEMONE  
NORMAN JAY • TOM MIDDLETON

A-Z FLASH: LUKE UNA • SHAY MALT • GUY WILLIAMS • LULAH FRANCIS  
HOSTS: LUCY FIZZ • RUBY MURRY

AKA JUAN • ANDI G • CHARLIE DARK • G.U.N. & REG • IREN • JEFF • JIM RIDER  
LEMMY & GRAINGER • JOHNNO (YACHT ROCK) • NICOLA BEAR • NOT AN ANIMAL • GENDRESA  
REA • SWIM DEM CREW • THE SONIC EMPORIUM • TOMI GJ • XHORXHO

WORLDWIDE FM • BUGGED OUT • LITTLE BUGGER • APPLEBUM • FLASH

WELLNESS	EXPERIENCES	TALKS & WORKSHOPS
YOGA • MEDITATION BREATHWORK SOUND JOURNEYS • BARRE CALISTHENICS • QI GONG CEREMONY • RUNNING SWIMMING • FITNESS	DINING EXPERIENCES VEGAN FEASTS • SPA SESSIONS BEACH MASSAGE PADDLE BOARDING • KAYAKING SNORKELLING • DAY CRUISES HIKING TRAILS • STAR GAZING CAMPFIRE CONVERSATIONS BONFIRE SESSIONS	NUTRITION • PSYCHEDELICS LUCID DREAMING • FLOW STATES • MENTAL HEALTH THERAPY • REGENERATION ASTRAL PROJECTIONS SENSE MAKING NEUROSCIENCE • INTUITION CULTURE x CLIMATE ACTION

A-Z AISHA CARRINGTON  
ANNIE CLARKE • RICHIE  
BOSTOCK AKA THE BREATH  
GUY • PANDORA PALOMA  
SATU TUOMELA  
TOM MIDDLETON

**PARTNERS**

APPLEBUM • BLOK • BUGGED OUT • HOUSE OF WISDOM • NOW STUDIO • REBEL BOOK CLUB • REBEL WISDOM  
RETRO GLOW • ROGUE ROOM • SHE'S LOST CONTROL • WE MOVE • WORLDWIDE FM

SEVEN DAYS OF HIGH VIBES AND GOOD TIMES • INNERSTATEFESTIVAL.COM • SEVEN DAYS OF HIGH VIBES AND GOOD TIMES



# SHE'S LOST CONTROL

## She's Lost Control

She's Lost Control needed a new visual identity that aligned and embodied the multiple characteristics of the brand. SLC is a conscious lifestyle brand with a higher purpose. Paving the way for sustainable, diverse, and transformational modern wellness products and experiences both online and in their store at Broadway Market, London. SLC is here to help transform lives, minds, and industries. It caters to the modern soul seeker who values style, spirituality, and sustainability.

The design elements are inspired by the power of affirmations and the uniqueness of raw crystal shapes. They symbolise the diversity of the community and their mission of being a leading voice in alternative wellness and ethical crystals.

Sector:  
Store, Events

Discipline:  
Visual Identity  
Digital Design

Project team:  
Dan Blackledge / Creative Director  
Molly Smitten-Downes / Content Creator

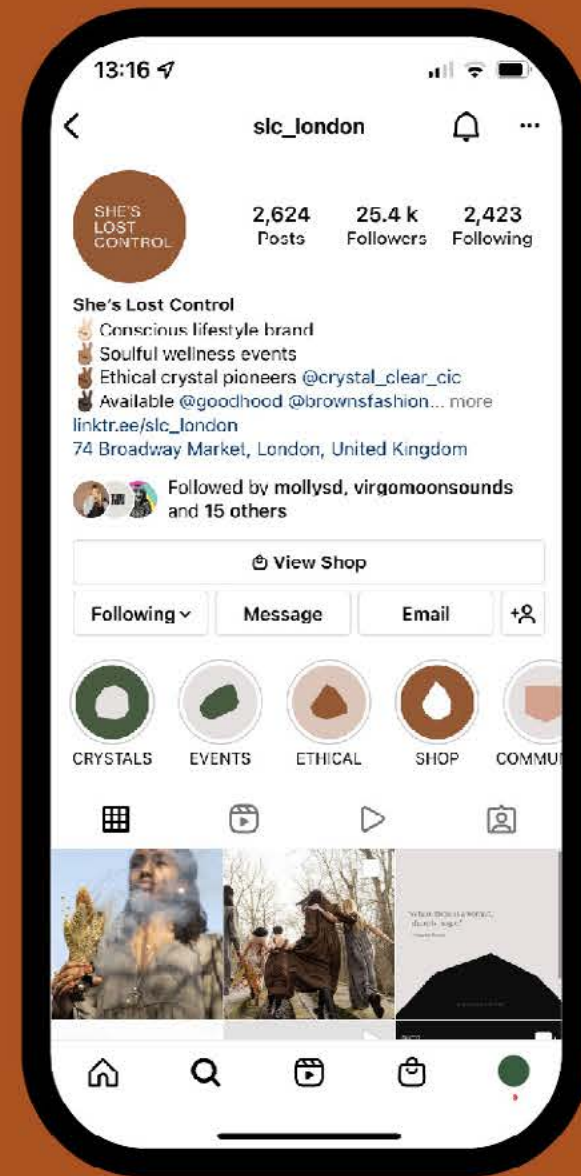
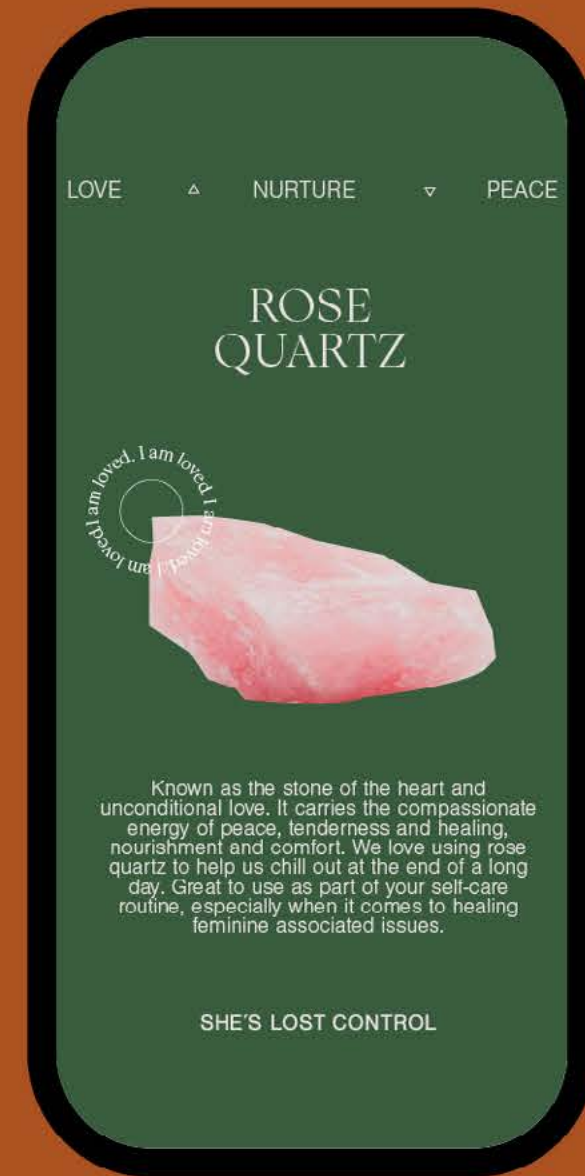
Design Agency:  
In the beginning studio

My role:  
Brand designer  
Art Director  
Lead designer

Year:  
2021

I run an abundant heart centered business. I am connected to flow.





SHE'S LOST CONTROL



I AM  
LOVE  
CALM  
PROTECTED  
SPIRIT

LOVE  
CALM  
PROTECTION  
SPIRIT



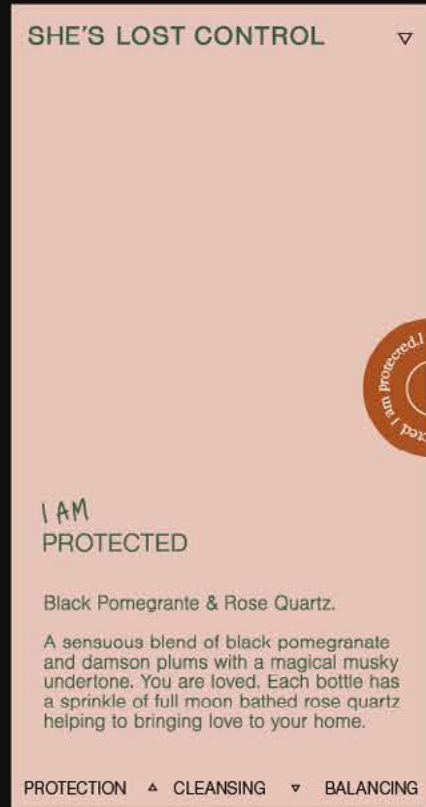
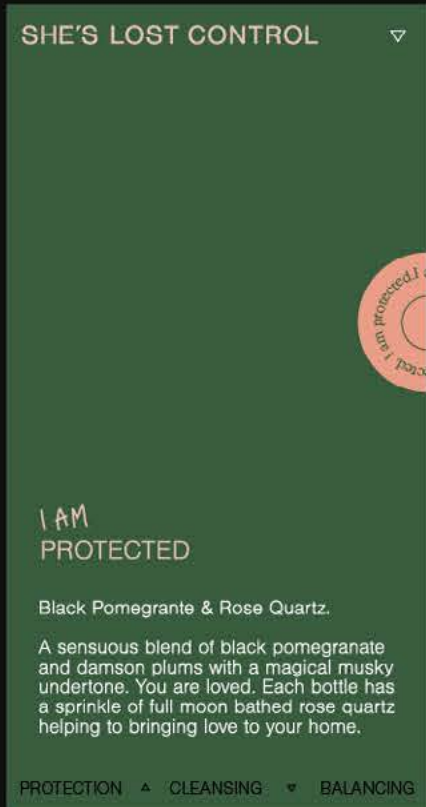
PROTECTION ▲



CLEANSING ▼



BALANCING



SHE'S  
LOST  
CONTROL



“When the power of love  
overcomes the love of power  
the world will know peace.”

Jimi Hendrix

SHE'S LOST CONTROL



## My education

*BA (First Class Honours)*  
*Graphic and Media Design*  
London College of Communication,  
University of the Arts London (UAL)  
London, UK

*Vocational degree in*  
*Business & Administration*  
Turun ammatti-instituutti  
Turku, Finland

## Courses I've taken

*Woodwork*  
Aalto University  
Helsinki, Finland | 2014

*Art studies for Kids*  
Turun Kuvataide koulu  
Turku, Finland / 1999-2009

## Languages that I speak

English  
Swedish  
Finnish

## Exhibitions I've partaken in

*Monochrome* (Online Group Exhibition)  
Blank Wall Gallery  
Athens, Greece | 2021

*The Vagina Party*  
Woke Women  
London, UK | 2020

*To Death with a Smile*  
Mumedi Mexican Museum of Design  
Mexico City, Mexico | 2018

*XX*  
Alexandra McCracken  
& Sara Silvennoinen  
Turku, Finland | 2017

*MAH x GMD*  
London College of Communication  
London, UK | 2017

*In Principle x GMD*  
London College of Communication  
London, UK | 2016

## Publications I'm in

2019 | DigitalArts  
2018 | London College of Communication

## Agencies I've freelanced for

**Wolff Olins**  
Senior Graphic Designer  
New York Team | 2022

**KOTO**  
Midweight Graphic Designer  
London, UK | 2022

**DesignStudio**  
Senior Graphic Designer & Art Director  
London, UK | 2022

**in the beginning**  
Brand Designer & Art Director  
London, UK | 2021-2022

## Workshops I've hosted

*Creative workshop with: Help Refugees UK*  
HipHop Garden  
London, UK | Oct 2019

*SÅDE: embracing your inner creativeness*  
London College of Communication  
London, UK | March, 2019

*Come We Grow: Education festival*  
May Project Gardens  
London, UK | February & May 2019

## My design work experience

**Self-Employed**  
*Brand Designer*  
London, UK | 2017 - present

**Habaq Society**  
*Art Director (Volunteering)*  
Europe | 2021-2022

**MultiAdaptor**  
*Graphic Design Intern*  
London, UK | July 2019

**Mainstage**  
*Intern -> Inhouse Designer*  
London, UK | 2017-2018

**Hike.**  
*Graphic Design Intern*  
London, UK | 2017

**Binomi**  
*Graphic Designer*  
London, UK | 2017

**MoYou London**  
*Illustration & Design Intern*  
London, UK | 2013

## Awards I've been nominated for

*Sometapahtuma Finalist*  
Some Awards  
Helsinki, Finland | 2013



Thank you!

I am excited to tell you more about the projects I have worked on and plan how we can create beautiful design solutions together.

Cheers,  
**Alexandra McCracken**  
Brand Designer / Art Director / Visual Artist

+44 (0) 752 178 7165  
hello@alexandramccracken.com  
www.alexandramccracken.com

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New Beginnings (2021)

