

Portfolio.

Larisa Balan

GRAPHIC DESIGNER





About me

Designer with experience across branding, visual identity, print design, campaign design, and digital content creation through freelance projects, agency work, and university-led briefs.

Skilled in developing creative concepts and translating them into effective visual communication across both print and digital platforms.

Experience

Intern | 2Tucans

June 2026 - Present

BIMA Creative Brief Work Experience

May 2026

Freelance Graphic Designer

2023 - Present

Customer Advisor - Boots

2023 - Present

Education

Brunel University London

BSc (Hons) Digital Design

2023 - 2026

A-LEVELS

London Academy

2023 - 2026

Graphic Communication

Maths

Economics

Specialism

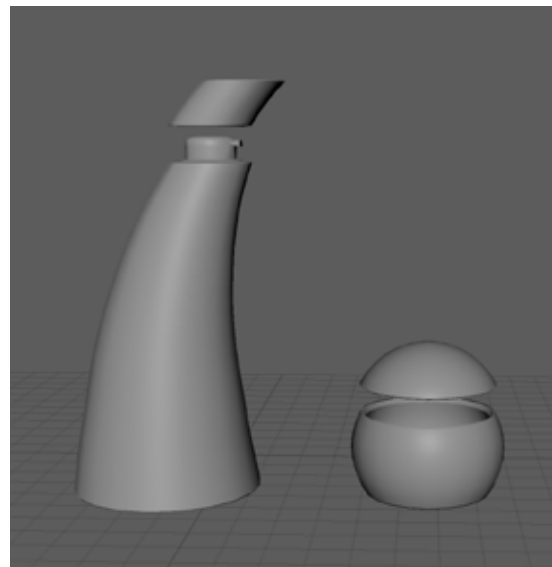
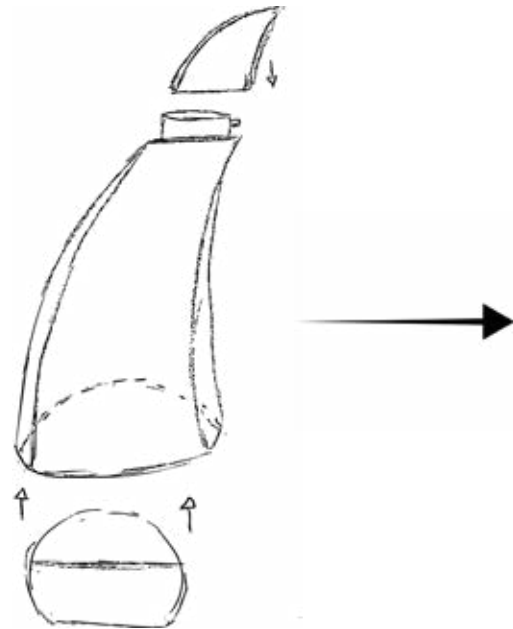
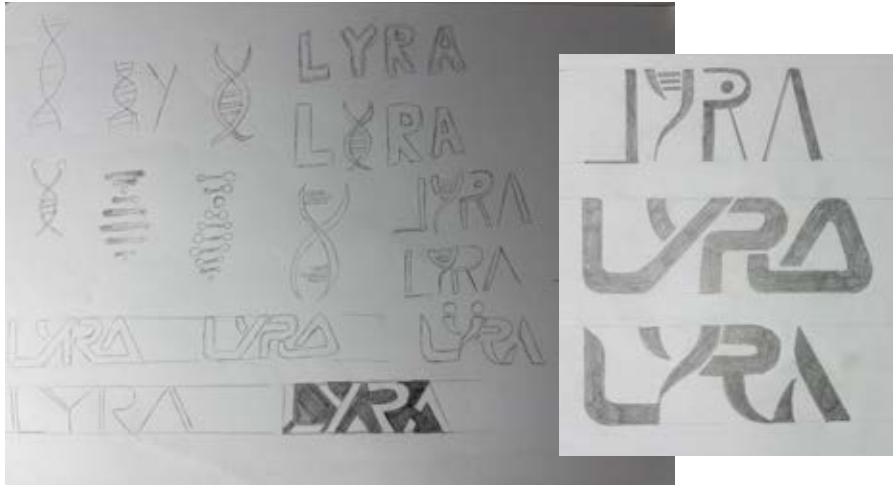
- Branding
- Visual Identity
- Advertising
- Layout Design
- Basic Motion Design



LYRA

BRANDING 3D MODELLING MOTION

A speculative skincare brand designed for 2050, exploring how future brands may adapt to users, environments, and time. LYRA combines visual identity, motion, and product design to create a responsive skincare experience that evolves throughout the day



Challenge

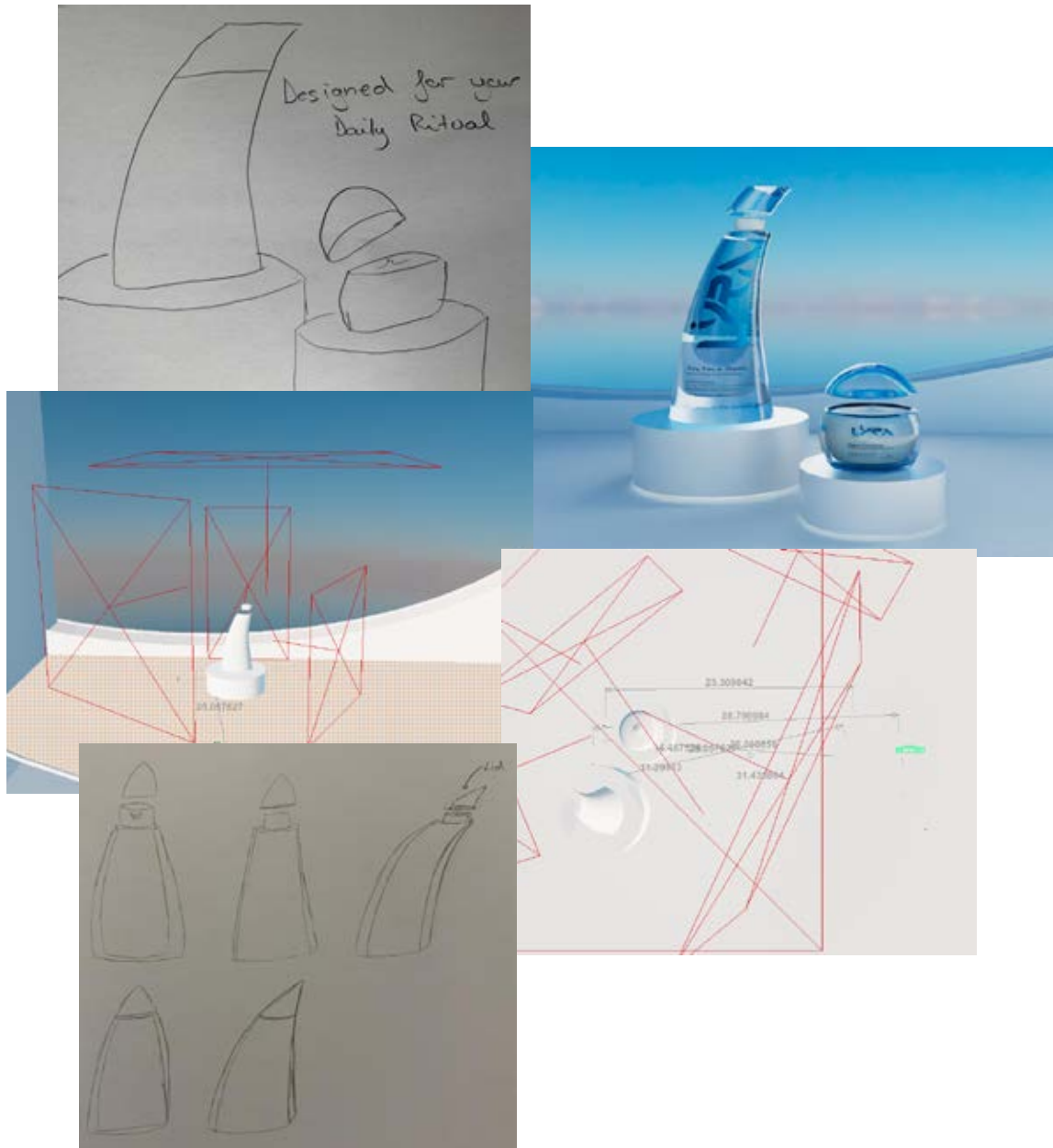
Explore how skincare brands may evolve by 2050, moving beyond static visual identities towards adaptive systems that respond to users, environments, and time of day.

Solution

Developed a future-focused skincare brand combining visual identity, 3D motion design, and responsive advertising to create a personalised and evolving brand experience.

Deliverables

Brand Guidelines • 3D Advertisement • Smart Posters



The development process focused on creating a cohesive brand style guide for Skype that modernised the platform's visual identity for a more contemporary digital audience, followed by the development of an integrated Christmas campaign centred around themes of connection, communication, and digital presence during the festive season.

This included logo exploration, typography and colour experimentation, campaign planning, and the application of the identity across multiple visual touchpoints to create a more engaging and consistent brand experience.

Adaptive Sizing

User-centred scaling

LYRA incorporates adaptive sizing to improve accessibility across different age groups. Typography and key visual elements can be adjusted based on user needs, with larger text sizes and increased spacing used for older audiences to enhance readability. This ensures the brand remains clear, legible, and inclusive, while maintaining its visual consistency across all digital touchpoints.

Young user

The LYRA interface adapts to meet the needs of different users by adjusting typographic scale and spacing. This ensures a more inclusive and user-friendly experience without compromising the overall visual identity.

Older user

The LYRA interface adapts to meet the needs of different users by adjusting typographic scale and spacing. This ensures a more inclusive and user-friendly experience without compromising the overall visual identity.

23

Adaptive Concept

Adaptability is the core of LYRA. The brand is designed to evolve with the user, adjusting its visuals, tone, and interactions based on time, environment, and individual needs. Rather than staying fixed, LYRA responds continuously, creating a more relevant experience at every moment.

What will Adapt?

- Tone of Voice
- Colour Palette
- App/Website interface
- Typography
- Product recommendations
- Lighting and Environment

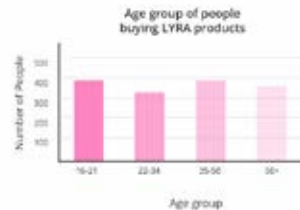
5

Application Examples

Percentage of women using LYRA

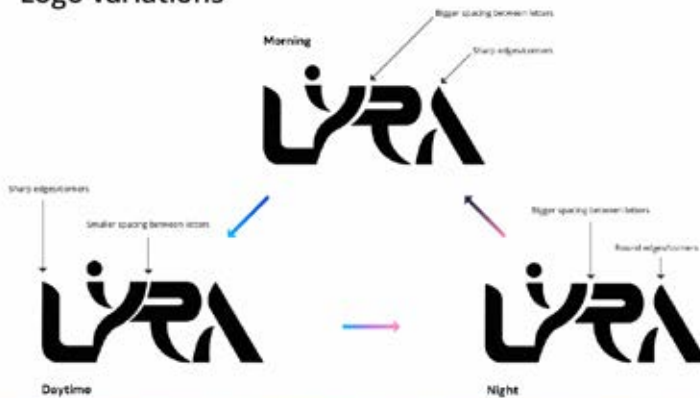


Percentage of men using LYRA



29

Logo variations



8

34-page brand system defining the visual identity, typography, colour palettes, motion principles, and adaptive behaviours that allow LYRA to evolve throughout the day.



15-second 3D advertisement and responsive poster campaign designed to demonstrate how the brand adapts between day and night environments.

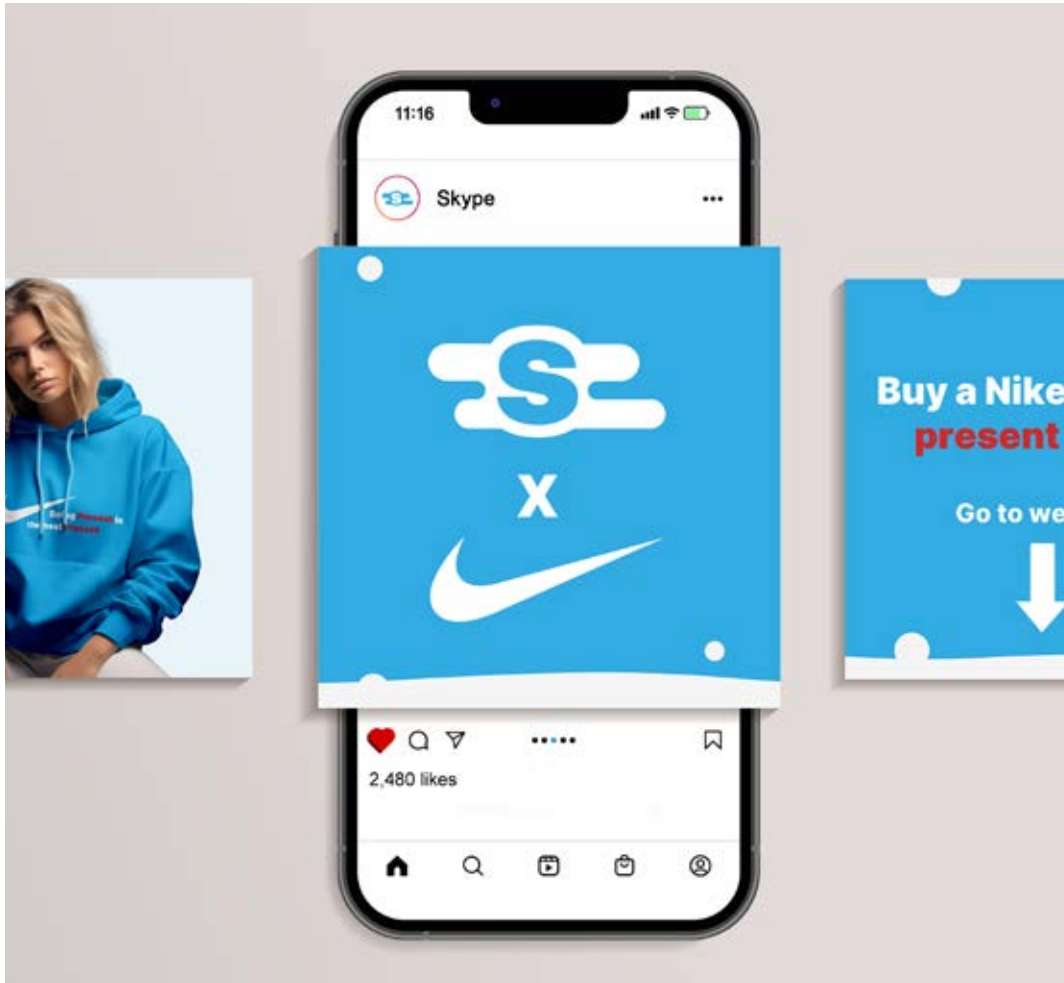
Posters

<https://vimeo.com/1203394075?share=copy&fl=sv&fe=ci>

3D Advert

<https://vimeo.com/1203394074?share=copy&fl=sv&fe=ci>





Skype

BRANDING & CAMPAIGN

Challenge

Refresh Skype's visual identity to appeal to younger digital audiences.

Solution

Created a modern branding system and integrated campaign centred around connection, communication, and digital presence.

Deliverables

Brand Identity • OOH • Social Media • Merchandise

OLD LOGOS



MY LOGOS



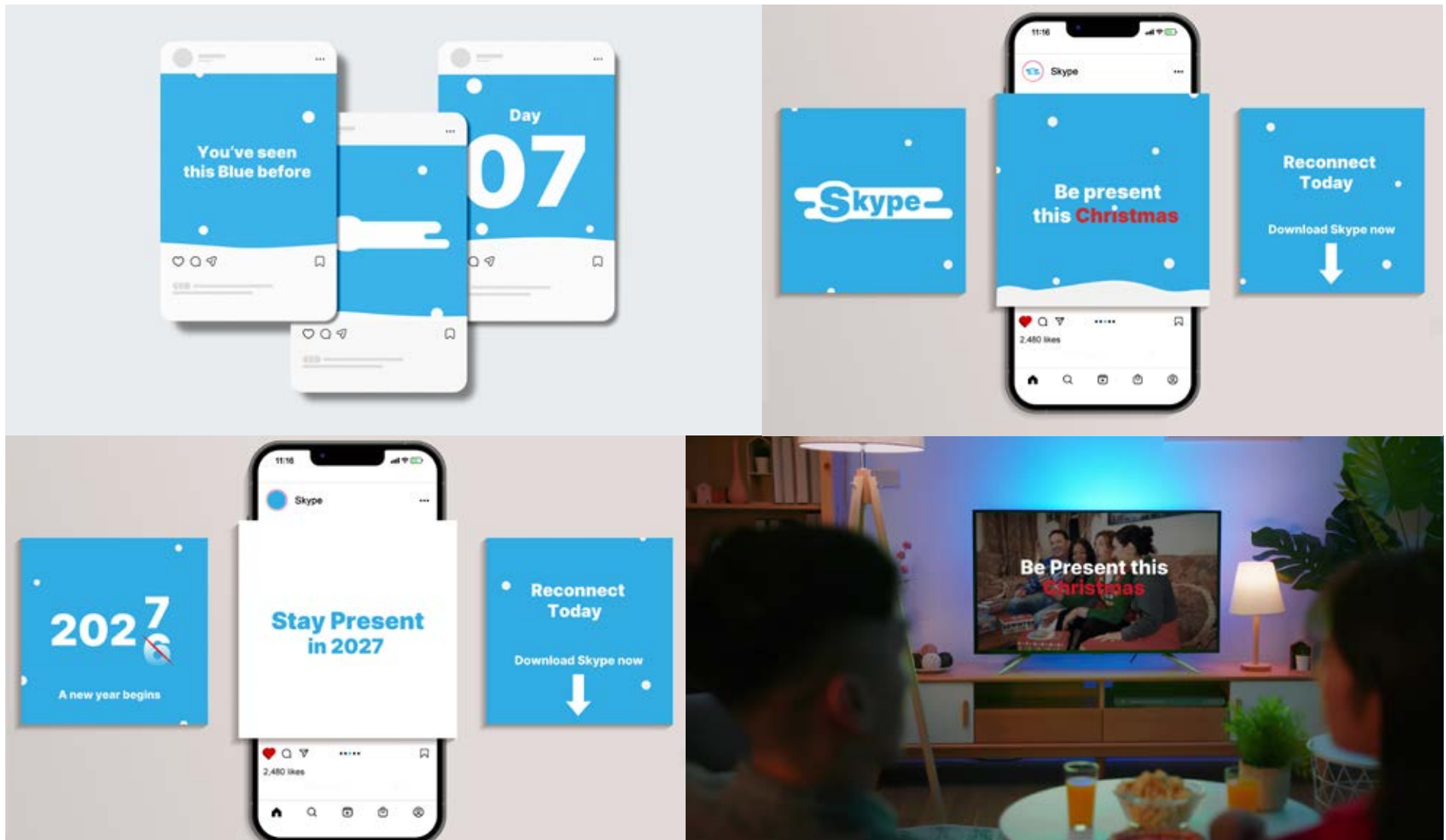
The development process focused on creating a cohesive brand style guide for Skype that modernised the platform's visual identity for a more contemporary digital audience, followed by the development of an integrated Christmas campaign centred around themes of connection, communication, and digital presence during the festive season.

This included logo exploration, typography and colour experimentation, campaign planning, and the application of the identity across multiple visual touchpoints to create a more engaging and consistent brand experience.



Final identity applied across merchandise, OOH advertising, and digital platforms.



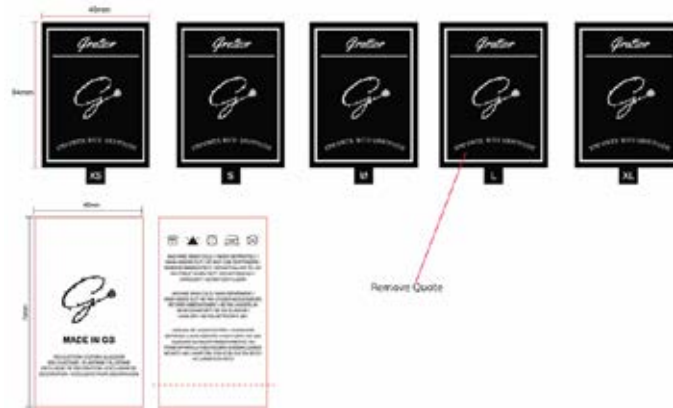
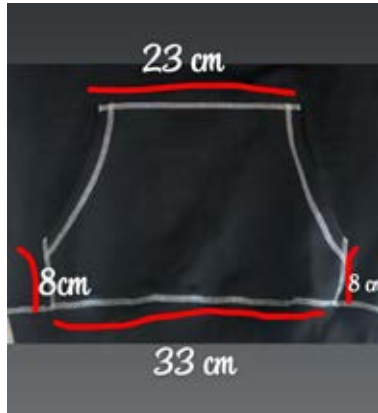




Grator

GRAPHIC DESIGN

Clothing mockups, production-ready tech packs, and high-quality logo recreations developed to refine and support the Grator brand identity.



Created production-ready design assets to support clothing manufacturing and brand consistency.

Deliverables

- Technical Packs
- Garment Mockups
- Logo Refinement
- Production Artwork

CALLOUTS

PAGE 7

COMPANY: Grator
DESIGNER: Larisa (LB STUDIOS)

MAIN FABRIC: 80% Cotton/ 20% Polyester
- Brushed Fleece, 330 GSM
STYLE NUMBER: GR-H001
SIZE RANGE: XS S M L XL XXL

DESCRIPTION: Contrast Stitch Hoodie
STYLE NAME: Grator Contrast Stitch Hoodie



1 Gray Icon Screen Print Logo

2 Black Material

3 Kangaroo Pocket

4 Gray Screen Print Text Logo

5 Gray Stitching

6

7

8

9

10

11

12

ARTWORK

PAGE 18

COMPANY: Grator
DESIGNER: Larisa (LB STUDIOS)

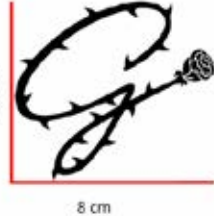
MAIN FABRIC: 80% Cotton/ 20% Polyester
- Brushed Fleece, 330 GSM
STYLE NUMBER: GR-H001
SIZE RANGE: XS S M L XL XXL

DESCRIPTION: Contrast Stitch Joggers/Hoodie
STYLE NAME: Grator Contrast Stitch Joggers/Hoodie

SCREEN PRINT LOGOS

Hoodie ArtWork Chest
Joggers ArtWork Front Leg

Hoodie ArtWork Hood



NAVY JOGGERS (MOCKUP)

PAGE 10

COMPANY: Grator
DESIGNER: Larisa (LB STUDIOS)

MAIN FABRIC: 80% Cotton/ 20% Polyester
- Brushed Fleece, 330 GSM
STYLE NUMBER: GR-H001
SIZE RANGE: XS S M L XL XXL

DESCRIPTION: Contrast Stitch joggers
STYLE NAME: Grator Contrast Stitch Joggers

FRONT

BACK



COLORS

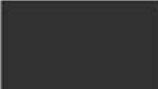
PAGE 15

COMPANY: Grator
DESIGNER: Larisa (LB STUDIOS)

MAIN FABRIC: 80% Cotton/ 20% Polyester
- Brushed Fleece, 330 GSM
STYLE NUMBER: GR-H001
SIZE RANGE: XS S M L XL XXL

DESCRIPTION: Contrast Stitch joggers/Hoodie
STYLE NAME: Grator Contrast Stitch Joggers/Hoodie

Fabric (Main Body)



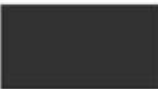
Color: Black
Pantone: Black 6 C
Material: 330 GSM heavy fleece (80% cotton, 20% Polyester)
Finish: Soft brushed interior

Stitching Thread



Color: Dark Gray
Pantone: Cool Gray 11 C
Thread Type: Core-spun polyester
Details: Double-needle hems in dark gray

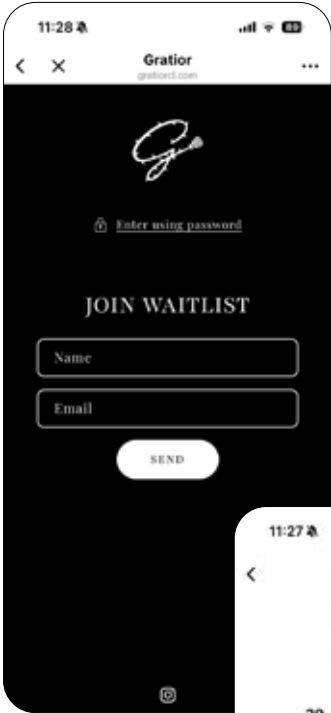
Rib Fabric (Cuffs/Hems/ Waistband)



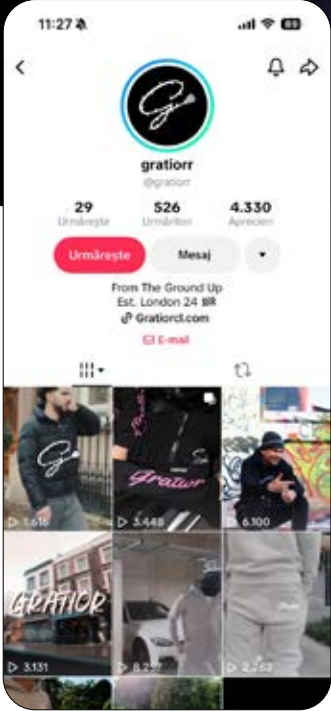
Colour Black
Pantone: Black 6 C
Material: 2x2 Cotton/Spandex rib
Stitching: Dark gray thread (cool gray 11 C)



Website



Instagram



TikTok



Home BP

BRANDING PROJECT

BP Home is a conceptual branding project that reimagines BP as a home-focused clean energy provider, combining solar power, EV charging, and smart energy management into a clear and trustworthy brand identity.



Challenge

Created a BP Sub-brand focused on providing clean energy for homeowners.

Solution

Developed a modern visual identity system centred around trust, sustainability, and accessibility.

Deliverables

Logo Design • Visual Identity • Campaign Applications



Carol Howle
CEO

Designed for
everyday **homes**, everyday **people**
for a **worldwide impact**.

Mission

Our mission is to make clean energy accessible and affordable to everybody by providing home energy systems that implement EV charging stations, solar panels and an overall smart energy management.

Vision

We envision a future where every home contributes directly to the reduction of carbon emissions - generating, managing and using clean energy with confidence, trust and simplicity.

4

Misuse Examples

Don't change the proportions of the logo



Don't change the colours of the logo, only use the ones provided on the previous page



Don't apply any filters to the logo



Don't rotate the logo



Don't move elements around the logo



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Secondary Font

Poppins

This typeface is the main one that should be used for Headings, Subheadings, body text and captions across all BP Home materials.

Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&*()_+

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&*()_+

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&*()_+

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&*()_+

22

Colour Palette

Primary Colours



#A8D600
Light green



#21A8C3
Bright Blue



#F4F6F5
Light Gray



#2E2E2E
Charcoal Black

Secondary Colours



#FFD84D
Warm Yellow



#B5B8B6
Gray

16

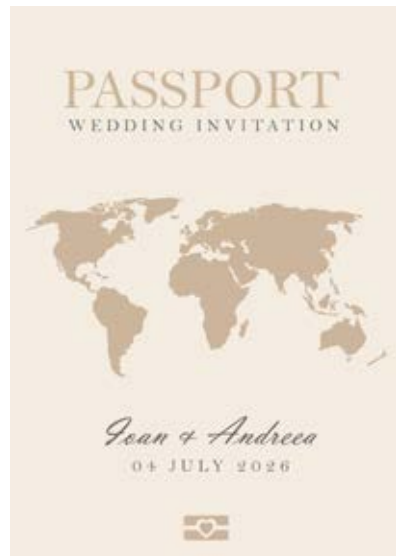




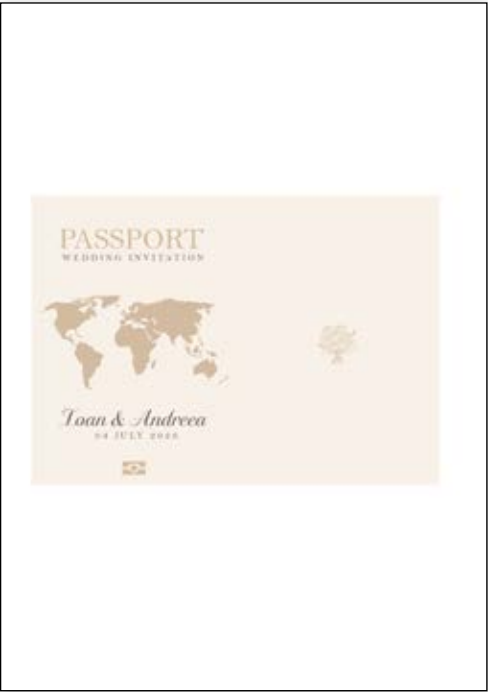
Wedding Invitations

GRAPHIC DESIGN

A custom wedding invitation design inspired by passport aesthetics, created to reflect the couple's journey through thoughtful typography and layout.



Custom wedding invitation suite inspired by travel tickets and passport design, combining storytelling, typography, and print design to celebrate the couple's journey.



Thank you

Let's connect

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🌐 larisabstudios.com

in [Linkedin.com/in/larisa-b-studios](https://www.linkedin.com/in/larisa-b-studios)

