

2019

JOSH KRZYWORACZKA-ROBERTSON

SELECTED WORK

HAMBLETON BREWERY

Hambleton Brewery is a brewery based in Ripon supplying ales to the north of England and beyond. They needed packaging that would retain their existing customer base which focused on traditional beer and also target the more contemporary craft beer enthusiast.

“Josh worked with us throughout the design process, from initial concepts through to final print ready designs, he took our ideas and developed them into something that was exactly what we were after. Unlike many designers he didn’t push back at some of our more awkward requirements, but ran with them and incorporated them beautifully into the final design.”

Ben Harrison - Hambleton Brewery 2017

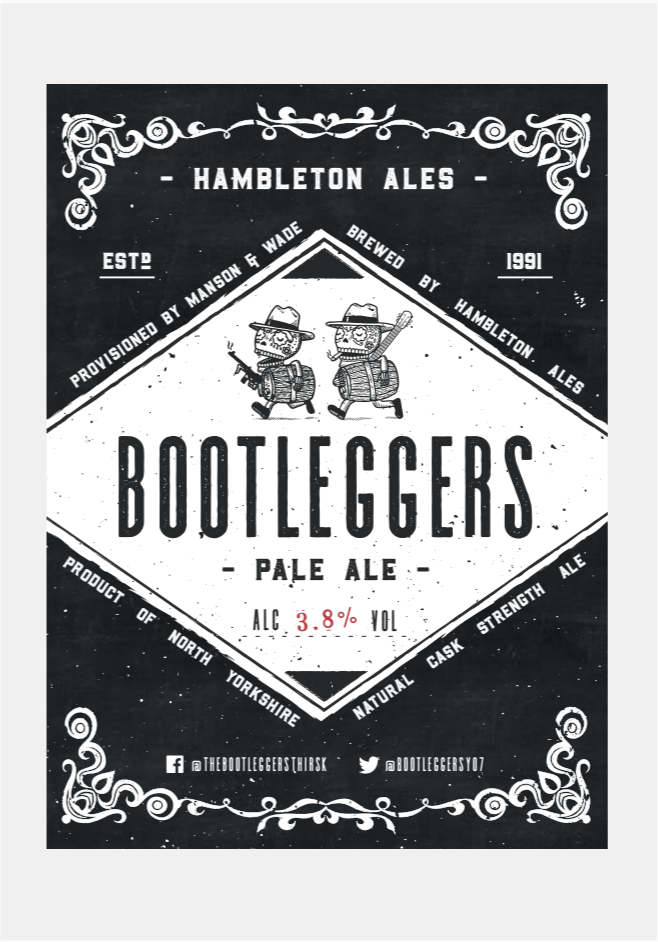
Since then various promotional items have been created including a bottle gift pack, t-shirts, beer mats and bar runners alongside branding materials, interior decals and stationary.

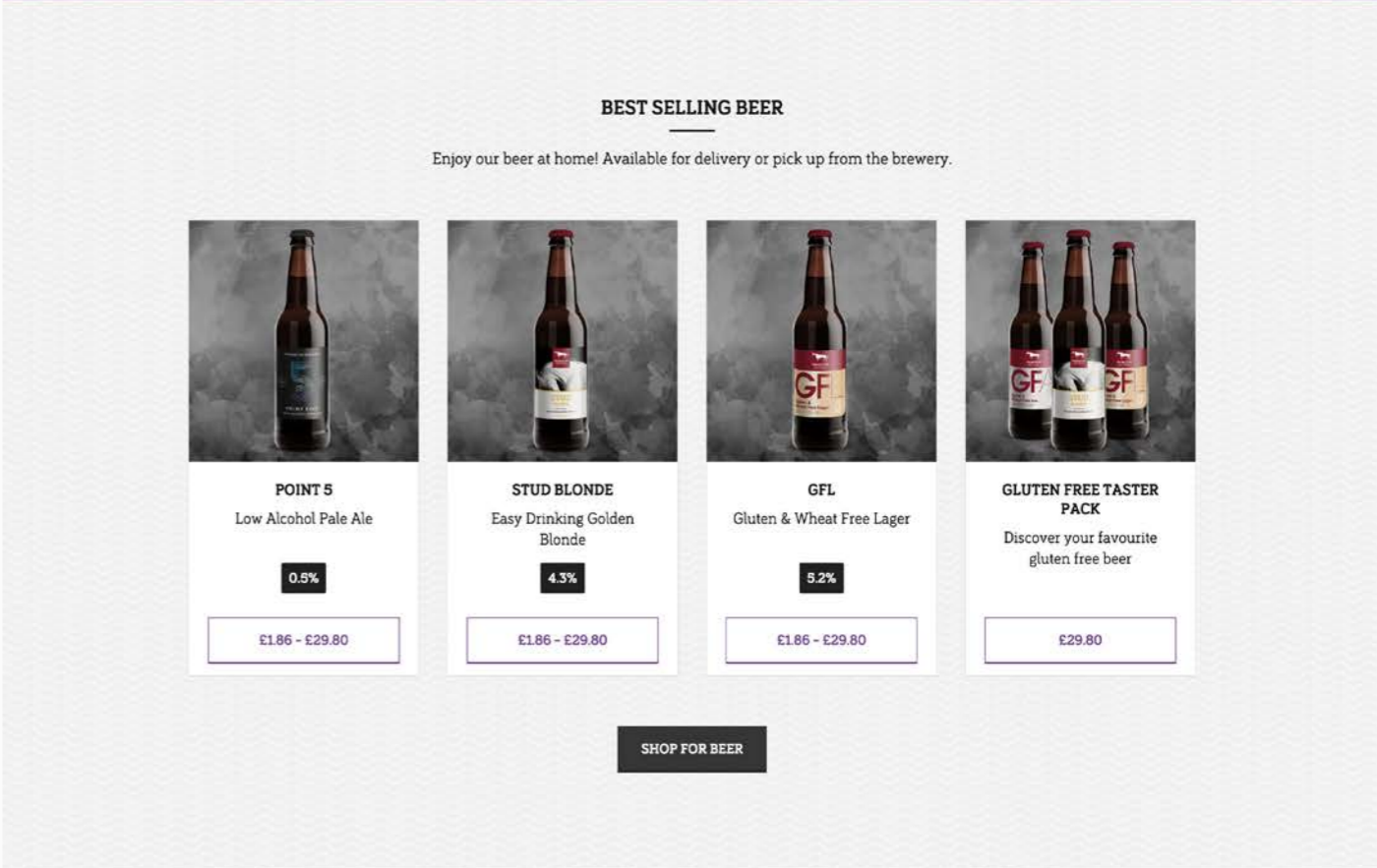
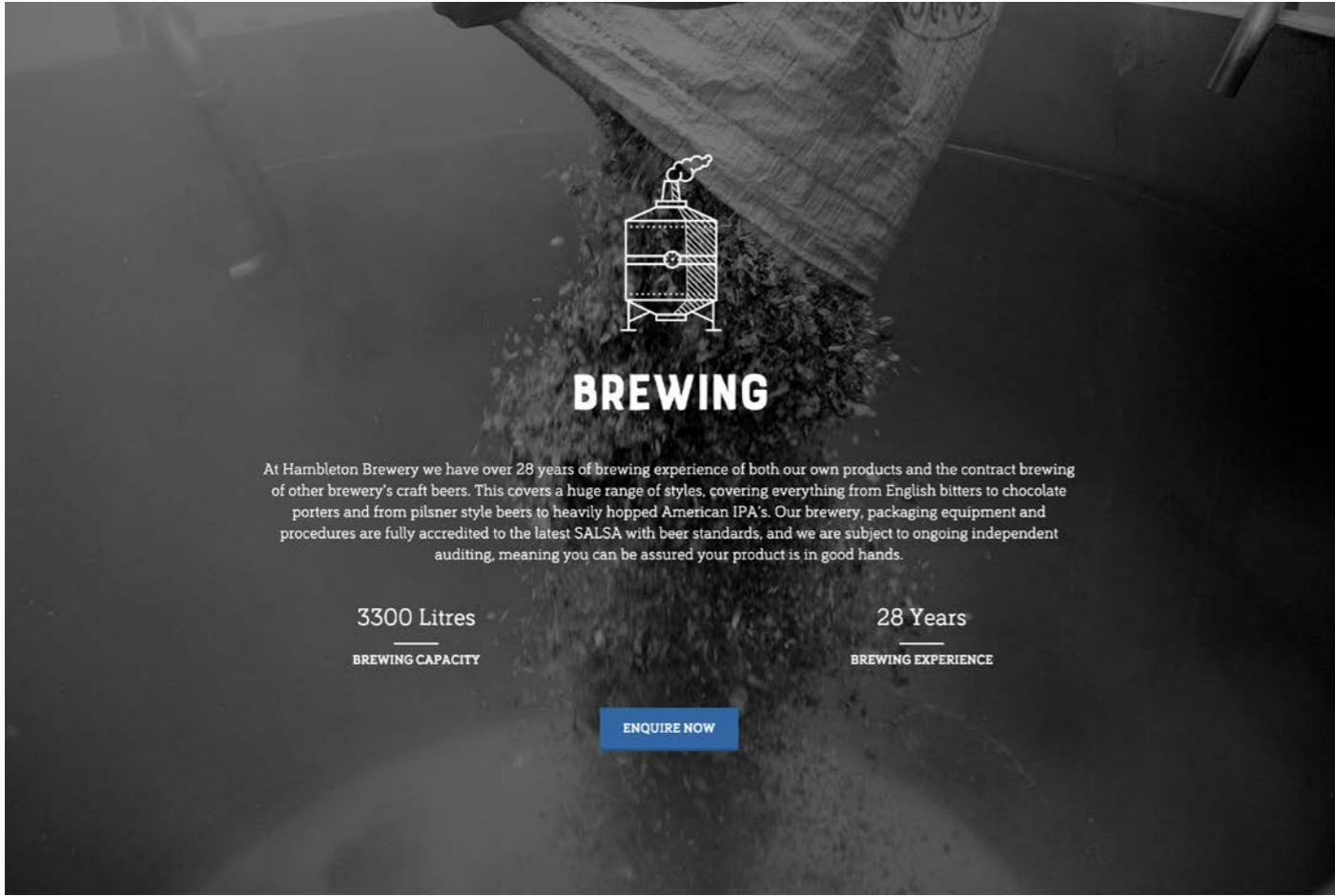
Recently completed is a full e-commerce website using Wordpress and WooCommerce with a completely custom theme and plug-in functions to fulfil the needs of the brewery.

A featured section shows who is currently drinking a Hambleton Brewery beer in real time using the UnTapped API.

[VISIT HAMBLETONBREWERY.CO.UK](http://HAMBLETONBREWERY.CO.UK)







ZOE FRANCESCA DANCE

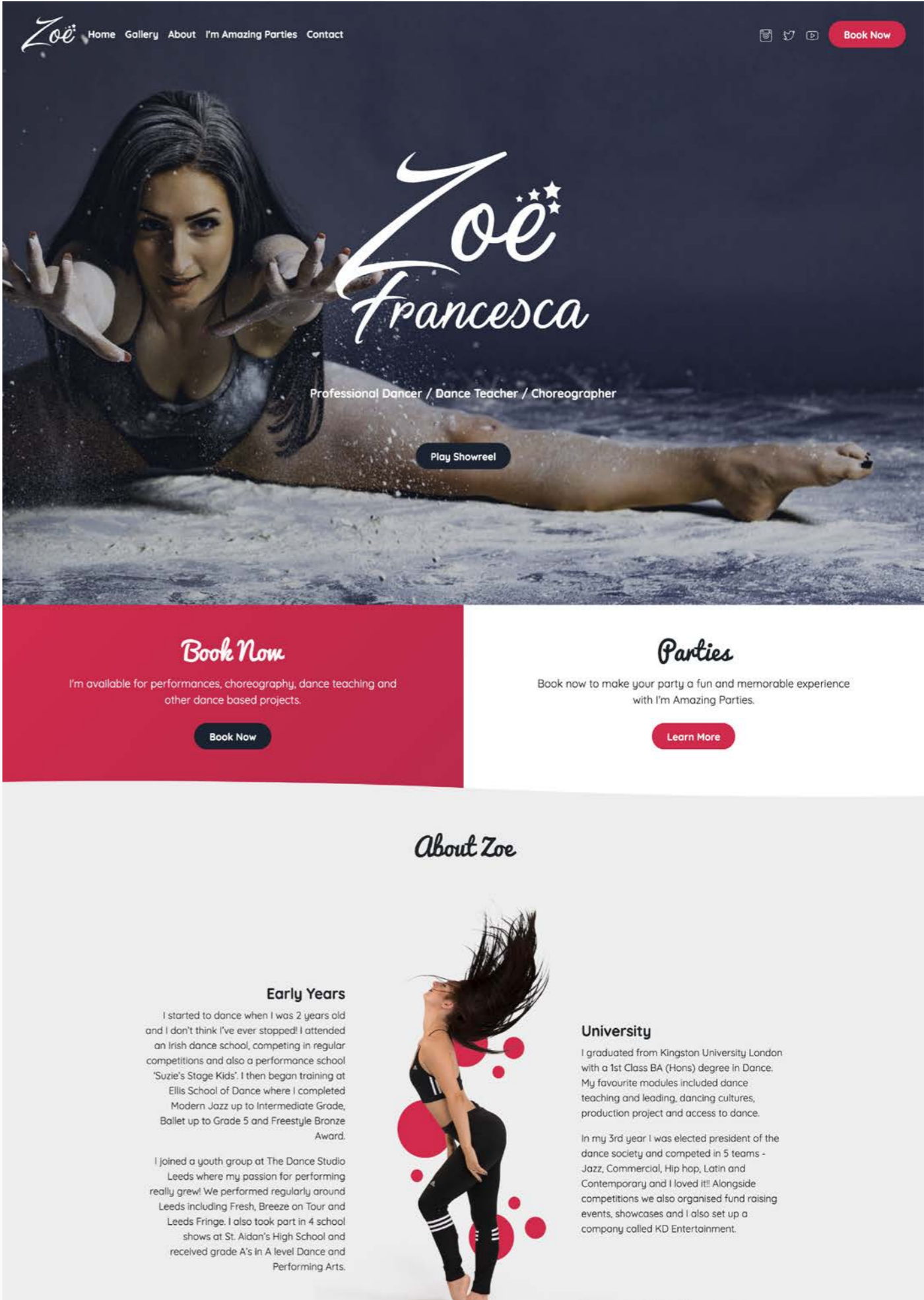
A fun and energetic website showcasing Zoe’s services and skills. A clean design puts the content front and centre.

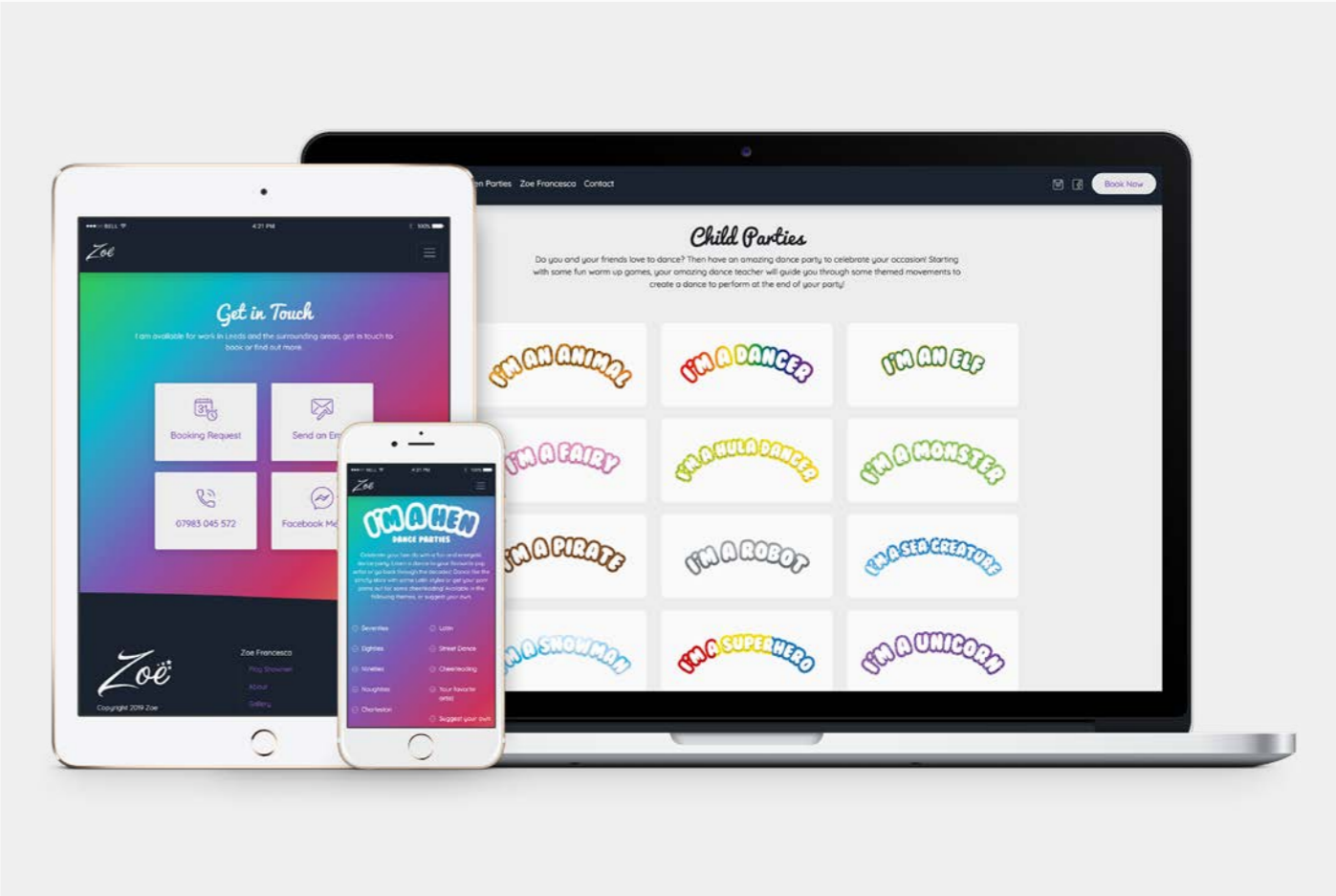
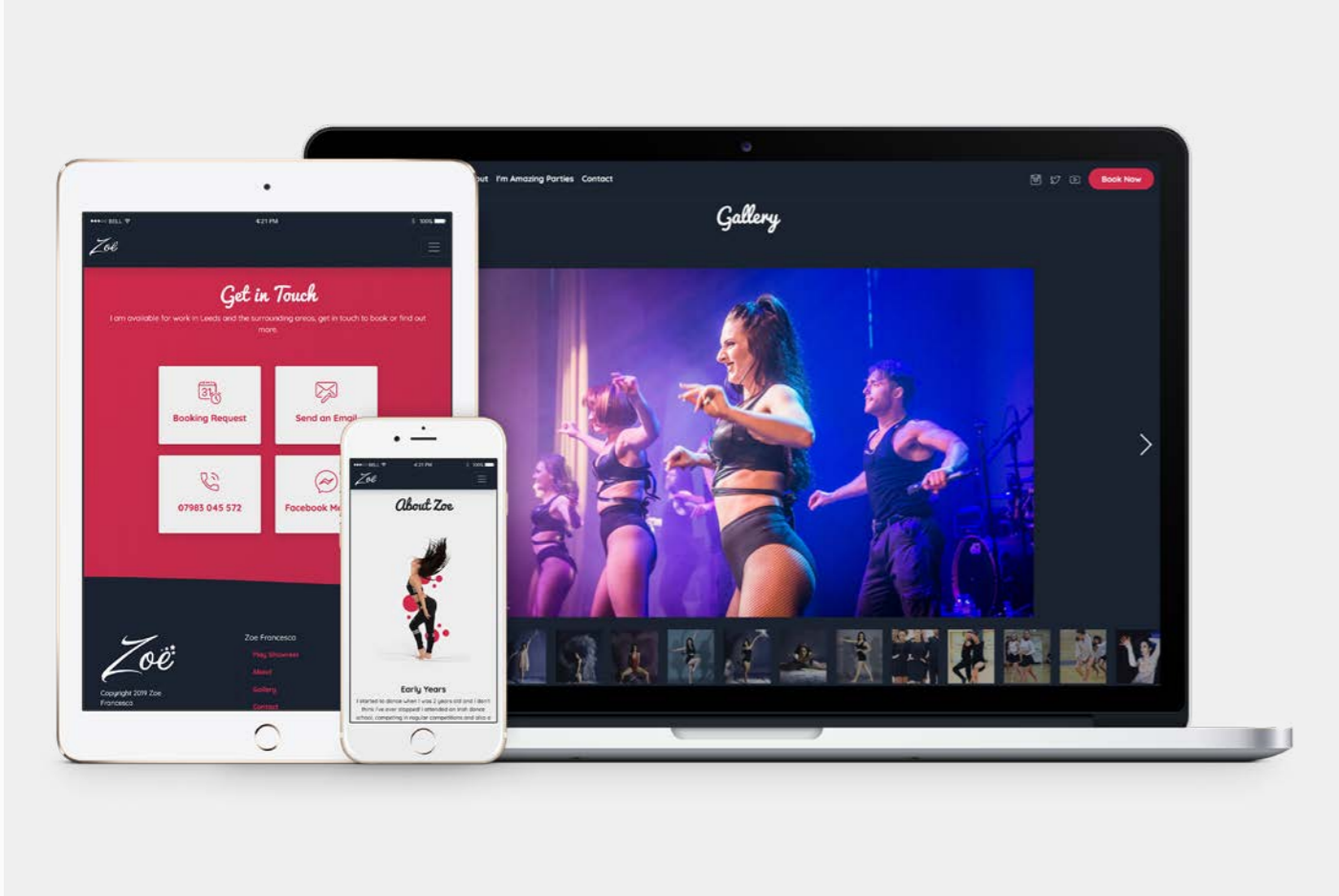
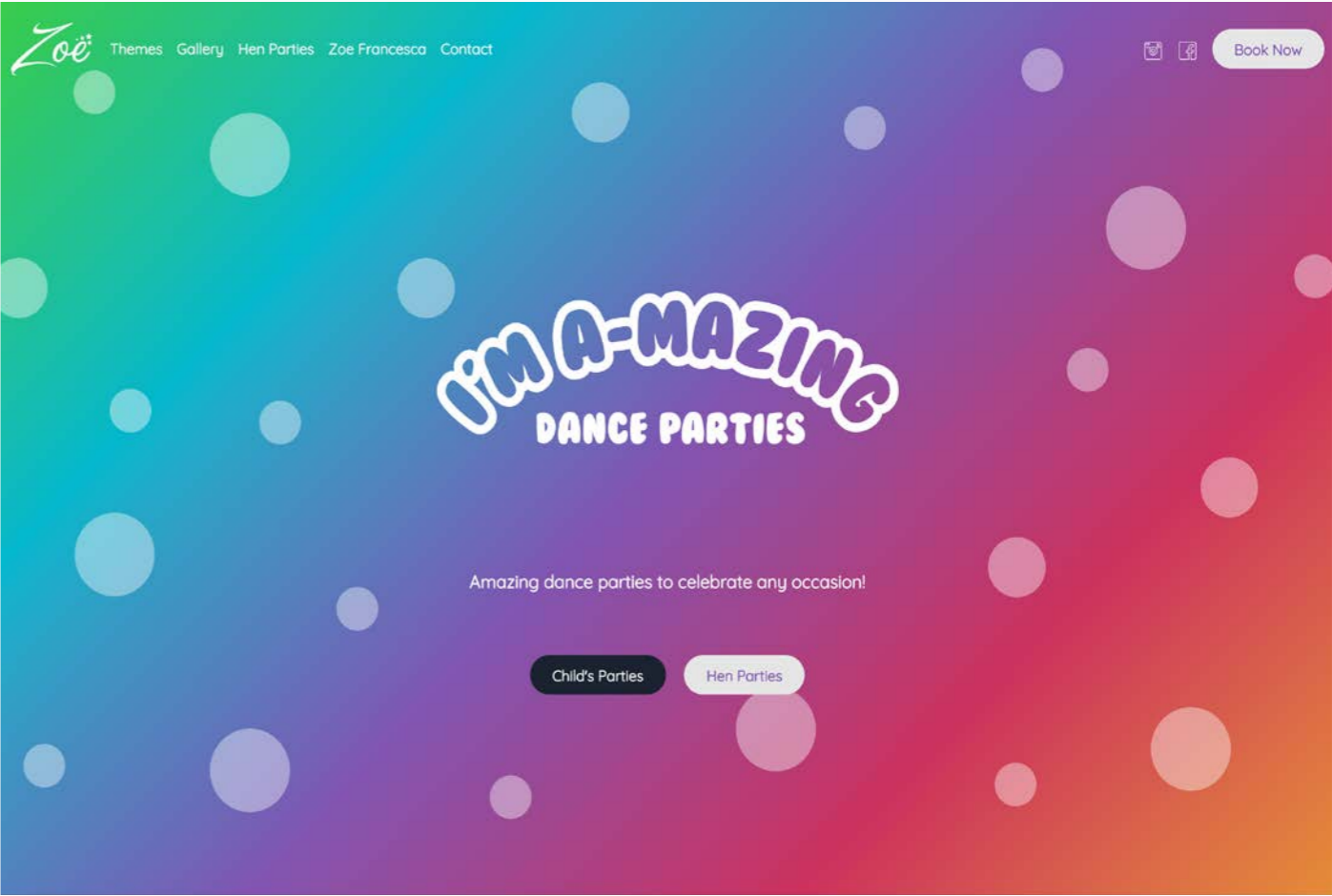
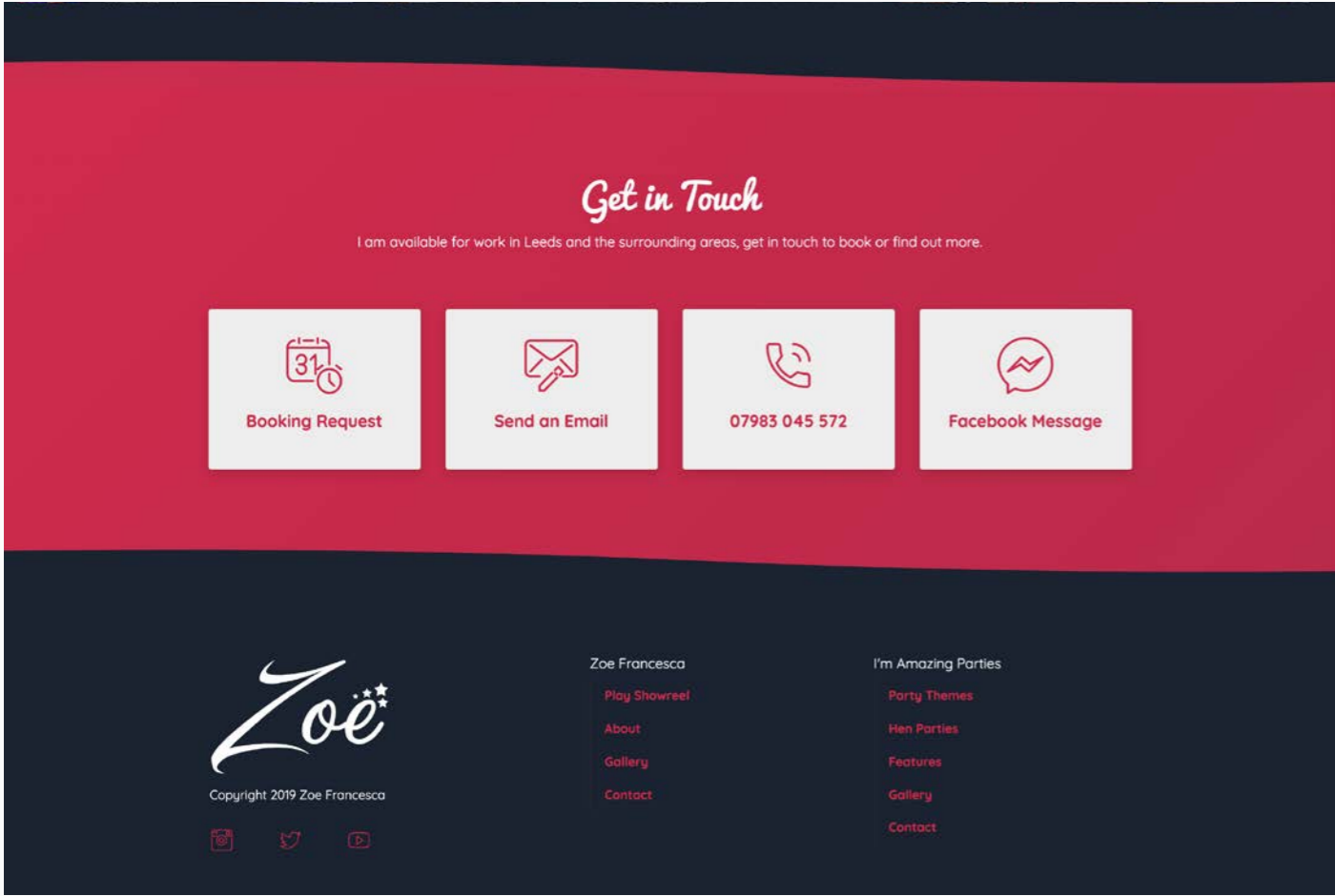
A gallery with lazy loading and thumbnails is easily navigated on both desktop and mobile with responsive touch control and hardware accelerated animations.

The site also includes a booking form with validation, custom styled emails and spam prevention.

This project uses many optimisation techniques utilising Gulp and various Node modules to create a fully automated build process. It scores 100 on desktop performance and 92 on SEO with Google’s Lighthouse audit.

VISIT [ZOEFRANCESCA.CO.UK](https://zoe-francesca.co.uk)





DR AGENCY CHRISTMAS CARD

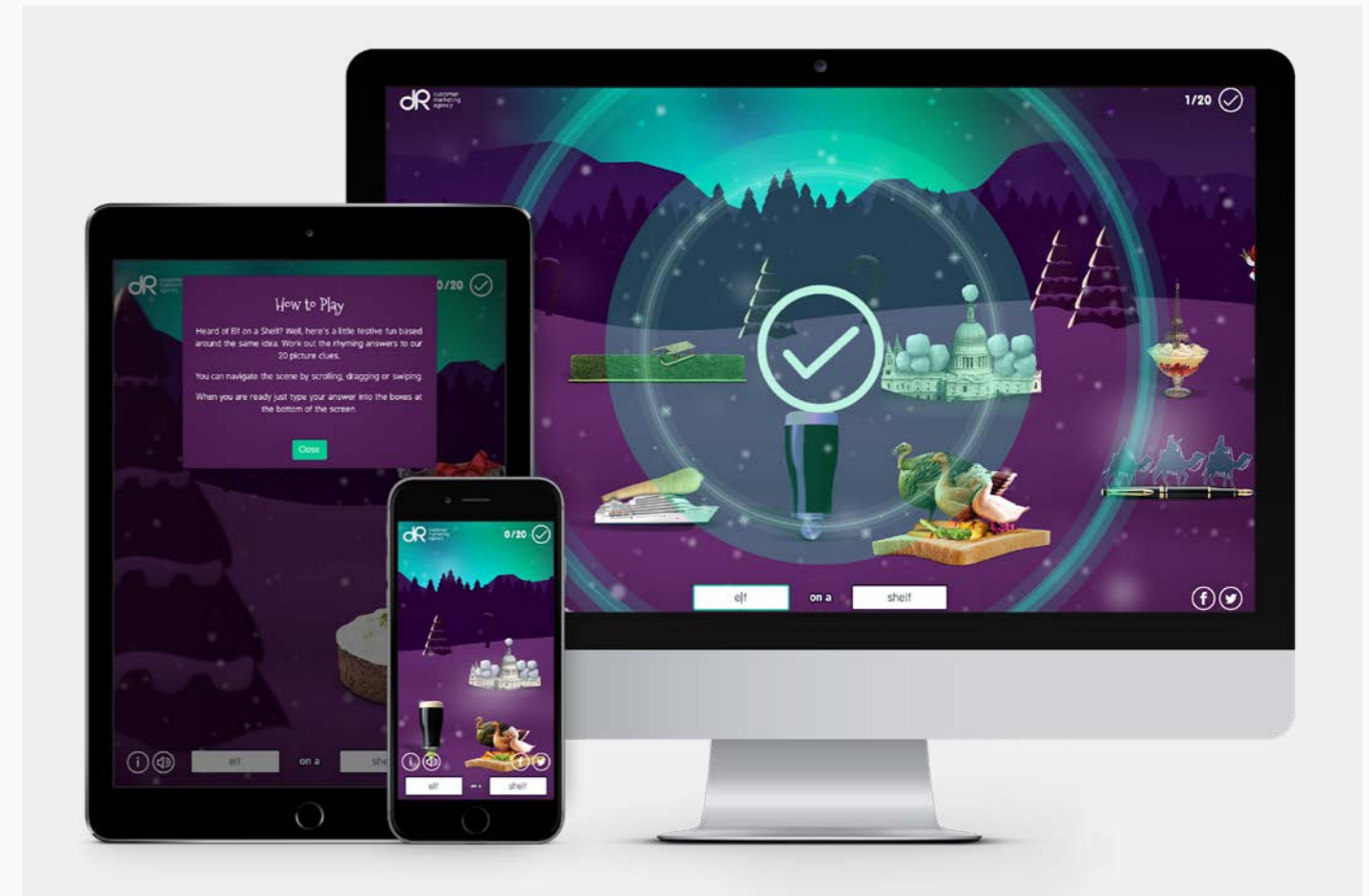
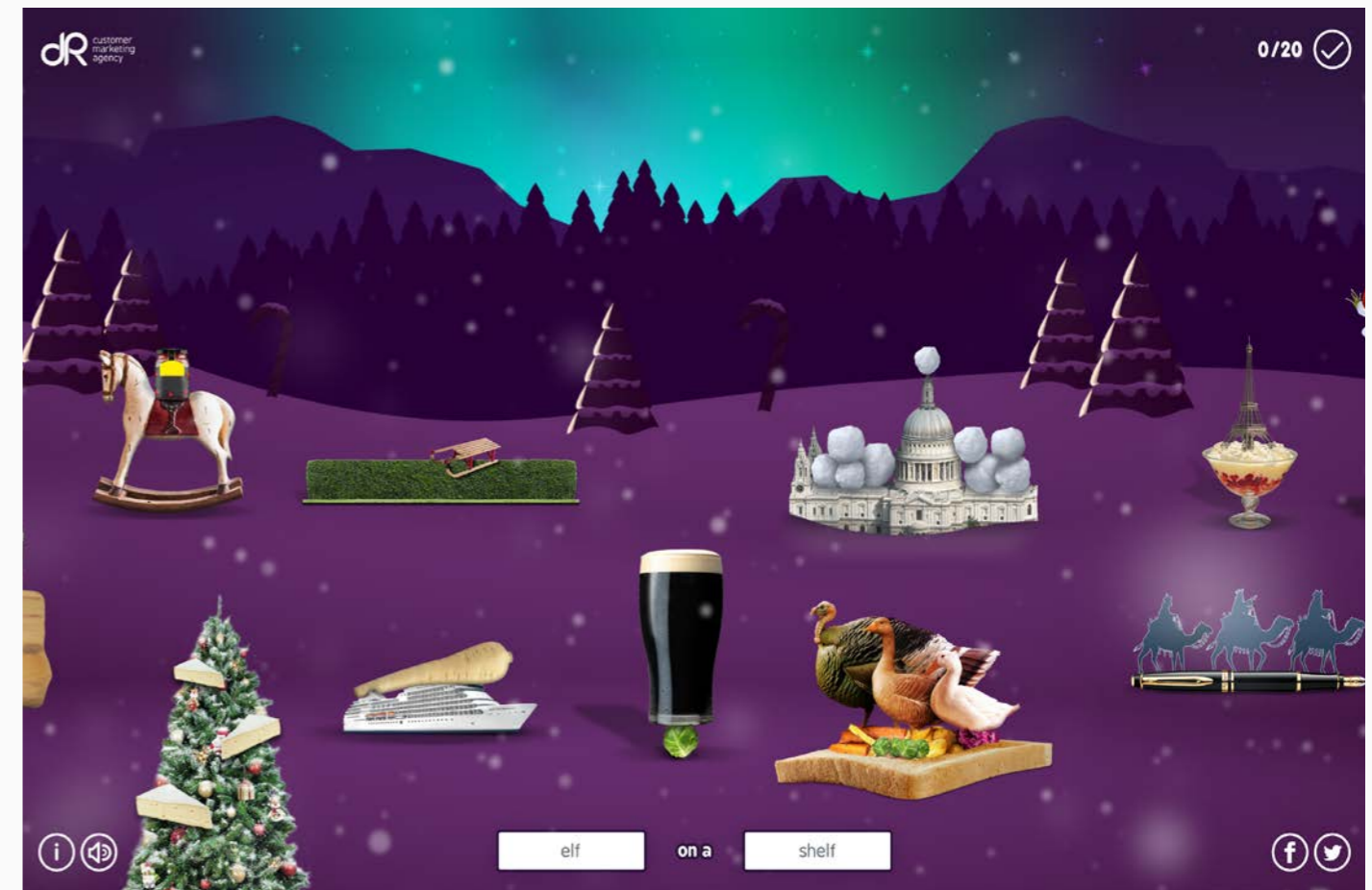
A joyful project to work on, the DR Agency's christmas card is influenced by the book "Elf on a Shelf". Players need to work out which two words go together based on the visual cues in the Christmas scene.

The game scrolls sideways and can be navigated by swiping and scrolling (both vertically and horizontally). The scene is comprised of parallax layers containing a combination of vector illustrations and photo imagery.

Compatibility with Internet Explorer 11 was a must and browser testing was crucial both on desktop and mobile touch screen devices.

The score, correct answers and incorrect answers are tracked in Google Analytics to determine the difficulty of the game.

VISIT DR-AGENCY.CO.UK/CHRISTMAS/2018/ELF-ON-A-SHELF.HTML



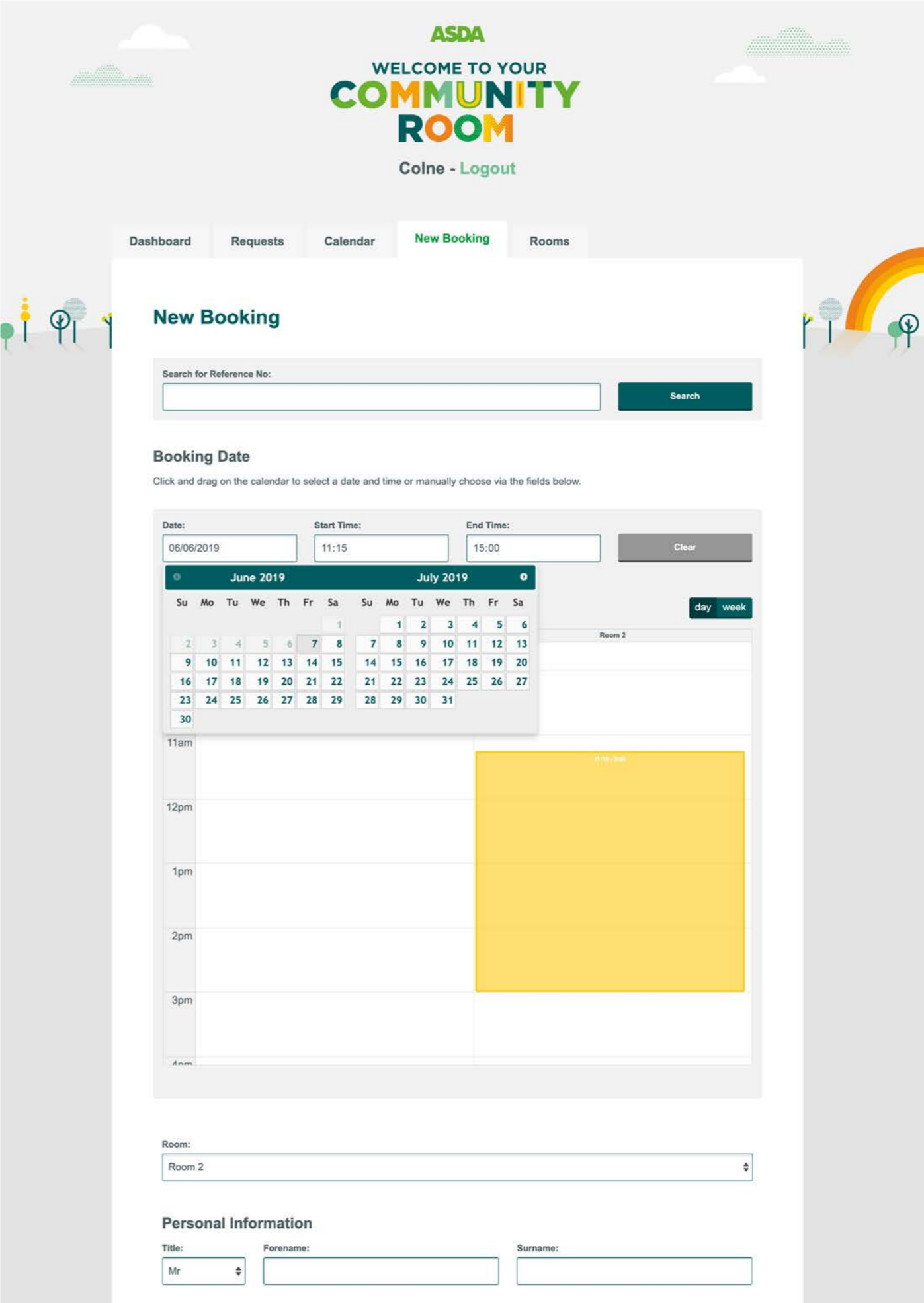
ASDA COMMUNITY ROOM

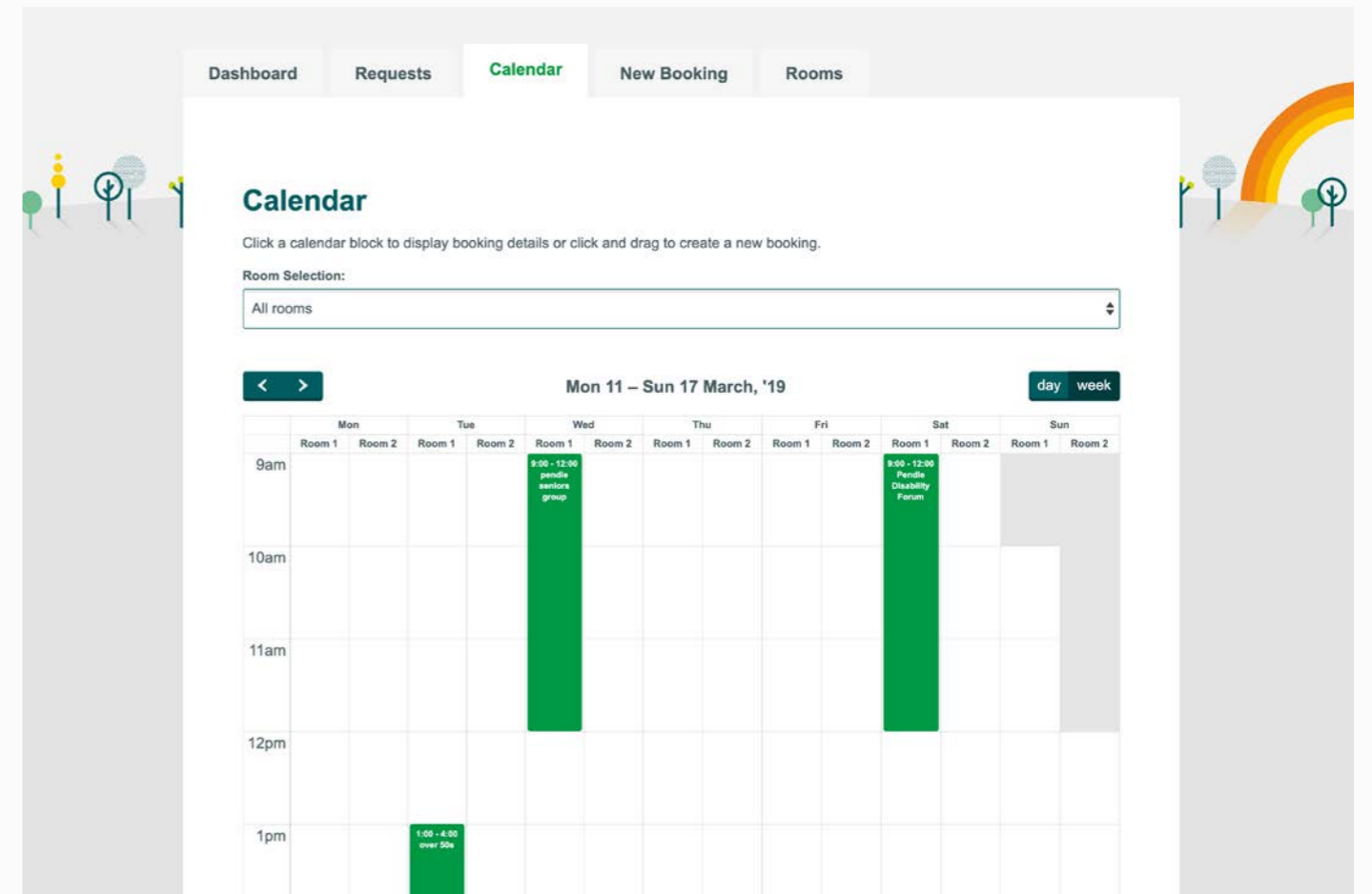
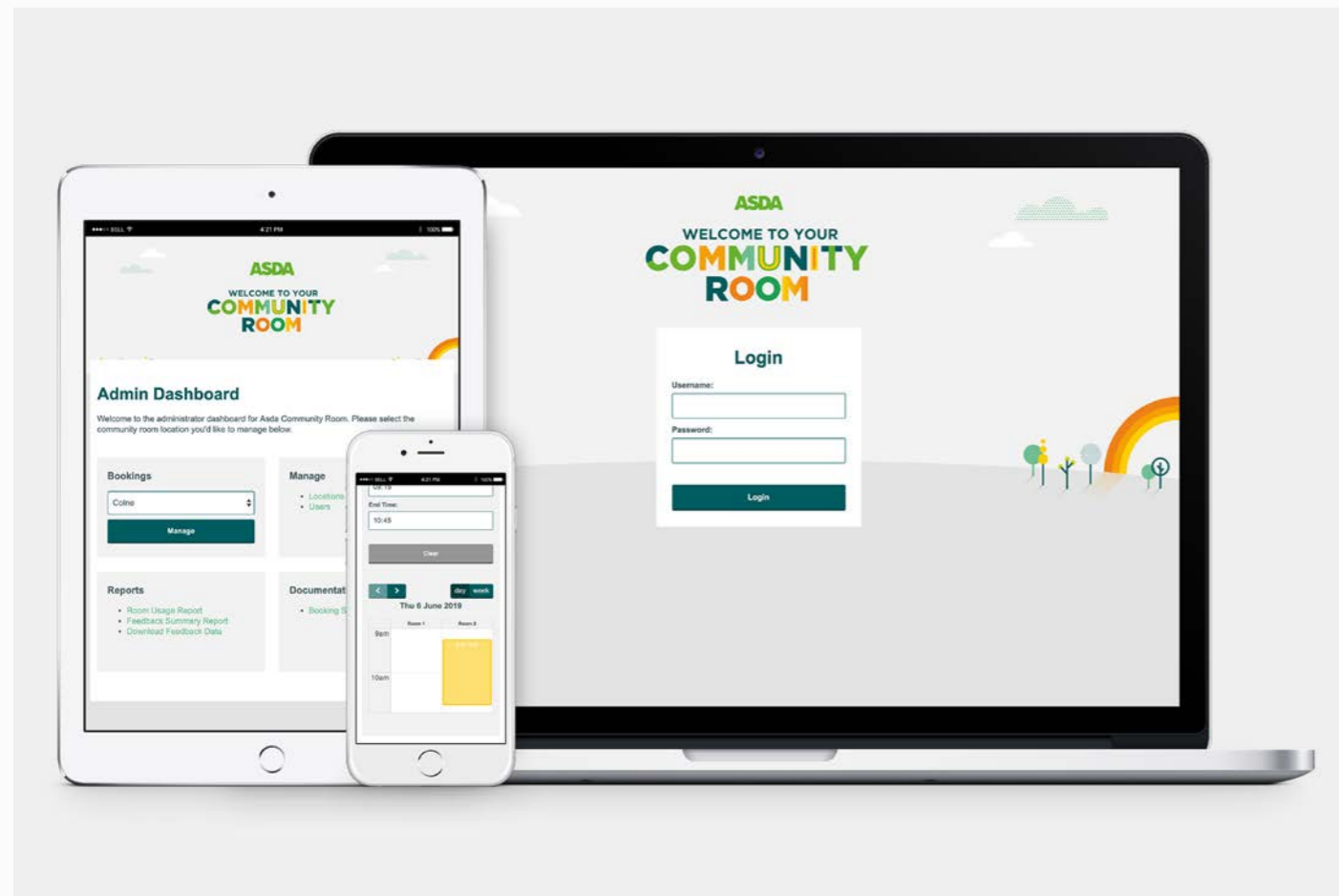
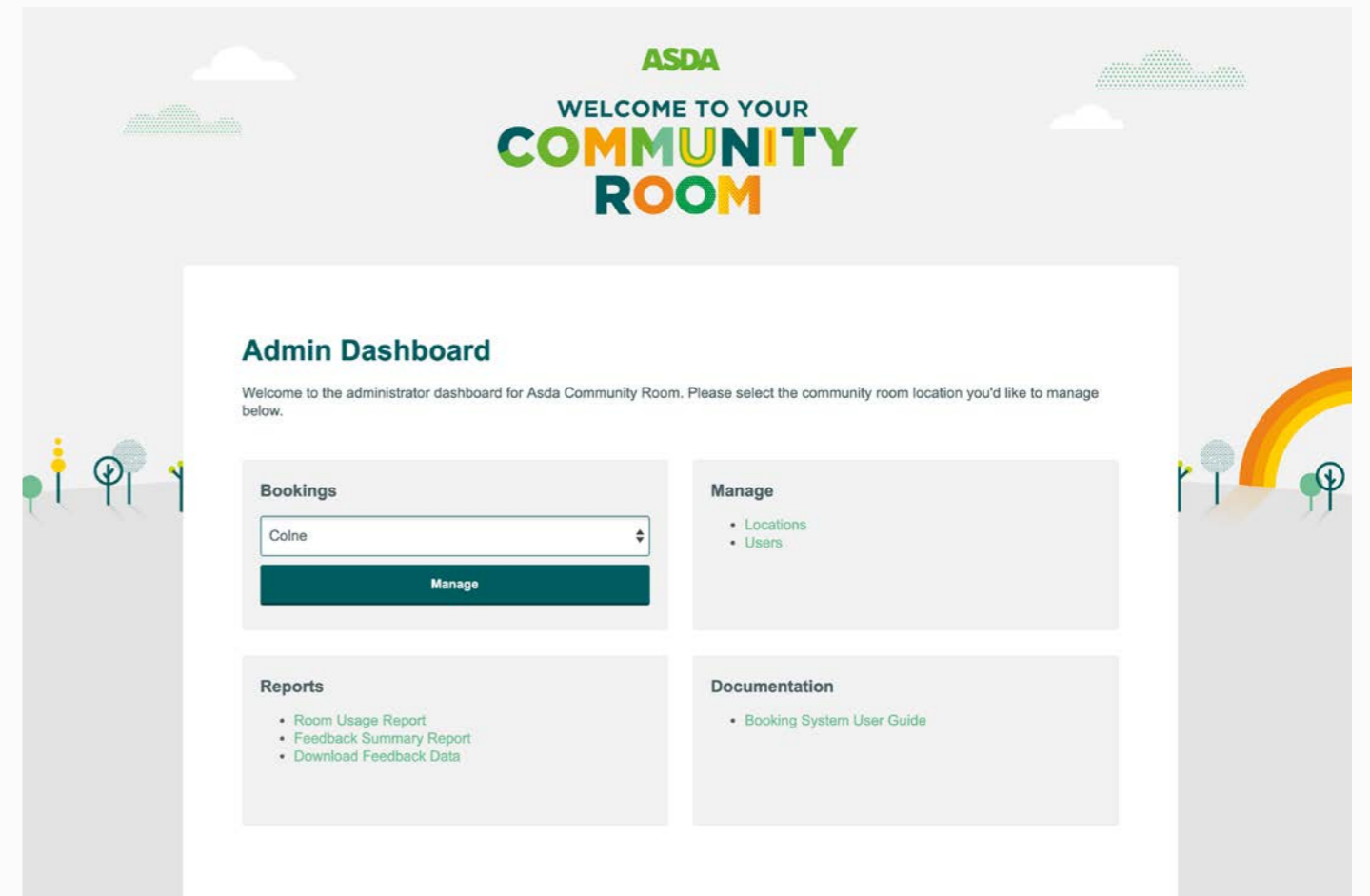
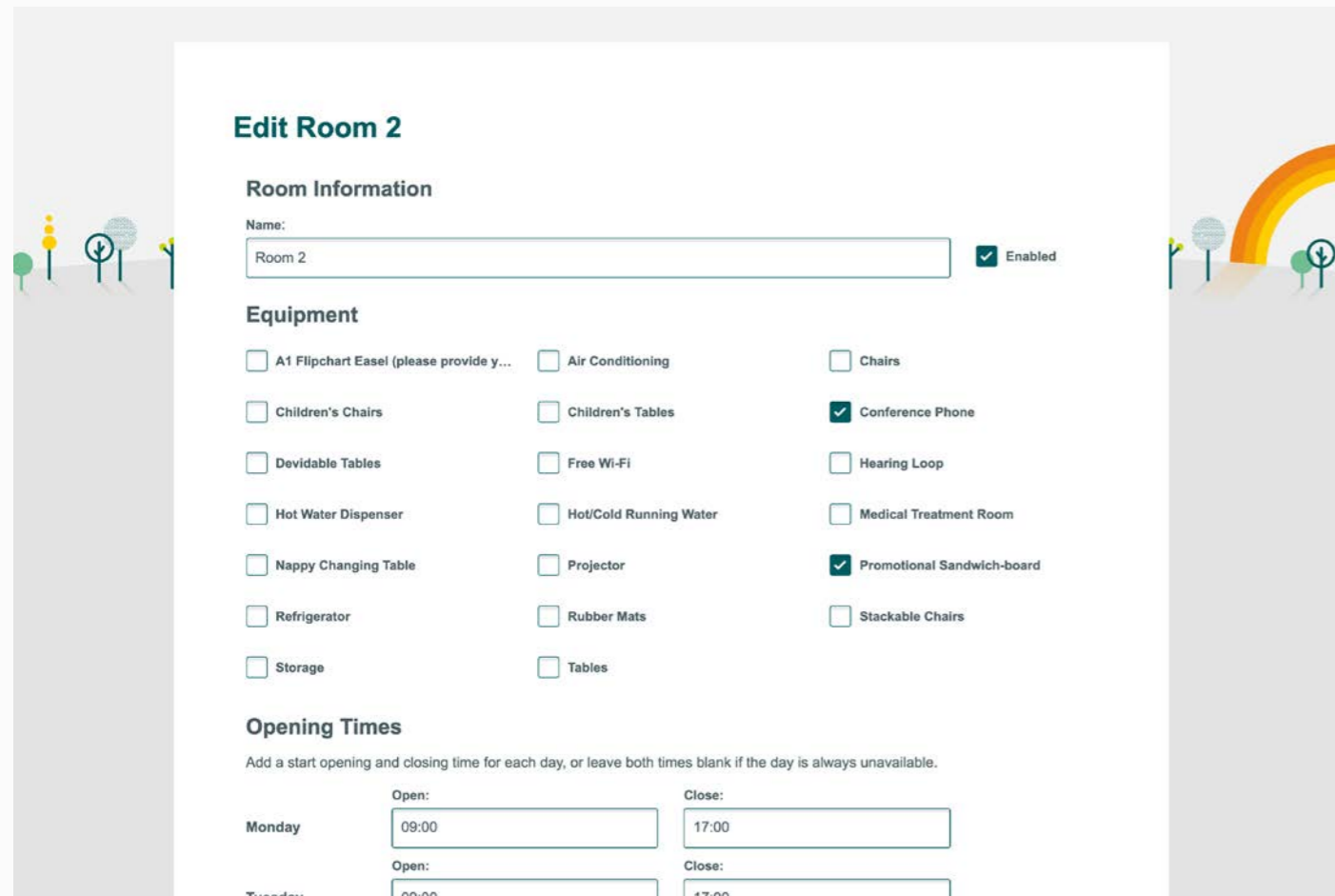
After a rebrand, the Asda Community Room website needed a refresh. The old site was outdated and didn't respond to mobile devices.

The project primarily involved front-end development, which included restyling the website to ensure it looks modern and fresh, upgrading the Bootstrap and jQuery libraries, improving form validation and using the full potential of the callendar.js library. The website was made fully responsive and used SVG graphics throughout to ensure it looks clean and crisp on any device.

Some C# Razor templating was used to interface between the front and backend.

VISIT ASDACOMMUNITYROOM.COM/STORE/COLNE/ROOM





PROPELLOR – CLASSROOM FILE MANAGEMENT

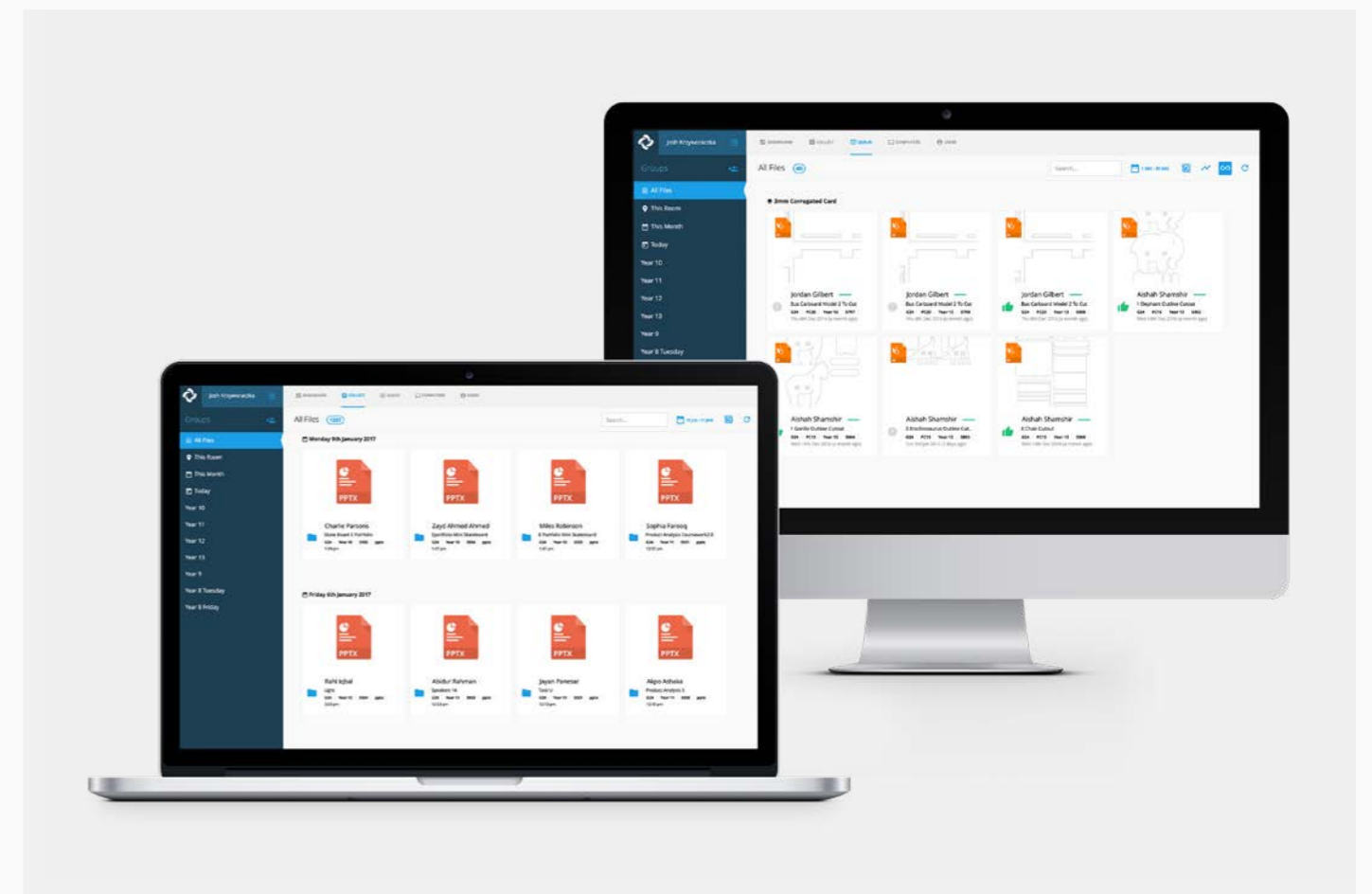
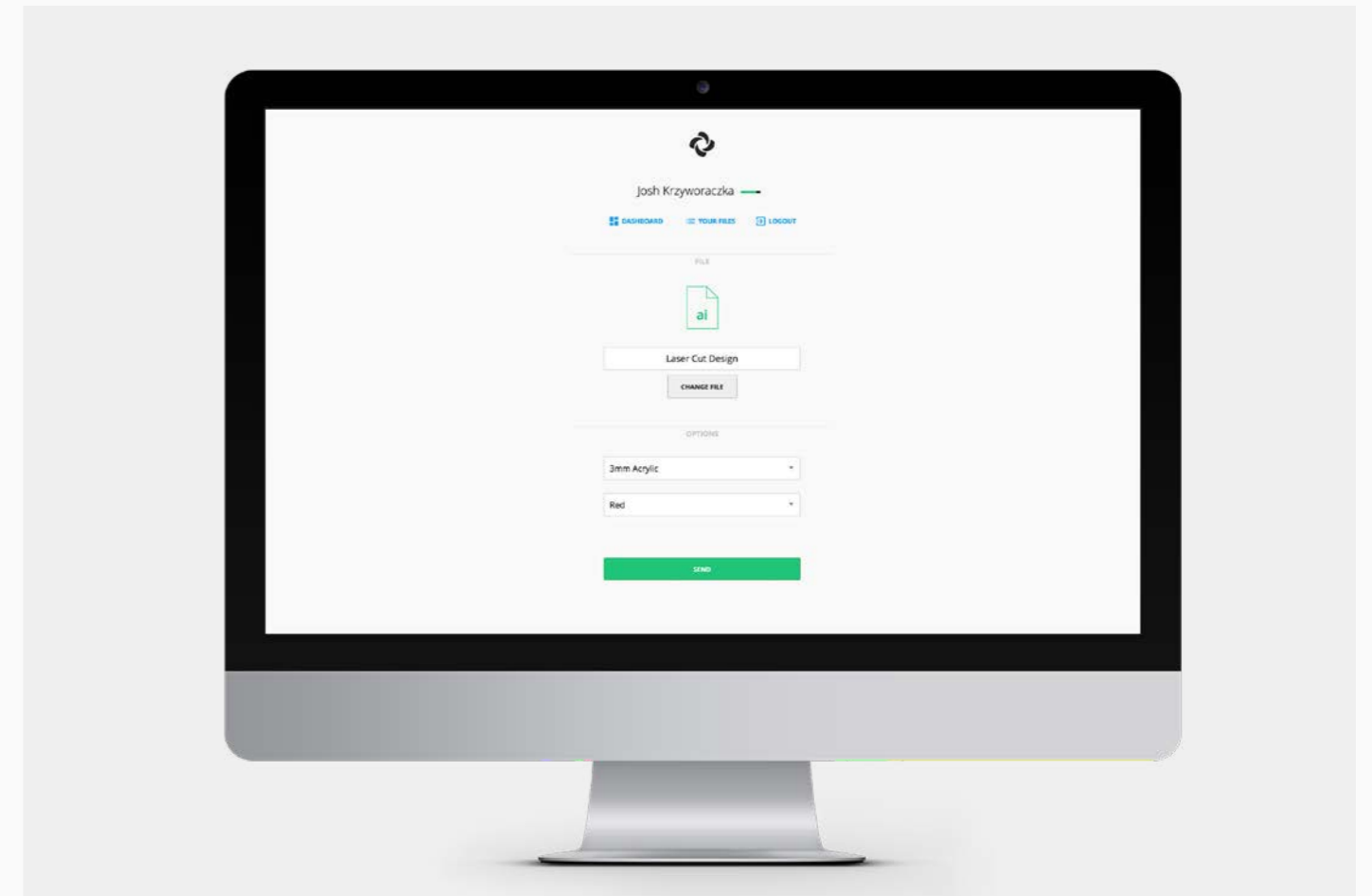
Propellor is a web application built in HTML, Javascript and PHP that allows students to send files to their teacher or to a technician for marking or CAM processing such as laser cutting.

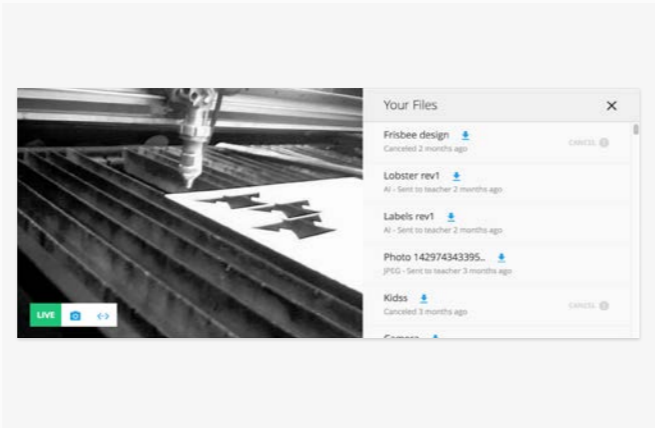
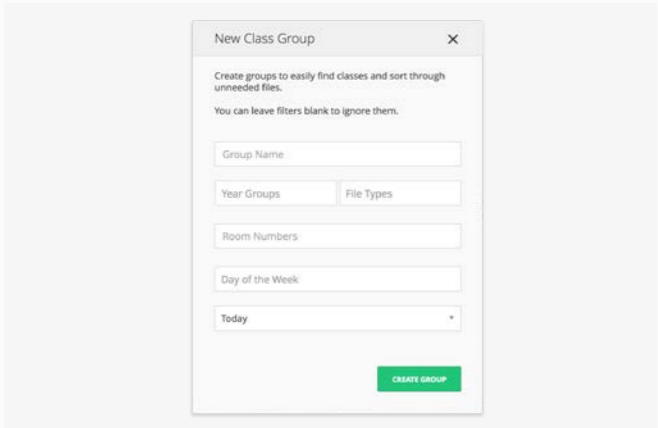
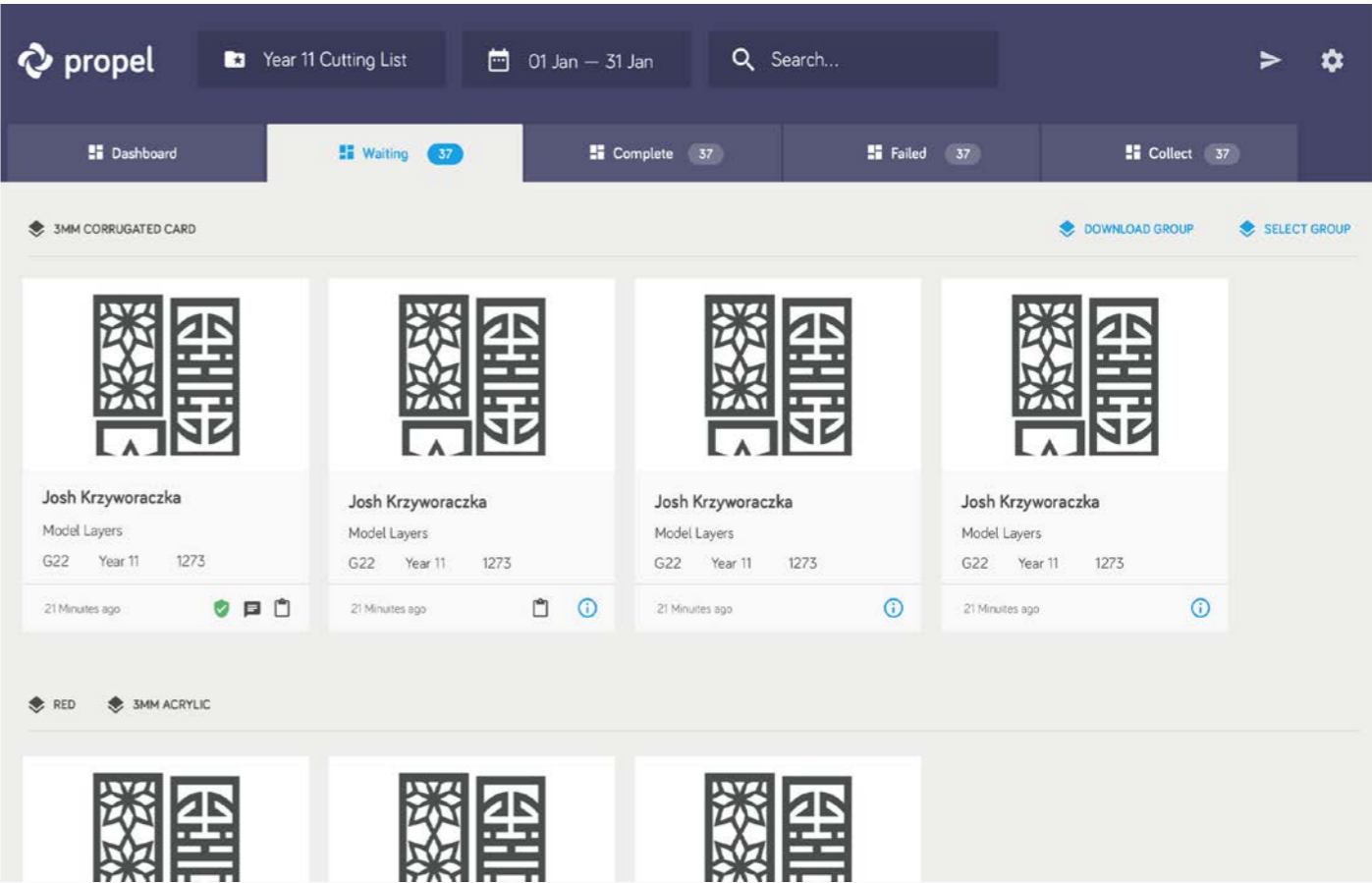
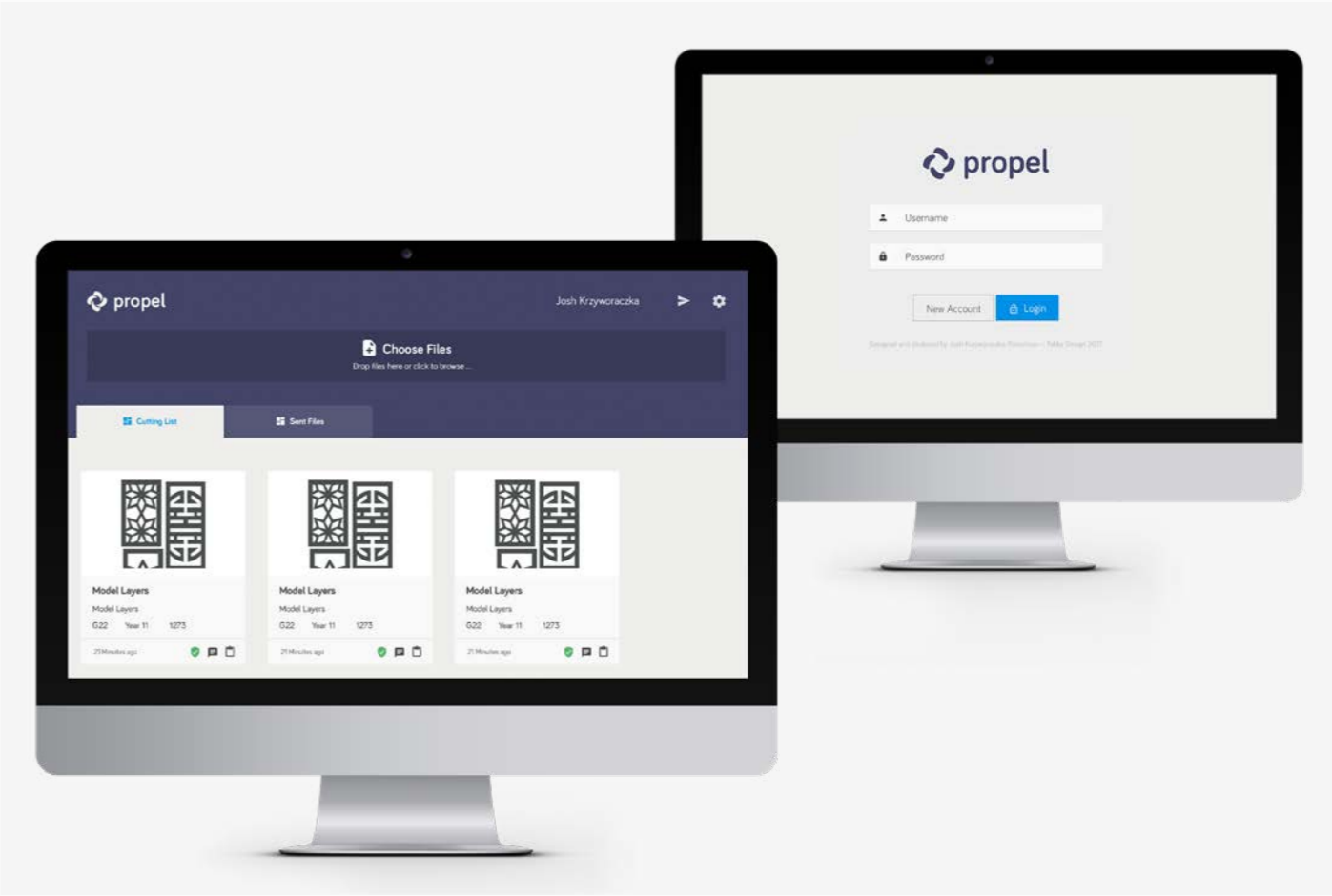
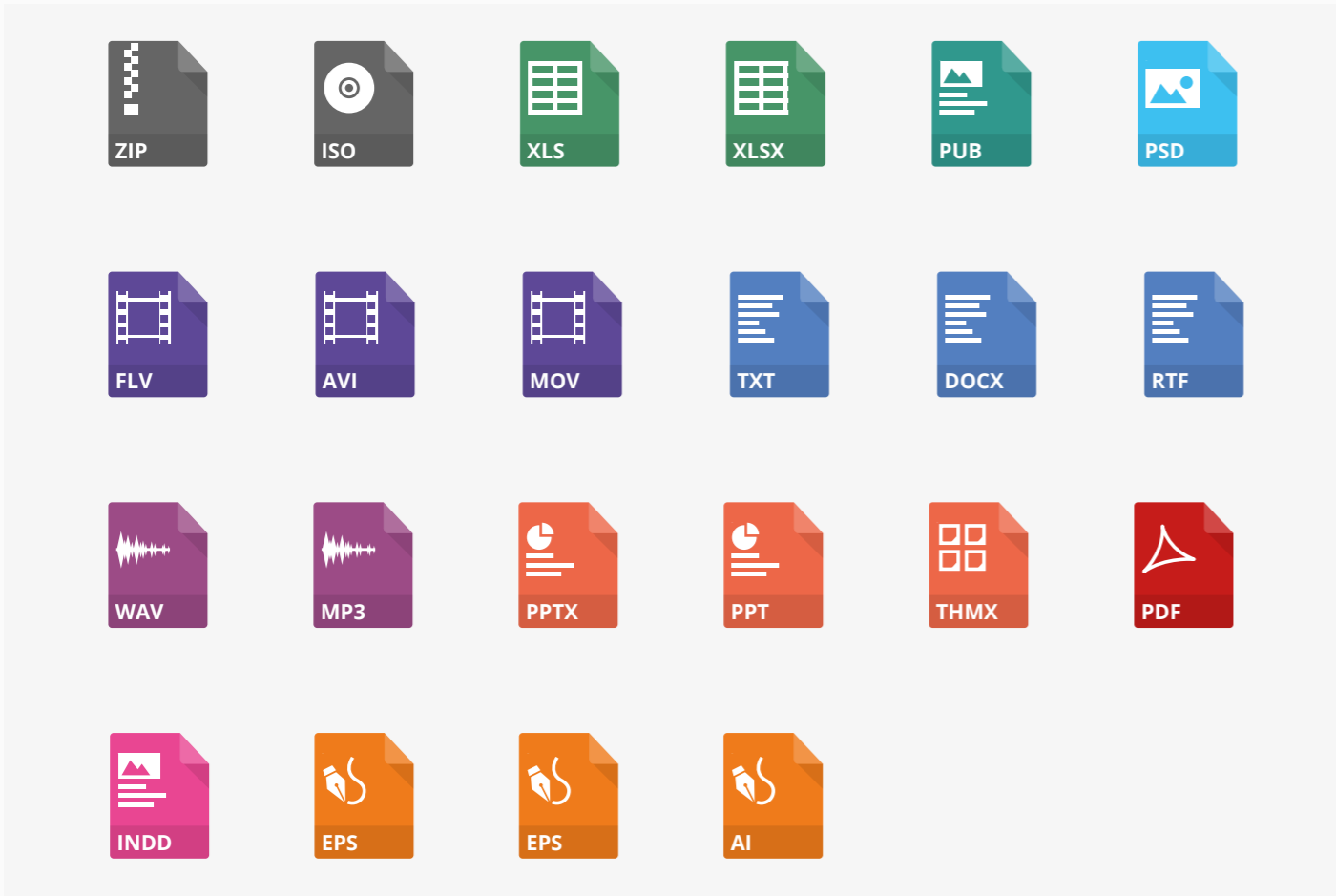
Every aspect of Propellor has been designed and developed by myself in my own time and was originally designed to make my workload more efficient but then expanded to help teachers collect in work.

It has been designed to be clear and easy to use and it's login system is extremely simple. There are no settings to configure and no need to add users or classes.

KEY FEATURES

- Smart CAM Queue saves large amount of time by grouping materials together based on time and demand.
- Pop-up notifications for staff and students for status changes and sent files.
- Ability to access a network share to browse files at work or at home.
- Live camera view of CAM machines whilst waiting for files.
- Auto username detection allows a one click sign in and account creation.
- Detects if an Adobe Illustrator file is compatible with the CAM software.
- Teachers can collect files from a class and be alerted to students who haven't sent work, sent work that hasn't changed and plagiarism.





DIRECTORY PORTAL

The Directory is designed to make the workplace more efficient by allowing quick access to many useful pages. It features an omni-bar that allows users to search for staff members and Google.

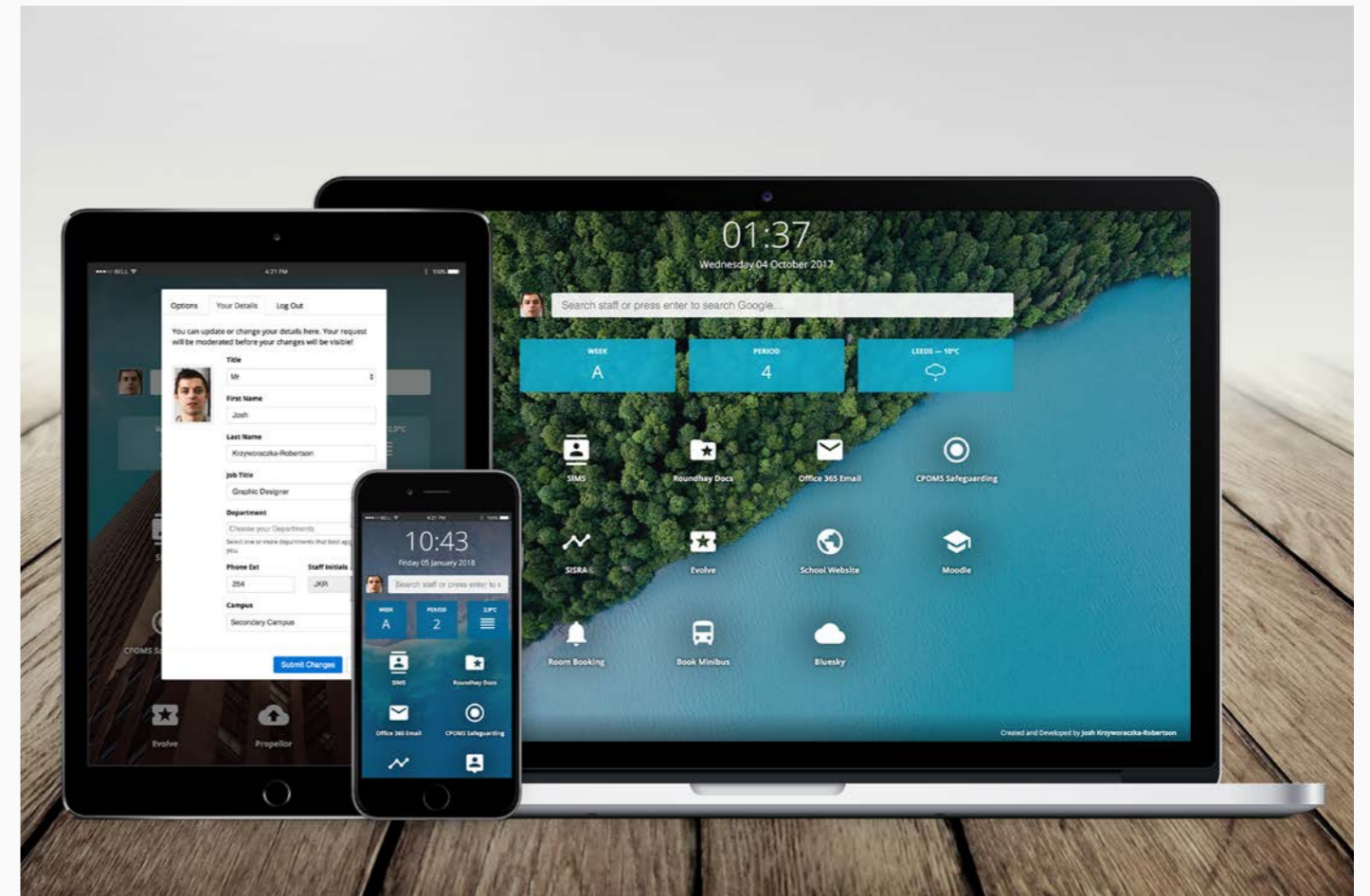
It's compatible with any web enabled device and scales responsively. A new background image is loaded from the stock image website Unsplash to keep the portal fresh and exciting. A dashboard displays the current weeks timetable, period, local temperature and weather which changes colour based on the current wallpaper.

The Directory integrates with the popular ID card software EasyBadge and updates in real time when a new keycard is made.

Staff are able to login using their network credentials thanks to Active Directory support and can update their own details to help keep the database up to date.

A printable telephone extension list is dynamically generated in real time when requested.

It also has built in clean up, auto correction and completion methods that work together to maintain a comprehensive list of staff.

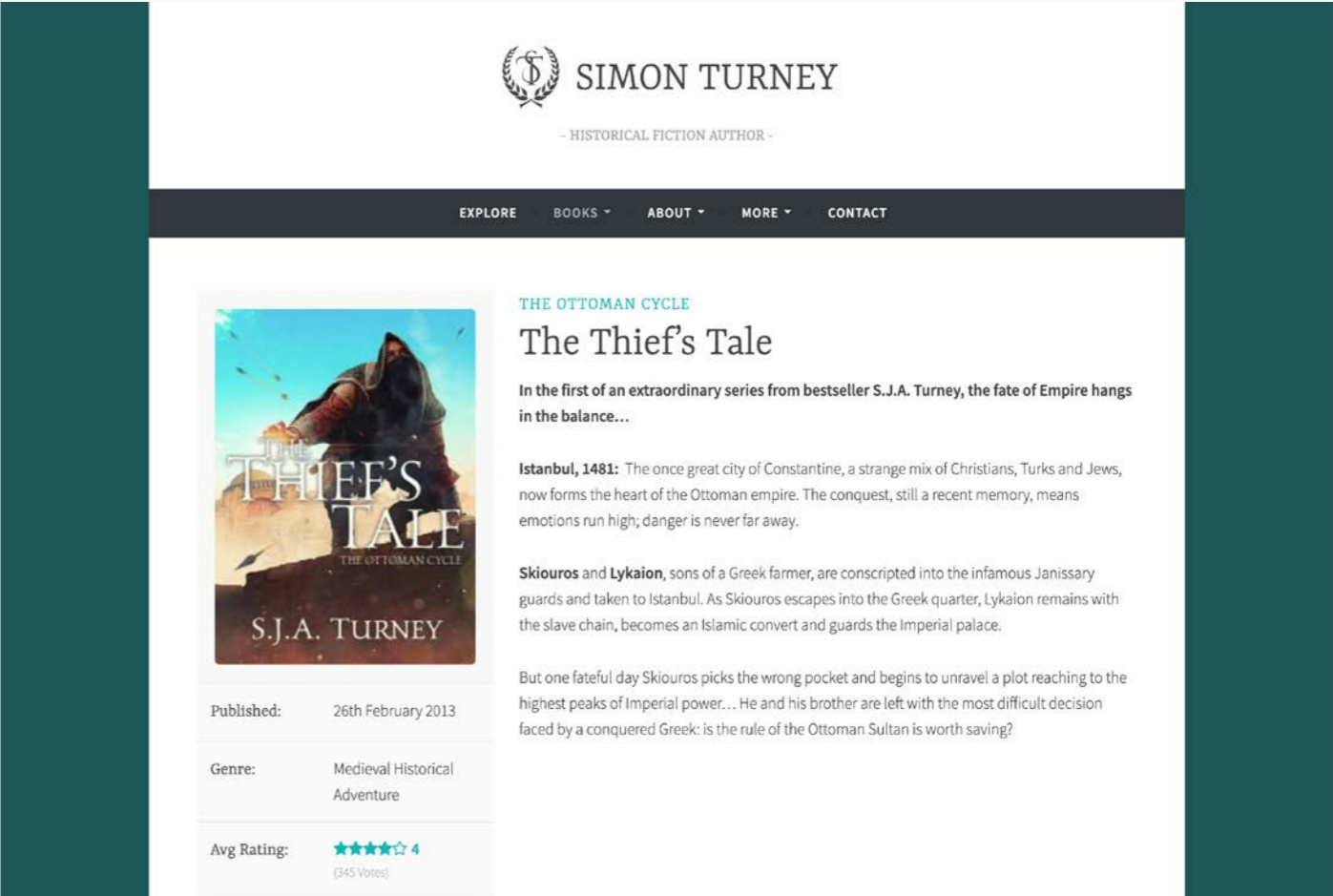
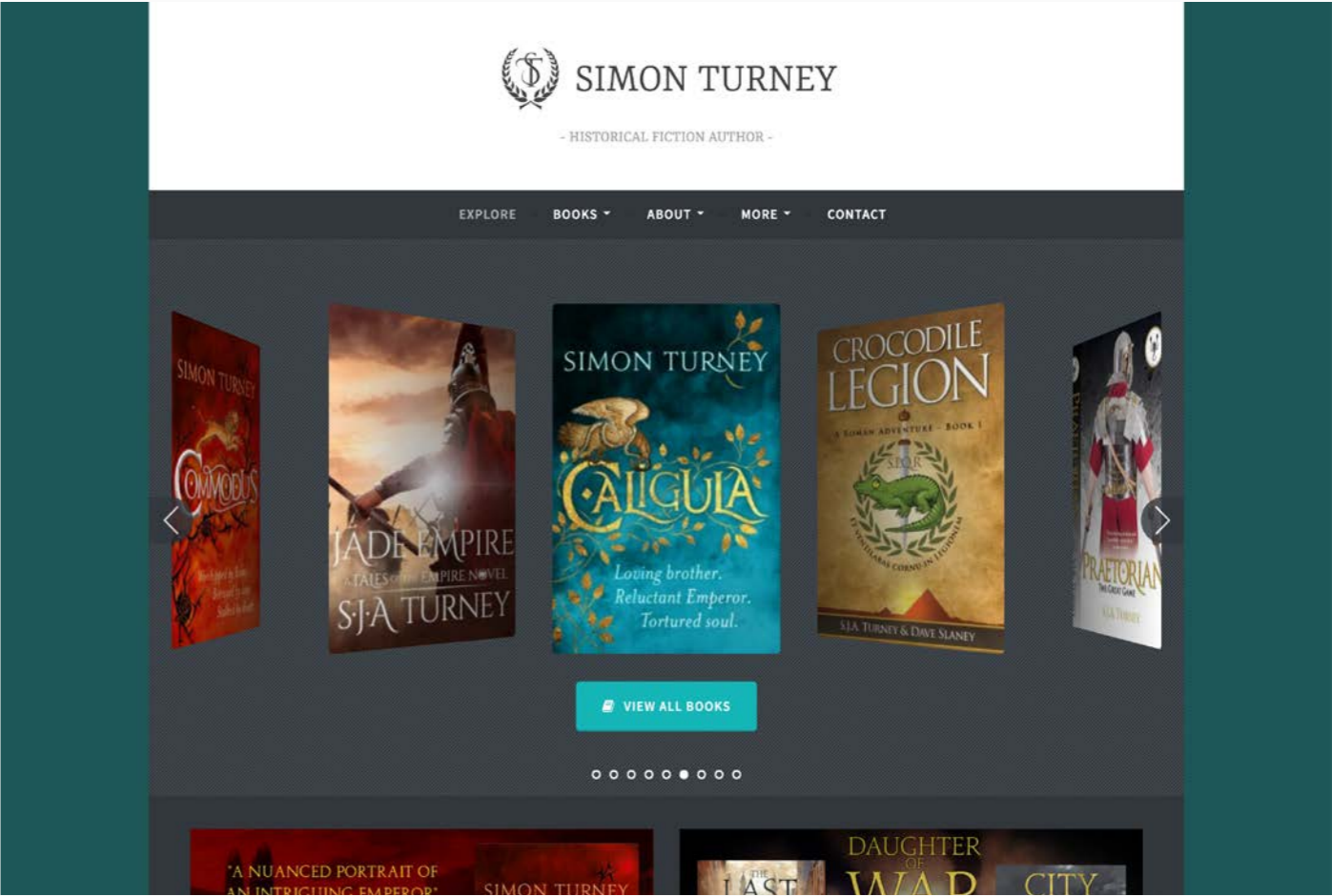


SIMON TURNEY

I was asked to restyle a current website and develop it so that it was fit for purpose. The website is build upon Wordpress and a custom theme was developed from another theme that was supplied. The client can add and edit books as well as change the featured releases and post bonus feature downloads.

Goodreads integration shows the rating each book has on it’s information page using the Goodreads API and each page has Schema.org meta information to display rich content on search results.

VISIT [SIMONTURNEY.COM](http://simonturney.com)



ROUNDHAY RADIO

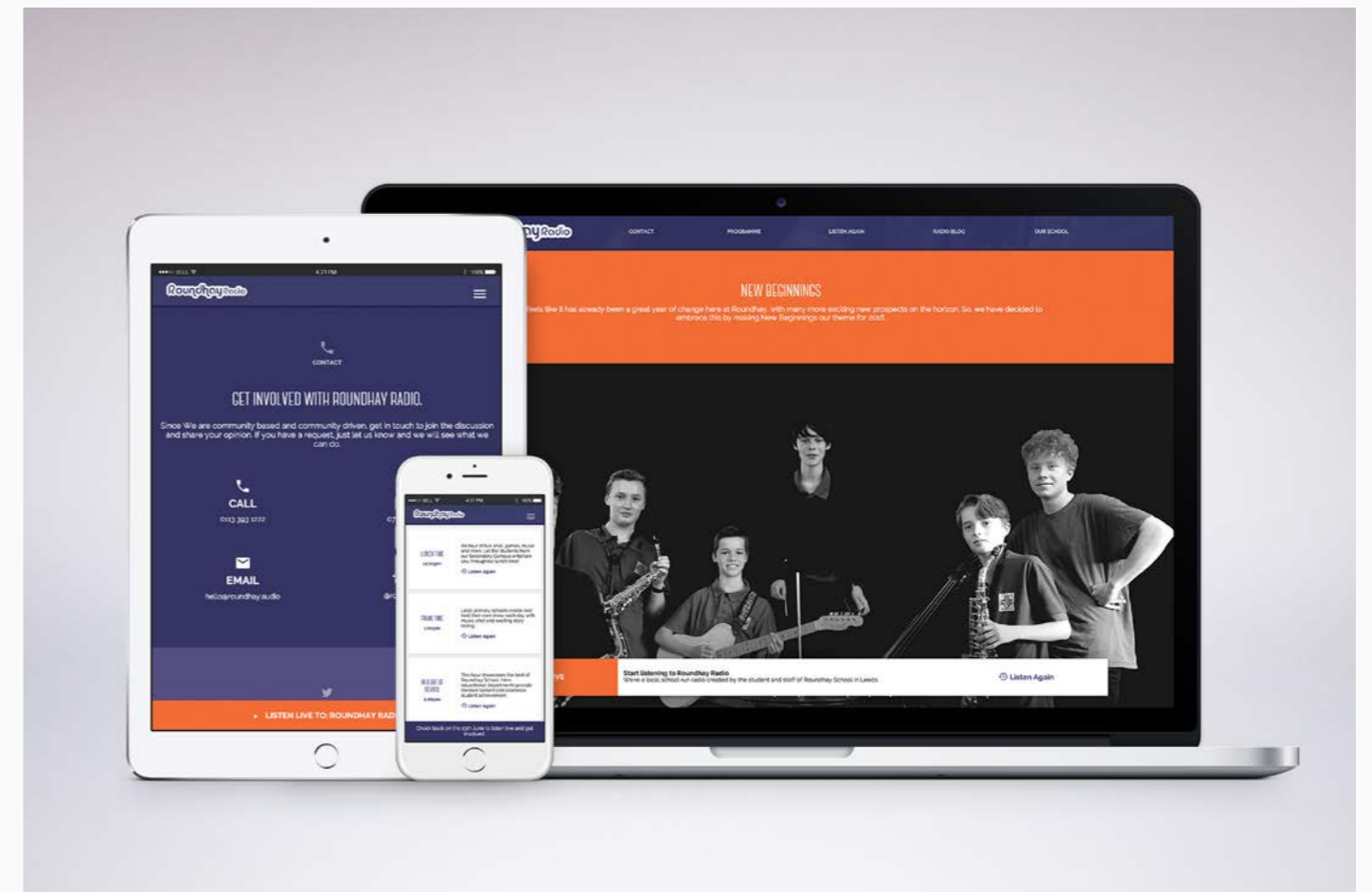
Starting it's tenth year, Roundhay Radio is a mature brand with each year bringing improvements and new features.

This is the seventh year I have worked on the Roundhay Radio brand and it has been an excellent opportunity to build my skill-set, not only in graphic design but in advertising and web design too.

The usual requirements include:

- A custom size programme lithographically printed on beautiful 260gsm uncoated card.
- A5 and A6 flyers and A3 posters digitally printed in house.
- T-shirts and lanyards for radio team.
- Bespoke web portal for live streaming on all devices and Google Analytics integration.
- Animation for foyer TV presentations.
- Backing boards for the studio walls.
- Photography for the event.

VISIT [ROUNDHAYRADIO.UK](http://roundhayradio.uk)





ROUNDHAY SCHOOL MAGAZINE

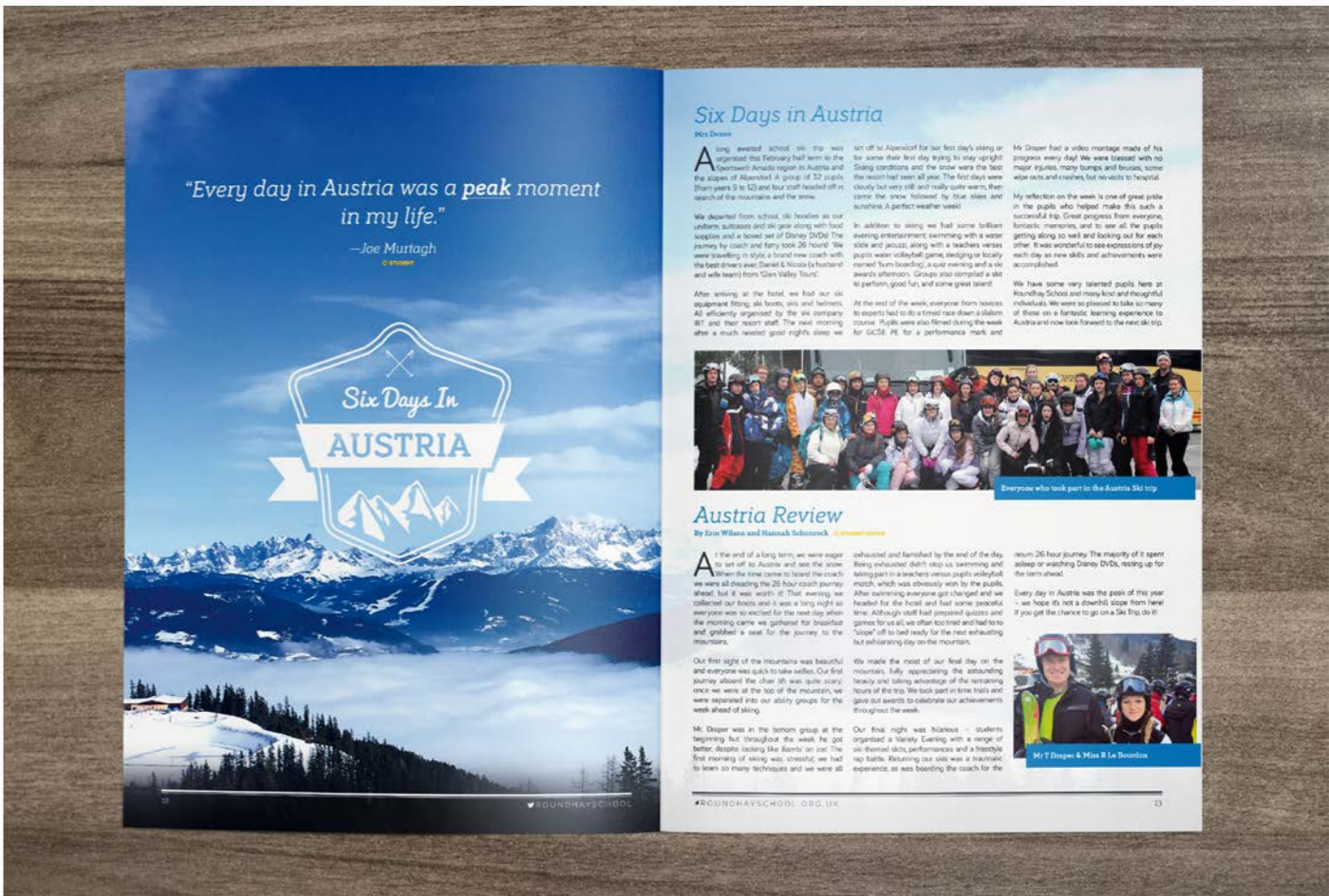
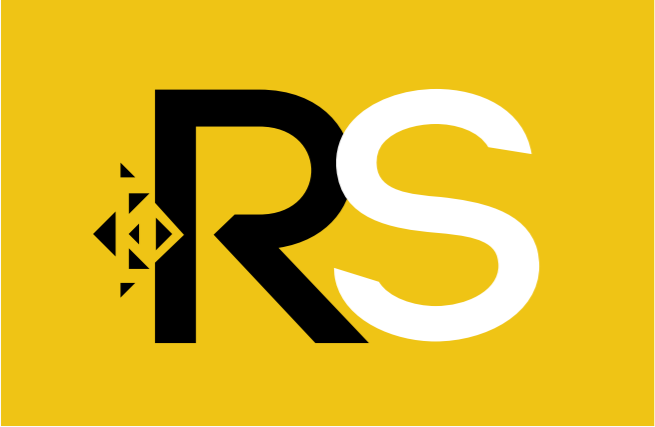
The bi-annual Roundhay School Magazine is a chance to expand creative ideas whilst also providing a means of communication about events, trips and student achievements.

The magazine is a collaborative project with graphic designer and photographer, Tom Bamforth. With both our creative ideas and combined skill-set we're able to keep every issue fresh and exciting.

We try and strike a balance between illustration and photography and put much thought into page composition and layout.

The logo however was designed by myself and was crafted from a variety of previous logo concepts and feedback from colleges and the students themselves with the use of feedback forms.





ROUNDHAY SIXTH FORM

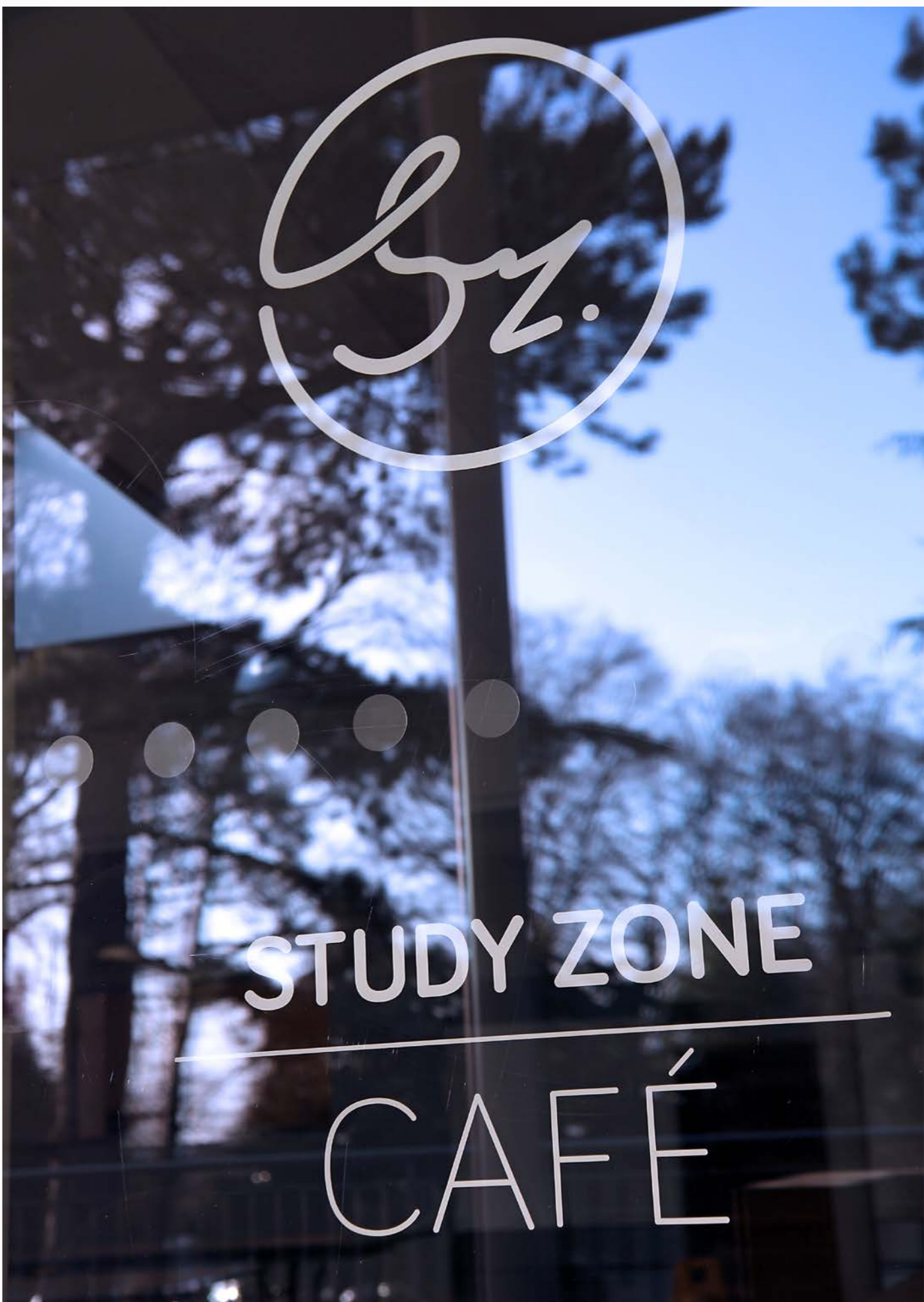
An opportunity to design solely for sixth form students was an exciting one to take as designs can be a little more contemporary and modern.

To raise money for the Sixth Form prom a set of T-Shirts were designed that needed to be desirable, wearable and cost effective. The result was a stylish design that promoted the school whilst still appealing to students.

The prom itself brought with it other promotional material such as tickets, flyers and wall boards, all of which needed to appeal to young adults.

The Study Zone Cafe was a new extension built onto an existing dining hall that has been designed specifically for Sixth Form students. A logo was to be developed that encouraged students to use the space and to brand the two other planned Study Zones across the campus.





WHARFE BEER COMPANY CRAFT BEER

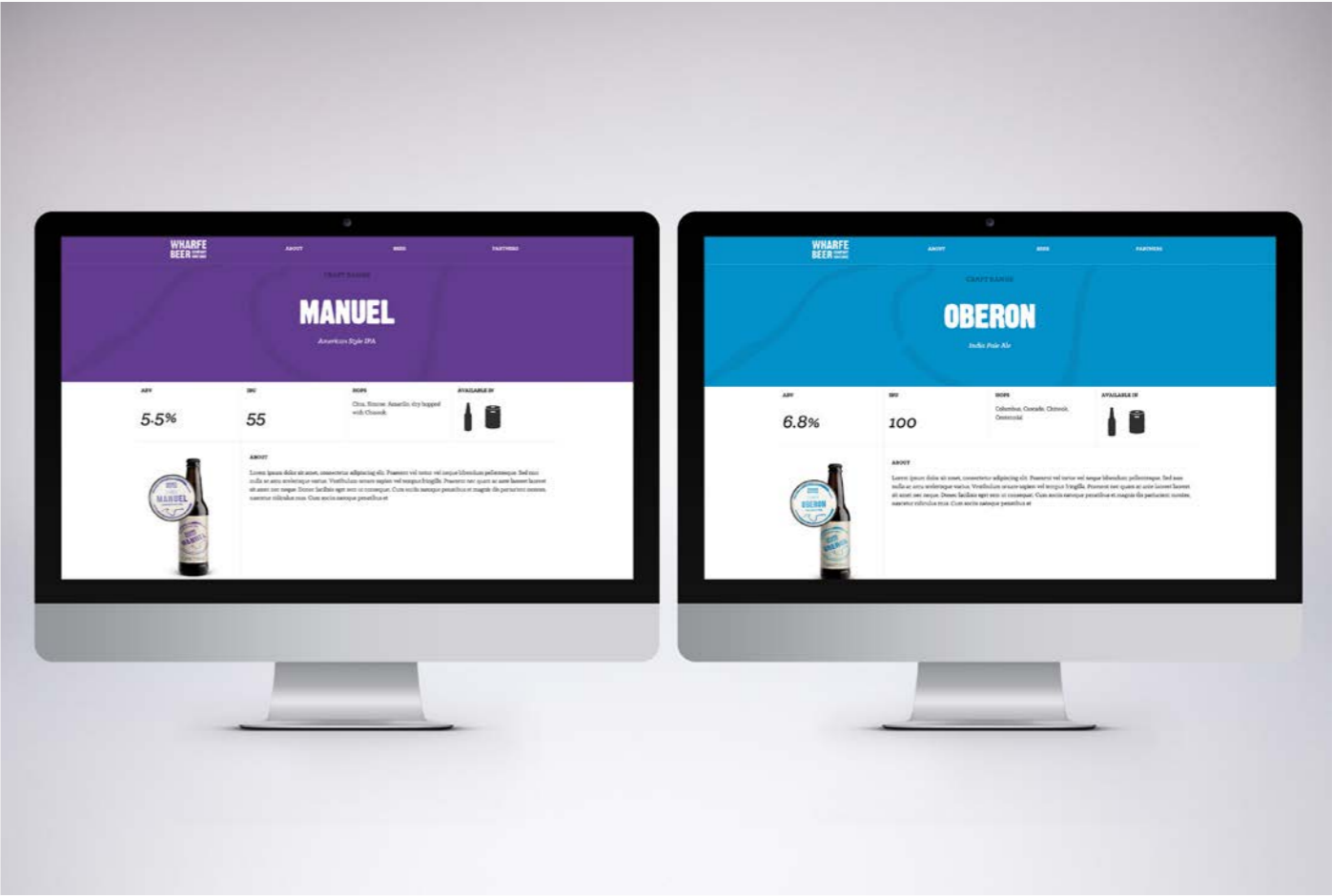
An ongoing freelance client that originally approached me to design a set of six craft beer labels specifically for the young craft beer drinker. Extensive concept work was done to help Wharfe Beer Company select a design that really fit with their brand and appealed to their target demographic.

“The designs that Josh came back with were outstanding. We’re incredibly pleased with them and the feedback we have had from our customers so far has been excellent, too.”

Leigh Linley - Wharfe Beer Company for Beer Today, February 2015

The design was expanded to the rest of the range including new pump clips, posters, brochures and other publicity material. A custom build website was developed that required minimum maintenance and did not use Wordpress as specified by the client.

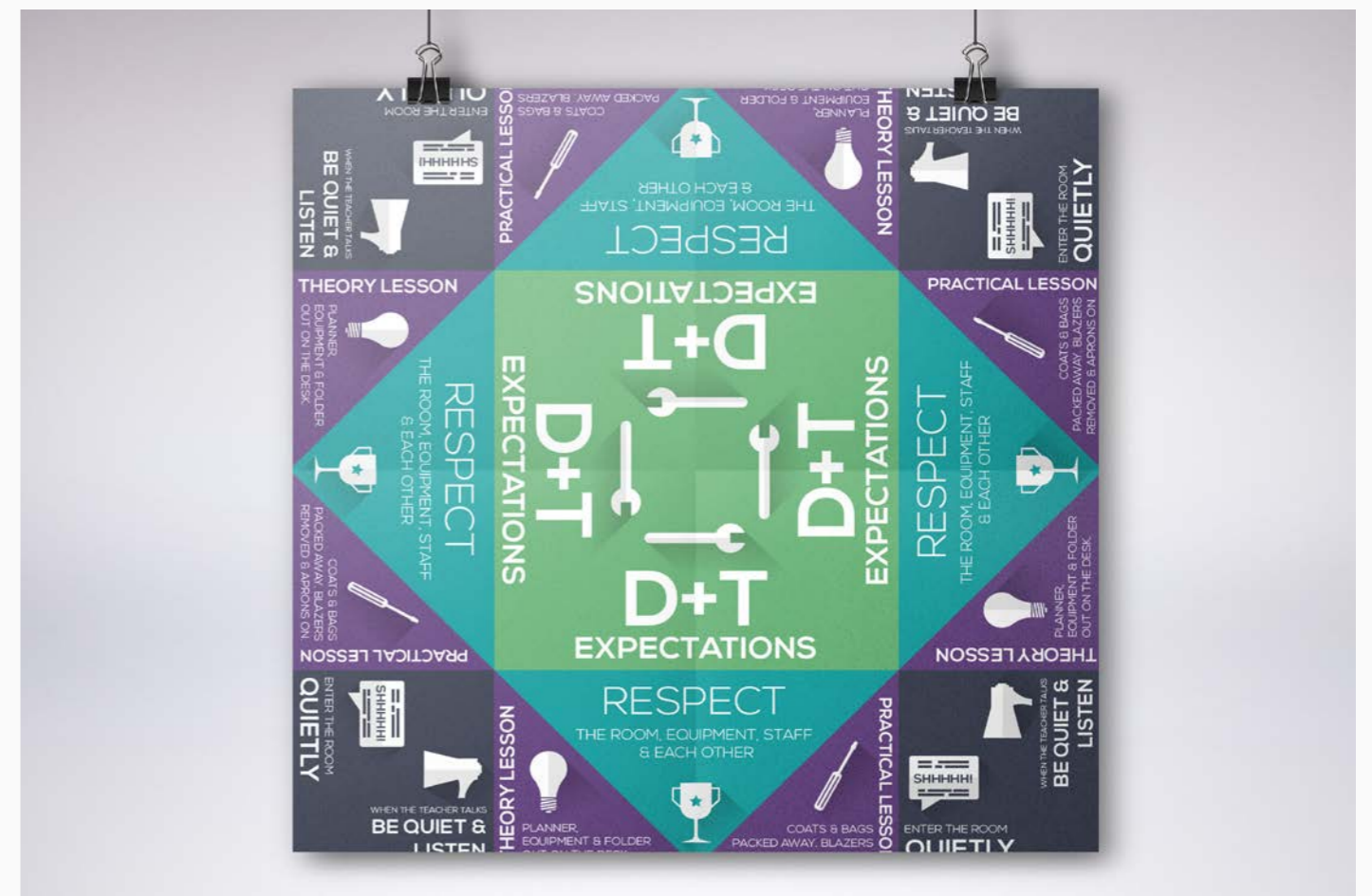




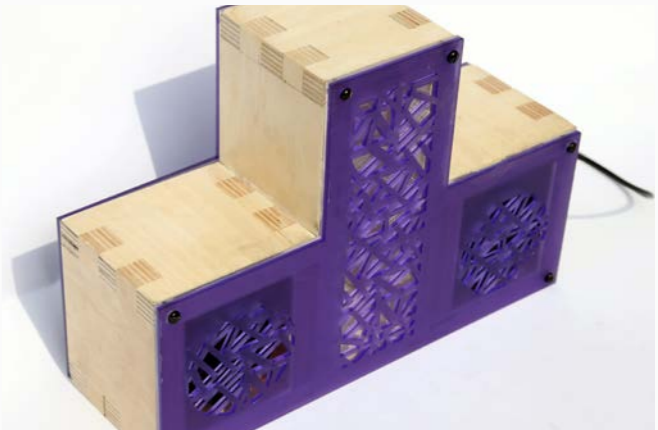
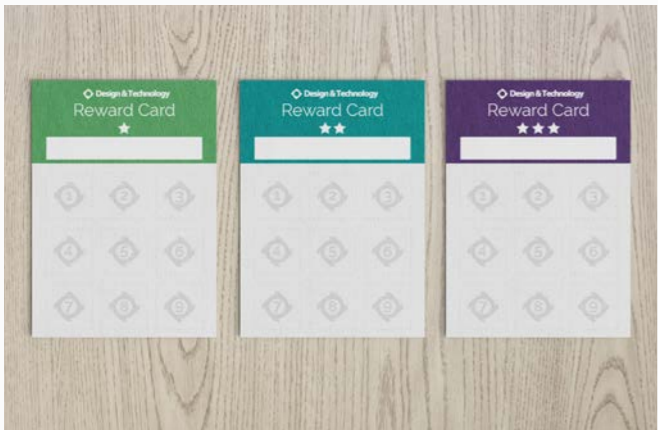
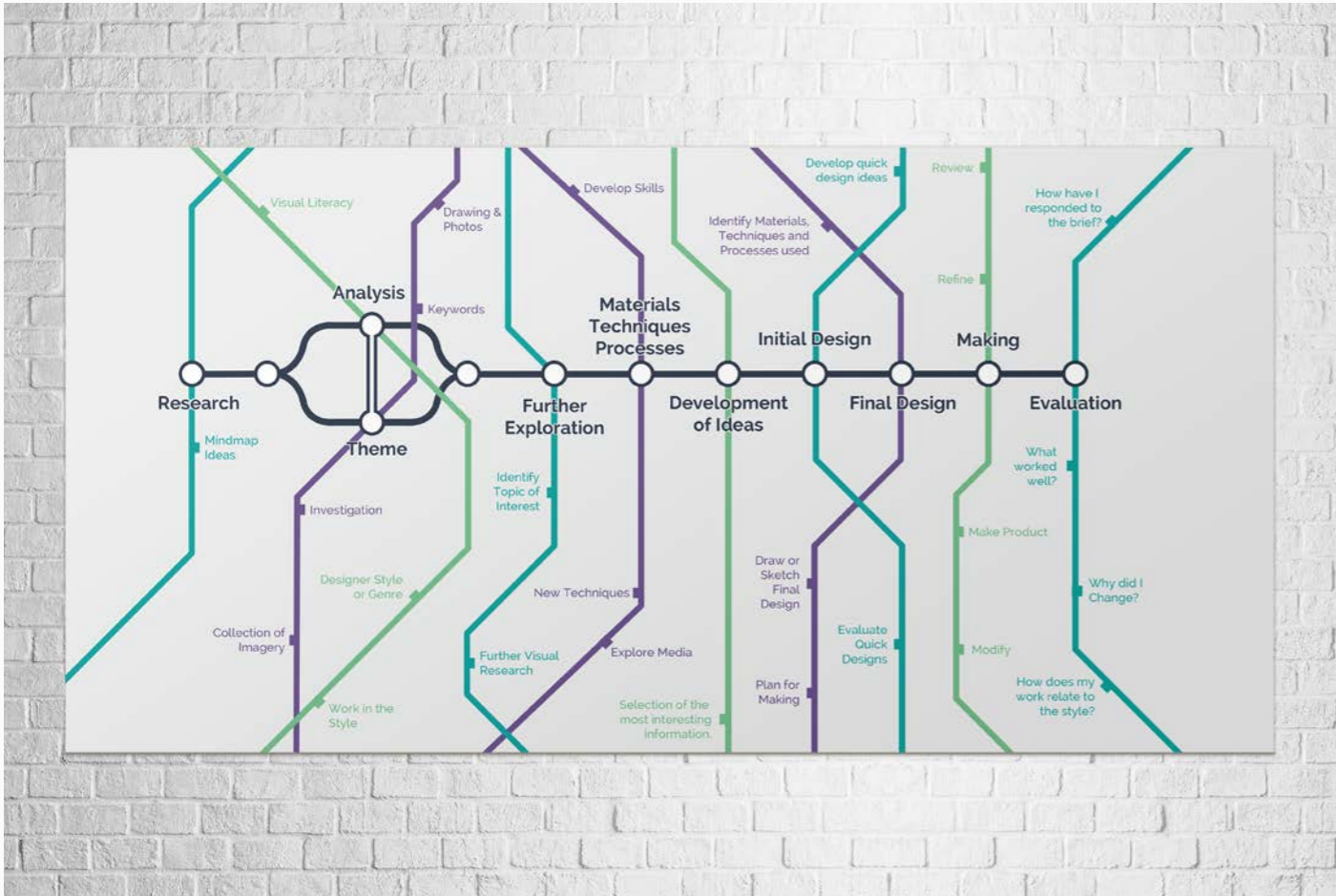
PRODUCT DESIGN

A fun project with plenty of creative freedom. A range of material was designed such as badges and promotional flyers for open days and school events.

Classroom materials such as posters and desk pads demonstrating the use of machines or classroom expectations had to be durable and stand the test of time. Stock shots of GCSE and A-Level products were needed too both in daylight and darkness to show various lighting effects.



Product Design



PAVILION BUILDING

The Pavilion is an educational building designed primarily for A-Level students. The brief included decals on a ten meter high wall, door signage, wayfinding and glass vinyl designs.

The work complies with the strict specifications outlined by the client and was designed to be simple, timeless and striking without looking convoluted.

I worked with various other companies including Interserve and All Signs as well as freelance project managers and Leeds City Council.





ROUNDHAY SCHOOL BRAND

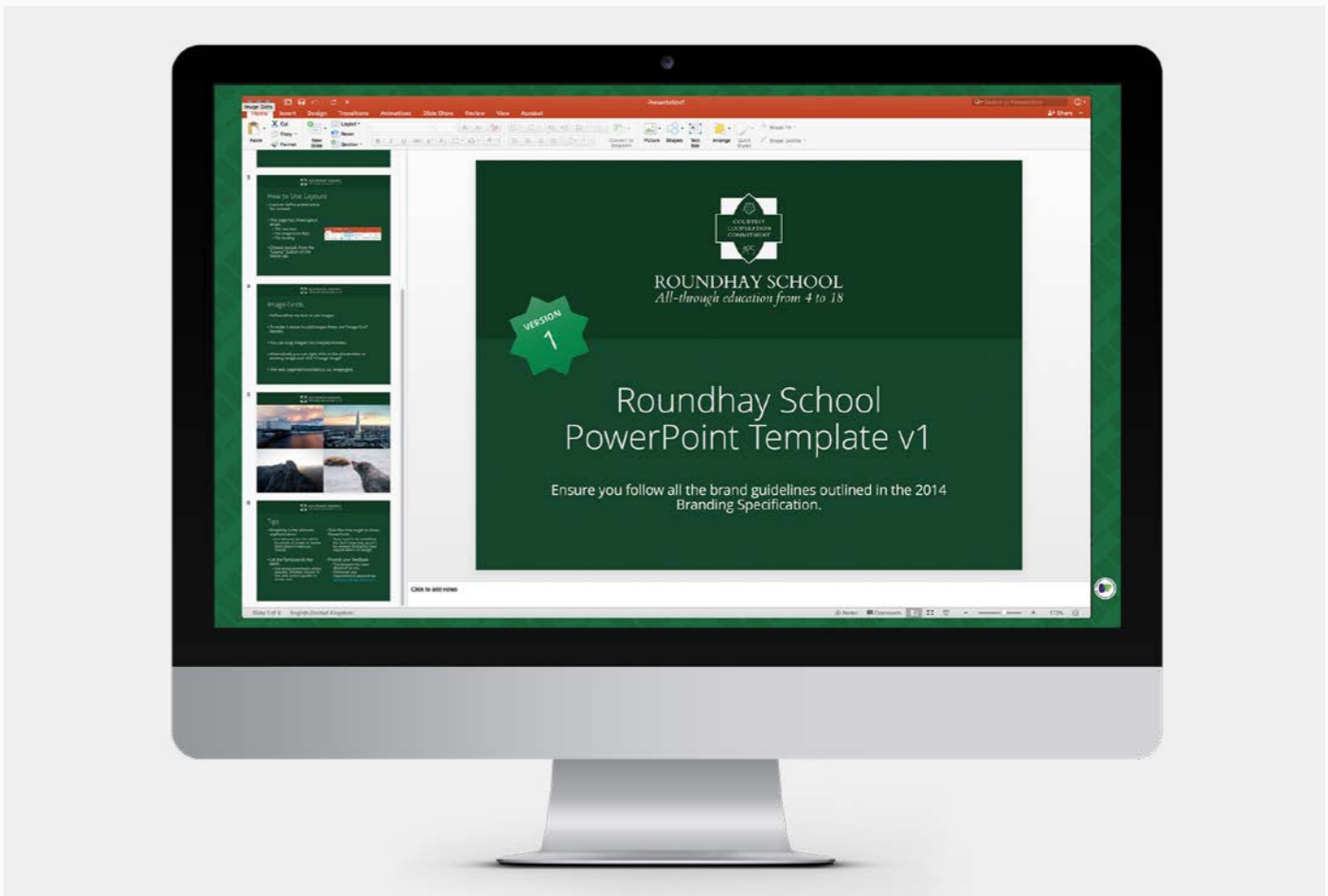
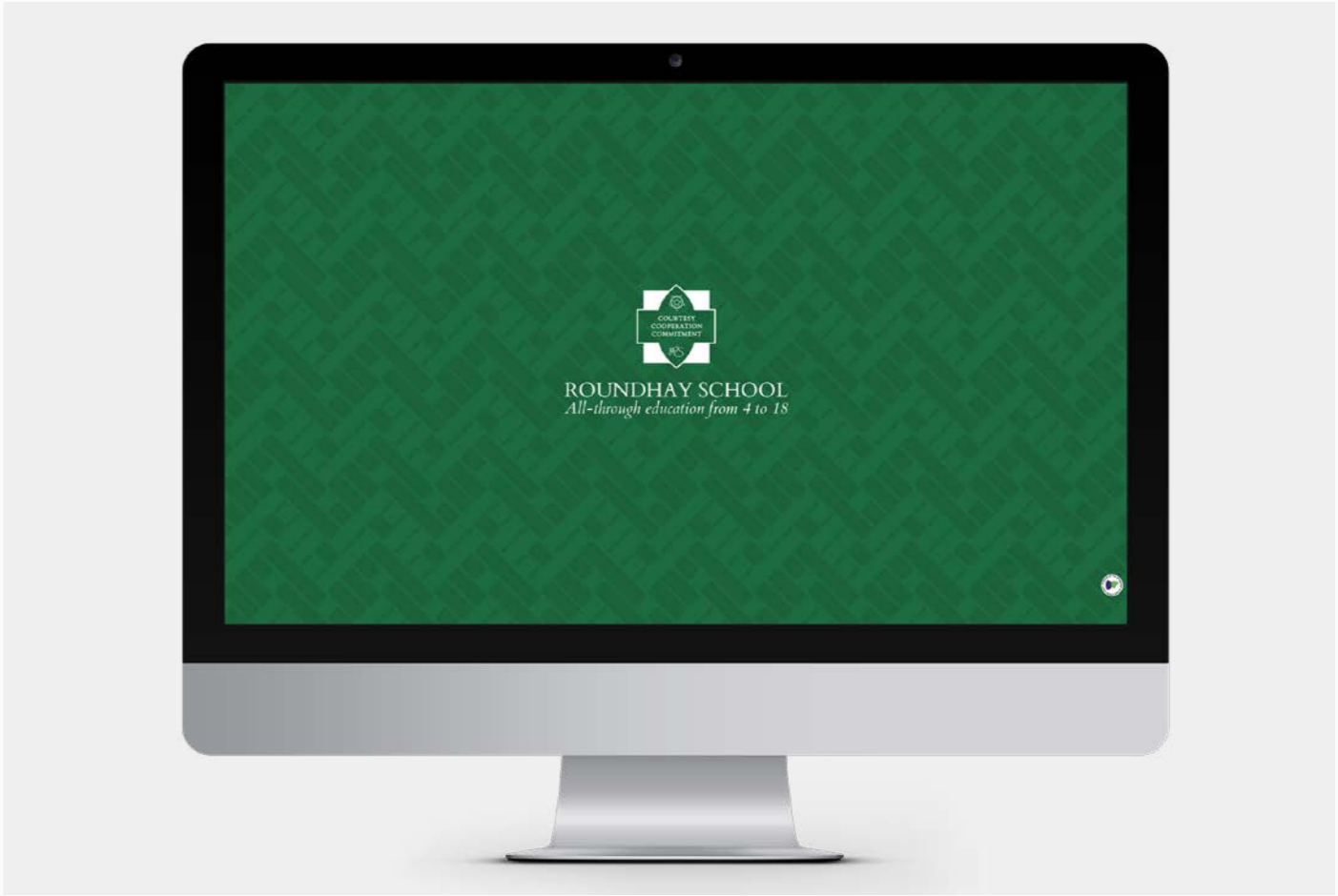
A fresh, professional and consistent brand style in line with the clients brief. The branding was to stay recognisable to the community and to suit budget limitations.

The logo was simplified and a new crisp typeface was implemented. Each campus was given its own identity and colour to increase their presence in printed and online publications.

This project included a full stationary set including business cards, letterheads, pens, pencils, desk pads, compliment and message slips.

The branding was also used across the web and was made available to employees to use within their own documents via built in Office templates including colour themes, letterheads and PowerPoint presentations.





TABBY DESIGN

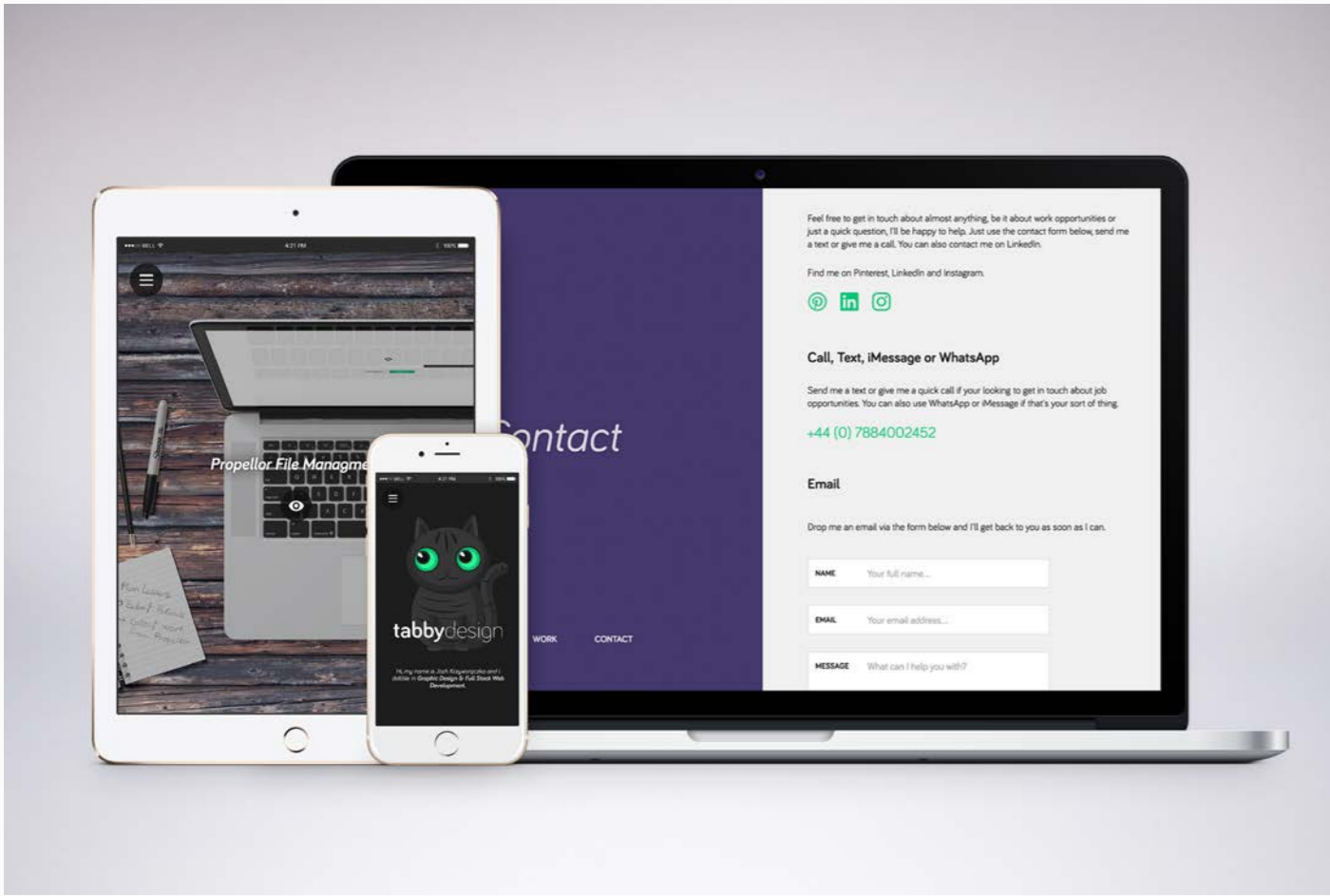
Branding myself was one of the most challenging projects I have worked on.

The Tabby Design brand has come from a combination of my signature design styles and favourite colours and animals. It suits my design work and compliments it when used alongside other work and colours.

The website was a particularly lengthy endeavour. Trying new development techniques and ensuring compatibility on all devices was difficult but I learnt much from it and have applied it to other development projects.

VISIT [TABBY.DESIGN](https://tabby.design)

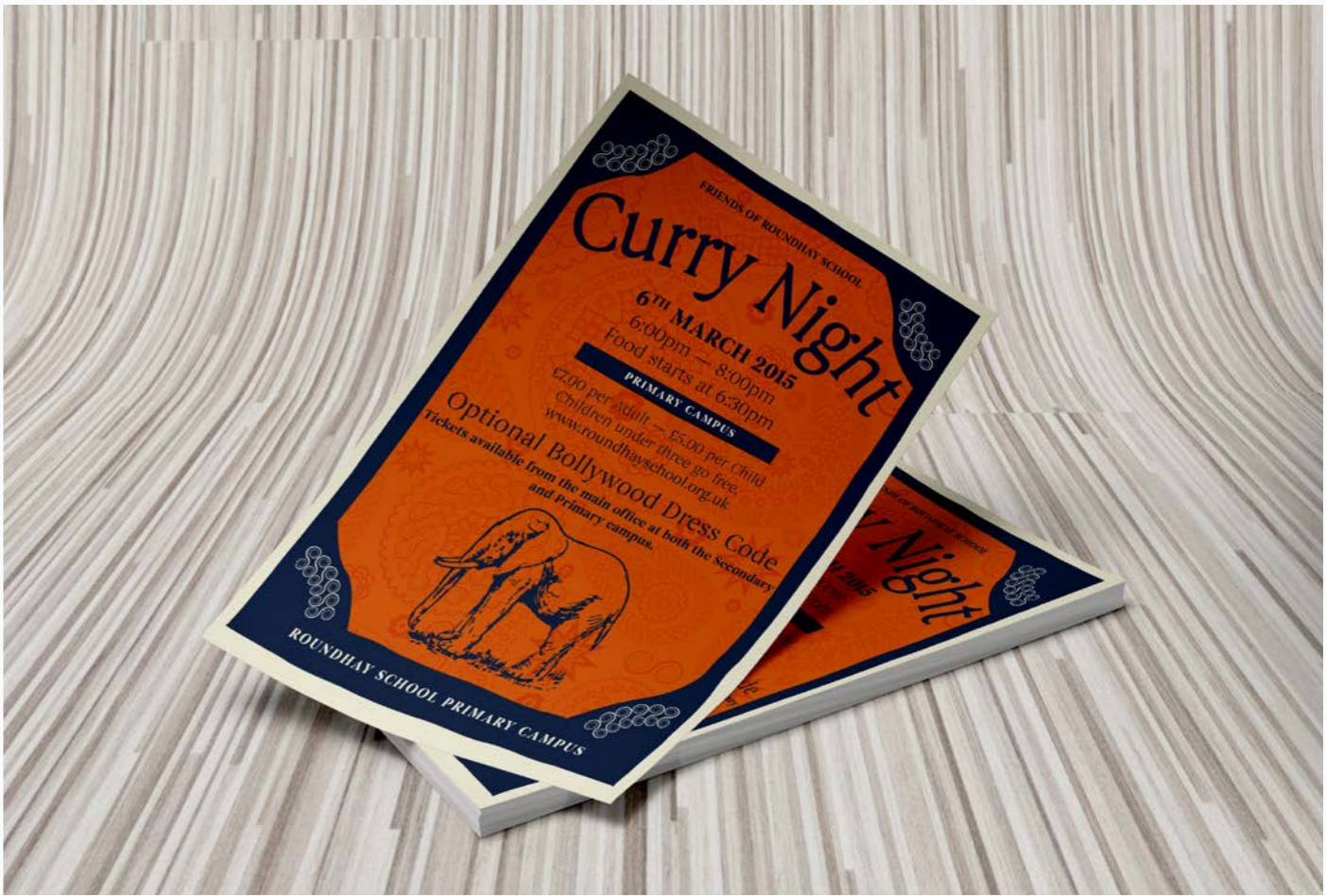


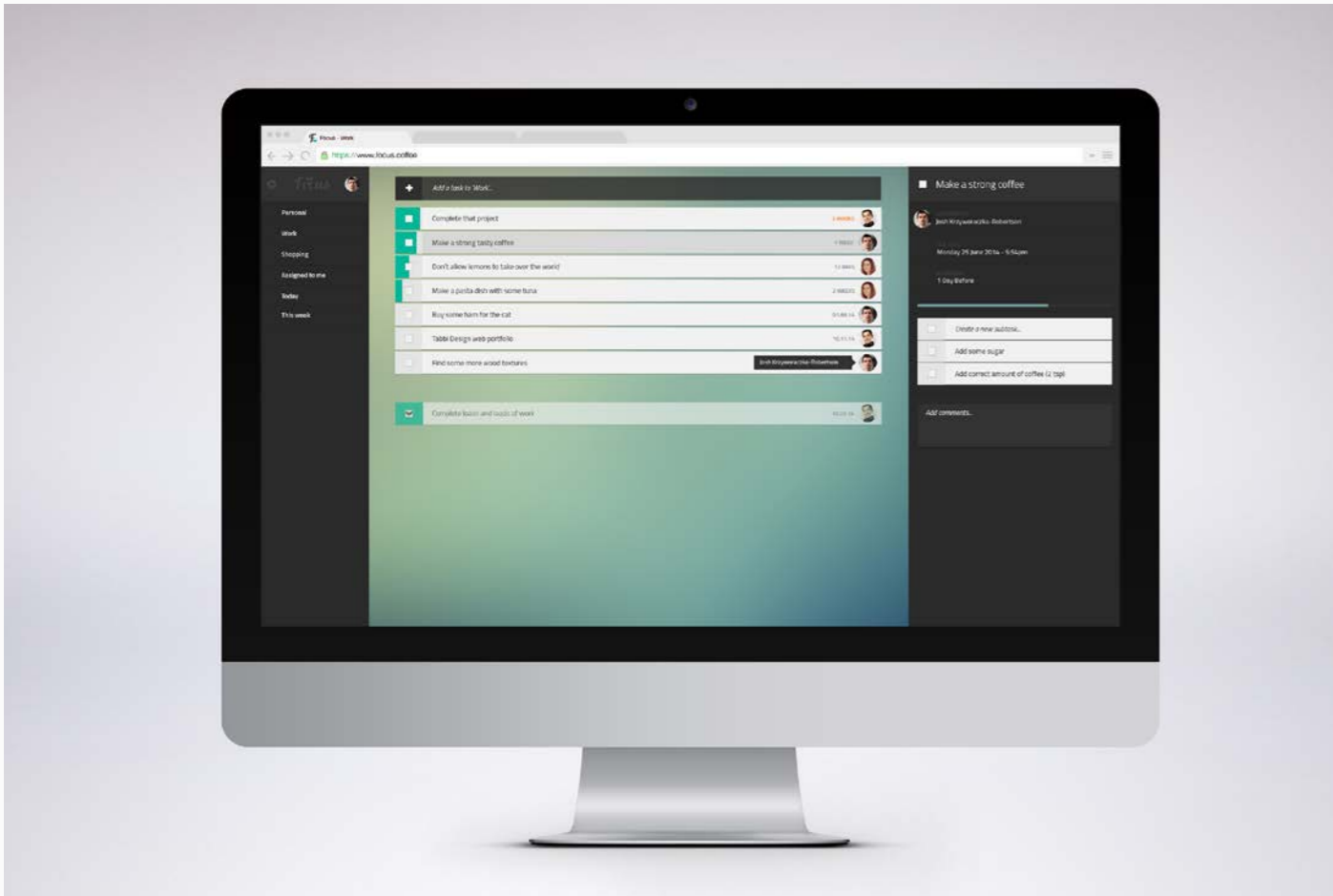


VARIOUS DESIGN WORK & CONCEPTS

Here is a selection of design work that wouldn't fit anywhere else. I've created many small designs for events, work and for fun.

In this section there's some logos, a Wunderlist redesign, some event flyers and signage that you might like.





VARIOUS PHOTOGRAPHY

I enjoy a bit of photography here and there and have my own Canon 70D that I like to shoot with. I prefer to take photos of products or nature and I try to capture the ambience in every photo.



