



LIZZY KNIGHT  
**PORTFOLIO**  
DESIGN + CREATIVE DIRECTION



In-store Signage

**Packaging Redesign: Range and pillar creation with standardised iconography.**

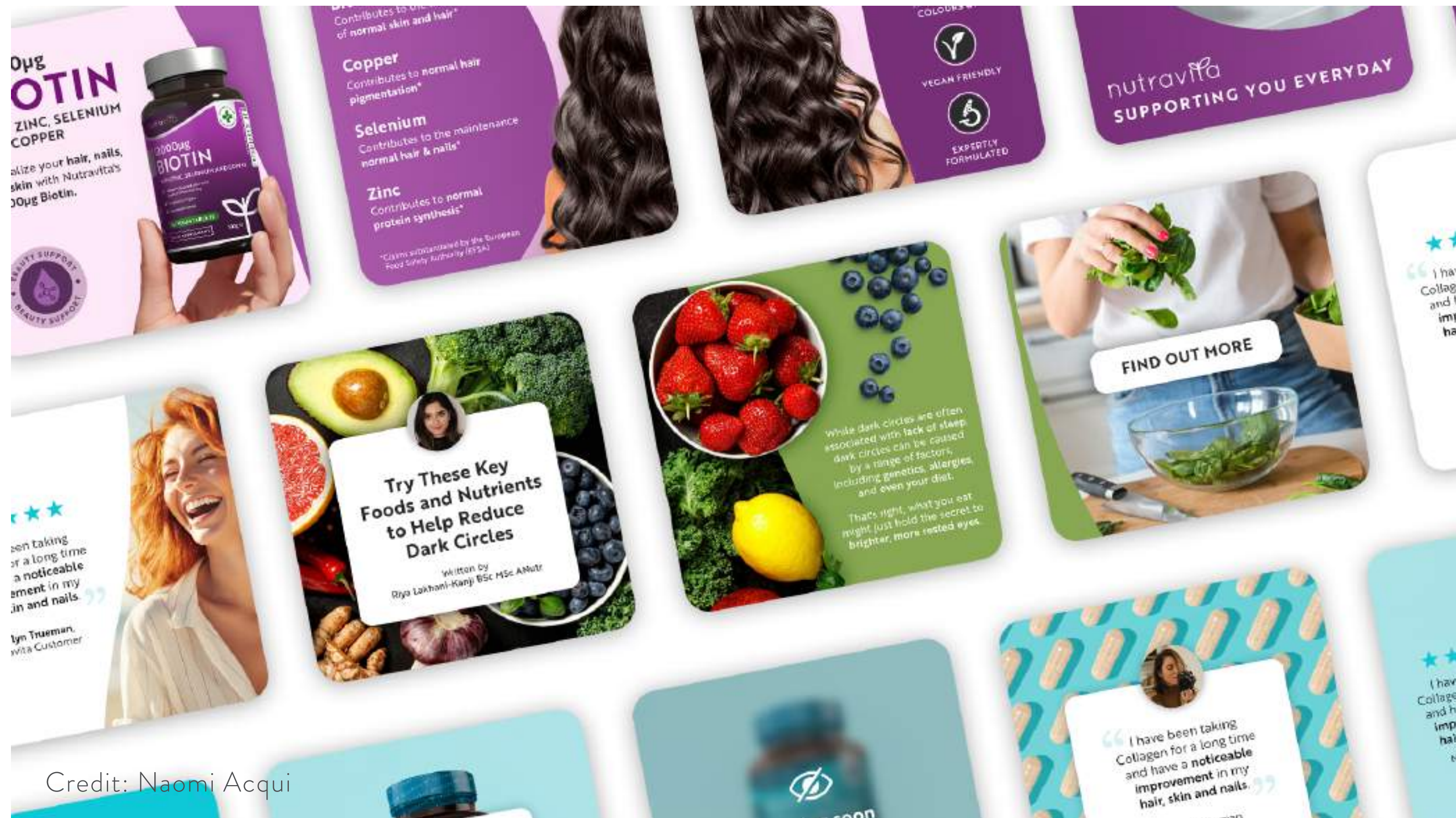
Developed a packaging design system based on product type and benefits, to better categorise SKUs into clear ranges. The system featured simplified icons, EFSA-compliant benefit claims, and improved readability. I also created clear guidelines for the artwork team to ensure consistency across all packaging when rolling out. The in-store range followed the same structure (above), adapted for a more shelf-friendly presentation.

**NUTRAVITA : BRAND REFRESH**



## Marketing Redesign: Standardised marketing assets across all platforms

Designed email and social media templates to be built on Klaviyo/Mailchimp/Canva to allow the marketing teams to create/update promotions semi-independently. I also directed photo and video shoots to produce high quality content for campaigns for both Meta advertising and social media content i.e. Tik Tok.



Credit: Naomi Acqui

## NUTRAVITA : MARKETING

**nutravita** xxxxx+ 5 star reviews on amazon

FOR A LIMITED TIME ONLY  
**PURCHASE OUR OMEGA 3 FISH OIL AND GET OUR 2200MG MSM FREE**

**OMEGA 3 2000MG FISH OIL**  
2000mg FISH OIL PROVIDING 600mg EPA & 400mg DHA PER SERVING  
All ingredients are EPA & DHA of the highest quality or standard  
8 Daily Free Ingredients

**2200MG MSM WITH VITAMIN C**  
All Synthetic, Free of Binders  
No Sugar, No Gluten  
100% Free Ingredients  
VEGAN TABLETS  
DIETARY SUPPLEMENT 60mg

**Sustainably sourced from Peru.** **Made in the UK.** **Expertly Formulated.**

**Our Omega 3 Fish Oil**  
Our Omega 3 Fish Oil is naturally sourced from the rich waters of the Peruvian Coast. The oils are distilled for increased purity to deliver the highest levels of contaminant free Omega 3 fatty acids - EPA & DHA, by removing metals, PCBs and other toxins.\*

**Our MSM With Vitamin C**  
Our 2200mg MSM With Vitamin C contributes to normal collagen formation for the normal function of bones and cartilage. It also contributes to the reduction of tiredness and fatigue.\*

*"I have Collagen and hair improvement."*

\*Claims substantiated by the European Food Safety Authority (EFSA).

**nutravita** Trustpilot ★★★★★

Introducing **NEW Nutra-Greens**

**IMMUNITY, ENERGY + Digestion Support**

**High in fibre, yummy in taste**

**Sugar free with 28 calories per serving**

**NUTRA-GREENS**  
NUTRIENT RICH GREENS POWDER  
IMMUNITY | ENERGY | DIGESTION  
APPLE FLAVOUR  
30 SERVINGS PER SERVING  
100g

**SHOP NOW**

**Jam-Packed Full Of Green Goodness**  
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**Our MSM With Vitamin C**  
Our 2200mg MSM With Vitamin C contributes to normal collagen formation for the normal function of bones and cartilage. It also contributes to the reduction of tiredness and fatigue.\*

**We Recommend Pairing with the Nutravita Shaker**

- ✔ Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.
- ✔ Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud.

**SHOP NOW**



Credit: Patsy Webb



NUTRAVITA : ART DIRECTION



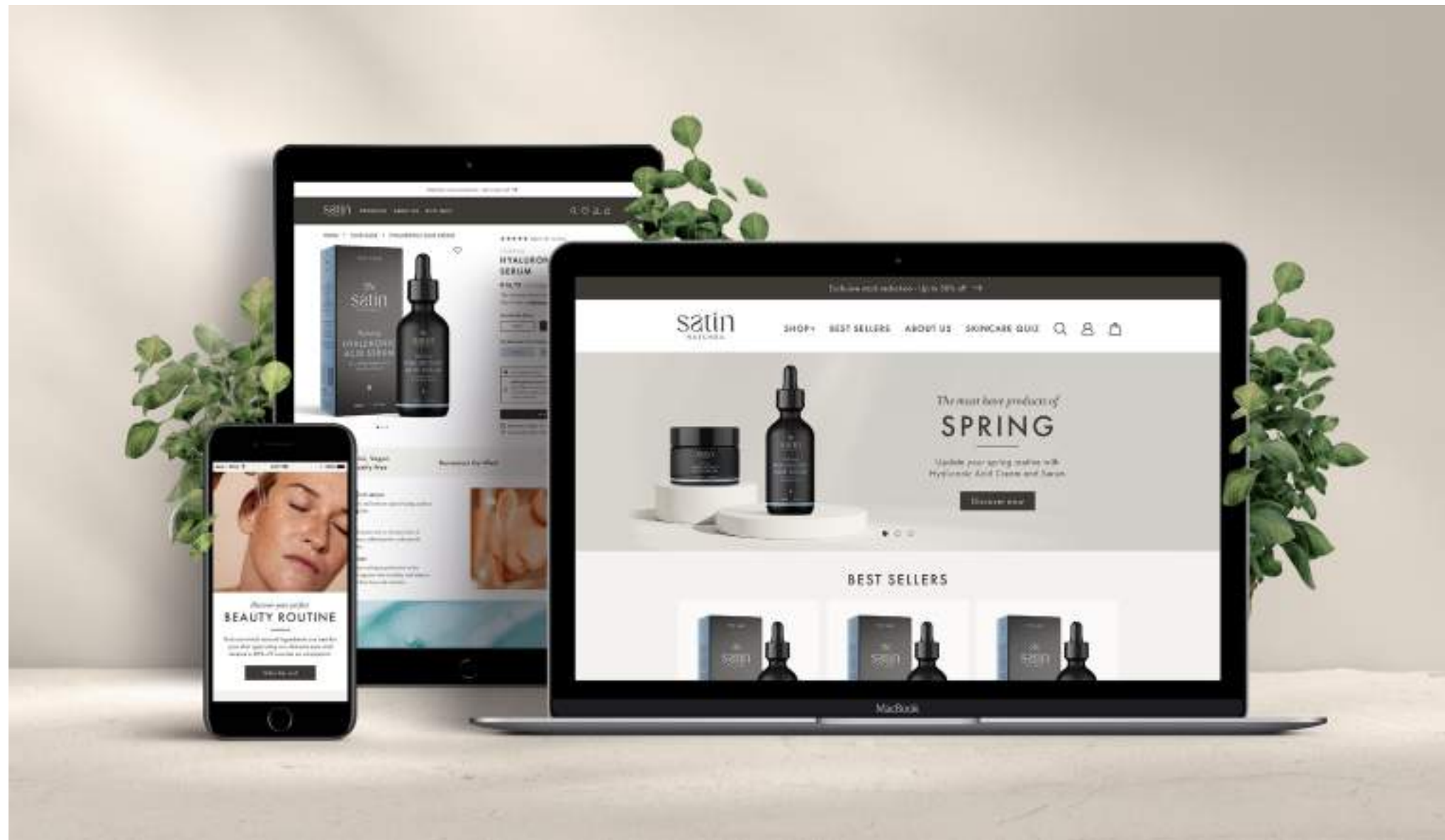
### Packaging & aesthetic development.

Developed several brand aesthetic options, including logo designs, monograms, color palettes, and typography. Collaborating with an agency, we established a cohesive aesthetic and finalised the logo, after which I designed the final packaging.

Design Agency - Marks



## SATIN NATUREL : BRAND REFRESH



NATURAL ORIGIN  
95%  
INGREDIENTS

## ROSEMARY infused formula

Rosemary stimulates scalp circulation, promotes hair growth, fights dandruff, and soothes an irritated scalp.

SUITABLE FOR ALL SCALPS

### Revitalising ROSEMARY HAIR GROWTH OIL

Eco-friendly | Dermatologically tested | Cruelty free

Apply for  
**HEALTHIER HAIR**

**STIMULATES HAIR GROWTH**  
Promotes scalp circulation, stimulating hair growth while also reducing dandruff and soothing irritation.

**EASY APPLICATION**  
Before washing your hair, massage the oil into your roots and dry ends. For best results, leave it on overnight. For very dry hair, add 2-1 pumps to your shampoo.

**ROSEMARY**

**ANTI-INFLAMMATORY**  
The anti-inflammatory and antimicrobial properties of rosemary oil can soothe dandruff and dry, irritated scalp.

**STRENGTHENS HAIR**  
It strengthens the hair roots, leading to stronger, healthier hair and adding natural shine.

NATURAL ORIGIN  
95%  
INGREDIENTS

**Revitalising**  
Discover our sophisticated skincare range tailored for hair, nails & skin. Crafted with precision and enriched with potent natural ingredients, our products are meticulously designed to nourish, revitalize, and restore the radiant glow of hair, nails & skin.

**Feel Beautiful  
INSIDE & OUT**

Discover the perfect beauty routine with our Beauty Collagen Powder. Our collagen powder is a premium addition to your daily care. This natural collagen supports your skin, hair, and nails by stimulating your body's own collagen production. It helps make your skin more elastic, strengthens hair structure, and reduces split ends and breakage.

**Supports  
HAIR GROWTH  
& Dandruff Reduction**

**ACTIVE ingredients**

**ROSEMARY OIL**  
Rosemary oil promotes hair growth, makes hair stronger, and helps combat hair loss.

**BIOTIN**  
Biotin helps maintain hair growth.

**CAFFEINE**  
Caffeine has been shown to reduce frizz and produce softer, shinier, and healthier hair.

NATURAL ORIGIN  
95%  
INGREDIENTS

**Revitalising**  
Discover our sophisticated skincare range tailored for mature hair, nails & skin. Crafted with precision and enriched with potent natural ingredients, our products are meticulously designed to nourish, revitalize, and restore the radiant glow of hair, nails & skin.

**Dermatest®  
CERTIFIED**

**ROSEMARY OIL**  
Promotes hair growth, making hair stronger.

**CAFFEINE**  
Shown to reduce frizz and produce softer hair.

**BIOTIN**  
Helps maintain hair growth.

NATURAL ORIGIN  
95%  
INGREDIENTS

85%  
of women agree that the serum reduced dry skin areas and improved elasticity\*

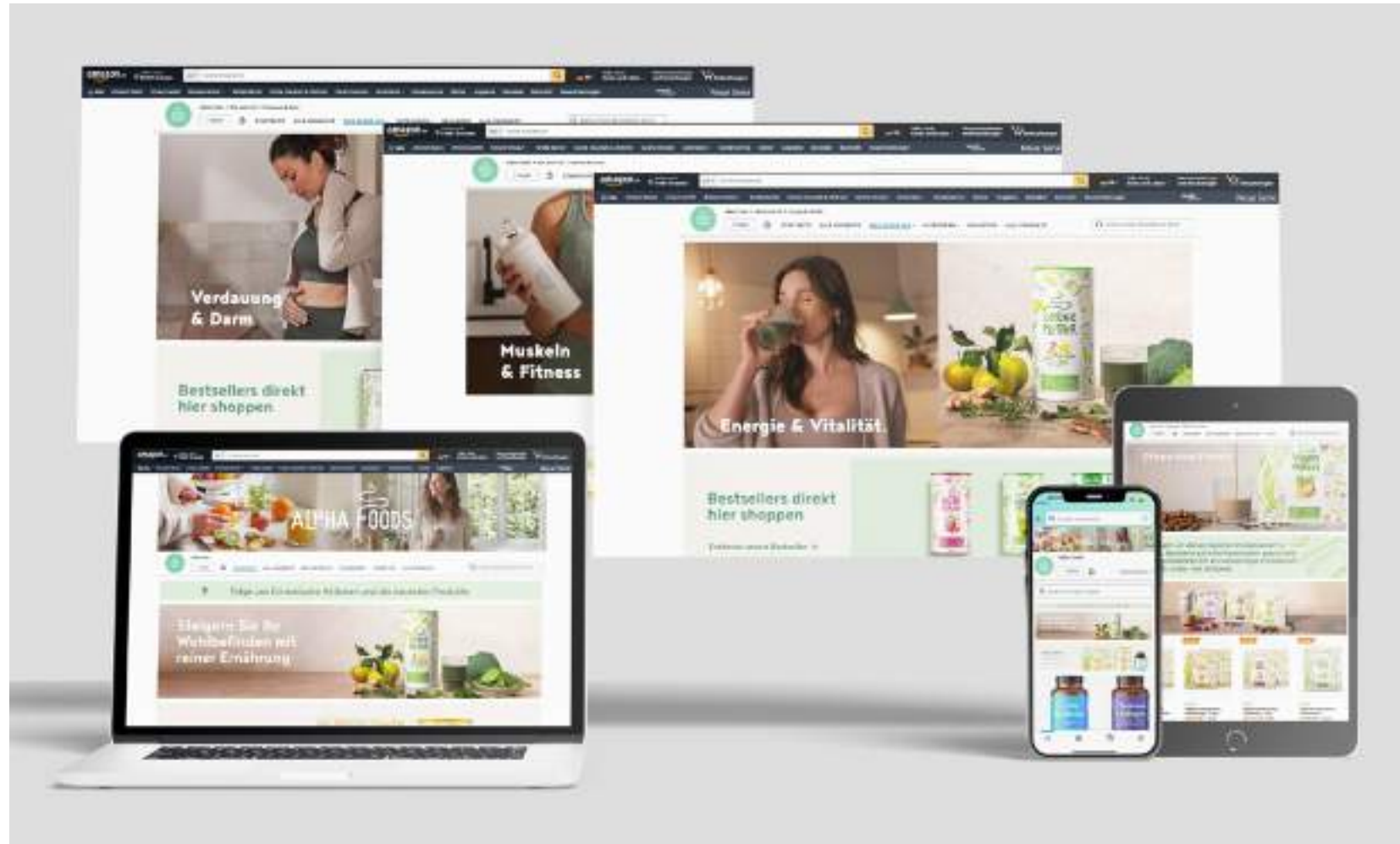
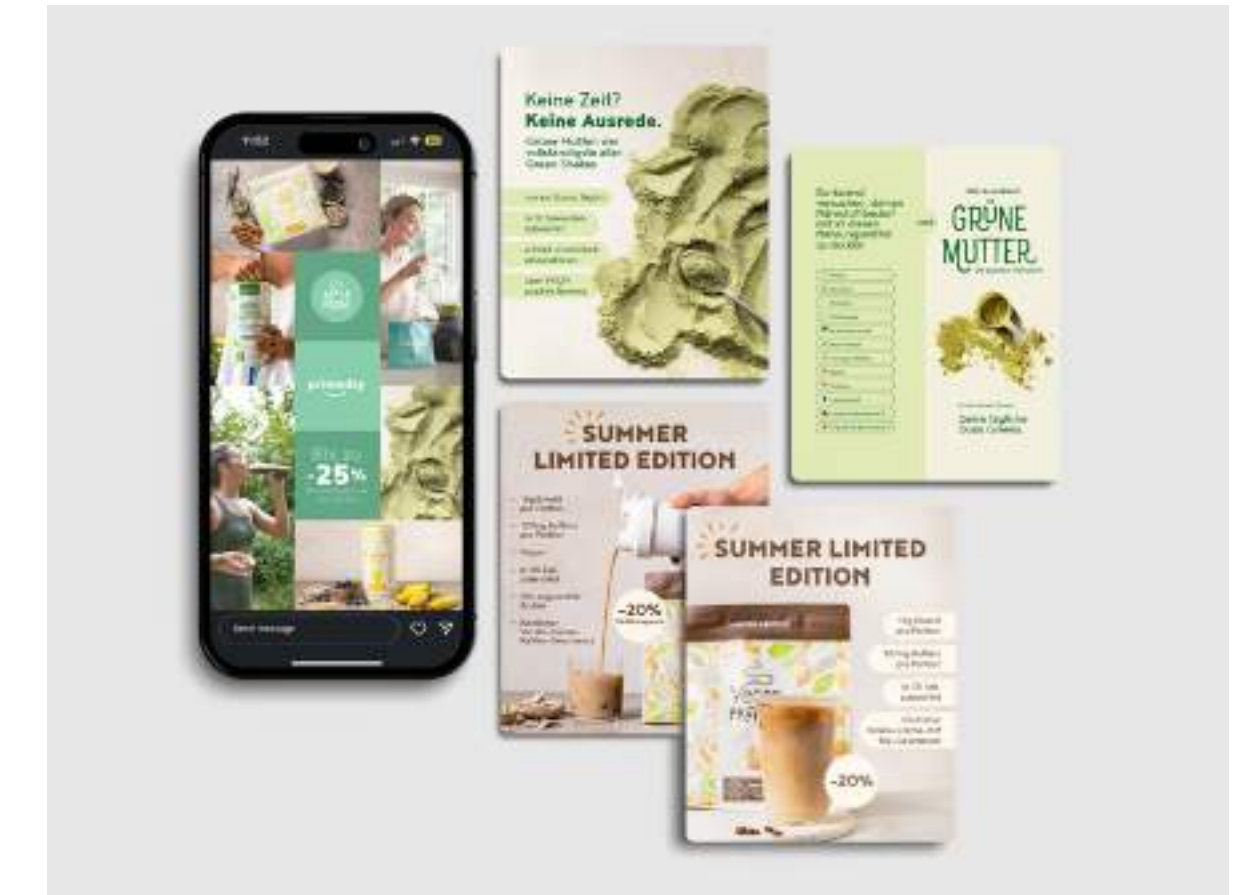
Creative directed website, Amazon and social media content.  
Credit: Naomi Acqui

**Revitalising**  
Discover our sophisticated skincare range tailored for mature hair, nails & skin. Crafted with precision and enriched with potent natural ingredients, our products are meticulously designed to nourish, revitalize, and restore the radiant glow of hair, nails & skin.

# SATIN NATUREL : DIGITAL PRESENCE

ORIGINAL

DESIGN OPTIONS



Packaging & aesthetic development.

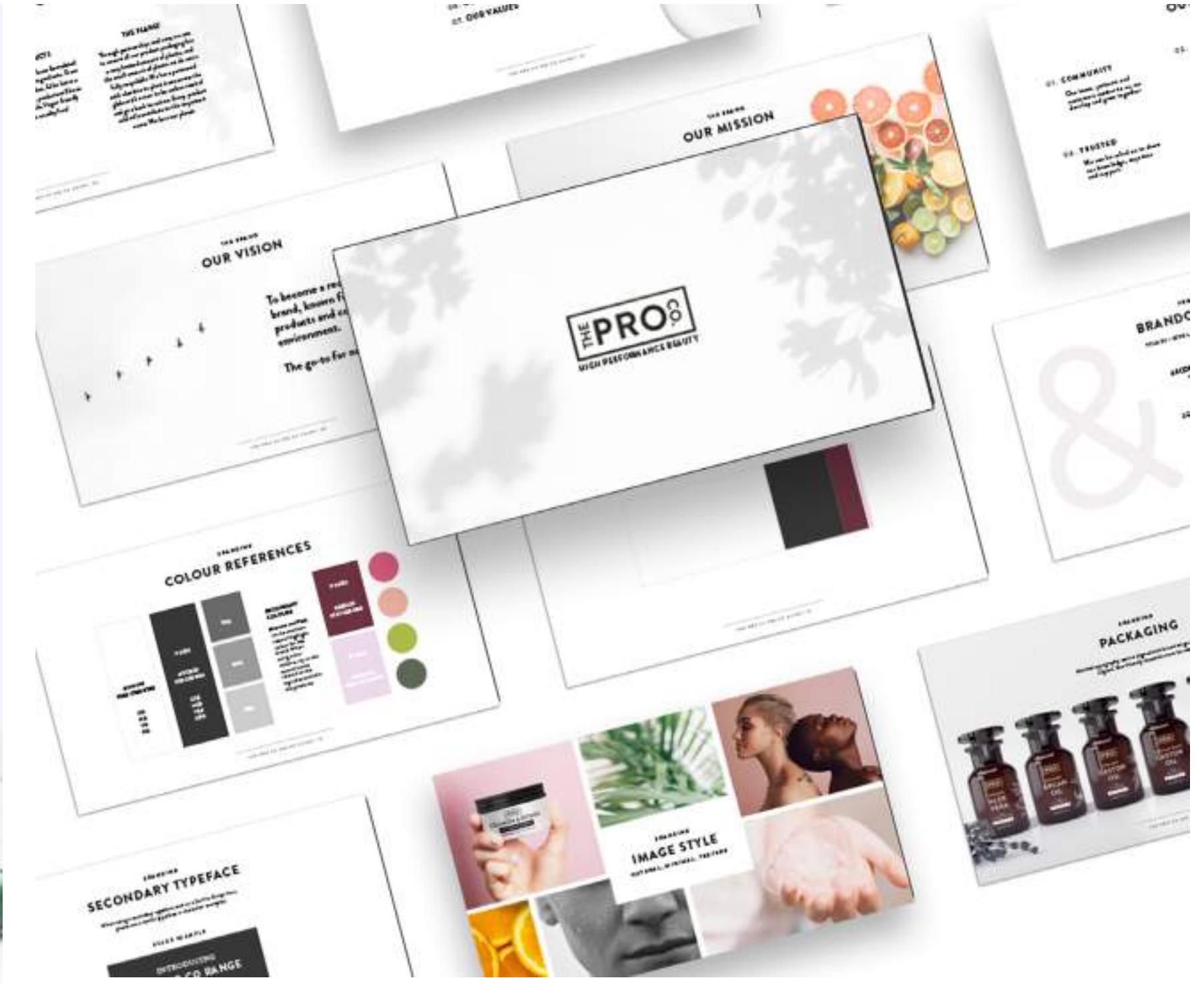
Created a streamlined, digital packaging design for roll-out across all products.

Creative directed collateral made for Amazon and social media.

Credit: Sarah Cowan



ALPHA FOODS : BRAND REFRESH



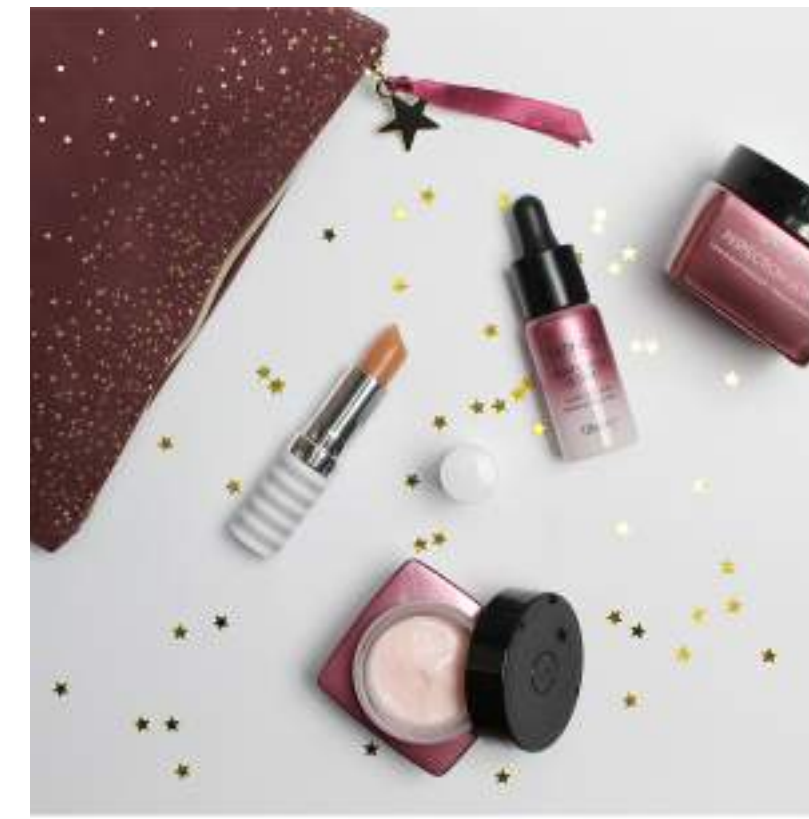
## Packaging & aesthetic development.

Developed the brand aesthetic for the skincare and supplements range, including the packaging and gift sets. Additionally formulated new skincare products based on current trends, working closely with CMO's as well as sourcing accessories. Designed the Amazon, e-tailer and website presence as well as promotional material and marketing content. I also wrote a series of blog posts, newsletters and skincare FAQs.



## THE PRO CO : BRAND CREATION

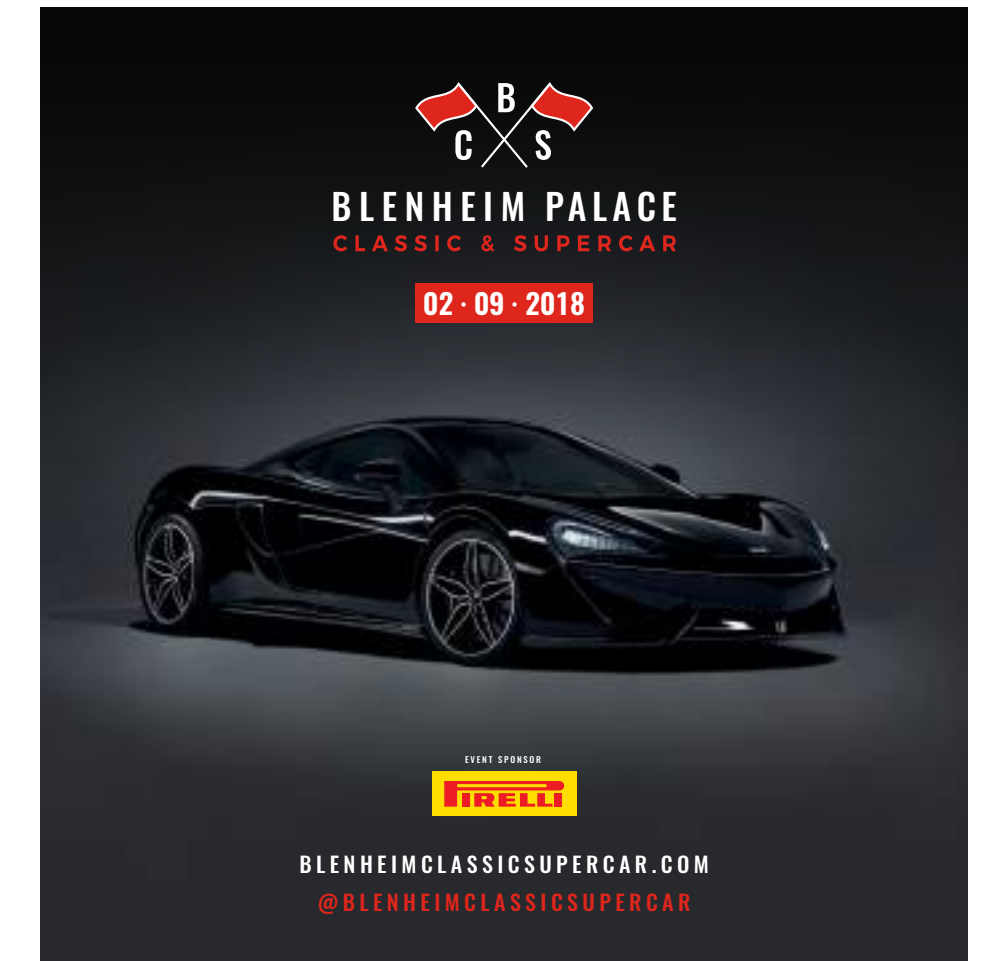
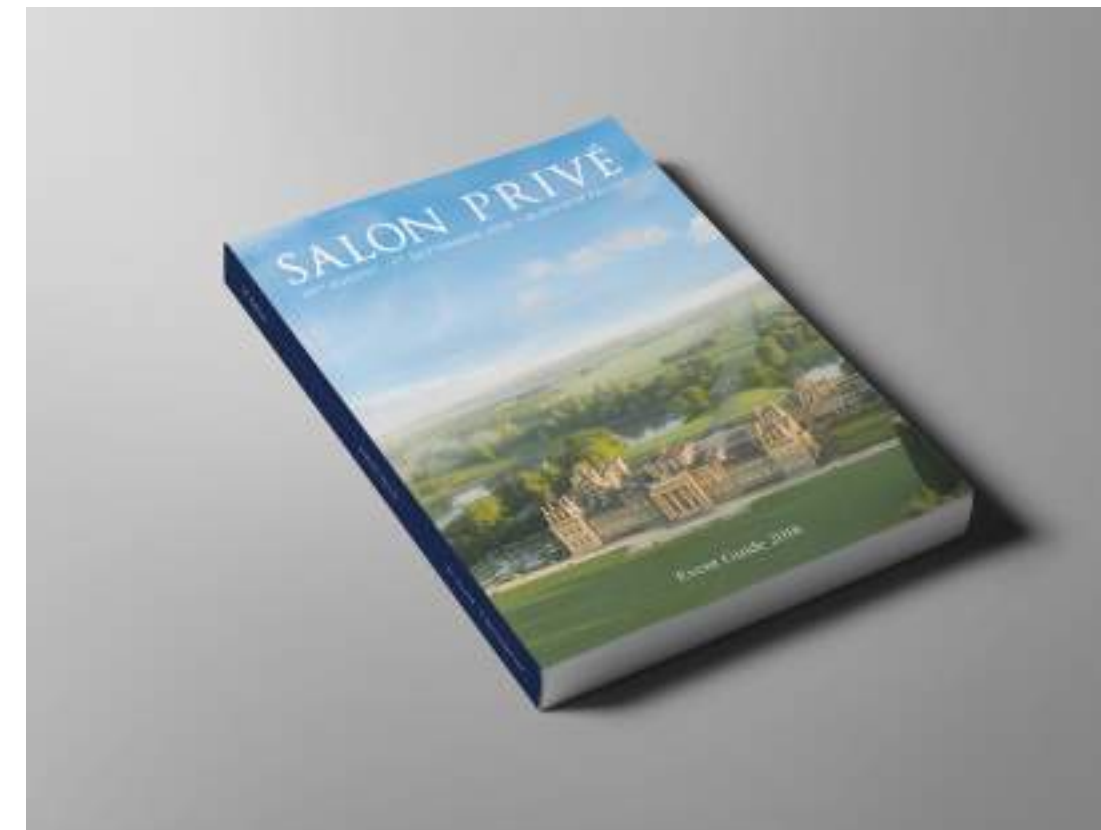




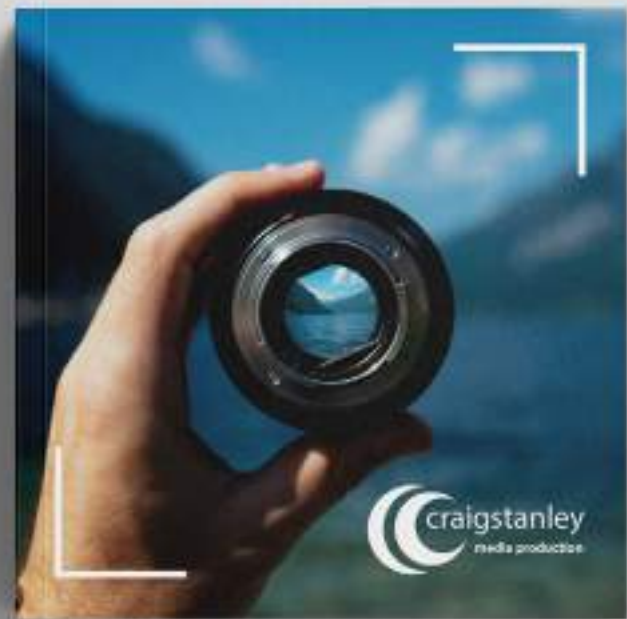
QVC Set Design



**Multi-discipline Design.**  
 Weekly promotions across 3 markets required constant content creation of emails, photography, and video.  
 Quarterly TSVs on QVC as well as other smaller promotions required set design, packaging including gift sets/ brochures/bags and marketing.



SALON PRIVÉ : 2018 - 2019



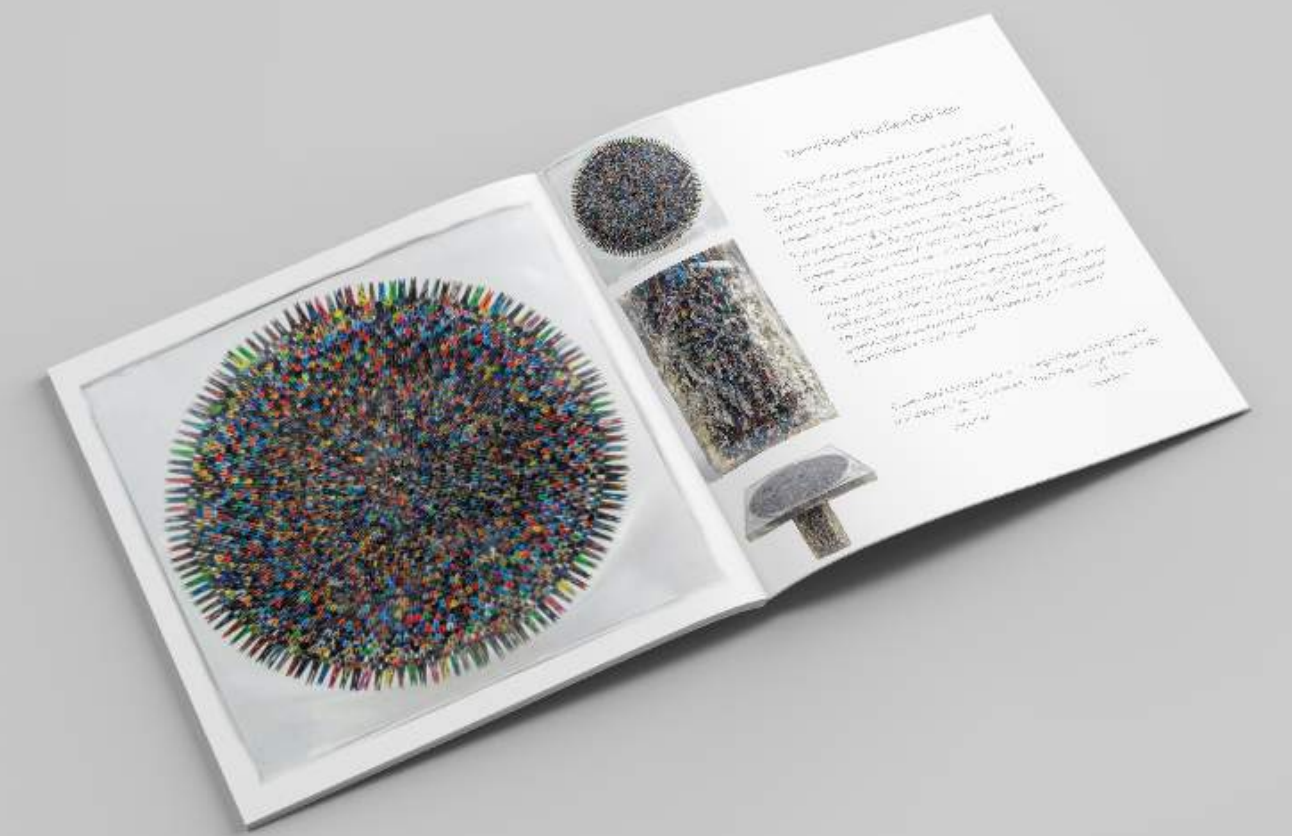
# Lila and Lion

What's in the range?



All of our products have been designed with your little one in mind. Our silicone range is hard-wearing, stain and bacteria resistant.

- Non-breakable dish**
- Spill-resistant sectioned plate**
- Deep scoop bowl**
- 3 easy to clean weaning bowls, with a powerful suction base for less messy meal times**
- Tableware for little hands**
- Make mealtimes go down a little easier**



## Personal Work - LKArts

Mold making and resin/metal casting, creating functional sculpture and jewellery.