

LOLA HOAD

(GRAPHIC DESIGNER +
CREATIVE)

PORTFOLIO



2024

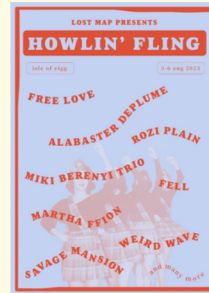
I'm a multi-disciplinary graphic designer + creative based in Glasgow, Scotland, with over nine years of experience in working with purposeful brands. A handlettering artist-turned-entrepreneur in my early 20s, I've built my ethos around crafting **good things for good folk**, bringing their stories to life through meticulously-considered and impactful design.

A strong obsession with all things type and layout (I'm one of those who has folders upon folders full of wine labels, gig posters and old magazine spreads), I'm drawn to projects that desire a raw, refined, minimal touch for independent brands; food and drink manufacturers; e-commerce; beauty; retail; and musicians.

I also love getting the chance to illustrate in my weird little monotone style or hand-letter in my unique scrawl.

(EXPERTISE)

BRAND IDENTITY, PACKAGING,
MUSIC VISUALS/ARTWORK,
MERCHANDISE, POSTER
DESIGN, ILLUSTRATION
HANDLETTERING



+

(ALSO A DAB HAND AT PRESENTATION DESIGN, SOCIAL ASSETS +
BRAND BOOKS)



(SKILLS)

TYPOGRAPHY, LAYOUT,
ACCESSIBILITY/AIYY, DIGITAL +
PRINT PRODUCTION, ADOBE
SUITE + FIGMA,
E-COMMERCE SET UP

(WITH A LITTLE BIT OF MOTION EXPERIENCE)

VINTESSA



(BRAND IDENTITY/
TYPOGRAPHY/ART DIRECTION)

house
red



serious wine for joyous times

A personal concept project for small-batch wine brand Vintessa, who focus on their serious love for wine through a playful, joyous lens. Featuring a flowing customised type and an eye-catching red - big and bold lettering takes the lead and ensures an instant win on the shelves.



A concept for an independent homeware brand who believe that your home is the centre of everything- a place where all in your life comes to be, and somewhere that deserves nurturing with high-quality furnishings and goods. With the use of lots of negative space and a flick of muted colour, this sophisticated identity allows the focus to be on the customised type.

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(VISUAL IDENTITY/
TYPOGRAPHY/PACKAGING)



(MERCHANDISE/VISUAL IDENTITY)



Merchandise design and production, as well as digital marketing assets and mixtape artwork, for Monorail Music. For the institution's 20th anniversary, I created their first ever merch collection with a fresh, modern identity that paid homage to the years past yet tapped into contemporary nods of wavy type and muted colours.

I'm now a Co
on Holly & Co

Best of small business

Now available at
Holly & Co

A note from Holly

Handlettered script lines for social media, newsletter and printed brochure assets for Holly Tucker's new venture, Holly & Co, a B-Corp™ community and small business marketplace.



"I've long been a fan of Lola's work, and we've worked with her on numerous occasions over the years. Lola's creative work is as unique as a fingerprint and so I just knew we had to incorporate it into the launch of my latest venture..."

Kind, communicative and crazily talented, Lola is a wonderful creative spirit who truly 'gets it' and works with speed and precision. Thank you Lola for always going above and beyond. Now if only I could keep you my special secret and not share you with the world!"

- Holly Tucker MBE, founder of
Holly & Co and notonthehighstreet



molly nilsson (night school records) is playing
stereo, glasgow on friday the
fifteenth of july and it would be a
terrible shame if you missed it.
don't worry, you'll catch the last
train home
(if you can stop dancing).

support your small venues

tickets at popmutations.com

Miscellaneous poster designs
for commissioned projects and
fantasy concepts.

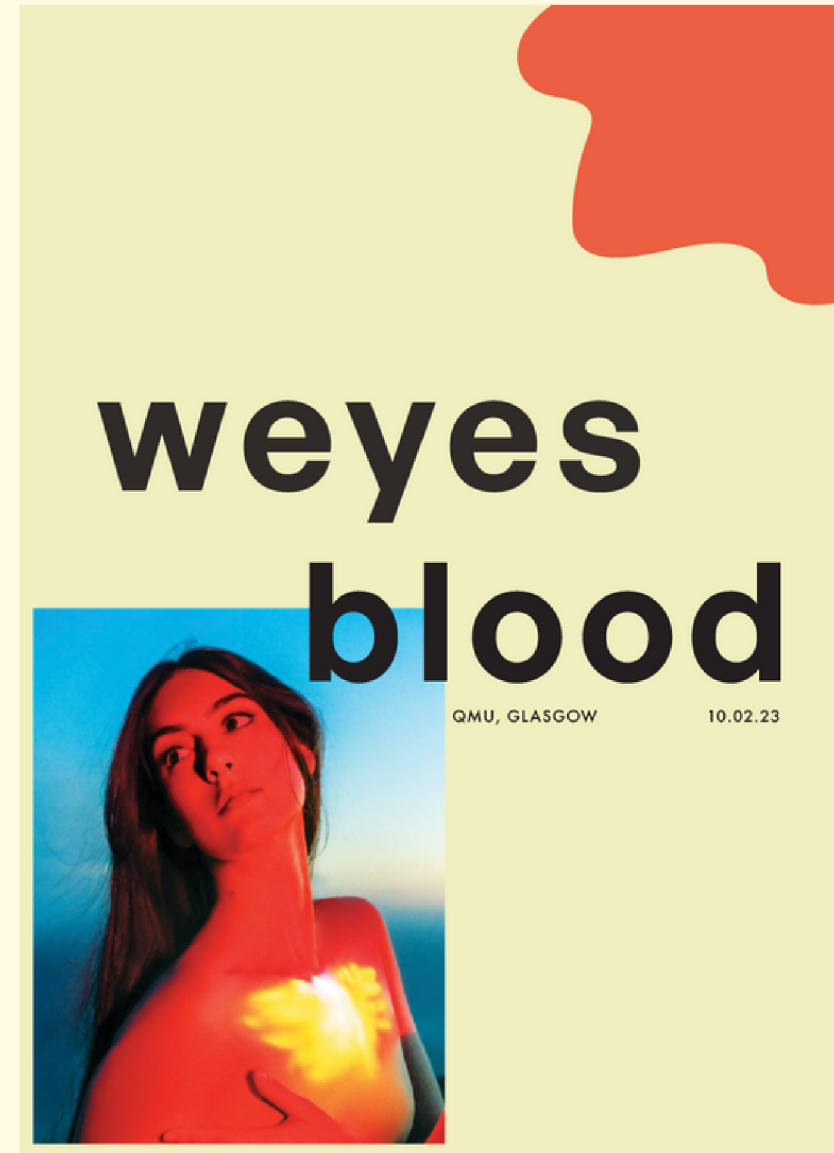


adiós amores (snap!clap!club!) are playing
mono in glasgow on friday
the fifteenth of july and it would be
a terrible shame if you missed it.
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LET'S WORK TOGETHER.

(I'm available for fully-remote positions but am also open to travelling for the right project)

LOCATION

Glasgow, Scotland

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