



Founded by Curtis Mohammed

THICKET & BIRCH
DESIGNSTUDIO

About me

I am a Graphic Designer based in Liverpool with a Bachelor's Degree from the University of Hull. My transition from IT support to design was driven by a realization that my brain is wired for complex problem-solving.

I thrive at the intersection of logic and creativity, using design to bridge the gap between technical functionality and visual storytelling. For me, Graphic Design isn't just a career path. It is the perfect outlet for how I process the world.



Content



Page 1 - Main brand

Page 2 - About me

Page 3 - Content

Pages 4,5 - Software stack

Pages 6,7,8,9 - LCM Landscaping Services
(Branding sheet)

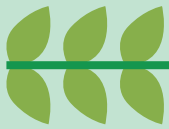
Pages 10,11,12,13 - Power Caff+ (Product Design +
3D)

Pages 14,15,16,17 - Fatboy Apparel (Logo + UI/UX)

Pages 18,19,20,21 - Prison me no way! (Rebrand)

Page 22 - Contact

Adobe Stack



Used for vector-based brand identity, typography and logo/illustrative construction.

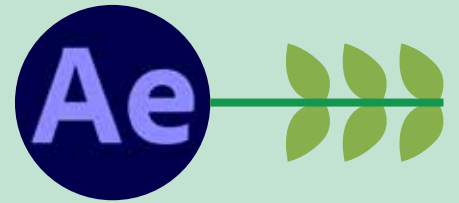
Used for editing photos and creating high quality mockup designs.



Specialized in multi-page layout designs for books, magazines and other printing methods.

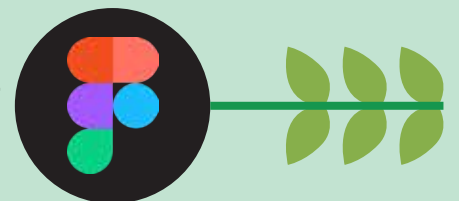
Continued

Utilized for motion graphics and social media ads.



Primary tool for 3D modeling, texturing and high fidelity product rendering.

Vector-based UI/UX tool used for low to high-fidelity web design.

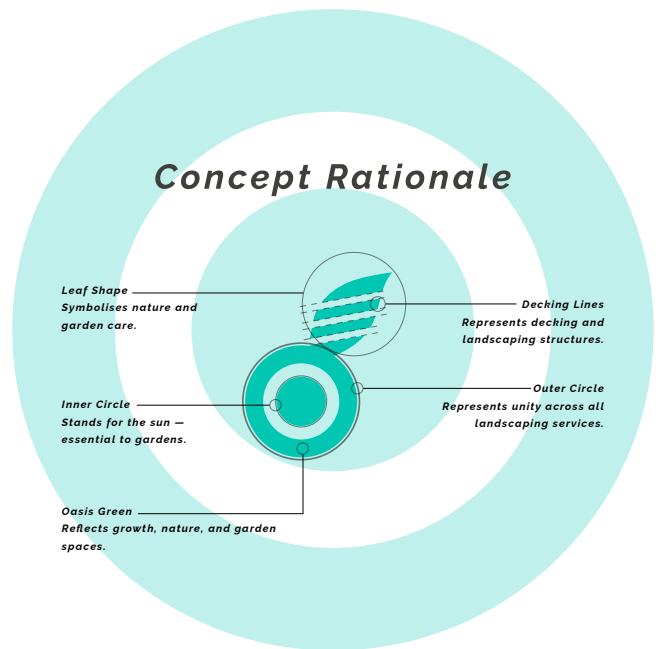
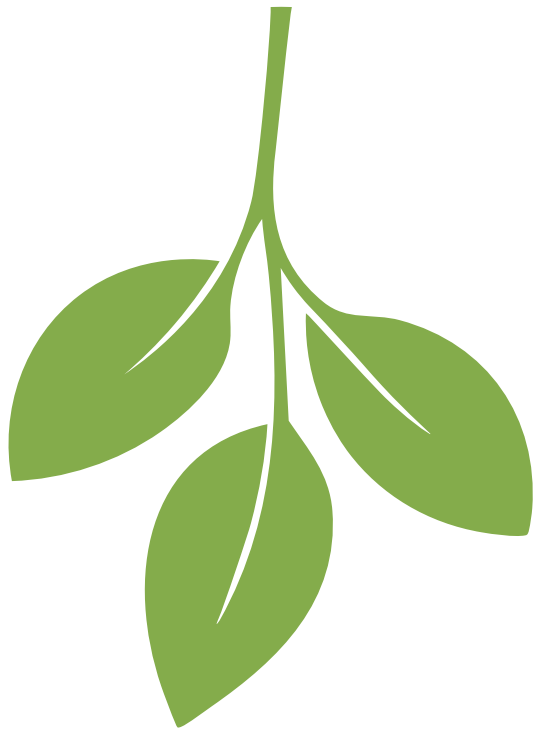




LCM Landscaping Services



LCM Landscaping services is an established business that previously solely relied on a 'word of mouth' method of finding jobs in this space. My task was to transition the company into the digital space by building a cohesive brand identity from the ground up. By developing a custom logo, colour palette and a typography set, I created a professional image that clearly communicates their services. With assets optimised for both print and social media, the new branding provides a versatile toolkit to attract new customers and grow their market presence.



Typography

<p>Font Family - Raleway</p> <p>Weights Used:</p> <p>Regular - For body text</p> <p>SemiBold - For subheadings</p> <p>SemiBold Italic - For annotations or emphasis</p> <p>Bold - For headings and key statements</p> <p>Why Raleway?</p> <p>A clean, modern sans-serif that enhances readability and supports a structured, professional brand image.</p>	<p>Raleway Regular</p> <p>A B C D E F G H I J K L M N O P Q R S T U V W X Y Z a b c d e f g h i j k l m n o p q r s t u v w x y z</p> <p>Raleway Bold</p> <p>A B C D E F G H I J K L M N O P Q R S T U V W X Y Z a b c d e f g h i j k l m n o p q r s t u v w x y z</p> <p>Raleway Semi-Bold Italic</p> <p>A B C D E F G H I J K L M N O P Q R S T U V W X Y Z a b c d e f g h i j k l m n o p q r s t u v w x y z</p>
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	<h3>Logo Variations</h3>

THICKET&BIRCH

Mockups







Power Caff+



Power Caff+ is a product design concept developed for a university brief: creating a high-energy supplement tailored to an older demographic. Originally designed a year ago, I recently revisited the project to elevate the visual execution. The brand utilizes a punchy, 80s-inspired aesthetic with bold typography and vibrant color palettes. The workflow involved designing the vector wrap in Illustrator, followed by high-fidelity 3D modeling and texturing in Blender. Final cinematic touches, including the condensation and 'mist' effects, were integrated using Photoshop to produce a premium marketing asset.

Original Version

Get Your Kicks with
Power Caff +!



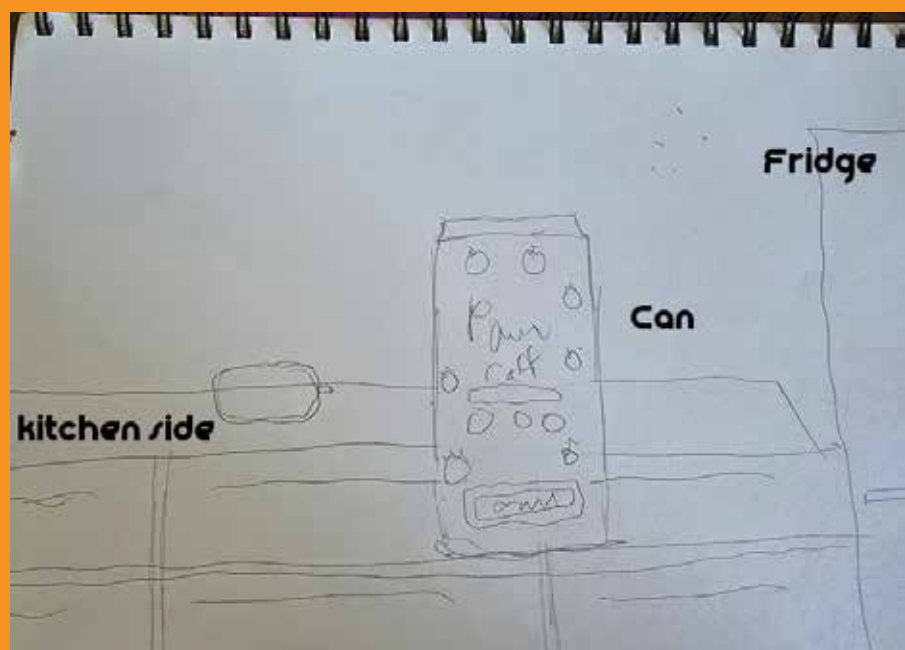
This is a render image from the original design for the can.

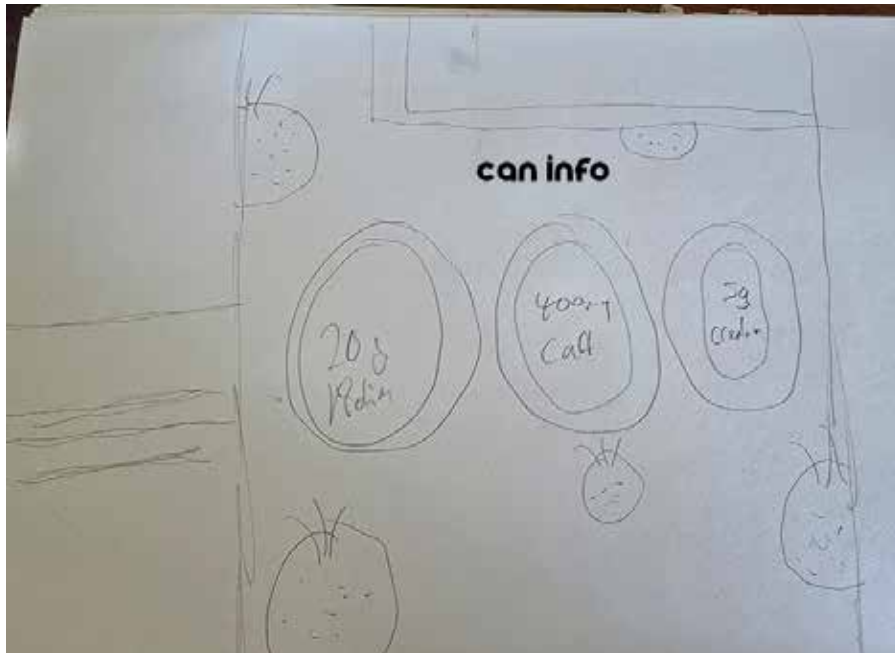
Storyboard's



1st step

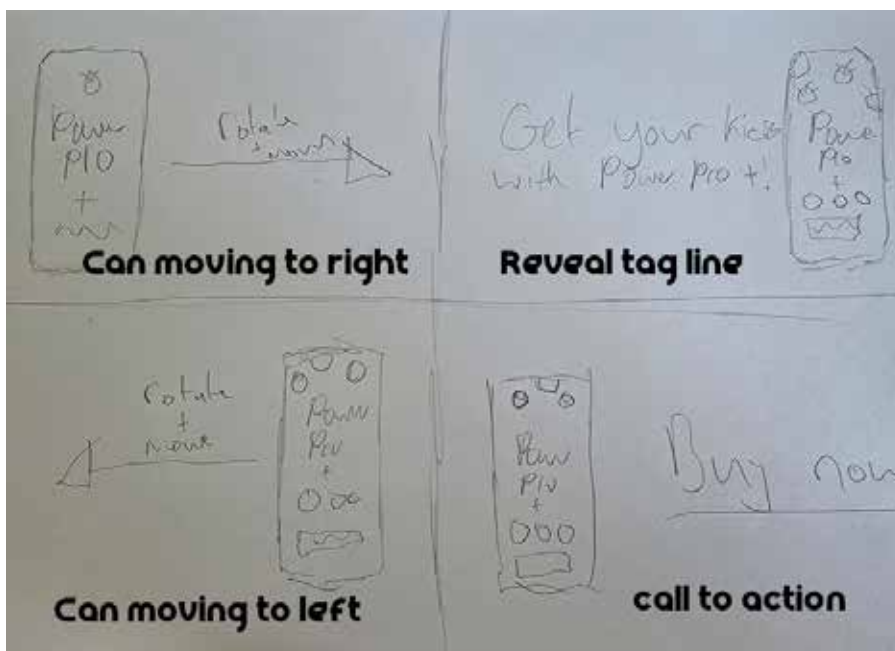
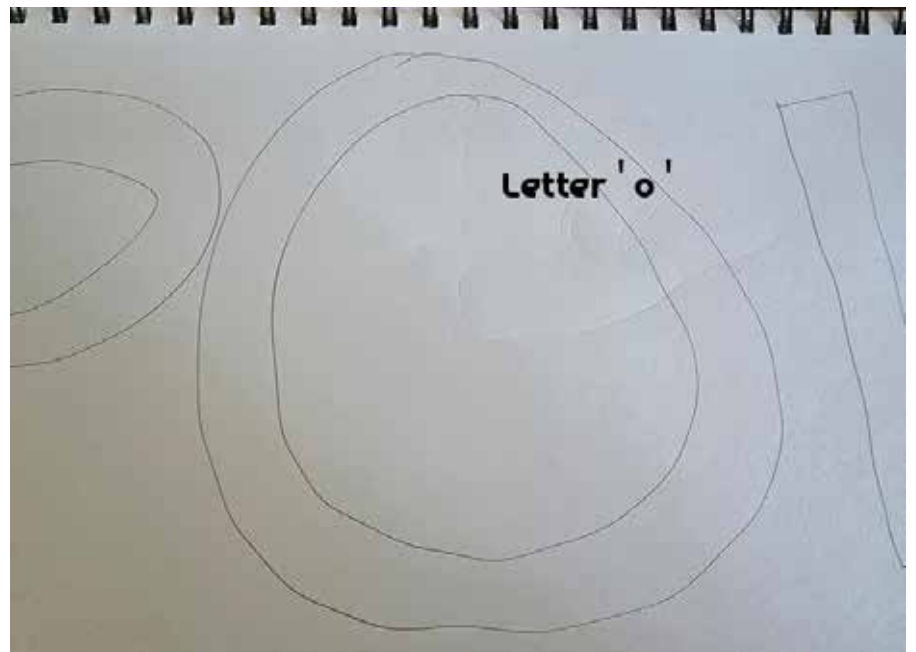
2nd step



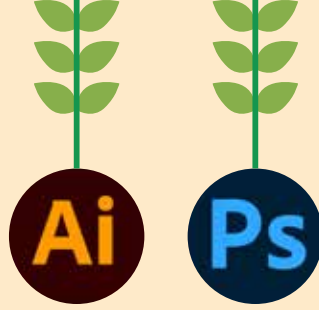


3rd step

4th step



Final step



Fatboy Apparel

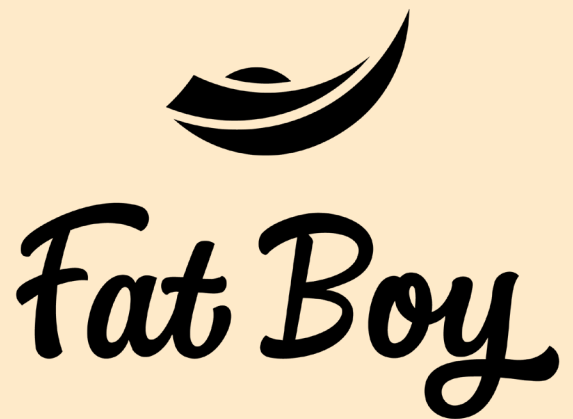
FATBOY
Apparel

Fatboy Apparel is a streetwear concept that focuses on the balance between illustration and digital product design. I started this brand back in 2020, even before I decided to pursue Graphic Design as a career. Initially, I wanted to bridge the gap between premium and affordable fashion, but I realized something was missing from my early branding.

Continued

During university, I noticed the original typostyle wasn't hitting the mark, so I used my new skill set to redesign the identity. The current logo reflects a much more premium value, featuring custom brand colors and a new icon design with bold sewing needles to represent craftsmanship. From there, I developed a range of streetwear and skatewear illustrations designed for comfort. To finish the project, I architected the full website UI and UX in Figma and utilized AI tools to assist with the code, ensuring the brand was ready for a digital launch.

Original



New



Mockups and UX/UI



DESIGNED WITH INTENTION.

Premium streetwear built to last. Heavyweight cotton, quality prints, and intentional design.



FATBOY

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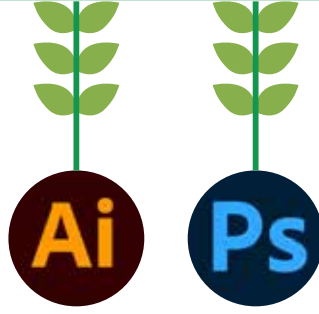
FATBOY

FATBOY

FATBOY

FATBOY





Prison me no way!



Prison Me No Way is a non-profit organization focused on youth crime prevention. For this university brief, I was tasked with rebranding a non-profit to improve their visual impact. I chose this charity based on a personal memory of their school outreach programs, noting that their current identity lacked cohesion and technical quality.

Continued

The redesigned logo utilizes a 2x2 grid to house the PMNW acronym. I selected a bold sans-serif typeface that subtly mimics the structural look of prison bars. This new identity is supported by a high-contrast color palette and a series of real-world applications, including a redesigned mobile outreach van. To capture the attention of a younger demographic, I also developed an animated bus stop advertisement in After Effects, featuring a flickering night-time effect to enhance the brand's atmospheric message.



Mockups



Van/Business card



Poster

T I M E . T O . S T O P .

Empowering Young Minds



Reducing Reoffending



Building Safer Communities



Empowering young minds to make better choices. 'Prison Me? No Way!' is committed to reducing reoffending and building safer communities through education, mentorship, and preventative programs. Together, we can create a future of opportunities. Not incarceration.

FOR MORE INFO VISIT

WWW.PMNW.CO.UK



**PM
NW**
Prison Me?
No Way!

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