

The logo consists of the letters 'J' and 'M' in a bold, white, sans-serif font. The 'J' and 'M' are connected at the bottom, and the 'M' has a distinctive shape with a vertical bar on its right side. The letters have a slight 3D effect with shadows.

**JM**

**JOSH MASON**  
**PDF**  
**PORTFOLIO**



# ABOUT ME



I am a creative designer based out of Christchurch, New Zealand. I have grown up here and still love this place. I love all things sports my top 4 being, cricket, baseball, disc golf and motorsports. I also watch just about every sport you can think of. I am also the wearer of many hats.

Design wise I have the skills to design and build brands including logos, brand stories, posters and guidelines. Ui and Ux design is something that has really come to the fore front over my time at Ara and is something I now love doing, this is a skill I am learning by the day and something I have a great passion for. This extends through both apps and websites. Social media content creation is another area that has really peaked my interest and is something I am also learning new things about everyday.

# BRAND DESIGN



Brand design is the bread and butter of design. It is something I have done countless times and am very familiar with. But it is also something I am learning about all the time and making my process better each time.



Pitch is the graduate showcase for the Ara art and design department. This is a showcase that is held every year for the graduating year 3 students to help them secure jobs in the creative industry.

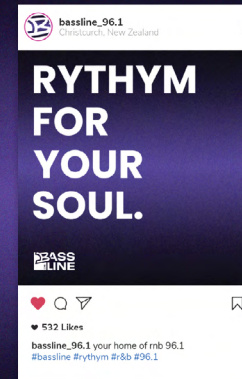
My main role for this project was the logo. This was a logo that was very well received and was met with very little push back.





We had the opportunity to work with the broadcasting students who were creating radio stations to pitch to the Ara higher ups.

We were lucky enough to have our logo chosen by Bassline to use as their logo in the pitch. They went on to win it! This is now the official branding for the student run radio station at Ara this year.



# UI/UX DESIGN

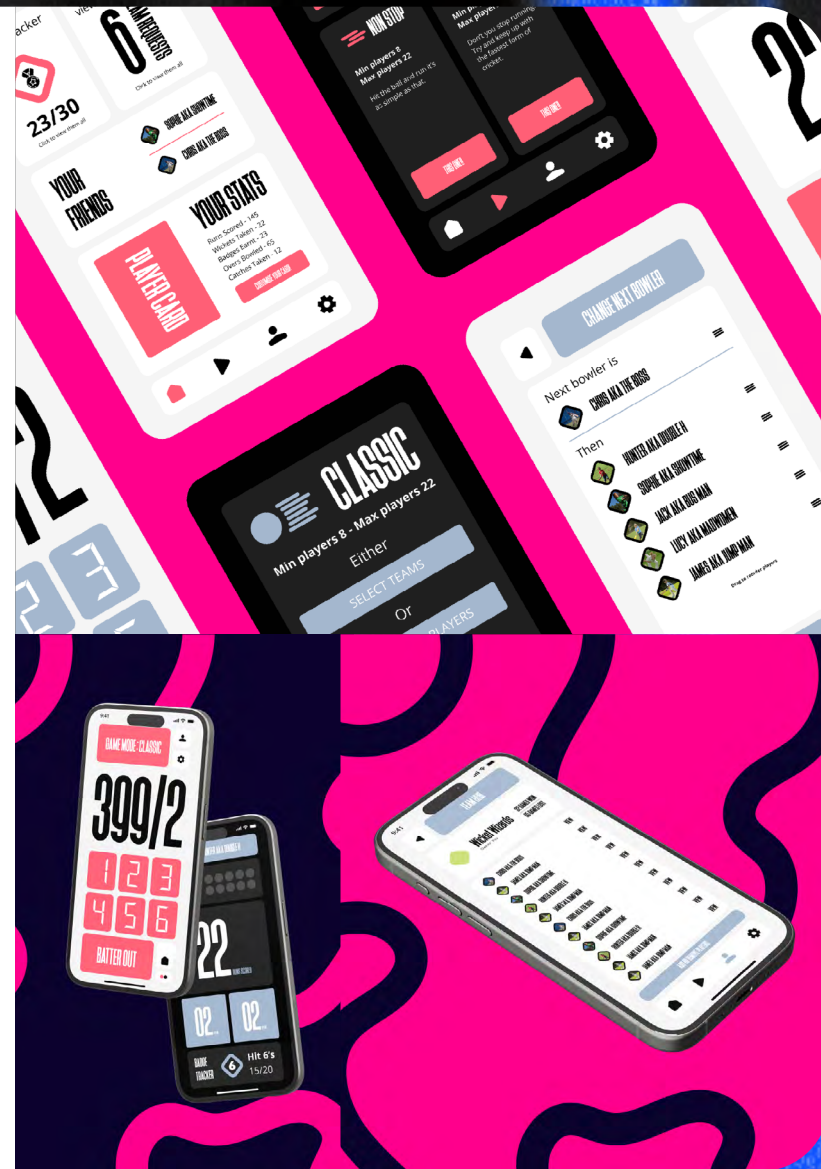


Ui/Ux design is becoming more and more important in the design world and is something I have been putting a lot of time into learning over this last year.

# KIRIKITI APP

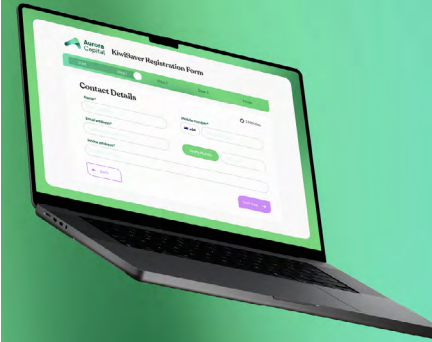
Kirikiti is all about bringing connection to tamariki throughout Aotearoa's schools and community centers in a fun new way.

Whether it's a quick game of bat down at lunch time or a classic game after school, the Kirikiti app transforms cricket into a game that can be played anywhere, anytime.





Approached both me and fellow designer Jack Tocker looking for some help in producing some conceptual work for their re-design of their customer on-boarding and web-app to help users better understand their KiwiSaver funds and understand how their money is greener. We developed a range of concepts for their team, and created a final design based on feedback and their wants and needs.



# SPORTS DESIGN



As mentioned I love all things sports. A big part of that is my love for sports design, logos and uniforms. In my free time I like to try and advance my skills by redesigning sports teams logos and uniforms.



This is a logo I redesigned ordinarily in 2020 and it was not very good I will be honest. I have come back to it after 3 and a half years and made it a more complete logo.

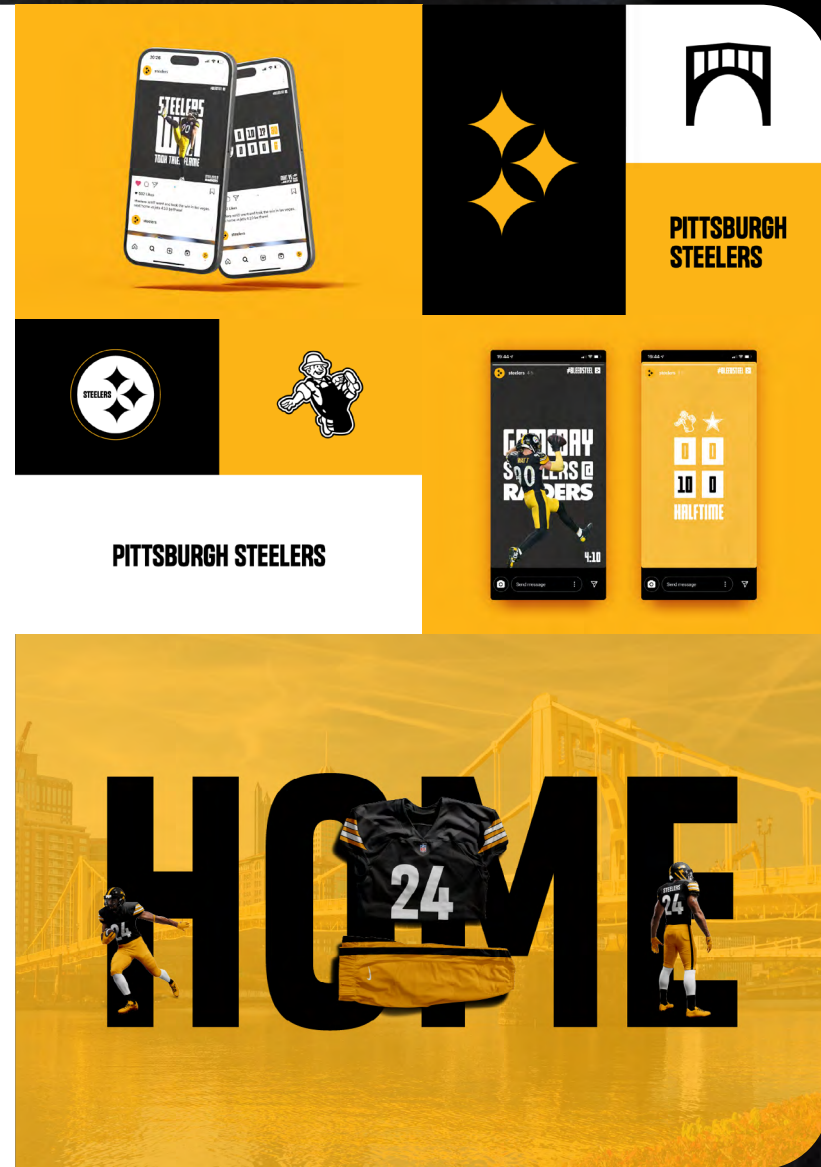
The logo now feature a palm tree to represent the tropical nature of the coast and doing away with the black helped to make it more modern and clean.

MARINERS





The Steelers are one of 32 teams that make up the NFL. This is a logo I redesigned originally in 2020 and it was an attempt to say the least. But after almost 4 years I have come back to it, a bit like my Central Coast Mariners redesign to have another crack at it. This time around I have taken more time and thought it out more made a plan and gone for a full over haul of logos, uniforms and social media branding.





**THANK YOU FOR  
CONSIDERING ME**

(full projects are available to view on [www.jmdesigns.co.nz](http://www.jmdesigns.co.nz))

**JM**