Designed by Zena
CREATIVE STUDIO

# Editorial design

Earlier in my career, I regularly designed print magazines for the construction and hospitality sectors, alongside quarterly newsletters for various hospices and NHS Trusts across the UK.

Balancing the corporate edge of industrial trade mags with the sensitive, human-centric tone needed for healthcare was an incredible masterclass in versatility. It taught me how to adapt visual style quickly while giving me room to stretch my creative freedom and tell meaningful stories through print.











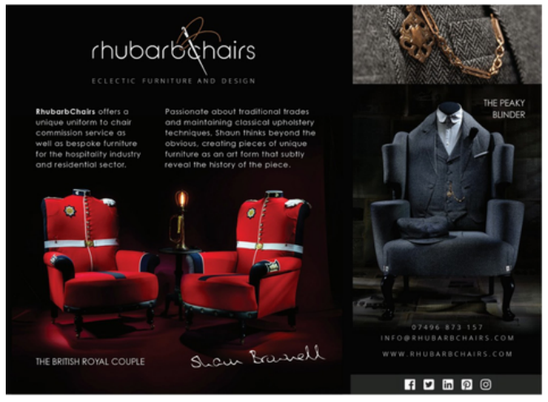

# Advert design

I've spent years creating high-impact advertising across hospitality and construction, which means I know how to make a campaign look striking while staying strictly on-brand. Whether translating a complex brief or strictly adhering to detailed corporate brand guidelines, I make sure every ad communicates clearly, looks polished, and aligns perfectly with the brand's identity and goals.












# Artworking

Behind every great design is crisp, production-ready artworking. My background includes technical print preparation for precision-driven items like NCR (no-carbon-required) duplicate and triplicate books for the health and safety industry. Managing precise line weights, margins, multi-part form setups, and print specs means I bring meticulous attention to detail to every print run, ensuring zero surprises when the job comes off the press.


SGWORLD®

## Near Miss/ Risk Observation Report

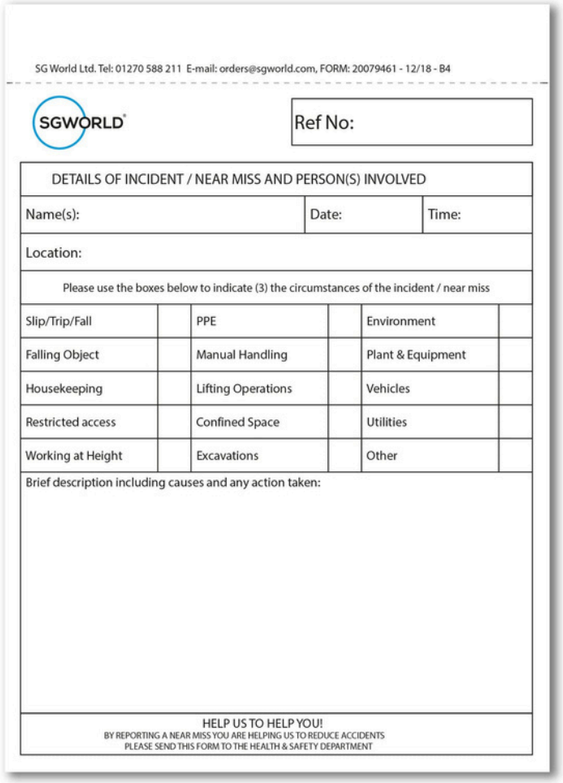
If you identify a situation or condition which has the potential to injure someone, damage equipment or the environment, please make a note of the details and pass to your Supervisor or HSE Representative.

Please don't ignore something which could later injure you, a colleague or a member of the public.

1 Major
29 Minor
300 No Injury

**ACCIDENTS/INCIDENTS DON'T JUST HAPPEN THEY CAN BE PREVENTED**

**Research has shown that for every accident resulting in a major injury, there were 29 resulting in minor injuries and 300 with no injury. That is 300 near misses. These are out there waiting to be spotted. Please report any incidents that could have resulted in more serious consequences. Do not use this form if an accident actually occurred; use accident report forms.**


SG World Ltd. Tel: 01270 588 211 E-mail: orders@sgworld.com, FORM: 20079461 - 12/18 - B4

SGWORLD®

Ref No:

DETAILS OF INCIDENT / NEAR MISS AND PERSON(S) INVOLVED

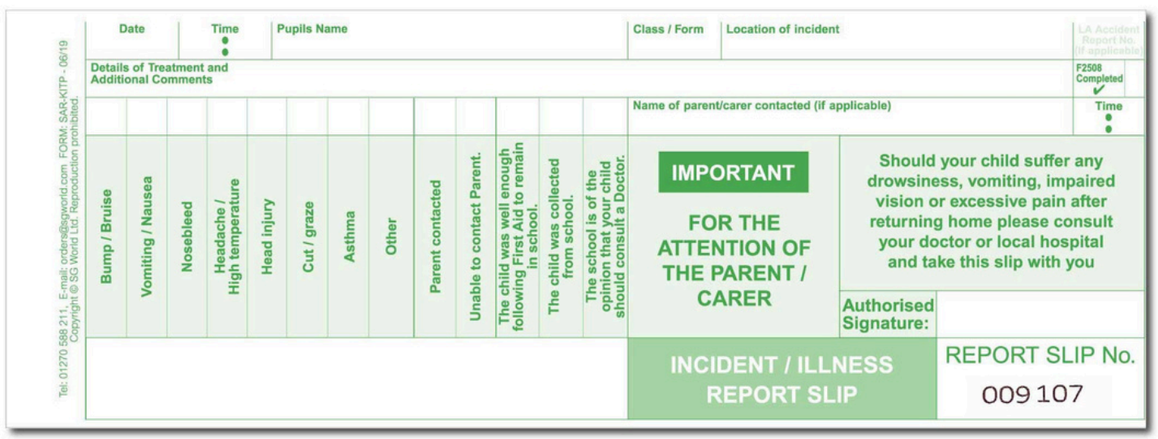
| Name(s): | Date: | Time: |
|---|---|---|
| Location: | | |

Please use the boxes below to indicate (3) the circumstances of the incident / near miss

| | | | | | |
|---|---|---|---|---|---|
| Slip/Trip/Fall | | PPE | | Environment | |
| Falling Object | | Manual Handling | | Plant & Equipment | |
| Housekeeping | | Lifting Operations | | Vehicles | |
| Restricted access | | Confined Space | | Utilities | |
| Working at Height | | Excavations | | Other | |

Brief description including causes and any action taken:

HELP US TO HELP YOU!
BY REPORTING A NEAR MISS YOU ARE HELPING US TO REDUCE ACCIDENTS
PLEASE SEND THIS FORM TO THE HEALTH & SAFETY DEPARTMENT


Tel: 01270 588 211, E-mail: orders@sgworld.com FORM: SAR-KITP - 06/19
Copyright © SG World Ltd. Reproduction prohibited.

| Date | Time | Pupils Name | Class / Form | Location of incident | LA Accident Report No. (if applicable) |
|---|---|---|---|---|---|
| | : | | | | |

Details of Treatment and Additional Comments — F2508 Completed ✓

Name of parent/carer contacted (if applicable) — Time :

| Bump / Bruise | Vomiting / Nausea | Nosebleed | Headache / High temperature | Head injury | Cut / graze | Asthma | Other | Parent contacted | Unable to contact Parent. | The child was well enough following First Aid to remain in school. | The child was collected from school. | The school is of the opinion that your child should consult a Doctor. |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | | | | | |

**IMPORTANT**

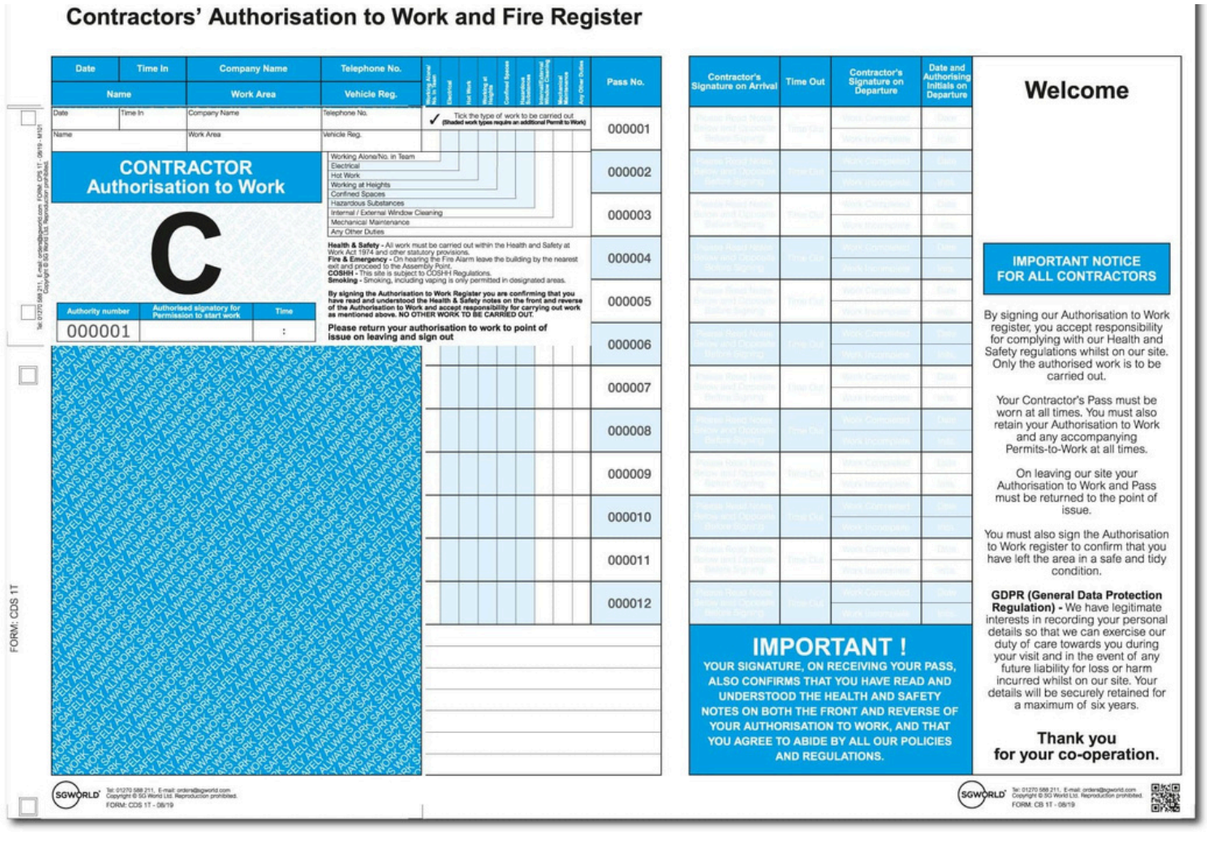
**FOR THE ATTENTION OF THE PARENT / CARER**

**Should your child suffer any drowsiness, vomiting, impaired vision or excessive pain after returning home please consult your doctor or local hospital and take this slip with you**

Authorised Signature:

**INCIDENT / ILLNESS REPORT SLIP**

REPORT SLIP No. 009 107


## Contractors' Authorisation to Work and Fire Register

| Date | Time In | Company Name | Telephone No. | Pass No. |
|---|---|---|---|---|
| Name | | Work Area | Vehicle Reg. | |
| | | | | 000001 |
| | | | | 000002 |
| | | | | 000003 |
| | | | | 000004 |
| | | | | 000005 |
| | | | | 000006 |
| | | | | 000007 |
| | | | | 000008 |
| | | | | 000009 |
| | | | | 000010 |
| | | | | 000011 |
| | | | | 000012 |

✓ Tick the type of work to be carried out (Shaded work types require an additional Permit to Work)

Working Alone/No. in Team · Electrical · Hot Work · Working at Heights · Confined Spaces · Hazardous Substances · Internal / External Window Cleaning · Mechanical Maintenance · Any Other Duties

**CONTRACTOR Authorisation to Work**

**C**

| Authority number | Authorised signatory for Permission to start work | Time |
|---|---|---|
| 000001 | | : |

**Health & Safety** - All work must be carried out within the Health and Safety at Work Act 1974 and other statutory provisions.
**Fire & Emergency** - On hearing the Fire Alarm leave the building by the nearest exit and proceed to the Assembly Point.
**COSHH** - This site is subject to COSHH Regulations.
**Smoking** - Smoking, including vaping is only permitted in designated areas.

**By signing the Authorisation to Work Register you are confirming that you have read and understood the Health & Safety notes on the front and reverse of the Authorisation to Work and accept responsibility for carrying out work as mentioned above. NO OTHER WORK TO BE CARRIED OUT.**

**Please return your authorisation to work to point of issue on leaving and sign out**

| Contractor's Signature on Arrival | Time Out | Contractor's Signature on Departure | Date and Authorising Initials on Departure |
|---|---|---|---|
| | | | |

**IMPORTANT !**
**YOUR SIGNATURE, ON RECEIVING YOUR PASS, ALSO CONFIRMS THAT YOU HAVE READ AND UNDERSTOOD THE HEALTH AND SAFETY NOTES ON BOTH THE FRONT AND REVERSE OF YOUR AUTHORISATION TO WORK, AND THAT YOU AGREE TO ABIDE BY ALL OUR POLICIES AND REGULATIONS.**

### Welcome

**IMPORTANT NOTICE FOR ALL CONTRACTORS**

By signing our Authorisation to Work register, you accept responsibility for complying with our Health and Safety regulations whilst on our site. Only the authorised work is to be carried out.

Your Contractor's Pass must be worn at all times. You must also retain your Authorisation to Work and any accompanying Permits-to-Work at all times.

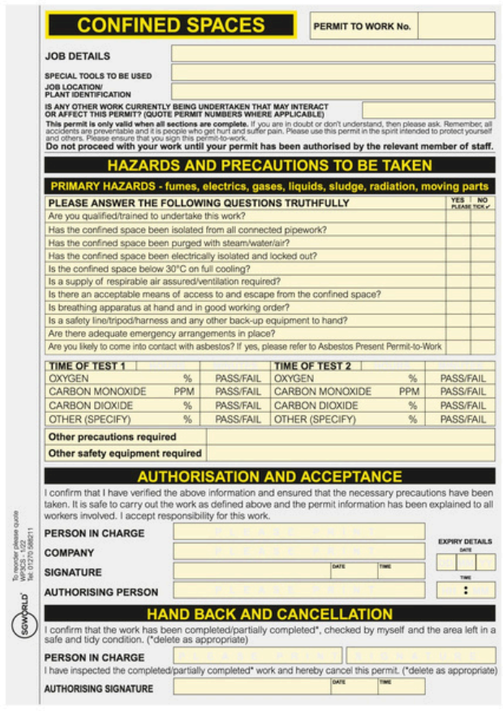
On leaving our site your Authorisation to Work and Pass must be returned to the point of issue.

You must also sign the Authorisation to Work register to confirm that you have left the area in a safe and tidy condition.

**GDPR (General Data Protection Regulation) -** We have legitimate interests in recording your personal details so that we can exercise our duty of care towards you during your visit and in the event of any future liability for loss or harm incurred whilst on our site. Your details will be securely retained for a maximum of six years.

**Thank you for your co-operation.**

FORM: CDS 1T


## CONFINED SPACES

PERMIT TO WORK No.

JOB DETAILS
SPECIAL TOOLS TO BE USED
JOB LOCATION/ PLANT IDENTIFICATION
IS ANY OTHER WORK CURRENTLY BEING UNDERTAKEN THAT MAY INTERACT OR AFFECT THIS PERMIT? (QUOTE PERMIT NUMBERS WHERE APPLICABLE)

**This permit is only valid when all sections are complete.** If you are in doubt or don't understand, then please ask. Remember, all accidents are preventable and it is people who get hurt and suffer pain. Please use this permit in the spirit intended to protect yourself and others. Please ensure that you sign this permit-to-work.
**Do not proceed with your work until your permit has been authorised by the relevant member of staff.**

### HAZARDS AND PRECAUTIONS TO BE TAKEN

**PRIMARY HAZARDS - fumes, electrics, gases, liquids, sludge, radiation, moving parts**

| PLEASE ANSWER THE FOLLOWING QUESTIONS TRUTHFULLY | YES PLEASE TICK ✓ | NO |
|---|---|---|
| Are you qualified/trained to undertake this work? | | |
| Has the confined space been isolated from all connected pipework? | | |
| Has the confined space been purged with steam/water/air? | | |
| Has the confined space been electrically isolated and locked out? | | |
| Is the confined space below 30°C on full cooling? | | |
| Is a supply of respirable air assured/ventilation required? | | |
| Is there an acceptable means of access to and escape from the confined space? | | |
| Is breathing apparatus at hand and in good working order? | | |
| Is a safety line/tripod/harness and any other back-up equipment to hand? | | |
| Are there adequate emergency arrangements in place? | | |
| Are you likely to come into contact with asbestos? If yes, please refer to Asbestos Present Permit-to-Work | | |

| TIME OF TEST 1 | | | TIME OF TEST 2 | | |
|---|---|---|---|---|---|
| OXYGEN | % | PASS/FAIL | OXYGEN | % | PASS/FAIL |
| CARBON MONOXIDE | PPM | PASS/FAIL | CARBON MONOXIDE | PPM | PASS/FAIL |
| CARBON DIOXIDE | % | PASS/FAIL | CARBON DIOXIDE | % | PASS/FAIL |
| OTHER (SPECIFY) | % | PASS/FAIL | OTHER (SPECIFY) | % | PASS/FAIL |

| | |
|---|---|
| Other precautions required | |
| Other safety equipment required | |

### AUTHORISATION AND ACCEPTANCE

I confirm that I have verified the above information and ensured that the necessary precautions have been taken. It is safe to carry out the work as defined above and the permit information has been explained to all workers involved. I accept responsibility for this work.

PERSON IN CHARGE
COMPANY
SIGNATURE — DATE — TIME
AUTHORISING PERSON

EXPIRY DETAILS — DATE — TIME

### HAND BACK AND CANCELLATION

I confirm that the work has been completed/partially completed*, checked by myself and the area left in a safe and tidy condition. (*delete as appropriate)

PERSON IN CHARGE
I have inspected the completed/partially completed* work and hereby cancel this permit. (*delete as appropriate)
AUTHORISING SIGNATURE — DATE — TIME



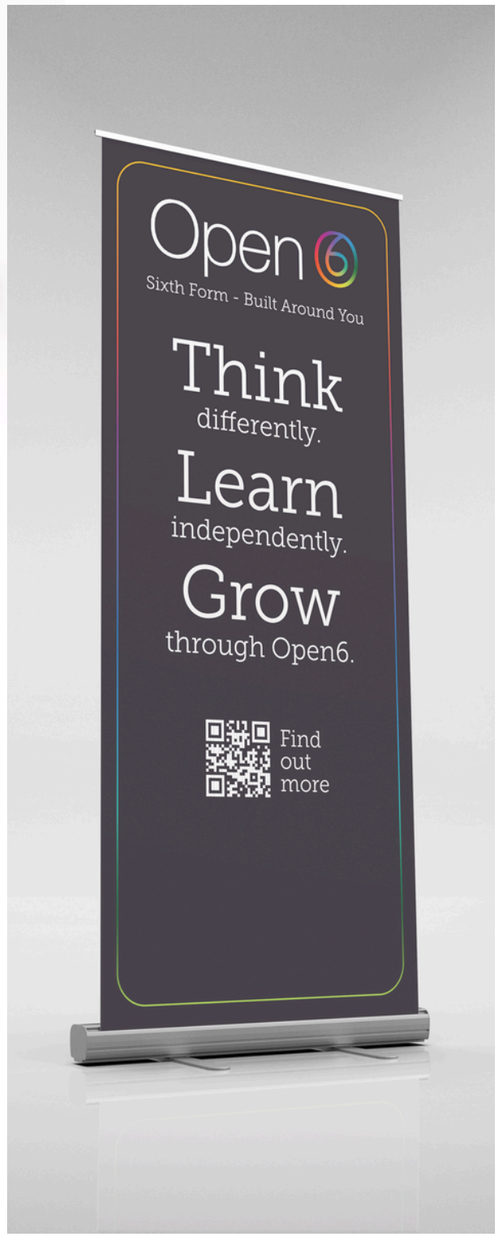
# Large format

When a project needs to command a room, or a roadside, I design with scale in mind. My large format experience ranges from pull-up banners and high-impact roadside signage to trade show backdrop graphics and massive warehouse banners. I focus on big-picture hierarchy, sharp contrast, and legible typography that grabs attention from a distance while keeping production specs seamless for full-scale printing.











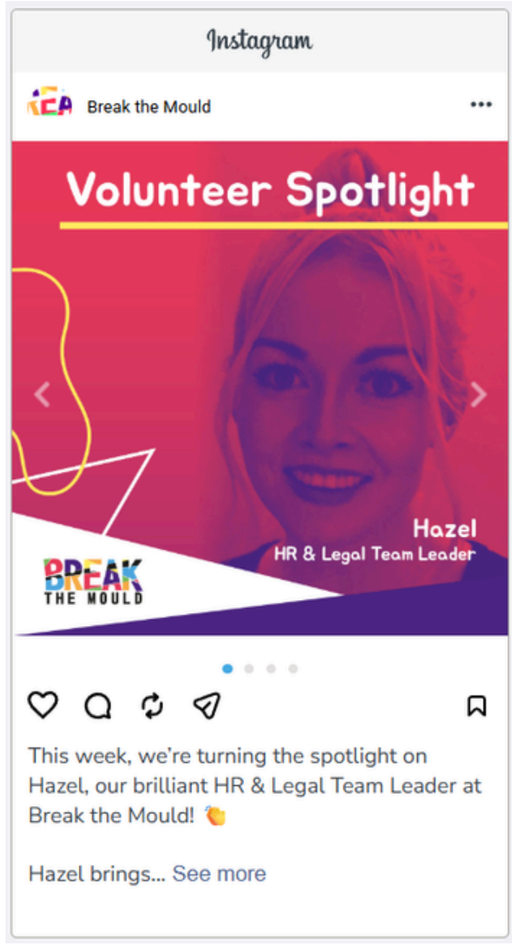

# Social Media Content Creation

Designing for digital is all about stopping the scroll with clarity and purpose. I've created tailored social media assets for diverse audiences, from informative, structured content for a health and safety organization to warm, community-driven visual storytelling for a Wirral-based charity supporting young people and families. I tailor the visual tone to match the audience, creating graphics that drive engagement and build genuine connection.












# Logo design

I love crafting strong, memorable logos that capture a business's core personality from day one. My approach focuses on creating clean, versatile visual identities that can grow alongside a brand, translating a client’s vision into an authentic mark that looks polished across both print and digital. I’m always excited to partner with small businesses, independent makers, and passion projects to help shape unique visual identities that make a lasting first impression.















# The Thoughtful Candle Co

At the start of 2021, my mum launched her handmade wax candle business, and I stepped in to bring her visual vision to life. She wanted a brand that felt clean, sophisticated, and warm. I handled the end-to-end launch, designing the core logo and print touchpoints like care cards, directing the product photography, and building out her online shop to create a seamless, welcoming customer experience.




Main Logo
Website, labels and candle care card

THE
*thoughtful*
CANDLE CO.

Secondary Logo
Packaging labels

THE
*thoughtful*
CANDLE CO.

Website Logo

THE *thoughtful* CANDLE CO.








# The Thoughtful Candle Co

Candle Labels




Tealight Labels




Candle Care Card



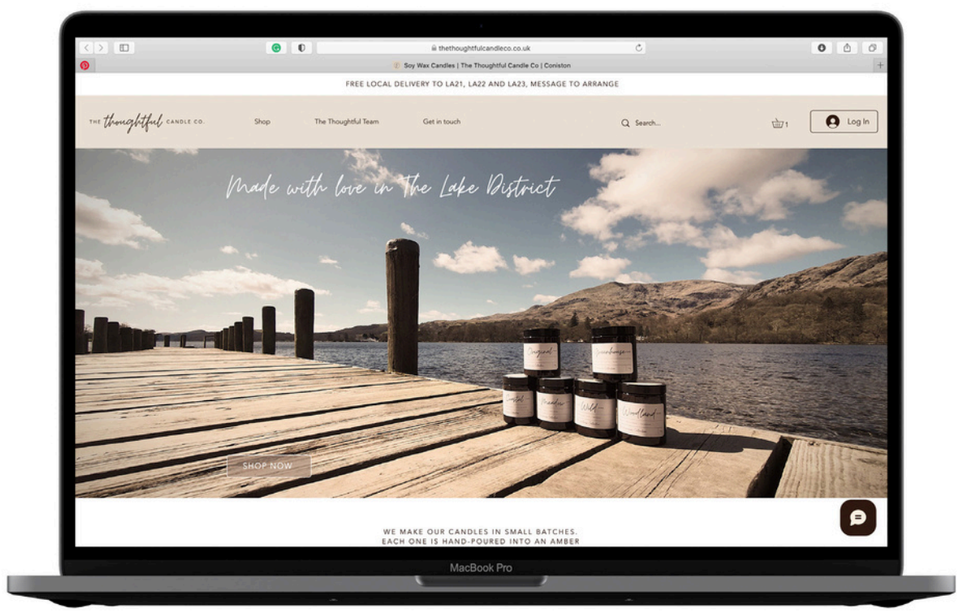

*Front*




*Back*

Website

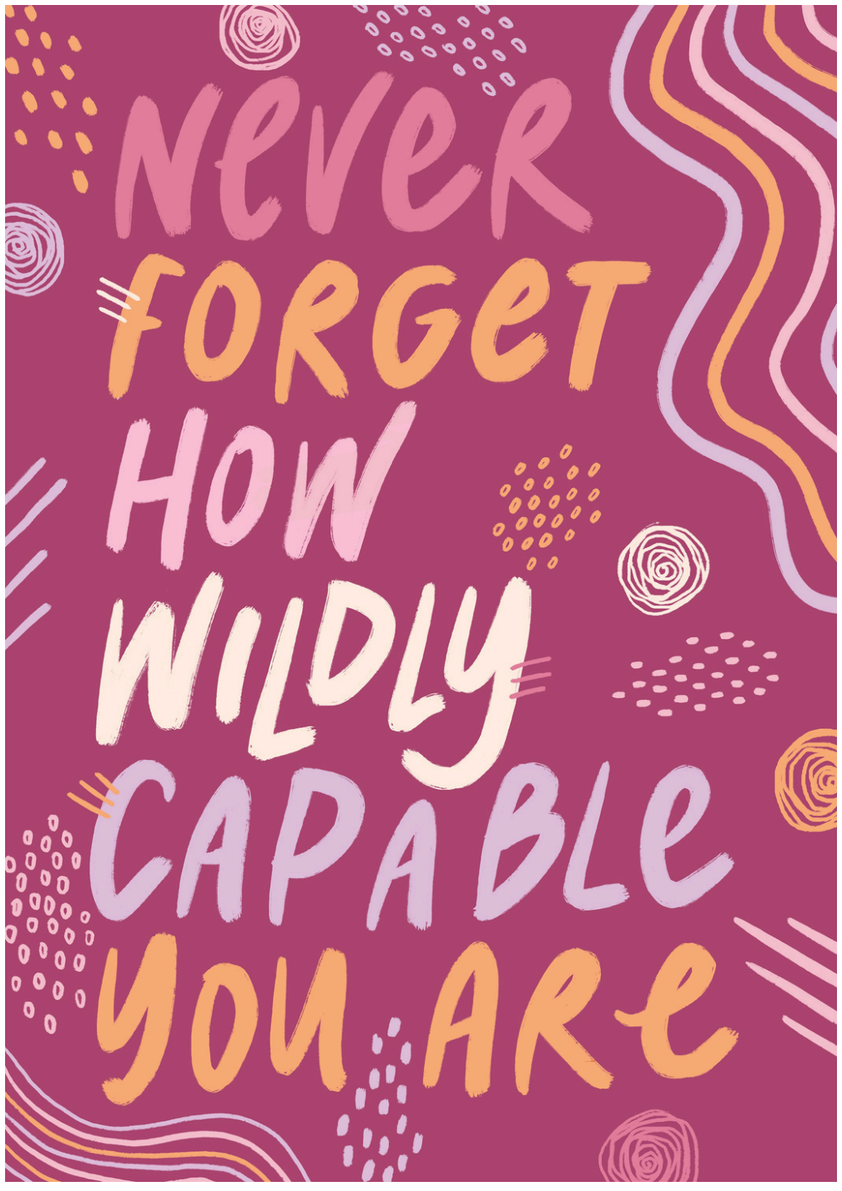
*www.thethoughtfulcandleco.co.uk*



# Typography

My personal print work is driven by bold color, playfulness, and positive energy. I specialise in vibrant typographic prints focused on uplifting, inspiring, and joyful phrases that bring personality into any room. By pairing expressive lettering with deliberate palette choices, I turn simple words into eye-catching visual statements that bring a bit of extra light to everyday spaces.

To see more examples please visit my Instagram account @designedbyzena











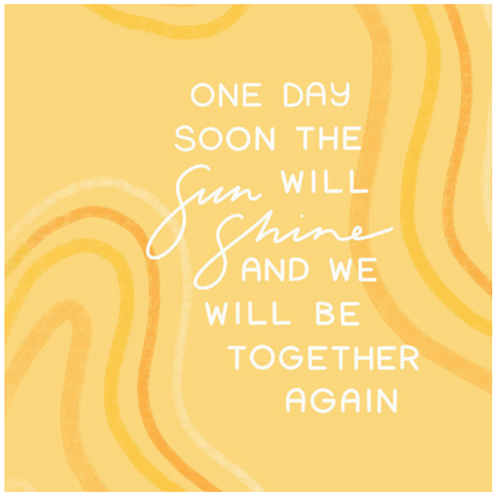
















# Portrait Illustration

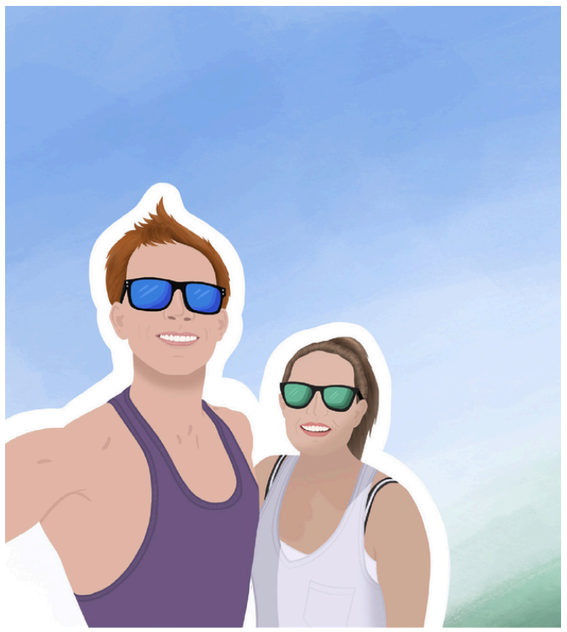
My portrait work centers on warmth, character, and detail. Whether captures of people, beloved pets, or custom gifts, I blend clean lines and rich color palettes to capture personality and emotion rather than just a likeness. It's a tactile, thoughtful process that turns moments and memories into timeless visual art.









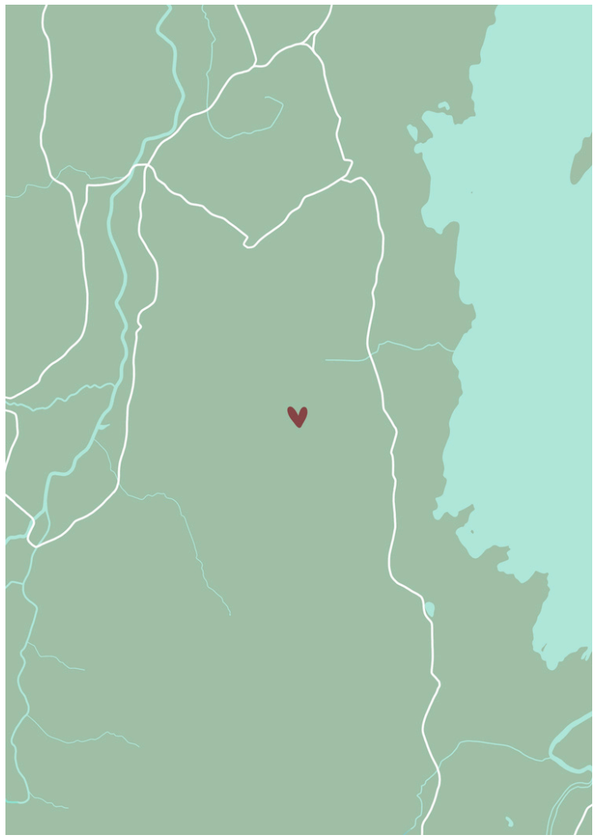


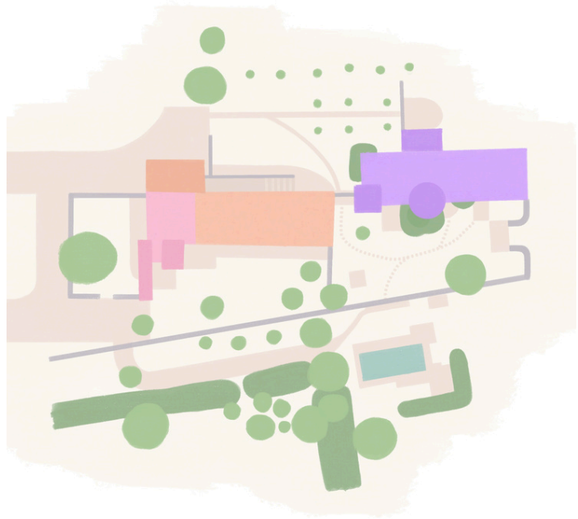




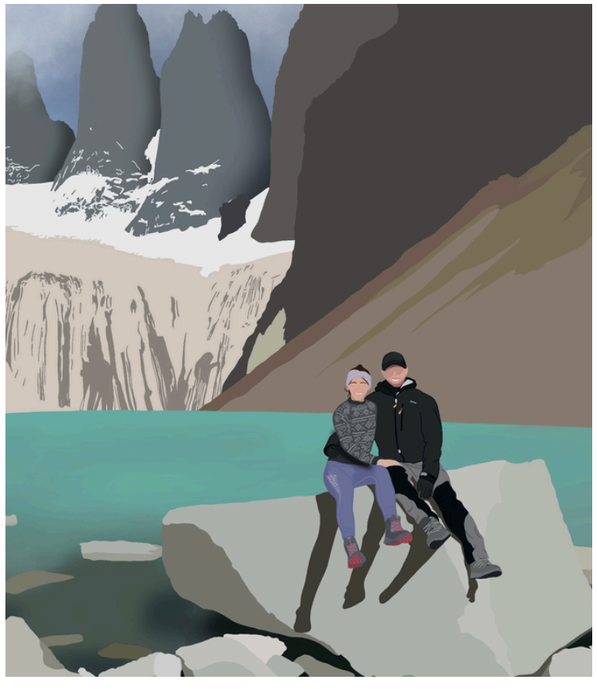

# Landscape Illustration

My landscape and map illustrations focus on atmosphere, memory, and personal storytelling. I specialise in custom illustrated maps that commemorate special places and milestone moments, as well as scenic art highlighting rural landscapes and mountainous views. It's work rooted in natural beauty and meaningful locations, and I'm always looking to expand this style into broader scenic and architectural illustration projects.











# Let’s work together

I’m always looking for exciting new design challenges, friendly clients, and creative collaborations. If you like what you see here and think we’d be a good fit, let’s start a conversation!

Drop me a message to discuss your ideas, request a quote, or simply say hello.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designedbyzena@outlook.com

www.designedbyzena.com


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