

DEJORN
FISHER



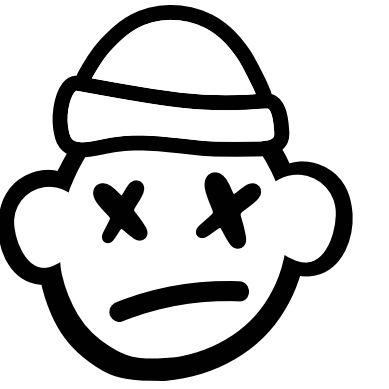
www.splitsquaredesign.co.uk

dejornfisher@hotmail.com

PORTFOLIO 2026



I'm a multidisciplinary designer working across branding, creative strategy, digital experiences and visual storytelling.

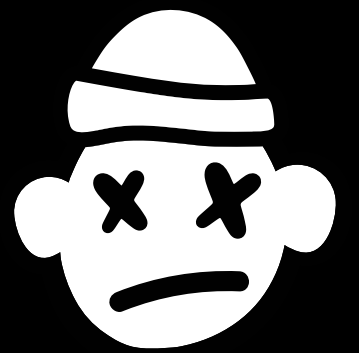


I've spent the last five years helping organisations build stronger brands through identity, campaigns and design. Working across agencies and in-house teams, I've developed brand identities, marketing campaigns, digital experiences and visual systems that help organisations communicate with clarity and purpose.

My work sits at the intersection of branding, campaign thinking and visual storytelling. I'm fascinated by how brands position themselves, shape culture and create memorable experiences that people connect with. Whether it's evolving a visual identity, developing a campaign or bringing a brand to life across different touchpoints, I enjoy creating work that's both strategically considered and creatively distinctive.

I integrate AI into my creative process not as a shortcut, but as a tool for research, exploration and concept development. For me, the strongest ideas come from curiosity, collaboration and a deep understanding of the brand.



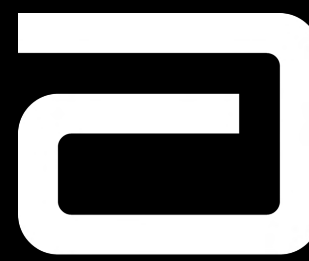


From charities and healthcare to consumer brands and technology, I've worked with organisations of all sizes to bring brands and campaigns to life through thoughtful design.

View Projects at
www.splitsquaredesign.co.uk

**Cancer
Education**
Awareness · Support · Reintegration

 **IDA**
Infectious Disease Alliance


Abbott

Sabre

**Grenfell
speaks**

 **American
Nurses**
Credentialing Center



YMCA

ROCABA
Passion For Packaging

CARRIER **BAG** SHOP

YMCA
fit

HOXTON
SPIRITS LONDON



Industry

Education & Fitness

Deliverables

Brand Identity · Campaign Design ·
Print · Digital · Email Marketing ·
Social Media

Overview

YMCAfit was undergoing a repositioning to modernise its brand and better engage aspiring fitness professionals. I developed a refreshed visual identity and created a suite of marketing assets across digital, print, email and social media, ensuring the brand remained consistent across every touchpoint. This included HTML email campaigns designed to reinforce tutor credibility, encourage verified learner reviews and make training opportunities more engaging and accessible.

View the full YMCAfit case study, including additional campaign assets and brand applications, at:
www.splitsquaredesign.co.uk





Support your clients through menopause with confidence!

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[View course](#)

Three reasons why this qualification matter to your clients - and to your career



1 - Stronger more trusting clients

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3 - Increase revenue potential

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4 - Make your professional mark

Voluptas eritem aut excedet labo. Cenum est, am, con cum et quia velotio quia velatam et arumqui andae de dem quibus, torpuda coriosin cultut es nis vernatem eum et omnisinus dunt, odio ipsam,

Meet your tutor

Check out our blog with Mark Thorpe and find out why she believes this course is essential for PTs, Yoga teachers and fitness instructors supporting middle women.

[Read my blog](#)

Course start date - 25 April 2026

Ready to make a difference - become the professional women can trust during one of the most significant transitions of their lives

Book a call, enrol today and start your journey

[Get started](#)



More than a qualification.
A career for life.

Meet Zelin

YMCAfit Level 3 Gym and
PT Diploma Graduate



Tone of voice

Our personality is what makes us stand out within the marketplace, differentiates us from our competitors and lets us express our brand values, mission and raison d'être.

Language may change slightly from one campaign to another to cater to the audience, channel and wider macro climate and influences, but in essence our tone of voice should follow these guidelines:

Friendly and supportive – we want the audience to feel heard and understood while still being confident in their decision.

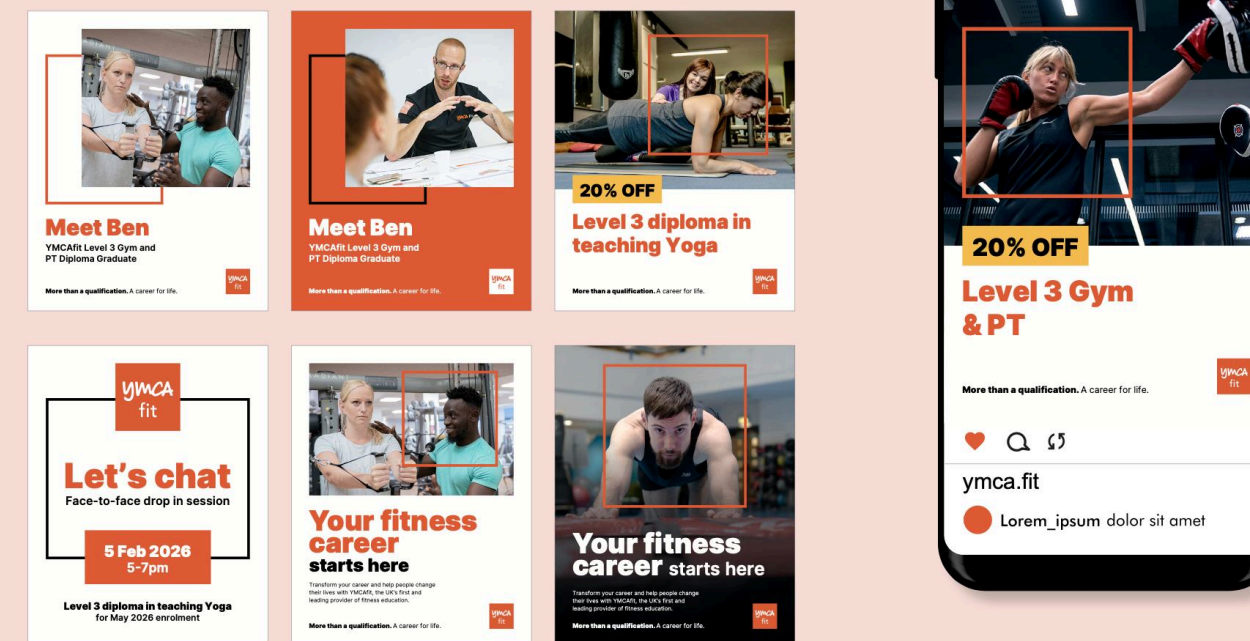
Trustworthy – we want the audience to trust us; share our knowledge we have within the industry and help them feel we know what we're talking about. We're highly experienced.

Transparent – we don't sugar-coat, we're straightforward but also approachable. We're easy to understand while instilling confidence within our products.

Passionate – we really care about what we do and how we delivery. We're enthusiastic for student success and career development

Brand Mockups

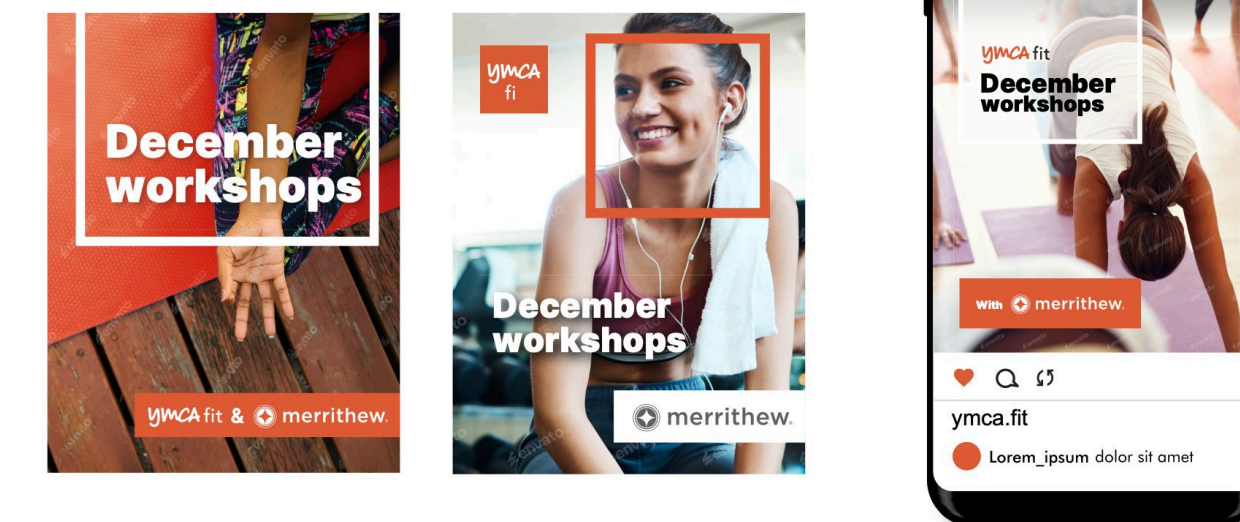
Socials



21

Brand Mockups

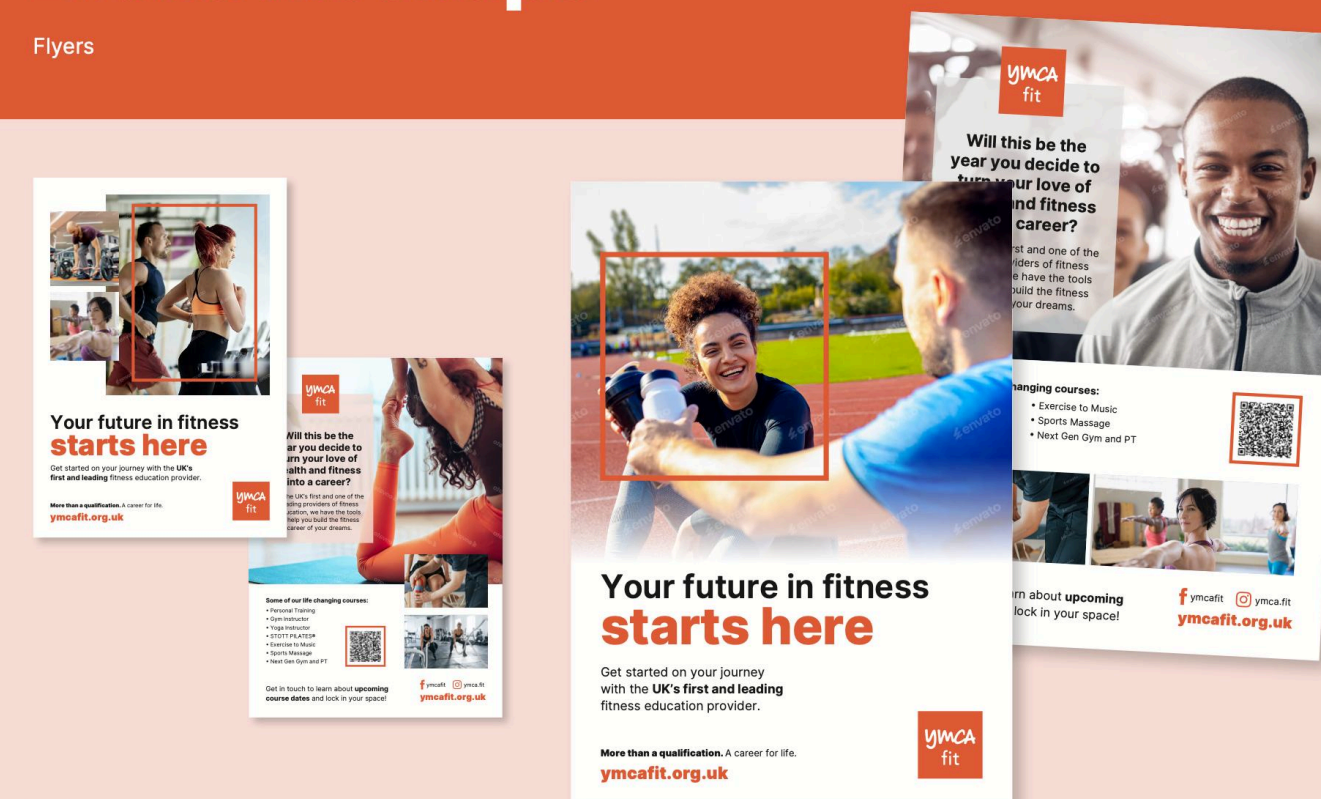
Socials with Merrithew



22

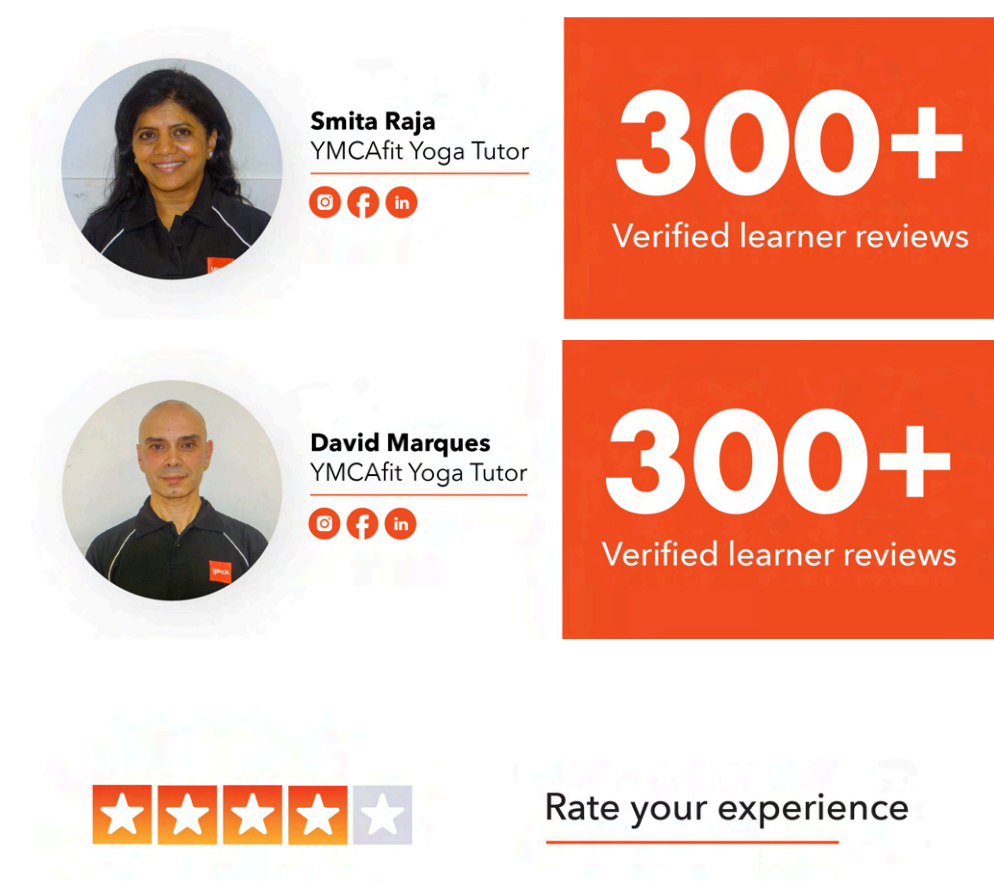
Brand Mockups

Flyers



19

HTML Trustpilot banners



Hoxton Spirits

Industry

FMCG

Deliverables

Brand Campaigns · Packaging · Point of Sale (POS) · Retail Collateral · Print · Digital · Social Media

Overview

Working with Hoxton Spirits, I developed creative assets that brought the brand to life across retail and digital touchpoints. My work included point-of-sale (POS) materials, packaging, social content and campaign collateral, ensuring a consistent brand experience from shelf to screen. The projects focused on strengthening brand visibility, supporting product launches and creating engaging customer experiences across multiple channels.

View the full Hoxton Spirits case study, including campaign presentations and additional creative work, at: www.splitsquaredesign.co.uk

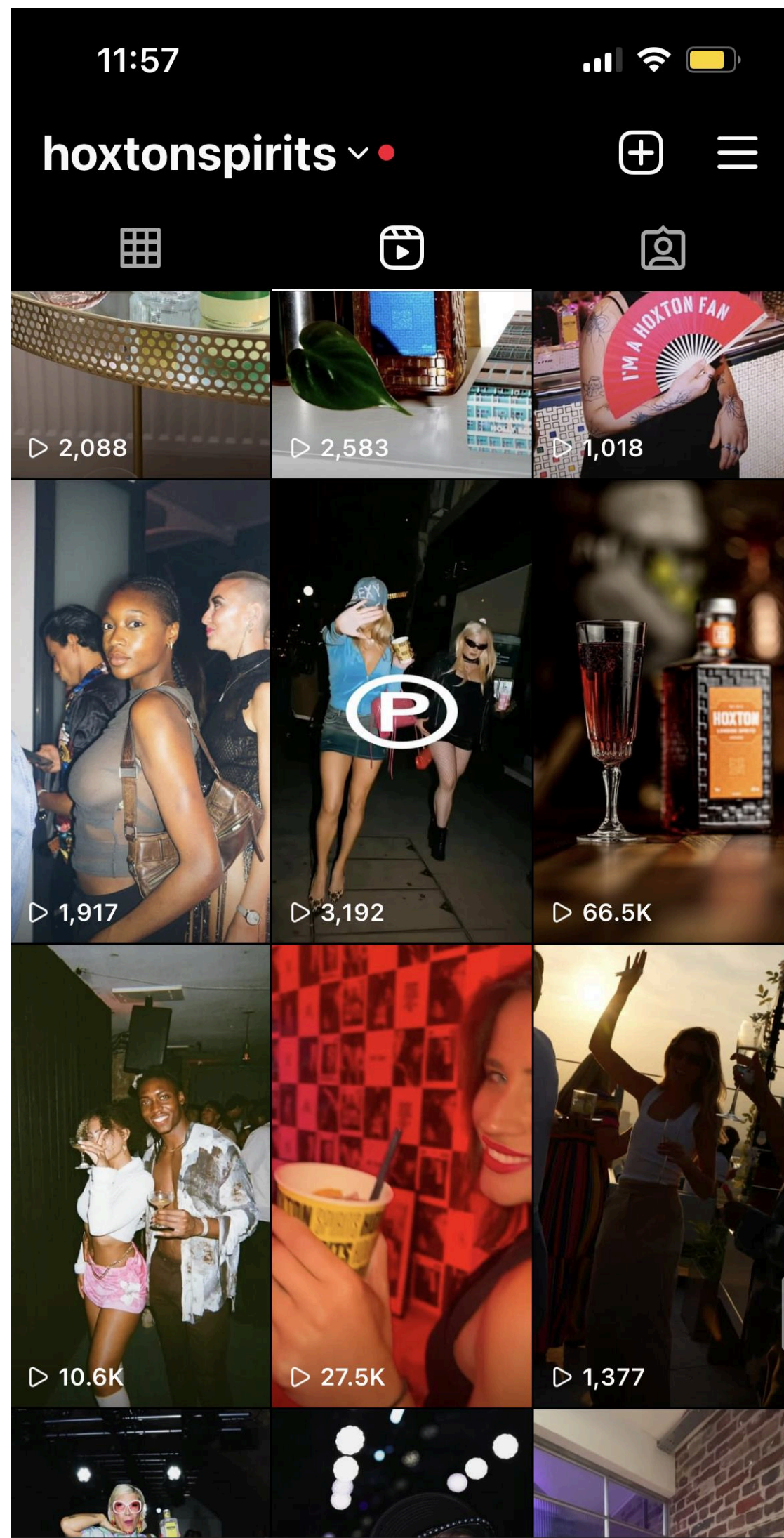
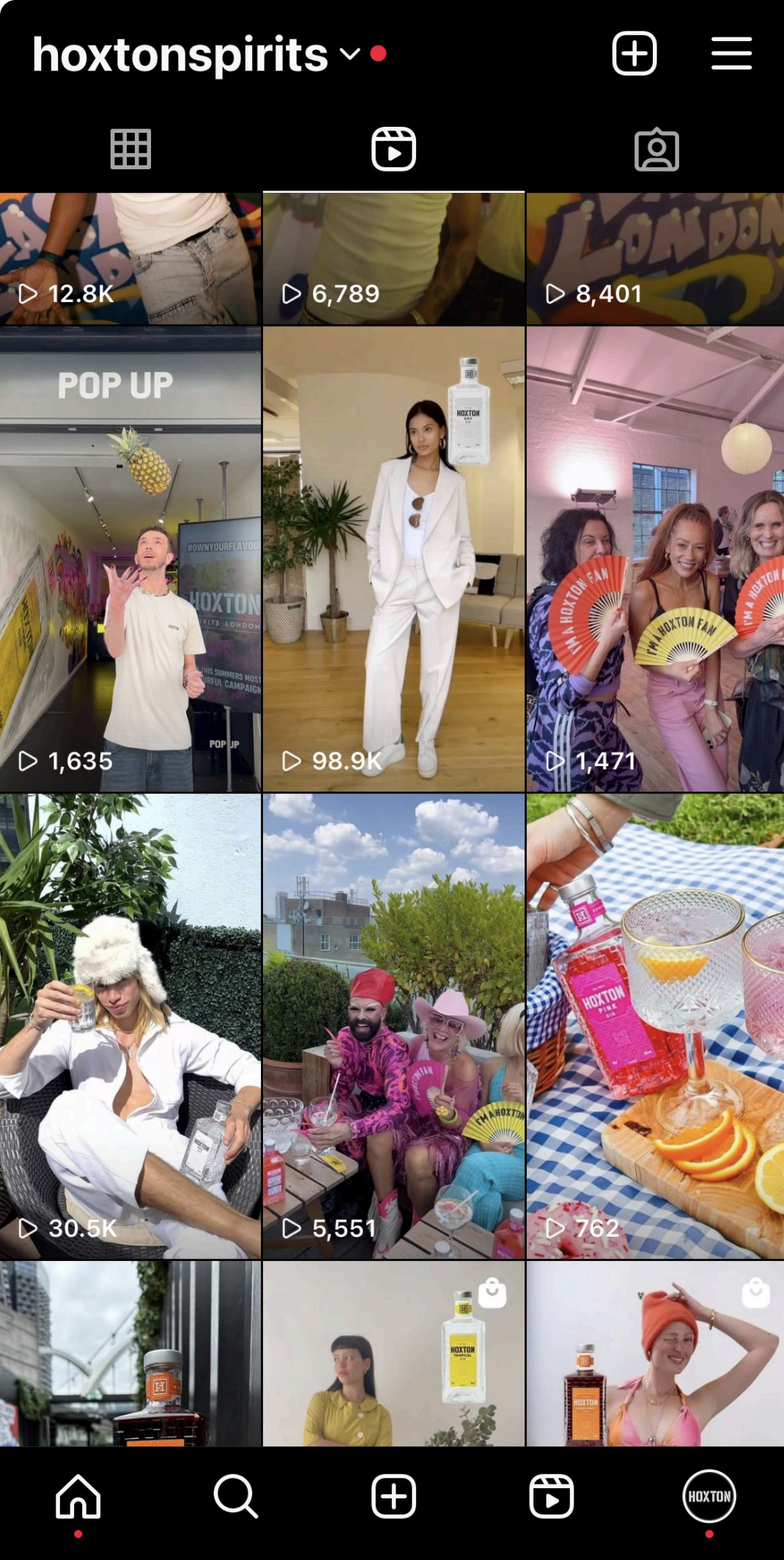












 13.7K+ FOLLOWERS

 5.7K+

SUMMER CAMPAIGN 2023

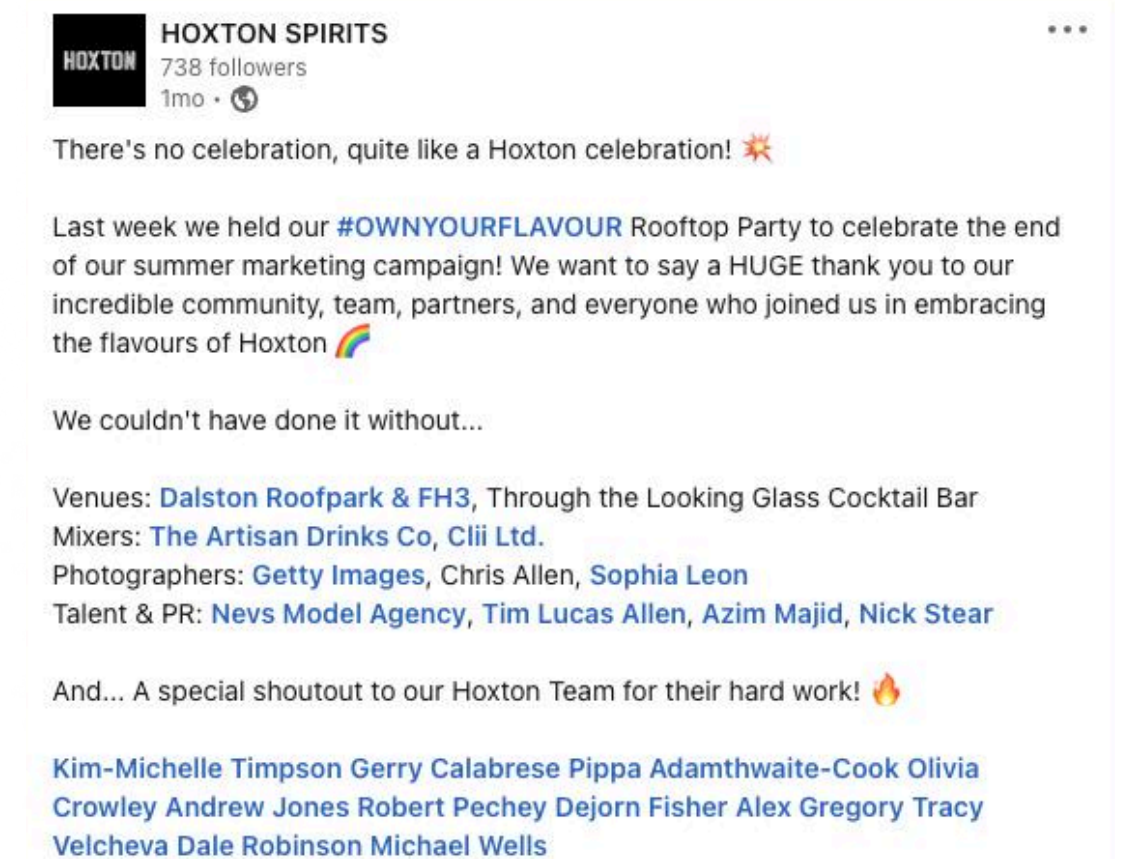
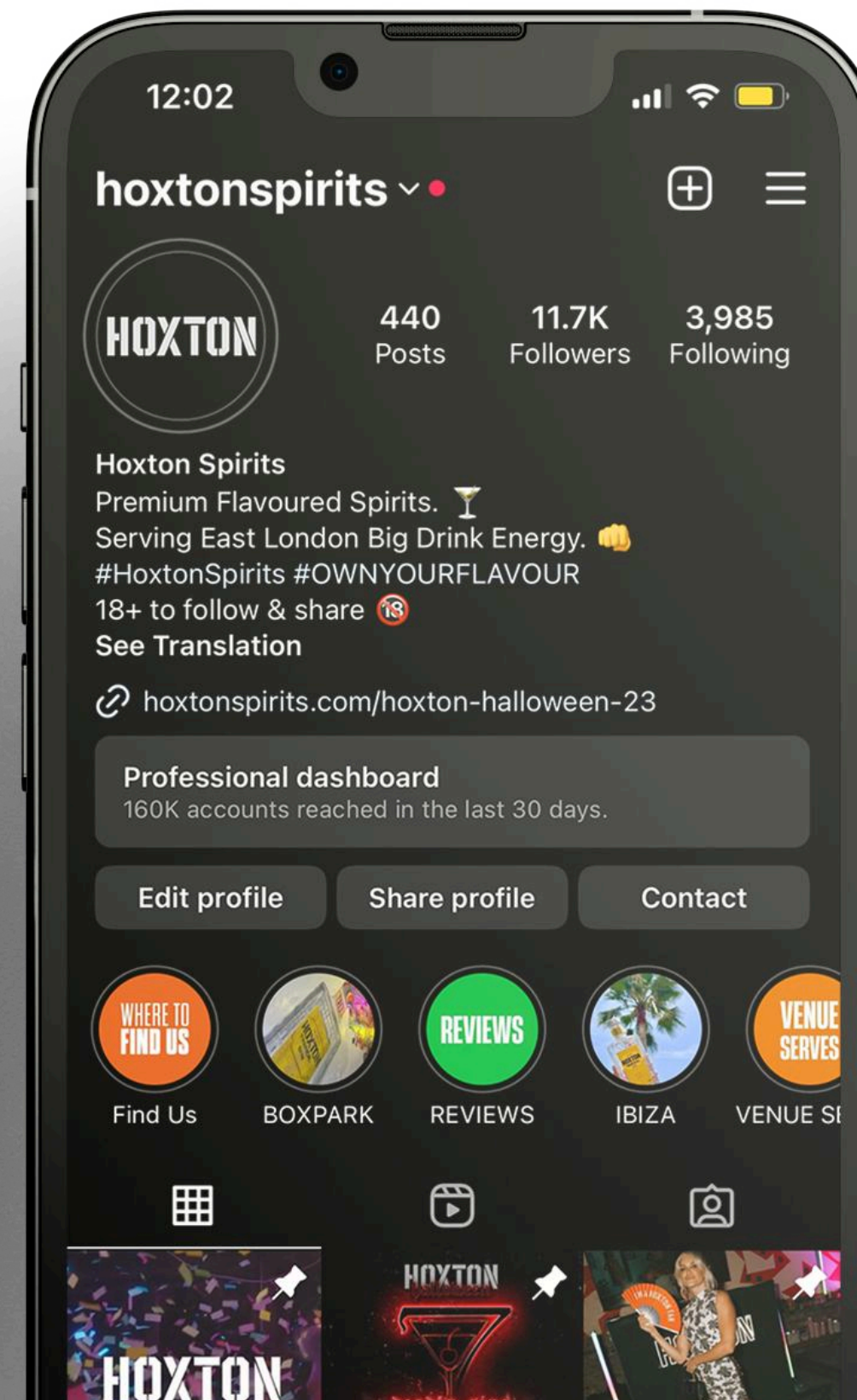
'OWN YOUR FLAVOUR'

PARTNERSHIP WITH NEVS INFLUENCER & MODEL AGENCY

14 INSTAGRAM REELS BY INFLUENCERS INVOLVED IN CAMPAIGN:

VIEWS: 1,075,104
LIKES: 3,224
REACH: 722,824

TOTAL REACH FROM STORY SHARES FROM OYF ROOFTOP PARTY ATTENDEES: 7,693,922



BANANA RUM MACERATED



ENJOY
RESPONSIBLY

HOXTON
SPIRITS LONDON

COCONUT & GRAPEFRUIT



REAL FRUIT & NO NASTIES



ENJOY
RESPONSIBLY

HOXTON
SPIRITS LONDON

Developed campaign concepts and digital marketing assets promoting Hoxton Spirits' flavoured range across e-commerce and online channels. Using product compositing, typography and art direction, I created bold visuals that reinforced the brand's premium identity.

Sabre Travel

Industry

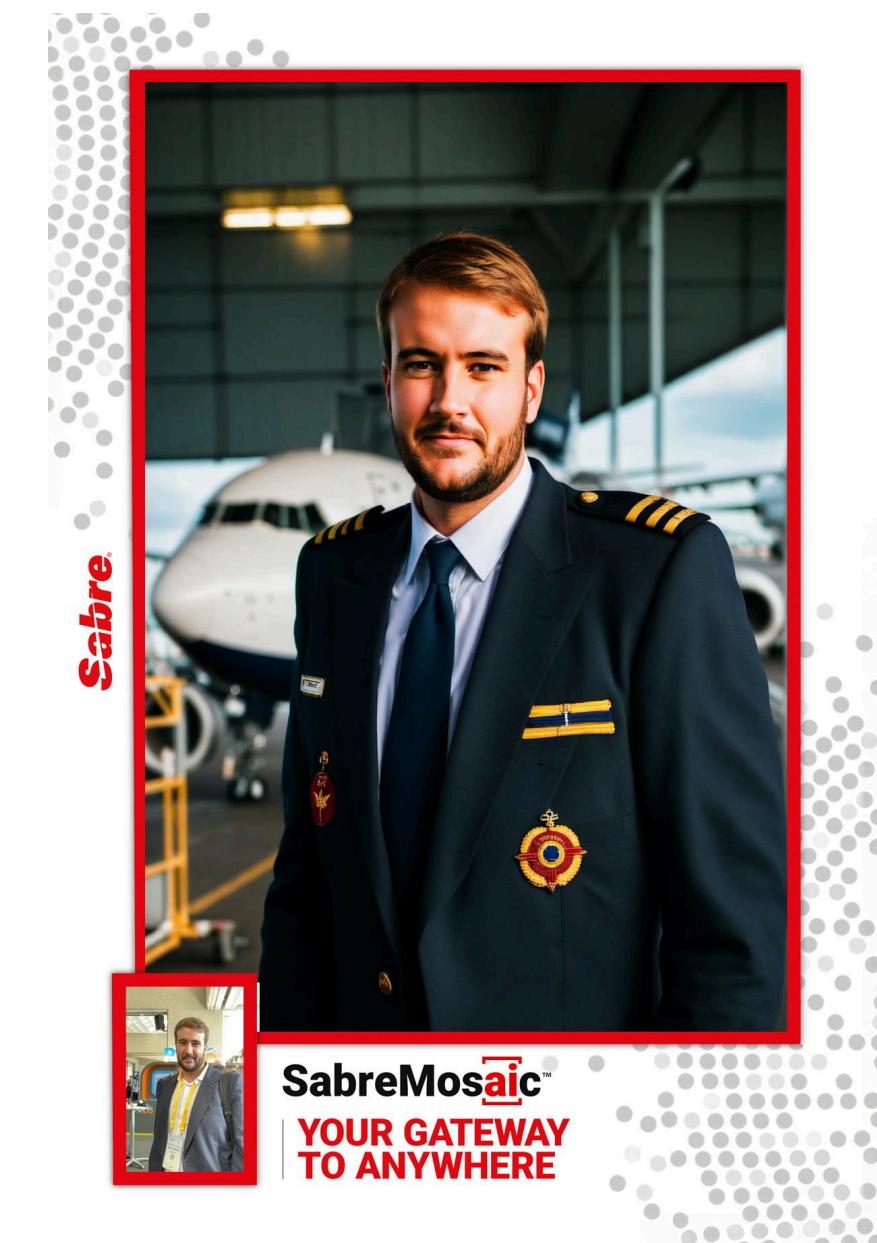
Travel Technology / SaaS

Deliverables

Exhibition Design · Event Branding · Large Format Graphics · Digital Advertising · Website Banners · Email Marketing · Social Media · Presentation Design · Agenda Cards · Motion Graphics (GIFs)

Overview

Working with Sabre, I created a wide range of branded assets supporting global marketing campaigns, live events and digital communications. My work included designing exhibition graphics and large-format artwork for industry events, alongside social media carousels, website banners, email marketing, agenda cards and animated GIF advertisements. Applying the Sabre brand consistently across exhibition environments and digital channels, I helped deliver a cohesive brand experience across physical and digital touchpoints.





IATA BOOTH MOCKUP

Trybe UK

Industry

Technology / Start-up

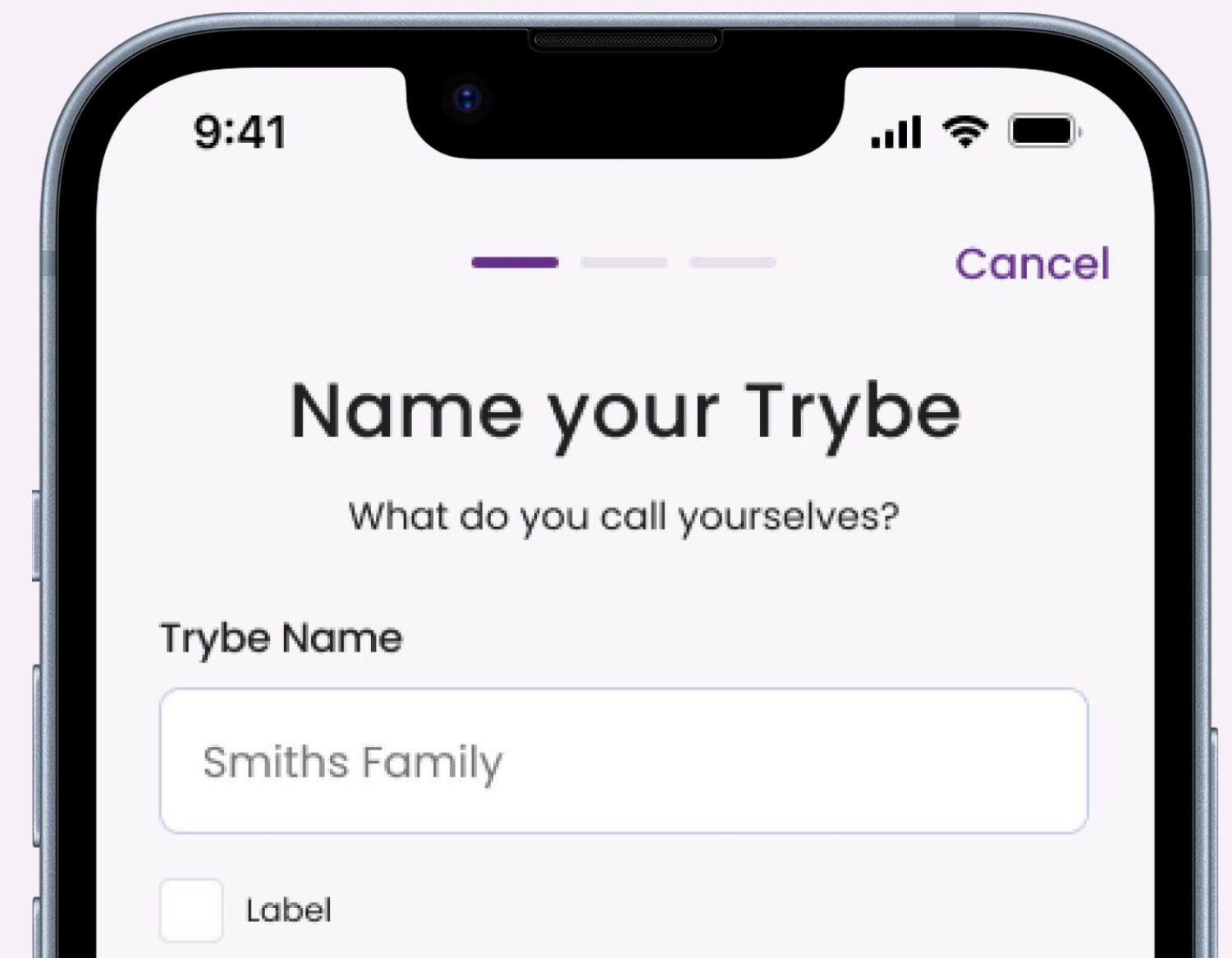
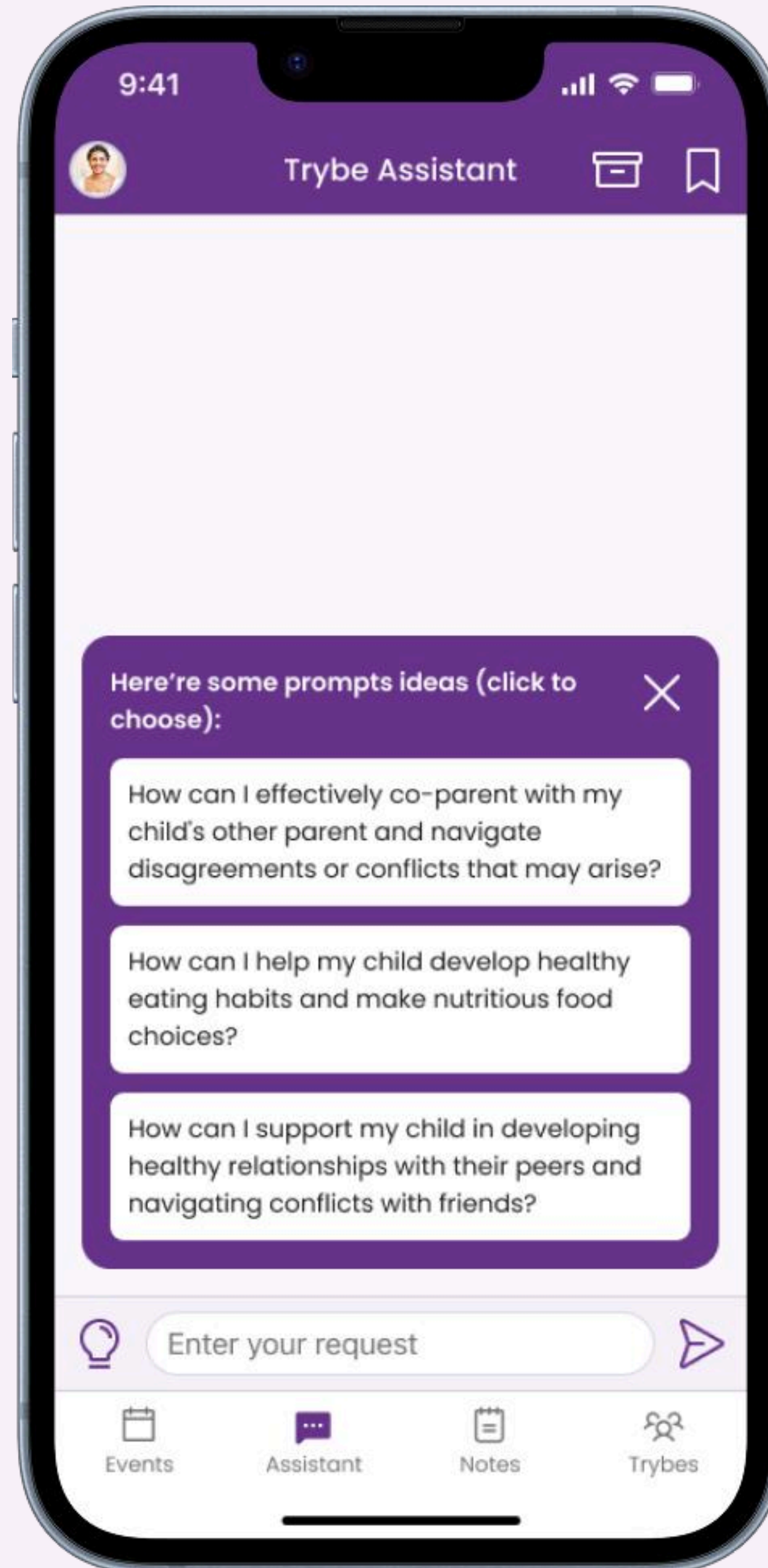
Deliverables

Brand Identity · UX/UI Design ·
Marketing Collateral · Pitch Decks ·
Digital Assets · Event Branding

Overview

Trybe required a scalable brand capable of supporting rapid growth and investment. I contributed to the development of its visual identity, UX/UI and marketing collateral, creating a cohesive brand system across the product, investor pitch decks and digital communications. The company went on to secure £15,000 through the Sky x Barclays Eagle Labs Accelerator, with the brand and presentation materials supporting its investment proposition.

This project has been condensed for this portfolio. Additional case studies are available upon request or can be viewed at www.splitsquaredesign.co.uk



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**Let's create
something
memorable.**

