

'It was quite simply game-changing when Lisa joined us at The Gro Company.

She took the "Gro" brand with its existing products to a whole new level, and was also instrumental in adding successful new products to the range. Her approach to everything including quality, safety, detail, sustainability and ethics matched my own and she was able to make our dreams for the brand's development into a reality, as well as adding so much more. Lisa's creativity and extensive industry experience is matched by her commercialism. We could always be sure that our products would not only be beautiful, safe, high quality, beautifully packaged and on-brand, but would also be commercially viable and delivered on time and to cost.

As if that is not enough, Lisa is also an absolute delight to work with!"

Ouvrielle Lindfield Roberts - Co-Founder of The Gro Company

#### ABOUT ME

- Award-winning design, creative and product development director & co-founder of kids' clothing brand
- Strategic thinker, collaborator & creative leader
- Reputation for design excellence in trend, print, styling and art direction of both product & brand
- Received over 50 design awards spanning a 25year career
- Instrumental in the acquisition of granted patents for design developments
- Recognised as a leading industry specialist in product safety, sitting on BS and EN safety steering committees
- Board experience, including MBO
- Exceptional presentation skills key speaker, Facebook lives, video tutorials.
- Enthusiastic, energetic, unapologetically passionate, loyal and results-driven





''Lisa is a unique combination of creative flair and solid commercial knowledge.

A pleasure to work with too. Highly recommended.''

Andrew Kluge -CEO - Cosatto

#### BRAND EXPERTISE

























Luverly Baby Consultancy Project Partners









Board/Senior roles held







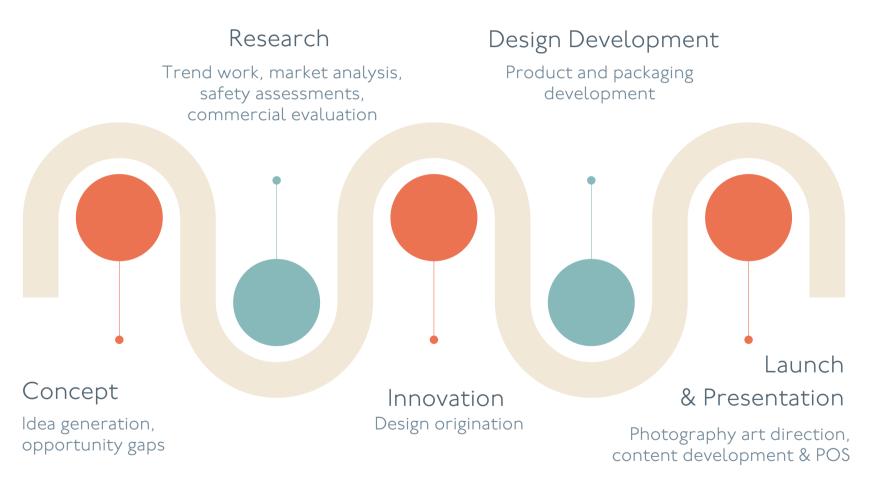


Collaboration clients

"Lisa is a true leader within the nursery industry, with a reputation for results and success. Amazing at both brand creation and product design, Lisa is exceptional at turning projects into commercial realities and always on time & in budget. A true collaborator and a strong team player - above all else, Lisa is a people person."

Kate Gamble - My 1st Years- Head of Creative

# Brand Development



Brand Development

"I worked more closely with Lisa when she was Design and Creative Director at the Gro Company as this brand played an important commercial role in the John Lewis nursery offer. In that time Lisa confidently and enthusiastically presented seasonal trends and designs to me and reacted positively to feedback. She was always keen to collaborate to ensure the collections were commercial and right for the JL assortment. I remember how she always listened and respected the opinion of others, but her passion and energy always came across and she was keen to be brave and to continuously evolve the product and introduce new innovative colours and designs.

She was the key driver of the new packaging for sleep bags which was a market first and ensured the product looked better presented in stores. Other brands quickly changed their packaging to replicate the market leader Gro which proved how successful the launch was.

I would happily recommend Lisa to any business who values someone with creativity, energy and passion for product and is looking for a highly skilled designer with a collaborative approach and a proven ability to deliver commercial success.''









Case study - from partnership activation, design, development, brand identity development (both East Coast & Baby Sensory) photography & launch

## CONCEPT DEVELOPMENT

Baby Sensory X — East Coast Nursery





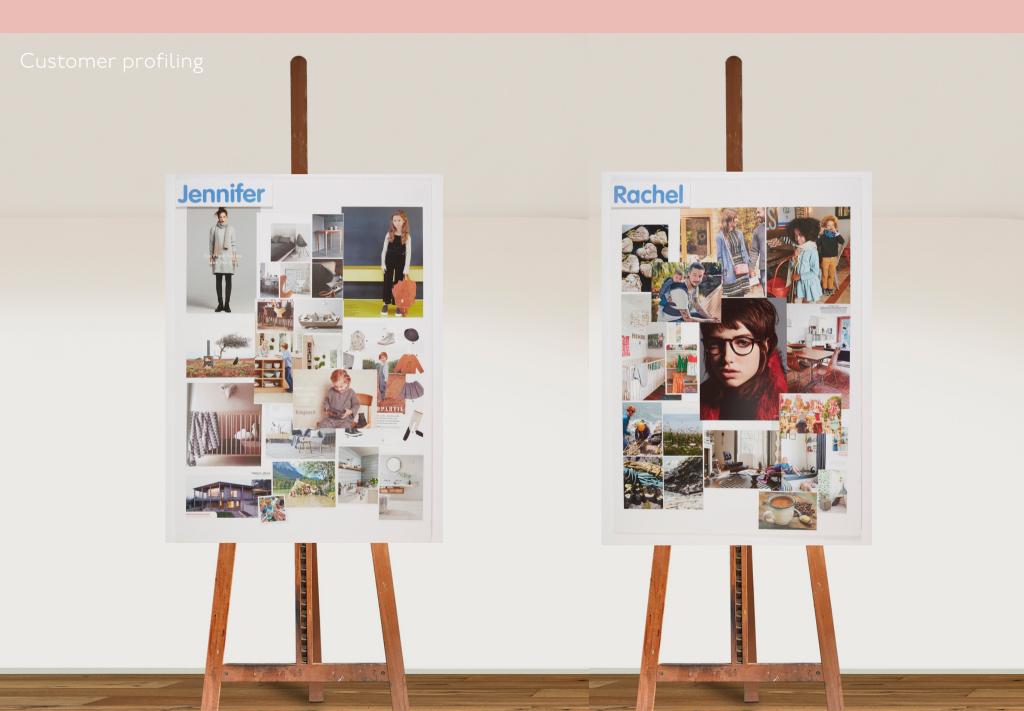


Case study - Category & consumer research, design innovation, product development, launch & photography

# PRODUCT RESEARCH

Purflo Swaddle to Sleep Bag & Bed

#### consumer research





Case study - Category & consumer research, granted patent development, brand origination and launch.

### INNOVATION

Purflo & Kidunk







Case study - Working directly with Orla Kiely to develop age/category appropriate range

# DESIGN DEVELOPMENT

Orla Kiely Collaboration











#### Behind The Collaboration: Lisa Joyce On...

Orla Kiely uses simple visual language, repeating organic form with a geometric order, playful scale and a very carefully considered, pared down colour palette. Her style is so distinctive, it has defined a category and it's difficult to know which came first – Orla Kiely or Mid Century modernity! Whilst undoubtedly Orla's handwriting has nods to retro...

















Selection of print direction, colour, styling and packaging designs

Case study - Trend & colour research , direction of print development

# DESIGN DEVELOPMENT STYLING & PRINT

Purflo Prints







"I worked with Lisa during her time as Creative Director at The Gro Company during which time we sat on the Baby Sleep Bag safety standard steering committee together. Lisa had a shared passion and understanding of the aims and objectives of the Lullaby Trust and worked closely with us to promote safer sleep"

Francine Bates - Chief Executive The Lullaby Trust 2011- 2018







#### big little smiles

Welcome to koo-di! We're makers of thoughtfully designed products that make a big difference to your parenting journey. We're all about super-useful, fuss-free products that look good and last the distance.















Case study - Trend & colour research, range design & development, brand positioning, identity development, photography and launch.

# LAUNCH & PRESENTATION

Koo-di Re-launch

Case study - Re positioned values and visual execution. Re-launched brand creating a suite of off and online assets.

# LAUNCH & PRESENTATION

Purflo X Creating a Safe Sleep Brand













"I'l had the pleasure to work with Lisa whilst running Disney Baby in Europe.

Lisa's passion to great product design and development is second to none and I could not recommend a better partner to those who aspire to develop fantastic infant product"

James Walker - Director Consumer Products Europe 2004-2010

#### RECENT AWARDS







































#### THANK YOU

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