

Gem Barrett



Garden County newsletter

Email newsletter promoting gardening events happening in, and near, to Prince Edward County.

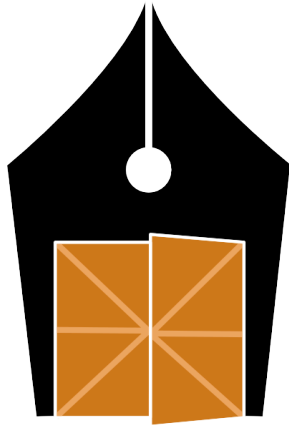
- Features three layers of petals with a style reminiscent of the Trillium logo for Ontario
- Twelve petals reflect the newsletter's year-round circulation:
 - Petals with dark evergreen outline is Nov-Jan
 - Spring green represents Feb-April
 - Yellow is growing season May-Oct

Garden County postcards

Promotional postcards for gardening events newsletter

- Three eye-catching designs with tongue-in-cheek messaging
- Informative design on reverse





The **Poetry Barn**

The Poetry Barn

Creative space for poetry workshops and residencies.

- Fountain pen signals that this is a space for wordsmiths to explore their creativity.
- The open door reflects the welcoming feel of the poetry barn
- Draws inspiration from the door designs of the actual barn
- Serif typeface choice is approachable, with a literary style



Ameliasburgh Garden Club

Local garden club based in Ameliasburgh, Prince Edward County.

- The native Canada Lily replaces previous logo's Asiatic Lily
- Balance of modern and classic, reflecting the focus of the club
- Stem shape has a tension that reflects the bounce in the stem of the real plant



Hamara Internet

Security guide app for women in Pakistan.

- Traditional keyhole shape reimagined to represent target audience
- Colours drawn from existing Digital Rights Foundation/Hamara Internet branding
- Simple, recognisable icon for use as app icon



Hamara Internet app

Android app in Urdu and English for women in Pakistan.

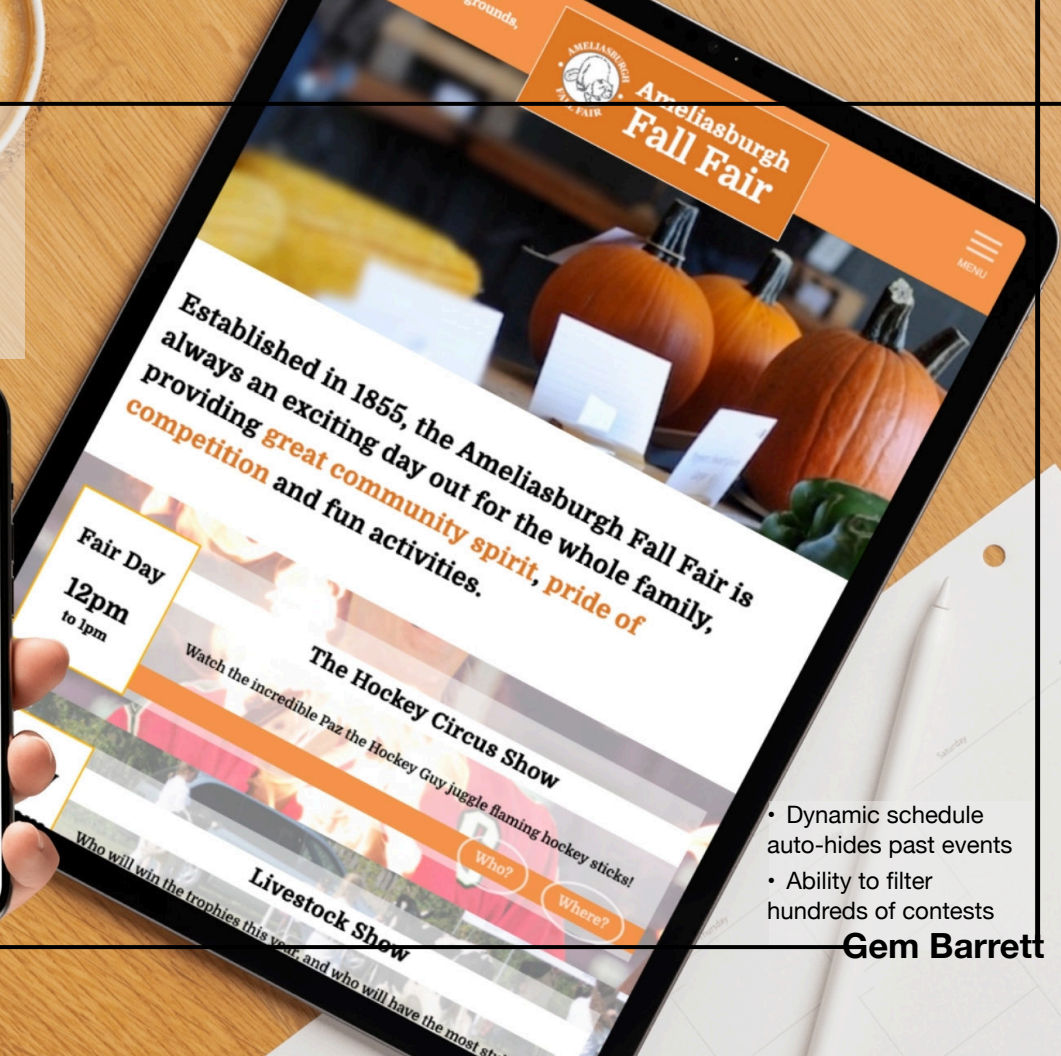
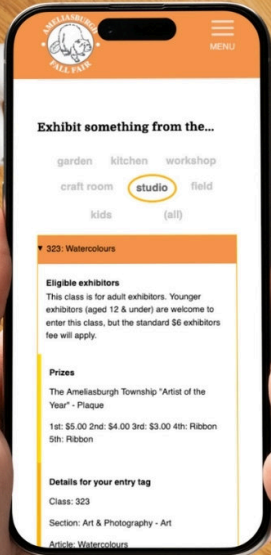
- Interface design and app development project carried out during an Ushahidi 'Making All Voices Count' Fellowship
- Hybrid app built with Javascript and React Native



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Ameliasburgh Fall Fair

Promotes the agricultural Fair by providing information about the attractions and competitions.



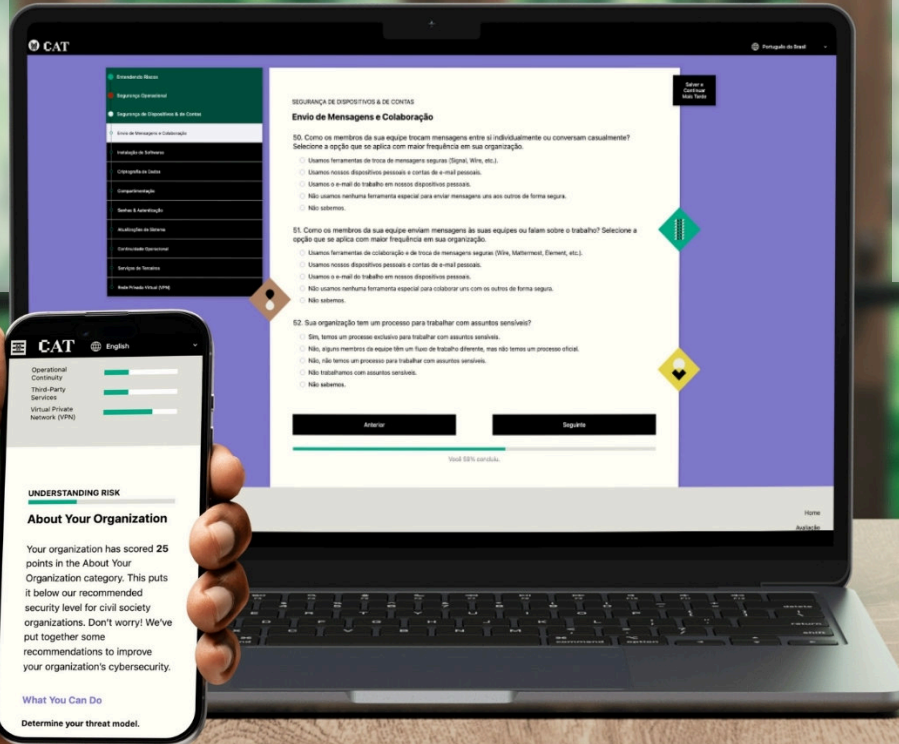
- Dynamic schedule auto-hides past events
- Ability to filter hundreds of contests

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Ford Foundation: Cybersecurity Assessment Tool

Empowers human rights organisations to identify security weaknesses and take action to close gaps.



- Built with vanilla Javascript
- Available in six languages
- ‘Save and Resume’ feature uses link generation for security
- Also works offline
- To protect users, no data is stored

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Volkswagen.co.uk

Redeveloped the “New Cars”
template while at Tribal Worldwide
(2014-15)

- Slideshow with lightbox
- Dynamic layout adapted to
each car’s content



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