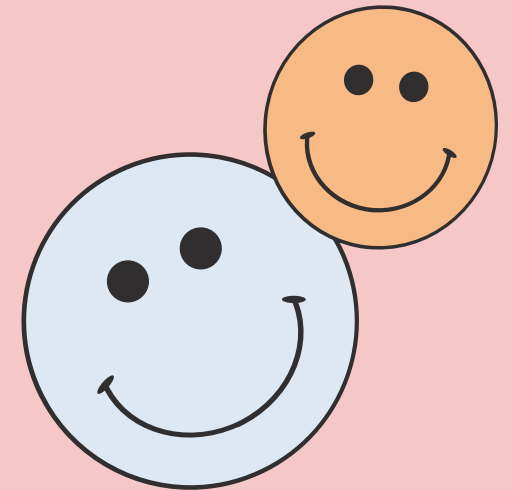
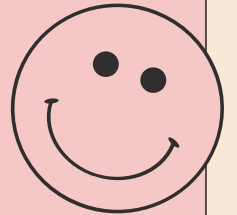
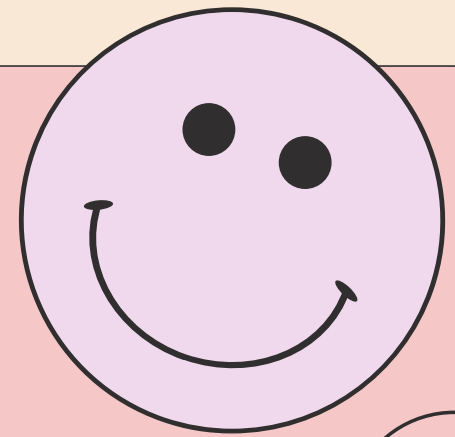
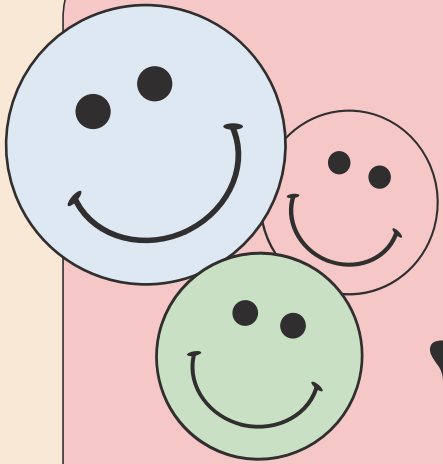


My Design Buddy



Work Samples 2023

What is it? Simple really...

Design made easy

My Design Buddy is a design-made-easy monthly subscription solution, tailored around your business needs. No fuss, no hassle, no messy contracts and no complicated pricing structure, just straight forward best-in-class design at a click of a button.

The man behind My Design Buddy is Craig Tuffs, a Creative Director with 16 years experience working with some of the biggest brands on the planet. All the designs are done by Craig, ensuring that quality and experience are delivered with every project.

Meaning you get a Creative Director, including all the experience and expertise for the monthly cost for a Junior Designer.

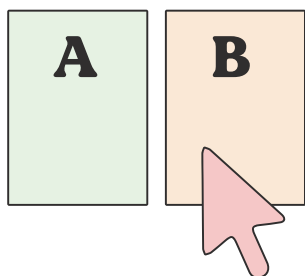
What could be simpler?

How it works

It really is so simple, set up an account and request designs almost immediately.

1

**Select the plan
and create your
account**

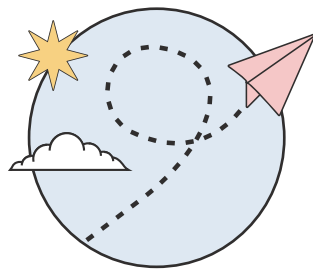


There's a one-off monthly cost and that covers everything (apart from web development).

Simply set up your account through the My Design Buddy website.

2

**On-boarding
meeting**

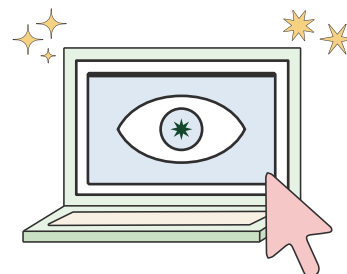


Once step one has been completed you'll receive a welcome email, from there we'll set up an intro call and set you up on Trello.

Trello is where all the magic happens.

3

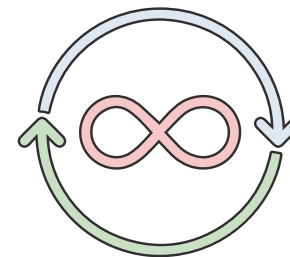
**Design, design,
des...you get the
idea**



Now we're at the exciting part. Simply add your design requests to Trello (as well as any relevant documents). We'll review it and respond with a rough ETA on delivery. Typically you can expect to receive the first iteration within 2 days.

3

**Unlimited
revisions &
requests**



There's no limit on the amount of changes, or amount of design requests. So you can guarantee complete satisfaction. We do work on one request at a time, and we'll discuss your priorities to ensure we deliver the most urgent project, first.

No strings attached

Fixed monthly price

Pause or cancel anytime

Membership Benefits

World class design

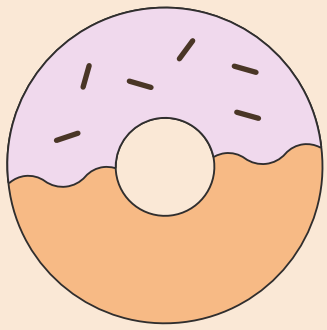
On top of unlimited designs and unlimited requests, there's a whole host of additional benefits you'll receive from using My Design Buddy.

Quick turnaround

All creative work is yours

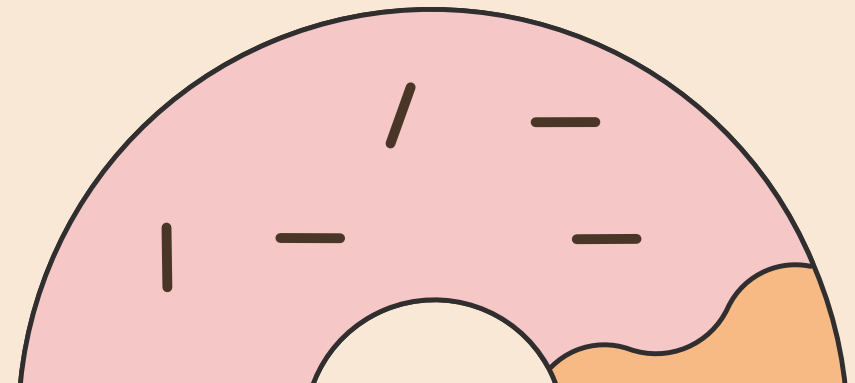
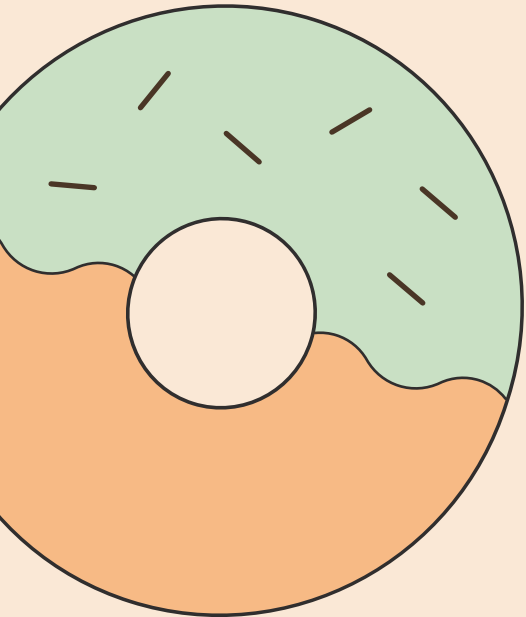
Flexible and scalable

Super quick response



Work examples

**Proof
is in the
pudding**



Jamie Oliver's cracking Christmas

Christmas is the key marketing period in the Jamie Oliver calendar, with over 16 million unique users visiting the Jamie Oliver website looking for advice, tips and inspiration. Jamie comes alive at Christmas and it was important to reflect that through the digital offering.

Nutrition Per serving

Calories	Fat	Saturates	Sugars
249	15.7G	7.5G	2.2G
12%	22%	38%	2%

Of an adult's reference intake

Recipe from
JAMIE'S CHRISTMAS COOKBOOK
[BUY THE BOOK →](#)



Jamie Oliver

CHRISTMAS MENU

MAKING THE MOST OF YOUR
GET-AHEAD GRAVY



For Jamie, gravy can make or break a roast dinner, and the one time you really don't want it to go wrong is on the big day. And his Get-ahead gravy recipe guarantees your Christmas Day dinner is an epic winner.

MAKING DAY: SUPER SWAPS

When you make your gravy, you might not have all of the ingredients to hand. Don't worry, you can easily use these swaps:

1. Check the giblets, if they're in there, remove and tip them into your roasting tray, discarding the bag. The added flavour they'll give your gravy will be incredible – trust me.

2. Peel the onions, wash the carrots and roughly chop with the celery or the leek tops, then add to the tray with the unpeeled garlic cloves.

3. Place your stuffing in the neck cavity, then pull the skin back over it and tuck it under the bird. You'll get a good contrast between the soft, juicy stuffing here inside the turkey, and the crispier stuff you can bake separately in a dish.

4. Place the softened butter on a board and press down with your hands. Pick over 3 sprigs of thyme, finely zest 1/2 a clementine and season



For Jamie, gravy can make or break a roast dinner, and the one time you really don't want it to go wrong is on the big day. And his Get-ahead gravy recipe guarantees your Christmas Day dinner is an epic winner.

MAKING DAY: SUPER SWAPS

When you make your gravy, you might not have all of the ingredients to hand. Don't worry, you can easily use these swaps:

Jamie Oliver

CHRISTMAS MENU

NEW YEARS EVE PARTY TRICKS

Make your celebration one to remember with our New Year's Eve party picks.




Jamie Oliver

CHRISTMAS MENU

ROAST TURKEY FOR 6
CLEMENTINES, LEMON AND THYME



★ [SAVE RECIPE TO COLLECTION](#)

METHOD

Preheat the oven to maximum. Heat a saucepan until medium hot and add a splash of olive oil. Pick the sage leaves and add to the pan with 6 of the pancetta or bacon strips.

Peel and chop 2 garlic cloves and 1 onion. Trim and

Guide to
ROASTING MEAT

Are you planning a big roast this weekend? To help you get your meat spot on every time, I've created a chart that covers all the big hitters, including lamb, beef, chicken, duck, goose, turkey and pork.

[LETS GET STARTED →](#)




Jamie Oliver


CHRISTMAS MENU

CHRISTMAS COLLECTIONS



This is Jamie's ultimate Christmas recipe selection. It's got everything, from the roast potatoes to the Christmas pud, from the gravy to the sprouts!



CHRISTMAS GRAVIES AND SAUCES



VEGAN CHRISTMAS RECIPES

2 HOURS 25 MINUTES PLUS 2 HOURS RESTING
SERVES 6 (WITH LOTS OF LEFTOVERS)
DIFFICULTY: NOT TOO TRICKY

INGREDIENTS

- 4 kg higher-welfare turkey
- 250 g stuffing, (from meat stuffing recipe)
- 250 g unsalted butter, softened
- 1 bunch lemon thyme, (30g)
- 2 clementines
- Salt

Russell Brand Comedy Live Show

The team at Russell Brand approached me to create the brand identity, website and social campaign for Russell's latest comedy show offering.

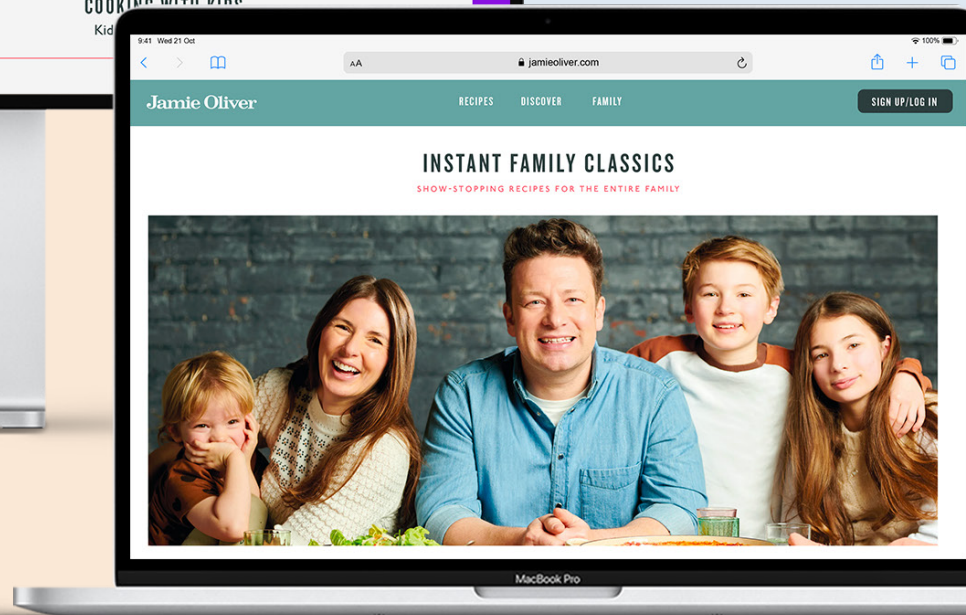
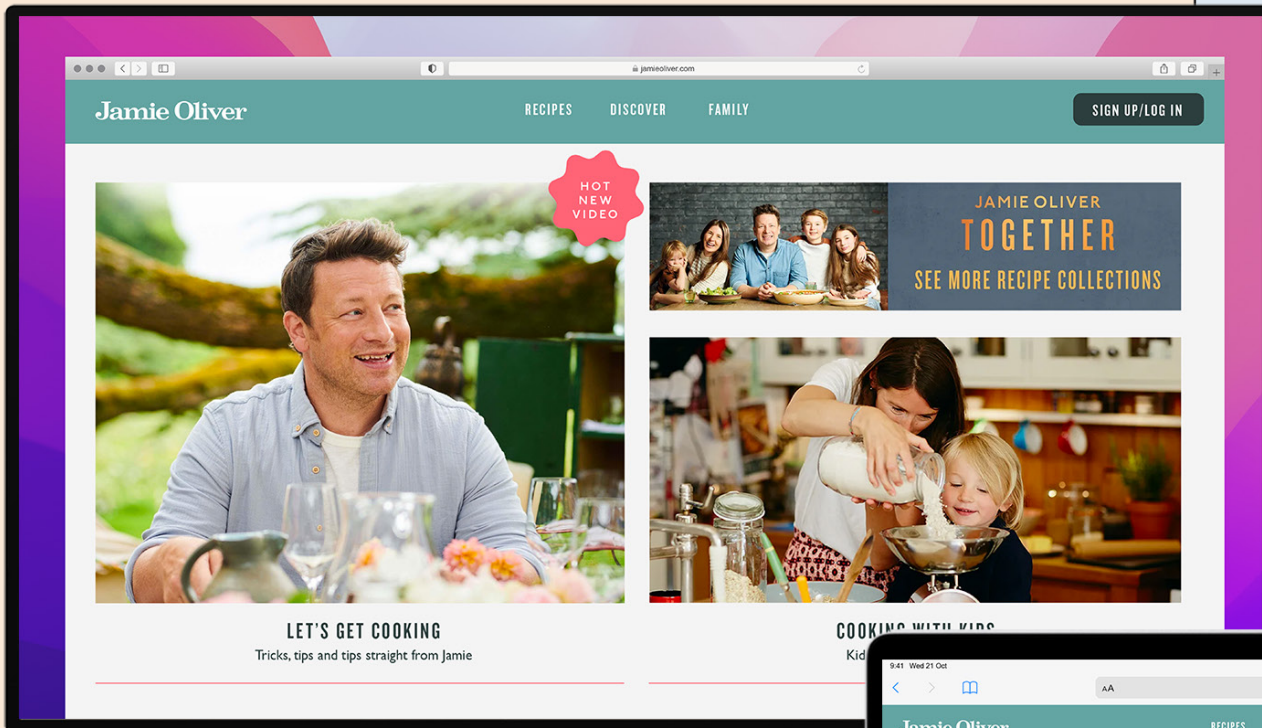
Russell wanted a simple proposition, something that reflected the intimate nature of his shows, but we still wanted big impact. This was achieved by using bold typography and lovely gradients.



Jamieoliver.com

Jamieoliver.com is the digital home for everything Jamie. With over 12 million unique visitors a month it's one of the most visited food websites on the web. Bursting with over 500 recipes, videos and written features It's a much loved website.

I was responsible for redesigning the website in 2016. We know from analytics that over 90% of the traffic comes directly from a recipe search on google, so it was imperative that we optimised the recipe page. Over 60% of the page views are on mobile so the design stage started with mobile, my focus was optimising the recipe page to make it as functional and as easy to use whilst cooking as possible. I also designed a 4 step sign-up process, asking for users preferences in order for us to tailor the content to their specific needs.



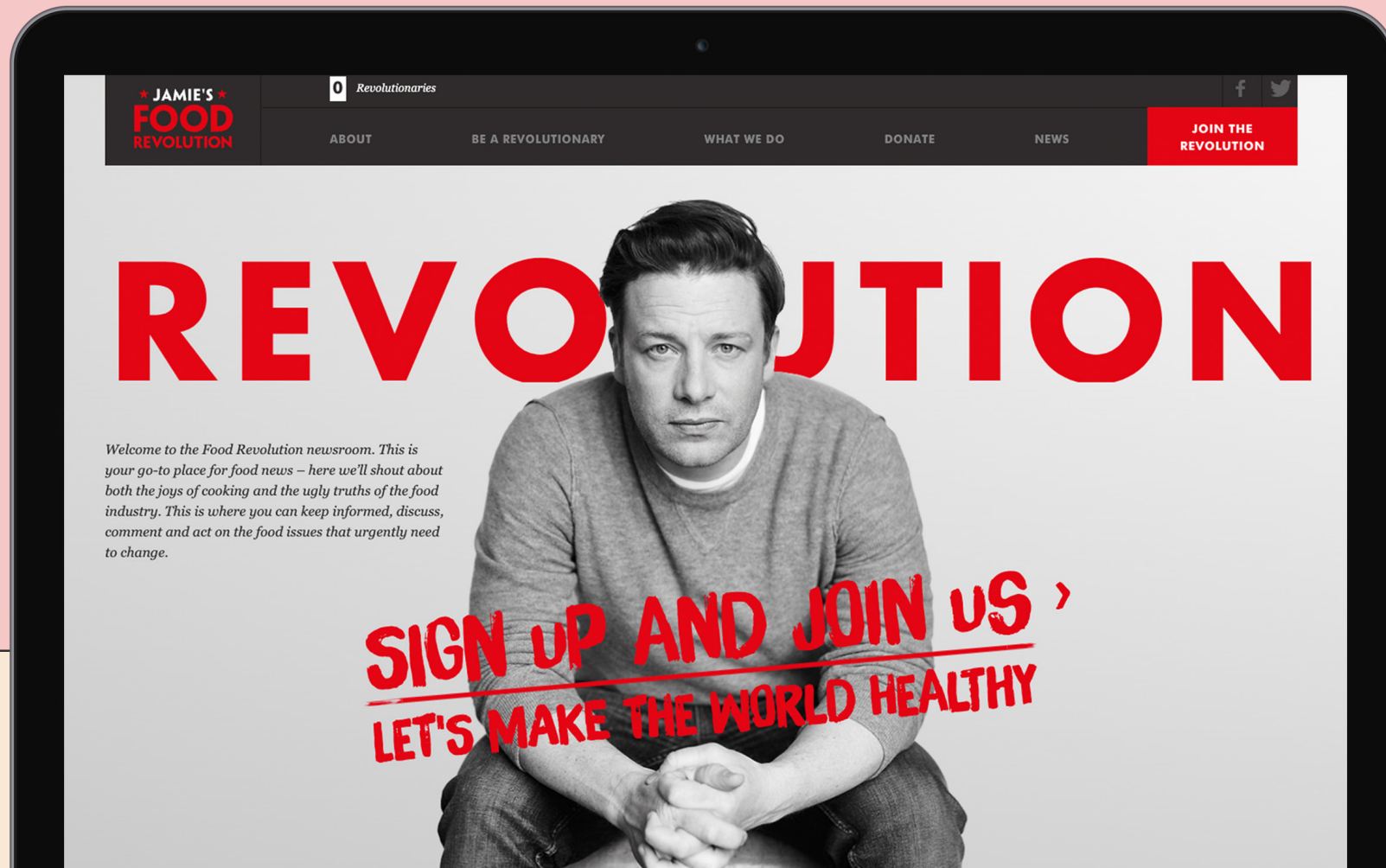
Jamie Oliver's Pasta Packaging

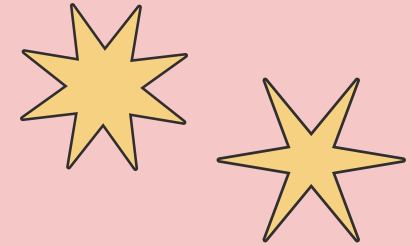
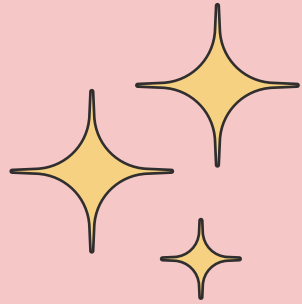


Jamie's love of Italy and Italian food is well known and his range of fresh pasta products was in high demand. The brief was to create a range of simple designs that would still have high-impact on shelf. Leveraging the design aesthetic of Jamie's incredibly successful book, '5-Ingredients', I set about using a bold colour palette that complemented the hero ingredient from each product. I also developed the strap-line 'Delicious food for busy people'.

Food Revolution Day

Christmas is the key marketing period in the Jamie Oliver calendar, with over 16 million unique users visiting the Jamie Oliver website looking for advice, tips and inspiration. Jamie comes alive at Christmas and it was important to reflect that through the entire campaign, with the use of bold colours, playful fonts and of course the best recipes and most helpful tips.





Let's talk

To find out more about my experience, the value I can bring to your business and the service I'm offering,
book a call or contact me via email and I can walk you through the entire process.

[Book a call](#)

craig@mydesignbuddy.co.uk