

A BRIEF SNAPSHOT OF CREATIVE WORK.

SENIOR GRAPHIC DESIGNER + ILLUSTRATOR.



alana mcdowell
PORTFOLIO

'23

REPRESENTED BY ROAR ILLUSTRATION AGENCY



01 VANS HOLIDAY CUSTOM
 Illustrated lightbox and posters across the UK.

02 CANO WATER
 Live mural painted onsite at London ExCel centre.

03 HIT THE NORTH
 Delighted to take part in HTN, an international street art jam that takes place annually in Belfast.



MAC STUDIO FIX POP-UP

01

Studio Fix. A unique make-up experience that championed the individual at every stage. Between the multi-faceted mirror wall, bespoke mural portraits and the personalised boxes, MAC wanted to celebrate the uniqueness of every visitor.

SABORRO MURAL

02

A large scale hand painted line-work mural for burrito bar, Saborro. Completed over the course of three days this almost 4m long mural was an abstract expression of all things Mexican.

LINDA MCCARTNEY FESTIVAL STAND

03

A touring festival stand with a message of kindness. Wanting to promote their 'Buy One Give One' initiative, customers were encouraged tally off the number of meals that would be donated.

POWERED BY KIND

04

KIND is a brand on a mission – to make the world a little kinder one act at a time. And how better to do that at a festival than to harness the energy on the dance floor to power devices such as phone chargers/straighteners etc.

PROTEST POSTERS

05

Using my voice to speak in support of #BLM.



01



02



03



04



05



1

WWF FINER DINER // AN INTERACTIVE POP-UP THAT AIMED TO GET STUDENTS TALKING ABOUT THE BENEFITS OF PLANT BASED EATING.

2

SKULLCUTS // CREATING A BUZZ WITH A POP-UP BARBER SHOP DEDICATED TO CLOSE TO THE CRANIUM CUTS.

01 THE WONDERHIVE

Giant, interactive installation design for Rowse Honey.

02 COPELAND GIN

Branding and merchandise that tells a coastal tale.

03 UEFA WOMENS FOOTBALL

I was the artist selected to represent Northern Ireland for UEFA's Trailblazers exhibition, hosted in Mayfair and the Swiss headquarters in the lead up to the Women's UEFA championships.





01

NIKE X SPORTS DIRECT

Working with One Off Design, who lead the huge refurb of the flagship Sports Direct on Oxford Street, I was commissioned to create a piece for the Nike Womenswear section. The illustration is a dynamic 4m long monochrome piece that celebrates every day womxn athletes.

02

MONSTER ENERGY

A snapshot of the illustrations I created for an animation lead by Kode to promo Monster Energy Pacific Punch.





01

VANS
 Creating a live mural across two full size windows and a canvas over two days

02

COPELAND RUM
 A new visual identity that spanned across labels, merchandise and a branded truck.



1

ESTRELLA DAMM x THE UNRULY PIG

A mural commissioned by Estrella to reflect the eclectic personality of The Unruly Pig.



2

SCHWARZKOPF SALON INTERNATIONAL

Artwork and design for the annual Schwarzkopf hairdressing event.



JAMESON x ROSIE JOES

Huge design for a gable end wall commissioned by Jameson to celebrate the whiskey and the local Irish spirit!



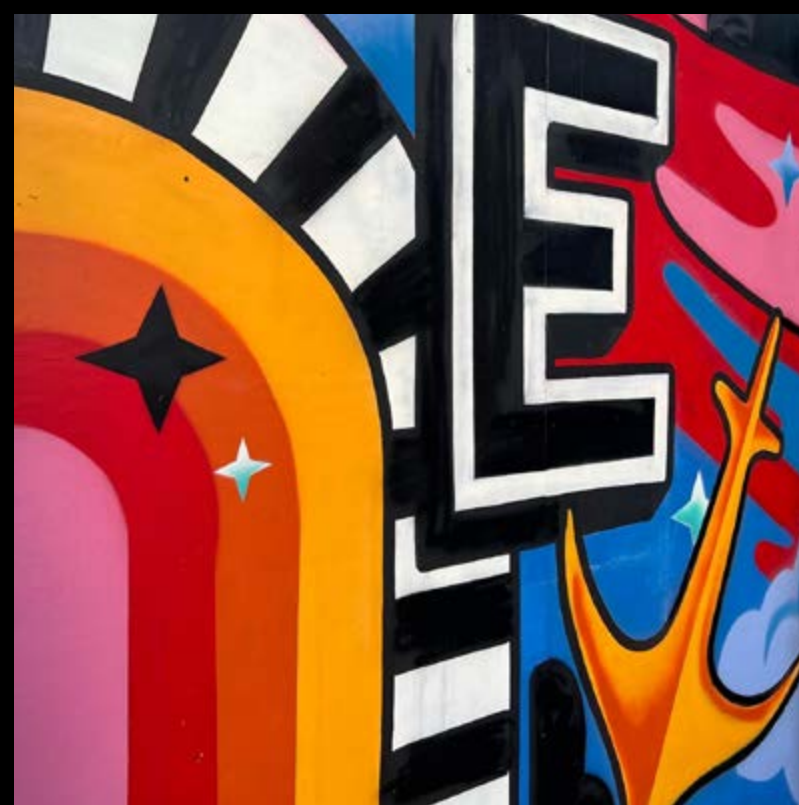
01

CANO WATER BOARD ROOM MURAL

Monochrome design created for the boardroom of the CanO Water HQ.

CANO WATER OFFICE

The second mural in the CanO water HQ was a large colourful piece, designed to create an impact in their newly acquired office space.



02

LARNE COUNCIL

A 2.5 story mural commissioned by the local council to regenerate an area of the town.





01 **ADIDAS x CREATIVE DEBUTS**
Live drawing for the IWD event hosted at the Adidas flagship store on Oxford street, London.

02 **JAMESON x ROSIE JOES**
Screen printed wall hangings designed to celebrate International Women's Day.

03 **BLACK ARCH DISTILLERY**
Monochrome brand identity and illustration for Black Arch.



01 *SKY ARTS - LANDMARK*
Intricate illustration to celebrate the iconic landmarks of N.I. for Sky Arts Program - Landmark.

03 *SCHWARZKOPF COLLECTIVE*
Logo and brand identity for Schwarzkopf initiative The Collective.

06 *LULULEMON MURAL*
To mark the opening of the Spitalfields Lululemon store, this huge mural was completed live in the window

02 *COPELAND LIQUEUR*
A minimalist and classy label design for Copeland's latest limited edition spirit.

04 *SCHWARZKOPF ESSENTIAL LOOKS.*
Creating an exclusive behind the scenes feel for Hairdressing event of the year.

05 *#CELEBRATEWOMEN*
An agency initiative to mark IWD, creating and distributing colourful postcards that pay homage to influential women.



01

02

03



04

05

06





01

VANS DUBLIN//
FESTIVE WINDOW DESIGNS
HANDPAINTED FOR THE HOLIDAY
SEASON ON GRAFTON STREET.



02

*VANS COVENT
GARDEN*//
3 MONTH PERIOD AS ARTIST
IN RESIDENCE IN STORE.



01

VANS - WEAR ON CAMPAIGN

Repurposing old display items to create a bright and bold installation at the Vans flagship store for their Wear On campaign. I upcycled mannequins, old signage and created a live mural in the window over the course of three days.

02

ALANA MCDOWELL X CREATIVE DEBUTS

Two of three limited edition prints available on Creative Debuts.



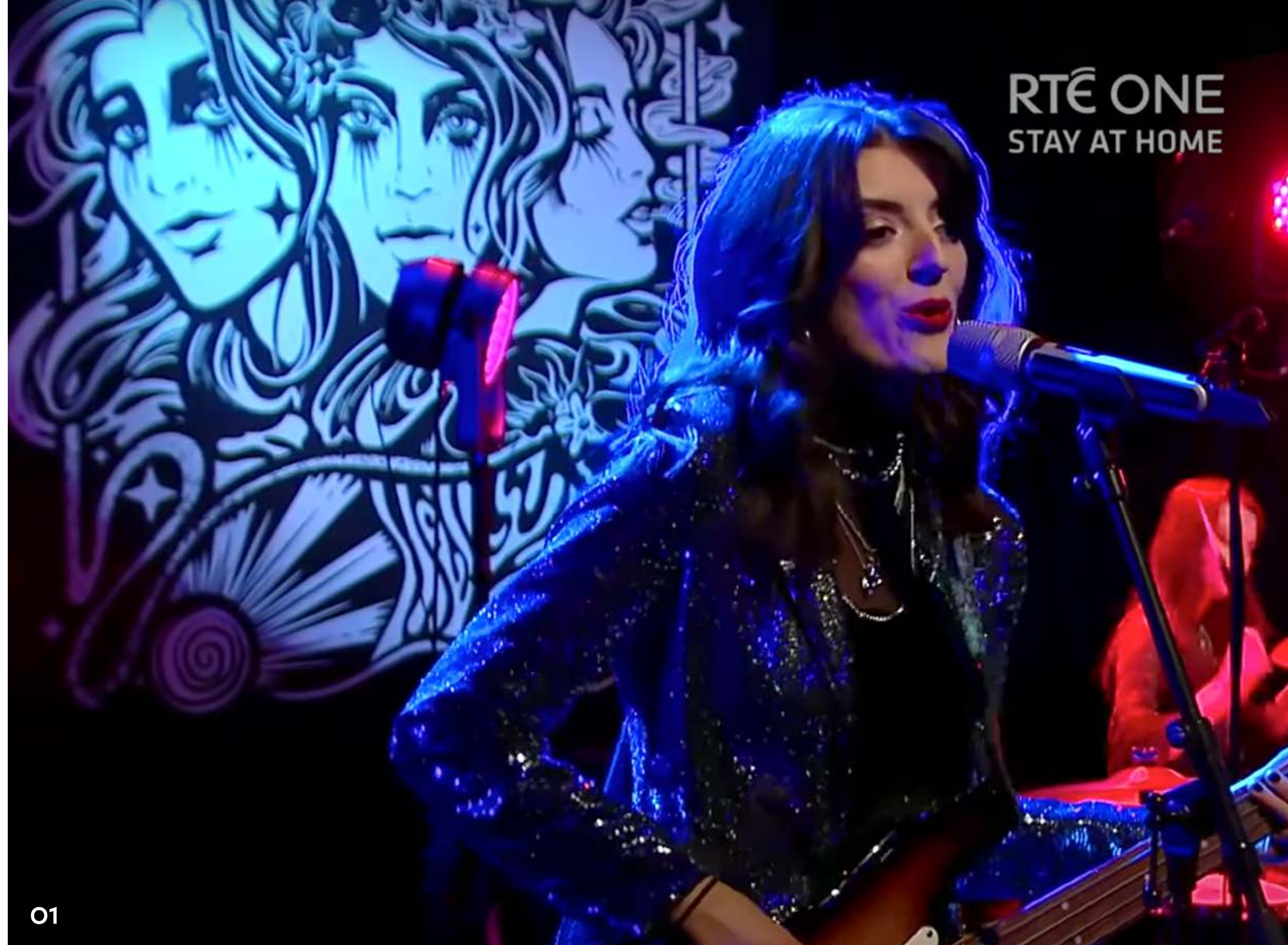
01

CINeworld

A series of three different illustrated posters at least 3m wide for the foyer of newly refurbished Cineworld in Belfast. All designed around the theme of celebrating the cinema experience at Belfast.



02 BALLYHACKAMORE MURAL
Full size gable end wall mural
commissioned by Belfast Council.



1

DEA MATRONA // BACKDROP & MERCH DESIGN FOR RISING ROCK BAND DEA MATRONA AS FEATURED ON THE LATE LATE SHOW.

2

#LETSDOLOONDONBETTER // ILLUSTRATION FOR THE WESTFIELD CAMPAIGN CHAMPIONING LONDON BASED EMERGING ARTISTS.



VANS SISTERHOOD SUMMER

Designing the identity and assets for an initiative with Vans x Sisterhood that spanned the month of March over IWD. Assets included stickers, vinyls, posters, flyers and a lightbox.



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