

MIKA H. LAYBOURN

# DESIGN PORTFOLIO 2024





# The Introduction.

I'm Mika – a young man passionate about helping where I can, making a difference and leave a lasting impact.

Professionally, I am trained as a **media graphic designer** – a fancy term that more commonly known as a graphic designer – and trained to produce almost anything.

In addition, I have experience in and **deep passion for photography**, using both (D)SLR cameras and drones. I can seamlessly combine these with graphic design to create a cohesive final product.

Udenfor arbejdstiden er jeg ofte at finde bag videokameraet til Dansk Skøjte Unions konkurrencer landet rundt, både på- og udenfor isen, eller bag tasterne, klar til at poste på deres sociale medier – hvis jeg altså ikke selv er på isen i Tårnby Skøjte Klub.

Outside of work, you'll often find me behind the camera at Danish Skating Union competitions across the country, both on and off the ice, or managing their social media – unless, of course, I'm on the ice myself at Tårnby Skating Club.

- After Effects
- Figma
- InDesign
- Illustrator
- Lightroom
- Photoshop
- Premiere Pro
- Branding
- Social Media
- DSLR photography
- Drone photography
- UI-design
- HTML & CSS



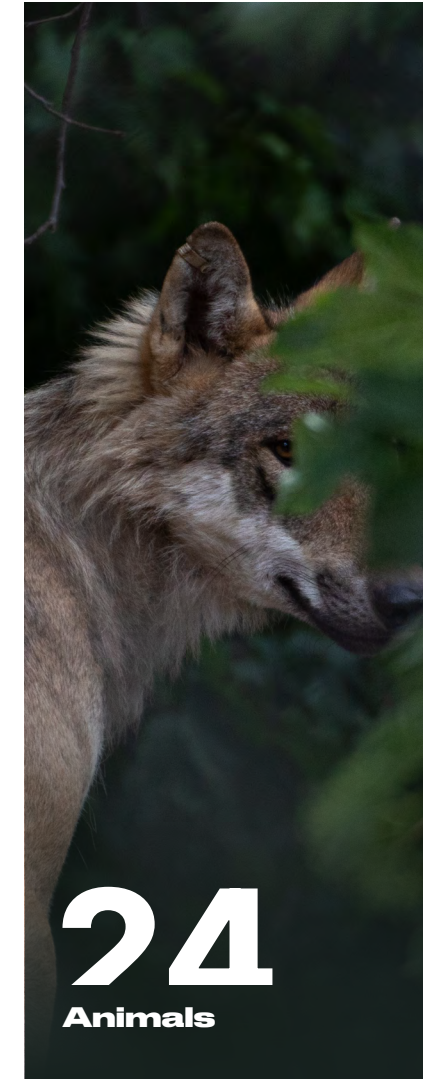
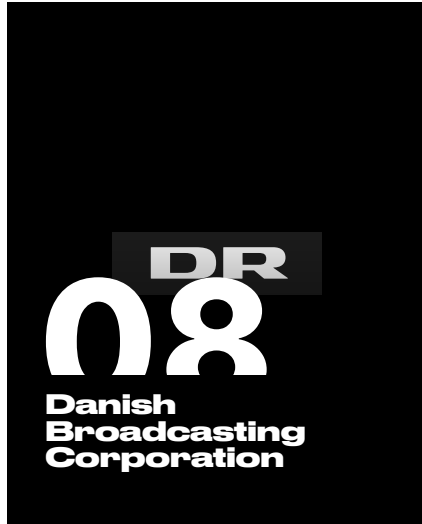


## Graphic portfolio



## Photographic portfolio

04



05



01

**Graphic  
Portfolio**







Brand identity, logo design, campaign, print publication,  
digital marketing | Nov. 2022

# Erhvervsskolerne i Danmark

(Vocational Schools in Denmark)

For my final school project, I developed a brand identity and at least two “behaviour-changing products” (a requirement) for the newly established organisation *Erhvervsskolerne i Danmark*, aimed at promoting the benefits of choosing a vocational education over a high school education.

## Brand Identity

Given the target audience, which primarily consists of upper secondary students, the brand identity is modern and fresh.

The ‘Open Sans’ font family, with its bold and light weights, is used as the two primary typefaces. These can also subtly hint at diversity and the idea that there is room for everyone, regardless of their size.

The primary colour is a vibrant green, symbolising freshness, health, youthfulness, and growth.

## Logo Design

The logo is created from a mirrored, duplicated, and offset slash from an ‘R’, which suggests that not everyone needs to take the same path after finishing primary school. It’s perfectly okay to go your own way, and it’s completely normal to encounter challenges and bumps along the way through your education.



## Font

**Open Sans Bold** (headings)  
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq

Open Sans Light (paragraphs)  
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq

## Palette

**Caribbean  
Green**

#00C49A

**Platinum  
Gray**

#EBEBEB

**Smoky  
Black**

#101010





Print publication | Oct. 2022

# Hansen's Kogebog

(Hansen's Cookbook)

As the wonderful person my mother is, she has spent time and effort collecting a wide range of recipes for various dishes, desserts, salads, and homemade baked goods that we love at home.

This will make it easy for my little brother and I, when we move out, to turn to this book and its recipes in our search for the perfect meal.

## Book Identity

As my mother's favourite colour is blue, the book naturally uses this as the primary colour. Additionally, a light brown/gold/bronze-ish colour is used as the secondary colour.

## Typography

The book was intended to have slightly refined feel, as it combined a minimalist approach with airiness and a slightly exclusive look due to its colour palette. Therefore, I chose the font [Hello Branch](#) for various headings, as it can be seen as a standard serif font, but with a touch of exclusivity as well.

Primær  
#102040  
R16, G32, B64

Sekundær  
#c49b64  
R196, G155, B100

Farvepalette

Branch

MODERN ELEGANT LIGATURE SERIF  
by Sans And Sons

Skrifttypen 'Hello Branch'





Brand identity, logo design, UI design | Oct. 2021

# Exquisite Charter

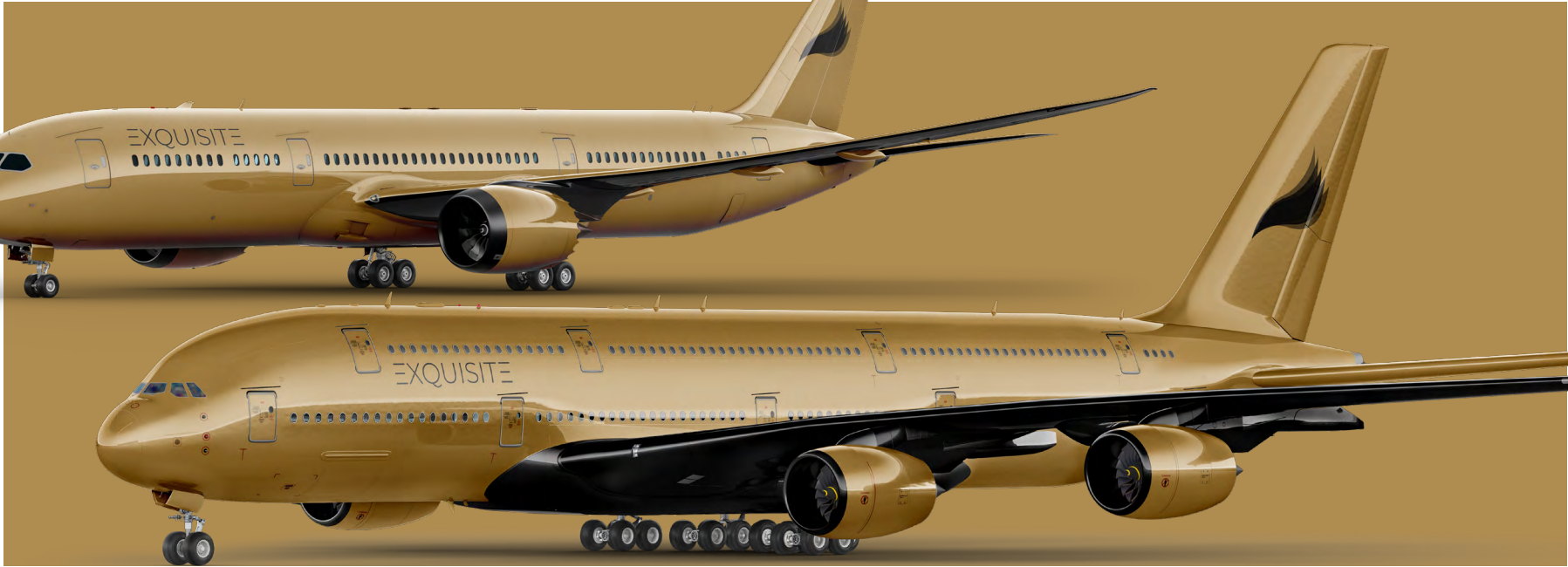
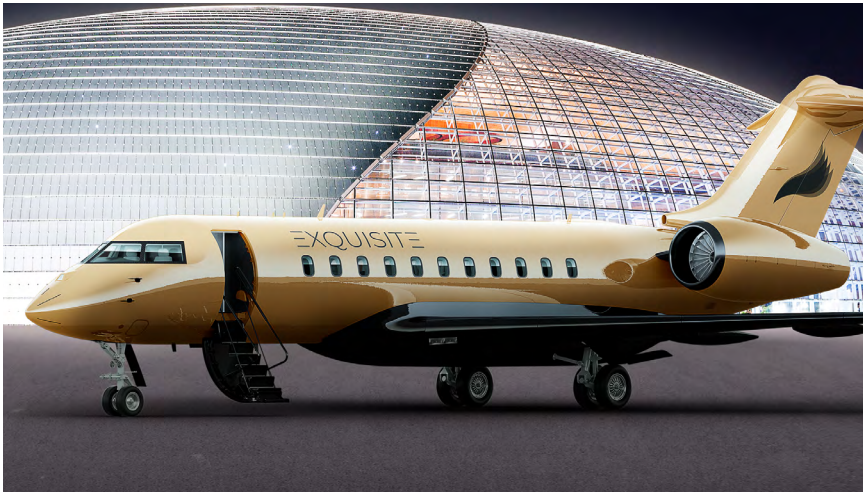
Exquisite was developed as I wanted to venture into more advanced UI design.

As I already had some flight mockups ready, but wanted to focus specifically on private jet travel, Exquisite was created.

To justify the project even slightly, Exquisite Charter is a subsidiary of the airline Emirates, owned by the government of Dubai.

*"Exquisite Charter tilbyder eksklusive on-demand rejser med privatfly i alle slags størrelser, til priser, som enhver kan betale."*

– CEO, Exquisite Charter





Print publication | Mar. 2020

# Modern Nordic Interior magazine

Modern Nordic Interior (MNI) was developed as part of a school assignment. We were tasked with creating a magazine within one of the following three styles: exclusive, vintage or sustainability.

Personally, I chose to create an exclusive and sleek magazine that would appeal to a wide audience aged 20–60, seeking exclusive and modern interior design – hence the name.

## Design

I initially started with Adobe Garamond as the typeface for the headings, which was also the font used to developed the logo. However, I eventually switched to Raleway as the final font for headings, subheadings, and body text, as its 16 different weights easily align with the modern style the magazine represents.





Brand identity, print publication, campaign, UI design, digital marketing | 2020

# ExpoCopenhagen

ExpoCopenhagen was our CrossMedia project on our school's Main Course 1, which was a large combined project that included both printed and digital products, focusing on the four core subjects of the programme: graphic design, graphics and image editing, graphic production understand, and typography.

Several requirements were set for the assignment, including the design of:

- » A magazine
- » An advertisement
- » An app
- » A website (with the requirement of two banners – one horizontal and one vertical)
- » Two banners (for the website)

# Image Editing

All provided images, as well as additional images sourced independently, had to be edited, minimum in terms of light and colour correction.





# Nordea Concept UI

As a Nordea customer back in 2019, I personally found both their mobile banking app and the desktop dashboard very outdated.

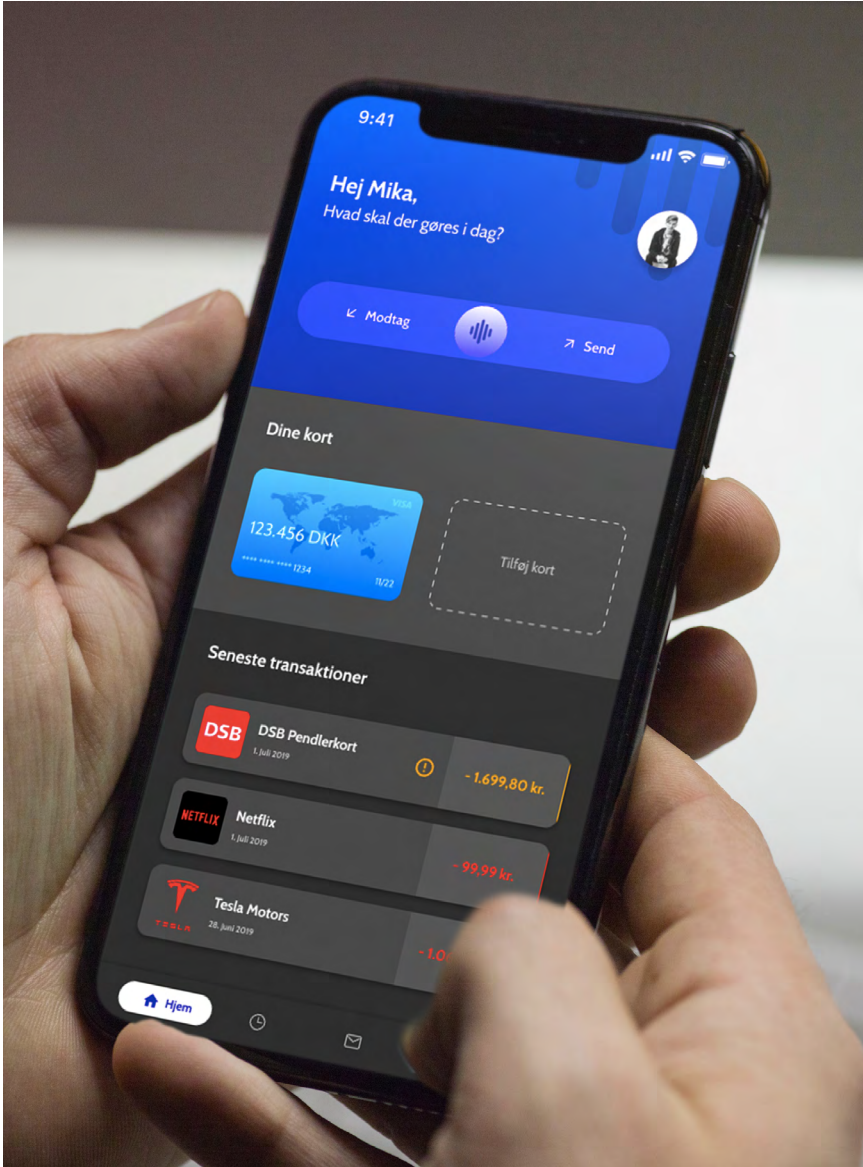
Therefore, I decided to renovate and give it a facelift myself.

## Colour

Three years earlier, in 2016, Nordea had launched a new brand identity, which included a fresh new blue colour as part of their new logo. I felt this colour was suitable to use, but I also wanted to find a new, fresh light blue to complement it, allowing the two colours to be used both separately and, in certain places, as a combined gradient.

## Typeface

During the app's modernisation (which was the basis for the project), and as it wasn't possible to use Nordea Sans (Nordea's own typeface), I felt it required a new font. I chose the 'Cabin' typeface, which worked well for both headings and body text.





02

**Photographic  
Portfolio**



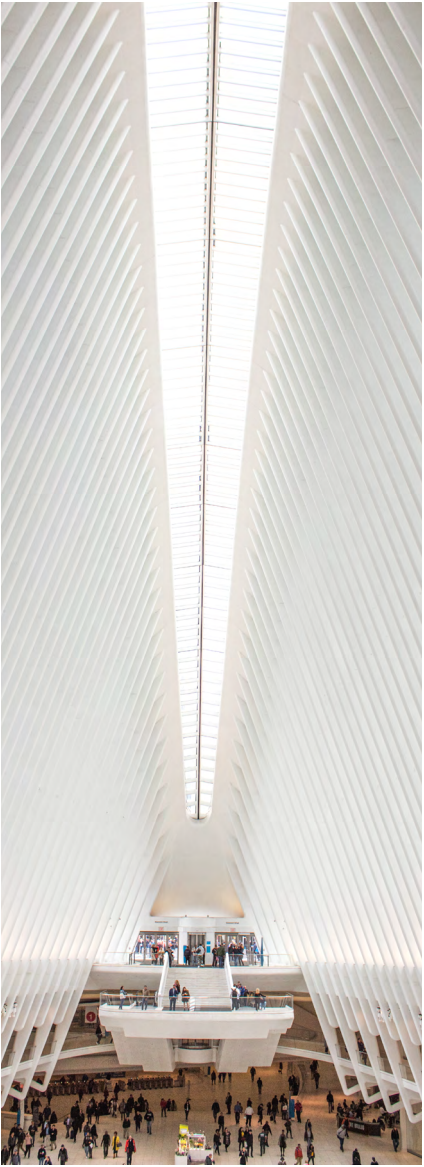


# Animal Photography





# City & Architecture Photography <sup>1</sup>/<sub>2</sub>





City & Architecture Photography <sup>2/2</sup>





# Figure Skating Photography 1/3



On Wednesday, december 11th 2024, fashion designer Soeren Le Schmidt transformed the iconic ice rink at Kongens Nytorv into a catwalk, featuring skaters from several of Zealand's skating clubs – on skates, of course.





**Figure Skating Photography 2/3**





Figure Skating Photography 3/3





Miscellaneous <sup>1</sup>/<sub>2</sub>





Miscellaneous 2/2





# CONTACT

For any enquiries or just a friendly hello, feel free to reach out to me!

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