

PORTFOLIO 2026

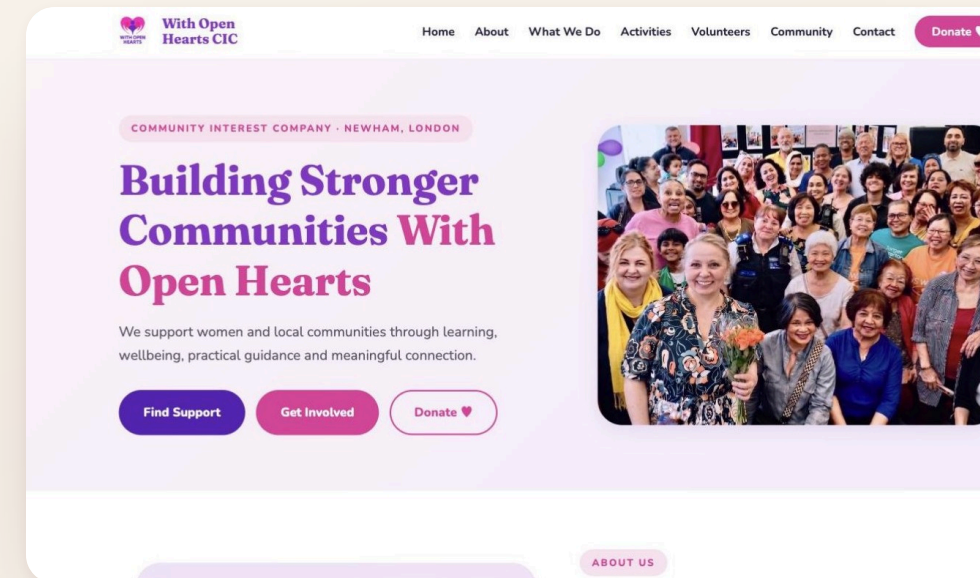
Alla Mykhalska

Web, App & Graphic Design

Websites, apps and visual identity that people
find easy to use. Based in London.

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LONDON, UK



ABOUT ME

Design that starts with *people*

I'm a graphic designer in my final year of a BA at the London College of Contemporary Arts. Before design, I studied psychology and spent years teaching IT to adults.

That background shapes everything I make. I notice where real users get confused, and I design so they don't: clear structure, calm colour and words people actually understand.

STUDYING

BA Graphic
Design, LCCA

BACKGROUND

Psychology & IT
teaching

LANGUAGES

English &
Ukrainian

WHAT I DO

- 01 **Websites, end to end**

Landing pages, business and charity sites, from design to launch
- 02 **App design**

Mobile and web UI/UX, clickable and working prototypes
- 03 **Brand identity & packaging**

Logos, labels, brand kits
- 04 **Campaigns & print**

Posters, leaflets, presentations, Canva templates
- 05 **Ukrainian & English**

Design and localisation for both audiences

Figma

Canva

Adobe Creative Cloud

HTML & CSS

AI tools

CONTENTS

Selected *work*

Eight projects across digital products and graphic design, from a live charity website to packaging and editorial work.

01 Websites & Apps

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02 Graphic Design

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LOGO · IDENTITY	
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EDITORIAL · TYPOGRAPHY	

SECTION ONE

Websites & Apps

A live charity website, a product landing page and a working web app, each designed around the people who use it.



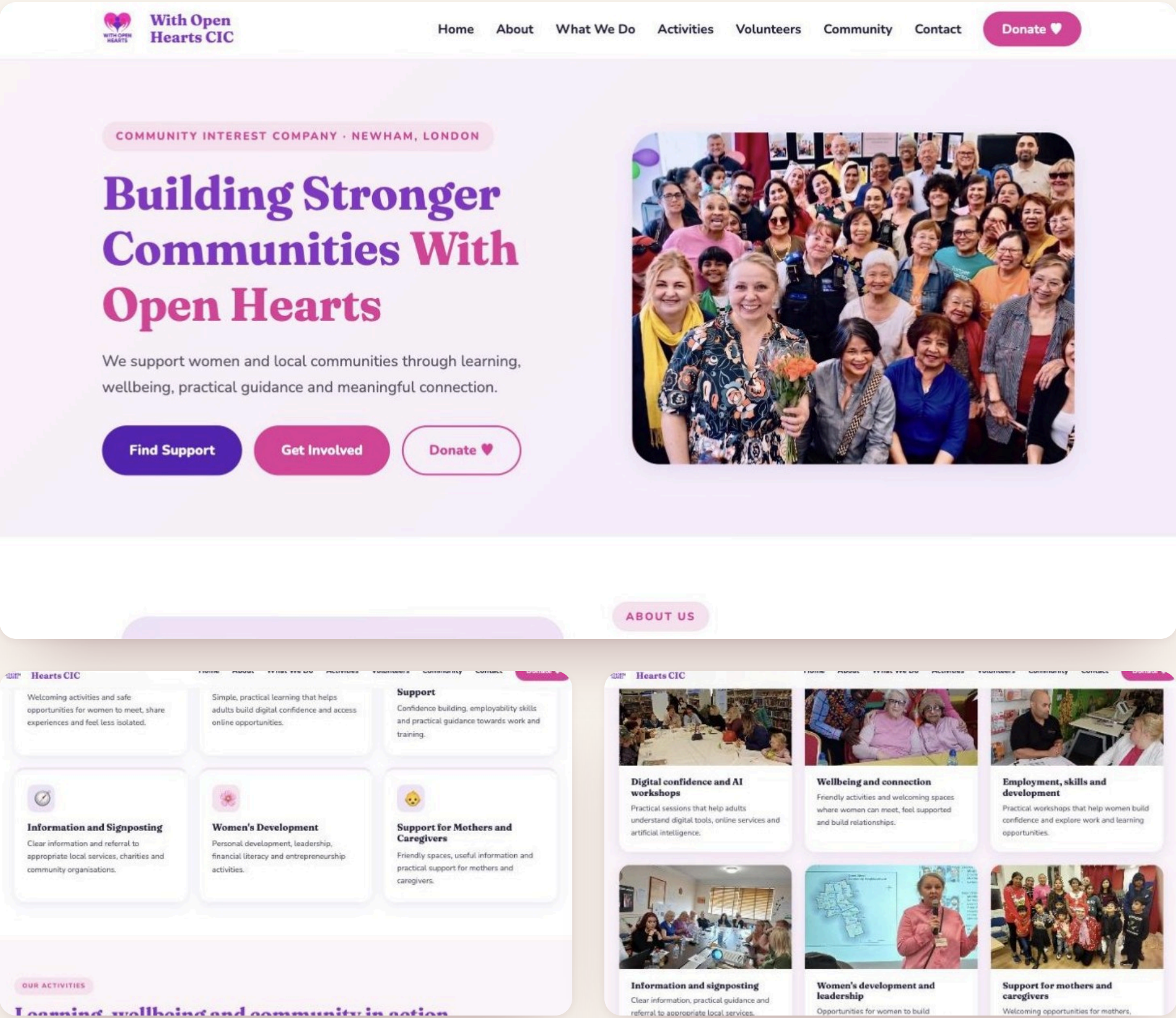
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WEBSITE • LIVE

With Open Hearts CIC

A community interest company in Newham needed a warm, trustworthy website where women and older adults can find support, volunteers can get involved and supporters can donate.

ROLE	Co-founder · design & build
DONE	Page structure, visual style, responsive build, Stripe donations, enquiry form, legal details
LIVE	withopenhearts.org.uk



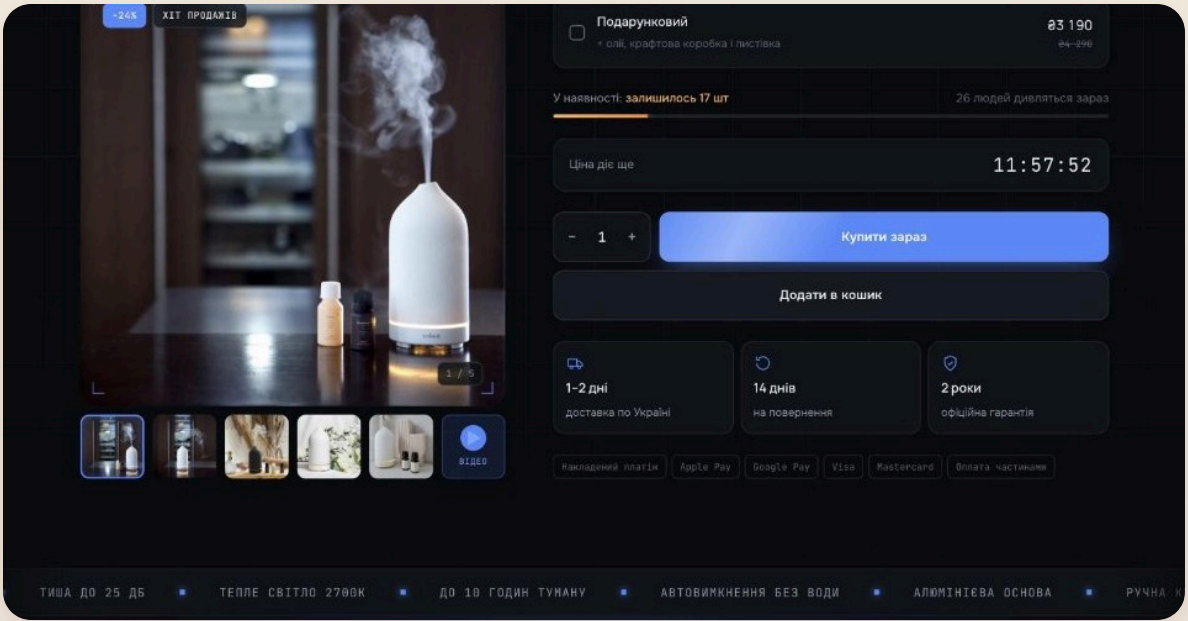
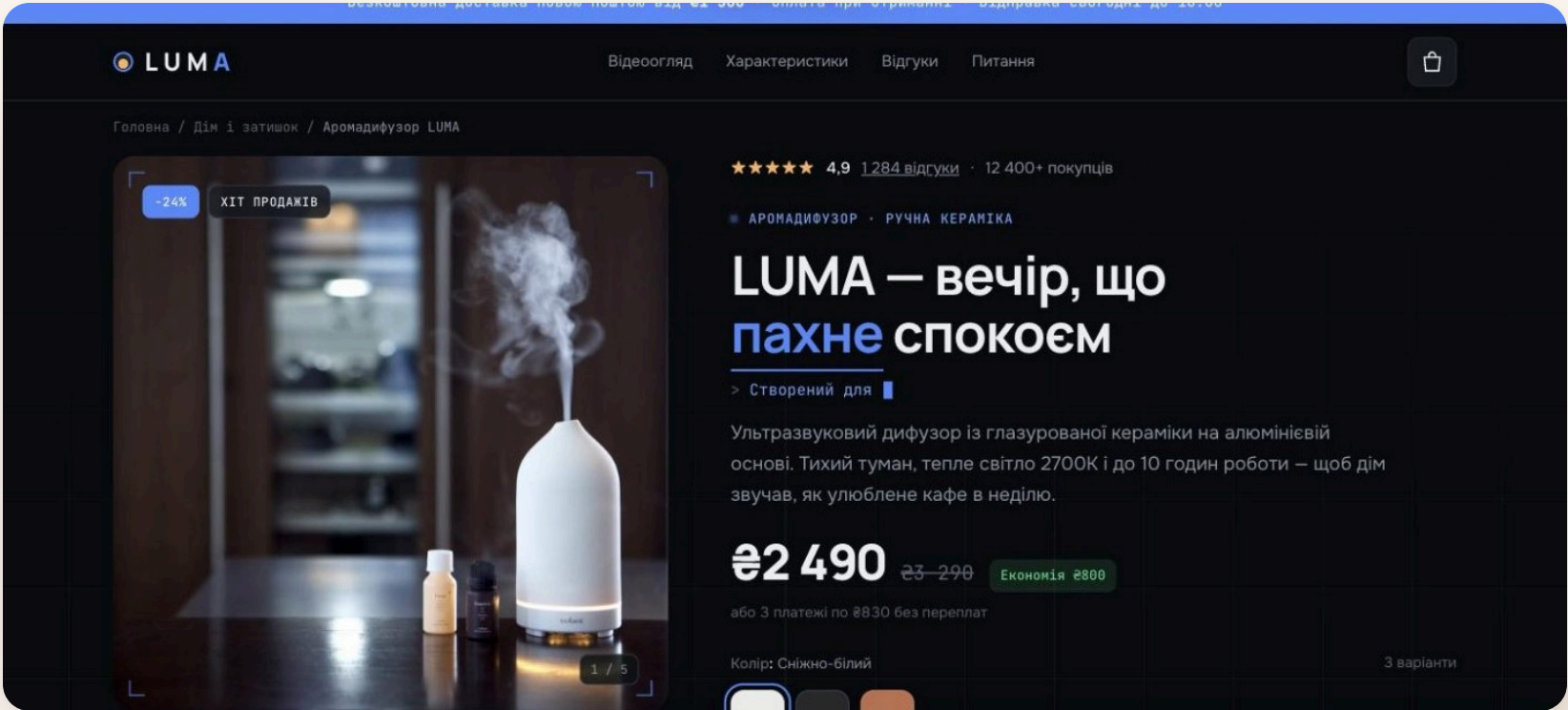
LANDING PAGE • UKRAINIAN

LUMA

aroma diffuser

A single-product landing page for a ceramic aroma diffuser, written for a Ukrainian audience. The aim: a calm, premium feel that still makes buying quick and easy.

TYPE	Demo template, not a live shop
DONE	Design and build, photo and video gallery, colour and bundle choice, delivery and payment blocks, mobile-friendly layout
LANGUAGE	Ukrainian



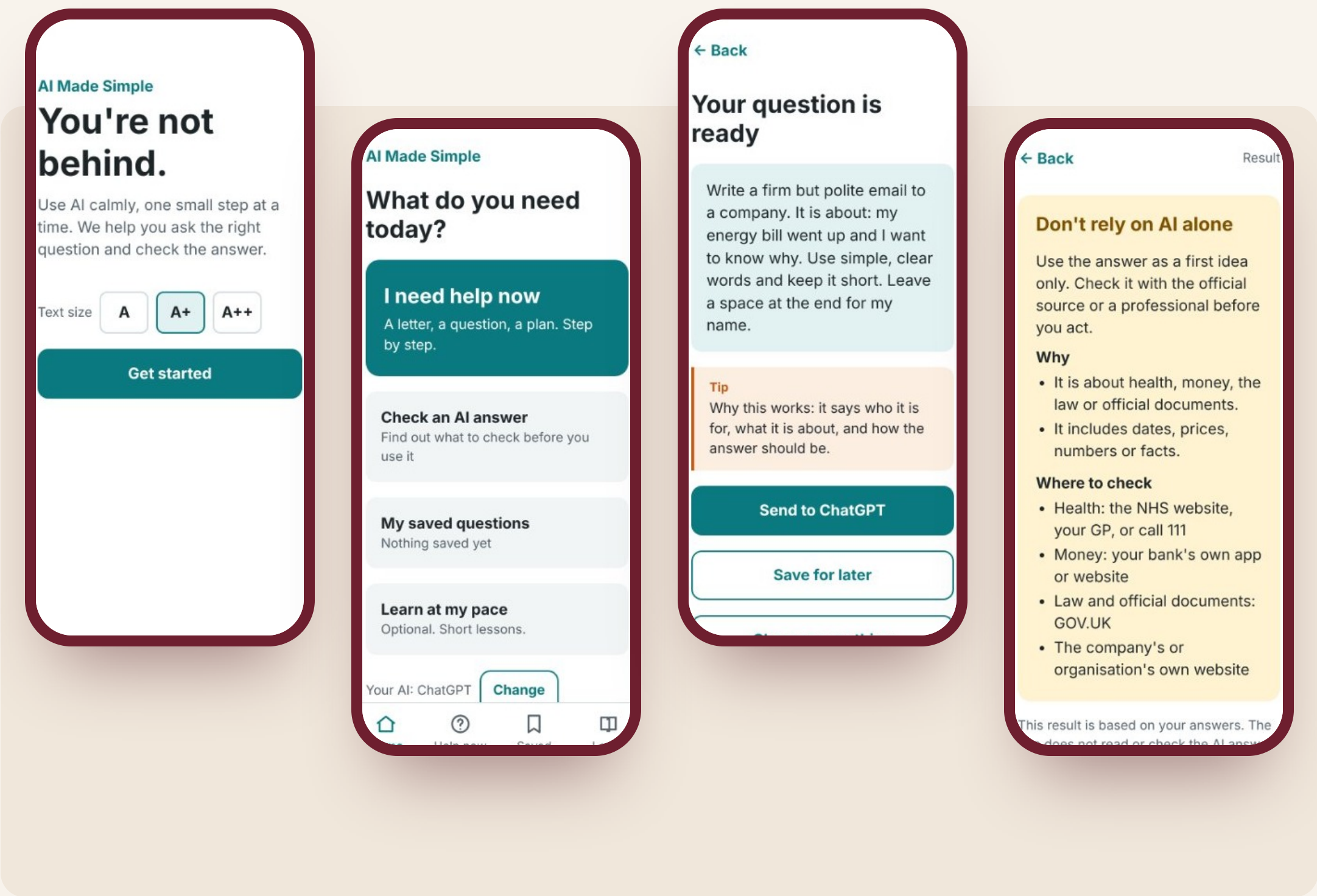
WEB APP • FINAL MAJOR PROJECT

AI Made Simple

Many adults feel they are “behind” with AI. This calm, task-first app helps them ask a good question in the AI they already use, then check the answer before acting on it.

- One decision per screen, plain English
- Large, highly legible type and adjustable text size
- Built-in safety check for health, money and scams

STATUS Working web prototype · BA Graphic Design, LCCA



SECTION TWO

Graphic *Design*

Campaigns, packaging, identity and editorial work, from first sketch to finished mockup.



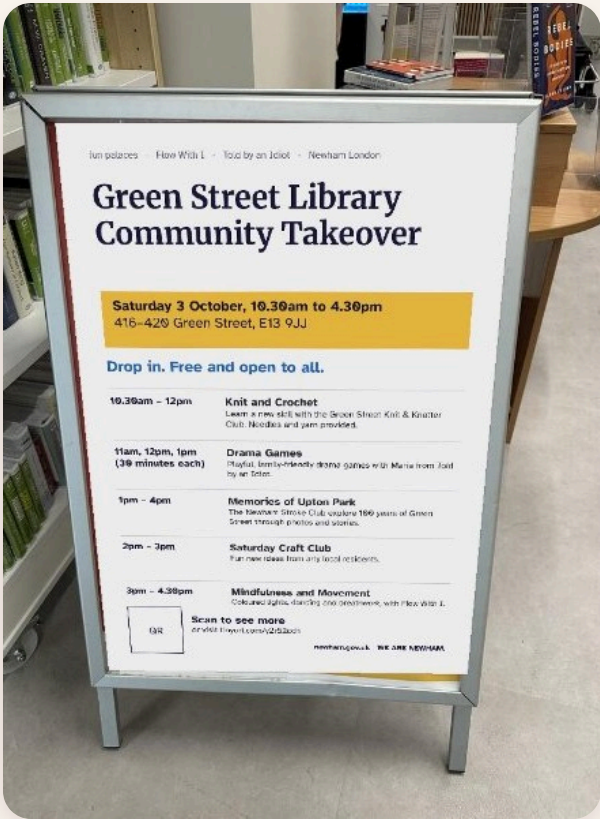
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CAMPAIGN • BA DISSERTATION

One Clear Step

Community notices often overwhelm the people they are meant to help. I redesigned real local information (events, contacts, classes) so each poster has one clear message and one next step.

DONE Research, poster system, typography, colour, mockups



COMMUNITY TAKEOVER



CAMPAIGN MESSAGE



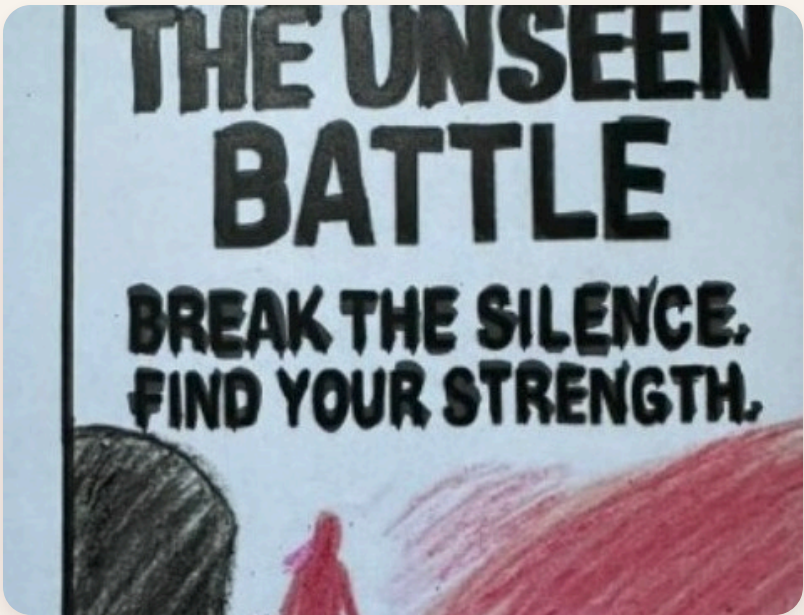
CLASS NOTICE

AWARENESS CAMPAIGN • CONCEPT

The Unseen Battle

A campaign concept for Refuge, the domestic abuse charity. It moves from a hand-drawn first sketch to a poster series and a tote bag, built around one message: there is a way out.

i.	ii.	iii.
SKETCH	POSTER SERIES	MERCHANDISE
TYPE	Student concept, not commissioned	
DONE	Sketching, poster series, merchandise	



PACKAGING • CONCEPT

Odesa Sea *Lemonade*

Label design for a lemonade inspired by the Odesa seaside: sun, sea and a lighthouse on the horizon. A range of three flavours, each with its own colour.

DONE	Illustration, label layout, product range, mockups
RANGE	Three flavours, three colourways



CONCEPT

*Sun, sea and a lighthouse on
the horizon.*

LOGO • IDENTITY

Love Lines

Logo for an online education business with a warm, personal tone: two lines joining into one heart.



EDITORIAL • TYPOGRAPHY

Typo Magazine

Cover for a magazine about typographic process, with a portrait built entirely from words.



CONTACT

Let's work
together

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BASED IN

London, UK · working in English and Ukrainian

