

PORTFOLIO

Graphic & UX/UI Designer
Lisa Allsopp

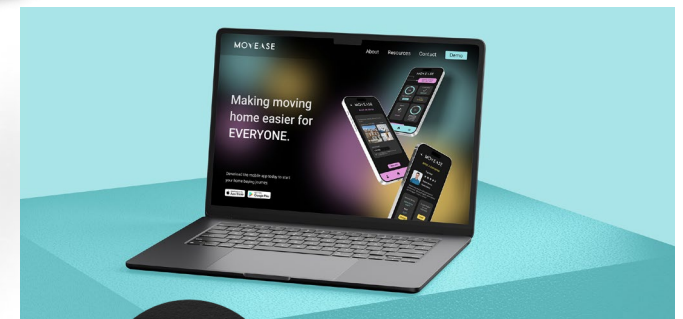


hello@lisaallsopp.com

MOVEASE

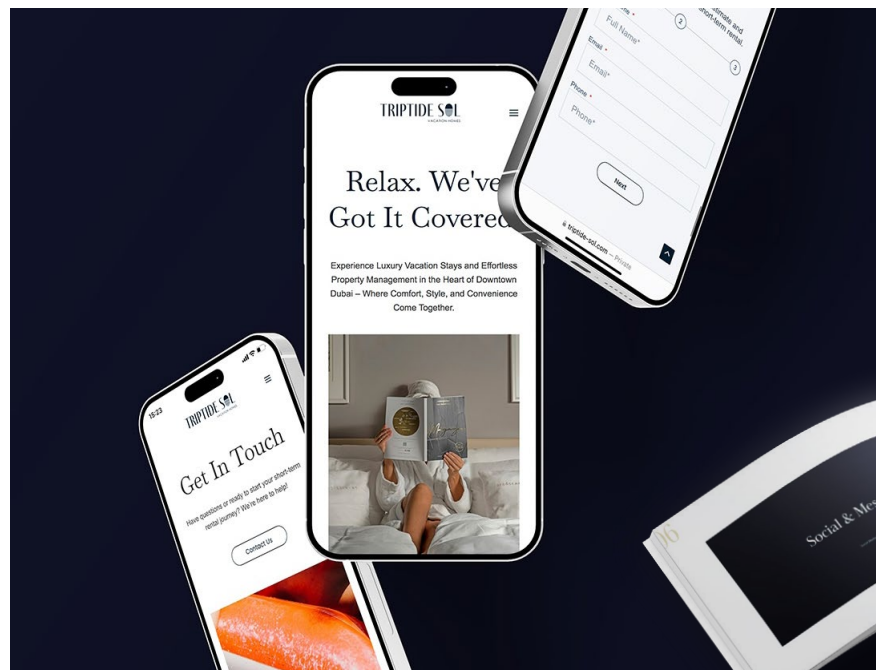
Movease is a mobile app designed to guide first-time buyers through the home-buying process with clarity and confidence. I created the full brand identity and digital product from the ground up - including the logo, visual guidelines, and a complete UI system. The aim was to break down a traditionally overwhelming process into a streamlined, easy-to-navigate experience.

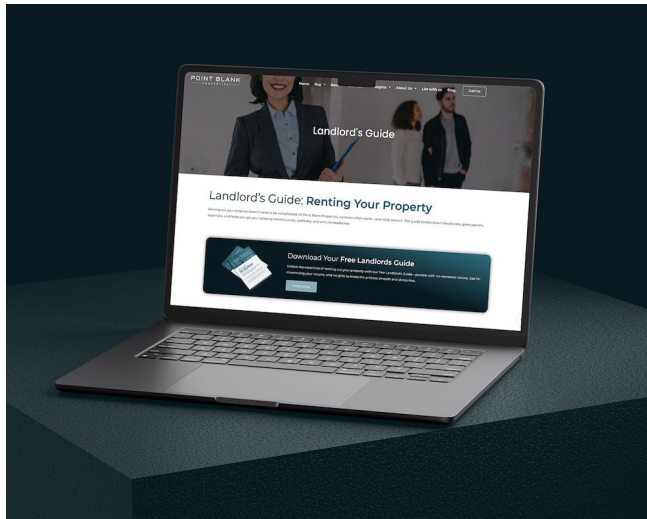
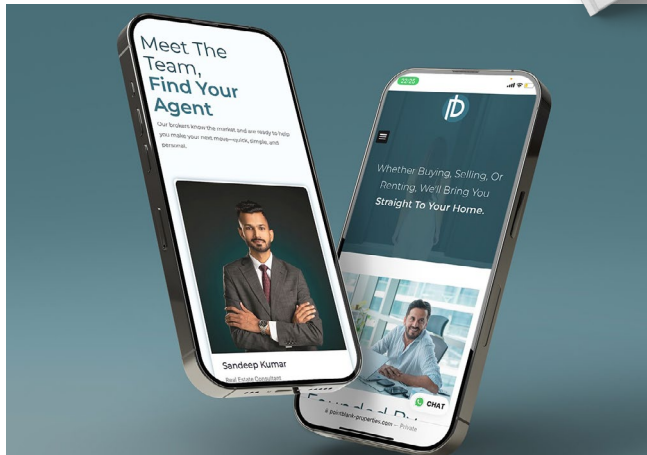
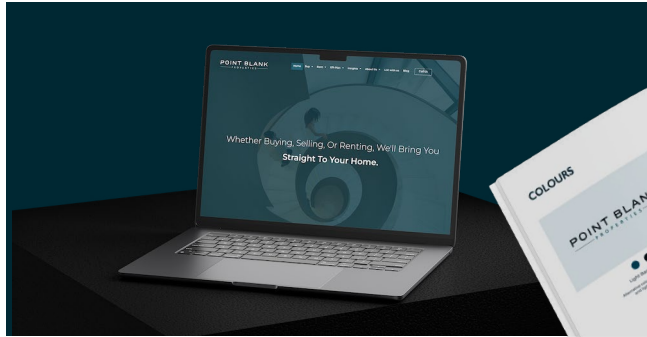
Over the course of the project, I conducted user research, mapped journeys, and designed and tested seven iterations of the app to refine both function and flow. Alongside the app itself, I also delivered a detailed colophon report, branding assets, and brand guidelines to support future development and consistency.



TRIPTIDE SOL

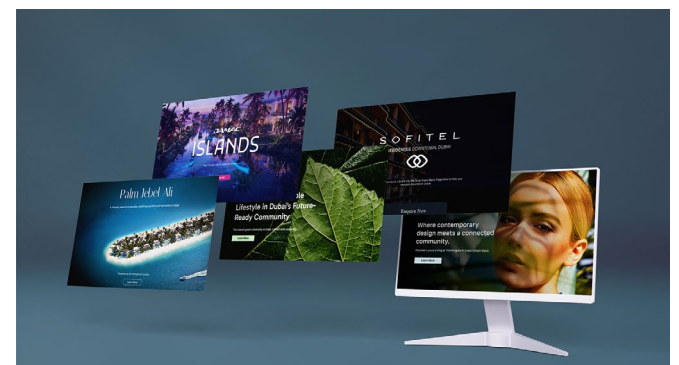
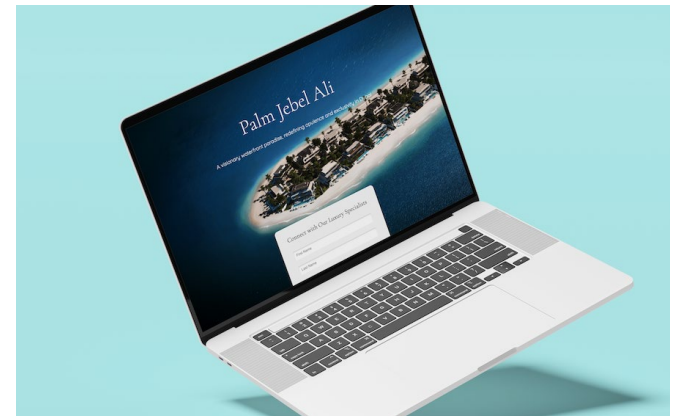
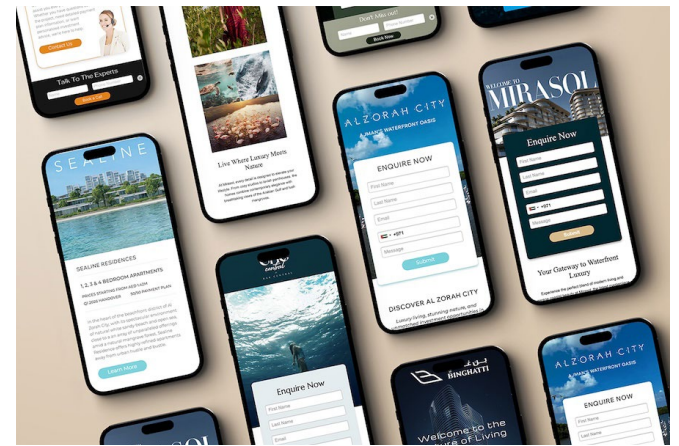
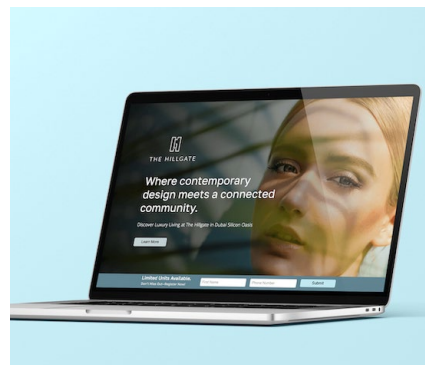
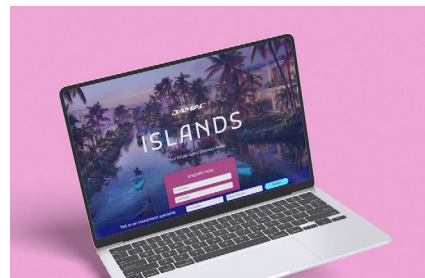
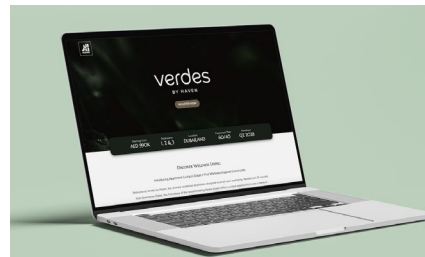
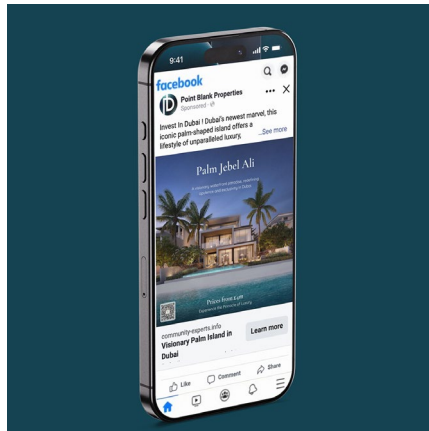
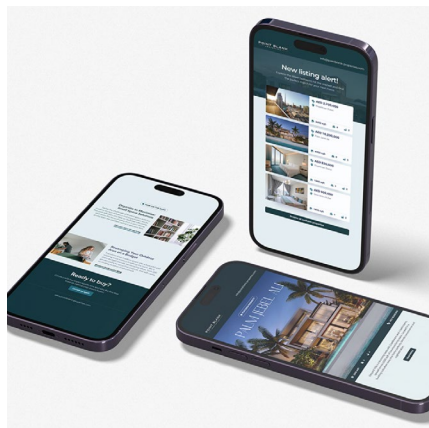
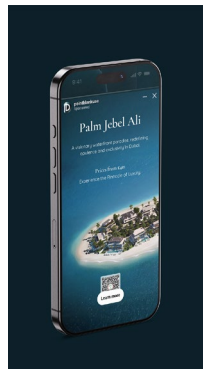
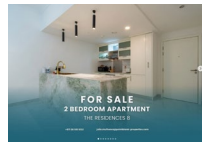
Triptide Sol is a Dubai-based holiday home rental company. I created the full brand identity and website. The goal was to create a visual style that felt calm and premium, appealing to both tourists and property owners. I developed the full brand system, including: logos, colour palettes, guidelines, supporting assets and marketing materials. The branding was applied across digital and print, from business cards and social media, to the company website, documents and brochures. I also designed and built the website with a strong focus on user experience, responsive design and visual consistency across every touchpoint.





POINT BLANK PROPERTIES

I led all creative and marketing efforts for Point Blank Properties, a Dubai-based real estate company. All design work was my sole responsibility - from the rebranding and website redesign to producing over 30 high-converting landing pages that directly led to qualified leads and sales. I modernised the brand identity while retaining key visual elements for recognition. I created a full suite of marketing materials, including brochures, presentations, social media content, and email campaigns - ensuring visual consistency across every touchpoint.



Socials

Campaigns

Landing Pages

NEWSAID

NewsAid is a mobile app designed to make reading the news easier for users with visual or auditory impairments. I focused on accessibility from the start - researching inclusive design principles, conducting competitor analysis, and identifying common barriers to readability and interaction. The app lets users fully customise their reading experience, from text size and contrast to image suppression and voice settings. I created the full brand identity, user flows, UI system, and high-fidelity mock-ups - applying inclusive thinking at every step. This project helped me explore how design can be both functional and empowering.

