

INDEPENDENT GRAPHIC DESIGN & ILLUSTRATION

Designing for people, culture & community.

Independent Graphic Designer, Illustrator & UX Designer

Creating as Blufauna from the creative heart of Bristol, UK.

Bridging tactile editorial craft, expressive visual identity,
large-scale civic murals, and Google Certified UX design.

CORE DISCIPLINES & ACCREDITATIONS

REPORT & PUBLICATION DESIGN

GOOGLE CERTIFIED UX (2026)

VISUAL IDENTITY & BRAND SYSTEMS

RESPONSIVE APP DESIGN (BLUBILL)

PUBLIC MURALS & CIVIC ART

ILLUSTRATED GOODS & STATIONERY

BRISTOL, UK BASED PRACTICE

PRE-PRESS PRINT PRODUCTION

SEVILAY KAYA

FOUNDER / DESIGNER



Independent Creative Practice * Bristol, UK

PRACTICE OVERVIEW

Distinctive, Culturally Resonant Design

Founded by Sevilay Kaya in Bristol, UK in 2022, Blufauna is an independent design and illustration practice specialising in purpose-driven visual communication and user-centred digital products.

The work bridges tactile editorial craft with structured UX thinking: transforming complex research into accessible annual publications, crafting expressive visual identities for cultural festivals, painting large-scale community murals, and designing responsive apps.

Formally certified in Google UX Design (8-course specialisation), every digital and print project is grounded in empathy-driven user research, wireframing, rapid Figma prototyping, and WCAG accessibility.

From digital products like the BluBill mobile invoicing application to civic publications, Blufauna creates experiences that inform and empower.

TRUSTED BY CULTURAL & CIVIC PARTNERS:

Bristol Beacon * Bristol Climate & Nature Partnership
Bristol Refugee Festival * ACH * University of Bristol

[Explore online portfolio on blufauna.uk ->](https://blufauna.uk)

01 Report & Publication Design

Translating dense research and data into engaging, accessible publications. Annual reports, strategic frameworks, infographics, and interactive print-ready PDFs for purpose-driven organisations.

02 Visual Identity & Brand Systems

Distinctive logos, typography suites, colour systems, and comprehensive social asset toolkits for festivals, civic groups, and independent brands.

03 Public Murals & Architectural Art

Transforming civic facades, schools, and public walls into vibrant, uplifting community artworks that spark conversation and joy.

04 Illustrated Goods & Retail Merch

Supplying boutique gift shops and independent stockists with award-winning illustrated greeting cards, Bristol landmark art prints, and custom stationery.

CIVIC & CHARITY IMPACT

ACH & Bristol Refugee Festival Annual Reports

A multi-year partnership designing flagship annual publications, stakeholder consultations, and strategic data reports.

Challenge:

Transform dense socio-economic findings, multi-partner survey metrics, and community quotes into an accessible, uplifting publication that satisfies institutional funders while honouring the voices of refugee and migrant communities.

Creative Strategy:

Clean, modern grid typography paired with vibrant editorial infographics, illustrated pull-quotes, and accessible colour hierarchies compliant with UK public sector accessibility standards.

KEY DELIVERABLES & IMPACT:

- * Complete 40+ page publication layout (A4 Print & Digital)
- * Bespoke data infographics, financial charts & statistics
- * Distributed to civic leaders, grant funders & city MPs
- * **Representing 20,000+ festival attendees and beneficiaries**

[View full case study on blufauna.uk ->](https://blufauna.uk)



CLIMATE & SUSTAINABILITY

Bristol Climate & Nature Partnership Action Plans

Strategic editorial publication design for Bristol Climate & Nature Partnership (BCNP): one of the UK's leading civic environmental networks uniting 1,000+ member organisations.

Challenge:

Presenting grassroots climate justice, ecological resilience plans, and neighbourhood-level pilot studies in an engaging, human-centred format that inspires practical community action.

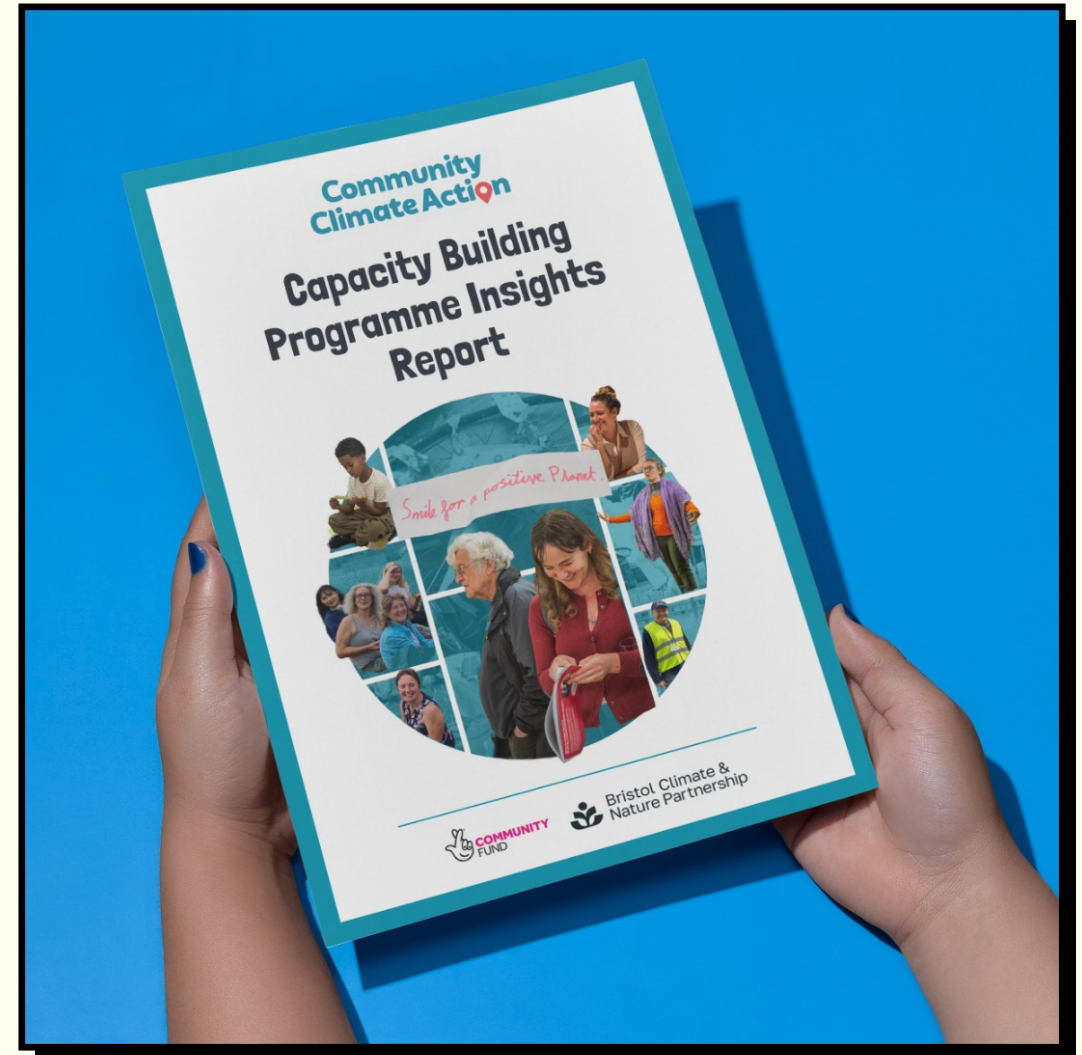
Outcome:

A cohesive, high-impact publication system featuring modular data tables, clear chapter breakouts, expressive illustrated accents, and digital interactive PDF features.

KEY DELIVERABLES & IMPACT:

- * Strategic Framework Publication (Print & Interactive PDF)
- * Custom climate infographics & workflow diagrams
- * Exhibited at Bristol citywide sustainability summits
- * Reached over 1,000 community partners and stakeholders

[View full case study on blufauna.uk ->](https://blufauna.uk)



NURSERY CORRIDOR MURAL

Filton Avenue Nursery School Welcome Mural

A large-scale environmental welcome mural designed for Filton Avenue Nursery in Bristol, transforming an entrance corridor into a bright, playful, and inclusive space for children and families.

Visual Concept:

Centred around a vibrant 'Welcome' greeting surrounded by cheerful children holding hands, animals, plants, a rainbow, and playful motifs that inspire curiosity and a strong sense of belonging.

Execution:

Full mural design and character illustrations created digitally, then painted on site in collaboration with another artist, translating the vector proposal into a large-scale tactile installation.

Note: Also contributed to the ACH Climate Change Awareness Mural in Bristol alongside 5 fellow local artists.

DELIVERABLES & COLLABORATION:

- * Full wall vector illustration & digital colour proposal
- * On-site architectural wall painting with partner artist
- * Welcoming daily backdrop for 150+ young children and families
- * **Community-focused nature, diversity & wildlife motifs**

[View full case study on blufauna.uk ->](https://blufauna.uk)



CULTURAL CELEBRATION & OUTREACH

Be Kind Bristol Bristol Beacon Campaign

Visual identity and campaign design created for 'Be Kind Bristol', a day of creativity at Bristol Beacon celebrating the city's refugee and asylum seeker communities.

Community Co-Curation:

Co-curated with community members, the event united music, dance, art, poetry, and crafts to celebrate Bristol's rich cultural identities and shared solidarity.

Central Visual Concept:

The key illustration features hands of different colours coming together to form a heart emblem: symbolising kindness, mutual support, and collective human dignity.

CAMPAIGN ASSETS DELIVERED:

- * Primary event posters exhibited in Bristol Beacon windows
- * Printed promotional flyers & cultural programme guides
- * Digital event listings & hero graphics for Bristol Beacon website
- * **Social media promotional assets and shareable cards**

[View full case study on blufauna.uk ->](https://blufauna.uk)



ACADEMIC & PODCAST BRANDING

Wisdom from the Global Majority

Visual identity and audio packaging for the University of Bristol's research podcast exploring anti-racist pedagogy and community storytelling.

Design Strategy:

Creating a bold, culturally resonant visual mark that cuts through dense podcast directory grids (Spotify, Apple Podcasts) at small icon sizes while scaling up gracefully to A1 exhibition banners.

The mark pairs handcrafted botanical line-work with geometric modern typography, reflecting both historical lineage and future-facing academic debate.

ASSETS PRODUCED:

- * Master 3000x3000px podcast show cover art
- * Individual episodic card templates for guest showcases
- * Social promotional kits for Instagram, LinkedIn & X
- * Academic conference presentation slide decks

[View full case study on blufauna.uk ->](https://blufauna.uk)



AWARD-WINNING PAPER GOODS

Blufauna Illustrated Goods Greeting Cards & Stationery

An original collection of illustrated paper products and lifestyle merchandise conceived, illustrated, and produced by Sevilay Kaya.

Changes Bristol Design Award (2nd Place, 2023):

The Bristol Clifton Suspension Bridge & Hot Air Balloons greeting card achieved 2nd Place in the Changes Bristol Design Competition, celebrating city heritage and raising funds for mental health support.

Tactile Product Range:

From functional daily tear-off planner notepads and recipe pads to heartfelt greeting cards paired with recycled Kraft envelopes, art prints, and prototype lifestyle merchandise.

COLLECTION HIGHLIGHTS & OUTLETS:

- * Award-Winning Bristol Clifton Postcard (Changes Bristol 2nd Place)
- * Daily desk planner notepads & recipe adventure pads
- * Greeting cards with recycled Kraft envelopes
- * **Sold via Etsy (BlufaunaDesign) & Bristol Independent Markets**

[View collection on blufauna.uk ->](https://blufauna.uk)



COLLABORATION & PROCESS

Agile, Collaborative & Reliable Delivery

Available for direct commissions, civic partnerships, and digital product UX design.

Discuss a project on blufauna.uk/contact ->

STAGE 01

Discovery & Brief

Clarifying goals, timeline, key stakeholders, user personas, and technical requirements. Reviewing existing brand assets.

STAGE 02

Concept & Direction

Developing moodboards, user flows, wireframes, colour palettes, and early sketches for stakeholder alignment.

STAGE 03

Design & Refine

Fleshing out comprehensive deliverables, Figma prototypes, running accessibility checks, and managing feedback rounds.

STAGE 04

Delivery & Handover

Handing over flawless, pre-press certified print PDFs, interactive UI components, and style documentation.

GOOGLE CERTIFIED UX & APP DESIGN

[*] Google UX Design Professional Specialisation

8-course qualification in user research, empathy mapping, and wireframing.

[*] Mobile & Responsive App Design (BluBill)

13-screen responsive Figma prototype with modular UI design system.

[*] Usability Testing & Digital Accessibility

Multi-round moderated testing, heuristic audits, and WCAG 2.1 AA compliance.

Explore BluBill App UX case study on blufauna.uk ->

CORE SOFTWARE & DESIGN TOOLKIT

[*] Figma & FigJam (Google Certified UX)

Interactive mobile prototypes, design tokens, component libraries & wireframes.

[*] Adobe InDesign & Illustrator

Multi-page editorial publications, typography systems, vector illustrations.

[*] Adobe Photoshop & Procreate

Digital artwork, photo retouching, hand-drawn character illustration.

[*] Pre-Press & Production Standards

CMYK colour management, print-ready PDF/X standards, bleeds & press checks.

START A CONVERSATION

COMMISSIONS OPEN 2026

Let's make something distinctive together.

Have an app, publication, mural, visual campaign, or branding project in mind?

Drop an email with your timeline, brief, or early ideas to start a collaboration.

DIRECT EMAIL

info@blufauna.uk[Send Email ->](mailto:info@blufauna.uk)

ONLINE PORTFOLIO

blufauna.uk[Visit Site ->](http://blufauna.uk)

INSTAGRAM

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