



Laura Maycroft

SURFACE PATTERN & ILLUSTRATION

LAURAMAYCROFT.DESIGN | [@LAURAMAYCROFT.DESIGN](https://www.instagram.com/LAURAMAYCROFT.DESIGN) | HELLO@LAURAMAYCROFT.DESIGN

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Laura's work is often concerned with place and how it affects wellbeing; from unexpected details to her confident use of colour. Her creative practice draws on her fascination with print-making & creating repeat patterns and these processes inform her work, whether hand- or digitally-printed. She focuses on innovative approaches to drawing for risograph & screen-printing; illustrating in layers with technical application in mind.

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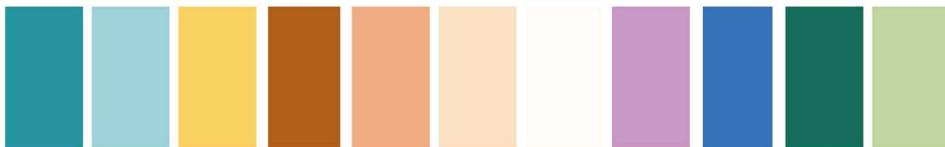
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OISEAU DU MODERNISME



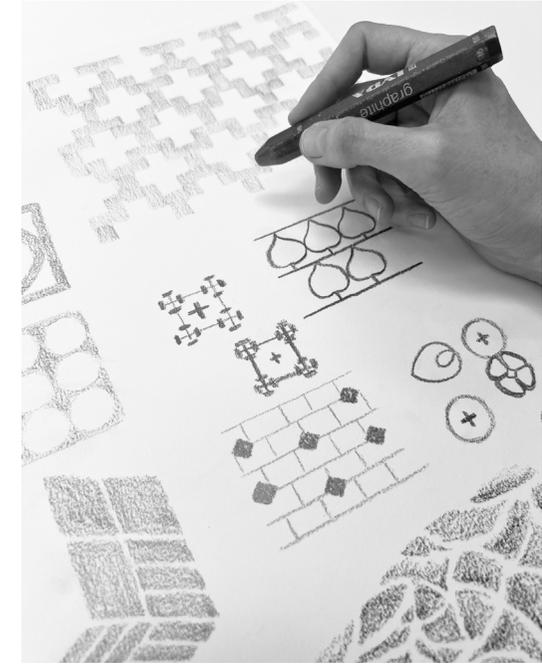
This eclectic wallpaper & interiors collection celebrates the biophilic spaces designed by Sri Lankan architect Minnette De Silva - one of the first female architects to have her own practice in the 1940s. Explore the contrasts in her work; between geometric modernist forms, decorative features made by local artisans, and the lush tropical planting of her outdoor living spaces.

Inspired by the grainy halftone photographs and stylised architectural drawings & plans - that are sadly much of what remains of her work - this collection of wallpapers and hand-screenprinted fabrics mix craftsmanship and modernity. Influenced by mid-century prints and postcards, overprinting is explored to create secondary colours in a palette of peacock blues and clay pinks with pops of lilac.

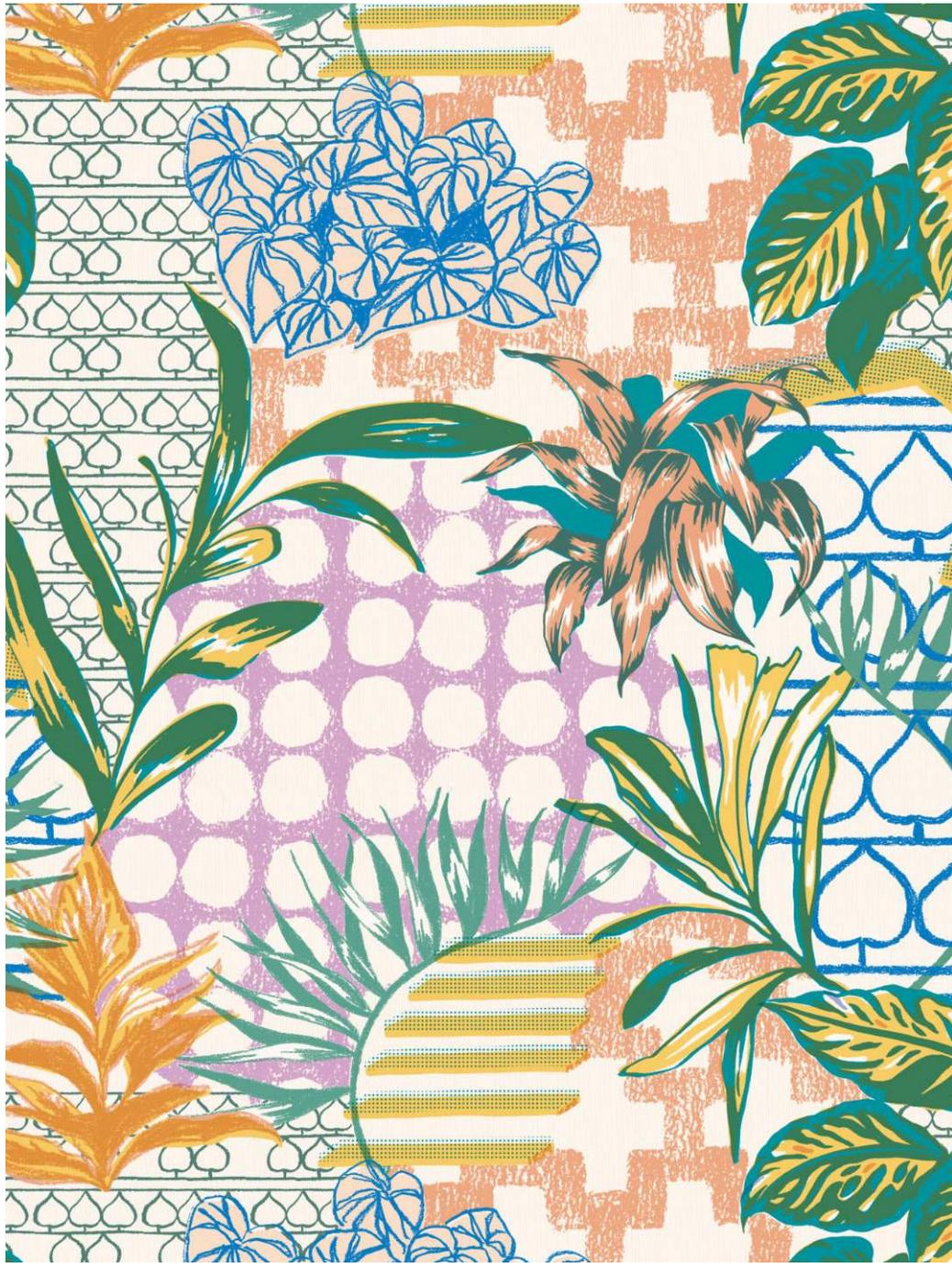


1. CLARKE & CLARKE
2. MINNETTE DE SILVA
3. ISHANTHI GUNAWARDANA
4. MINI MODERNS
5. COLE & SON
6. KITTY MCCALL
7. STICK NO BILLS
8. VINTAGE SRI LANKAN STAMP
9. MINNETTE DE SILVA
10. LE CORBUSIER

OISEAU DU MODERNISME



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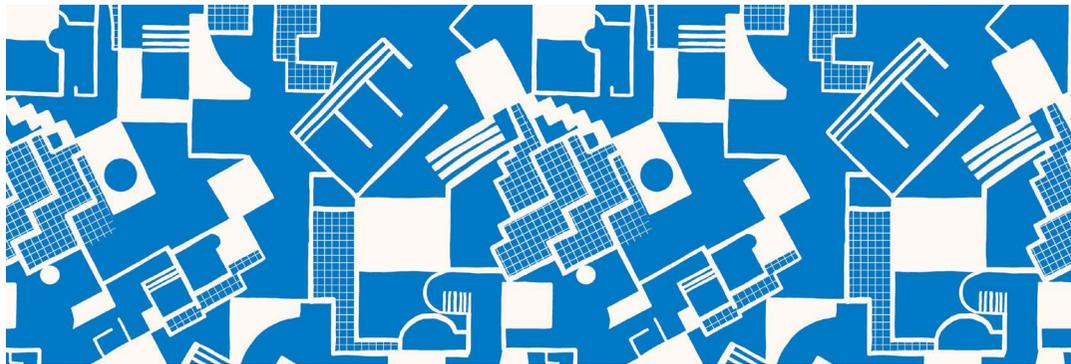


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Overgrown wallpaper print & visualisation

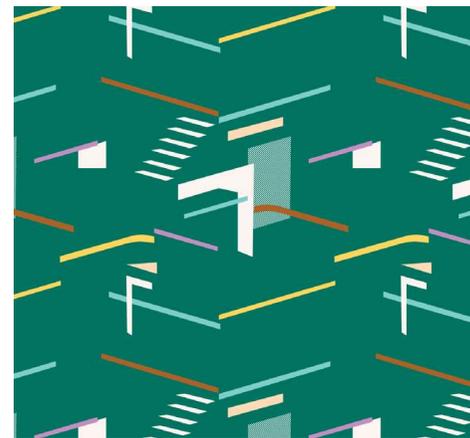
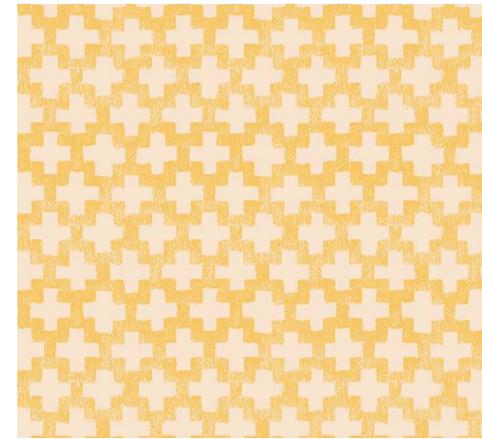
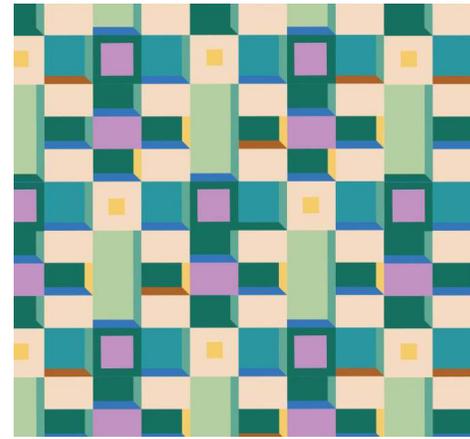
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Interior textile & wallpaper prints, SS2026

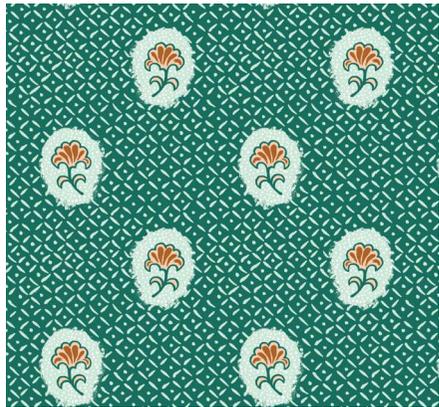
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Wallpaper & interior textile prints and screenprinted samples

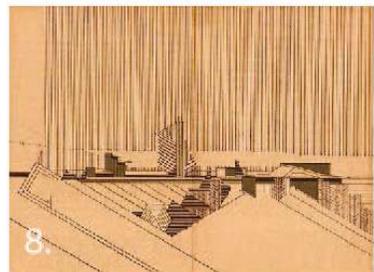
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Screenprinted sample, interior textile prints & visualisation

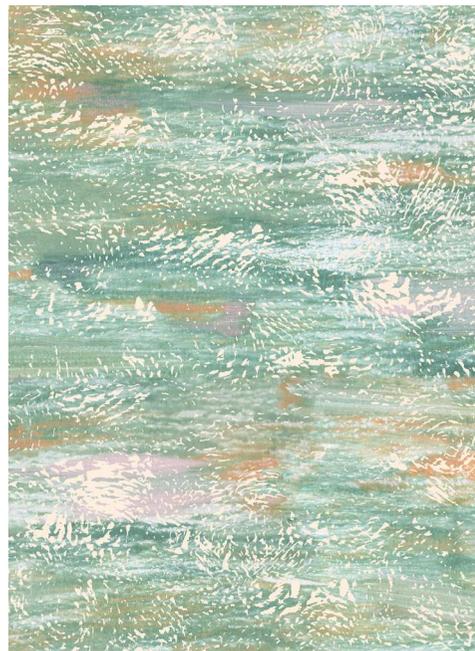
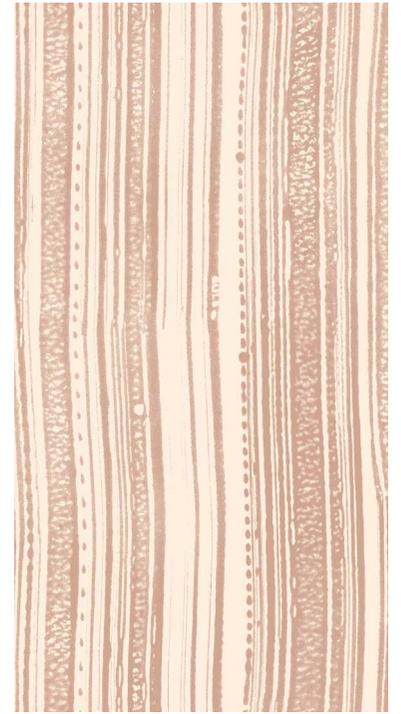
RECONFIGURED RETREAT



This rustic but refined abstract interior collection provides a cosy retreat from modern life inspired by Frank Lloyd Wright's organic architecture in the Arizona desert. Marks taken from local flora and fauna are rearranged in irregular configurations using a palette of warm neutrals with pops of cobalt blue and scarlet of cactus blooms to pair with a living room of dark woods and other natural materials.

1. ARTE WALLPAPER 2. SOHO HOME 3. CASAMANCE 4. HOUSE OF QUINN 5. FRANK LLOYD WRIGHT 6. ROBERT TYRRELL 7. ÉLITIS 8. FRANK LLOYD WRIGHT 9. LARSEN 10. LAURA HORN

RECONFIGURED RETREAT



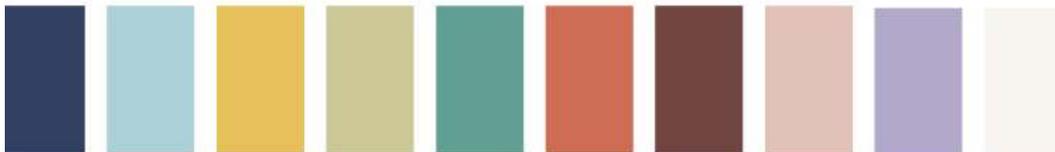
RECONFIGURED RETREAT



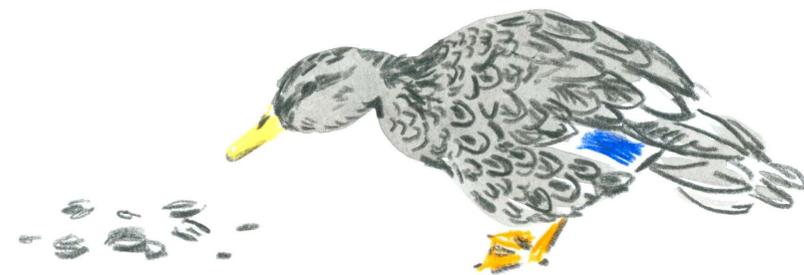
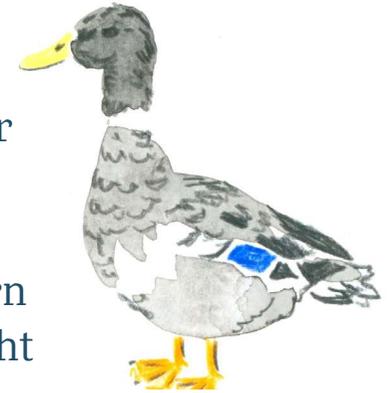
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Neutral & green alternative colourways

AWE-SOME WALKS



Capturing the awe and wonder of exploring nature together, this research project seeks to understand how surface pattern designers can inspire and delight both adults and pre-school children in shared living spaces. The aim is to develop concepts for sophisticated home interior collections with hidden details or interactive elements for children in a palette of muted brights of blackberry and warm sky blue.



1. CECILIA PETTERSON
2. KIDS MODA PORTUGAL
3. SIAN ZENG
4. HANNA WERNING
5. SARAH HARRIS
6. LÅNGELID/ VON BRÖMSSEN
7. MATT JOHNSON
8. MARK HEARLD
9. TALL PAUL KELLY

AWE-SOME WALKS - RESEARCH PROJECT



Laura Maycroft

Hide-and-seek magnetic wallpaper & user research

AWE-SOME WALKS - RESEARCH PROJECT



Laura Maycroft



Garden to the Tarn & Feeding the Ducks prints

AWE-SOME WALKS - RESEARCH PROJECT

Play tent with cut-out eye holes in the front and a hidden creature in one of the binoculars!



'Spot the difference' flocked cushion



Kids' shaped cushions



Reversible linen playmat

AWE-SOME WALKS - RESEARCH PROJECT



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I-Spy cushion alternative colourway, flocked samples and Lost & Found print

ENDANGERED SPECIES

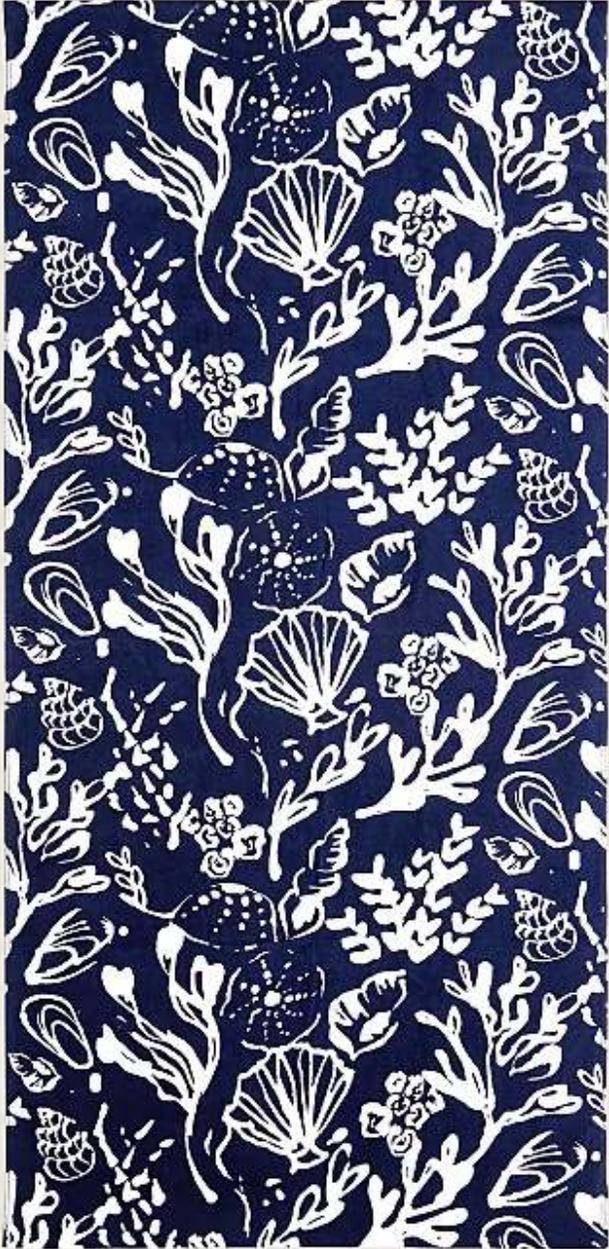


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Winner of Daniel Heath live brief & 2nd Prize Bradford Textile Society 2022

SUMMER SIMPLICITY - SS23

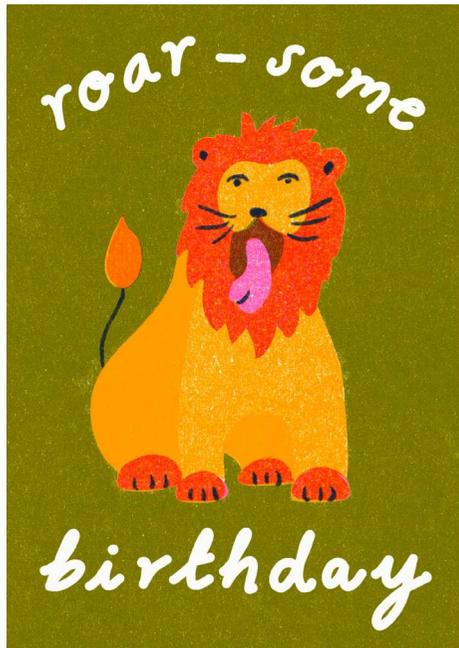
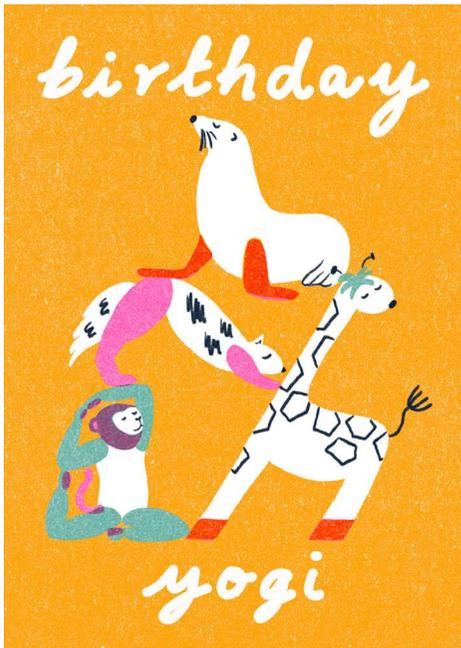
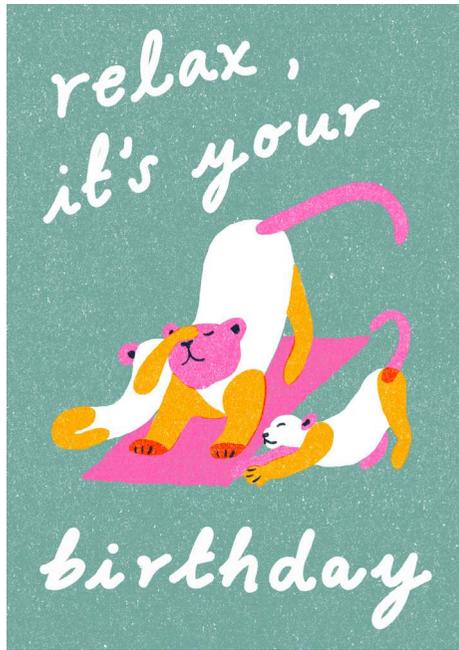
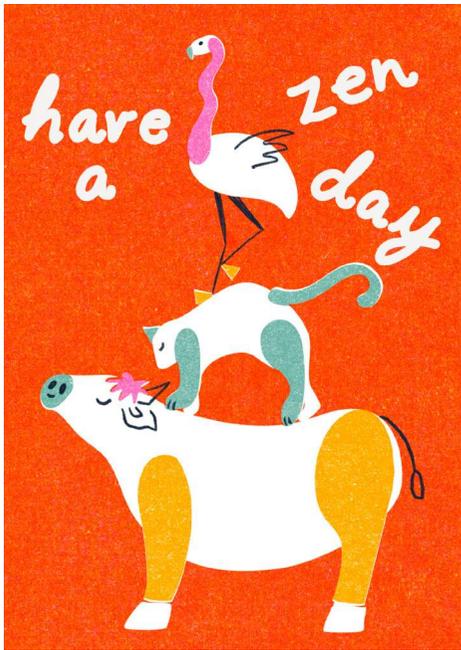
George.
home



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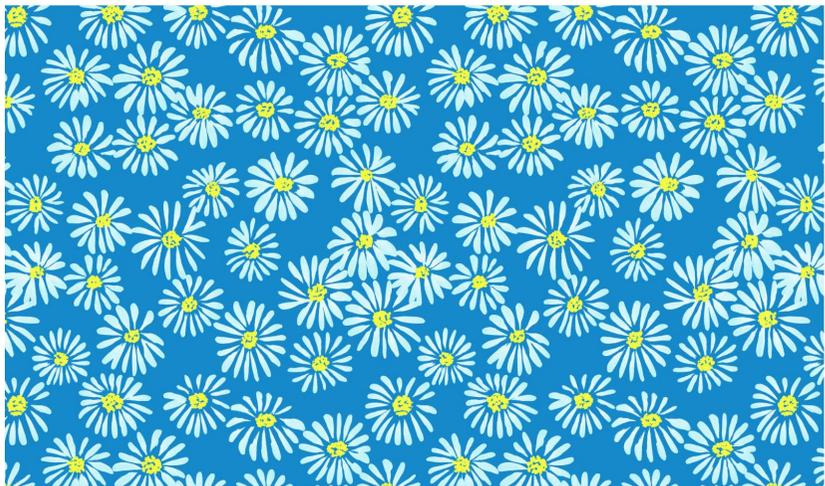
Beach towel designs produced by George Home - ASDA Internship, July 2022

ZEN ZOO



VIBRANT BLOOMS - SS24

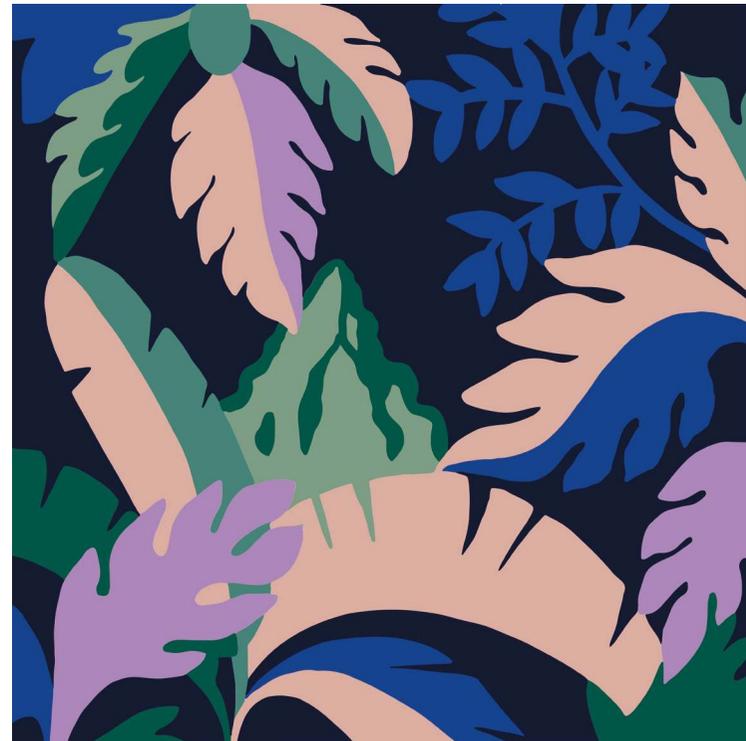
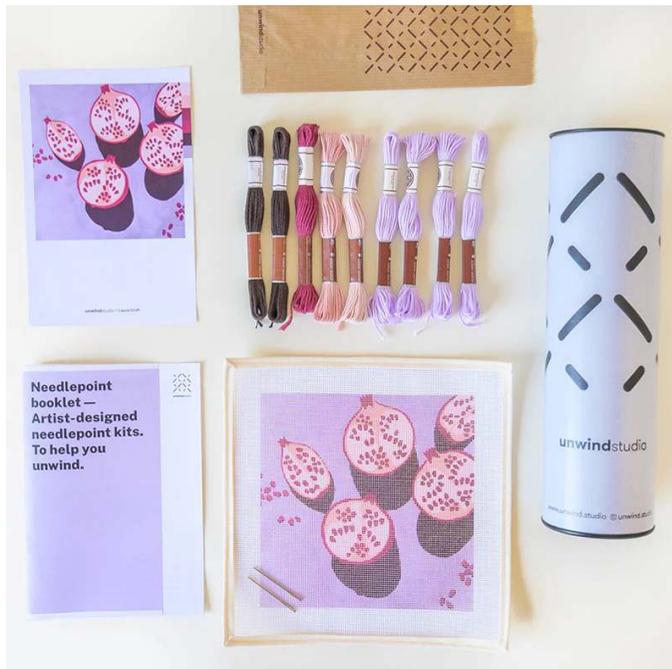
patternbank



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Sustainable women's fashion print collection, Winner of Patternbank live brief 2023

UNWIND STUDIO COLLAB - 2020-25



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3 Needlepoint kit designs available from Unwind Studio & more coming soon!

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Laura has designed for a range of brands - with her prints appearing on giftwrap, homeware, needlepoint kits and more - and she takes satisfaction in seeing a concept through to final product.

ACHIEVEMENTS

Winner of Habitat Future Design Award 2025, New Designers JULY 2025

1st Prize Prestigious Textiles Award, Bradford Textile Society JULY 2025

AVA Top 10 & Hallmark recognition, New Designers JULY 2025

2nd Prize Bradford Textile Society, Winner of 2x Live Briefs and featured in Caboodle & Uppercase Magazines 2019-2023

EDUCATION

BA Textile Design - Leeds Arts University
SEPT 2021 - JULY 2025
1st Class Honours

Textile Foundation - Morley College, London
SEPT 2020 - JUL 2021

Portfolio:
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Instagram:
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Print



Pattern



Product

EDUCATION (CONTD.)

PhD Organic Chemistry - University of Bristol
OCT 2005 - NOV 2009
Awarded Feb 2010

MChem Chemistry - Keble College, University of Oxford
OCT 2001 - JUL 2005
1st Class Honours

A-levels - Stoke Damerel Community College, Plymouth
JUL 2001
Art & Design (A), Chemistry (A), English Literature (C), Maths (A).

SHORT COURSES

AVA CAD Training - 3 day course
JUN 2023

Photoshop & Illustrator for Textile Design, Central St Martin's School of Art, UAL.
JUN 2018
Work chosen for window exhibition from over 800 applicants

Various Textile Courses
2017-2021

OTHER PROFESSIONAL EXPERIENCE

Consultant Product Manager - Various Contracts, London

OCT 2020 - AUG 2021, PART-TIME, SHORT TERM

- Dulwich Prep School - User research about internal tools for teachers
- Unwind Studio - Search engine optimisation (SEO) for website
- Francis + Louise - SEO and website optimisation

Senior Product Manager, Browse - moo.com, London
JAN 2016 - SEPT 2020, FULL-TIME THEN 80%

Responsible for defining & delivering the digital product strategy on the moo.com website, prioritising the work of a team of 10 including software engineers & UX designers, as well as collaborating closely with the Merchandising & SEO teams.

Product Manager, Content Discovery - nature.com, London

MAR 2011 - DEC 2015, FULL-TIME, SPRINGER NATURE

Senior Technical Editor - nature.com, London

MAR 2009 - FEB 2011, FULL-TIME, MACMILLAN SCIENCE & EDUCATION

PROFESSIONAL SKILLS

User research, including focus groups, interviews & surveys

Project management; personal, team and agile cross-team delivery

Website optimisation & search engine optimisation (SEO)

Preparing business cases, project proposals & prioritising roadmaps

Chairing meetings & facilitation of workshops

Coaching & mentoring

PROFESSIONAL DESIGN EXPERIENCE

Freelance Wall Art Prints - Artko 2025
• 4 prints commissioned for TK Maxx and more requested

Homeware Design Intern - Asda Home, Leeds
JULY 2022, 2 WEEKS, FULL-TIME
• Prints for Bath & Holiday categories. Three beach towel designs launched, Spring 2023 - one bestseller.
• Christmas design launched across Gift & Greeting and Homeware, Autumn 2023.
• Producing specs for suppliers and colour checking samples

Printed Textile Design Intern - Bay & Brown, London
AUG - SEPT 2021, 1 MONTH, FULL-TIME
Drawings for womenswear prints - Paisleys, Ikat & animal prints.

Artist collaboration with Unwind Studio, Porto
2020 - CURRENT
Three needlepoint kit designs on sale since 2020 & more soon!

DESIGN SKILLS

Proficient with Adobe Photoshop, Illustrator & InDesign - using Wacom tablet - and Procreate & Affinity Designer iPad apps.

Trained to use AVA for colour separation and recolouring.

Quick to learn new painting and drawing techniques.

Proficient at screenprinting and preparing files for screenprinting and digital printing. Good knowledge of print & dye techniques.