



Shine a light on Team Pink

Daniella Sharman, Senior Graphic Designer



How long have you worked at Toolbox?

I've been with Toolbox for five and a half years, joining the team as a Graphic Designer, just a few months before the world turned upside down with the COVID lockdowns, talk about timing! Starting in such unusual period really shaped the way I work, collaborate and pushing me to adapt quickly and stay creative under pressure. Since then I progressed into the role of Senior Graphic Designer and I've had the chance grow with the company, working on a wide range of projects and continue to bring ideas to life.

What made you choose a career in placemaking?

I chose a career in placemaking because I thrive on variety and collaboration - no two days are ever the same, and that's exactly what keeps me inspired and keeps my brain ticking and with 2 young children, I definitely need that!

I've always been someone who brings a strong work ethic in everything I do, and I'm always ready to roll my sleeves up and get involved wherever I'm needed. Whether it's contributing to creative strategy, supporting cross-department projects, or stepping into something completely new, I'm always eager to learn, grow and help deliver meaningful outcomes for the places and communities we serve.



Tell us about your role and why it is important:

My role is varied, which is one of the things I enjoy most about it. On any given day, I might be designing for destinations across the country - anything from social media content and website assets to event campaigns and full-scale re-brands. We truly cover it all, and that variety keeps the work fresh and exciting.

Beyond external-facing design, I also play a role in supporting internal needs, such as developing in-house documentation, refining presentations, and ensuring our brand stays consistent across all touchpoints. It's a great position that blends creativity, strategy, and adaptability - and I love being part of it all.

What has been your most memorable moment at Toolbox so far?

It's hard to pinpoint one single most memorable moment, because I've had the opportunity to work on such a wide range of projects during my time at Toolbox. From destination branding and campaign rollouts to internal creative challenges, each project brings something unique, whether it's the team I'm collaborating with, the creative brief, or the impact of the final outcome.



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What's your favourite destination?

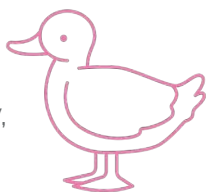
It really depends on who I'm with! If I'm on my own, taking things at my own pace, I'd definitely say a garden centre. I love wandering through the plants, and I almost always end up bringing one (or two!) home with me.

But when I'm with my children, it's all about whatever brings joy to them. One moment that stands out recently was over Easter, when we took part in an Easter trail. We explored a beautifully decorated area, ticking off things we found along the way, and finished by meeting the Easter Bunny for a sweet treat. My eldest was completely mesmerised, she must have said hello to him at least 48,375 times and couldn't take her eyes off him!

It's those smaller, simple outings, a trail, a visit to the farm or zoo, or even a trip to our local lake to see and feed the ducks (my one year old is currently obsessed and loves to shout "QUACK!" anytime she sees a duck or any bird for that matter!), that I enjoy most right now. They give my kids the chance to explore the world in their own way, and it's so special to experience that alongside them.

What fictional place would you like to visit and why?

It would have to be either Charlie and the Chocolate Factory, because, well... chocolate! Who wouldn't want to step into a world with a chocolate river and sweets everywhere you look?



For something a little more adventurous, I'd choose Wonderland from Alice in Wonderland. The idea of being taken on a curious, whimsical journey full of unexpected characters and strange discoveries really appeals to my imagination. It's the kind of place where anything feels possible, and I love that sense of creative unpredictability.

Which do you prefer to

do: I think I'm at a point in my life where experiences matter most to me, especially because I love watching my children explore the world with fresh eyes and endless curiosity.



What is your prediction for the next year?

I think the retail world will continue evolving into more of a destination experience, where shopping, dining, entertainment, and leisure all come together in one place. It's no longer just about making purchases, but about spending an entire day out, with something for everyone to enjoy. I also expect to see more brands and retailers merging or collaborating in creative ways, similar to what we've seen with The Range and Homebase Garden Centre. These kinds of partnerships offer greater convenience and variety for customers, and I think we'll see more of them as businesses look to stay competitive and relevant in a changing landscape.

"What stands out most to me is the variety and the constant evolution of the work we do. It's that ongoing diversity that keeps things exciting and rewarding."