

INTEGRATED DESIGN

# PORT FOLIO

KARL BOATWRIGHT

## ABOUT ME

I am a self-sufficient mid-senior designer, with a decade of experience across digital, UI / UX, eCommerce, branding and illustration.

Personally, I favour minimal design. However, client work is always, and will always be about thorough user research. This leads to clear ideas and intuitive interfaces. A pattern arises throughout, of information-rich design work, given the nature of the companies featured.

As much clarity around the 'working out' is provided with relevant briefs, demonstrating insight.

Within this portfolio, I haven't included much in the way of my branding and illustration work. Please see the reverse cover for contact details in order to request more varied examples.

All designs you see in this portfolio are 100% mine.

Roxhill



HILLARYS

Barnett  
Waddingham

Jelf



# ROXHILL MEDIA PRODUCT

## Background

This is my current role. Tasked with introducing and implementing design patterns and processes.

The product is a journalist database targeted at PR professionals.

## Disciplines

UI design

UX consultation

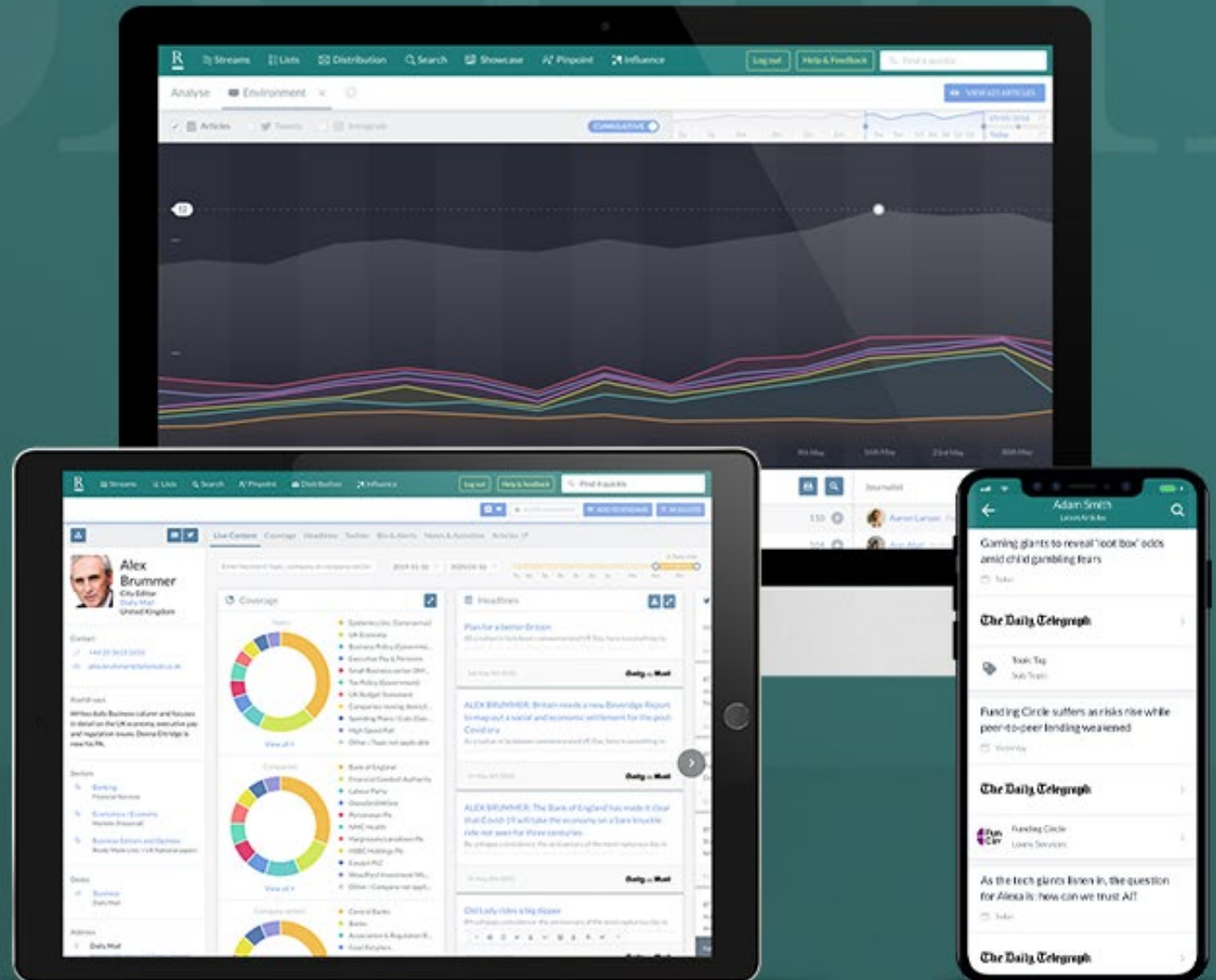
Requirments gathering

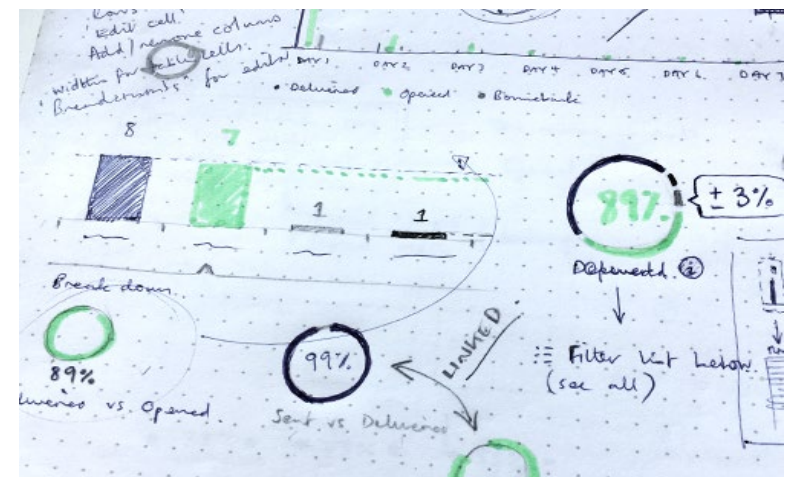
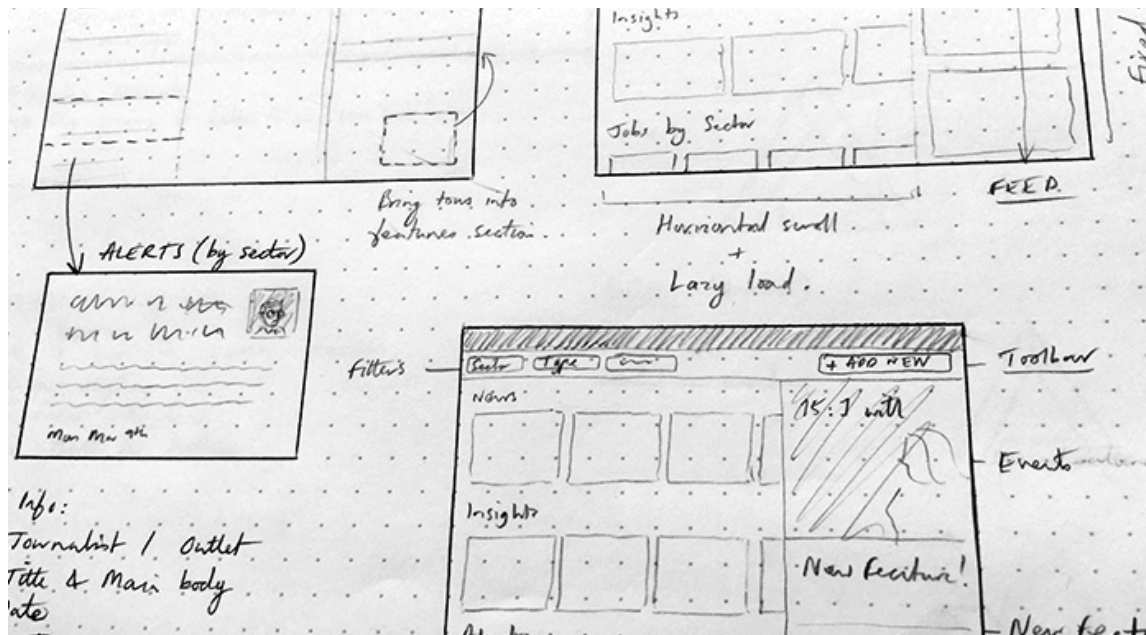
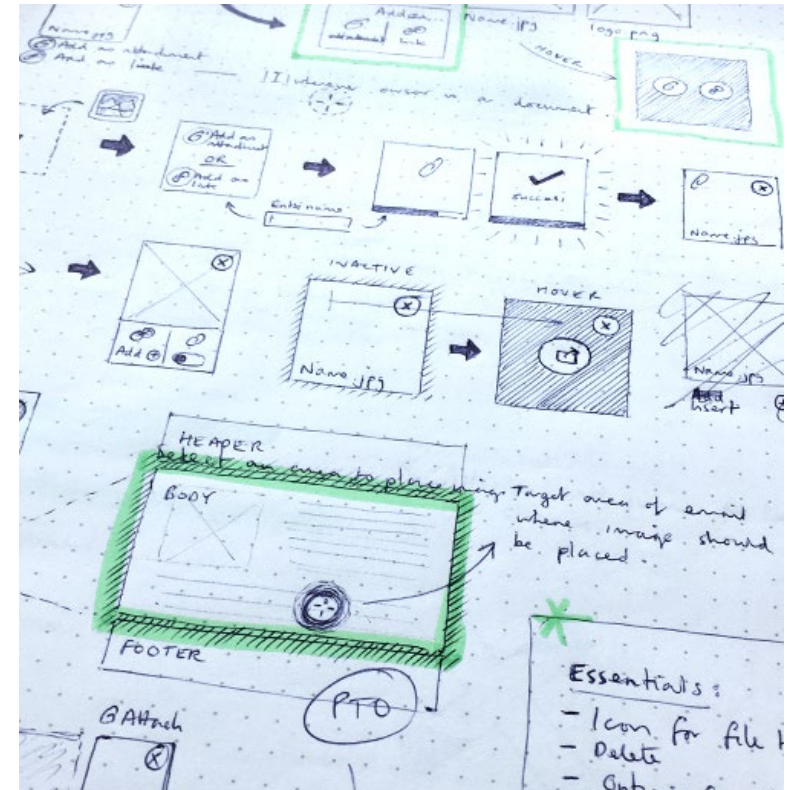
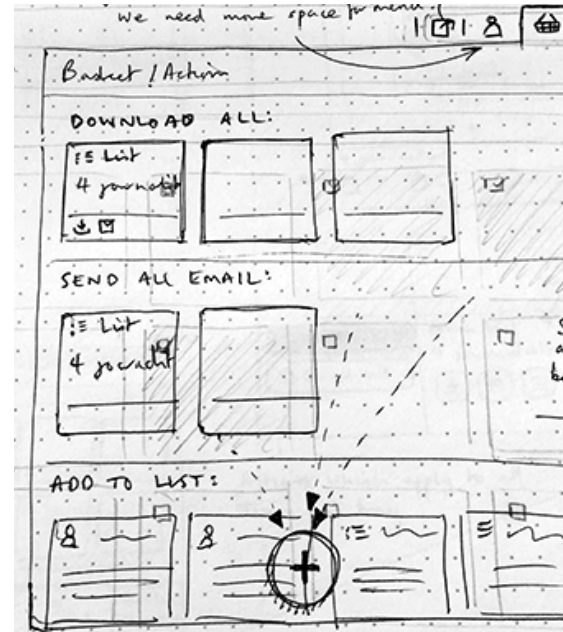
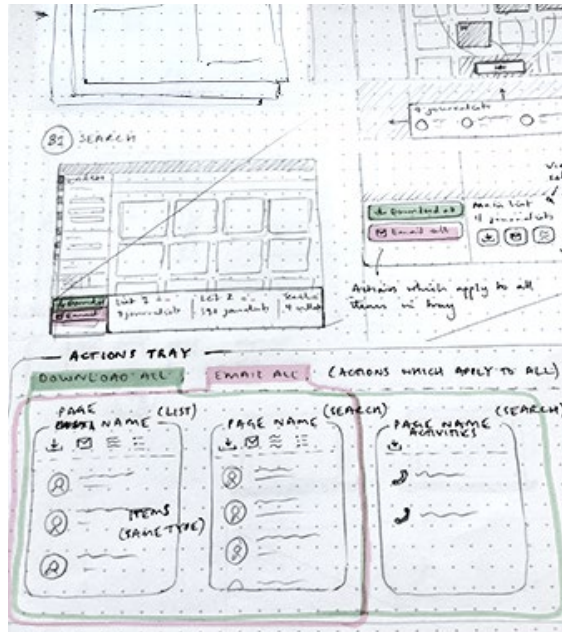
Presentations & feedback sessions

Illustration & icon design

## Challenges

A market used to 'old school journalism' as well as a company who wants to embrace tehnology but requires guidance.







# ROXHILL MEDIA MOBILE APP

## Background

The previous mobile app was unreliable as it was made hurriedly, in an attempt to put something out. This was at a time when the team was smaller and processes not in place. After 5 years, the app needed a refresh.

## Disciplines

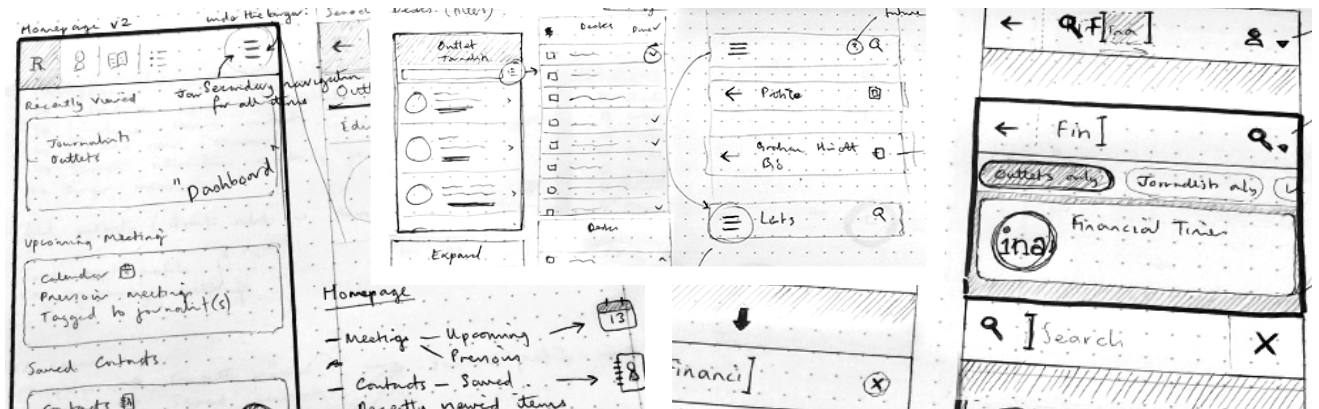
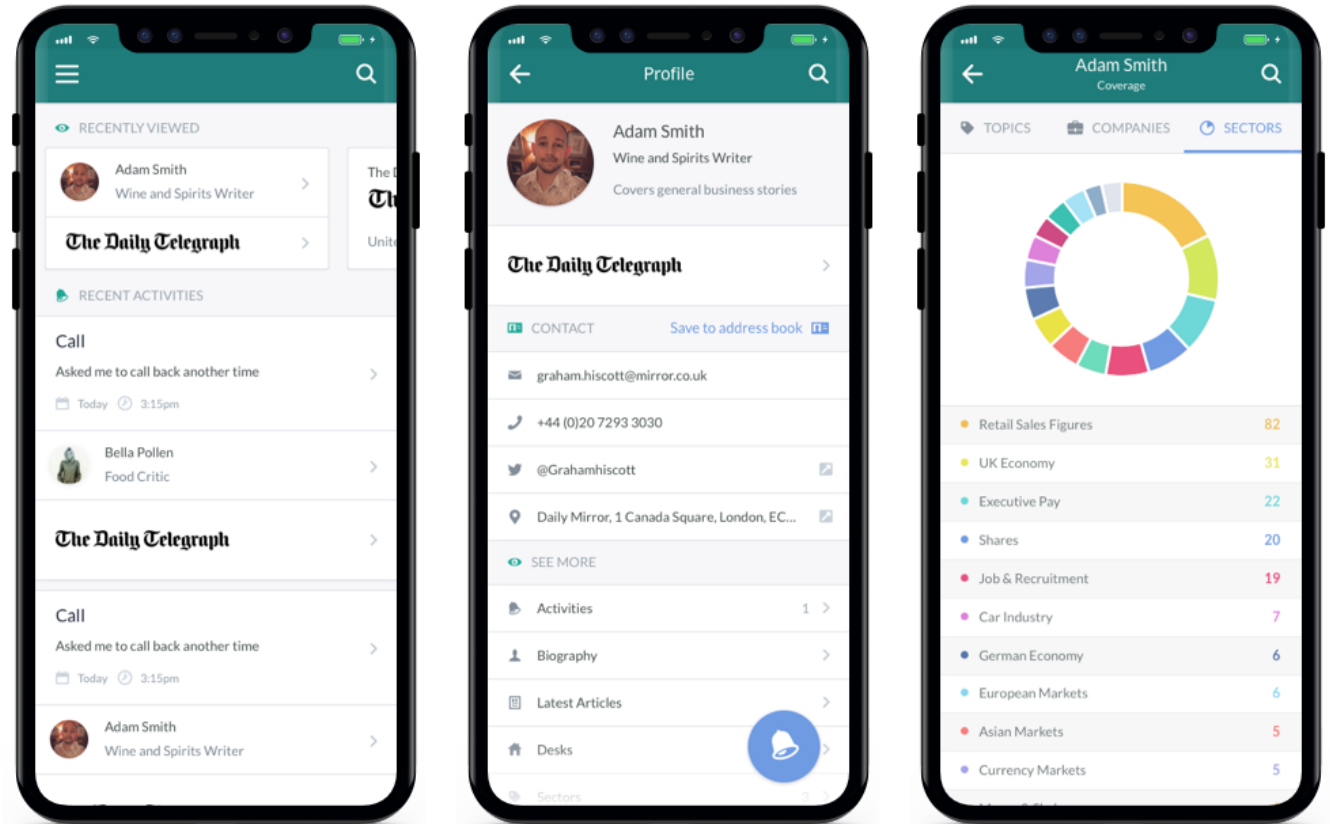
Mobile app design

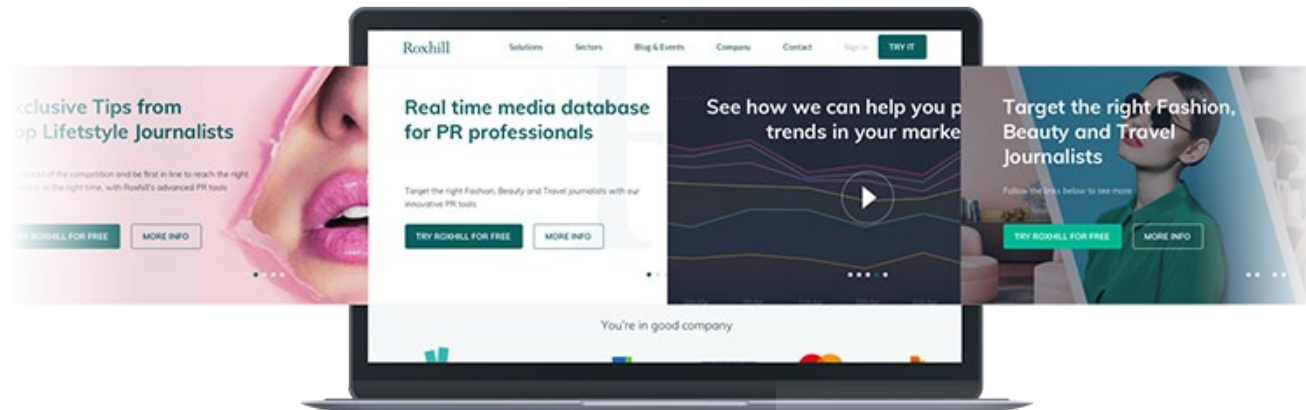
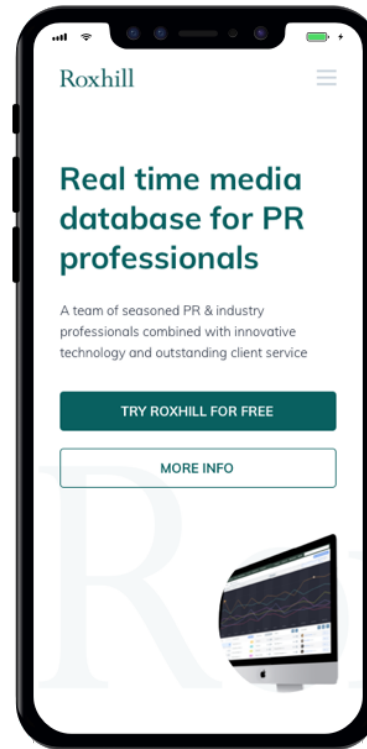
UX consultancy

## Challenges

Establishing design guidelines compatible with Android and iPhone.

Smaller screen sizes required compression of the content from the web app, while maintaining necessary functionality.





## ROXHILL MEDIA MARKETING SITE

### Background

Working to a deadline, a quicker revamp to the marketing site. Version 1, with the intention of a complete overhaul down the line.

### Disciplines

UI/ UX

Mobile design

Branding

Illustration / Iconography

### Challenges

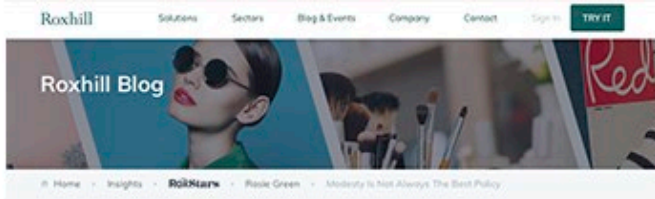
Roxhill had previously built the CMS for the marketing site at the outset.

The Roxhill signature colour, Gurkha Green, can be hard to pair colours with.

Stakeholders also prefer photographic imagery so all designs had to be bear that in mind.

### Solution

I opted for a white background, to lessen the impact of the green. This allows for flexibility with the varied and fast-moving media that the marketing team create.



## Modesty Is Not Always The Best Policy



### RoikStars

Having come of age in print journalism I know, so I preferred I always assume PPs value the power of my praise in a magazine or a paper over any post or Tweet.

I tend to place value in the brands I work for, rather than my own brand. I always think that a glowing review in The Sunday Telegraph (or 3500 or Red (or 1750) is preferable to me and my (almost, very nearly) 6K Instagram followers. Obviously I know that if someone has 293095+K followers that's different. But me?

But then I noticed that when I posted PPs I thanked me. Quite profusely.

And my followers seem really engaged and trusting. It made me realise it really is worth my time and effort trying to arrange products in a nice still life or post pictures of my recent spa visit and think up the appropriate captions to go alongside them. (All time consuming. The former because of the dreaded styling sit. The latter because words don't come fast enough).

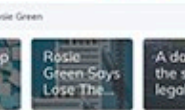
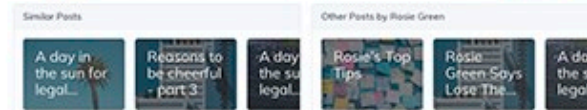
I'm assuming PPs like the power of the direct and the personal and the fact that quite a few of my industry friends are influential. (I even once writing that).

So I guess what I'm trying to say is, don't assume a journalist knows you would ultimately like a post from your send out/business trip/runner. You might need to tell them, their social matters to you.

On to another self esteem issue. Sometimes I think we're all guilty of assuming a person won't want to hear from us 'so I won't e-mail/call/camp outside their office' (okay don't do the latter).

The reality is, if they're too busy/afraid they can be put off or not reply. I try to answer e-mails but if they are not relevant or a send all, I sometimes don't. But I certainly don't begrudge the person sending it. And every so often I take and a beautiful feature is conceived.

I truly believe that what you send out into the universe you get back. This is equally true for PPs and hacks. If ten e-mails elicit one response, then that's success in my book.



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News

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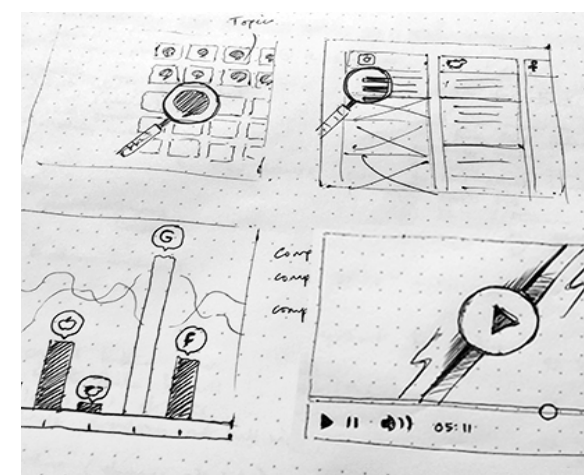
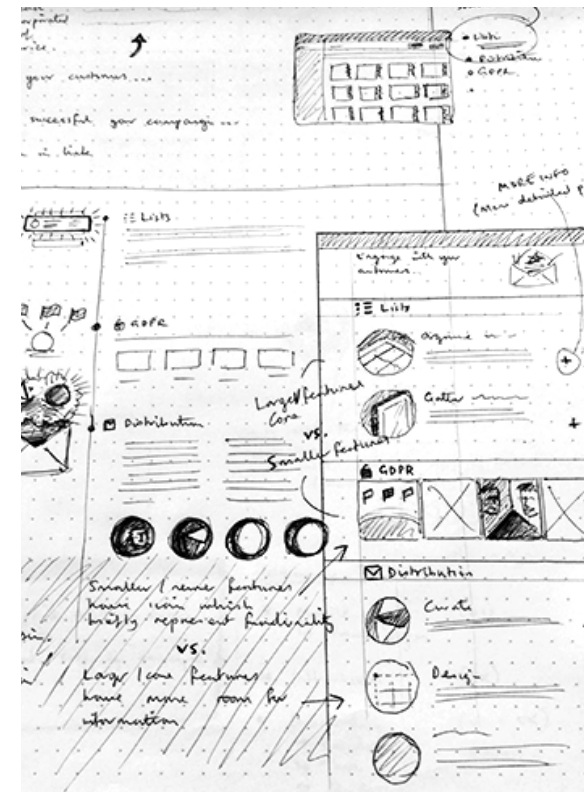
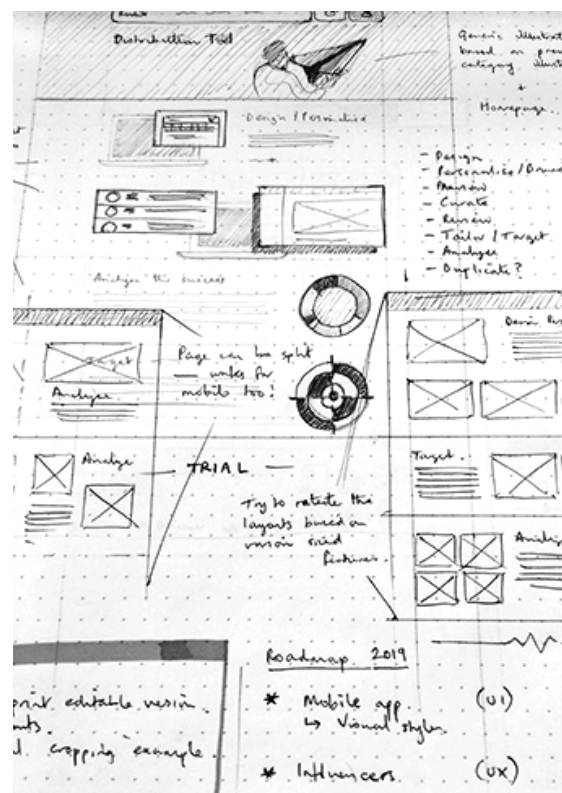
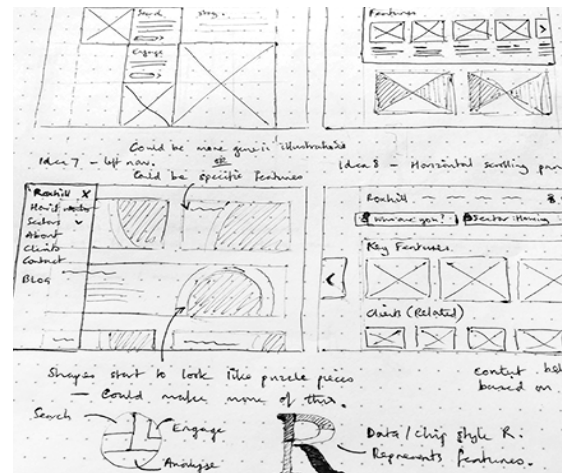
Sign up

Contact

Contact

Company

Try it for free





## WEDDING INVITE & RSVP WEBSITE

### Background

To create a seamless RSVP process, I wanted to create a website for my wedding next year. This experience allowed me to extend my professional practice to web development.

### Disciplines

HTML, CSS and Javascript

UI & UX

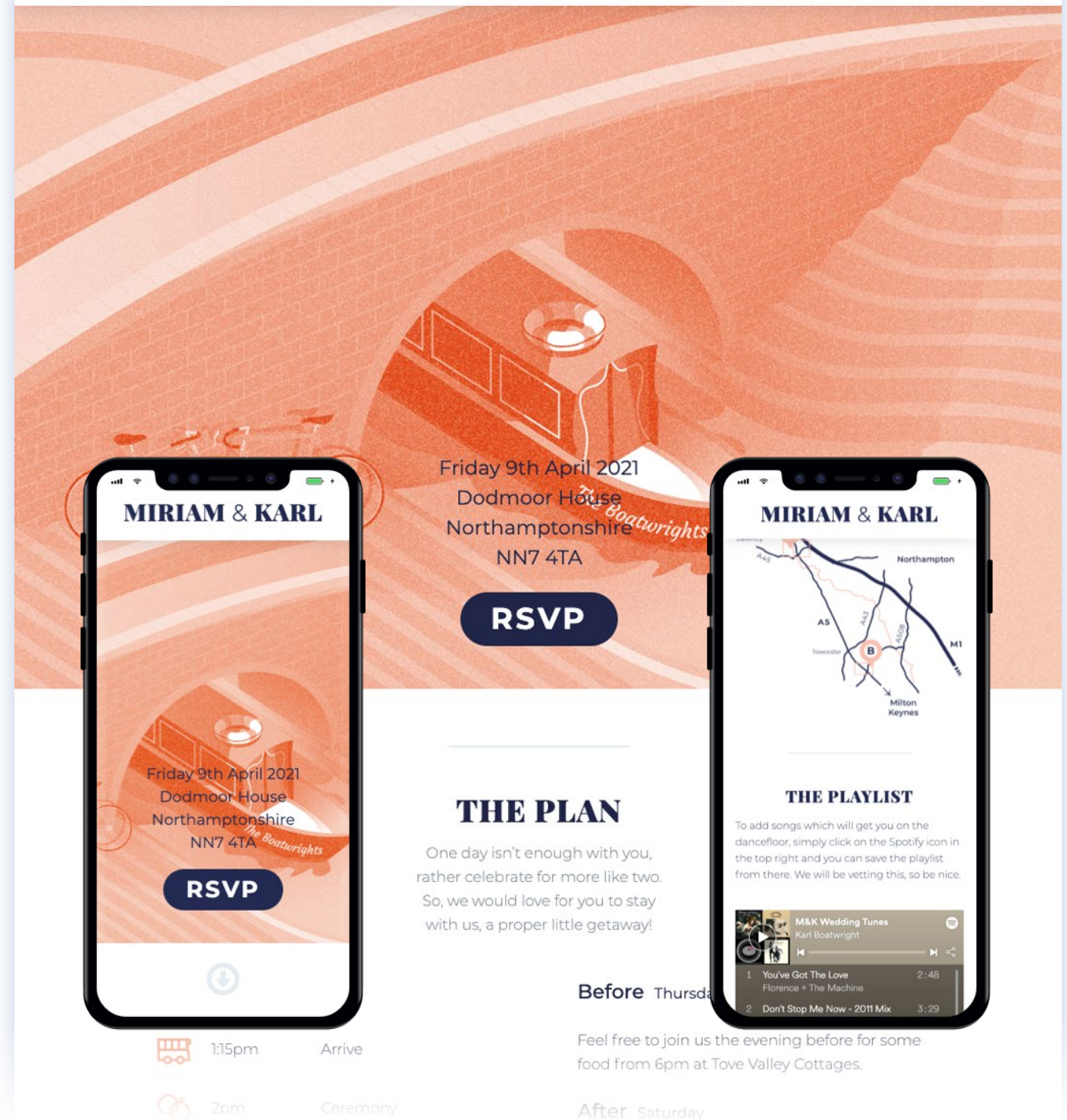
Mobile design & development

Illustration

### Challenges

Becoming confident with the use and implementation of fundamental web languages, particularly Javascript, whilst creating the site.

Relevant information and accessibility for varied groups of guests, ie. day and evening.



Friday 9th April 2021

Dodmoor House

Northamptonshire

NN7 4TA

**RSVP**

**MIRIAM & KARL**



### THE PLAYLIST

To add songs which will get you on the dancefloor, simply click on the Spotify icon in the top right and you can save the playlist from there. We will be vetting this, so be nice.



Before Thursday

Feel free to join us the evening before for some food from 6pm at Tove Valley Cottages.

After Saturday



1:15pm

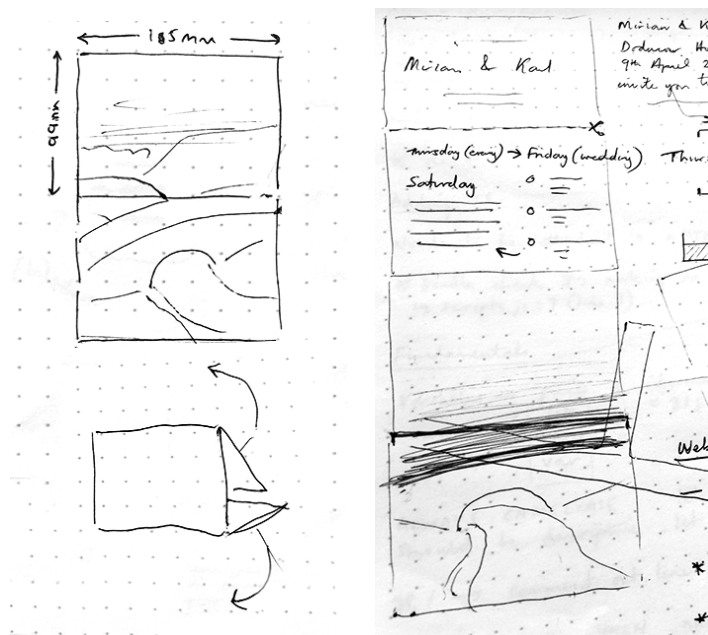
Arrive



2pm

Ceremony





# T-SHIRT CLUB CONCEPT

## Background

An acquaintance of mine had an idea for a T-shirt subscription service. Members would receive a custom illustrated T-shirt every month.

## Disciplines

Mobile website mockups

UX consultation

Prototyping

Typeface design

Illustration

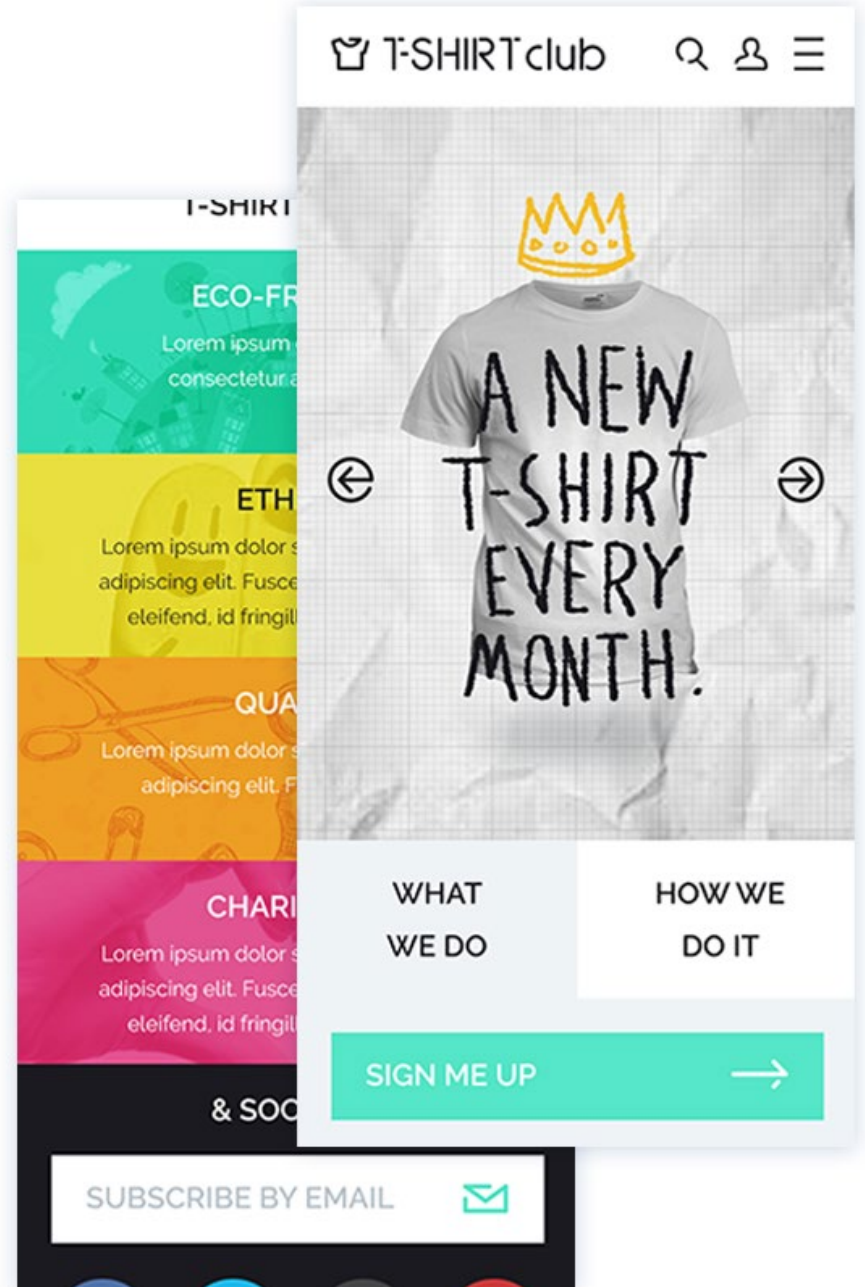
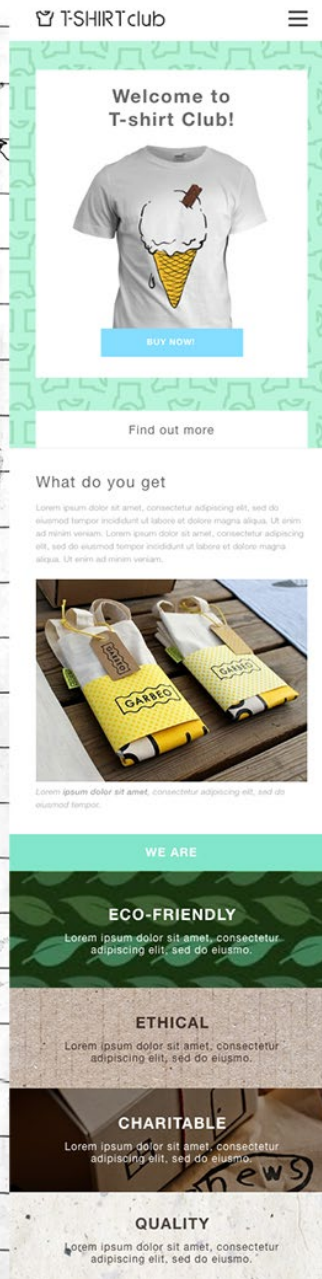
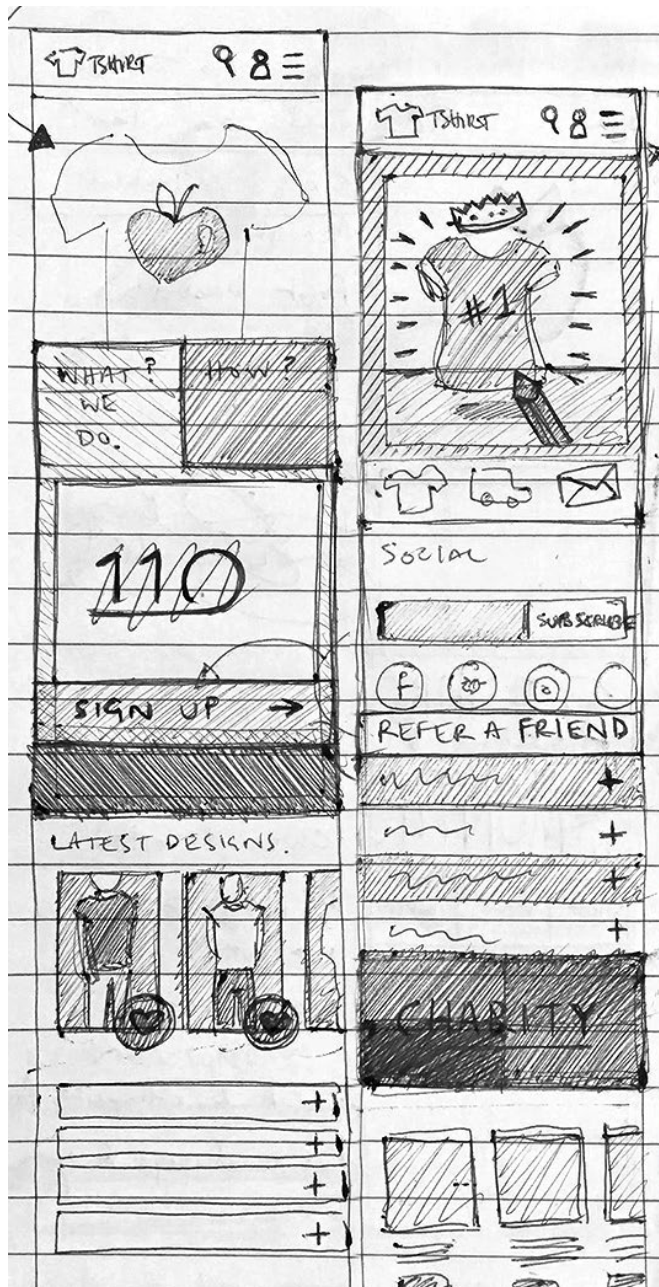
## Challenges

The project came with quite a loose brief of “illustrative style” and in the end, for other reasons, never came to fruition.

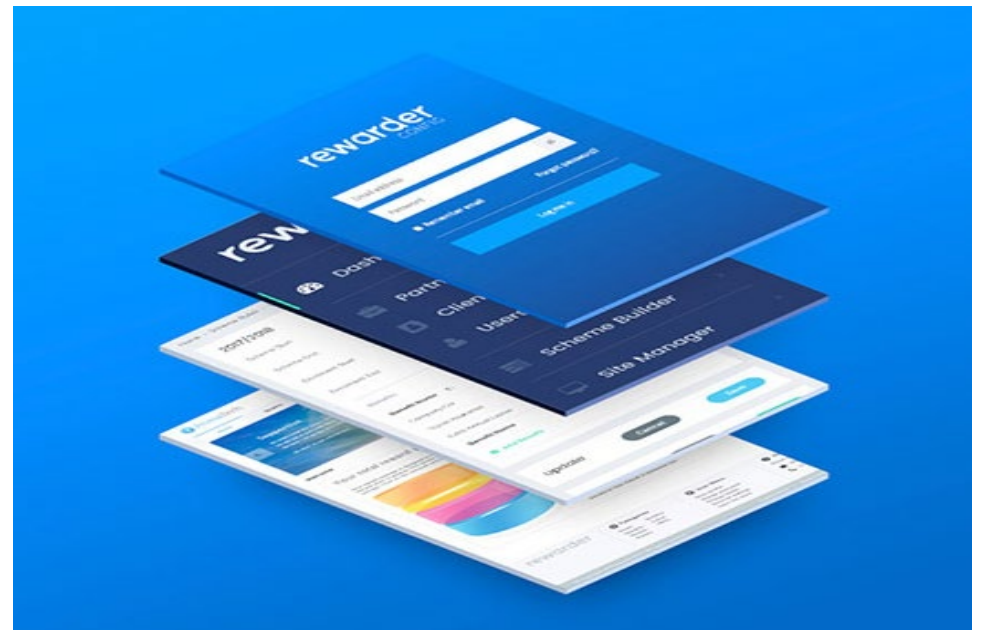
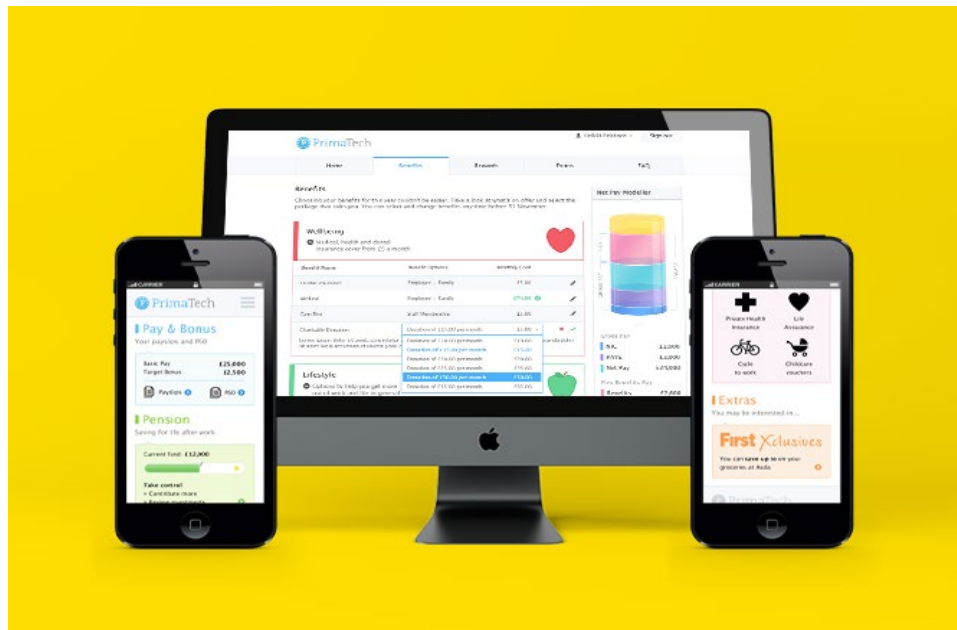
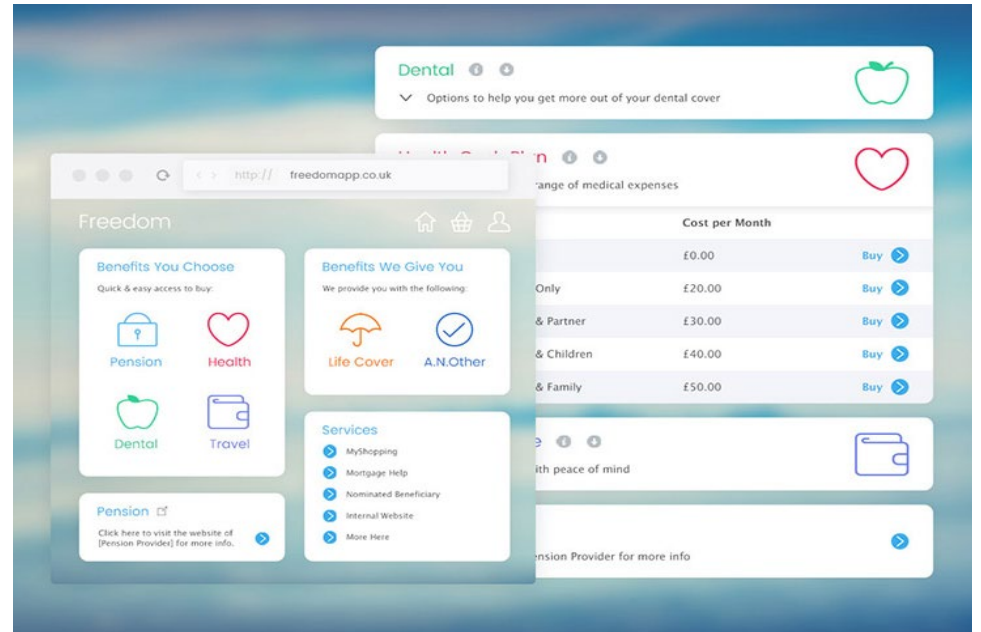
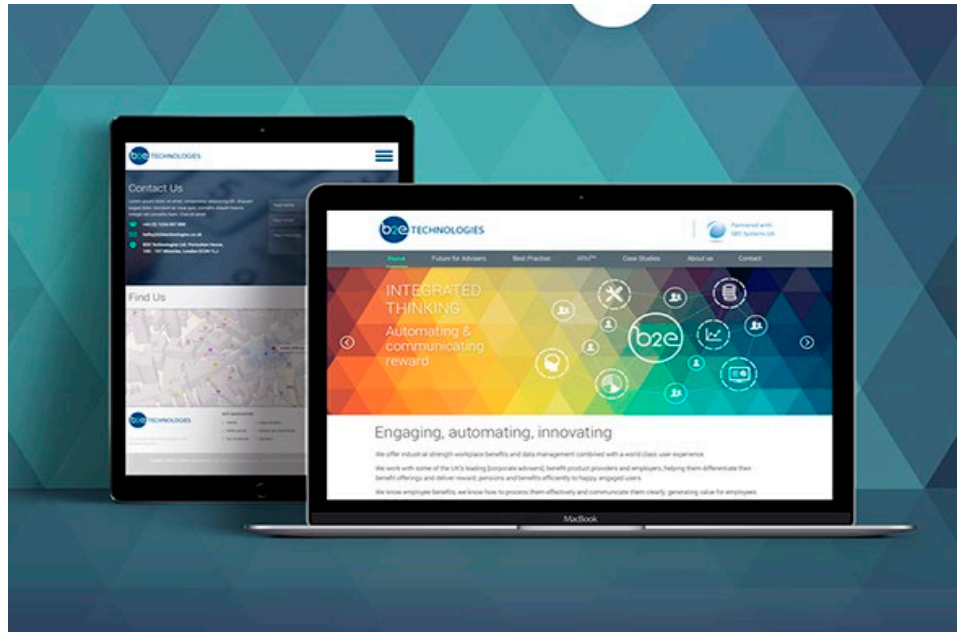
It was very enjoyable nonetheless.











# PLANNING POKER SCRUM CARDS

## Background

Commisioned by Roxhill Media to design and print a set of scrum cards for the team to use.

## Disciplines

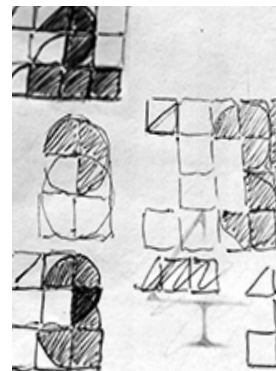
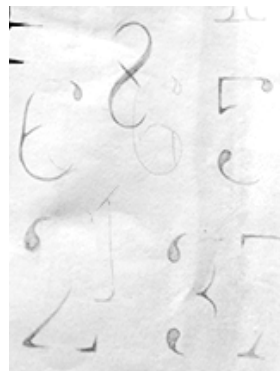
Typeface design

Illustration

## Solution

I wanted to emphasise the increased accuracy of estimates at the lower end of the scale.

I achieved this by using the visual language of numbers like 1, 2, 3, 5 and making them bolder and clearer than the larger numbers.



## CONTACT

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