



## TFL

TFL had approached my company asking for a number of apps to be designed. I created this one, it's called the eIRF reporting app. I worked closely with the UX designer on the designs to make sure that the steps in the app

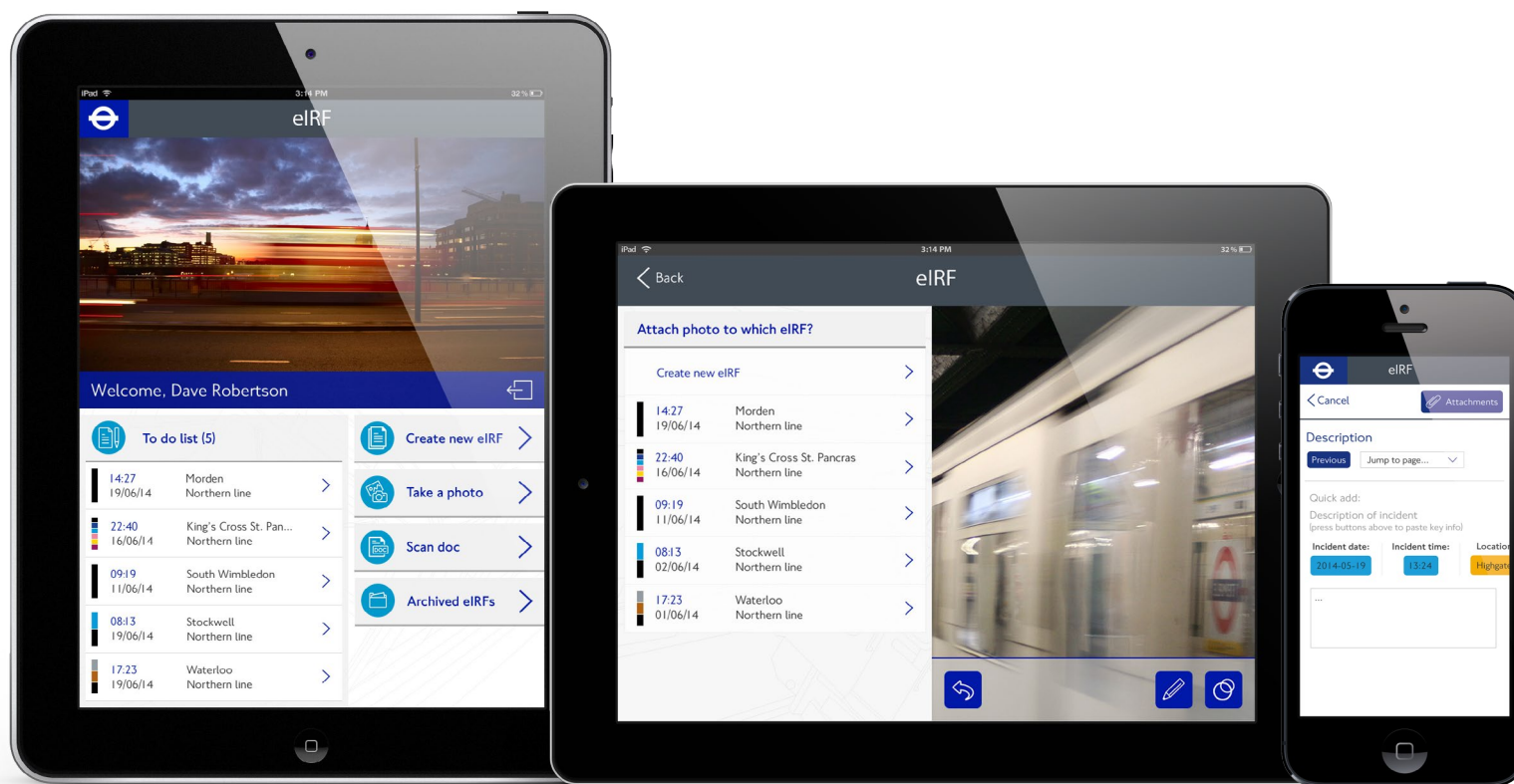
were easy to follow. This app was to be used solely by TFL employees to report issues they've encountered. The UX designer had created a lot more stages to create easier / less

overwhelming pages. My job was to make sure the design was clean yet colourful to give the reporting tool some spirit.

I created the reporting app as an iPad landscape, portrait, and iPhone app. The design follows the style of the new TFL website, we needed it to be up to date with the latest TFL releases.

One of the new features we brought in were buttons called data stamps. These were buttons that had data used in the previous forms such as a station or a date. These buttons were great for the user since they just needed to use one of the buttons instead of typing out all of the information again.

One of the design components I really like is that the tube line colours are displayed next to the line information. This is more of a prophetic add-on but it's amazing how much it improves the pages just by adding more colour.





# Westminster Abbey

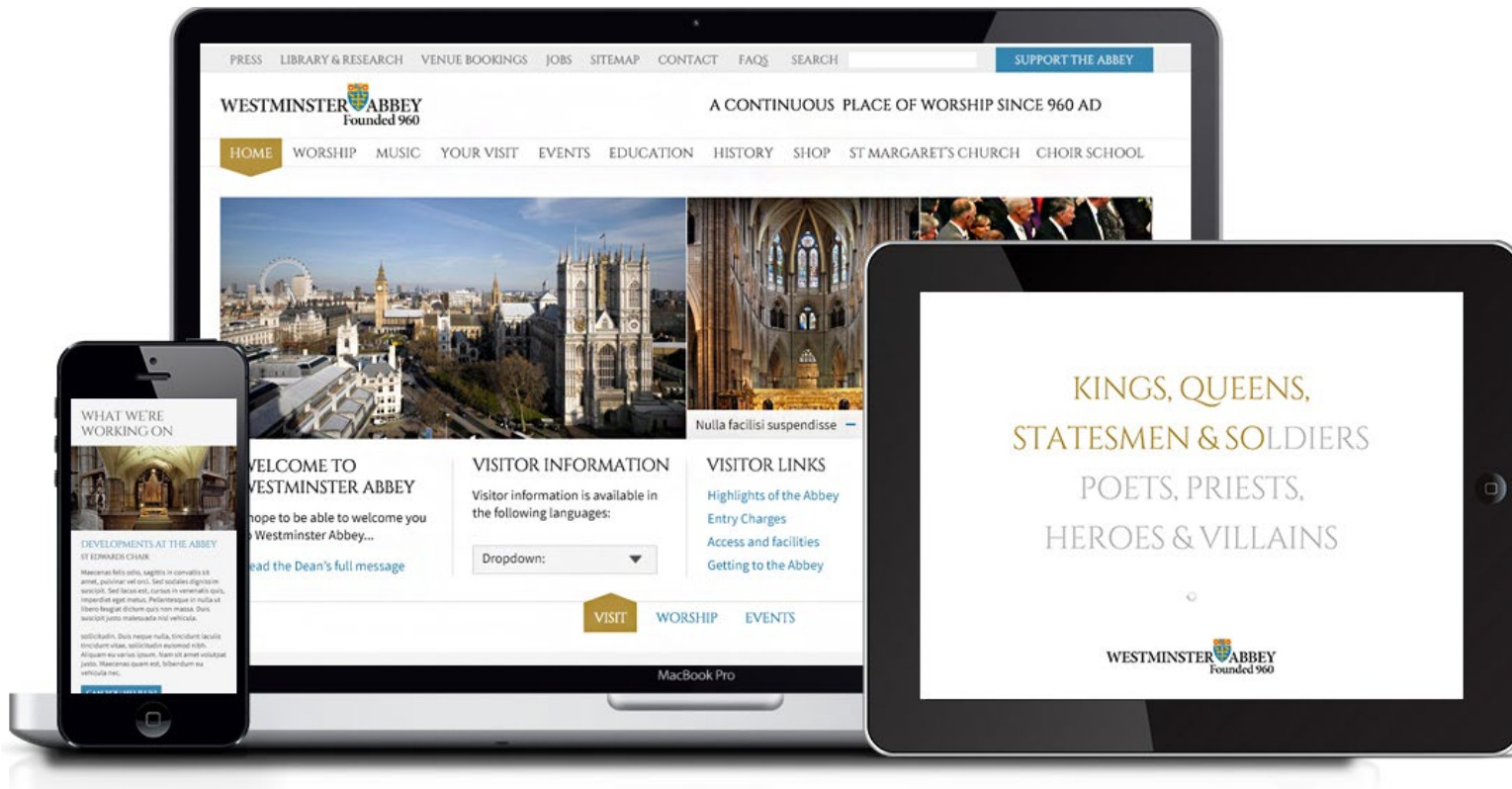
Westminster Abbey, one of the UK's most well known buildings. From 960 kings, queens, statesmen, soldiers, poets, priests, heroes and villains have all been buried here. A very popular tourist destination and place of worship.

Westminster Abbey wanted to be brought up to date with a responsive website that would work on multiple devices, focused on promoting their social networking side. Another main factor was to help tourists have

an easier time of finding specific information for their visits. They also asked for an app that tourists could use to plan their visits and to see what was on.

The design is representative of Westminster Abbey, elegant, bold and strong in structure. The colour palette was created by taking colours from inside the abbey. This was kept to a minimum however to make the information the main priority. The white background helps to make the typography and beautiful imagery really pop.

It was hard to think up a layout for this that would work in a responsive way. The homepage panel was quite tricky when the sizing reduced so I incorporated a drop-down when the width goes below 482px. This really helps to make the information accessible without being cramped into a small layout.





# Jaguar Land Rover

Jaguar Land Rover came up with the idea of having experience days where people could book or buy gift vouchers for driving experiences in their Land/Range Rovers. These could range from half days to full on adventure holidays.

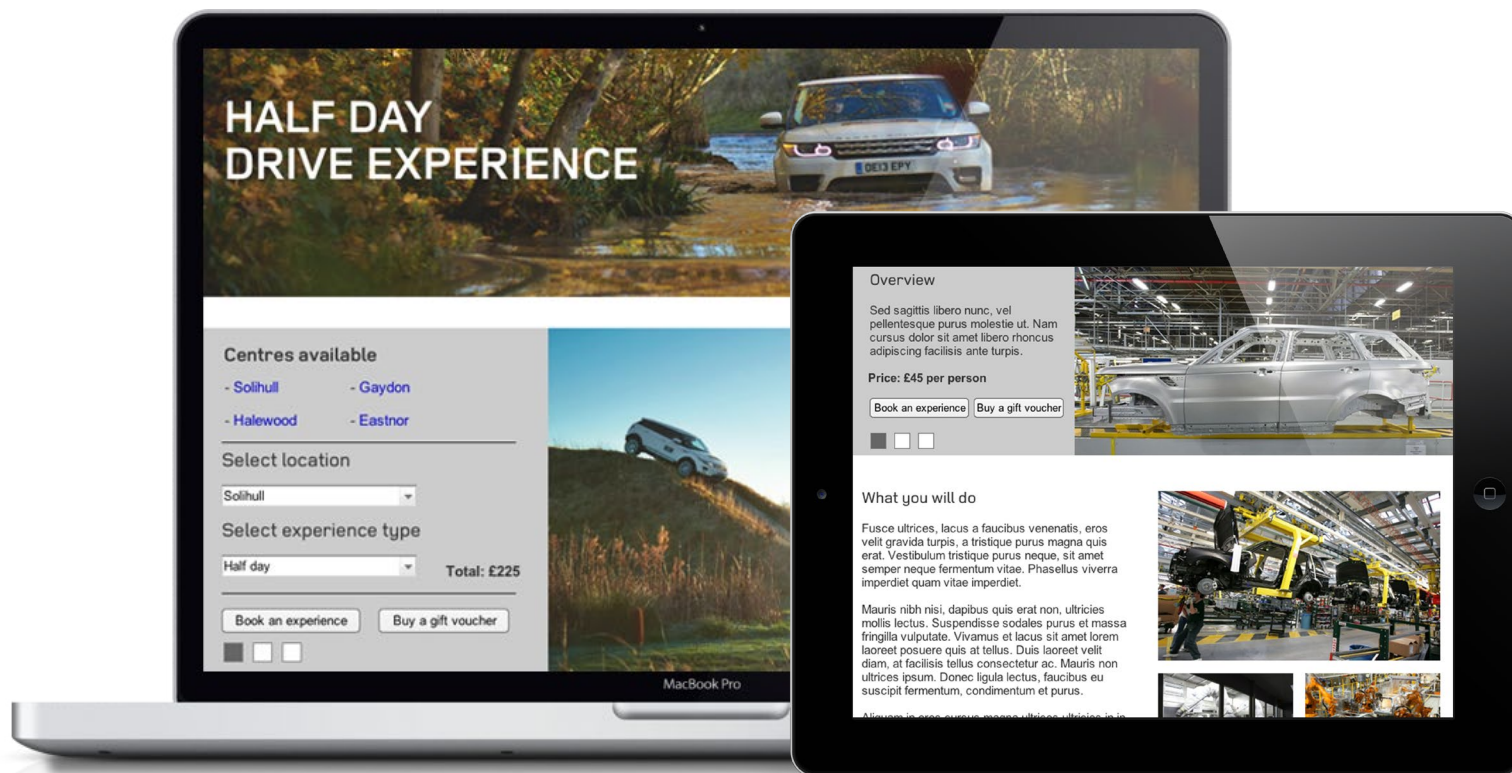
JLR will be selling these through their e-commerce site so we needed to create a section that would sell and really show off their products.

Two challenges I faced straight

away were that time limit and the strict design guidelines. I only had a week to sink my teeth into this project.

The navigation has been divided up into 3 sections; Experience Days, Tours and Find a Centre. There was a lot of debate due to the previous first level navigation but after I'd reworded it it made more sense.

I believe the outcome exceeded expectations of what we could produce in the time frame. Though I was only allowed to do the UX and not design I did have a say in the final outcome. I'm happy that the structure and layout does follow the work that Jaguar Land Rover have digitally produced.







# Greene King

Greene King was one of the first sites I got to work on. I was a junior at the time but I helped design the sites and did a lot of the production work.

The site itself was quite outdated so

we had a clean slate to start with, including a recent rebranding or the Greene King logo. We went for a clean look that showed the grid in the layout. We mainly used the green and gold that were in the logo

but introduced a cream colour to help separate certain sections of the site. With the production side I produced a few pages but I mostly created the banners and cut out all of the bottle and beer tap badges.

After this project I can safely say that my photoshop skills for cutting out and creating drop shadows increased greatly. I also learnt how to lay out a site and let the photography do its work.

The plan for the Greene King site was to create a warm, welcoming atmosphere that has an easy flow with no dead ends.





## BP, QR Code App

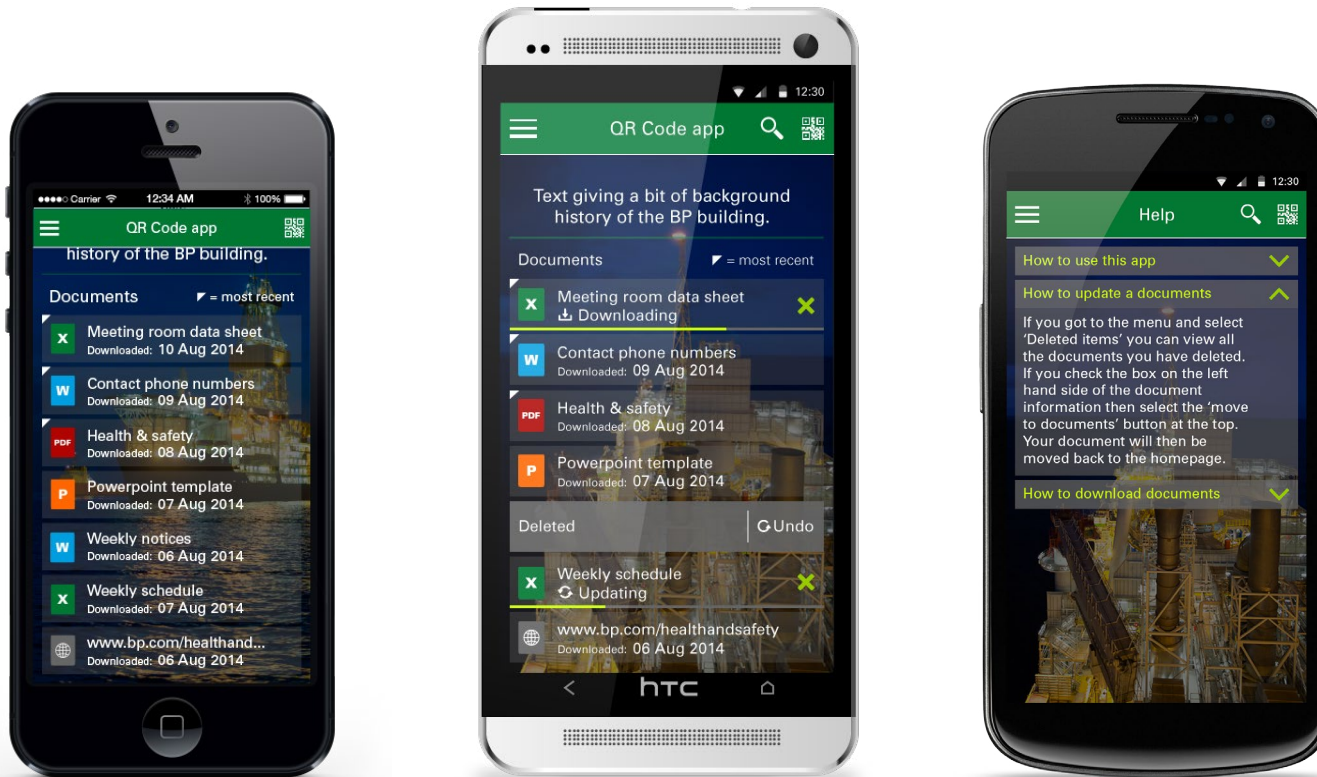
After doing an SAP fuelled app for BP they came back and asked me to work on this one for them. BP are moving office in November and want to put up information posters with QR codes. They would also like to get information

to their employees by using ibeacons. I was asked to create an app that would be able to store all of the information downloaded for the QR codes and ibeacons.

I created the app with two slightly different designs, one for iOS and one for Android. They needed to have different designs when it came to the undo buttons and the search.

We liked the idea of showing the building that you were in behind the text. If this app does well then it will be rolled out to more office buildings. The idea was that you picked up the ibeacon signal outside the building, the background images changes to that building and a title will tell you what the building is called (hopefully it's the one you're supposed to be at).

I like the design because it's very up to date and different for BP. I like the simple icons I created for the documents. They blend very well with the feel of the app but stand out enough against the image.





# Plan Zheroes

Plan Zheroes are a charity that help reduce food waste by helping to create connections between business and charities. They needed an updated website that provided them with an online community, a reporting tool to

keep track of food deliveries and an interactive map. Plan Zheroes also wanted the website to be responsive so I needed to create four designs for each page. There was no existing design style, the only thing I could

take from the existing website was the logo.

The design I created was fun and enticing, we wanted people to find the page interesting and want to browse through and sign up. There was a video recently made to explain the charity, I incorporated it as the main fixture on the page. I thought it was a good idea for people to get the information about Plan Zheroes straight away instead of having to find it.

An area I'm happy with is the interactive map. When you roll over the icons you get a small information box telling you the details of that member. There's also a side tab that when opened shows the information of the members closest to you.

Another important design was for the reports section. We needed to have a graph that would be able to expand and shrink with the size of the device. Working with the developer we came up with a well designed and spaced out graph that resizes elegantly.

