

Daniel Shires

Graphic Designer

Hello, my name's Dan. I'm creative, meticulous and passionate Graphic Designer with a wealth of in-house and freelance experience across both digital and print design.

I love getting new creative briefs and showcasing my ideas, taking the lead on projects and collaborating with fellow colleagues to create end-to-end design that engages customers and delivers on business goals.

If you'd like to know more, please get in touch via my contact details, otherwise please click right to look through my portfolio to view some of my featured work.

 Get in touch

 Full Résumé

Work History

2019 – 20	Digital Designer at Scenic Group Digitally focused role creating a range of landing pages, emails, digital display banners and social media tiles for three separate brands – Scenic River Cruises, Scenic Eclipse and Evergreen & Emerald Waterways.
2018 – 19	Freelance Graphic Designer at Various Projects undertaken with a range of personal, corporate and retail clients including BT/Westpac, Gallagher, MASO Fitness, The Kings School, Met Cash, Ruralco and Finite IT Solutions.
2017 – 18	Creative Artworker at Made.com Delivered design and finished artwork including digital display banners, email newsletters, product catalogues, large-scale advertising, in-store graphics and point of sale for a luxury interior design e-com store.
2017	Freelance Graphic Designer at Echo House Supported the design, artwork and production of print assets for clients including Estée Lauder, Urban Decay and the All-England Lawn Tennis Club, Wimbledon.
2017	Design Intern at TurnbullGrey Internship role in a design studio supporting the print output for clients including the Wallace Collection, London Metropolitan University, and the University of Arts London.
2013 – 16	Web Content Manager at ASOS Production role managing the publishing of all womenswear and unisex creative content across desktop, mobile and app homepages using Sitecore CMS.

Education

2017	Shillington College, London Graphic Design and Visual Communication
2010 – 13	University of South Wales, Newport B.A. (Hons) Documentary Photography – First Class

Skills

CREATIVE & PROFESSIONAL

Conceptual Thinker

Able to brainstorm, generate ideas and develop concepts for the creation of digital and print design assets, from small ad-hoc briefs and large multi-layered campaigns.

Multi-disciplined

Fluency in designing a range of creative materials including: Websites, Emails, Display Banners, Social Media Posts, Pitch Decks, Presentations, Event Branding, Brochures, DMs and Flyers.

Detail Orientated

Creative and methodical approach to design – able to distil complex and non-linear information into visually engaging work – and deliver briefs quickly and on-time.

Collaborative Outlook

Friendly, collaborative and pro-active, with a strong focus on quickly developing effective relationships with colleagues across all levels of the business.

TECHNICAL KNOWLEDGE

Adobe Creative Suite

InDesign, Photoshop, Illustrator, After Effects, Animate and XD.

Digital & Web Development

Sketch, Figma, Google Web Designer, HTML, CSS and Basic JS.

Print Processes

Offset/digital, colour profiling, die/laser cutting and CNC routing.

Contact

→ Email

hello@danielshires.com

→ Mobile

0466 045 614

→ Website

danielshires.com

→ LinkedIn

linkedin.com/in/shiresdaniel

Daniel Shires

Graphic Design Portfolio

SCENIC GROUP

The Scenic Group is a travel company offering a range of tour packages including ultra-luxury 6-star oceanic cruises, 5-star river cruises, tailor-made land journeys and bespoke short-group excursions.

My role at Scenic includes working with the digital and marketing teams in the development of a range of digital and print assets for large campaigns, trade marketing promotions and small daily ad-hoc briefs.

ROLE

Digital Design

INDUSTRY

Travel & Hospitality

DATE

2019 – Present



WEB LANDING PAGE

Wonder Campaign

As part of the 'Always Keep Your Sense of Wonder' campaign, I worked with marketing and digital teams to design a landing page to showcase a range of inspirational content from Scenic Eclipse's inaugural expedition to Antarctica.

At Scenic, we always keep our sense of wonder. Even in the most uncertain of times, it's at the heart of what we do. It's about dreaming of those moments to come and reminiscing of those moments already cherished. It's being inspired by the world from afar and when the time is right, being ready to embrace the world and all its beauty like never before. In this moment, it's important to also recognise the here and now and acknowledge the unprecedented times we are all facing.

But wonder exists outside of the present and is found in places we can't always reach at this time. Places and experiences we can't wait to share with you once again. So at this time of uncertainty, remember one thing is for certain – wonders never cease. And some of the best memories are yet to come, so keep dreaming and let us inspire you.

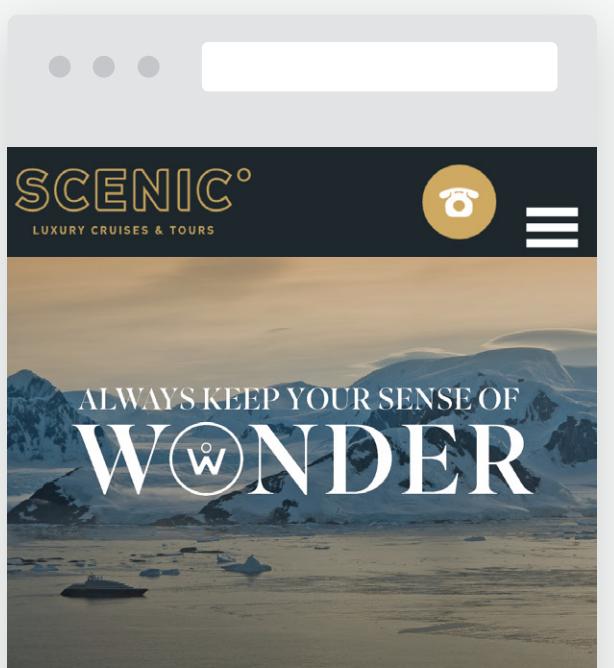
To get things started, join us to look back at some of the awe-inspiring wonder moments captured on our recently-completed first season in Antarctica with Scenic Eclipse.

A truly wondrous few months in the most beautiful place Earth.

Featured

DISCOVER MORE

Adventure and discovery in Antarctica



At Scenic, we always keep our sense of wonder. Even in the most uncertain of times, it's at the heart of what we do. It's about dreaming of those moments to come and reminiscing of those moments already cherished. It's being inspired by the world from afar and when the time is right, being ready to embrace the world and all its beauty like never before. In this moment, it's important to also recognise the here and now and acknowledge the unprecedented times we are all facing.

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To get things started, join us to look back at some of the awe-inspiring wonder moments captured on our recently-completed first season in Antarctica with Scenic Eclipse.

A truly wondrous few months in the most beautiful place Earth.



The landing page features a large hero section with a dark blue background showing a group of people in a zodiac boat near a massive iceberg. Below this, there's a 'Featured' section with three cards: 'Adventure and discovery in Antarctica' (with a photo of people in a boat), 'Introducing... Antarctica' (with a photo of a cruise ship), and 'What to pack' (with a photo of a person). A 'Travel Tips' card is also visible. The main headline is 'Antarctica in Depth'. Below it are two article cards: 'Uncarting Antarctica: A Timeline of Discovery' (February 24, 2020) and 'Drake Passage: History and Adventure on the Brink of Civilisation' (February 03, 2020).

The page was split into different sections including short articles, in-depth stories, video highlights and user generated content through Instagram.

WEB LANDING PAGE

Wonder Campaign

The landing page featured links to featured articles, travel tips and in-depth stories on different tours. I also worked with the digital team to create a new video section template.

The landing page was designed using existing templates and components in Sitecore CMS.

The video section is titled 'Featured Videos' and includes a large thumbnail of a seal resting on ice. Below it are three smaller video thumbnails: 'Drakes Passage, Antarctica' (S 33° 51' E 151° 12'), 'Deception Island, Antarctica' (S 33° 51' E 151° 12'), and 'Elephant Island, Antarctica' (S 33° 51' E 151° 12'). Each thumbnail has a yellow play button overlay.

The landing page features a large, high-quality photograph of the Emerald Azzura super yacht sailing on the Adriatic Sea. In the background, the historic city of Dubrovnik is visible across the water. The Emerald Yacht Cruises logo is at the top left, and a search bar and contact information are at the top right. The main headline "Introducing Emerald Azzura" is centered over the image, with a "DISCOVER OUR YACHT" button below it.

LANDING PAGE**Emerald Azzura**

As part of the launch for Emerald Yacht Cruises, I helped to create a new website using existing template components, and worked with the digital team to artwork and manage the assets for upload.



The mobile version of the website shows a smaller version of the main image and headline. It includes a prominent orange "DISCOVER OUR YACHT" button and a small "Introducing Emerald Azzura" text overlay.

Say hello to
Emerald Azzura

Emerald Waterways brings our award-winning reputation and service to the world's oceans and coastlines, as we introduce Emerald Yacht Cruises and our brand new, innovative super yacht, Emerald Azzura. Custom-designed to allow unique access to the fascinating ports and harbours only small yachts can reach.

Let us take you on a journey, off the beaten track and along timeless trade routes, on board our bespoke super yacht, Emerald Azzura. Discover some of the oldest communities to have ever existed, explore the crystalline waters connecting stunning island groups and even uncover the mysteries of the Holy Land.

Experience the rich history of the East & West Mediterranean, the exciting ports of the Adriatic Coast and the abundance of natural and archaeological wonders of the Red Sea with Emerald Yacht Cruises.

Introducing
our collection



Life on board
Modern luxury on the ocean

We are delighted to announce the launch of Emerald Yacht Cruises, and our brand-new, innovative super yacht, Emerald Azzurra, which promises to exceed your yacht cruising expectations.

Enjoy generous inclusions and lavish amenities across six beautifully appointed decks, such as the stunning infinity-style pool, the thoughtfully designed marina platform, perfect for jumping in for a swim, and our impressive collection of suites and staterooms.

Luxury and innovation across six decks

- Deck 7: Sky Deck**
 - Spa Pool
 - Sky Bar
- Deck 6: Pool Deck**
 - Pool Café
 - Pool & lounge area
- Deck 5: Panorama Deck**
 - Open viewing area
- Deck 4: Observation Room**
 - Observation Lounge
 - Open viewing area
 - Guest Laundry
- Deck 3: Emerald Deck**
 - Horizon Bar & Lounge
 - The Terrace
 - Gift shop
 - Reflections Restaurant
 - Reception
- Deck 2: Wellness Deck**
 - Well-equipped gym
 - State-of-the-art sauna
 - Indulgent spa
 - Hairdressers
 - Marina platform

[FIRST LOOK AT EMERALD AZZURRA](#)

Dine

Fine à la carte dining and sumptuous breakfast and lunch buffets in the serene setting of our spacious Reflections Restaurant, take inspiration from the Mediterranean path we're navigating.

Expect fresh, locally sourced dinners, thoughtfully crafted by our expert chefs, with complimentary sommelier-paired wine, beer or soft drinks with lunch and dinner.

And, in the evening, once you've enjoyed your meal, you can head to the back of the restaurant to appreciate the ocean breeze from our large al fresco terrace, before a nightcap in the plush, relaxed location of the Horizon Bar & Lounge.

[VIEW GALLERY \(5\)](#)

DESKTOP PAGES**Emerald Azzura**

For each page on the site I created hi-res wire-frames utilising built in templates and sourced image assets, which was then handed over to the digital team to build and upload.

The microsite featured pages that showcased different areas on the ship, and included an overview of the staterooms and floorplans.

Oceanview Stateroom

You'll find six of our superb value Oceanview Staterooms on the Emerald Deck, situated towards the front of the yacht, each with their own ocean-view window.

Instantly settle in with our selection of included modern amenities and make the most of your close proximity to the Horizon Bar & Lounge.

- An ocean-view window
- Queen-Size or twin hotel-style beds with the finest Egyptian cotton linen
- Bathroom with shower indulgent toiletries and hairdryer
- Complimentary bathrobes and slippers
- Complimentary water restocked daily
- Flat screen HDTV and infotainment system
- Complimentary Wi-Fi
- Individual climate control
- Mini-bar
- Personal safe
- Umbrella
- Telephone

[VIEW FLOORPLAN](#)

Balcony Stateroom

Divided between the Observation and Panorama decks, our Balcony Staterooms are your stylish home-away-from-home.

Featuring everything you'd expect from a world-class hotel, each one includes your own private balcony, from which to enjoy the stunning panoramas.

- Your own private outdoor balcony
- Queen-size or twin hotel-style beds with the finest Egyptian cotton linen
- Bathroom with shower indulgent toiletries and hairdryer
- Complimentary bathrobes and slippers
- Complimentary water restocked daily
- Flat screen HDTV and infotainment system
- Complimentary Wi-Fi
- Individual climate control
- Mini-bar
- Personal safe
- Umbrella
- Telephone

[VIEW FLOORPLAN](#)

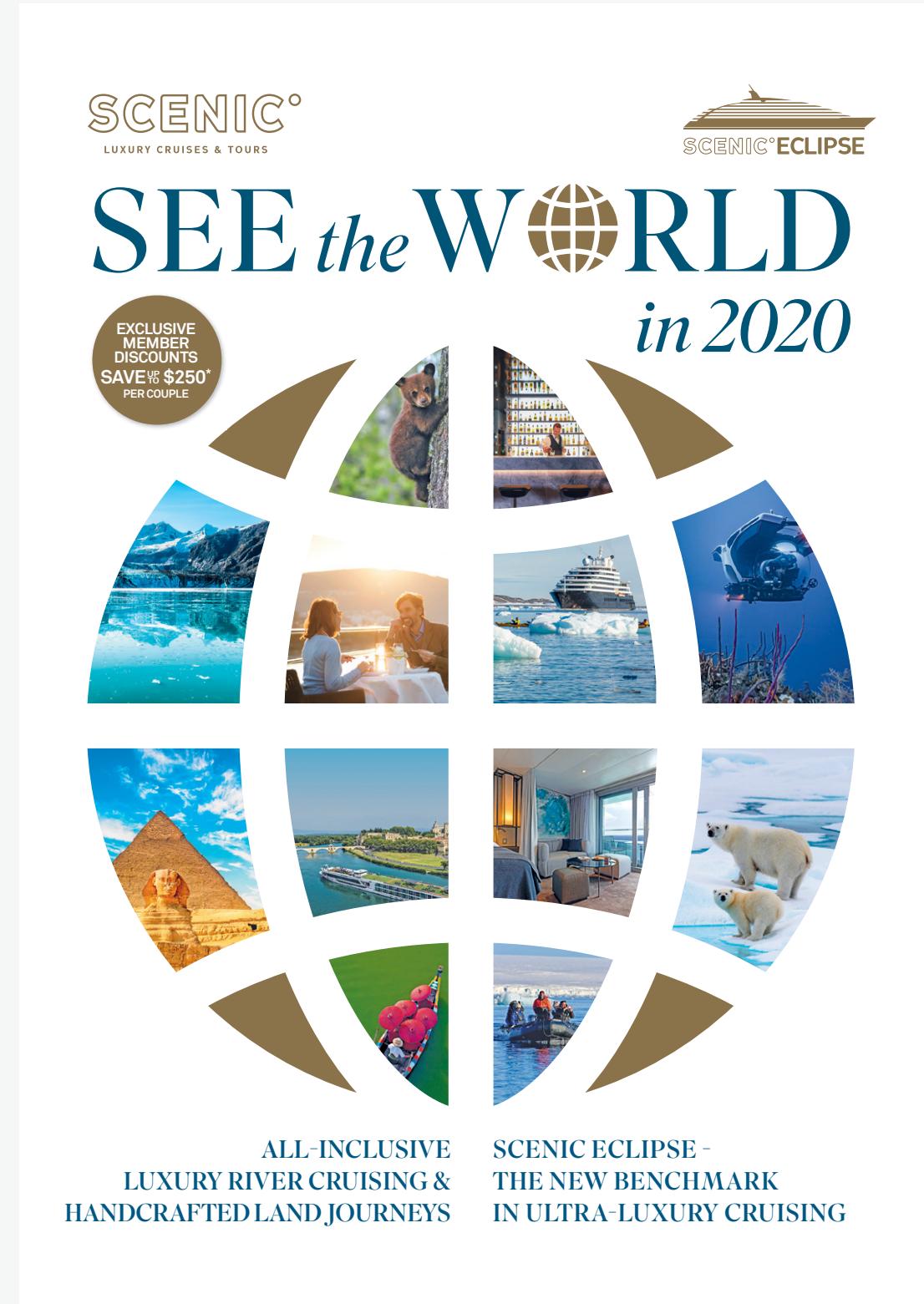
Deluxe Balcony Stateroom

Wonderfully positioned at the back of the Observation Deck, you'll be treated to sensational ocean and coastal views from your large private terrace.

Along with a private balcony, additional inclusions consist of coffee and tea-making facilities and a pillow menu for the perfect night's sleep.

- Your own private outdoor balcony
- Walk-in wardrobe
- Queen-size or twin hotel-style beds with the finest Egyptian cotton linen
- Pillow menu
- Bathroom with shower indulgent toiletries and hairdryer
- Complimentary bathrobes and slippers
- Fruit platter on arrival
- Complimentary water restocked daily
- Flat screen HDTV and infotainment system
- Complimentary Wi-Fi

2-Page Flyer



Jewels of Europe
15 Day Cruise Amsterdam > Budapest

From \$6,570^{pp} or upgrade to a Balcony Suite from \$9,065^{pp}

Experience Europe from a luxurious new perspective as you cruise the magnificent Rhine, Main and Danube rivers. Meander by grand palaces, romantic towns and fairytale castles along this ancient trade route.

Scenic Highlights:

- Explore Amsterdam by e-bike, canal cruise or on foot with Scenic Freechoice
- Delight in the ambience of Marksburg Castle during a magnificent medieval feast – exclusive to Scenic
- Take a guided e-bike ride from Melk to Durnstein
- Breathe in the opulence of Palais Liechtenstein during an evening classical music concert – exclusive to Scenic
- Learn about Viennese coffee culture

Scenic Freechoice Options:

- Three exclusive once-in-a-lifetime Scenic Enrich experiences
- Your choice of 35 included Scenic Freechoice activities
- All meals and beverages at up to five on board dining venues

Scenic Business Class Offer:

SAVE \$850* PER COUPLE BOOK NOW MUST USE CODE WORLD2020 FLY BUSINESS CLASS FOR \$4,995*^{pp} SELECTED DEPARTURES

*Conditions apply, see back cover for more details.

Scenic Eclipse - THE NEW BENCHMARK IN ULTRA-LUXURY CRUISING

SCENIC° To Book Now call 1300 679 748 or contact your local Scenic Agent

Email Newsletter

SEE the WORLD
ALL-INCLUSIVE RIVER CRUISING & LUXURY LAND JOURNEYS IN 2020

EUROPE • FRANCE • VIETNAM & CAMBODIA • MYANMAR • CANADA & ALASKA • EGYPT

OFFERS VALID UNTIL 31 MARCH 2020 UNLESS SOLD OUT

View offers and cruises >

Discover Europe >

Discover Asia >

Digital Display Banners

SCENIC° SEE the WORLD in 2020

FLY FOR \$125*

Free Brochure >

SCENIC° SEE the WORLD in 2020

FLY FOR \$125*

Free Brochure >

SCENIC° SEE the WORLD in 2020

FLY FOR \$125*

Free Brochure >

SCENIC° SEE the WORLD in 2020

FLY FOR \$125*

Free Brochure >

PRINT & DIGITAL

'See the World' Campaign

For the 'See the World', I adapted a brochure design to create flyers, email banners and digital display banners to support the wider campaign.



DIGITAL TILES

Scenic Campaigns

For each product campaign, I created a series of tiles that can be shared by travel agents and suppliers including social media banners, EDM hero images and email signatures.

European River Cruising

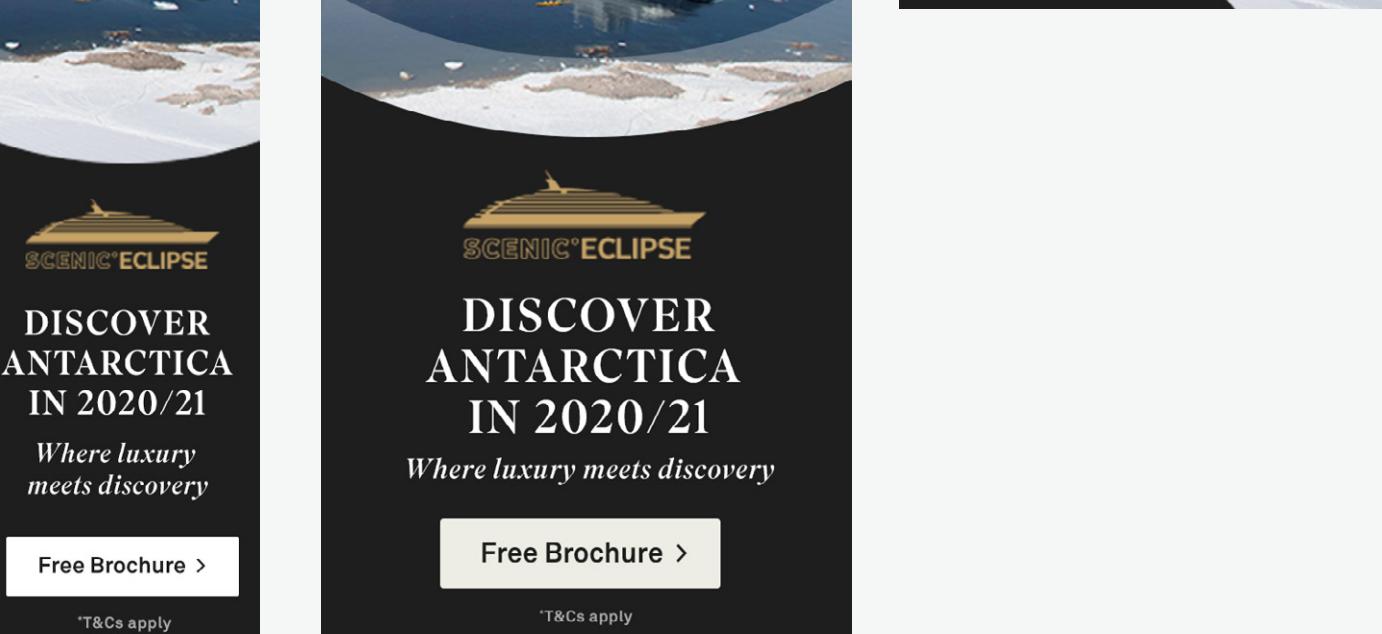
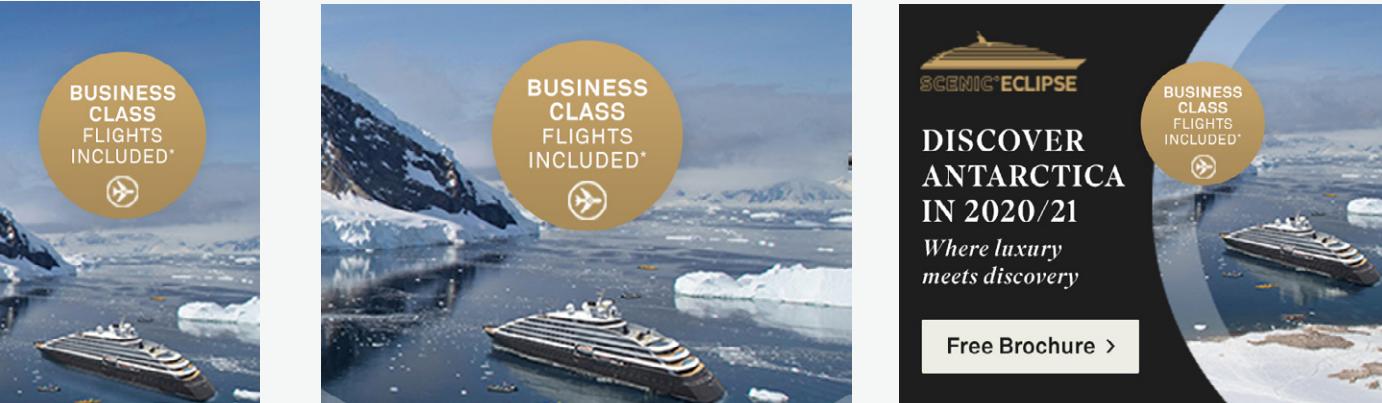
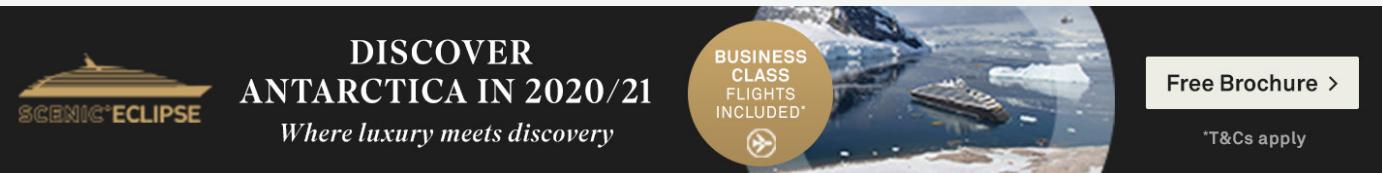


DIGITAL DISPLAY BANNERS

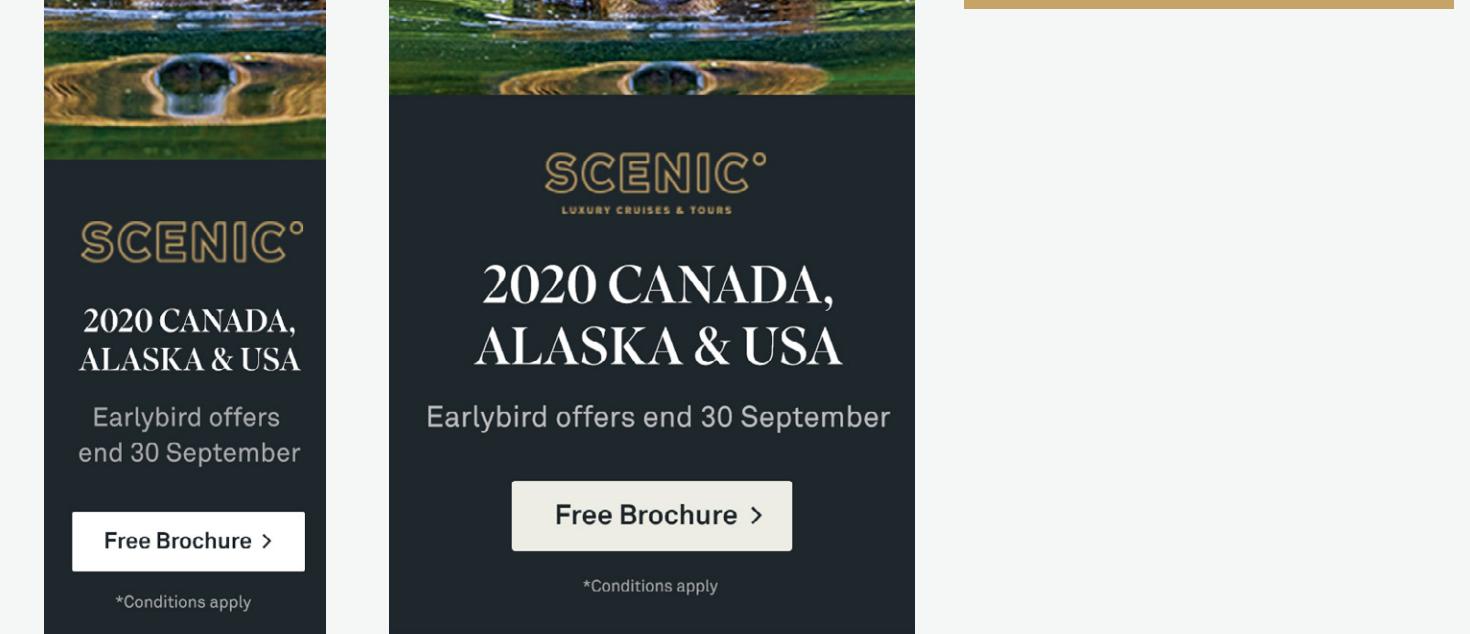
Scenic Campaigns

Using Photoshop and Adobe Animate, I created a number of digital display ads for different product and campaign launches. These include motion and interactive effects using fading overlays, text transitions and button hover states.

Ocean Cruising

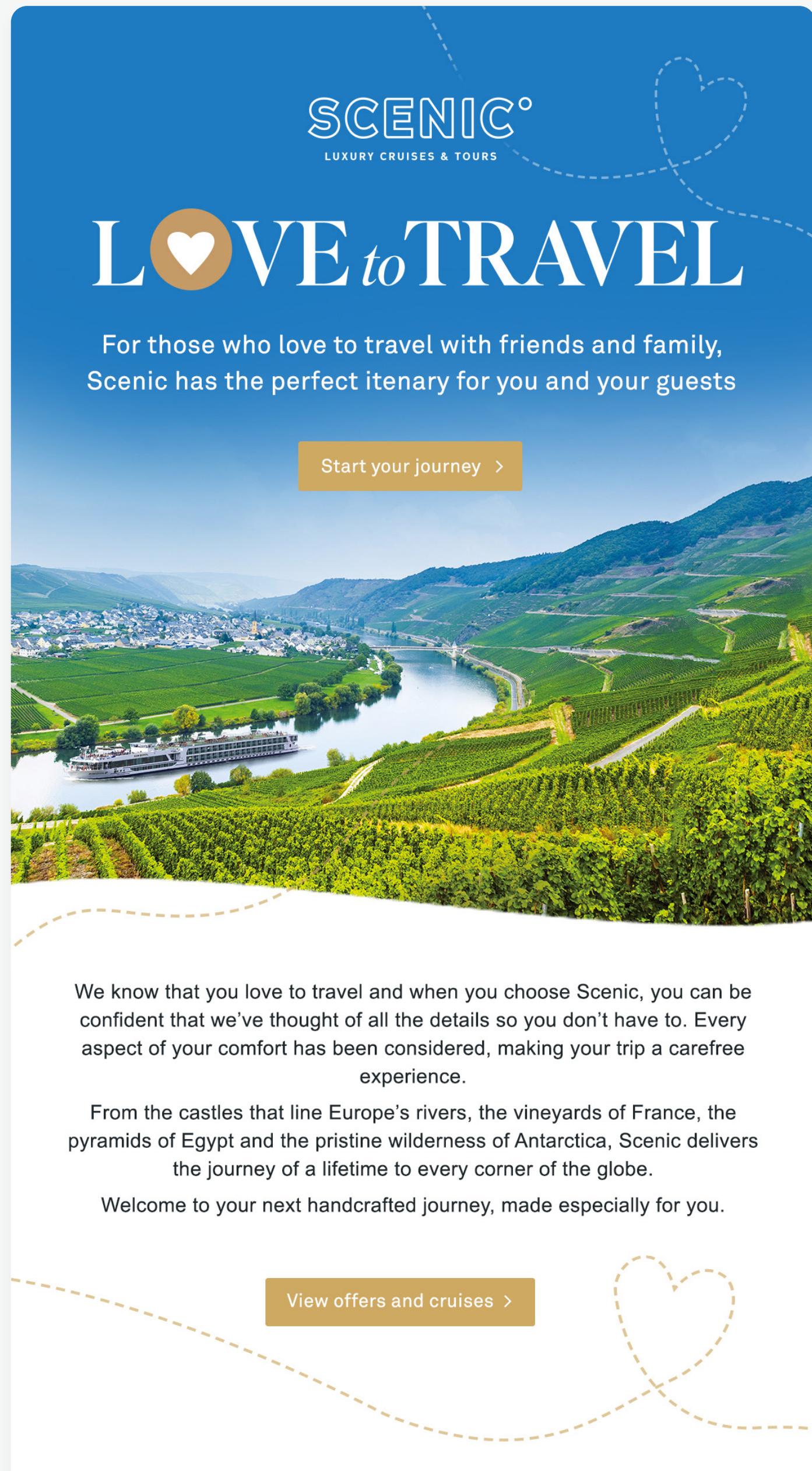


Canada Land Tours



EMAIL NEWSLETTERS**Scenic Campaigns**

I worked with CRM to design marketing led emails for a range of campaigns and promotions, as well as general CRM emails from trigger points such as online brochure requests.



MASO FITNESS

Dale and James approached me to help develop a brand identity and website for MASO Fitness, a new personal training and outdoor fitness group in Sydney's Inner West.

The brief was to create a vibrant and energetic brand identity with a bold colour scheme aimed at women over 30 years old. My role was to develop the brand logo and identity, then build the website in Wordpress.

ROLE

Branding & Web Design

INDUSTRY

Fitness

DATE

2019

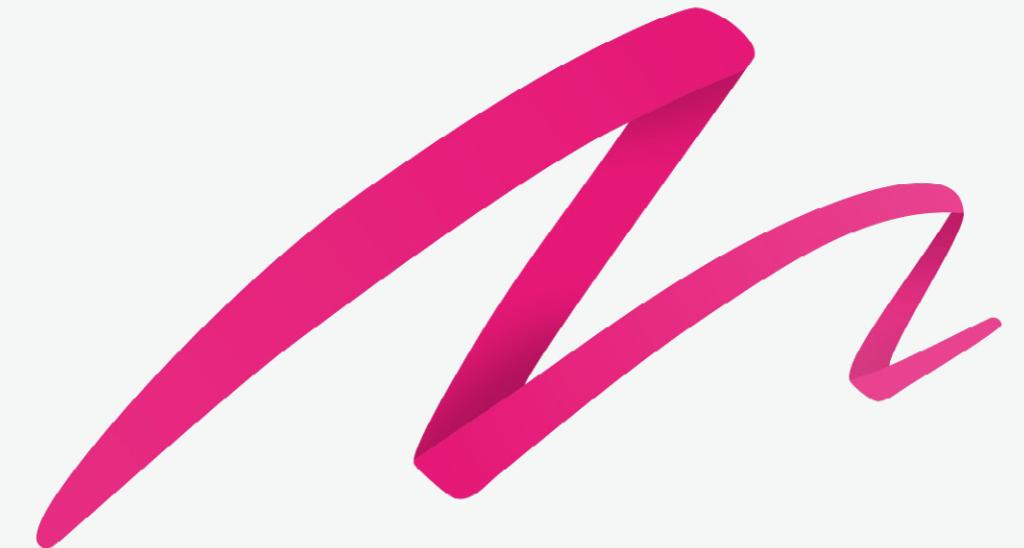




LOGO MARK

Concept Development

The concept for logo mark was to emphasise the fluid and expressive motions in exercise. Keywords such as 'spring', 'energy' and 'flow' were selected in the brainstorming phase.



MASO FITNESS

LOGO MARK

Final Designs

For the final logo lock-up, the mark was combined with a mono-spaced typeface, and a simple but punchy colour palette of rich navy and hot pink.





IMAGE SELECTION

Brand Photography

Photography was taken to capture training classes, with specific shots briefed that would be used on different parts of the website and on social media.

MASOFITNESS

HOME TIMETABLE CLASSES THE MASO TEAM BLOG JOIN US

MASO FITNESS

OUTDOOR TRAINING

FITNESS TRANSFORMATION

WHAT WE OFFER

CLASSES

RESISTANCE CALISTHENICS

RESISTANCE PODS

RESISTANCE BOOT CAMP

MASOFITNESS

OUTDOOR TRAINING IN THE INNER WEST

WHAT WE OFFER

CLASSES

RESISTANCE CALISTHENICS

RESISTANCE PODS

RESISTANCE CALISTHENICS

DESKTOP & MOBILE WEB

Homepage

On the website the logo, colours and brand photography were combined with a clean and welcoming layout.

WHAT WE OFFER

CLASSES

RESISTANCE CALISTHENICS

RESISTANCE PODS

RESISTANCE BOOT CAMP

RESISTANCE CHALLENGE

COMBINATION RESISTANCE SPEED

COMBINATION RESISTANCE WARRIOR

DALE AND JAMES

THE MASO TEAM

TRAINER
DALE SOUTHERN

I'm a passionate fitnesss trainer of 10 years. I love to work with people who are new to exercising and help them make practical healthy lifestyle changes which will last the rest of their life.

TRAINER
JAMES MARTIN

I'm a qualified Exercise Specialist at a credit level with over 10 years in the fitness industry, and I've had the privilege of working in many different types of fitness businesses.

DESKTOP WEB**Homepage**

Images were placed front and centre to grab users attention, and to showcase the various movements involved in each class.

The image displays three mobile device screens side-by-side, each showing a different view of a fitness class overview page. The first screen shows a detailed class overview for 'RESISTANCE CHALLENGE' with sections for 'THE CLASS' and a 'JOIN THIS CLASS' button. The second screen shows a larger image of two people working out with ropes, with the 'RESISTANCE CHALLENGE' title overlaid. The third screen shows a circular profile picture of a trainer named Dale Southern, with his name and a brief bio below it.

RESISTANCE CHALLENGE

CLASS OVERVIEW

THE CLASS

A time capped strength challenge workout. It's designed to test you, but you can work to your own intensity and speed.

The class structure and type of training may vary from high rep spartan challenges to power sleds and throws to maximum strength and team workouts. All workouts can be scaled to the individuals skill and fitness level. Our classes are designed to increase lean muscle mass, increase metabolism and tone & shape your body

JOIN THIS CLASS

MASOFITNESS

RESISTANCE CHALLENGE

CLASS OVERVIEW

CLASSES

RESISTANCE CHALLENGE

DALE SOUTHERN

I'm a passionate fitness trainer of 10 years. I love to work with people who are new to exercising and help them make practical healthy lifestyle changes which will last the rest of their life

MOBILE WEB**Class Page · Resistance**

Built using a responsive template in Wordpress, I was able to easily create a mobile version of the desktop experience, modifying assets to ensure they were optimised for slower connections.



A1 POSTERS

Brand Roll-out · Advertising

Created as part of the brand guidelines to show how the logo could be used expressively across different mediums.



MASOFITNESS

Welcome to MASO Fitness

Customer ref:
20407794

Page 1/2

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249 Livingstone Road
Marrickville, 2204
tel: 0466 045 614

hello@masofitness.com
www.masofitness.com



Stationary

Brand Roll-out · Welcome Pack

Created as part of the brand guidelines to show how the logo could be used expressively across different mediums.

MADE.COM

Made.com is an online interior design e-commerce store whose aim is to make luxury design affordable.

My role was to work with a range of stakeholders including designers, artworkers, retouchers, marketing and product teams to produce both print and digital assets for both small and large campaigns.

ROLE

Design & Artwork

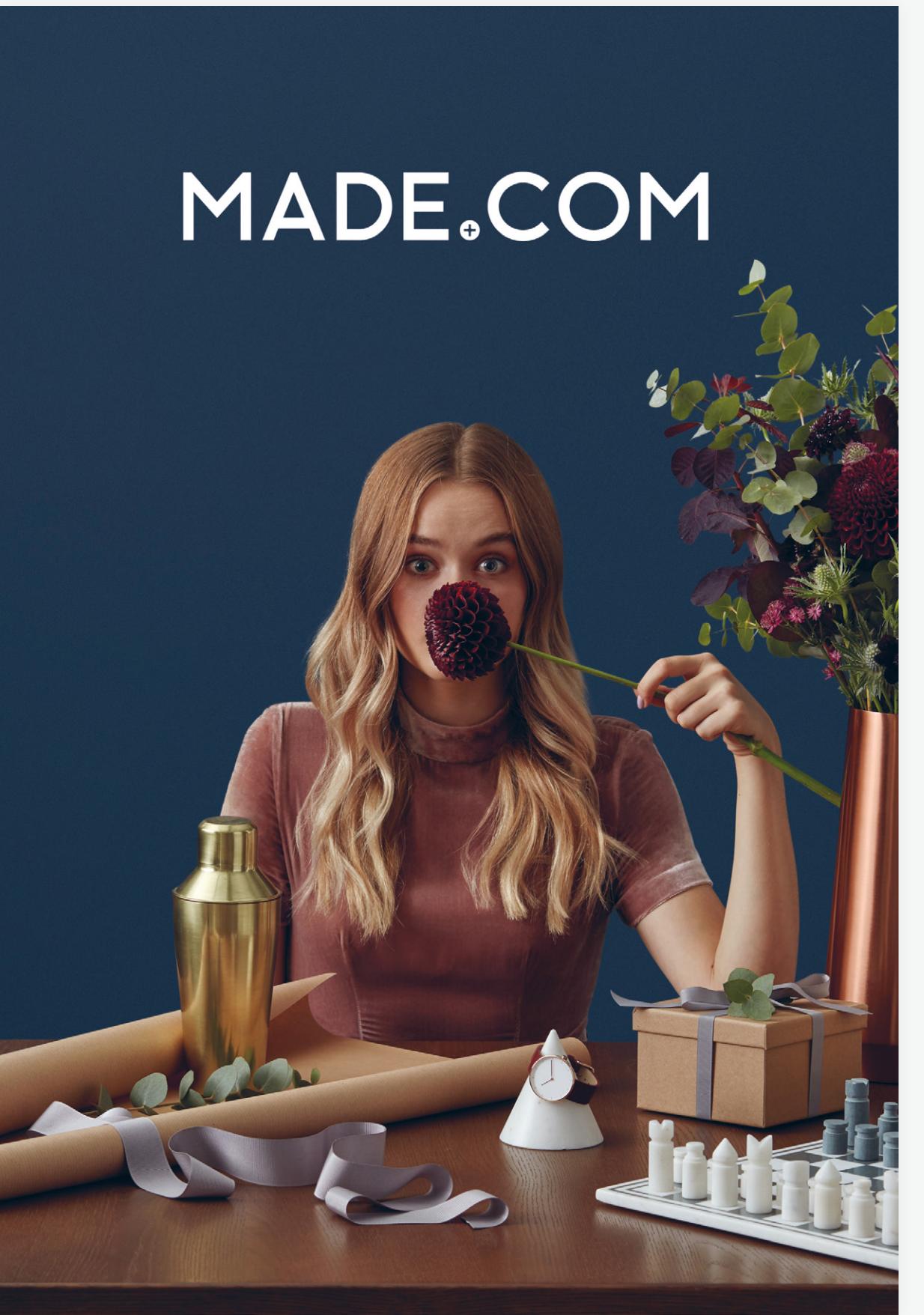
INDUSTRY

E-commerce

DATE

2017 – 18



**A5 BROCHURE****Autumn / Winter 2017**

As part of the Autumn / Winter campaign I worked with art directors, product and marketing teams to produce a 32-page lookbook.

MADE.COM

Autumn Winter 17 Lookbook

At MADE we believe that great design is for everyone. Our stripped-back business model means we work directly with designers and manufacturers to bring you fresh new furniture designs at affordable prices.

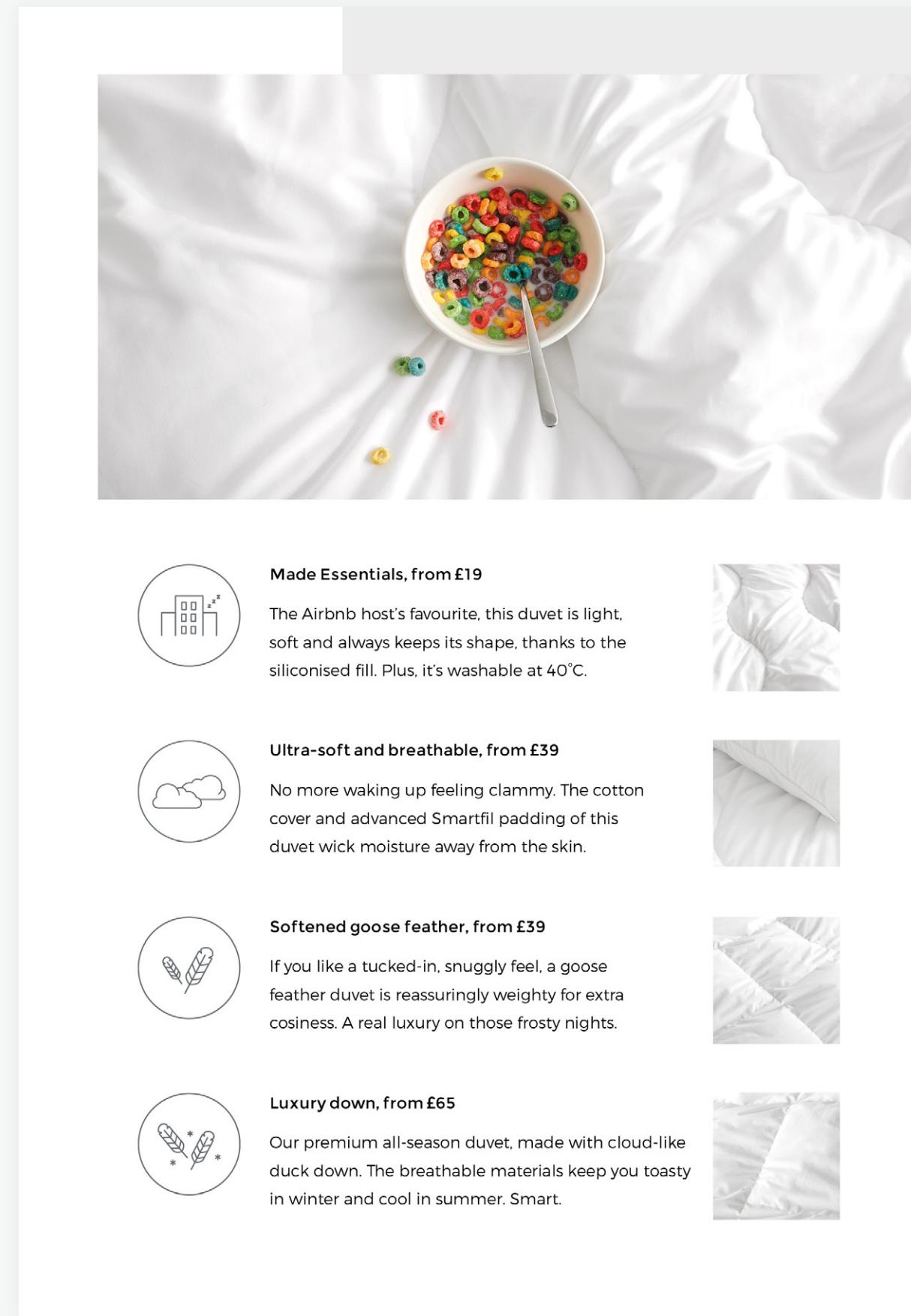
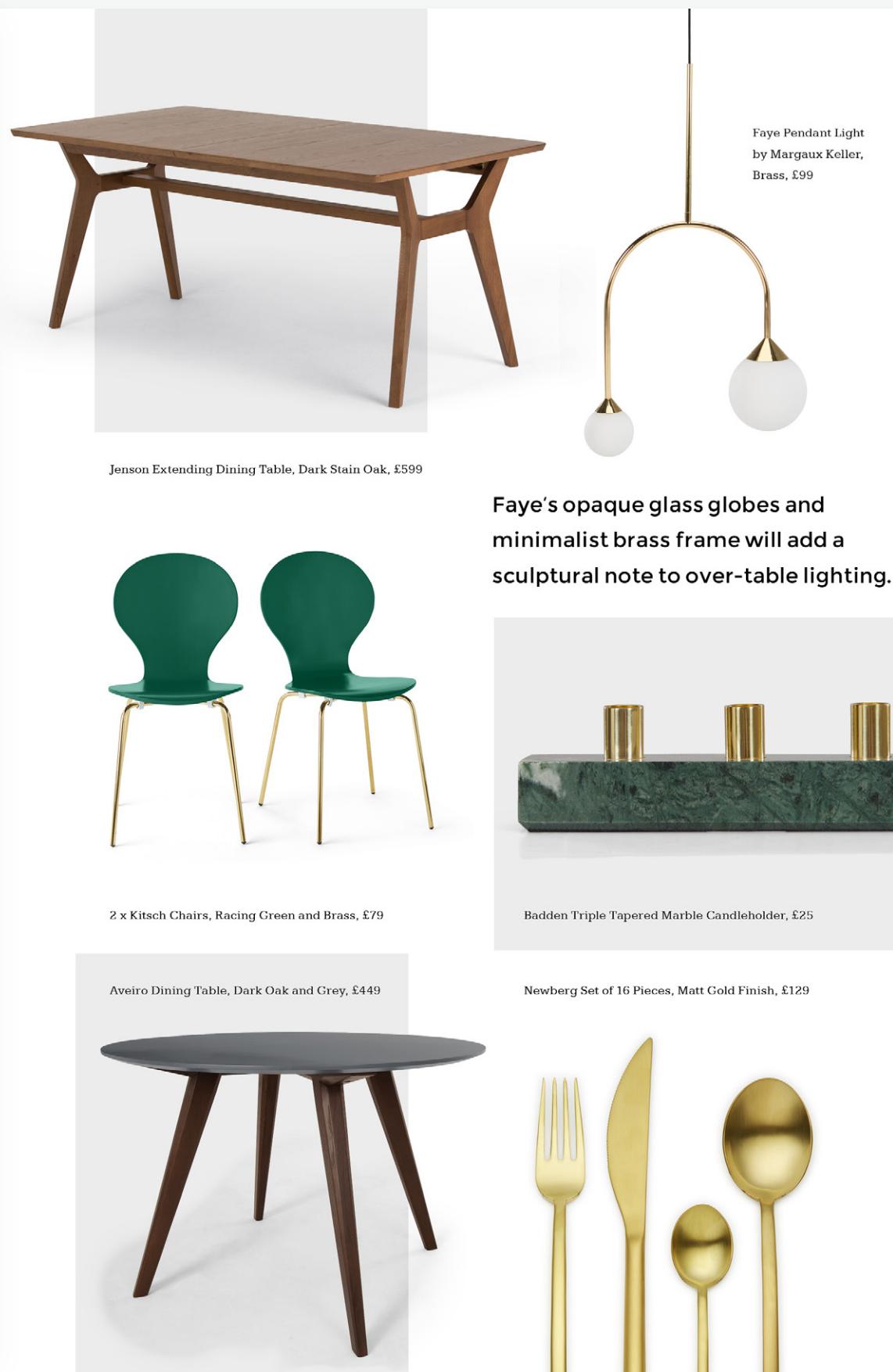
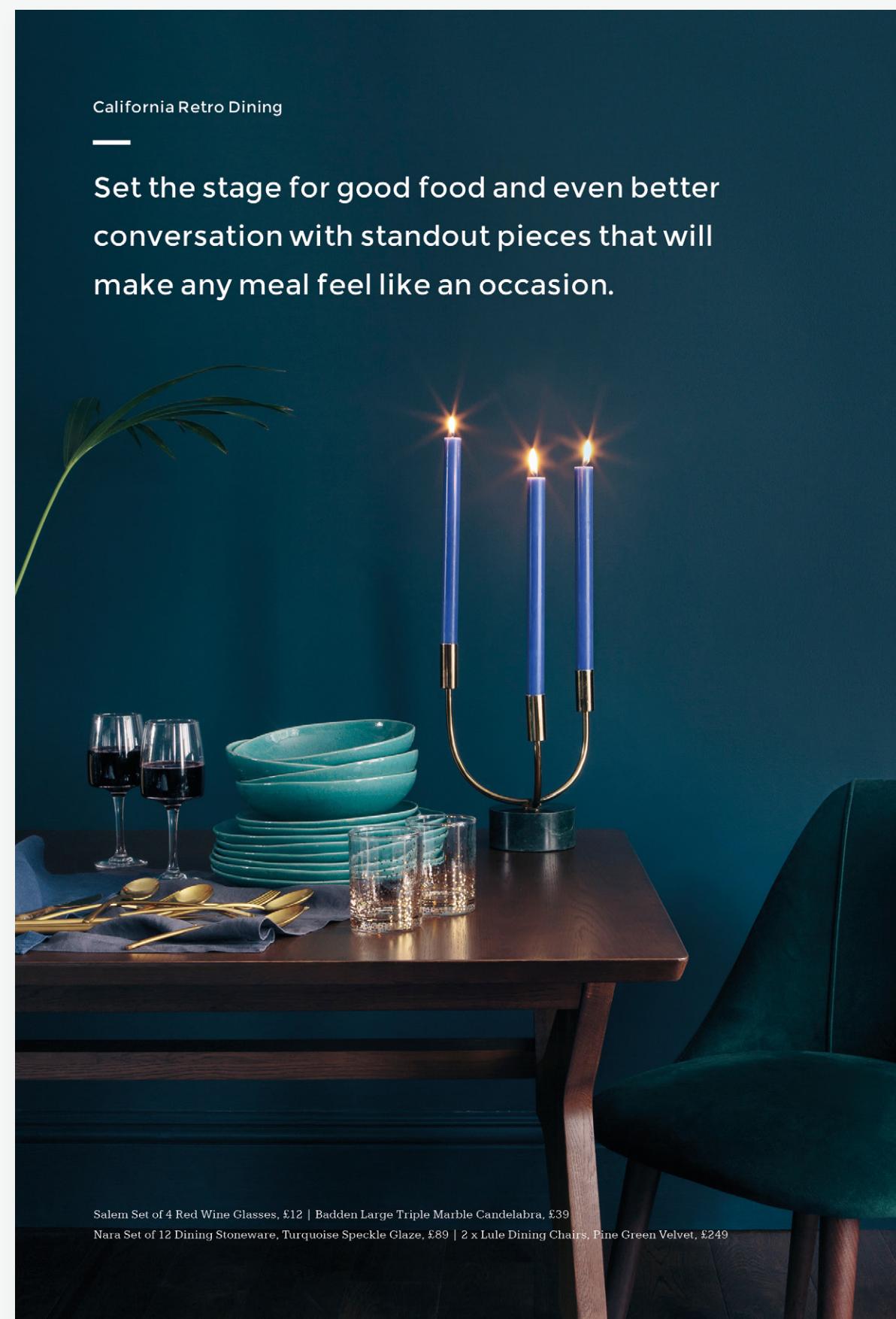
The festive season is coming, but that doesn't just mean darker nights and decking the halls. We say avoid the clichés and create stylish spaces that work for you, whether you're cocktail making, festive-food sharing or overnight-guest accommodating.

New this season is our MADE Essentials line that's high on design but not expense, so you can kit out every room in the house without spending a fortune.

And, if you're struggling to find a present for that tricky-to-buy-for person, MADE Gifts has got you covered. So, whatever you need - be it a quick remix or a complete overhaul - our lookbook will help you get new-season sorted.

Balico Hand Tufted Shaped Wool Rug, £249 | Frame Armchair, Blush Cotton Velvet, £599 | Connor 3 Seater Sofa, Petrol Cotton Velvet, £799





I created a series of icons for each duvet to showcase the different product attributes.

A5 BROCHURE

Autumn / Winter 2017

I worked with marketing and product teams to select all of the product, so that it would work visually with the campaign images and layout concept.

Order now
in time for [Christmas delivery](#)

MADE⁺

Email not displaying correctly?
[View it in your browser](#)

PERFECT PAIRING

Lyan Cub's Ally Kelsey's boozy concoctions are causing a stir in London. We asked him to create cocktails inspired by our designs, just in time for party season.

[VIEW THE COCKTAIL LIST](#)




Signature moves

So long, samey traditions. Try an updated Margarita, showcasing frosé's new (and justified) following.

[Read more](#)

Order now
in time for [Christmas delivery](#)

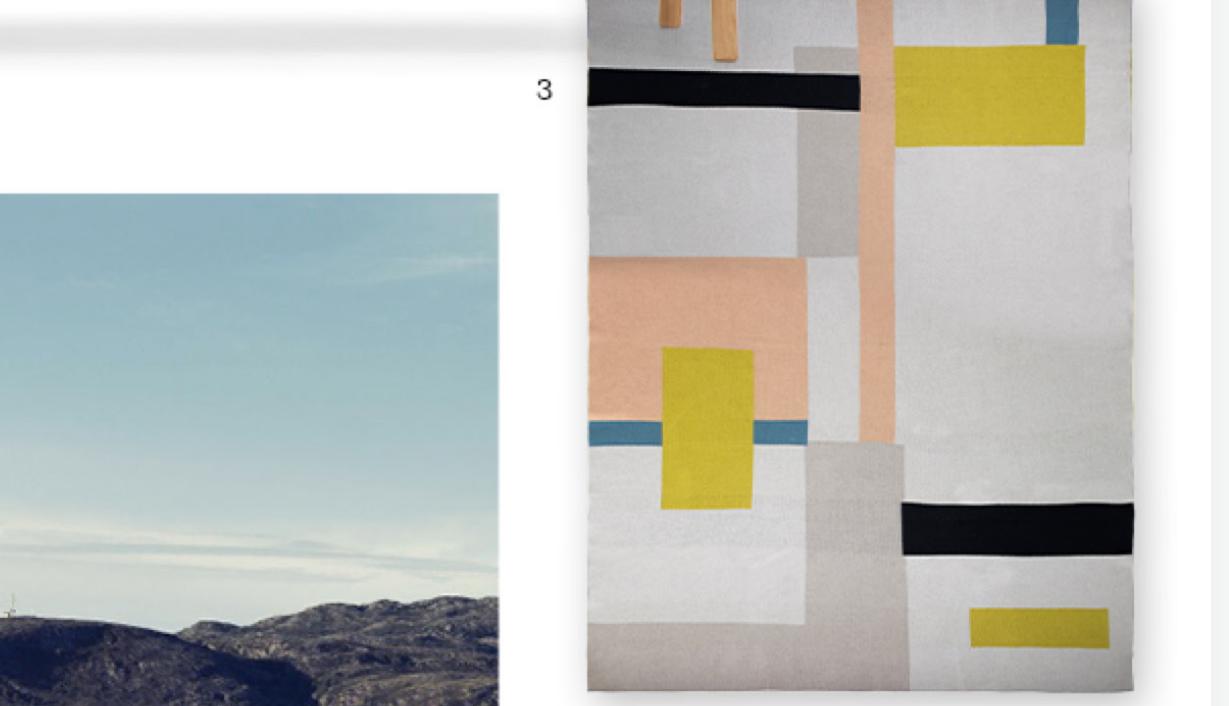
MADE⁺

Email not displaying correctly?
[View it in your browser](#)

CALM ON IN

Feel better now? It's these soft, Nordic vibes. Add oak furniture, natural textures and a pared-back palette of dusky blues, greys and pinks. And, relaxation is yours, 24/7.

[SHOP THE LOOK](#)

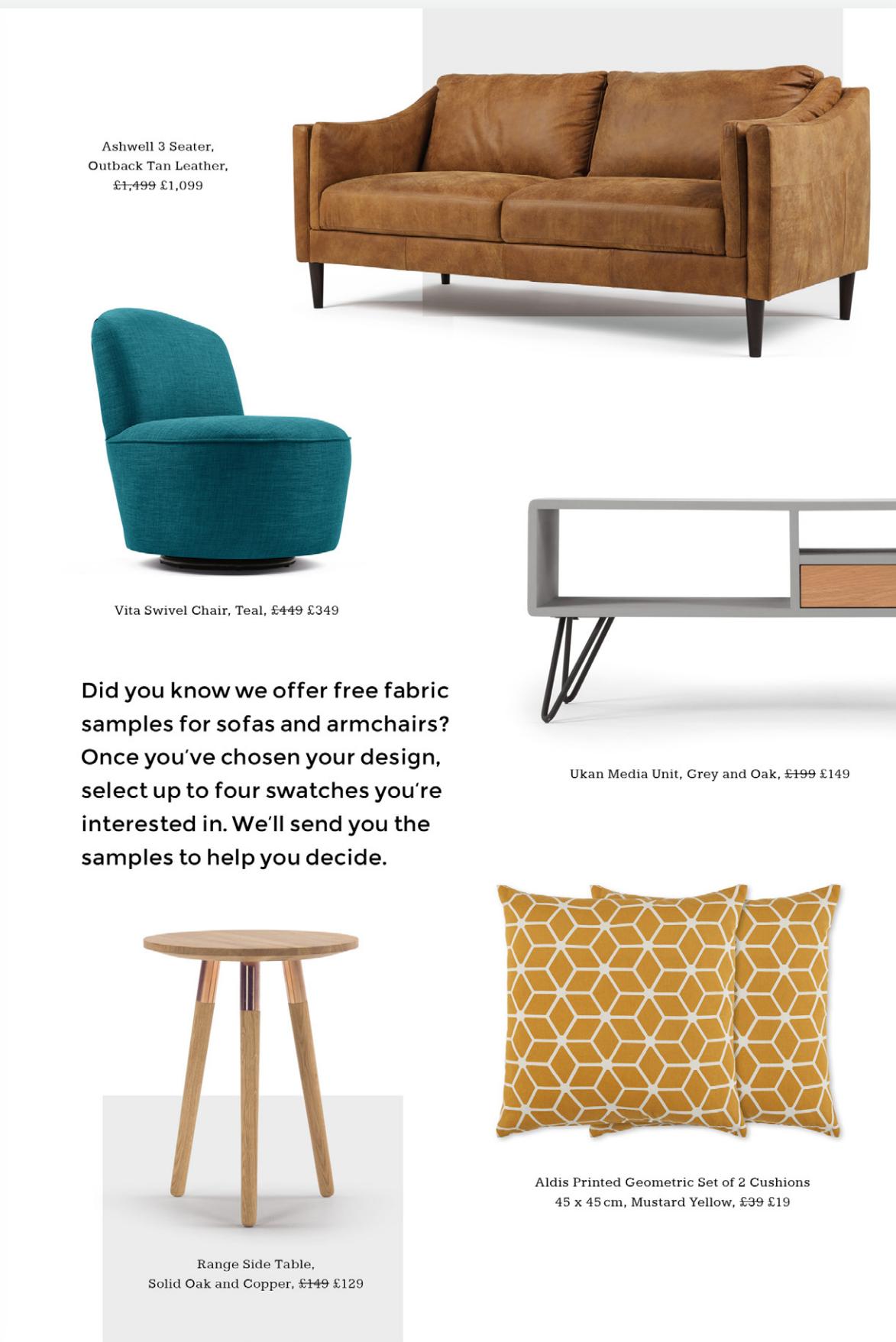
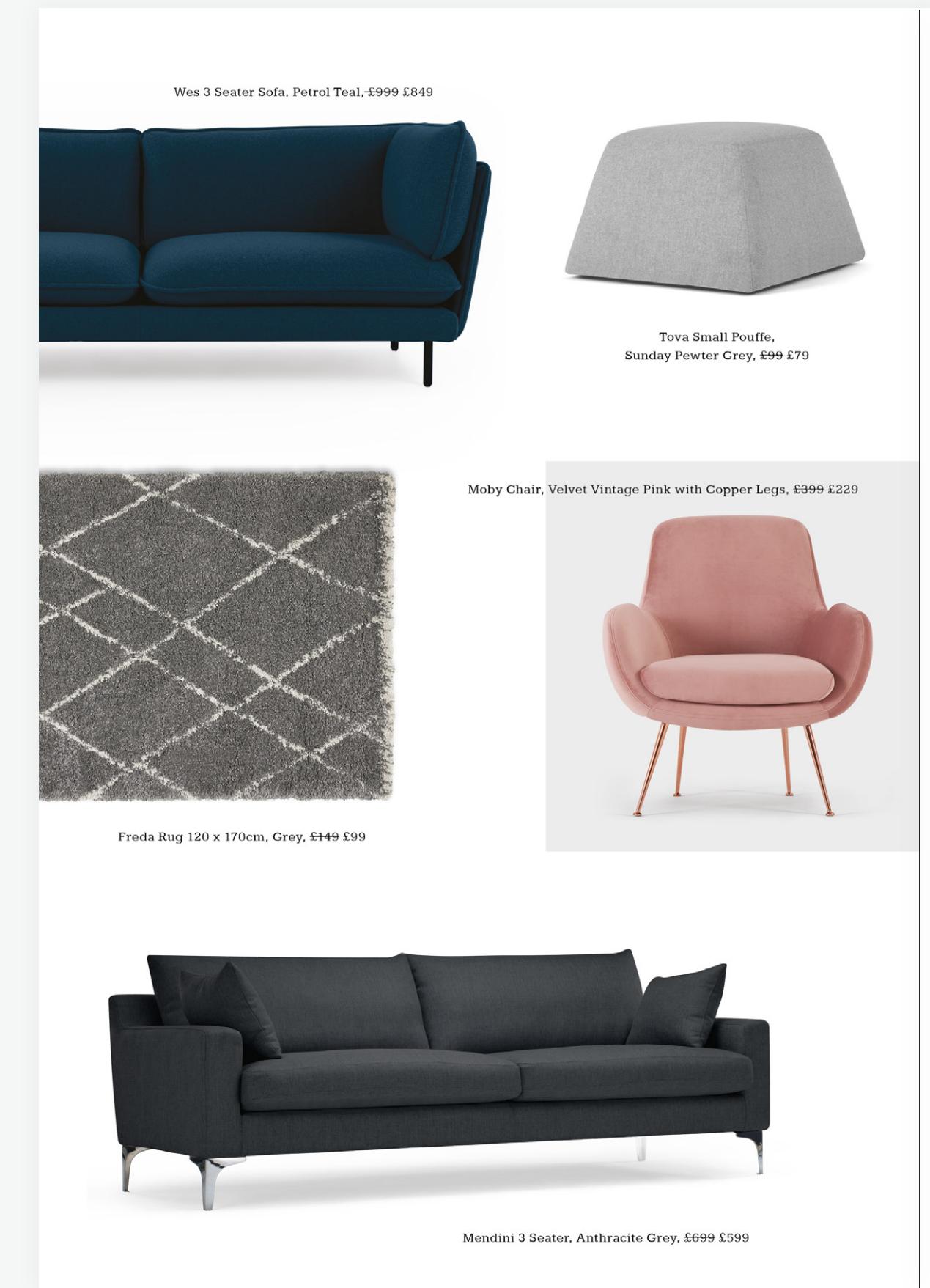





EMAIL NEWSLETTERS

Autumn / Winter 2017

Alongside the lookbook, I designed simple yet flexible EDM templates that could be used to highlight products sold as part of the campaign. These include inspirational EDMs about party cocktails or more product focused moodboards.



▲
For the Sale lookbook, I re-purposed the design from the Autumn / Winter lookbook to create a simpler and refined version focusing on product.

A5 BROCHURE

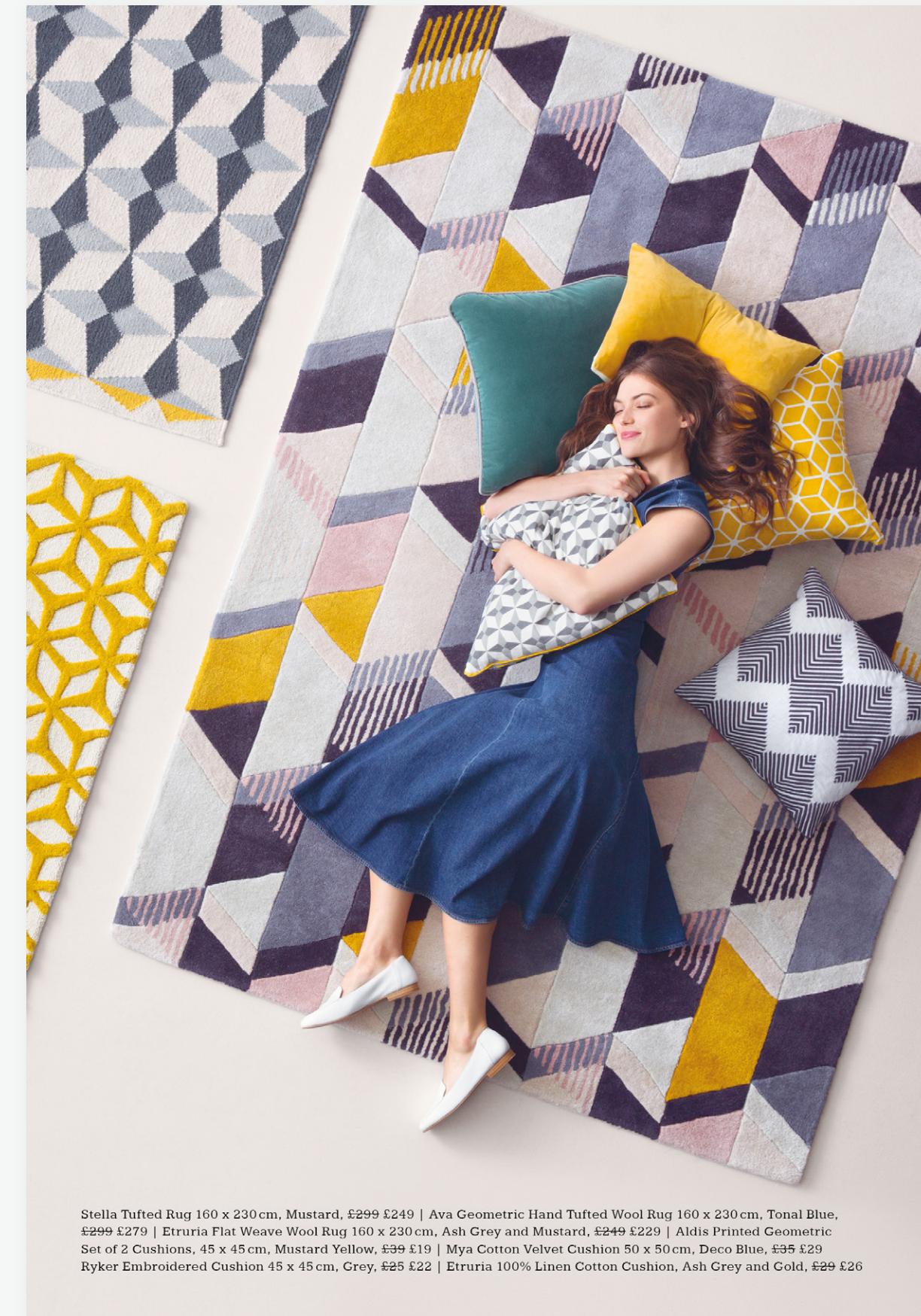
Winter Sale 2017

For the Winter Sale 2017, I created the main lockup for Sale and Flash Sales, and worked with an art-director and senior designer to ensure hero images worked across print and digital assets.

A structured grid is used to organise the different flashsales, whilst keeping it product focused.



<h2>Flash sales – 48 hours only</h2> <p>Get your diary out – you'll want to remember these dates. Some of our favourite and most popular collections will be on sale for 48 hours only. Circle your calendar. Sign up to our newsletters for reminders, more flash sales to be announced. You won't want to miss this.</p>		<p>6th - 7th January</p>  <p>Bedroom Including Roscoe King Size Bed, Dusk Pink, £449 £379</p>	<p>8th - 9th January</p>  <p>Ritchie Collection Including Ritchie 2 Seater Sofa, Lime Green, £499 £429</p>
<p>28th - 29th December</p>  <p>Home Office Including Zeke Desk, Walnut and Black, £699 £599</p>	<p>30th - 31st December</p>  <p>Accent Chairs Including Cecil Armchair, Burnt Orange Velvet, £549 £449</p>	<p>13th - 14th January</p>  <p>Sofa Beds Including Fletcher 3 Seater Sofa Bed, Marl Grey, £1,299 £1,099</p>	<p>15th - 16th January</p>  <p>Elona Collection Including Elona Vanity Chest of Drawers, White Gloss, £299 £249</p>
<p>1st - 2nd January</p>  <p>Lighting Including Bow Large Floor Lamp, Brass and Black Marble, £119 £99</p>	<p>3rd - 4th January</p>  <p>Scott Collection Including Scott 4 Seater Chaise End Sofa, Grass Cotton Velvet, £1,799 £1,499</p>	<p>20th - 21st January</p>  <p>Dining Including 2 x Margot Dining Chairs, Electric Blue Velvet, £229 £189</p>	<p>27th - 28th January</p>  <p>Sofas & Armchairs Including Dylan 3 Seater Sofa, Mineral Blue, £649 £549</p>

**A5 BROCHURE****Winter Sale 2017**

As the sole designer working on the project, I was responsible for product selection and design development, through to the final artwork and delivery of print ready files.

MADE[®]

Email not displaying correctly?
[View it in your browser](#)

VITTORIO FLASH SALE ENDS IN : 00 00 00 00
DAYS HOURS MINUTES SECONDS

THE BIG ONE

Now you can get Vittorio's Italian good looks for less. But, don't beat around the bush. This seating comes off sale in the next 48 hours.

[SHOP FLASH SALE](#)



Go big

Vittorio is available in a range of sizes so there's room for all. From a comfy one seater to a lounge-worth six-seater.

[Shop Flash Sale](#)

EDM NEWSLETTERS

Winter Sale 2017

As part of the Sale campaign, I used existing templates to create a range of emails focusing on different product drops.

Go home

Give your home a contemporary, sophisticated look with a pinch of



MADE[®]

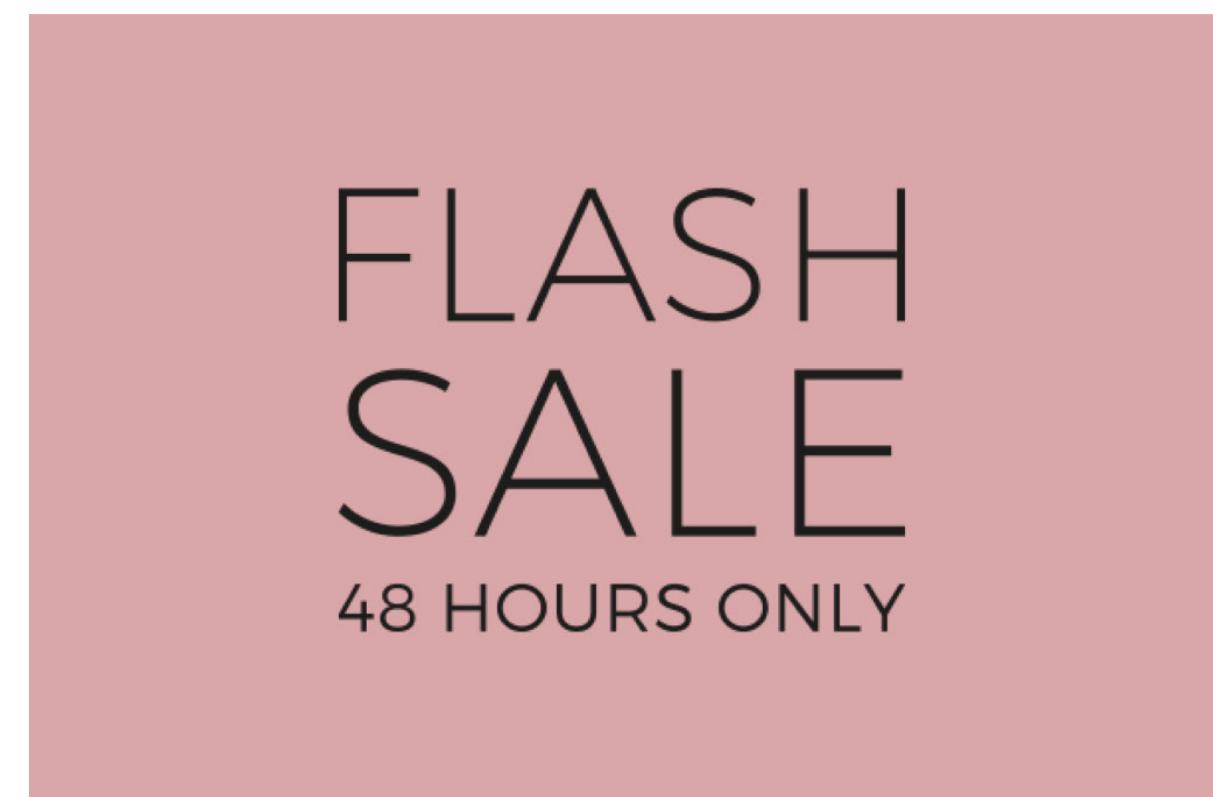
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[View it in your browser](#)

BRAMANTE FLASH SALE ENDS IN : 00 00 00 00
DAYS HOURS MINUTES SECONDS

TABLE TALK

Bramante: our ever-popular table range. It's now on sale in all its wood, white or grey glory. Snap yours up in the next 48 hours.

[SHOP NOW](#)

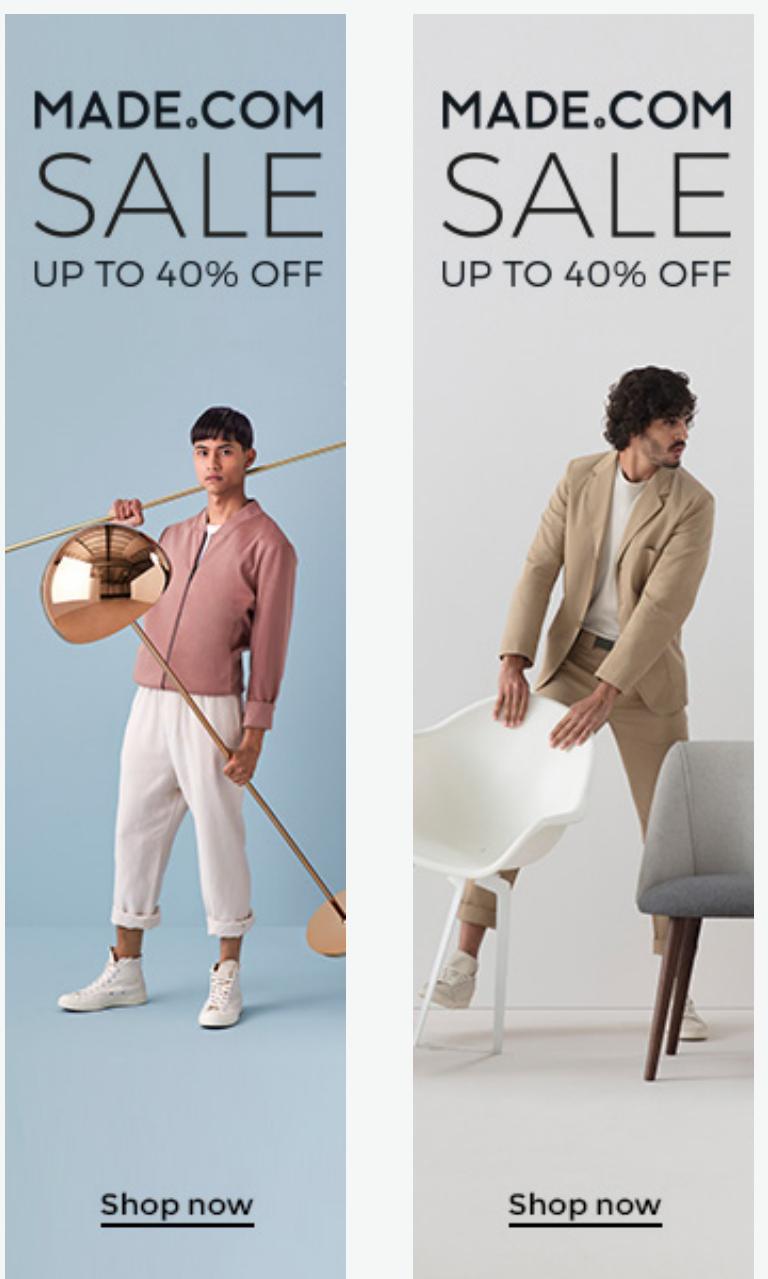
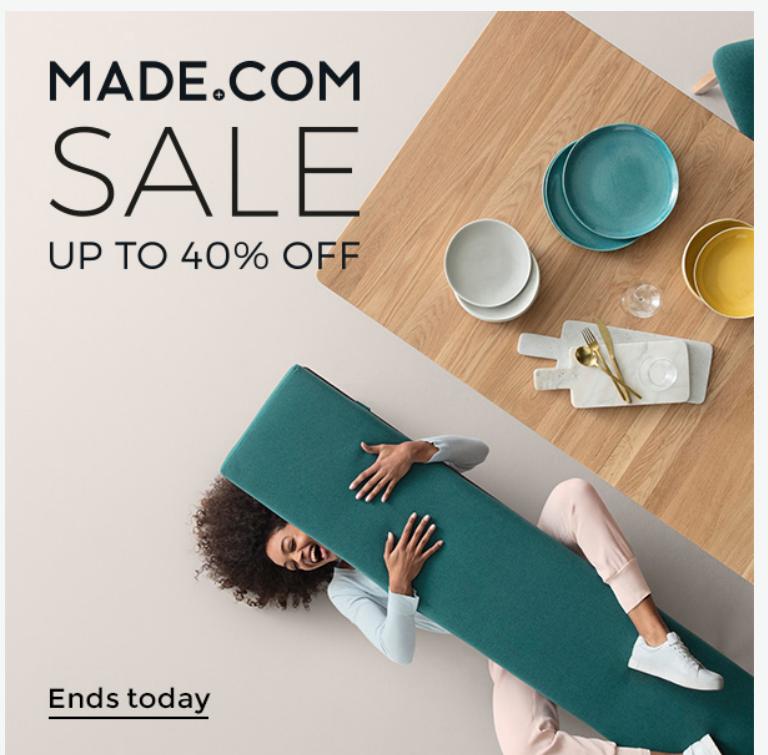
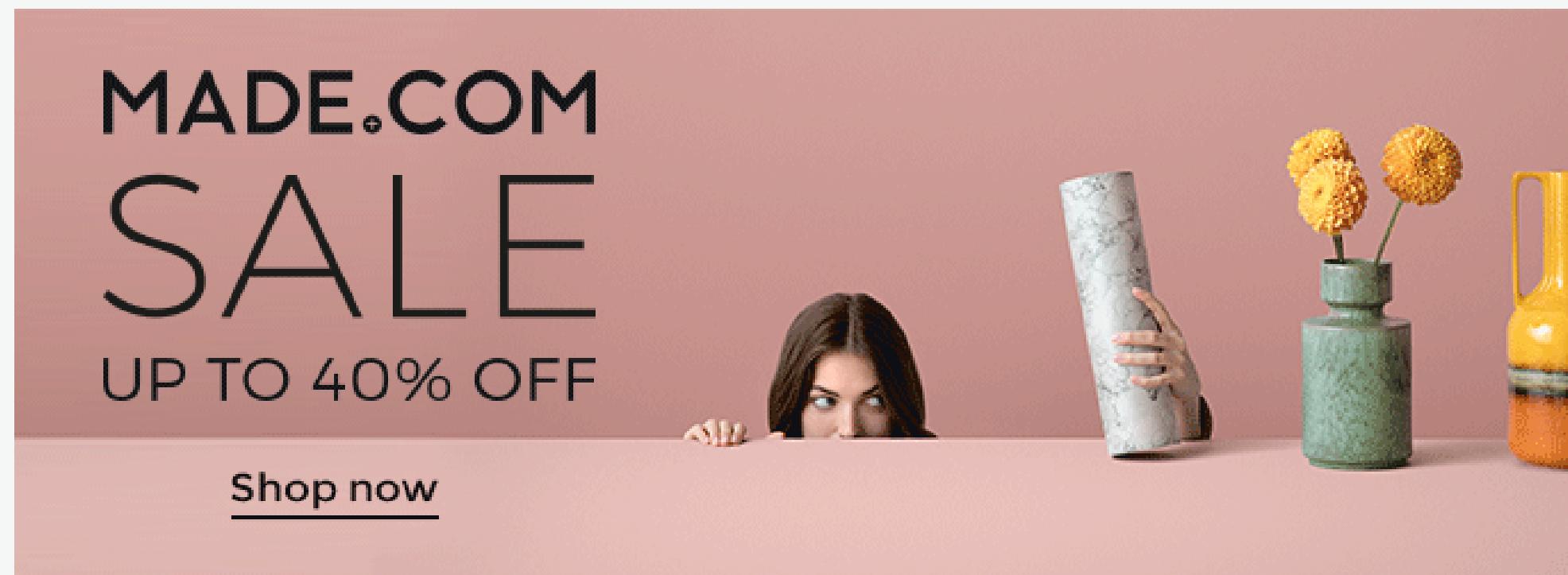


Contemporary design

Any stylish host's dream, Bramante extends to sit up to ten people. The versatile finish lets you shake up your seating styles.



Room for more



DIGITAL DISPLAY BANNERS

Winter Sale 2017

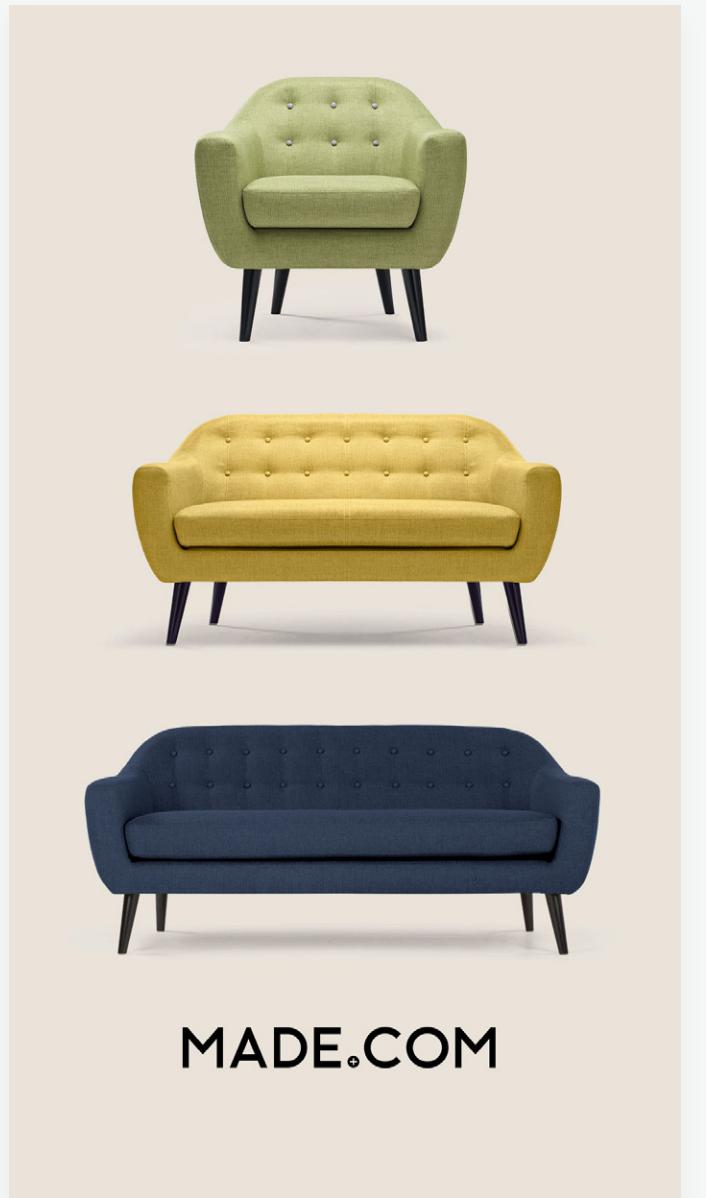
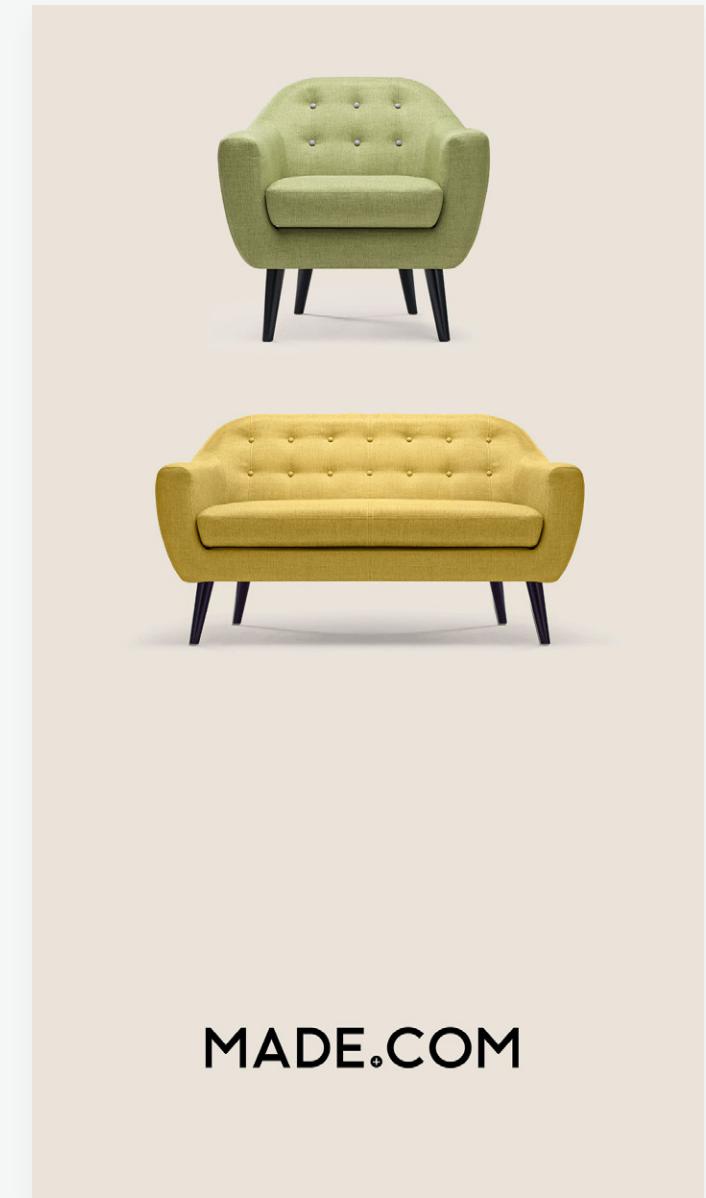
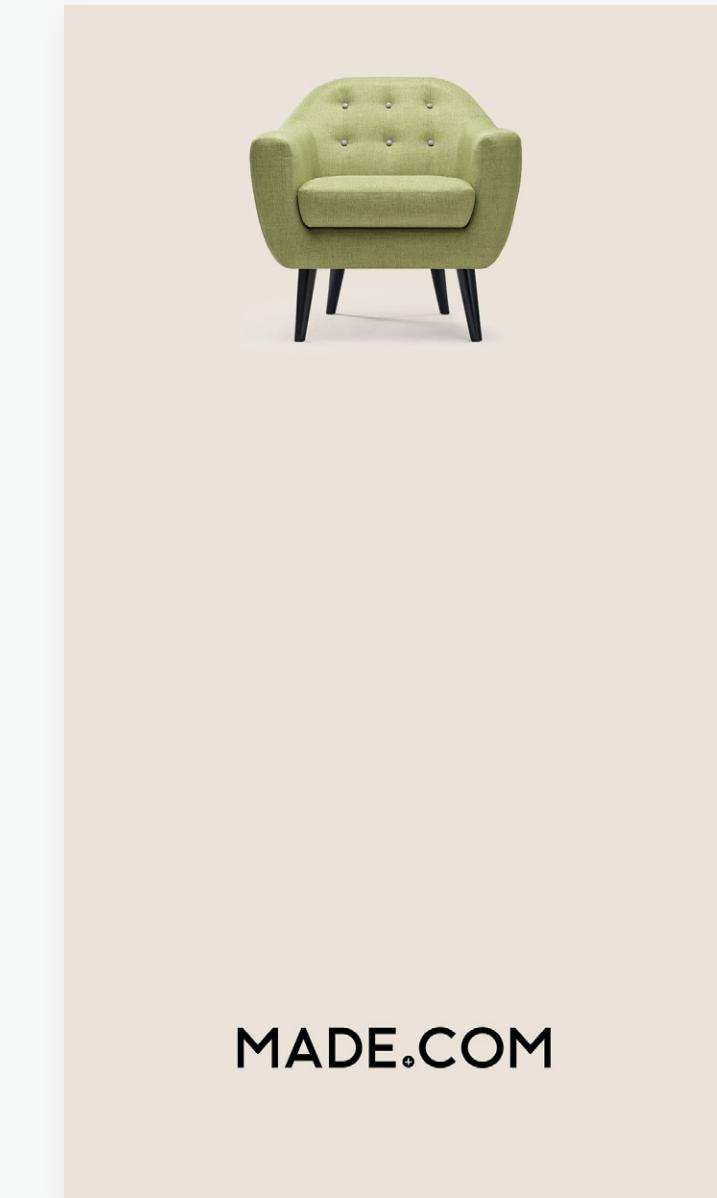
I also created a range of digital display banner GIFs using the lock-up and campaign hero images.



INSTAGRAM STORIES

Winter Sale 2017

For each Flash Sale, I created a range of Instagram stories using the Flash Sale lockup and products across different categories including sofas, beds and lighting.



GALLAHER

One of Australia's largest insurance brokers was running a campaign to help promote their range of insurance products across energy and mining.

My role was to translate content supplied by marketing into cohesive visual long-form brochures and to provide additional assets including flyers, infographics, social media banners.

ROLE

Design & Artwork

INDUSTRY

Insurance

DATE

2018–19



ajg.com.au/energy

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**Gallagher Energy Practice
Australia & New Zealand**

Tap Gallagher's regional and international energy expertise

Gallagher
Insurance | Risk Management | Consulting



Why partner with Gallagher?

Partner with an insurance provider with deep understanding of the industry and the capacity to meet the full range of energy sector needs, from exploration to decommissioning and mergers and acquisitions. Gallagher Energy operates from a number of locations globally and is represented by major hubs in the Australia, New Zealand, Asia, Europe, Africa and Americas areas. Our energy sector experts are familiar with the complex challenges and changing conditions in exploration, production and distribution of energy sources, and we have the ability to secure optimum solutions. Our goal is to support long-term growth and success for your business.

Global capacity supported by local service delivery

From discovery to decommissioning, it's experience that counts. Whether your objective is to de-risk the balance sheet, enter a new market or prepare for the unexpected, Gallagher's energy practice can help you do more than just transfer risk. The Gallagher Australia New Zealand team leverages both domestic and international relationships which, combined with bespoke policy wordings and financial products, ensure that our clients receive beneficial terms and conditions – because we know who to approach and when to approach them.

Gallagher provides insurance to 7 of the world's 25 largest energy companies
Forbes, World's Biggest Energy Companies 2016

2 Gallagher Energy Practice - Australia & New Zealand

Gallagher's Australia and New Zealand energy insurance offering

Gallagher's services include

A team of specialists who work with your business
Our senior 'big risk' practitioners are on hand to provide proactive advice and support your business 365 days a year, not just at renewal time.

Tailored solutions that respond to what you need
We utilise bespoke policy wordings which give our clients the broadest cover available, and provide layering and mosaic placement options as necessary.

Access to specialised market facilities
Including the Australian Petroleum Exploration Insurance facility (APEX), as well as international energy insurance providers. Gallagher also provides a customised reinsurance service.

Priority claims service
Gallagher provides demonstrated strength in claims handling, both in Perth and London, with relevant experience third party liability and first party claims.

Team of 100+ 

international energy experts

We service 400+ 

clients across six continents

Our clients operate across 20 

unique energy subsectors



Tap Gallagher's regional and international energy expertise 3

A4 BROCHURE**Energy Practice**

Working within existing guidelines, I worked with a brand manager and copywriter in the creation of a 32-page brochure to promote Gallagher's insurance offering.

The design for the brochure was clean and professional, with key information brought out using pull-quotes, coloured headlines and icons.



Access to international markets, informed placements, competitive terms

Gallagher's Australia New Zealand energy experts work with their counterparts operating out of our Singapore, London, Calgary and Houston practice hubs to achieve solutions and placements, while handling all aspects of our clients' business at a local level.

We adopt a customised approach using a combination of quantitative modelling and relevant qualitative factors for each client in order to deliver a tailored product and risk management solution. With a range of underwriting facilities with insurers committed to offering highly competitive terms and alternative policy wordings, we are able to continually test the parameters of available coverage.

Comprehensive industry insurance coverage

Services

- upstream
- midstream
- downstream
- renewables
- cross class
- risk consulting.

Specialist Areas

- upstream energy market
- onshore and offshore exploration
- oil and gas production, supply and distribution
- CSG/CBM exploration and production
- hot rock and geothermal drilling
- LNG plants
- onshore and offshore pipelines
- contracting to the oil and gas industry
- petrochemical plants
- construction of any of the above facilities.

Products

- business interruption
- loss-of-revenue and loss of hire
- cargo and marine cargo
- construction insurance including delay in start-up (DSU)
- control of well/operator's extra expense
- cyber risks
- environmental impairment liability insurance
- full political violence cover including terrorism, sabotage and war
- machinery breakdown and defective design
- natural catastrophe cover
- political risks and fair/unfair calling of bonds
- property damage insurance
- protection and indemnity cover
- renewable project performance guarantee
- third party/excess liabilities
- decommissioning liabilities
- weather derivatives cover.

The Gallagher Difference

- We promote a partnering attitude not only with clients, but with supporting insurers, encouraging stable, long-term involvements.
- We address the market proactively, creating placement tools that provide benefit to our clients, such as specialised market facilities.
- Along with independently reviewed bespoke policy wordings these facilities offer our clients market capacity with beneficial terms and conditions and the broadest possible cover.



Upstream

Gallagher's energy team has significant and recent experience in working with upstream energy clients. This includes assisting them with the preparation and execution of a marketing program, both in Australia and abroad. We also have a number of relationships for arranging engineering surveys, valuations and other specialist services.

Operational insurance

Gallagher has arranged cover for some of the world's largest offshore construction projects. Our clients include exploration and production companies, drilling contractors, oilfield service companies and integrated energy companies. Our specialists' experience ranges from arranging and managing insurance programs on behalf of independent companies through to representing some of the largest oil and gas companies operating globally.

Decommissioning

Gallagher has nearly 20 years' experience pioneering and developing solutions for decommissioning, including security enabling licence holders to demonstrate that they have the financial capability to dismantle and remove the property, and offshore dismantling and removal projects policy wording supported by underwriting capacity committed to this specialist risk category.

Operational insurance

Our downstream expertise in the oil, gas and petrochemical sectors encompasses

- gas plants
- refining
- petrochemical plants
- liquefied natural gas
- infrastructure and utilities
- pipelines.



\$175m+

premium in recent exploration activities

Midstream

Gallagher's energy division has access to competitive rating, coverage and no requirements for surveys or engineering. We accept declarations with asset values up to a set limit on any one item, with additional coverage limits applying in addition to the asset value limit.

There are no sub-limits for wind, earthquake or flood and no separate retentions. We also provide resulting business interruption coverage. A streamlined underwriting process reduces administrative burden and enables prompt claims handling.

Downstream

Construction insurance

Gallagher Australia New Zealand specialists have extensive experience in the energy sector working on joint venture projects. They are supported by a 50+ international team of experts based in London, Calgary and Houston who specialise in construction risks and who have more than 20 years' experience with both offshore and onshore projects. We are currently placing construction all risk (CAR) policies for Total, Repsol and BP-operated projects that involve a number of joint venture partners.

Decommissioning

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Our downstream expertise in the oil, gas and petrochemical sectors encompasses

- gas plants

• refining

• petrochemical plants

• liquefied natural gas

• infrastructure and utilities

• pipelines.

Tap Gallagher's regional and international energy expertise 5



The Gallagher Australia New Zealand Energy Team



Ryan Mansom
National Practice Leader,
Oil & Gas, Australia New Zealand
P: +61 8 6250 8460
M: +61 417 348 091
E: ryan.mansom@ajg.com.au

With more than 27 years' experience in insurance and 17 in the energy sector, Ryan has access to international market connections, and experience with major placements and claims settlements.



Deborah Allan
Client Manager, Energy
P: +61 2 9242 2052
M: +61 466 014 220
E: deborah.allan@ajg.com.au

With 16 years of specialisation in the energy sector, Deborah's portfolio of renewable energy projects ranges from construction through to operational assets and annual programs.



Vera has provided support to high profile accounts such as Shell, CBA, AGL, Elgas, Sydney Gas, Felix Resources, IHG, Alinta Energy and Centennial Coal, and has specialised in the energy industry for the past 12 years.



Teagan Musgrave
Account Manager, Energy
P: +61 8 6250 8464
M: +61 466 382 042
E: teagan.musgrave@ajg.com.au

Part of the team who started Gallagher Energy Risk Services, Teagan has worked on major exploration and production accounts. Relocating to Australia in 2015, she brings expertise that ensures quality service delivery.



Vivianne Yee
Account Executive, Energy
P: +61 8 6250 8469
E: vivianne.yee@ajg.com.au

Fluent in multiple languages including Mandarin, Cantonese, Hokkien and Malay, Vivianne is an expert in preparing policy documentation, certificates and reports for energy clients.

A4 BROCHURE

Energy Practice AU & NZ

The project involved taking a simple word document with text and captions, then creating designs and final ready-to-print artwork.

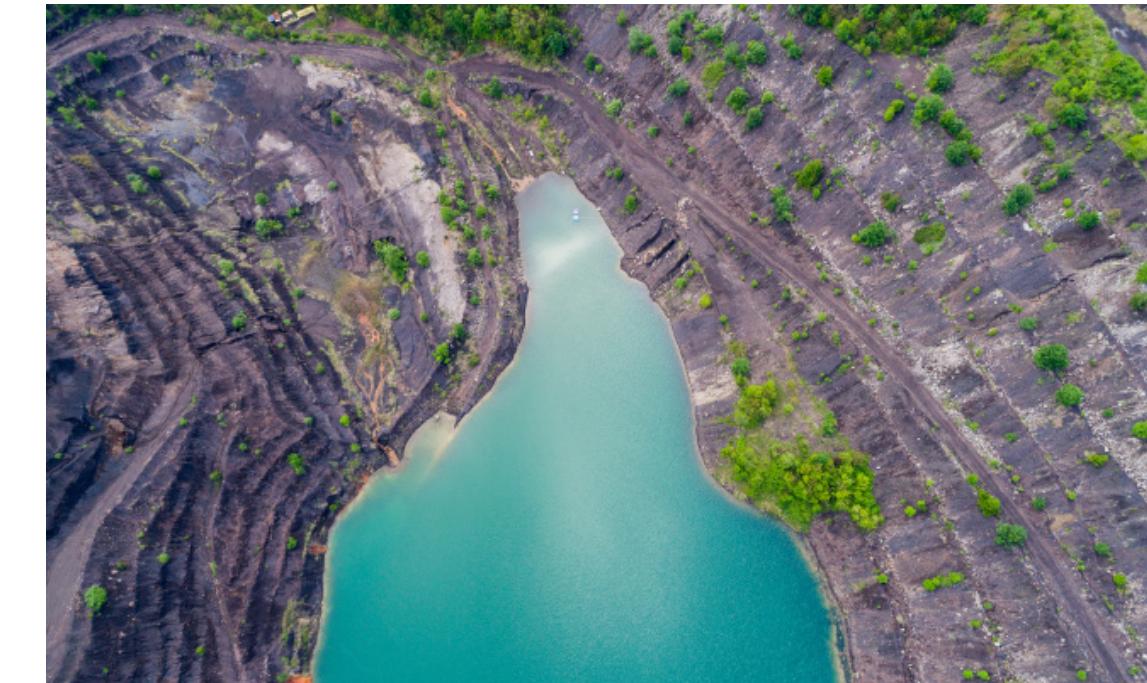


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**Rich in history,
solid in results**
Our mining insurance expertise
is your business advantage

Gallagher
Insurance | Risk Management | Consulting



**Industry experience
fuelled by our competitive edge**

We are global mining specialists. Gallagher has provided insurance to the mining industry for over 20 years, around the globe. Through this experience we recognise that mining companies are used to operating within volatile risk environments and understand that for them, strategic risk taking is an inherent part of success. Gallagher's mining specialists have supported our clients through the ups and downs of commodity cycles for over 20 years. We offer a broad range of risk and insurance products and services across the mining lifecycle to enable miners to capitalise on commercial opportunities.

We pride ourselves on doing things differently
The diversity of our book means we understand mining from many perspectives. We work with miners, financiers, investors and contractors around the globe, across 25 diverse commodities from gold and coal to lithium and uranium. Our senior brokers work on every account, regardless of size or premiums paid. Their experience makes the difference. We believe in tactical broking; aligning insurers locally and internationally to provide reliable robust support that extends beyond renewal periods and takes account of clients long term risk management objectives.

The true value of an insurance policy is claims performance, so Gallagher's claims team remains in-house.

"We adhere to the highest standards of moral and ethical behaviour."
Tenet 21 of *The Gallagher Way*

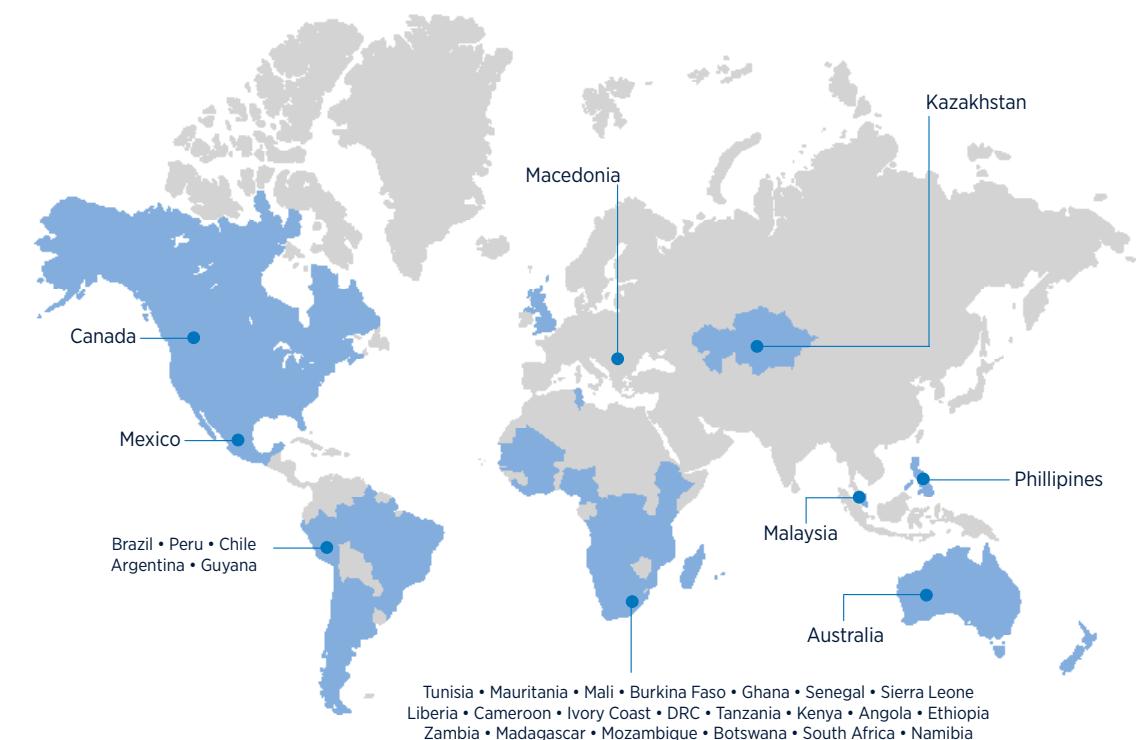
2 Rich in history, solid in results



Harnessing the power of our global networks

Gallagher's mining team stretches from the Americas, Europe, and Australasia through to our extensive experience in Africa and South America. We work with more than 500 clients with exploration, development and operational projects in more than 40 countries across the globe and 25 different commodities.

Gallagher's has experts in the world's leading mining financial centres and a network of specialist insurers based in mining insurance hubs such as London, Munich, Singapore and Johannesburg.



Canada • Mexico • Brazil • Peru • Chile • Argentina • Guyana • Tunisia • Mauritania • Mali • Burkina Faso • Ghana • Senegal • Sierra Leone • Liberia • Cameroon • Ivory Coast • DRC • Tanzania • Kenya • Angola • Ethiopia • Zambia • Madagascar • Mozambique • Botswana • South Africa • Namibia • Malawi • Lesotho • Republic of Congo • Nigeria • Kazakhstan • Macedonia • Phillipines • Malaysia • Australia

Our mining insurance expertise is your business advantage 3

A4 BROCHURE**Mining Insurance**

Similar to the energy brochure, I worked with a brand manager and copywriter in the creation of a 32-page brochure to promote Gallagher's mining expertise.

Construction project expertise

Gallagher has developed a methodology to ensure each project's risk profile is well understood and communicated to insurers prior to construction.

In the lead-up from developer to operational miner, the importance of a sound risk management strategy combined with the right construction, ramp up and operations insurance is essential.

Our team has worked with an extensive number of transitioning projects, including but not limited to:



Australian projects

- Australian Mines
- Aztec Resources Koolan Island
- Bauxite Resources
- BHP Billiton - PACE and Mining Area C
- BHP Billiton Nickel - Ravensthorpe
- BMA Gold
- Boddington Gold Mine
- Bulong - Nickel Project
- Cawse - Nickel
- CopperCo - Lady Annie Project
- Focus Metals - 3 Mile Hill
- Fox Resources - Radio Hill
- GBS Gold Australia - Union Reefs
- Gold Fields Australia - St Ives
- Hillgrove Resources Kamkamto
- IMX Resources - Cairn Hill
- Integra Mining, Randalls Project
- Independence Group - Long Victor
- Jabiru Metals Limited
- Jindalee Resources Limited
- Karara Iron Ore Project
- Kimberley Diamond Company
- Magellan Metals
- Metals Exploration
- Minara - Murrin Murrin Port Facility
- Mincor - Mittel, Mariners, Redross, Wannaway Mount Gibson Extension Hill
- Mount Gibson Koolan Island Restart
- NuStar Mining - Paulsens
- Saracen Minerals - Carosus Dam
- Territory Iron
- Titan Resources
- View Resources - Carnyia Hill
- Wedgetail - Nullagine Project
- Woodside - LNG Train 4
- Worsley Alumina - Bunbury Port Facility



Global projects

- Adamus Gold - Ghana
- Azumah Resources - Ghana
- Anvil Mining Kinsevere - DRC
- Aquarius Platinum - South Africa
- Capricorn Resources - Gunpowder Copper
- Centamin - Egypt
- Cibaliung - Indonesia
- CGA Masbate - Philippines
- Dairi Lead Zinc Project - Indonesia
- Discovery Metals - Botswana
- Equinox - Zambia
- First Quantum Minerals - Africa
- General Gold - Mauritania
- Golden Pride - Tanzania
- Gold Ridge - Solomon Islands
- Grand Cote Zircon - Senegal
- Kuanant Biofuels - Malaysia
- Mineral Deposits - Senegal
- Morobe Consolidated - PNG
- Namakwa Diamonds - Namibia
- Obatan Gold - Ghana
- Ok Tedi - PNG
- Perseus Mining - Ghana / Côte d'Ivoire
- Ramu Nickel - PNG
- Red 5 - Philippines
- River Ranch Diamonds - Zimbabwe
- Tiger Resources - DRC
- Troy Resources - Brazil
- Resolute - Mali
- Sissingue Gold Project - Côte d'Ivoire
- Tethyan Copper - Pakistan
- Upper Ramu Hydro Power Station - PNG
- Zimplats Plantinum - Zimbabwe



A4 BROCHURE

Mining Insurance

The project involved taking a simple word document with text and captions, then creating designs and final ready to print artwork.

Claims

At Gallagher we are committed to securing the best outcomes for our clients and believe the true measure of an effective insurance program is the ability to get claims paid in full, quickly.

How we ensure this happens

- Our claims team is headed by a dedicated claims manager. Gallagher's capability to provide in-house claims management services is further strengthened by the legal personnel in our service team.
- Claims management and negotiation is at the centre of what we do for our clients.
- We maintain a strict reporting process on all developments in claims, managed via regular teleconferences and/or meetings with our clients. We also benchmark insurer performance.

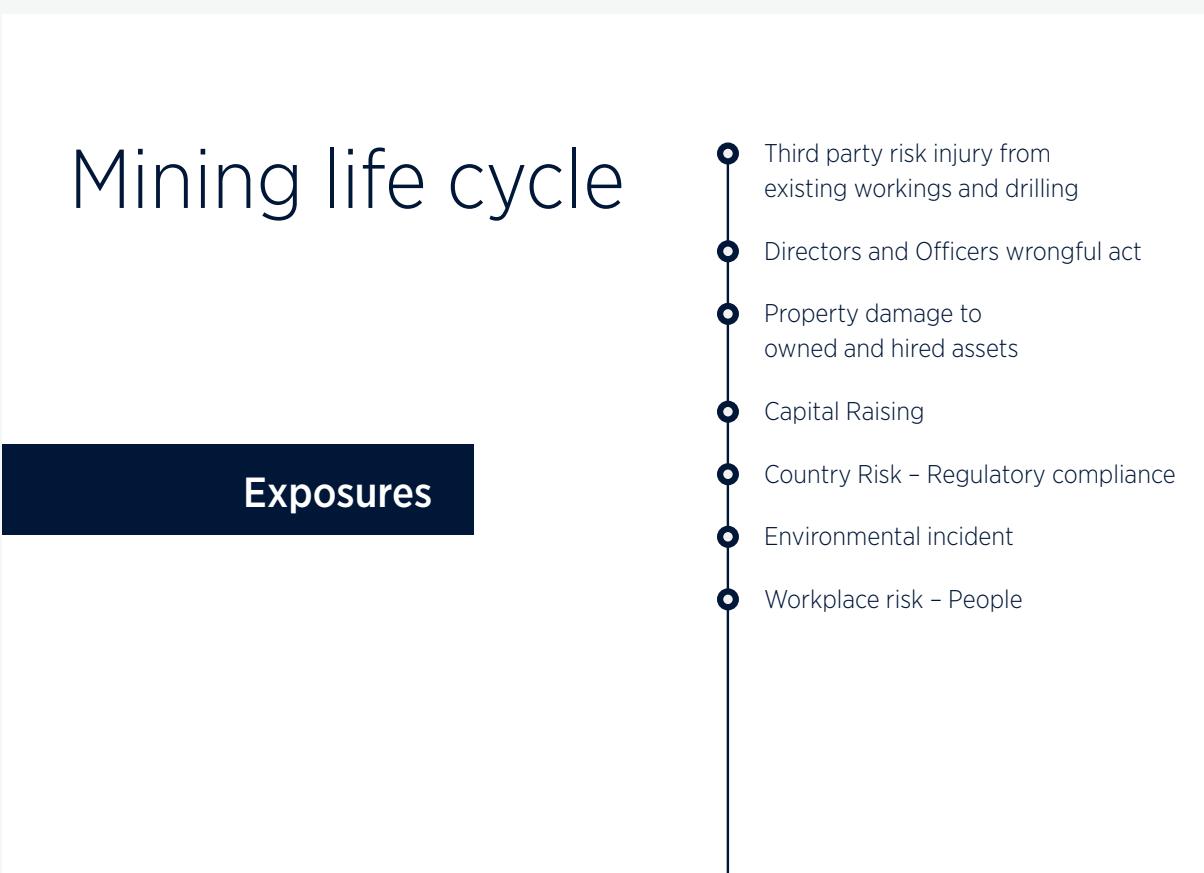
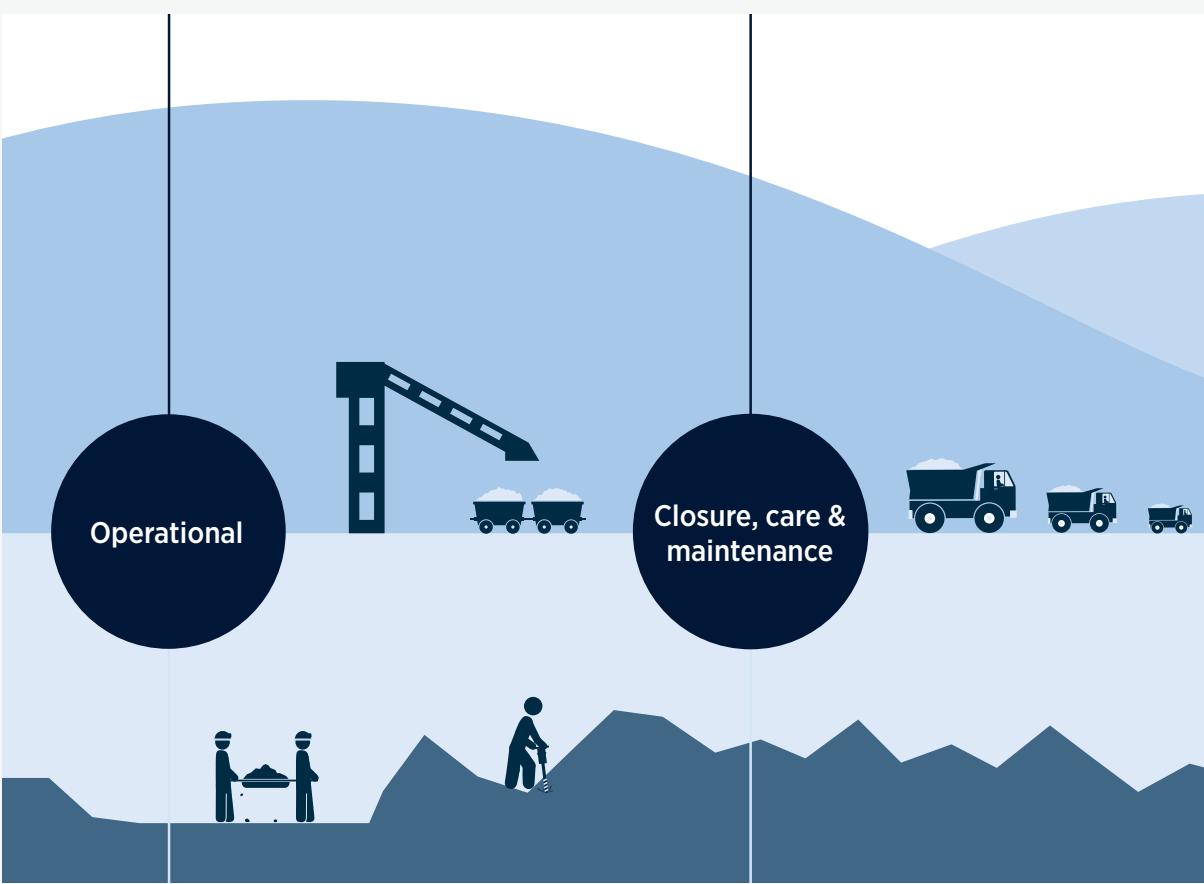
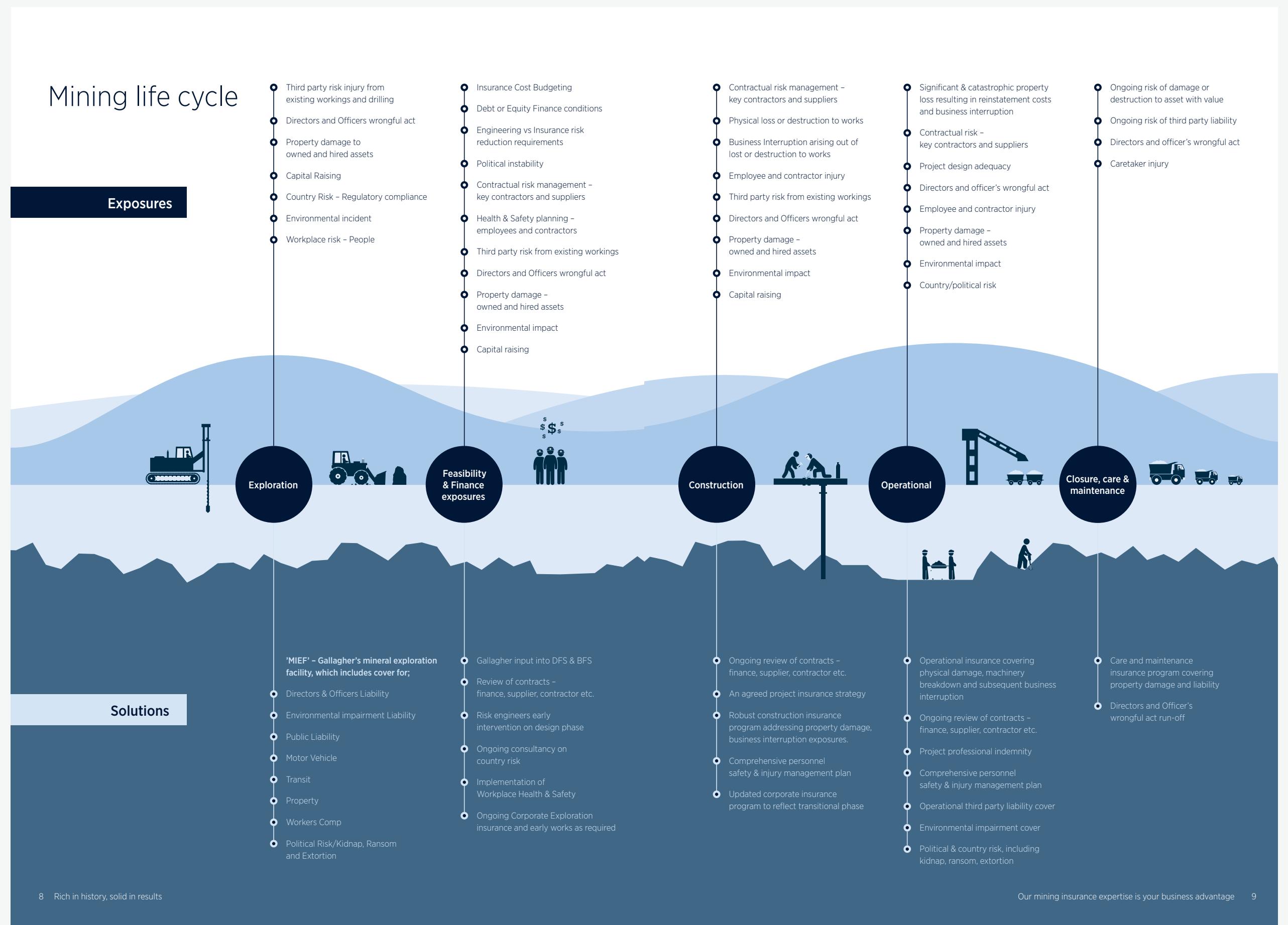
Client advocacy

- Our close relationships with insurers drive quick and effective outcomes.
- Our claims advocates can identify different types of damage and their nuances, and how this applies to a claims settlement.
- Our strong understanding of insurers' policies, claims procedures and critical aspects of case law that affect claims allows us to challenge incorrect decisions.
- Gallagher advocates hard for clients where we believe the policy responds appropriately.

Claims management

- Notifications of incidents is managed quickly to ensure that the conditions of the policy are adhered to.
- Our personnel are available for on-site visits with insurers and/or assessors where required.
- We assist with claims formulations and liaise with relevant stakeholders such as loss adjusters, lawyers and third parties.
- All related claims are coordinated and the client informed of excess sums, coverage and policy limitations.
- Gallagher nominates independent loss adjusters and, where required, has clients' preferred lawyers appointed.
- Gallagher deals with below deductible claims strategically and appropriately.
- We take responsibility for disbursement of claims payments.



**INFOGRAPHIC****Mining Life Cycle**

As part of the Mining brochure, I produced an infographic that detailed the different parts of the mining life cycle. This was also used across social media and internal promotions.



SOCIAL MEDIA TILES

Energy Practice

To compliment the A4 brochures, I designed a series of social media tiles with striking images and quotes that could be shared on Gallagher's LinkedIn channel.

The screenshot shows Gallagher's LinkedIn profile. It features a banner for a video marketing platform, a summary about addressing risk, and a post about managing political risk related to fracking. The profile indicates 96,970 followers and shows a photo of Jennifer working there. The sidebar includes sections for Home, About, Jobs, Life, and People.

WIMBLEDON

During my time at Echo House, I was briefed to create a series of wall panels to go underneath Centre Court at the All-England Tennis Club, Wimbledon.

My role was to liaise with the client, create concepts based on the marketing brief, design, artwork and then finalise printing in time for the 2018 tournament.

ROLE

Design & Artwork

INDUSTRY

Sports Events

DATE

2018





Scale Mockup

Site Overview

The location for the panels ran along a main thoroughfare underneath Centre Court. They would be placed alongside traditional player panels listing the winners for each year.

GENTLEMEN'S SINGLES



IN PURSUIT *of* GREATNESS

LADIES' SINGLES



IN PURSUIT *of* GREATNESS

Large Format Panels

Gentlemen's & Ladies' Singles

The brief was to use a simple grid format so that each player would have their own box, with their championship wins listed underneath.

▲
Panels were printed on canvas, stretched over large wooden frames and backlit to make them more visible in a darker tunnel.

WHEELCHAIR SINGLES



IN PURSUIT *of* GREATNESS

WHEELCHAIR DOUBLES



IN PURSUIT *of* GREATNESS

Large Format Panels

Wheelchair Singles & Doubles

I was responsible for the initial design, feedback ammeneds, final artwork, proofing and then oversaw printing and production in the studio downstairs.

▲
Larger scale crops were used for wheelchair winners in order to fit them into the frame.

WIMBLEDON 1877 - 1921



THE ALL ENGLAND LAWN TENNIS CLUB AT WORPLE ROAD

Ever since 1877, The Lawn Tennis Championships have been staged annually at Wimbledon. First at the ground just off Worple Road until 1921 and then at the present Church Road site from 1922.

The All England Croquet Club was formed on 23 July 1968. By 1870 the ground was laid out in three terraces, each containing four full-sized croquet lawns. It was opened in late May.

1877
The title of the Club was changed to The All England Croquet and Lawn Tennis Club. The first Lawn Tennis Championships, Gentlemen's Singles only, was staged on the 9-12 and 19 July. There were 12 courts available.

1880
Two movable stands were provided for spectators to watch the important matches on a court in the middle of the ground. This was the beginning of Centre Court.

1884
Ladies' Singles and Gentlemen's Doubles were added to the programme.

1888
The ground was improved by the erection of a new Entrance Gate. Sunday play by members was allowed on the ground for the first time.

1899
The title of the Club was changed to the All England Lawn Tennis and Croquet Club.

1908
Due to lack of space at the ground, the Club decided to move to larger premises and purchased land in Church Road in preparation for the opening of a new ground in 1922.

1913
"The World Championships on Grass" was added to the traditional title of The Championships as a result of the International Lawn Tennis Federation awarding this title to the British Isles in particular. As a consequence, Ladies' Doubles and Mixed Doubles Championships were added to the programme.

1915 - 1918
The Championships were suspended during the First World War. During these years, the expenditure was strictly confined to necessary maintenance to keep the grounds in reasonable condition.

1920
Due to lack of space at the ground, the Club decided to move to larger premises and purchased land in Church Road in preparation for the opening of a new ground in 1922.

WIMBLEDON - THE FUTURE



THE ALL ENGLAND LAWN TENNIS CLUB MASTERPLAN

In April 2013, The All England Club published a new Master Plan. This sets out the Club's vision for the future of the Grounds and is a framework against which new development will be assessed and refined.

The plan was conceived with the specific aim of ensuring that Wimbledon continues to be regarded as the finest stage in world tennis and presents an opportunity to reinforce the spirit of 'Tennis in an English Garden' around the Grounds.

A series of distinctive character areas are set within an overall landscape framework, which also serves to enhance the historic setting and identity of Wimbledon.

NO.1 COURT REDEVELOPMENT
One of the first projects identified by the Master Plan was the opportunity to improve No.1 Court by installing a new fixed and retractable roof.

2016
Work begins in earnest. Tower cranes positioned on four of the building cores were used to lift off the existing roof and lift on the new roof structure.

2017
There is no fixed roof on the Court.

2018
The new fixed roof will be complete.

2019
A new large screen is fully integrated into the building facade on Aorangi Terrace, known as The Hill.

The new moving structure will be swung into place and fully operational. The remodelling of No.1 Court will also provide the opportunity to achieve further improvements to the visitor experience through:

- New wider, more comfortable seating throughout the Court
- Two additional tiers of approximately 900 seats
- The creation of a new two-level public plaza in place of Court 19
- Improved on-site concessions and catering areas around the Court
- Hospitality facilities to replace some of the temporary facilities currently in use at the south of the Grounds

Large Format Panels

History of Wimbledon

The project was delivered in time and on budget for the Championships in 2018.

Alongside the player panels, history panels were created that outlined the history of Wimbledon and showcased future developments.

Thanks for looking!

If you'd like to know more about my work and my story so far,
please get in touch today. I'm currently available for freelance work
and will get back to you ASAP.

 Full Résumé

 Send an email

 0466 045 614

