

DESIGN
PORTFOLIO



greenway
DESIGN

This
IS US

AND THIS IS
HOW WE ROLL

A DPD UK ORIGINAL



THIS IS US

Company: DPD Group Ltd | Date: February 2019

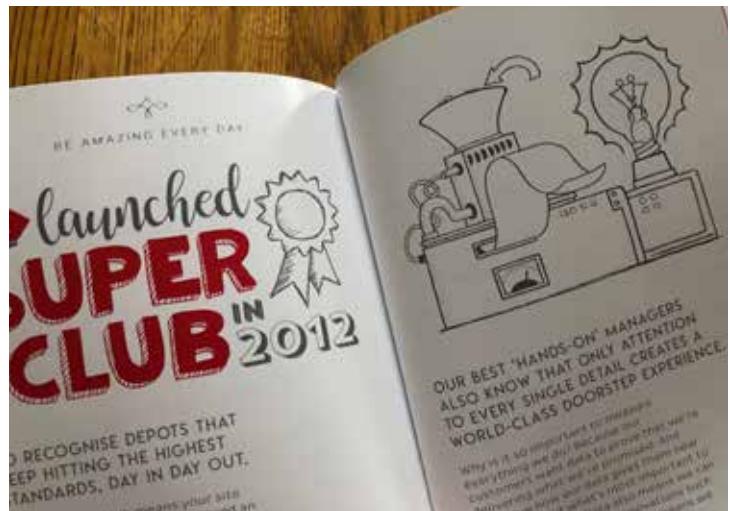
The brief for this project was to create a small book like the old penguin books on the core values of DPD. Throughout the process the book developed into something much bigger which was given out to hundreds of members of staff at the latest conference it was introduced at. I worked on this directly with the marketing director and the CEO of DPD from start to finish. All designs; layout, typography and illustrations were all created by myself. This project has been a massive influence as to the general style I prefer to work with on my personal projects and I feel this opportunity really honed in on my already exceptional layout skills.



TYPOGRAPHY

ILLUSTRATION

PRINT



Illustrations were created on my tablet so they could be vector format to scale up for banners and wall graphics for the future.

The typography were the biggest challenge to make sure everything fit well visually as well as readable.

The whole book went down a storm with management as well as having a special thank you from the CEO at the conference for all my work on this project.

PEOPLE WILL
FORGET
what you said
People
WILL FORGET
what you did
but People
WILL NEVER
FORGET how you
MADE them **Feel**

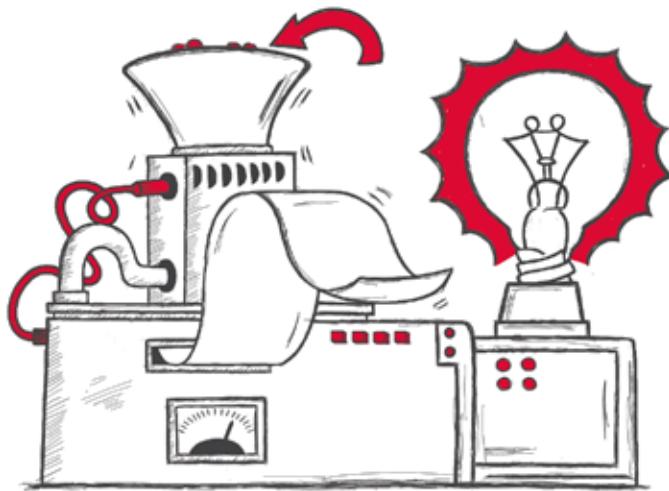
MAYA ANGELOU



TREAT THE CUSTOMER
LIKE THEY ARE YOUR PARTNER.
NEVER TAKE THEM FOR GRANTED
AND WORK ON THE ASSUMPTION
THAT THEY COULD LEAVE
YOU TOMORROW

BE
amazing
EVERY DAY

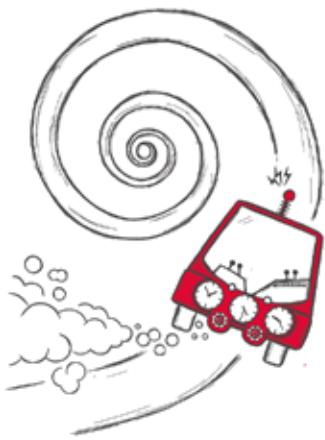
DELIVERING
PEOPLE'S
Dreams



DPD
A BRAND
TO BE
Proud
OF 


THE
 
VALUES
OF DPD 


It
starts
AND ENDS
with the
CUSTOMER



LET'S
make IT ^A
MOMENT
to REMEMBER

EVERYONE ^{at} DPD IS A Rock STAR

A black and white illustration of a red drum set and a red electric guitar.

WHY
EVERYONE
HAS A CHANCE
to **shine**
WITH DPD



COLLAGE

LAYOUT

PRINT

ARTWORK



ADIDAS EVENT GRAPHICS

Company: Adidas | Date: May 2019

This was a simple layout jobs that I was tasked with for an upcoming event. I was briefed on the different graphics needed for the event and supplied with the marketing elements that had been used for this branding. I then took this and recreated graphics that would work for the various new formats. I enjoyed making use of my skills in collage and being able to be a part of such a big client project.

Abu Dhabi



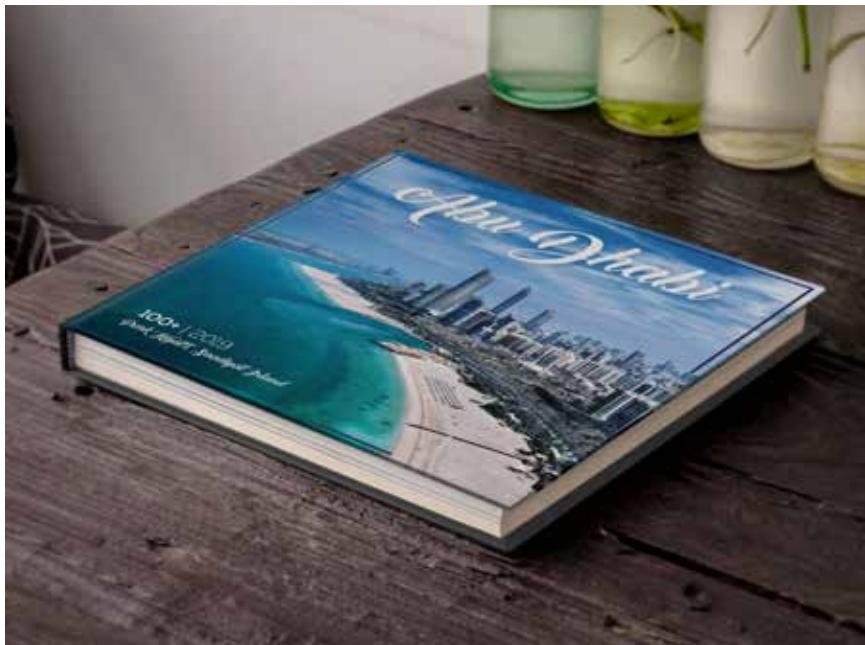
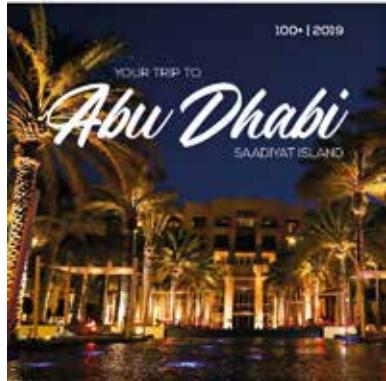
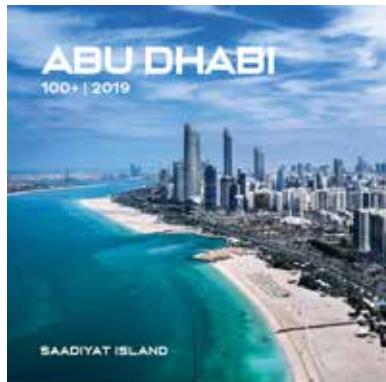
100+ | 2019

Park Hyatt, Saadiyat Island

100+ BOOK

Company: DPD | Date: March 2019

Designed for DPD to showcase the Annual 100+ holiday.
Designed and artworked by myself. I showcased a number
of options for the cover and internal spreads





PEOPLE MATTERS MAGAZINE

Company: DPD Group Ltd | Date: Ongoing

Redesigned the People Matters magazine so they had a consistent look and feel.
I got tasked with this straight away and it was quickly won over by the CEO

TYPGRAPHY

ILLUSTRATION

PRINT

LAYOUT





Who in our team could be the Personality of the Year?

2018 has been a great year for many of our teams participating in fantastic events to raise money for charity and community causes throughout the country.

We've donated to some great causes:

£2,117	£10K
£2K	£3K
£2,384	£10K

Community Fund

We are proud to be able to help so many worthwhile ventures...

Community Fund

This year the DPD UK Community Fund has donated over £422,000 to charities and community projects.

£4,000	£5,477
£4,160	£5,000
£2,052	£2,384

INTRODUCING DESIGN SPACE

DPD Design Space is our latest great new initiative that gives our 3 million app users a voice.

THE LAWS-DELIVERY

CYBER WEEKEND

It's going to be another record-breaking year with this smashback. This year, Chelmsford and Hornsey Superstore due to have their biggest ever night on Monday 17 December, sorting 1,52m parcels.

TEPHIRED FROM MONT PARIS!

THE LEAGUE OF AM Rockstars

The League of AM Rockstars competition, in which depots' AM shifts compete for DPD glory, runs from 19 November to 21 December.

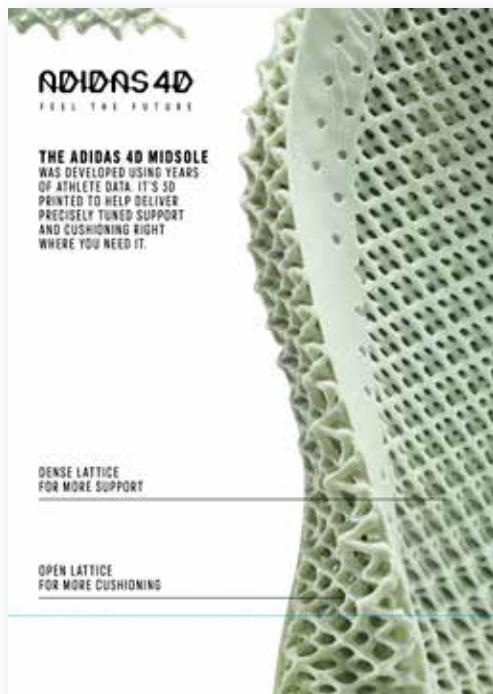
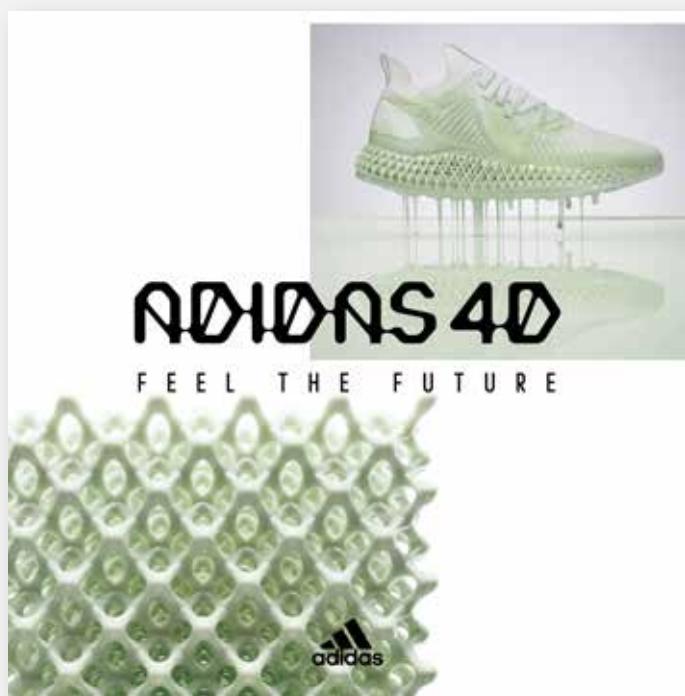
Drivers are pitted into four leagues, racing each other at night onto such a floodlit racecourse system and with five drivers challenging during the business period.

CEO GOES BACK TO THE SHOP FLOOR for Black Friday

Warrington ODF and Service Champion Simon Donald who has 18 years service and two stars on his sleeve (£18,000 stars) spent Black Friday with CEO, Dovin McDonald, delivering parcels to customers in and around Alderley Edge, Cheshire. Dovin first heard about Simon as a charity trustee for Alder Hey Children's Hospital earlier this year, where two customers told him all about their favourite DPD driver.

OWNER DRIVER SUPERCLUB

The Owner Driver Superclub continues to go from strength to strength since it launched on 17 September 2018. Over 200 Owner Drivers have joined Superclub, with 100 more planning to join. Driver training and development, driver retention and rewards are just a few of the benefits available to members, and anyone who can't wait to join our Owner Drivers who are being delighted to be in Superclub.



THE ADIDAS 4D MIDSOLE
WAS DEVELOPED USING YEARS
OF ATHLETE DATA. IT'S 3D
PRINTED TO HELP DELIVER
PRECISELY TUNED SUPPORT
AND CUSHIONING RIGHT
WHERE YOU NEED IT.



ADIDAS EVENT GRAPHICS

Company: Adidas | Date: May 2019

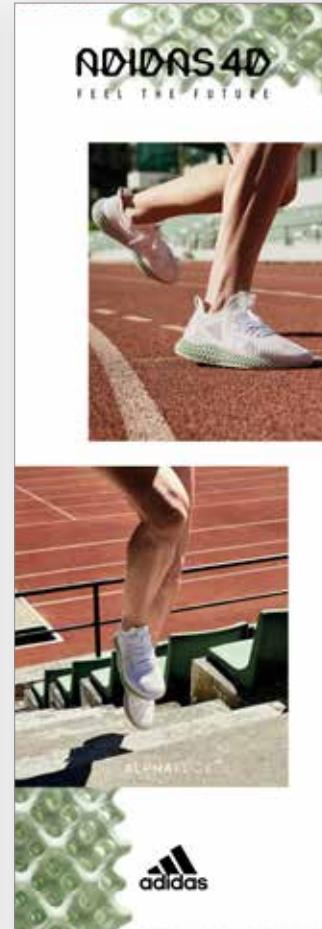
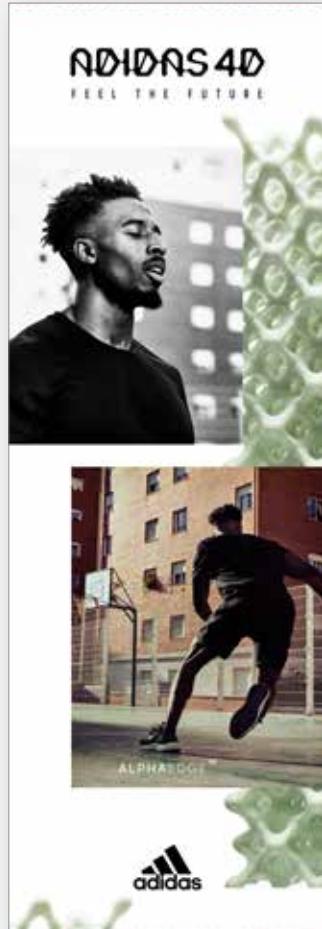
Feel the future artwork created using Adidas' original creations. Layouts designed using existing elements to fit in with the brand. The brief was to design new collateral for a campaign that is ongoing.

TYPOGRAPHY

LAYOUT

PRINT

ARTWORK



TYPOGRAPHY

LAYOUT

PRINT

ARTWORK

OAKLEY GROVE BROCHURE

Company: Core Marketing and Events Ltd | Date: 2015

This was one of my first major property brochures that I got to take ownership for when I was at Core. I really enjoyed being able to play around with the look and feel of this alongside the brand logo.

The cover was printed with a spot silver finish for the logo as well as an embossing of the tree on the left hand side. The back had a flap built in for property inserts to be placed.

As well as the brochure, I created all inserts, flags, banners, showroom artwork and all other aspects for this development.



BEAUTIFUL HOMES THAT LAST A LIFETIME

Home is a place to relax, showcase your personality and create life-long memories with friends and family.

At Oakley Grove we take care to deliver a range of homes from four and five bedroom contemporary houses being built, reflecting the needs of our community and continuing to set new standards in quality and value.

We have a team of local experts who understand the needs of the local area and provide the best service for Oakley Grove and its surrounding areas. Our sales team are here to help you find the perfect home for you.



Delivering the perfect home for many generations



DREAM LIFESTYLE WITH EVERYTHING ON YOUR DOORSTEP

Within minutes of Oakley Grove, you'll find an abundance of shops, restaurants, fitness centres and plenty of family entertainment.

Our developments are built around local amenities, including schools, parks, sports facilities and shopping centres. Oakley Grove is located in the centre of the village, making it easy to access all the facilities and services you need. We're also close to the M40 motorway, providing easy access to the rest of the country.



DISCOVER NEW PLACES ALL WITHIN A 7 MINUTE DRIVE*





Wagstaffe

Living Room	Bedroom 1	Dining Room	Kitchen	Utility	Bathroom	Bedroom 2	Bedroom 3	Bedroom 4	Bedroom 5	Bedroom 6	Bedroom 7
18'0" x 12'0"	12'0" x 11'0"	11'0" x 9'0"	10'0" x 9'0"	8'0" x 5'0"	8'0" x 6'0"	10'0" x 10'0"					

Why choose the Wagstaffe?

- Your flexible bedrooms are true single
- Builds of traditional style homes and modern designs
- Easy access to major transport and local facilities
- Great plots for privacy, living rooms and family areas
- Separate utility
- Private plots
- Plot sizes from 18'0" x 12'0" to 10'0" x 10'0"

Lisle
4 bedroom

Penfold
4 bedroom

Bradford
2 bedroom

Nagstaffe

Living Room	Bedroom 1	Dining Room	Kitchen	Utility	Bathroom	Bedroom 2	Bedroom 3	Bedroom 4	Bedroom 5	Bedroom 6	Bedroom 7
18'0" x 12'0"	12'0" x 11'0"	11'0" x 9'0"	10'0" x 9'0"	8'0" x 5'0"	8'0" x 6'0"	10'0" x 10'0"					

Penfold II

Why choose the Penfold II?

- Your flexible bedrooms are true single
- Builds of traditional style homes and modern designs
- Easy access to major transport and local facilities
- Great plots for privacy, living rooms and family areas
- Separate utility
- Private plots
- Plot sizes from 18'0" x 12'0" to 10'0" x 10'0"



Lisle I

4 bedroom home

Plots 22, 24, 71 & 76

Living Room	23m x 4.7m	77' 10" x 15'
Kitchen/Dining	4.9m x 3.6m	16' 0" x 11'
Bedroom 1	2.9m x 4.9m	9' 6" x 16'
Bedroom 2	2.6m x 4.0m	8' 6" x 13'
Bedroom 3	2.5m x 3.0m	8' 2" x 9'
Bedroom 4	2.0m x 2.0m	6' 7" x 6' 7"



Why choose the Lisle?

- Three double bedrooms and one single
- Master bedroom en-suite
- Built-in wardrobes and built-in cupboards
- Open plan kitchen, dining room and family area, with part partition into utility
- Double bi-fold doors from family area to the garden
- Rail lantern to family area
- Internal French doors between sitting room and spacious living room
- Private garage

ACLloyd.com | [Facebook](#) [Twitter](#)



Argyle

2 bed semi-detached
Plot 22, 24, 71



View online



Commander

2 bed semi-detached
Plot 22, 24, 71



View online



Dunstall III

3 bed semi-detached
Plot 22



View online



Mallory I

4 bed semi-detached
Plot 22



View online



Bradford

2 bed semi-detached
Plot 22, 24, 71



View online

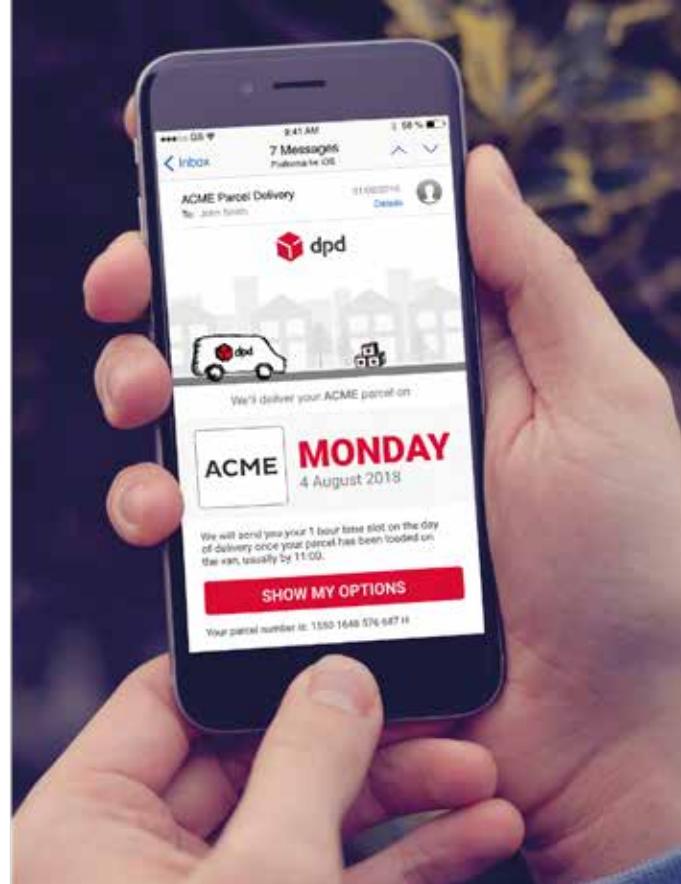


Penfold I

4 bed semi-detached
Plot 22



View online

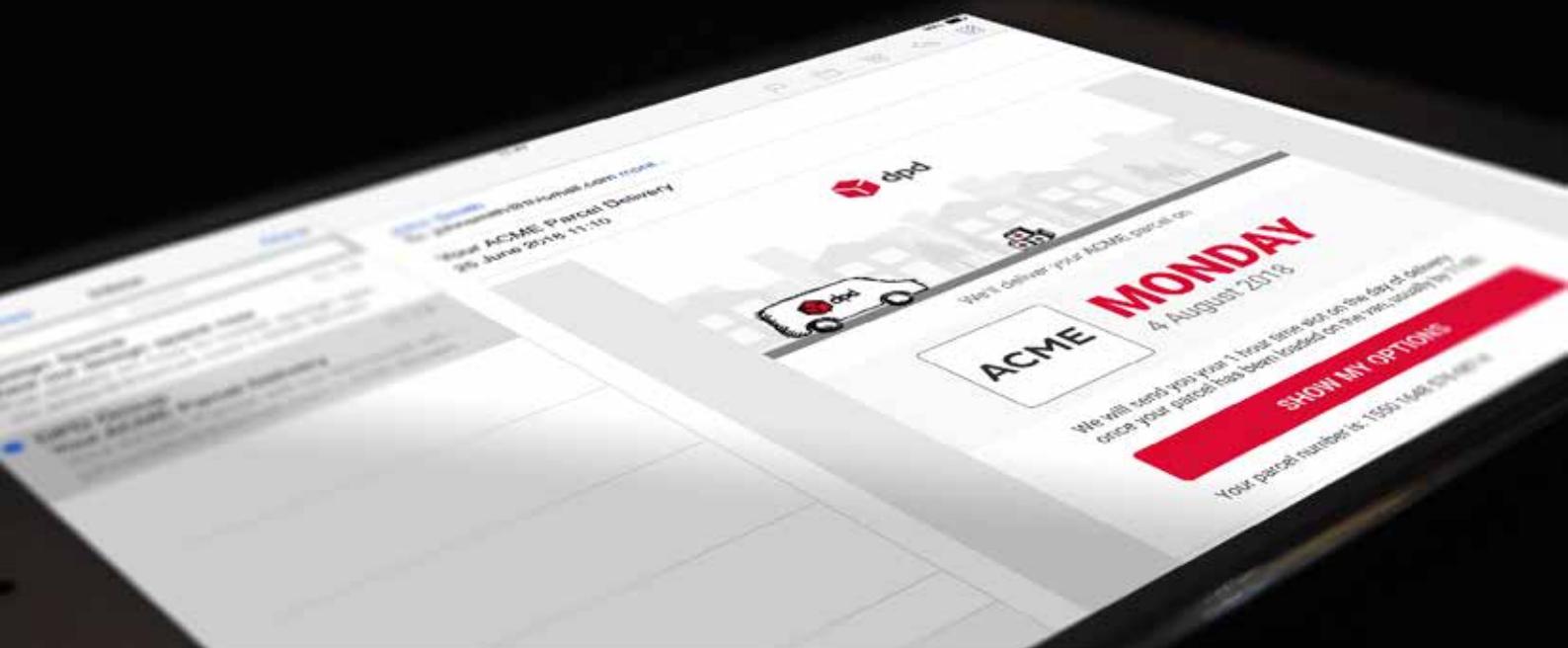
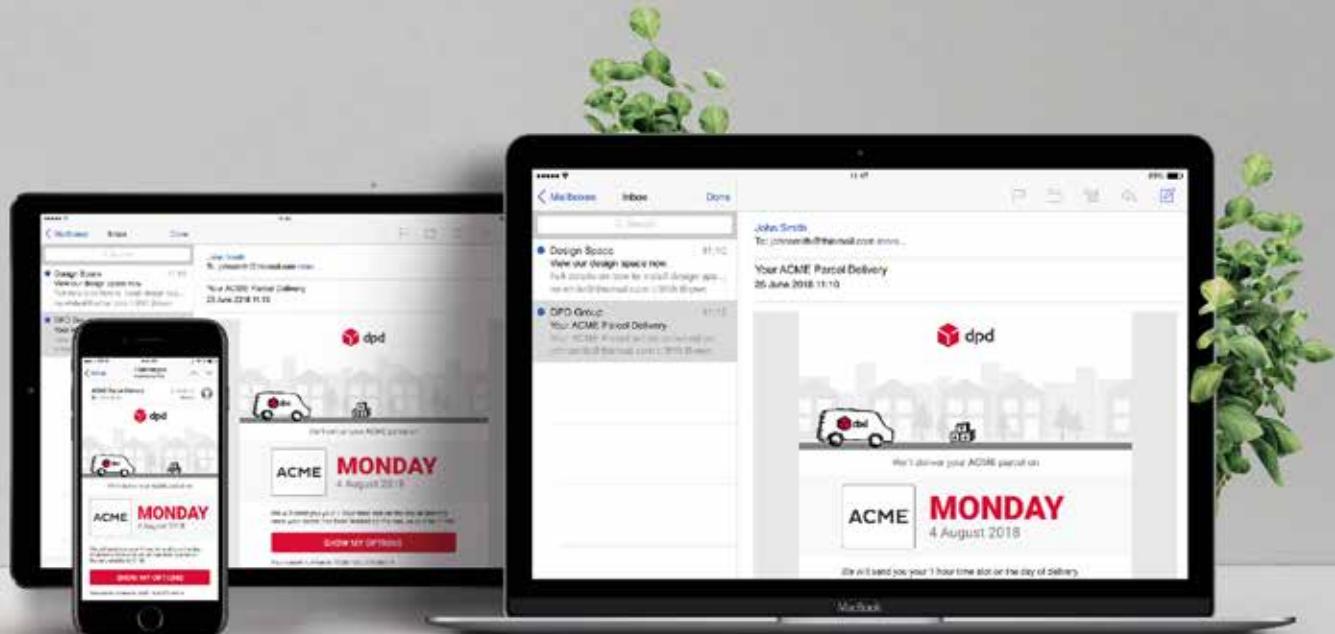


NEW EMAIL DESIGN WITH ANIMATION

Company: DPD | Date: 2019

This was a design pitch to change the emails going to customers from DPD. I was asked to look at the design and elements that already existed to improve on them. I suggested this layout which was easier to read and was clear as well

as being a bit more eye catching than the current block red design that feels very dated. Within this email I designed and animated the van at the top to move and drop off a parcel in the middle of the screen and driving off again.



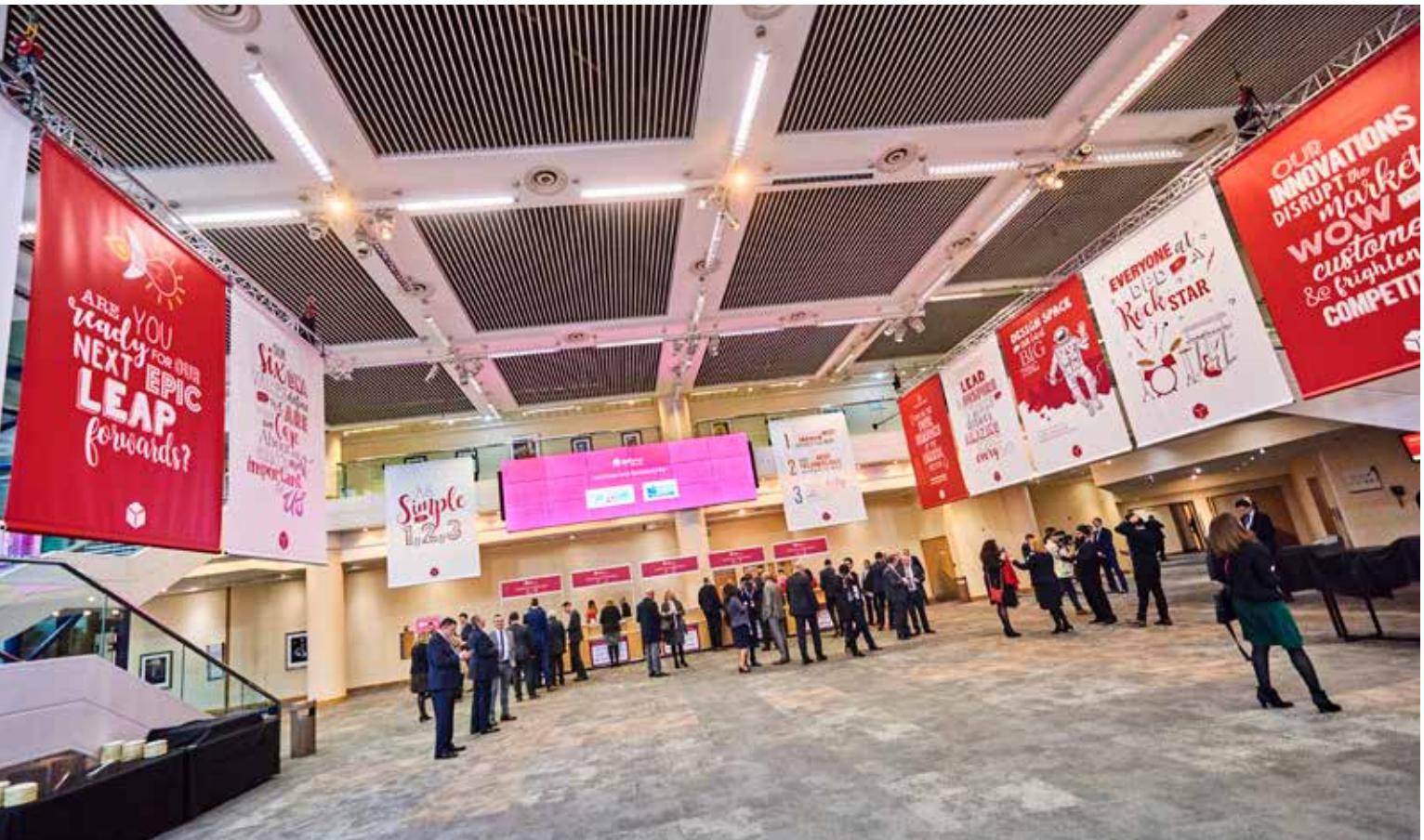
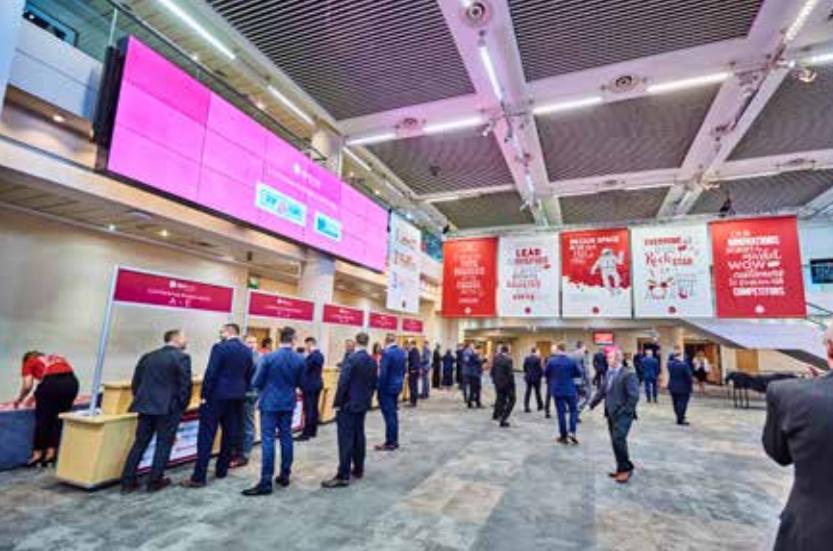




DPD CONFERENCE

Company: DPD | Date: 2019

A selection of artwork I created for the DPD conference in February.





TYPOGRAPHY

ILLUSTRATION

PRINT

 **PIZZA** Parlour

Chicken SHACK 

 **Indian Takeaway** 

SHAKES  **SMOOTHIES**

 **PIE & Chips**

FISH and CHIPS 

 **Tea AND COFFEE**

BURGERS HOTDOGS & FRIES

PULLED Pork STALL

 **Dessert TROLLEY** 

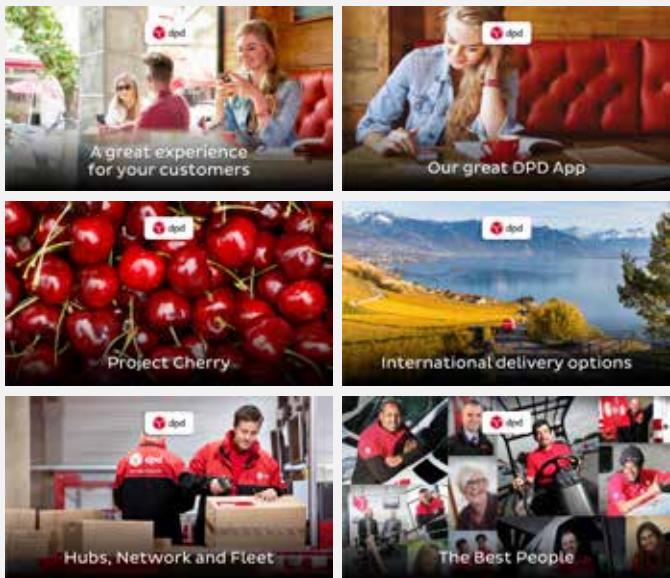
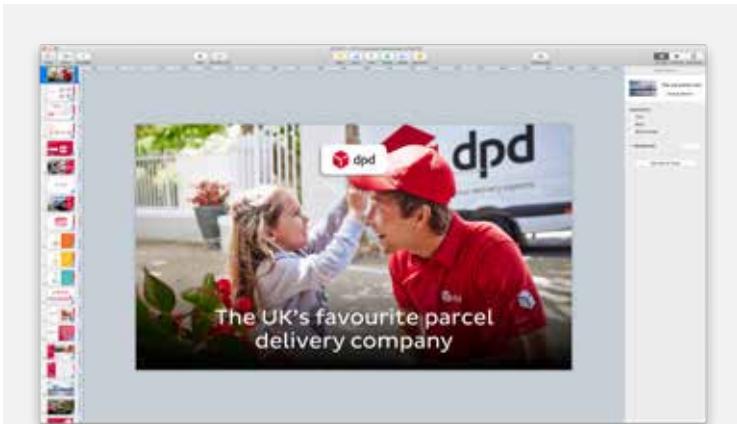




GALA AWARDS ANIMATED POWERPOINT

Company: DPD | Date: 2019





CORPORATE PRESENTATION

Company: DPD | Date: 2018



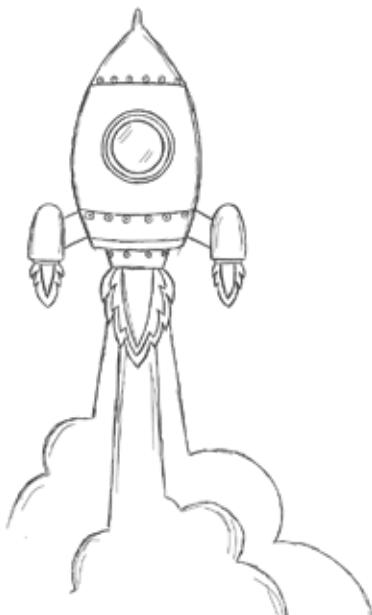
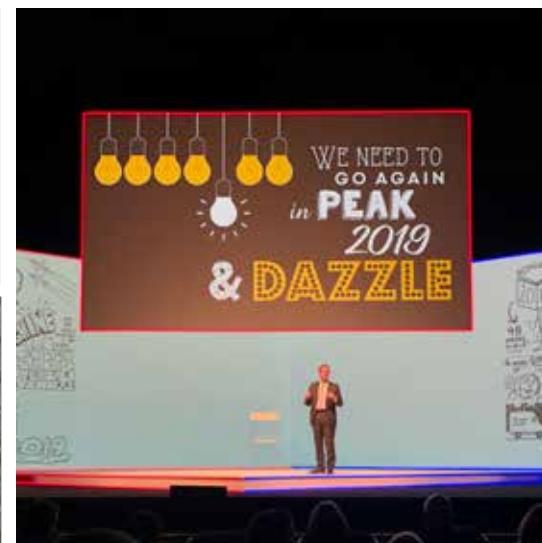
CONFERENCE SLIDES

Company: DPD Group Ltd | Date: Feb 2019

I created the majority of slides for the CEO and a few of the directors for the annual DPD conference. I animated all of these, some with simple fads and others making full use of the opportunities within Keynote.

This project has developed and honed in on my keynote skills which I am now very confident, fast and knowledgeable in my usage



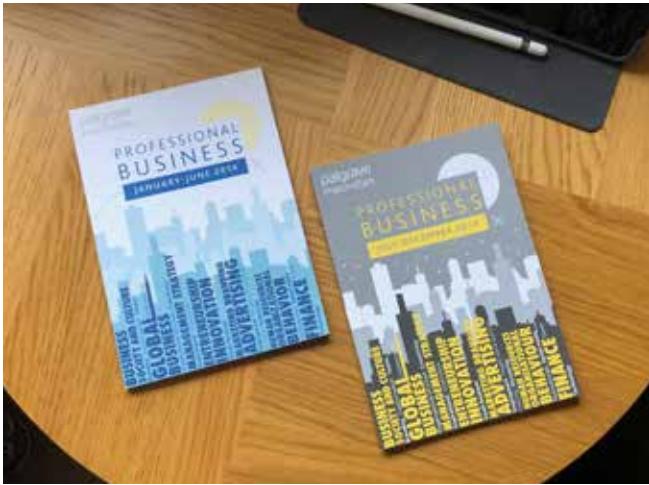
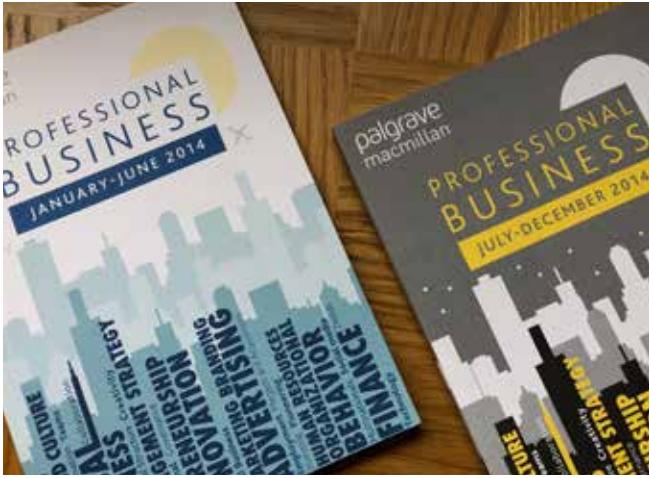


TYPGRAPHY

LAYOUT

PRINT

ARTWORK





PALGRAVE CATALOGUES

Company: Macmillan Publishers | Date: 2012-2014

>Professional Business and Finance Catalogues

>Scholarly Catalogues

>Higher Education Catalogues

>New Books List

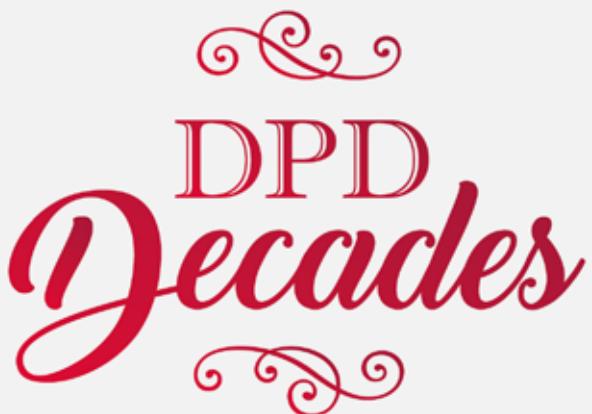
The final designs were designed and artworked by myself.



DECADES BRANDING

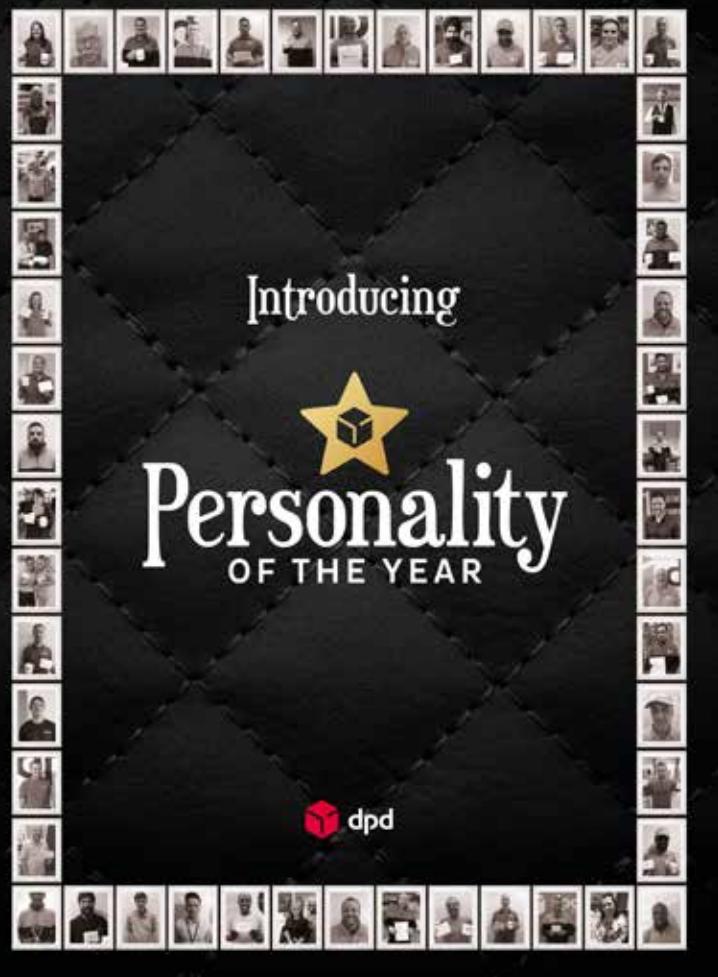
Company: DPD Group Ltd | Date: 2018

I redesigned the DPD Decades branding to make it less dated than pre-existing artwork. I modernised using different typefaces and design elements. This was received well and used for the conference.





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PERSONALITY OF THE YEAR BRANDING

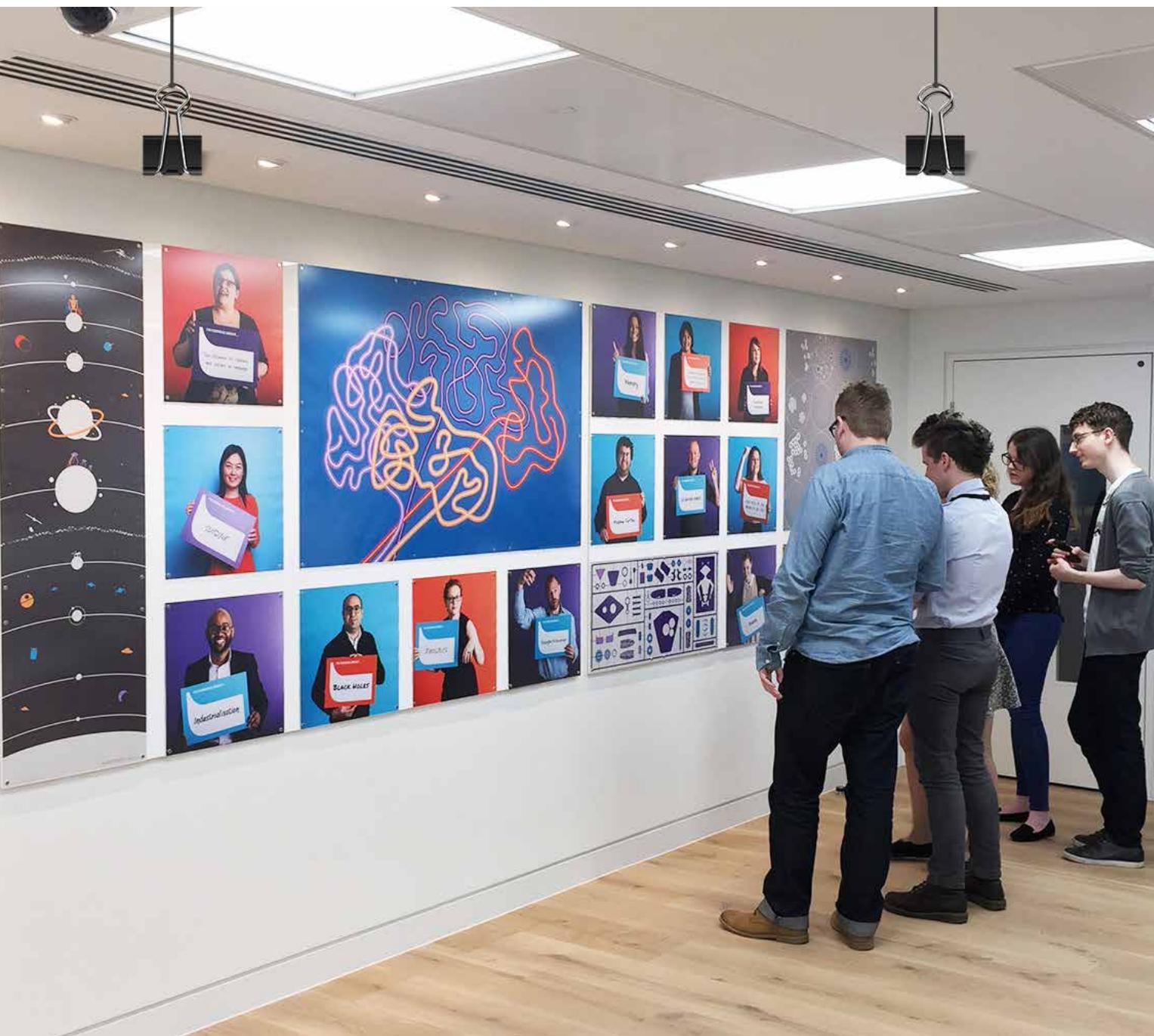
Company: DPD Group Ltd | Date: 2018

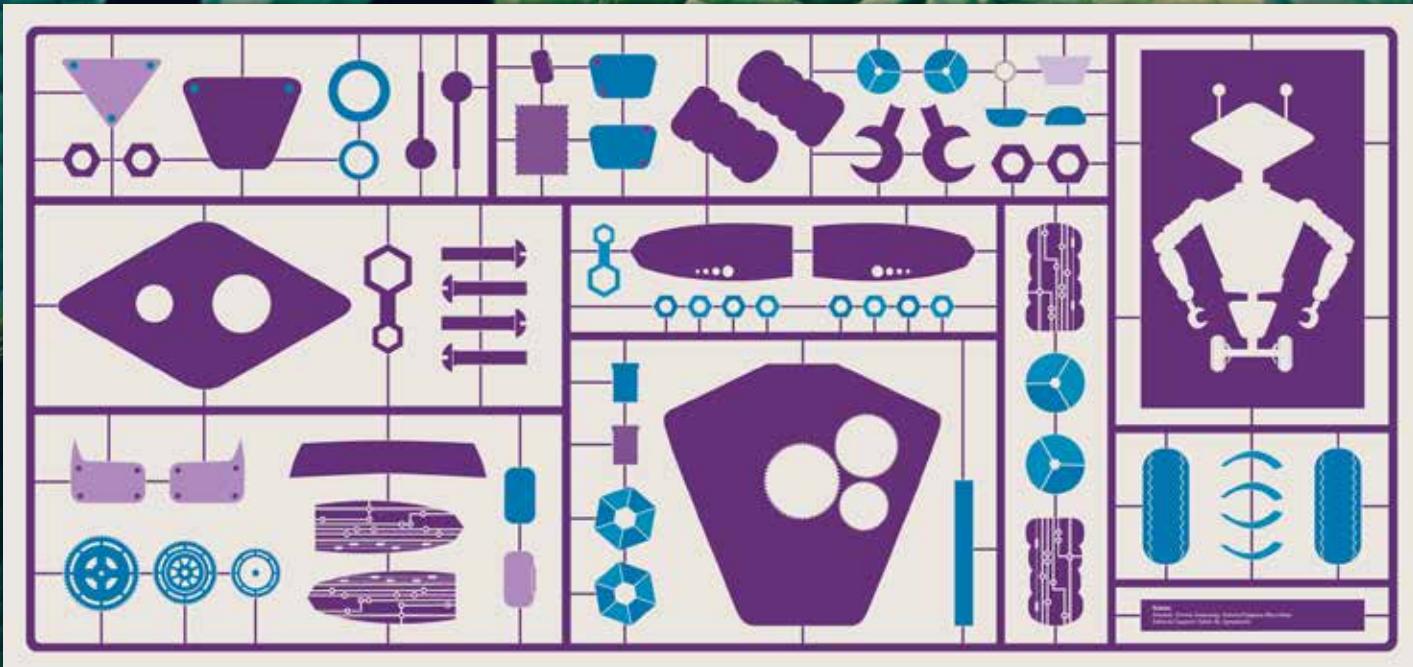
I redesigned the look and feel of this brand. The logo remained but the placement of type, general style as well as imagery was all replaced to look less dated from the original designs.





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DESIGN





CURIOSITY CAMPAIGN

Company: Macmillan Publishers | Date: 2014

The brief given was to design something relevant to an individuals curiosity. The curiosity I designed was for robots. When thinking about the design we were all asked to keep in mind how we could create an animation from it as the campaign was going to be using Augmented Reality. After many sketches and research I concluded with designing my robot as an air-fix style kit. This was designed with the intention to animate the robot coming to life from the parts. This project was designed by me from concept through to artwork as well as creating the animation.

ANIMATION

ILLUSTRATION

LAYOUT

PRINT

ARTWORK

DPD has
established
its own
unique
network of
2,500 shops
in the UK.

There is a DPD Pickup point
within 5 miles of 95.6% of the
population and a 5-minute
walk within central London.

With DPD Pickup we have the
largest shop network throughout
London, with over 400 local DPD
Pickup locations including Doddle

We also have the smartest pickup
solution with the Rowlands and
Pharmacy chains and Currys
stores providing your
the best in-shop



2,500 Pickup
shops in the UK



5 mins walking
distance within
central London



95.6% of
population within
5 miles

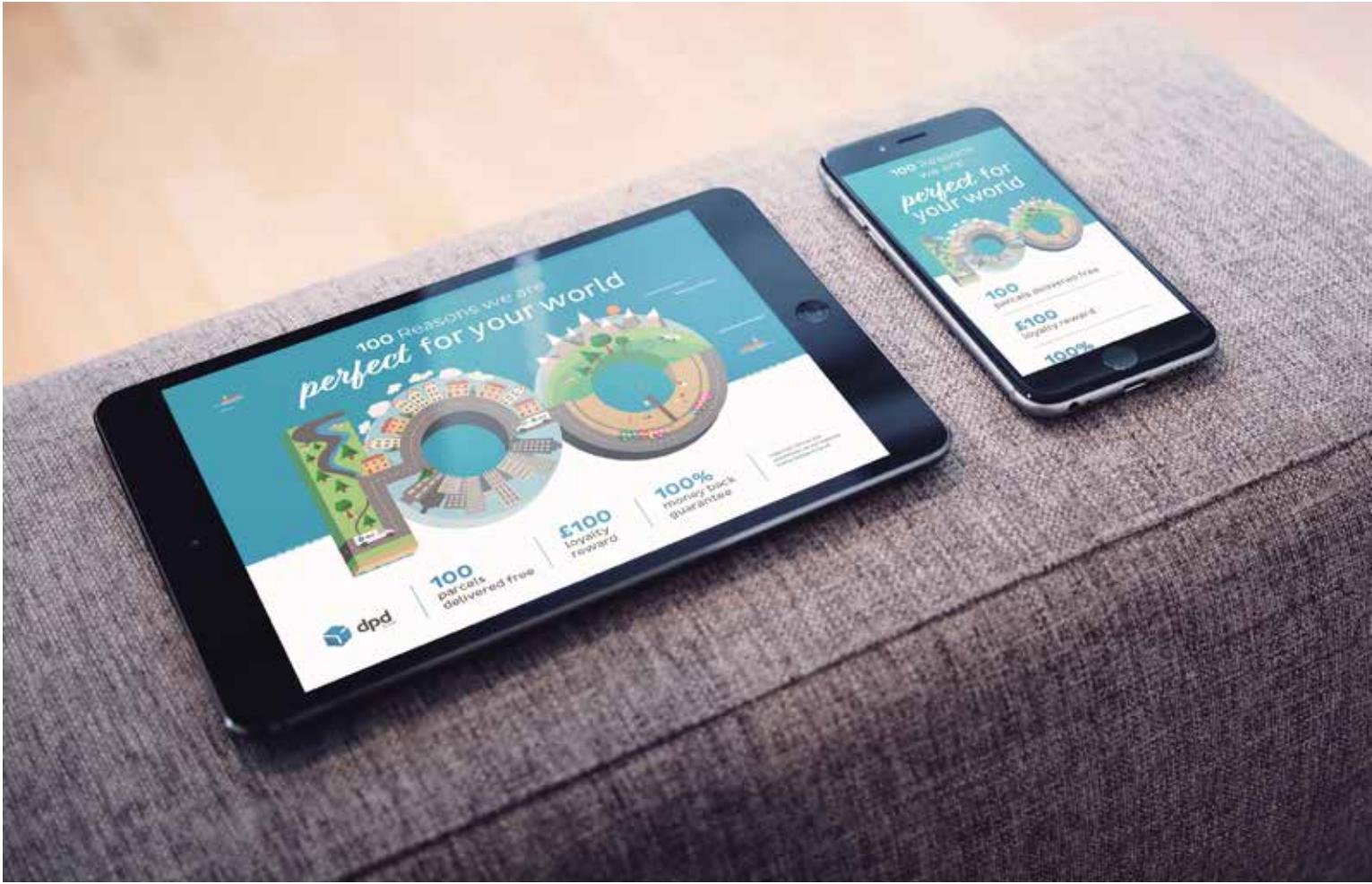


400 pick
shops in

DPD SALES BROCHURE

Company: DPD Group Ltd | Date: 2019





WITH LOVE CAMPAIGN

Company: DPD | Date: 2019

A couple of routes were taken with this campaign. The first based on the number 100 for various DPD achievements. The initial proposed idea was creating a DPD world within the number '100'. The second was the final 'Love Local' Campaign. This was based on my illustrations and designing personalised drawings from various DPD Local depot locations such as Brighton and Portsmouth. These were used as postcards with the message 'with love from...'



CAMPAIGN POSTERS

Company: Fun Campaign for fictional company | Date: Winter 2017

This is a campaign for a fictional store selling food goods or potential delivery service. I had some fun copywriting phrases I wanted to use and decided to put some posters together. I had previously created the delivery icon.



greenway
DESIGN



CAMPAIGN POSTERS

Company: Fun Campaign for fictional company | Date: Winter 2017

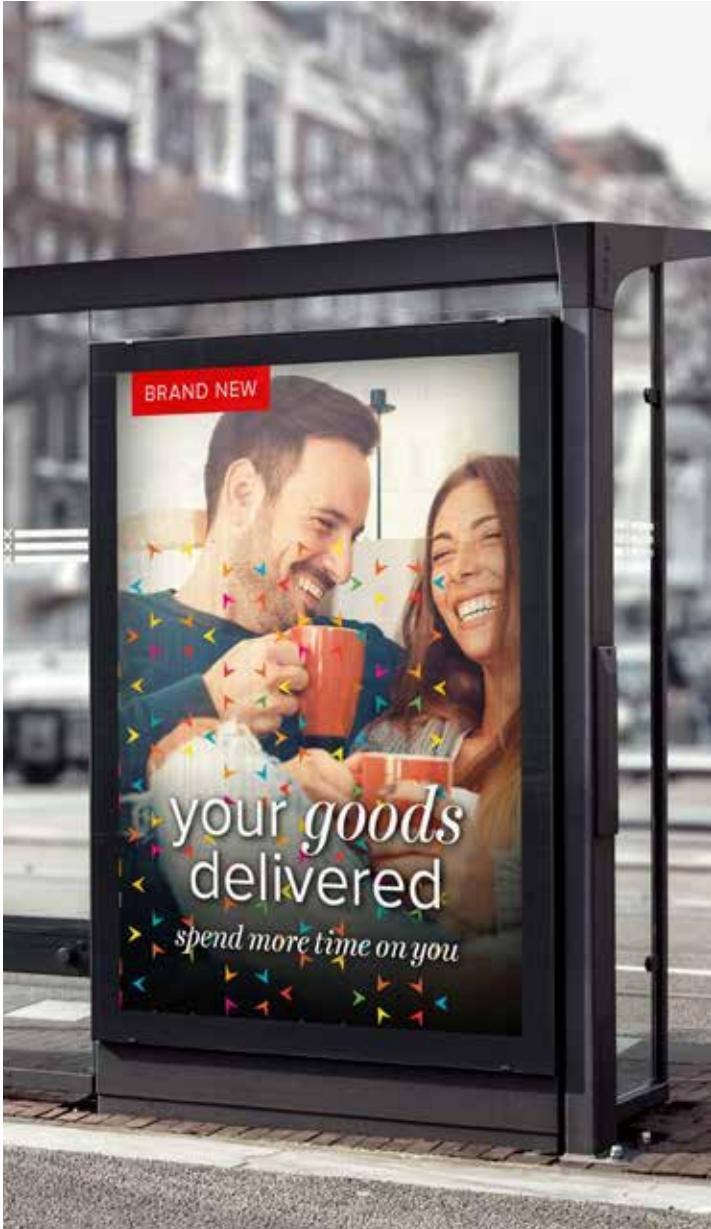
This is a campaign for a fictional store selling food goods or potential delivery service. These phrases got me interested in trying out some new styles of design. I wanted to include some work in my portfolio to demonstrate my work using text over imagery.

ILLUSTRATION

LAYOUT

PRINT

DIGITAL



CAMPAIGN POSTERS

Company: Fun Campaign for fictional company | Date: Winter 2017

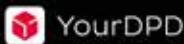
This is a campaign for a fictional delivery service. I wanted to focus on a slogan which would appeal to those who don't have a lot of time for shopping and can spend more time on the important things in life to them such as relaxing and time with family.

CAMPAIGN POSTERS

Company: Fun Campaign for fictional company
Date: Summer 2017

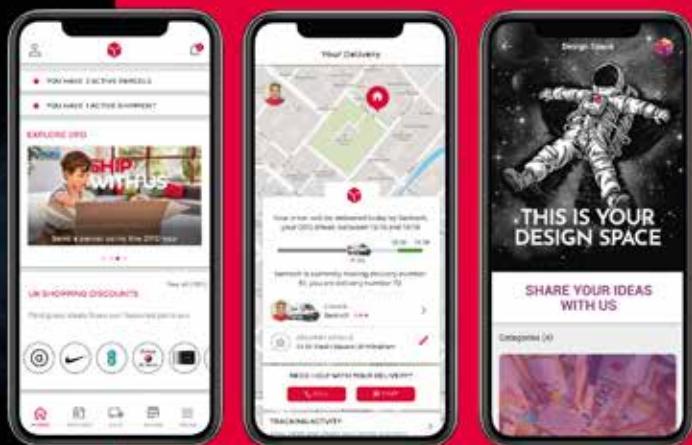
I created some poster campaigns over the summer for a freshers' week festival. I wanted to demonstrate work in my portfolio which could showcase the use of bright colours, contrasting colours and big, bold shapes.





SAY HELLO TO DPD APP 2.0

Amazing new features including parcel shipping, deals from leading retailers and much much more



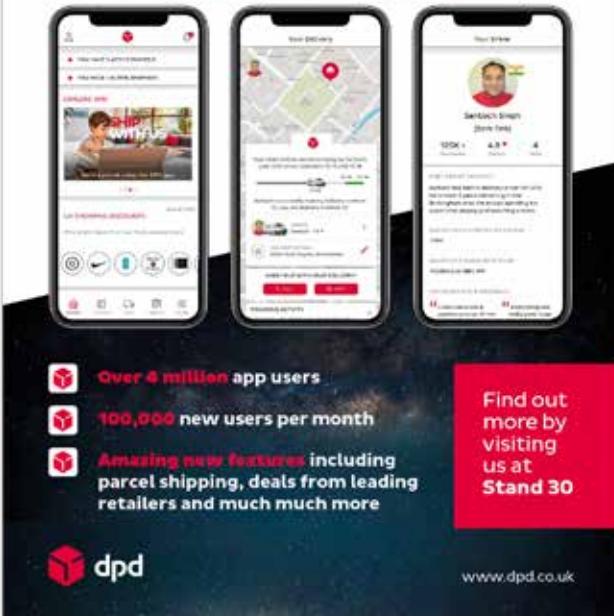
Over 4 million app users

1.2 million active users each month

100,000 new app users per month



SAY HELLO TO THE DPD APP 2.0



CONFERENCE DISPLAY STAND

Company: DPD Group Ltd | Date: 2019

The brief was to combine the new updated DPD App (2.0) with Design Space for a conference stand. Alongside there was a flyer and a podium and front banner.



TYPGRAPHY

LAYOUT

PRINT

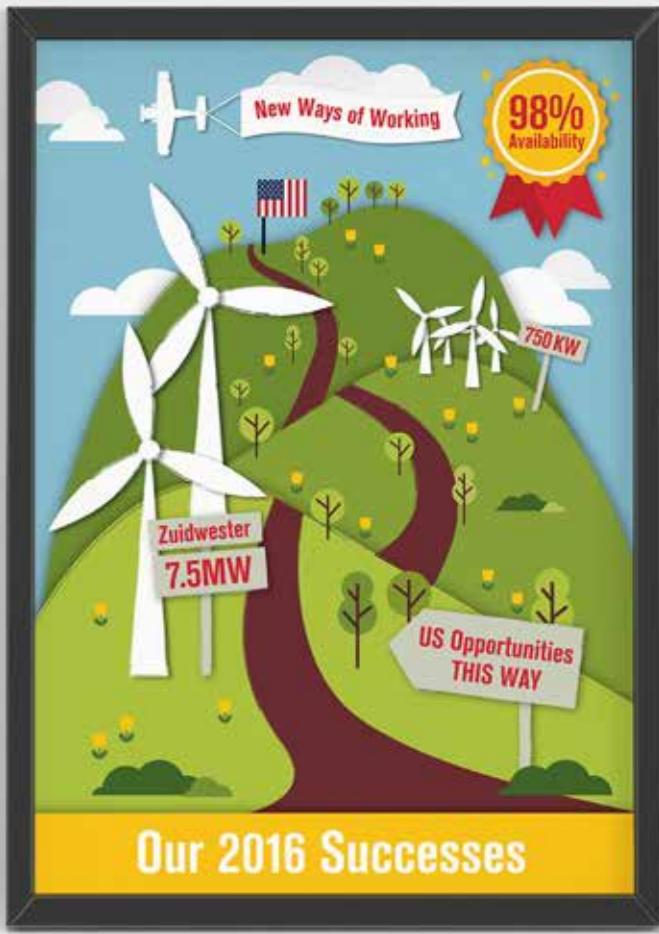
DIGITAL

ILLUSTRATION

LAYOUT

PRINT

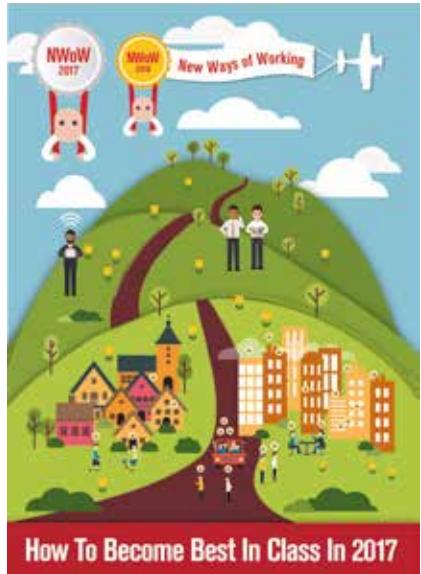
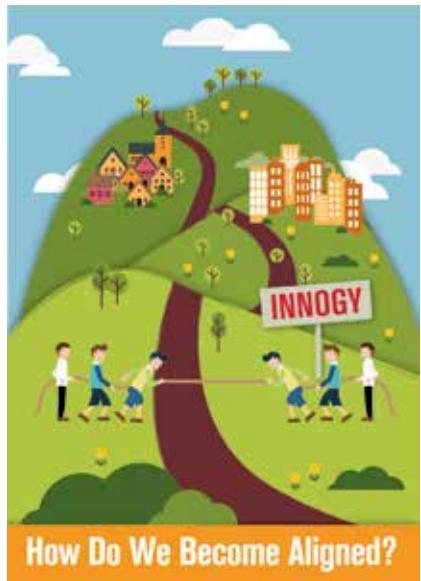
DIGITAL

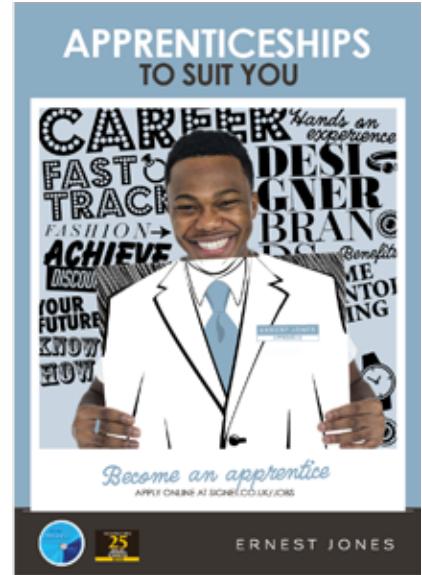


INNOLOGY POSTERS

Company: Innology via 4-Reel Productions
Date: October 2017

The designs reflect the development of the year through movement and illustrations. All designs, illustrations and styles were created by myself. I particularly liked the layered paper feel with this design. I really enjoyed working on these and the clients were thrilled with the design.





SIGNET CAMPAIGN

Company: Signet via Core Marketing | Date: 2014

CAMPAIGN PITCH

Company: Marketing Birmingham via Core Marketing | Date: 2014

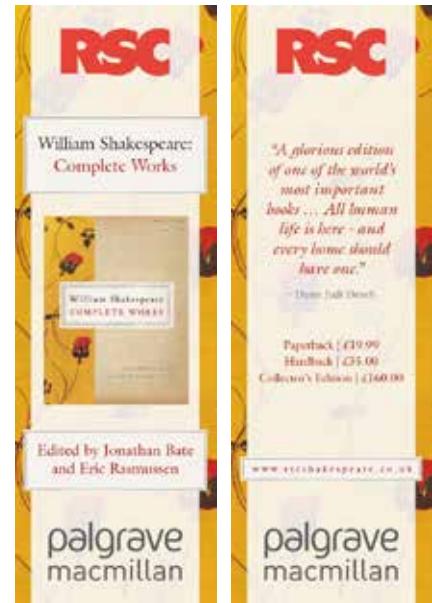
This was a collaborative campaign with a number of us in the team brainstorming to come up with the final design conclusion. My role after the concept was decided was to choose the photographs, manipulate them in Photoshop and artworked the final piece.



An advertisement for 'CURIO-CITY'. It features a female scientist wearing safety glasses and a lab coat, smiling while working in a laboratory. The text 'CURIO-CITY' is prominently displayed in large white letters across the center. Below it, a smaller text box reads: 'World class research and teaching facilities provide a perfect environment for the inquisitive mind.' At the bottom, the 'Visit Birmingham' logo is visible.

An advertisement for 'VIVA-CITY'. It shows a woman with long dark hair laughing joyfully. The text 'VIVA-CITY' is displayed in large white letters across the center. Below it, a smaller text box reads: 'Life as a student can be tough, so it's important to be in a vibrant place you can really enjoy.' At the bottom, the 'Visit Birmingham' logo is visible.

- CAMPAIN
- LAYOUT
- ARTWORK
- PRINT
- DIGITAL



RSC BOOKMARK

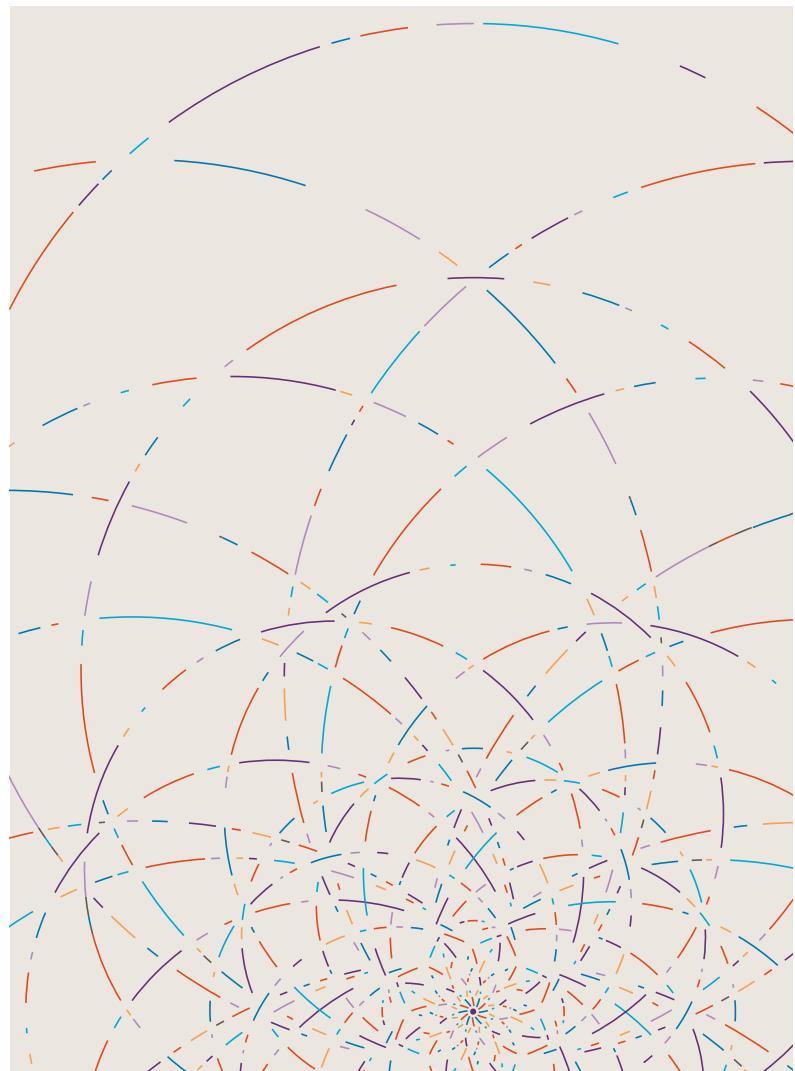
Company: RSC with Palgrave Macmillan | Date: 2014

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CAMPAIGN
ILLUSTRATION
ARTWORK
PRINT

ARENDT MEETING
ROOM PANEL



**“MEN, NOT MAN, LIVE
ON THE EARTH AND
INHABIT THE WORLD”**



Company: Macmillan Publishers | Date: Summer 2014

The meeting rooms in Macmillan's new London offices would be named after famous people in history, I was given Hannah Arendt. The concept behind this design was threefold. Firstly, I used a spirograph design which represents the interconnections of mankind in the plural. Secondly,

breaking up this spirograph into various line widths and changing the colours for each was to visually represent that mankind is not similar and alike but distinctive, lastly keeping all the line weights the same showed the equality amongst the differences. This project was designed solely by

myself from concept through to artwork.

> Hannah Arendt was not interested in man in the singular and argued that we are all equal but always distinct and never interchangeable.

WELCOME BOX

Company: DPD Group Ltd | Date: 2019

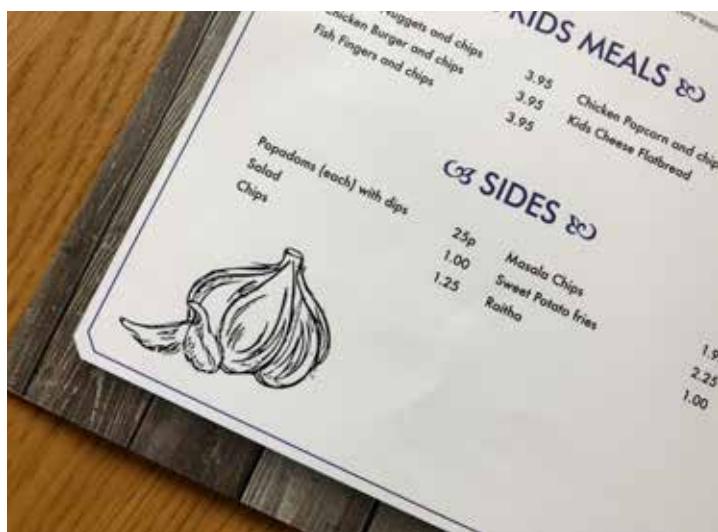
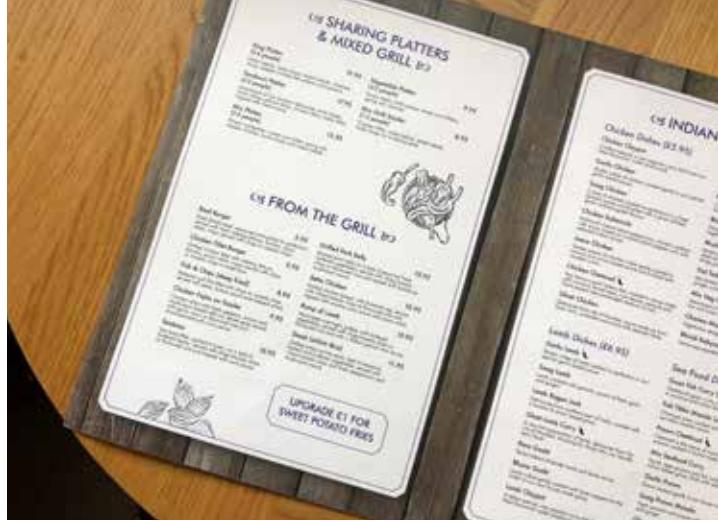
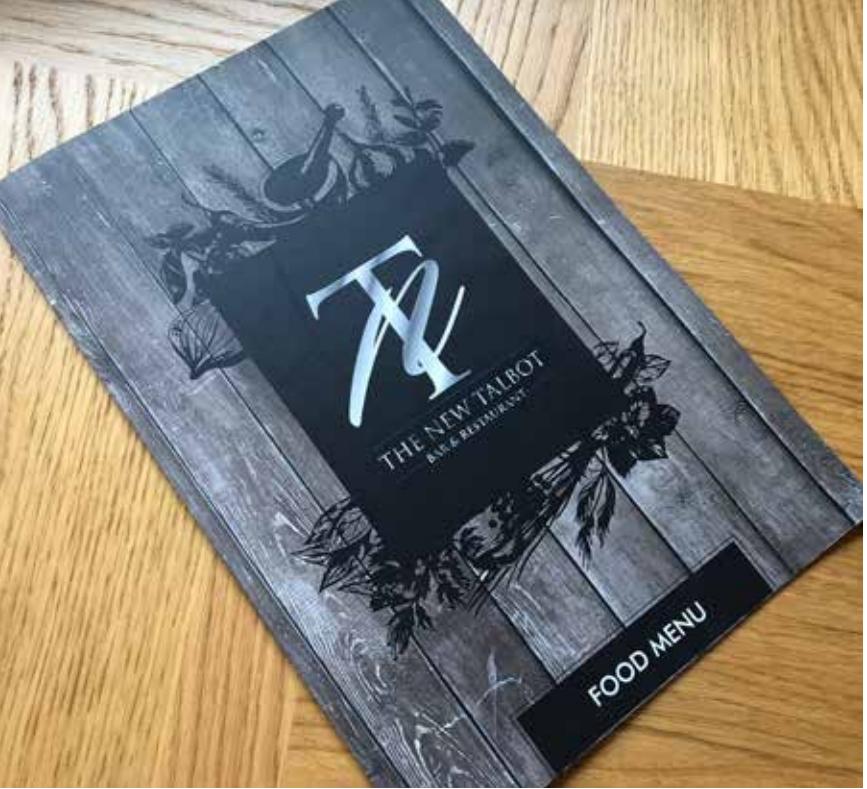
I designed the cover and introduction pages to this box to fit along with the look and feel DPD wanted to go with. The box contained a short video integrated within a screen on the box as well as containing the Design Space book which I artworked and the 'This is Us' Book that I created, designed and artworked





BFI BOOKMARKS

Company: BFI with Palgrave Macmillan | Date: 2014





ILLUSTRATION

LAYOUT

ARTWORK

PRINT



NEW TALBOT MENU

Company: 717 Graphic Design | Date: 2017

I work for this company as a freelancer creating various designs from logos, to marketing materials.

I created the design, composition and layout and then got each artworked for press. The logo was an existing design. Internal illustrations drawn by me. Also in this set there has been a dessert menu created as well as discount vouchers.

CHAMBERS WEBSITE REDESIGN

ILLUSTRATION

LAYOUT

WEBSITE DESIGN

DIGITAL

Company: Core Marketing | Date: 2017

This website was created to update the very dated existing site. The inclusion of brighter colours helped to section off each relevant part of the site as well as looking into then structure in general to work out the best placement for everything. This website was designed to be fully responsive. I designed this website. It was built by a developer.



CHAMBERS
RECYCLING

00 01483 504585

About us | Services | Vacancies | News | Contact

**WASTE
MANAGEMENT
& RECYCLING
SPECIALIST**

> ORDER YOUR SKIP



NEWS CATCH UP


04 October '18
ANDREW JORDAN MAKES IT THREE TIMES A WINNER AT BRANDS HATCH

In a high-octane weekend at Brands Hatch, Chambers team-mate driver Andrew Jordan challenged not only for the Independents title, but also raced for 2018 Dunlop MSA British Touring Car Championship drivers. After an incident-filled event he claimed the Independents title for the third year.

> READ MORE


10 September '18
 Second victory for Andrew Jordan in the 2018 British Touring Car Championship

> READ MORE


10 August '18
 New addition to our fleet of vehicles, our Kippax for aggregates

> READ MORE

KEY SERVICES

Welcome to the complete waste collection, management and recycling service for trade customers, residential homes and businesses based and operating from West Sussex, Wiltshire and Hampshire. We offer a wide range of services including the award-winning batter boxes, sweepings, fly-tipping and kitchen waste.

 SKIPS, DIY & BUILDERS	 CONSTRUCTION WASTE & RECYCLING	 TRADE WASTE & RECYCLING
 AGGREGATES	 CHAMBERS CONCRETE	 GRAB HIRE

WHAT MAKES US DIFFERENT?

LOCALLY BASED
 As a family-based company, we know our customers and we're ideally placed to provide a fast and responsive service.

HIGH RECYCLE RATE
 We currently recycle up to 90% of all the waste we handle. We believe in being responsible about reducing our carbon footprint.

PROFESSIONAL RESOURCES
 Chambers delivers a range of services that are tailored to you and your requirements.

COMMITMENT TO THE ENVIRONMENT
 We're committed to increasing the recovery of reusable materials and reducing the volume sent to landfill.

CONTACT US

**CHAMBERS
WASTE MANAGEMENT PLC**
 Chambers House
North Moors
Bulford, Wiltshire BA12 8BL
 01483 504 585

**CHAMBERS
BINFOLD AGGREGATES**
 Horsefield Barns PI
Bulford, Wiltshire BA12 8BL
 01252 788 888



GIFT BOX

Company: DPD Group Ltd
Date: 2019

- ILLUSTRATION
- TYPOGRAPHY
- LAYOUT
- PRINT
- ARTWORK



greenway
DESIGN

BANK HOUSE FLYER

Company: Core Marketing
Date: 2016

LAYOUT

PRINT

ARTWORK





POSTCARDS

Company: Macmillan Publishers | Date: 2010

ILLUSTRATION

LAYOUT

PRINT



CREATIVE

LAYOUT

DIGITAL

greenway
DESIGN



WEB BANNERS

Company: The Economist | Date: 2013



CREATIVE

LAYOUT

ILLUSTRATION

DIGITAL

PRINT



PHS BROCHURES AND INFOGRAPHICS

Company: Abstract Design | Date: November 2017

When freelancing at abstract I got to work on the brochures and infographics for PHS, one of their big clients. The basic structure was already created so I had to re-populate

with new images which I sourced, new text and creating a new floorplan example for each section of the business. All illustrations were all created by myself for

phs Group
Everyone Claims they do it, Do you?
Global Hand Washing Day
15th October
Clean hands matter, Why?
Prevention
Handwashing prevents around 1.8 million cases of diarrhoeal disease every year.
Handwashing and sanitizing removes 99.9% of germs from your hands.
The Facts
A mobile phone has 18 times more bacteria than most public toilet seats.
1/5 wash their hands after going to the toilet and only 30% of those that you can touch.
The Answer
wash hands with soap and water
use water
wash waste correctly
protect yourself and others
Download our step-by-step guide to the right way to wash your hands.
[www.phs.co.uk](#)

Leading the way with projects that solve environmental problems...
...including our new hygiene waste disposal plant Lifecycle:
Waste is diverted away from landfill and incineration
turned it into refuse derived fuel (RDF)
used to power our factories, schools, hospitals, homes and more!
To find out more about what we've been up to, and how you can benefit, get in touch today for a quote today.
Exclusive New Year offer: as a valued former customer, we're giving you our best price for 2018. Call 02920 908025 to find out more.
02920 802025 [www.phs.co.uk](#)

The Facts
A mobile phone has 18 times more bacteria than most public toilet seats.
1/5 wash their hands after going to the toilet and only 30% of those that you can touch.
For the best results wash your hands for a minimum of 20 seconds.
The amount of time it takes to sing 'Happy Birthday' twice.



the infographic. Abstract created a really strong brand for PHS so it was great to work on some fantastic creative.

INNOVATION
Reducing waste and saving you money
With new state of the art hand dryers that dry faster, quieter and more efficiently.
Airstream Pure: "Dry in less than 15 secs"
Enhancing well-being
With air purifiers that care for staff and visitor health, killing 99% of germs and allergens.
"Kill 99.9% of germs including cold and flu viruses"
Improving health and safety
With rougher and more durable mats, preventing slips and trips and increasing hygiene.
SERVICE
Improved efficiency and productivity
With investment in new technology such as our intelligent route planning system, Route 360.

BREXIT BROCHURE

Company: DPD Group Ltd | Date 2019



CREATIVE

LAYOUT

DIGITAL

PRINT



JOHN LEWIS ADVERT

Company: DPD Group Ltd | Date 2018

ILLUSTRATION

LAYOUT

DIGITAL

PRINT

CREATIVE
LOGO
TYPOGRAPHY
LAYOUT
PRINT
DIGITAL



TANNING LOUNGE BRANDING

Company: The Tanning Lounge | Date: Summer 2014

I created the logo and all marketing collateral for the tanning lounge. My client wanted something new as she was expanding her business and wanted to

make her new logo more gender neutral. She signed off the design on the next page and it has been worked through on signage, web banners and price lists. To

the right are the development stages. All designs were factored in being produced with a holographic foil







greenway
DESIGN

MURPHY'S LAB

The image shows three electronic devices displaying the Murphy's Lab website. The monitor on the left shows the homepage with a cartoon character, a question about lab etiquette, and a 'Submit' button. The tablet in the middle shows a list of user-submitted gripes with small icons next to them. The smartphone on the right shows the same homepage as the monitor.



MURPHY'S LAB



Do your colleagues suffer from a lack of laboratory etiquette?

Submit your lab gloves here and they might be featured on the Murphy's Lab Poster

What left the lasers overnight?

Submit

We're crowd-sourcing your real-life laboratory complaints

What?

Murphy's Lab highlights a wide range of laboratory issues that you have never seen before, from the lab to the break room!

What?

What do Murphy's Lab's numerous submissions turned to the public eye reveal from lab scientists from around the world?

Where?

You can submit all sorts of laboratory gloves on what ever they like. A poster for your lab will be there to make it look good!

#MurphysLab



Questions? Email us: MurphyLab@nature.com

MURPHY'S LAB



Do your colleagues suffer from a lack of laboratory etiquette?

Submit your lab gloves here and they might be featured on the Murphy's Lab Poster

What left the lasers overnight?

Submit

We're crowd-sourcing your real-life laboratory complaints

What?

Murphy's Lab highlights a wide range of laboratory issues that you have never seen before, from the lab to the break room!

Who?

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Where?

You can submit all sorts of laboratory gloves on what ever they like. A poster for your lab will be there to make it look good!

#MurphysLab



Questions? Email us: MurphyLab@nature.com

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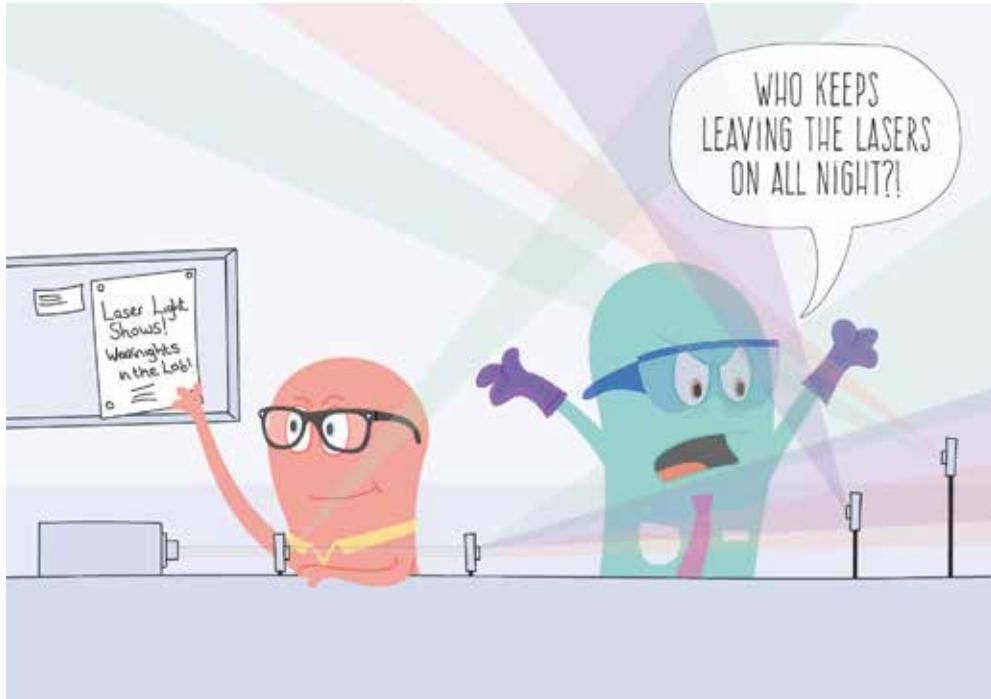
MURPHY'S LAB

Company: Macmillan Publishers

Date: Summer 2014

Murphy was co-created by myself and fellow designer Andrew Henderson. The brief was to create a character for a campaign to crowd-source real-life laboratory complaints! Using Murphy and the brand created, multiple posters and illustrations to demonstrate complaints submitted by users were designed.

This website follows on from the brand identity created for Murphy. This was the first website I built by myself.



CREATIVE

LOGO

TYPOGRAPHY

LAYOUT

DIGITAL

AVI

Company: AVI | Date: Summer 2017

I got approached by the directors of this new company to design their logo and other marketing materials. Current designs include logo, business cards, email signature and introductory landing page. All created and designed from concept to artwork by myself

I created the introductory website for AVI which was a holding page to launch the new website once created. The design consisted of the logo, countdown timer, Subscription form, links to social media pages, icons about the company and a contact form.



ASPIRATION | VISION | INNOVATION





CREATIVE

LOGO

TYPOGRAPHY

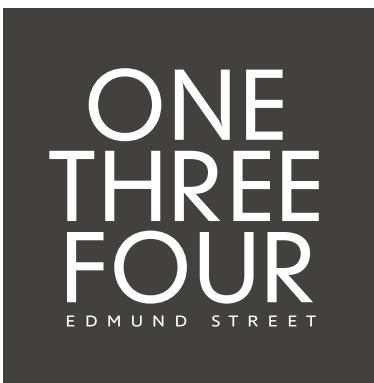
LAYOUT

ILLUSTRATION

PRINT

DIGITAL







CREATIVE

LOGO

TYPOGRAPHY

LAYOUT

ILLUSTRATION

PRINT

DIGITAL

ONE THREE FOUR

Company: Core Marketing
Date: 2017

This website was designed to co-exist with other marketing materials I designed for the same brand. This included the logo, HTML email campaigns, brochure and printed launch invites. Type used was to keep consistency with the brand having all headings over 3 lines and colour schemes to work both printed as well as digitally. This website was designed to be fully responsive. I designed this website. It was built by a developer.



PHIN DESIGN

Company: Phin Design | Date: 2016

- CREATIVE
- LOGO
- TYPOGRAPHY
- ILLUSTRATION
- PRINT
- DIGITAL





UNDER 1 ROOF

FOR STUDENTS BY STUDENTS

greenway
DESIGN



CREATIVE

LOGO

TYPOGRAPHY

ILLUSTRATION

PRINT

DIGITAL



AQUEOUS II

AQUEOUS 2

Company: Core marketing Ltd | Date: 2015

CREATIVE

LOGO

TYPOGRAPHY

SIGNAGE

DIGITAL





CREATIVE

LOGO

TYPOGRAPHY

PRINT

Barncroft Developers



WELDING SUPPLIES DIRECT

Company: Welding Supplies Direct

Date: 2017

I created some images for the Welding supplies website. They wanted something really modern and fresh. I used striking images to reflect the subject matter with overlaid text. When these were hovered over, the images would go greyscale.

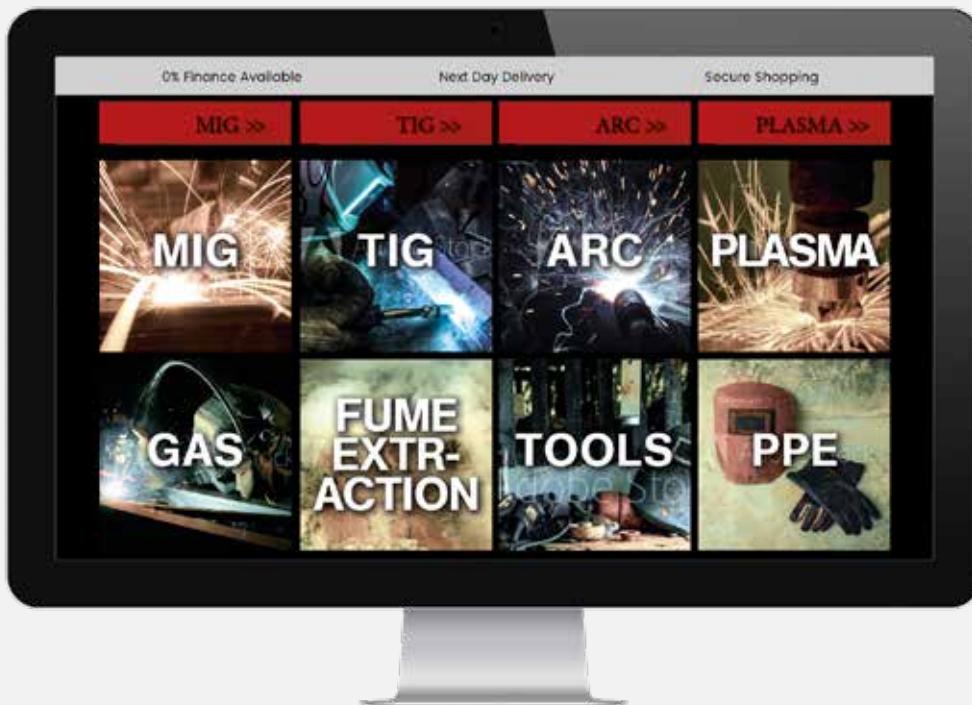
TYPOGRAPHY

PHOTOGRAPHY

LAYOUT

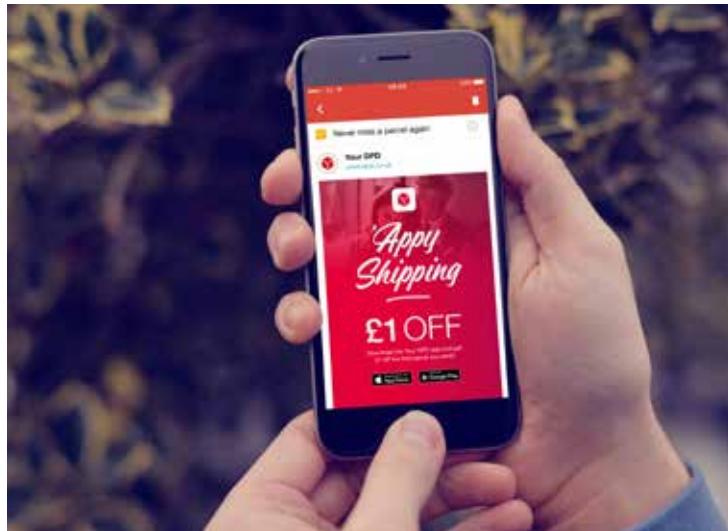
DIGITAL

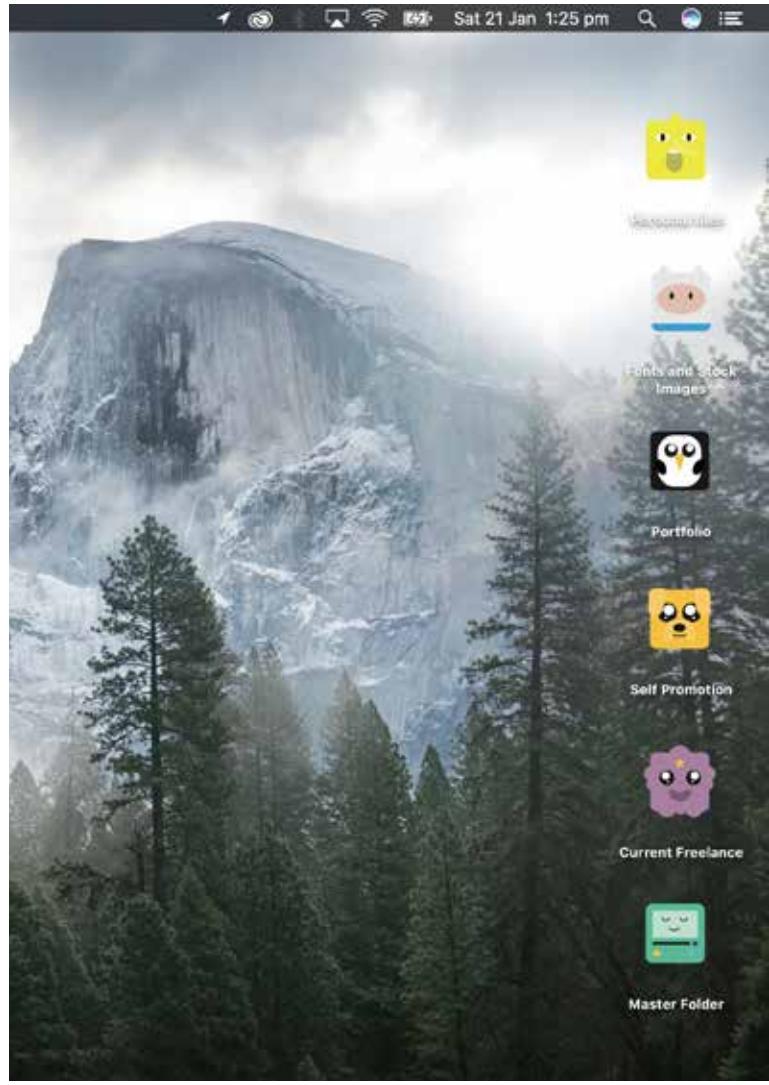
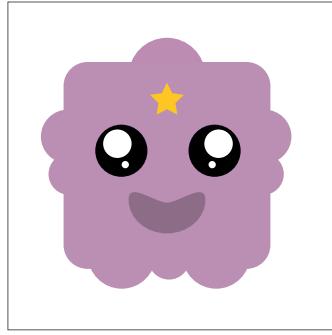
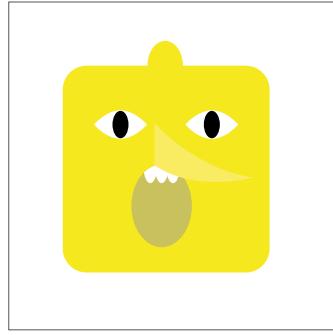
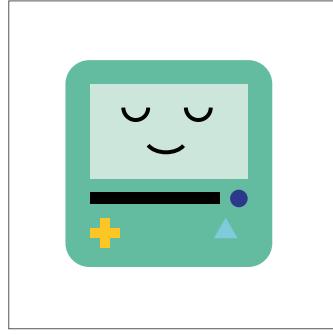
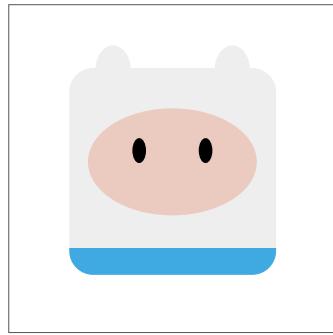




'APPY SHIPPING CAMPAIGN

Company: DPD Group Ltd | Date: 2017





SCREEN ICONS

Company: Personal Project | Date: 2018

ILLUSTRATION

LAYOUT

DIGITAL

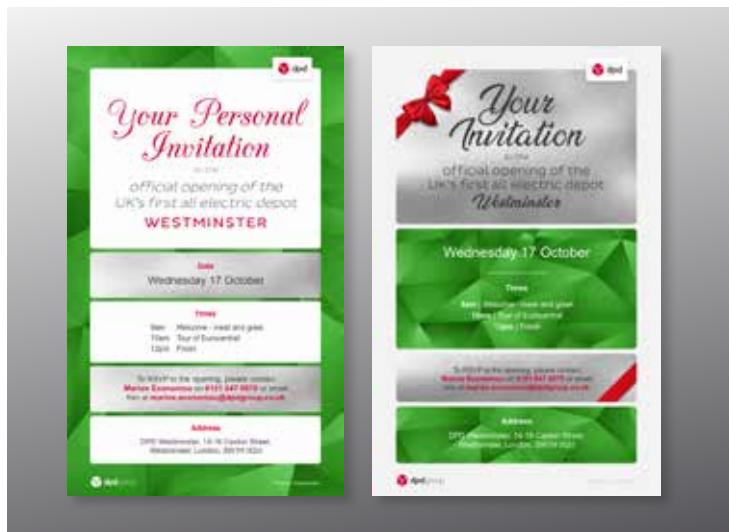
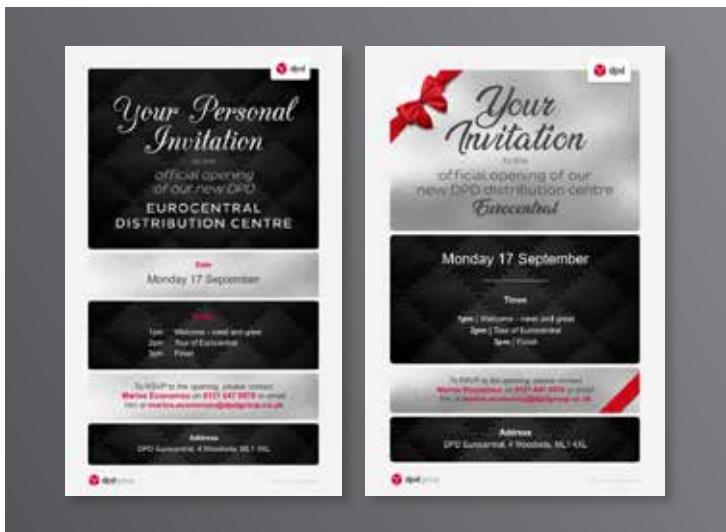
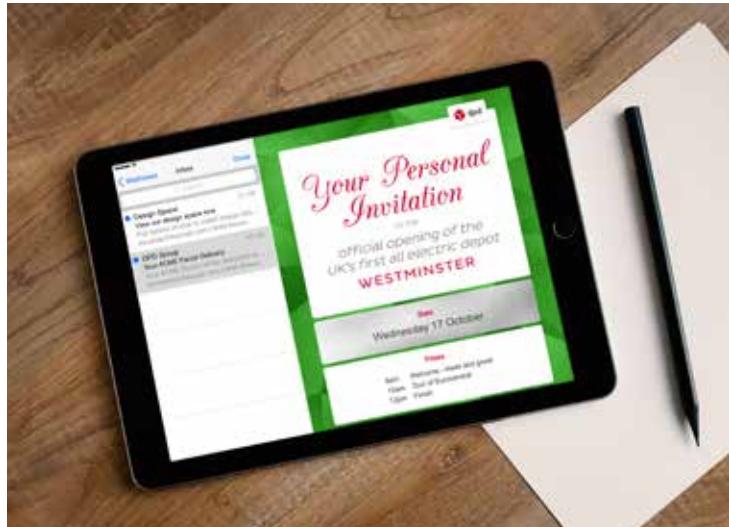
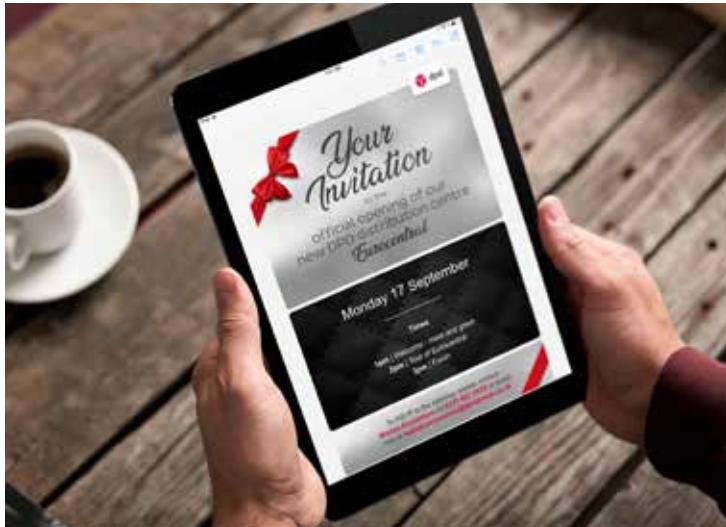
EMAIL INVITATIONS

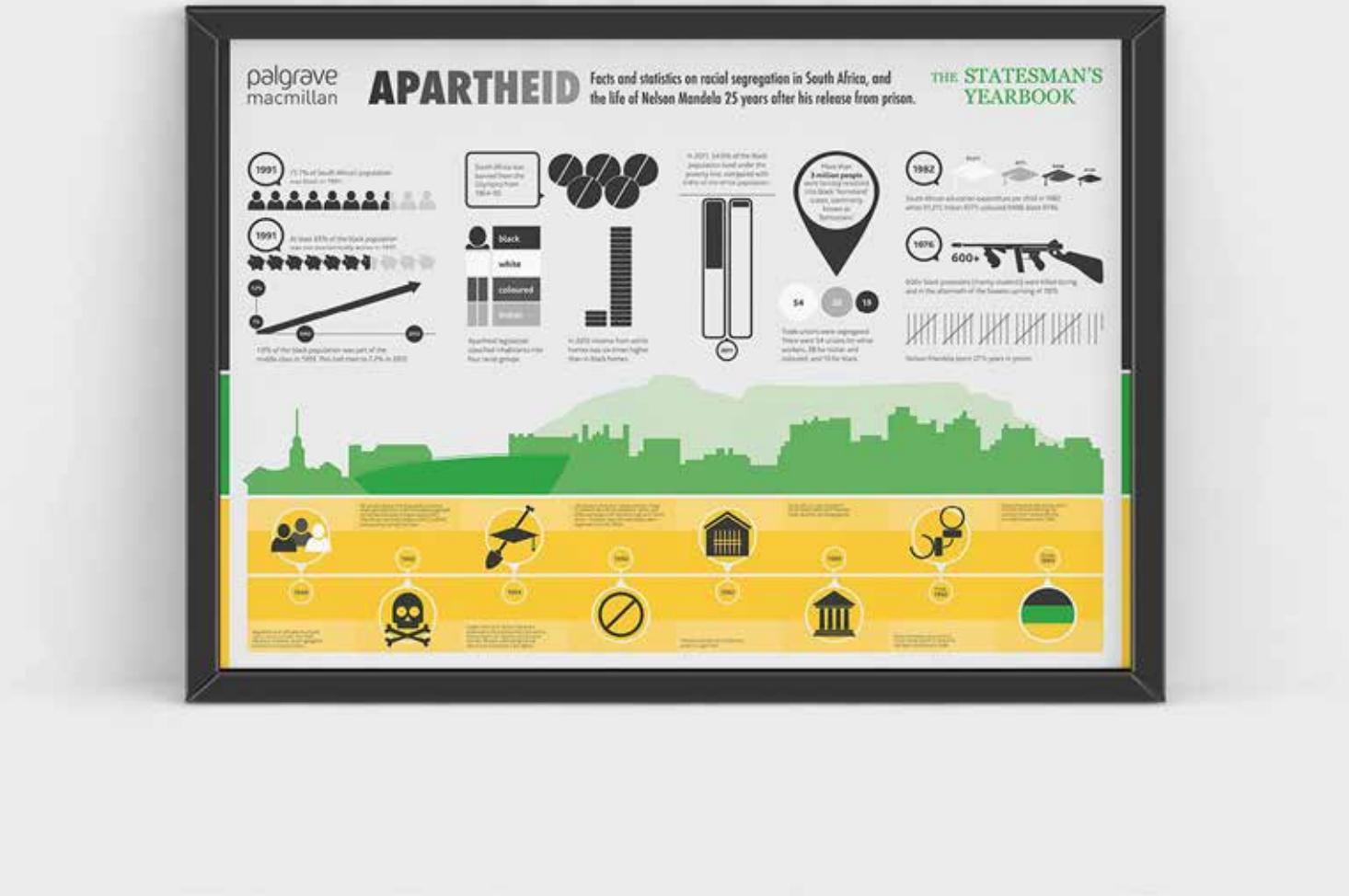
Company: DPD Group Ltd | Date: 2017

TYPOGRAPHY

LAYOUT

DIGITAL





INFOGRAPHICS

Company: Palgrave Macmillan | Date: 2014

The concept was created, designed and artworked by myself.

ILLUSTRATION

LAYOUT

PRINT

DIGITAL

CAPABILITIES

“I am a hard working & enthusiastic creative. I refuse to settle for second best. I’m extremely motivated to get to where I want to be. With a lively & energetic personality and eager to learn new skills. I will always be happy to bring new ideas to the table.”

I have experience working in teams, as well as independently. I work from initial concepts right through to final artwork with expert knowledge on pre-press and liaising with print houses.

I flourish in a busy environment working on multiple projects at a time, making sure I stay on top of the latest design trends to make sure my communication is always relevant. I deliver projects to an excellent

standard, keeping up within a busy, fast-paced environment and working successfully towards deadlines. I have a keen eye for detail and proofreading is second nature to me.

I have worked in a number of creative fields during my time as a designer. Starting my career and developing my passion for digital and print marketing design at high-end publishing house, Macmillan Publishers followed by The Economist several years later. I have gained experience marketing offices and residential buildings at Core Marketing and Events when I decided to move back towards my hometown from London. Creating and redesigning new marketing collateral for DPD in my later years going self employed as well as challenging myself creating window displays and store displays for the likes of JD Sport, Adidas, Puma and Primark. I am very versatile with my work thanks to all of these opportunities.

All my roles have enabled me to develop my customer service, time management, leadership skills and feeding my passion

for success. My time management and organization skills have been invaluable - enabling me in my prior roles to assist in structuring workloads, which have been a crucial part of day-to-day processes. I have proven I can manage my own workload as well as having the communication and skills as a capable leader to teach others and guide those more junior to develop their skills further. I welcome guidance from more senior designers to grow personally. I don't feel anyone can ever know too much about design.

I keep on top of all updates to Adobe Creative Suite. My everyday programs consist of Photoshop, Illustrator and InDesign in which I am highly proficient. I constantly get great feedback from clients on my efficiency and quality and I cope well under pressure. Problem solving has built up trusted relationships with my clients - they see me as being flexible and accommodating to their needs and trust my expertise. Finding the right solutions by digging deep, being unique and listening

to what my client wants are the key initial steps I take. I view this communication as being incredibly important to ensure the creative is relevant to the needs of my client. I am not scared to respectfully challenge the right design concept and endeavour to excite my clients with new creative solutions.

In my spare time I have learned to code HTML and CSS. I have also taught myself how to use various other programs such as Sketch and Adobe XD to keep developing new skills beneficial to my clients. I am about to undertake a web development course.

I enjoy drawing - hand drawn and vector. A number of my illustrations have been used for big promotional materials and high end catalogues and magazines over the years and more recently I have created a separate brand in which I design personalised items for purchase. This challenge has taken my design style to a new plane in which I am very excited about.

EXPERIENCE

2006

Foundation Degree Art & Design

Worcester College of Technology
2005-2006

ESB Level 3 - English Speaking Board

Worcester College of Technology
2005-2006

2009

BA (Hons) Graphic Design

Southampton Solent University
2006-2009

2009

Commercial Fuel Solutions

- 6 months freelancing.
- Editing images and adding new items onto the company websites.
- Used Photoshop to cut and style images and create collages of items to go online.
- Designed the corporate stationary.
- Started the creation of the web pages for a new site that was going to be released.
- Gained experience reading and writing HTML and using Dreamweaver.

2011

Freelance Designer

- Logo for 'Green Zebra' and designing the front page of their website.
- The creation of a logo for a company called 'AAP Counselling'.
- Creation of my own website and self promotional materials.
- Taught myself to use Flash and can create basic animation.
- Learning how to code HTML and CSS because of general interest in web development.
- Learning and building up my general knowledge in Creative Suite

2012

Macmillan Publishers

- Confidently guided the Palgrave brand working within the brand guidelines.
- Design for external companies such as BFI, RSC & BDA.
- Developing an expert knowledge of Creative Cloud
- Design of all marketing materials. Creative to artwork.
- Managing own workload.
- Communication with printers and external suppliers.
- Created unique illustrations and infographics.

2014

The Economist

- Learning and adhering to new brand guidelines.
- Creating web banners for upcoming events. From creative to artwork.
- Illustrations for adverts.
- Helping to streamline the workflow within the department.
- Helping those more junior to develop new skills and teaching them how to utilise Adobe programs more efficiently.

2015

Core Marketing and Events Ltd

- Variety of branding and marketing jobs for residential and commercial properties.
- Design campaigns and events for big chains such as Signet Jewellers
- Designed new websites and designed and built numerous HTML emails.
- Branding and marketing for 134 Edmund Street; Birmingham, Oakley Grove; Leamington, Edmund House and 10 Temple Street; Birmingham.
- Some I worked from start to finish whilst others I ran through the existing brand to create new marketing materials.
- Assisted with the build of websites to further my knowledge in web development.
- Assisted in the marketing campaign for Marketing Birmingham which was won with one of my voucher designs.

2016

Greenway Design Self employed

- Working with a variety of new brands and branding guidelines for an ever increasing set of projects and clients.
- Working with high end clients such as DPD, Homeserve, Adidas, Puma, Primark, JD Sport and Disney.
- Initial contract for DPD started at 3 months which was increased for a further year.
- New start-ups; branding and marketing.
- Artworking where required.
- On-site as well as working from home office.
- Successfully working as a self employed creative for 4 years full time.
- Liaising with printers, external suppliers & new clients.
- Training and teaching others during quiet periods.
- Creating a secondary brand 'Arla and Brey' specialising in personalised designs for purchased in my online shop using a variety of my illustrations.
- Developing close relationships with clients and company directors through hard work and communication.
- Building my skill set by taking online courses and researching new trends and styles.

HOBBIES & INTERESTS

I have been described as having the same interests and dress sense as an 80 year old pensioner.

I really enjoy the likes of baking. I make a super cheesecake which has become the stuff of legends at family events with regular requests.

I love drawing, reading, sewing and knitting. Spending many of my evenings engrossed in one of these activities whilst watching something comical on Netflix or Prime. In the day i find myself a wonderful playlist to enjoy whilst working.

I am an absolute foodie. I love going to the dining clubs and visiting new restaurants with my husband. We cannot resist a bit of delicious street food!

Family is very important to me. I moved from London in 2014 to be closer to my parents and extended family in the Midlands. I spend a lot of time with my in-laws being just up the road and me and my husband regularly go on outings and walks with various family members and their kids.

I do enjoy running and more adventure sports such as climbing, abseiling and watersport. However, in my later years I have developed a reputation for being a bit clumsy. My one and only time on a hoverboard resulted in a hospital trip with my arm at a new angle and friends kitchen oven relocation.

I have two cats who i adore. They are 8 years old now and i enjoy them sitting impatiently with me while i work. Although i am sure they are aspiring to be designers when they climb on my computer, i do make sure i correct their mistakes.

SKILLS

Indesign

Creative

Illustrator

Digital Marketing

Photoshop

Animation

HTML & CSS

Keynote

Artworking

XD and Sketch

CONTACT

Please call me or email me.

Name: Emma Vale

Location: Birmingham

Tel: 07494 329645

greenwaydesign.co.uk

emma@greenwaydesign.co.uk | emma.vale1986@gmail.com



greenway
DESIGN