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DESIGN & DEV

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ENSPIRAL IS A GROWING CROSS DISCIPLINARY NETWORK OF VALUES DRIVEN PROFESSIONALS.

We have strengths in web/software development, communications, public policy and the full spectrum of digital and graphic design.

Started 2 years ago we have rapidly grown to a team of 50 professionals, many of whom have either come from or have experience in the public sector.

We can tailor a team to meet your project's needs.

Our people work individually or in cross disciplinary teams and are available to work on or off site, giving clients ultimate flexibility.

This portfolio is a sample of our design and development work – writers, developers and designers.

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New Zealand Guidelines Group

Sector | Health & Disability

Comprehensive rebrand and web design for health and disability web platform resource.

Enspiral took care of design, usability, front and back end development to create an integrated, robust and user friendly site.

Identity | UX | UI | Front End | Back End Dev (Ruby on Rails)
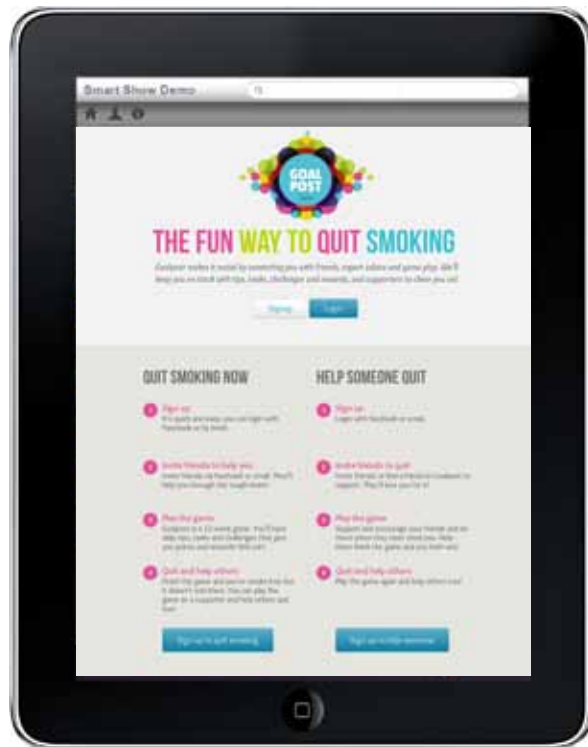
GoalPost Quit Smoking Challenge

Sector | Public Health

Goalpost Quit Smoking Challenge works by combining professional support, big data & analytics, crowd- sourcing, social connectivity (the support of friends and social networks) and game mechanics to help keep people motivated with fun stuff like tasks, incentives and rewards.

UX | UI | Front End | Design

Pledge Me

Sector | Arts /Technical Innovation

Social Media viral brand and interactive webplatform.

A smart interactive site to put New Zealand's first crowdfunding platform on the map. Designed to be an online community, user experience and integration with social media was always top of mind. The brand itself was created to go viral, using printable logo speech bubbles and low-fi postcard style photography.

Since our website relaunched we've had over a quarter of a million dollars pledged to the creative industry - and that's increasing week on week.

Identity |UX | UI | Front End

Parents Voice

Sector | Health & Social Services

Funded by the Cancer Society, Parents Voice is a forum for parents to discuss children's health in New Zealand.

Creating a web platform which is integrated with social media and survey tools, Parents Voice is coalescing into a cohesive and vibrant online community.

UX | UI | Front End | Identity
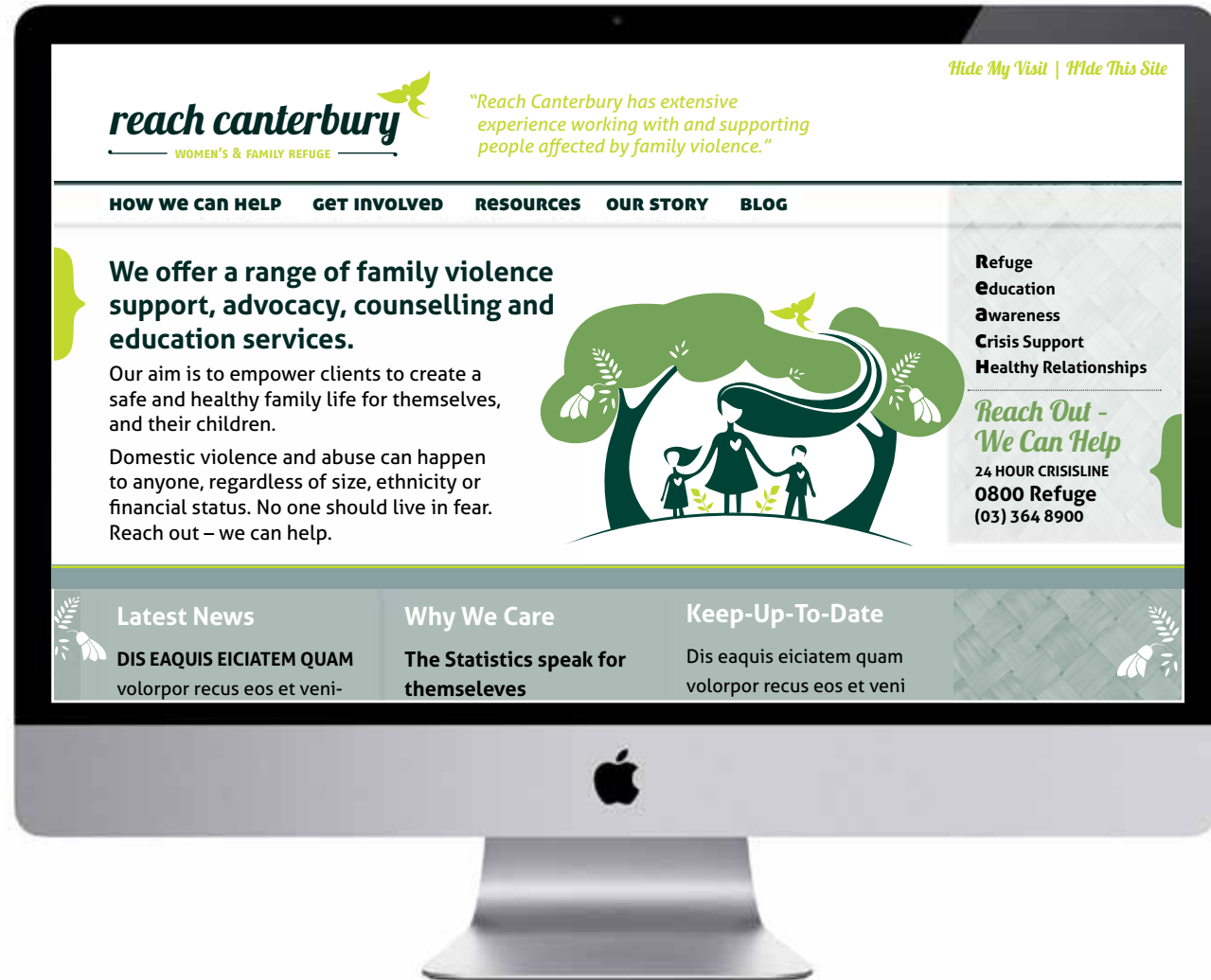
Reach Canterbury Women's Refuge

Sector | Social Services

Comprehensive rebrand and web design for a Christchurch Family Violence Refuge.

A dynamic site, designed to be user friendly and informative. With everything available at the click of the mouse.

Illustration, type and graphic elements are used to communicate brand messaging and help information flow.

UX | UI | Front End | Brand Development | Illustration

reach canterbury
WOMEN'S & FAMILY REFUGE

"Reach Canterbury has extensive experience working with and supporting people affected by family violence."

Hide My Visit | HIde This Site

HOW we can HELP   GET INVOLVED   RESOURCES   OUR STORY   BLOG

We offer a range of family violence support, advocacy, counselling and education services.

Our aim is to empower clients to create a safe and healthy family life for themselves, and their children.

Domestic violence and abuse can happen to anyone, regardless of size, ethnicity or financial status. No one should live in fear. Reach out – we can help.

Refuge
education
awareness
Crisis Support
Healthy Relationships

Reach Out - We Can Help
24 HOUR CRISISLINE
0800 Refuge
(03) 364 8900

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volorpor recus eos et veni-

Why We Care
The Statistics speak for themseleves

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www.enspiral.com

Live Below
the Line

Sector | Development

As part of our sponsorship programme we helped international charity Live Below The Line launch their New Zealand organisation through the Live Below the Line NZ online campaign and website.

The campaign surpassed all their fundraising targets. With a powerful web presence the organisation is going from strength to strength.

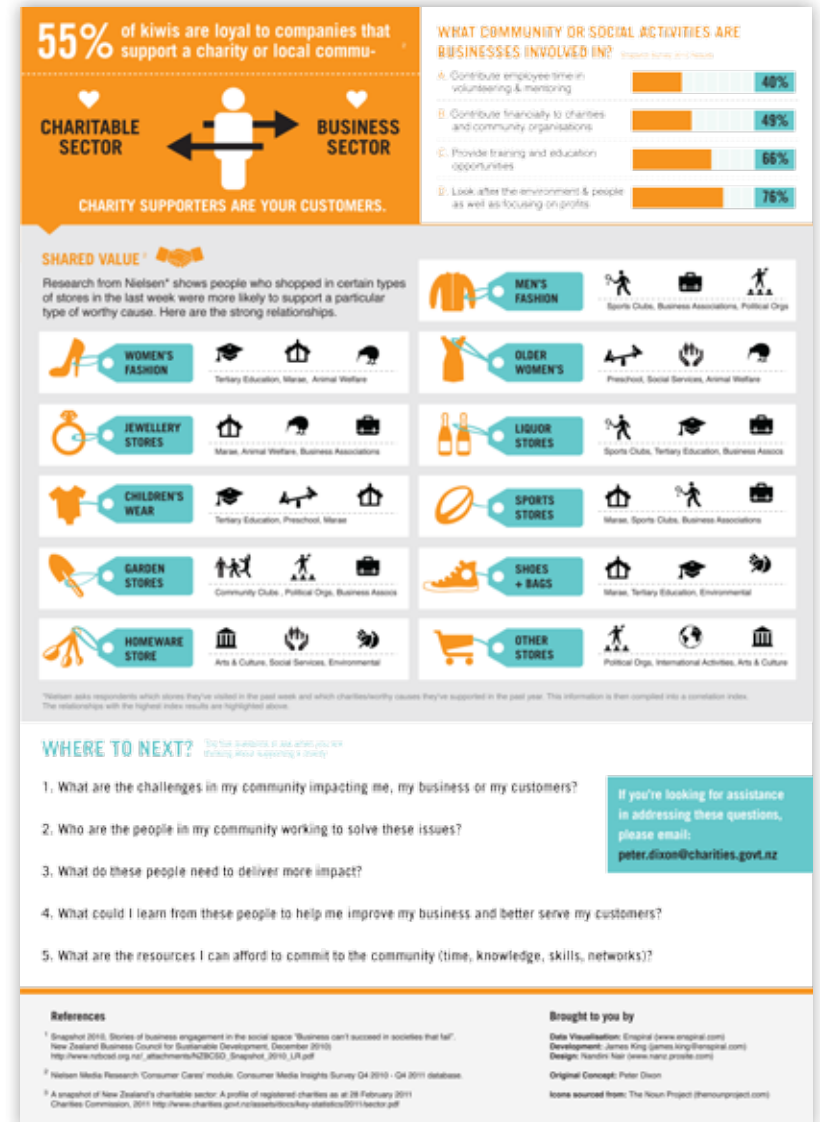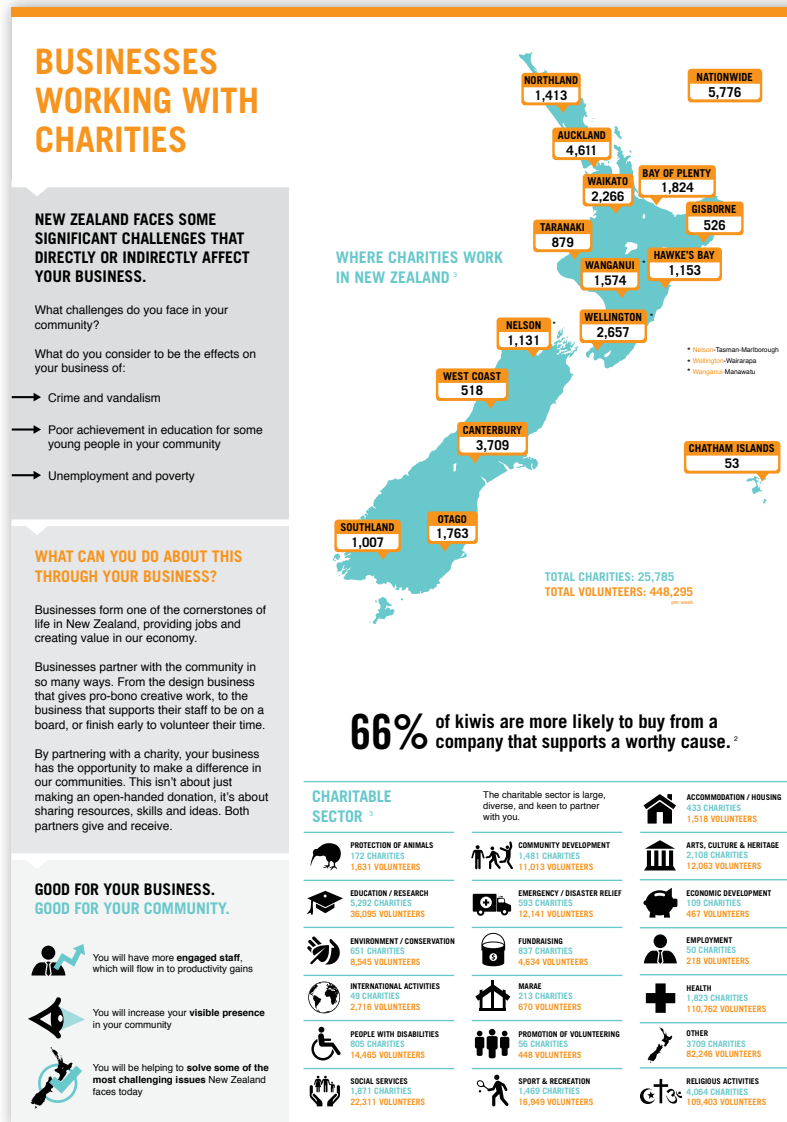*UX | UI | Front End | Brand Application | Back End*

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Charities Commission

Sector | Charitable

A promotional infographic created for the Charities Commission illustrating the shared value between businesses and charities in New Zealand.

The aim was to get businesses interested in working with charities to solve problems in their communities. So far, 300 businesses have signed up.

Design | Statistical Analysis

BUSINESSES WORKING WITH CHARITIES

NEW ZEALAND FACES SOME SIGNIFICANT CHALLENGES THAT DIRECTLY OR INDIRECTLY AFFECT YOUR BUSINESS.

What challenges do you face in your community?

What do you consider to be the effects on your business of:

→ Crime and vandalism

→ Poor achievement in education for some young people in your community

→ Unemployment and poverty

WHAT CAN YOU DO ABOUT THIS THROUGH YOUR BUSINESS?

Businesses form one of the cornerstones of life in New Zealand, providing jobs and creating value in our economy.

Businesses partner with the community in so many ways. From the design business that gives pro-bono creative work, to the business that supports their staff to be on a board, or finish early to volunteer their time.

By partnering with a charity, your business has the opportunity to make a difference in our communities. This isn't about just making an open-handed donation, it's about sharing resources, skills and ideas. Both partners give and receive.

GOOD FOR YOUR BUSINESS. GOOD FOR YOUR COMMUNITY.

You will have more **engaged staff**, which will flow in to productivity gains

You will increase your **visible presence** in your community

You will be helping to **solve some of the most challenging issues** New Zealand faces today

WHERE CHARITIES WORK IN NEW ZEALAND [3]

NORTHLAND 1,413
NATIONWIDE 5,776
AUCKLAND 4,611
WAIKATO 2,266
BAY OF PLENTY 1,824
TARANAKI 879
GISBORNE 526
WANGANUI 1,574
HAWKE'S BAY 1,153
WELLINGTON 2,657
NELSON 1,131
WEST COAST 518
CANTERBURY 3,709
CHATHAM ISLANDS 53
SOUTHLAND 1,007
OTAGO 1,763

• Nelson–Tasman-Marlborough
• Wellington–Wairarapa
• Wanganui–Manawatu

TOTAL CHARITIES: 25,785
TOTAL VOLUNTEERS: 448,295 per year

66% of kiwis are more likely to buy from a company that supports a worthy cause. [2]

CHARITABLE SECTOR [3]

The charitable sector is large, diverse, and keen to partner with you.

PROTECTION OF ANIMALS 172 CHARITIES 1,631 VOLUNTEERS

COMMUNITY DEVELOPMENT 1,481 CHARITIES 11,013 VOLUNTEERS

ARTS, CULTURE & HERITAGE 2,108 CHARITIES 12,063 VOLUNTEERS

ACCOMMODATION / HOUSING 433 CHARITIES 1,518 VOLUNTEERS

EDUCATION / RESEARCH 5,292 CHARITIES 38,095 VOLUNTEERS

EMERGENCY / DISASTER RELIEF 593 CHARITIES 12,141 VOLUNTEERS

ECONOMIC DEVELOPMENT 109 CHARITIES 467 VOLUNTEERS

ENVIRONMENT / CONSERVATION 651 CHARITIES 8,545 VOLUNTEERS

FUNDRAISING 837 CHARITIES 4,634 VOLUNTEERS

EMPLOYMENT 50 CHARITIES 218 VOLUNTEERS

INTERNATIONAL ACTIVITIES 49 CHARITIES 2,716 VOLUNTEERS

MARAE 213 CHARITIES 670 VOLUNTEERS

HEALTH 1,823 CHARITIES 110,762 VOLUNTEERS

PEOPLE WITH DISABILITIES 805 CHARITIES 14,465 VOLUNTEERS

PROMOTION OF VOLUNTEERING 56 CHARITIES 448 VOLUNTEERS

OTHER 3709 CHARITIES 82,246 VOLUNTEERS

SOCIAL SERVICES 1,871 CHARITIES 22,311 VOLUNTEERS

SPORT & RECREATION 1,469 CHARITIES 18,949 VOLUNTEERS

RELIGIOUS ACTIVITIES 4,064 CHARITIES 109,403 VOLUNTEERS

55% of kiwis are loyal to companies that support a charity or local community.

CHARITABLE SECTOR ⇄ BUSINESS SECTOR

CHARITY SUPPORTERS ARE YOUR CUSTOMERS.

WHAT COMMUNITY OR SOCIAL ACTIVITIES ARE BUSINESSES INVOLVED IN?

A. Contribute employee time in volunteering & mentoring — 40%

B. Contribute financially to charities and community organisations — 49%

C. Provide training and education opportunities — 66%

D. Look after the environment & people as well as focusing on profits — 76%

SHARED VALUE [1]

Research from Nielsen* shows people who shopped in certain types of stores in the last week were more likely to support a particular type of worthy cause. Here are the strong relationships.

WOMEN'S FASHION — Tertiary Education, Marae, Animal Welfare

MEN'S FASHION — Sports Clubs, Business Associations, Political Orgs

JEWELLERY STORES — Marae, Animal Welfare, Business Associations

OLDER WOMEN'S — Preschool, Social Services, Animal Welfare

CHILDREN'S WEAR — Tertiary Education, Preschool, Marae

LIQUOR STORES — Sports Clubs, Tertiary Education, Business Associations

GARDEN STORES — Community Clubs, Political Orgs, Business Associations

SPORTS STORES — Marae, Sports Clubs, Business Associations

HOMEWARE STORE — Arts & Culture, Social Services, Environmental

SHOES + BAGS — Marae, Tertiary Education, Environmental

OTHER STORES — Political Orgs, International Activities, Arts & Culture

*Nielsen asks respondents which stores they've visited in the past week and which charities/worthy causes they've supported in the past year. This information is then compiled into a correlation index. The relationships with the highest index results are highlighted above.

WHERE TO NEXT?

1. What are the challenges in my community impacting me, my business or my customers?

2. Who are the people in my community working to solve these issues?

3. What do these people need to deliver more impact?

4. What could I learn from these people to help me improve my business and better serve my customers?

5. What are the resources I can afford to commit to the community (time, knowledge, skills, networks)?

If you're looking for assistance in addressing these questions, please email:
peter.dixon@charities.govt.nz

References

[1] Snapshot 2010. Stories of business engagement in the social space 'Business can't succeed in societies that fail'. New Zealand Business Council for Sustainable Development, December 2010). http://www.nzbcsd.org.nz/_attachments/NZBCSD_Snapshot_2010_LR.pdf

[2] Nielsen Media Research 'Consumer Cares' module. Consumer Media Insights Survey Q4 2010 - Q4 2011 database.

[3] A snapshot of New Zealand's charitable sector: A profile of registered charities as at 28 February 2011. Charities Commission, 2011 http://www.charities.govt.nz/assets/docs/key-statistics/2011/sector.pdf

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1. Telecom UFB Web Platform & Mobile Site | 2. NZ Defence Force Campaign Site & Identity | 3. Universities New Zealand Rebrand, Art Direction & Web Design

Yasmine El Orfi

Designer/Art Director

Core Skills | Brand Development, Art Direction, User Interface Design, User Experience Design, Data Visualisation, Digital Campaigns, CSS & HTML, Illustration.

Qualifications | Llb (Victoria Uni) / Grad Dip. Visual Communication Design (Massey Uni).

Best Design Award Large Scale Identity (Bronze).

Experience:

An award winning interdisciplinary designer, art director and illustrator with a flair for strategic and lateral thinking. Yasmine works from the inside out. Yasmine has a particular interest in graphic design with social impact and is inspired by the power of digital design to connect communities and effect change.

Working across the public, private and NGO sectors, Yasmine has worked for a diverse range of clients large and small such as: *Universities New Zealand, Women's Refuge, New Zealand Foundation for the Blind, Hospice New Zealand, Telecom, Arthritis New Zealand, Plunket, Ministry of Education, Ministry of Health, Central Regional Health Schools and New Zealand Defence Force.*

Yasmine has proven ability to create meaningful concepts from scratch, developing engaging campaigns that hit their strategic target and engage their audience. Combining, strategy, concept, and design to bring brands and campaigns to life online.

Why Enspiral: *"Once I found Enspiral I realised it was the kind of organisation I never dared to wish for. The ability for inclusive cross disciplinary collaboration is unparalleled, and that is only a small part of it. It is truly an organisation you have to get to know if you want to discover its true potential."*

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1. Cancer Society CANTOBACCO Web Platform & Online Campaign| 2. SunSmart Schools Website & Campaign | 3.Institute of IT Professionals Identity| 4. DINZ Designers Institute of NZ identity

Andrew Fyfe

Designer/Photographer

Core Skills | Brand Development, Graphic Design, User interface design, Data Visualisation, Photography

Qualifications | Bachelor of Design, Visual Communications (UNITEC)

Experience:

Andrew is a visual and interface designer with 13 years experience within NZ and the UK. He worked in a number of creative agencies developing high-profile brands, websites and campaigns, before starting his own company and focusing primarily on design for education, social causes and the public sector. In 2010 he joined Enspiral, and helped found the creative team which has now grown to around 10 designers and front-end developers.

Andrew enjoys creating strong and flexible corporate identities and developing them across multiple mediums. Some of the websites and brands he has developed were for *New Zealand Trade and Enterprise, Kiwibank, UNICEF, Fletcher Aluminium, Fisher and Paykel Healthcare, New Zealand Guidelines Group, the Nest online store, the Designers Institute of NZ, the Institute of IT Professionals and Carter Holt Harvey*.

He has designed online and offline resources for *MFAT, Red Cross, Air New Zealand, NZ Rugby Football Union, Waste Management, DB Breweries, Search and Rescue, and the Co-operative Bank (PSIS).*

Why Enspiral: *"When I formed my own company I wanted to create a network of freelancers who together could take on projects bigger than anything each of us could on our own. I then discovered Enspiral who I thought was doing something similar, but quickly realised had a much greater vision. They were literally redefining the way people work, their reason for working, and the relationships between employees, partners and clients. A focus on people and their potential, rather than pure bottom line creates a work environment where people thrive. It enabled me to become more flexible, agile and cross-disciplinary in my approach."*

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1. IAG Web Platform | 2. Old Mutual Web Platform| 3. American Express Web Platform

Neva Poletti
Creative Digital/User Interface Designer

Core Skills |User interface design (UI), user centered design (UCD), website design, interactive design, mobile device design, web app design, brand application, promotional and campaign work.

Qualifications | Dip. in Computer Graphic Design, Natcoll

Digital Impact Awards Winner: Best use of digital by sector – Retail).

Experience:

An award winning designer, Neva has over 12 years international experience providing design solutions to the online environment. Having worked a majority of her career in the UK, as well as in Italy, Australia and New Zealand, she has worked for clients ranging from *American Express, British Telecom, LG and Wilkinson Sword through to Telecom New Zealand, IRD and ACC*.

In terms of process, Neva believes in a fully collaborative approach to the working method, working closely with both internal and external team members, assessing the clients requirements, conferring regularly with IA, UX and Developers to keep on top of current innovations and technology within the industry.

Neva always maintains the end user's needs at the forefront of the process.

"**Why Enspiral:** *"Enspiral is a organic network that encourages talent, stimulates ideas - expanding thinking past conventional working methods, and supports those wishing to effect change within their local or international community, to realise their ambitions and dreams. I had never expected to discover a single professional environment which provides a platform that encapsulates these aspirations."*

(1)

(2)

1. Dream Schools India Online Campaign | 2. Green Light Co. Identity

Dan Pemberton

Designer/Art Director

Core Skills | Brand Development, Graphic Design, Photography, Online Fundraising

Qualifications | Bachelor of Design, Graphic Design (1st Class Honours)

Best Design Award | Small Scale Identity (Bronze)

Best Design Award | Student (Bronze)

Experience:

A creative thinker and passionate problem-solver, Danny prides himself on an exceptional work ethic, taking satisfaction in the successful completion of objectives and delivery to clients. A talented communicator both visually and verbally, Danny recently contributed articles for Fairfax newspapers while travelling. Broad experience in the creative industry has taught him to respond effectively to a brief and to manage relationships with clients.

Danny boasts a versatile professional skill-set, as evidenced by the creation, management and promotion of a campaign to raise funds for an orphanage in India during a recent trip abroad. Requirements, conferring regularly with IA, UX and Developers to keep on top of current innovations and technology within the industry.

"Why Enspiral: *"Where do I start? Flexibility, scope, energy and passion... when I look at Enspiral, I see the future. It's as simple as that."*

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1. Immunise | 2 AED Web Platform| 3. Asian Language Retention

Nandini Nair

Designer

CMy role consists of: Graphic Design - print and web, Data Visualisation, Motiongraphics

Qualifications | Bachelor of Design, Graphic Design (Hons)

Best Design Award 2011 Student Graphic and Interactive Design (Bronze).

Experience:

Nandini is a recent design graduate and designer generalist who enjoys working in collaborative teams on creatively and conceptually challenging projects. She has gained experience working on a variety of academic, commercial and pro bono work in large and small creative teams of designers and developers. Some of the projects she has worked on are Centre for Farm Business Management (OneFarm - naming, brand, website strategy), Infographic for the Charities Commission, AED Locations app and Asian Language Retention statistics booklet.

Good typography, design research and clean functional design are core execution of her design. Nandini also has an interest in exploring design thinking to create social change.

"Why Enspiral: *""While studying at university I developed an interest in design for social change. I discovered Enspiral while volunteering as a designer for a not-for-profit. As a recent graduate looking to enter the workforce, Enspiral was on the top of my list because of its ethos to do good in the community. It has given me a platform to grow with multidisciplinary collaborations and the flexibility of freelance projects. I'm excited about the future of Enspiral."*

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1. GoalPost Social Media Web App | 2 Powerswitch Web Platform| 3. Show Gizmo Ipad App

Kelly Cheeseman

Interaction Designer

My role consists of: UI/UX, Design, HTML,CSS, HAML, SASS, Refinery, CMS, Wordpress, & working with start-ups to generate concepts and wireframes

Qualifications | Bachelor of Design, Digital Media Design (1st Class Honours)

Experience:

Kelly has the fantastic combination of both design and development skills. She is usually contracted to do front-end development for Ruby on Rails projects. She works mainly with HTML, CSS (or the equivalent HAML, SASS) and has experience with a range of Content Management Systems.

On the design side Kelly graduated with First Class Honours in Digital Media Design. She loves to think about user interaction and how goals are completed on a site. She works closely with clients to figure out the key goals and metrics and how to design a flow to make the site as user friendly as possible.

In 2011 Kelly was employed by Victoria University of Wellington to run and Lecture the 12 week paper DSDN206 Identity and the Internet. The course introduced students into the fundamentals of web design, web development, online identity and social media.

Kelly is a certified Agile Scrum Master and have been working in the Agile development environment using test-driven development processes and continuous integration development processes.

*"***Why Enspiral:** *""Enspiral shows that if you give employees freedom, choice, responsibility, inspiration, support and a place to connect - great things can happen. I am constantly amazed and inspired by the projects and conversations I get to be part of."*

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Chris Toynbee

Developer

Core Skills: PHP, MySQL, Ruby(on Rails), HTML, CSS, Content management systems, Linux.

Qualifications: Degree in Computer Science University of Kent

Samson Ootoowak

Developer

Core Skills: System Administration, Ruby on Rails, Javascript, HTML5, CSS3, HAML, SASS, Project Lead.

Qualifications: Degree in Computer Science specializing in Artificial Intelligence

Allan Anderson

Front End Developer

Core Skills: Language: PHP, MySQL, HTML, XHTML, CSS, Flash and Action Script 3, Java Script (jQuery, Ajax). Frameworks: Kohana 3, Codeignitor, Basic Home Brew CMS: Drupal, Silverstripe, Wordpress

Qualifications: Natcoll - Diploma in Web Development - Level 6

Jamie Mac Donald

Developer/Designer

Core Skills: HTML, CSS, User Interface Design, Making meaningful software.

Recommendation: "I have worked with Jamie in his roles as a creative director and designer on projects including company branding, websites and mobile interfaces. When I require professional design work done, on time and within budget, Jamie is my first choice."

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Stephen Olsen
Senior Technical writer

Core Skills: Web writing and content development and all aspects of publication and editorial management (including copy writing, copy editing, proofreading, establishing blogs and social media expertise).

Qualifications | Cert Journalism (Wellington Polytech.), Cert NZ Library Studies (Wellington College of Education), BA and Master of NZ Studies (Victoria University of Wellington)

Alex Staines
Technical writer

Core Skills: Web writing, content development, and all aspects of publication and editorial management (including copy writing, copy editing, proof-reading, establishing blogs and social media experience).

Qualifications | BA (University of Auckland), MA(Appl) in Environmental Studies (Victoria University of Wellington)

Kara-Leah Grant
Senior writer and web editor

Core Skills: Web writing and publication (using Wordpress), content development,editing, and all aspects of publication and editorial management (including copywriting, copy editing, proof-reading, blogs, e-newsletters and social media expertise).

Qualifications | Cert. Journalism (AUT)

Testimonials

"Not only did Enspiral redesign the front end of our website and user experience, but they're wonderful people to work with as well.

The Enspiral team really understood not only what we were aiming to achieve as a website, but where we were as a business as well. They're really supportive of start ups, and social enterprises.

Since our website relaunched we've had over a quarter of a million dollars pledged to the creative industry - and that's increasing week on week. "

Anna Guenether CCO of PledgeMe

"Enspiral has a very open strategy when it comes to their company with a social conscience which is very attractive. The way Enspiral wants to open up company structures seems very synonymous with the web and I see lots of parallels to what the internet has done for knowledge and communication."

Ezra Keddel of Passionfruit online media

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