



# PORTFOLIO

GRAPHIC DESIGNER BASED IN LONDON  
COMMUNICATIONS AND MARKETING BACKGROUND  
PRINT AND DIGITAL



[sonialahcene.com](http://sonialahcene.com)



[contact@sonialahcene.com](mailto:contact@sonialahcene.com)

# HELLO,

I am a Graphic Designer who loves solving problems visually. I have worked for Communications departments in various fields such as Creatives, Luxury and Telecommunications industries where I developed both strategic and graphic skills to create the best online and offline communications supports and graphic material.

My portfolio showcases some of the work I have done for the past 5 years. It includes illustrations, print and digital work.

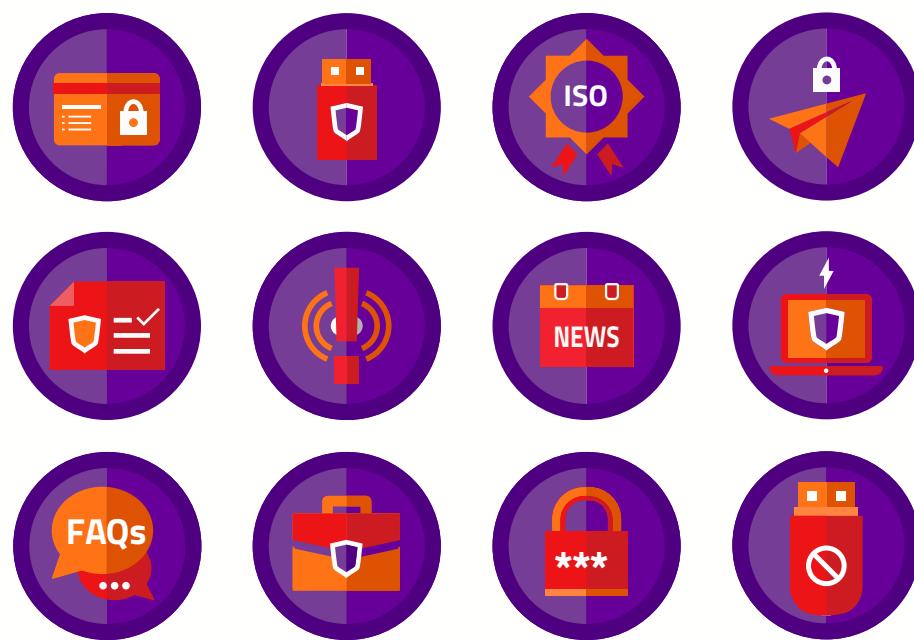
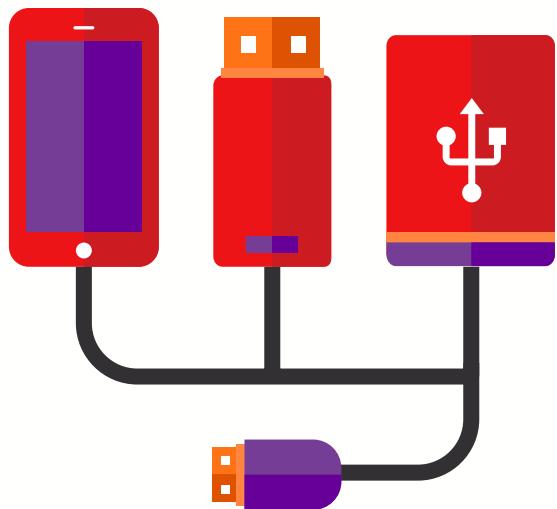
Please do not hesitate to get in touch with me if you are interested in my design. You will find my contact information in this booklet.

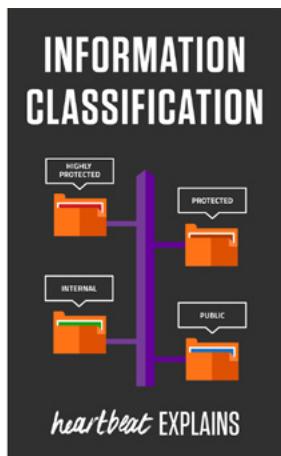
To find out more, please visit my website: [sonialahcene.com](http://sonialahcene.com)

Thanks  
Sonia



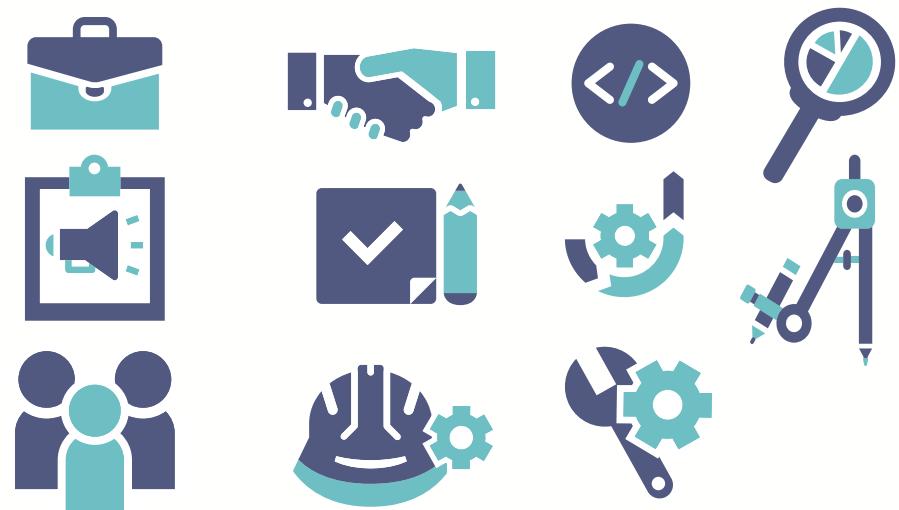
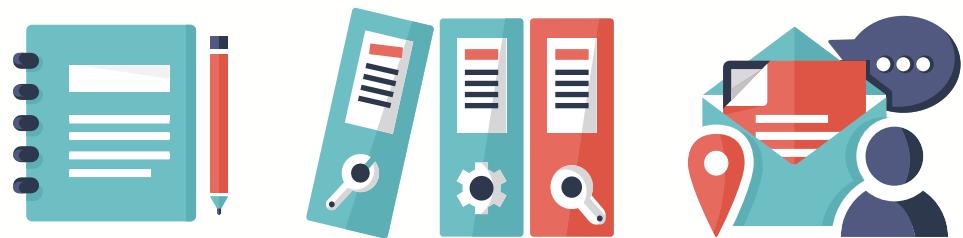
Security Awareness project: design and development (HTML, CSS, ) of an intranet (Google Site) for Ladbrokes. Visual identity of the project, design of assets, icons, email templates, merchandising...



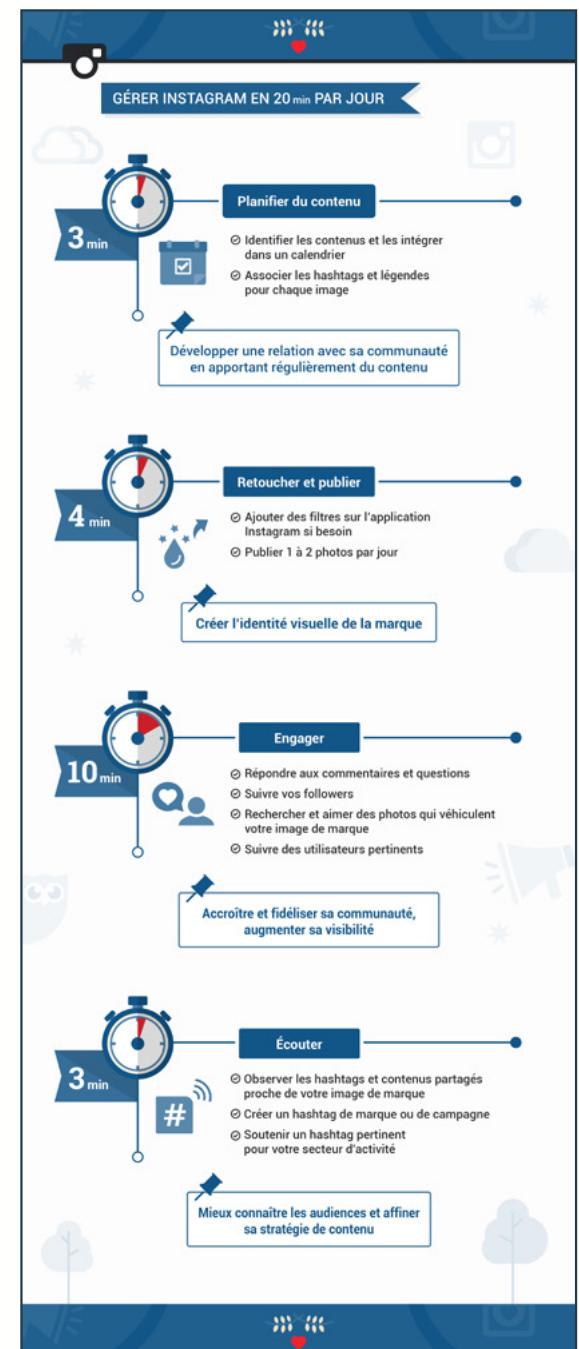
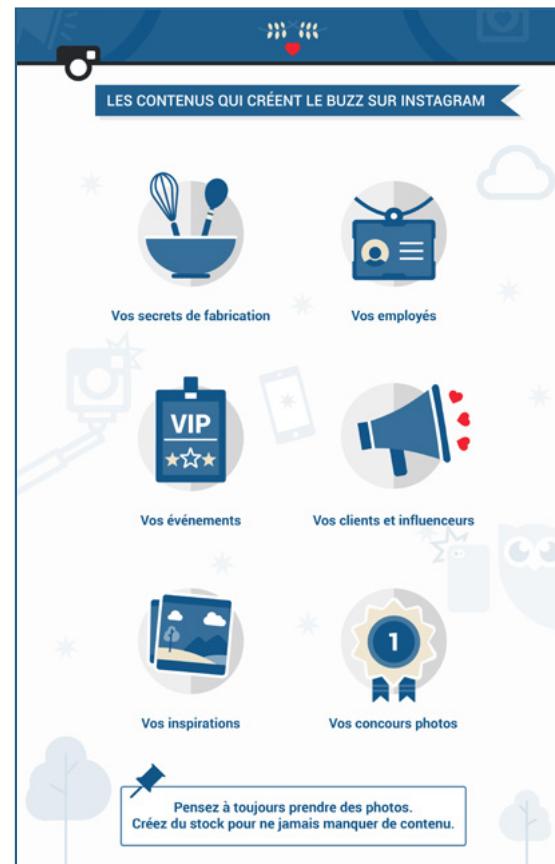
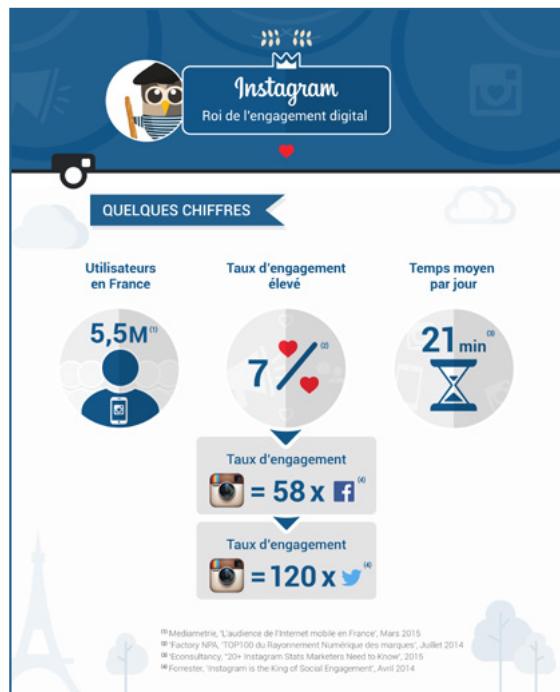




Ladbrokes' Enterprise Architecture intranet: design and development (HTML, CSS, ) of an intranet (Google Site).



## Infographic for Hootsuite



Labels and branding for a craft ale



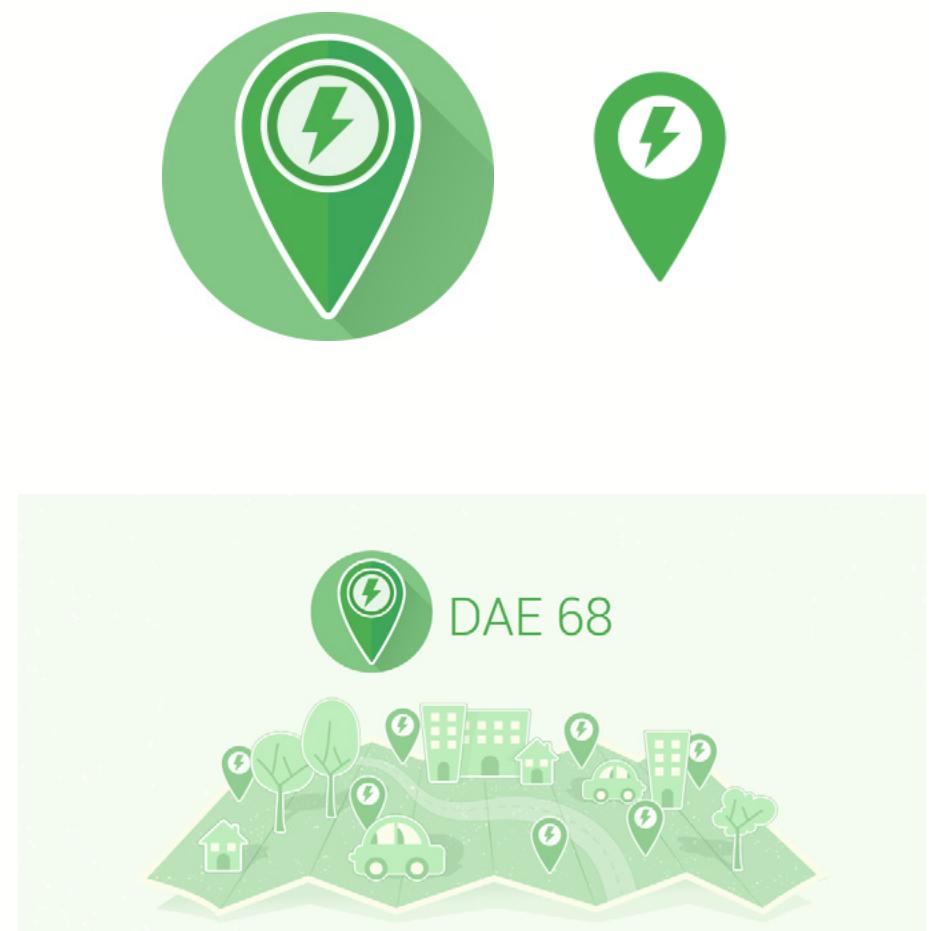
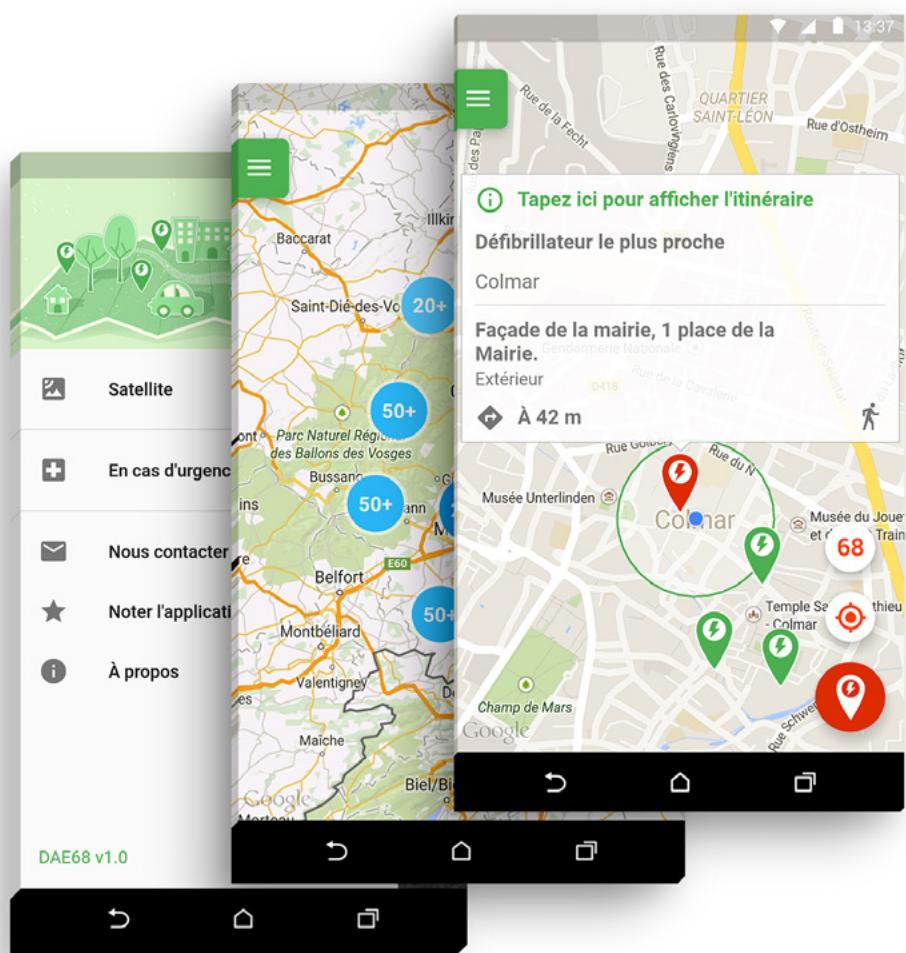


Design and development of Orange Labs UK intranet.  
Wordpress based. HTML, CSS, design of assets and  
content management

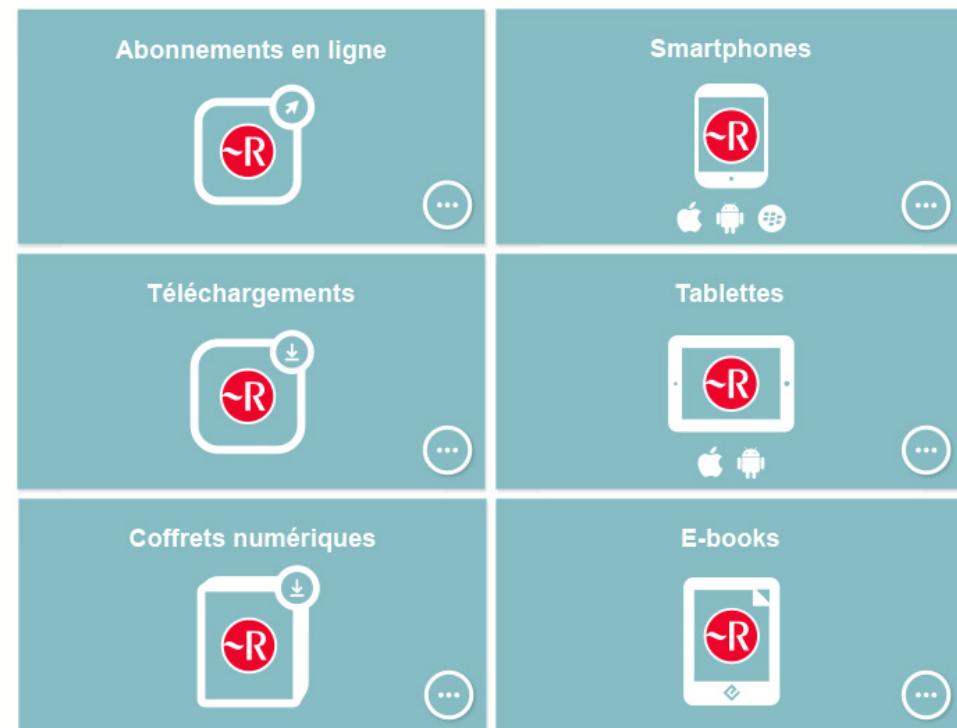
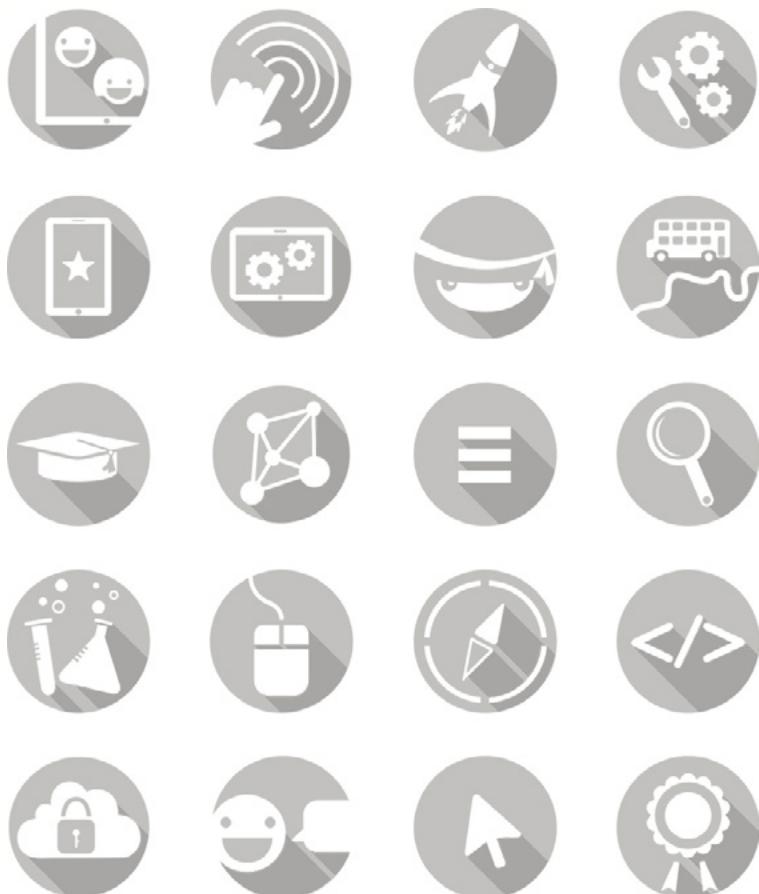
Variation of Orange Labs UK mascot for their intranet



UI of an Android application. Based on Google Material Design guidelines  
(soon to be released)



Set of icons used on Orange Labs UK website  
[labs.orange.com/uk](http://labs.orange.com/uk)



Set of icons used on Le Robert e-store  
 (French publisher of dictionaries)  
[lerobert.com/dictionnaires-numeriques.html](http://lerobert.com/dictionnaires-numeriques.html)

I worked on the rebranding of the innovation lab Orange Labs UK (Innovation Labs based in London). This included working on visual assets for the lab for both offline and online communications (internet and intranet sites) and on merchandising for events. Being part of the communications team, I was involved in every step of the rebranding project from conception to design.

### Design of a company mascot used on various communication supports



## Data visualisation: infographic to illustrate the results of a survey

Computers

45% > 34 %



The percentage of people who said their **home computer was better than their work computer**.

Tablets

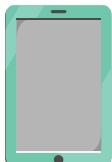
4x



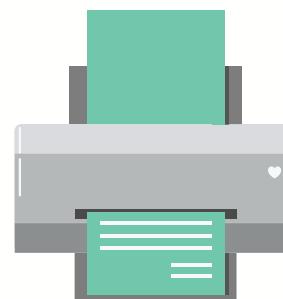
The multiple of people who said **their home tablet computer was better than the one work gives them** to use (50% vs 11%).

Mobile Devices

59%



The percentage of people who said **their personal mobile phone was better than the one work gave them** to use. Just 11% said that their work phone was better.



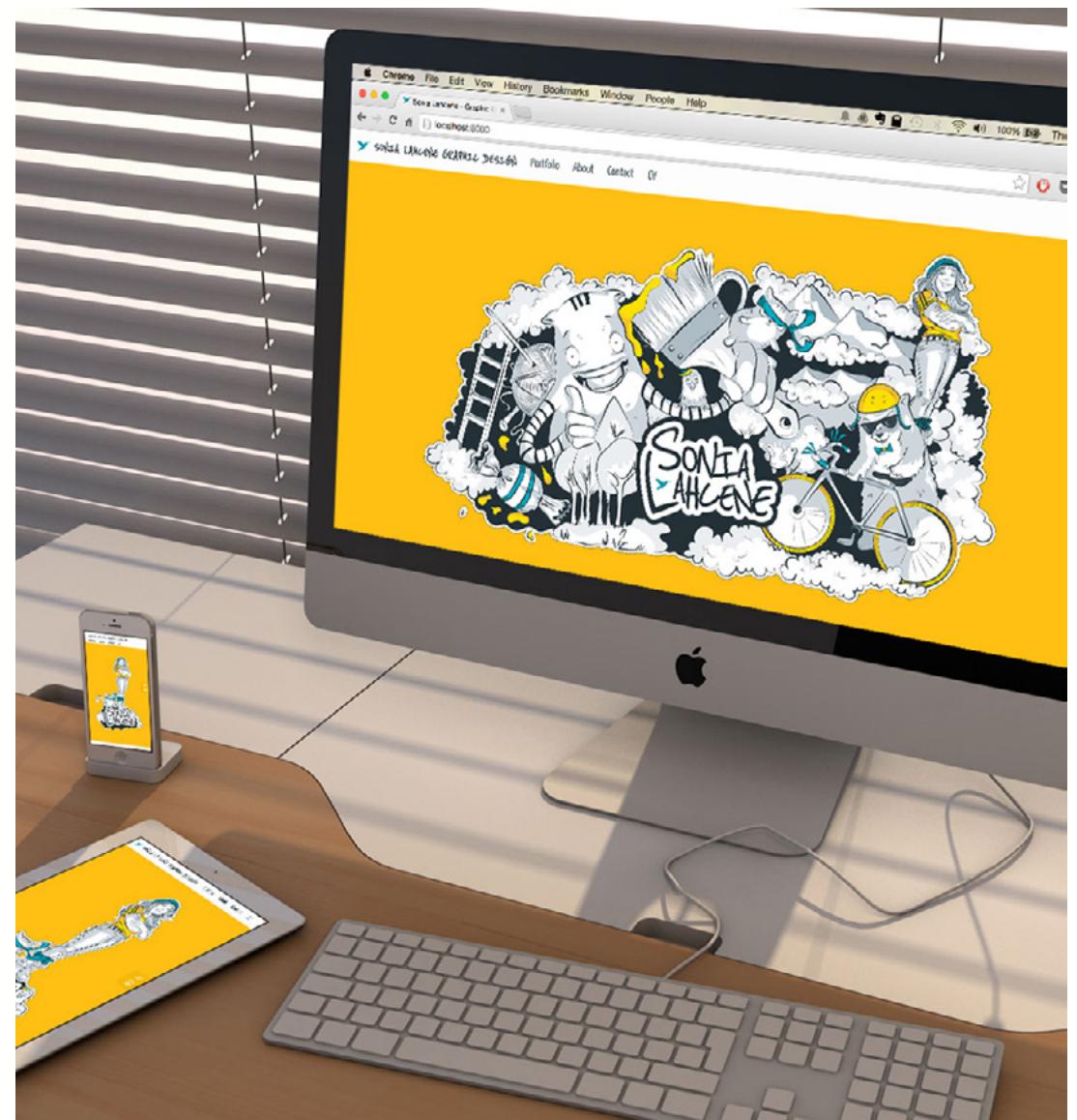
Printers

1

Of all the technologies we asked our 1000+ office workers about, **only one piece of kit came out as being better in the workplace rather than the home** ... the humble printer.

63% of respondents said their office printer was better than the one they had at home. Only 20% said it was the other way around.

Conception and design of my own website  
Wireframes, HTML, CSS, design of assets and content management



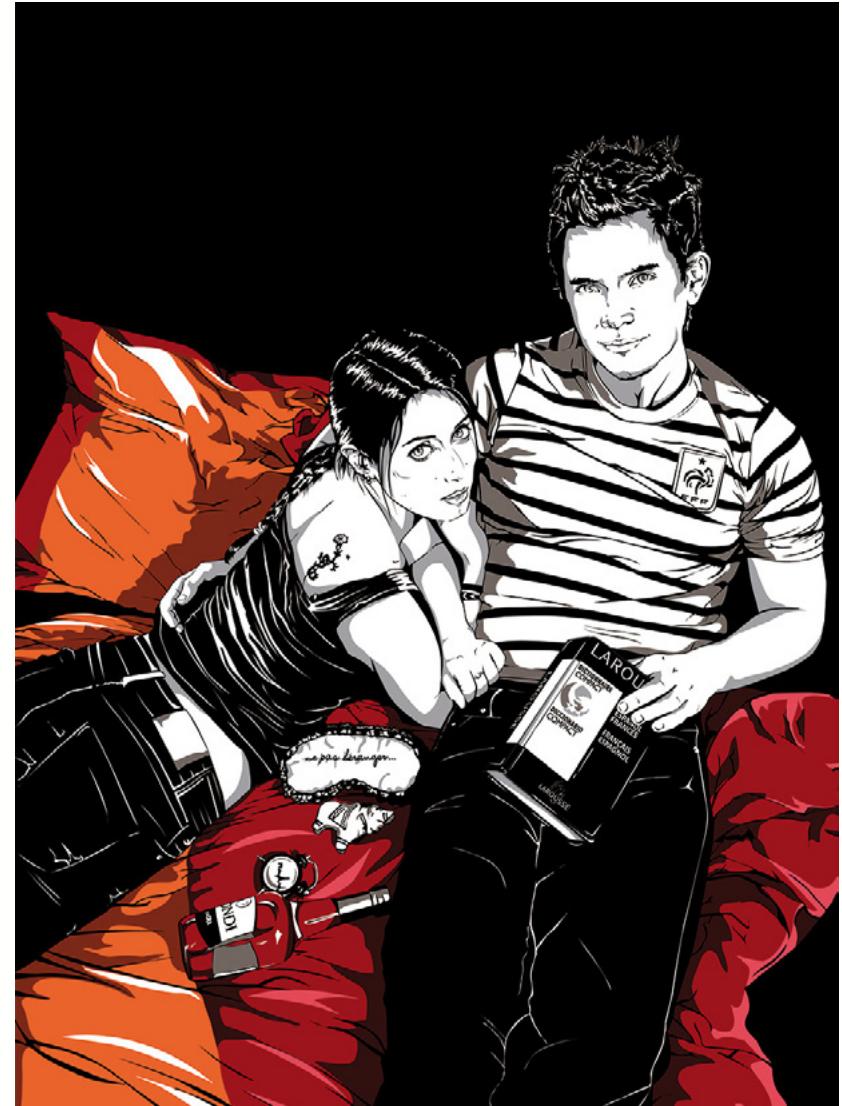
BRANDING

UI/DIGITAL ASSETS

ILLUSTRATIONS

COMMUNICATIONS & EVENTS

The following illustrations are a mix of personal work and private orders. See more on my website [sonialahcene.com](http://sonialahcene.com)

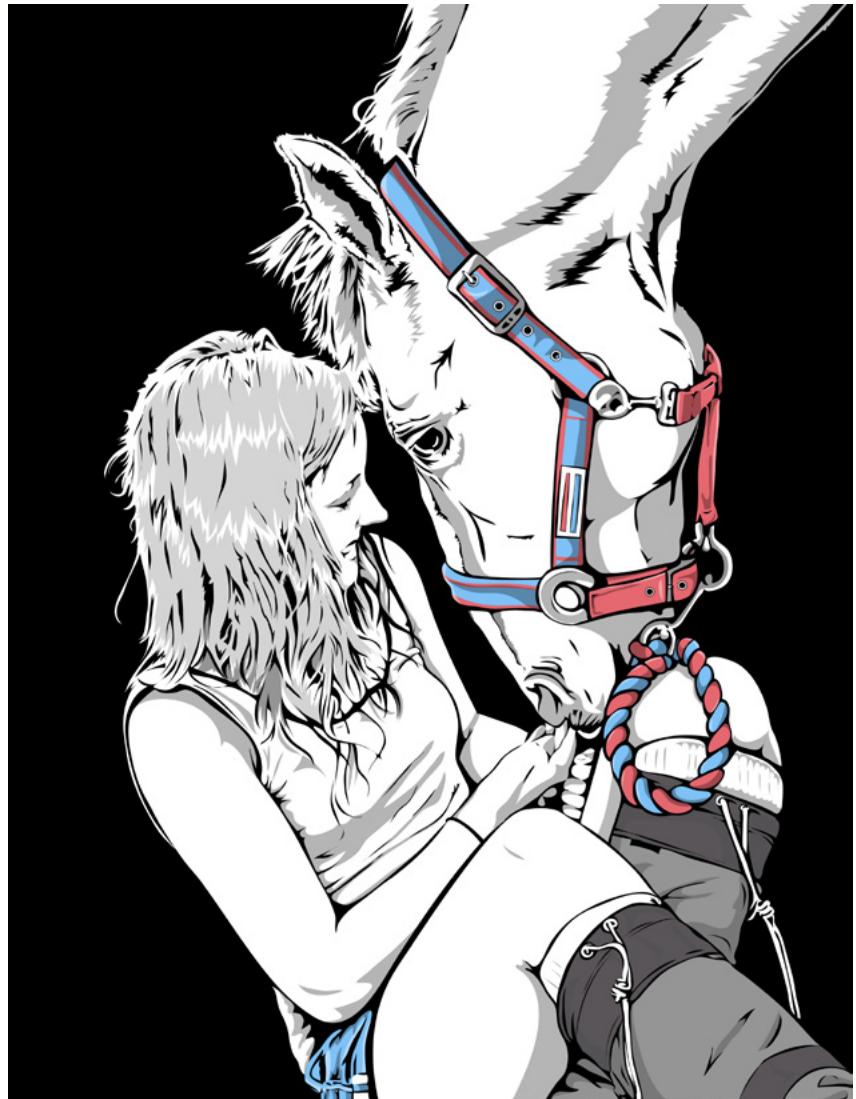


BRANDING

UI/DIGITAL ASSETS

ILLUSTRATIONS

COMMUNICATIONS & EVENTS



BRANDING

UI/DIGITAL ASSETS

ILLUSTRATIONS

COMMUNICATIONS & EVENTS



NIBH EUISMOD  
TINCIDUNT UT LAOREET  
DOLORE MAGNA



*'Nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat'*

**S**ince the industrial revolution began over 250 years ago, employees have been used to a working world where the technology in their offices far outstrip the kit in their homes.

In fact, up until 40 years ago the only piece of technology that was likely to be more advanced in your home compared to your office was the toaster.

The rampant advance of technological consumerism has changed that – and many businesses are struggling to adapt to this shift in their employee's technical knowledge, enthusiasm, power and independence. Quite simply, the "techspecations" of today's employee is often far more advanced than the equipment and service an employer can give them. In today's world of instant access to hi-tech, great-value technology, an employee that finds themselves blocked in doing

their job will often find a way around the problem and sort it out for themselves, leading to a lack of central control and security concerns for employers.

Pity the poor IT departments who, having spent millions on the latest software or service, now get by-passed by employees who can find a quicker, cheaper and more effective way to get the job done.

**AS YOU WILL SEE, THIS IS BORNE OUT IN OUR 2014 TECHSPECATIONS STUDY.**

As part of the study, we contacted over 1,000 office workers to ask them about their experiences with technology in the workplace and in their homes. The results show the growing technological divide between UK businesses and their employees.

Mobiles, tablets, computers, broadband, wifi – the majority of our respondents said all are better in the home rather than at work.

And it means that UK productivity is being hit and individuals are getting more and more frustrated, leading to a growing resentment between employee and employer. In one of our more startling results, 47% of people said they would consider moving job because the tech in their workplace was so poor.

But it doesn't have to be this way...

Companies should be embracing quicker, simpler, more efficient and better-value ways of mobilizing their employees and harnessing their people's technological ambition.

Those companies that do, see amazing results. Better productivity. Happier employees. Huge efficiencies. Positive revenue shifts.

Cisco estimate that a comprehensive Bring Your Own Device (BYOD) programme alone would save a business as much as £2500 per employee per year. In a business of 15,000 employees, that's a saving of almost £ 40million – and that's

before calculating the significant savings that could be made from other home and personal technology solutions.

But this goes well beyond BYOD. This is about mobilization – not just mobile phones.

**IT'S ABOUT USING THE POWER OF TECHNOLOGY TO LIBERATE A WORKFORCE AND REAP THE REWARDS.**

A company like KPMG are a great example of how to embrace mobilization. They're clear on the benefits mobilization can bring to them – the ability for their on-the-road workforce to keep track and update activities in real-time, mirroring their sales process and enabling them to deliver faster revenue forecasting.

They're meeting their employees techspecations because the investment the business has made in technology via a complex – but easy to use – app is something that an individual simply can't create, but benefits from hugely.

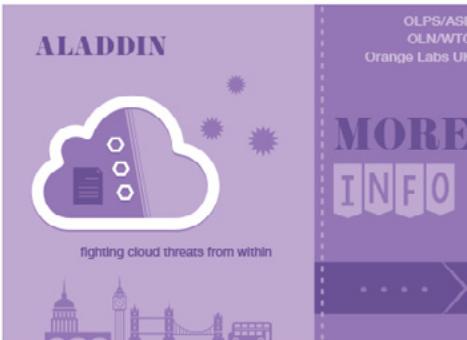
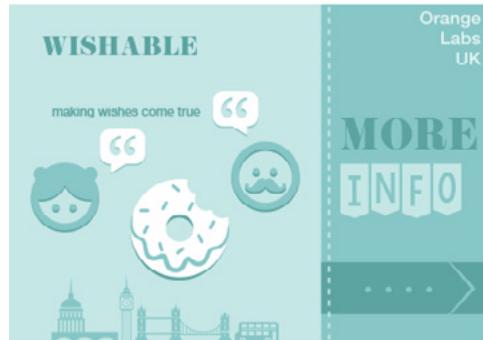
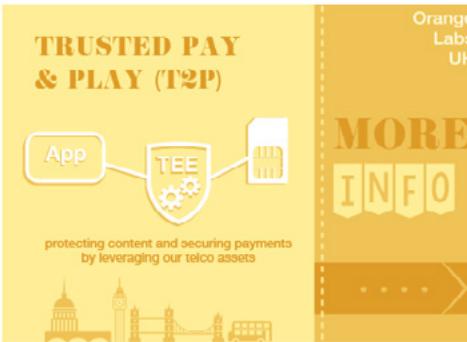
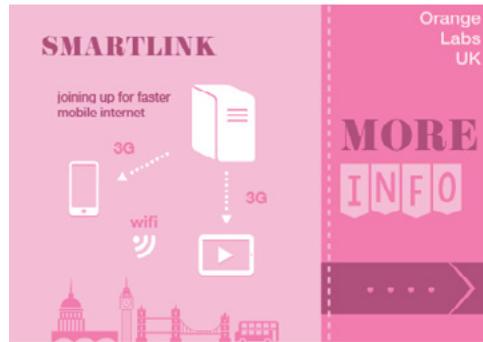
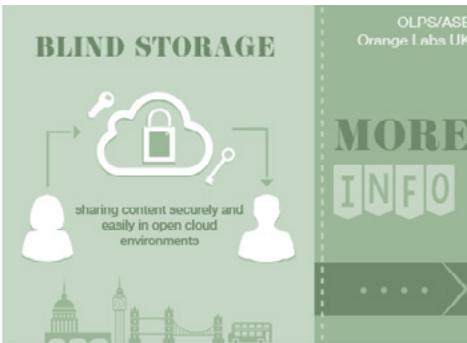
Workers are another band who... technology to deliver a better employee and customer experience. We're helping them take their key internal agency to a screen in an office, laptop or in the floor of every store. That means the employers now have live, dynamic links to their systems enabling them to interact with their customers better.

And Kantar – the second largest market research company in the world – is another great example of a mobile business that's looking to exceed its employees' techspecations. They have 28,000 employees in over 100 countries. They define their big challenge as "knowing what they know" – in other words, how they keep up with the millions of pieces of research that their teams are producing across the world [..]

JOHN ANDERSON  
DECEMBER 2014

## Proposal for a company's survey report

## Set of cards used as communication materials for an event



Event merchandising: Orange Labs UK corporate event





LET'S GET IN TOUCH



[contact@sonialahcene.com](mailto:contact@sonialahcene.com)



+44 (0)7977 693 635



[sonialahcene.com](http://sonialahcene.com)



[uk.linkedin.com/in/sonialahcene](https://uk.linkedin.com/in/sonialahcene)



[behance.net/sonialahcene](https://behance.net/sonialahcene)

