

Hello there!

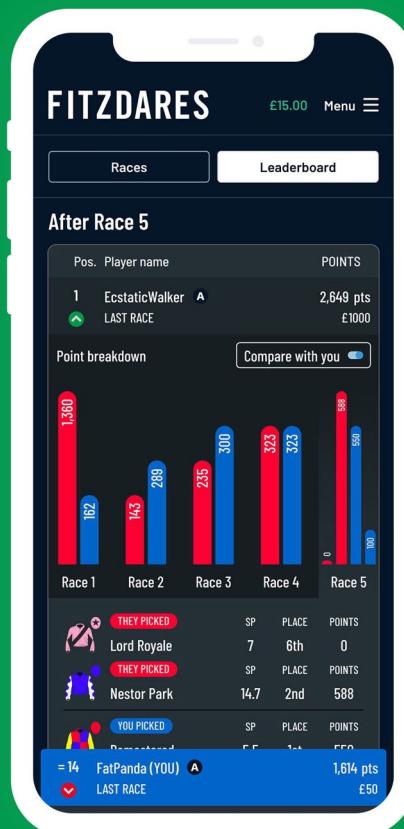
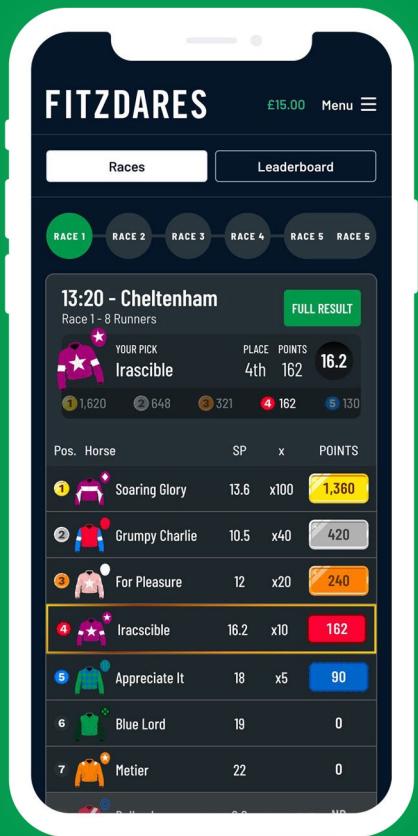
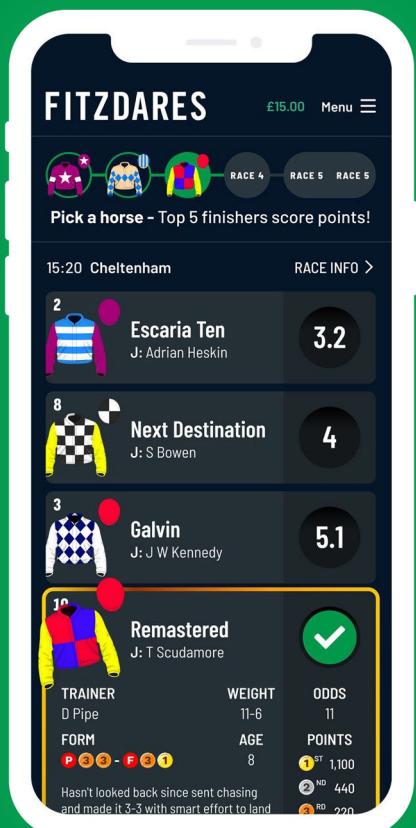
I'm Marc, a multi disciplined & creative designer based in London. Over the past 16+ years I have honed my skills in crafting thoughtful designs with a keen eye for detail, catering to the needs of both start-ups and established corporations.

Here are some examples of my work over the years, if you want to see more in detail lets chat!

MARC PARTRIDGE



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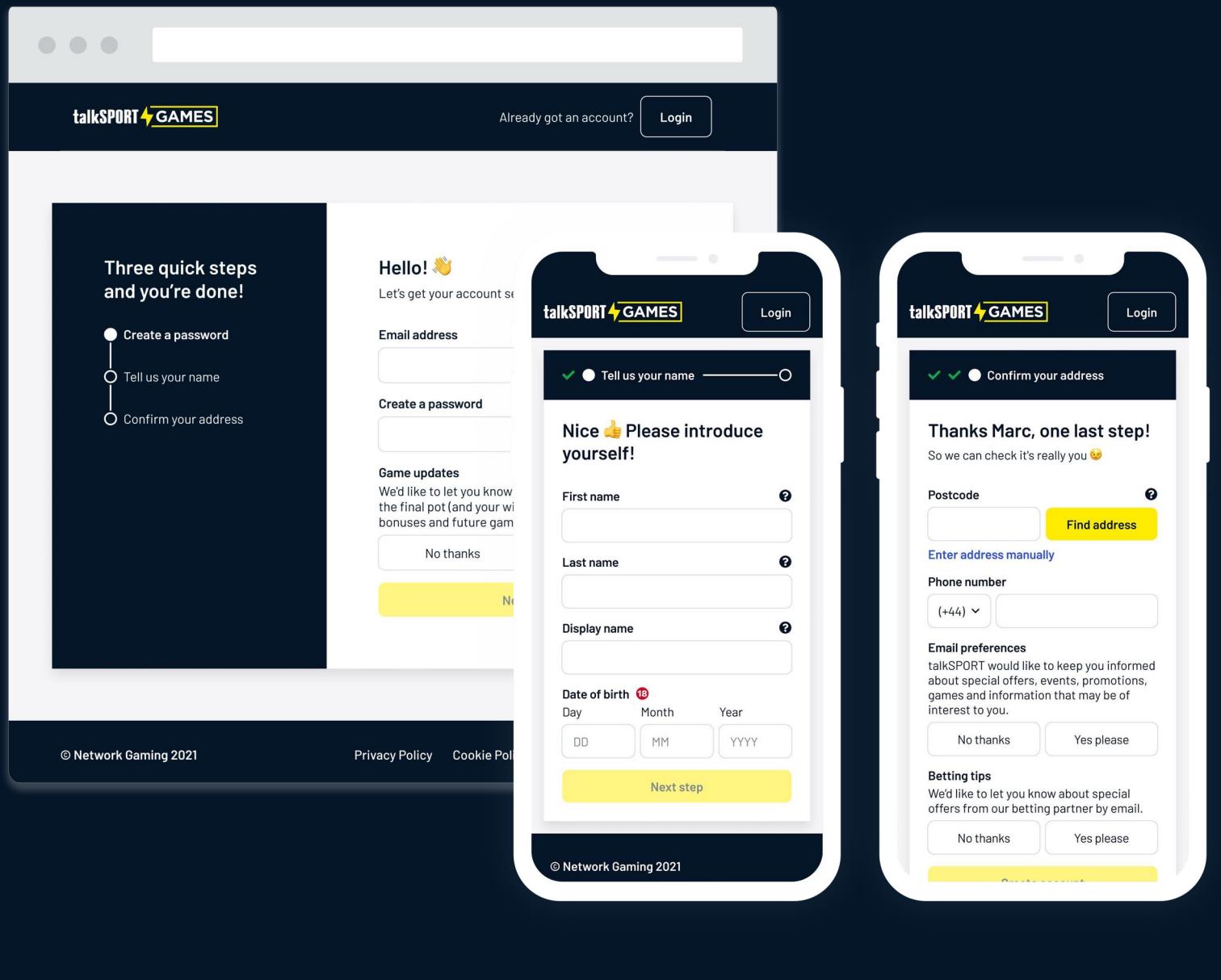
Fantasy Racing Fitzdares

Developing UI/UX designs for a groundbreaking fantasy horse racing game that revolutionises horse betting. Players engage in competitive gameplay on a leaderboard, earning points based on the performance of horses that finish in the top 5.

While introducing a novel concept to the horse racing community, the aim is to maintain a sense of familiarity for those already familiar with the sport.

Product Design • UI • UX •
Prototyping • Testing • Game Design

Prototype type available on request.



Sign-up Journey talkSPORT

I completely redesigned the user journey for the customer sign-up process. Initially, there was a single page with numerous form fields, leading to many users failing at the KYC stage and getting stuck in a loop. I addressed this issue by breaking down the journey into stages, removing unnecessary fields, and implementing a system to contact users who didn't complete the sign-up process.

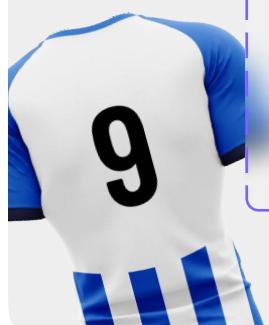
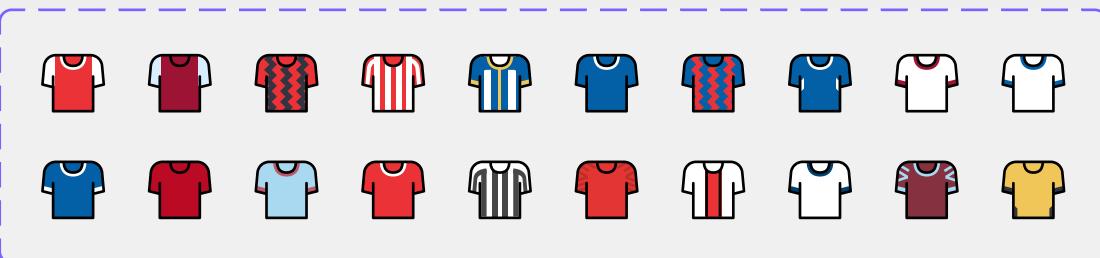
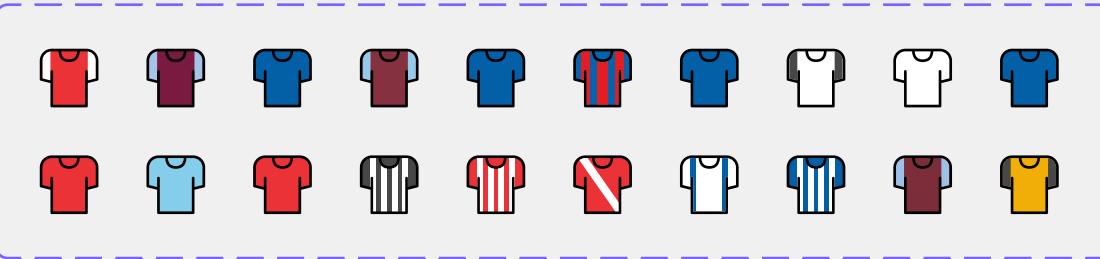
Product Design • Wire framing • UI • UX • Prototyping • Design System

Asset Design

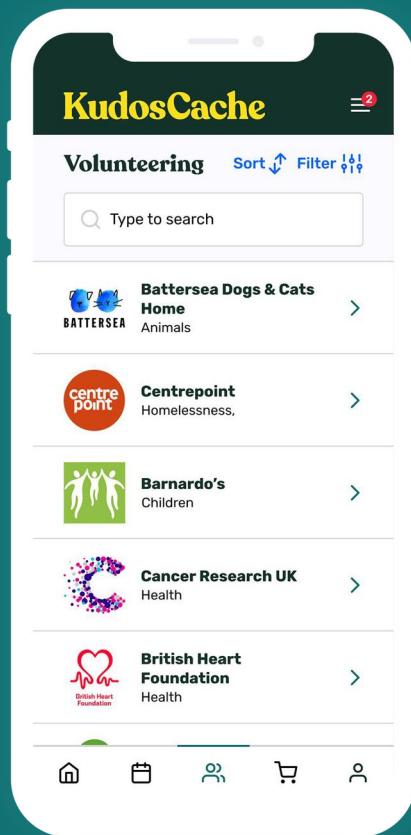
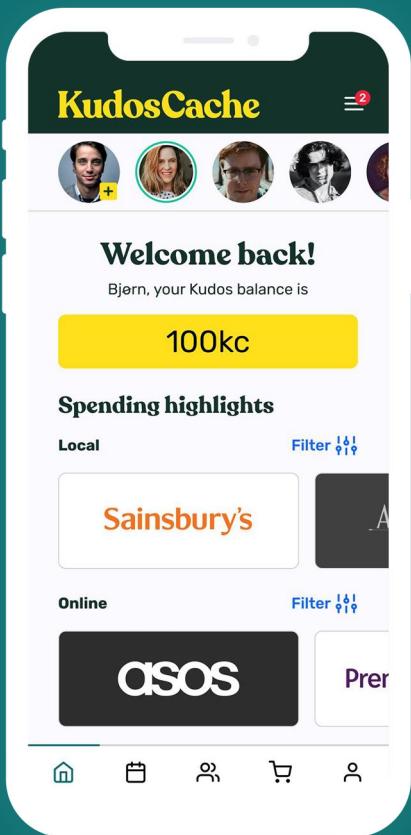
Network Gaming

These 24px icons depict the English Premier League teams from the past four seasons. Each season, as teams update their kits, I have the opportunity to delve into creating pixel versions of their kits for NG's fantasy sports games.

Lately, I've been designing games that feature more realistic jerseys, which I've crafted for leagues such as the English Premier League, NFL, NBA, and NHL.



Graphic Design • Icon Design • UI • Design System



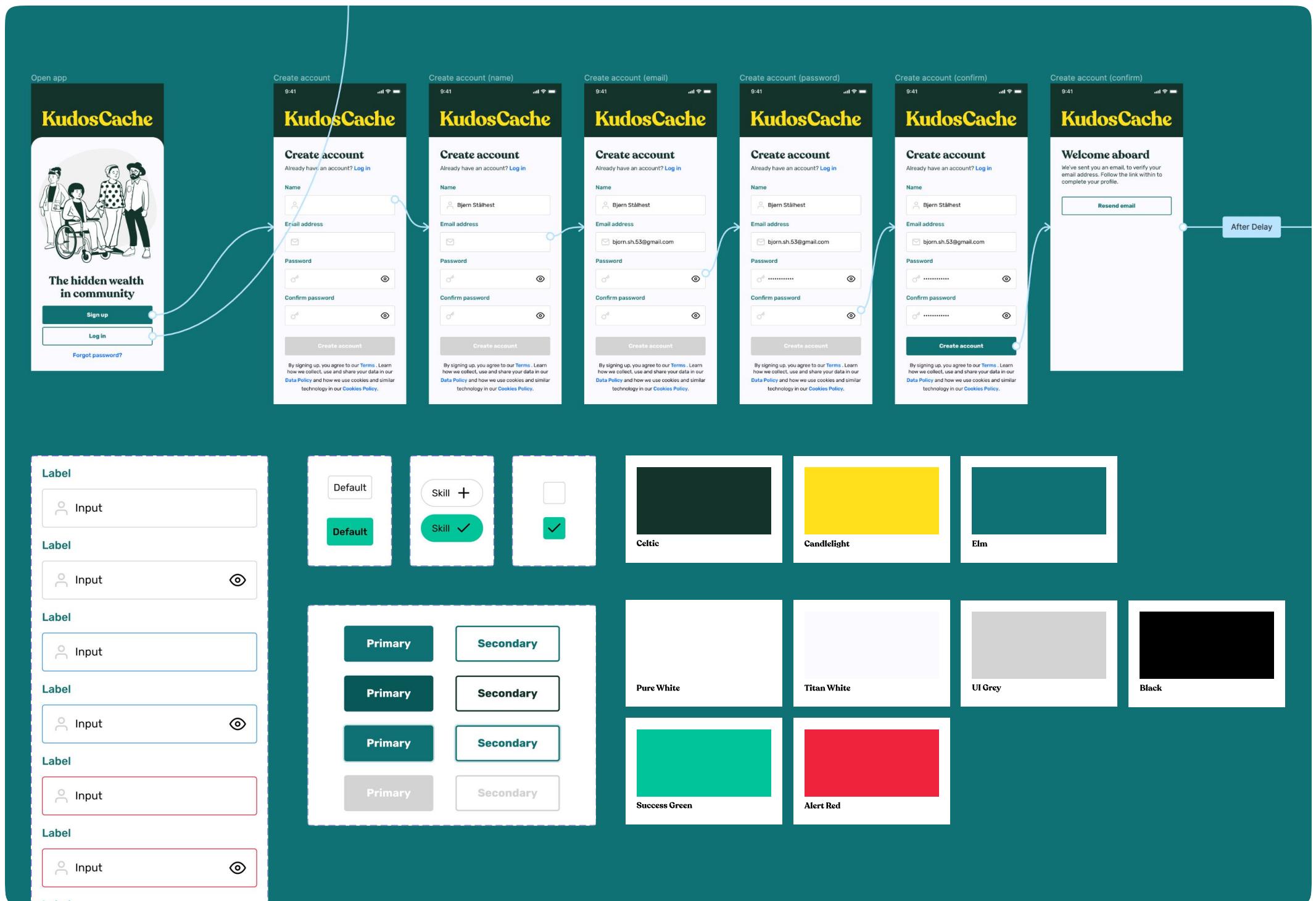
Community App KudosCache

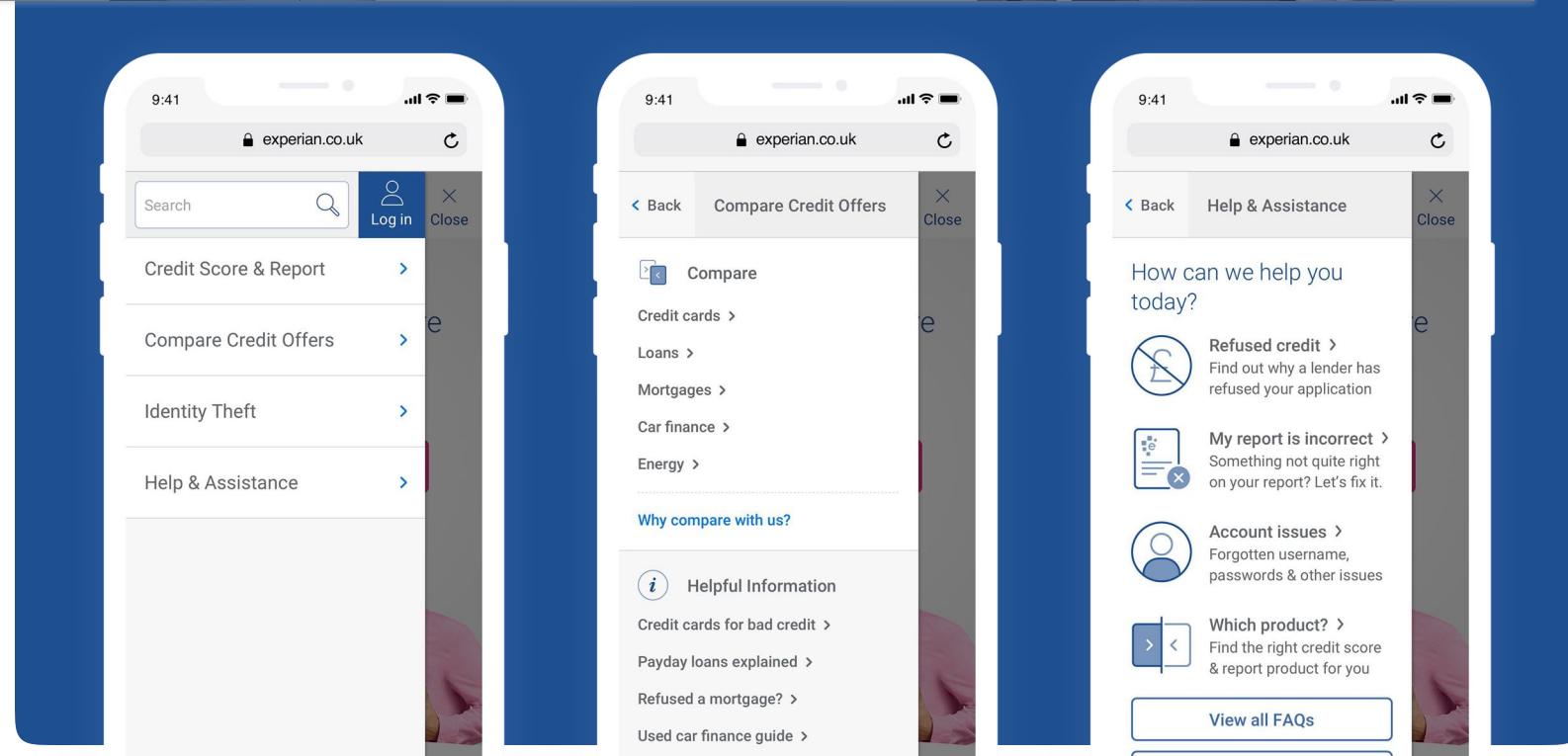
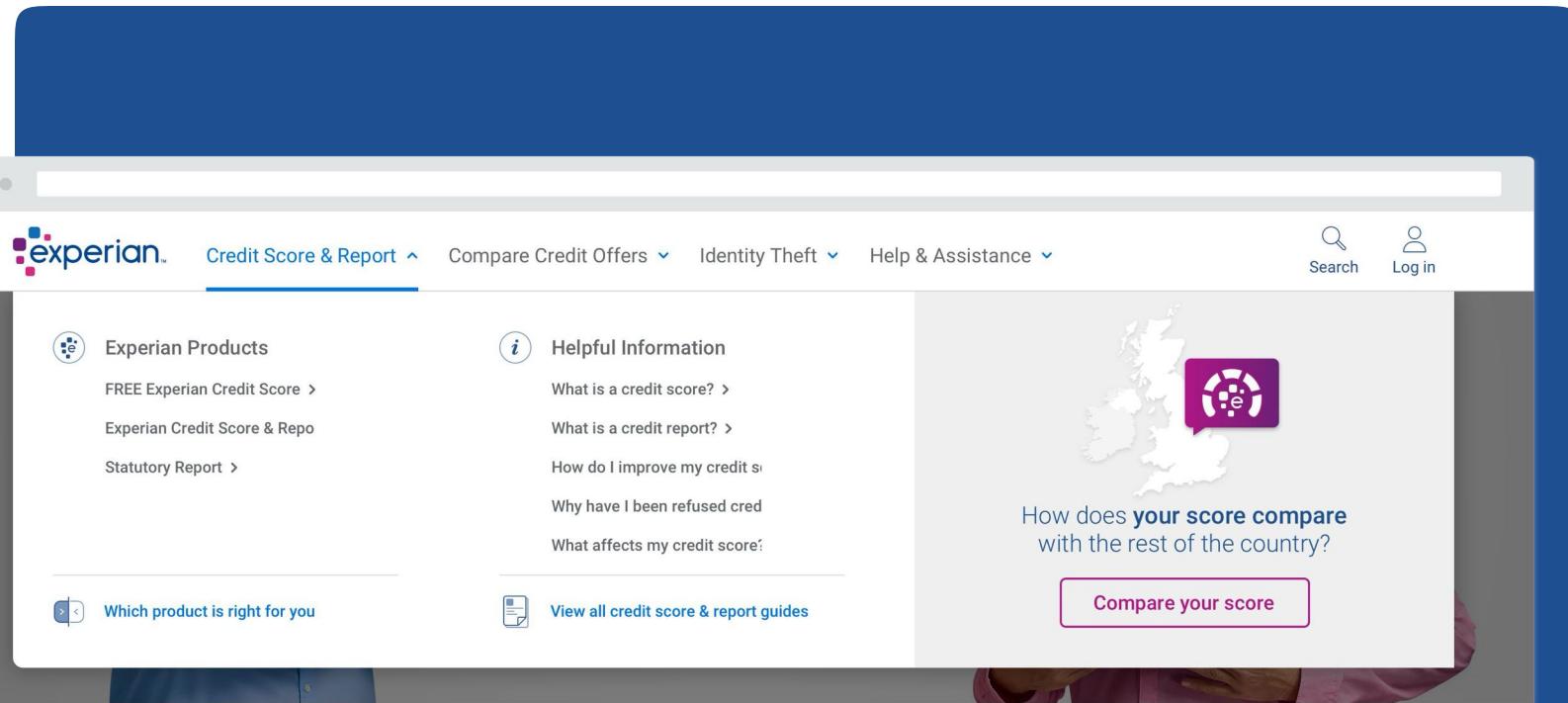
I undertook a freelance project to design and prototype for the startup company KudosCache, which aims to connect charities with individuals willing to share their skills and expertise for causes they care about.

I've been working on developing the brand and design system to support this startup's launch, including creating a working prototype for investment pitches.

Product • UI • UX • Prototyping •
Design System • Branding

Prototype type available on request.





Navigation Experian

I completely redesigned the navigation of Experian.co.uk after updating the site architecture to enhance its usability on both desktop and mobile platforms. The process involved card sorting and tree testing, which heavily influenced the labelling and layout decisions.

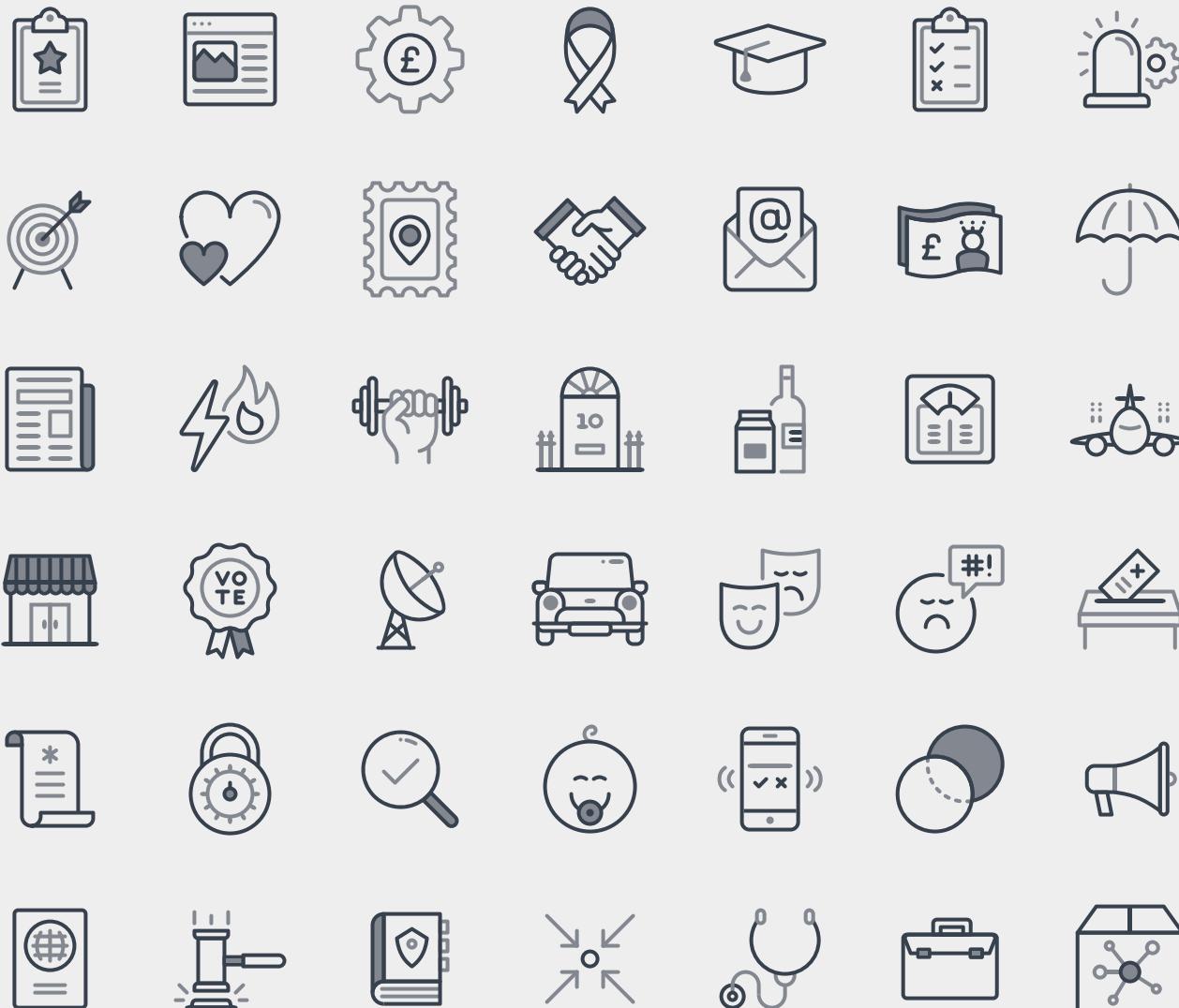
Additionally, I integrated a promotional area to seamlessly highlight current campaigns to users without occupying prime space above the fold. I also crafted a set of icons to support the sub-navigation.

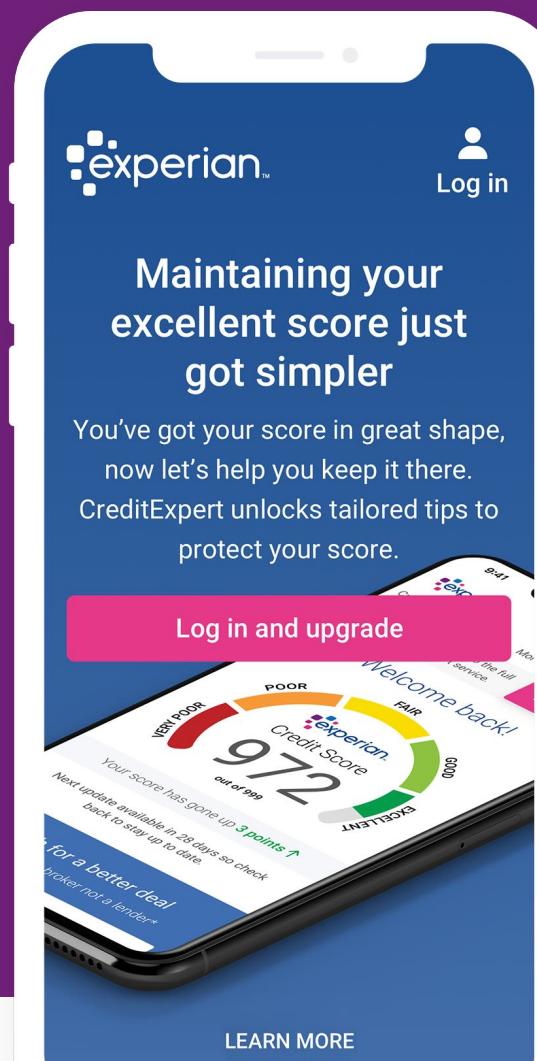
Wire framing • Graphic Design • UI • UX • Testing

Icon Design Experian

I designed a set of icons for Experian.co.uk, covering various topics including automotive, education, insurance, lifestyle, politics, travel, and utilities. Each icon was meticulously crafted on a 64px grid with a 2px stroke, ensuring a pixel-perfect appearance.

Additionally, I included a few Easter eggs tailored for the UK market, such as Nº 10 Downing Street, The Queen on banknotes, and my favourite car, the Mini Cooper.





Landing Page Experian

I designed a PPC landing page aimed at engaging our free and prospective customers, informing them about the advantages of upgrading to a premium account. This landing page played a pivotal role in the launch of our new product feature, 'Credit Score Builder.'

Utilising cookies, the page dynamically changed its copy and images based on the information we already had about the customer. Additionally, I crafted another set of icons specifically for this page.

Landing Page • Graphic Design • UI • UX • Icon Design



We're almost there!

Please read out the following one time code to your helpdesk agent to complete your online authentication.

One time code

657837

Didn't request this? Please contact us!

If you did not initiate this process please contact the Experian Helpdesk on 0344 481 8192, between 8am and 10pm Monday to Friday and 8am and 5pm Saturdays and Sundays (excluding public holidays).

Kind regards,
The Experian Team



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Login

Karun Comar 12/01/2021

We're updating our Privacy Policy

We're making some changes to our privacy policy to make it clearer, more comprehensive and easier to understand.

These changes will be effective from the **20th February 2021**, so please have a read through them before this date to make sure that you are happy with the changes.

We have not removed any of your rights or protections that you had when you signed up and those that you get by law still apply.

The key changes are:

Marketing 20/02/21

We have updated our privacy policy to more clearly describe how we use your data for marketing, whether that be when we're sending you marketing communications by email, advertising to you on Google, Facebook and other sites, working with sites such as TopCashback

Email Design Experian

I designed a set of emails affectionately dubbed 'Project Frank.' Following a slight refresh of the main Experian Consumer site, I updated a suite of emails to ensure consistency in look and feel. These emails were crafted around their own design system, featuring shared components like headers and footers. However, each email had a distinct feel depending on its function—whether it was a service notification, onboarding message, or newsletter. Moreover, I ensured that each email was optimised for both desktop and mobile platforms.

Email Design • Graphic Design • UI • Design System • HTML Email

Email Design

Experian

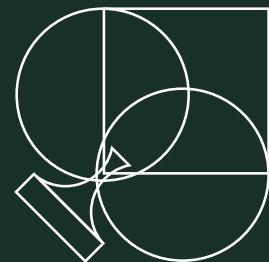
The image shows a screenshot of the Experian homepage. At the top, there's a navigation bar with links for 'Credit Score & Report', 'Credit Cards', 'Loans', 'Mortgages', 'Energy', 'Insurance', 'Help & discover', and a 'Log in' button. The main headline reads 'Get your FREE Experian Credit Score' with a subtext 'And start making better financial decisions with help from your Data Self.' A 'Get your free score' button is visible. Below this, there's a section titled 'How we can help you' with three items: 'It's free, forever', 'A clearer picture', and 'Know the score'. Each item has a small icon and a brief description. To the right, there's a mobile phone displaying a credit card application interface with a 'Reward Credit Card' and 'Your Eligibility' section. At the bottom, there's a ladder leaning against a wall with cups on shelves, and logos for Barclays, platform, and Coventry Building Society.

Home Page Experian

I led the complete redesign of the homepage for Experian.co.uk. The design had to seamlessly incorporate the ongoing Experian campaign 'Data Self,' featuring custom messaging and images.

The revamped page introduced a much cleaner design, highlighting benefits, features, and social proof specifically tailored to Experian's free credit score product.

Landing Page • Wire framing • UI • UX
• Optimisation



Poker Branding

Unibet Open

I led the rebranding effort for the Unibet Open poker tournament, which hosts multiple events across Europe each year. I redesigned the old logo (top), giving it a bolder appearance while preserving its original essence.

Utilising the same typeface for the logo mark helped align it more closely with Unibet's brand at the time. This initiative marked the beginning of creating the entire brand identity and assets for each event.

It remains a project I fondly refer to as my baby.

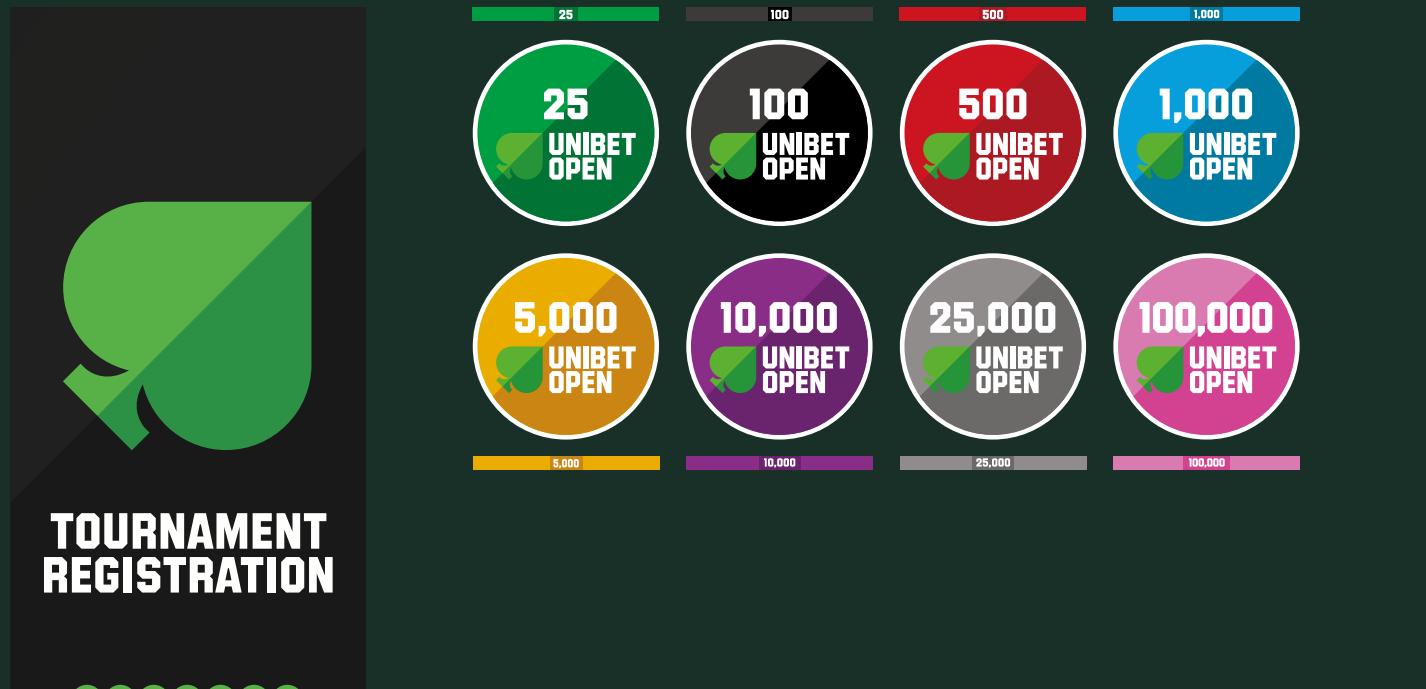
Graphics • Logo • Print • Social • Web
• TV

Poker Branding

Unibet Open

As part of the new Unibet Open branding, I developed a comprehensive suite of graphics for all major event touch points requiring print materials. These encompassed items such as badges, playing cards, winner cheques, poker chips, lanyards, roll-up banners, poker tables, booths, welcome desks, main table sets, and information booklets.

Additionally, during the events, I provided ongoing support with digital imagery for social channels, live blogs, and TV streams as the tournament progressed.



Graphics • Logo • Print • Social • Web
• TV





GOODBYE

Thanks for stopping by! If you'd like to discuss any projects or simply get to know me better, please don't hesitate to reach out using the following contact details:

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✉️ hello@marcpartridge.com