

# Hello there!

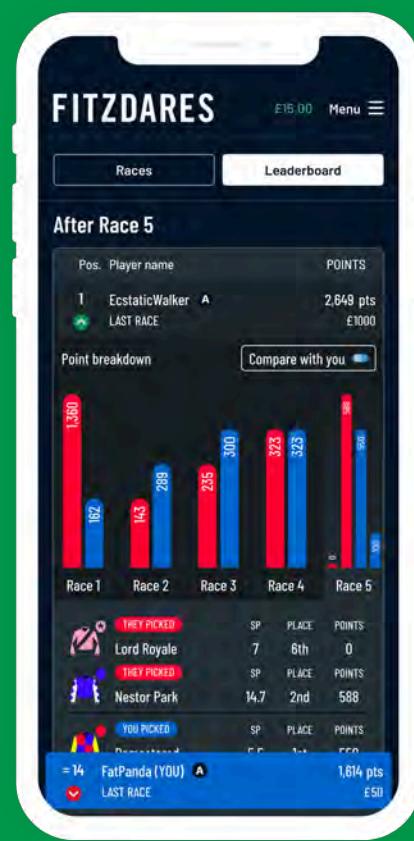
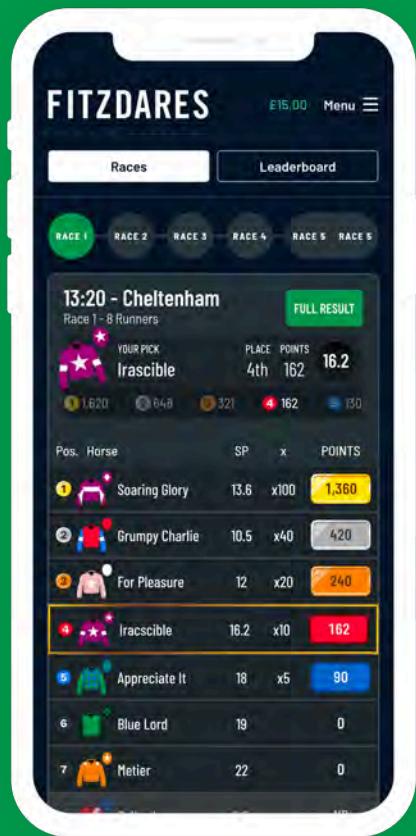
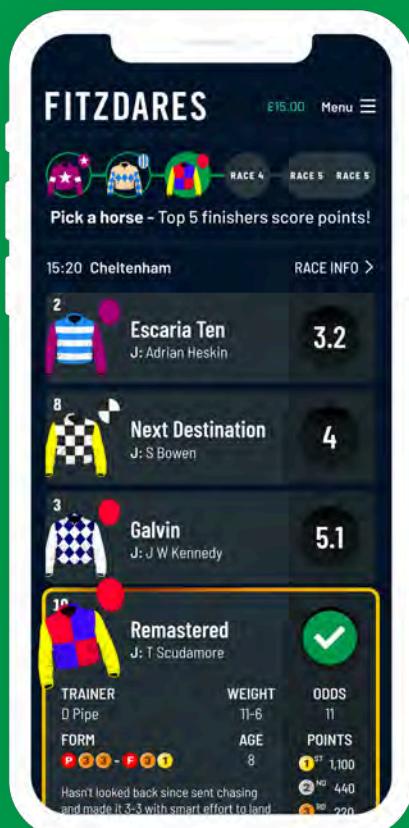
I'm Marc, a multi disciplined & creative designer based in London. Over the past 16+ years I have honed my skills in crafting thoughtful designs with a keen eye for detail, catering to the needs of both start-ups and established corporations.

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

# MARC PARTRIDGE



(+44) 07724288808  
[hello@marcpartridge.com](mailto:hello@marcpartridge.com)



## 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.

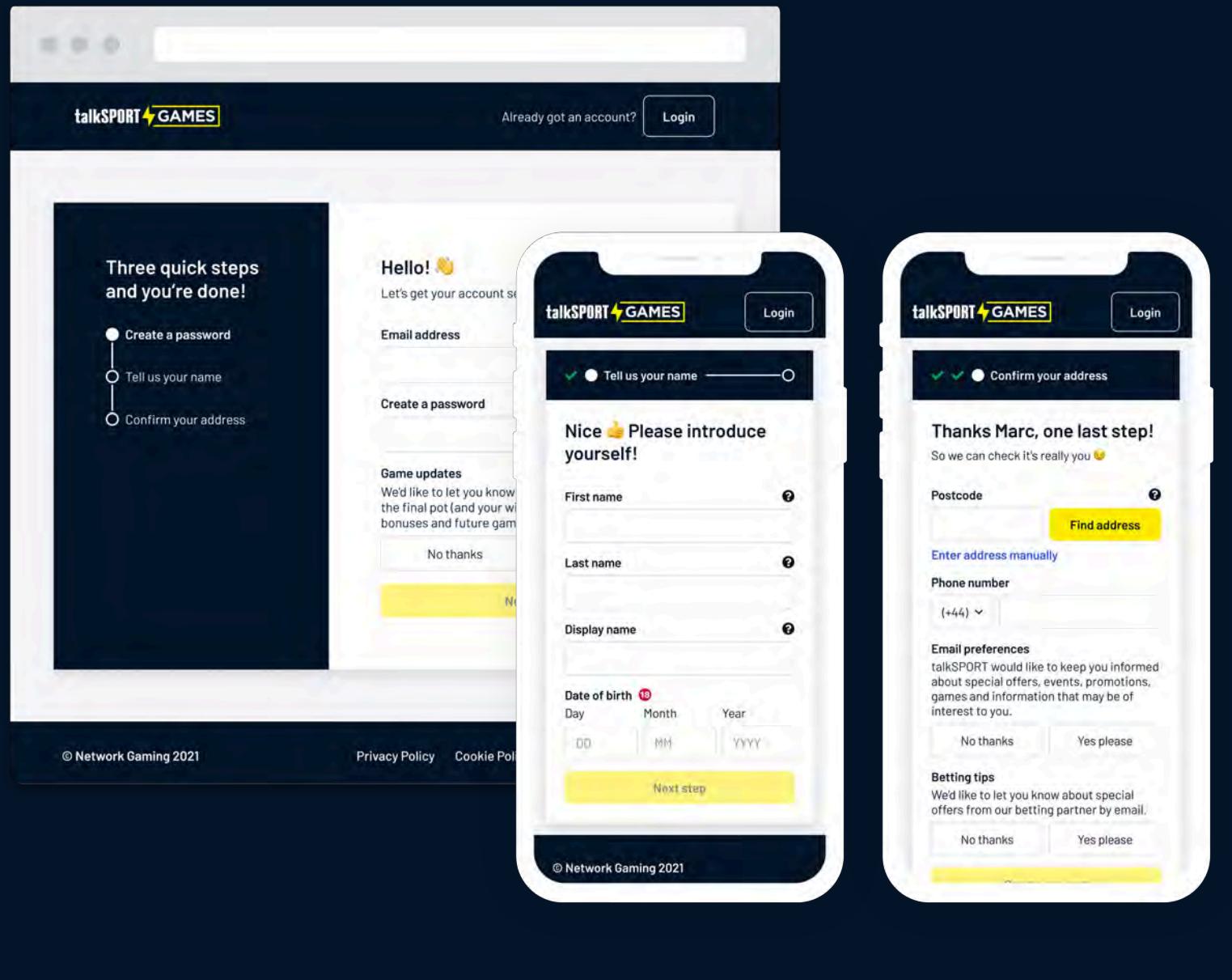
Product Design \* UI \* UX \* Prototyping \* Testing \* Game Design

*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.



The wireframe illustrates the redesigned sign-up journey for talkSPORT GAMES, broken into three stages:

- Step 1: Three quick steps and you're done!**
  - Create a password
  - Tell us your name
  - Confirm your address
- Step 2: Tell us your name**
  - Email address
  - Create a password
  - Game updates (checkbox)
  - First name
  - Last name
  - Display name
  - Date of birth (Day, Month, Year)
  - Next step button
- Step 3: Confirm your address**
  - Postcode
  - Find address button
  - Enter address manually
  - Phone number
  - Email preferences (checkbox)
  - Betting tips (checkbox)
  - No thanks / Yes please buttons

At the bottom of each stage, there is a copyright notice: © Network Gaming 2021.

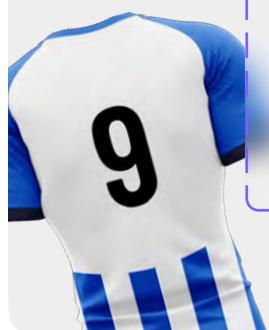
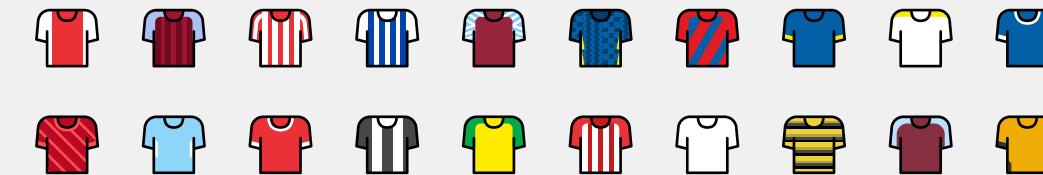
Product Design \* Wire framing \* UI \* UX \* Prototyping \* Design System

# 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.



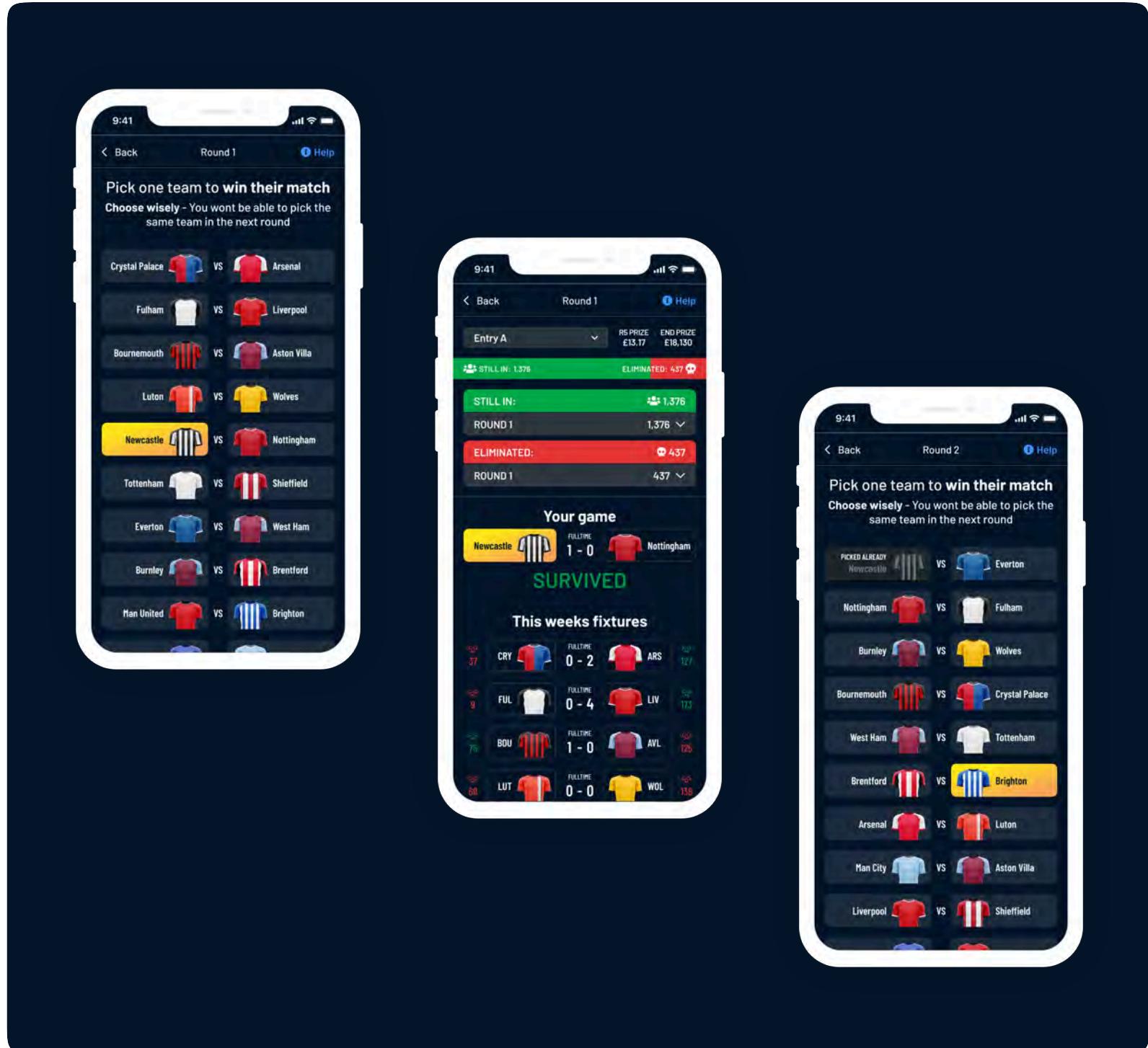
Graphic Design \* Icon Design \* UI \* Design System

# Football Survivor

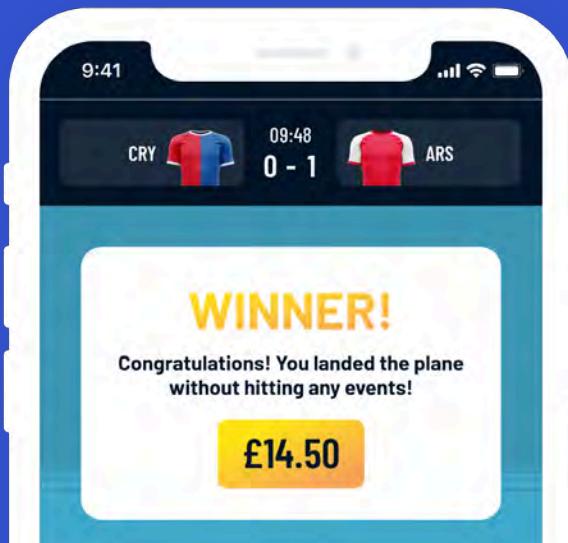
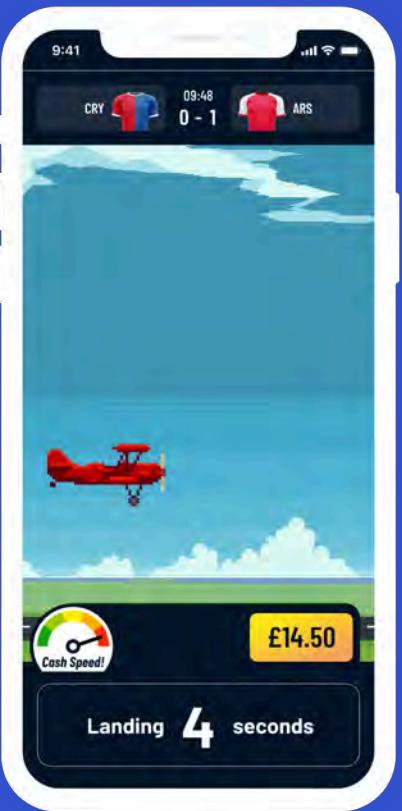
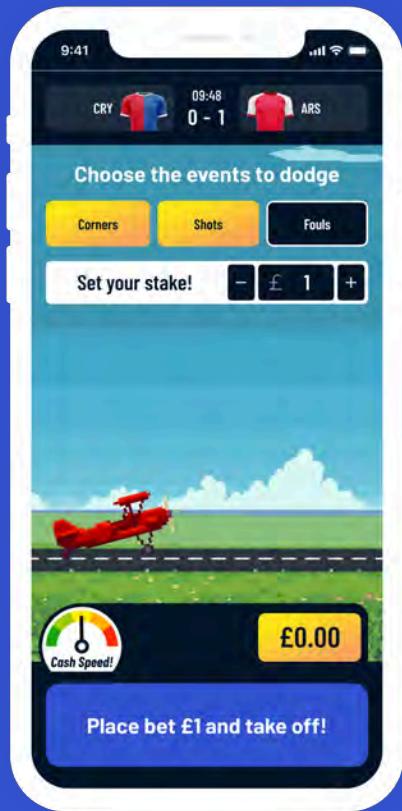
## talkSPORT, The Sun

### Dream Team, Fitzdares

Survivor football game with a pool of players. Each week players would choose one team they think would win, which in turn locks that team from the next round. Make it past round 5 for a payout and last player standing wins a big share of the prize.



Product Design \* UI \* UX \* Prototyping \*  
Game Design



## Aviator Network Gaming

A spin on a popular game called Aviator which introduces live events from football games that could crash your run. Pressing cash out would start a 10 second landing sequence before

Interactive prototype developed with variables for to show timers and a return that ticks up.

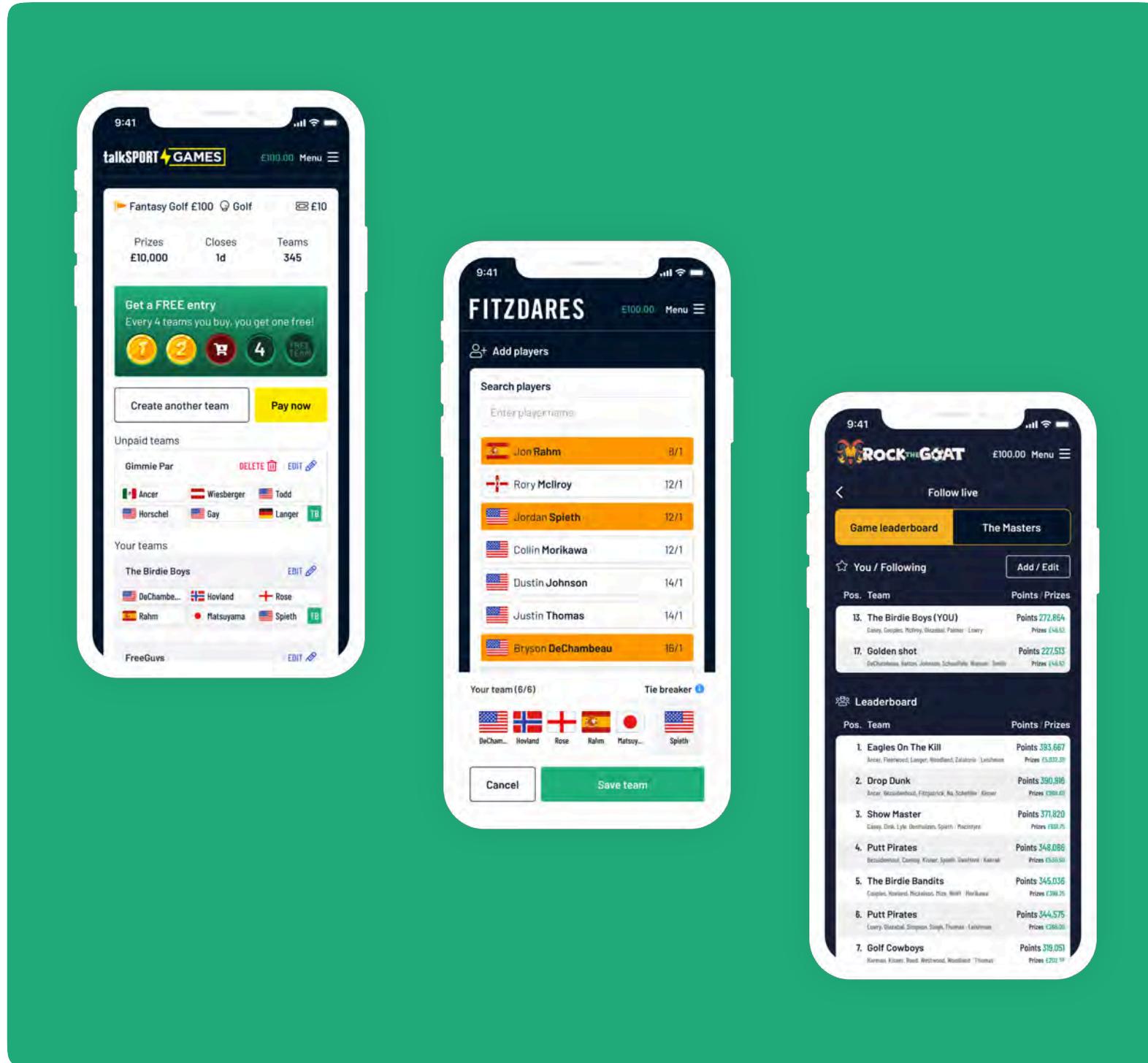
Product Design \* UI \* UX \* Prototyping \* Testing \* Game Design

*Prototype type available on request.*

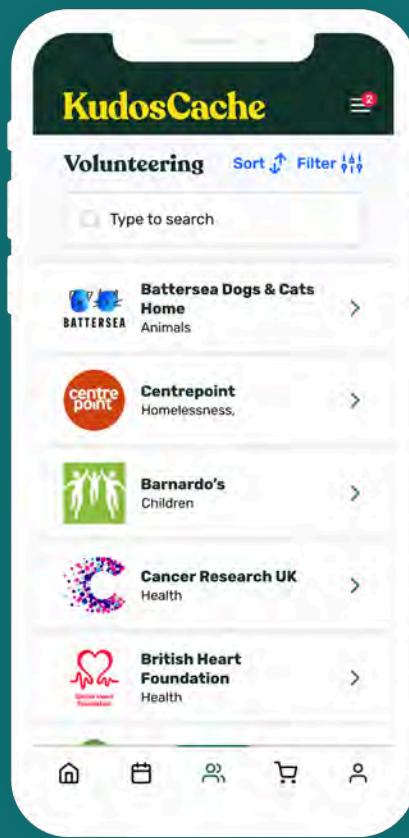
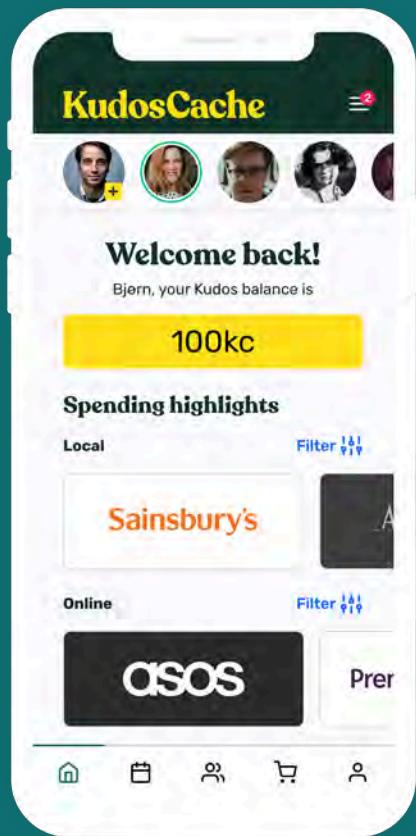
# Fantasy Golf

## talkSPORT, Fitzdares, Rock The Goat

Fantasy Golf pool game where players would pick a team of 5 golfers and 1 tiebreak golfer. Prize pool broken down into leaderboard positions.



Product Design \* UI \* UX \* Prototyping \*  
Game Design



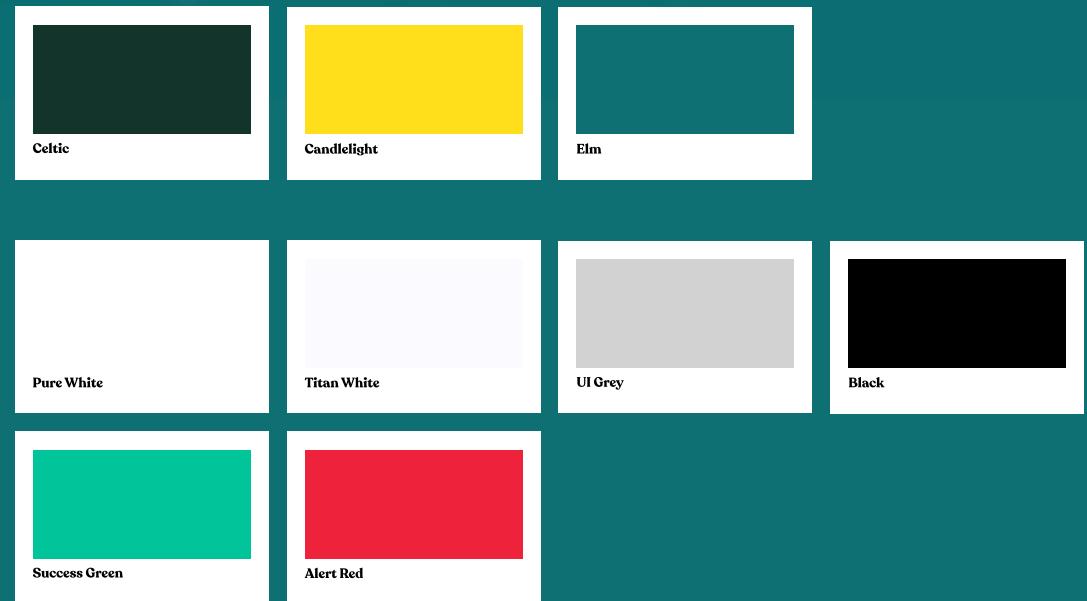
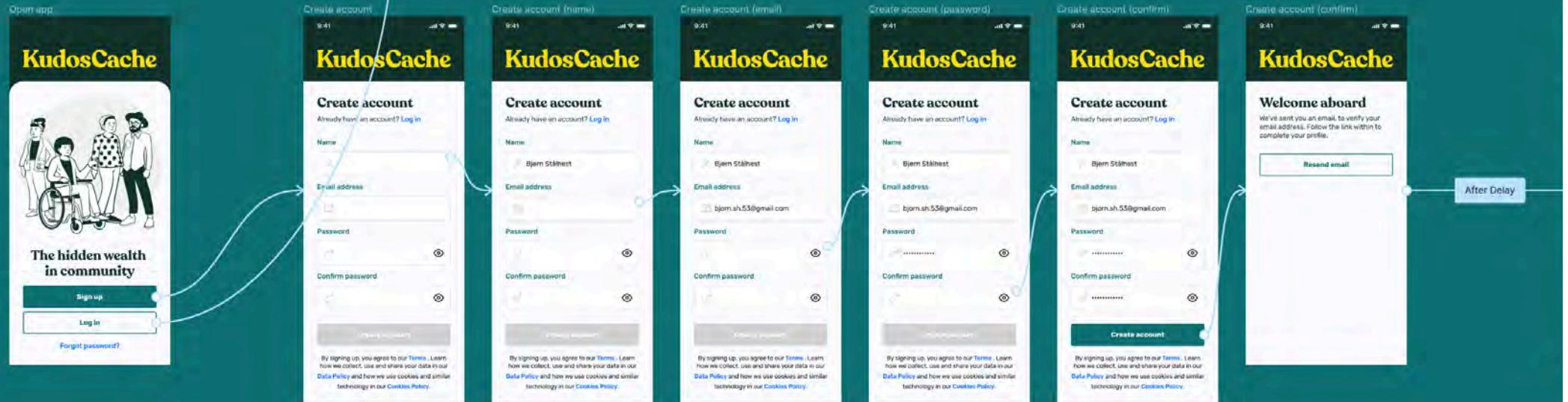
## Community App KudosCache

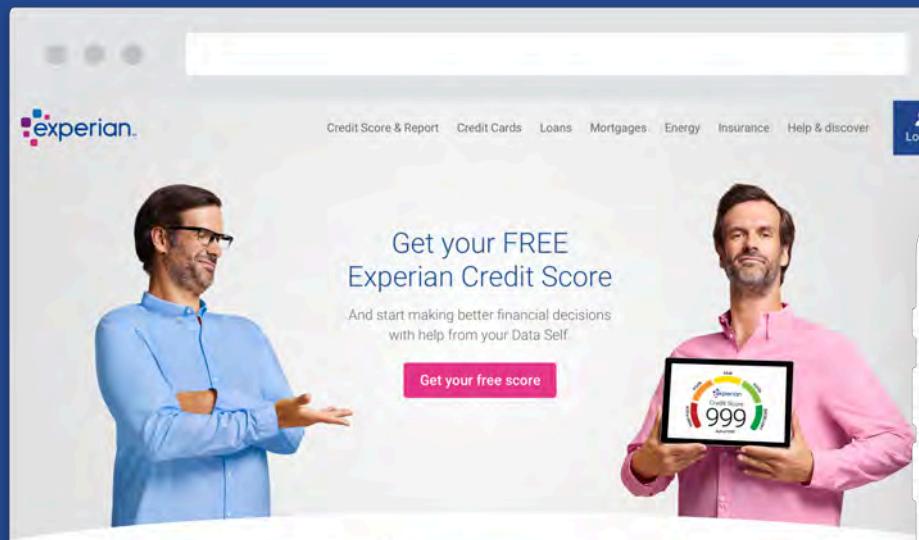
Freelance project to design and prototype an application for a startup company called KudosCache. Their aim was to connect charities with individuals willing to share their skills and expertise for causes they care about.

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.*



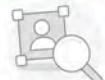


### How we can help you



#### It's free, forever

Your free account lets you check your score as many times as you like without affecting it. To check it, won't wreck it.



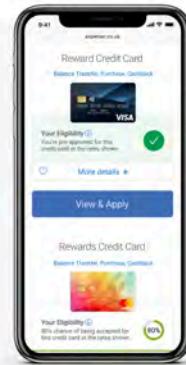
#### A clearer picture

See yourself through lenders' eyes, with the help of the UK's most trusted credit score.



#### Know the score

View your eligibility at-a-glance to work out your chances of acceptance for credit cards and loans, before you apply.



### Start making better financial decisions

Meet your Data Self and be ready for the next step.

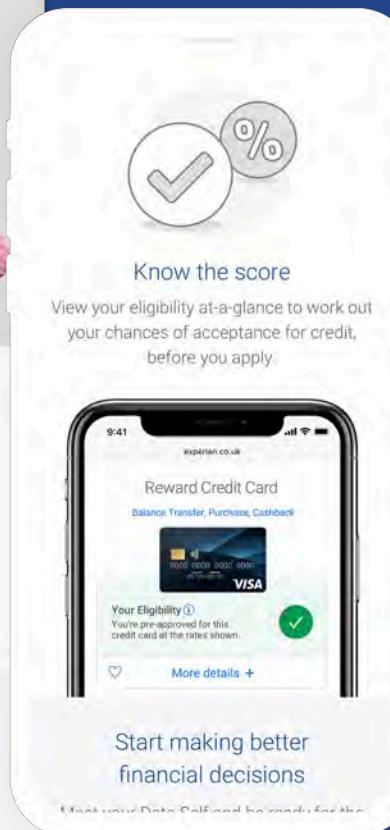
Whether that's budgeting for your big day, driving off in shiny new wheels, or wonderful but unexpected surprises, like a new addition (that burps and giggles).

Search, compare & apply for credit cards and personal loans: you're more likely to be accepted for.



### Get on or move up the ladder

Want to make your dream home a reality? With your free account we can show you your eligibility for mortgages from a selection of lenders.



## Home Page Experian

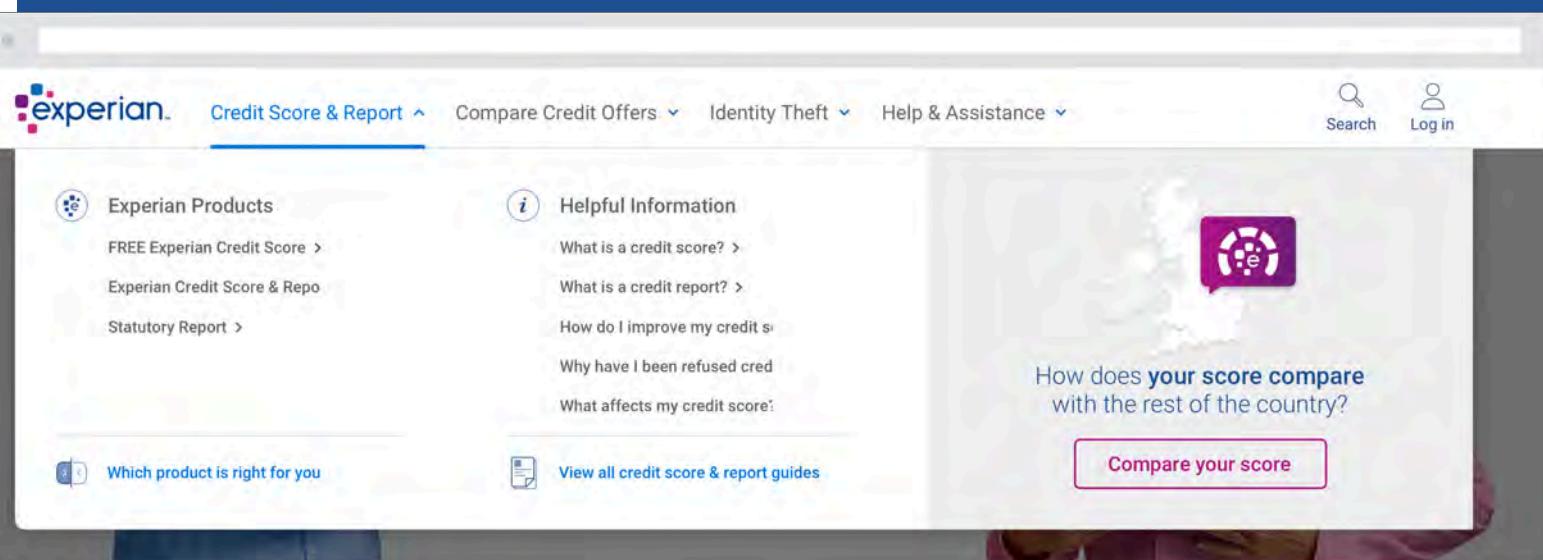
I led the complete redesign of the homepage for Experian.co.uk. The design had to seamlessly incorporate the ongoing Experian campaign 'Data Self,' featuring custom messaging and images.

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

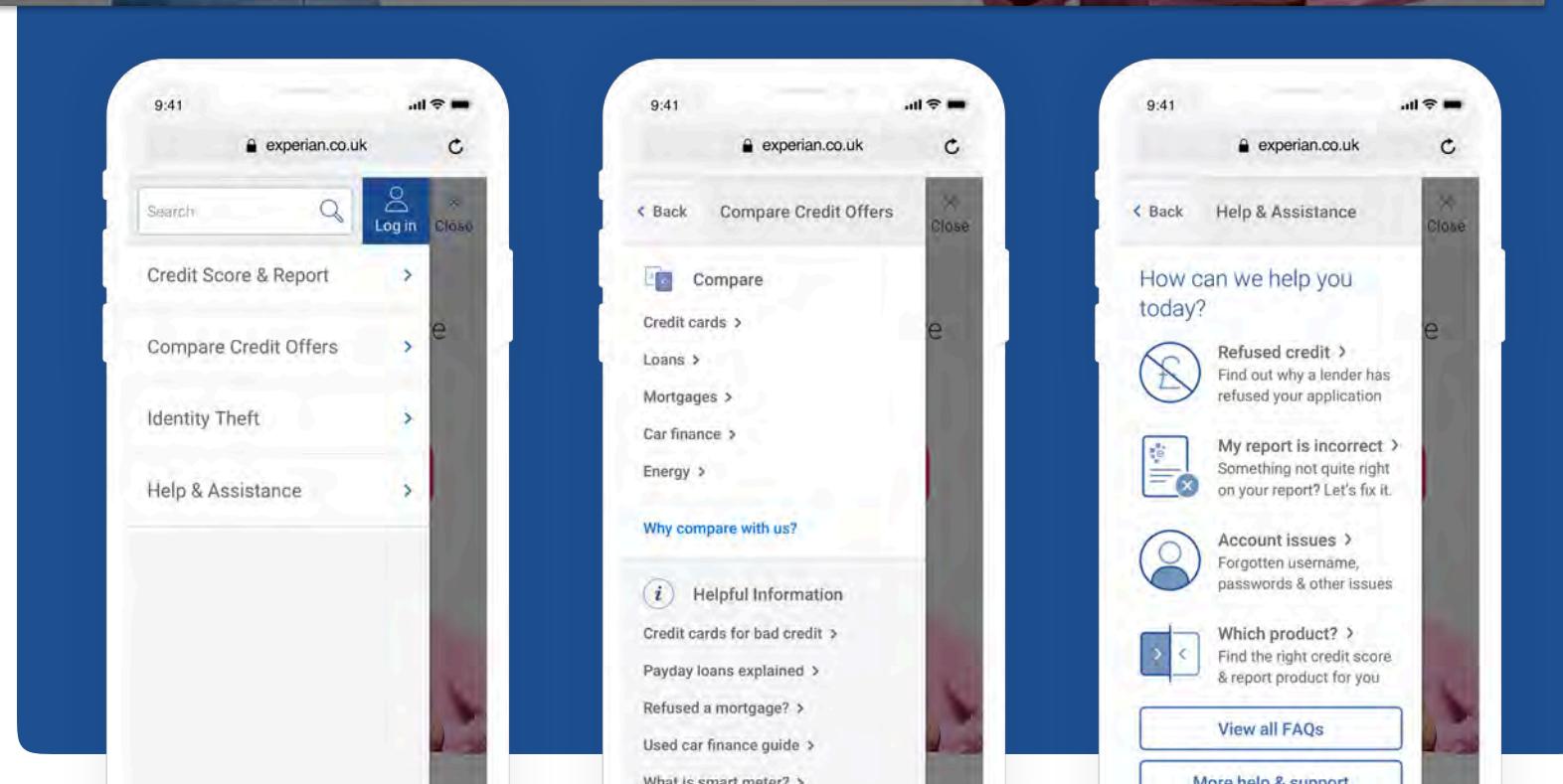
Landing Page \* Wire framing \* UI \* UX \* Optimisation

# Navigation

## Experian



The screenshot shows the desktop version of the Experian website. The navigation bar at the top includes links for 'Credit Score & Report', 'Compare Credit Offers', 'Identity Theft', and 'Help & Assistance'. Below the navigation is a sidebar with icons and text for 'Experian Products' (FREE Experian Credit Score, Experian Credit Score & Repo, Statutory Report), 'Helpful Information' (What is a credit score?, What is a credit report?, How do I improve my credit score?, Why have I been refused credit?, What affects my credit score?), and a 'View all credit score & report guides' section. A large promotional overlay in the center-right features a purple speech bubble icon with the letters 'e' and 'i'. The text reads 'How does your score compare with the rest of the country?' with a 'Compare your score' button.



The image displays three mobile phone screens showing the redesigned navigation. The first screen shows the main navigation menu with sections: 'Credit Score & Report', 'Compare Credit Offers', 'Identity Theft', and 'Help & Assistance'. The second screen shows the 'Compare Credit Offers' section with sub-links for 'Compare', 'Credit cards', 'Loans', 'Mortgages', 'Car finance', and 'Energy'. The third screen shows the 'Help & Assistance' section with sub-links for 'Refused credit', 'My report is incorrect', 'Account issues', and 'Which product?'. Each screen includes a 'View all FAQs' and 'More help & support' button at the bottom.

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.

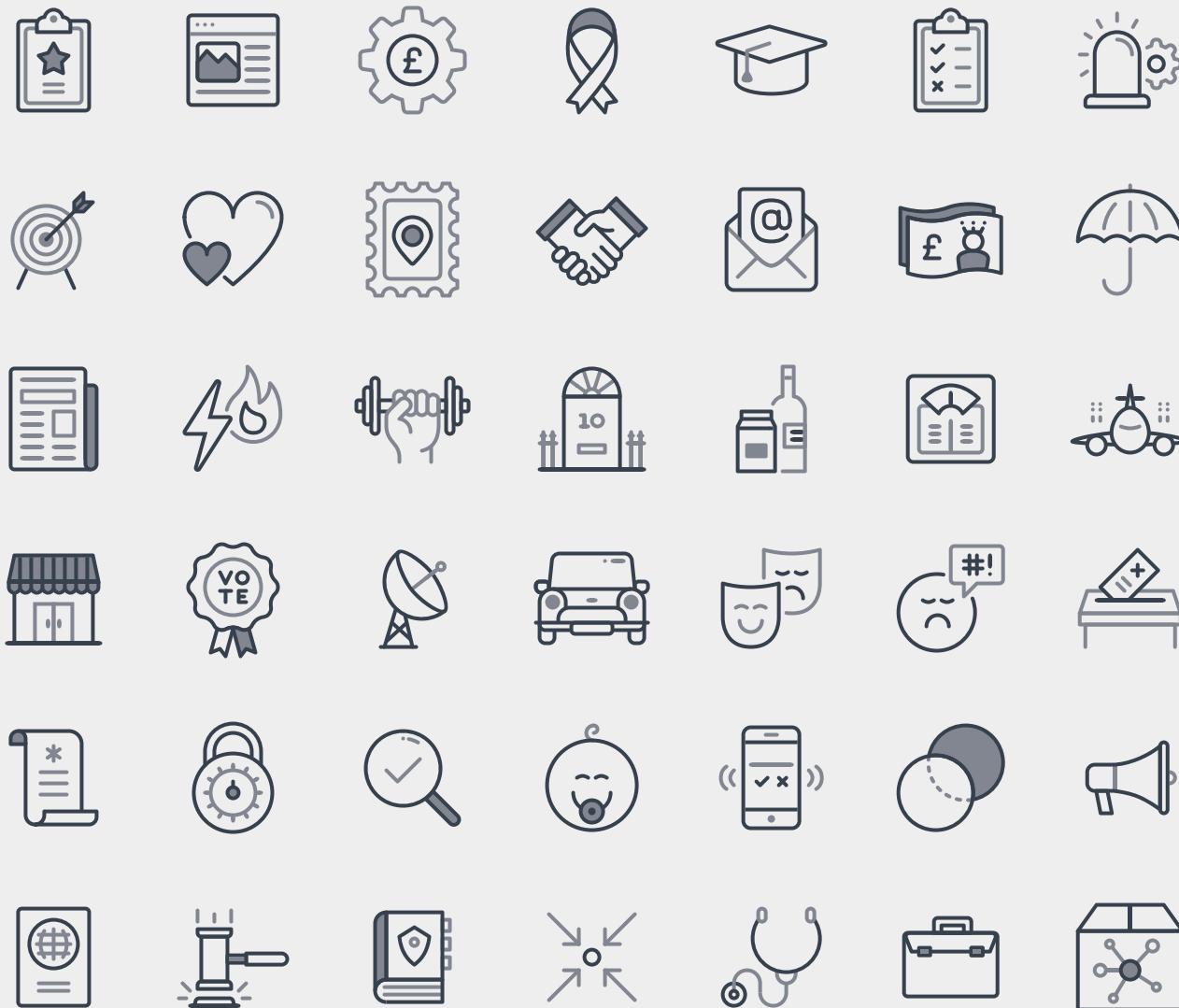
Wire framing \* Graphic Design \* UI \* UX \* Testing

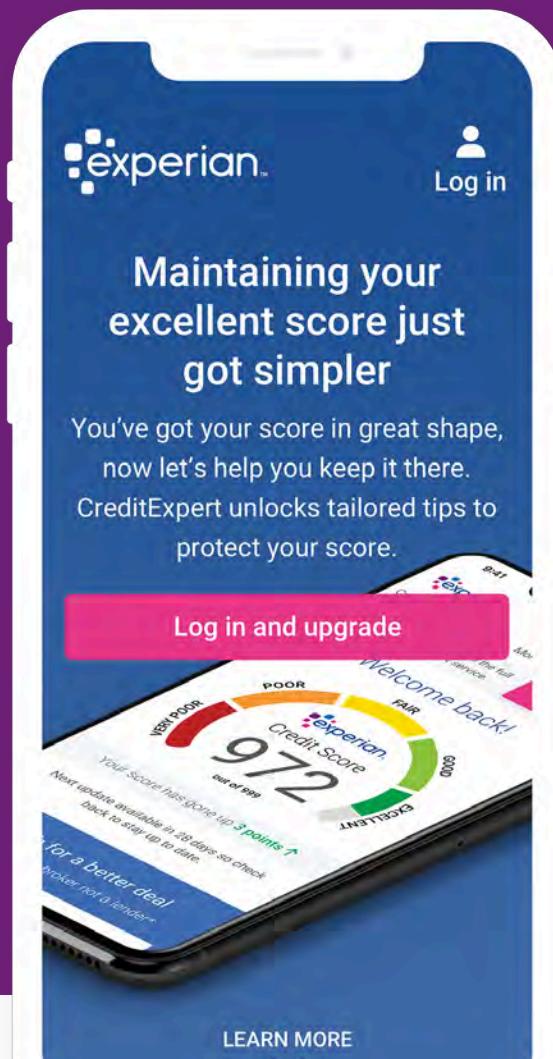
# Icon Design

## 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 № 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

**Experian World**

**What is identity theft?**

A lot of today's fraud cases start with identity theft. Find out more about what it is and how it might affect you.

[Read article](#)

## Other news



### Aspernatur enim illum

Dolorum quod assumenda modi atque omnis.

[Basics of car insurance](#)



### Voluptatem mollitia ut

Totam nihil modi repellendus saepe soluta consectetur. Ab autem id provident ex.

[Traveling in 2021](#)



### Reprehenderit placeat facere tenetur

Ut eum et mollitia atque.

[Home renovation](#)

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[View the Experian Terms](#) and here to view the [Experian complaints handling policy](#).

# Email Design

## Experian

Hello Marc,

**Welcome to Experian, we're glad you're here!**

Here are a few tips to make the most of your brand new Experian account.

[See tips](#)

**A look at your next steps:**

- ✓ Sign up for the best credit score in the UK
- ✓ See your Experian Credit Score
- ✓ Boost your credit score with Experian Boost



**Need some help?**

[Visit our help centre](#)

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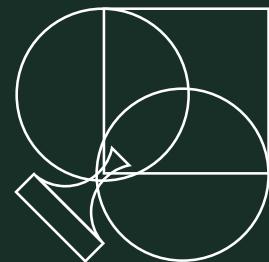
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This email was sent to because you have opted in to receive communications from Experian. If you think you have received this e-mail in error, or if you wish to take yourself off the mailing list, [unsubscribe here](#).



## 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

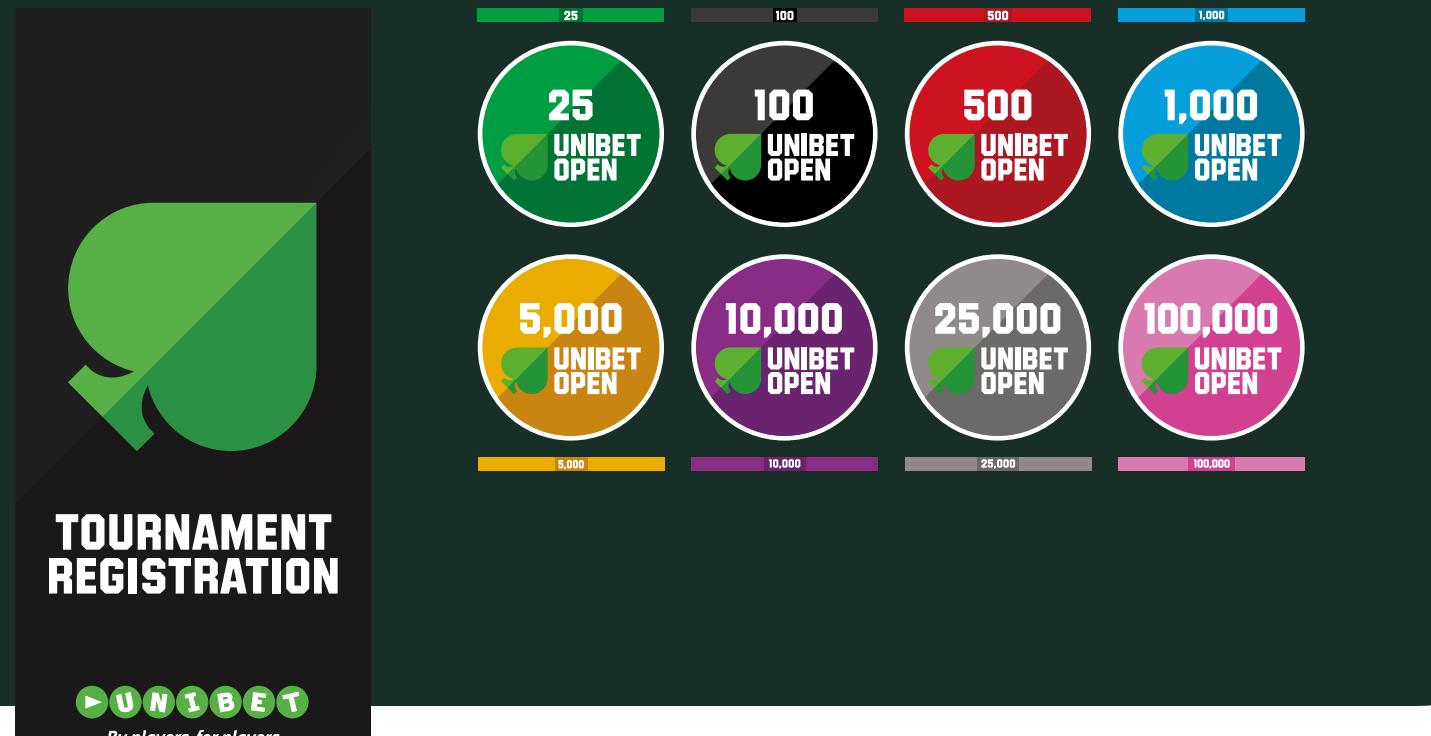
# Poker Branding

## 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:

(+44) 07724288808

[hello@marcpartridge.com](mailto:hello@marcpartridge.com)