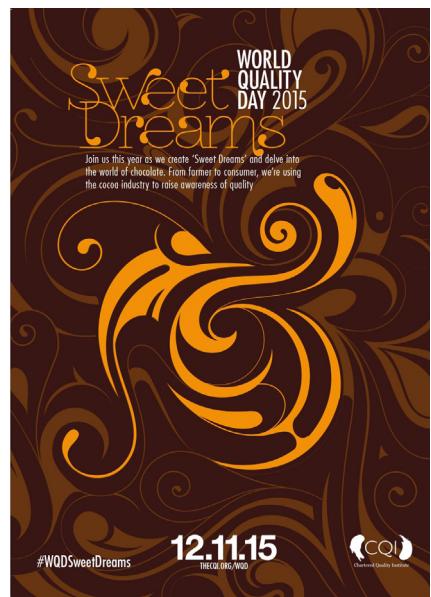

ANDREW HESKINS
DESIGNS _

_ PORTFOLIO SAMPLE

See more at www.andrewheskinsdesign.co.uk/category/portfolio/

ANDREW HESKINS DESIGNS **BRANDING**

CHARTERED QUALITY INSTITUTE



HOTELS.COM

A purple banner at the top of the page with the text "Get Welcome Rewards". Below it is another purple banner with the text "Accumulate 10 nights. Get 1 free*! Learn more". A third purple banner below that says "獲得住宿獎賞". The main content area features a large image of the Eiffel Tower and other Parisian landmarks, with text overlaying it: "累口住宿 10 晚, 即可免口*住宿 1 晚! 了解更多". At the bottom, there's a "Get Welcome Rewards" button and a "FREE Hotels.com Mobile App" button.

LIVING INSIDE THE BRAND



DOGGONE FARUI QU'S



dogone fabulous'
Dog grooming services *

Branding work includes:

Creating a brand for World Quality Day 2015 for the **Chartered Quality Institute** that would be recognisable, appealing and reinforce the CQI's values. This included an entire downloadable activity pack and supporting Powerpoint presentation template, adverts, posters, Twitter and web banner images, and email templates. The results speak for themselves, as the pack was downloaded by 1,729 unique users – of which 62% were non-members.

Other work includes creating branding for **Hotels.com**'s loyalty programming Welcome Rewards, **Living Inside the Brand, Doggone Fabulous** and concept work for rebranding the Good Citizenship campaign for **Anglo American**.

ANDREW HESKINS DESIGNS WEBSITES

HOTELS.COM

The Hotels.com desktop website features a large banner at the top with a blurred image of a building and the text "SEARCH 2,691 LONDON HOTELS". Below this is a search bar with fields for "London, United Kingdom", "Check in [31]", "Check out [31]", "1 Room (2 Adults)", and a "GO" button. A purple banner below the search bar says "Earn rewards while you sleep. Join our free loyalty programme.". Below the banner are four hotel cards: Grand Plaza Serviced Apartments (2 stars, Good 3.3/5, £123 - £456), Shaftesbury Hyde Park International (3 stars, Outstanding 4.3/5, £67 - £89), Britannia The International Hotel London, Canary Wharf (4 stars, Good 3.5/5, £100 - £200), and Shaftesbury Metropolis London Hyde Park (5 stars, Excellent 4.8/5, £239). At the bottom of the page is a section titled "TOP LONDON NEIGHBOURHOODS" with three cards: "BROADWAY - TIMES SQUARE" (Neon-drenched hot spot in the heart of New York's theater district, 178 hotels in Bloomsbury and Soho), "CHELSEA" (Bohemian New York district famed for its art galleries and relaxed culture, 290 hotels in Kensington and Earl's Court), and "MIDTOWN EAST - GRAND CENTRAL" (Icons abound in this stunning slice of the Big Apple, 88 hotels in St. Pancras and Islington).

POPULAR LONDON SEARCHES

LANDMARKS

Oxford Street
Piccadilly Circus
Big Ben
Trafalgar Square
More

TRANSPORT

Heathrow Airport (LHR)
London Paddington Station
St. Pancras Station
Heathrow Terminal 1-3 Underground
More

ACCOMMODATION

Five Star hotels
Four Star hotels
Three Star hotels
Cheap hotels
More

Hotels.com

The Hotels.com mobile website shows a search for "SEARCH 2,691 PARIS HOTELS" in Paris, France. It includes fields for "Check in" (31) and "Check out" (31), "1 Room (2 Adults)", and a "GO" button. Below this is a purple banner with the text "Earn rewards while you sleep. Join our free loyalty programme.". A section titled "POPULAR HOTELS WITH TRAVELLERS FROM LONDON" is also visible.

The mobile site also displays a section for "CQC Quality Control" which includes a search bar and a "GO" button. It shows a "Fast four hospital reports published" and a "For providers" section with icons for "I represent a hospital", "I represent a healthcare professional", "I represent a service or organization", and "I represent a patient".

HOUSE OF FRASER

The House of Fraser website features a magazine spread with the headline "The Luxury Edit". Below the spread are sections for "FOR HER" featuring products like "LA PRUNE" and "boghan". There are also "FOR MEN" and "FOR CHILDREN" sections.

Hotels.com

The mobile site highlights various travel destinations: SAN FRANCISCO (BEST FOR FREE STATE), HONOLULU (BEST FOR WOOLLY BEARERS), PARIS (BEST FOR BEAST ACCENTS), ZERMATT (BEST FOR ADVANCED SKIERS), ROME (BEST FOR FAMILY DINING), and LONDON (BEST CITY IN SONG TITLES).

The Terracotta website is for "THE LADY ASSASSIN" featuring a woman in traditional dress. It includes sections for "TRAILER", "INFO", "BUY", and "WATCH NOW / DOWNLOAD".

The website also features a section for "THE KING OF PIGS: YOU'LL WANT TO SEE IT TWICE! SIGHT & SOUND" with "INFO" and "BUY" buttons.

TERRACOTTA

FAR EAST FILM FESTIVAL 23 MAY - 1 JUNE

BOOK TICKETS / MORE

TWITTER @TerracottaFilmClub

NEWSLETTER THE BEST IN ASIAN FILM, STRAIGHT TO YOUR INBOX

NEWS LATEST ACQUISITIONS 12/05/16

NEWS 3 FOR 2 ALL DVD TITLES ENDS 21 JUNE

INFO BUY

NEWS ROUGE: A DEFINING MOMENT IN HK FILM EASTERNICKS.COM

INFO BUY TICKETS

NEWS SOME OTHER NEWS TITLE 27/05/16

INFO BUY

NEWS KIM KU-DUK'S AUDACIOUS DEBUT SWITCHFLIM

INFO BUY

NEWS LOVE MOON: THE LOST EDITION

INFO BUY TICKETS

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INFO BUY

NEWS KIM

ANDREW HESKINS DESIGNS MAGAZINES



CHARTERED QUALITY INSTITUTE



WILLIS



FREMANTLE



SCREEN POWER



I have more than 20 years' experience in publishing. During that time I've worked both directly with clients and through agencies for a variety of magazines and audiences, including internal, newsstand and b2b.

Whether as lead designer or art director, my work includes not only commissioning illustration and photography, and also creating high impact with work from stock libraries.

Clients include **Willis, JLT Re, Chartered Quality Institute, Fremantle, Oxford University Press, 3M, Screen Power.**

ANDREW HESKINS DESIGNS BROCHURES / REPORTS

HISCOX


HISCOX

BRITISH PROPERTY FEDERATION

ANGLO AMERICAN

Good Citizenship | Business Principles

**TRUST
INTEGRITY
RESPONSIBILITY**

GOOD CITIZENSHIP: OUR BUSINESS PRINCIPLES

...WORKING RESPONSIBLY ACROSS THE GLOBE.



ANGLO AMERICAN

Principles of conduct

Business Integrity and Honesty

Business integrity and honesty are fundamental principles that underpin our business. We believe that our success depends on the trust and confidence of our stakeholders. We are committed to conducting our business in an ethical and transparent manner, and to upholding the highest standards of integrity and honesty in all our interactions.

Responsible Mining

We are committed to responsible mining practices that respect the environment and the communities in which we operate. We believe that mining can contribute positively to local economies and communities, but it must be done in a way that minimizes environmental impact and respects the rights of local communities. We are committed to working with local communities to ensure that they benefit from our operations and that their concerns are taken into account.

Human Rights and Social Responsibility

We are committed to respecting the human rights of all people, and to promoting social responsibility in our operations. We believe that every person has the right to live in dignity and to have access to basic necessities such as food, water, and healthcare. We are committed to working with local communities to ensure that they benefit from our operations and that their concerns are taken into account.

Environmental Sustainability

We are committed to environmental sustainability and to reducing our impact on the environment. We believe that mining can contribute positively to local economies and communities, but it must be done in a way that minimizes environmental impact and respects the rights of local communities. We are committed to working with local communities to ensure that they benefit from our operations and that their concerns are taken into account.

Corporate Governance

We are committed to good corporate governance and to upholding the highest standards of accountability and transparency. We believe that good corporate governance is essential for the long-term success of our business and for the trust and confidence of our stakeholders. We are committed to upholding the highest standards of accountability and transparency in all our interactions.

Leadership and Accountability

We are committed to leadership and accountability in all our interactions. We believe that leadership is essential for the success of our business and for the trust and confidence of our stakeholders. We are committed to upholding the highest standards of leadership and accountability in all our interactions.

“I appreciate the importance of respect as an employee. My own health and safety is supported by the company with the development of new technologies. In this context, I think it's worth thinking about what's been done.”

Bill Davies, General Manager, Minewoods Mine

How our marketing spend adds up

We invest heavily in advertising, marketing support and in-store promotions every year to help drive awareness and additional footfall, and to increase customer spend. These are just some examples of our spend...

We've recently spent £1.5 million on in-store media screens to drive even greater brand awareness and engagement. Our screens are the largest digital screen network in Europe.

We've spent £1 million in electronic judged communication to advertise big lottery jackpots and encourage more updates of judged amounts – this cuts the time you have to spend doing what's part of the job.

We spent nearly £1 million in 2005-06 on advertising point-of-sale and promotional dispensers – at no cost to you but benefiting our equipment appearance in your stores.

We spent £34 million on TV advertising in 2005-06 to support The National Lottery.

In 2005-06, we spent more than £8 million on in-store communication – such as Point of Sale, dispensers and promotional displays. This is all provided to help your staff when talking to their customers.

Our annual marketing and advertising spend shows that we're totally committed to supporting your sales.

A long career in publishing has honed my ability to display information clearly and get to the nub of what really matters. Brochure design that works around good, attention-grabbing ideas, such as coming up with a foldout brochure concept for **Anglo American**.

Clients include Hiscox, Park Plaza, British Property Federation, UBS, Camelot.

ANDREW HESKINS DESIGNS _

_CAREER HIGHLIGHTS

Grist Ltd

Freelance designer
February 2016 – March 2016

Beetroot

Freelance senior designer
February 2016 – February 2016

The Chartered Quality Institute

Freelance senior designer
December 2015 – December 2015

Grist Ltd

Freelance art director
July 2015 – December 2015

The Chartered Quality Institute

Freelance designer
June 2015 – July 2015

Agora UK

Freelance designer
May 2015 – June 2015

Care Quality Commission

Digital designer (contract)
February 2014 – April 2015

Hotels.com (Expedia)

UX creative designer (Freelance)
August 2013 – February 2014

Sequel Group

Senior designer - digital/print (Freelance)
July 2013 – August 2013

Hotels.com (Expedia)

UX creative designer (Freelance)
July 2012 – July 2013

House of Fraser

Web designer (Freelance)
February 2012 – July 2012

Hotels.com (Expedia Ltd)

UX creative designer (Freelance)
September 2011 – February 2012

ASOS.com

Creative coder (freelance)
August 2010 – September 2011

Anderson Norton Design

Designer / Creative web developer (Freelance)
January 2010 – December 2010 (1 year)

Sequel Group

Senior designer (freelance)
March 2009 – January 2010 (11 months)

Redwood Publishing

Senior designer (freelance)
April 2009 – May 2009

The Item Group

Senior designer (freelance)
February 2008 – December 2008 (11 months)

Wardour Publishing & Design

Art director
July 1999 – November 2007 (8 years 5 months)

_CONTACT

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twitter.com/AHeskinsDesign

www.facebook.com/AndrewHeskinsDesign/