

DESIGN  
PORTFOLIO



greenway  
DESIGN



This IS US



AND THIS IS  
HOW WE ROLL



A DPD UK ORIGINAL



# THIS IS US

Company: DPD Group Ltd | Date: February 2019

The brief for this project was to create a small book like the old penguin books on the core values of DPD. Throughout the process the book developed into something much bigger which was given out to hundreds of members of staff at the latest conference it was introduced at. I worked on this directly with the marketing director and the CEO of DPD from start to finish. All designs; layout, typography and illustrations were all created by myself. This project has been a massive influence as to the general style I prefer to work with on my personal projects and I feel this opportunity really honed in on my already exceptional layout skills.



TYPOGRAPHY

ILLUSTRATION

PRINT

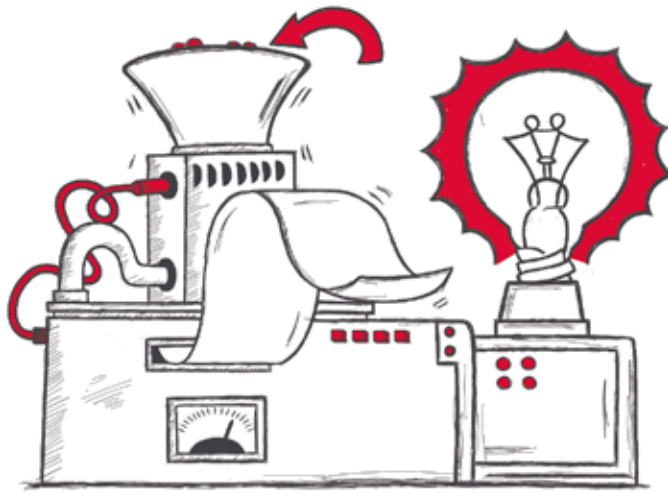


Illustrations were created on my tablet so they could be vector format to scale up for banners and wall graphics for the future.

The typography were the biggest challenge to make sure everything fit well visually as well as readable.

The whole book went down a storm with management as well as having a special thank you from the CEO at the conference for all my work on this project.





**DPD**  
A BRAND  
TO BE  
*Proud*  
OF 

  
 THE  
**CORE**   
**VALUES**  
OF DPD   


*It*  
**starts**  
**AND** **ENDS**  
with THE  
**CUSTOMER**



LET'S  
make IT **A**  
**MOMENT**  
to **REMEMBER**



WHY  
**EVERYONE**  
**HAS A CHANCE**  
to *shine*  
WITH **DPD**



COLLAGE

LAYOUT

PRINT

ARTWORK





# ADIDAS EVENT GRAPHICS

Company: Adidas | Date: May 2019

This was a simple layout jobs that I was tasked with for an upcoming event. I was briefed on the different graphics needed for the event and supplied with the marketing elements that had been used for this branding. I then took this and recreated graphics that would work for the various new formats. I enjoyed making use of my skills in collage and being able to be a part of such a big client project.

# Abu Dhabi

An aerial photograph of Abu Dhabi, United Arab Emirates, showing the city skyline with numerous skyscrapers, a large sandy beach, and turquoise waters under a blue sky with light clouds. The text 'Abu Dhabi' is written in a large, white, cursive font across the top of the image.

100+ | 2019

*Park Hyatt, Saadiyat Island*

# 100+ BOOK

Company: DPD | Date: March 2019

Designed for DPD to showcase the Annual 100+ holiday.  
Designed and artworked by myself. I showcased a number  
of options for the cover and internal spreads





## PEOPLE MATTERS MAGAZINE

Company: DPD Group Ltd | Date: Ongoing

Redesigned the People Matters magazine so they had a consistent look and feel. I got tasked with this straight away and it was quickly won over by the CEO

TYPOGRAPHY

ILLUSTRATION

PRINT

LAYOUT

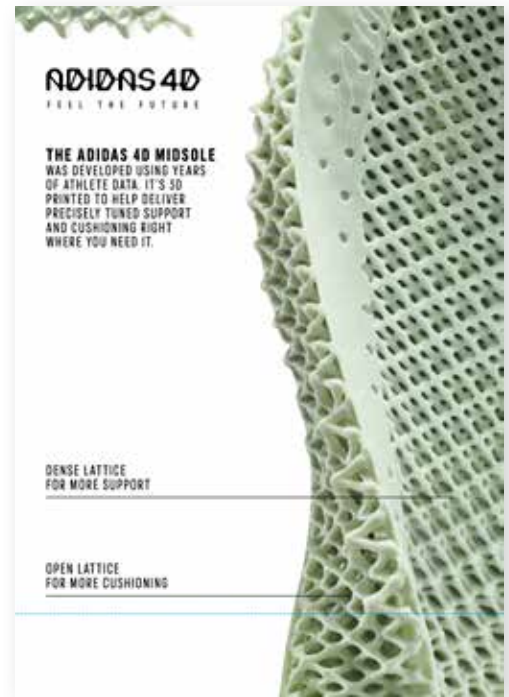
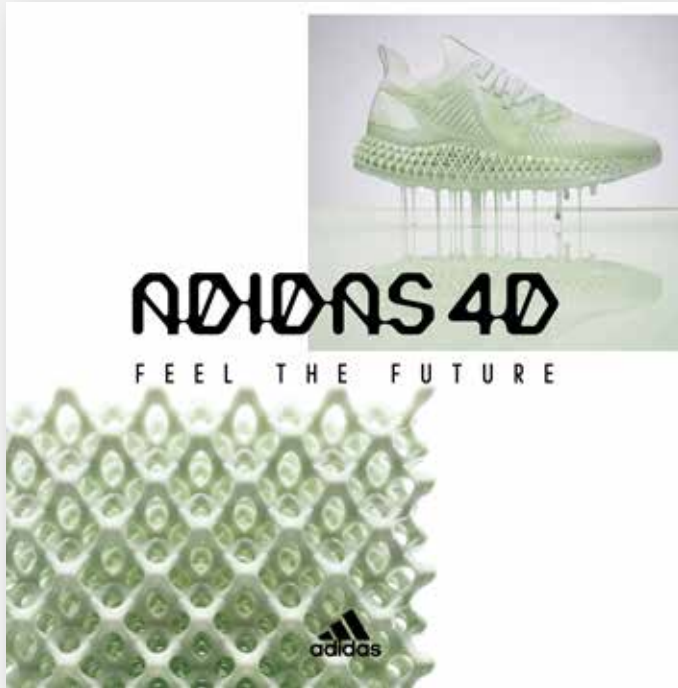


greenway  
DESIGN









# ADIDAS EVENT GRAPHICS

Company: Adidas | Date: May 2019

Feel the future artwork created using Adidas' original creations. Layouts designed using existing elements to fit in with the brand. The brief was to design new collateral for a campaign that is ongoing.

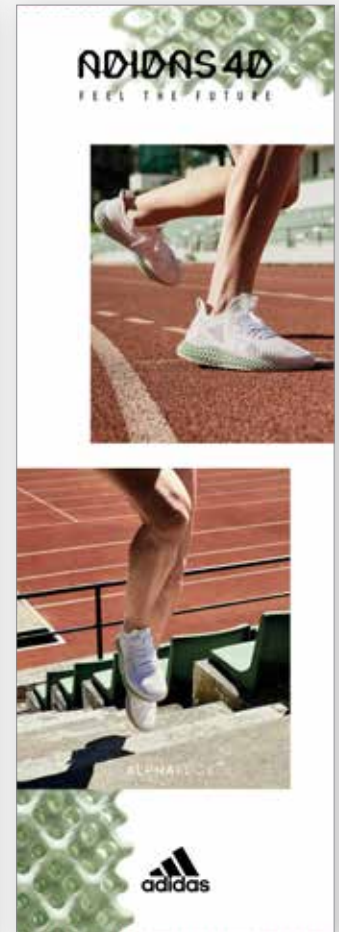


TYPOGRAPHY

LAYOUT

PRINT

ARTWORK



TYPOGRAPHY

LAYOUT

PRINT

ARTWORK

# OAKLEY GROVE BROCHURE

Company: Core Marketing and Events Ltd | Date: 2015

This was one of my first major property brochures that I got to take ownership for when I was at Core. I really enjoyed being able to play around with the look and feel of this alongside the brand logo.

The cover was printed with a spot silver finish for the logo as well as an embossing of the tree on the left hand side. The back had a flap built in for property inserts to be placed.

As well as the brochure, I created all inserts, flags, banners, showroom artwork and all other aspects for this development.



# BUTIFUL HOMES LAST A LIFETIME

Home is a place to relax, showcase your personality and create life-long memories with your friends and family.

At Oakley Grove we offer the all the latest in a range of new, fresh, fun and low maintenance homes built with quality materials to last a lifetime. Whatever your lifestyle, we have a home for you.

Whether you're looking for a new home or a place to relax, showcase your personality and create life-long memories with your friends and family. Oakley Grove is a place to relax, showcase your personality and create life-long memories with your friends and family.



Delivering  
the perfect  
home for many  
generations



## DREAM LIFESTYLE WITH EVERYTHING ON YOUR DOORSTEP

Within minutes of Oakley Grove, you'll find an abundance of shops, restaurants, fitness suites and plenty of family entertainment.

At Oakley Grove, you'll find an abundance of shops, restaurants, fitness suites and plenty of family entertainment. Within minutes of Oakley Grove, you'll find an abundance of shops, restaurants, fitness suites and plenty of family entertainment.



## DISCOVER NEW PLACES ALL WITHIN A 7 MINUTE DRIVE\*

- LAURELWOOD GOLF CLUB
- WINDYCASTLE
- DEERFIELD PARK
- DEERFIELD HEALTH FITNESS AND WELLNESS
- ROYAL PALMS SHOPPING CENTRE
- DEERFIELD PARK
- DEERFIELD HEALTH FITNESS AND WELLNESS
- DEERFIELD PARK



## IDYLIC SETTING WITH HERITAGE ON THE HIGHS

Perfectly positioned on the outskirts of Stratford-upon-Avon, Chelvey Grove is an elegant town built within the historic town of Leamington Spa and Warwick.

Leamington Spa is a town of great beauty and history, with a rich heritage and a vibrant community. The town is home to many of the country's leading hotels and restaurants, and is a popular destination for tourists and locals alike. The town is also home to many of the country's leading schools and universities, and is a great place to live and work.

### Wagstaffe

Property	Bedrooms	Bathrooms	Garage
Wagstaffe 1	2	1	1
Wagstaffe 2	3	2	1
Wagstaffe 3	4	2	1
Wagstaffe 4	5	3	2

#### Why choose the Wagstaffe?

- Fully furnished throughout and ready to move in
- Fully equipped kitchen with modern appliances
- Open plan living, dining and kitchen areas
- Separate utility
- Wash/dry room
- Private parking
- Close to all amenities from shopping to the park!

**Lisle**  
4 bed

**Penfol**  
4 bedroom

**Bradford**  
2 bedroom

### Penfold II

Property	Bedrooms	Bathrooms	Garage
Penfold II	2	1	1

#### Why choose the Penfold II?

- Fully furnished throughout and ready to move in
- Fully equipped kitchen with modern appliances
- Open plan living, dining and kitchen areas
- Separate utility
- Wash/dry room
- Private parking
- Close to all amenities from shopping to the park!

**Wagstaffe**

**Penfold II**



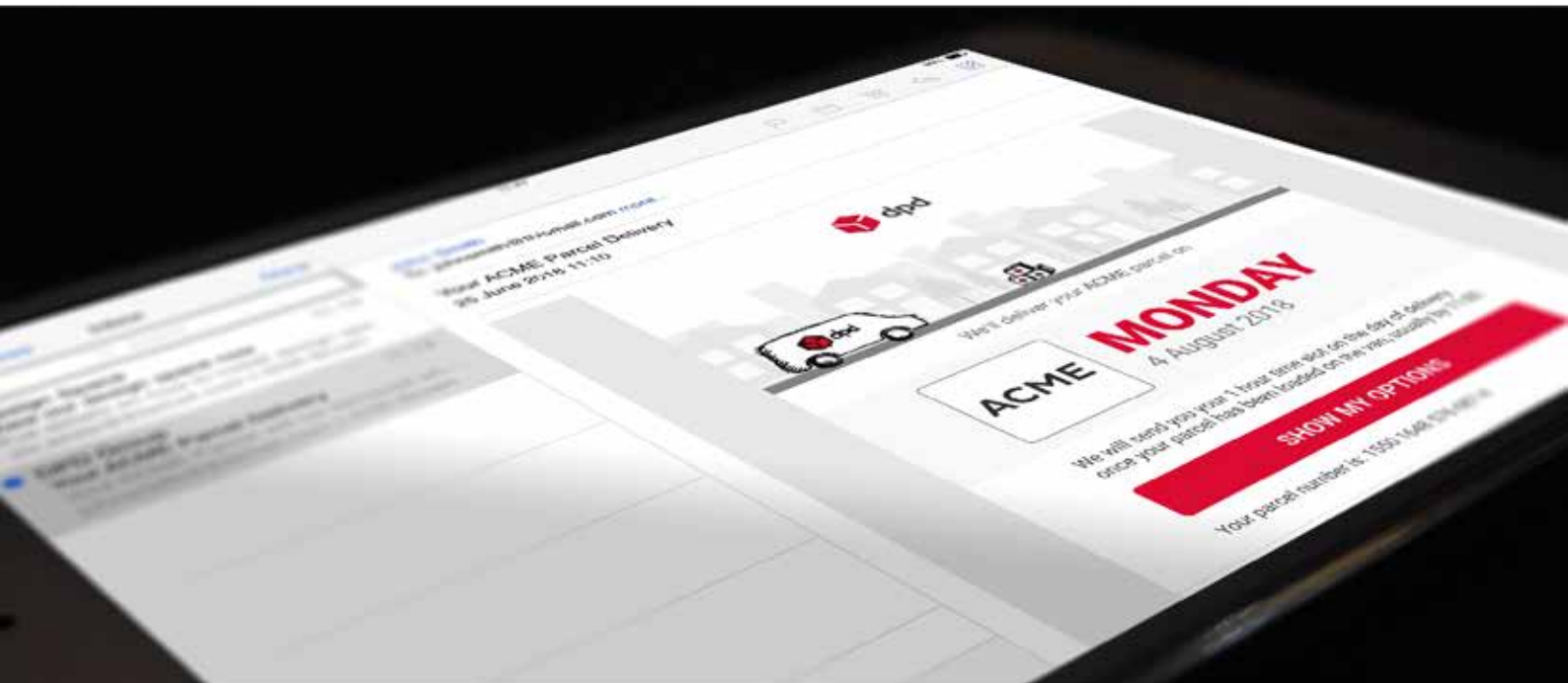
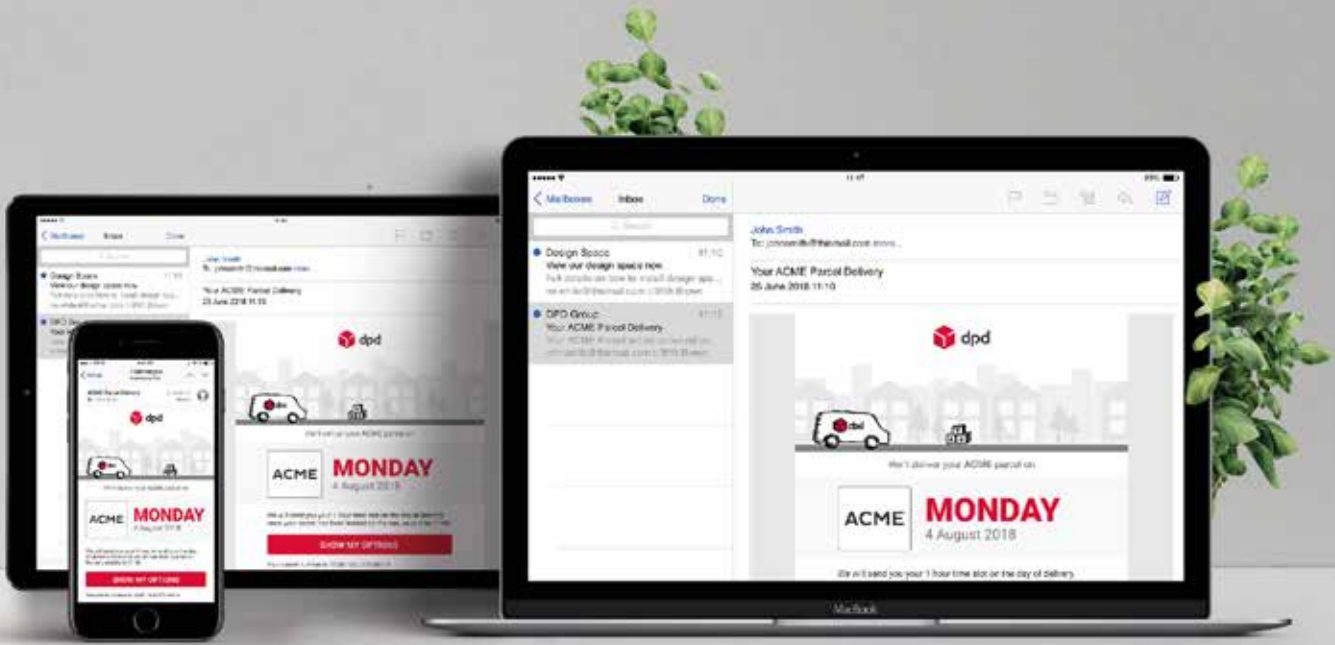


## NEW EMAIL DESIGN WITH ANIMATION

Company: DPD | Date: 2019

This was a design pitch to change the emails going to customers from DPD. I was asked to look at the design and elements that already existed to improve on them. I suggested this layout which was easier to read and was clear as well

as being a bit more eye catching than the current block red design that feels very dated. Within this email I designed and animated the van at the top to move and drop off a parcel in the middle of the screen and driving off again.



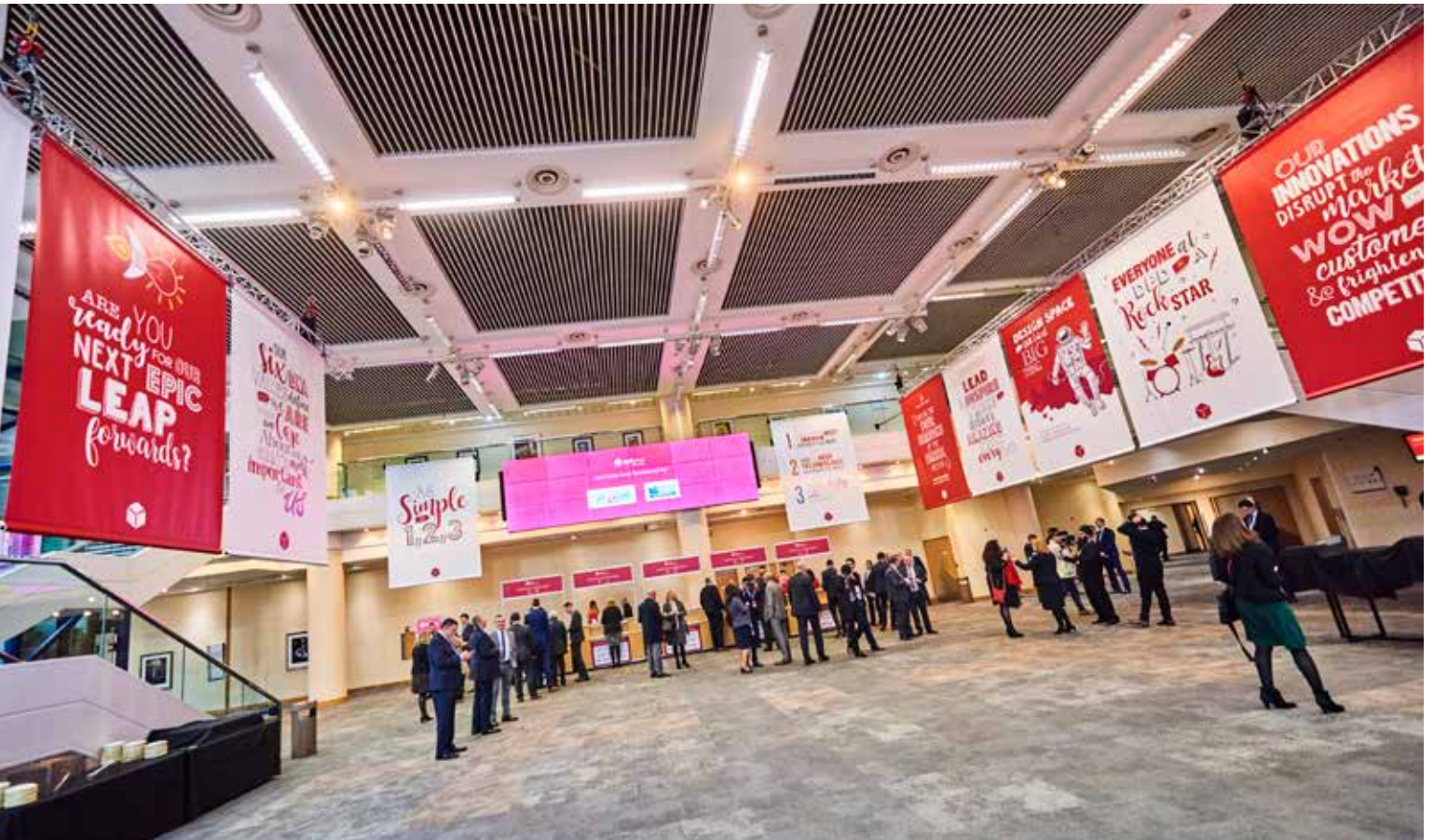
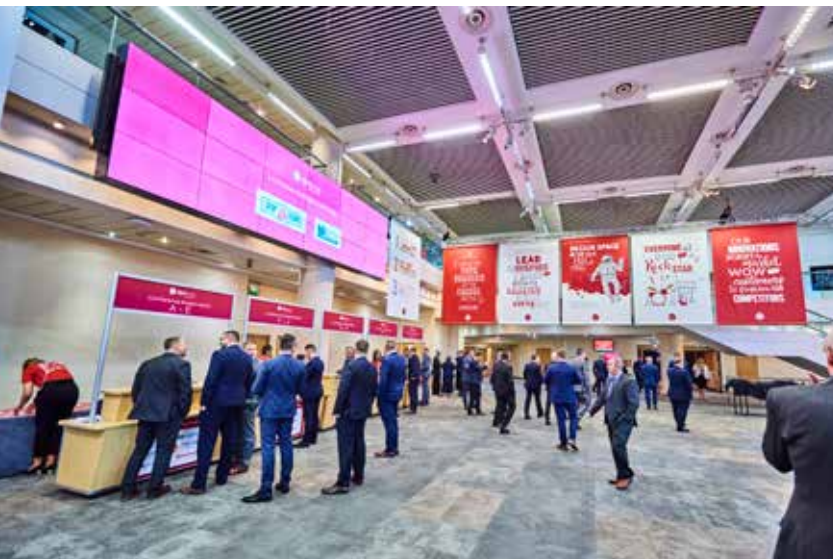




# DPD CONFERENCE

Company: DPD | Date: 2019

A selection of artwork I created for the DPD conference in February.





IF YOU'RE ambitious AND HAVE our **DNA**

THERE'S NO LIMIT TO WHAT YOU CAN ACHIEVE HERE.

innovating BUILDING & GROWING ...UNTIL everything we IMAGINE COMES to **LIFE**

THE ONLY HUMAN EXPERIENCE THAT HOME SHOPPERS HAVE IS WHEN THEY MEET OUR DRIVERS.

LET'S make IT A **MOMENT to REMEMBER**

TREAT the customer like **THEY** are YOUR **PARTNER**.

NEVER TAKE THEM FOR GRANTED AND WORK ON THE ASSUMPTION THAT THEY COULD LEAVE YOU TOMORROW

- TYPOGRAPHY
- ILLUSTRATION
- PRINT

 **PIZZA** Parlour 

**Chicken** SHACK 

 *Indian Takeaway* 

SHAKES  **SMOOTHIES**

 **PIE** & *Chips* 

**FISH** and **CHIPS** 

 *Tea*  **COFFEE**

**BURGERS**, **HOTDOGS** & **FRIES**

**PULLED Pork** STALL

 *Dessert* TROLLEY  





# GALA AWARDS ANIMATED POWERPOINT

Company: DPD | Date: 2019





# CORPORATE PRESENTATION



# CONFERENCE SLIDES

Company: DPD Group Ltd | Date: Feb 2019

I created the majority of slides for the CEO and a few of the directors for the annual DPD conference. I animated all of these, some with simple fads and others making full use of the opportunities within Keynote.

This project has developed and honed in on my keynote skills which I am now very confident, fast and knowledgeable in my usage



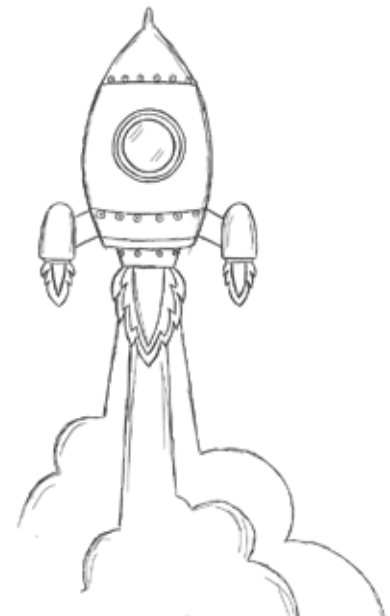


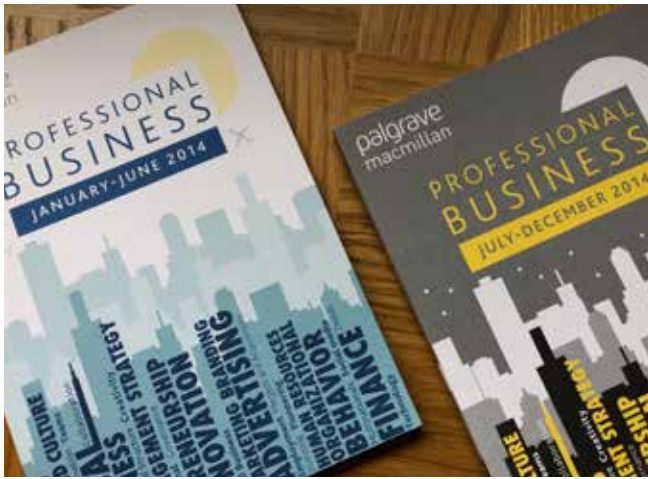
TYPOGRAPHY

LAYOUT

PRINT

ARTWORK









# PALGRAVE CATALOGUES

Company: Macmillan Publishers | Date: 2012-2014

- >Professional Business and Finance Catalogues
- >Scholarly Catalogues
- >Higher Education Catalogues
- >New Books List

The final designs were designed and artworked by myself.

DPD  
*Decades*



## DECADES BRANDING

Company: DPD Group Ltd | Date: 2018

I redesigned the DPD Decades branding to make it less dated than pre existing artwork. I modernised using different typefaces and design elements. This was received well and used for the conference.



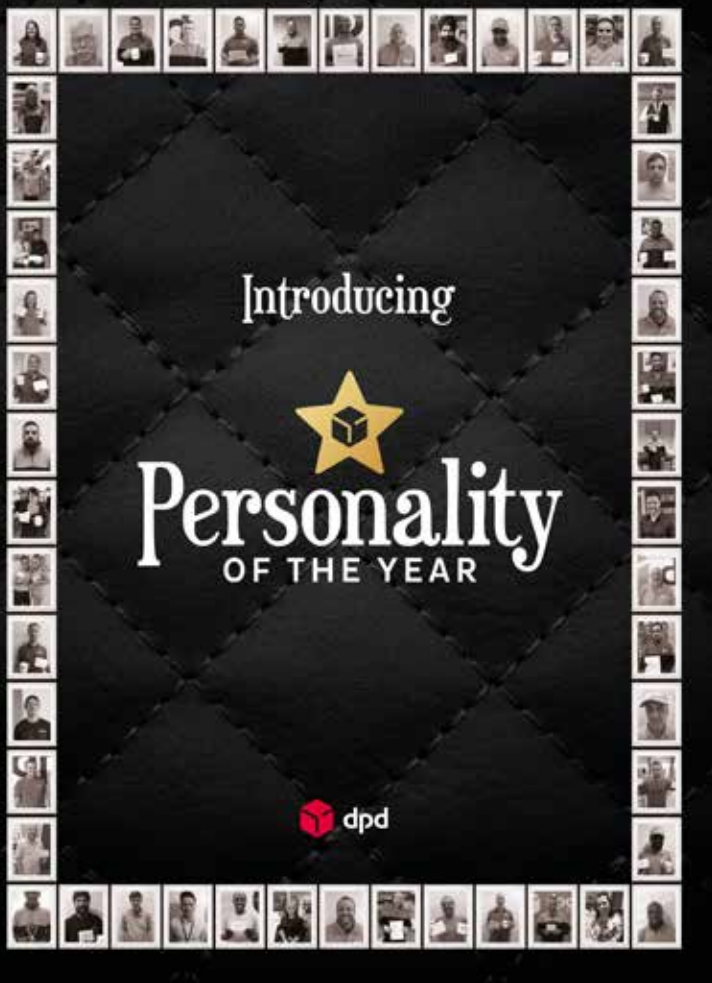
DPD  
*Decades*



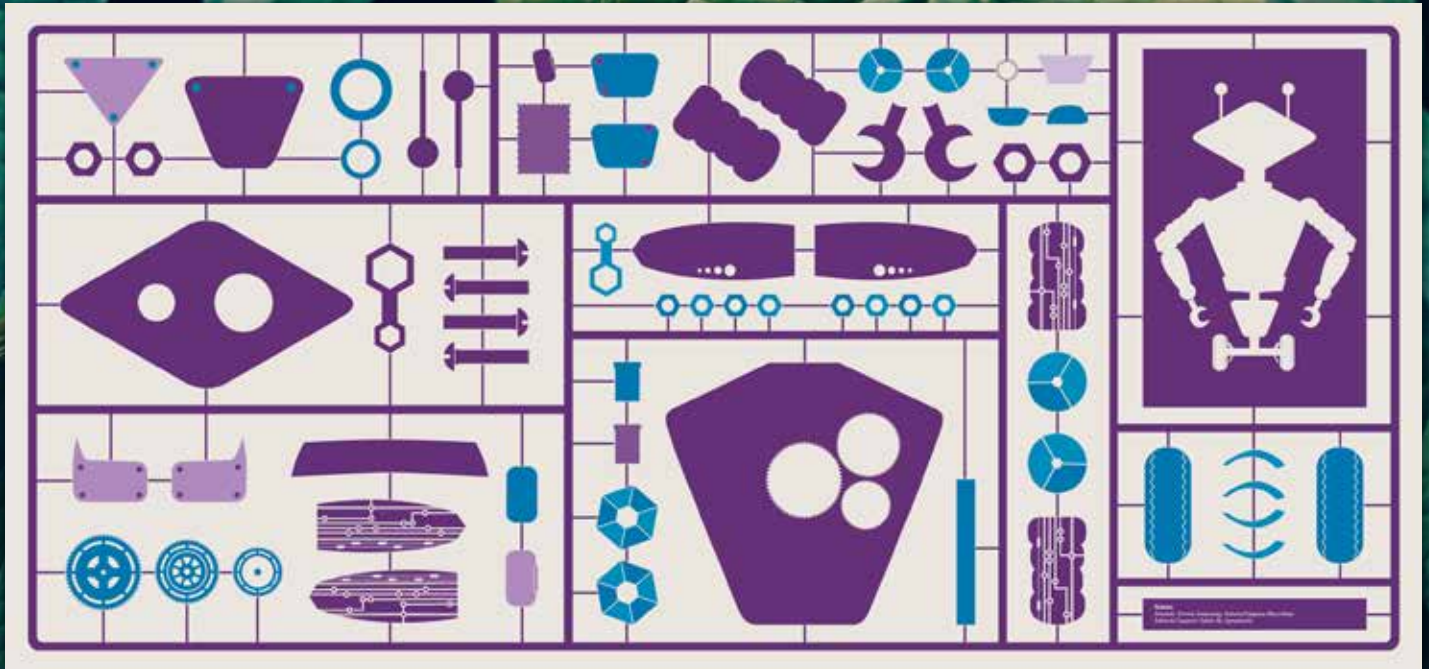
# PERSONALITY OF THE YEAR BRANDING

Company: DPD Group Ltd | Date: 2018

I redesigned the look and feel of this brand. The logo remained but the placement of type, general style as well as imagery was all replaced to look less dated from the original designs.







# CURIOSITY CAMPAIGN

Company: Macmillan Publishers | Date: 2014

The brief given was to design something relevant to an individual's curiosity. The curiosity I designed was for robots. When thinking about the design we were all asked to keep in mind how we could create an animation from it as the campaign was going to be using Augmented Reality. After many sketches and research I concluded with designing my robot as an air-fix style kit. This was designed with the intention to animate the robot coming to life from the parts. This project was designed by me from concept through to artwork as well as creating the animation.

ANIMATION

ILLUSTRATION

LAYOUT

PRINT

ARTWORK

# DPD has established its own unique network of 2,500 shops in the UK.

There is a DPD Pickup point within 5 miles of 95.6% of the population and a 5-minute walk within central London.

With DPD Pickup we have the largest shop network throughout London, with over 400 local DPD Pickup locations including Doodle sites at key railway stations.

We also have the smartest pickup solution with the Rowlands and Currys pharmacy chains and Currys providing your best in-shop



**2,500** Pickup shops in the UK



**5 mins** walking distance within central London



**95.6%** of population within 5 miles



**400** Pickup shops in London



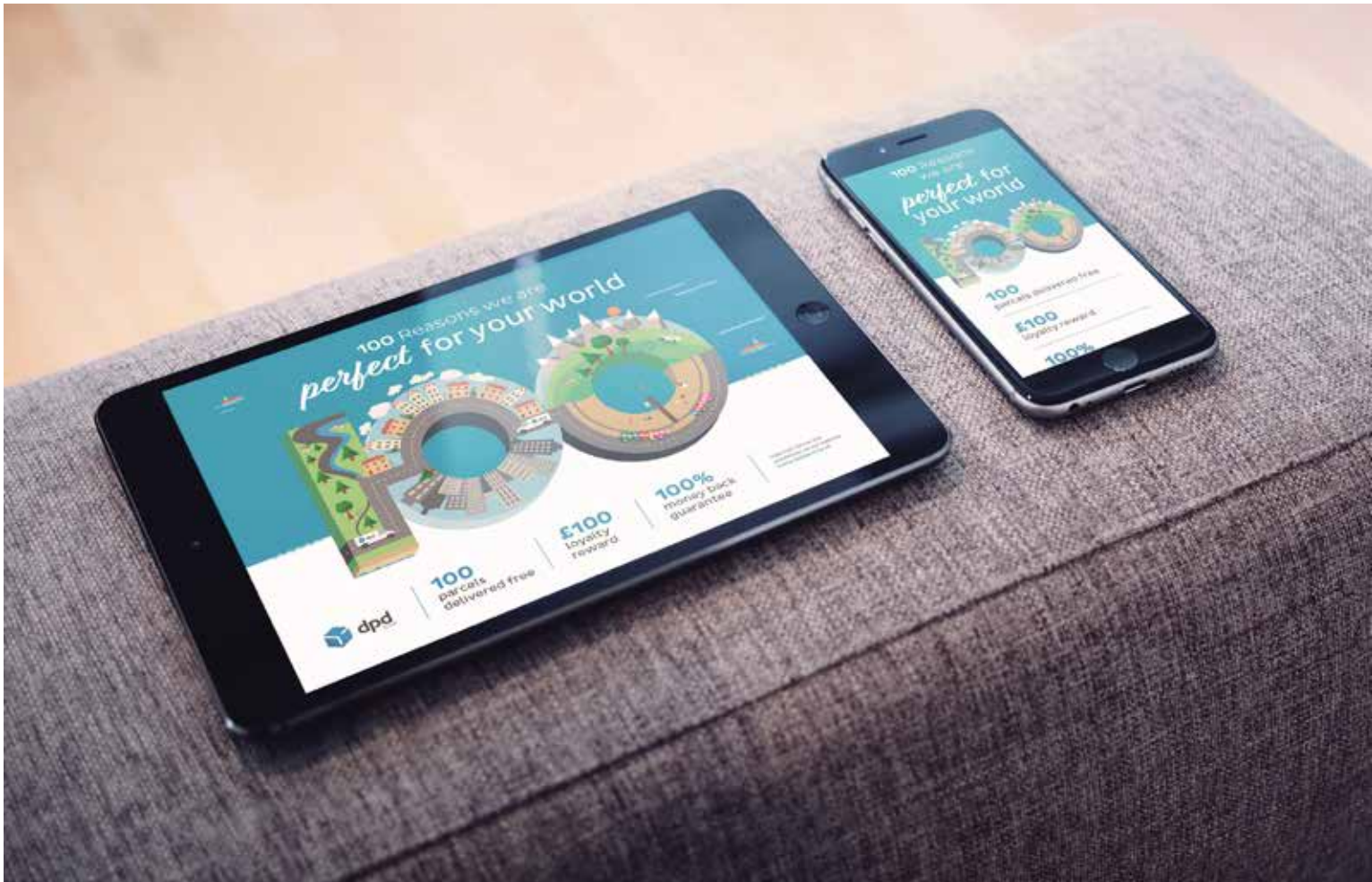
# DPD SALES BROCHURE

Company: DPD Group Ltd | Date: 2019



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# WITH LOVE CAMPAIGN

Company: DPD | Date: 2019

A couple of routes were taken with this campaign. The first based on the number 100 for various DPD achievements. The initial proposed idea was creating a DPD world within the number '100'. The second was the final 'Love Local' Campaign. This was based on my illustrations and designing personalised drawings from various DPD Local depot locations such as Brighton and Portsmouth. These were used as postcards with the message 'with love from...'



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DESIGN

ILLUSTRATION

LAYOUT

PRINT

DIGITAL





# CAMPAIGN POSTERS

Company: Fun Campaign for fictional company | Date: Winter 2017

This is a campaign for a fictional store selling food goods or potential delivery service. I had some fun copywriting phrases I wanted to use and decided to put some posters together. I had previously created the delivery icon.



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DESIGN



# CAMPAIGN POSTERS

Company: Fun Campaign for fictional company | Date: Winter 2017

This is a campaign for a fictional store selling food goods or potential delivery service. These phrases got me interested in trying out some new styles of design. I wanted to include some work in my portfolio to demonstrate my work using text over imagery.

ILLUSTRATION

LAYOUT

PRINT

DIGITAL



## CAMPAIGN POSTERS

Company: Fun Campaign for fictional company | Date: Winter 2017

This is a campaign for a fictional delivery service. I wanted to focus on a slogan which would appeal to those who don't have a lot of time for shopping and can spend more time on the important things in life to them such as relaxing and time with family

# CAMPAIGN POSTERS

Company: Fun Campaign for fictional company  
Date: Summer 2017

I created some poster campaigns over the summer for a freshers' week festival. I wanted to demonstrate work in my portfolio which could showcase the use of bright colours, contrasting colours and big, bold shapes.



# SAY HELLO TO DPD APP 2.0

Amazing new features including parcel shipping, deals from leading retailers and much much more



Over 4 million app users

1.2 million active users each month

100,000 new app users per month





# CONFERENCE DISPLAY STAND

Company: DPD Group Ltd | Date: 2019

The brief was to combine the new updated DPD App (2.0) with Design Space for a conference stand. Alongside there was a flyer and a podium and front banner.



- TYPOGRAPHY
- LAYOUT
- PRINT
- DIGITAL

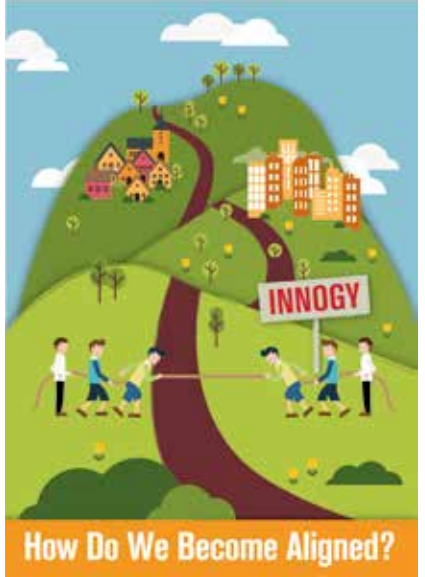


ILLUSTRATION

LAYOUT

PRINT

DIGITAL



# INNOLOGY POSTERS

Company: Innology via 4-Reel Productions  
Date: October 2017

The designs reflect the development of the year through movement and illustrations. All designs, illustrations and styles were created by myself. I particularly liked the layered paper feel with this design. I really enjoyed working on these and the clients were thrilled with the design.





# SIGNET CAMPAIGN

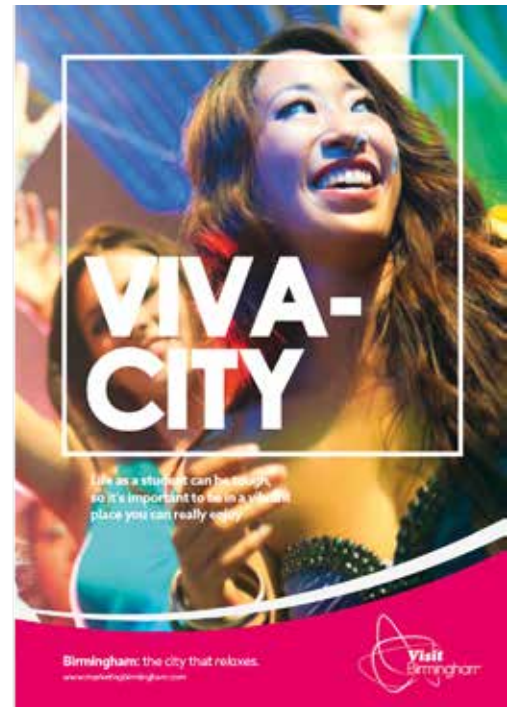
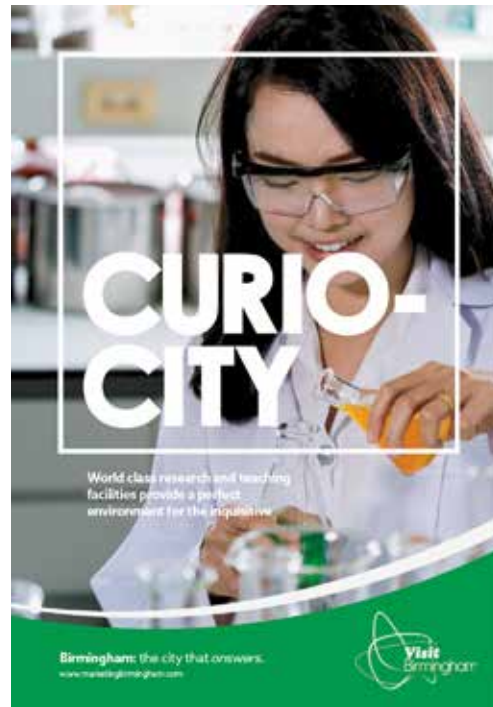
Company: Signet via Core Marketing | Date: 2014



# CAMPAIGN PITCH

Company: Marketing Birmingham via Core Marketing | Date: 2014

This was a collaborative campaign with a number of us in the team brainstorming to come up with the final design conclusion. My role after the concept was decided was to choose the photographs, manipulate them in Photoshop and design and artworked the final piece.



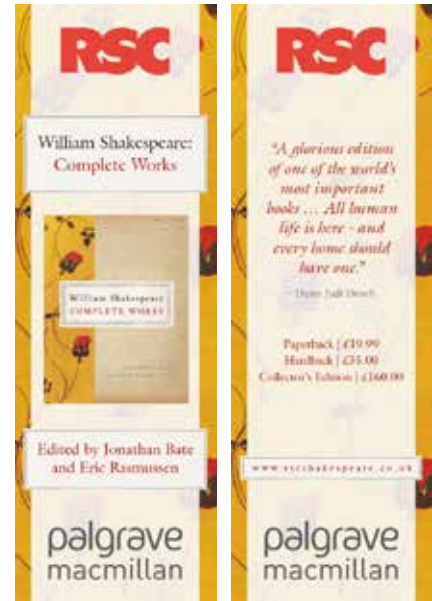
CAMPAIGN

LAYOUT

ARTWORK

PRINT

DIGITAL

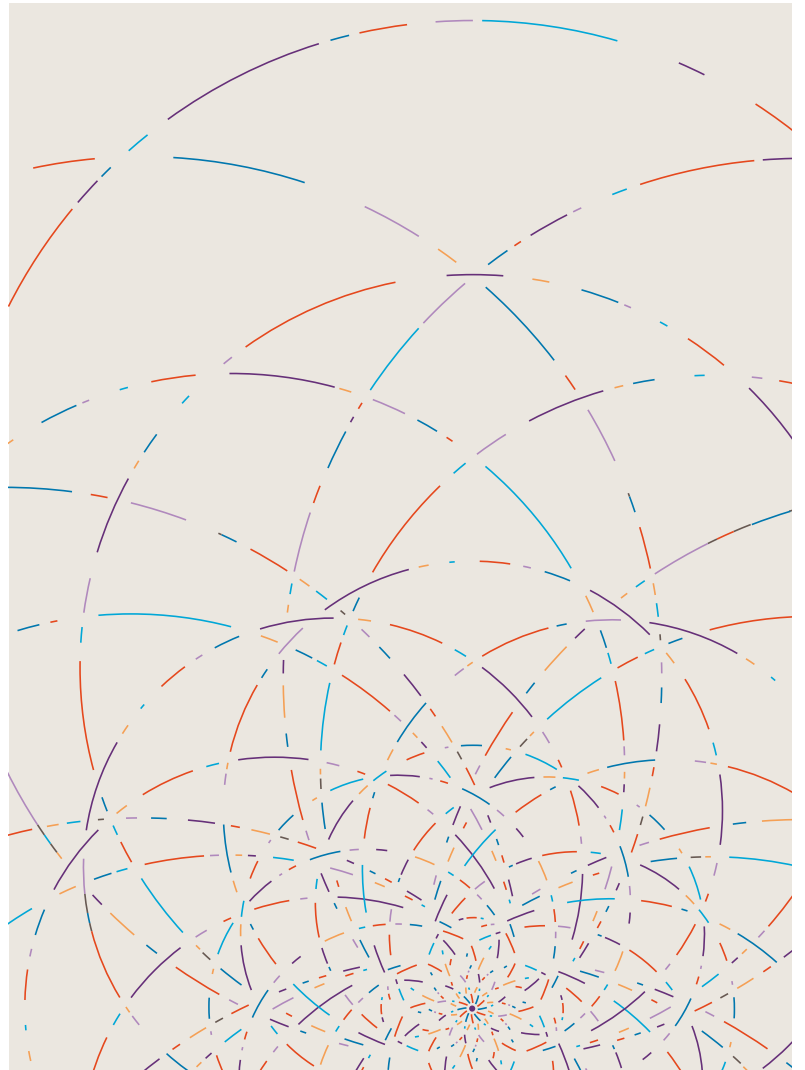


# RSC BOOKMARK

Company: RSC with Palgrave Macmillan | Date: 2014



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DESIGN



CAMPAIGN

ILLUSTRATION

ARTWORK

PRINT

# ARENDRT MEETING ROOM PANEL

# “MEN, NOT MAN, LIVE ON THE EARTH AND INHABIT THE WORLD”



Company: Macmillan Publishers | Date: Summer 2014

The meeting rooms in Macmillan's new London offices would be named after famous people in history, I was given Hannah Arendt. The concept behind this design was threefold. Firstly, I used a spirograph design which represents the interconnections of mankind in the plural. Secondly,

breaking up this spirograph into various line widths and changing the colours for each was to visually represent that mankind is not similar and alike but distinctive, lastly keeping all the line weights the same showed the equality amongst the differences. This project was designed solely by

myself from concept through to artwork.

> Hannah Arendt was not interested in man in the singular and argued that we are all equal but always distinct and never interchangeable.

# WELCOME BOX

Company: DPD Group Ltd | Date: 2019

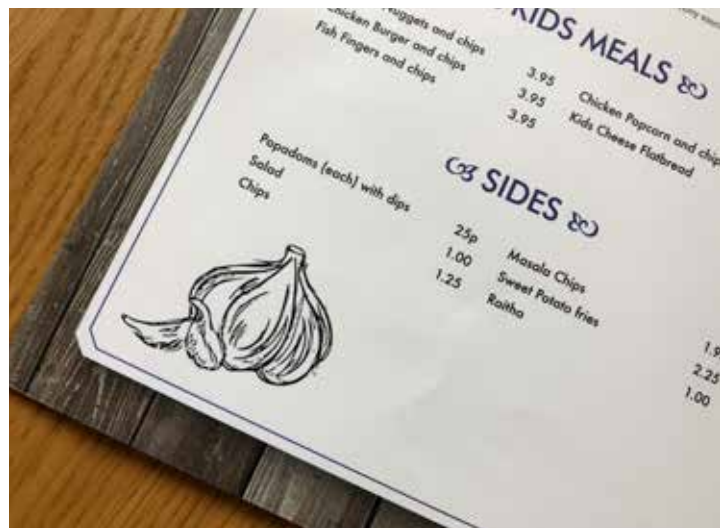
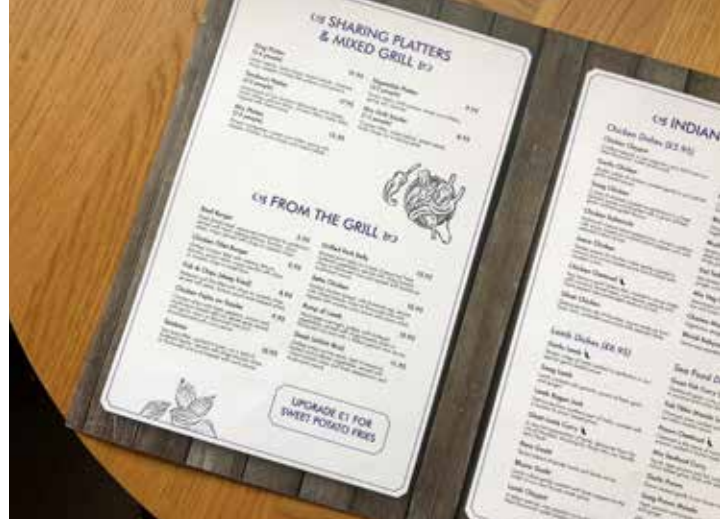
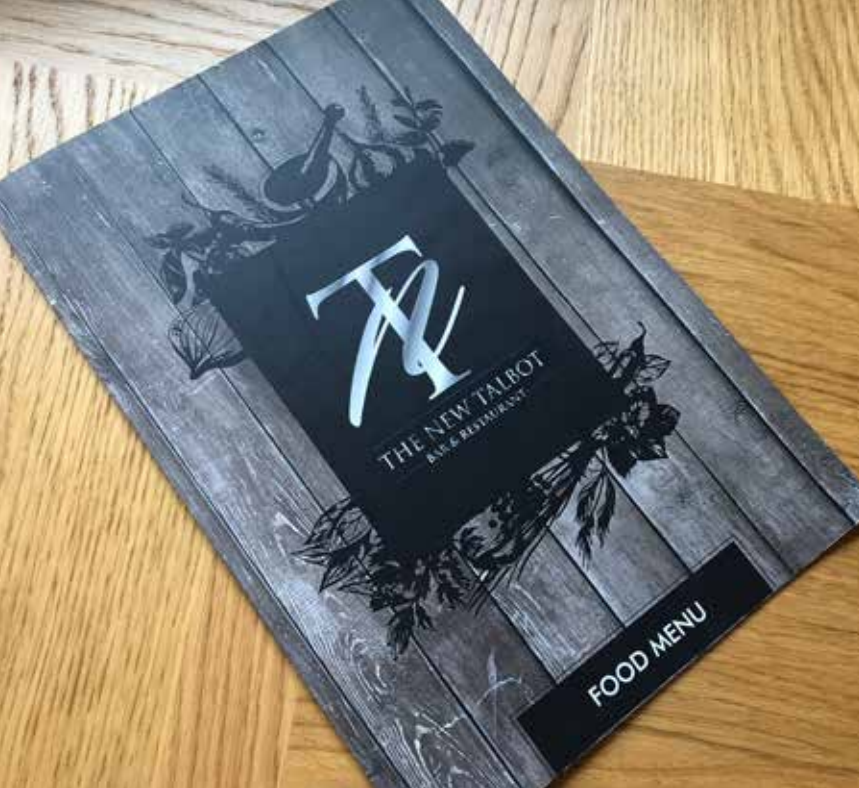
I designed the cover and introduction pages to this box to fit along with the look and feel DPD wanted to go with. The box contained a short video integrated within a screen on the box as well as containing the Design Space book which I artworked and the 'This is Us' Book that I created, designed and artworked





# BFI BOOKMARKS

Company: BFI with Palgrave Macmillan | Date: 2014







**NEW TALBOT  
BAR & INDIAN TAPAS  
RESTAURANT**

43a Wolverhampton Road South,  
Quinton, Birmingham, B32 2AY  
Tel: 0121 429 3322  
**Bookings recommended**

**OPENING ON  
11TH AUGUST**

**INDIAN TAPAS  
MENU AVAILABLE**



[www.thenewtalbot.com/quinton](http://www.thenewtalbot.com/quinton) (Tel: 0121 429 3322)

ILLUSTRATION

LAYOUT

ARTWORK

PRINT



**THE NEW TALBOT  
BAR & RESTAURANT**

**FOOD MENU**

**01 TALBOT TAPAS 01**

01 Mixed Tapas 01

Chicken Tikka	5.50	Hot Pepper 5.50	5.50
Beef Curry	5.50	Chicken Curry	5.50
Spicy Potato	5.50	Spicy Chicken	5.50
Spicy Paneer	5.50	Spicy Paneer	5.50
Spicy Fries	5.50	Spicy Fries	5.50
Spicy Onions	5.50	Spicy Onions	5.50
Spicy Beans	5.50	Spicy Beans	5.50
Spicy Pasta	5.50	Spicy Pasta	5.50
Spicy Rice	5.50	Spicy Rice	5.50
Spicy Bread	5.50	Spicy Bread	5.50
Spicy Salad	5.50	Spicy Salad	5.50
Spicy Drink	5.50	Spicy Drink	5.50
Spicy Dessert	5.50	Spicy Dessert	5.50

**02 NAAN BREADS 02**

Naan	1.50	Naan & Kebab	3.50
Naan & Kebab	3.50	Naan & Kebab	3.50
Naan & Kebab	3.50	Naan & Kebab	3.50
Naan & Kebab	3.50	Naan & Kebab	3.50
Naan & Kebab	3.50	Naan & Kebab	3.50

**03 RICE 03**

Chicken Tikka	5.50	Chicken Tikka	5.50
Beef Curry	5.50	Beef Curry	5.50
Spicy Potato	5.50	Spicy Potato	5.50
Spicy Paneer	5.50	Spicy Paneer	5.50

**04 KIDS MEALS 04**

Chicken Tikka	5.50	Chicken Tikka	5.50
Beef Curry	5.50	Beef Curry	5.50
Spicy Potato	5.50	Spicy Potato	5.50
Spicy Paneer	5.50	Spicy Paneer	5.50

**05 SIDES 05**

Spicy Potato	5.50	Spicy Potato	5.50
Spicy Paneer	5.50	Spicy Paneer	5.50
Spicy Fries	5.50	Spicy Fries	5.50
Spicy Onions	5.50	Spicy Onions	5.50
Spicy Beans	5.50	Spicy Beans	5.50
Spicy Pasta	5.50	Spicy Pasta	5.50
Spicy Rice	5.50	Spicy Rice	5.50
Spicy Bread	5.50	Spicy Bread	5.50
Spicy Salad	5.50	Spicy Salad	5.50
Spicy Drink	5.50	Spicy Drink	5.50
Spicy Dessert	5.50	Spicy Dessert	5.50



[www.thenewtalbot.com/quinton](http://www.thenewtalbot.com/quinton)

**06 SHARING PLATTERS  
& MIXED GRILL 06**

Big Plate	12.50	Big Plate	12.50
Medium Plate	10.50	Medium Plate	10.50
Small Plate	8.50	Small Plate	8.50
Spicy Potato	5.50	Spicy Potato	5.50
Spicy Paneer	5.50	Spicy Paneer	5.50
Spicy Fries	5.50	Spicy Fries	5.50
Spicy Onions	5.50	Spicy Onions	5.50
Spicy Beans	5.50	Spicy Beans	5.50
Spicy Pasta	5.50	Spicy Pasta	5.50
Spicy Rice	5.50	Spicy Rice	5.50
Spicy Bread	5.50	Spicy Bread	5.50
Spicy Salad	5.50	Spicy Salad	5.50
Spicy Drink	5.50	Spicy Drink	5.50
Spicy Dessert	5.50	Spicy Dessert	5.50

**07 FROM THE GRILL 07**

Chicken Tikka	5.50	Chicken Tikka	5.50
Beef Curry	5.50	Beef Curry	5.50
Spicy Potato	5.50	Spicy Potato	5.50
Spicy Paneer	5.50	Spicy Paneer	5.50
Spicy Fries	5.50	Spicy Fries	5.50
Spicy Onions	5.50	Spicy Onions	5.50
Spicy Beans	5.50	Spicy Beans	5.50
Spicy Pasta	5.50	Spicy Pasta	5.50
Spicy Rice	5.50	Spicy Rice	5.50
Spicy Bread	5.50	Spicy Bread	5.50
Spicy Salad	5.50	Spicy Salad	5.50
Spicy Drink	5.50	Spicy Drink	5.50
Spicy Dessert	5.50	Spicy Dessert	5.50



**08 INDIAN CURRIES 08**

Chicken Tikka	5.50	Chicken Tikka	5.50
Beef Curry	5.50	Beef Curry	5.50
Spicy Potato	5.50	Spicy Potato	5.50
Spicy Paneer	5.50	Spicy Paneer	5.50
Spicy Fries	5.50	Spicy Fries	5.50
Spicy Onions	5.50	Spicy Onions	5.50
Spicy Beans	5.50	Spicy Beans	5.50
Spicy Pasta	5.50	Spicy Pasta	5.50
Spicy Rice	5.50	Spicy Rice	5.50
Spicy Bread	5.50	Spicy Bread	5.50
Spicy Salad	5.50	Spicy Salad	5.50
Spicy Drink	5.50	Spicy Drink	5.50
Spicy Dessert	5.50	Spicy Dessert	5.50

**09 DRINKS 09**

Soft Drink	2.50	Soft Drink	2.50
Soft Drink	2.50	Soft Drink	2.50
Soft Drink	2.50	Soft Drink	2.50
Soft Drink	2.50	Soft Drink	2.50
Soft Drink	2.50	Soft Drink	2.50
Soft Drink	2.50	Soft Drink	2.50
Soft Drink	2.50	Soft Drink	2.50
Soft Drink	2.50	Soft Drink	2.50
Soft Drink	2.50	Soft Drink	2.50
Soft Drink	2.50	Soft Drink	2.50

[www.thenewtalbot.com/quinton](http://www.thenewtalbot.com/quinton)

# NEW TALBOT MENU

Company: 717 Graphic Design | Date: 2017

I work for this company as a freelancer creating various designs from logos, to marketing materials.

I created the design, composition and layout and then got each artworked for press. The logo was an existing design. Internal illustrations drawn by me. Also in this set there has been a dessert menu created as well as discount vouchers.



greenway  
DESIGN



# CHAMBERS WEBSITE REDESIGN

ILLUSTRATION

LAYOUT

WEBSITE DESIGN

DIGITAL

Company: Core Marketing | Date: 2017

This website was created to update the very dated existing site. The inclusion of brighter colours helped to section of each relevant part of the site as well as looking into then structure in general to work out the best placement for everything. This website was designed to be fully responsive. I designed this website. It was built by a developer.




CHAMBERS  
RECYCLING

[ORDER YOUR SKIP](#)
☎
01483 504595


[About us](#)
[Services](#)
[Locations](#)
[News](#)
[Contact](#)

## WASTE MANAGEMENT & RECYCLING SPECIALIST

[ORDER YOUR SKIP](#)



### NEWS CATCH UP




04 October 18

ANDREW JORDAN MAKES IT THREE TIMES A WINNER AT BRANDS Hatch

In a high-octane weekend at Brands Hatch, Chambers sponsored driver Andrew Jordan challenged not only for the independents title, but also raced for 2018 Dunlop Safety Sprint, Touring Car Championship crown. After an incident that meant he obtained the independents title for the first year.


[READ MORE](#)



18 September 18

Second victory for Andrew Jordan in the 2018 British Touring Car Championship.

[READ MORE](#)




10 August 18

New addition to our fleet of vehicles, C&F Aggregat


[READ MORE](#)

### KEY SERVICES


Welcome to the complete waste collection, management and recycling service for trade customers, construction companies and households. Based and operating from our Guilford, Farnham and Farnham facilities we provide services in Surrey and the surrounding border areas of Sussex, Hampshire, Devon and Gloucestershire.




**SKIPS, DIY & BUILDERS**




**CONSTRUCTION WASTE & RECYCLING**




**TRADE WASTE & RECYCLING**



**AGGREGATES**



**CHAMBERS CONCRETE**



**GRAB HIRE**

### WHAT MAKES US DIFFERENT?

**LOCALLY BASED**

As a locally based company, we know our customers and work closely to provide a fast and responsive service.

**HIGH RECYCLE RATE**

We currently recycle up to 90% of all the waste we handle, and believe in using responsible stock trading with waste to a maximum benefit.

**PROFESSIONAL RESOURCES**

Chambers delivers a range of services that are focused on you and your requirements.

**COMMITMENT TO THE ENVIRONMENT**

We're committed to maximising the recovery of reusable resources and minimising the carbon we emit to landfill.

### CONTACT US

CHAMBERS WASTE MANAGEMENT PLC

Chambers House  
North Moore  
Guilford, Surrey GU10 1SE  
**01483 504 595**

CHAMBERS SUNFOLD AGGREGATES

Horsfield Road PG  
Bulford Road, Sunfold  
Farnham, Surrey GU10 1PG  
**01252 753 530**



# GIFT BOX

Company: DPD Group Ltd  
Date: 2019

ILLUSTRATION

TYPOGRAPHY

LAYOUT

PRINT

ARTWORK



greenway  
DESIGN



# BANK HOUSE FLYER

Company: Core Marketing  
Date: 2016

LAYOUT

PRINT

ARTWORK



Looking for a high-quality  
collection of resources to use  
with your social work students?



# POSTCARDS

Company: Macmillan Publishers | Date: 2010

ILLUSTRATION

LAYOUT

PRINT



CREATIVE

LAYOUT

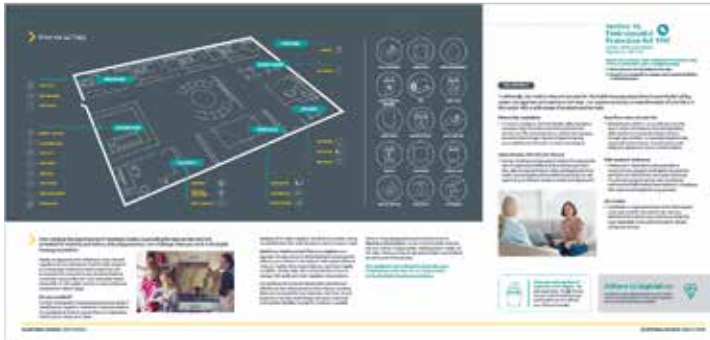
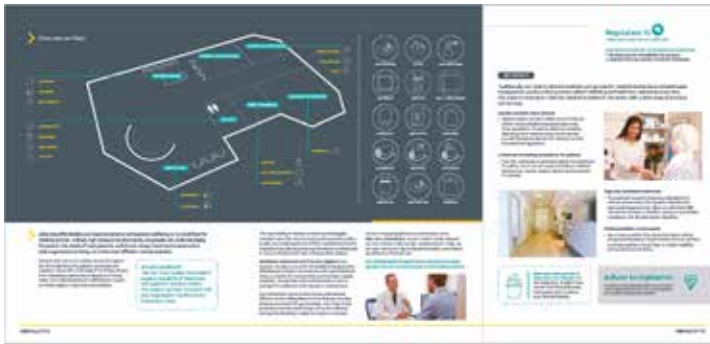
DIGITAL

greenway  
DESIGN



WEB BANNERS

Company: The Economist | Date: 2013



- CREATIVE
- LAYOUT
- ILLUSTRATION
- DIGITAL
- PRINT





# PHS BROCHURES AND INFOGRAPHICS

Company: Abstract Design | Date: November 2017

When freelancing at abstract I got to work on the brochures and infographics for PHS, one of their big clients. The basic structure was already created so I had to re-populate

with new images which I sourced, new text and creating a new floorplan example for each section of the business. All illustrations were all created by myself for

the infographic. Abstract created a really strong brand for PHS so it was great to work on some fantastic creative.

phs Group  
Everyone Claims they do it, Do you?

## Global Hand Washing Day 15th October

Clean hands matter, Why?

**Prevention**

Handwashing is the most effective way to prevent the spread of germs and viruses. It can help prevent the spread of many common illnesses, such as colds, flu, stomach bugs, and diarrhoea.

**The Facts**

A mobile phone has 18 times more bacteria than most public toilet seats.

1/5 people wash their hands for a minimum of 20 seconds.

30% of people do not wash their hands at all.

**The Answer**

 <b>wash hands</b> with soap and water	 <b>use hands</b> carefully
 <b>use water</b> from a tap	 <b>use waste</b> carefully
 <b>protect yourself</b> with gloves	 <b>Download our step-by-step guide to the right way to wash your hands.</b>

© 2017 PHS Group [www.phs.co.uk](http://www.phs.co.uk)

**Leading the way with projects that solve environmental problems...**  
...Including our new hygiene waste disposal plant LifeCycle.

Waste is diverted away from landfill and incineration

turned into refuse derived fuel (RDF)

used to power our factories, schools, hospitals, homes and more!

**To Find out more about what we've been up to, and how you can benefit, get in touch today for a quote today.**

**Exclusive New Year offer:** as a valued former customer, we're giving you our best price for 2018. Call 02920 908023 to find out more.

☎ 029 2080 8025 [www.phs.co.uk](http://www.phs.co.uk)

**The Facts**

A mobile phone has 18 times more bacteria than most public toilet seats

only 1/5 wash their hands after going to the toilet and only 30% of those that do wash enough

For the best results wash your hands for a minimum of 20 seconds the amount of time it takes to sing 'Happy Birthday' twice

## INNOVATION

**Reducing waste and saving you money**

With new state of the art hand dryers that dry faster, quieter and more efficiently.

Airstream Pure: "Dry in less than 15 secs"

**Enhancing well-being**

With air purifiers that care for staff and visitor health, killing 99% of germs and allergens

"Kill 99.9% of germs including cold and flu viruses"

**Improving health and safety**

With tougher and more durable miles, preventing slips and trips and increasing hygiene.

## SERVICE

**Improved efficiency and productivity**

With investment in new technology such as our intelligent route planning system, Route 360.

# BREXIT BROCHURE

Company: DPD Group Ltd | Date 2019



- CREATIVE
- LAYOUT
- DIGITAL
- PRINT



# JOHN LEWIS ADVERT

Company: DPD Group Ltd | Date 2018

ILLUSTRATION

LAYOUT

DIGITAL

PRINT





THE  
TANNINGLOUNGE  
WORCESTER

CREATIVE

LOGO

TYPOGRAPHY

LAYOUT

PRINT

DIGITAL

# TANNING LOUNGE BRANDING

Company: The Tanning Lounge | Date: Summer 2014

I created the logo and all marketing collateral for the tanning lounge. My client wanted something new as she was expanding her business and wanted to

make her new logo more gender neutral. She signed off the design on the next page and it has been worked through on signage, web banners and price lists. To

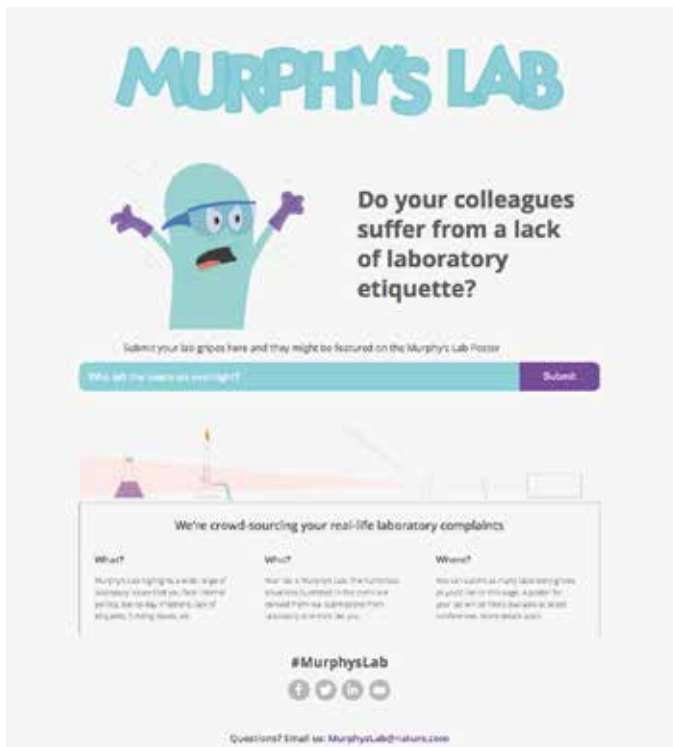
the right are the development stages. All designs were factored in being produced with a holographic foil





# MURPHY'S LAB



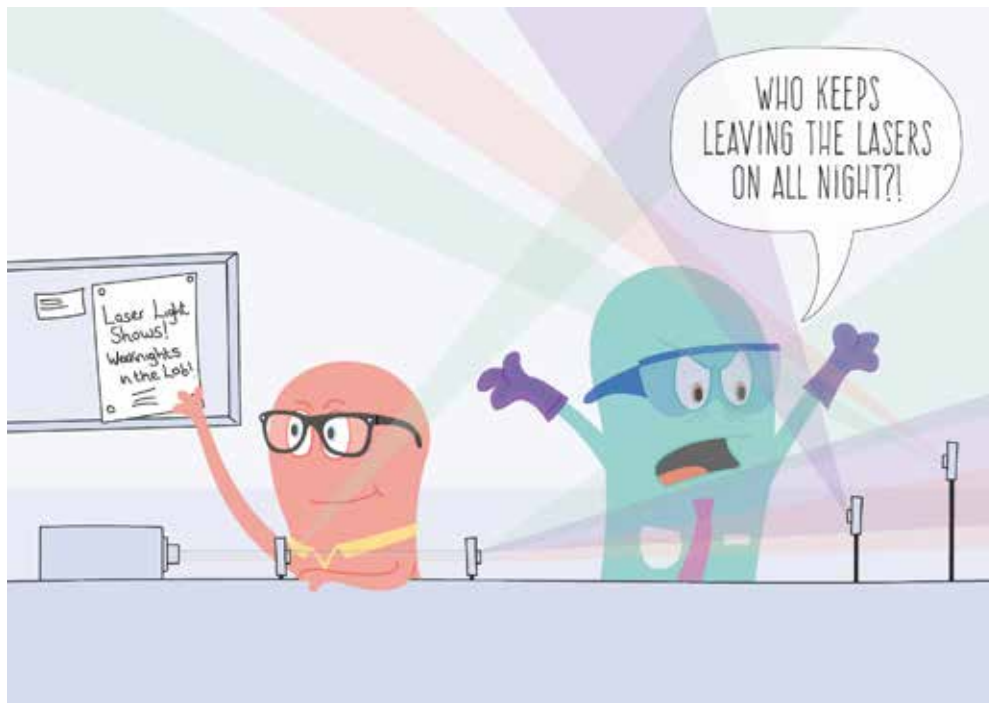


# MURPHY'S LAB

Company: Macmillan Publishers  
Date: Summer 2014

Murphy was co-created by myself and fellow designer Andrew Henderson. The brief was to create a character for a campaign to crowd-source real-life laboratory complaints! Using Murphy and the brand created, multiple posters and illustrations to demonstrate complaints submitted by users were designed.

This website follows on from the brand identity created for Murphy. This was the first website I built by myself.



- CREATIVE
- LOGO
- TYPOGRAPHY
- LAYOUT
- DIGITAL

# AVI

Company: AVI | Date: Summer 2017

I got approached by the directors of this new company to design their logo and other marketing materials. Current designs include logo, business cards, email signature and introductory landing page. All created and designed from concept to artwork by myself

I created the introductory website for AVI which was a holding page to launch the new website once created. The design consisted of the logo, countdown timer, Subscription form, links to social media pages, icons about the company and a contact form.



ASPIRATION | VISION | INNOVATION







- CREATIVE
- LOGO
- TYPOGRAPHY
- LAYOUT
- ILLUSTRATION
- PRINT
- DIGITAL







- CREATIVE
- LOGO
- TYPOGRAPHY
- LAYOUT
- ILLUSTRATION
- PRINT
- DIGITAL

ONE THREE FOUR  
OFFICES TO LET IN BIRMINGHAM

THE BUILDING APPROPRIATE LOCATION IMAGE GALLERY CONTACT

★★★★★

## QUALITY FLEXIBLE SPACE

Situated in a sought after location at the heart of Birmingham's Central Business District, 134 Edmund Street has 26,098 sq ft of exclusively refurbished office space immediately available in suites from 1,879 sq ft.

THE EXCEPTIONALLY DESIGNED REFURBISHMENT HAS HIGHLY FLEXIBLE AND ADAPTABLE CONTEMPORARY OFFICE SPACE.

ONE THREE FOUR  
OFFICES TO LET IN BIRMINGHAM

THE BUILDING APPROPRIATE LOCATION IMAGE GALLERY CONTACT

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THE EXCEPTIONALLY DESIGNED REFURBISHMENT HAS HIGHLY FLEXIBLE AND ADAPTABLE CONTEMPORARY OFFICE SPACE.

FOR BUSINESS INFORMATION

## MODERN OFFICE DESIGN

The complete, modern office space ideal for a range of business and office layouts, high quality modern interiors.

SCHEDULE OF AREAS		
Area	sqm	sqft
Office	1000	10764
Reception	100	1076
Break	100	1076
Storage	100	1076
Other	100	1076
<b>Total</b>	<b>1400</b>	<b>15068</b>

GET AROUND A BUILDING CENTRAL AREA: THE "PARTIALLY COVERED" FREE FLOORPLANS HAVE BEEN DRAWING TO THE HIGHEST SPECIFICATIONS.

SEARCH LOCATIONS: Birmingham, Edgbaston, City Centre

SEARCH: [button] [button] [button]

- Transportation/Station
- Public Transport
- Trade Area
- Office
- Reception
- Break
- Storage
- Other Areas
- Entrance
- Reception
- Office
- Break
- Storage
- Other Areas

# ONE THREE FOUR

Company: Core Marketing  
Date: 2017

This website was designed to co-exist with other marketing materials I designed for the same brand. This included the logo, HTML email campaigns, brochure and printed launch invites. Type used was to keep consistency with the brand having all headings over 3 lines and colour schemes to work both printed as well as digitally. This website was designed to be fully responsive. I designed this website. It was built by a developer.



# PHIN DESIGN

Company: Phin Design | Date: 2016

CREATIVE

LOGO

TYPOGRAPHY

ILLUSTRATION

PRINT

DIGITAL





**UNDER  
1 ROOF**  
FOR STUDENTS BY STUDENTS

greenway  
DESIGN

CREATIVE

ILLUSTRATION

LOGO

PRINT

TYPOGRAPHY

DIGITAL



# AQUEOUS II

## AQUEOUS 2

Company: Core marketing Ltd | Date: 2015

CREATIVE

LOGO

TYPOGRAPHY

SIGNAGE

DIGITAL



CREATIVE

LOGO

TYPOGRAPHY

PRINT



# WELDING SUPPLIES DIRECT

Company: Welding Supplies Direct  
Date: 2017

I created some images for the Welding supplies website. They wanted something really modern and fresh. I used striking images to reflect the subject matter with overlaid text. When these were hovered over, the images would go greyscale.

TYPOGRAPHY

PHOTOGRAPHY

LAYOUT

DIGITAL







**0% Finance Available**

Easy Online Application  
MIG | TIG | ARC | PLASMA | MACHINES



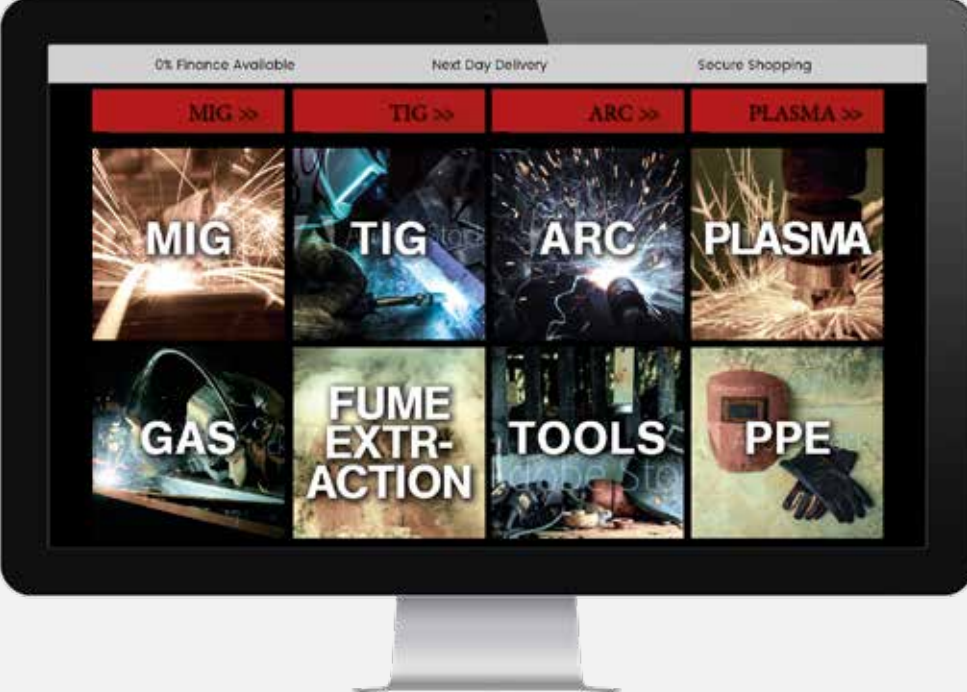

**0% Finance Available**

Easy Online Application  
MIG | TIG | ARC | PLASMA | MACHINES




**0% Finance Available**

Easy Online Application  
MIG | TIG | ARC | PLASMA | MACHINES

0% Finance Available      Next Day Delivery      Secure Shopping

MIG >>	TIG >>	ARC >>	PLASMA >>
MIG	TIG	ARC	PLASMA
GAS	FUME EXTRACT- ACTION	TOOLS	PPE

# 'APPY SHIPPING CAMPAIGN

Company: DPD Group Ltd | Date: 2017

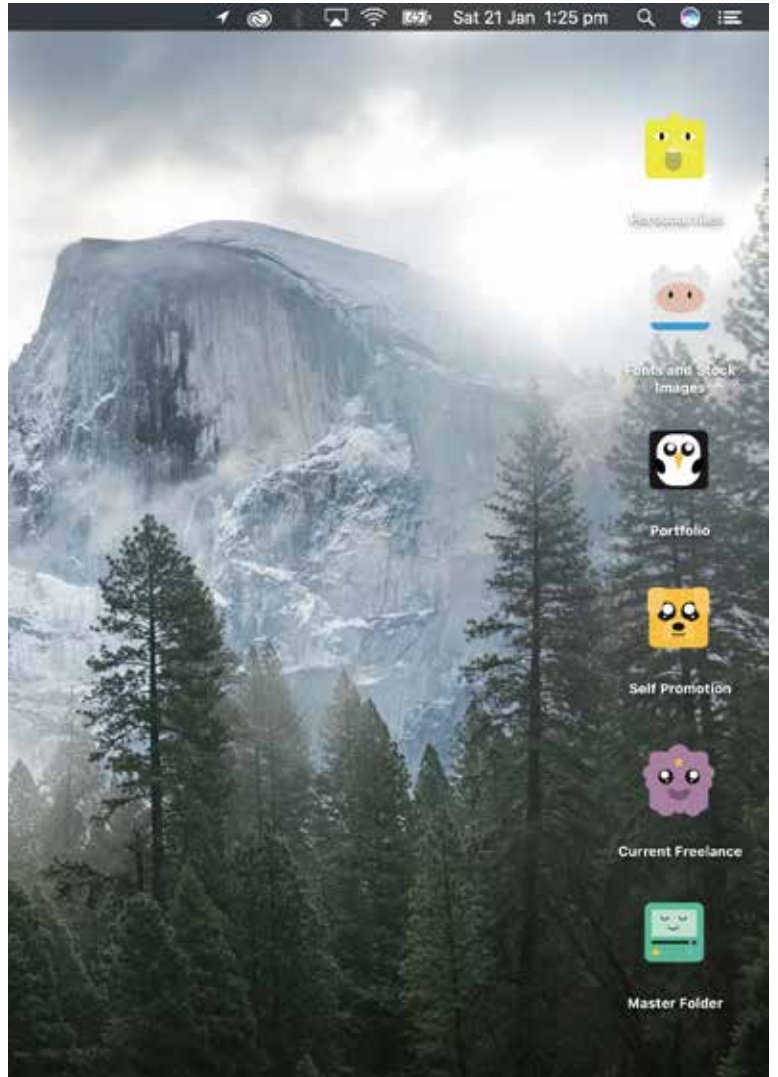
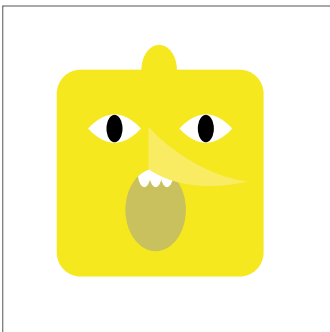
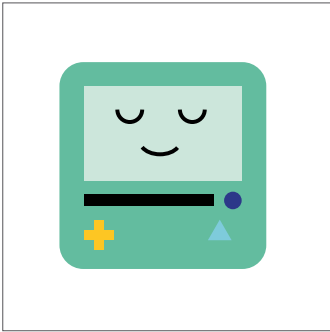
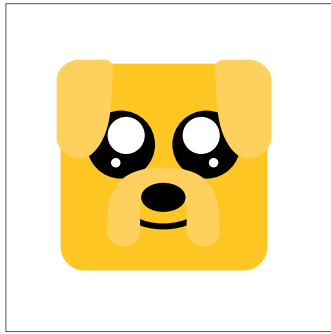
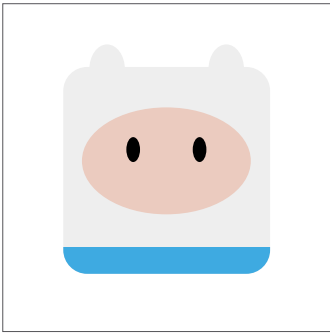


greenway  
DESIGN

TYPOGRAPHY

LAYOUT

DIGITAL



# SCREEN ICONS

Company: Personal Project | Date: 2018

ILLUSTRATION

LAYOUT

DIGITAL

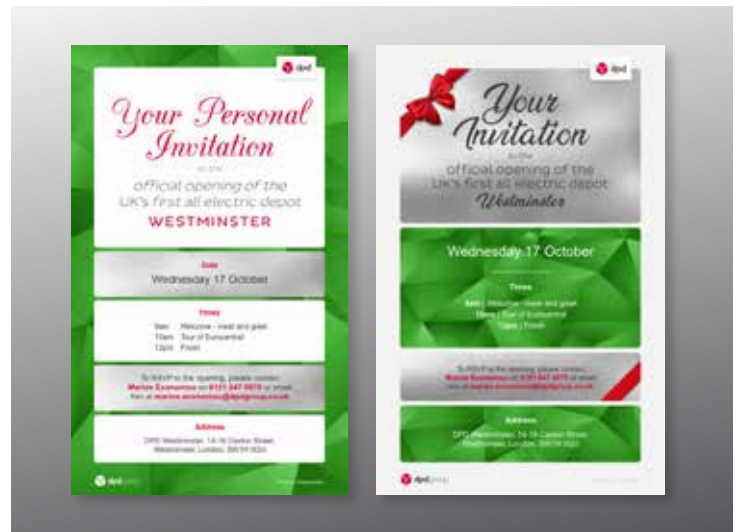
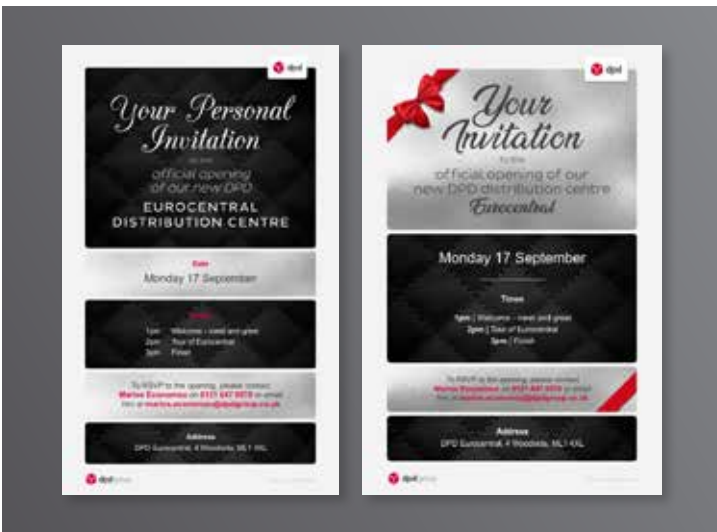
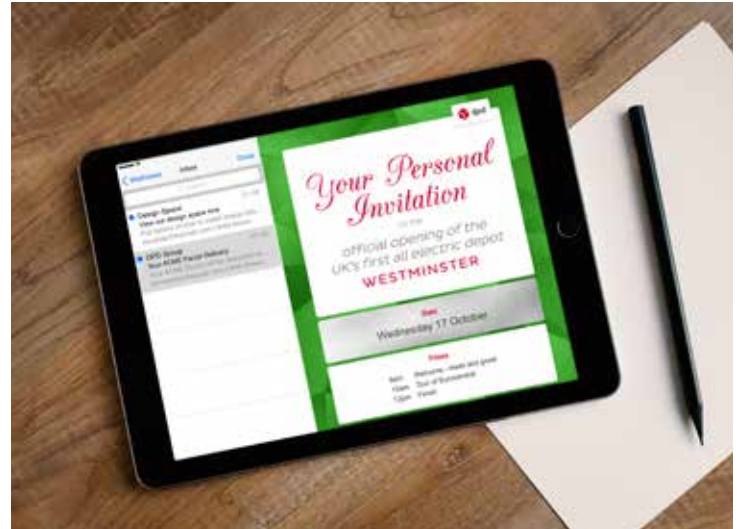
# EMAIL INVITATIONS

Company: DPD Group Ltd | Date: 2017

TYPOGRAPHY

LAYOUT

DIGITAL





# CAPABILITIES

**“I am a hard working & enthusiastic creative. I refuse to settle for second best. I’m extremely motivated to get to where I want to be. With a lively & energetic personality and eager to learn new skills. I will always be happy to bring new ideas to the table.”**

I have experience working in teams, as well as independently. I work from initial concepts right through to final artwork with expert knowledge on pre-press and liaising with print houses.

I flourish in a busy environment working on multiple projects at a time, making sure I stay on top of the latest design trends to make sure my communication is always relevant. I deliver projects to an excellent

standard, keeping up within a busy, fast-paced environment and working successfully towards deadlines. I have a keen eye for detail and proofreading is second nature to me.

I have worked in a number of creative fields during my time as a designer. Starting my career and developing my passion for digital and print marketing design at high-end publishing house, Macmillan Publishers followed by The Economist several years later. I have gained experience marketing offices and residential buildings at Core Marketing and Events when I decided to move back towards my hometown from London. Creating and redesigning new marketing collateral for DPD in my later years going self employed as well as challenging myself creating window displays and store displays for the likes of JD Sport, Adidas, Puma and Primark. I am very versatile with my work thanks to all of these opportunities.

All my roles have enabled me to develop my customer service, time management, leadership skills and feeding my passion

for success. My time management and organization skills have been invaluable - enabling me in my prior roles to assist in structuring workloads, which have been a crucial part of day-to-day processes. I have proven I can manage my own workload as well as having the communication and skills as a capable leader to teach others and guide those more junior to develop their skills further. I welcome guidance from more senior designers to grow personally. I don't feel anyone can ever know too much about design.

I keep on top of all updates to Adobe Creative Suite. My everyday programs consist of Photoshop, Illustrator and InDesign in which I am highly proficient. I constantly get great feedback from clients on my efficiency and quality and I cope well under pressure. Problem solving has built up trusted relationships with my clients - they see me as being flexible and accommodating to their needs and trust my expertise. Finding the right solutions by digging deep, being unique and listening

to what my client wants are the key initial steps I take. I view this communication as being incredibly important to ensure the creative is relevant to the needs of my client. I am not scared to respectfully challenge the right design concept and endeavour to excite my clients with new creative solutions.

In my spare time I have learned to code HTML and CSS. I have also taught myself how to use various other programs such as Sketch and Adobe XD to keep developing new skills beneficial to my clients. I am about to undertake a web development course.

I enjoy drawing - hand drawn and vector. A number of my illustrations have been used for big promotional materials and high end catalogues and magazines over the years and more recently I have created a separate brand in which I design personalised items for purchase. This challenge has taken my design style to a new plane in which I am very excited about.

# EXPERIENCE

2006

## Foundation Degree Art & Design

Worcester College of Technology  
2005-2006

## ESB Level 3 - English Speaking Board

Worcester College of Technology  
2005-2006

2009

## BA (Hons) Graphic Design

Southampton Solent University  
2006-2009

2009

## Commercial Fuel Solutions

- 6 months freelancing.
- Editing images and adding new items onto the company websites.
- Used Photoshop to cut and style images and create collages of items to go online.
- Designed the corporate stationary.
- Started the creation of the web pages for a new site that was going to be released.
- Gained experience reading and writing HTML and using Dreamweaver.

2011

## Freelance Designer

- Logo for 'Green Zebra' and designing the front page of their website.
- The creation of a logo for a company called 'AAP Counselling'.
- Creation of my own website and self promotional materials.
- Taught myself to use Flash and can create basic animation.
- Learning how to code HTML and CSS because of general interest in web development.
- Learning and building up my general knowledge in Creative Suite

2012

## Macmillan Publishers

- Confidently guided the Palgrave brand working within the brand guidelines.
- Design for external companies such as BFI, RSC & BDA.
- Developing an expert knowledge of Creative Cloud
- Design of all marketing materials. Creative to artwork.
- Managing own workload.
- Communication with printers and external suppliers.
- Created unique illustrations and infographics.



2014

### The Economist

- Learning and adhering to new brand guidelines.
- Creating web banners for upcoming events. From creative to artwork.
- Illustrations for adverts.
- Helping to streamline the workflow within the department.
- Helping those more junior to develop new skills and teaching them how to utilise Adobe programs more efficiently.

2015

### Core Marketing and Events Ltd

- Variety of branding and marketing jobs for residential and commercial properties.
- Design campaigns and events for big chains such as Signet Jewellers
- Designed new websites and designed and built numerous HTML emails.
- Branding and marketing for 134 Edmund Street; Birmingham, Oakley Grove; Leamington, Edmund House and 10 Temple Street; Birmingham.
- Some I worked from start to finish whilst others I ran through the existing brand to create new marketing materials.
- Assisted with the build of websites to further my knowledge in web development.
- Assisted in the marketing campaign for Marketing Birmingham which was won with one of my voucher designs.

2016

### Greenway Design Self employed

- Working with a variety of new brands and branding guidelines for an ever increasing set of projects and clients.
- Working with high end clients such as DPD, Homeserve, Adidas, Puma, Primark, JD Sport and Disney.
- Initial contract for DPD started at 3 months which was increased for a further year.
- New start-ups; branding and marketing.
- Artworking where required.
- On-site as well as working from home office.
- Successfully working as a self employed creative for 4 years full time.
- Liaising with printers, external suppliers & new clients.
- Training and teaching others during quiet periods.
- Creating a secondary brand 'Arla and Brey' specialising in personalised designs for purchased in my online shop using a variety of my illustrations.
- Developing close relationships with clients and company directors through hard work and communication.
- Building my skill set by taking online courses and researching new trends and styles.

# HOBBIES & INTERESTS

**I have been described as having the same interests and dress sense as an 80 year old pensioner.**

I really enjoy the likes of baking. I make a super cheesecake which has become the stuff of legends at family events with regular requests.

I love drawing, reading, sewing and knitting. Spending many of my evenings engrossed in one of these activities whilst watching something comical on Netflix or Prime. In the day i find myself a wonderful playlist to enjoy whilst working.

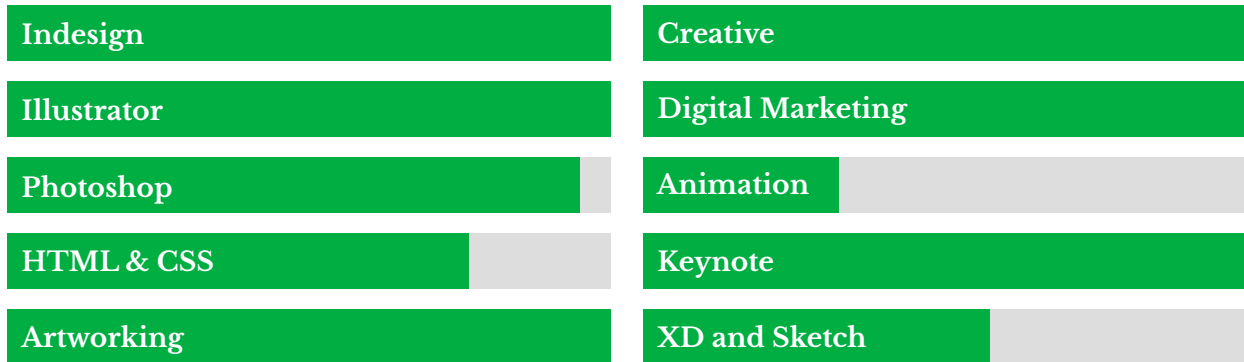
I am an absolute foodie. I love going to the dining clubs and visiting new restaurants with my husband. We cannot resist a bit of delicious street food!

Family is very important to me. I moved from London in 2014 to be closer to my parents and extended family in the Midlands. I spend a lot of time with my in-laws being just up the road and me and my husband regularly go on outings and walks with various family members and their kids.

I do enjoy running and more adventure sports such as climbing, abseiling and watersport. However, in my later years I have developed a reputation for being a bit clumsy. My one and only time on a hoverboard resulted in a hospital trip with my arm at a new angle and friends kitchen oven relocation.

I have two cats who i adore. They are 8 years old now and i enjoy them sitting impatiently with me while i work. Although i am sure they are aspiring to be designers when they climb on my computer, i do make sure i correct their mistakes.

# SKILLS



# CONTACT

**Please call me or email me.**

Name: Emma Vale  
Location: Birmingham

Tel: 07494 329645  
greenwaydesign.co.uk  
emma@greenwaydesign.co.uk | emma.vale1986@gmail.com



greenway  
DESIGN