

Busy as AB

Punching  
above  
my weight



Appearances can be deceptive,  
I'm a designer with a broad  
range of experience across  
the retail, hospitality  
and technology sectors.

I bring big ideas to life,  
creating memorable  
moments that  
define people's  
relationships  
with brands.



I have been helping big  
brands connect with people  
for years. I love creating an  
impact, sharing my experience  
with the people around me.  
**Creating a buzz!**



Creativity is my superpower!  
I understand business and love  
joining people and product together.

Who have I worked with? There's  
a broad range of clients, from tech  
to fashion and farming. My work  
punches way above my weight.

Here's a few examples...



Add a splash of colour



Water  
bored?

Discover  
a different way  
to refill...



My water



## **SodaStream**

SodaStream was a great example of what happens when a business ignores market trends. I was brought in to reposition the brand. I worked with the global team to develop a strategy that would transition the core products away from brightly coloured, sticky drinks into the world of healthy, sparkling water at home.

### **The work produced included -**

Audience research

Brand strategy

PR strategy

Updates to the brand identity

Packaging, retail merchandising and P.O.S support

Regional campaigns and OOH advertising

Website and social content



connecting  
industry and  
academia

#### WHAT IS CERES?

Ceres is a knowledge exchange partnership for the agri-tech sector. We're helping to connect industry to academia and to fund resulting collaborative projects which seek to take technology to market.



## **Ceres**

This project was an opportunity to work with the marketing team and other academic stakeholders at the University of Cambridge, Lincoln, UEA and others, defining how cutting-edge agri-tech services are marketed to a global audience.

The client collective wanted a brand that could scale. The ambition was to create a globally recognised brand for these services.

I am very pleased to have helped Ceres surpass this goal, accelerating the transfer of agri-tech knowledge and research into commercial markets around the world.

### **The work produced includes -**

Brand identity and tone of voice

Global brand guidelines

Launch campaign



**NEW**

**READY  
STEADY  
GO!**



**NEW**



**BREAKFAST  
BARRRRRRRR**



# Kelloggs

Originally working with Kelloggs Europe to update pack architecture across the brands, I went on to work with the new product development (NPD) team on the launch of Kelloggs first cereal bars.

Focussing on brand consistency, I distilled the core Kelloggs visual narrative down into new formats. Paying particular attention to the use of colour, logo and characters. The visual balance that brought the familiarity of the established brands to this sector.

## **The work produced includes -**

Brand architecture/pack consistency guide

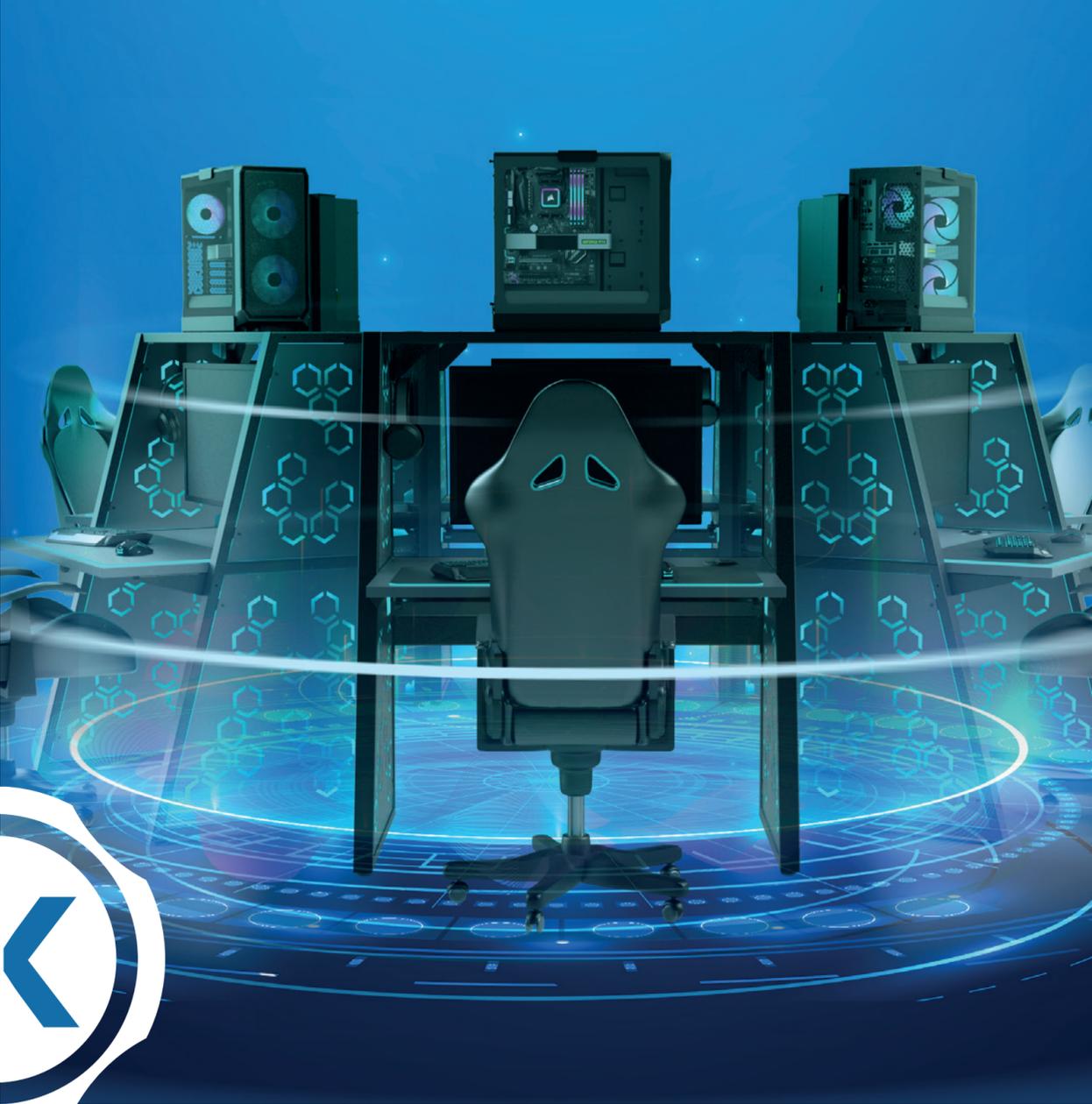
Packaging materials and formats experimentation

Packaging design and artwork

Print production liaison with Kelloggs team and external printers

Launch point of sale (P.O.S) support items

Consumer product positioning, including launch ads



**LOXIT  
ESPORTS**



## **Loxit Esports**

Loxit designs and produces AV Furniture where technology is seamlessly integrated into the structure creating meeting desks, lecterns or podiums. The Esports development was a natural extension of the core business.

I worked with the directors, product development team and marketing department to expand the brand into the Esports space.

### **The work produced includes -**

Launch strategy and communication including sales deck

Brand identity and tone of voice

Art direction - ideation, environment styling and the production of human centred gaming images

Product videos

Website content and social features



Oh we do like to be beside the seaside...

When Britain's lifeboats take to our coastal waters - sometimes in unimaginable conditions - they do so with a remarkable crew of men and women on board... people who rely for their safety and wellbeing on craft and technology using chemicals produced by INEOS.

From rigid inflatable boats to lifejackets, from navigation systems to helicopter rotor blades, INEOS is proud to provide the raw materials for equipment that helps the rescue process.

**INEOS**  
www.ineos.com  
INEOS is proud to support the RNLI



Fisherman's friend

When Britain's lifeboats take to our coastal waters - sometimes in unimaginable conditions - they do so with a remarkable crew of men and women on board... people who rely for their safety and wellbeing on craft and components manufactured with countless INEOS products.

From the PVC used in rigid inflatable boats to the nylon fibres for lifejackets, from the polycarbonates that house navigation systems to the solvents used to clean electronic equipment, Ineos is proud to provide the materials for equipment that helps to speed the rescue process.

**INEOS**  
www.ineos.com  
INEOS is proud to support the RNLI



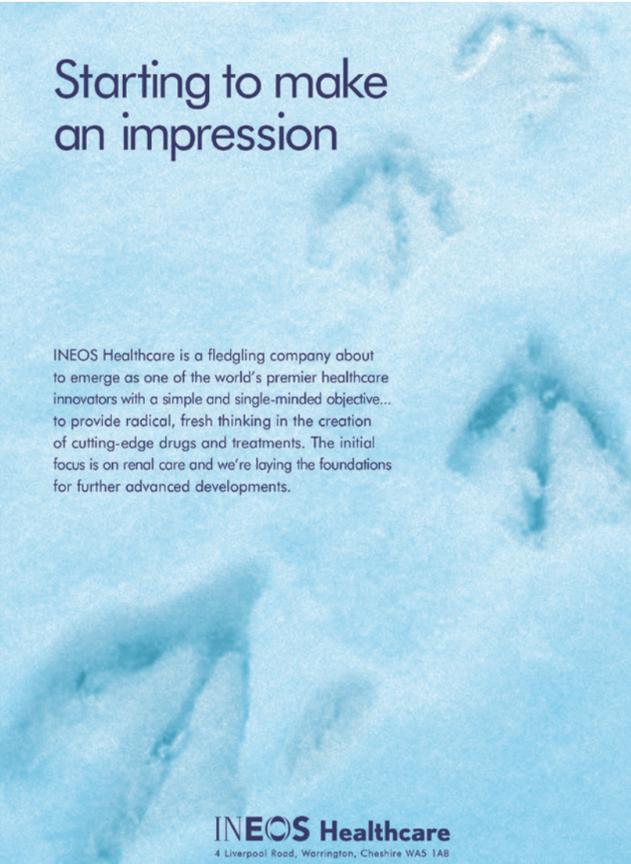
A swan? Ah...go on!

For those of you who know INEOS and think of us only as a chemical giant...think again. There is now a fledgling company about to emerge as one of the world's premier healthcare innovators. A business backed by a huge multi-national name, and with a simple and single-minded objective...to provide radical, fresh thinking in the creation of cutting-edge drugs and treatments. The initial focus is on renal care and we're already laying the foundations for further advanced developments.

The company is INEOS Healthcare. And this...is only the beginning.

**INEOS Healthcare**

For more information call +44 (0) 1925 416100 info@ineoshealthcare.com www.ineoshealthcare.com  
INEOS Healthcare is part of INEOS Group...the world's 3rd largest chemical business



Starting to make an impression

INEOS Healthcare is a fledgling company about to emerge as one of the world's premier healthcare innovators with a simple and single-minded objective...to provide radical, fresh thinking in the creation of cutting-edge drugs and treatments. The initial focus is on renal care and we're laying the foundations for further advanced developments.

**INEOS Healthcare**  
4 Liverpool Road, Warrington, Cheshire WAS 1AB



The start of something beautiful...

**MEDICAL WRITERS**  
- Experienced in clinical study reports, article reviews and publications.

**STATISTICIANS**  
- With SAS programming experience.

**REGULATORY AFFAIRS MANAGER**  
- Experienced in Pharmaceutical Company or CRO.

**CLINICAL PROJECT MANAGERS**  
- With experience of managing multinational trials.

**SENIOR CRA's**  
- With experience of multinational trials.

**CLINICAL COMPLIANCE OFFICER**  
- With Clinical QA and auditing experience in a similar role.

Competitive packages including private medical cover and the opportunity to hold a stake in an exciting growing company.

INEOS Healthcare is a newly established dynamic pharmaceutical company committed to the development of innovative treatments, and strives to be a world-leader in the field of renal and gastro-intestinal therapies.

At present, the lead development molecule is for the treatment of hyperphosphatemia, with pipeline products including novel treatments for gastric and intestinal diseases.

INEOS Healthcare is currently experiencing organisational growth as its lead molecule enters an exciting, key development phase. As a result, INEOS Healthcare is seeking a number of experienced staff from the pharmaceutical sector to champion its products through to, and beyond launch. All roles require excellent communication and organisational skills and a desire to join a truly innovative team.

Sound like you?  
Then send your CV with a covering letter and your current salary package to Crista Garrett, info@ineoshealthcare.com or contact +44 (0) 1925 416200 for further details.

**INEOS Healthcare**  
4 Liverpool Road, Warrington, Cheshire WAS 1AB  
INEOS Healthcare Limited is a private limited company and a wholly owned subsidiary within the INEOS Corporate Group

## **INEOS**

I have developed several strategic campaigns and launch activities for the INEOS group, including Chemicals, Healthcare, Hospitality and ESG (Environmental, social and governance).

Working directly with the marketing team to produce consistent messaging across press, OOH, digital channels and at physical events to support these initiatives. The work has always engaged people with creative ads that stand out.

### **The work produced includes -**

- Design and art direction
- Brand consistency and tone of voice
- Launch and strategic campaigns
- Press advertising
- Website and social content



**CashCuff** 



## **DressCode**

I had spotted a gap in the market - tech inspired clothing - blending visual technology themes with contactless technology within shirts. I built the brand from the ground up. Sustainability was an important motivation leading to me developing new go-to-market strategies.

DressCode began as a online business, moving over time to be a select luxury fashion retailer through a series of carefully selected 'pop-up' activations and events.

### **The work produced includes -**

Audience research

Brand identity and tone of voice

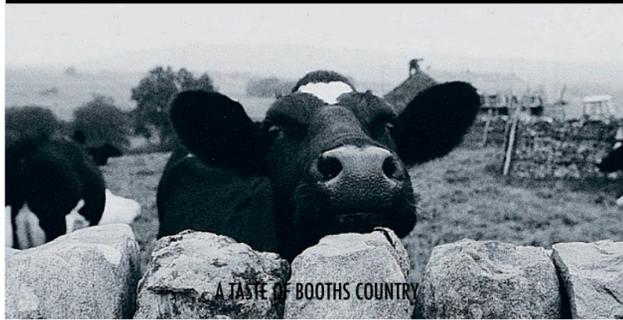
Product development

Packaging

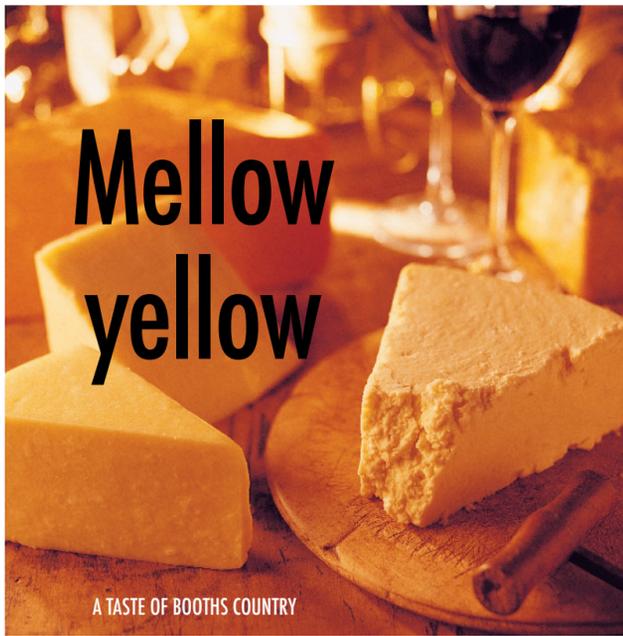
Launch and strategic campaigns

Website and social content

What makes our milk  
as fresh as a daisy!



A TASTE OF BOOTH'S COUNTRY



Mellow  
yellow

A TASTE OF BOOTH'S COUNTRY



Season to taste.

PRODUCER: Brian Russell, Cropak Berks Ltd  
LOCATION: Dorset, UK  
VARIETY: Cherry tomatoes at the vine

At the height of the British growing season, the pick of the crop is not unlike a sunny summer day... you must enjoy it while you can.

Happily, some of the finest fruit and vegetables in the country grow in abundance right here on our doorstep. So, just when they're at their firmest, juiciest, crispest, or simply at their most delicious, they can quickly be harvested then rushed straight to our shelves... with no time wasted at all.

Which means you get those few, extra, precious days to experience a taste of the season at its peak.

A TASTE OF SUMMER  
IN BOOTH'S COUNTRY  
www.booths-supermarkets.co.uk

BOOTH'S  
STORES THROUGHOUT LANCASHIRE  
CUMBRIA, YORKSHIRE AND CHESHIRE



Local heroes.

PRODUCER: Puff, Leek Ltd  
LOCATION: New Leagna, Leicestershire  
VARIETY: Puffing

There's something wonderfully self-indulgent about food produced right on your doorstep.

Especially when the land is so deliciously fertile. And when the people providing so much flavour and character are upholding generations of traditional values.

That's why we take particular pride in sourcing as much food as we can from right here under our noses.

If you've already visited Booth's Country you'll know exactly what we mean.

If you haven't you'll enjoy discovering it.

A TASTE OF SUMMER  
IN BOOTH'S COUNTRY  
www.booths-supermarkets.co.uk

BOOTH'S  
STORES THROUGHOUT LANCASHIRE  
CUMBRIA, YORKSHIRE AND CHESHIRE

## **Booths**

Premium regional food retailer Booths had the ambition to become the 'foodie retailer of the north'. I worked with the Booth family, directors and marketing department to develop a sense of place – sharing the stories of local producers and the craft that makes the special food found within the stores.

My work moved Booths from a small, regional family chain into a foodie destination, championing their local producers, creating 'Booths Country'.

### **The work produced includes -**

Brand strategy

Seasonal campaigns

In-store activations/themes and point of sale support

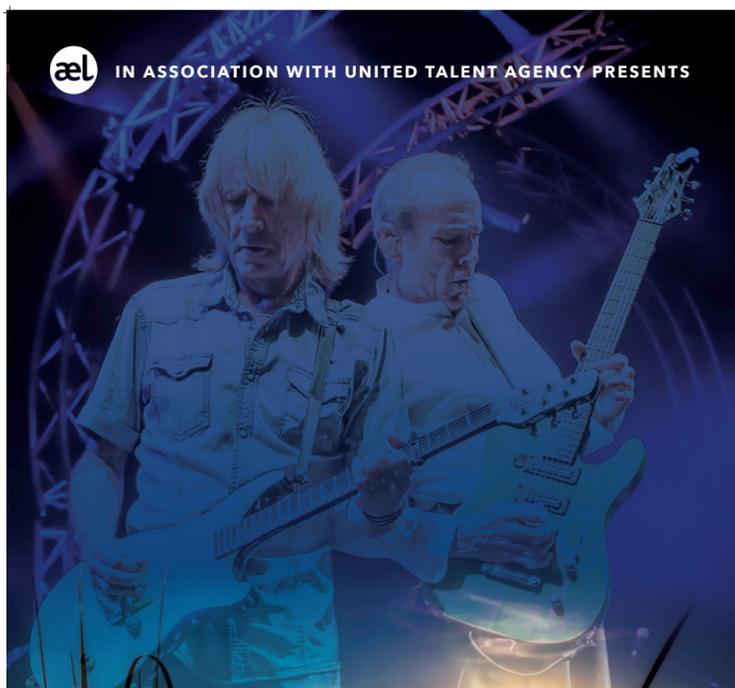
Packaging

Presentation decks and internal communications

New store launches

 IN ASSOCIATION WITH UNITED TALENT AGENCY PRESENTS  
**Status Quo**  
**LIVE**  
 WITH SPECIAL GUESTS **WILKO JOHNSON** FEATURING NORMAN WATT-ROY AND DYLAN HOWE  
 DOORS OPEN 2PM  
**SUNDAY 29TH MAY**  
 KINGSTON HOUSE ESTATE CHINNOR OXFORDSHIRE  
[www.AELpresents.com](http://www.AELpresents.com)  
 TICKETS £40 (PLUS FEES) IN ADVANCE  
 £50 ON THE NIGHT  
[www.theticketfactory.com](http://www.theticketfactory.com)  
 JUST OFF JUNCTION 6 OF M40, KINGSTON HOUSE ESTATE, KINGSTON BLOUNT, CHINNOR, OXFORDSHIRE, OX39 4SH  
**TICKET HOTLINE 0844 581 1248**   

 IN ASSOCIATION WITH UNITED TALENT AGENCY PRESENTS  
**Status Quo**  
**LIVE**  
 WITH SPECIAL GUESTS **WILKO JOHNSON** FEATURING NORMAN WATT-ROY AND DYLAN HOWE  
 DOORS OPEN 2PM  
**SUNDAY 29TH MAY**  
 KINGSTON HOUSE ESTATE CHINNOR OXFORDSHIRE  
 TICKETS £40 (PLUS FEES) IN ADVANCE



 IN ASSOCIATION WITH UNITED TALENT AGENCY PRESENTS  
**Status Quo**  
**SUNDAY 29TH MAY**  
 KINGSTON HOUSE ESTATE CHINNOR OXFORDSHIRE  
**TICKETS £40**  
   [www.astonbury.net](http://www.astonbury.net)   

## **Status Quo**

Working with event organisers AEL to promote the classic British rock band Status Quo. The band has a strong visual brand identity which needed to be maintained.

The promoter wanted the event to have a strong summer festival vibe, it was my challenge to blend this with the Status Quo brand. I delivered a series of promotional campaigns across OOH, press and digital media for the event.

### **The work produced includes -**

Liaison with Status Quo management

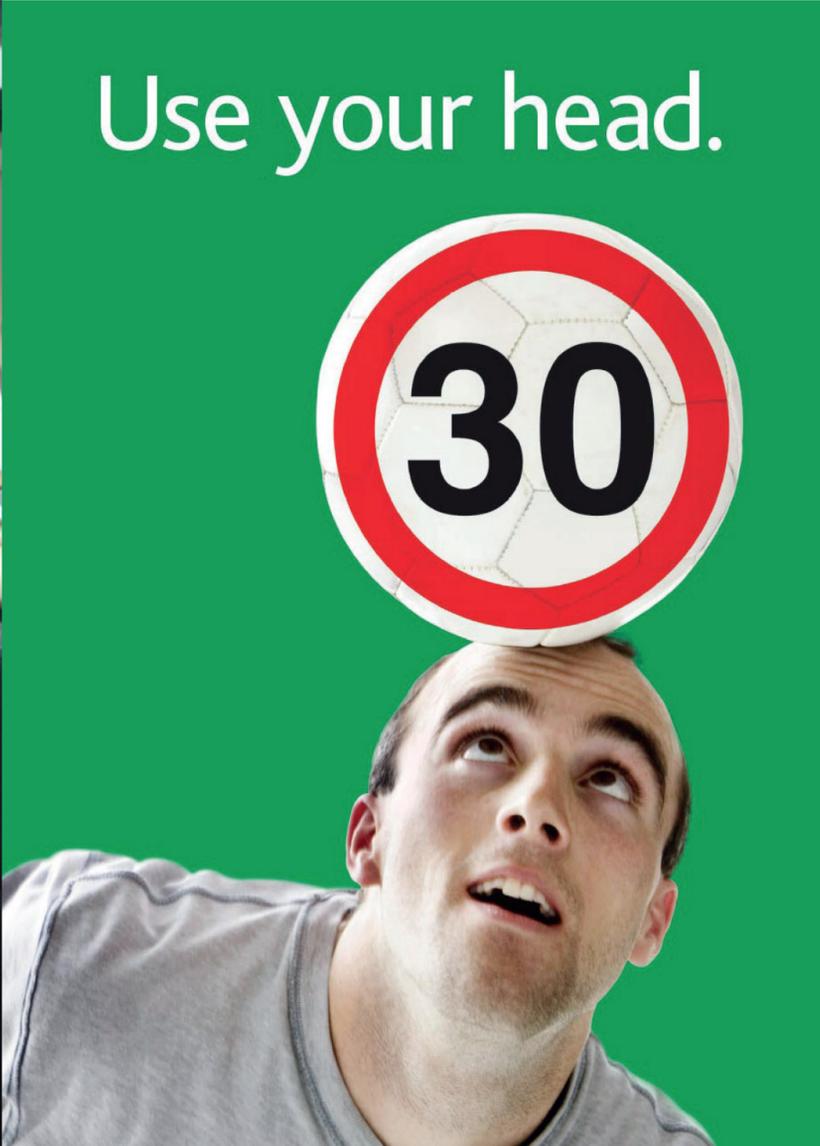
Pre-sales campaign

Sales campaigns

Event activations/themes and point of sale co-ordination

Presentation decks and internal communication

Event merchandising



R8 UR M8

Know the score... THINK

## **Red Routes**

Working with multiple stakeholders my challenge was to create a regional road marking system that would help drivers identify dangerous roads across 4 counties.

Creatively it was important to strike the right balance of authority and community. Strategically the implementation and support materials needed to be carefully co-ordinated to ensure maximum impact from the available budget.

### **The work produced includes -**

Brand strategy

Brand name creation/identity and all launch materials

Support materials

Regional activation campaigns and support

Website and social content

**CREATING  
A BUZZ FOR YOUR  
BUSINESS**

