

Martin Philpot – a highly creative heavyweight all-rounder

Based in the UK, I am a highly experienced and versatile heavyweight designer, an all-rounder, with skills ranging from conceptual identity design and creation to integrated brand design right through to designing AND building websites in WordPress. Passionate about finding the right tone of voice & creative impact for the huge variety of clients I have had the pleasure in working with.

I am full-time freelance and like mix up my client projects with agency freelance and contracting work. I am looking forward to working with fun, creatively-led and forwarding thinking brand design agencies and of course an interesting mix of projects.



Applications

Adobe Illustrator

Adobe Photoshop

Adobe InDesign

Keynote

PowerPoint

Dreamweaver

Adobe After Effects

InVision

Websites, Digital & Social Marketing

WordPress design & build

WordPress theme customisation

Static HTML / CSS / UI+UX

SEO optimisation

MailChimp template design

Social media graphics

Brand & Corporate Communications

Brand identity design

Corporate brand development

Internal communications & employee

engagement campaigns

Corporate collateral

Annual reports

Exhibition graphics, events & promotional

campaigns

Powerpoint/Keynote template design/decks

In a nutshell

The Fold

Acting as a senior freelance designer I worked with top London based agency The Fold on their Inmarsat annual report. I took their designs forward, creating new spreads, dividers, art working and Photoshop work for the front section of the report.

Skills_

Annual Report design Infographics Artwork

Client_ **The Fold**

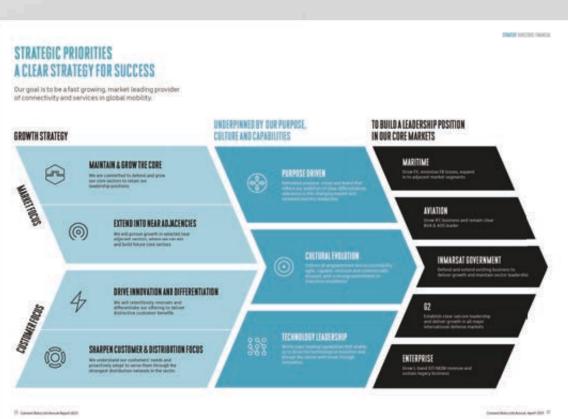












Friend Studio



Worked within a large team at Friend Studio London to design, create and artwork the annual report for AirTel Africa.

Work included layout design, infographic design and general artwork of the content.

Skills_

Annual Report design Infographics Artwork

Client_

Friend Studio



Strategic report
Our strategy in action



Win with network

Group KPIs – performance across all our markets

22,909 sites as of 31 March, 2020

64.7% of sites have 49

Transforming

Nostidius, dum o eorid lam lusu vo, ceponsulis verbis. Ahabes me ciat ret ad

dicatil incuper idefaciam es se dio, cepere, nonir hori privigna, cae terrusatiam.

Rompli, vis itabunum menter loc, sena, se

contemodi fure nos tum morur auconihil horum perum, Cast forteis iniam aute ex

lives across Africa

Digital transformation

Financial empowerment

Entrepreneurship

Education

43,000+km

Gee more Group KPIs on pages 11-13 Winning with network in Malawi

100% of our sites are 4G



24 Airtel Africa pic Annual Report and Accounts 2020

In 2019, Malawi joined the growing list of African countries where Airtel is the top 4G provider – and is now one of the few African countries where 100% of our sites are 4G. In modernising our network with reliable, high capacity 4G infrastructure, we're delivering on our business strategy to increase data consumption, as well as attracting new customers and helping the Malawi government achieve its goal of extending information technologies to the entire population.

Most of the over 18 million people in Malawi live in rural areas (83%), and businesses of all types are increasingly expanding outside the cities. With 65% of the country's population under the age of 25 and the use of smartphones on the rise, there's a fast-growing demand for data and fast, reliable connectivity everywhere.

66

Ever since I started using Airtel,
I prefer it for voice and data over
other service providers. Not only
does Airtel have the widest
coverage in Malawi, but the cost of
making calls and data is way more
affordable than its competitors.
I prefer using Airtel, even when
making calls to numbers belonging
to other mobile network operators.

EZERIEL MANGANI ICT INFRASTRUCTURE & SECURITY MANAG BLANTYRE, MALAWI

99

4G for all

To meet this increasing demand, we set ourselves the goal of bringing quality and affordable 4G connectivity to all Malawians, regardless of where they live or work. To do this, we needed to extend our 4G network beyond the main cities. We had to anticipate customer desires and needs and build a data network for the future. And we had to raise awareness around 4G – what is it? How can people upgrade? And why should they?

We've been working since 2018 to expand our 4G infrastructure across the country. This has involved building two fibre routes across borders in Africa, establishing reliable connectivity between Malawi's main cities and increasing the fibre networks within the cities. The final step was to expand our 4G service to all of our existing sites – we reached 100% of our sites in September 2019, a 123% increase between March 2019 and March 2020.

This latest expansion was largely in rural areas, bringing our world-class 4G service to all of our customers. Due to our enhanced capacity and more 4G customers, 4G data usage in rural areas grew by stroid in 2019/20, with urban usage rising by 173% and overall 4G data usage in Malawi growing by 216% over the same period. Rural 4G data usage was 21% of our 4G data total in 2019/20.

Encouraging upgrades

o deepen our 4G penetration, we had to make it quick, asy and attractive for customers to securely upgrade heir phones.

50, once we had our 4G infrastructure in place, we began to promote 4G through our distribution network and through traditional and online advertising. We emphasised the speed and reliability of the network, also promoting afforcable 4G phones through mobile outlets.

Improvements all round

As a result of all of this hard work, we've seen overall data usage jump by 63% in 2019/20, and overall data revenue increase by 41.5% in 2019/20.

This shift to 4G also good for our customers and their businesses. Malawians now have a fast and reliable means of accessing the internet wherever they are – whether for personal entertainment, learning or doing business. Our enhanced 4G network is helping our business customers of all types – NGOs, entrepreneurs, government bodies, small businesses, enterprises – to work more efficiently and expand into new areas to take advantage of the 4G network.

A 4G future

We're building on these successes and continuing to move customers all over Malawi to 4G.

We're working behind the scenes to increase our 4G capacity and speed, while continuing to attract customers to 4G with competitive offers.

>> For more details of our strategy, see pages 21-31

Airtel Africa pic Annual Report and Accounts 2020 25



A young and growing population. An expanding urban middle class, and large rural areas with limited coverage. Some of the least penetrated markets in the world, with just 45% of the population owning one or more SIMs.

A continent of rapid growth The data opportunity

Africa is one of the world's fastest-growing regions by GDP, population, urbanisation and income levels. While the impact of COVID-19 is not yet known, before the pandemic the IMF World Economic Outlook Database forecast African nominal GDP to grow at a compound annual growth rate (CAGR) of 6.9% from 2018 to 2023. The African population reached 1.2 billion in 2018, and is forecast by the United Nations

Young, growing populations

While each of our markets has its own unique profile, the dynamics in our overall footprint reflect those of Africa as a whole: 32% of the population in our markets is between the ages of 10 and 24 years. The population in our footprint is forecast to grow at a CAGR of 2.8% between 2019 and 2024.

The middle class is also growing, alongside a longstanding trend of urbanisation and, in many markets, rising household income We aim to offer a mix of products, content and pricing structures that reach and retain this emerging customer base.

Link to strategy

mobile connectivity

Many parts of Africa lack landline That means mobile networks are the primary source of voice and data services in

Across Africa, mobile connectivity is low relative to other markets – but it is growing fast. Mobile connectivity in our overall markets is forecast to increase by 10.1% each year between 2018 and 2023, reaching 574 million connections by 2023, compared to \$354m in 2018. Our own focus on expanding and improving our networks is helping drive this trend – and win and retain customers.

also low relative to global levels. But demand for data is high, and in the relative absence is growing fast. Increasing availability of 4G is encouraging

the rapid uptake of 4G smartphones. We aim to fuel smartphone uptake by leading on 4G networks and product offerings.

We're also offering more content. The Airtel TV app is available in Android as well as IOS and is a one-stop platform for Live TV, music videos, news, sports and much more, all offered without subscription fees.

Link to strategy

The mobile money opportunity

In many of our markets there is limited access to traditional financial institutions, and little banking infrastructure as of 2017, there were only 7.4 bank branches for every 100,000 adults in sub-Saharan Africa. In the region as a whole, less than half of the population has a bank account, the lowest proportion of any emerging market region.

money services. Mobile money has been embraced to varying degrees across our markets, as regulators explore the opportunity it creates for financial inclusion and growth.

Across our markets, mobile money is forecast to deliver CAGR of 31.2% in terms of registered accounts and 25.5% in terms

Our Airtei Money strategy includes a focus on winning new customers through services.

A growing market in which pricing is important

The sub-Saharan African mobile landscape is dominated by a few large competitors, with some smaller regional companies in some markets. As well as Airtel Africa, the key players include MTN, Vodacom Orange and Tigo.

We compete for customers through our range of services, our advertising and brand imag the quality and reliability of our service, our wide coverage, strong data networks - and price. We offer pricing plans that are simple and transparent, based on the principle of 'more for more'. We use a tailored pricing. strategy that varies depending on our position in each market.

This agile pricing approach works alongside our focus on improving our network to win new customers, and on increasing our data and digital offerings to drive revenues from

TOU.

Diverse markets which demand risk discipline

Fluctuating currencies and high rates of inflation can impact some of the economies in sub-Saharan Africa. We manage foreign exchange risk as one of our 14 principal risks, described in detail on page 61.

Working with governments

and regulators The telecoms sector is highly regulated, and all operators must work within the frameworks created by governments and regulatory authorities. These cover telecoms regulations, banking regulations and licences

Unique mobile

Mobile money use

Unique mobile

Know Your Customer regulations apply in many of our markets - these require customers to register their identity to access mobile services. Providing easy access to a fast and compliant registration process is a key part of our Win with customers approach.

Telecoms businesses also have a vital role to play in helping the countries of sub-Saharan Africa achieve their goals of digitalisation, financial inclusion and sustainable development. So as well as focusing on strict with governments to make sure we integrate our services into their key initiatives.



	2019	2018	2. Kenya	2019	20
	98m	95m	Population	49m	48
	\$49bn	\$47bn	GDP	\$99bn	\$88
	37m	36m	Mobile customers	55m	50
	39%	37%	Unique mobile penetration	6296	61
MS.	7m	6m	Mobile money users	29m	33
	2019	3018	4. Tanzania	2019	20
_	201m	196m	Population	56m	55
	\$447bn	\$398bn	GDP	\$62bn	\$57
	184m	172m	Mobile customers	48m	44
	45%	44%	Unique mobile penetration	4996	48
			Mobile money users	26m	20
	2019	2018	6. Zambia	2019	20
	40m	39m	Population	18m	18

Airtel Africa pic Annual Report and Accounts 2020 15

54% 53%



I was involved in a large creative brand coms project for a global mining company.

The concept was to create a new brand to publicise a new approach to extracting copper, copper production & mining. Work started with a name program and then that moved onto brand comms design and creative exploration.

They symbol features 29 dots in circles, representing cyclic nature of re-using discarded copper ore and 29 being its atomic number.

Skills_

Naming
Creative exploration
Logo design
Brand comms design

Client_

Friend Studio





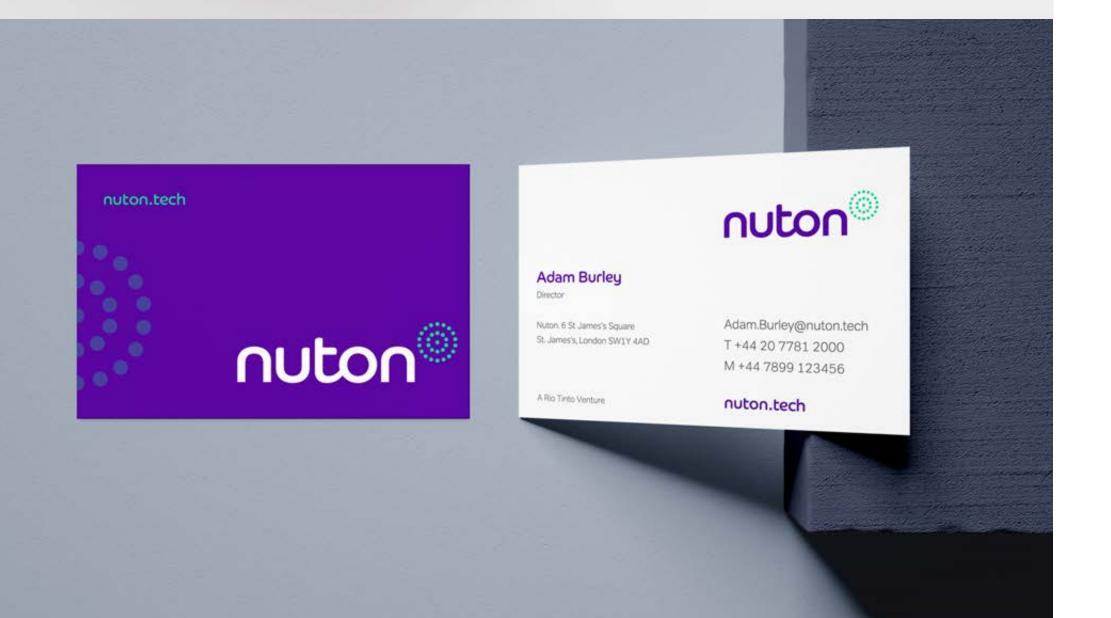






















BrightSpace

PR Forum – Creative concept design for the PM Forum Conference 2023

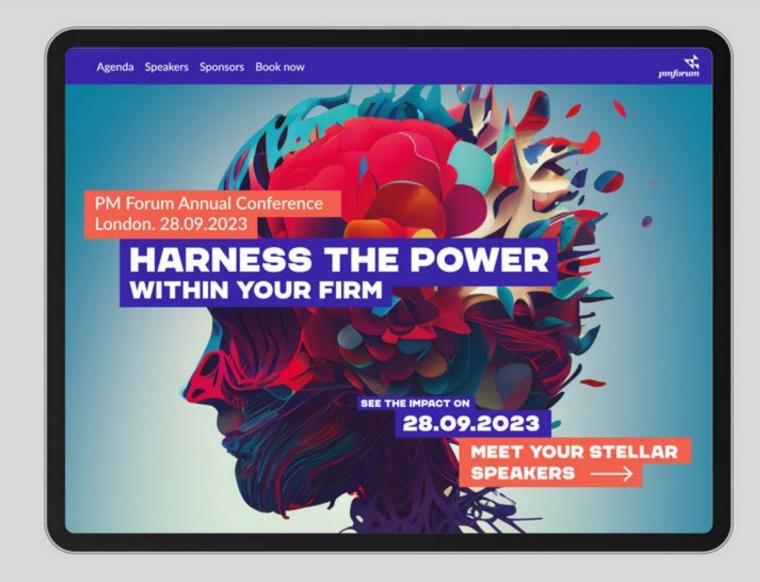
PM Forum is the world's largest and fastest growing community for professional services marketers. I worked as part of the team at Bright Space Communications to devise a new creative look for their 2023 conference. Taking the theme of 'Delivering stellar marketing & client value in tough times' we developed a series of ai enhanced images that tackled the question of man vs robot and how we see marketing challenges being met in the future. The vibrant tone of the imagery was coupled with strong typography and colour scheme. The work included the design & art direction of the imagery, a 16 page conference booklet and creative idea work for lanyards and the microsite.

Skills_

Brand design Brand comms collateral design Website design

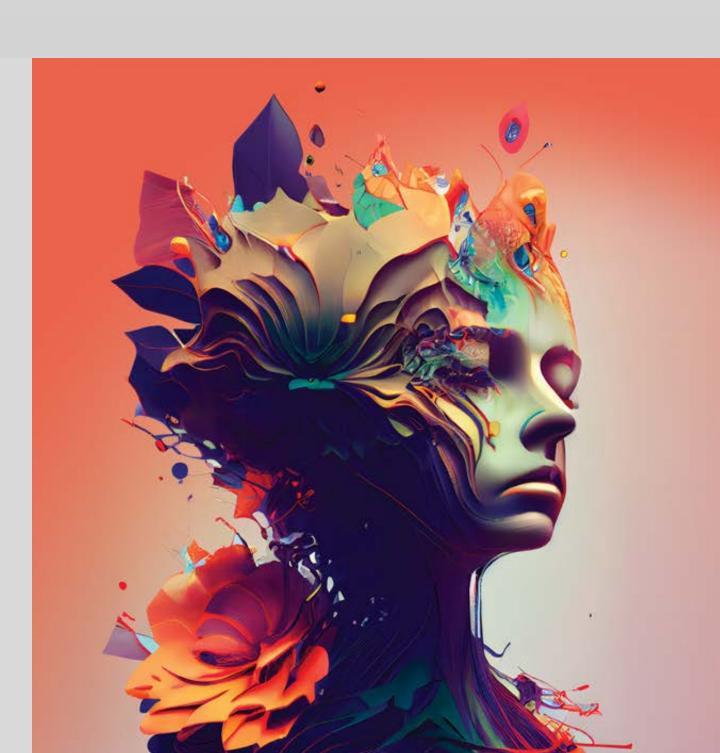
Client_











Tokamak

As an integral part of the creative team at BrightSpace Comms we created a new brand and website for Tokamak Energy.

Tokamak Energy launched its brand with a video posted on LinkedIn, receiving high levels of engagement.

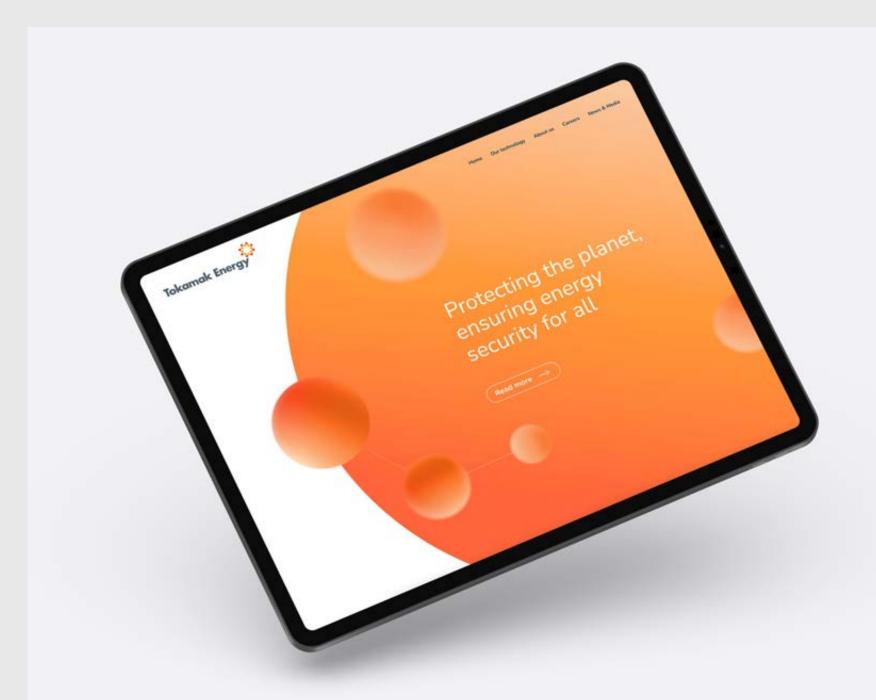
Tokamak Energy has been shortlisted in the Transform Awards Europe 2023 for 'Best visual identity from the energy and utilities sector'. Winners will be announced in Q1, 2023..

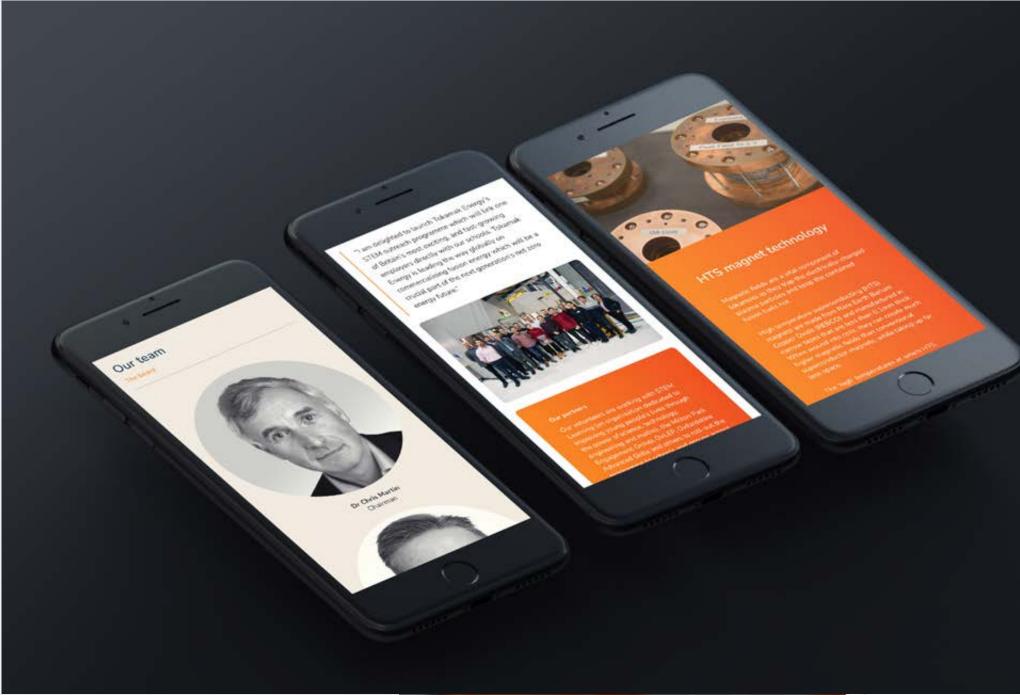


Skills_

Brand design
Brand comms collateral design
Website design & build

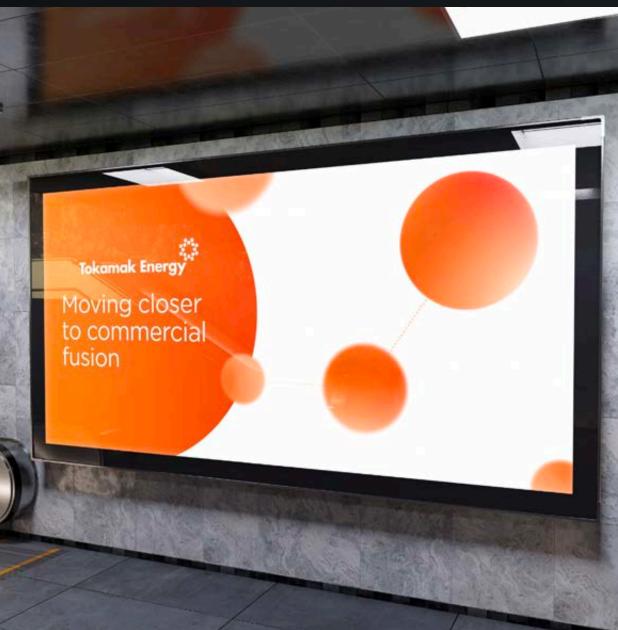
Client_











Petredec

I worked within the small team at BrightSpace Comms to define a clear brand architecture for Petredec Group, its three divisions and sub-brands while also taking the opportunity to extend further assets to support the Petredec brand world.

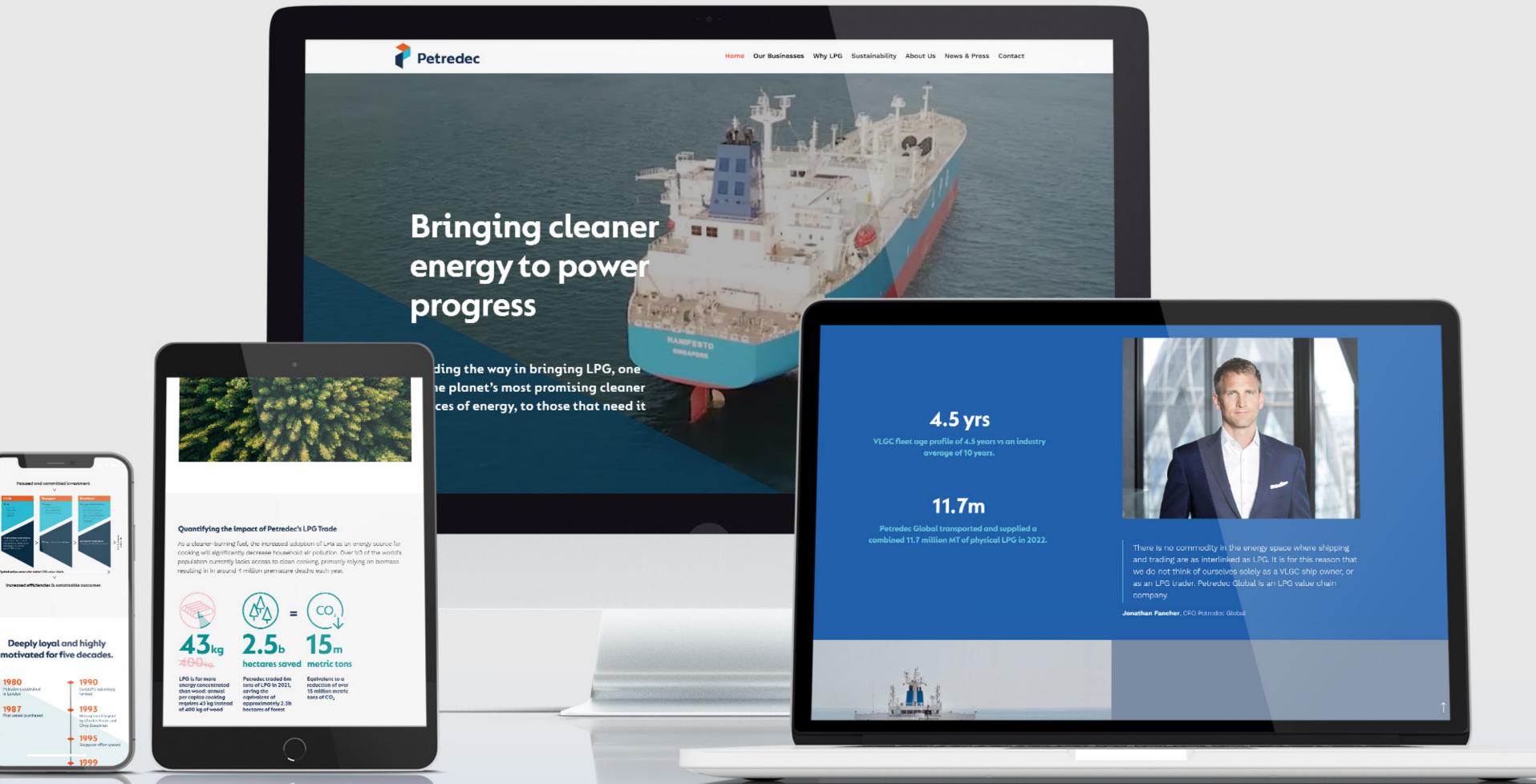
This involved looking at photography, evolving the use of its original logo to support the new divisions, while at the same time creating a clear narrative and story around the Group entity. Part of the process has been to bring together the firm's ESG story, so that it can be communicated and shared to meet the demands of with stakeholders while showcasing their commitments in this area.

petredec.com

Skills_

Brand refinement
Brochure design
Brand comms collateral design
Website design & build

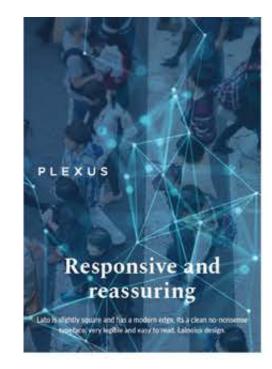
Client_



Plexus Law

I worked within the small team at BrightSpace Comms to develop Plexus' brand assets and create accessible brand guidelines. Together, these equip the marketing and communications teams with the right creative platform and tools to improve consistency and efficiencies.

A new corporate website brings everything together and presents the new face of Plexus to its market and the stakeholders they need to influence and support.



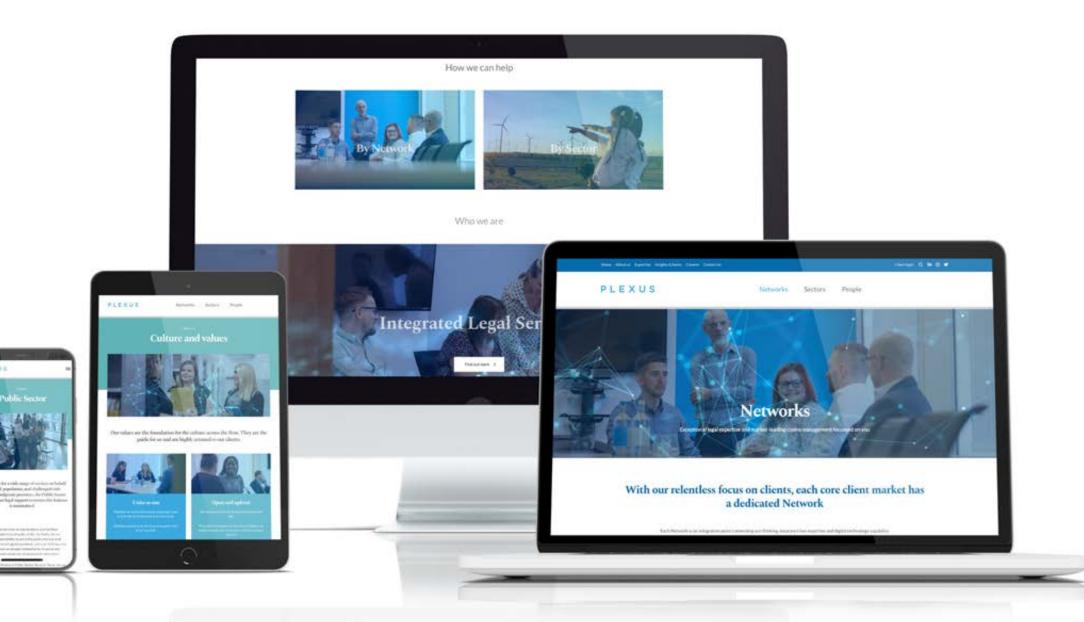


plexuslaw.co.uk

Skills_

Brand refinement
Brochure design
Brand comms collateral design
Website design & build

Client_























Byfield Consultancy

As lead designer within the team at BrightSpace Comms I worked to design the new brand identity that is confident and contemporary. The website has been built around a clear and consistent UX design centred on the proposition of "Reputation Counsel". The team were keen to participate in the creative process and commissioned their own photography of iconic legal and London buildings.

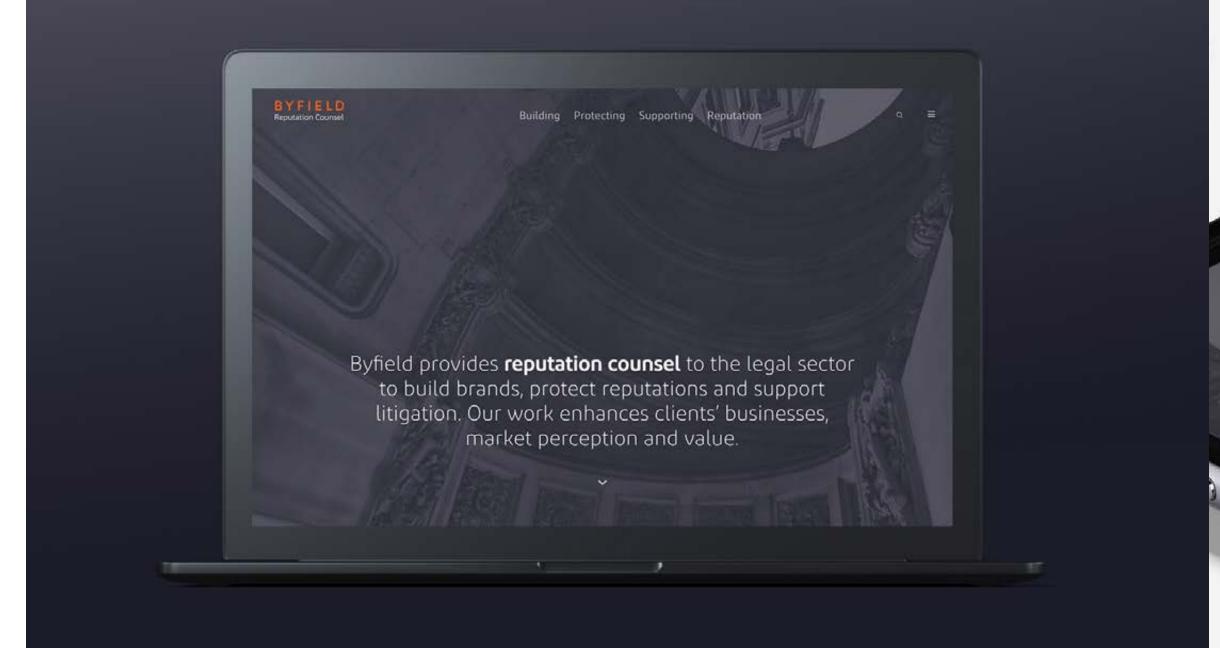
byfieldconsultancy.com

Skills_

Brand design
Brochure design
Brand comms collateral design
Website design & build

Client_







Six Agency

Concept Overview

Grey presentation box which contains: Toolkit document, Pen, Notebook & Postcards.

As the senior designer within a small team at Six Agency in Bristol, I was tasked with creating a brand pack to help inspire the global senior leadership team to fulfil the Babcock message to their own teams. The initial conference pack was designed as a memorable keepsake with an inspiration tone.

Skills_

Brochure design
Brand comms collateral design
Digital Interactive PDF
Internal Comms

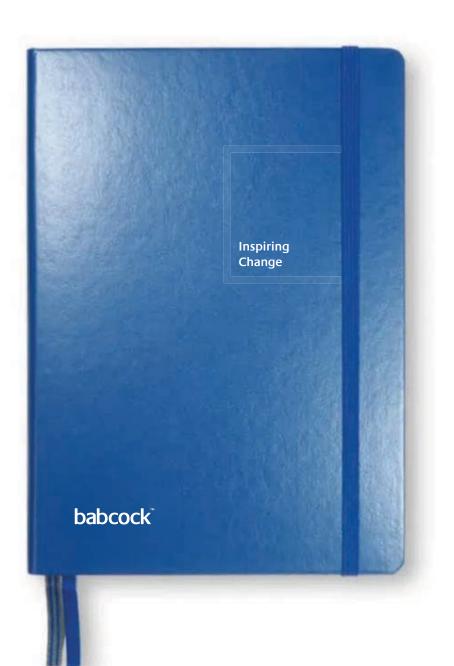
Inspiring Change

Presentation Box

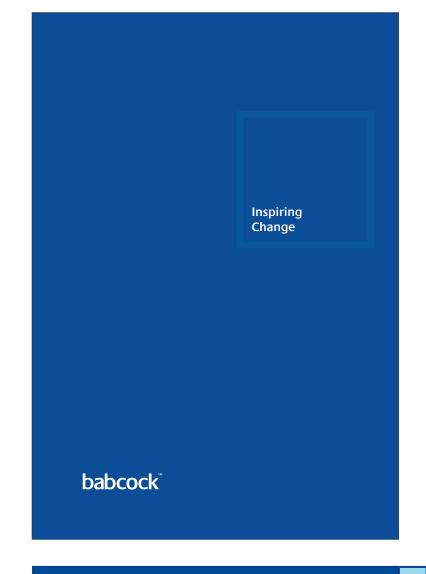




Blue Moleskin Notebook



Tool Kit Booklet



Inspiring Postcards





Creating
a safe and
secure world
together

Tool Kit Booklet

Client_

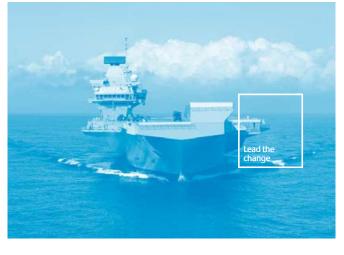
Six Agency

Section Dividers

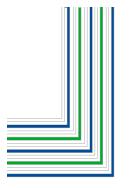
Each of the five content sections is separated by a gate folded section divider.
Printed onto coloured board, with a back-fold to reveal hidden imagery.



Our global business







Presentation Box
Thick grey box with
bespoke foil title &
logo on box cover.



e and Principles



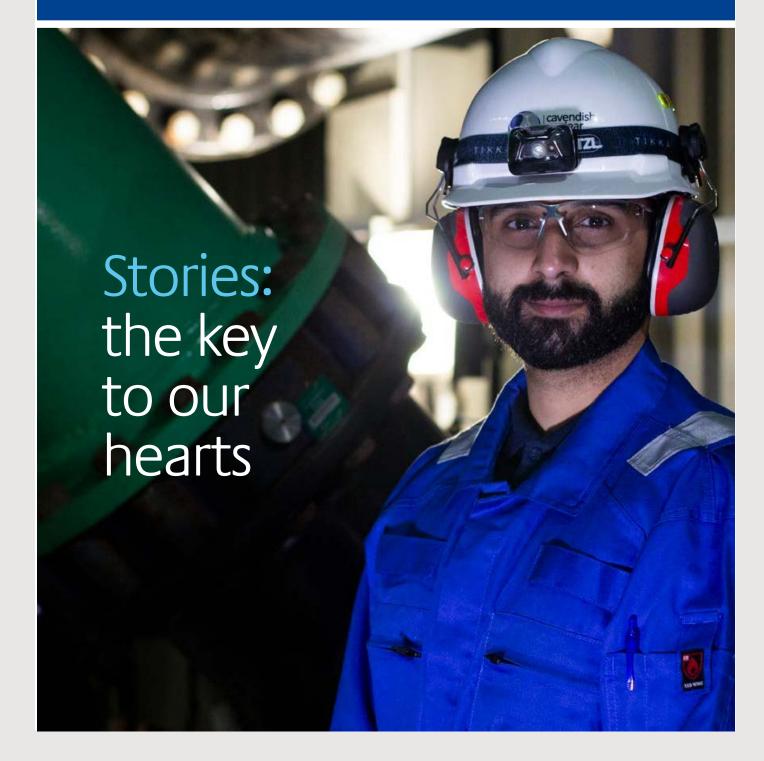
Our Blueprint for Strength

Moving forward as one Babcock
——Section 2

The pack featured pull-out gatefolds, french folding and spot colours. Packaged in a presentation box complete with pens and moleskin notebook.

babcock[™]

Babcock Storytelling



The last stage of this creative work was to produce a story telling guide, aimed at marketing heads & seniors to help them understand the new focus of Babcock and tell their story to their own countries audiences.

Most successful stories are moral.

Persuading with a story is hard. Any intelligent person can sit down, make lists and design an argument using conventional rhetoric. However, it demands vivid insight and storytellin skill to present an idea that packs enough emotional power to be truly memorable.

sense of the world, to tie together our experiences and perceptions. They give us the context we need to discover and own things for ourselves, moving us both rationally and emotionally. They shape us as individuals, affect the identity of our friendship groups $% \left\{ \left(1\right) \right\} =\left\{ \left(1\right) \right\} =\left\{$ and help us to understand social think, feel, act and behave.

entire workplace culture; they have the power to break down barriers, our imaginations, illustrate our ideas, and inspire us in a way that cold, hard we only try and connect with people on a rational level. This helps others but if they're not emotionally engaged,

When you tell a story well, it can between your audience and your message. Effective storytelling can goals that we didn't think were possible and demonstrate how we can change things for the better.

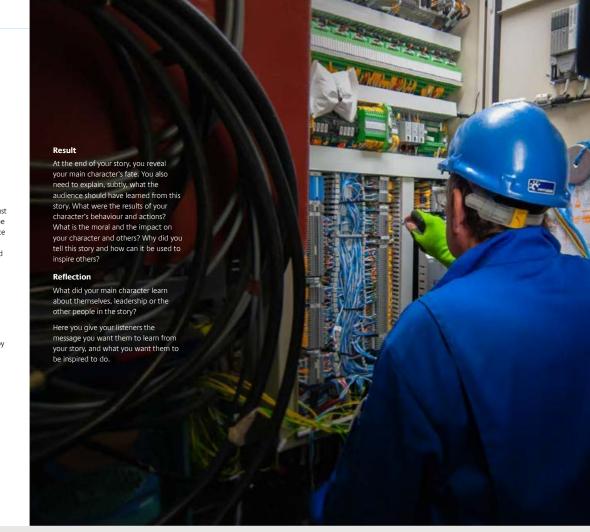
it isn't enough to actually change

experience defeats and learn lessons. In your story, your main character must 'do' something – what is needed to be done. Ideally, he or she will experience a setback, failure, or problem along the way. Obstacles create tension and forge an important connection with your audience, because everyone experiences them daily. Here, you can introduce the steps and the actions taken, why these were so important, and think about the emotions you want to leave your audience feeling – perhaps inspired by how the challenges were overcome.

Every great story has action: ups and

downs, setbacks, conflicts, failures

and battles. The action is where we



Segmenting your story

Releasing messages in chapters is not new – it's been around since Charles Dickens first wrote the Pickwick Papers in the 1800s and is widely used today in the entertainment industry – think House of Cards or Breaking Bad. The process is known as 'serialisation' or 'episodic storytelling'.

Breaking messages down into bitesized chunks enables you to engage employees earlier and more often By factoring in 'breathing room' you allow your audience to absorb feedback one step at a time. In today's complex and ever-changing business environment, when we don't alway: know 'how the story ends', what employee reaction will be, or what other news is being shared at the same time, the ability to do this is increasingly important. It enables us to avoid backtracking on messages and ensure the information shared clearly responds we're in touch with what these are.

When considering how to deliver your story, it's important to ascertain what you know about your message from the outset, as well as what each target audience's likely response wil be. It's also vital that you form some hypotheses around what possible changes could crop up that would



The audience

1. Who is the target audience?

2. What is the target audience

issues are they engaged in?

about your story already?

what uncertainties might cause

your outline to 'chapter format' so that

the most certain pieces of information

are in the first chapter, and less certain

information appears in later chapters.

currently working on? What major

How to use it

series, consider the following points:

The message · What is the primary goal of the message?

- What are the important elements of the message? (i.e. who, what, when, 4. For each chapter, consider where, why, how).
- Of these elements, which are you most certain about? Which are you Write an outline for your story, focusing least certain about? Can you obtain on those elements you're most certain greater certainty around any of these of and are least likely to change given before your first message is sent out?
- For each element, hypothesise 2-3 scenarios that could change or influence the message (e.g. a customer shift, a new product release, an executive departure, etc.). If these scenarios proved true, which elements of your story would need to change?

How to form an engaging story

A good story is like a recipe to be part of the mix for it to be a success.

There are many storytelling framework but fundamentally, all great stories context (or situation), the action (or task) and the result.

In GWR's Leadership Development programme, the STARR framework was introduced using Situation, Task, Action, Result and Reflection to guide its narrative.

In Paul Smith's 2012 book, 'Lead with a Story', he examines how leaders can use stories. Let's look at the elements of the frameworks in more detail.

Constructing your story



Context (or situation) 2. Who does the story centre around?

set the scene.

Smith believes that context is the element most neglected by leaders. Without context, your story may confuse or bore your audience. By setting the scene you create a start point.

The context provides the background information that listeners or readers need to make sense of your story. It should also spark their interest and make a connection, so that 4. What might get in their way? they care about what you have to say.

Context needs to address four key questions: or challenge that they need to overcome to

1. Where and when does it take place? Set the scene early. Functional information gives vital building blocks to help people understand what you go on to say. Introduce the main character and describe the time, place and people involved.

looking to achieve? Think about your own feelings on this.

What is their agenda? What goal are they

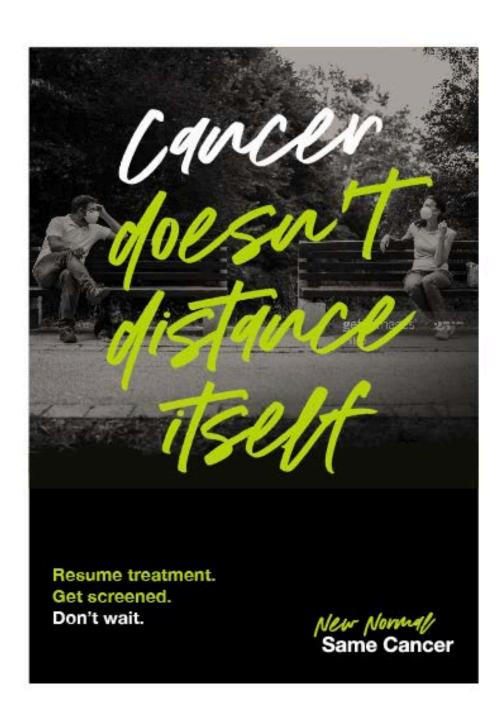
Why are they important? Again, this is vital to

In your situation, what or who is the obstacle make their goal happen? Again, think about how to include your own feelings on this – it will help your audience to empathise and

As you think about how to tell your story. plan how you'll answer these four questions. when you tell a personal story.

Various projects

Engine MHP





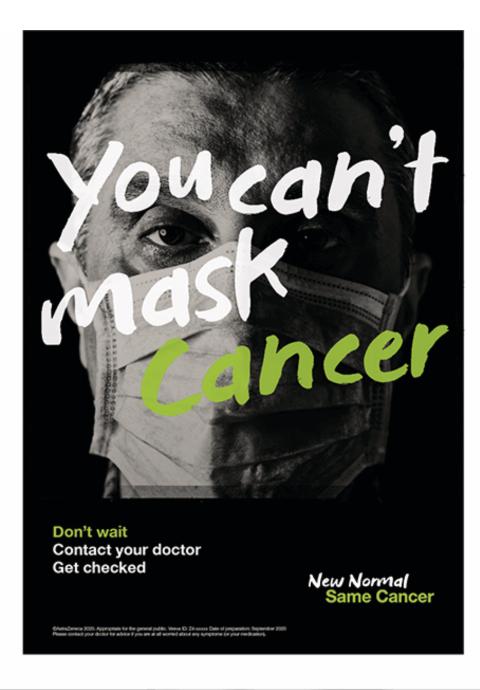
Cancer diagnosis has fallen by 40% during the coronavirus pandemic and cancer care continues to be disrupted. A fear of healthcare settings has emerged. A far reaching, profoundly clear, cross cutting global campaign was needed to encourage people to return to the health systems that protect them.

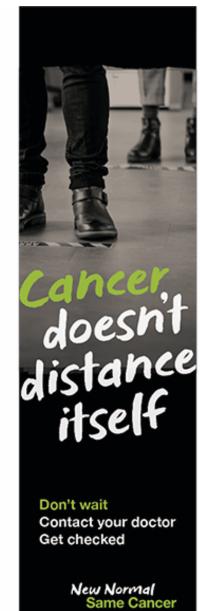
I worked with the creative team at Engine to scamp out and then design ideas for a wide reaching campaign. Work included headline writing & conceptual thinking, layout design which moved onto art direction and design work for banners and posters.

Skills_

Headline copywriting
Creative design & concepts
Art Direction
Art work

Client_ Engine MHP

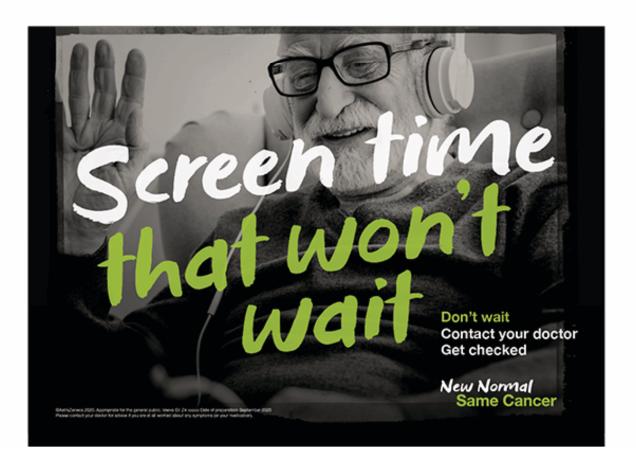


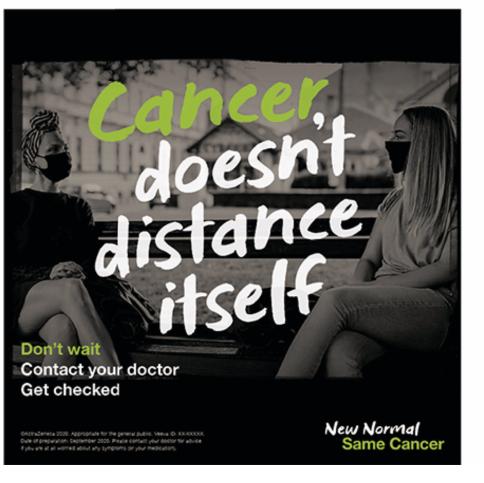














This project was to develop a campaign and look & feel to promote exposure for COPD. Their idea was to ask people to step in and talk up for those with COPD, when they themselves are unable.

My work with them was to come up with several concepts for the campaign to present to their client. This encompassed campaign logo design & creating ideas and layouts for ads & flyers.



Headline copywriting
Creative design & concepts
Art Direction
Art work

Client_

Engine MHP









Design & create a creds deck for the MHP healthcare team to sell themselves to prospective clients.

Skills_

Creative design & concepts **Art Direction Art work Internal Comms**

Client_ **Engine MHP**

Getting to the point with the MHP team

In this edition of 'Getting to the point' you will meet the faces and brains behind Engine MHP's leading policy and public affairs programmes, life-changing patient advocacy, and award-winning campaigns.

Brilliant chemistry with our clients is something we take great pride in, so in acknowledgment of the inability to meet face-to-face, and to avoid the 'awkward ice breakers' over Zoom, we wanted to provide you with the means to truly get to know the people who would become part of your Sanofi team.

We wanted to tell you a little more about our skills and experience, and why we think this team would be a great match for Sanofi. We hope that by understanding what makes us tick, you will be able to visualise what we would be like to work with, down to how our skillsets slot into each and every element of a project.

Ultimately, we are more than just an agency - we're a team of unique, gutsy and talented people who are committed to shifting the needle on vaccines policy and patient advocacy as part of your team.







After a short stint volunteering in mental health in Sri Lanka after my psychology degree, I quickly realised that a clinical career perhaps wasn't my calling. However, my eyes had beer opened to the huge impact that tackling stigma and changing attitudes could have on the care of patients. I started working in Ketchum Health's PR team in 2017 working on a range of communications campaigns for pharmaceutical companies, health charities and leading health technology providers. After lipping my toes in some policy work during my time at (etchum, I moved to a more policy focussed role at MHP in

Tell me about a project that you have worked on and consider to be the most impactful?

I have a real passion for drawing attention to healthca I nave a real passion for crawing attention to nealincare challenges that are, on the face of it, ignored. Last year I did just that for COPD, bringing together patient groups, healthcare professionals and leading respiratory academics to develop and publish a Patient Charter (in just seven months which was a feat in itself) to outline the challenges facing COPD patients and the care they deserve. The Charter reached leading respiratory organisations globally and has

This one probably requires no explanation, but it has got to be Michelle Obama. Her ability to stand up and campaign for what she believes in and not back down is truly

What has been your lockdown passion project?

I've had a few... I started off aiming to read a book a mont by setting up a book club with some friends (sadly we are only four books in, almost a year later...), baking (of course) and now aiming to run 1000km in 2021.



Senior Account Manager

"I started off aiming to read a book a month by setting up a book club with some friends."

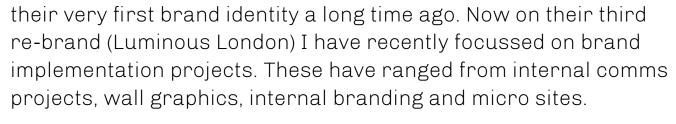
ENG NE mhp

Case Study

Informa Group

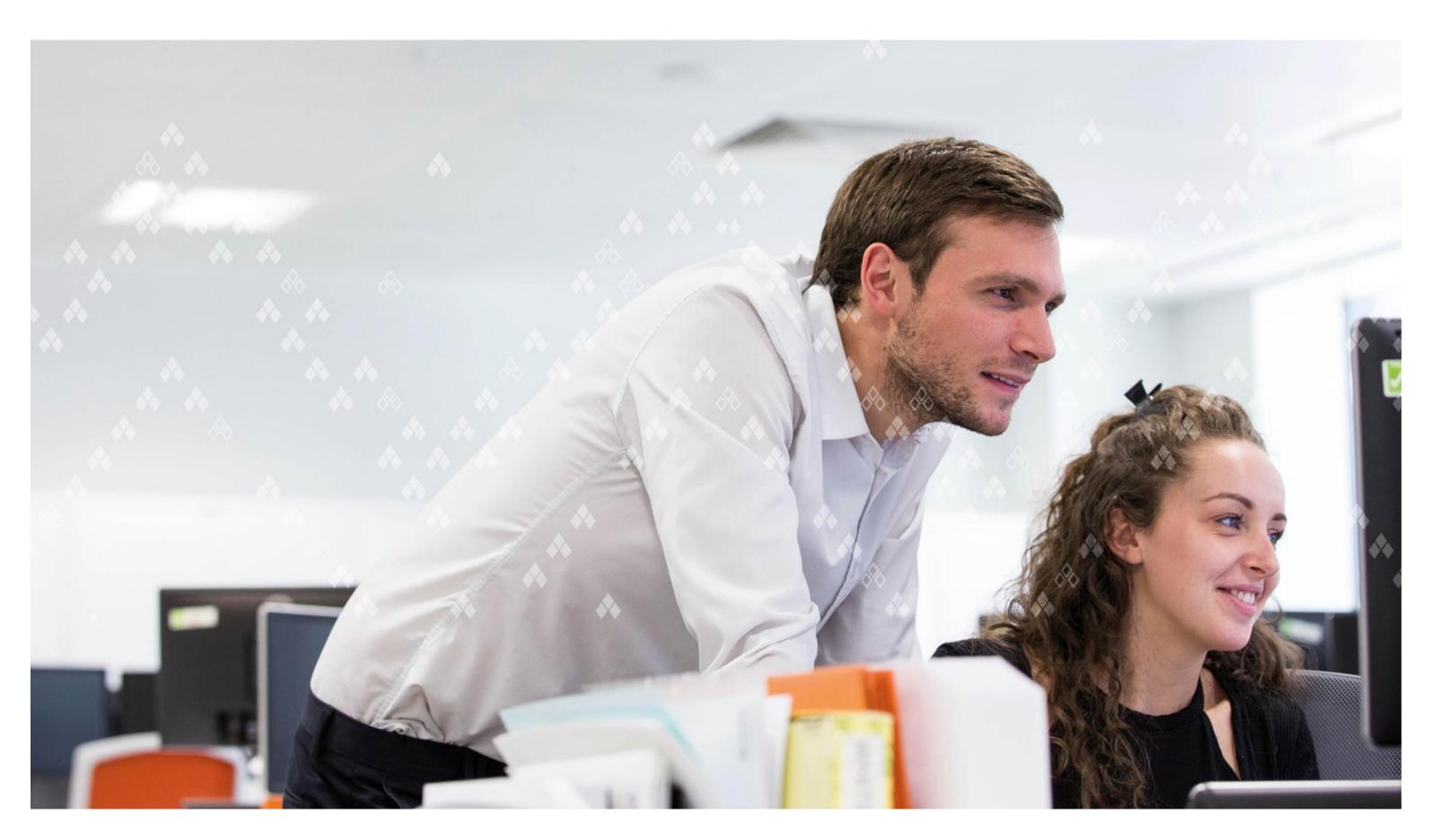


I have worked with Informa since its birth, I did in fact design





Brochure design Brand comms collateral design Mircrosite design & build **Wall graphics** Internal comms branding







Brand comms

Brand comms work for various global projects, such as wall graphics & café branding.

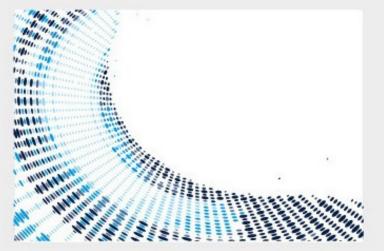




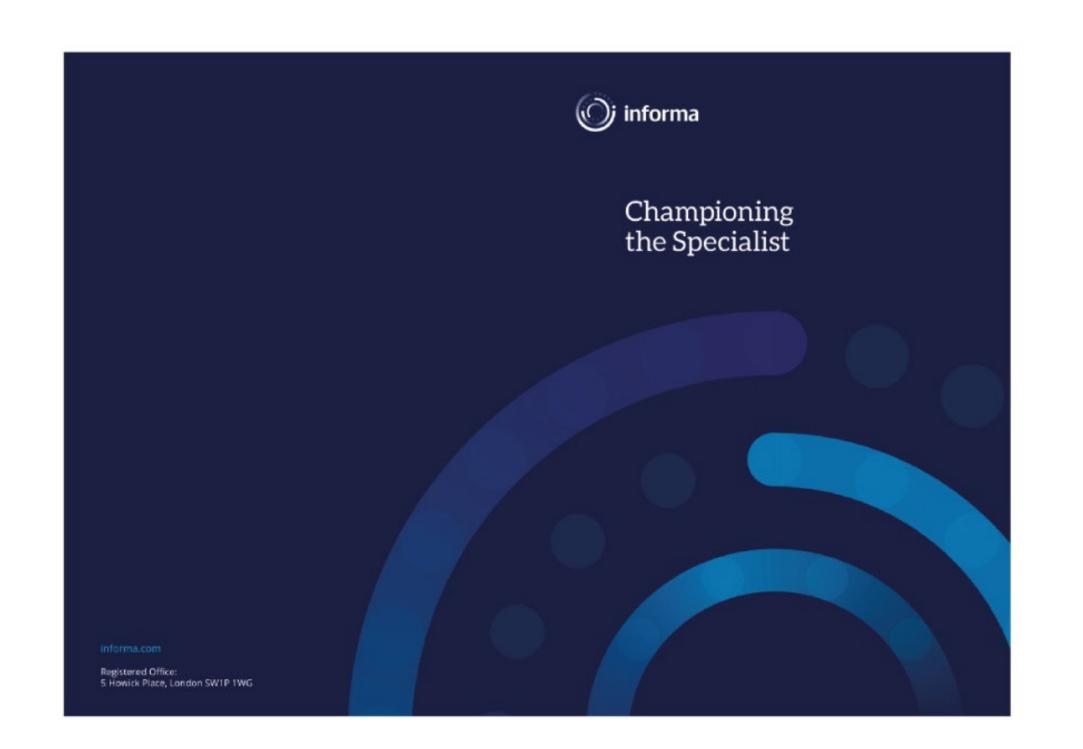


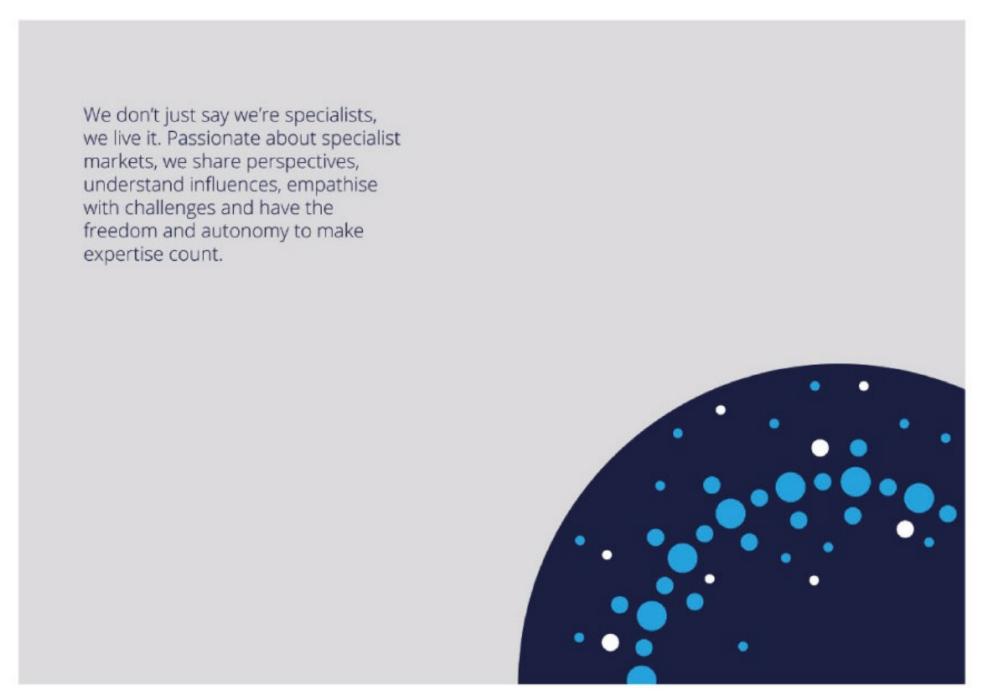








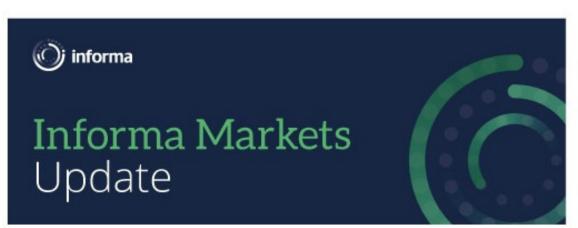












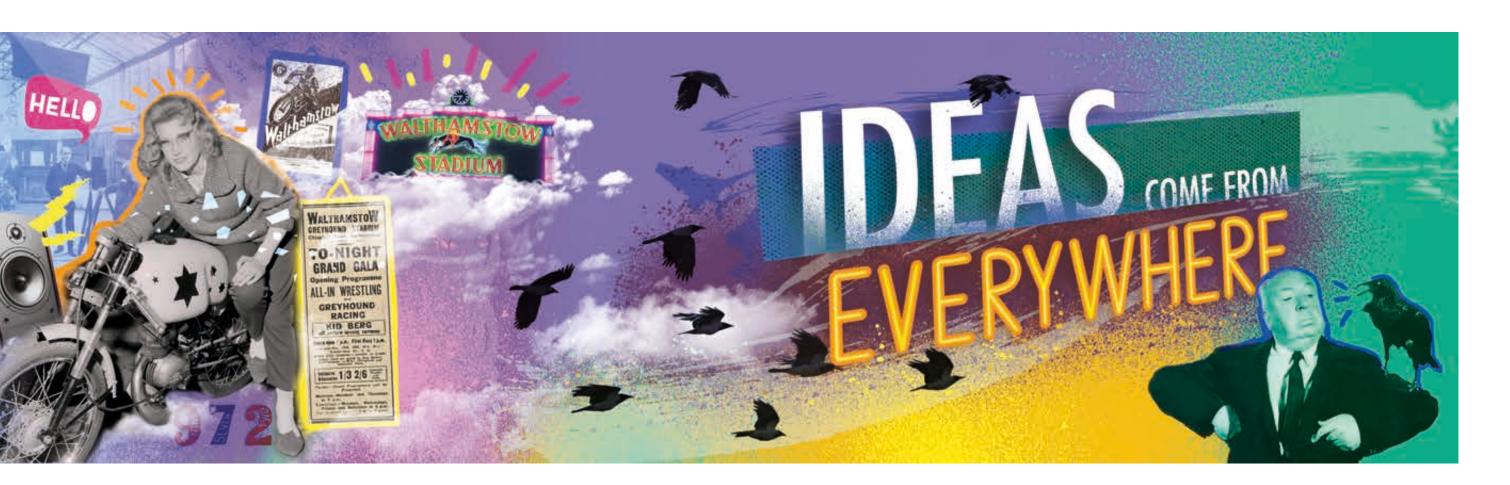




Internal comms

Brand comms pieces for department initiatives & external sales pitches.

Alive with ideas



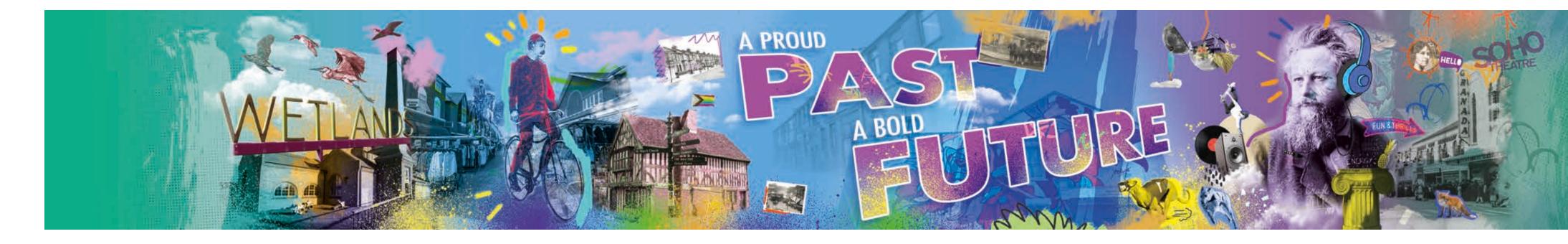
Alive - Design Agency

Hoarding graphics

Worked in a team to design, create and artwork a huge set of hoarding graphics for Walthamstow Council, the project featured extensive Photoshop collage work at a very high resolution.

Skills_

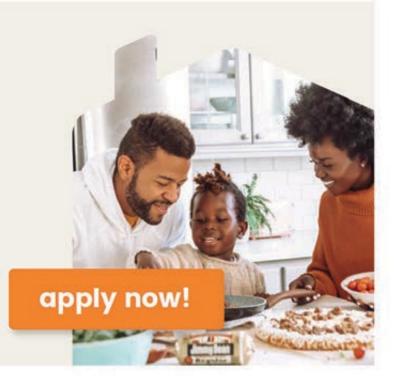
Design & branding
Art direction
Photoshop

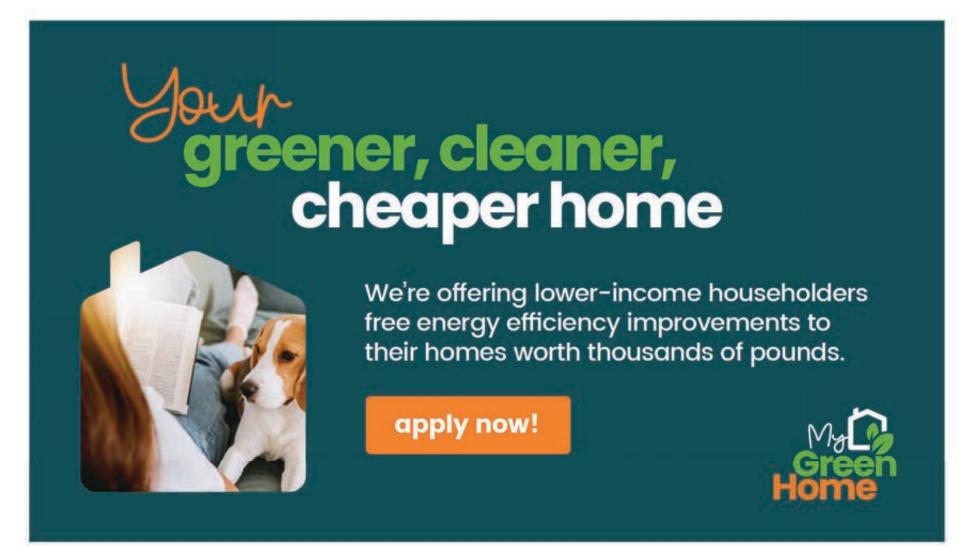






Budget-friendly, energy-efficient home improvements









greener, cleaner, cheaper home

Budget-friendly, energy-efficient home improvements across Devon





Alive - Design Agency

My Green Home campaign

A campaign for Devon County council to promote its energy improvement grants to residents.

Skills_

Design & branding
Art direction

Case Study



NATS

I have worked with NATS over many years, including at least two versions of their brand identity. I have worked on advertising, exhibition graphics, band communications brochures, flyers and microsites.

Skills_

Brochure design
Brand comms collateral design
Mircrosite design & build
Wall graphics
Internal comms branding



"NATS has been working with customers in the Middle East since 2006, and during this time the region has developed into one of the world's most important aviation hubs.

We're committed to building on this progress, with airports, airlines and aviation authorities, to maximise performance, maintain quality and deliver value."



Providing services to the Middle East

1 UAE

- Regional Middle East office established to support local customers with ATC expertise
- Operational performance summary for Dubai International Airport
- Prepared Concept of Operations for Al Maktoum International Airport and procedure design for other airports
- Public Safety Zone studies for Dubai Airports
- Consultancy support to Abu Dhabi Airports to deliver radar system enhancements
- Operational analysis of wake vortices data at Dubai International as part of capacity optimisation programme
- LVO (low visibility operations) Airport Efficiency services to Etihad Airways



توفير الخدمات لمنطقة الشرق الأوسط

- Single Runway Operations

International Airport

consultancy contract for Kuwait

Directorate General of Civil Aviation

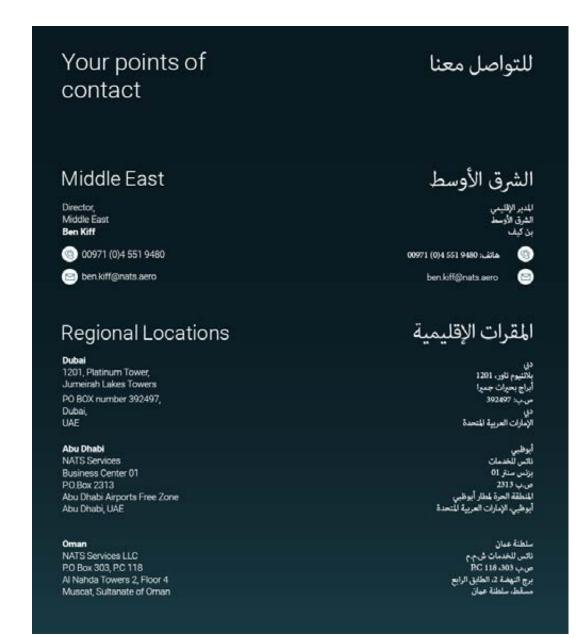
- Engineering Consultancy for Kuwait

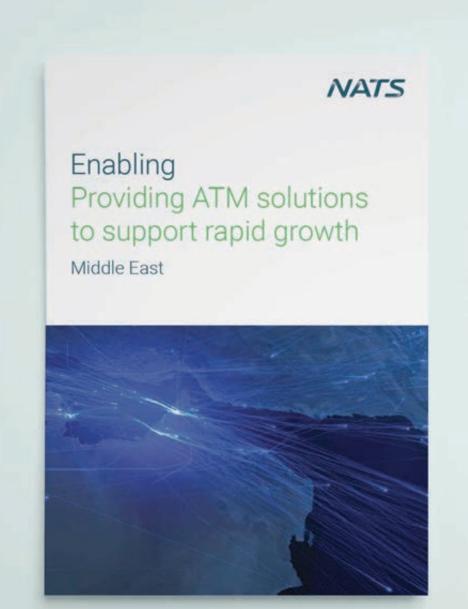
2 Bahrain

- Airport capacity study Procedure design services
 - International Airport - AIM roadmap for the Kuwait
 - 4 Oman

3 Kuwait

- Airspace design, safety management and transition support for PACA
- ATSEP Training for PACA Engineers
- NATS Oman local entity and Muscat office established







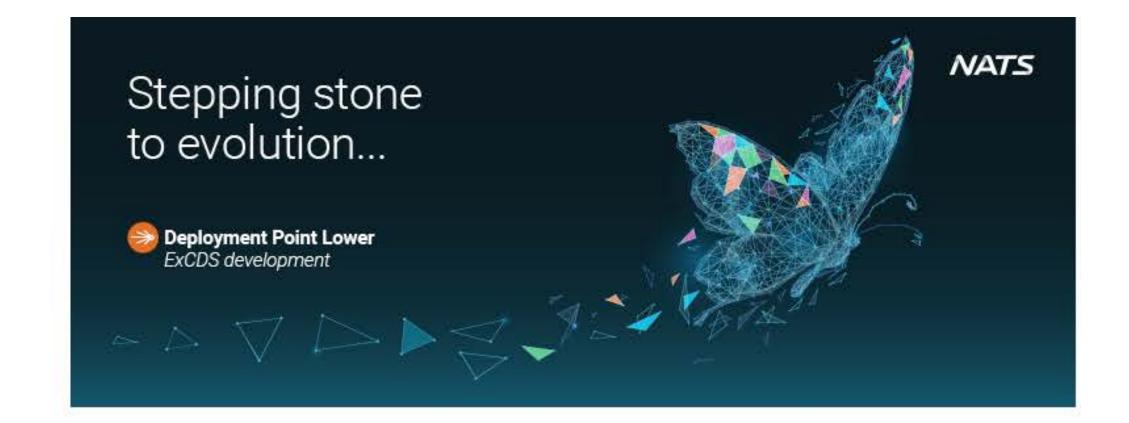
Brochure design

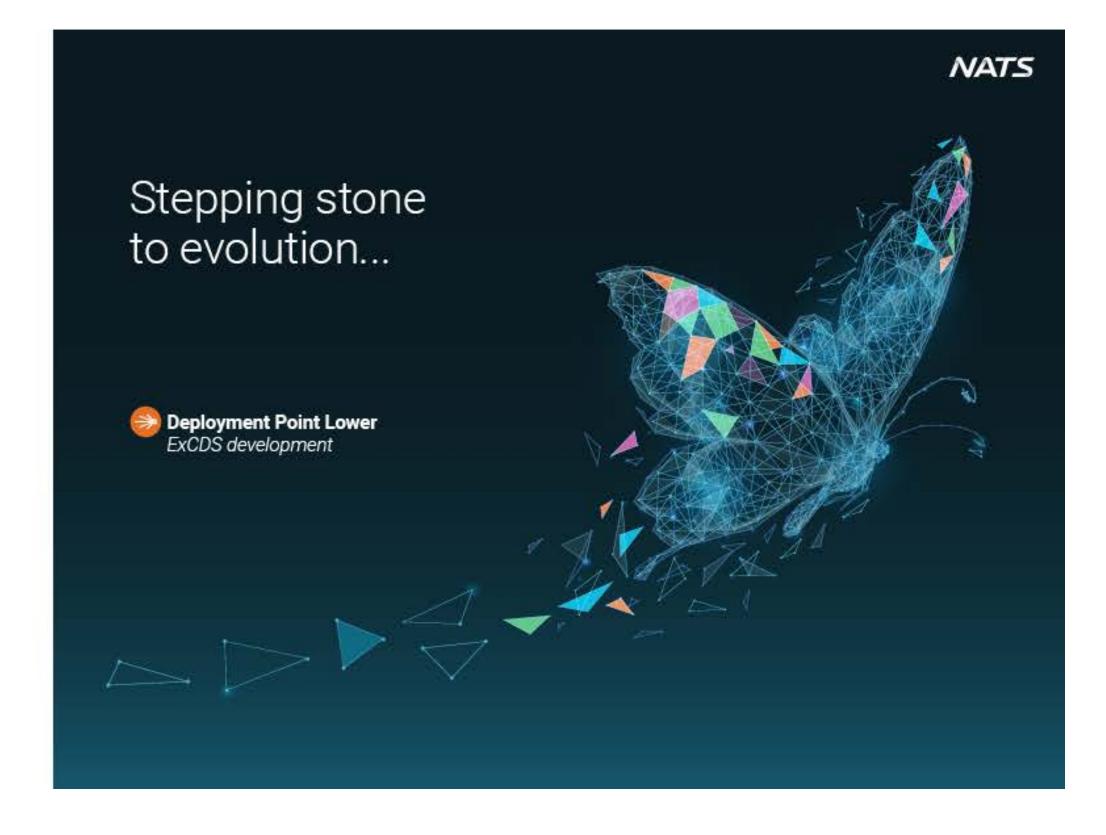
Some of the many brochures I have worked on for NATS, including multi-lingual designs.



Internal comms

Conceptual work for the internal promotion of a new way of working. Creative featured on flyers, Powerpoint & email banners.

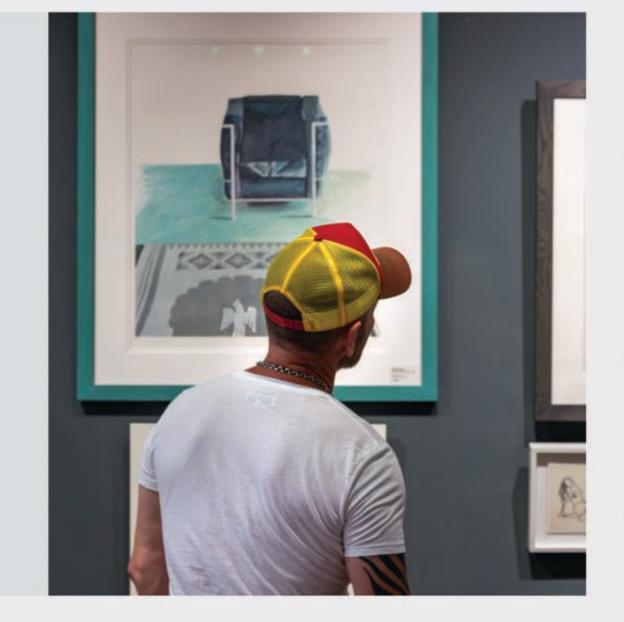




Pitch decks

Helping art lovers become art investors

Investment Proposal



The opportunity

N:CCIH

The Hidden team

fund accelerated growth by expanding to 20+ galleries and related opportunities in preparation for exit in 5 years

HIDDEN

Investors deck

Skills_

PowerPoint Photoshop

Client_

Hidden Art

An opportunity to invest in a successful and fast growing multichannel art gallery chain, occupying a unique place in the UK market

J Ë

Investors joining now will have the opportunity to be involved in an exciting business with a clear plan for accelerated growth, leading to a potential exit in 5 y ears





Chris Kendall

An avid art fan since childhood Chris founded Hidden in 2016 following a career leading businesses in digital publishing in Government and private sectors.

Chris is driven by a desire to change the way people own and access rare and



Poppy Boys-Stones

Educated at Charterhouse School following which Poppy completed a BA in English Literature, followed by an MA in Fine Art both at the University of Bristol.

responsible for the efficient running of the business ranging from H.R and administration to Sales and gallery development



Co-founder and director of AIM listed Loungers plc.

Also currently on the boards of Hub Box, Moose Drink, Foodstuff and an investor in Huggg and Hidden.

Jake was an early customer of Hidden Gallery becoming an investor and advisor in 2019. His operational and growth experience as a board member and his involvement in private equity as both a recipient and investor brings additional knowledge and experience to the business.

Investors deck

Skills_

Keynote **Photoshop** Illustrator

Client_

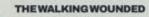
Whistle agency





and wake up to watch the finish. MotoGP is all action literally winner, only to see them drop like a stone towards the end of the race as their tyres drop off the face of a cliff. Not every race can be a thriller, but there is certainly a higher density of nail-biters on two-wheels.

Take the Assen round of the 2018 MotoGP championship for instance. It was about this time that F1 fans were getting pisser off with a lack of overtaking and stagnant racing. That very same season the 'Cathedral of Speed' gave us a stonking round of MotoGP action. The top eight riders made over 100 or not to mention five changes of the race lead.



rider hobbling through the gravel trap at the and of FP1, muttering as we watch from home; well that's their weekend f****d... But how many times have you seen the same rider back out again? A dozen and they're good to go.

It's true that an F1 car can lap a track quicker than a MotoGF bike can, but F1 cars cannot match MotoGP machines for outright speed - not the modern era of F1 cars anyway. Fifteen years ago Juan Pablo Montoya did manage 231mph at Monza during qualifying, although rumour has it his team wound all the downforce they could out of the car, leaving him with a super quick car in a straight line but otherwise a handful in the comers.

Andrea Dovizioso though managed to hit 221mph at Mugello (or 356.7km/h), in a live session, with traffic to contend with, and he was riding a bike set up for lap-times, not an outright speed record!





and drivers lay everything on the line, week in, week out. But the cosseted (relative) safety of an F1 car is nothing when compared to the vulnerability a rider must endure while tumbling through a gravel trap at nearly 200mph. Nobody wants to see riders injured, but you can't help but feel respect each time you watch a rider collect a skating front-end slide or crack on just moments after being buckarooid out of the seat at high-speed. When you talk about sportspeople actually laying it on the line every time they go out, there are few sports that come close to MotoGP.

RIDERSGETTINGCREATIVE

Watching the riding style of the riders fascinating, you just don't see that in F1. Take Alex Rins for example. His riding style is so retro you could almost mistake him for Freddy Spencer, But contrast that to Marquez or Pol Espagaro, who are all elbows out and hanging off every which way. And the best thing is, there's no right or wrong way to do it, as long as your fast, that's all that counts.

ndeed, place Hamilton in any other car on the grid and he'll wring the most from it, but that isn't the case in MotoGP. Personal style manying up to the limitations of a MotoGP bike brings its own huge challenges.

If you took all the liveries off the F1 grid and made the drivers wear the same coloured lids, you'd literally have no way of telling one from the other. Apart from the two Mercedes would be at the front, because, you know it's F1.

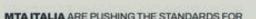




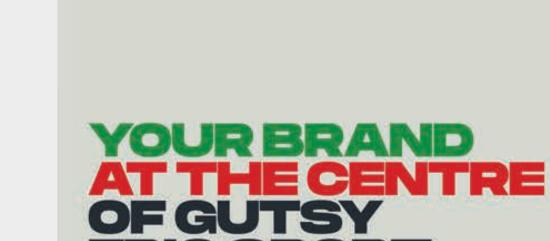
MOTOGP, THE GRAND PRIX MOTORCYCLE RACING ASSOCIATION, REACHED OVER 30 MILLION SOCIAL MEDIA FOLLOWERS IN SEPTEMBER 2020.

WIE.

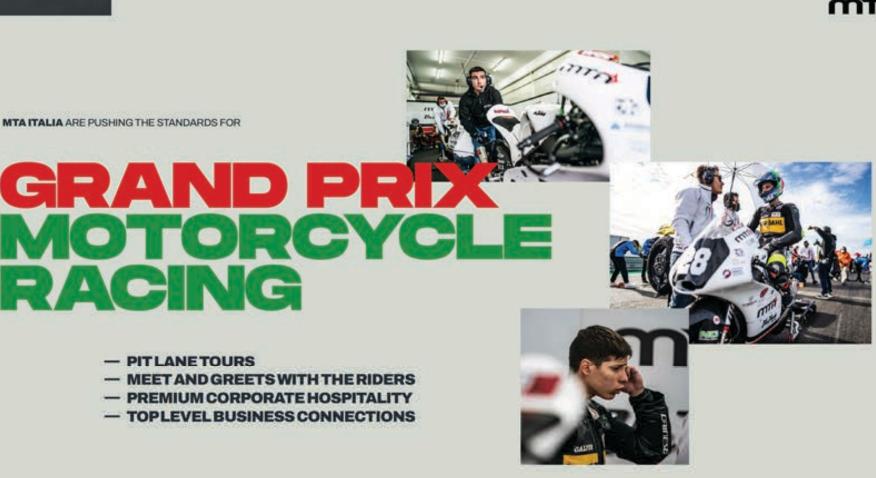
- Motor racing takes man and machine to the edge of their capabilities in a cauldron of high pressure, high stakes racing
- The spectacle of multiple racers wheel to wheel at 220+mph is unrivalled in sport for speed, guts and audacity
- Get your brand in the worlds most exciting and up-coming race team who will take this sport to the next level



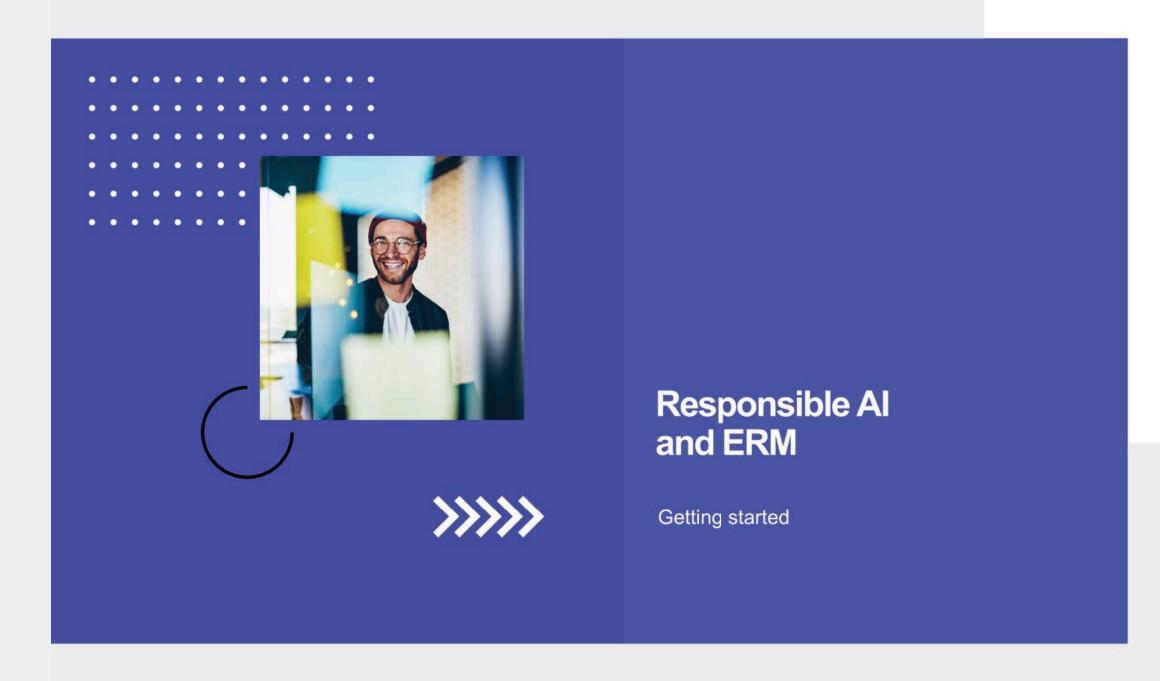
GRAND PRI MOTORCYCLE RACING



EPIC SPORT







Tech deck

Skills_

PowerPoint Photoshop Illustrator

Client_

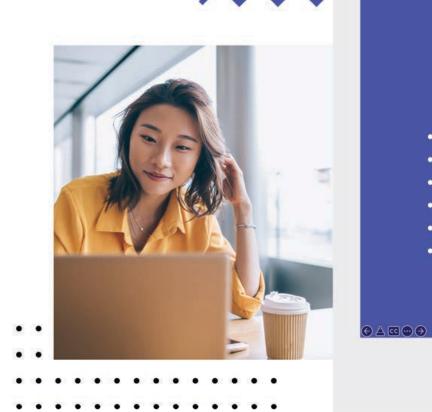
Active Matters

What is Responsible Al?



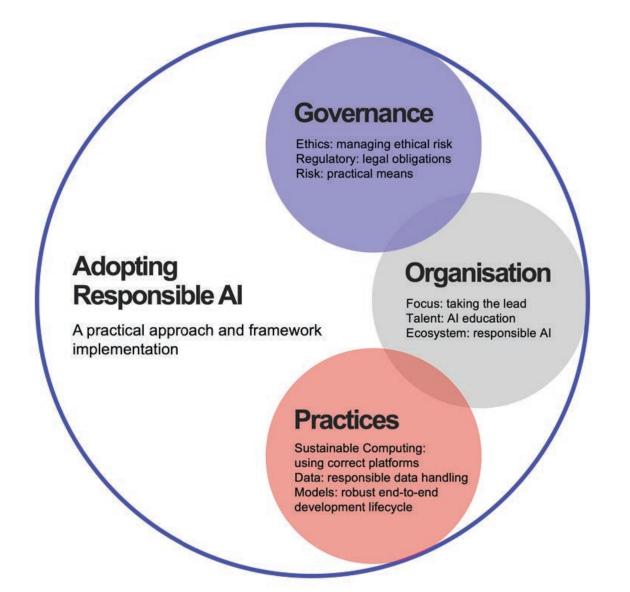
Responsible AI is the practice of designing, building and deploying AI in a manner that empowers people and businesses, and fairly impacts customers and society – allowing companies to engender trust and scale AI with confidence.

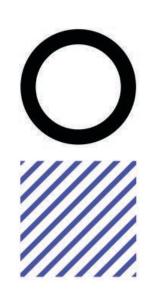
The ERM Data Lab and Innovation Incubator have a pipeline of products that leverage data and use advanced analytics to drive business outcomes for clients. As we build more solutions in this area, we must understand and consciously and deliberately design AI responsibly.



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Responsible Al

Taking deliberate steps to make AI solutions ethical, responsible and accurate.

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The business of sustainability



Smaller projects

I have great experience over the last 10 years in working with start-ups and SME's. These projects usually involved me designing everything from the initial concept, design and creating the brand identity right through to the website design & build - and everything in between.

Architypal

Are you an architect with a word problem?

This site was designed to show case Juliette Mitchells copy writing work for architects and how she helps them sell themselves and communicate what they do better

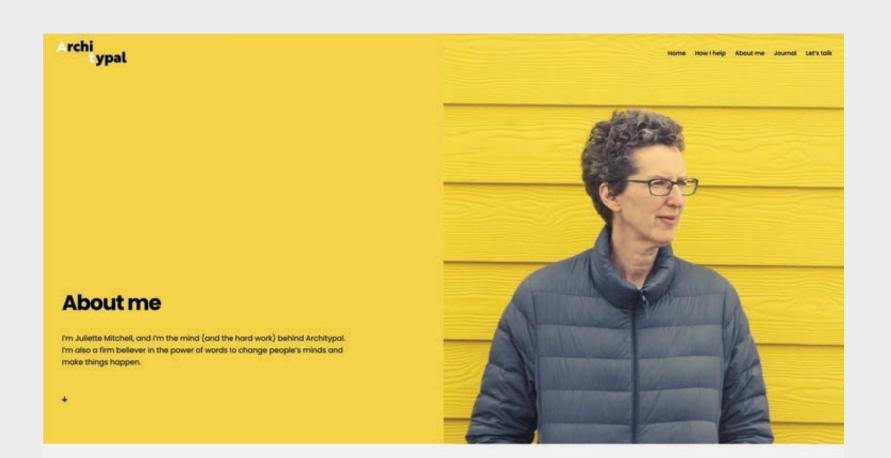
This project was shortlisted for the best website in 2022 for a consultant at the ARCHIBO awards 2022



architypal.co.uk

Skills_

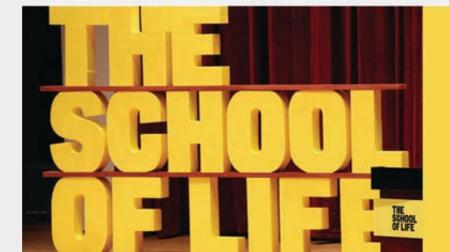
Design & branding
Art direction
WordPress website design & development



How I started

For many years I worked with people who wrote words for a living, as an editor at Penguin Books.





Paris and beyond

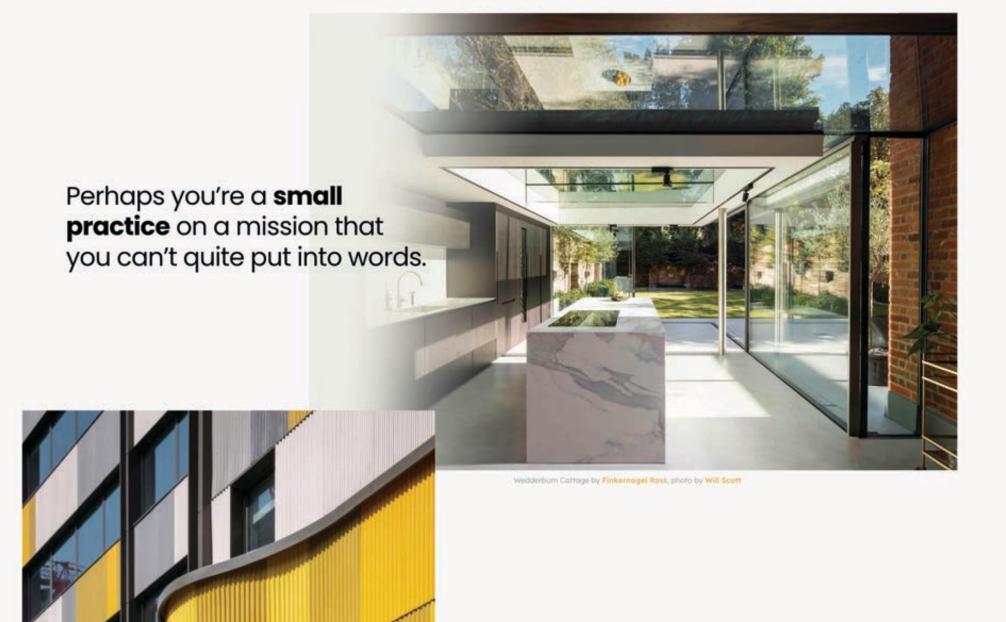
Then in 2011 I left Penguin to go to Paris and see if I could get my small, part-French son to speak French.

After returning with my now bilingual boy in hand, I did everything from compiling an anthology of love poems, to working with Alain de Botton's School of Life, to teaching at Brighton, Brunel, and beyond.



Are you an architect with a word problem?





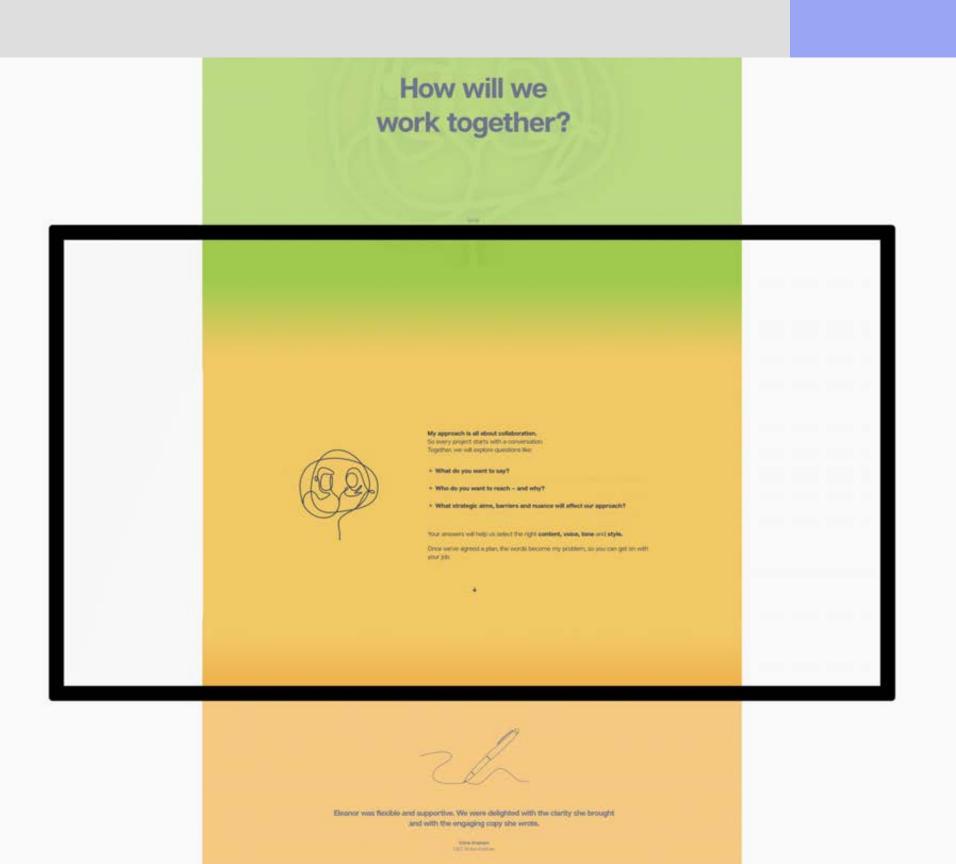
Articulate Health

Articulate health is the new home for copywriter Eleanor Stanley. I worked with her to devise the brand look for her new venture, articulate health – a brand aimed at helping the health sector in it's communication, strategy and tone of voice. The website features sweet hand drawn illustrations that reflect the brand and attitude and smooth colour fades between sections.

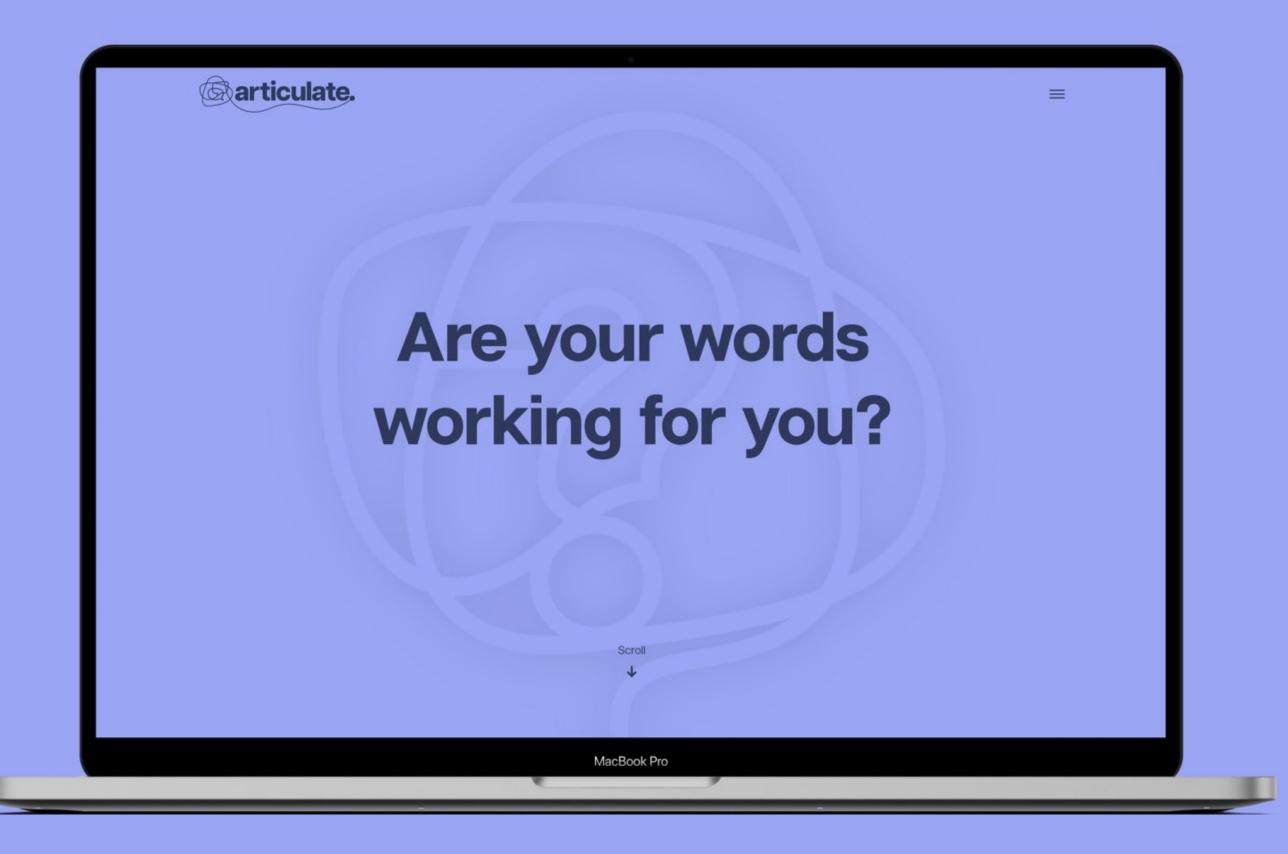
articulate.health/

Skills_

Identity design
Website design
WordPress design & development
Illustration







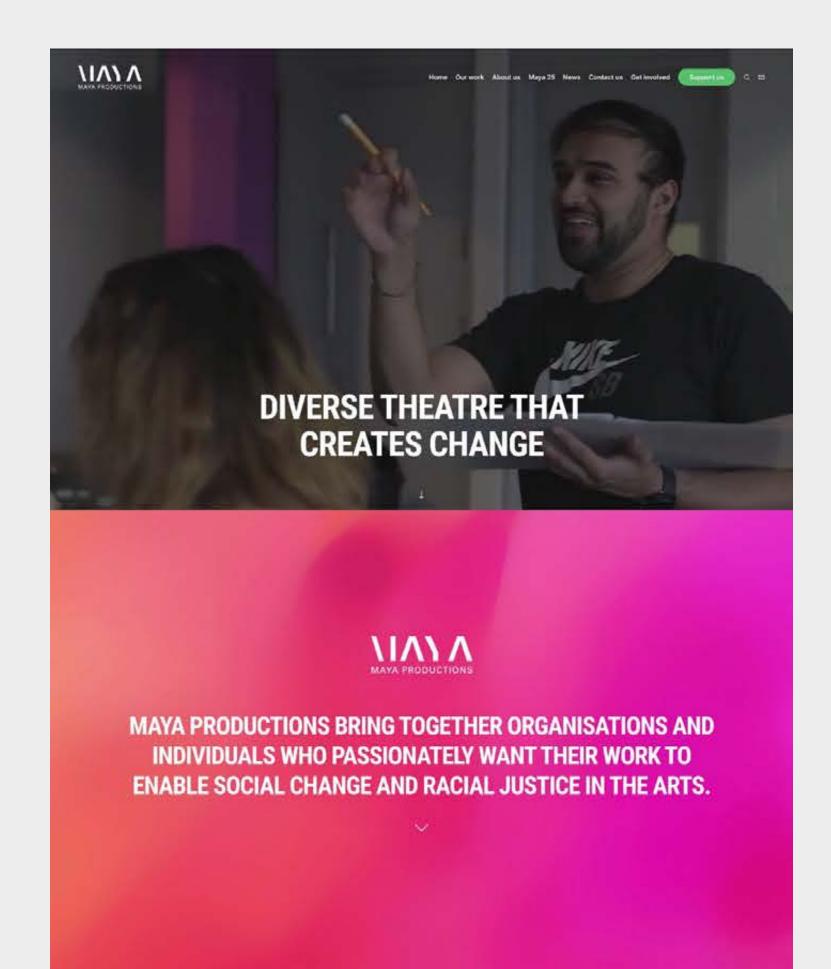
MAYA Productions website

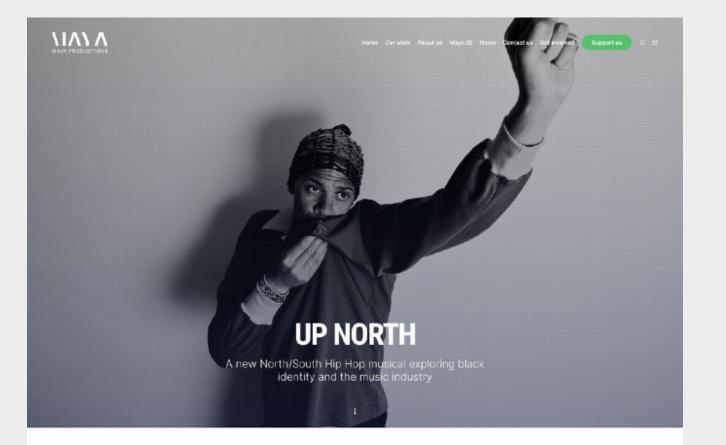
Maya Productions bring together organisations and individuals who passionately want their work to enable social change and racial justice in the arts. I redesigned their website with a beautifully and engaging design, featuring background videos as the hero sections on the main pages and lots of their fantastic photography. I also edited and mixed the video clips to create all the hero movies on the site. It was truly a fun and very rewarding project to work on.

mayaproductions.co.uk

Skills_

Website design WordPress design & development Video editing





By Jonny Wright

THIS FRESH, FUNNY AND PERTINENT PLAY EXPLORES FRIENDSHIP, THE NORTH/SOUTH DIVIDE, AND BLACK IDENTITY AGAINST THE BACKDROP OF THE CAPITAL'S CHALLENGING MUSIC INDUSTRY.

Maya Productions, in association with Little Mighty, worked with talented writer and hip hop artist Jonny Wright/AKA XYM to develop his play Up North.



MAYA PRODUCTIONS IN ASSOCIATION WITH LITTLE MIGHTY AND IN A CO-PRODUCTION WITH HARROGATE THEATER.



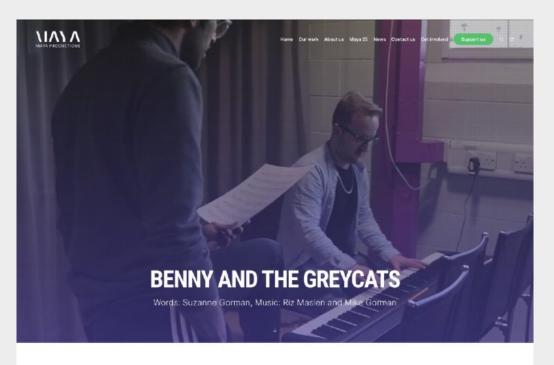
Maya Productions, in association with Little Mighty, worked with talented writer and hip hop artist Johny Wright/AKA XYM to develop his play Up North.

This fresh, funny and pertinent play explores friendship, the North/South divide, and black identity against the backdrop of the Capital's challenging music industry.

Yorkshire rapper XYM faces the sudden death of his father, who always wanted a career as a musician. He decides he will make it where his dad never did. On the night of the Brexit vote, he brings together his crew, Yorke and Kofi. He convinces them to quit their day jobs and move to London to follow their dreams.

But their differing political views are already causing tension. And when a record label offers them the chance of a lifetime, their friendship is tested to

Written by playwright, actor and hip-hop artist Johny Wright (Talawa, Film 4), the show smashes together an urgent theatricality with rap and spoken word to tell a powerful story of contemporary Britain.



MAYA'S LATEST PROJECT IS A REFRESHING, URGENT AND DARING NEW PRODUCTION IN DEVELOPMENT CALLED BENNY AND THE GREYCATS.

set in the 1950s, the story follows a family of Anglo-Indian musicians who swap playing in swing bands in South India to pursue a lew life in the steer city of Shefiled. It is a story impired by Artistic Director Suzanne Goman's Tamily history, whose success played



THE PLAY IS ROOTED IN WORKING CLASS NORTHERN CULTURE AND FOLLOWS A MIGRATION JOURNEY EXPLORING THEMES OF CULTURAL HERITAGE, MENTAL HEALTH, THE LEGACY OF COLONIALISM AND MUSIC.



The piece was originally developed through the Open Lab at Barbican and then, through a workshop week and early-stage sharing at Sheffield Theatnes.

e to Covid 18, we have postponed our next workshop and sharing of work to June 2021. However, we are continuing to develop the place, at home, and will be testing out some of the material in an online workshop in November 2020.

If you are interested in finding out more about the play and/or being partner or co-producer in the next stages please on

Click here to download our information page



The Glowing Company

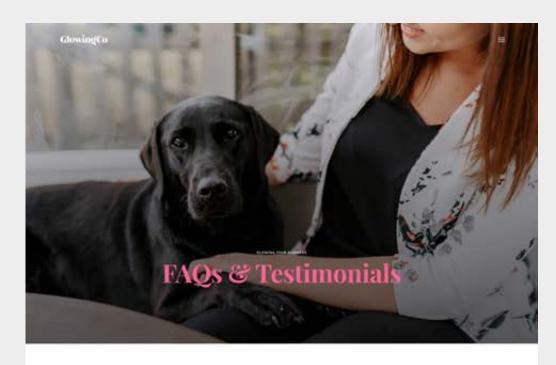
Glowing Co is the new site for remote PA Morelle Pierson. Starting her business during lockdown, I felt she needed an exciting & engaging brand to catch people's attention and win business.

The typographic logo featured a subtle twist with the dot of the 'i' becoming a speech mark that linked with the letter 'g'. A simple, elegant reference to communication.

glowingco.co.uk

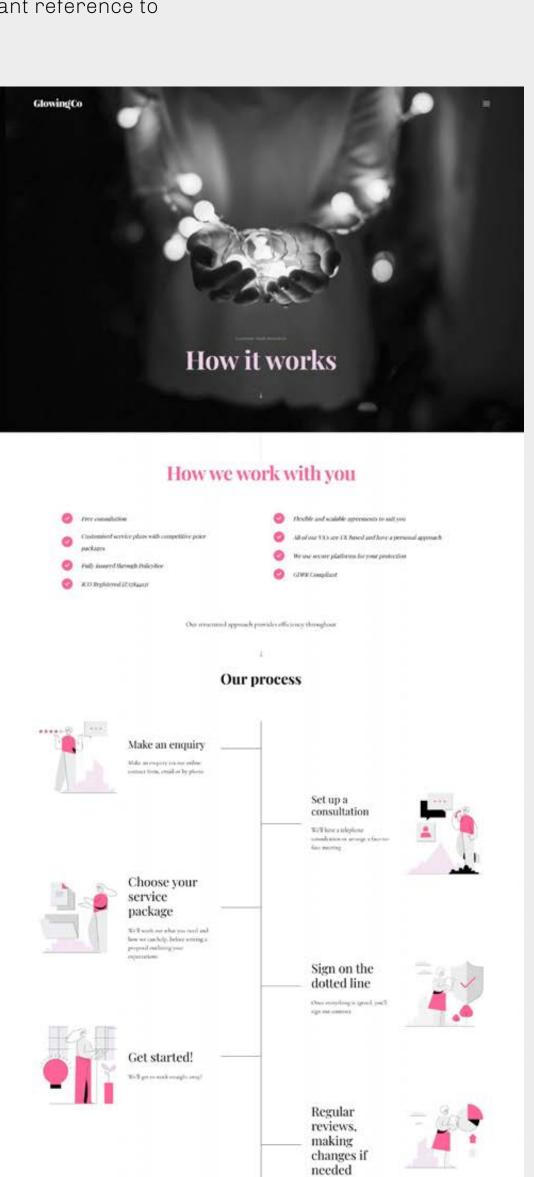
Skills_

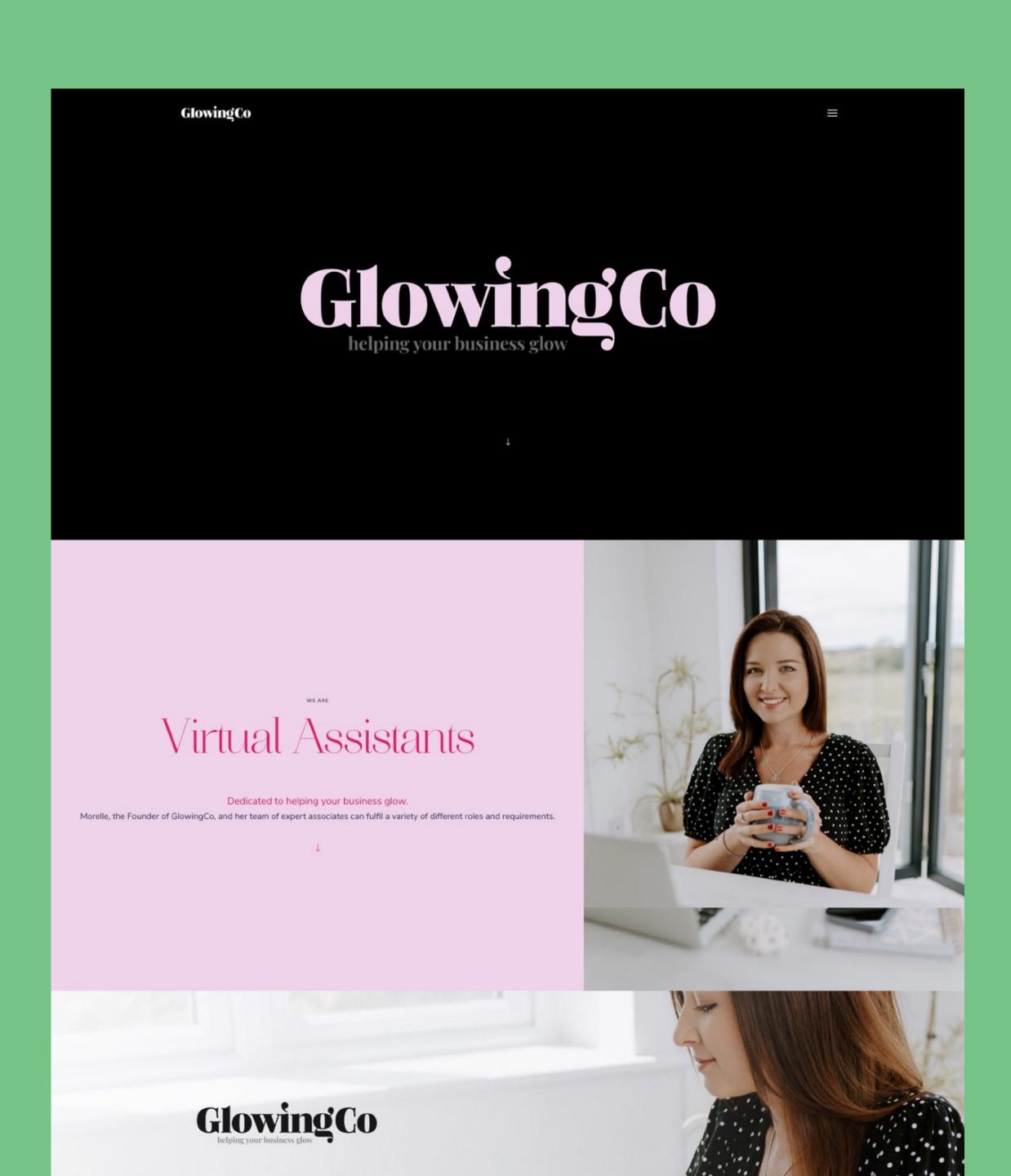
Design & branding
Art direction
Copy writing
WordPress website design & development











LeBeck Internationsl

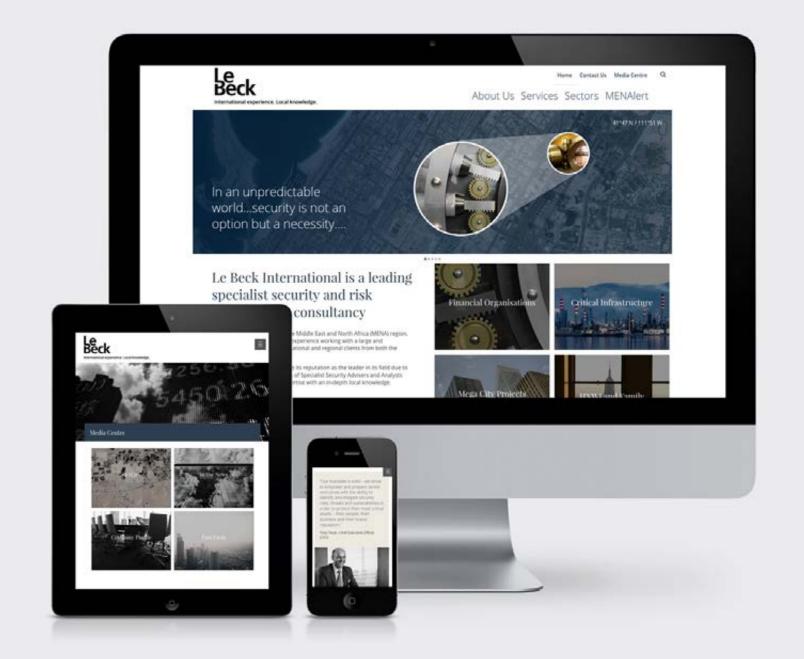
LeBeck International are specialist international security and risk management advisers based in Bahrain, whose managing director is a former special forces and Bomb Disposal Officer with the British Army.

After reviewing the way that LeBeck International communicated and looked at key competitors, we proposed a highly distinctive and slightly mysterious market position. This perfectly supports the way the company keeps its clients safe and secure with meticulous planning based on deep experience in this highly specialist field. The new and refined brand identity, website and an intriguing design for a brochure enabling the business to grow internationally.

lebeckinternational.com

Skills_

Design & branding
Art direction
Brochure design
WordPress website design & development













Branding a music producer

Steve Williams is a musician, programmer, songwriter and mix engineer. A series of animated logo types were then created to lend difference and uniqueness to the site and help capture his creative and multi-disciplined approach, based upon the photos I took at his studio.

stevenawilliams.uk

Skills_

Identity & stationery design
WordPress website design & development
Photography & retouching
Logo animation























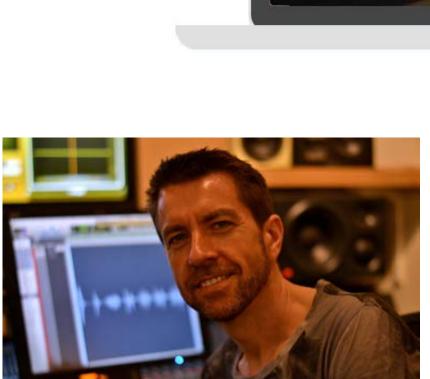












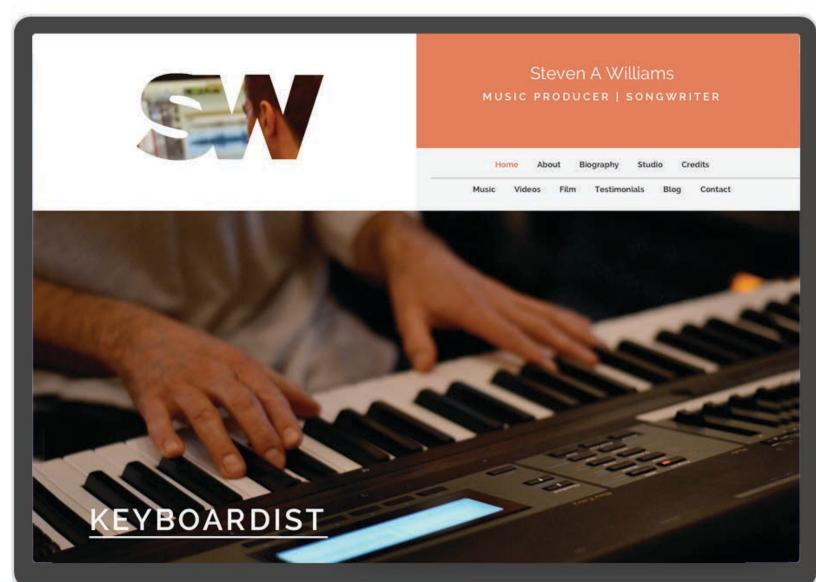












Identity design

Being a graphic designer at my core means I am able to use my strong design skills to every digital project I work on. Here are some of the many brand identities I have designed & created over the years.









































