



Portfolio | 2025

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nicolasgarciaesign@gmail.com

Clients



FACEBOOK



PERONI
ITALIA



nationalgrid



BIOSSANCE™.

JVN

ROSE INC

ABOUT

A passionate and innovative **Creative Designer, Art, and Creative Director** with over **15 years of experience** delivering impactful designs across a spectrum of industries. Specializing in **events design** and **branding**—with notable clients such as **Facebook, Instagram, Peroni, BMW, National Grid, and Pokémon**—I craft bespoke solutions that elevate brand narratives and visual identities. Advanced expertise in **illustration** and **photography**, combined with proficiency in **animation** and foundational **UX knowledge**, allows me to bring a holistic and strategic approach to design challenges.

My expertise in **UI design** is enhanced by my proficiency in tools such as **Figma, Sketch, Adobe XD, WordPress, Framer, Webflow, etc** allowing me to create seamless and engaging digital experiences. I also bring three years of **experience in the property sector**, working with a **high-end architecture practice**, where I developed a deep understanding of **luxury aesthetics** and **design precision**.

In addition, I have extensive experience in the **gaming industry, podcast industry, and beauty industry**, where I developed a wide range of social media assets, including both static and animated content, to drive engagement and brand growth.

My portfolio spans a diverse range of clients, including global leaders such as **Facebook, Instagram, Ikea, Unicef, Discovery Channel, DreamWorks, BMW, Mini, Mercedes-Benz, Virgin Media, National Grid, Pokémon, Peroni, and Boots**. Whether it's **corporate branding, digital experiences, or original design solutions**, I am committed to exceeding expectations and bringing concepts to life with precision and artistry.

[VIEW PROJECTS](#)

[DOWNLOAD PDF PORTFOLIO](#)

MANAGEMENT SKILLS:

Complex Problem Solving, Team Management, Project Management, Communication & Leadership skills.

COURSES:

The Leadership Efficiency Programme - Part 1
Jan 2019 - Jun 2019

The Leadership Efficiency Programme - Part 2
Jan 2020 - Jun 2020

SOFTWARES:

Adobe Photoshop
Adobe InDesign
Adobe Illustrator
After Effects
Adobe XD
Sketch
Figma
Microsoft Excel
Microsoft PowerPoint
Keynote
Wordpress
Splashtat
Canva
Framer
WebFlow
Pitch

EDUCATION:

University of West London
Bachelor of Arts (B.A.)
Graphic Design (Visual Communication and Illustration)
2011 - 2014

Escuela de Arte de Sevilla
Certificate of Higher Education (HNC)
Advertising Graphics
2007 - 2009

I.E.S. Politecnico Sevilla
General Certificate of Education (GCE)
Art Studies
2004 - 2007

LANGUAGES:

English, Spanish and Italian

ACHIEVEMENTS:

Project featured in **Behance**:
Homemade Typography
2012

[View project](#)

FREELANCE

Senior Event Designer/ Animator
Informa Tech
Mar 2024 - Oct 2024
London, United Kingdom
Remote

Senior Event Designer
Hub
Feb 2024 - Feb 2024
London, England, United Kingdom
Remote

Senior Event Branding Designer
Live Union
Feb 2023 - Feb 2023
London, United Kingdom
Remote

Senior Event Branding Designer
Ascend Global Media
Feb 2023 - Feb 2023
London, United Kingdom
On-site

Senior UI Designer
RAPP
Nov 2022 - Feb 2023
London, United Kingdom
Hybrid

Senior UI Designer/ Animator
VoucherCodes
Dec 2022 - Dec 2022
London, United Kingdom
Remote

Senior Branding Designer
Hot Pickle
Nov 2022 - Nov 2022
London, United Kingdom
Remote

Senior UI Designer
Gala Games
Aug 2022 - Nov 2022
London, United Kingdom
Remote

Senior Event Designer/ Animator
The Croc
Sep 2022 - Oct 2022
London, United Kingdom
Remote

Senior Graphic/Digital Designer
RAPP
Mar 2022 - Jul 2022
London, United Kingdom
Hybrid

Senior Branding Designer
20.20 Limited
Feb 2022 - Mar 2022
London, United Kingdom
Remote

Senior Creative Designer
CircleSquare
Jan 2022 - Jan 2022
London, United Kingdom
Remote

Senior Graphic Designer
Agency Space
Dec 2021 - Jan 2022
London, United Kingdom
Remote

Senior Digital Designer
Radancy
Nov 2021 - Dec 2021
London, United Kingdom
Remote

Senior Digital Designer/ Animator
Money20/20
Jun 2021 - Nov 2021
London, United Kingdom
Remote

Senior Graphic/Digital Designer
RAPP
Jun 2021 - Jun 2021
London, United Kingdom
Hybrid

Senior Graphic Designer
Business Reporter
May 2021 - May 2021
London, United Kingdom
Remote

Graphic/Packaging Designer and Illustrator
BNKR BEER
Apr 2021 - May 2021
Seville, Spain
Remote

Senior UI Designer
MADE ABROAD
Jan 2021 - Apr 2021
London, United Kingdom
Hybrid

Senior UI Designer/ Animator
Edelman
Mar 2021 - Apr 2021
London, United Kingdom
Remote

Senior Graphic Designer
ERTL DESIGN
Mar 2021 - Mar 2021
London, United Kingdom
Remote

Senior Digital Designer
Business Reporter
Jan 2021 - Mar 2021
London, United Kingdom
Remote

Senior UI Designer
We Are Family
Jul 2020 - Oct 2020
London, United Kingdom
Remote

Senior Graphic Designer
WPP
Oct 2019 - Oct 2019
London, United Kingdom
Remote

Senior Digital Designer
Walgreens Boots Alliance
Sep 2018 - Nov 2018
London, United Kingdom
On-site

Graphic Designer
Destination Weddings&Honeymoons
Abroad Magazine
Dec 2014 - Mar 2015
London, United Kingdom
On-site

Graphic Designer
Nicolas Garcia Jimenez Ltd
Apr 2011 - Dec 2014
London, United Kingdom
Remote

Graphic Designer
Atlantic Media
Aug 2014 - Nov 2014
London, United Kingdom
On-site

Graphic Designer
Metropolis Studios
Jan 2012 - Apr 2012
London, United Kingdom
On-site

Graphic Designer
Marín & Asociados S. A.
Jan 2009 - May 2009
Seville, Spain
On-site

PERMANENT

Senior Digital Designer/ Animator
Phonic Content
Mar 2024 - Sep 2024
London, United Kingdom
On-site

Head of Design
Amyris
Apr 2023 - Dec 2023
London, United Kingdom
Hybrid

Head of Design
Ascend Global Media
Nov 2018 - Jul 2020
London, United Kingdom
On-site

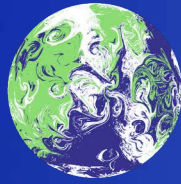
Senior Event/ Graphic Designer
We Are Family
Nov 2017 - Nov 2018
London, United Kingdom
On-site

Senior Graphic Designer
Madigan Browne Chartered
Architects
Mar 2015 - Nov 2017
London, United Kingdom
On-site

**Director, Graphic Designer,
Illustrator, Web Designer,
Photographer**
La Vectoria
Jan 2009 - Sep 2010
Seville, Spain
On-site

Graphic Designer & Photographer
Cocoloco Studio
Jan 2008 - Jan 2009
Seville, Spain
On-site

nationalgrid



PRINCIPAL PARTNER
**UN CLIMATE
CHANGE
CONFERENCE
UK 2021**

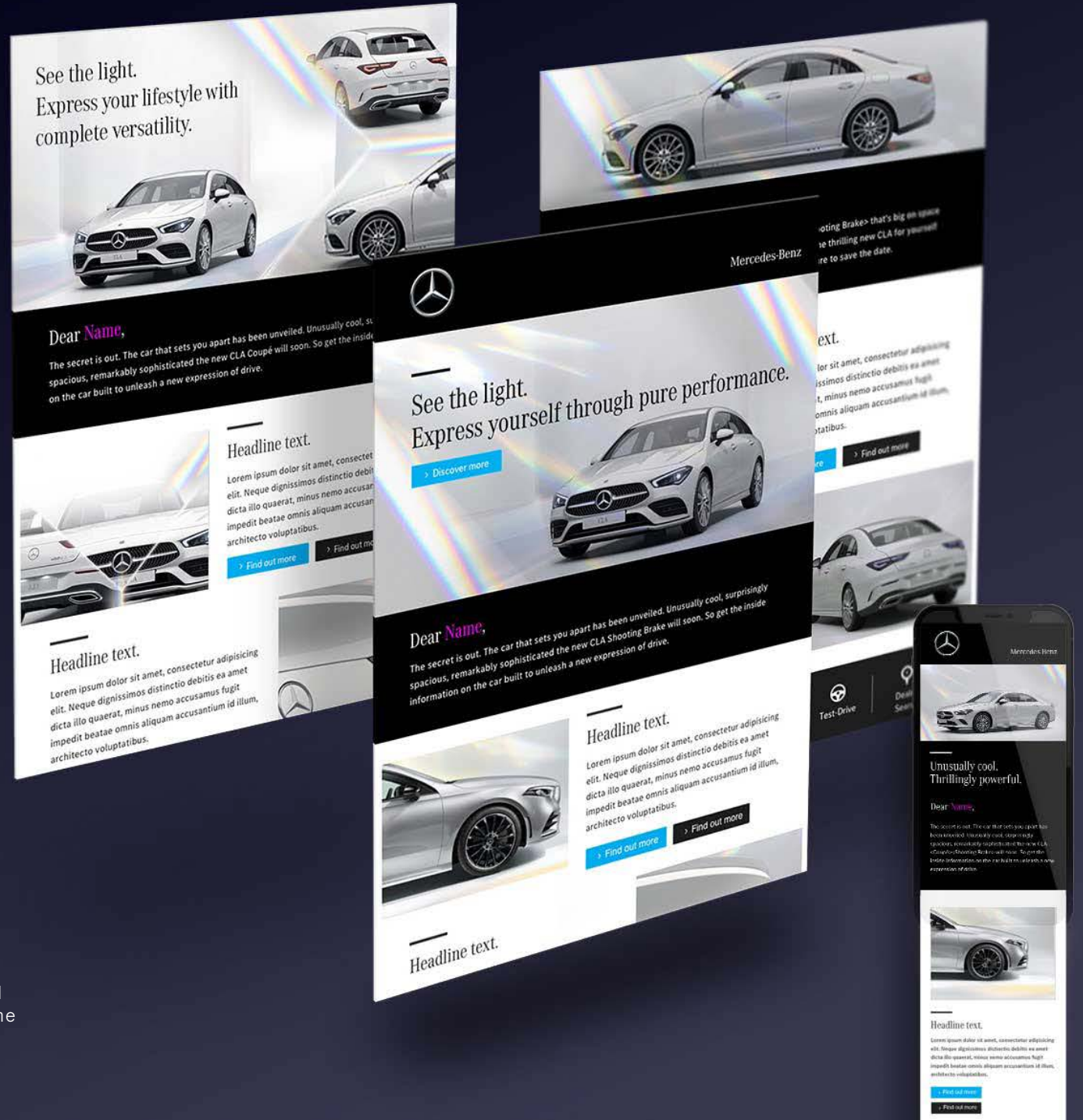
IN PARTNERSHIP WITH ITALY



WhenToPlugIn: App Design

The new app tells you the best times of day to 'plug in', so you can make smarter energy choices at home; saving those energy intensive tasks for when they'll have the least impact on the planet





Mercedes Benz: New CLA Campaign concept

Based in some reference provided by Mercedes I had to develop a new concept for the new CLA class. Some keywords provided were: Luxury, Prism or Diamond.



Mercedes Benz: CLA Hero Banner Animation

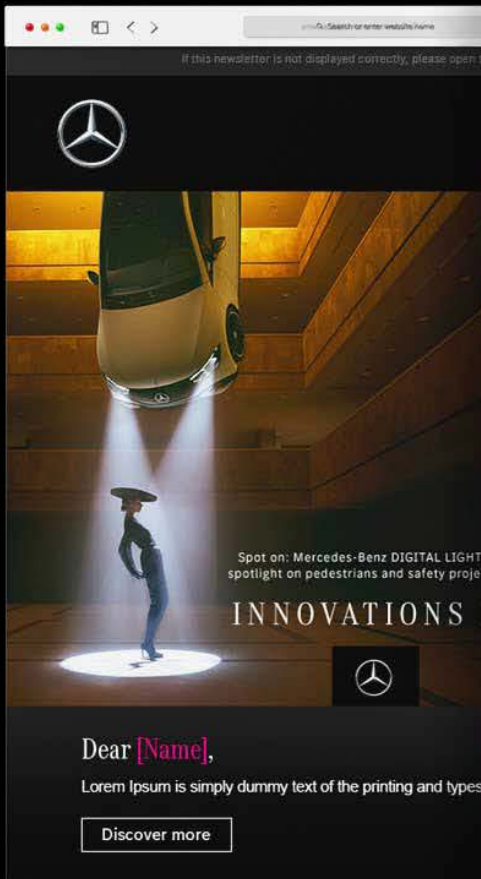
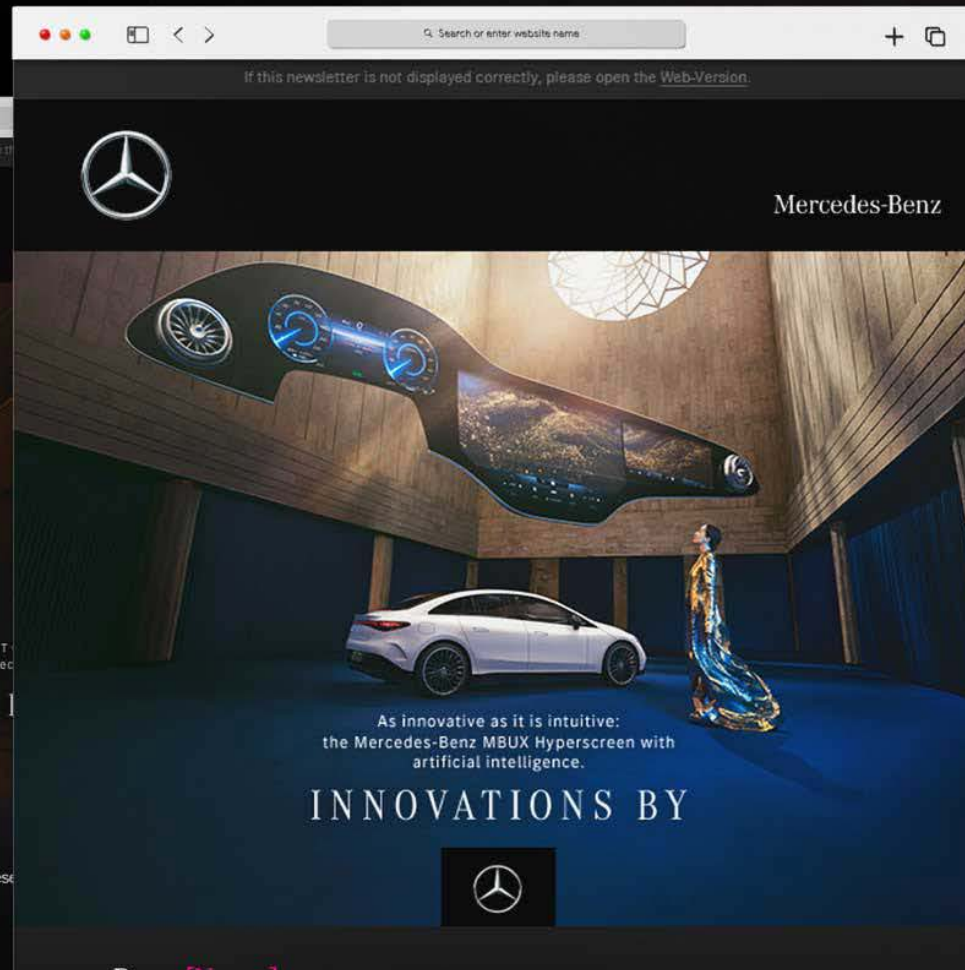
Hero banner animation based on the concept developed in the previous page artwork.

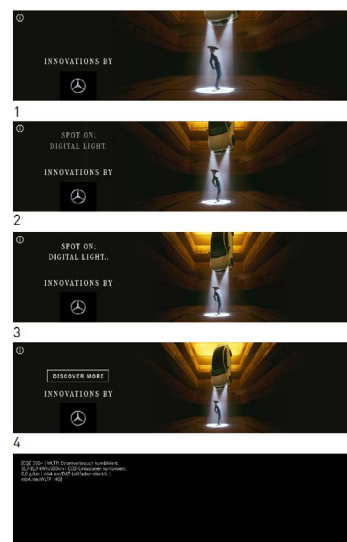
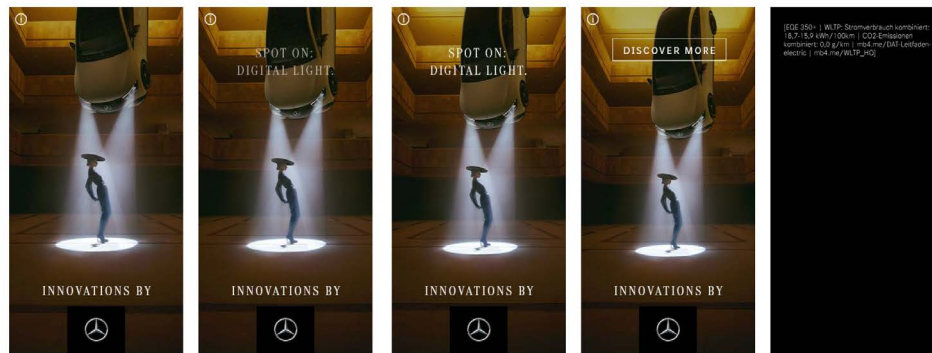
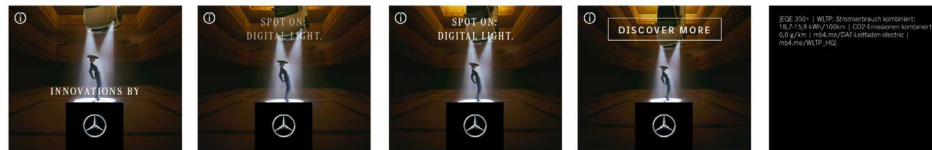
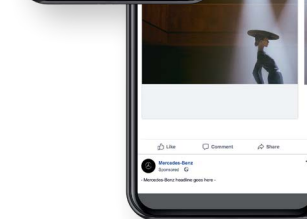
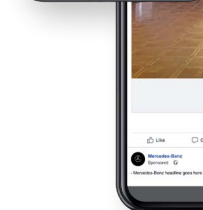
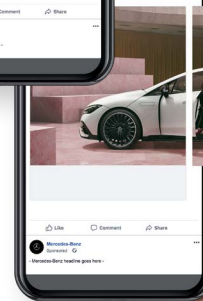
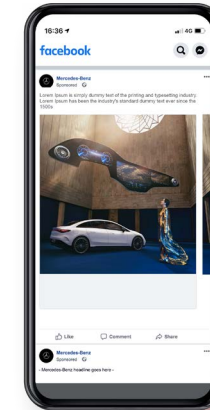
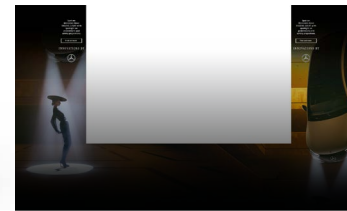
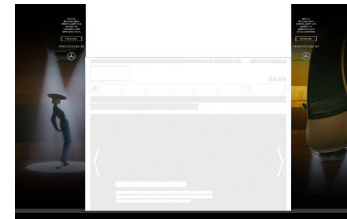
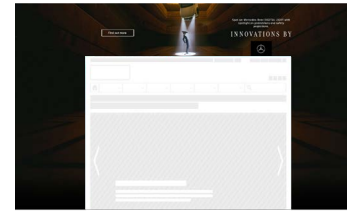
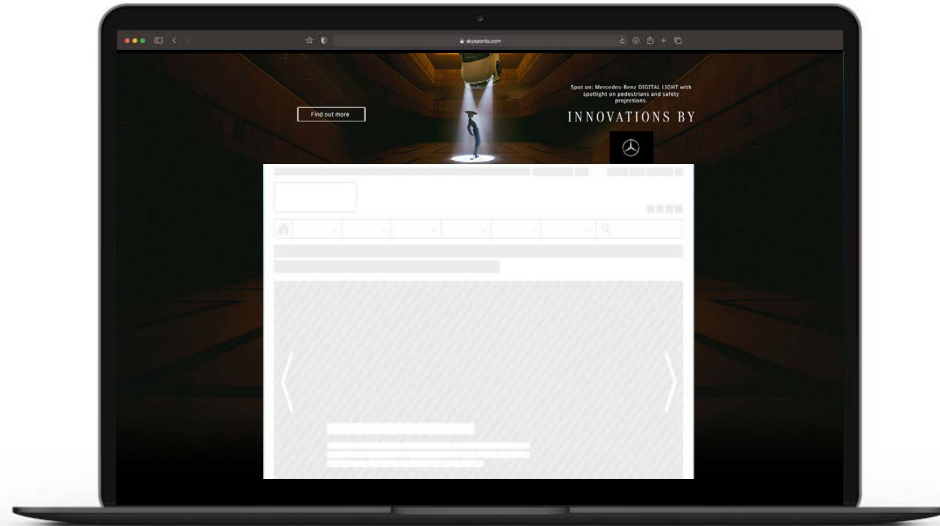


Mercedes-Benz

UI Design/ Email Design

Sketch/ Photoshop





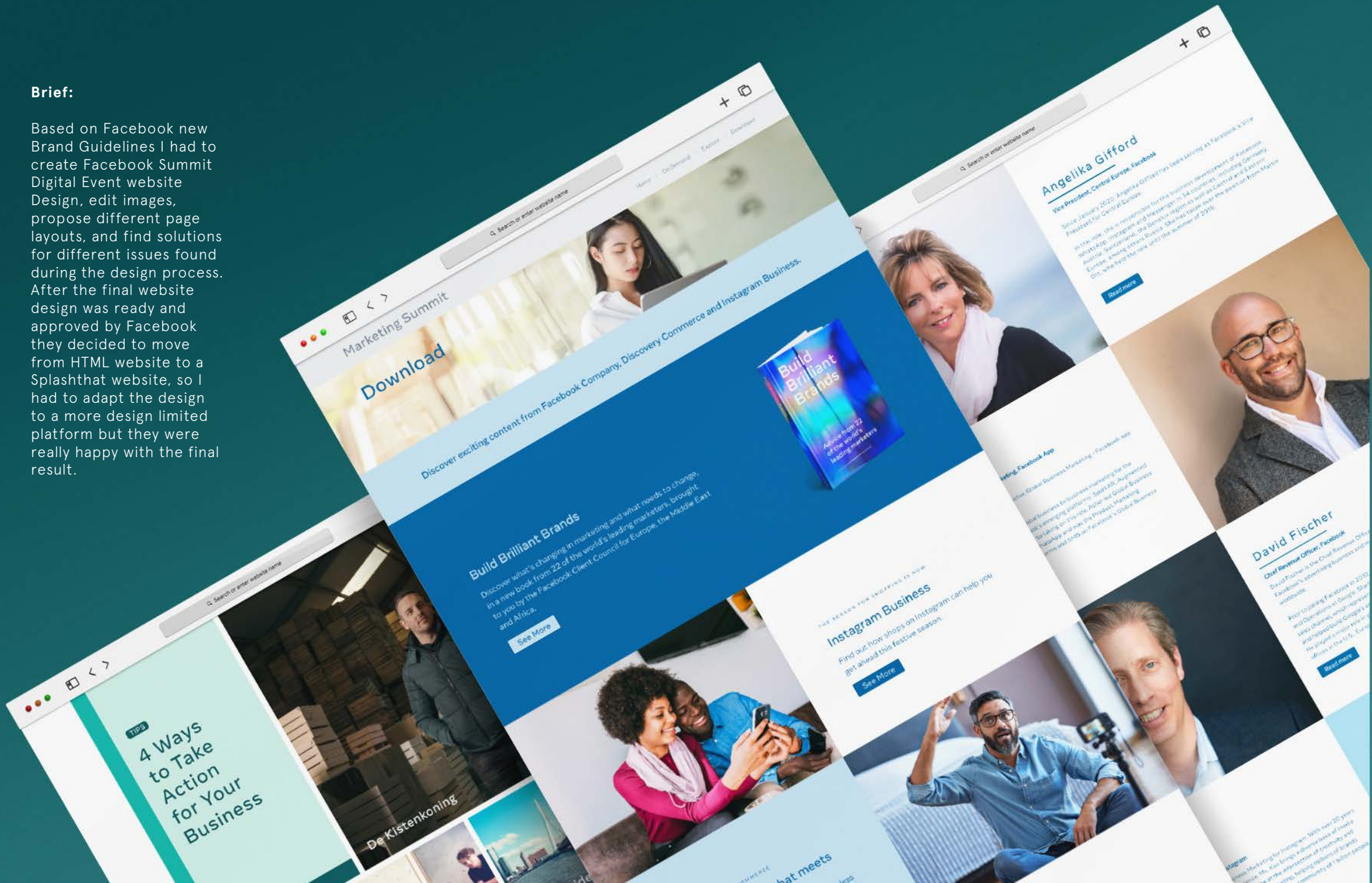
FACEBOOK

Branding/ Web Design & Implementation

Sketch/ Splashthat

Brief:

Based on Facebook new Brand Guidelines I had to create Facebook Summit Digital Event website. Design, edit images, propose different page layouts, and find solutions for different issues found during the design process. After the final website design was ready and approved by Facebook they decided to move from HTML website to a Splashthat website, so I had to adapt the design to a more design limited platform but they were really happy with the final result.





Deal 1: The Big M200

Awesome telly, faster broadband, oodles of chat, £65 ~~£39~~ a month for 18 months when you recontract (£65 a month after that) plus £35 activation fee.

M200 Fibre Broadband

- 4x faster than the UK's average download speed
- Ultrafast average download speeds of 213Mbps
- Perfect for busy households with 10+ devices

Mixit TV

- 105+ TV channels including all the essential free-to-air and players
- Virgin TV 360 box with voice search and control, personal profiles and more
- Virgin TV Go app with cool channels and Box Sets at no extra cost

Talk Weekends

- Unlimited weekend calls to UK landlines and any UK network, plus inclusive minutes to 0845 and 0870 numbers

[Get Deal 1](#)

Epic telly and ultra-fast speed for less – limited time only

3 Big Deals on TV and broadband until 9th June

VM **Virgin Media** [Day] at [Time]

To: Customer Name

[View online](#)

Hi <Name>,

Want to take your broadband up a level? Time to give your TV the entertainment it's been crying out for? Fancy adding must-see sport to the mix? Check out the three Big Deals we've got for you right now, and you'll see you can do it all – for a lot less. **But hurry, they're only here until 9th June.**

[Go big](#)

Deal 2: The Big M200 bundle + BT SPORT

Big sports fan?

£10 extra a month

Deal 3: Get a big broadband boost

No need to recontract.

Only £6 extra a month

[Get Deal 2](#)

[Get Deal 3](#)



Virgin Media: 12 Promotional Email Design

Design of 12 different emails for Virgin Media Marketing Team in order to promote their new packages every week.

Deal 1: The Big M200 bundle

£39
a month



Awesome telly, faster broadband, oodles of chat, £65 £39 a month for 18 months when you recontract (£65 a month after that) plus £35 activation fee.

Deal 2: The Big M200 bundle + BT SPORT

Big sports fan?

Get all of Deal 1:

- M200 Fibre Broadband
- Mixit TV
- Talk Weekends

for £39 a month for 18 months (£65 a month after that) + activation fee

£10
extra a
month



Big up your telly, boost your broadband

Don't miss out on these
3 Big Deals

from
£6
a month

Hi <Name>

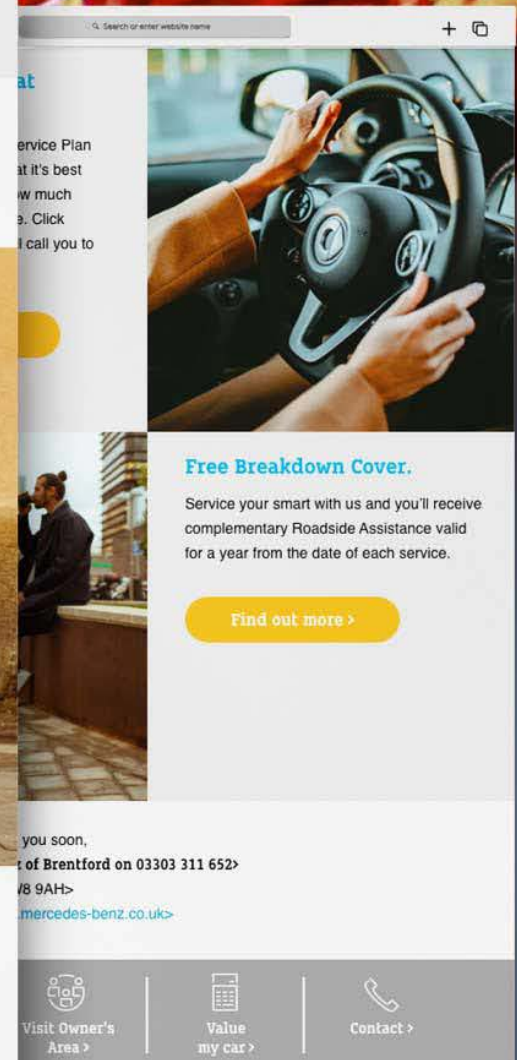
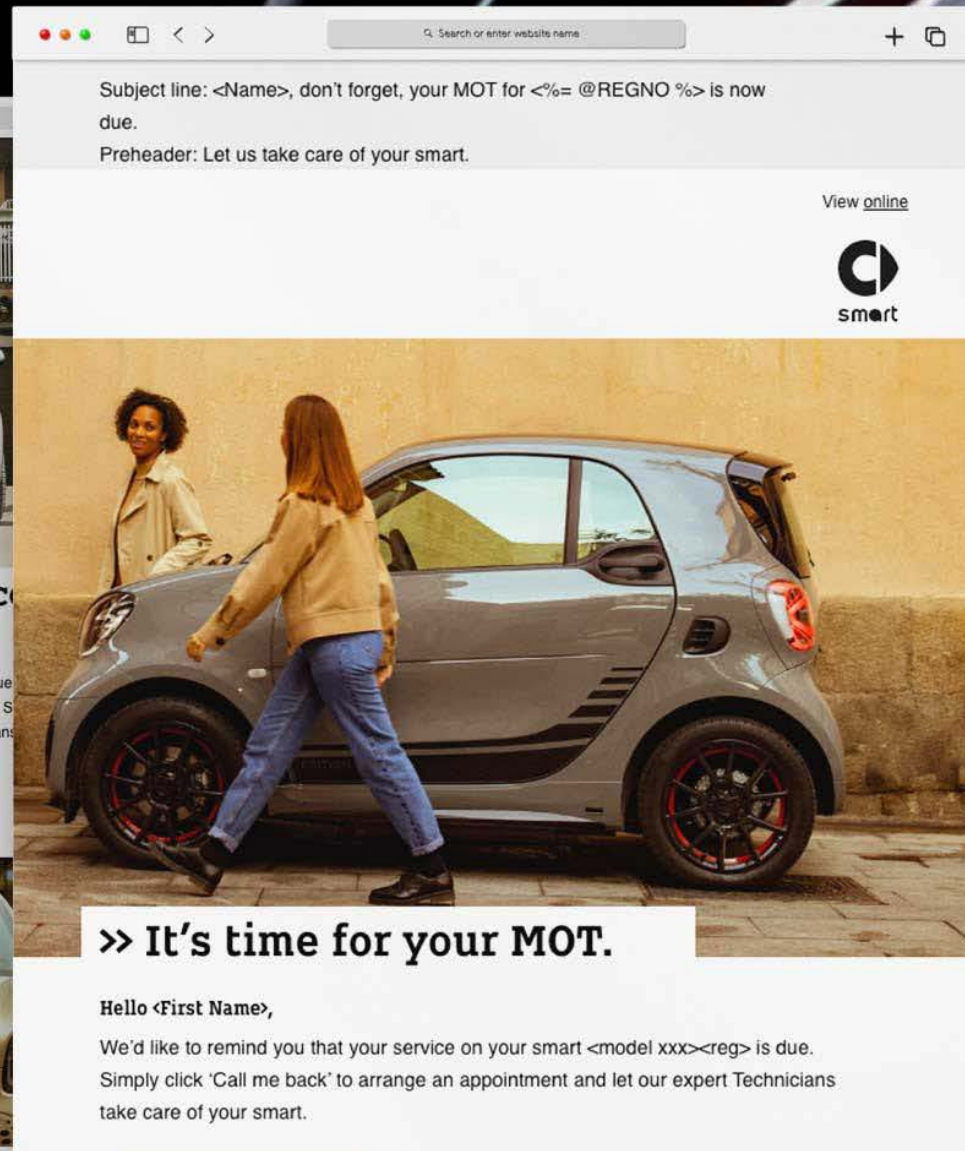
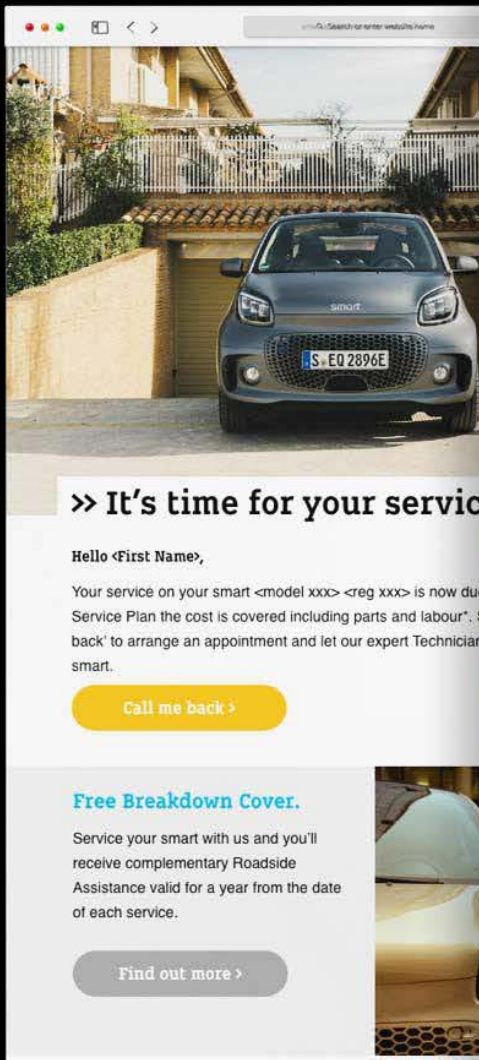
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Deal 3: Get a big broadband boost

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Only
£6
extra
a month

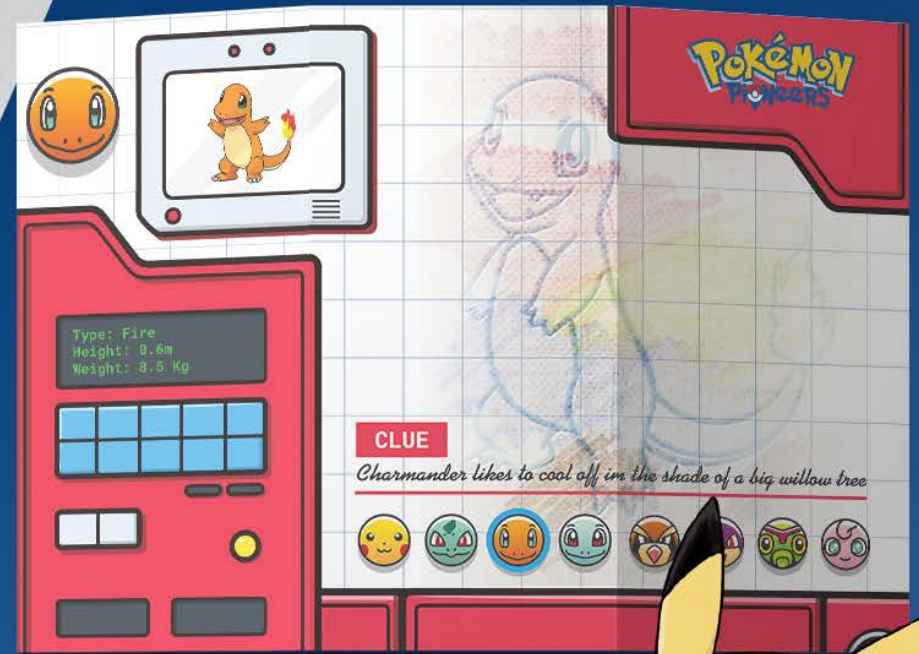




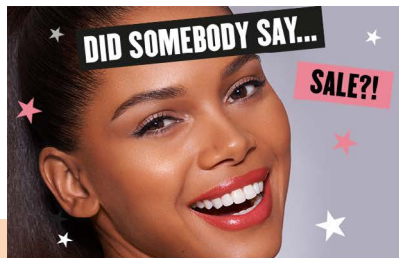
POKÉMON Pioneers

POKEMON Pioneers

I had to create a Logo Design for Pokemon Pioneers event.
I also Designed a hunt map based in the Pokedex design, a Lunch Box, Diploma, puzzle and other kids games.



Design Material: Email Design, Website Banners and Social Media animations for Soap & Glory new products.



Yes, you heard us... we're in the Boots sale NOW! You'll find fantastic savings across our entire range - plus this could be your last chance to grab some of your fave make-up must-haves, as we're getting ready to bring you some exciting new additions!

CATCH US WHILE YOU CAN!

PURE UP GIRL **BORNEO**
LOVE & O-BESSE **RED & KERRY**

MELT AWAY MAKEUP WITH PEACH BERRYES & VITAMIN A & C

HIGHLIGHT & SCULPT
LAST CHANCE, LADIES!

EXCLUSIVELY AVAILABLE AT BOOTS
FIND YOUR NEAREST STORE >

SKINCARE SAVIORS
ON SALE NOW!

Exclusively at M H Makaya Co



With cooler weather FINALLY on the way we can hear the great outdoors calling, and what better way to prep your skin than with one of our skin-perfecting body polishes? Each one contains a unique combination of scrubbing wonders to give you a different level of exfoliation. Check out our SCRUB-O-METER below to help you find your favourite friction factor!

SMALLER PORES
ALL-DAY SHINE CONTROL
OIL ABSORPTION

PARADISE GLOSSED
OUR NEW SUPER-MOISTURISING BODY OIL WITH LUXURIOUS COCONUT AND ALMOND OILS.

Headline NUDES!
SATIN SHINE MATTE

EXCLUSIVELY AVAILABLE AT BOOTS
FIND YOUR NEAREST STORE >

FEEL EXFOLI-GREAT!

BUY ONE, GET ONE FREE ON ALL SOAP & GLORY WASHING AND BATHING BODYSTUFFS!

Exclusively at M H Makaya Co

First scrub, then smooth
BODY SCRUB AND BUTTER IN OUR NEW
CALL OF FRUITY fragrance

SHOP NOW >

20% OFF FOR A LIMITED TIME ONLY

Discover...
PARADISE GLOSSED

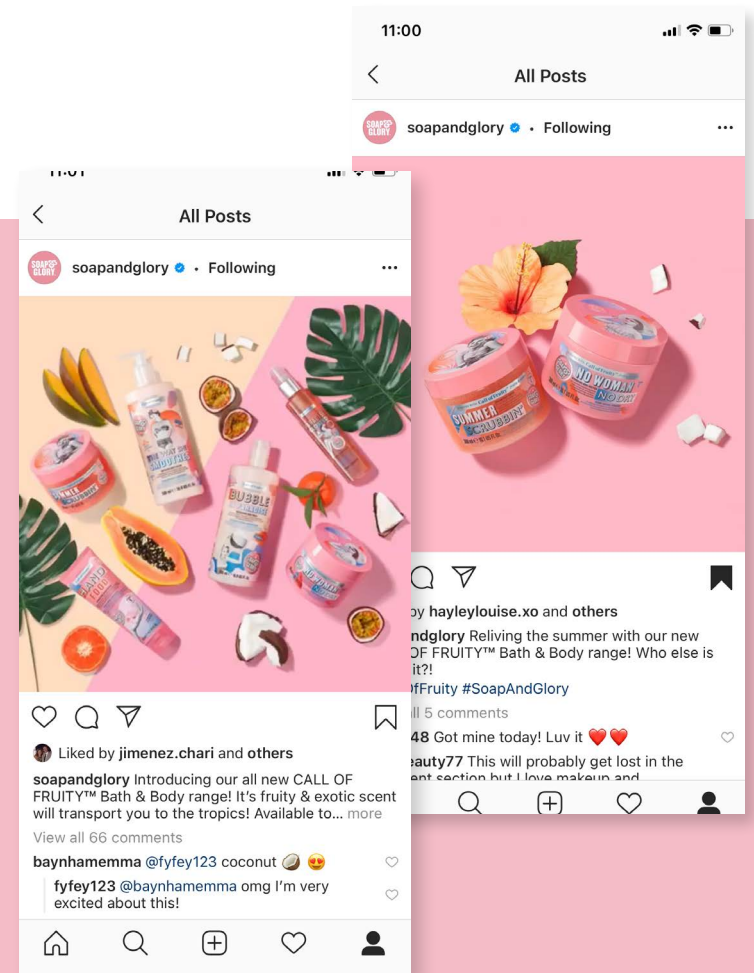
OUR NEW SUPER-MOISTURISING BODY OIL WITH LUXURIOUS COCONUT AND ALMOND OILS.

SHOP NOW >

20% OFF FOR A LIMITED TIME ONLY

New
CALL OF FRUITY 20% OFF

SHOP NOW >



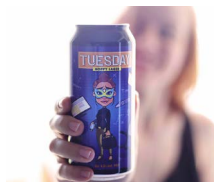


PACK RECOMPENSA
PARA LOS HEROES
DEL DÍA A DÍA

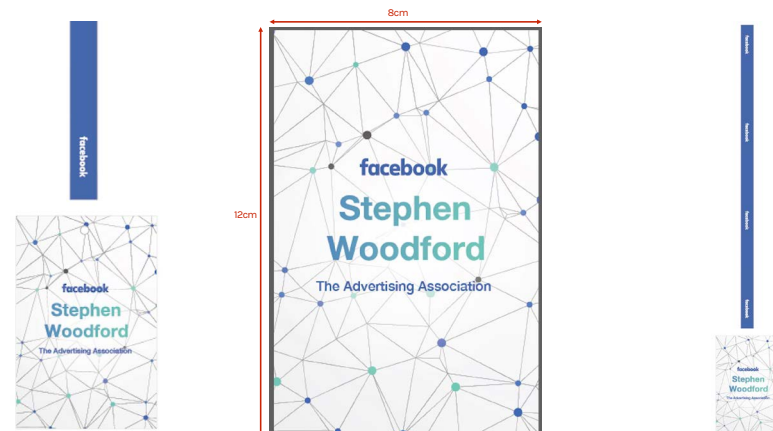
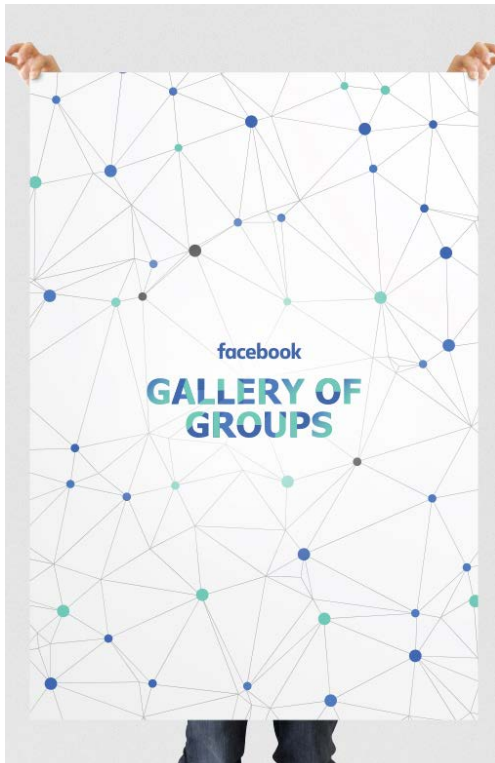
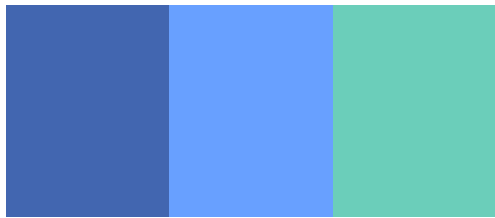
BNKR BEER:
Pack Recompensa

1 different beer for each day of the week!
Our character face expression and outfit changes depending on the mood and the day of the week.

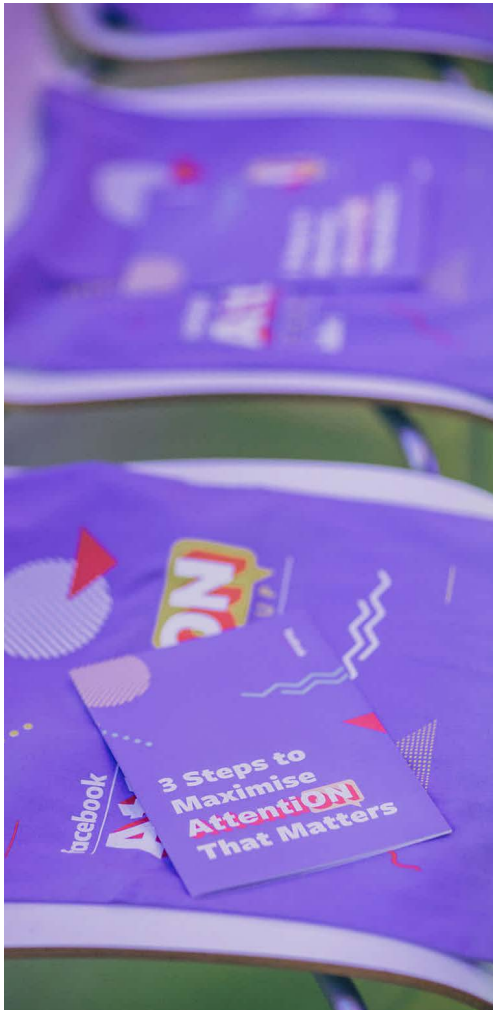
Brief: To create a fun concept for one different beer each day of the week, also to create the characters and give them a different face expression, mood and outfit depending on the day of the week.



Brief: To design the Logo and Event Branding in order to celebrate communities across the UK on Facebook first ever exhibition by connecting visitors on a journey through six unique groups that range from Quidditch and older than usual Skateboarders to Rock Art purveyors.



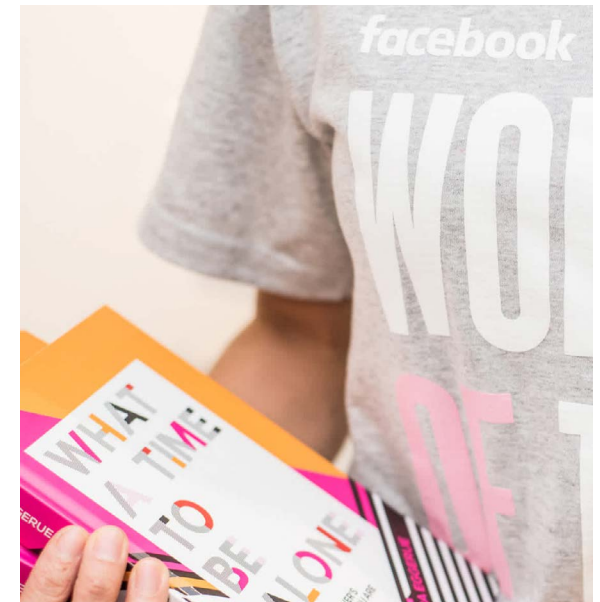
Brief: Facebook hosted an event to show how brands can better grab the attention of their audiences and I was encharge to design the Logo, Branding and Splashthat Page for this event.



Brief: To design an empowering event Logo & Branding in order to celebrate International Women's Day.



Brief: To design the event Logo & Branding for three separate events across two sites; comprising of workshops, talks and an evening showcase to a host of entrepreneurial woman from Facebook's network.



Brief: Curated was created by Facebook as an event of inspiration and provocation during Black History Month to celebrate those challenging the status quo and advance important conversations among leaders. I was engaged to work on the website Branding, Colour palette and Layout design for this event based on Curated Brand and some references proposed.

FACEBOOK CURATED

Agenda On Demand Speakers Podcast

Facebook Curated
A Roundtable With Akala, Thursday 19 November, Streamed Online

RSVP

Following our flagship Curated event on 14th October, we'll host an exclusive Q&A with Akala. Join us for an intimate conversation to further explore diversity and race issues, and to discuss how leadership and organisations can work for effective impact and change.
Thursday 19th November, 12:30pm - 2:00pm.

Agenda

Curated has been designed to complement your day with two live sessions and one on-demand session.
More details to be announced soon.

08:00 - 09:00 BST	Breakfast Briefing
Lunch	Podcast Launches to Listen at Your Leisure
18:00 - 19:30 BST	Sundowner Session

Speakers

Afua Hirsch WRITER, JOURNALIST AND FILMMAKER	Akala AUTHOR, HISTORIAN, ACTIVIST AND HIP-HOP ARTIST	Danié Lewis THE HEAD OF GLOBAL, INCLUSIVE AND COMMUNICATIONS	David Gyamfi ACTOR, PRODUCER, DIRECTOR
Eddie Obeah MEMBER OF PARLIAMENT AND A COMMUNITY LEADER	Fatima Sulu HEAD OF INTERNATIONAL MARKETING AND COMMUNICATIONS	Phyl Oparin-Gyimah CO-FOUNDER AND EXECUTIVE DIRECTOR AT BLACK BRITAIN	Reggie Yates MEMBER OF PARLIAMENT

RSVP

FACEBOOK

On Demand

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RSVP

FACEBOOK

On Demand

Marketing Summit

Home Page Benelux Breakout CEE Breakout DACH Breakout Schedule Speakers Explore Download

Schedule

09:50 - 10:05 **Redefining Marketing in 2021 and Beyond**
 Seth Godin
 Author, Founder of the aMBA, Member of the Marketing Hall of Fame
 Marketing is everything we do when we engage with the market. It's best done when we take responsibility and lead instead of simply following. It's work that matters for people who care, done with permission, and serving the product's viable audience.

10:05 - 10:20 **Protecting Access to Opportunity**
 David Fischer
 Chief Revenue Officer, Facebook
 The Internet and technology have only become more deeply woven into the fabric of society and our global economy this year. Facebook COO David Fischer will argue why online tools are more than just a lifeline for people and businesses right now. They're also a vital, but threatened, part of our recovery.

10:20 - 10:35 **How to Build Through Creativity, Community and Culture on Instagram**
 Grace Kao
 Head of Business Marketing, Instagram
 2020 is a year unlike any other. So, how are businesses adapting in this time of uncertainty? Join Grace Kao, as she explores how people and business are coming together to build resilience through community, creativity and culture. And get a first-hand look at how Instagram can help your brand adapt, evolve and grow in these ever-changing times.

10:40 - 11:00 **The Age of Discovery Commerce**
 Leigh Thomas
 Director of Global Categories and Clients, Facebook
 If the first 30 years of the internet were about people seeking products, through search and purchasing through Commerce sites, the next 20 will see products finding people - driving discovery for people, and demand to help companies grow. Businesses winning in today's market recognize that while meeting demand is still critical, it's now vital to create demand through discovery. Powered by machine learning, Discovery Commerce connects the perfect product to the right person - before they've even started looking for it. And once people discover a product, it's giving them a seamless way to buy it - with fewer forms and taps. Find out more about how we're building these solutions.

11:00 - 11:15 **How to Market When You Can't Even Find Your Keys**
 Asher Kaplan
 Director, Facebook App and Emerging Platforms, Facebook
 COVID-19 has forced us all, as businesses, as people, as parents, and as families to reexamine everything in this talk we'll look at how COVID-19 has changed the world, but also how it's impacted individuals and what changes they've made to grow, evolve, pivot, and emerge from the defining global events of our generation.

11:20 - 12:00 **Regional Breakout Sessions**
 We will invite you to join one of three regional breakouts
 Choose from Benelux, CEE or DACH regions.

12:00 - 12:15 **Closing Conversation**
 Angelika Gifford
 Vice President for Central Europe, Facebook
 Seth Godin
 Author, Founder of the aMBA, Member of the Marketing Hall of Fame
 Angelika will sit in conversation with Seth, providing some insight and reflection on the areas covered throughout the day.


CONTACT | PRIVACY POLICY | TERMS OF SERVICE

FACEBOOK

Marketing Summit

Home Page Benelux Breakout CEE Breakout DACH Breakout Schedule Speakers Explore Download

DACH Breakout



Click here to view this video with closed captions

11:25 - 11:30 **Welcome**
 Tino Krause
 Country Director DACH, Facebook


11:30 - 11:45 **Partner Stories: Brelling Switzerland**
 Marc Meuwald
 Global Head of Media, Brelling
 Jin Choi
 Group Director DACH, Facebook

11:45 - 12:00 **Reels School**
 Gord Rey
 Product Marketing Director, EMEA Instagram

12:00 - 12:10 **Closing Conversation**
 Angelika Gifford
 Vice President for Central Europe, Facebook
 Seth Godin
 Author, Founder of the aMBA, Member of the Marketing Hall of Fame

DACH Breakout

Countries include:
 Austria, Germany, Switzerland



Change Breakout Session
 If you are in the wrong breakout session, please use the buttons below to select the stream that you would like to watch.

Benelux Breakout CEE Breakout

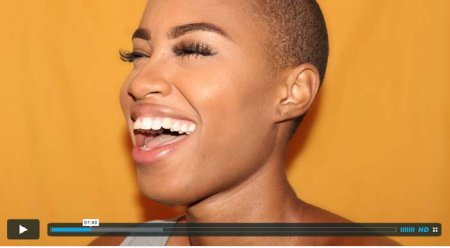
Countries include:
 Belgium, Netherlands, Luxembourg

Countries include:
 Albania, Armenia, Azerbaijan, Belarus, Bosnia & Herzegovina, Bulgaria, Croatia, Cyprus, Czech Republic, Estonia, Georgia, Greece, Hungary, Kosovo, Kazakhstan, Latvia, Lithuania, Macedonia, Malta, Moldova, Montenegro, Poland, Romania, Russia, Serbia, Slovakia, Slovenia, Ukraine

Marketing Summit

Home Page Benelux Breakout CEE Breakout DACH Breakout Schedule Speakers Explore Download

CEE Breakout



Click here to view this video with closed captions

11:25 - 11:30 **Welcome**
 Robert Bestwald
 Regional Director, Central and Eastern Europe, Facebook

11:30 - 11:40 **Partner Stories: Procter & Gamble**
 Agnieszka Baraj
 Head of Media Central Europe, Procter & Gamble

11:40 - 11:45 **Partner Stories: Diaplate**
 Metusa Godek
 Chief Marketing Officer, Diaplate

11:45 - 11:50 **Partner Stories: Eobawie**
 Konrad Jeterak
 Head of Retail, Eobawie

11:50 - 12:10 **Meet The Future**
 Zeha Chaoe
 Connection Planner, Facebook

12:10 - 12:20 **Closing Conversation**
 Angelika Gifford
 Vice President for Central Europe, Facebook
 Seth Godin
 Author, Founder of the aMBA, Member of the Marketing Hall of Fame

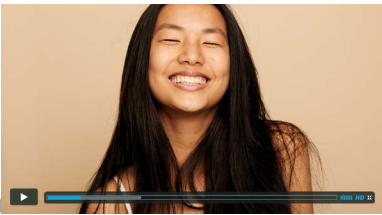
CEE Breakout

Countries include:
 Albania, Armenia, Azerbaijan, Belarus, Bosnia & Herzegovina, Bulgaria, Croatia, Cyprus, Czech Republic, Estonia, Georgia, Greece, Hungary, Kosovo, Kazakhstan, Latvia, Lithuania, Macedonia, Malta, Moldova, Montenegro, Poland, Romania, Russia, Serbia, Slovakia, Slovenia, Ukraine

Marketing Summit

Home Page Benelux Breakout CEE Breakout DACH Breakout Schedule Speakers Explore Download

Benelux Breakout



Click here to view this video with closed captions

11:25 - 11:28 **Welcome**
 Arno Lubran
 Country Director Benelux, Facebook

11:28 - 11:40 **Partner Stories: G-Star**
 Judith Hartvelt
 Head of Digital Marketing, G-Star
 Eva van de Flent
 Client Partner Fashion Benelux, Facebook


11:40 - 11:51 **Partner Stories: Under Armour**
 Anyana Colden
 Digital Marketing Specialist, Under Armour
 Felix Meissner
 Product Marketing Manager Benelux, Facebook

11:52 - 12:03 **Reels School**
 Gord Rey
 Product Marketing Director, EMEA Instagram

12:05 - 12:15 **Closing Conversation**
 Angelika Gifford
 Vice President for Central Europe, Facebook
 Seth Godin
 Author, Founder of the aMBA, Member of the Marketing Hall of Fame

Benelux Breakout


Countries include:
 Belgium, Netherlands, Luxembourg



Change Breakout Session
 If you are in the wrong breakout session, please use the buttons below to select the stream that you would like to watch.

Marketing Summit

Benelux Breakout



11:25 - 11:28 **Welcome**
 Arno Lubran
 Country Director Benelux, Facebook


11:28 - 11:40 **Partner Stories**
 Judith Hartvelt
 Head of Digital Marketing, G-Star
 Anyana Colden
 Digital Marketing Specialist, Under Armour
 Felix Meissner
 Product Marketing Manager Benelux, Facebook

11:40 - 11:51 **Creativity on Stories**
 John Nash
 Head of Business and Marketing, Facebook

11:52 - 12:03 **Learning About Reels**
 Gord Rey
 Product Marketing Director, EMEA Instagram

Marketing Summit

CEE Breakout



11:25 - 11:28 **Welcome**
 Robert Bestwald
 Regional Director, Central and Eastern Europe, Facebook


11:28 - 11:40 **Partner Stories**
 Agnieszka Baraj
 Head of Media Central Europe, Procter & Gamble
 Metusa Godek
 Chief Marketing Officer, Diaplate

11:40 - 11:51 **Diaplate**
 Metusa Godek
 Chief Marketing Officer, Diaplate

11:52 - 12:03 **Eobawie and**

Marketing Summit

DACH Breakout



11:25 - 11:30 **Welcome**
 Tino Krause
 Country Director DACH, Facebook

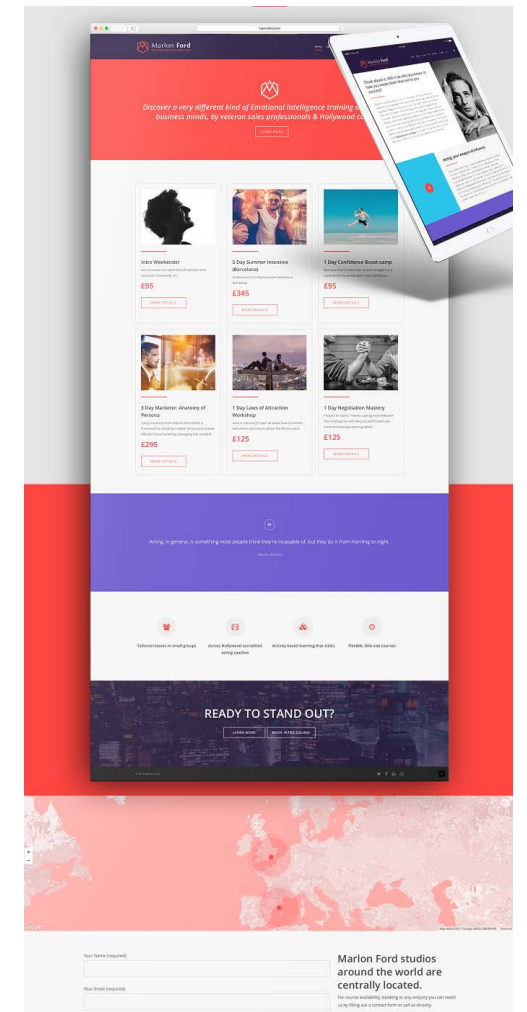
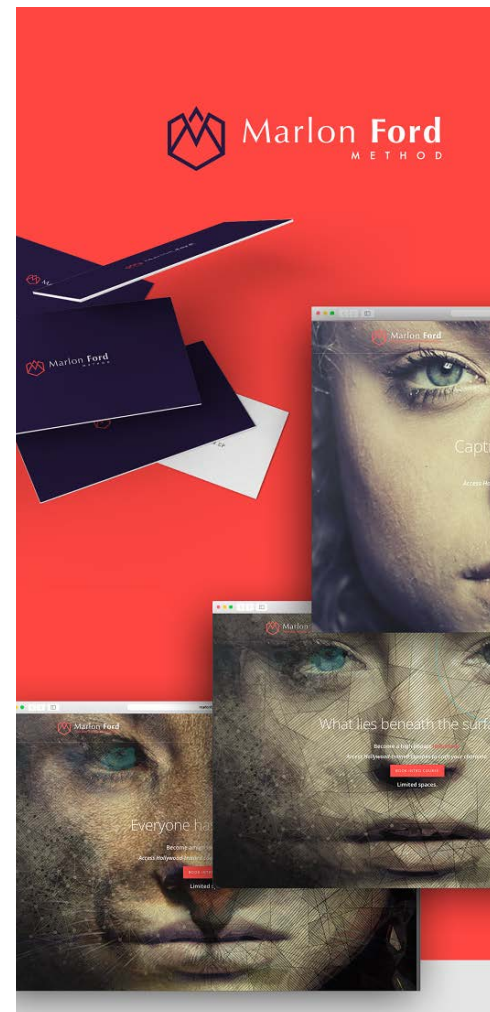
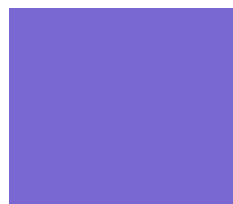
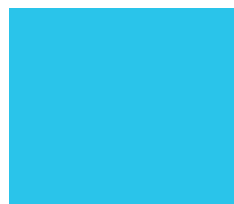
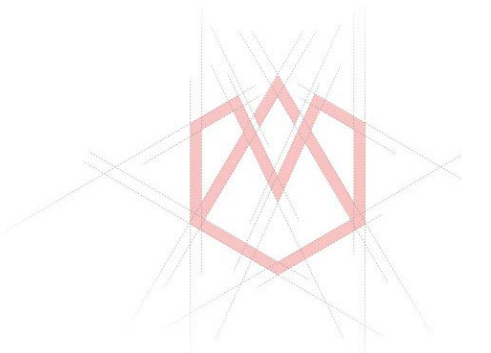
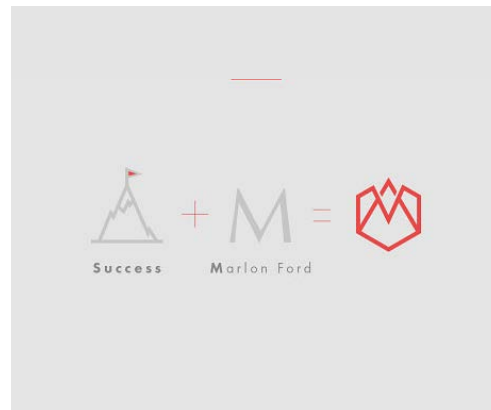
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11:45 - 12:00 **Reels School**
 Gord Rey
 Product Marketing Director, EMEA Instagram

11:52 - 12:03 **Reels**
 Gord Rey
 Product Marketing Director, EMEA Instagram

Design Material: Company Branding, Logo Design, Business Cards, Header photo manipulation, Website/Shop online: Design and Implementation.

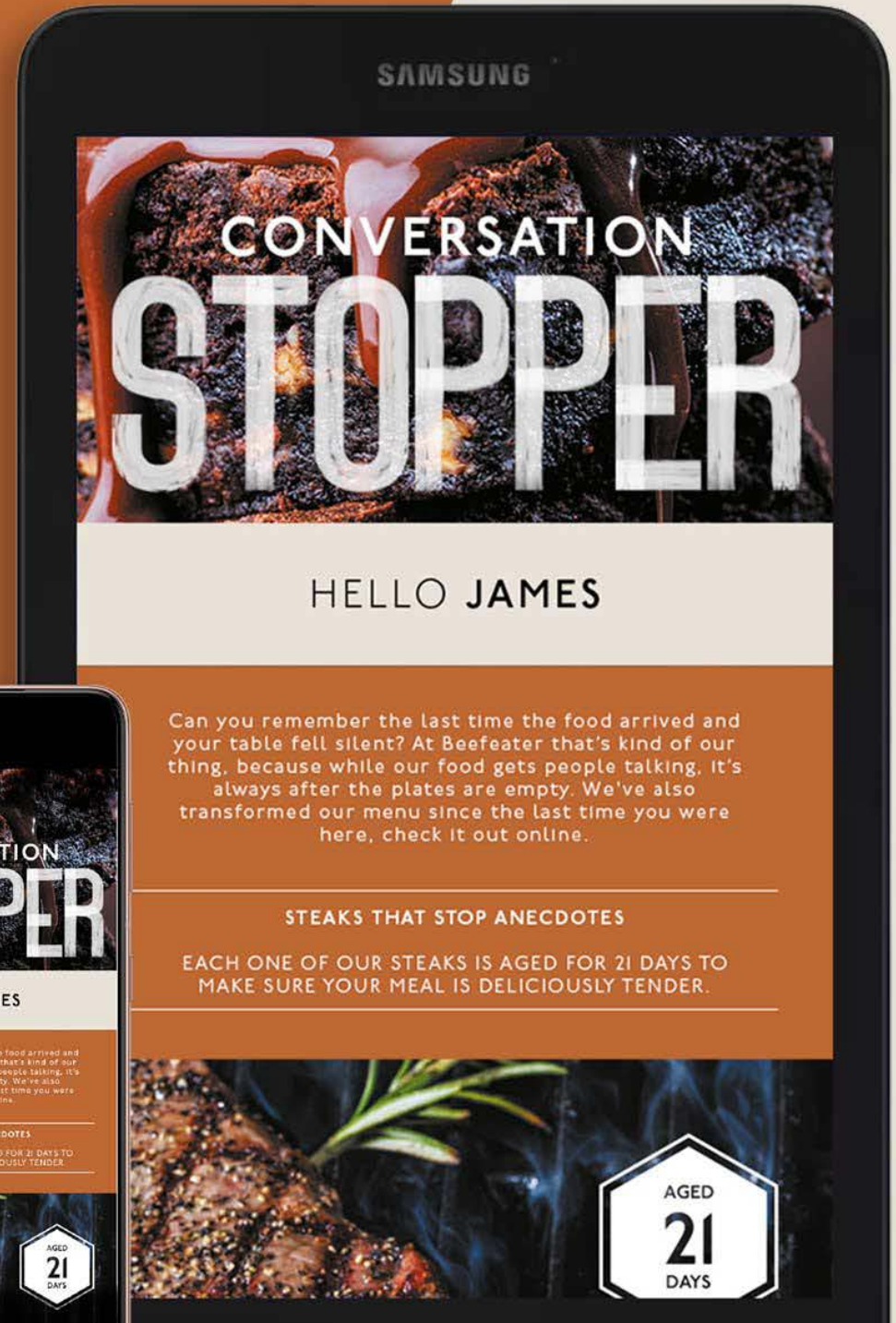
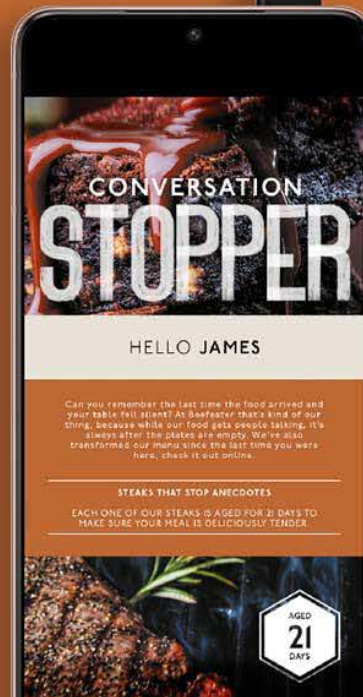
[View Full Project](#)





Beefeater: Campaign Design

Email Design, Chatboot Design, Poster Design and Instagram Caroussel



SAMSUNG

CONVERSATION STOPPER

HELLO JAMES

Can you remember the last time the food arrived and your table fell silent? At Beefeater that's kind of our thing, because while our food gets people talking, it's always after the plates are empty. We've also transformed our menu since the last time you were here, check it out online.

STEAKS THAT STOP ANECDOTES

EACH ONE OF OUR STEAKS IS AGED FOR 21 DAYS TO MAKE SURE YOUR MEAL IS DELICIOUSLY TENDER.

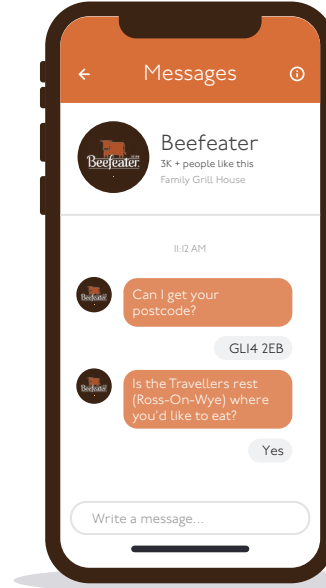
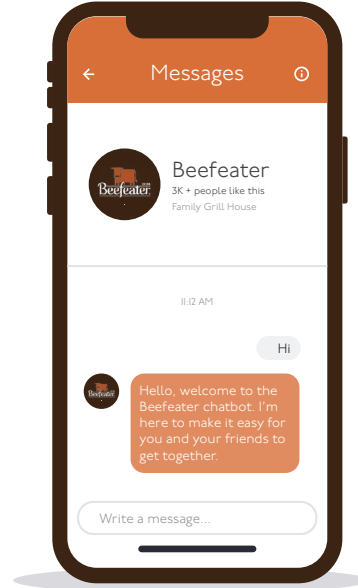
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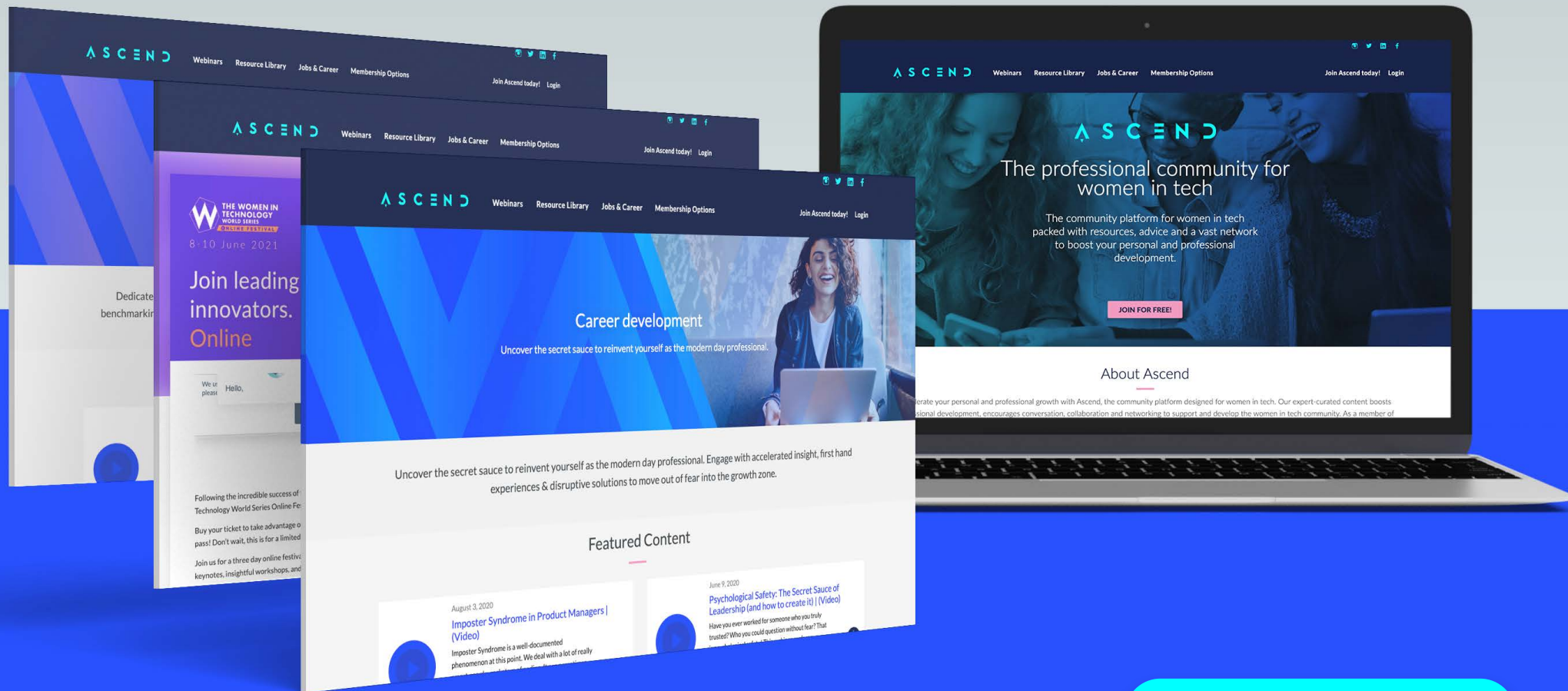
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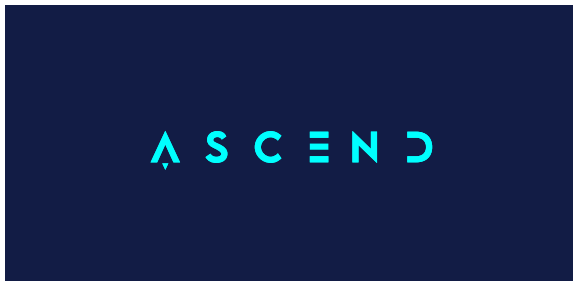
AGED
21
DAYS

AGED
21
DAYS





[VIEW WEBSITE](#)



ASCEND
REVOLUTIONIZE THE FINTECH

REVOLUTIONIZE THE FUTURE OF FINTECH

FINTECH FOCUS
 INVESTMENT INTO THE GLOBAL FINTECH SECTOR HIT A RECORD OVER \$73 BILLION IN 2019 MAKING IT THE MOST SUCCESSFUL YEAR FOR GROWTH SINCE ITS INCEPTION. DESPITE THIS GROWTH, RESEARCH STILL SHOWS THAT ONLY BETWEEN 1 AND 5% OF FINTECHS HAVE A FEMALE CHIEF EXECUTIVE. THIS EXPOSURE IN FINTECH CAN PROVIDE A BREATH OF PROBLEMS SUCH AS LOWER ACCESS TO FINANCE FOR WOMEN AND OTHER MINORITY GROUPS WHERE REPRESENTATION IS LACKING, AND AS BIGTECH CREEPS INTO THE FINTECH SECTOR, HOW WILL INNOVATION REACT AGAINST THE FIERCE COMPETITION?

STATS

ALMOST **A QUARTER** OF US HOUSEHOLDS WERE CONSIDERED UNBANKED OR UNDERBANKED IN **2017** BY THE FEDERAL DEPOSIT INSURANCE COMPANY.

25%

DATA FROM THE HOME MORTGAGE DISCLOSURE ACT HAS SHOWN THAT **18% OF BLACK**, **18% OF HISPANIC** AND **18% OF ASIAN** APPLICANTS WERE DENIED A CONVENTIONAL LOAN WHEREAS JUST **7.9% OF WHITE** APPLICANTS WERE DENIED BASED ON ALGORITHMS.

19% BLACK
13% HISPANIC
10% ASIAN
7.9% WHITE

64% OF WOMEN SAY THEY ARE MORE LIKELY TO HAVE THEIR MENTAL HEALTH AFFECTED BY FINANCES THAN **52% OF MEN**.

94% OF GEN Z ARE MORE LIKELY TO SWITCH TO A BRAND THAT SUPPORTS ESG CAUSES THAN THOSE WHO DO NOT.

GEN-Z

A GLOBAL SURVEY HAS SHOWN THAT **73%** OF CONSUMERS WOULD LIKE TO COMMUNICATE WITH THEIR BANK THROUGH NEW TECHNOLOGIES SUCH AS WEARABLE DEVICES.

AN ESTIMATED \$10-40 BILLION IS LOST BY FINANCIAL INSTITUTIONS DUE TO FRAUD AND POOR DATA MANAGEMENT SYSTEMS COULD COMMERCIAL USAGE OF QUANTUM COMPUTING PROVIDE THE SOLUTION TO BETTER LENDING ACCURACY?

1. www.recomet.net/future-fintech-2019-dec
2. knowledge.wharton.upenn.edu/article/fostering-global-economic-resilience-financial-inclusion/
3. file.consumerfinance.gov/f/documents/bcfa_hmda_2017-main-page-maker-accessibility-media-report.pdf
4. ch21111.com/Publish/Consumer/application/pdf/GWMOI/Main-ml_Edge_Report_Spring_2019.pdf
5. www.ascendire.com/_content/pdf-05/ascendire-2019-global-financial-services-consumer-survey.pdf
6. www.bloom.com/en-us/Content/environmental-social-governance-ESG.html
7. www.ibm.com/downloads/cas/2YFZ2F93

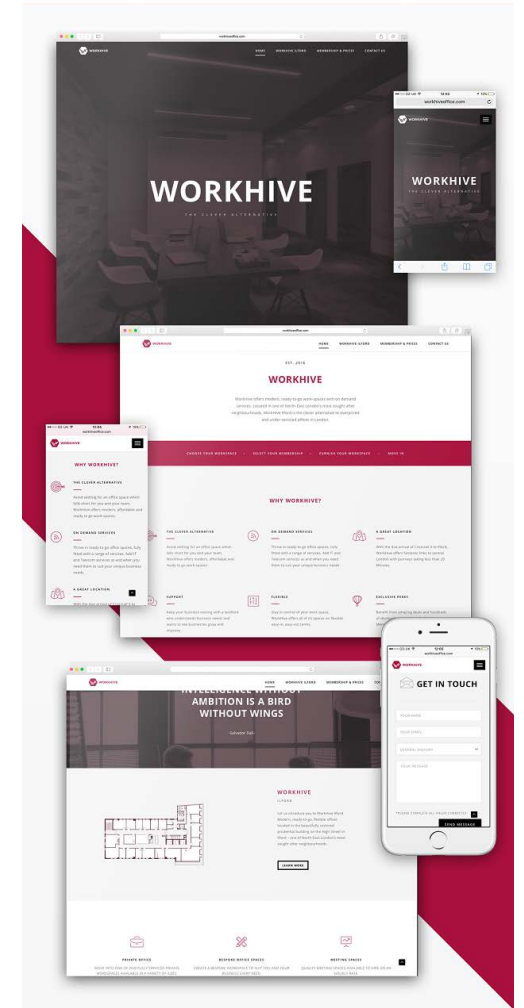
Design Material: Icon Design, Poster Design & Illustrations.

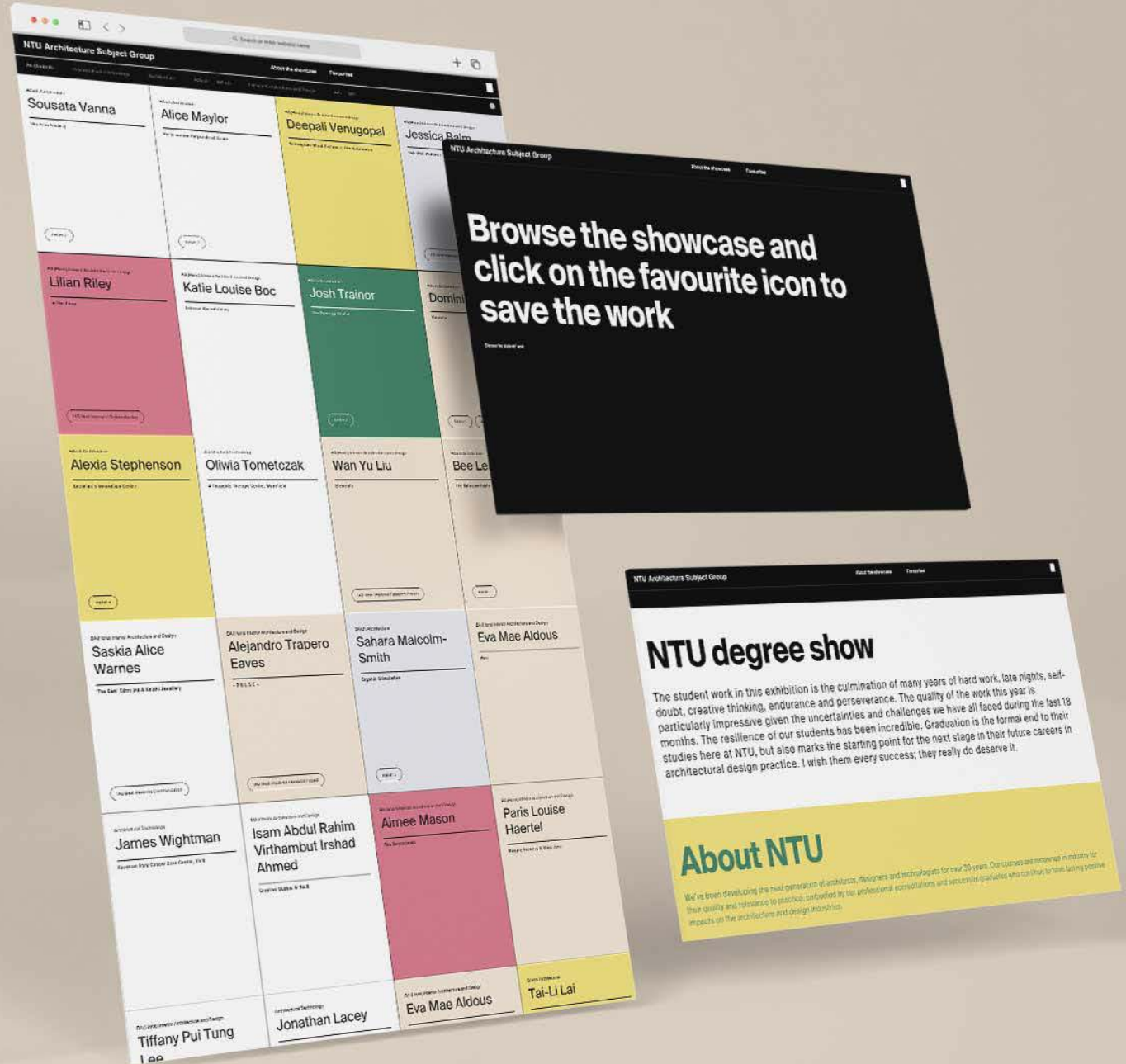
[View Full Project](#)



Design Material: Brochure Design, Building Floor plans and Location Map Design. Website Design & Implementation.

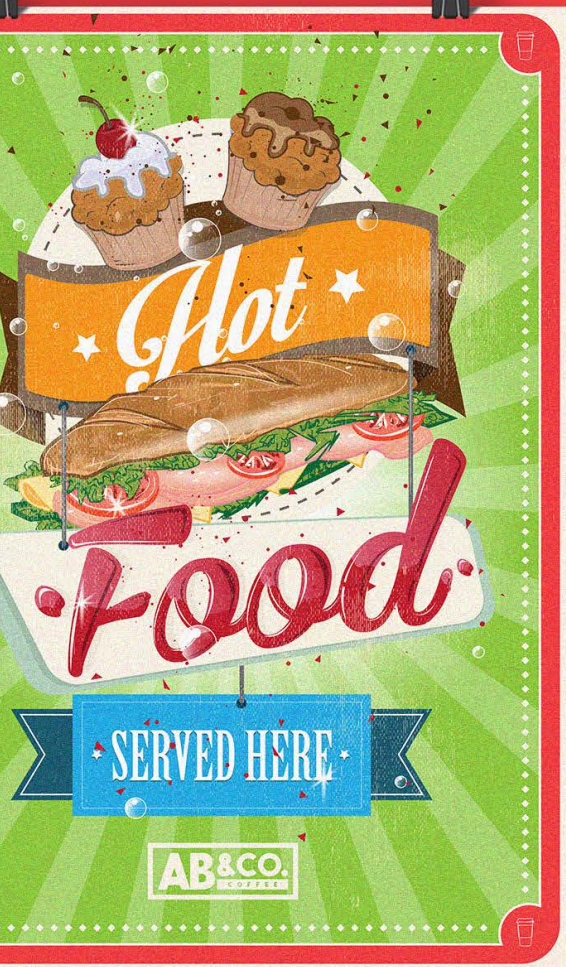
[View Full Project](#)





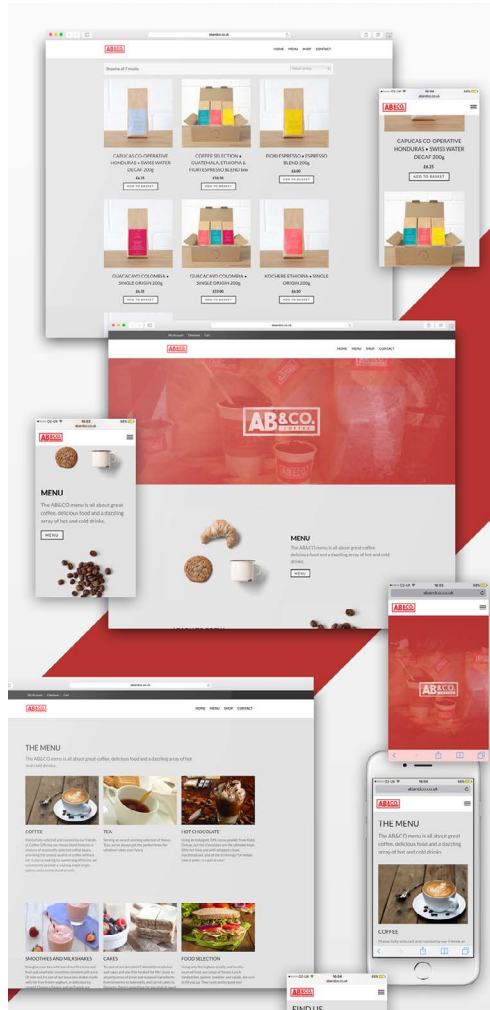
The University of Nottingham: Student Show Website

Website Design for the University of Nottingham Student Show



Design Material: Company Branding, Logo Design, Business Cards, Loyalty Cards, Take away Coffee sleeves, Poster Design & Illustrations, Website/Shop online Design & Implementation.

[View Full Project](#)



TODTM

Tradesman on Demand





Payment Details

VISA
5**** * 8090

VISA
8**** * 8193

TOD

SEÑOR PABLO GONZALEZ
JOB REF: XCCC32JHV7634373

TIME
0:56:01
ACTIVE

MY TRADESMAN IS NOT HERE

TOD
Tradesman on Demand

Username
sandeepkarsundra@gmail.com

Password

LOGIN

LOGIN WITH FACEBOOK

Are you a Tradesman?

TOD

CALL TRADESMAN

TOD

JOE BLOGGS
PLUMBER-ELECTRICIAN

TRADESMAN DETAILS

TOD
Tradesman on Demand

TOD

CONTACTING YOUR TRADESMAN...

Plumber

Electrician

Carpenter

Joiner

Decorator

Handyman

Plasterer

Carpet Layer

Painter

Payment

History

Promotions

Review TOD

Sign Out

ICONS

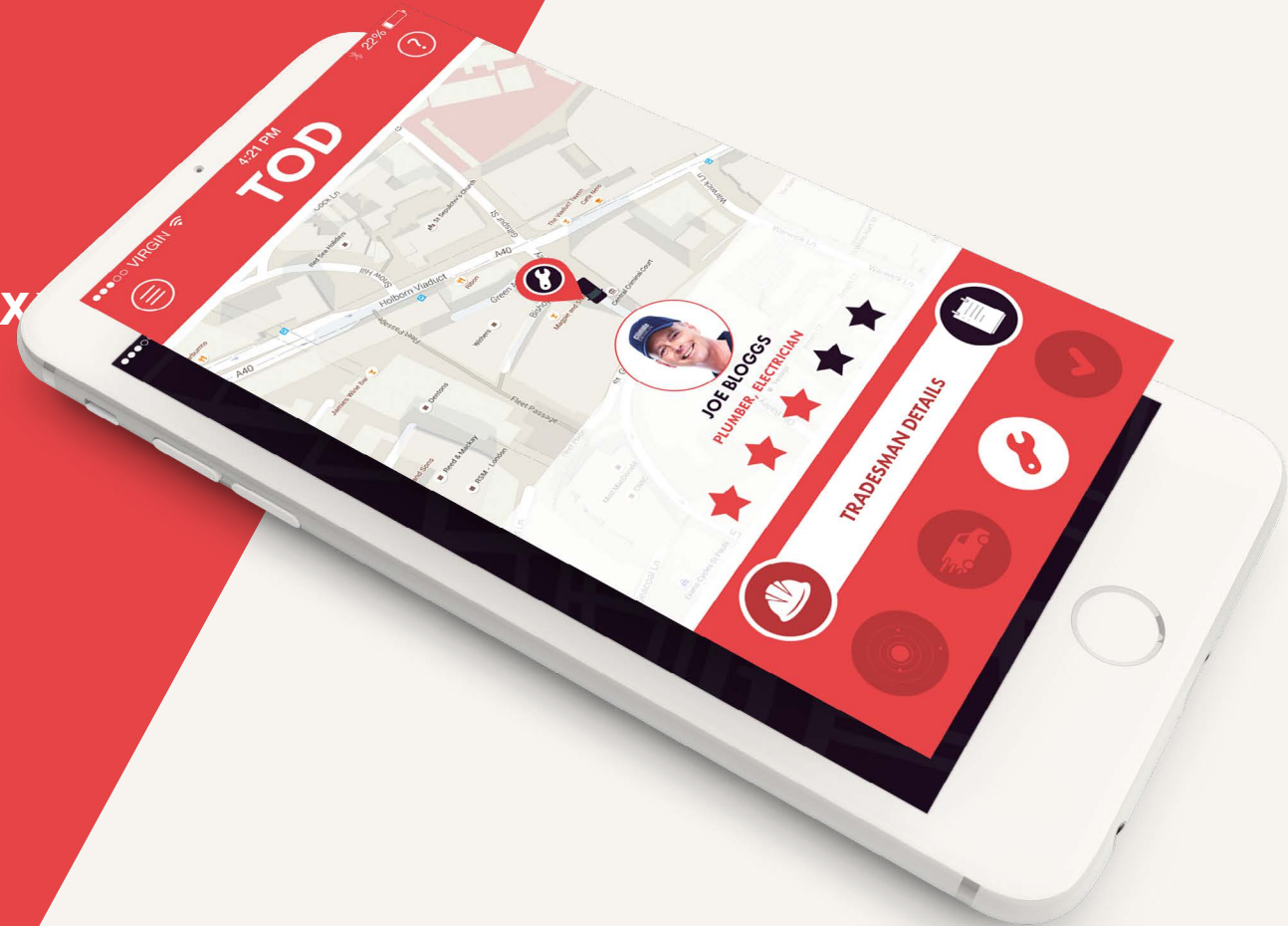


FONT

Futura PT Heavy

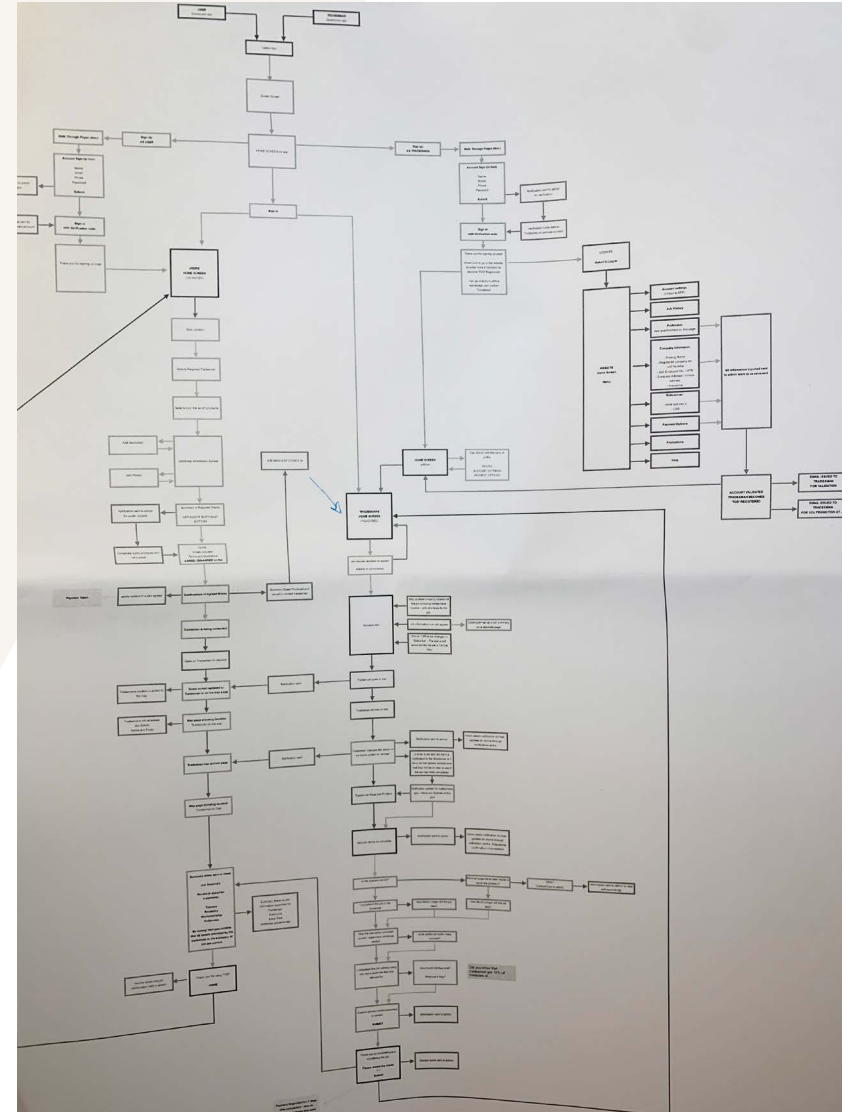
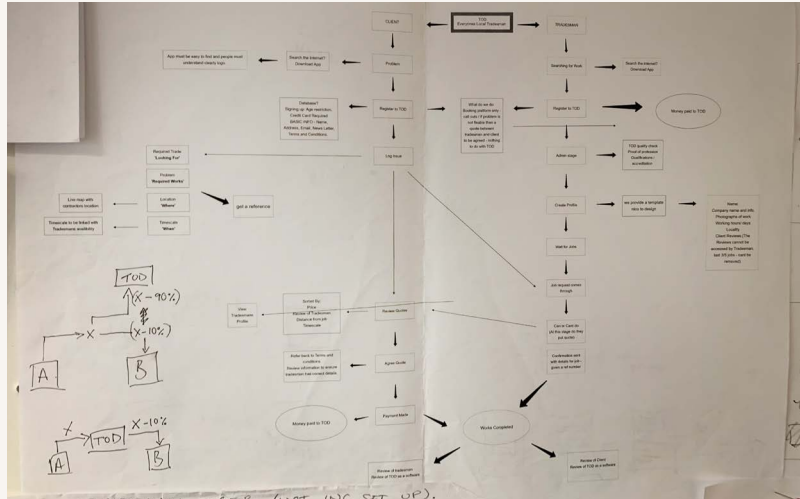
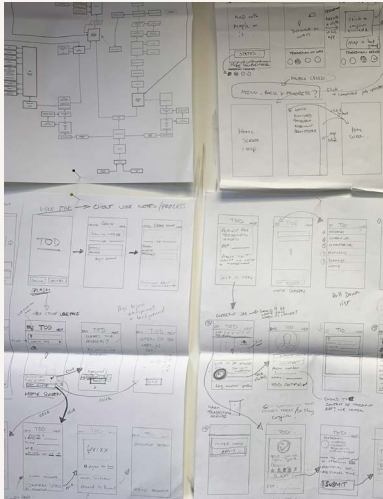
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,:;?!

COLOURS



[VIEW INTERACTIVE APP](#)

Brief: Based on the UBER app process we created a Tradesman on Demand App. I've been part of the UX process on a 6 month project as well as I had to create the whole UI Design for this APP. [View the Interactive App](#)



E EUROPEAN WOMEN
IN TECHNOLOGY

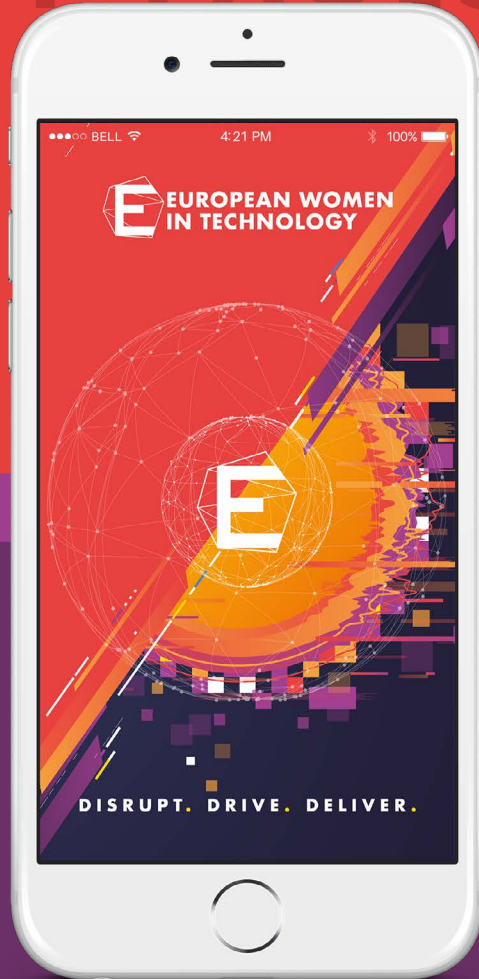
HAVE YOU DOWNLOADED THE APP?



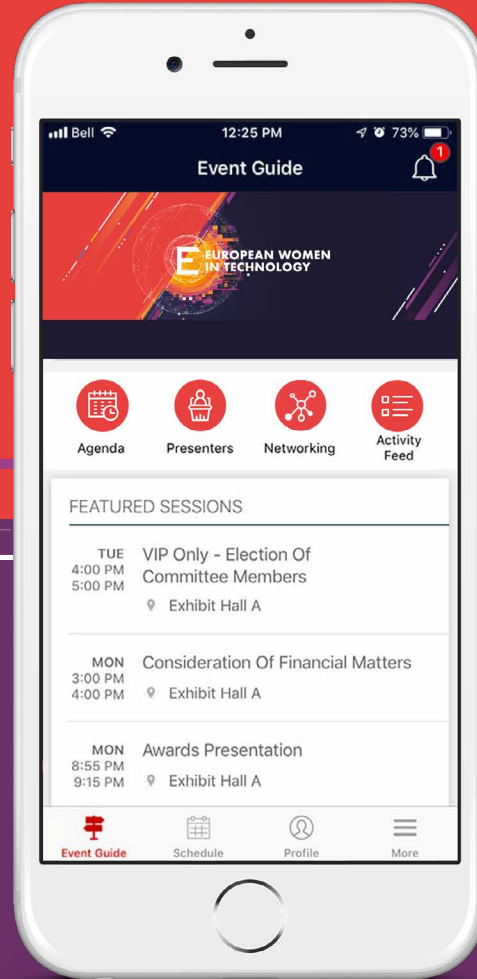
DOWNLOAD THE APP **MADDOX EVENTS LTD** TO YOUR DEVICE.
PLEASE ENSURE THAT YOU USE THE SAME EMAIL ADDRESS AS
THE ONE THAT YOU USED TO REGISTER WITH.



APP PAGES



LANDING PAGE



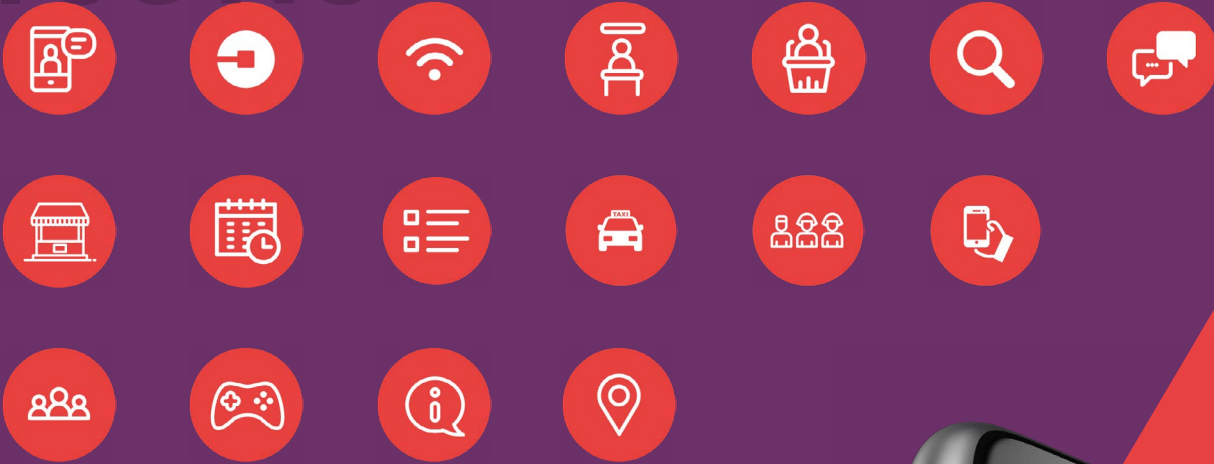
AGENDA PAGE



EVENT MAP PAGE



ICONS

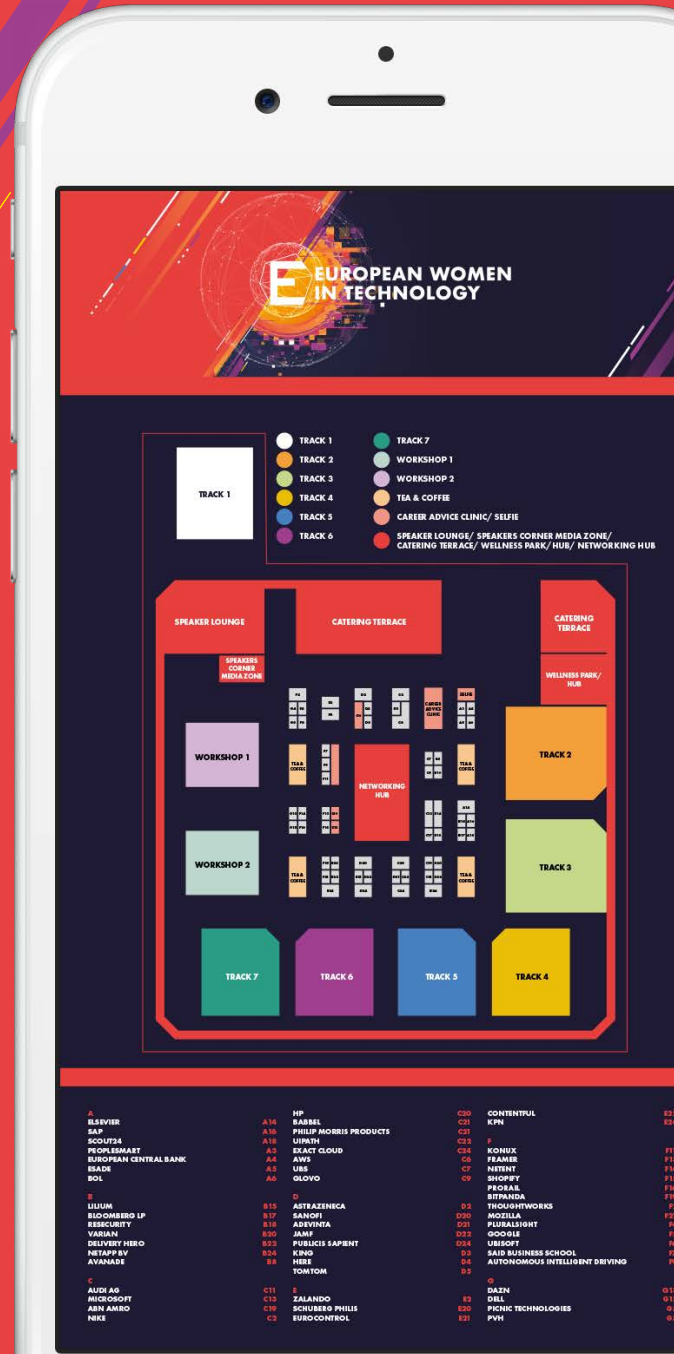


Futura Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,:;?!&

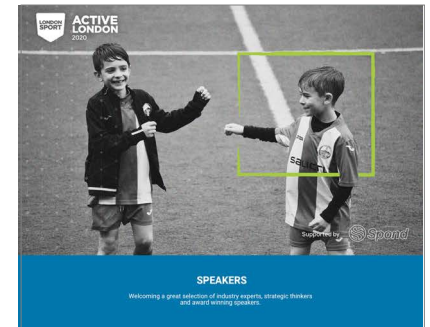
Futura Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
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A	ELSVIER	A14	HP	C30	CONTENTFUL	E31
SAP	A16	PHILIP MORRIS PRODUCTS	C31	KPN	E32	
SCOUT24	A18	UIPATH	C33	F	F11	
PROFESMATE	A3	EXACT CLOUD	C34	KONUX	F12	
EUROPEAN CENTRAL BANK	A4	AMS	C6	TEAM8	F13	
BEADE	A5	URS	C7	NETINT	F14	
BOJ	A6	OKDOVO	C9	SHOPYFY	F15	
B				PROXAL	F16	
LULUM	B15	ASTRAZENCA	D2	BRPANDA	F17	
BIDONBEGO LP	B17	SANOFI	D30	THOUGHTWORKS	F18	
RESSECURITY	B18	ADRYNITA	D31	MOZILLA	F19	
VARIAN	B30	JAMF	D32	PURASIGHT	F20	
DRIVEFY HERO	B33	PURILLIS SAPIENT	D33	GOODLE	F21	
NETAPP BY	B54	KNO	D3	USISORT	F22	
AVANADE	B8	HERE	D4	SAB BUSINESS SCHOOL	F23	
		TYMOTOM	B5	AUTONOMOUS INTELLIGENT DRIVING	F24	
C					F25	
AUDI AG	C11			DALZN	G11	
MICROSOFT	C13	ZALANDO		DBL	G12	
AMN AMBO	C19	SCHUBERTS PHILIPS		PHONIX TECHNOLOGIES	G13	
NEE	C3	EUROCONTROL		PAN	G14	

Design Material: Photo Manipulation, Website D3esign & Implementation.



ACTIVE LONDON 2020

PHYSICAL ACTIVITY AND SPORT – BUILDING OPPORTUNITIES FOR A MORE EQUAL LONDON

THE EVERY HAS NOW STARTED

VIEW ALL CONFIRMED SPEAKERS

SPEAKERS

Chairman, London Sport	Regional Lead for Physical Activity, London Sport	Joint London Mayor's Commissioner for Physical Activity	CEO, London Sport
Read More	Read More	Read More	Read More
Policy and Engagement Manager, Sporting Equals	Specialist Advisor, Technology for Participation, London Sport	Director of Engagement, Sporting Equals	Contemporary Community, Supporting London Boroughs, Barking & Havering
Read More	Read More	Read More	Read More
Regional Lead for Physical Activity, London Sport	Chief & Founder of ASIA, Muslim Sport Association	Strategic Lead, Local Delivery, Sport England	Senior Programme Delivery Manager, Greater London Authority
Read More	Read More	Read More	Read More



THE PROGRAMME

09:30 - 11:15
TACKLING INEQUALITIES
This session will set the scene for Active London, exploring why inequalities persist across London and the UK.

13:45 - 14:45
SHAPING THE FUTURE
A look at the Sport England strategy and what it will mean for London.

15:00 - 16:00
HEALTH INEQUALITIES IN LONDON – IS PHYSICAL ACTIVITY PLAYING ITS PART?
What more can be done by the sector to contribute to this agenda.

16:15 - 17:15
THE IMPACTS OF COVID-19 ON THE SECTOR
Building on the morning keynote, a view from the perspective of services and facilities.

VIEW FULL PROGRAMME

DAY ONE: MONDAY 12 OCTOBER

BACK ON OUR FEET

In the space of a few months, life in the capital has been turned upside down. The first day of Active London 2020 will set the scene for the week ahead, explore why inequalities persist across London and the UK and ask how physical activity and sport can ensure it doesn't exacerbate inequality of access and opportunity.

MAIN STAGE

09:30 - 11:15
TACKLING INEQUALITIES
This session will set the scene for Active London, exploring why inequalities persist across London and the UK.

WORKSHOP ROOM

13:45 - 14:45
SHAPING THE FUTURE
A look at the Sport England strategy and what it will mean for London.

WORKSHOP ROOM

15:00 - 16:00
HEALTH INEQUALITIES IN LONDON – IS PHYSICAL ACTIVITY PLAYING ITS PART?
What more can be done by the sector to contribute to this agenda.

WORKSHOP ROOM

16:15 - 17:15
THE IMPACTS OF COVID-19 ON THE SECTOR
Building on the morning keynote, a view from the perspective of services and facilities.

SPEAKERS

Welcoming a great selection of industry experts, strategic thinkers and award winning speakers.

Chairman, London Sport	Regional Lead for Physical Activity, London Sport	Joint London Mayor's Commissioner for Physical Activity	CEO, London Sport
Read More	Read More	Read More	Read More
Policy and Engagement Manager, Sporting Equals	Specialist Advisor, Technology for Participation, London Sport	Director of Engagement, Sporting Equals	Contemporary Community, Supporting London Boroughs, Barking & Havering
Read More	Read More	Read More	Read More
Regional Lead for Physical Activity, London Sport	Chief & Founder of ASIA, Muslim Sport Association	Strategic Lead, Local Delivery, Sport England	Senior Programme Delivery Manager, Greater London Authority
Read More	Read More	Read More	Read More
Community Coordinator, London Sport For Good	Director, Quality Institute of Parkrun Arts	Co-Founder and CEO, Crosswalkers	Research Director, Sports for London
Read More	Read More	Read More	Read More
Shaun Danelli	Tom Burstow	Charlie Boss	Tim Copley

Facebook Summer Camp

Role: **Brand Design, Graphic Design, Illustration**

Client: **Facebook**

Year: **2018**

Skills flexed: **Branding, Logo Design, Illustration, Icon Design, Website Design...**

To create Facebook summertime event design material for over 2500 adults and children. A full-design service brief to include Event Branding, Logo, Events Fonts, Icons, Illustrations, Event Map, Poster Design, Signage and Event Website Design & Building.

The event was an immersive experience from beginning to end, transporting guests into a vivid and exciting world with a range of activities, entertainment and top-notch food and drink. The event had to evolve from kid-friendly and fun during the day, to a high-tempo event as dusk falls.



YOU ARE INVITED TO

facebook

SUMMER CAMP

2018

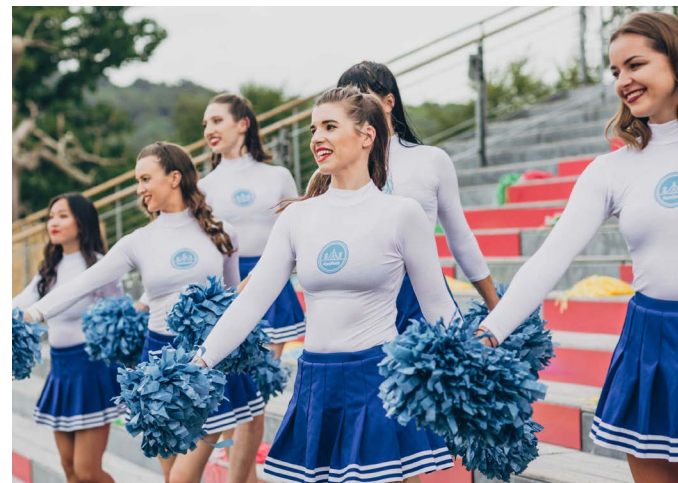
THURSDAY 26TH JULY
FROM 1PM-1AM

WORMSLEY ESTATE
STOKENCHURCH
HIGH WYCOMBE
HP14 3YE

PLEASE REMEMBER TO RSVP



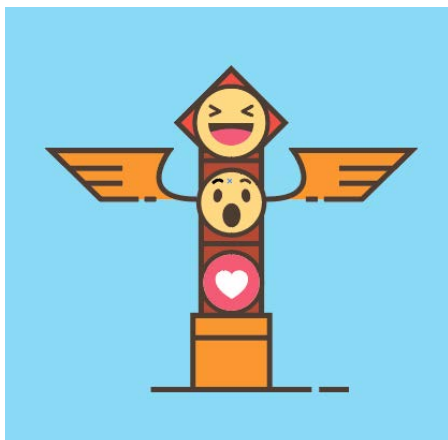
Design Material: Event Logo and its different versions



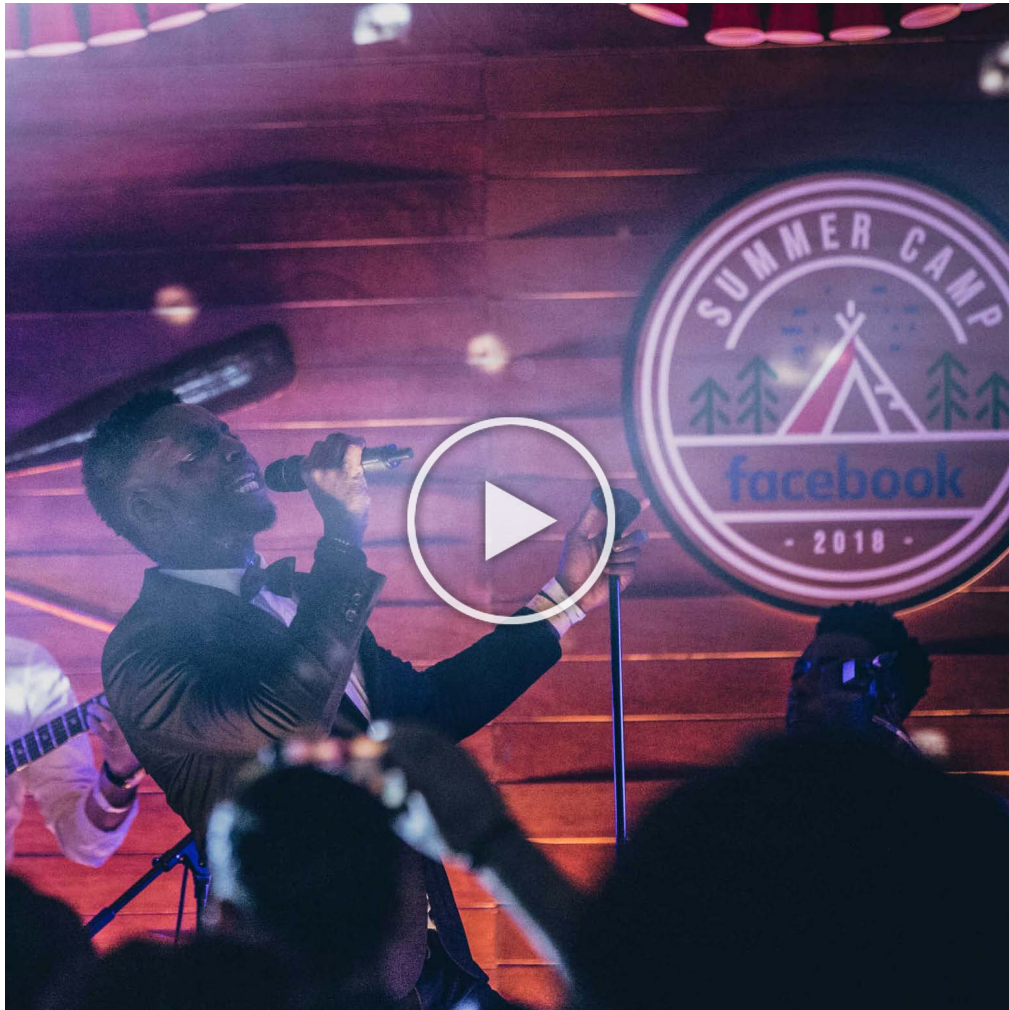
Design Material: Event Icons, Illustrations, Event leaflet, Poster and Website



Design Material: Arch Design for the Event Entrance, Lake, "Campers an "little campers" and Facebook emojis inspired Totem Design.



Design Material: See more Graphic Materials in the video below



Maddox Events Women of Silicon Roundabout

Role: **Creative Directon, Brand Design, Stage Design, Graphic Design, Illustration.**

Client: **Maddox Events**

Year: **2019**

Skills flexed: **Branding, Animation Direction, Illustration, Icon Design, Signage Design...**

The **Women of Silicon Roundabout** conference, part of the Women in Technology Series, is the **world's largest Women in Tech Event** dedicated to empowering individuals and driving diversity in the tech industry by bringing together leaders and future leaders to create the perfect blend of diversity, inclusion, inspiration and expertise.

I was encharge to design, manage and direct all the creative and design part of the event (**Best Tech and UK Event in 2019**) managing a team of 2 more designers and Web Developer.





TAGLINE POSTER & MOCK-UPS

MAIN FONT

BOLD

ABCDEFGHIJKLMN OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

BOOK

ABCDEFGHIJKLMN OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

LIGHT

ABCDEFGHIJKLMN OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

TITLE

Bold: 100 pt Kerning

SUBTITLE

Light: 200pt Kerning

PARAGRAPH

Book: Opt Kerning

Aa

FUTURA PT

LOREM IPSUM DOLOR

LOREM IPSUM

Lorem ipsum dolor sit amet, consectetur adipiscing elit,
sed diam nonummy nibh euismod tincidunt ut

LOREM IPSUM DOLOR

Lorem ipsum dolor sit amet, consectetur adipiscing elit,
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LOREM IPSUM DOLOR

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sed diam nonummy nibh euismod tincidunt ut

TAGLINE FONT

REGULAR

ABCDEFGHIJKLMN OPQRSTUVWXYZ
WXYZ
1234567890

KERNING

300 pt

AB

DOCTOR GLITCH

WOSR COLOUR

WOSR WATER
PANTONE: P 127-5 C
C:67 M:0 Y: 36 K: 0
R: 72 G: 185 B: 178

WOSR GRADIENT



WOSR GREEN

WOSR BLUE

PALETTE



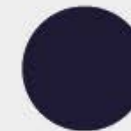
WOSR GREEN
PANTONE: 3385 C
C: 64 M: 0 Y: 44 K: 0
R: 59 G: 212 B: 174



WOSR SKY
PANTONE: 298 C
C: 68 M: 8 Y: 2 K: 0
R: 60 G: 180 B: 229



WOSR BLUE
PANTONE: P 104-7 U
C: 85 M: 58 Y: 0 K: 0
R: 48 G: 101 B: 175



WOSR NIGHT
PANTONE: 5255 C
C: 96 M: 93 Y: 44 K: 60
R: 29 G: 25 B: 52



WOSR WHITE
PANTONE P1 - 1U
C: 0 M: 0 Y: 2 K: 0
R: 255 G: 255 B: 252

ADDITIONAL COLOURS



WOSR PURPLE
PANTONE: 2603 CP
C: 72 M: 99 Y: 0 K: 3
R: 106 G: 36 B: 129



WOSR OR
PANTONE: 172 CP
C: 0 M: 73 Y: 87 K: 0
R: 235 G: 96 B: 43

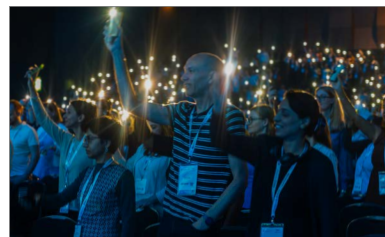


WOSR STAR
PANTONE: 380 CP
C: 18 M: 0 Y: 82 K: 0
R: 225 G: 96 B: 43

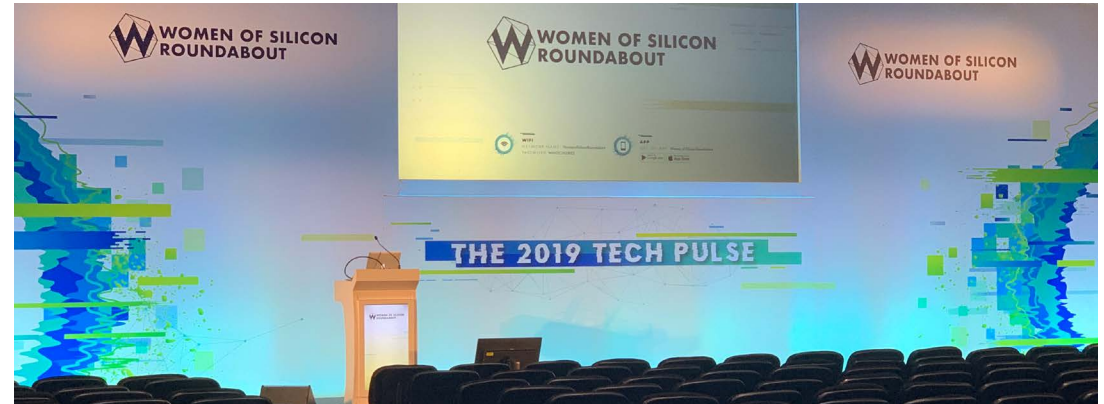
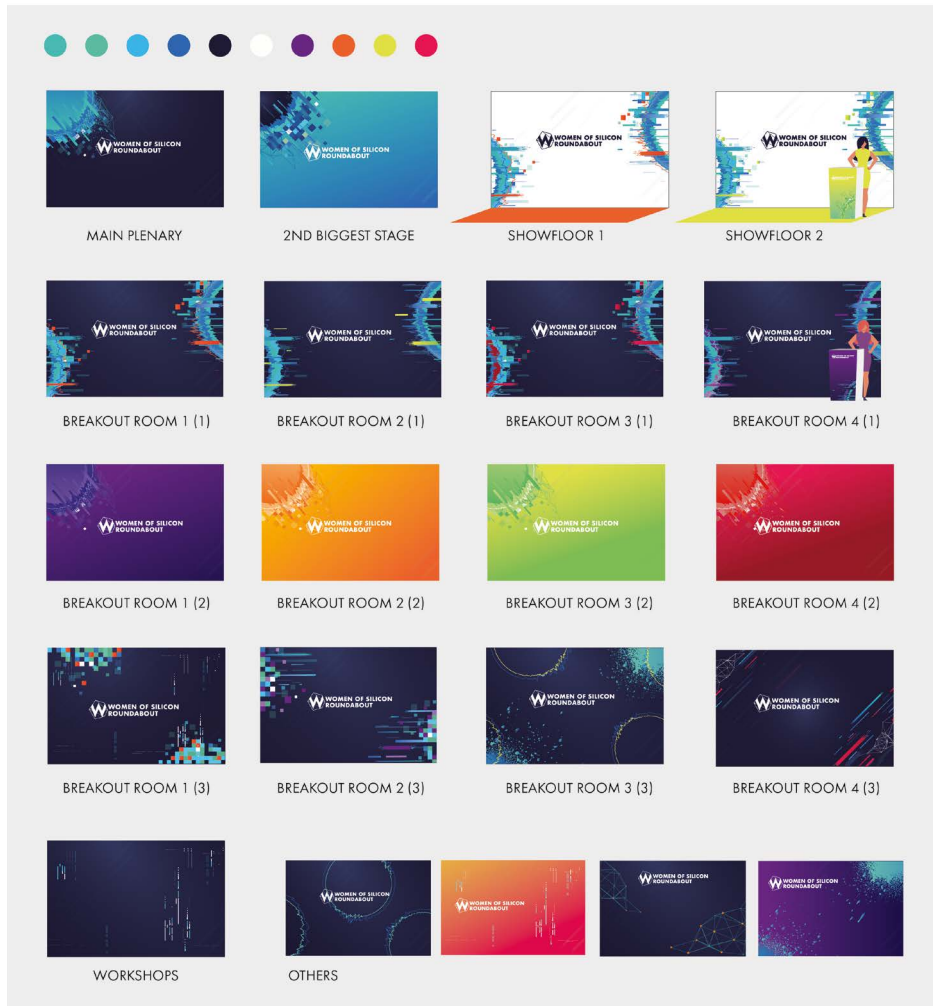


WOSR MG
PANTONE: 1925 CP
C: 0 M: 97 Y: 50 K: 0
R: 230 G: 23 B: 83

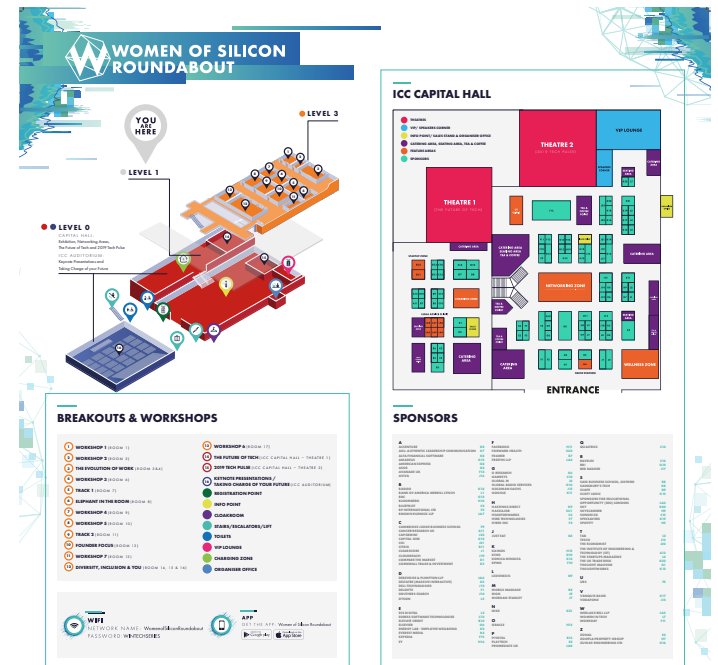
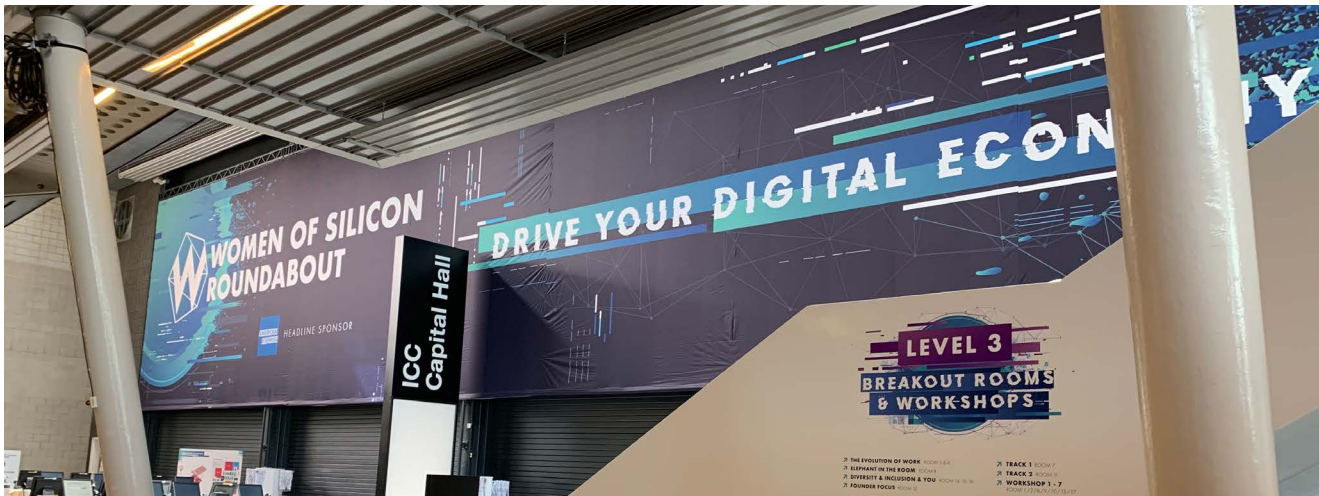
Design Material: Main Stage Design, Opening video Direction & Graphics Design



Design Material: Event Stages and Workshop Rooms Design (Print & Digital), Opening video Direction & Graphics Design



Design Material: Main Entrance Graphics, Signage, Event Map & Illustrations, T-shirt and Tote Bag Design.



Design Material: Event Signage, Photocall, floor stickers...



Design Material: Design of the room layout and interview setup.



Facebook Festive Future

Role: **Brand Design, Graphic Design, Illustration**

Client: **Facebook**

Year: **2018**

Skills flexed: **Branding, Signage, Illustration, Icon Design, Website Design...**

To create Facebook Xmas party event design material for over 1400 adults. A full-design service brief to include Branding, different styling for each room, Event Fonts, Icons, Illustrations, Event Map, Poster Design, Signage...

A festive event to include entertainment, activities, food and bars.

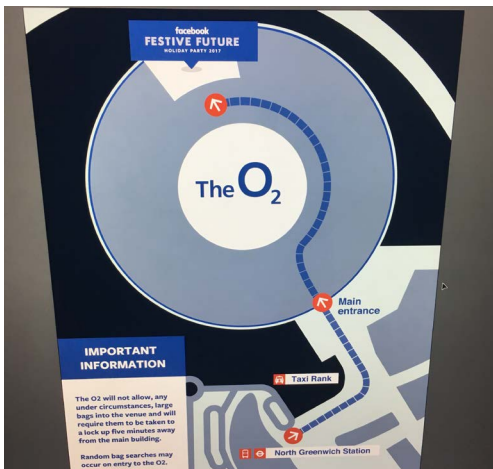
FACEBOOK

Branding / Signage

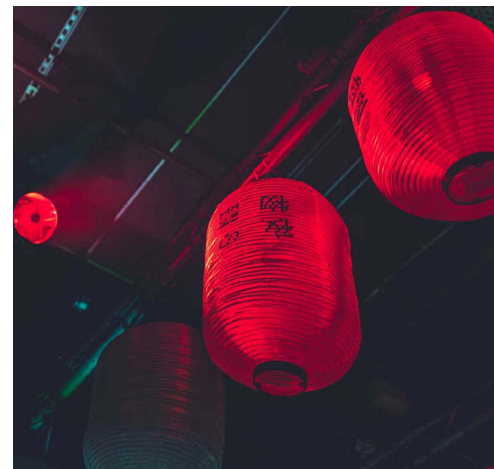
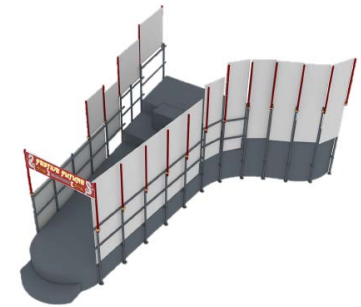
Illustrator / Photoshop



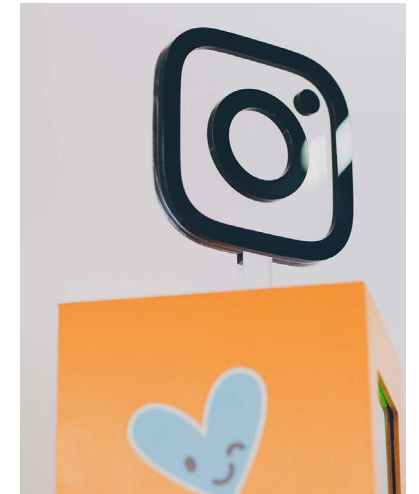
Design Material: Design of Main Entrance, Spaceship Room and Event Map.



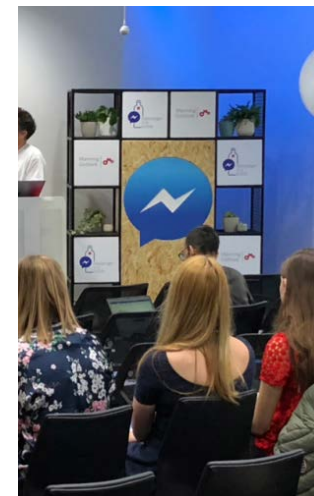
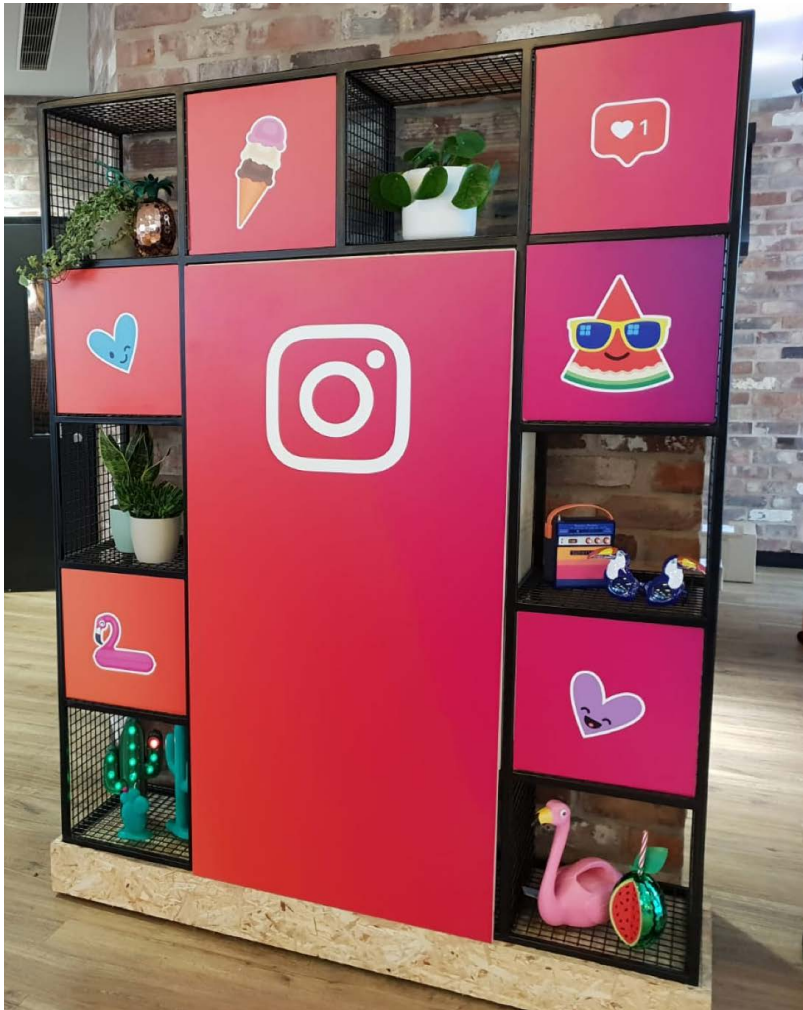
Design Material: Design of Gold Bar Menu, Gaming Station & Food Market Signage.



Design Material: Instagram Branding based Xmas tree, Poster and Cards Design.




Design Material: Instagram and Messenger wanted to create an easily transportable sales toolkit that could go across many media agencies in order to communicate their new products, whilst keeping it fun and fresh.



FACEBOOK

Illustration / Typography / Graphic Design

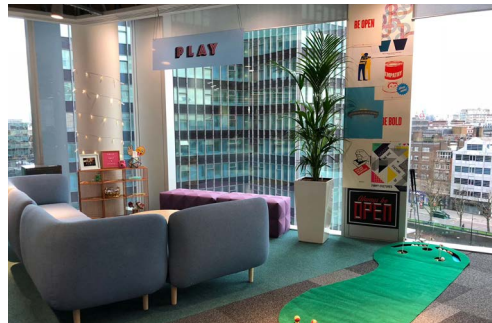
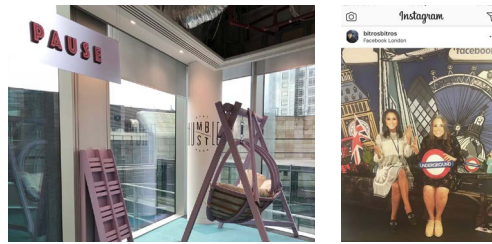
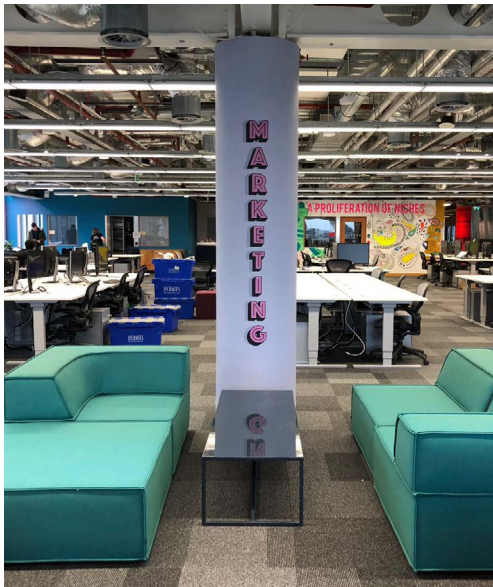
Illustrator



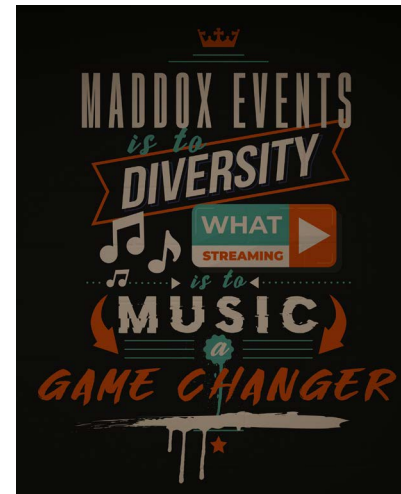
Facebook Office: Xmas and Departments

Christmas based Illustrations for Facebook Office and
Typography Illustrations for each Department.

Design Material: London Facebook Office: Typography/ Illustration Design for each Department, London Inspired Photo Opp and Xmas based Windows Illustration.



Design Material: Typography/ Illustration Design for each Department and Directional Signages,



Design Material: Typography/ Illustration Design for EW Main Office in East London.



MILLENNIUM
Cocktail bar

Digital Art/ Photo Manipulation

Photoshop/ Illustrator

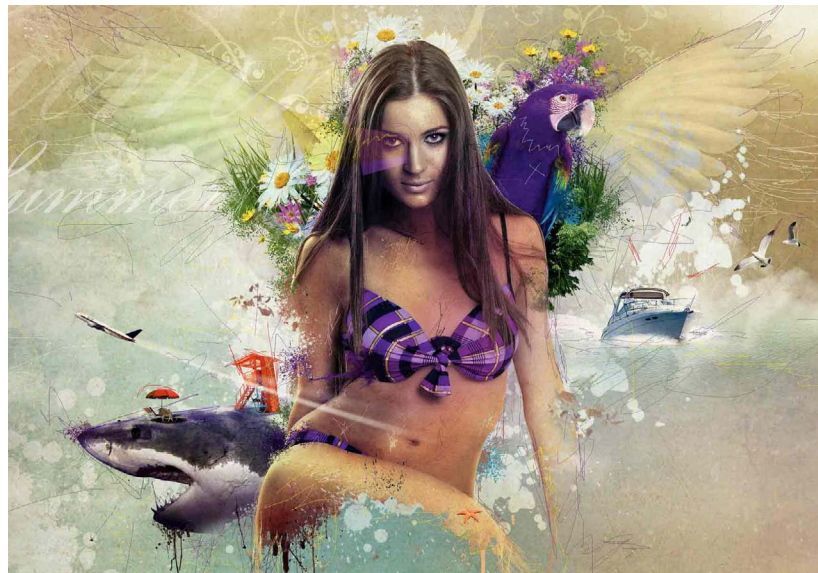


MILLENNIUM
Cocktail bar

April / Abril 2011
DANCE LIVE MUSIC

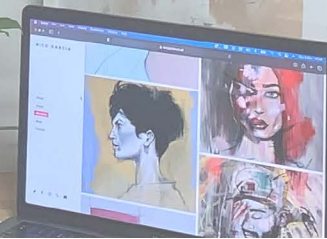
Design Material: Digital Art, Photo Manipulation, Illustration, Poster & Flyer Design for different Clients.

[View More Projects](#)



ART WEBSITE

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Thank you

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