

hydesign
award winning graphic design

Portfolio

experience

Designer / Director Hydesign Ltd

Launched my own limited company graphic design service. Serving multiple clients across a variety of industry types and sectors, including corporate events, investment banks, pharmaceuticals, entertainment & small local businesses.

Creative Lead Activate Event Management

Leading and creating all aspects of design for an event management company, creating all event collateral, from presentations, stage set design, banners and signage, to logo design and branding and all printed support information and materials.

Creative Artworker Blueprint London

Designing keyart, packaging and advertising for domestic TV shows for RLJ Entertainment, alongside packaging artwork/localisation for Warner Bros, HBO, Paramount & Universal) and games (Warner Games, EA, Eidos, Square Enix & THQ).

Creative Artworker Freelance

Freeform.London (Warner Bros Games, packaging localisation), RPM (Diageo, Sky & Ascot) experiential marketing & press advertising, We Are Float (Selfridges) photo retouching, skin tone colour correction.

awards

Winner 2004 Marketing Week, Direct Mail Design Award.

Winner 2019 Brighton Fringe Best Poster Design

Lead Graphic Designer Glu Mobile

Creative direction, guiding junior designers and artworkers. Design of keyart, print adverts, web/wap banners, and other mobile content.

Creative Artworker EA Games (Mobile)

Sole in house creative services EA Games EMEA, APAC. Keyart design, advertising, product launch support materials and marketing assets, product development and creative direction.

Creative Content Manager Insight

IT retail catalogue design and content management, promotional flyers and brochures for B2B direct sales, offers and awareness.

Creative Artworker EA Games

Creative services, general artworking, flight checking, proofing, asset library management and system training for new staff.

Production Executive Comet

Catalogue, newsletter and TV advertising production, project management and art direction.

skills

Adobe CC	Office 365
Photoshop	PowerPoint
Illustrator	Word
InDesign	Excel
Acrobat	Wordpress
Dreamweaver	HTML
Bridge	CSS

abilities

Artworking, Graphic Design, Advertising, Packaging, Typography, Photography, Art Direction, Set Design, Presentation Design, Layout, Cutter Guides, Keyart, Posters, Flight Checking, Retouching, Image Compositing, Colour Correction, Mobile, Web, Print Production, Project Management, Account Management, Supplier Relations, Mentoring.

passions

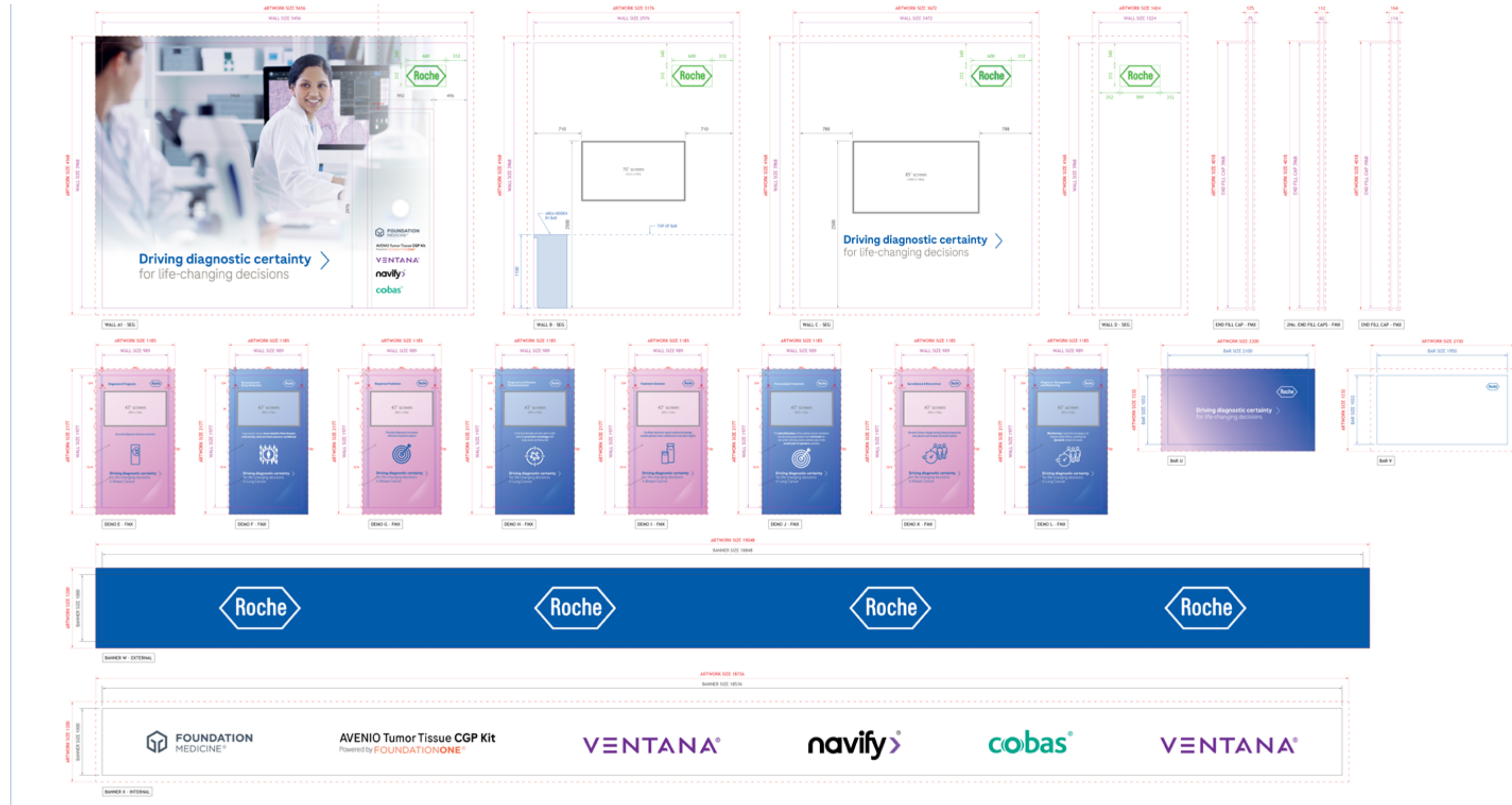
Photography, Art, Design, Travelling, Food, Cooking, Driving, Cars, Sport, Games, Films, Pubs, Music, Learning, Documentaries.

























Definisse™ Filler
RELIFE UK
MASTERCLASS SERIES

DELEGATE TRAINING MATERIAL

PP-RL-UK-0284 Date of preparation March 2021 GB20196

Definisse™ Filler

Where to use
Definisse™ Filler.

Definisse™ touch filler
Definisse™ restore filler
Definisse™ core filler

PP-RL-UK-0284 Date of preparation March 2021 GB20196

Definisse™ Filler
RELIFE UK
MASTERCLASS SERIES

DELEGATE TRAINING MATERIAL

PP-RL-UK-0284 Date of preparation March 2021 GB20196

Definisse™ Threads
RELIFE UK
MASTERCLASS SERIES

DELEGATE TRAINING MATERIAL

PP-RL-UK-0285 Date of preparation March 2021 GB21097

THREE-DIMENSIONAL TECHNIQUES

Reposition (Transverse)
DEFINISSE™ ANCHORAGE

Projection (Frontal)
DEFINISSE™ ANCHORAGE

Lifting (Sagittal)
DEFINISSE™ ANCHORAGE

Definisse™ threads double needle
Definisse™ threads free floating
Definisse™ threads anchorage

Remarks: Highlights of some techniques with Definisse™ Threads

PP-RL-UK-0285 Date of preparation March 2021 GB21097

Definisse™ Free Floating Threads



STR-2 Technique

1. IDENTIFY the 2 safety lines (SLs):

- SL1, from the lateral canthus to the tragus (cranially to SL1 the temporal branches of facial nerve run superficially, under the superficial temporal fascia)
- SL2, from the medial canthus to the modiolus (medially to SL2 runs the facial artery on variable anatomical plane)

PP-RL-UK-0285 Date of preparation March 2021 GB21097

Introducing the Birth grant from Theramex.



Looking for **big ideas** in fertility.

Big thinking wanted at www.birthgrant.com

BIRTH (Better Innovation and Research with Theramex)

Date of preparation: January 2020 THX_HQ_LVP_001436

In a world of small ideas, the **big idea** shines through.

When we think big, we can change lives.

Birth is offering funding for a project that aims to improve the treatment of people undergoing assisted reproduction techniques (ART).

Who can apply?
 Researchers or clinicians in Europe, who are working in a reproductive medicine academic unit, or in an ART clinic or research centre

What's the deadline?
 September 1st 2020

When will the grant be awarded?
 December 2020

For more information, visit www.birthgrant.com

Current projects

In 2019 we received over 35 applications from 16 countries across Europe, and the Birth Grant Review Committee are pleased to announce that **5 research projects have been awarded the 2020 Birth grant:**

- 1. AI-MAR (artificial intelligence in medically assisted reproduction)**
Principal investigator: Professor Nathalie Massin
Institution: Intercommunal hospital, University Paris-Est Creteil, Creteil, France
- 2. Exploring the role of DNA damage in oocyte meiotic arrest and its impact on genome integrity**
Principal investigator: Doctor Giovanni Cotichio
Institution: 9.baby – Family and Fertility Centre, Bologna, Italy
- 3. Study of the embryo-exported extracellular vesicles as 'natural cell biopsy'**
Principal investigator: Doctor Paola Viganò
Institution: San Raffaele Scientific Institute, Milan, Italy
- 4. Improving safety of Assisted Reproductive Techniques - the possible role of embryo transfer on a natural cycle to prevent preeclampsia**
Principal investigator: Professor Edgardo Somigliana
Institution: University of Milan and Fondazione Ca' Granda Ospedale Maggiore Policlinico, Milan, Italy
- 5. The rate of embryo euploidy in women treated with progestin-primed ovarian stimulation vs conventional ovarian stimulation: a randomized controlled trial**
Principal investigator: Professor Ermanno Greco
Institution: Centre for Reproductive Medicine, European Hospital, Rome, Italy

Ovaleap® is administered subcutaneously via the Ovaleap Pen®

Clear cartridge housing*
Poured scale on the cartridge holder helps patients confirm the amount of medication remaining in the cartridge.

Legible unit display*
Large window displays the dose of Ovaleap® administered with each use. Each line located between the dose figures represents an increment of 0.25 IU.

Handy dial-back function*
A dose correction button located at the top of the pen allows patients to quickly and easily correct their dose of r-FSH.

This IS NOT the injection button

Simple side injector button*
The straightforward sliding action means patients don't have to apply unnecessary, uncomfortable pressure to the top of the pen.

Easy dose adjustment*
Allows patients to easily adjust their dose of r-FSH in 0.25 IU increments, with a maximum dose of 450 IU.

The Ovaleap Pen®
Thoughtfully designed

Theramex
ovaleap®
Toll-free 1-800-445-4644

Theramex
ovaleap®
Toll-free 1-800-445-4644

A balanced performance

- A simple side injector*
- A handy dial-back function*
- Easy dose adjustment*

The features considered most important by patients and nurses (an easy-to-use, multi-use reusable pen, injector, with a dial-back function and a visibility feature) are all characteristics of the Ovaleap Pen®

Expertise you can rely on

We entrust experts in Ulm, Germany, with the task of producing the active substance of Ovaleap®, r-FSH, respecting EU standards for biosimilars.^{1,4}

While in the UK, renowned medical device manufacturers Owen Mumford apply over 60 years of industrial experience to produce the reusable Ovaleap Pen® which also meets essential European requirements.¹

Together, they make a treatment used by fertility specialists across 21 countries and prescribed for a number of indications.^{4,5}

Our European locations

Ovaleap® is indicated in*

Adult women for:

- Anovulation (including polycystic ovarian syndrome) in women who have been unresponsive to treatment with clomifene citrate
- Stimulation of multifollicular development in women undergoing superovulation for ART such as in-vitro fertilisation, gamete intra-fallopian transfer and zygote intrafallopian transfer
- Recommended in association with a luteinising hormone (LH) preparation for the stimulation of follicular development in women with severe* LH and FSH deficiency

Adult men for:

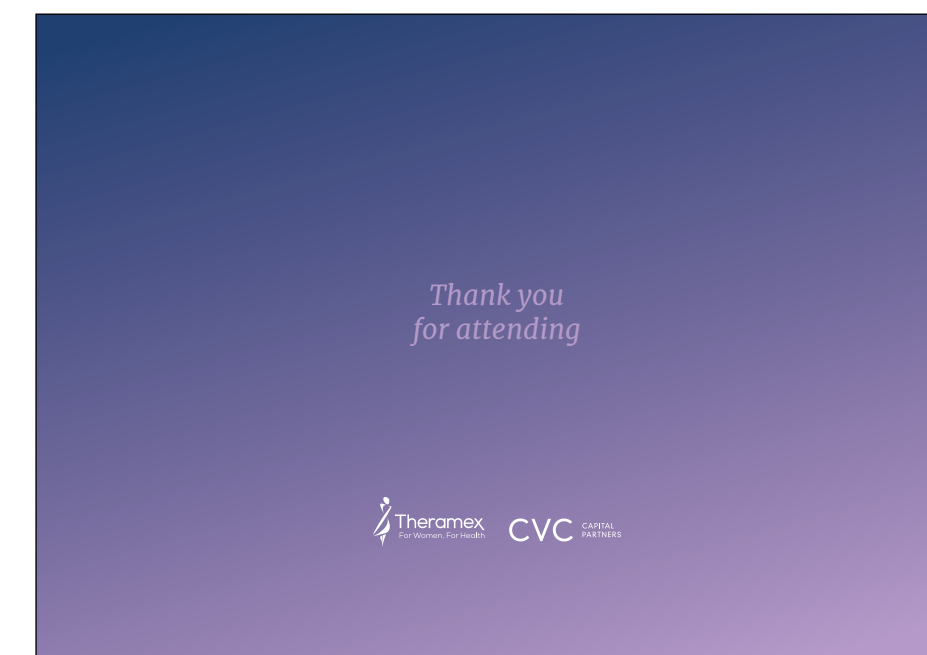
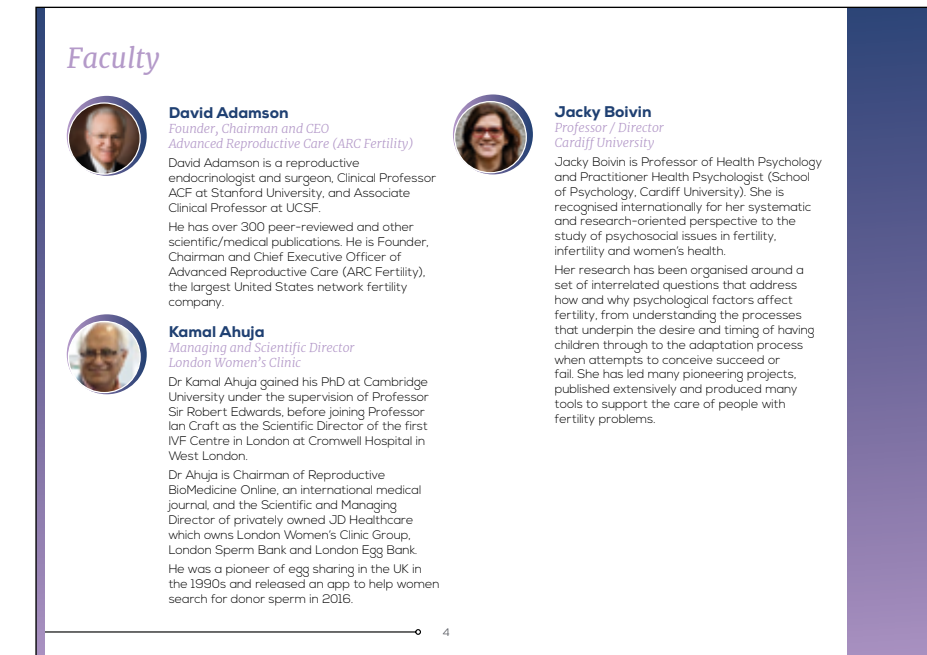
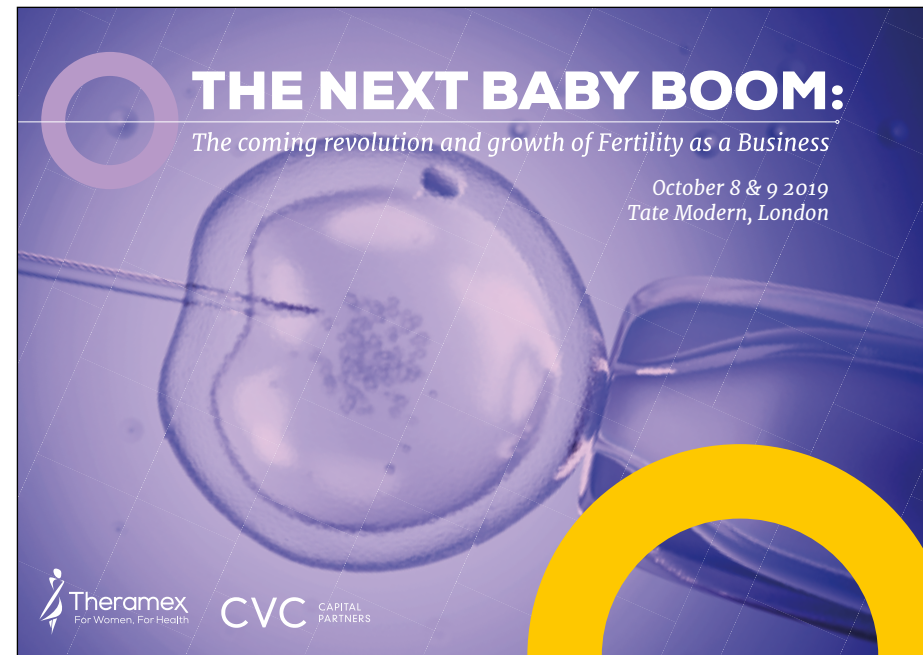
- Stimulation of spermatogenesis in men who have congenital or acquired hypogonadotropic hypogonadism with concomitant human chorionic gonadotropin (hCG) therapy

*Defined in clinical trials by an endogenous serum LH level < 2 IU/L

A growing presence

- 2015: Ovaleap® launches in Germany
- 2016: Ovaleap® launches in 15 additional European countries including Italy, Spain, France and the UK
- 2017: Ovaleap® launches in Romania, Norway, Hungary, Luxembourg and Israel
- 2018: Ovaleap® launches in Switzerland
- 2019: Ovaleap® is available in most countries in Europe. A well-established fertility treatment

Theramex
ovaleap®
Toll-free 1-800-445-4644



Her time is precious. So we aren't going to waste yours.

ovaleap®
follitropin alfa

Failure to ovulate (anovulation) is the most prevalent cause of female infertility.¹

PCOS is the commonest cause of WHO type II anovulation¹ – when these patients are aiming to conceive, ovulation induction is one of their principle infertility treatment options (alongside pre-conception advice, such as weight loss).³

PCOS, polycystic ovarian syndrome; WHO, World Health Organisation.

If ovulation doesn't occur with clomifene citrate, initiate ovulation induction with Ovaleap®.⁴

Ovaleap® is indicated for anovulation (including PCOS) in women who have been unresponsive to treatment with clomifene citrate.^{4*}

*For a full list of indications please refer to the prescribing information.
PCOS, polycystic ovarian syndrome.

Ovulation induction with gonadotropin therapy is recommended for clomifene citrate-resistant patients.^{3,5-7}

Ovaleap® (follitropin alfa) is an r-hFSH, which is bioequivalent to Gonol-F®.^{4,8,9}

r-hFSH, recombinant human follicle stimulating hormone.

Ovaleap® is given as a course of daily injections.⁴

Studies recommend starting at an FSH dose of 50-75 IU and maintaining this concentration for 14 days.^{5,7,10,11}

In the absence of an ovarian follicular growth response, the dose should be incrementally increased by 25-37.5 IU when necessary, at intervals of ≥7 days, until a growth response is seen.^{7,10,12}

Treatment should be tailored to the individual patient's response, with follicle size measured using ultrasound and/or oestrogen secretion.⁴

FSH, follicle stimulating hormone.

Ovulation induction with Ovaleap® (follitropin alfa)

Ovaleap® is indicated for anovulation (including PCOS) in women who have been unresponsive to treatment with clomifene citrate.⁴

For a full list of indications please refer to the prescribing information. This medication is subject to additional monitoring; notification of suspected adverse reactions associated with this medicine is a priority. Prescribing information can be found inside the booklet.

PCOS, polycystic ovarian syndrome.
Date of preparation: January 2020 OVAL_HQ_LSP_00465



zoely® Zoely® ist zurück natürlich und zuverlässig!!

Zul-inh.: Future Health Pharma GmbH, 8620 Wetzikon. Ausführliche Informationen siehe Fachinformation, unter www.swissmedinfo.ch
 1.Chabbert-Buffer N et al., Toward a new concept of «natural balance» in oral estroprogestin contraception, Gynecol Endocrinol 2013; 29 (10): 891-6.

Theramex
For Women, For Health

System® System® Conti und System® Sequi wieder verfügbar!

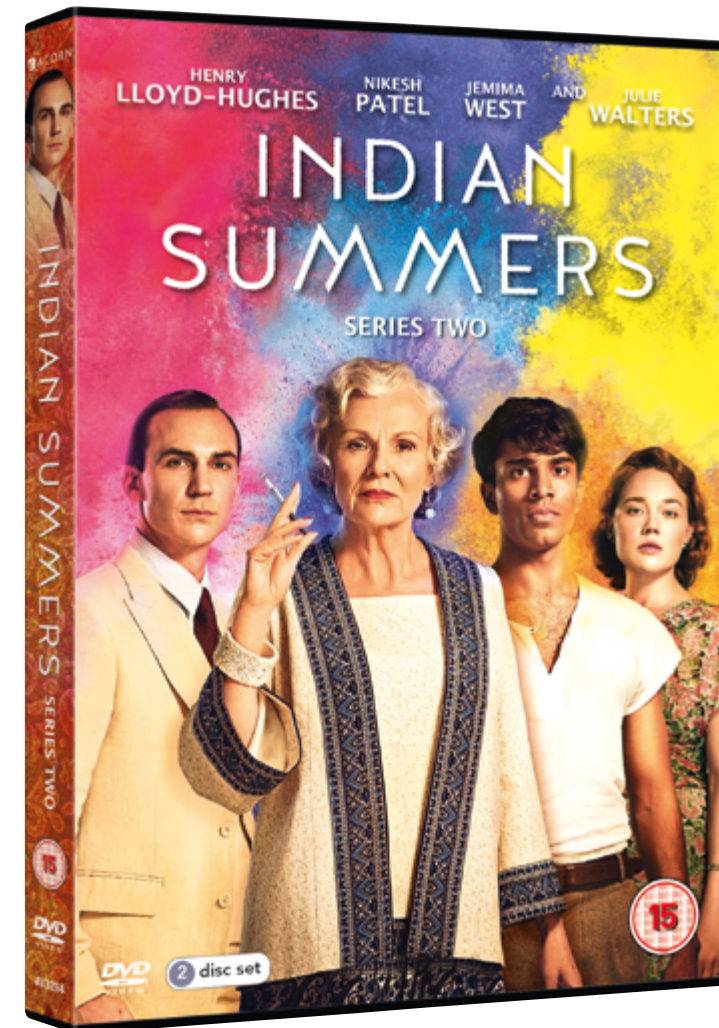
Zul-inh.: Future Health Pharma GmbH, 8620 Wetzikon. Ausführliche Informationen siehe Fachinformation, unter www.swissmedinfo.ch

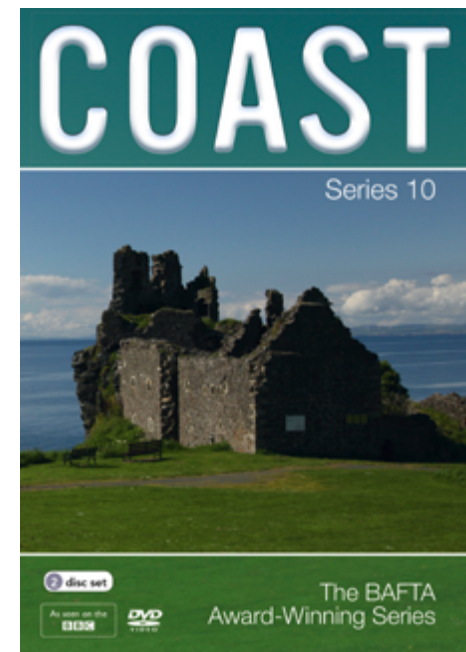
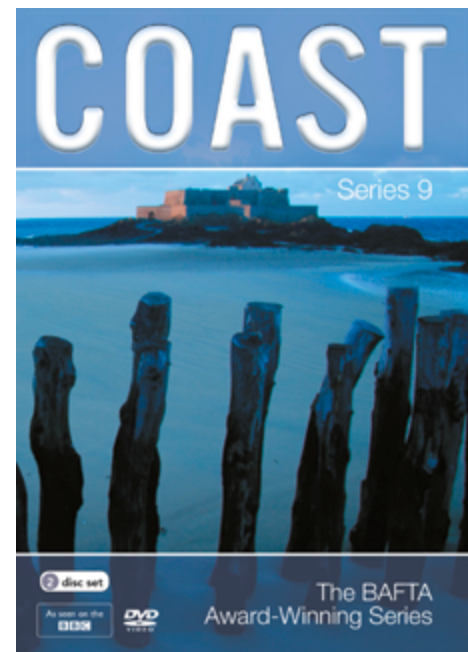
Theramex
For Women, For Health

ovaleap® follitropin alfa **Ovaleap® : pour vos patientes qui ont besoin d'une stimulation de l'ovulation**

Tit. de l'aut. : Future Health Pharma GmbH, 8620 Wetzikon. Pour des informations plus détaillées, veuillez consulter l'information professionnelle: www.swissmedinfo.ch

Theramex
For Women, For Health







DAVID WALLIAMS JESSICA RAINE
AGATHA CHRISTIE'S
PARTNERS IN CRIME

"A ripping yarn." *Telegraph*
"Anyone missing their Poirot or Marple fix will love this." *Sunday Mirror*

DVD £14.99

DVD out now
available at **hmv**
While stocks last

AGATHA CHRISTIE® PARTNERS IN CRIME® AGATHA CHRISTIE PRODUCTIONS LTD. MMXXV

BROADCHURCH
SERIES TWO

"Compelling television."
"Chibnall, Tennant, Colman and Bridport have done it again." *The Guardian*
"As grippingly effective as ever." *The Independent*
"Terrifically tense." *The Telegraph*

Contains Over 30 Deleted Scenes, Extensive Cast Interviews and More

Out March 16, order now.
SERIES ONE & TWO BOXSET ALSO AVAILABLE

amazon.co.uk

Free Super Saver Delivery and Unlimited One Day Delivery with Amazon Prime are available on eligible orders. Terms and Conditions apply. See Amazon.co.uk for details.

JONATHAN STRANGE & MR NORRELL

DVD £14.99
Blu-ray £17.99

"FANTASTIC. YOU'LL BE HOOKED"
Guardian Guide
"Ten times better than Poldark"
Observer

DVD & Blu-ray
Out 29th June
Order now

available at **hmv**
While stocks last

© 2015 BBC. All Rights Reserved. Jonathan Strange & Mr Norrell. M.M.XV.

"A Downtonesque Jewel in the Crown"
ITV News

"The new Downton Abbey"
The Telegraph

INDIAN SUMMERS

DVD contains over an hour of behind the scenes interviews with key cast and crew.

DVD out April 20, pre-order now.

amazon.co.uk

Free Super Saver Delivery and Unlimited One Day Delivery with Amazon Prime are available on eligible orders. Terms and Conditions apply. See Amazon.co.uk for details.

"THE SHINING MEETS THE WOMAN IN BLACK"

THE HAUNTING
A ROGUE FEAR

DVD £8.00

"SPINE CHILLINGLY GOOD"

OWN IT ON DVD NOW.

Available at **Sainsbury's**
Subject to availability. Selected stores only.

"Brilliant" "A Terrific Yarn"
ITV News
"Star-studded and darkly gripping"
ITV News

DVD £10

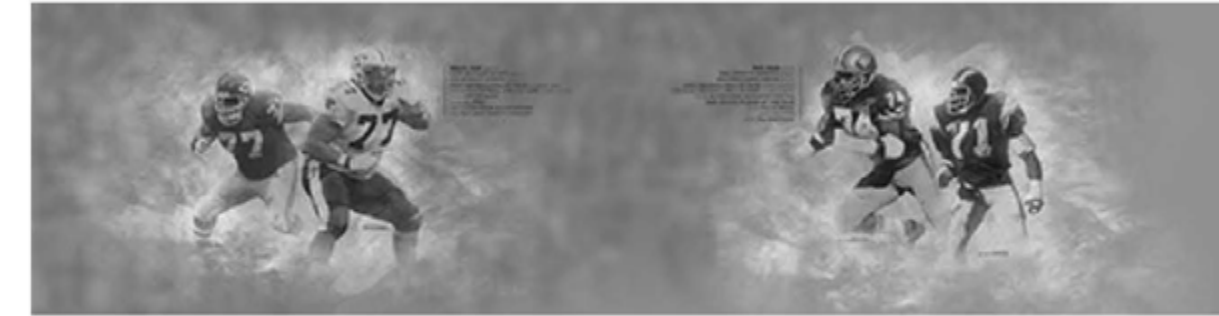
Don't miss it on DVD
Out today

Available at **Sainsbury's**









free entry!

Sarah Charsley & Ben Carter & Katherine Atkinson

SEX & PUGS & ROCK & JOLS

stand up comedy show

BRIGHTON FRINGE | Coxton Arms, North Gardens, BN1 3LB, May 4, 11, 18, 25 & June 1 at 8pm.

BRIGHTON FRINGE

Following last year's sold out show

Welcome to our ~~game show~~ *shame*

Cards Against Humanity the shame show

The Shame Show invites you to get involved in a dark game show, based on the world famous politically incorrect party game, Cards Against Humanity. Leave your sensitivities at the door. Not for the light hearted, faint hearted or big hearted. There will be prizes. Very bad prizes.

8PM **MAY 8TH - 11TH** **TICKETS £7 (£5 CONS)** **VENUE #28 : KENNEL**

Junkyard DOGS

JUNKYARD DOGS AT BRIGHTHELM CENTRE NORTH ROAD BN1 1YD

THE LAST BANTAM

1914 THE GREAT WAR RAGES
BREAK FEELS BY DAVID HOPKINS
with Melissa 5' 7" 7' 10" 8" 10"

1918 ONE BANTAM REMAINS
THEIR HISTORY
inspired by real events

12:15 (90 mins) - **TICKETS: £8 / £6 (CONS)**
AUGUST 4TH - 26TH (NOT 13TH OR 20TH) 2023

SPACE theSpace @ Surgepoint Hall 53

STAND UP COMEDY **BRIGHTON FRINGE**

Ali and Fran INTENSE!!

An original stand-up show from Brighton's best-loved comedy duo. An unmissable event featuring the UK's most talented stand-up comedians. This show won't be your typical one, they'll get you laughing.

All Age, suitable for all audiences. Content includes language, sexual references, and some strong language. This show is not suitable for children under 16. Tickets are sold on a first-come, first-served basis.

The Brighton Fringe, May 3rd - 4th, 11th, 18th, 25th, June 1st

Ladies who Punch

Sarah Charsley, Ben Carter and Katherine Atkinson with the most hilarious comedy group. One of the best comedy groups in Brighton. Ladies who Punch are back with a new show. This show is not suitable for children under 16. Tickets are sold on a first-come, first-served basis.

The Brighton Fringe, May 3rd - 4th, 11th, 18th, 25th, June 1st

ALPHA'S ALL-STARS

We live in interesting times, but do not despair! Alpha Wolf, Yasser Kayani, Bunny Hopkyns, Doug Graves, Stephen Catling and special guests will show you what YOU need to survive!

FREE FESTIVAL 12:00 - 10:00 hrs | 24th - 28th August 2022
The Peartree, 38 W. Newhall St, Edinburgh EH8 9DD

BRIGHTON FRINGE | STAND UP COMEDY

Mockingbirds

Katherine Atkinson & Fatima El-Ghoni

Join Fatima El-Ghoni & Katherine Atkinson (both 2021 Brighton Women Awards recipients) for an hour of stand-up as Fatima smashes Muslim stereotypes and Katherine offers up an acerbic view of motherhood.

8PM **MAY 3RD - 4TH** **8PM **MAY 22 - 25TH****

DONATIONS (NON-TICKETED) **VENUE #23 : HOWLER**

Junkyard DOGS

JUNKYARD DOGS AT BRIGHTHELM CENTRE NORTH ROAD BN1 1YD

An Orgy of Character Comedy

FRAN KISSLING

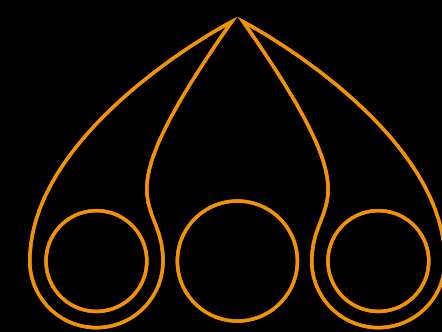
PRESENTS ENTERTAINMENT TO AN AUDIENCE

FEATURING these highly interesting people:

BRIGHTON FRINGE | 15:15 7TH / 14TH / 21ST MAY

THE CAROLINE OF BRILINGWICK | BN1 4GB

TICKETS: BRIGHTONFRINGE.ORG | 01273 91 12 10 | OFFICIAL BRIGHTON FRINGE APP



hydesign
award winning graphic design

Thank you