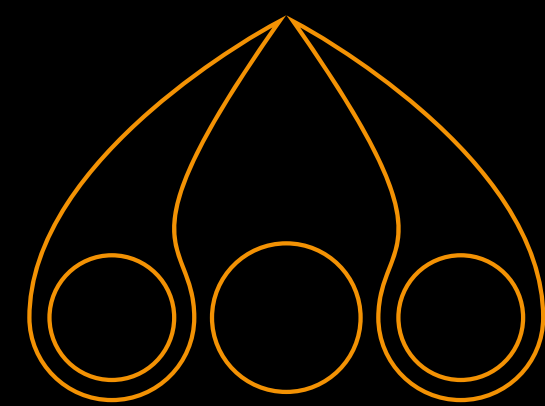




hydesign
award winning graphic design

Portfolio

experience

Graphic Designer Hydesign Ltd

Operating as a full service design contractor. Serving multiple clients across a variety of industry types and sectors, including corporate events, investment banks, pharmaceuticals, entertainment & small local businesses.

Creative Designer Activate Event Management

In house creative service for an international event management company, creating all event collateral, from pitch docs, presentations, stage set design, exhibition booths, banners and signage, to logo design and branding and all printed support information and materials from concept to print delivery.

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 / Designer 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 / Designer 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.

Account Executive Joshua Advertising

Manage production and execution of advertising campaigns, media and competition analysis for a variety of clients.

skills

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

abilities

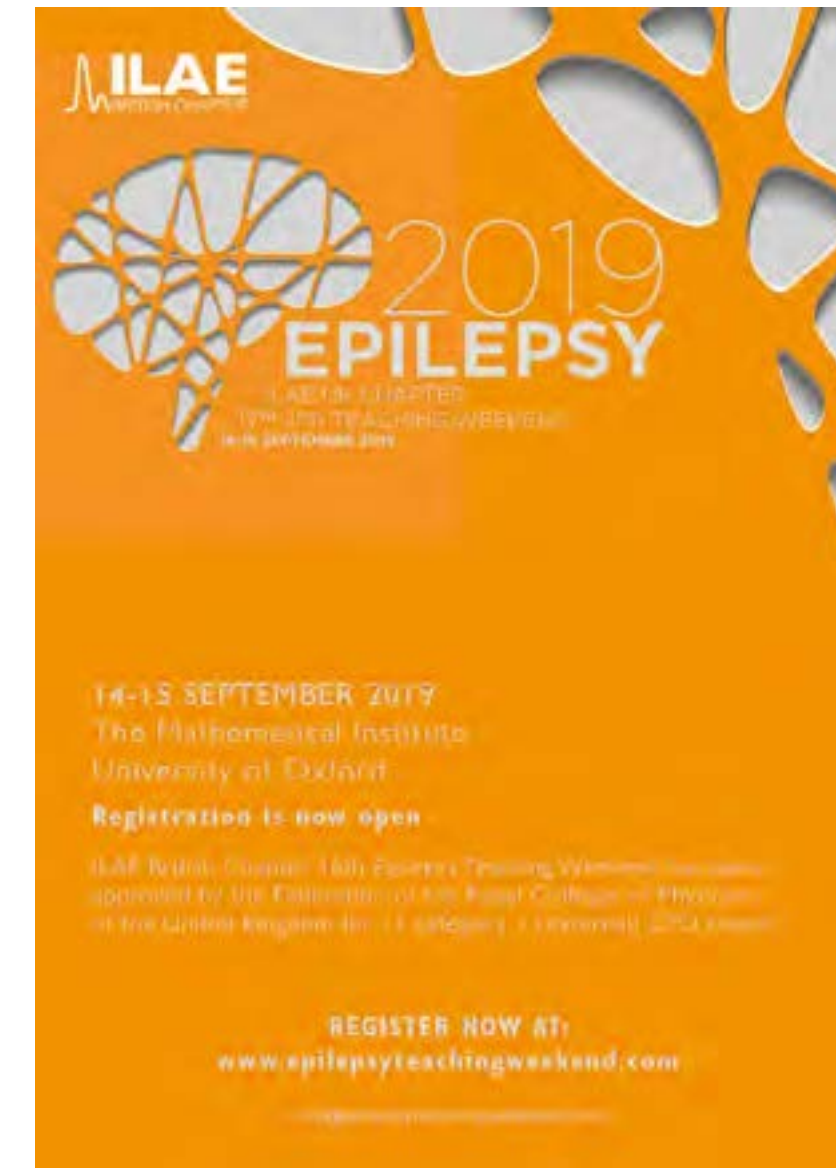
Artworking, Graphic Design, Advertising, Packaging, Typography, Photography, Art Direction, Set Design, Presentation Design, Layout, Cutter Guides, Keyart, Posters, Flight Checking, Retouching, Image Compositing, Colour Correction, Mobile, Web, Print Production, Project Management, Account Management,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

passions

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

Client: International League Against Epilepsy

Brief: To design a creative theme for a bi-annual scientific conference specialising in epilepsy research that can easily be repeated and updated for each iteration whilst retaining a consistent brand look and feel.



Client: BioCryst

Brief: Creative branding design for an ongoing annual scientific expo, showcasing new research results. From logo design, to event branding and scientific information posters showcasing data results from international experts.



Client: British Gypsum

Brief: To design an internal company recognition and reward program, focusing on 7 key pillars and company goals. A company journey, based on a 3 year plan to improve company performance across key business criteria and motivate/reward staff. The logo not only appears like mountains but also mimics the shape of gypsum, the element the company is based on.



Client: AXA

Brief: A visual pitch for a new sustainability focus in investment strategy to be rolled out at a large scale company conference



Client: Geneoscopy

Brief: Concept development for an internal company conference and team building exercise.



Client: Marshalls

Brief: Internal company strategy launch conference. To inspire, engage and energise all c.2,800 Marshalls colleagues with our new Purpose, Vision and Strategy... we are 'Building Tomorrow's World'...and we all have a part to play!



Client: Theramex

Brief: Exhibition booth design. To adapt advertising, brochure, promotional material into a series of booth panels at a multitude of international conventions and trade shows across Europe.

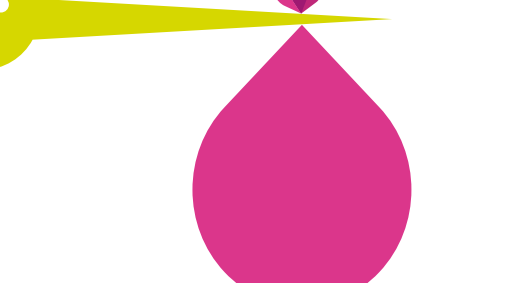


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Brief: Publicity material design for new product release, adapt to information booklets, posters, exhibition graphics, wall decors and booth designs.



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[®]

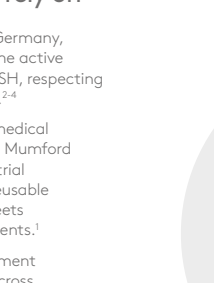
Expertise you can rely on

We entrust experts in Ulm, Germany, with the task of producing the active substance of Ovaleap[®], r-hFSH, respecting EU standards for biosimilars.^{2,4}

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}

*For a full list of indications please refer to the prescribing information.



Our European locations

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

Ovaleap[®] is indicated in²



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 <1.2 IU/L



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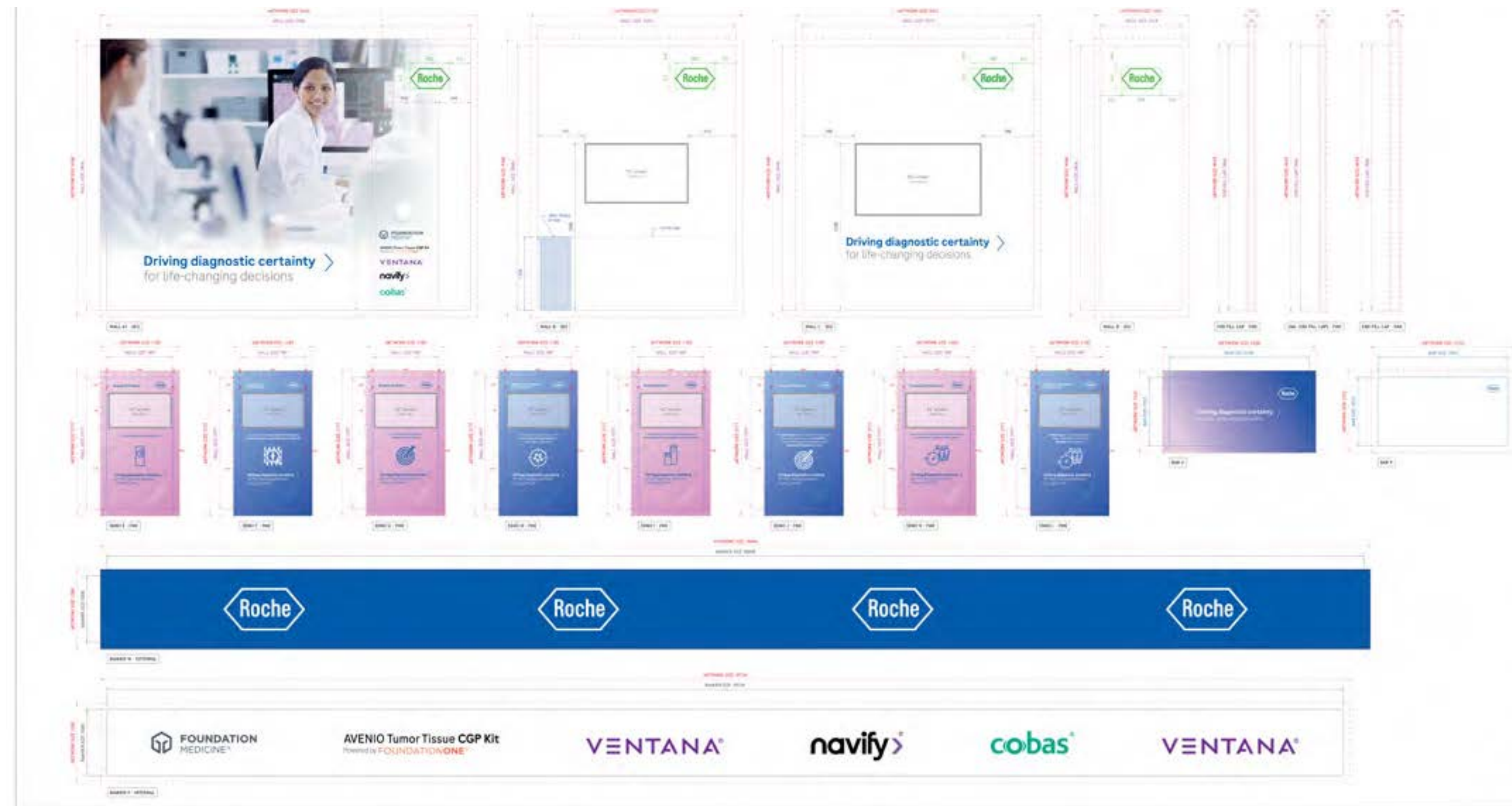
Client: Roche

Brief: Exhibition booth design. To launch and demonstrate a new scientific module. Interactive panels, videos and information stands and printed publicity material across a global series of events.



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Client: Wilkinson Sword

Brief: New product release at Twickenham Stadium. to adapt product visuals in an event theme and giant display models of their packaging.



Client: Leica BioSystems

Brief: An in company incentive trip for top performers. To design an information travel pack detailing all activities available during a week long reward getaway to Vietnam and Cambodia. Including a detailed agenda, name badge and lanyard, postcards, activity cards, a bio book introducing all the attendees and a tourist information guide to the destinations and sites. Design from concept to print delivery.



Client: Leica BioSystems

Brief: An in company incentive trip for top performers. To design an information travel pack detailing all activities available during a week long reward getaway to Abu Dhabi, UAE. Including a detailed agenda, name badge and lanyard, postcards, activity cards, a bio book introducing all the attendees and a tourist information guide to the destinations and sites. Design from concept to print delivery.



Client: Leica BioSystems

Brief: An in company incentive trip for top performers. To design an information travel pack detailing all activities available during a week long reward getaway to Puglia, Italy. Including a detailed agenda, name badge and lanyard, postcards, activity cards, a bio book introducing all the attendees and a tourist information guide to the destinations and sites. Design from concept to print delivery.



Client: Leica BioSystems

Brief: An in company incentive trip for top performers. To design an information travel pack detailing all activities available during a week long reward getaway to South Africa. Including a detailed agenda, name badge and lanyard, postcards, activity cards, a bio book introducing all the attendees and a tourist information guide to the destinations and sites. Design from concept to print delivery.



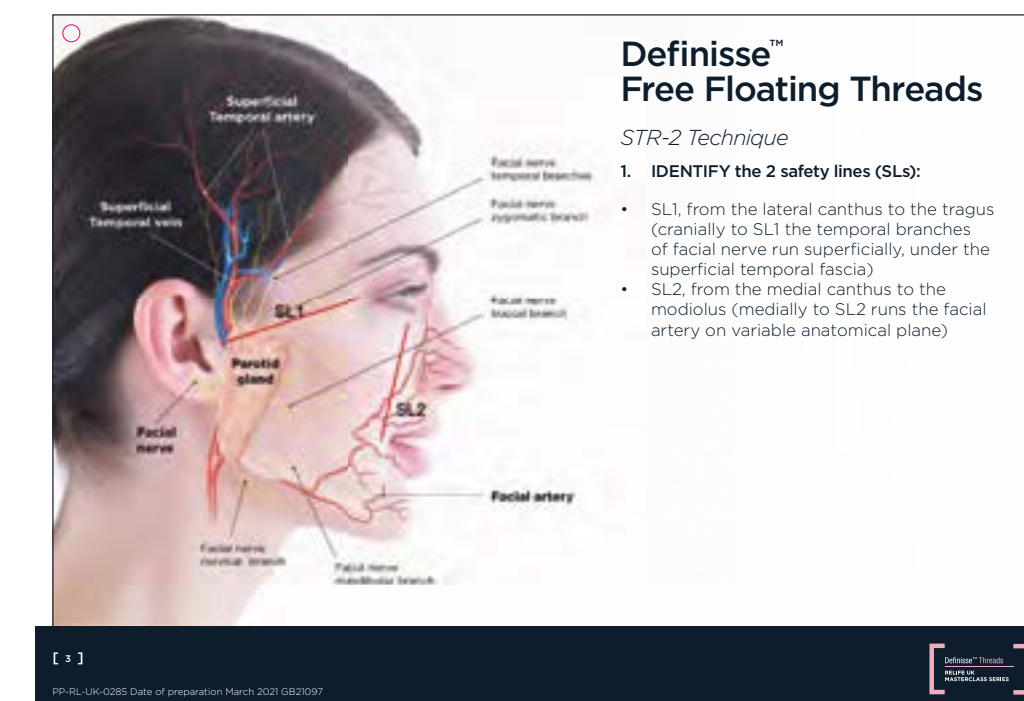
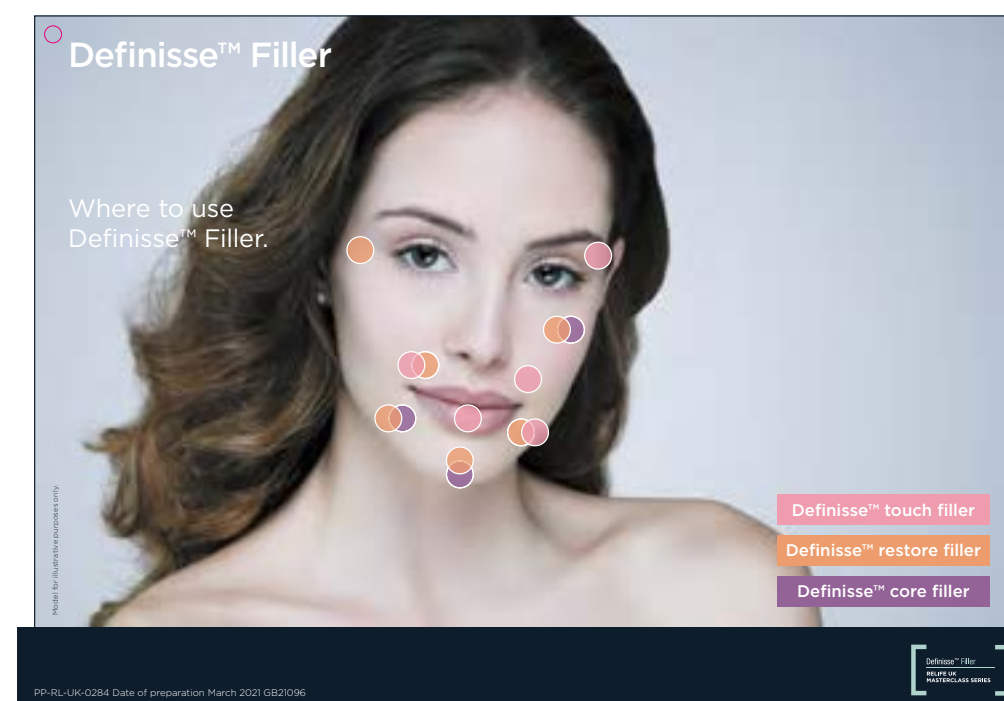
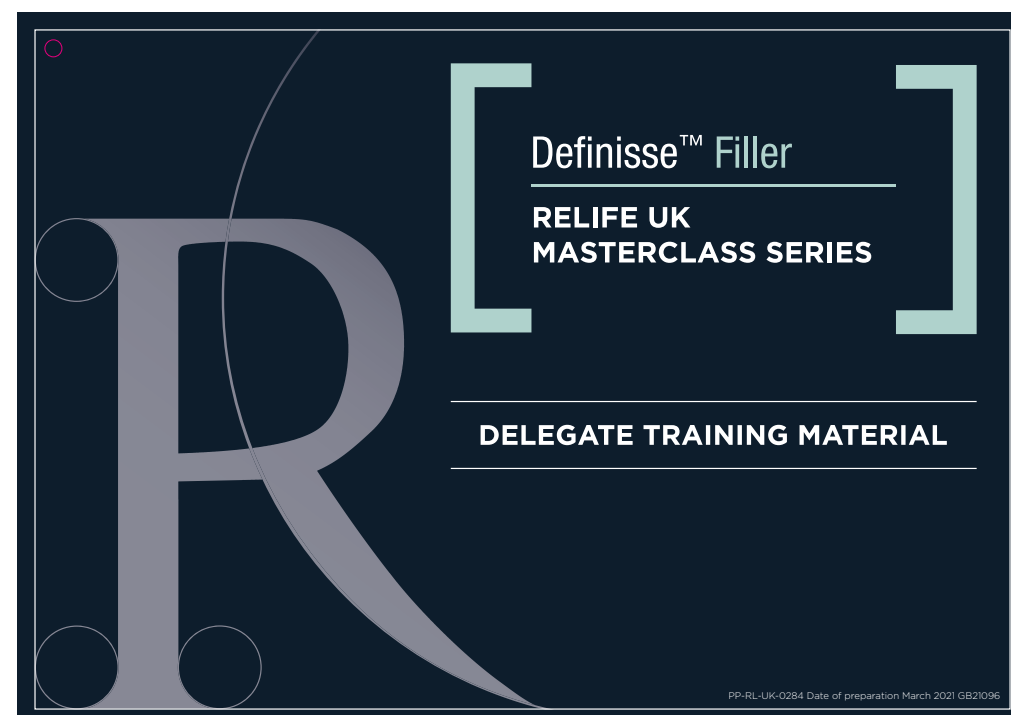
Client: British Gypsum

Brief: A creative update to the previous reward and recognition scheme after an internal merger.



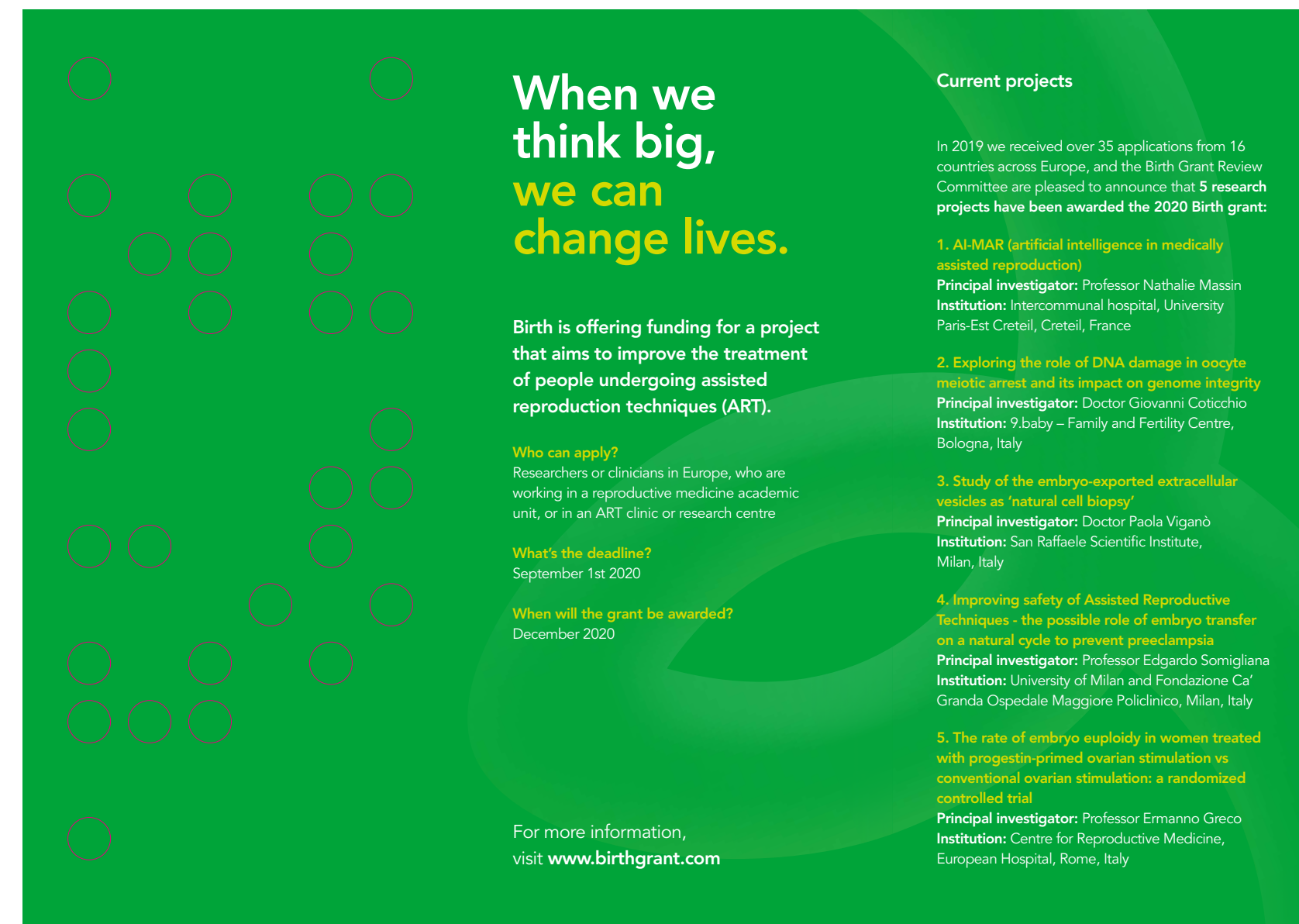
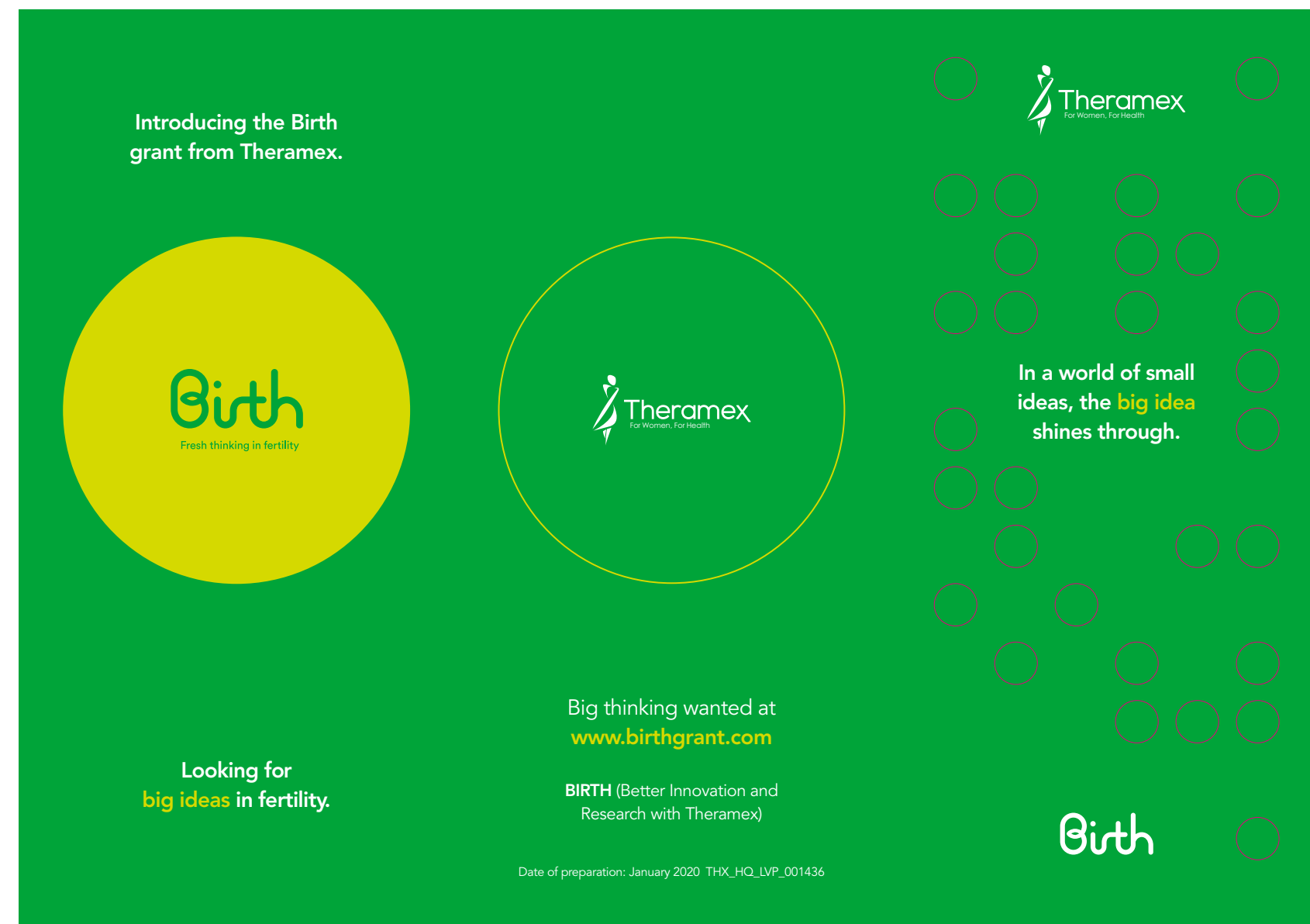
Client: Relife

Brief: Design branding and information packs, booth design, presentations and detailed guidance on surgical procedures across a roadshw of product seminars, demonstrations and training sessions.



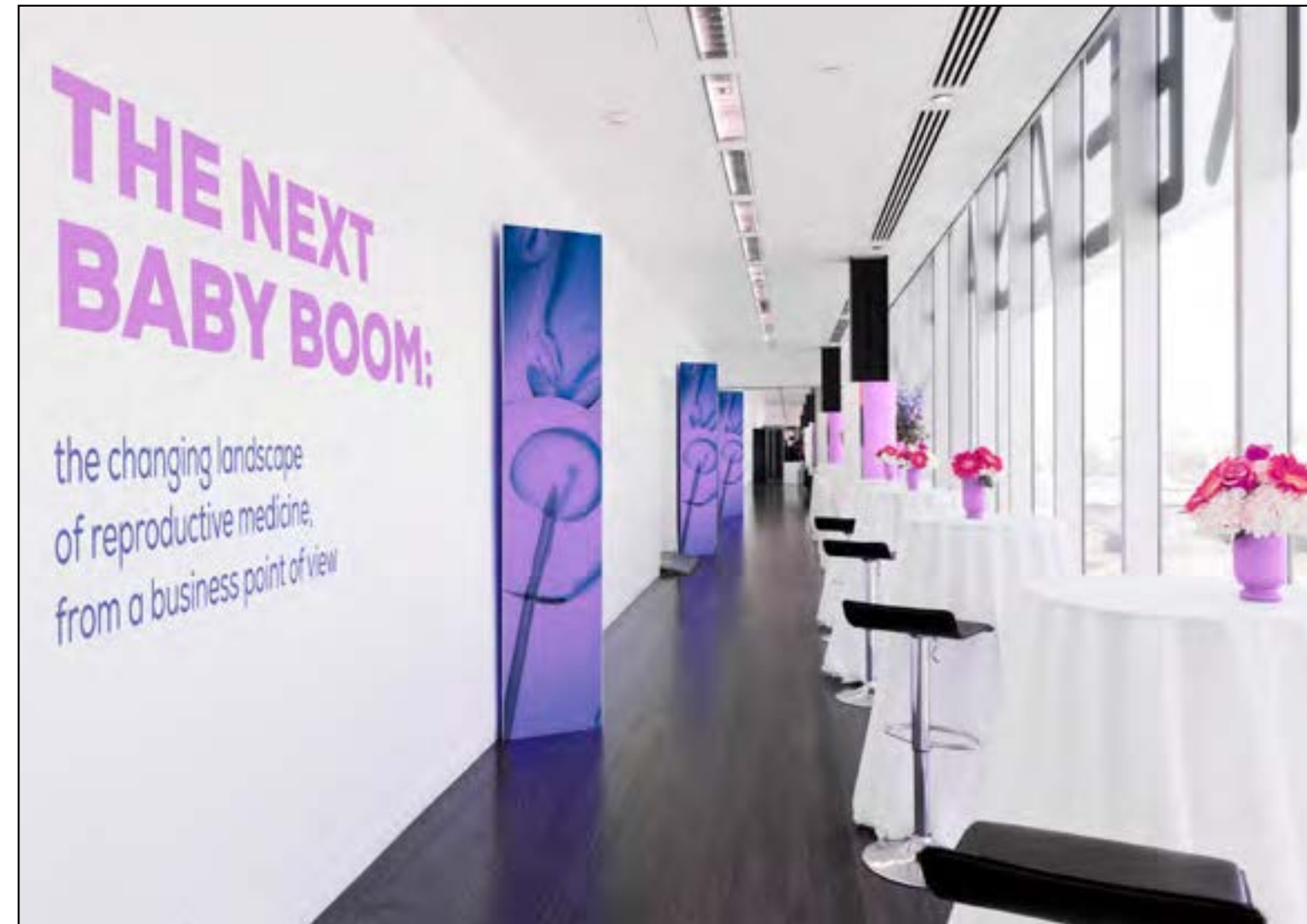
Client: Theramex

Brief: Publicity material for a grant scheme for fertility research, website and brochure.



Client: Theramex - CVC

Brief: Publicity material for a fertility research round table event, including all printed materials, slide shows, event branding and promotion.



Client: Theramex

Brief: To design a range of massive hanging banners for display in a conference hall to promote a range of products and sub brands.



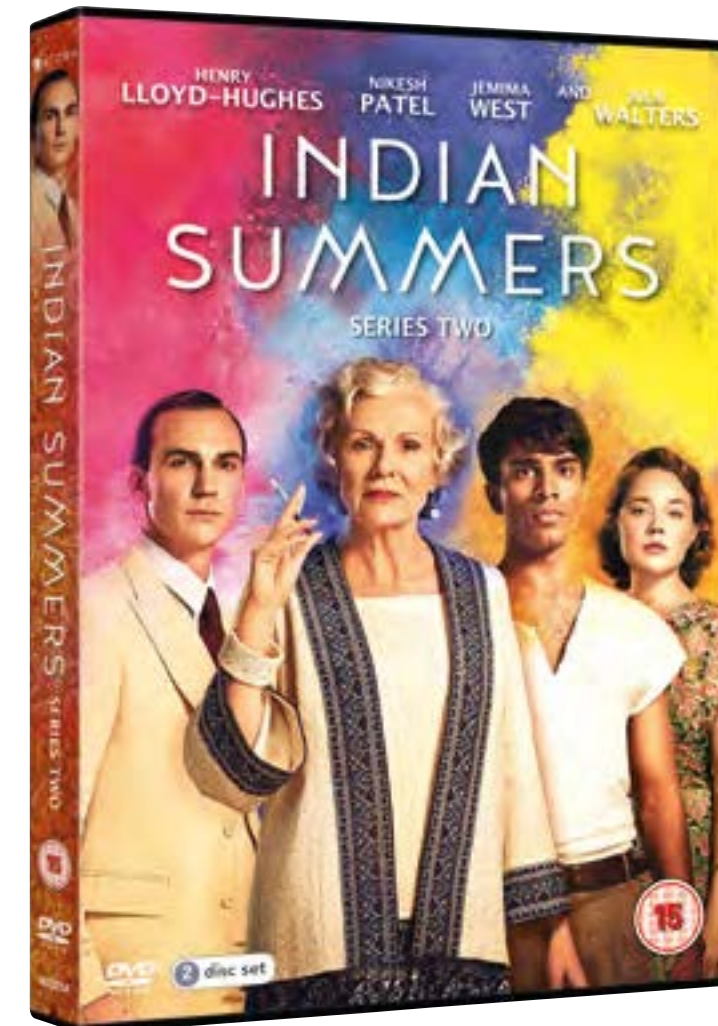
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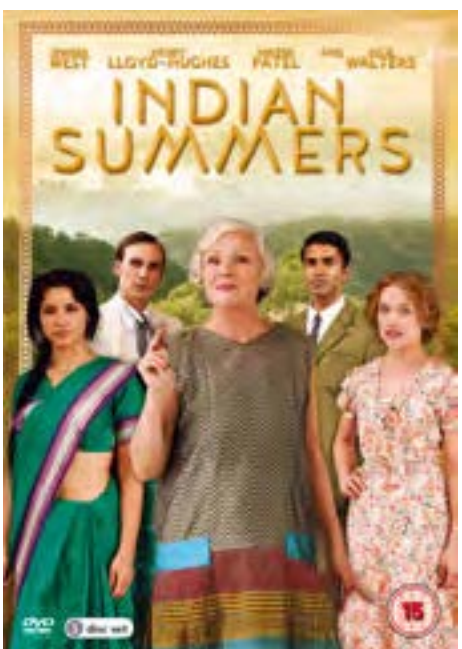
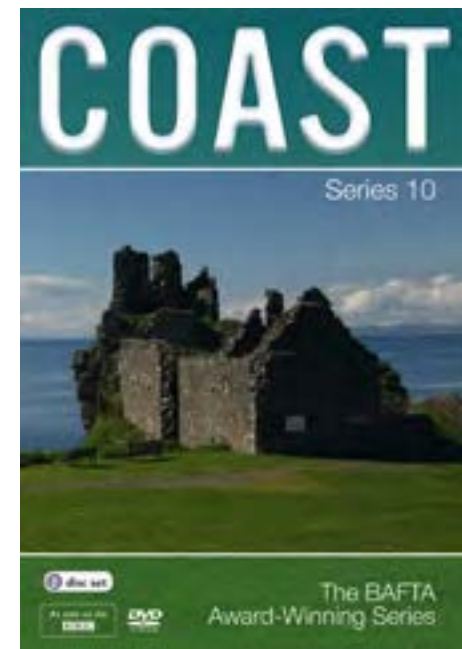
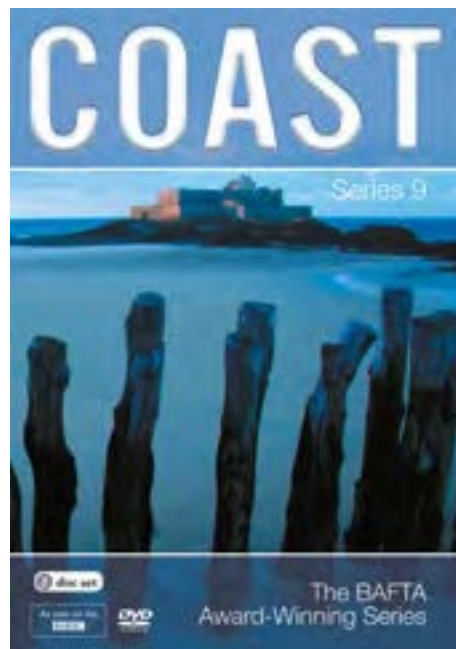
Client: RLJ Entertainment

Brief: Keyart design for DVD/Blu-ray releases for a catalogue of television shows. Concept to delivery, including all packaging, advertising and launch promotional materials, for BBC, ITV, Sky and a variety of smaller publishers.



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Client: Warner Bros

Brief: Specialist boxset artworking and localisation. Including a wide range of special finishes to packaging, from foil to emboss and deboss and a range of other specialist textures.



Client: RLJ Entertainment

Brief: Keyart design for DVD/Blu-ray releases for a catalogue of television shows. Concept to delivery, including all packaging, advertising and launch promotional materials, for BBC, ITV, Sky and a variety of smaller publishers.



Client: Louisiana Tech

Brief: Create in stadium wall panels, posters and hanging banners to decorate the interior areas of the football stadium and corporate offices at very large scale.



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Client: Comedy / Drama

Brief: Poster design and promotional material for comedy shows across Brighton and Edinburgh Fringe.

Awarded best poster design at Brighton Fringe 2019.





Thank you