

Σ(Mm_ \

—
Matt Marsden / Graphic Designer \ Portfolio / CV

Σ(Mm_ \

Marsden

—

Σ(Mm_ \

—\

Hello, and thanks so much for taking the time to have a look at my portfolio.

—

I'm a Manchester based creative with over 25 years experience in the design, advertising, entertainment and arts sectors. With a considered and conceptual approach, I specialise in ideation, graphic design and artworking for both print and digital.

In the summer of 2023 I decided to scratch a long-held professional itch by getting into the tv and film industry as a graphic designer, and so far it's been pretty full-on to say the least!

My recent credits include **true crime dramas Toxic Town for Netflix** and **I Fought The Law for ITV**, **promos for the Usyk vs Fury 2 unified heavyweight world title fight** and the **PUMA x Manchester City: Last Night At The Social Club 2025/26 kit launch**, **tv commercials for EE x Samsung Galaxy: Wild Weekend, Meta, Venmo: Now You Can Venmo Everything**, and **Rail Delivery Group: On The Train You Can**, and I recently wrapped as graphic designer on a new **feature-length film for LEGO Friends**.

But I'm keen to keep up the momentum and I've always got an eye out for my next gig.

I'm available for in-house, remote or hybrid art department and real world projects, so please do drop me a line if there's anything you think I could help out with and I'll hopefully catch-up with a few of you good people soon...

—\

_ \

**Welcome To The Layer Cake **
TV, Commercial & Promo Work

—

A slice of some of the art department projects I've been involved with over the past couple of years.

_ \



**Toxic Town **

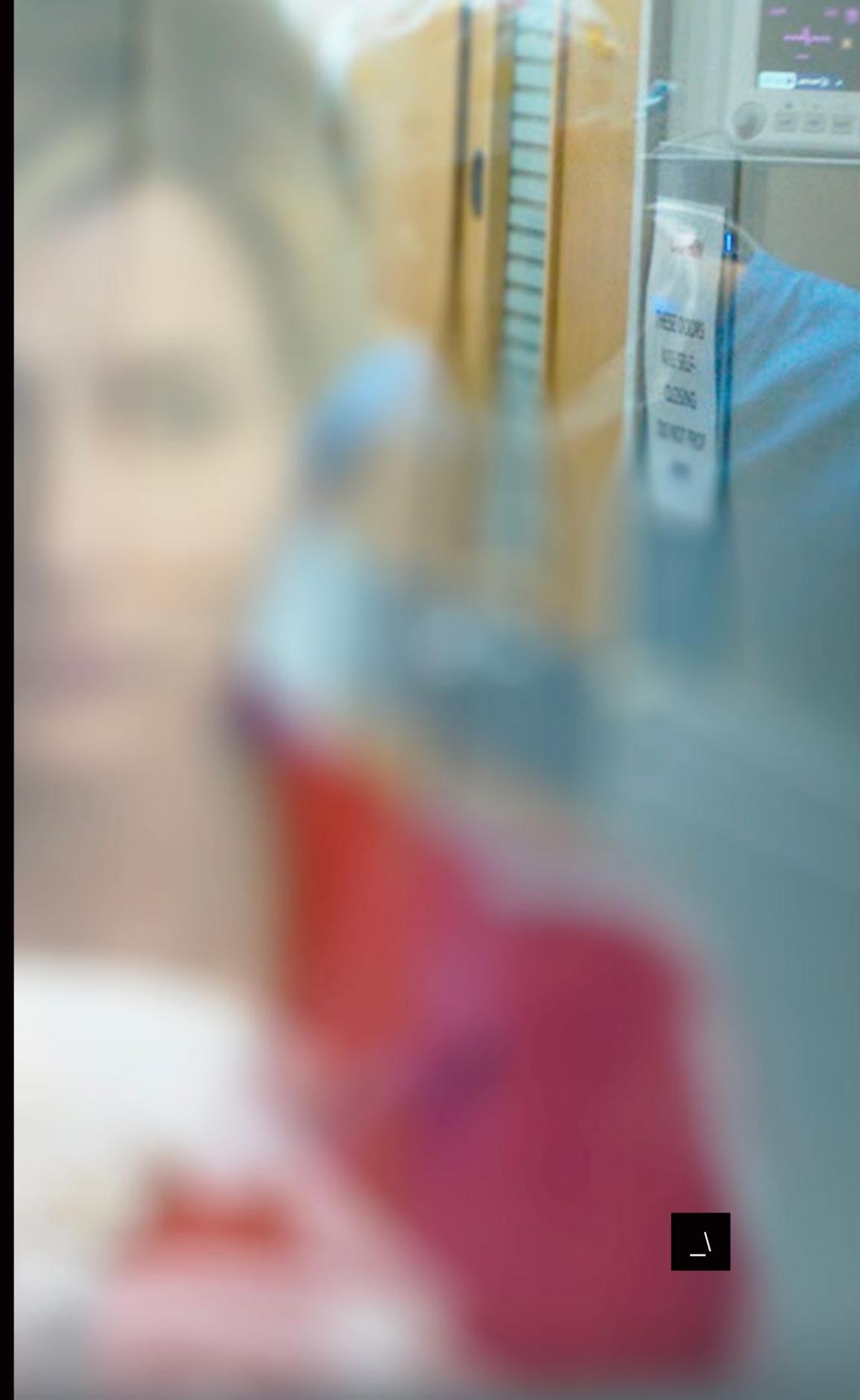
4 x 60” Real Life Drama / Netflix

—
Starting prep in July 2023 and based at Arbetha in Manchester my first gig was a 4 x 60” real life drama called Toxic Town which was produced by Broke & Bones for Netflix.

We originally wrapped in November 2023 but then in April 2024 I was lucky enough to be invited back by the new production designer to lead the graphics team at The Sharp Project in Manchester on the additional photography.

Starring Jodie Whittaker, Aimee Lou Wood, Robert Carlyle and Rory Kinnear it tells the true story of a controversial toxic waste case and it’s subsequent cover up that unfolded in the late 1990s and early 2000s in the East Midlands town of Corby. And the three mothers fighting for justice after their babies were born with severe birth defects due to negligence by Corby Borough Council.

—
The Sunday Times Front & Back Double Page Spread Re-Creation \ Rhodes & Miller Branding & Vehicle Signage \ Harlow & Hales Cigarettes \ Rockingham Arms Pub Branding & External Signage \ Tennants Lager Can Branding Re-Creation \ Corby Borough Council Branding & External Signage \ 1990s Warburtons Bread, Hellmann’s Mayonnaise & Walkers Crisps Branding & Packaging Re-Creation \ Wonderworld Signage \ Office Interior Paperwork, Desk & Shelf Litter \ Internal Meeting Room Wall Art \ Patients Notes \ Various Pub Wall Signage & Walkers Crisps Packaging Re-Creation







ROCKINGHAM ARMS

LIVE MUSIC
LATE AFTERNOON
LATE EVENING
WINE & BEER

Full
Range
of
Kegs
Available











I Fought The Law \

4 x 60" Real Life Drama / ITV

Next up, starting prep in June 2024 in a hybrid role between home and the Cobalt Business Park in Newcastle, was a 4 x 60" real life drama called I Fought The Law that was produced by Hera Pictures for ITV.

Starring Sheridan Smith and set in the North-East town of Billingham it tells the real-life story of 22-year-old mum Julie Hogg who was brutally murdered in 1989. Julie's killer was acquitted twice due to mistrials but later admitted committing the homicide to a prison officer while serving time on another charge. The series then follows the desperate attempts of Julie's mother, Ann Ming (Sheridan Smith), and her battle to overthrow the 800-year-old double jeopardy law that was preventing justice for her daughter.

Police Station Reception Wall Graphics \ Pizza Paradise T-Shirt \ Parkinson's Disease Leaflet \ Various Graphics \ Park Bench Remembrance Plaque \ Ann Ming Name Badge \ Pizza Paradise External Signage \ Police Station External Signage \ Police Station Office Desk, Shelf & Wall Litter





THIS IS A LIFE SUPPORT MACHINE, AND ANYONE CAN USE IT.

FOR NON UR
ENQUIRI
PLEASE FILL
FORM AND LEAVE
THE COUNT





9:08
9:8
20. SE
L.LINGHAM DURHAM

Emergency Medical Dispatch System
Patient Name: [Name]
DOB: [DOB]
Address: [Address]
Phone: [Phone]
Symptoms: [Text]
Dispatched: [Time]

If You Fancy A Jar, Then Forget The Car!
Never Drink And Drive. Ever.

STOCKFIELD POLICE
Description Form (All Areas Officers)
Name: [Name]
DOB: [DOB]
Address: [Address]
Phone: [Phone]
Vehicle: [Text]



STOCKFIELD POLICE
Description Form (All Areas Officers)
Name: [Name]
DOB: [DOB]
Address: [Address]
Phone: [Phone]
Vehicle: [Text]

WANTED
KARL "MACKEM" MATTHEWS
Cleveland Police are extremely eager to apprehend Karl "Mackem" Matthews (pictured) for the serious theft and violence related incidents across the country.
IF SEEN PLEASE DO NOT APPROACH THIS MAN. INSTEAD, CALL 999 IMMEDIATELY.

STOCKFIELD POLICE
Description Form (All Areas Officers)
Name: [Name]
DOB: [DOB]
Address: [Address]
Phone: [Phone]
Vehicle: [Text]



ES

Project 2022 - An Audit of the Current...
Table with columns: Item, Status, Date, etc.

STOCKFIELD POLICE
Description Form (All Areas Officers)
Name: [Name]
DOB: [DOB]
Address: [Address]
Phone: [Phone]
Vehicle: [Text]



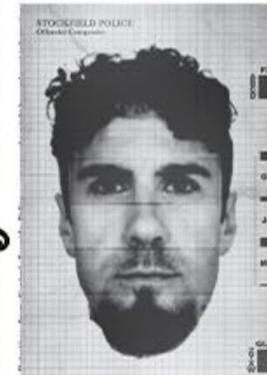
STOCKFIELD POLICE
Description Form (All Areas Officers)
Name: [Name]
DOB: [DOB]
Address: [Address]
Phone: [Phone]
Vehicle: [Text]



STOCKFIELD POLICE
Description Form (All Areas Officers)
Table with columns: Name, DOB, Address, etc.



THE CLEVELAND
Detectives
body under



08
31:8:
mths
LINGHAM

STOCKFIELD POLICE
Description Form (All Areas Officers)
Name: [Name]
DOB: [DOB]
Address: [Address]
Phone: [Phone]
Vehicle: [Text]



STOCKFIELD POLICE
Description Form (All Areas Officers)
Name: [Name]
DOB: [DOB]
Address: [Address]
Phone: [Phone]
Vehicle: [Text]

CAR PARK N
No unauthorised vehicles allowed
this point
All visitors must be received



STOCKFIELD POLICE
Description Form (All Areas Officers)
Name: [Name]
DOB: [DOB]
Address: [Address]
Phone: [Phone]
Vehicle: [Text]

Another One For The Road?
Never Drink And Drive. Ever.

STOCKFIELD POLICE
Description Form (All Areas Officers)
Table with columns: Name, DOB, Address, etc.



STOCKFIELD POLICE
Description Form (All Areas Officers)
Name: [Name]
DOB: [DOB]
Address: [Address]
Phone: [Phone]
Vehicle: [Text]

WANTED
IAN "GUMBO" HUGHES
Cleveland Police are extremely eager to apprehend Ian "Gumbo" Hughes in connection with several football violence related incidents across the country.
IF SEEN PLEASE DO NOT APPROACH THIS MAN. INSTEAD, CALL 999 IMMEDIATELY.

THIS IS A LIFE SUPPORT MACHINE. AND ANYONE CAN USE IT.
CLEVELAND CARES
CALL US FOR MORE INFORMATION, OUR NUMBER IS IN THE PHONEDIRECT.



497
0:4:97
LINGHAM DURHAM
20. SE

EG

Table with columns: 2, 3, 4, 5, 6, 9, 10, 11, 12, 13, 16, 17, 18, 19, 20

WANTED
BERDEE TAYLOR
Cleveland Police are extremely eager to apprehend Berdee Taylor in connection with several football violence related incidents across the country.
IF SEEN PLEASE DO NOT APPROACH THIS MAN. INSTEAD, CALL 999 IMMEDIATELY.

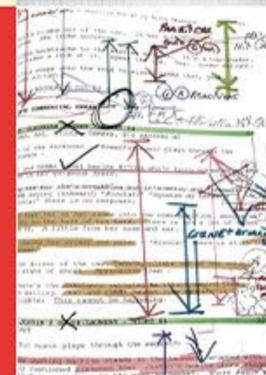
Parkinson's Disease
Everything You Need To Know.
Empowering You With Knowledge And Support.



TO INCLUDE IN MY ENTRY:
1. Name of the person...
2. Address of the person...
3. Date of birth...
4. Date of death...
5. Date of burial...
6. Name of the funeral director...
7. Name of the person...
8. Name of the person...
9. Name of the person...
10. Name of the person...
11. Name of the person...
12. Name of the person...

SEE A CHILD IN FEAR? CALL US TODAY. YOUR ACTION COULD SAVE LIVES.
CLEVELAND CARES
CALL US FOR MORE INFORMATION, OUR NUMBER IS IN THE PHONEDIRECT.

STOCKFIELD POLICE
Description Form (All Areas Officers)
Name: [Name]
DOB: [DOB]
Address: [Address]
Phone: [Phone]
Vehicle: [Text]



STOCKFIELD POLICE
Description Form (All Areas Officers)
Name: [Name]
DOB: [DOB]
Address: [Address]
Phone: [Phone]
Vehicle: [Text]



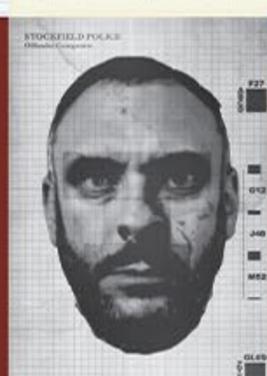
Table with columns: Name, DOB, Address, etc.



TESCO value BUTTER 250g e

FRONT DESK WILL BE CLOSED EACH NIGHT FOR ONE HOUR FROM 7PM.
WHEN CLOSED DO NOT EXIT THROUGH THE MAIN DOOR AND USE ALTERNATIVE EXIT.
THE MAIN DOORS WILL BE LOCKED FROM THE INSIDE FOR THE DURATION OF THE HOUR.

SORRY, WE'RE CLOSED



30:11:
30:11:
mths
LINGHAM DURHAM
20. SE

Cotton Clouds



Table with columns: Name, DOB, Address, etc.

WANTED
MATT "BEX" PHILIPS
Cleveland Police are extremely eager to apprehend Matt "Bex" Philips in connection with several football violence related incidents across the country.
IF SEEN PLEASE DO NOT APPROACH THIS MAN. INSTEAD, CALL 999 IMMEDIATELY.

STOCKFIELD POLICE
Description Form (All Areas Officers)
Name: [Name]
DOB: [DOB]
Address: [Address]
Phone: [Phone]
Vehicle: [Text]









Commercials \ TV & Official Promos



In addition to the tv dramas I've been busy working on various commercials and promos; I was the graphic designer for the Tyson Fury scenes on the official **Usyk vs Fury 2 unified heavyweight world title fight promo** which were shot at Space Studios in Manchester and produced by Sugar Free TV and Riff Raff. I got involved for a few days helping out with some concept graphics and illustrations on the **EE x Samsung: Wild Weekend** ad for Iconoclast. I then joined the graphics posse on another Iconoclast promo, this one was for the **PUMA x Manchester City: Last Night At The Social Club 2025/26 kit launch** starring Manc comedy legend John Thomson and some Spanish fella called Pep. Since then I've worked on a few jobs for Somesuch and Merman; I was the graphic designer on **Meta's 2025 summer festival campaign**, next I helped put together the latest ad for US social payment juggernaut **Venmo: Now You Can Venmo Everything** starring Aimee Lou Wood and Patrick Schwarzenegger, and finally I did some lovely retro 1960s Italian inspired graphics for the **Rail Delivery Group: On The Train You Can** 2025 summer campaign.



Venmo - All Supermarket Products \ EE x Samsung - Kitsons Tea Rooms Illustration \ Usyk v Fury 2 - Nurses Lanyard \ MCFC x Puma - Pep Talk Puma Drum Logo \ Rail Delivery Group - Olio Sole Magazine Ad \ Rail Delivery Group - Newspaper Front & Back Covers \ Usyk v Fury 2 - Riyadh Season Ring & Rope Graphics & Artwork \ Venmo - Toco's Tortilla Chips \ MCFC x Puma - Talent Night Poster \ Rail Delivery Group - Seltz Magazine Ad







SUNDAY
10:30
AM
LAGHER

BLUES BLAZE
TO 10-1 WIN

DIRECTORS BOX



Oh, what a lovely feeling!









SELTZ

**Acqua Frizzante Rinfrescante,
Dalle Colline di San Gimignano**

— \

Action Props \ Live & Downtime

—

A selection of various action props that appear in the background of any decent production worth its salt. The sort of things that bring a scene to life whether you realise it or not, and if they weren't there the director and production designer would be having a complete bloody melt-down!

Some of these have already found their way onto the tv, while the rest are downtime projects that are ready and waiting in the kit box to give me a head start on my next gig.

—

Ever evolving and far too many to mention



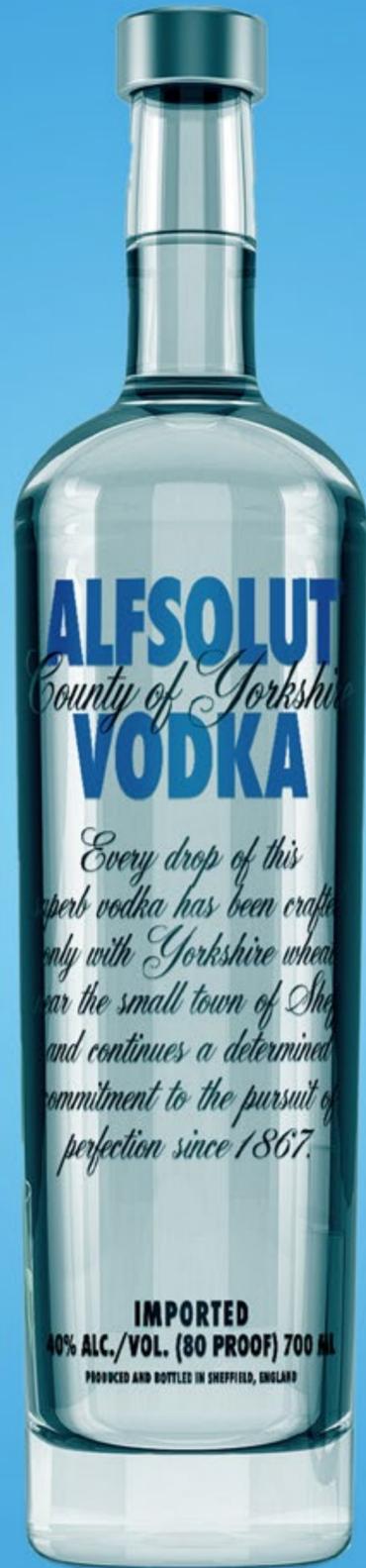
6 3630360

0696

30:6:96

mths.

LONDON ROAD
A
CORBY
20. SE 94
Post Office



THE WEATHER

TODAY'S WEATHER

PLENTY OF CLOUDS WITH PICTURES... General forecast: Overcast with light rain or drizzle...

FIVE-DAY FORECAST



HOURS OF DARKNESS

Table showing hours of darkness for various UK locations.

HIGHS AND LOWS

Table showing high and low temperatures for various UK locations.

EUROPEAN TEMPERATURES



Greater London, South-East

Cloudy day with patches of rain and drizzle. A light west wind. Max 10°C.

South-West England, North-West

Cloudy day with patches of rain and drizzle. A light west wind. Max 10°C.

North-East England, South-East

Cloudy day with patches of rain and drizzle. A light west wind. Max 10°C.

North-East England, South-East

Cloudy day with patches of rain and drizzle. A light west wind. Max 10°C.

North-East England, South-East

Cloudy day with patches of rain and drizzle. A light west wind. Max 10°C.

North-East England, South-East

Cloudy day with patches of rain and drizzle. A light west wind. Max 10°C.

North-East England, South-East

Cloudy day with patches of rain and drizzle. A light west wind. Max 10°C.

North-East England, South-East

Cloudy day with patches of rain and drizzle. A light west wind. Max 10°C.

North-East England, South-East

Cloudy day with patches of rain and drizzle. A light west wind. Max 10°C.

North-East England, South-East

Cloudy day with patches of rain and drizzle. A light west wind. Max 10°C.

North-East England, South-East

Cloudy day with patches of rain and drizzle. A light west wind. Max 10°C.

North-East England, South-East

Cloudy day with patches of rain and drizzle. A light west wind. Max 10°C.

North-East England, South-East

Cloudy day with patches of rain and drizzle. A light west wind. Max 10°C.

North-East England, South-East

Cloudy day with patches of rain and drizzle. A light west wind. Max 10°C.

North-East England, South-East

Cloudy day with patches of rain and drizzle. A light west wind. Max 10°C.

Paul Simons Weather Eye

The clocks go back tomorrow and we will be plunged into winter darkness for the beginning of winter.

Although the clocks take an afternoon to be switched, it does suggest the changing season and that we have some self-heating effects on us.

The British Isles' dark evenings can begin to depress and depress us, but the lack of daylight is not so severe as in other parts of the world.

Researcher, however, that we go through other changes at this time of year. Blood cholesterol levels rise, and we have more accidents.

Winter brings the risk of cold, flu, and respiratory infections. It is a time when we are more likely to get sick.

Perhaps the slow signs of depression in winter are due to the lack of daylight. It is a time when we are more likely to get sick.

It is a time when we are more likely to get sick. It is a time when we are more likely to get sick.

It is a time when we are more likely to get sick. It is a time when we are more likely to get sick.

It is a time when we are more likely to get sick. It is a time when we are more likely to get sick.

It is a time when we are more likely to get sick. It is a time when we are more likely to get sick.

It is a time when we are more likely to get sick. It is a time when we are more likely to get sick.

It is a time when we are more likely to get sick. It is a time when we are more likely to get sick.

It is a time when we are more likely to get sick. It is a time when we are more likely to get sick.

It is a time when we are more likely to get sick. It is a time when we are more likely to get sick.

It is a time when we are more likely to get sick. It is a time when we are more likely to get sick.

It is a time when we are more likely to get sick. It is a time when we are more likely to get sick.

It is a time when we are more likely to get sick. It is a time when we are more likely to get sick.

It is a time when we are more likely to get sick. It is a time when we are more likely to get sick.

It is a time when we are more likely to get sick. It is a time when we are more likely to get sick.

AROUND BRITAIN

Table showing weather conditions for various UK locations.

AROUND BRITAIN

Table showing weather conditions for various UK locations.

AROUND BRITAIN

Table showing weather conditions for various UK locations.

AROUND BRITAIN

Table showing weather conditions for various UK locations.

AROUND BRITAIN

Table showing weather conditions for various UK locations.

AROUND BRITAIN

Table showing weather conditions for various UK locations.

AROUND BRITAIN

Table showing weather conditions for various UK locations.

AROUND BRITAIN

Table showing weather conditions for various UK locations.

AROUND BRITAIN

Table showing weather conditions for various UK locations.

AROUND BRITAIN

Table showing weather conditions for various UK locations.

AROUND BRITAIN

Table showing weather conditions for various UK locations.

AROUND BRITAIN

Table showing weather conditions for various UK locations.

AROUND BRITAIN

Table showing weather conditions for various UK locations.

AROUND BRITAIN

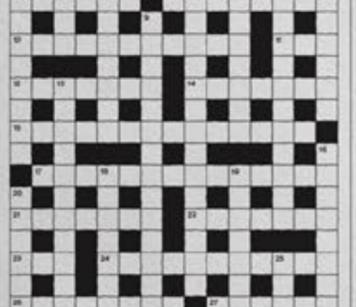
Table showing weather conditions for various UK locations.

AROUND BRITAIN

Table showing weather conditions for various UK locations.

THE TIMES CROSSWORD 21,809

A £20 gift voucher will be awarded to the solver of the first five correct solutions on Thursday. Enter by post in The Times, Saturday Crossword Competition, 1 Finsbury Square, London EC2A 4EJ, at through the Crossword Club, www.crosswordclub.com.



ACROSS

- 1. Small Pacific archipelago (4)
- 2. ...

DOWN

- 1. ...
- 2. ...

AROUND BRITAIN

Table showing weather conditions for various UK locations.

AROUND BRITAIN

Table showing weather conditions for various UK locations.

AROUND BRITAIN

Table showing weather conditions for various UK locations.

AROUND BRITAIN

Table showing weather conditions for various UK locations.

AROUND BRITAIN

Table showing weather conditions for various UK locations.

AROUND BRITAIN

Table showing weather conditions for various UK locations.

AROUND BRITAIN

Table showing weather conditions for various UK locations.

AROUND BRITAIN

Table showing weather conditions for various UK locations.



HACKETT LONDON Sale Now on TEL: HACKETT (0800 5336409)

THE SUNDAY TIMES



Government row grows • Gulf with Palace widens • US backs Blair • Boycotts across EU

Queen disappointed by the Australian vote



by Matt Madden

Australian leader today to the realisation that they have lost the referendum.

With the support of the vast majority of the country's voters, the referendum showed that 175,000 voted to retain Queen Elizabeth II as head of state.

All but one of the country's 10 states voted to support the status quo, with only the district of Canberra for the republican cause.

The Queen is said to be disappointed by the percentage figure in her favour.

But a closely watched opinion poll leader called the referendum result a "plebiscite" that would be a part of the Labour Party's program.

The figure was quoted as being "1.5 per cent short" of the 75 per cent threshold needed to win the referendum.

Millennium dome project costs soar

by Royal Society

The latest proposals to build the Dome have risen to over £100 million.

Negotiations with the contractor have been slow, but the project is now well advanced.

The figure was quoted as being "1.5 per cent short" of the 75 per cent threshold needed to win the referendum.

According to sources, the figure is expected to rise to over £100 million.



GP's under investigation for ghost patients

by John Lewis

The NHS's Auditor General is investigating GPs in England to see if they are charging for services that have not been provided.

The NHS's Auditor General is investigating GPs in England to see if they are charging for services that have not been provided.

The NHS's Auditor General is investigating GPs in England to see if they are charging for services that have not been provided.

The NHS's Auditor General is investigating GPs in England to see if they are charging for services that have not been provided.

The NHS's Auditor General is investigating GPs in England to see if they are charging for services that have not been provided.

The NHS's Auditor General is investigating GPs in England to see if they are charging for services that have not been provided.

The NHS's Auditor General is investigating GPs in England to see if they are charging for services that have not been provided.

The NHS's Auditor General is investigating GPs in England to see if they are charging for services that have not been provided.

The NHS's Auditor General is investigating GPs in England to see if they are charging for services that have not been provided.

The NHS's Auditor General is investigating GPs in England to see if they are charging for services that have not been provided.

The NHS's Auditor General is investigating GPs in England to see if they are charging for services that have not been provided.

The NHS's Auditor General is investigating GPs in England to see if they are charging for services that have not been provided.

The NHS's Auditor General is investigating GPs in England to see if they are charging for services that have not been provided.

The NHS's Auditor General is investigating GPs in England to see if they are charging for services that have not been provided.

The NHS's Auditor General is investigating GPs in England to see if they are charging for services that have not been provided.

Mrs Susan McIntyre
13 Dumble Close
Corby NM76 1PV



We've made some changes to our residential energy terms & conditions around when your supply will start and credit balances. To find out more visit anglianwater.co.uk/payment

J

Your final bill

Statement date:
29 Sep 2005

Statement period:
03 Aug 2005 - 11 Sep 2005

Your customer number:
85 18 22 08 31 17

Your replacement statement

1

What's my balance?

You are in debit by

£203.09

Electricity tariff: Standard

Your balance was in debit by	£134.56
Total charges (including VAT)	£145.34
What you've paid	-£76.81
Direct Debit 1 Aug 2005	-£34.56
Direct Debit 1 Sep 2005	-£42.25
Your account balance is in debit by	£203.09

See step 4 for more details about your account and tariff

2

What do I pay?

The amount of £203.09 will be taken from your account on or within 3 days of 17 Oct 2005.

3

Could I pay less?

Remember - it might be worth thinking about switching your tariff or supplier*.

Your 12 month Personal Projection for your current tariff is £1998.07

Save £7.51
Standard DD**
Variable tariff

Our cheapest tariff overall

You could fix your prices for longer with our Fix & Fall November 2016 tariff with a Personal Projection of £1998.07

All of the prices above include VAT and any discounts.

Dual Fuel only.

Your Personal Projection is an estimate based on your previous consumption, and could be affected by future tariff, price or consumption change. All tariffs subject to availability.

* You will not be charged an exit fee if you switch supplier.

** May have to complete a credit check which may involve moving to different T&Cs. Visit anglianwater.co.uk/tariffs

To manage your payments online
anglianwater.co.uk/ddonline







BILLY'S BARBERS
QUALITY HAIRCUTS SINCE 1959

.....
Adults£9.50
Kids£4.50
Razor£4.50
Shave£2.50

Mon to Sat. 9 to 5.30
01632 325 946



MONKEY HARRIS
ODD JOBS - 01632 325 946



KENDRICK'S TAXIS
01536 496 0976



SPEEDY WHEELZ PRIVATE HIRE



Private Hire
Taxi / Airport
24 hour service

01632 856 713

TRAVEL IN STYLE IN OUR LUXURY CARS







TRIP TO BE SQUARE
DOWN SOUTH

duv.

FANTAZTIKA
KOOLAIID
TURN UP, TUNE IN, TRIP OUT!
£2.50 • Late til Earleee

VERTIGOS
The Jive
Turkey
DJ Mac
DJ Skiz
Mr. Madstar
Dunkin' Prigs & Turkeys
CDDN/1200
05 6425 4000

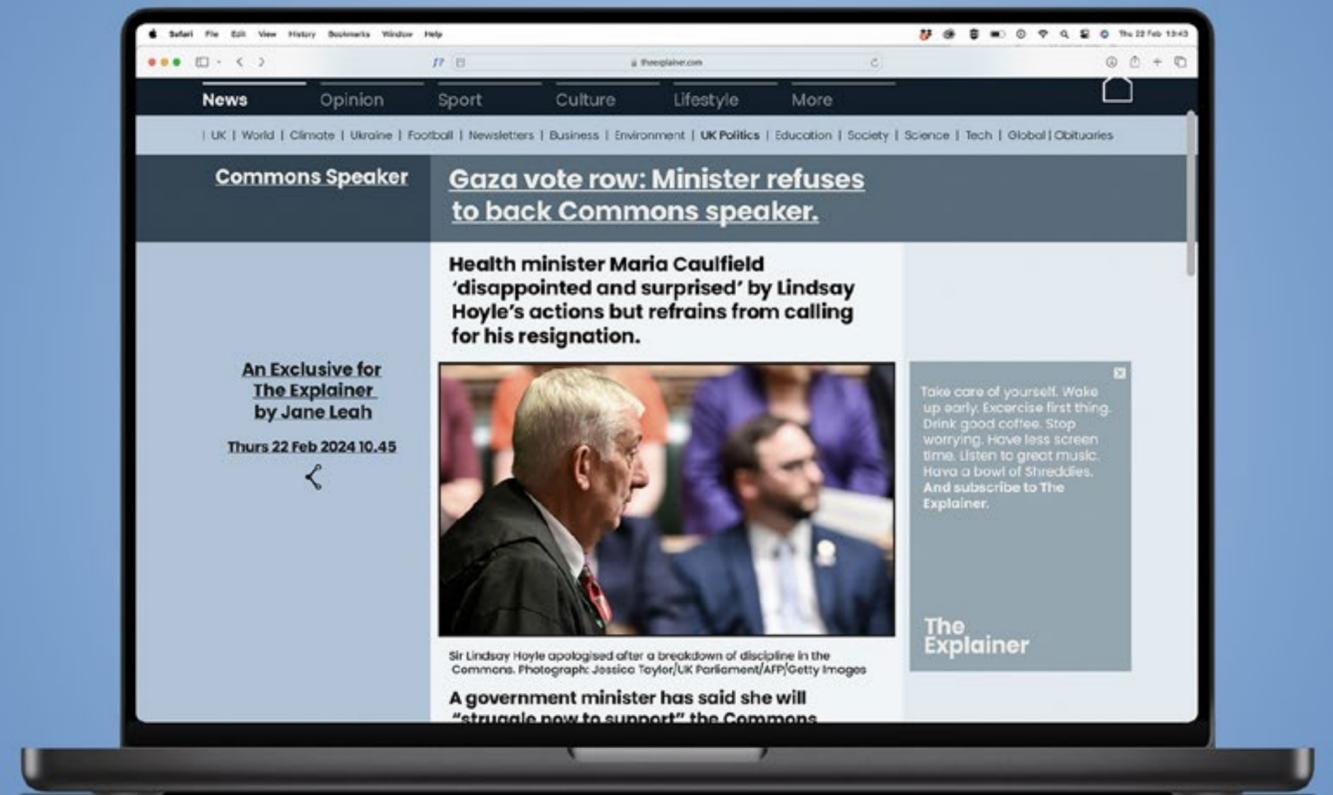
RAVE ON • ALL NIGHT
FANTAZTIKA
FRI • SAT • 22.00 TO 06.00
GOD BLESS
THIS ACID HOUSE
ACID HOUSE PARTEEE

halucination
Monday Nights at Fantaztika
DJ Mac • DJ Alfredo
8 to 10pm

TRIP TO BE SQUARE
UP NORTH
DOWN SOUTH
£2.50 concessions

duv.
aldoms
fridays / 11.00 - 06.00 / £5 / £2.50 concessions

FANTAZTIKA
KOOLAIID
TURN UP, TUNE IN, TRIP OUT!
£2.50 • Late til Earleee



AFFIX BARCODE LABEL

FORENAME: TRACEY
SURNAME: TAYLOR
D.O.B: 16/9/1971

CONFIDENTIAL

NOT TO BE REMOVED FROM TRUST PREMISES

Kettering General Hospital
NHS Foundation Trust

HOSPITAL NAME	WARD/AREA	LEAD DOCTOR	SECONDARY DOCTOR
Kettering	03	D. M. ...	

Patient ID No. 11111111

NHS
Kettering General Hospital
NHS Foundation Trust

FOR INTERNAL USE ONLY
PATIENT CASE FILE: PS-008-01

STAFF LOG/ ASSESSMENT

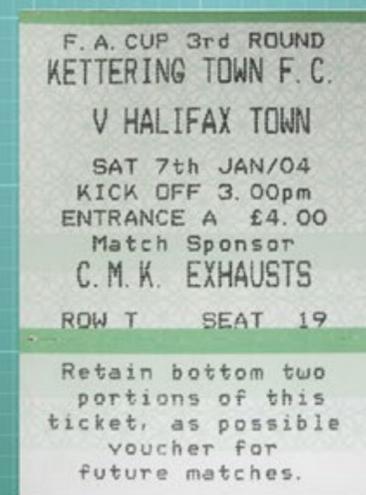
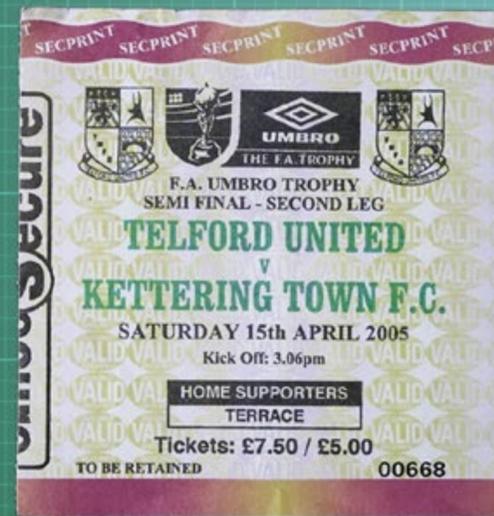
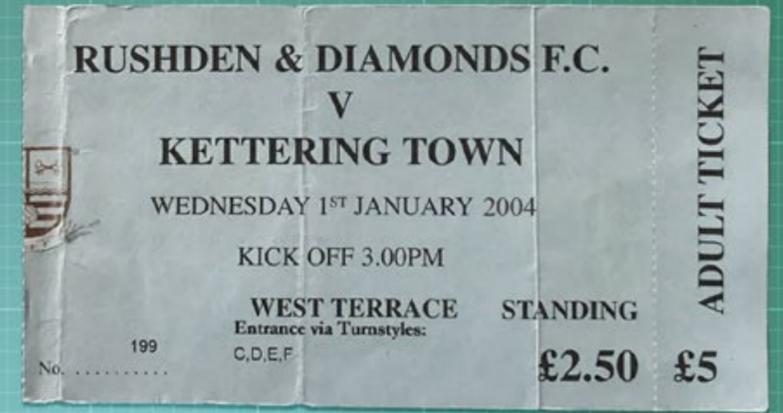
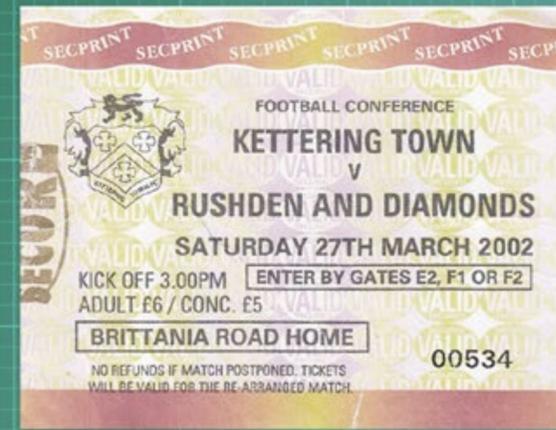
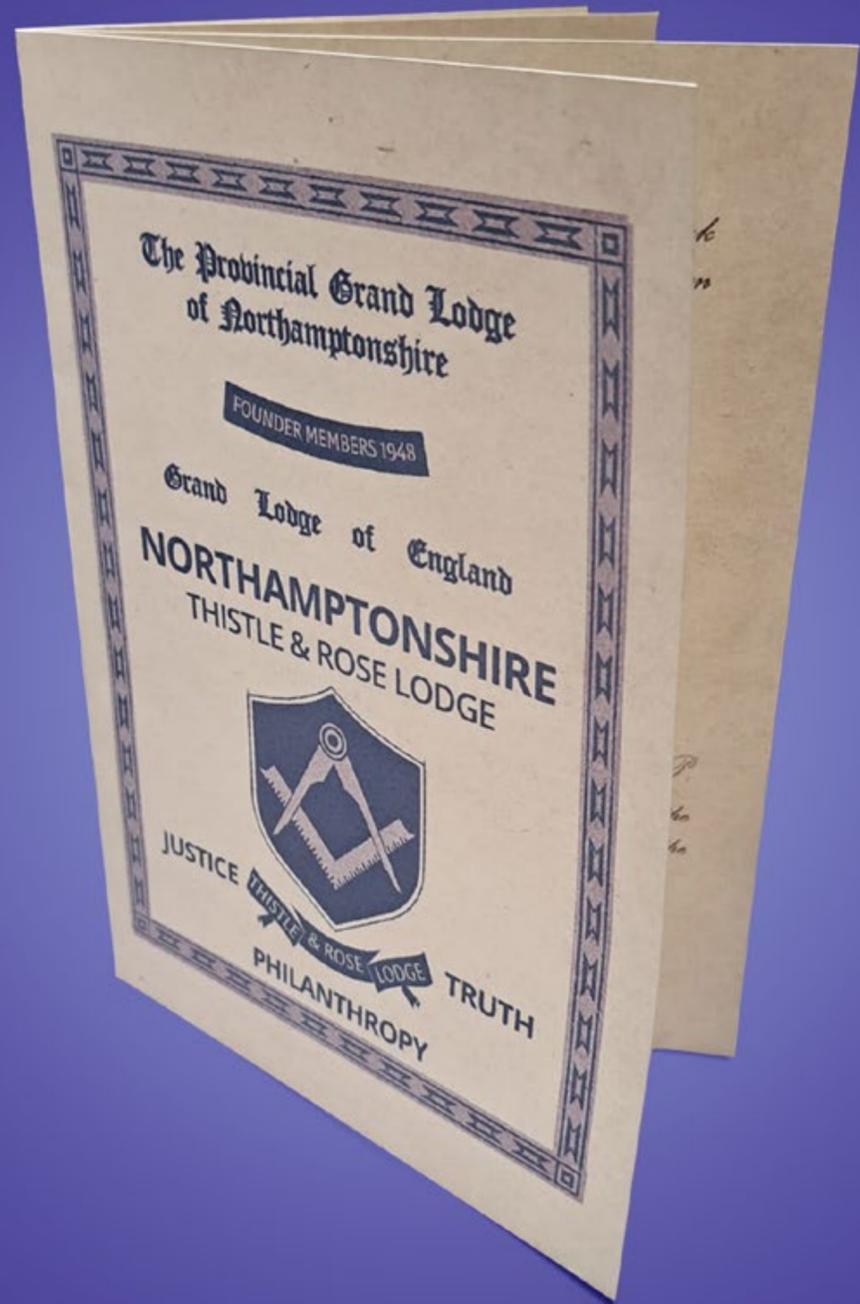
NAME	POSITION	DATE	WARD	STAFF ON DUTY	SIGNATURE
M. ...	LA	17	03	5	
M. ...	LA	20	03	6	
M. ...	LA	21	03	5	
M. ...	LA	22	03	2	
M. ...	LA	23	03	5	
M. ...	LA	24	03	4	
M. ...	LA	25	03	7	
M. ...	LA	26	03	7	
M. ...	LA	27	03	5	
M. ...	LA	28	03	5	
M. ...	LA	29	03	6	
M. ...	LA	30	03	5	
M. ...	LA	1	03	2	
M. ...	LA	2	03	8	













_ \

**Keep It Real **

This And That And Everything Else

—

Just a few of the real world design and advertising projects I've worked on over the years.

_ \

— \

**Manchester International Festival 2017 ** Party Skills For The End Of The World

—

Working as part of the AKA North concept team and alongside Manchester based photographer Scott Kershaw, we were appointed to create a fresh and exciting lead image for the world premiere of “Party Skills for the End of the World” at MIF17. This incorporated a hurriedly dressed party goer and an eclectic array of objects that represented the fun and madness of the show, where guests were taught various skills to prepare themselves for the doomsday scenario at an epic party to end all parties.

As well as the creative work a media strategy was also produced balancing a targeted digital campaign with high impact out-of-home activity around Manchester city centre.

—

Out-Of-Home 48 Sheet

— \

Are you ready for the party?

Party Skills for the End of the World

An epic night out

World premiere

27 June - 16 July

Centenary Building, Salford

Created by **Nigel Barrett** and **Louise Ma**

Conway

MIF

mif17.co.uk #mif17

OFFICIAL PARTNERS
bruntwood manchester airport NCP
PUBLIC SECTOR PARTNERS
MANCHESTER CITY COUNCIL ARTS COUNCIL ENGLAND
MEDIA PARTNERS
BBC theguardian EveringNews
Commissioned and produced by Manchester International Festival and Sheworth Youth Hub.





— \

Sanctum Peak \ Rebrand

—

Alongside the freelance projects I do for other people, I'm also sometime Senior Creative at Manchester based digital agency Run2. A collection of like minded souls with a mission to do great work for great people.

This is one of the many jobs we've done for our friends at Sanctum Peak, one of the world's leading preventative health organisations and human performance specialists. They asked us for a complete rebrand, and as a business that helps their clients function at the very top of their game, we had to be at the very top of ours.

We developed a simple uppercase logo which incorporated a stylised "A" graphic to represent the word Peak. This marque was designed to be used either as part of the logo, in isolation as a favicon or as a branding device to be deployed across various other assets as part of Sanctum Peaks new visual identity. A calming blue colour palette was created and then used to treat imagery which made up their unique and ever growing image bank.

—

Website \ Logo

— \

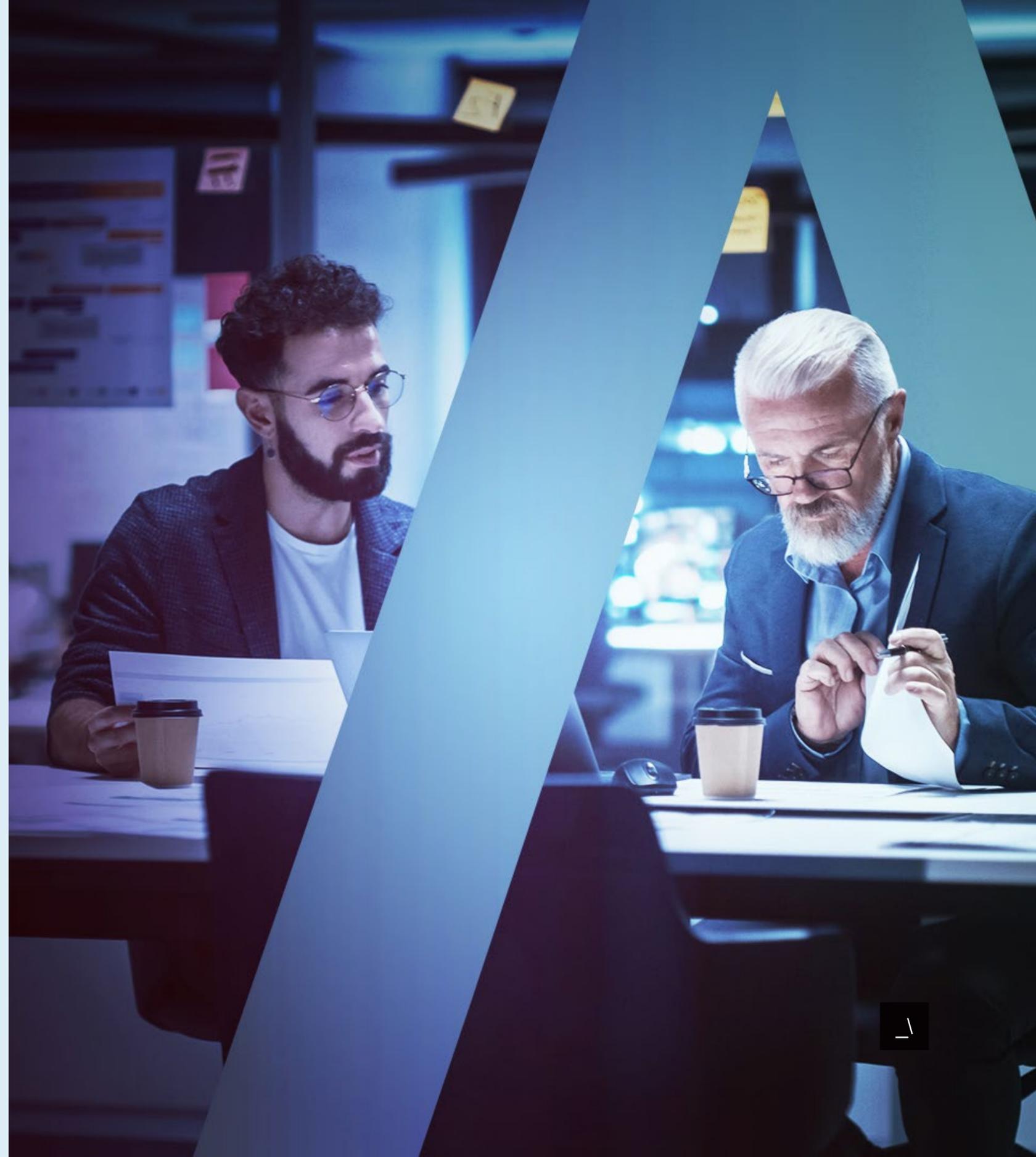
PEAK

[HOME](#) [ABOUT](#) [PATHWAYS](#) [PROCESS](#) [SOLUTIONS](#) [BLOG](#) [CONTACT](#)

HEALTH, INNOVATION
AND PERFORMANCE.



PEAK



— \
**NHS **
Time Please

—
This NHS alcohol awareness campaign was created to highlight the Section 141 Licensing Act which states that it's against the law for bar staff to sell alcohol to anyone who is already drunk.

The familiar landlords cry of "Time Please!" together with the hand stop sign were combined to leave the viewer in no doubt about the intended message, and the yellow and black colour scheme was used as a deliberate nod to the hazard warning signs which seem so prevalent in most public areas.

The creative was produced to be seen in and around bars and restaurants in the North West of England and Manchester in particular, with a number of different executions including impactful out-of-home formats, flyers, drink unit calculators, yellow warning cards, and a bespoke website. A fold out wallet sized checklist was also produced and given to all bar and venue staff as a handy reminder of the Time Please campaigns key aims, as well as T-shirts that were worn on site to further strengthen this important yet previously little known directive.

—
Checklist \ Poster \ Logo Marque \ Website



TIME PLEASE!

STAFF CHECKLIST.



IT IS AGAINST THE LAW FOR YOU TO SELL ALCOHOL TO ANYONE WHO IS DRUNK. YOU COULD BE FINED £80 FOR DOING SO.

TIME PLEASE! HAS THREE AIMS TO HELP LICENSED PREMISES CREATE SAFER DRINKING ENVIRONMENTS BY PREVENTING AND DEALING WITH DRUNKENNESS.

1/ Help all customers get the message about the law and keep track of their own drinking.

2/ Give staff confidence to intervene when customers are drinking in a way that could cause them to get drunk on the premises.

3/ Support staff to deal with a person who is drunk, refuse service, and take them home from the premises if necessary.



1/ HELP ALL CUSTOMERS GET THE MESSAGE.

Display customer notices that state the premises does not sell alcohol to anyone who is drunk.

Help customers keep track of their own drinking by displaying the unit content of common alcoholic drinks and responsible drinking reminders such as:

- Access to free tap water is available at all times
- Pace your drinks
- Do not regularly exceed your daily limits
- Never drink and drive

2/ GIVE STAFF CONFIDENCE TO INTERVENE.

If customers are drinking in a way that could cause them to get drunk on the premises, you have a responsibility to intervene. Here are some examples of customer behaviour to look out for:

- Large amounts in a single order
- Large groups buying in rounds
- Frequent orders of alcohol in a short space of time
- Ordering high strength drinks and frequently e.g. shots, cocktails

Talk to the customer and suggest slowing down with a non-alcoholic drink to space out their drinks.

3/ SUPPORT STAFF TO DEAL WITH A PERSON WHO IS DRUNK.

A person who is drunk must not be sold any alcohol. They may display one or more of the following signs in the checklist below.

SPEECH

Loud, slurring, stumbling over words, repeating over again, losing train of thought, not making sense

COORDINATION

Swaying, staggering, stumbling/tripping, walking into people or things, fumbling to get money out of wallet/purse

APPEARANCE

Bloodshot eyes, eyes glazed, unable to focus, tired/sleepy looking, scruffy/messy, smelling strongly of alcohol

BEHAVIOUR

Disinhibited, poor judgement, misinterpreting other people, inappropriate actions or use of language, rude, sexually harassing, argumentative, aggressive, threatening, violent

Don't forget to look out for customers buying on behalf of others who are drunk.

Remember that some medical conditions or disabilities can result in similar behaviour.

REFUSING SERVICE.

1/ When you make your decision, explain the law, tell them you're sorry, explain you want to keep your job and avoid a fine. As with all customers, give them your attention and keep eye contact as you talk - your attitude will affect their attitude.

2/ A quiet word early can take the heat out of situations but if the customer shows signs of aggression be cautious and signal for assistance.

3/ Use closed statements that don't leave room for debate. For example, "I'm sorry I can't serve you any more alcohol at this time as it is against the law. I could get a fine."

■ Use the Refusal Pod to back-up your message. This can help exit the conversation and reduce the risk of conflict arising.

- Offer the customer a drink of water
- Get back up from your manager or supervisor

4/ If it is not suitable for them to remain on the premises, you have a duty of care to make sure they are not left on their own, ejected, or placed in a taxi without being in the care of a suitable person. You should have a designated quiet area or First Aid area to use while getting assistance.

5/ Record the refusal - some premises have a log book, others have a button on the cash till.





TIME PLEASE!

IT'S AGAINST THE LAW FOR US TO SELL ALCOHOL TO ANYONE WHO IS DRUNK.

OUR STAFF COULD BE FINED £80 FOR DOING SO.



TIME PLEASE!

NHS choices Your health, your choice



HOME

ABOUT US

WHAT WE DO

THE THREE AIMS

GET THE MESSAGE

CONTACT US

IT'S AGAINST THE LAW FOR US TO SELL ALCOHOL TO ANYONE WHO IS DRUNK.



HELP ALL CUSTOMERS GET THE MESSAGE.

Display customer notices that state the premises does not sell alcohol to anyone who is drunk.
Help customers keep track of their own drinking by displaying the unit content of common alcoholic drinks and offering safer drinking tips...



GIVE STAFF CONFIDENCE.

If customers are drinking in a way that could cause them to get drunk on the premises, you have a responsibility to intervene...



SUPPORTING OUR STAFF.

A person who is drunk must not be sold any alcohol. They may display one or more of the following signs in the following checklist...



REFUSING SERVICE.



APPEARANCE.



USING THE REFUSALS PAD.



— \

**Dell Technologies ** Oxford AI Society Brainstorm

—

I was approached by Dell Technologies to produce the creative for their whitepaper collaboration with the Oxford AI Society, documenting 10 chosen brainstorm ideas of how new artificial intelligence could impact upon the current and post-covid workplace. Working alongside the Oxford AI brainstorm team I produced both printed and online collateral which highlighted recommendations set out by the society and sought to achieve their vision of work redefined. One where a balance of remote and office working reaps the benefits of both worlds, improving employee satisfaction and productivity and reducing both the cost and environmental impact.

The four brainstorm team members were chosen as the faces of the project and used on the whitepaper cover as well as throughout the supporting social media campaign. On-screen, glitch style visuals were developed to represent the digital nature of the project and this styling was then applied to chosen imagery from Dell Technologies extensive image library. A colour palette was created to sit alongside the existing Dell signature colours thus becoming an extension of an already recognisable visual language, with a single colour then chosen from the new palette to be used within each of the four sections as a way of differentiating one from another. Mic 32, a contemporary sans serif typeface was chosen for the campaign, similar to Roboto which is used extensively by Dell but different enough to feel fresh for the new and ongoing project.

Alongside the creative work a media strategy was also produced with a targeted digital campaign across social media and within a number of AI related online publications.

—

Cover \ Double Page Spreads

— \

OXFORD AI SOCIETY BRAINSTORM

10 APPLICATIONS OF AI FOR A REDEFINED WORKPLACE



OXFORD ARTIFICIAL
INTELLIGENCE SOCIETY

SUPPORTED BY:

DELL Technologies

PRODUCED BY OXFORD AI SOCIETY AND SUPPORTED BY DELL TECHNOLOGIES

The world of work faces unprecedented challenges and opportunities. The pandemic has necessitated solutions to monitor the minutiae of workplace interaction that is critical to facilitating physically safe return to a shared space and maintain mental wellbeing during these difficult times.

With increasing available and affordable technology and work-life balance, there has been a trend in recent years towards digital transformation of the workplace, with organisations and individuals rethinking modes of working and adopting remote working, which has only been accelerated by the pandemic, but to do so in a manner which preserves the productivity and connectivity achievable when working closely amongst colleagues.

Moreover, growing focus worldwide on the environmental agenda has underscored the urgent need for solutions which make office working more efficient and sustainable, especially against a backdrop of remote working at lower cost. These solutions must all be undertaken within a framework that upholds high standards in data security, which will be more important than ever before with the shift towards distributed working. The recommendations we set out seek to achieve our vision of work redefined, one where a balance of remote and office working reaps the benefits of both worlds, improving employee satisfaction and productivity and reducing cost and environmental impact.

PRODUCED BY OXFORD AI SOCIETY AND SUPPORTED BY DELL TECHNOLOGIES

OXFORD AI SOCIETY BRAINSTORM

10 APPLICATIONS OF AI FOR A REDEFINED WORKPLACE

APPLYING AI FOR PRODUCTIVITY

- 01 Devise personalised employee back-to-work plans with AI scheduling tools
- 02 Establish a virtual pooled knowledge base with conversational AI
- 03 Strengthen digital skills with AI recommender systems
- 04 Reduce environmental impact with smart sensors and AI
- 05 Build a workplace right for employees with generative design

APPLYING AI FOR SAFETY

- 06 Monitor PPE, social distancing and contact trace with computer vision
- 07 Track employee wellbeing with natural language processing

APPLYING AI FOR CYBER SECURITY

- 08 Flag suspicious cyber activity with anomaly detection
- 09 Safeguard data privacy with facial recognition

ETHICAL AND REGULATORY CONSIDERATIONS

- 10 Embed data privacy and equality considerations into the design of technology from the outset

PRODUCED BY OXFORD AI SOCIETY AND SUPPORTED BY DELL TECHNOLOGIES

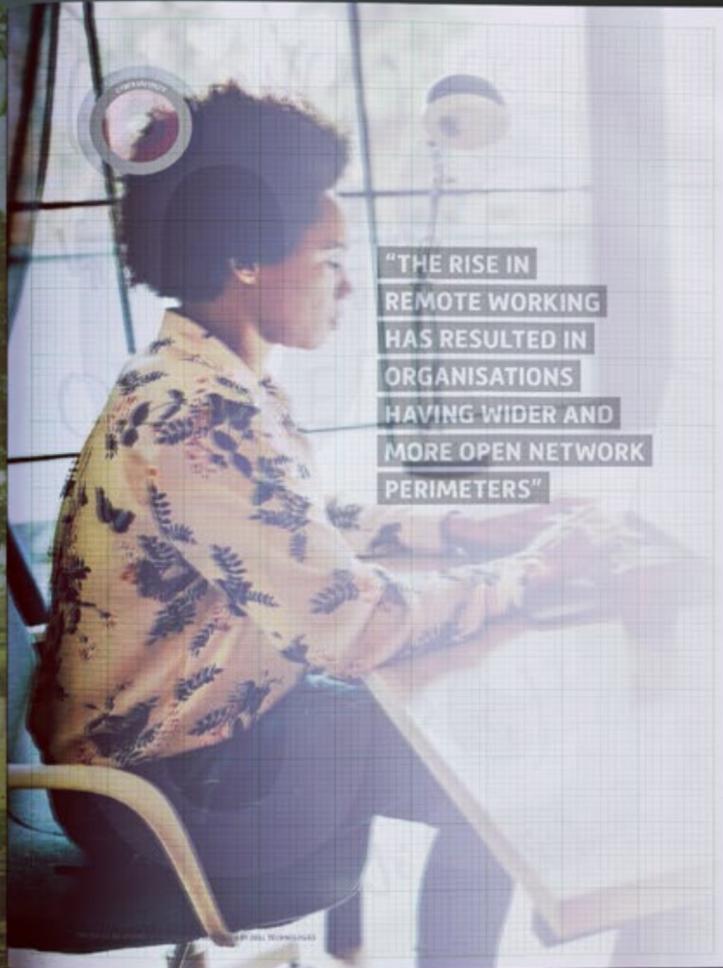
OXFORD AI BRAINSTORM:

APPLYING AI FOR CYBER SECURITY

08 Flag suspicious cyber activity with anomaly detection

09 Safeguard data privacy with facial recognition

PRODUCED BY OXFORD AI SOCIETY AND SUPPORTED BY BELL TECHNOLOGIES



"THE RISE IN REMOTE WORKING HAS RESULTED IN ORGANISATIONS HAVING WIDER AND MORE OPEN NETWORK PERIMETERS"

OXFORD AI BRAINSTORM:

ETHICAL AND REGULATORY CONSIDERATIONS

10 Embed data privacy and equality considerations into the design of technology from the outset

PRODUCED BY OXFORD AI SOCIETY AND SUPPORTED BY BELL TECHNOLOGIES

10 Ethical and regulatory considerations



Security and privacy

Any proposed technology which involves the collection, use and storage of personal data will need to be scrutinised from data security and privacy perspectives. Safeguarding employee data privacy is not just a moral obligation; it also has practical consequences for implementation. Monitoring employee activity could breed an environment of mistrust and damage the relationship between employees and their organisation, reducing compliance with potentially severe impacts on safety and productivity. This underscores the need for handling any personal and identifiable data of individuals in a responsible and ethical manner, especially in light of increasing public awareness about data privacy and its emergence as a modern fundamental right. The UK Information Commissioner's Office has issued guidance for organisations regarding their approach to data protection. The principles of the law – transparency, fairness and proportionality – must be applied.

This includes:

- 1 Only collecting and using data that is necessary and proportionate, keeping data collected to a minimum, prioritising least privacy intrusiveness e.g. anonymised data to reduce risk of re-identification and only using data for the stated purpose
- 2 Keeping information secure, ensuring access only by those authorised, and having a retention policy that sets out when and how personal information needs to be reviewed and deleted
- 3 Being clear, open and honest with staff about their data
- 4 Allowing staff to have control over their data and exercise their information rights

In handling of health monitoring data, there are additional requirements including identifying a lawful basis for using the information collected, and conducting a data protection impact assessment if the data is being processed on a large scale. Additionally, privacy considerations should be built into technology according to the principles of Privacy by Design and Privacy by Default, an initial privacy impact assessment needs to be conducted and product roadmaps should be explained by reference to privacy impact and control measures.

PRODUCED BY OXFORD AI SOCIETY AND SUPPORTED BY BELL TECHNOLOGIES

_ \

Key Art \

Various

—

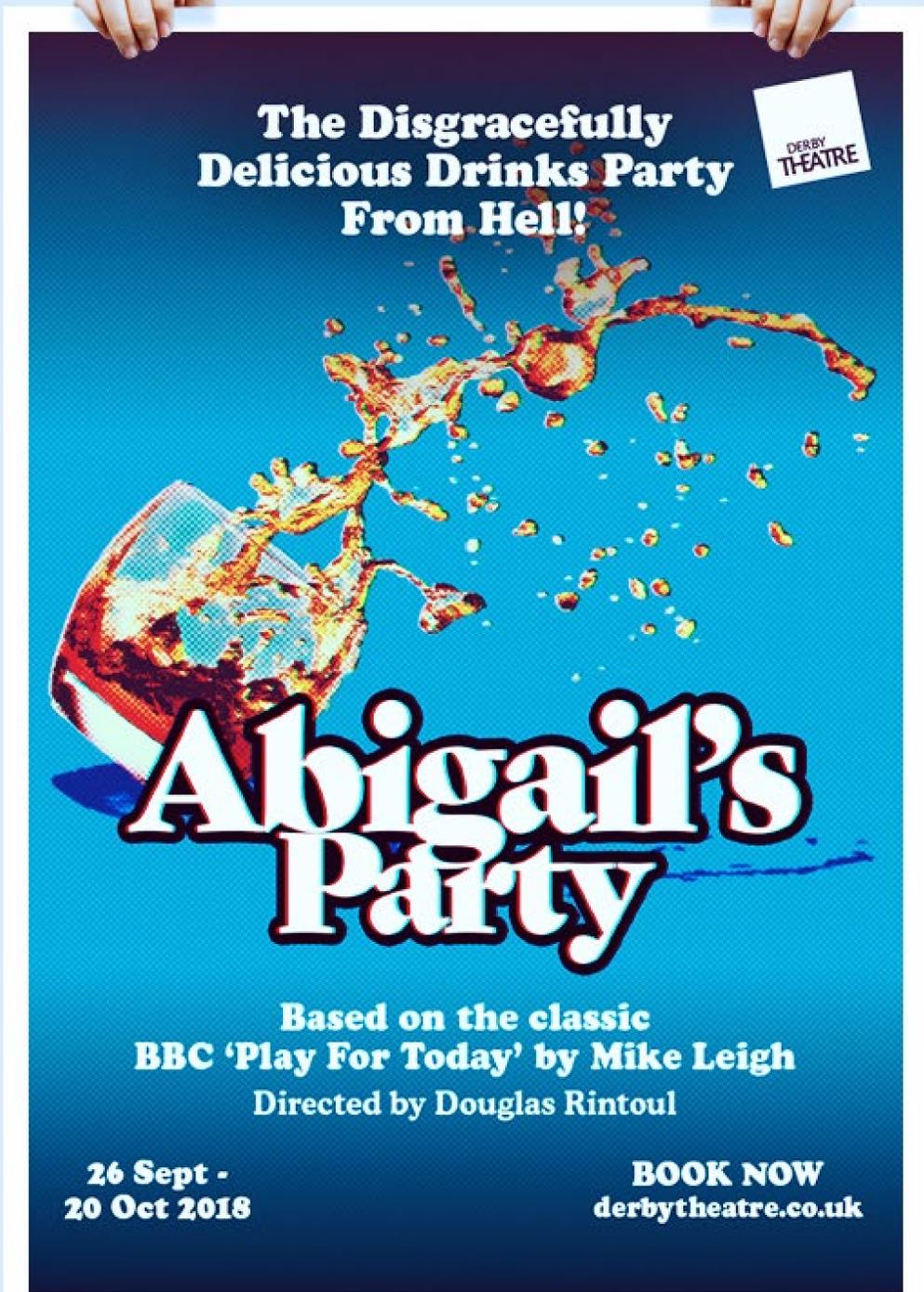
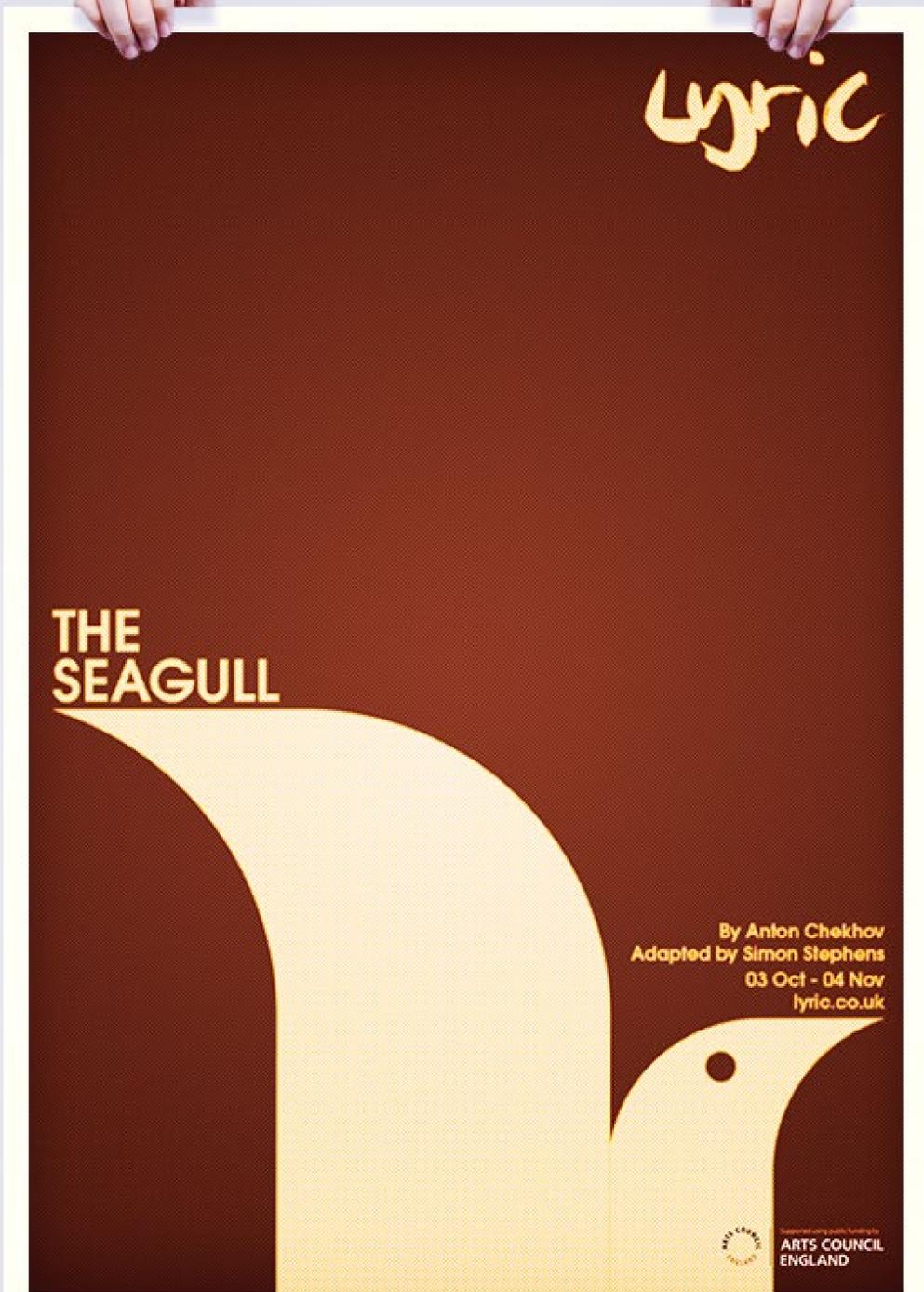
I love working on these type of projects, they're always a good excuse to have a bit of fun and explore my more "arty-farty" side! Of course, there's always a brief to be answered and the placement of stuff like dates, prices and contact details needs to be thought about, but in the main these are the ones that give me the most creative freedom. And who wants to look at a boring old theatre poster anyway?

The Seagull, Abigail's Party and The Christmas Truce were created and illustrated by yours truly, Baskerville was conceived and art directed by me and illustrated by the legendary Graham Humphreys.

—

The Seagull for Lyric Theatre \ Abigail's Party for Derby Theatre \ The Christmas Truce for Manchester Open Air Theatre \ Baskerville, A Sherlock Holmes Mystery for Liverpool Everyman & Playhouse

_ \



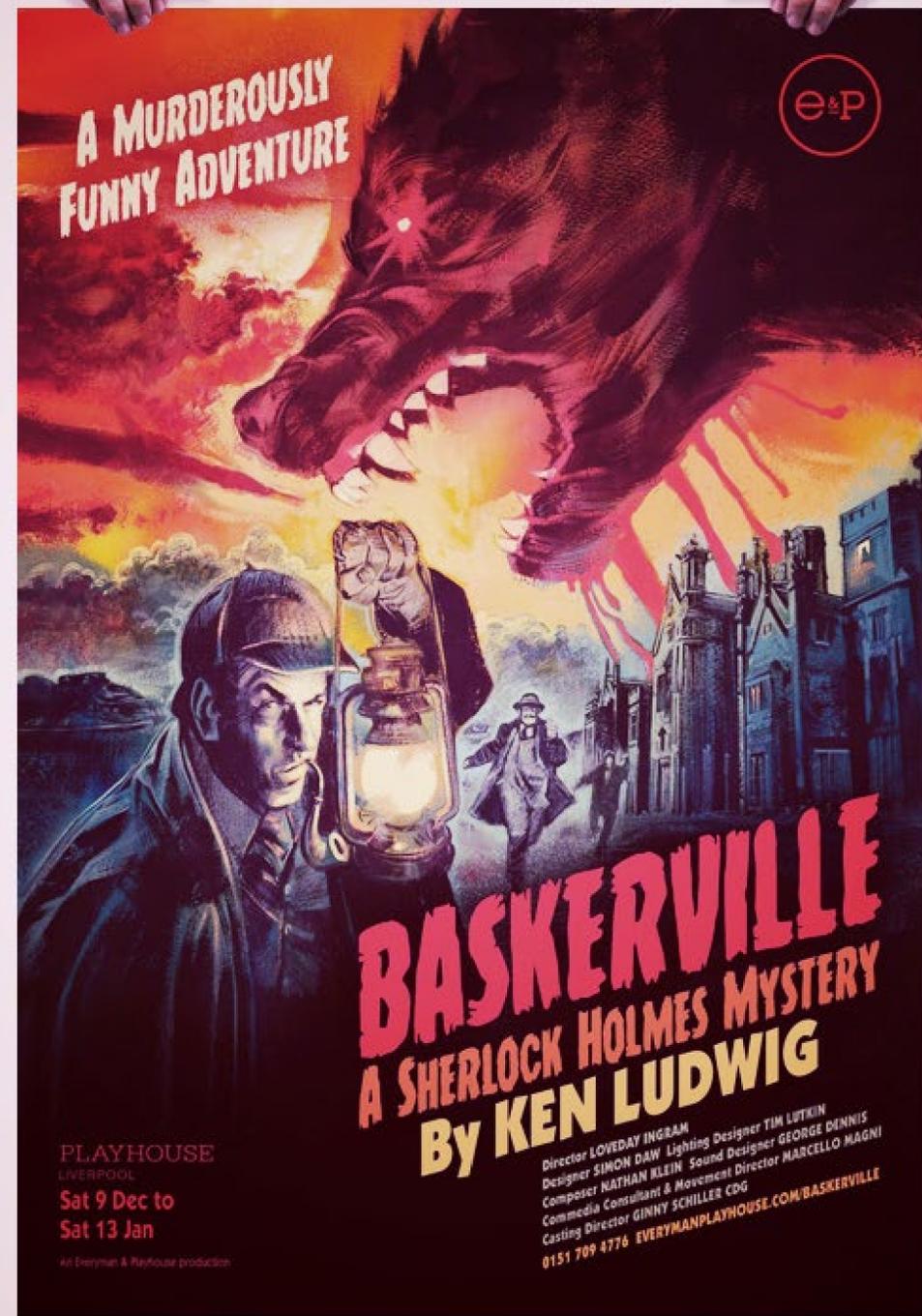
CAROL ANN DUFFY'S
**THE
CHRISTMAS
TRUCE**



CHORLTON PARK MANCHESTER
16 - 24 DECEMBER 2016
MANCHESTEROPENAIRTHEATRE.COM



A MURDEROUSLY
FUNNY ADVENTURE



BASKERVILLE
A SHERLOCK HOLMES MYSTERY
By KEN LUDWIG

PLAYHOUSE
LIVERPOOL
Sat 9 Dec to
Sat 13 Jan

Director LOVEDAY INGRAM
Designer SIMON DAW Lighting Designer TIM LUTKIN
Composer NATHAN KLEIN Sound Designer GEORGE DENNIS
Commedia Consultant & Movement Director MARCELLO MAGNI
Casting Director GINNY SCHILLER CDG
0151 709 4776 EVERYMANPLAYHOUSE.COM/BASKERVILLE



— \

**Manchester Metropolitan University ** Prospectus

—

This prospectus for MMU's famous Hollings Faculty Toast Rack campus was created to advertise the faculties courses in food, nutrition, fashion, hospitality, events management and tourism.

With the plan to relocate to the Universities new base in Manchester city centre, the brief required that a stunning visual of its current homes unique architecture was created, which would also showcase its latest academic output using words and pictures from a number of lucky student competition winners.

Manchester and in particular Factory Records iconic musical heritage served as an inspiration for the 12" record sleeve style creative used in the prospectus, which employed a specially commissioned illustration of the Toast Rack done by my good self as its lead visual. The colours were taken directly from the existing MMU colour palette and were used to specifically represent each of the programmes on show, with the colour co-ordinated illustrations of the windows on the books cover hinting at the courses offered inside the faculty. The outer sleeve was deliberately left plain apart from the title and logo but introduced the viewer to the book inside via a series of die cuts, these shapes were then printed throughout the book to break up the photography on each page.

A website and A7 multi-fold information pack were also produced to support the campaign.

—

Sleeve \ Book & Sleeve \ Book \ Double Page Spreads \ Website

— \

Hollings Faculty
Manchester, MMU and Me

EighteenTwentyFour - TwentyThirteen



Hollings Faculty
Manchester, MMU and Me

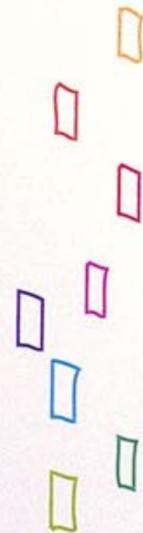
EighteenTwentyFour - TwentyThirteen



Hollings Faculty
Manchester, MMU and Me

EighteenTwentyFour - TwentyThirteen





Manchester, MMU and Me

As the world's first industrialised city, Manchester has its roots firmly in innovation and business; its undeniable buzz, unique, cosmopolitan character and varied ethnic mix gives the City its unofficial title of the most popular student city in the UK. Manchester is one of six UK flagship 'Science Cities', spearheading the Government's aim to make science, technology and innovation the drivers of economic growth over the next ten years and beyond.

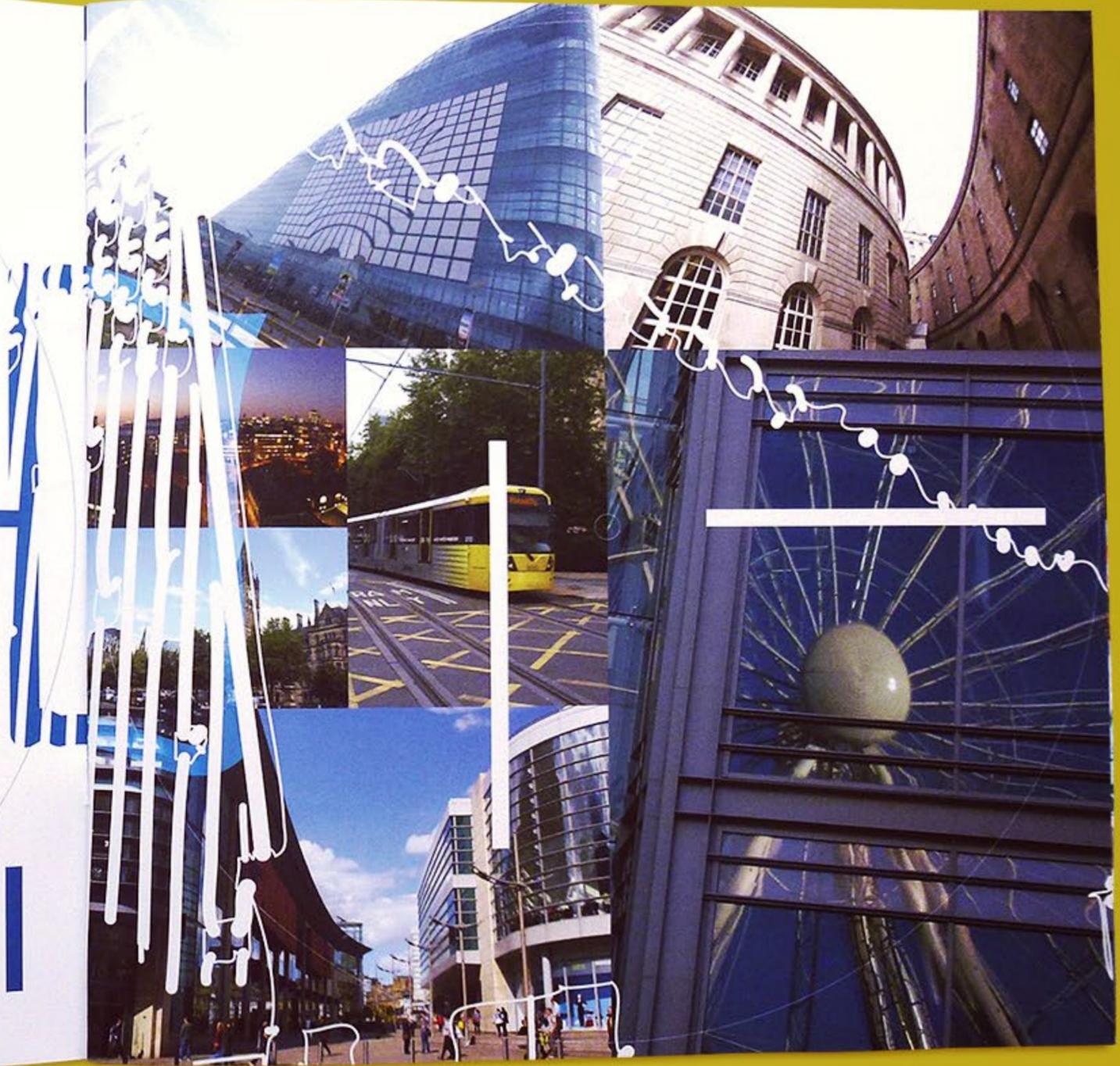
A city of culture and music it is home to a wealth of museums, galleries and music venues and its sporting reputation is world famous. The City's two Premiership title winning football clubs and world class sporting venues mean it is host to a wide variety of international and national sporting events.

Manchester Metropolitan University's roots in Higher Education date back to 1824. It is the largest campus-based undergraduate university in the UK with a total student population of more than 37,000. The University is one of the top performing new universities in the UK in terms of its research profile, sitting within the top 5% of UK universities for exercise and sport science and within the top 12% for materials science. It is ranked 4th among research active new universities in attracting support from Higher Education Funding Council for England (HEFCE).

Today, the Hollings Faculty at the University offers the largest concentration of undergraduate and postgraduate programmes in food, nutrition, fashion, hospitality, events management and tourism in the UK. The Faculty has been officially recognised as a 'Centre of Excellence' for teaching and strong links with industry and professional bodies helps to ensure that programmes and research projects are relevant to the needs of industry.



Manchester
Metropolitan
University



Welcome to the Hollings Faculty

As the world's first industrialised city, Manchester has its roots firmly in innovation and business; its undeniable buzz, unique, cosmopolitan character and varied ethnic mix gives the City its unofficial title of the most popular student city in the UK.

Manchester is one of six UK flagship 'Science Cities', spearheading the Government's aim to make science, technology and innovation the drivers of economic growth over the next ten years and beyond >>>

Learn about Our courses

The Hollings Faculty at the University offers the largest concentration of undergraduate and postgraduate >>>

Think about The future

The University's vision for the future is ambitious and wide ranging. Our focus is to sustain a curriculum which is >>>

Meet the Competition winners

The Hollings Faculty at Manchester Metropolitan University offered their students the chance to be a part of >>>

Study at MMU
Undergraduate
Postgraduate
International Students
MMU Alumni

Faculties & Departments
Library
Research
MMU & Business
Employability

News & Events
Venues for Events
Sport at MMU
Giving to MMU
MMU Originals Shop

Jobs at MMU
Equality & Diversity
How to Find Us
About Us
Contact Us

— \

**The Women's Football Association ** Euro 2005

—

Back when the all conquering Lionesses were just cubs, this campaign was rolled out across the North West of England in the run up to the Women's Euro football tournament in the summer of 2005.

I wrote the line "A more beautiful game" to encapsulate the expansive and skilful brand of football which was about to unfold across England over those next few weeks. This was represented visually by the flowing illustrative style applied to the players, generous use of white space and then complimented by the Stilla typeface which was created by renowned French typographer François Boltana.

An out-of-home campaign was supported by a series of postcards, football magazine ads and give away posters, each introducing the public to another one of English football's finest.

—

Out-Of-Home 48 Sheet \ Player Portraits

— \

 **Nationwide**
Pride. Passion. Belief.



TheFA.com/women

*A more
beautiful
game is coming*

City of Manchester Stadium 5.6.05



Rachel Yankey, Winger.

watch England take on the best of Europe | TheFA.com/women



Alex Scott, Defender.



Fara Williams, Midfielder.



_ \

**Baby Jane & Friends **
Various

—

A little bit of multi-coloured, Andy Warhol screenprint inspired Photoshop downtime. They're a scream, hang them on your wall!

—

Baby Jane \ Begbie \ Kate \ Shaun

_ \





_ \

**Boedekka **
Lazybones EP

—

Boedekka, probably the greatest band you've never heard of. Seriously, you should check them out...

"We want something dirty and f***ed up" they said. So after a heavy night of rock n roll debauchery with the band I stumbled out with my trusty old Kodak, took a few hungover snaps around Liverpool docs of rust, decay and graffiti, and voila the Lazybones EP was born.

It's red and white because the drummer's a Scouser. He now plays part-time in a Mexican Beatles tribute band in LA, and his stage name is Gringo. True story.

—

12" EP Sleeve Front \ CD

_ \



BOEDEKKA/LAZYBONES-EP



BOEDEKKA/LAZYBONES-EP

- 1/ lazybones 2:50
- 2/ high flyer 3:53
- 3/ f**k the limousine scene 4:49
- 4/ cabin fever 4:01

ipled 14
P.O. Things to Come

— \

Simon Community Scotland ** **Stay Warm Stay Safe

—

Leading the AKA Scotland concept team I was given the task by homeless charity Simon Community Scotland of producing an impactful and informative public communications advertising campaign for themselves and sister charity Street Work, highlighting the dangers of hypothermia on the rough sleeping populations across both Edinburgh and Glasgow.

I created the hashtag #STAYWARMSTAYSAFE to head all communications which were then split into 2 different campaigns:

Campaign 1 was aimed at both the general public and rough sleepers alike and highlighted the 6 key warning signs of hypothermia. This used a cooled down version of the Simon Community brand colour palette with the signs placed around a thermometer graphic shown ominously dropping in temperature.

Campaign 2 was created to more directly target the rough sleepers themselves and reinforce the message “Stay Warm Stay Safe”. Again a cooled down version of the brand colour palette was used alongside a bold ice block typeface chosen to represent the harsh reality of failing to heed the campaigns key message.

A media campaign strategy based around the new creative was produced to reach people across a number of key touchpoints from impactful out-of-home formats to digital and local press advertising as well as an informative multi-fold self help leaflet which was circulated throughout the 2 cities rough sleeping populations.

—

Out-Of-Home 6 Sheet 01 & 02

#STAYWARMSTAYSAFE  

HOMELESS AWARE

HYPOTHERMIA: KNOW THE SIGNS

SHIVERING

A SIGN THAT THE BODY'S TEMPERATURE IS STARTING TO DROP

COLD AND PALE SKIN

ONLY NOTICEABLE ON CLOSE INSPECTION

CONFUSION

ALSO IRRITABILITY AND LACK OF CO-ORDINATION CAN BE TELL TALE SIGNS



TIREDNESS

A SYMPTOM OF EXCESSIVE EXPOSURE TO THE COLD

SLURRED SPEECH

IT'S IMPORTANT TO SPARK A CONVERSATION AND TAKE ACTION

FAST BREATHING

A VISIBLE SIGN THAT HELP IS REQUIRED

PEOPLE WHO ARE HOMELESS OR ON THE STREETS ARE MORE AT RISK OF HYPOTHERMIA. OUR STREET TEAMS OPERATE EVERY DAY. CALL US IF YOU ARE CONCERNED:

GLASGOW 0800 027 7466

EDINBURGH 0808 178 2323

IF SOMEONE IS UNCONSCIOUS OR UNRESPONSIVE DIAL 999



#STAYWARMSTAYSAFE

STAY WARM STAY SAFE

WARNING SIGNS OF HYPOTHERMIA CAN INCLUDE:

SHIVERING, COLD AND PALE SKIN, CONFUSION, TIREDNESS, SLURRED SPEECH, FAST BREATHING.

TO FIND OUT MORE VISIT US ON TWITTER AND FACEBOOK AT #STAYWARMSTAYSAFE

PEOPLE WHO ARE HOMELESS OR ON THE STREETS ARE MORE AT RISK OF HYPOTHERMIA. OUR STREET TEAMS OPERATE EVERY DAY. CALL US IF YOU ARE CONCERNED:

GLASGOW 0800 027 7466

EDINBURGH 0808 178 2323



IF SOMEONE IS UNCONSCIOUS OR UNRESPONSIVE DIAL 999

WWW.SIMONCOMMUNITYSCOTLAND.ORG/STAYWARMSTAYSAFE | STREETWORK: ENABLING A LIFE OFF THE STREETS

_ \

**90s Tech **

Various

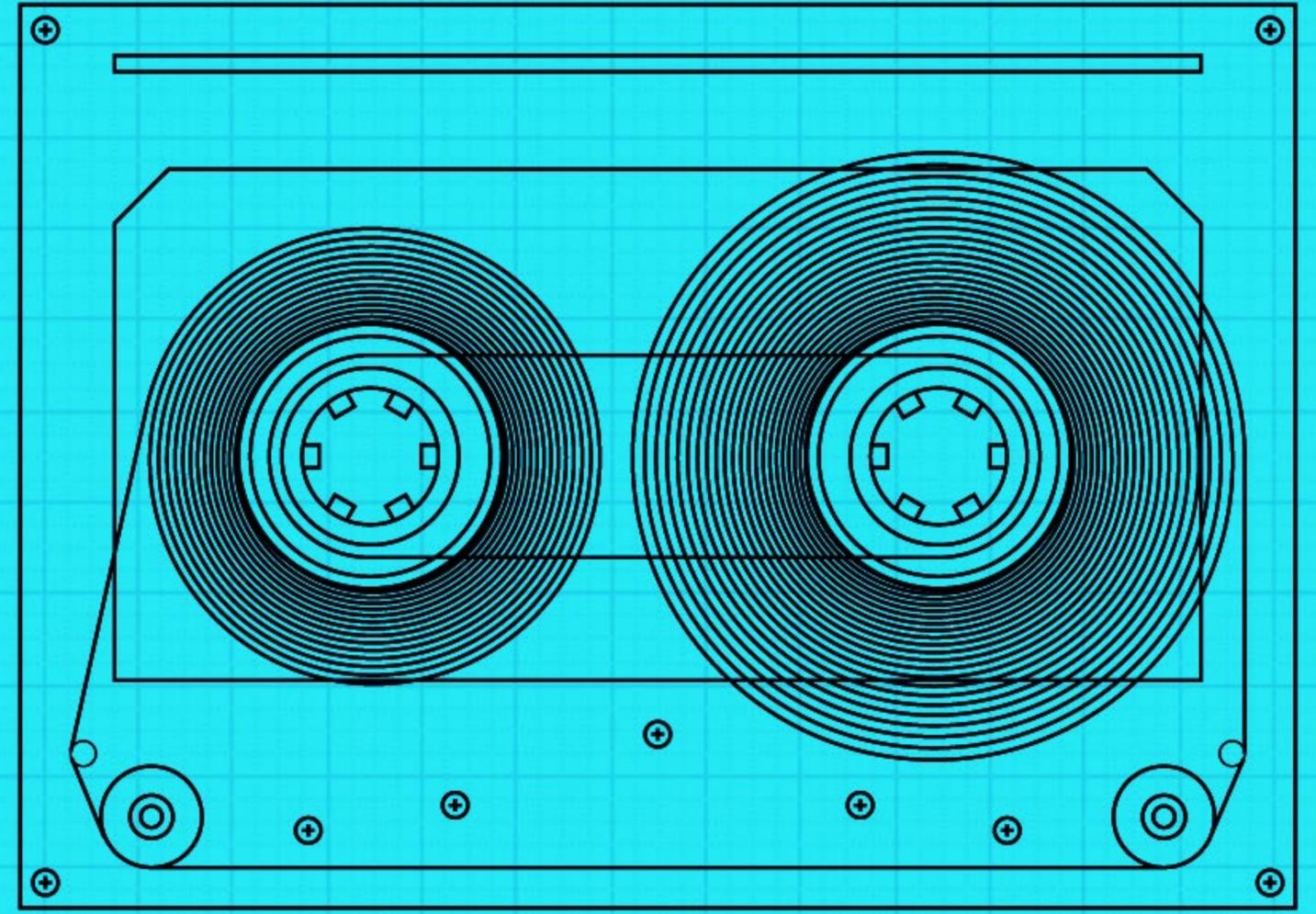
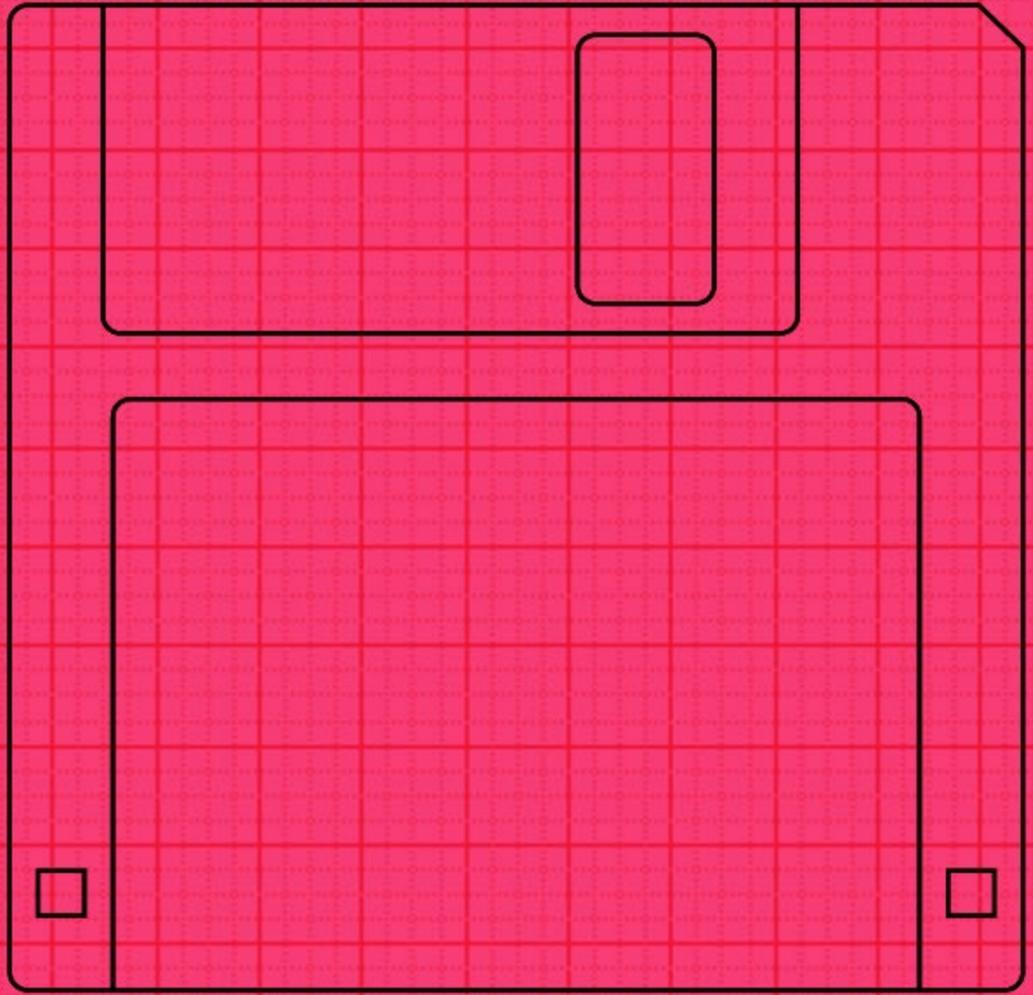
—

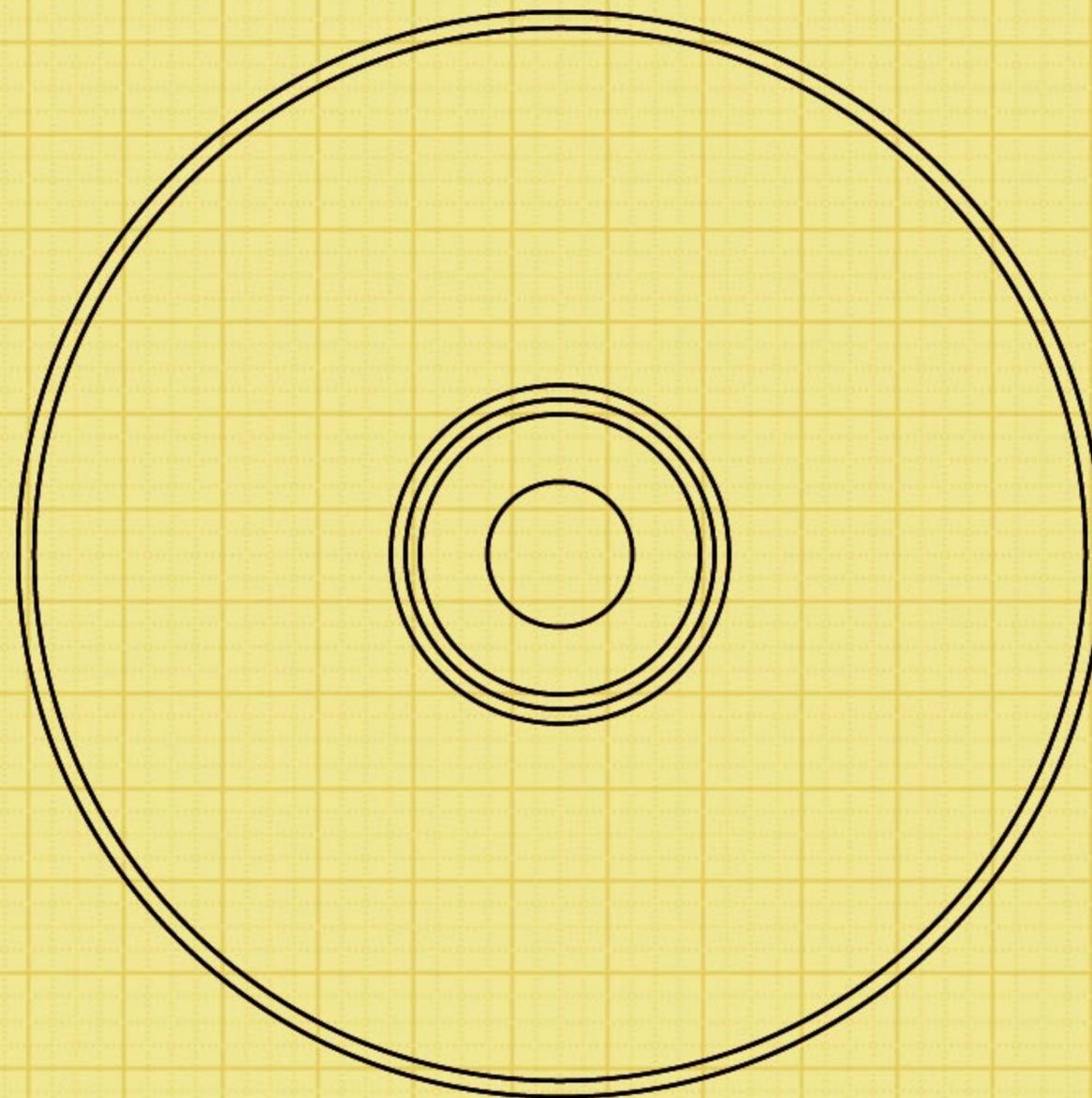
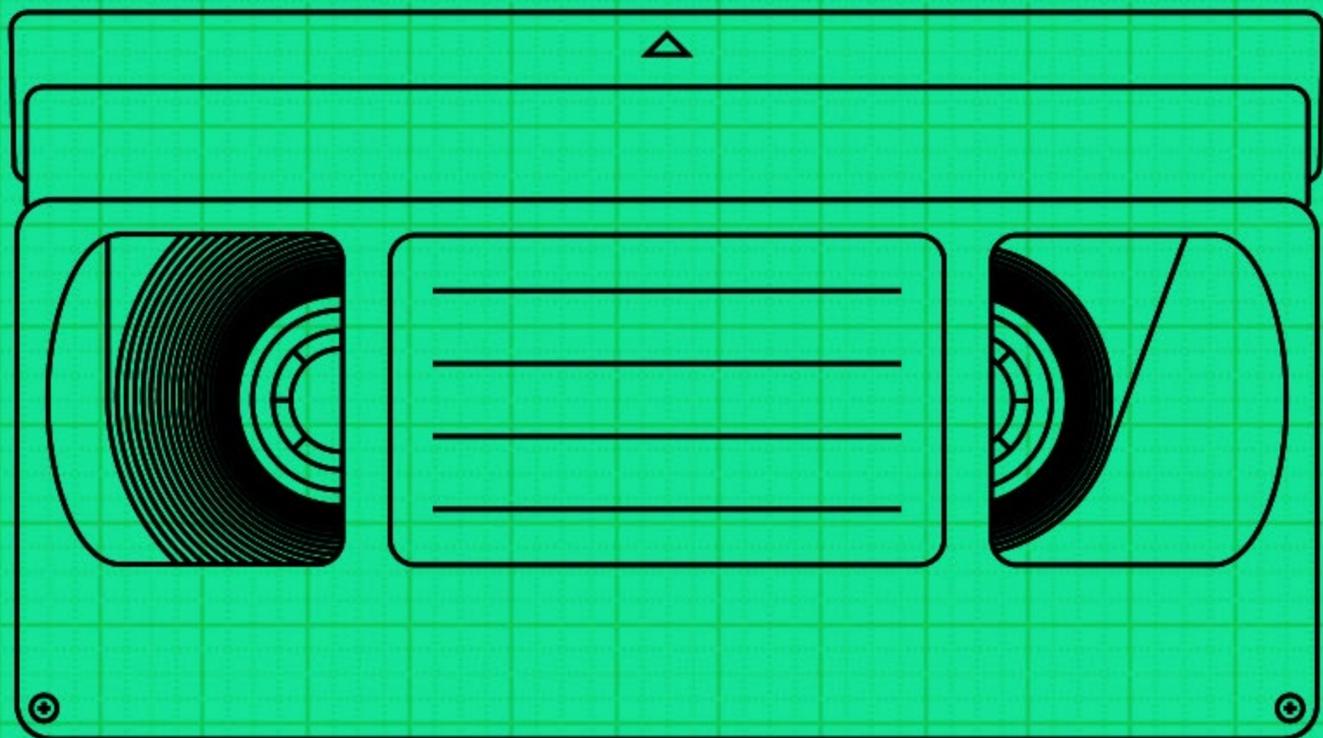
I'm probably showing my age a little bit here, but when I was a lad we didn't have the Cloud. We had real stuff that you could pick up and lend to your mates. I miss these sort of things, so I drew some.

—

Floppy Disk \ Cassette Tape \ Video Tape \ CD

_ \





_ \

Logos \ Various

—
Often the starting point for a rebranding exercise, a well developed and articulate logo can instantly set the right tone for a company or product. And as the saying goes “You only get one chance to make a good first impression”.

—
Welsh National Orchestra \ Manchester Jewish Museum \ ElevenSeventeen \ 4D Pictures \ Krafty \ 7 Generals

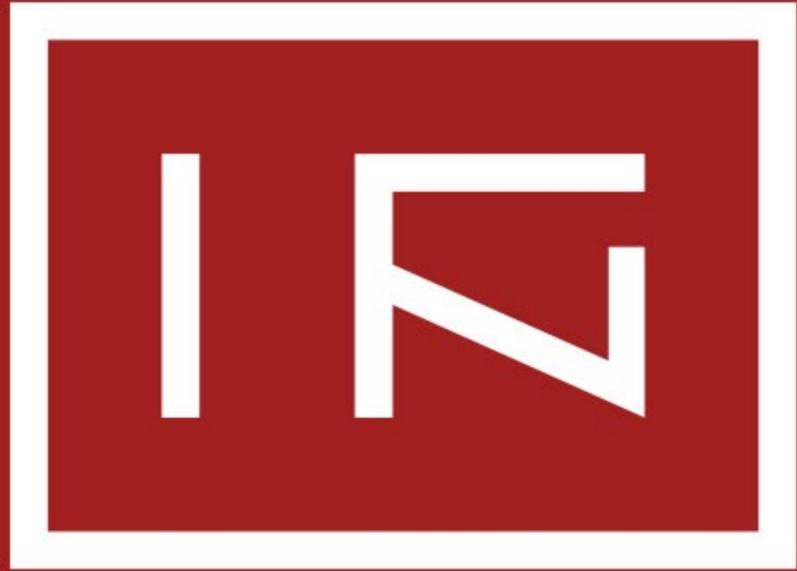
_ \

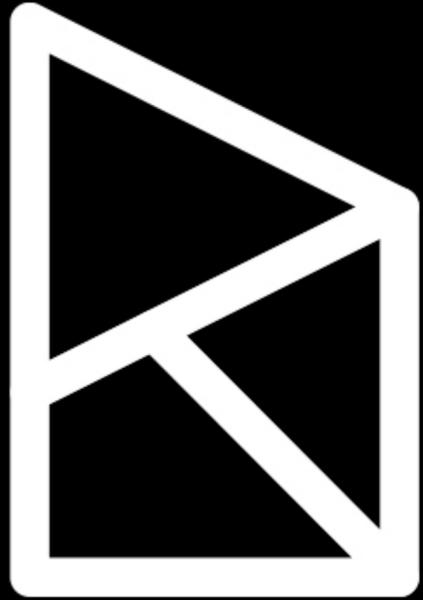
מזרח



**Manchester
Jewish Museum**







KRAFTY™



7Generals



_ \

Verde Group \ Rebrand

—

Another rebrand and website courtesy of myself and the Run2 posse, this time for our great mates at the Verde Group. Experts in building rapidly deployable platforms and infrastructure to go into some of the worlds harshest environments. Mobile buildings to you and me, and bloody good ones too!

We took their existing logo and gave it a completely new look and feel to better represent the rugged multi-purpose products in question. Creating a three dimensional V shaped building inspired graphic as the focal point for the new visual identity. Multilinguists out there will know that verde means green in a number of languages, so that was the perfect starting point for a new military inspired colour palette which used camouflage hues to create a different mood for each section on the site.

Much like any Verde Group product, the DIN typeface was chosen because of it's no nonsense versatility and good looks, and also because it reminded us all of the kind of thing we used to see on screen in films like Rambo when we were kids!

—

Website \ Logo

_ \



VERDE
GROUP

HOME ABOUT PRODUCT SECTORS CONTACT

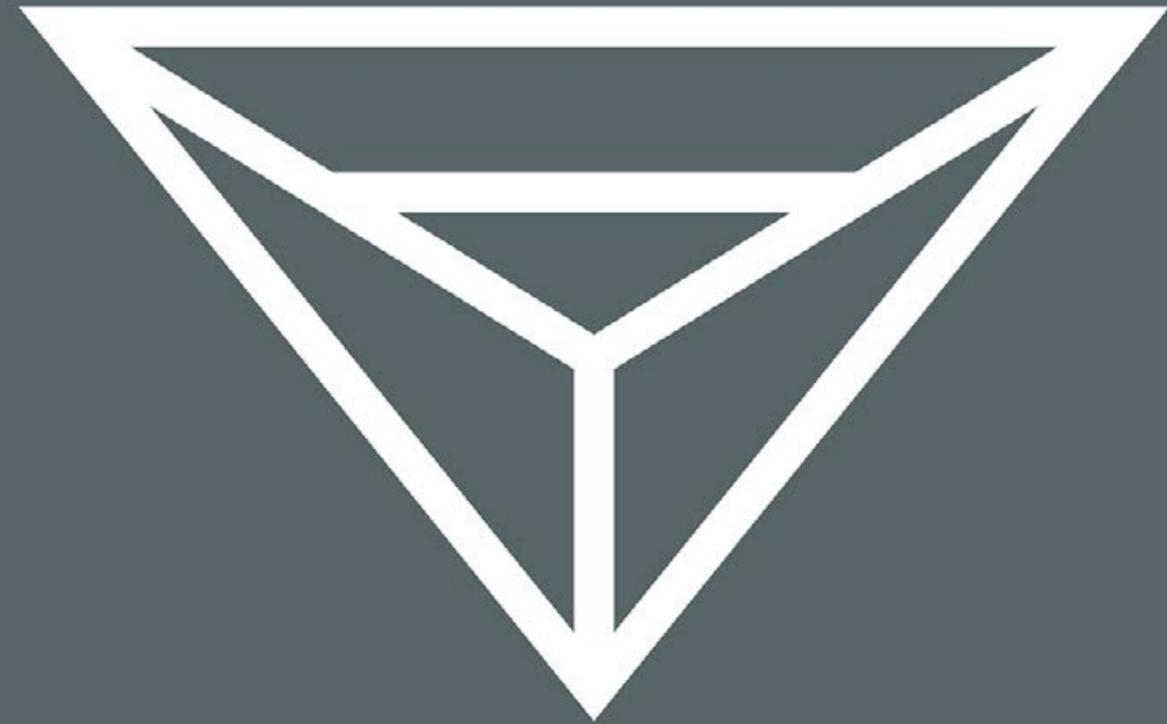
BESPOKE MODULAR BUILDINGS



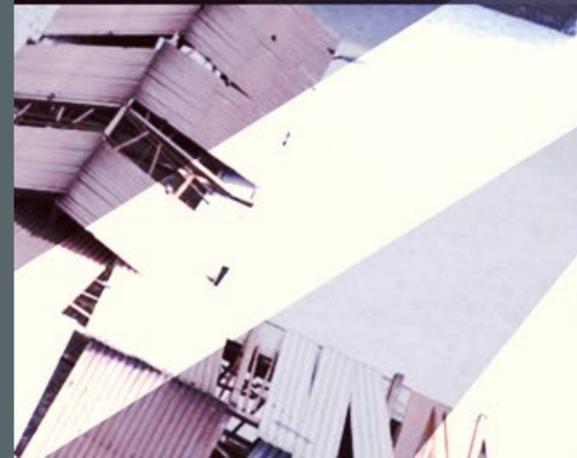
PLATFORMS OF TOMORROW

The platforms of tomorrow, delivered today. Rapidly deployable platforms and infrastructure with technology integration for use across the globe.





RE -DISCIPLINED ATIVE SED NERS



_ \

**At A Glance **
CV, Clients & Contact Details

—

Everything all in one place.

_ \

— \

Career History \

TV Art Department

—

Which?
TV Commercial
Graphic Designer
Produced by Biscuit Filmworks
August to September 2025

—

**LEGO Friends:
Heartlake The Musical**
Film
Graphic Designer
Produced by Final Pixel
July 2025 / Release Date 2026

—

**Rail Delivery Group:
On The Train You Can**
TV Commercial
Graphic Designer
Produced by Merman
May 2025

—

**Venmo: Now You Can
Venmo Everything**
TV Commercial
Graphic Designer
Produced by Somesuch
April 2025

—

Meta
TV Commercial
Graphic Designer
Produced by Somesuch
April 2025

—

**PUMA X Manchester City:
Last Night At The Social Club
Kit Launch 2025/26**
Official Promo
Graphic Designer
Produced by Iconoclast
February 2025

—

EE X Samsung: Wild Weekend
TV Commercial
Graphic Designer
Produced by Iconoclast
December 2024

—

Usyk vs Fury 2
Official Promo
Graphic Designer
Produced by Sugar Free TV
& Riff Raff
September 2024

—

I Fought The Law
4 x 60" Real Life Drama
Lead Graphic Designer
Produced by Hera Pictures for ITV
June to August 2024

—

**Toxic Town
Additional Photography**
4 x 60" Real Life Drama
Lead Graphic Designer
Produced by Broke & Bones for Netflix
April to May 2024

—

Toxic Town
4 x 60" Real Life Drama
Graphic Designer
Produced by Broke & Bones for Netflix
July to November 2023

— \

_ \

**Assorted Clients **
Art Department

—

Biscuit Filmworks
Broke & Bones

—

EE

—

Final Pixel

—

Hera Pictures

—

Iconoclast
ITV

—

Manchester City FC

Merman
Meta

—

Netflix

—

Puma

—

Rail Delivery Group

—

Samsung
Somesuch
Sugar Free TV

—

The LEGO Group

—

Venmo

—

Which?

_ \

— \

Career History \ Design & Advertising

—

Freelance Creative

Non Art Department Clients
Graphic Design & Artwork
April 2019 to date

—

Run2

Senior Creative
Freelance Contract
April 2022 to July 2023

—

Freelance Creative

Graphic Design & Artwork
April 2019 to April 2022

—

AKA UK

Senior Creative
December 2015 to April 2019

—

Freelance Creative

Graphic Design & Artwork
March 2014 to December 2015

—

UP Search (now Run2)

Senior Creative
June 2013 to March 2014

—

Freelance Creative

Graphic Design & Artwork
February 2008 to June 2013

—

438 Design

Senior Creative
September 2006 to February 2008

—

Fanawtic Marketing

Senior Creative
February 2004 to May 2006

—

Freelance Creative

Graphic Design & Artwork
January 1999 to February 2004

—

Psygnosis

Middleweight Creative
April 1997 to January 1999

—

BDH Advertising

Junior Creative
August 1995 to April 1997

— \

— \
**Assorted Clients **
Design & Advertising

—
Adidas
AKA
Albert's Schloss
Ambassador Theatre Group
Arsenal FC
Aston Villa FC
—
Blackburn Rovers FC
—
Continuum Attractions
Co-op
—
Dell Technologies
Derby Theatre
Dr Martens

—
EE
—
Fujitsu
—
George House Trust
Gola
—
Henkel International
—
Liverpool Empire Youth Theatre
Liverpool Everyman & Playhouse
Lowry Theatre
Lyric Theatre

—
Manchester City FC
Manchester International Festival
Manchester Metropolitan University
Manchester United FC
—
NHS
—
PlayStation
—
Samsung
Sanctum Peak
Simon Community Scotland
Sony
Storyhouse Theatre
Street Work

—
The Football Association
Tottenham Hotspur FC
—
Umbro
Uniac
—
Verde Group
—
World Mobile Group

Σ(Mm_)

—

[IMDb](#)

[Instagram](#)

[LinkedIn](#)

[Website](#)

—

matt.marsden71@outlook.com

07790 302 403



Σ(Mm_)

—