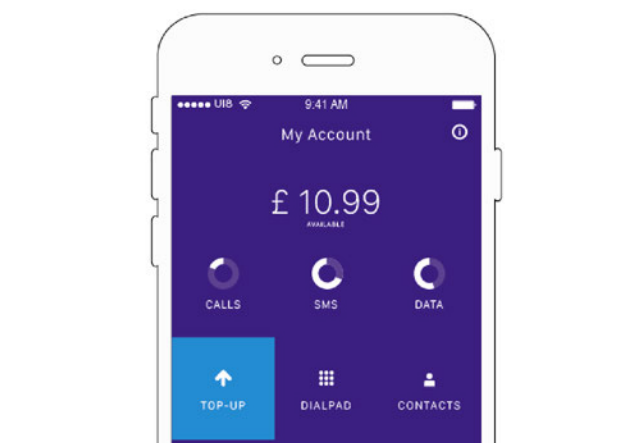
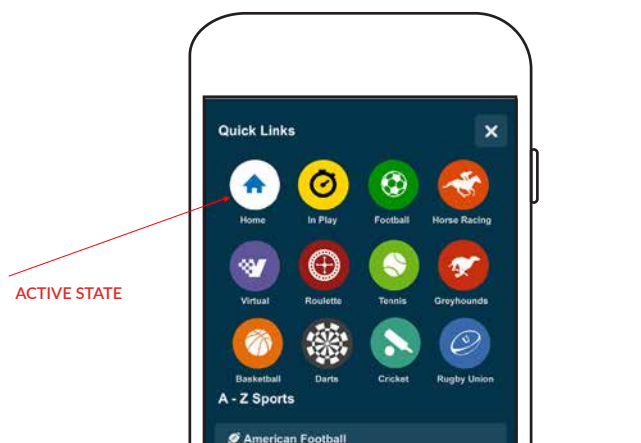


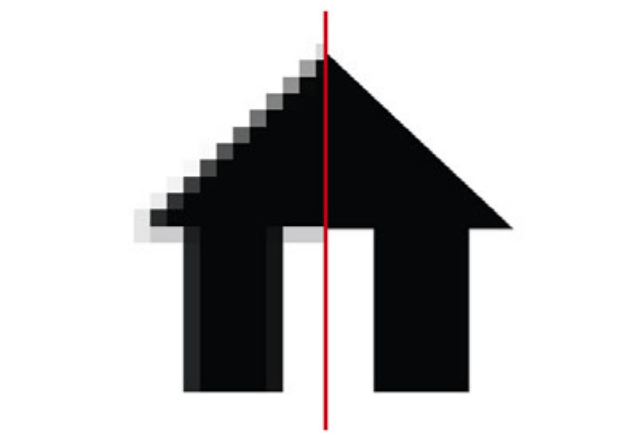
HOLIDAY RESULTS CARD
RESPONSIVE UI, PROTOTYPING



VECTONE APP
APP UI, PROTOTYPING



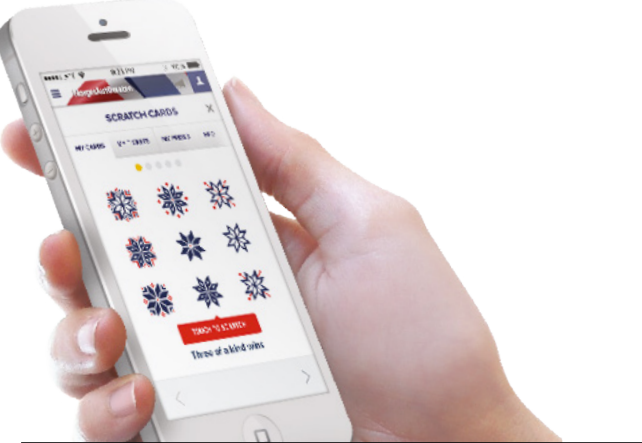
ICON NAVIGATION
ICON DESIGN



ICON FONT
WEB OPTIMISATION, ICONOGRAPHY



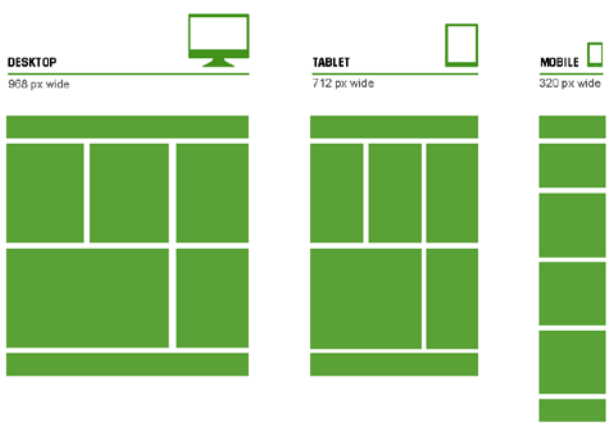
VR HUD
USER INTERFACE



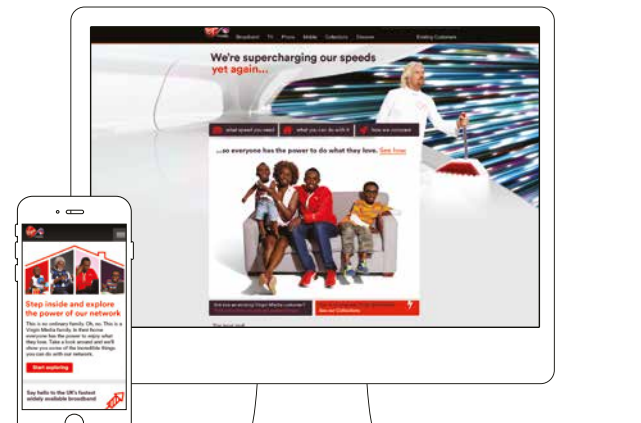
SCRATCH CARD
RESPONSIVE, ILLUSTRATION, UI



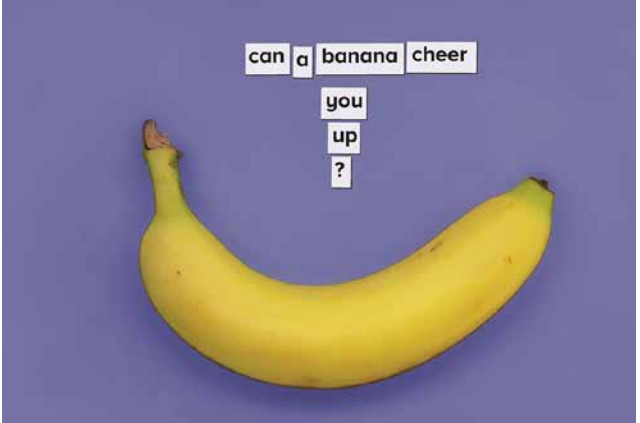
APP TUTOR
APP DESIGN + PROTOTYPING



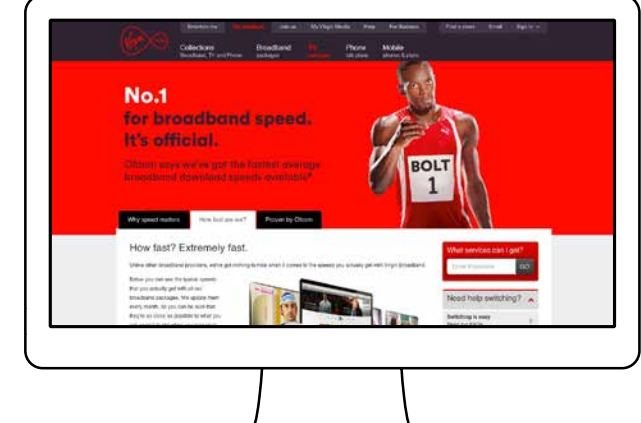
HELP CENTRE
RESPONSIVE



CONNECTED HOME
RESPONSIVE UI, ICONOGRAPHY



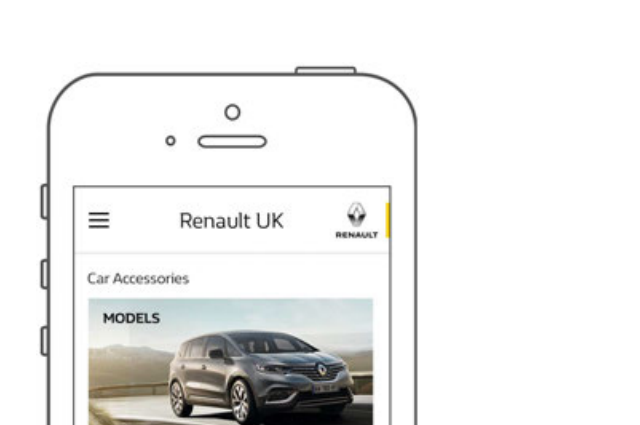
VITAMINS FOR STUDENTS
SOCIAL CAMPAIGN, CONCEPT



IDENTITY REFRESH
BRAND IMPLEMENTATION



DISCOVER BROADBAND
3D ILLUSTRATION



ACCESSORIES SHOP RENAULT
RESPONSIVE ECOMMERCE



PROPEL LONDON
ANIMATION



XMAS CAMPAIGN
CONCEPT



DESIGNERS TALK
TYPOGRAPHY, POSTER, 3D



REDUNDANCY
ILLUSTRATION, 3D



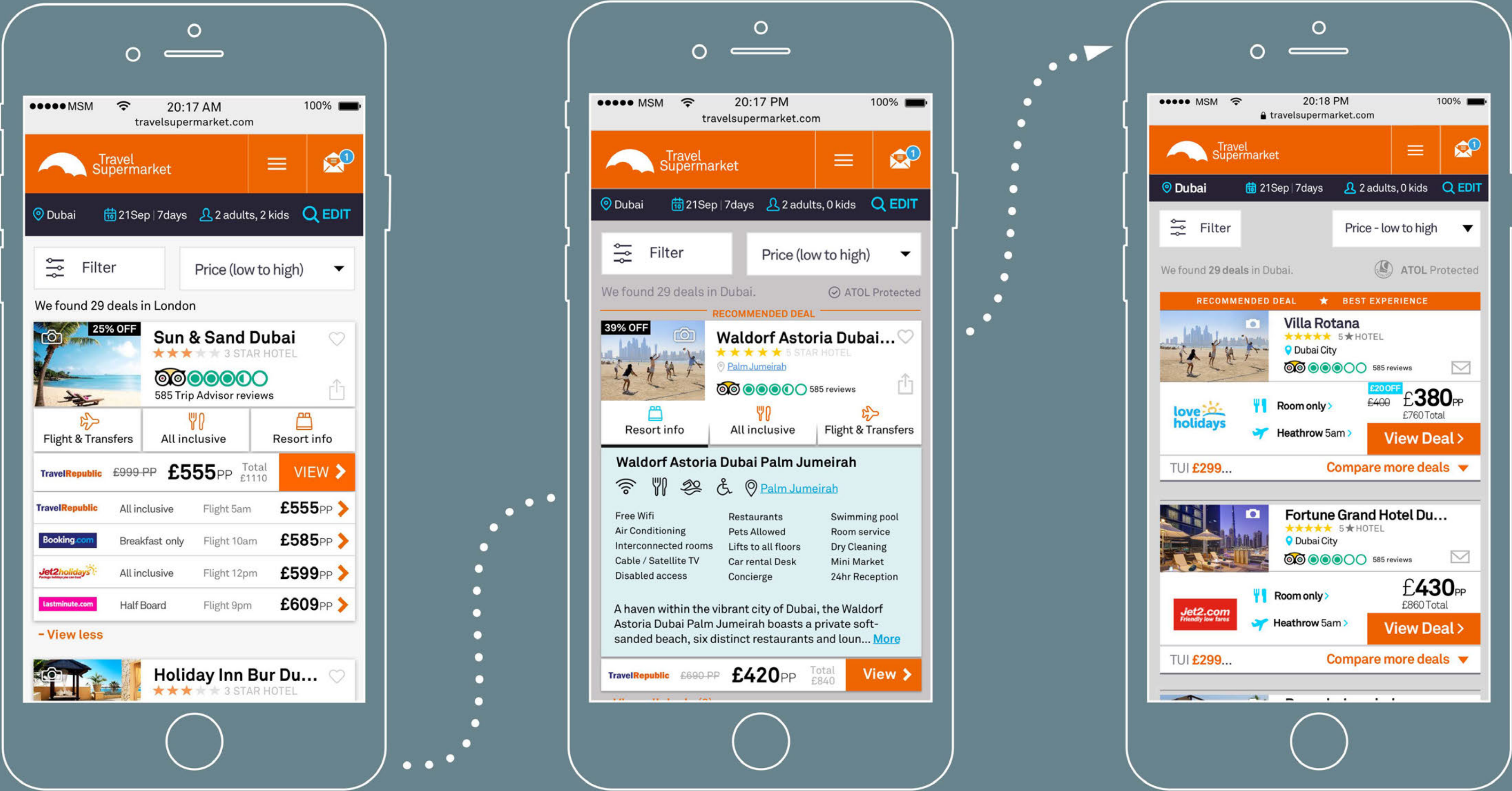
VERTIGO MAGAZINE
LAYOUT, TYPOGRAPHY

TRAVEL SUPERMARKET SEARCH RESULTS

USER INTERFACE, PROTOTYPING

Each year TravelSupermarket.com is helping millions of people to search, compare and save money. I was approached to design the Holiday results card. I worked with a set of wireframes and created a set of UI designs. I made a prototype and we tested it with users. The feedback and comments we collected during the initial testing have informed the improvements and shaped second version of card designs. Similarly this was followed by a prototype and more substantial user testing. The insight we have acquired have informed a third round of designs. These were compared with the old design solution in A/B test. The new holiday card designs were converting much better, variation observed was 4%.

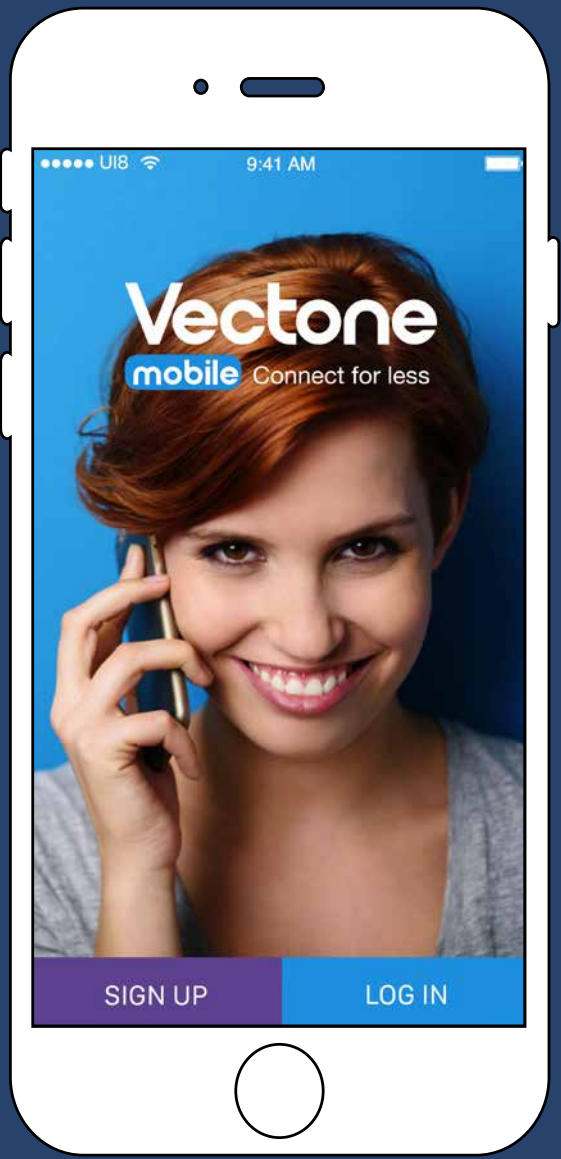
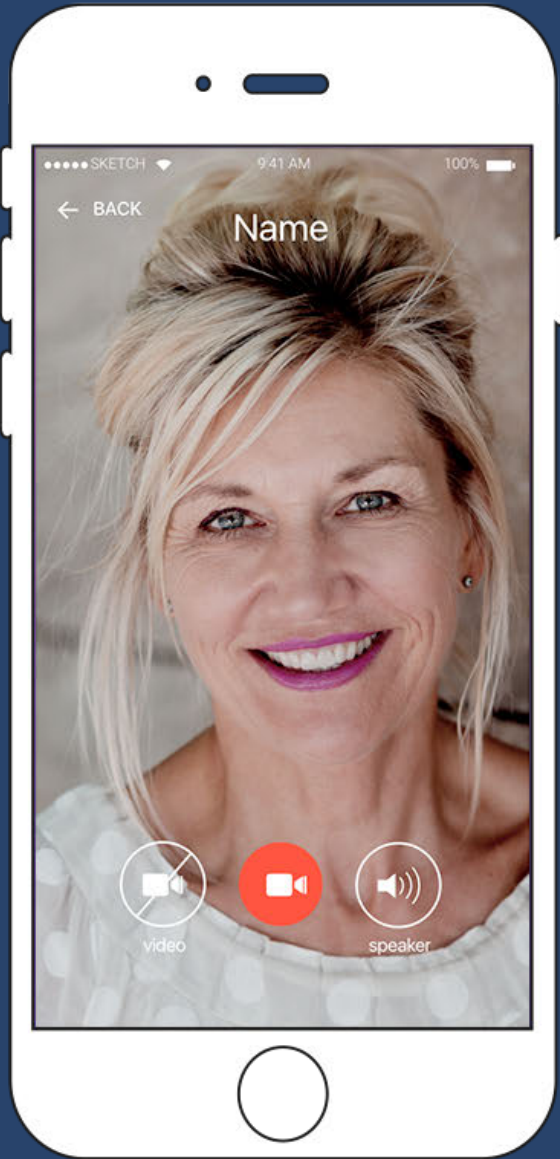
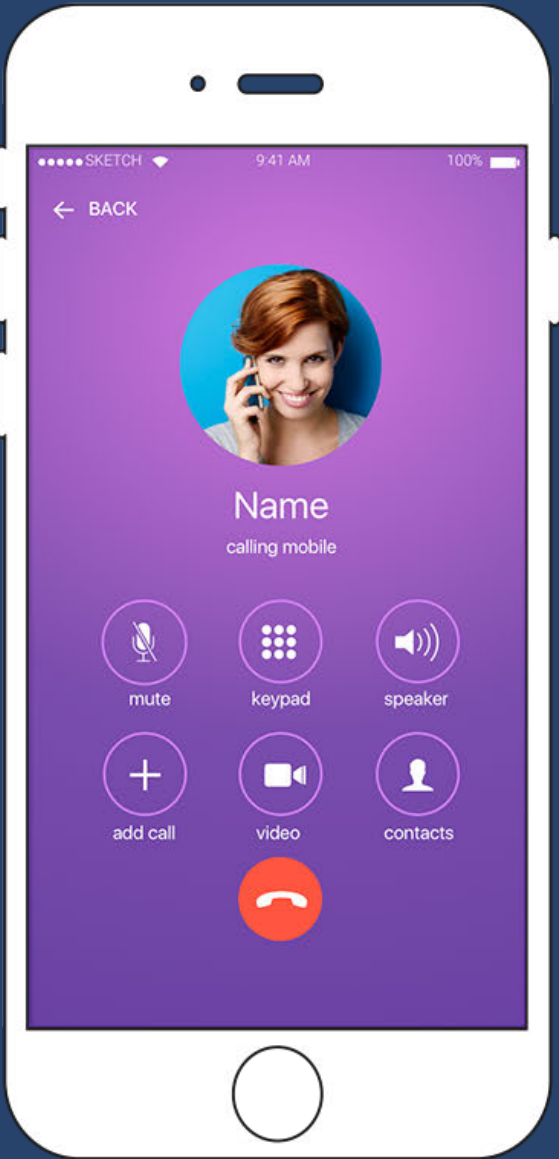
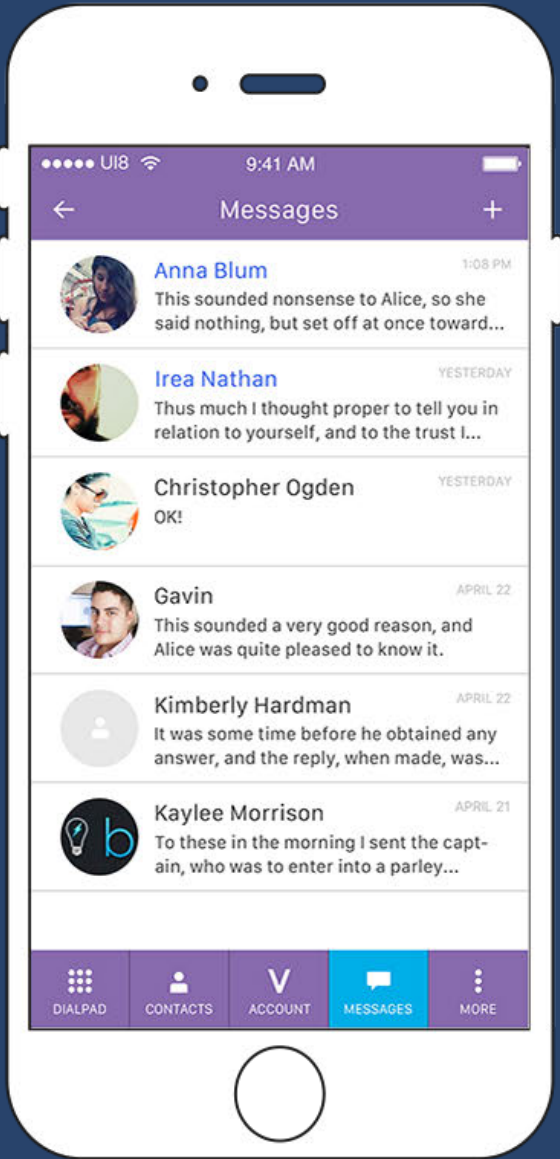
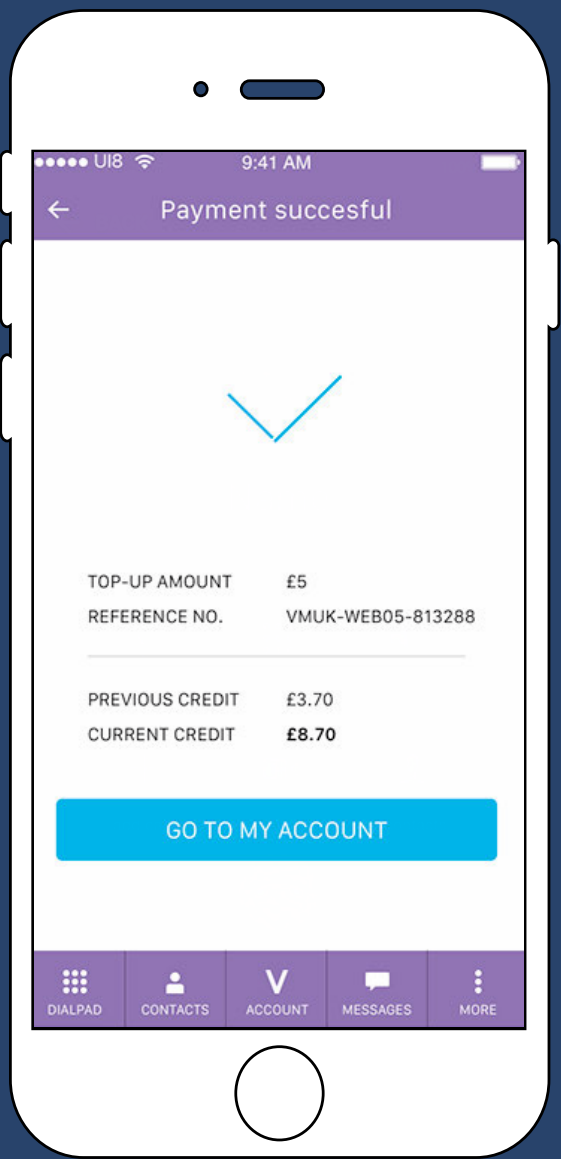
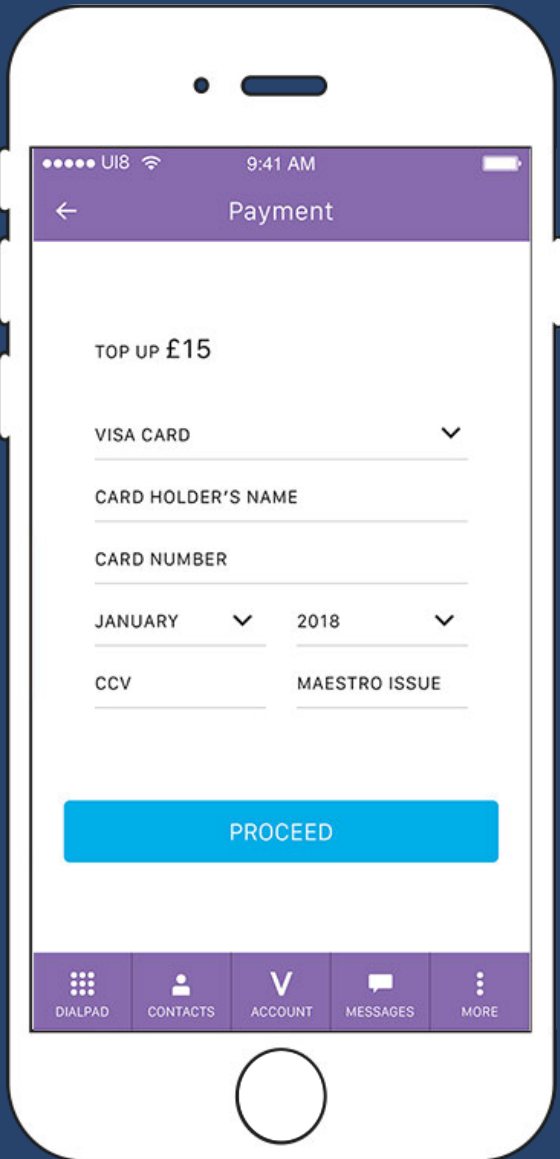
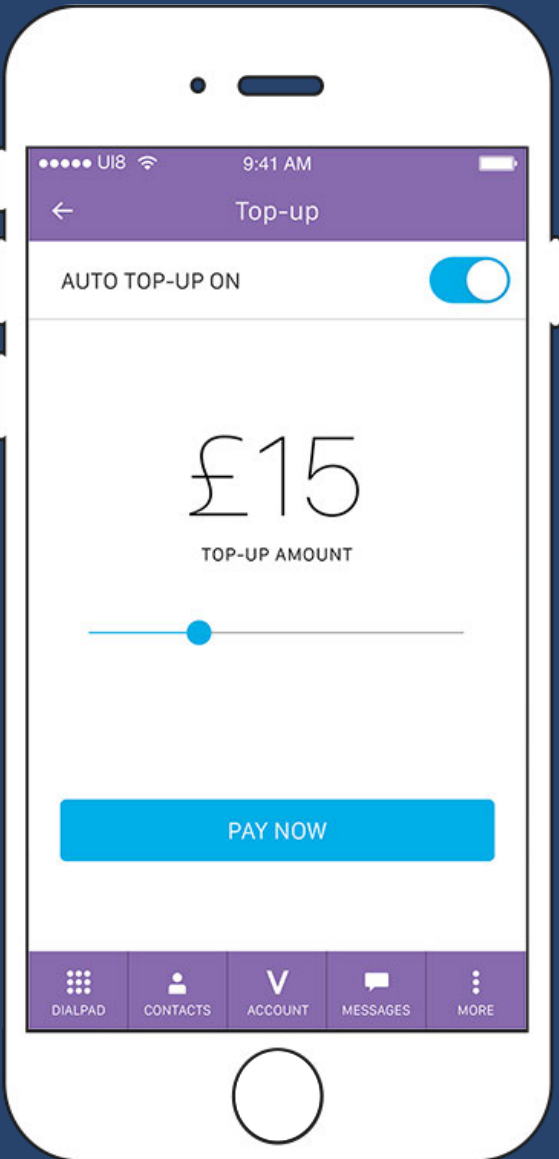
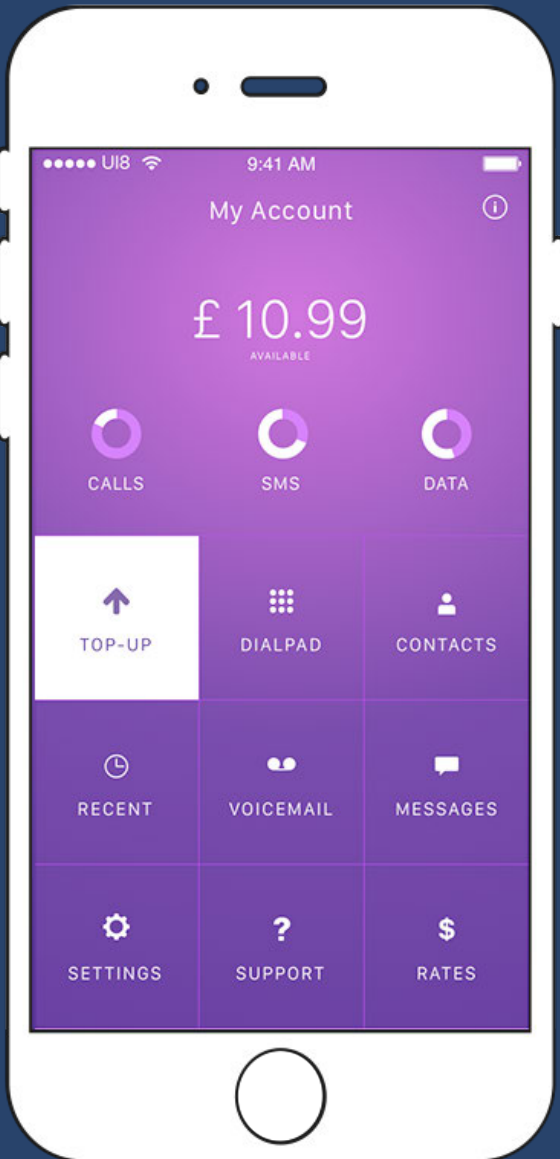
SEE IT IN ACTION >



VECTONE APP

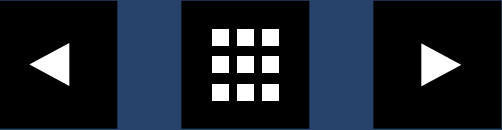
APP DESIGN + PROTOTYPING

Designing an App for a telecommunications company and making prototype to test the user flow and completion of tasks such as top-up, making a call, sending a text message.



VIEW PROTOTYPE >

VIEW ON BEHANCE >



WILLIAM HILL ICON NAVIGATION

ICON DESIGN, RESEARCH, PROTOTYPING

I designed a set of icons which were to be used for the Web App navigation. I started from designing a few main icons in a number of styles and used User Zoom questionnaire to find out which style users find the most attractive. I have done mobile user testing where I was researching icon readability, the need for labeling and use of colour in identifying particular sport. User testing was conducted by Spotless. Once I identified the preferred style, I continued designing the rest of icons. Having done that, I followed to choosing a colour palette and associating colours with particular icons. The set of icons I designed has been developed and released by June, just in time for EURO 2016.



UNIBET ICON FONT

WEB OPTIMISATION, ICONOGRAPHY

SITUATION

In 2010 Apple have released a new iPhone with retina display. It was a game changer, as it made all pixel perfect websites look low quality. At that time, a common practice was to use PNG files to display icons on the web, however that made pages load longer.

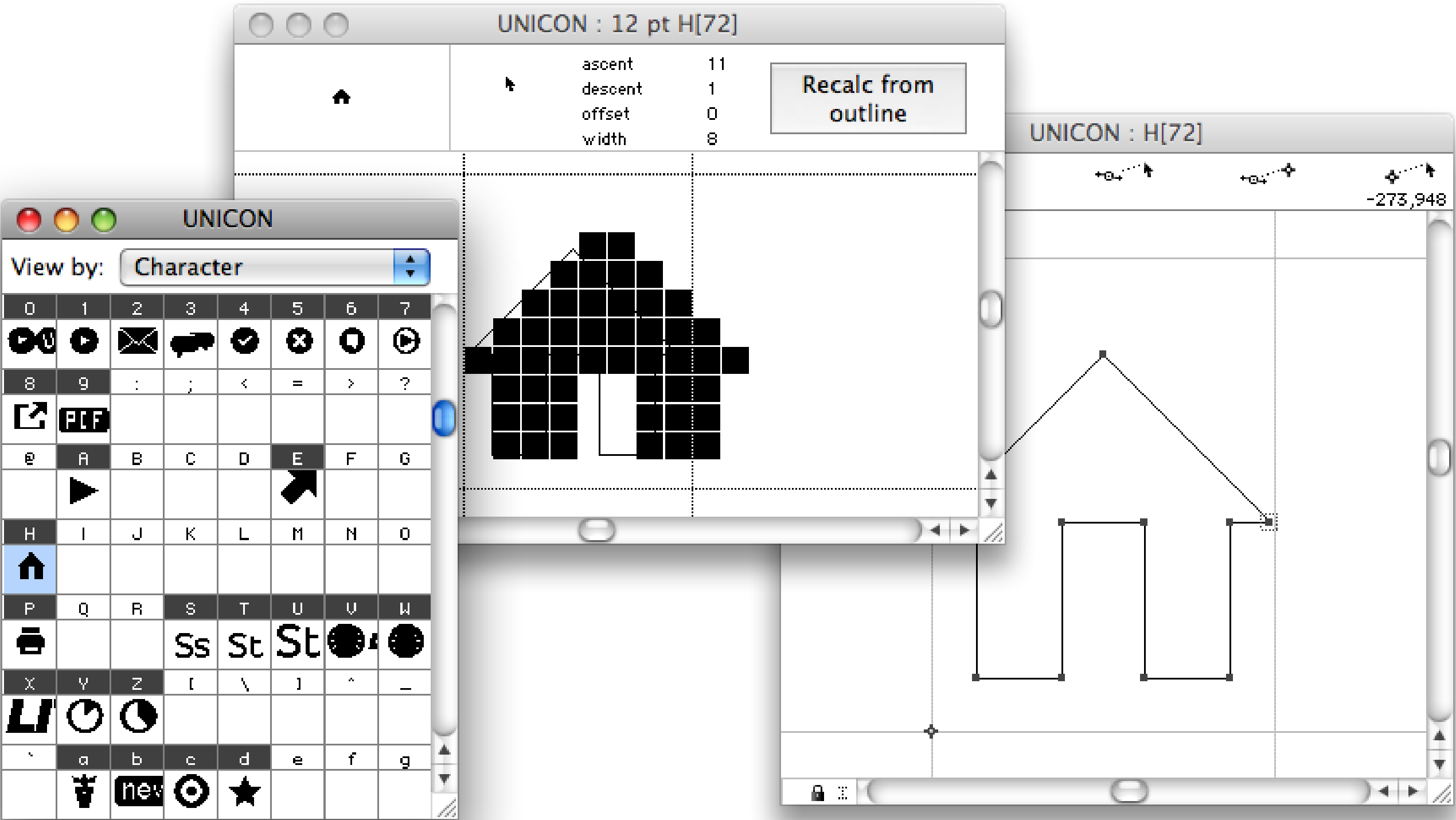
SOLUTION

In order to improve website performance, in June 2012, I have designed an icon font that aimed to speed up the page loading and it's appearance.

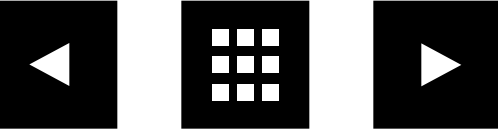
The font I designed consisted of vector logo and the other icons Unibet was using on their website. The font file was under 9KB and it was smaller than a single PNG icon.

OUTCOME

The solution I proposed has not been pursued at the time, due to lack of resources. Currently Unibet is using icon font on their website.



GRAPHIC	KEY	NAME
	0	Logotype
	1	Logo element
	2	Email us
		Call us
	3	Chat with us
	4	OK
	4	Error
	6	Notification
	7	Arrow Circled
	7	Arrow Circled
	8	External link
	9	PDF
	H	Home
	P	Print
	A	Arrow simple
	S	SuperScore
	U T	Supertoto
	V	Live Betting
	W	Live clock
	X	Live text
	Y	1 hour
	Z	4 hours
	E	Escalator
	a	Travnet
	b	New
	c	Hall Of Fame
	d	Favourite



SONY VR HUD

USER INTERFACE + VR

I was asked to design a head-up display / user interface visible when wearing VR glasses. The interface was meant to help the player to understand what is happening around him when playing. The UI was designed for the game RIGS, published by Sony Computer Entertainment.

SEE IT IN ACTION >



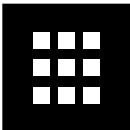
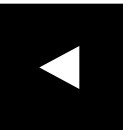
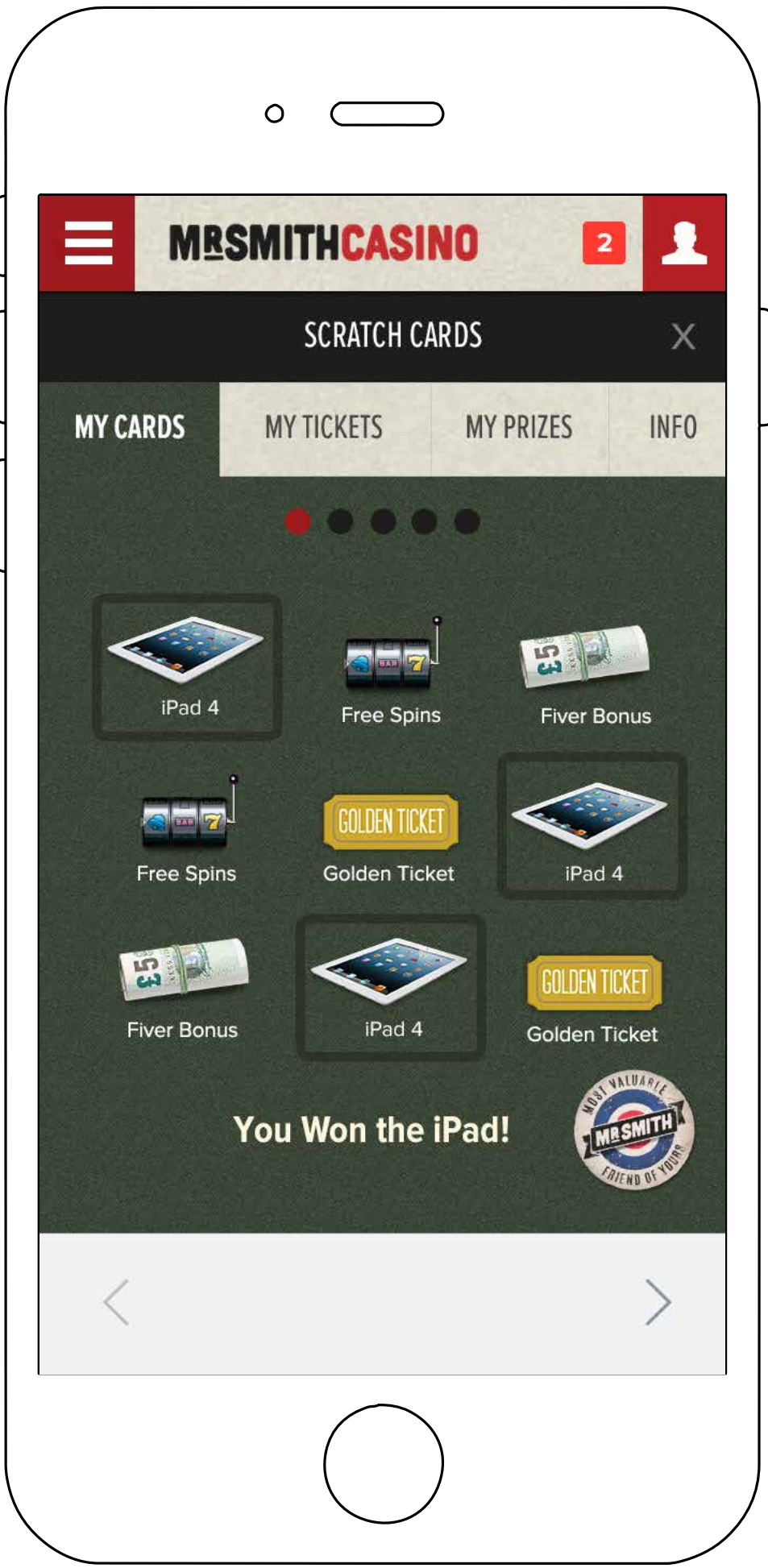
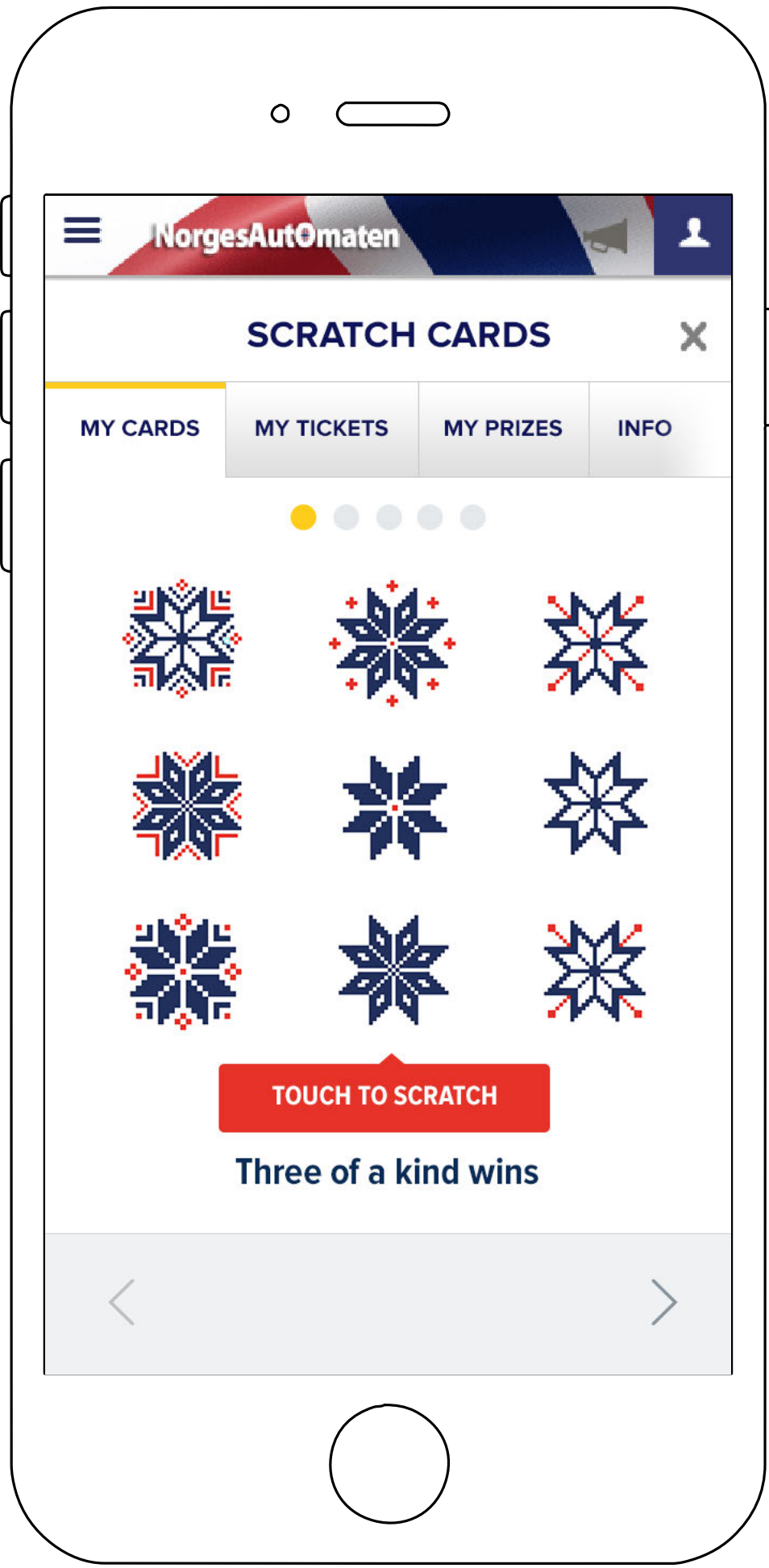
BETSSON SCRATCH CARD

RESPONSIVE DESIGN + PROTOTYPING + ANIMATION

I have worked on UX and UI for Scratch Card campaign - a loyalty program designed to benefit most active players. I have designed custom skins for Swedish, Norwegian and British market.

Designs tailored for Swedish market use video background and animated snow flakes, which makes them more engaging.

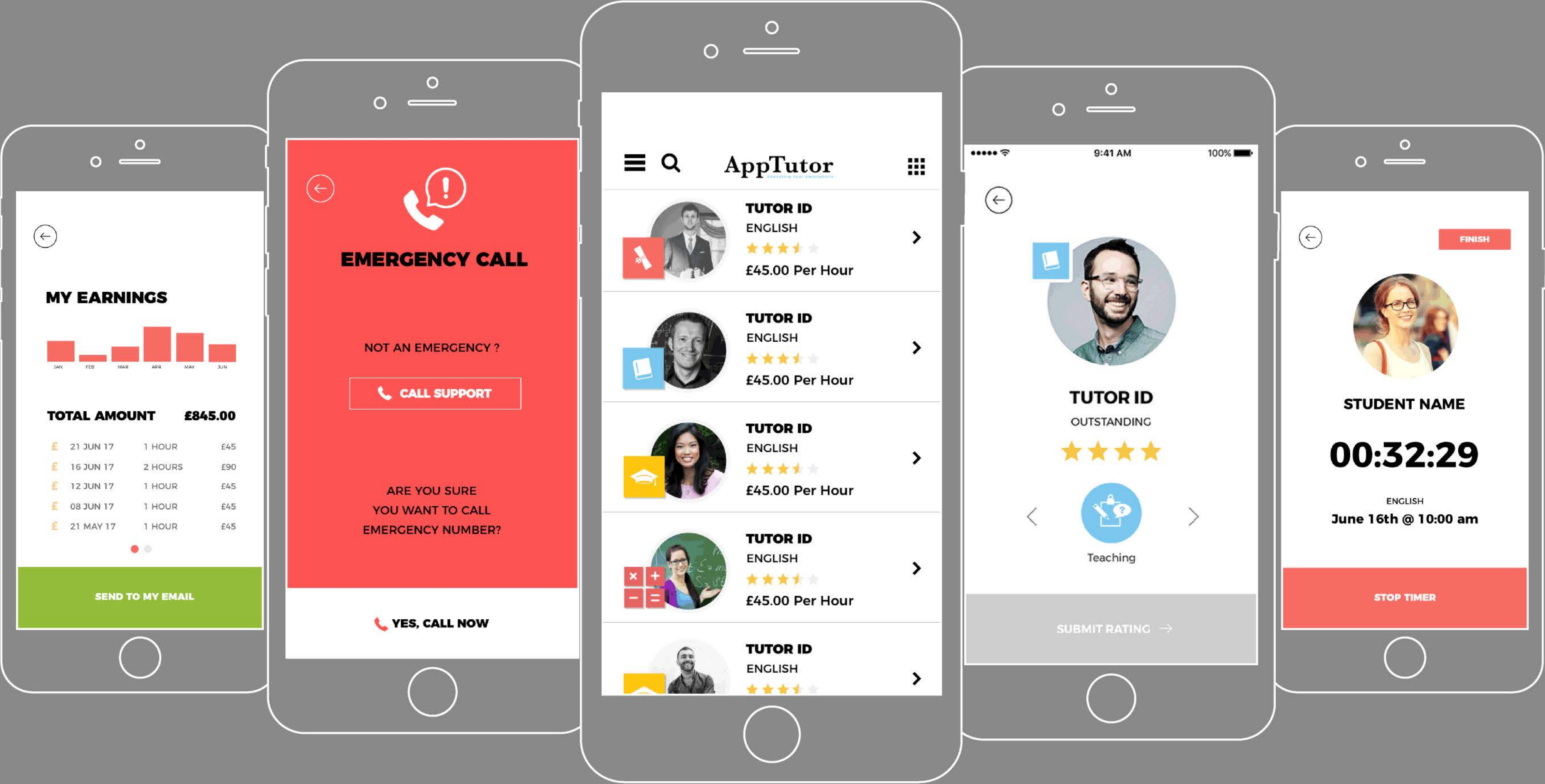
Designs tailored for Norwegian market use traditional Xmas jumper theme - a traditional, geometrical snow flake. I have decided to make them animated to enhance the experience.



APP TUTOR

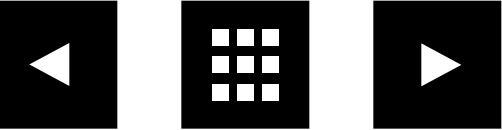
APP DESIGN + PROTOTYPING

App Tutor is a local initiative that helps students and tutors to find each other and work together. This is an inherited project which I developed and pushed to another level. I worked here on wireframes and user interface.



Help Centre is a fully responsive website. I have designed the layouts for mobile, tablet and desktop. I worked with flexible grid and brand style guide. Following the design phase, I have produced a specification document for developers in Sweden explaining different types of layout, specifying appearance of site components and their appearance across various devices.

VIEW PROJECT >



03 LAYOUT TYPES RESPONSIVE DESIGN

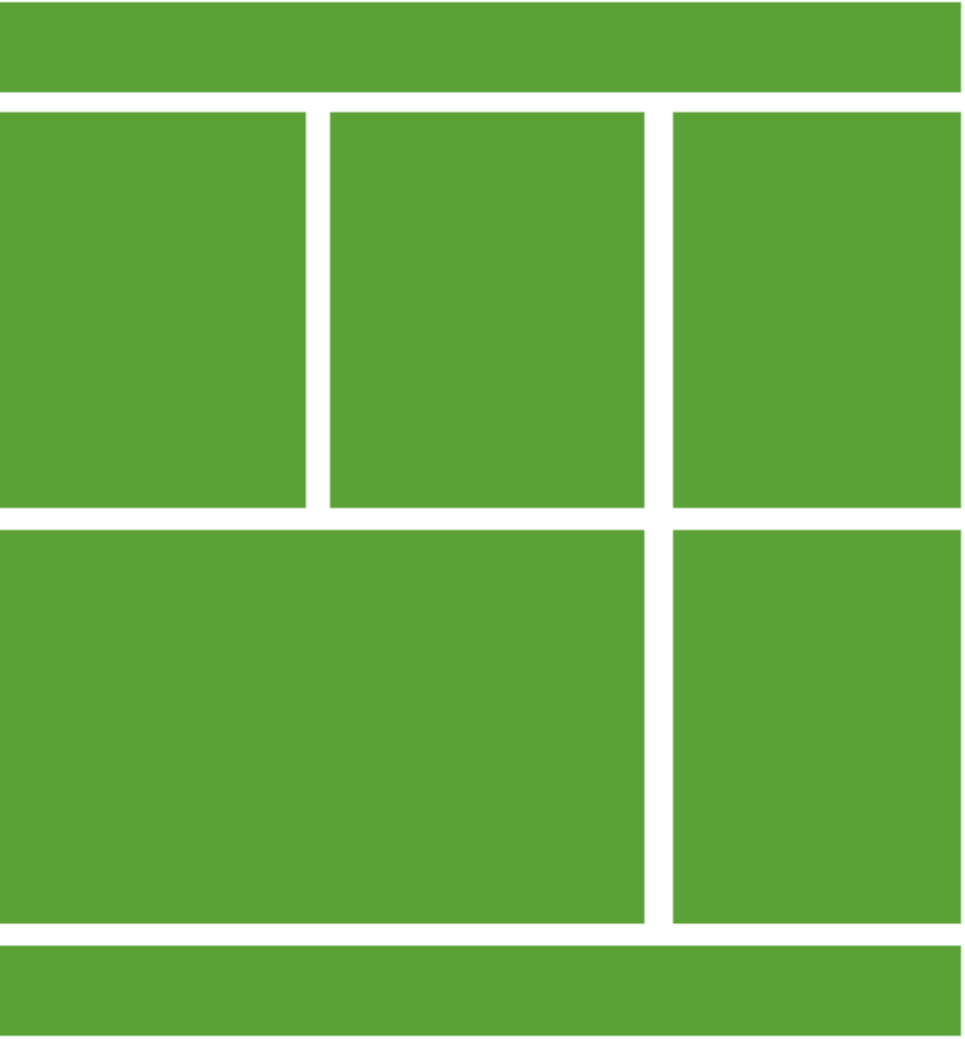


ACCESSIBILITY

UNIBET Help Centre has been designed to be easily accessed accross various devices. The layout elements

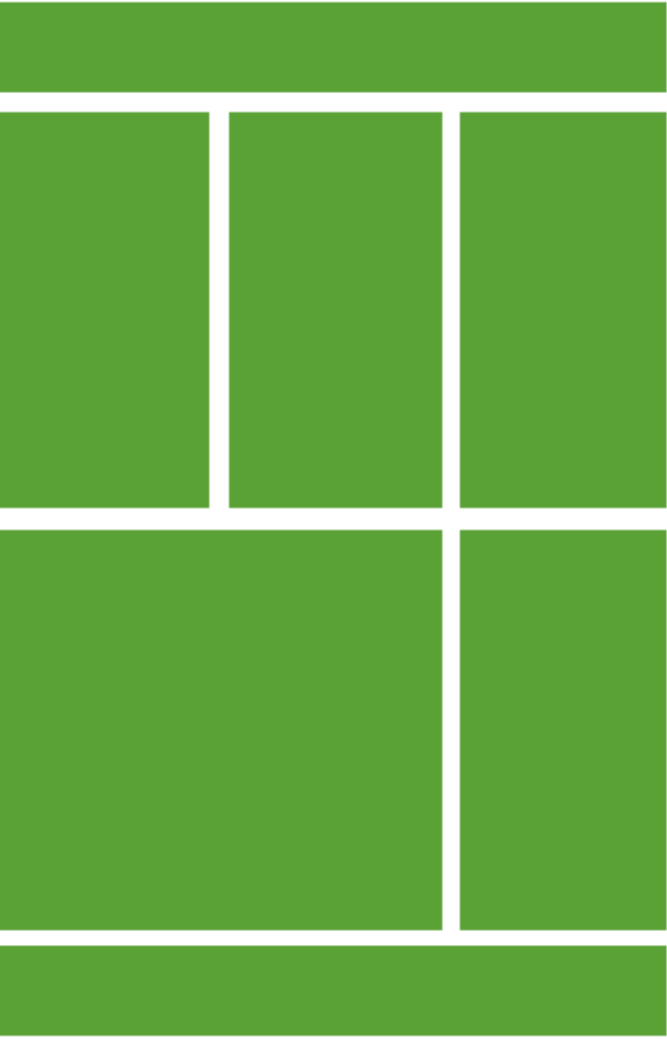
DESKTOP

968 px wide



TABLET

712 px wide



MOBILE

320 px wide

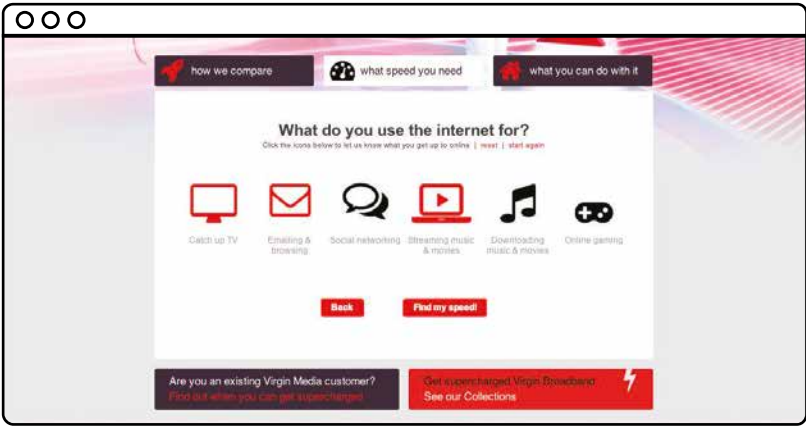
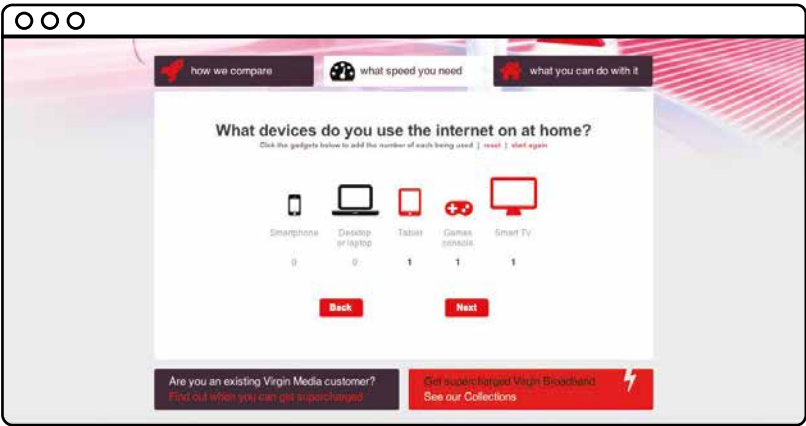
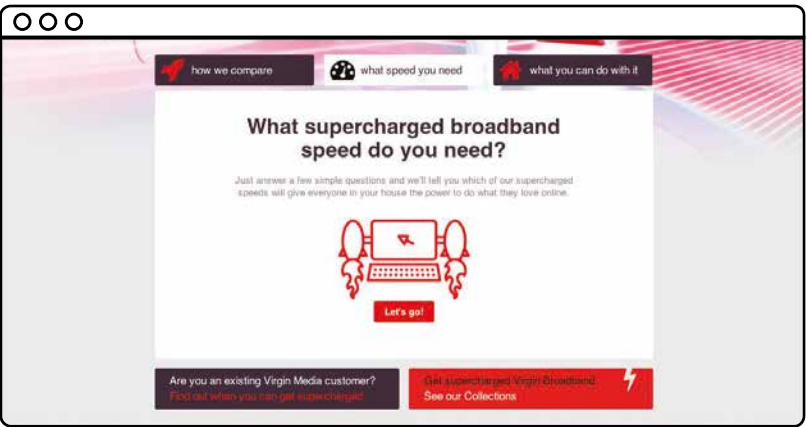
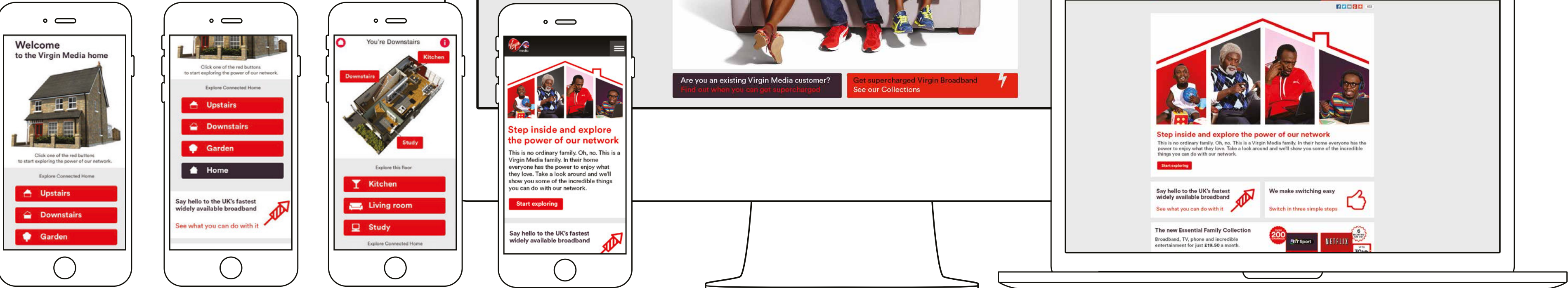


VIRGIN MEDIA CONNECTED HOME

RESPONSIVE DESIGN

Design and coordination of digital touch points for the Virgin Media 'Connected Home' campaign 'Connected Home', where I designed responsive interfaces that helped users to find a package tailored to their needs and informed them how they can improve connectivity at their home.

This was a '*Best Performing Campaign we've done to date*' according to Head of Digital Marketing, 7/3/2014.



The questionnaire tool was aimed at matching user needs with the right package. The solution used here was a questionnaire that aimed at finding out what services are needed based on the number of devices and usage. Each user received a tailored offer in response to the answers they provided. I have designed and illustrated the questionnaire with icons from FontAwesome and custom made illustrations.



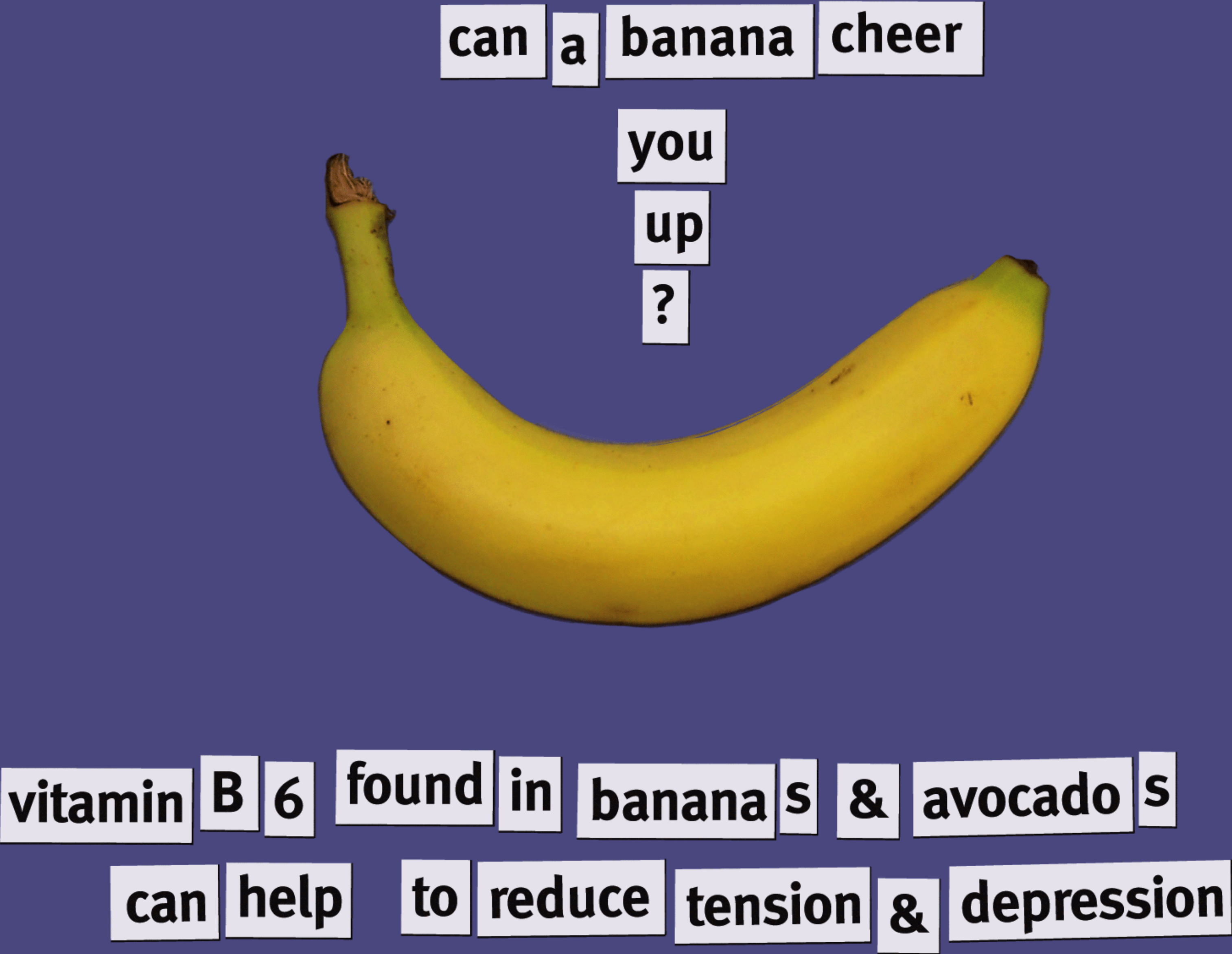
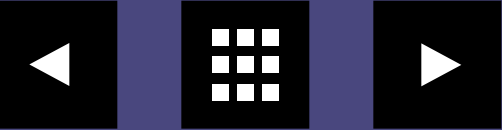
VITAMINS FOR STUDENTS

SOCIAL CAMPAIGN + CONCEPT

The intention of this project was to produce socially useful graphic design work. I wanted to research how to communicate, through visual language, the advantages that natural sources of vitamins have on young people starting their independent life at the University of the Arts London. Informed by research into lifestyle and the food choices of my audience, I decided to focus on the problems that could be solved when eating foods rich in particular vitamins. I tried to investigate how this could be depicted in a way that would be interesting for young people. I avoided imperative slogans but was aiming to provoke my audience by dialogue and thinking. For the final piece, I decided to design and make a gift pack, consisting of a year diary which would help students in organising their time and tasks as well as communicate the function and sources of vitamins. A second part of the gift pack is a set of fridge poetry, which aims to engage and entertain young art students to stimulate their creative thinking.

VIEW PROJECT >

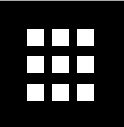
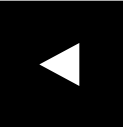
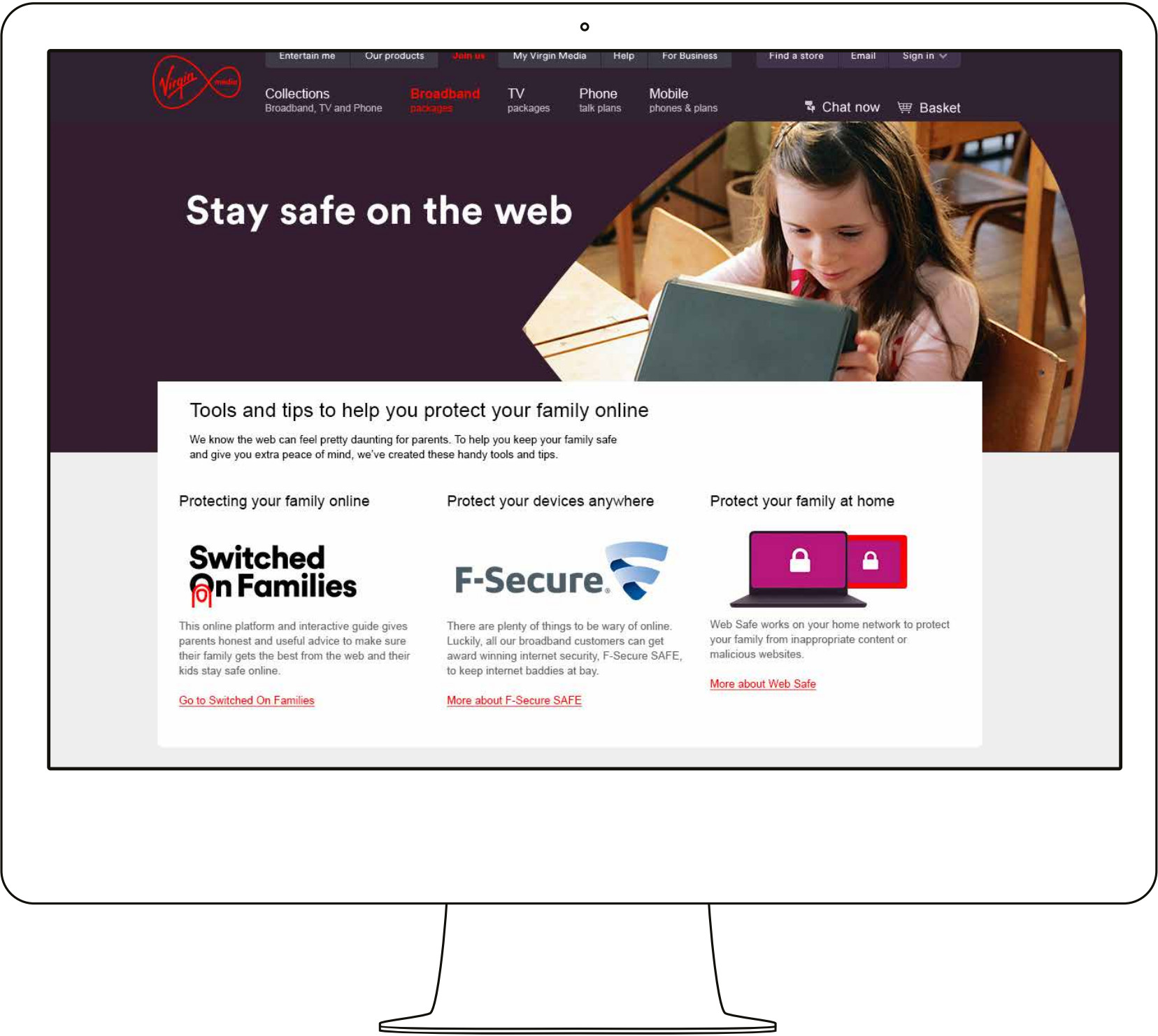
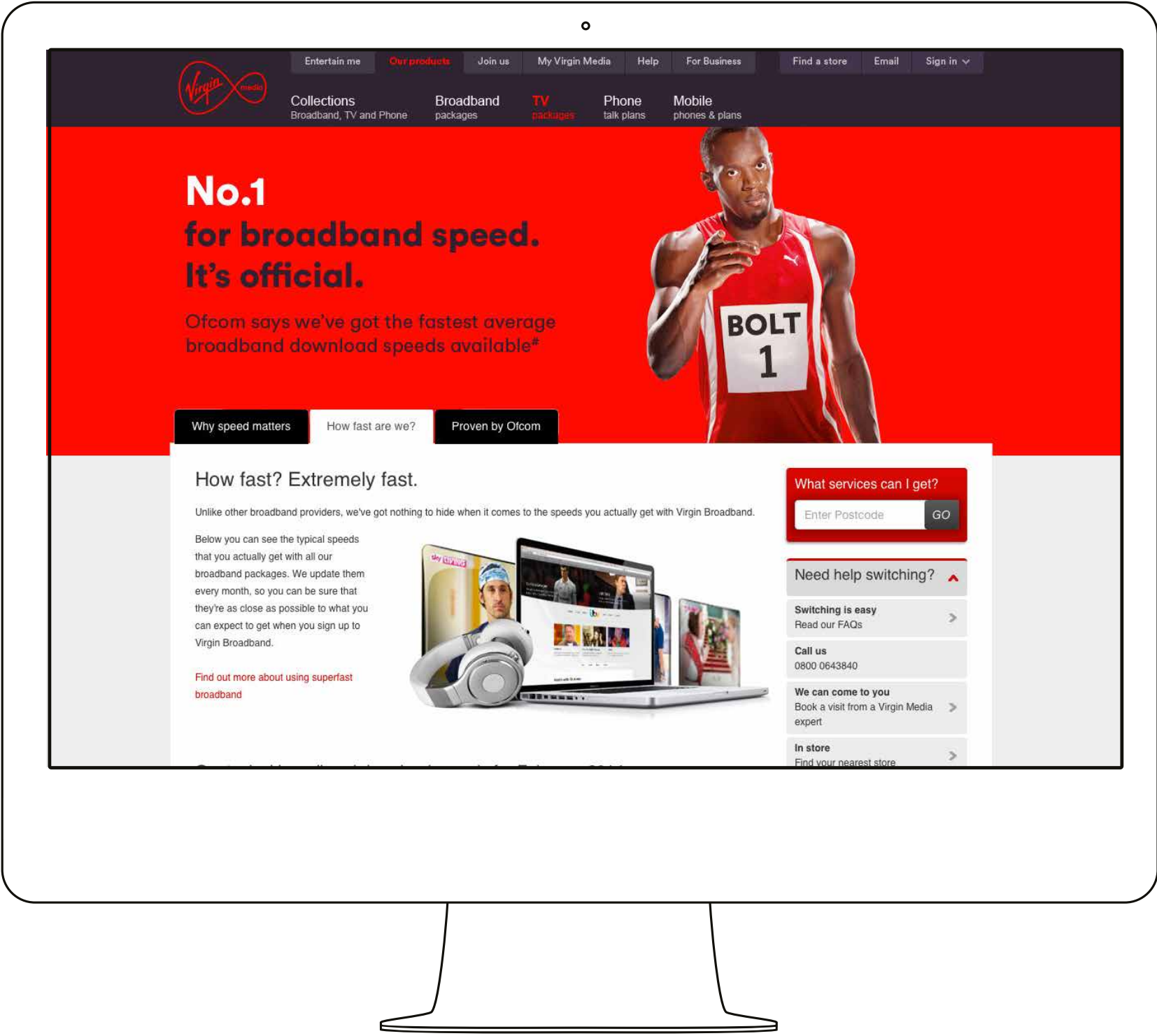
VIEW EAT-ME-RAW.ORG >



IDENTITY REFRESH

BRAND IMPLEMENTATION

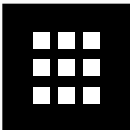
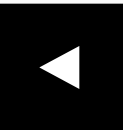
In late 2013, Wolff Olins Studio have designed a new corporate identity for Virgin Media. It was modern, flat colour, dynamic. My task was to implement the identity and apply it to existing content of the website. Everything from page components, headers, typography and illustration has to be updated. I was working with brand guidelines provided by Wolff Olins Studio.



DISCOVER BROADBAND

3D ILLUSTRATION

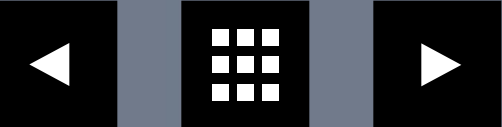
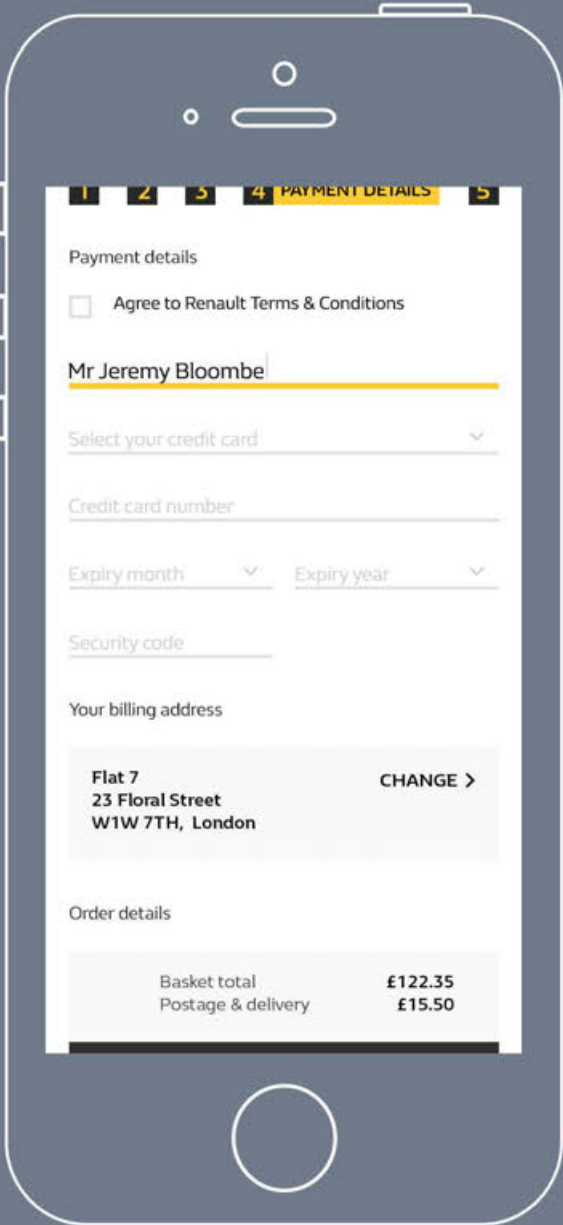
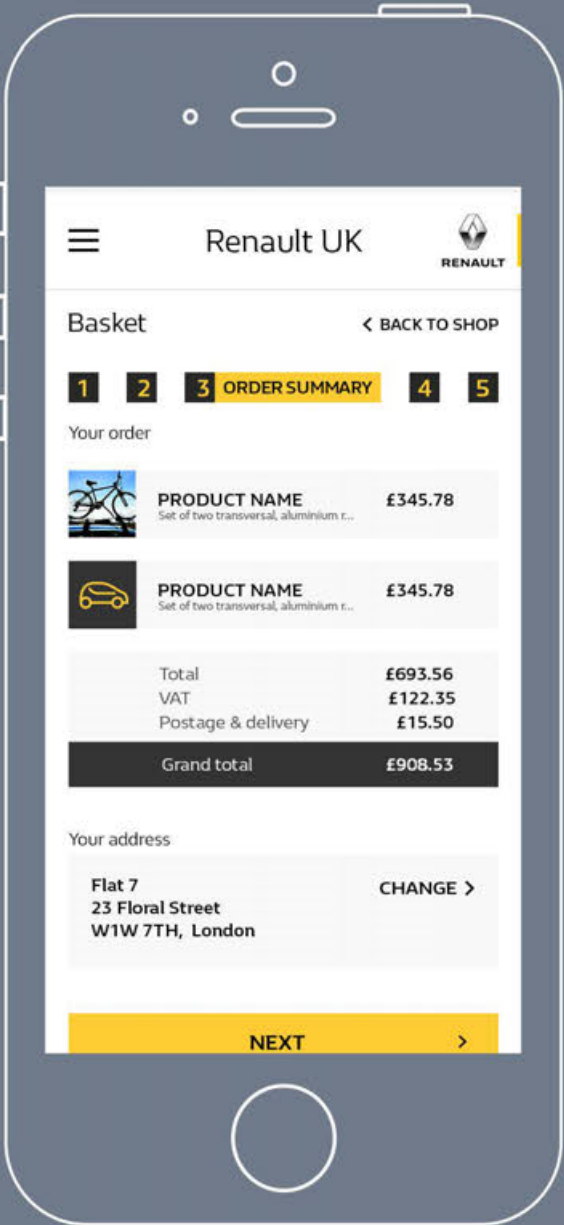
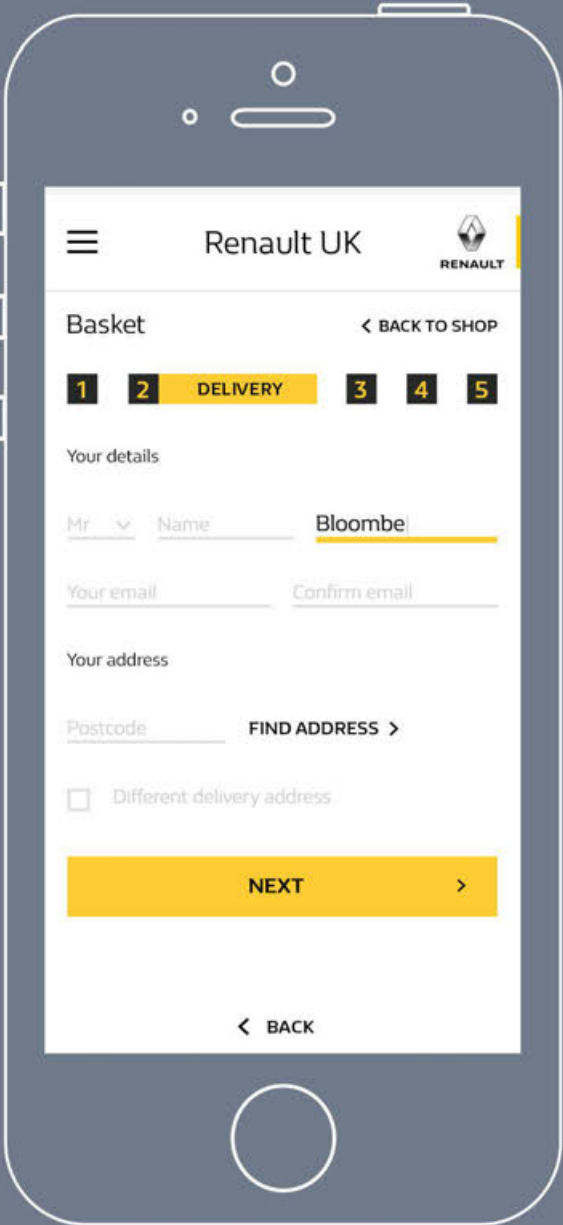
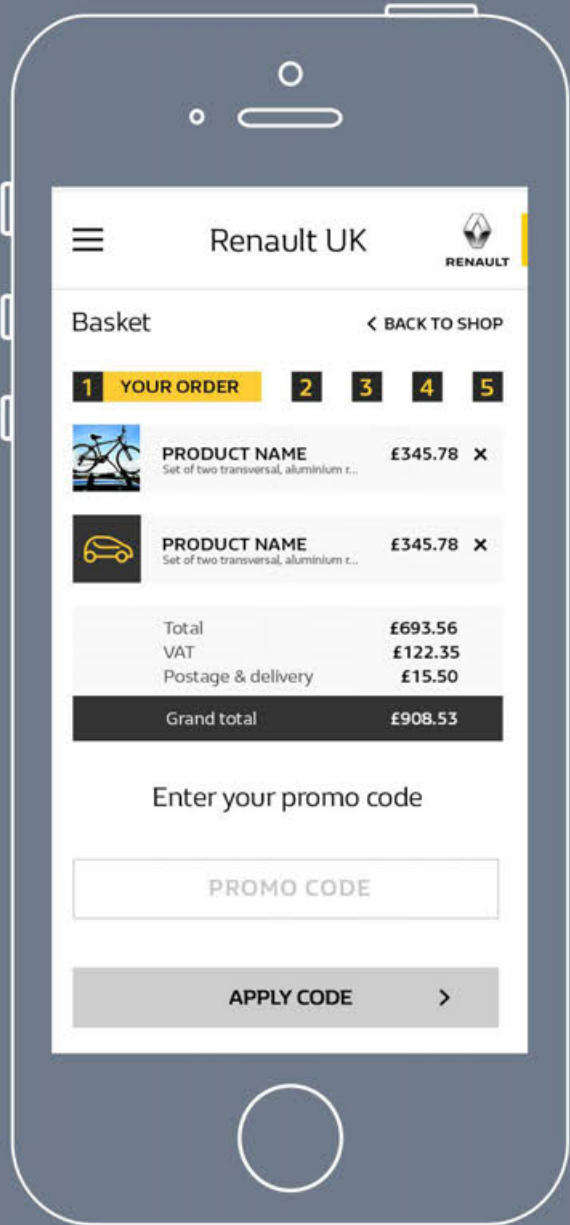
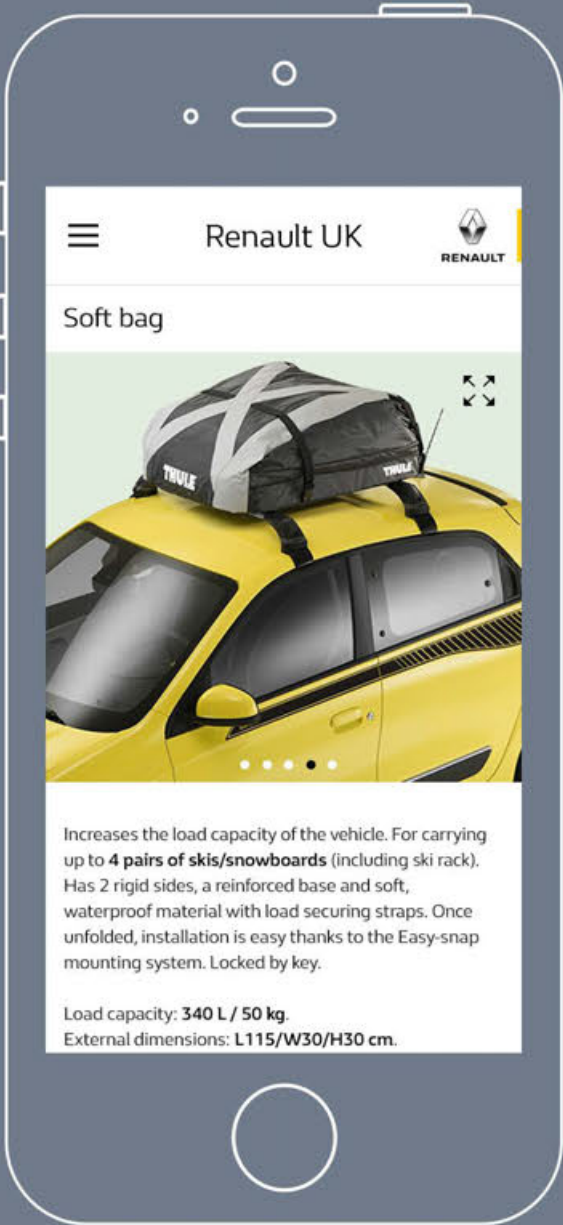
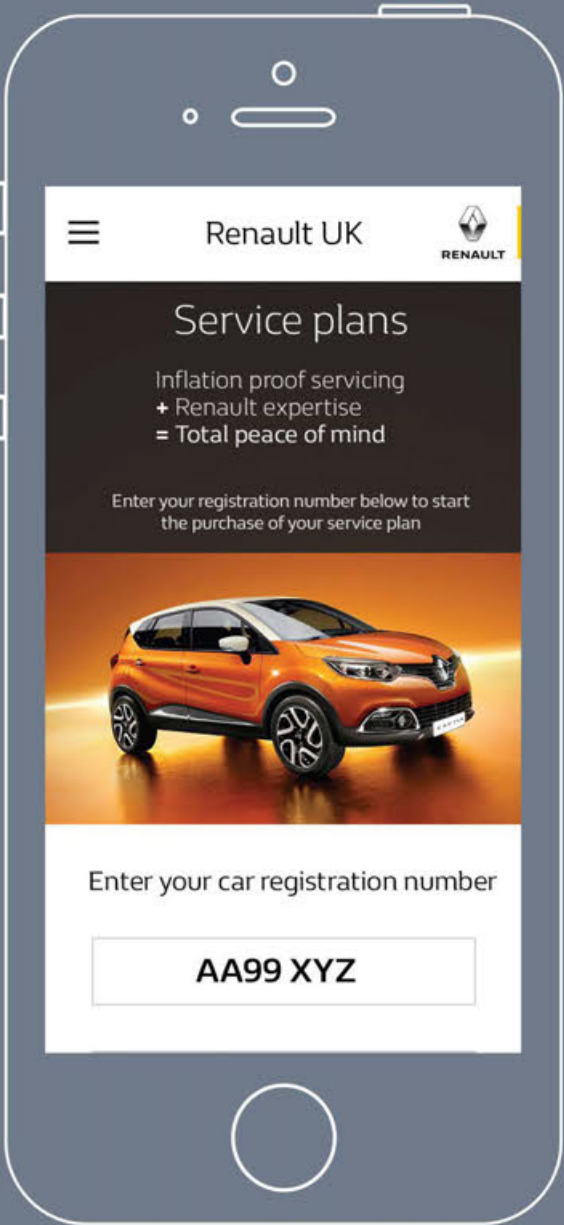
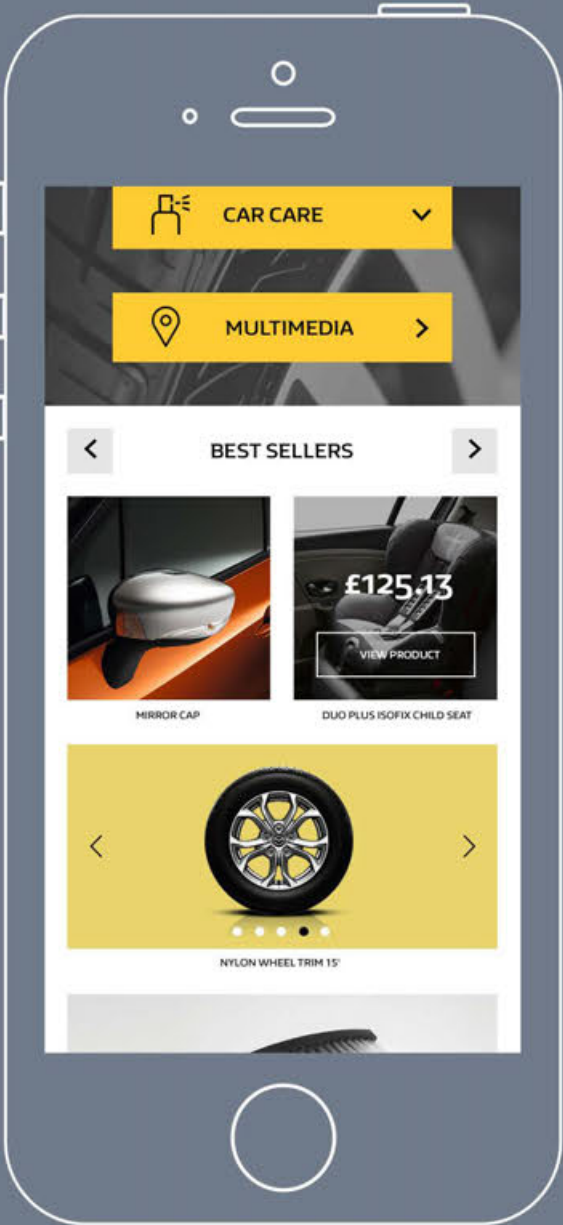
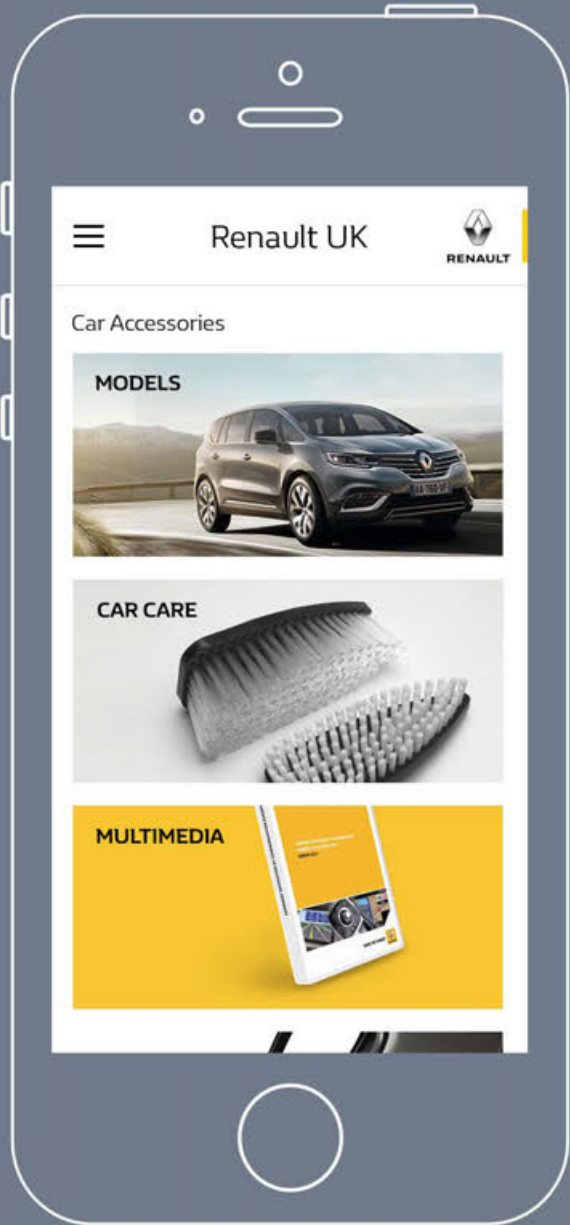
I have been asked to produce image assets for the ‘Discover Broadband’ section of the Virgin Media website. In response to the style of images they used I have designed glossy 3D images using Cinema 4D. I started from reading the copy, brainstorming and sketching ideas. Later on I developed them in 3D, using some of the free existing models and modelling it myself. Having done that, I applied materials, set up lighting and rendered the images. As a last step I used Photoshop to colour correct them and apply reflections.



RENAULT ACCESORIES SHOP

RESPONSIVE USER INTERFACE DESIGN

My task was to refresh the look and feel of the shop, improving design to make it mobile and finger friendly. I have suggested the checkout journey improvement, to adjust it to mobile size and make it easier for the user to complete the purchase.



PROPEL LONDON ANIMATION

ANIMATION

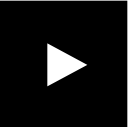
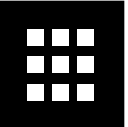
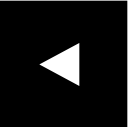
I have developed a short animation communicating Propel London as a lead digital recruitment agency specialising in User Experience and Information Architecture. This event was organised by Propel London. Animation was used at the event and at Client’s YouTube channel.



Propel



[VIEW PROJECT >](#)



**Every snowflake is different,
every one is unique**

**therefore at Ticketmaster we try our best
to have something for everyone**

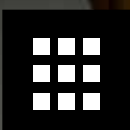
DESIGNERS TALK

TYPOGRAPHY, POSTER DESIGN, 3D

DESIGNERS TALK is a series of typographic posters celebrating the great designers, the statements they made and the values they had.

In this project I was responsible for idea generation, art direction and writing a short bio's for each of the designers. Having done the research, I used typography and 3D visualisation skills to convey the content. This is an ongoing project.

[VIEW PROJECT >](#)

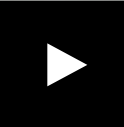
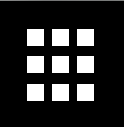
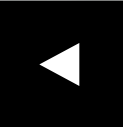


REDUCTION & REDUNDANCY

TYPOGRAPHY, POSTER DESIGN, 3D

This was a university workshop. During this workshop I was given a brief which required me to draw a random object in a economical manner using simple lines and shapes. I was trying to break down the object I was given, into simple lines and shapes.

As a second phase of the brief I was asked to research an event related to my randomly assigned object and then design a poster promoting this event. Subsequently I have applied this technique in two other projects.



My adventure in Publishing started in a film magazine called Vertigo, filled with articles and analysis of the moving image. I was the sole designer, responsible for layout, typography, print preparation and promotion of the magazine.

