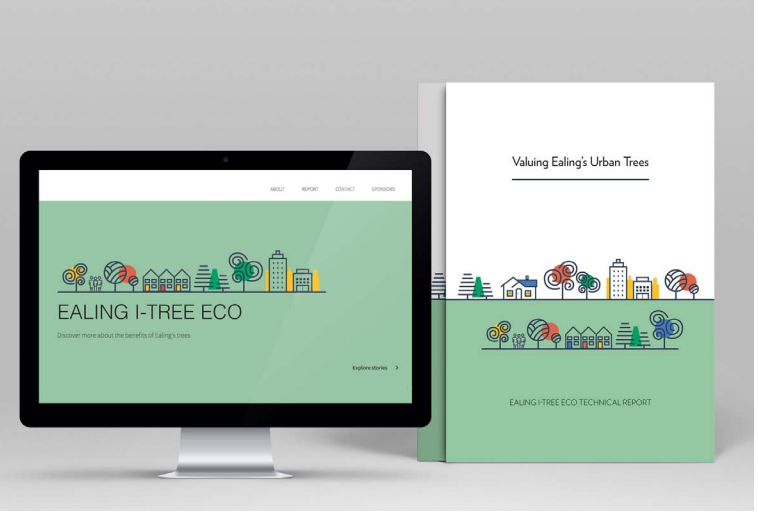
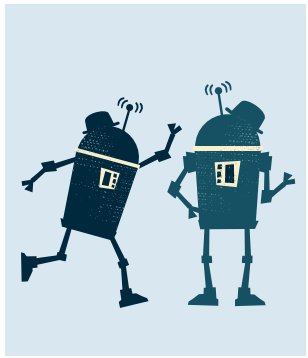
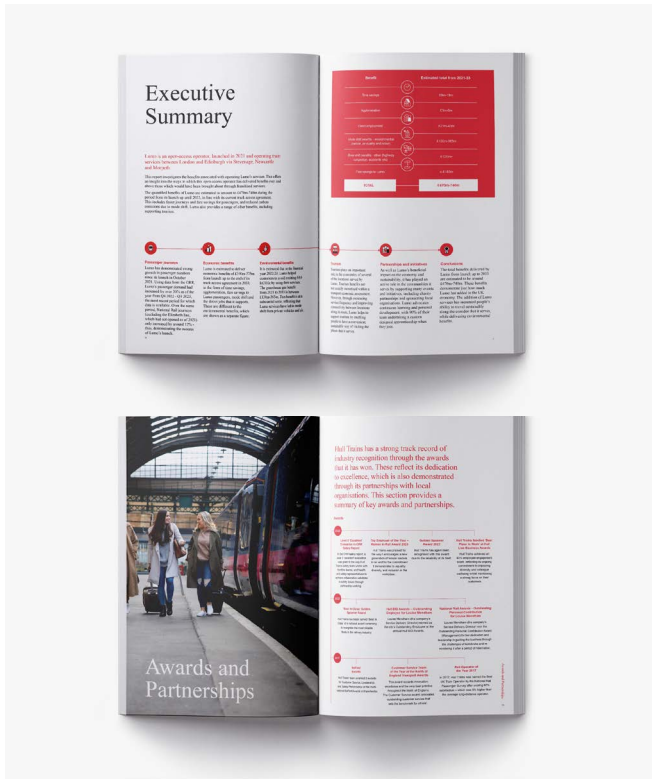
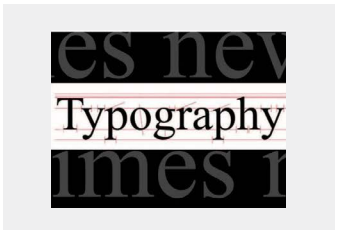

Valuing Ealing's Urban Trees
EALING I-TREE ECO
Discover more about the benefits of Ealing's trees
Explore stories
EALING I-TREE ECO TECHNICAL REPORT

PLIÉS
AND
THANK
YOU

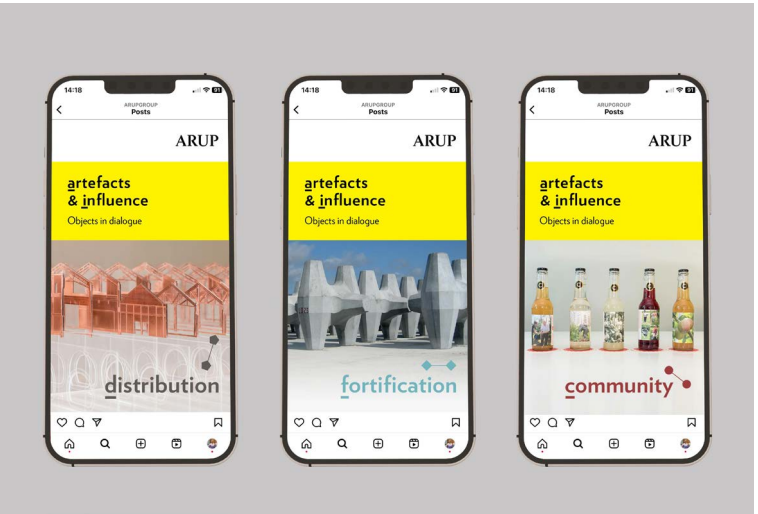
Global Policy
Foresight on scenarios for the transport of passengers and goods, and developing governance.
Infrastructure
Development of sustainable infrastructure through environmental noise assessment; vertiport building design; sustainable airport growth; and sustainable fuels use.
Cities
Helping Local Authorities to redesign their transport strategies and minimise noise impacts in complex urban environments.
Aircraft
Helping manufacturers to optimise the design of AAM aircraft through perceptual tests and supporting aircraft certification and infrastructure.
Healthcare
Supporting healthcare in busy urban areas and remote and isolated communities using Uncrewed Aerial Systems (UAS).
Human response and perception
Using sound demonstrations to understand AAM sound to support regulation and certification.




Executive
Summary
Awards and
Partnerships

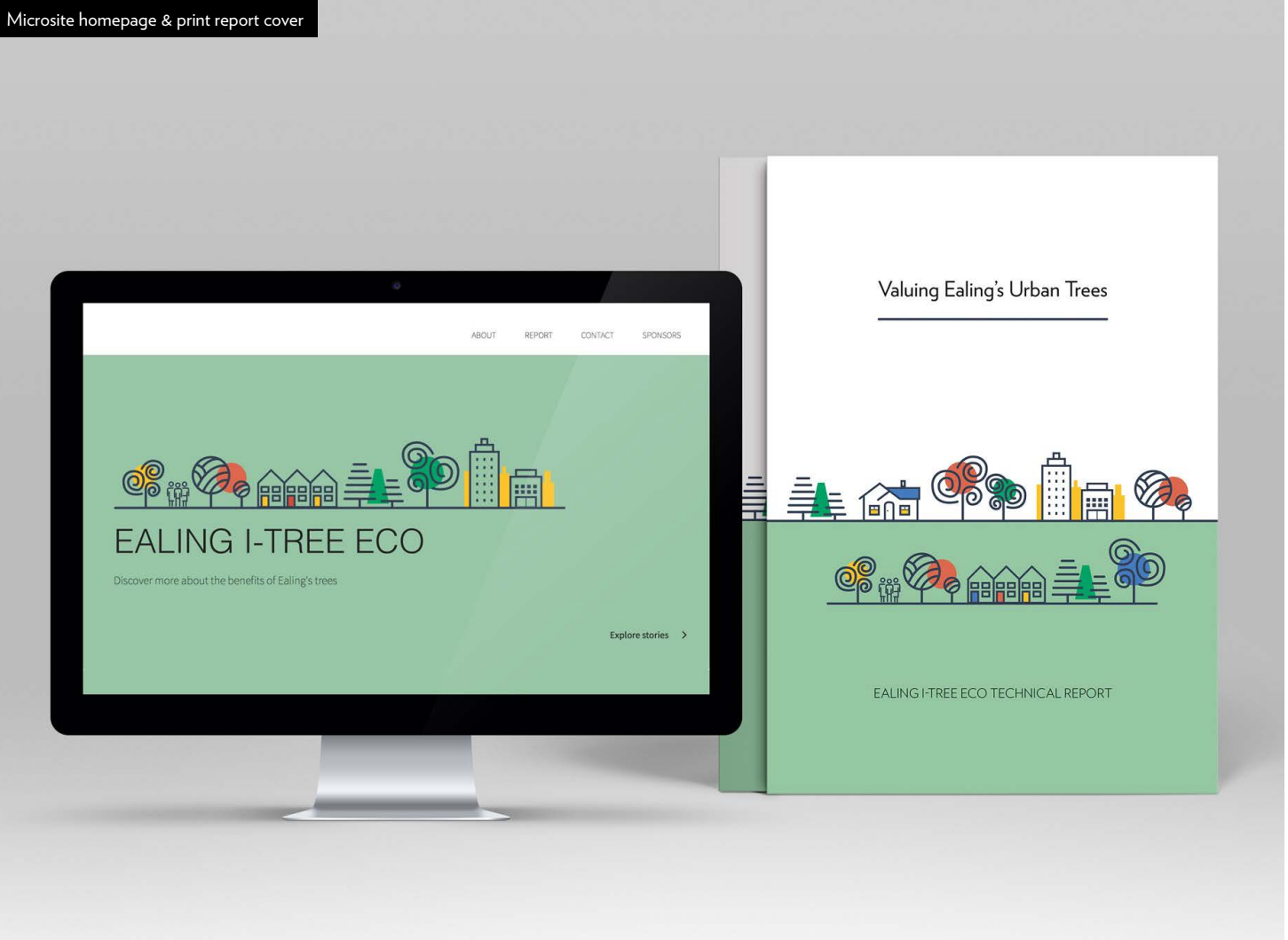

Typography

national highways
Connecting the country

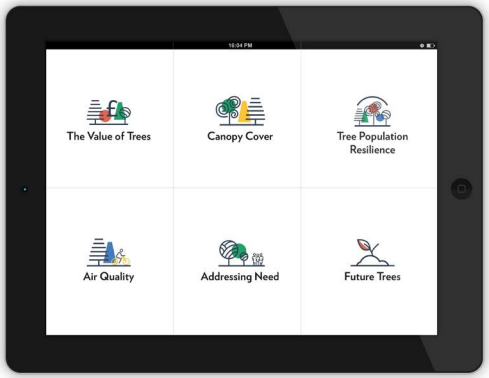

ARUP
artefacts & influence
Objects in dialogue
distribution
fortification
community

ARTIFICIAL INTELLIGENCE

Microsite homepage & print report cover



Microsite story sections



Print report spread

EALING I-TREE ECO

FORMAT: Microsite, print and digital report

CLIENT: Arup, Trees for Cities, The London Borough of Ealing, Treeconomics, Forestry Commission, Forest Research and the Greater London Authority

SKILLS: Client relationships, concept generation, brand identity design, illustration, UX, editorial layout

BRIEF

Partnering with the above organisations, provide a solution to best communicate the findings of a comprehensive assessment of the function and value of Ealing's trees. With a report that is detailed and technical, develop an accompanying microsite that will entice and educate the general public and inspire them to delve further into the subject and full document. The report findings set a baseline to inform future management and help to quantify and value the environmental benefits provided by urban trees, including carbon storage, carbon sequestration, stormwater reduction and pollution removal.

RESULTS

As the project had multiple organisations as stakeholders I developed a mini-brand that represented the group and the theme of the project. This included electing fonts, colour palette, technical information (maps and charts) and creating illustrations and infographics.

Working with a developer, we created a microsite which allowed the user to discover Ealing's tree population through interactive maps, statistics and various other data. The themes of the findings were broken into easily accessible stories that brought the data to life in an engaging manner.

I designed the 50 page print and digital report that went further in depth into the findings. Working with a junior designer to flesh out the full document, the mini-brand design elements were used to produce a cohesive campaign.

Case study continued...

Bespoke Mini brand guidelines

Organisations represented

Ealing www.ealing.gov.uk
Trees for Cities Creating life into your neighbourhood
Treeconomics
Forest Research
Forestry Commission
ARUP

Fonts

Verlag bold
Verlag book
Verlag light

Colour palette

- summer sun
- winter cold
- autumn leaf
- spring grass 70%
- spring grass

Report text styles

Chapter heading
Section Heading
Title 1
Intro text
Body text
Diagram title
Pull quote

Icon system

sample i-Tree Eco
council inventory i-Tree Eco
i-Tree Canopy

Page grid

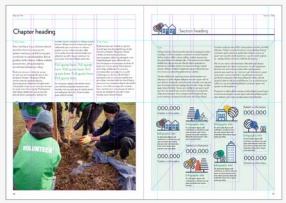
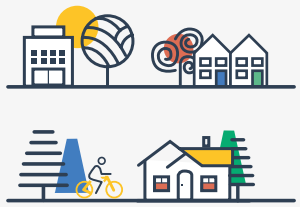
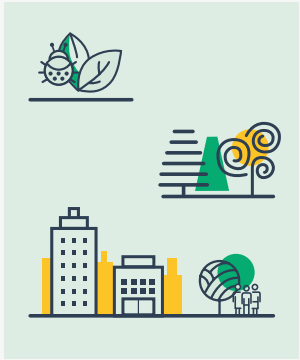


Illustration style





Map style

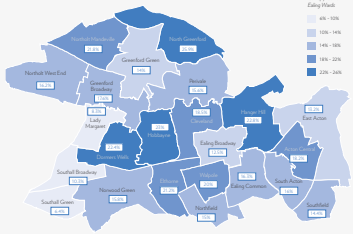
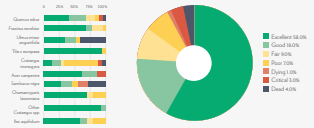
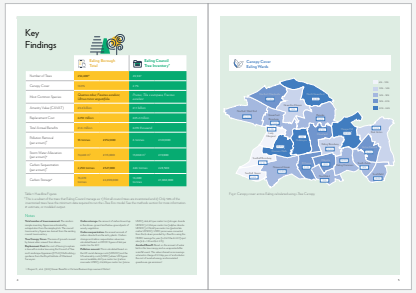
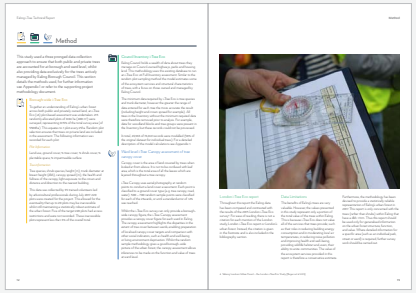


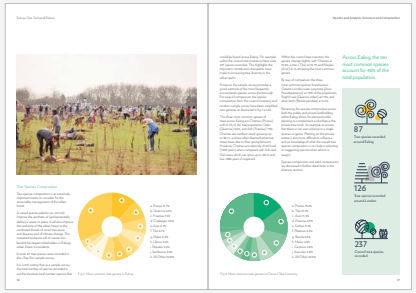
Diagram style

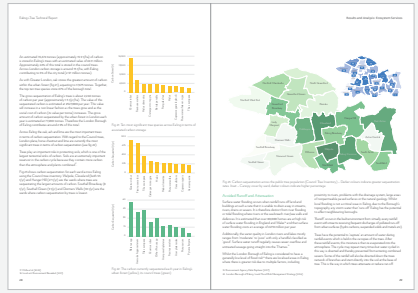


Print report spread examples

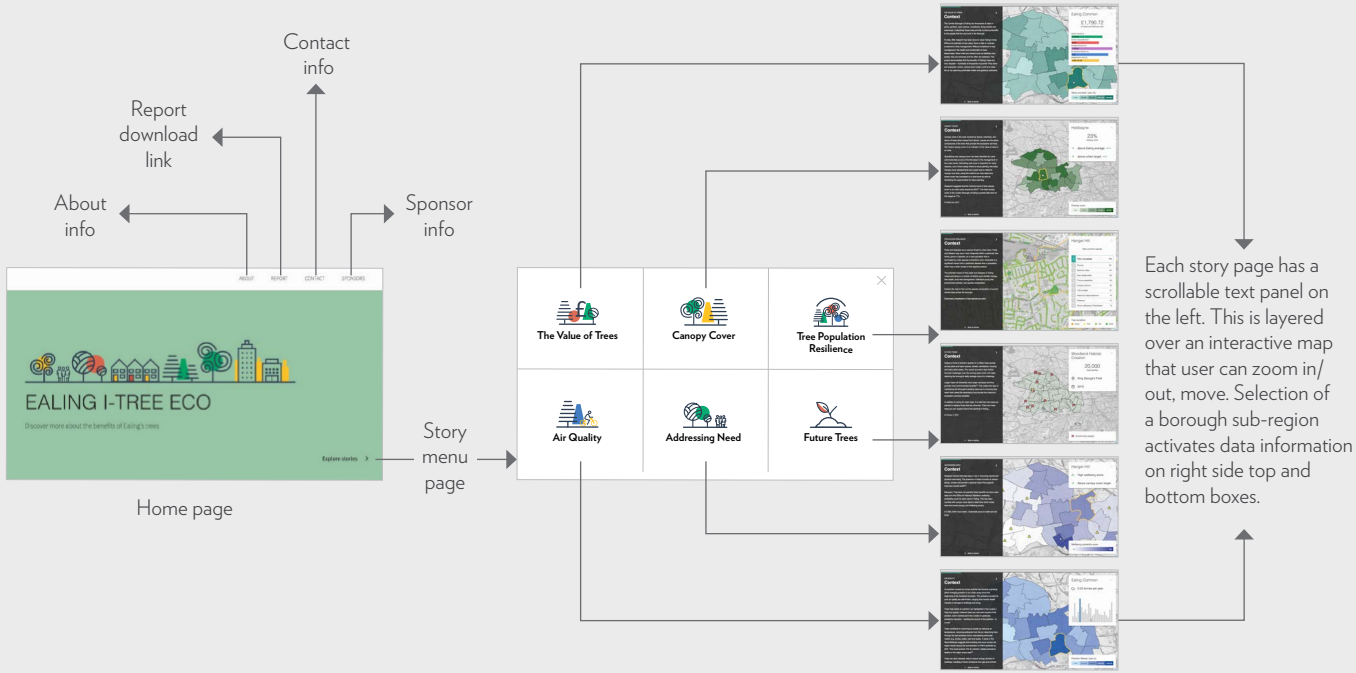








Microsite UX map

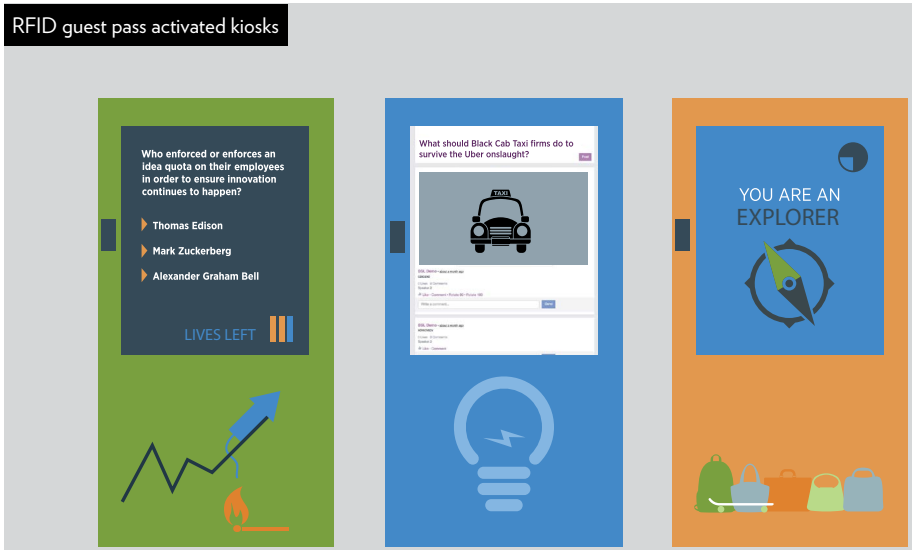


Event space design

Interactive elements

Email invite

RFID guest pass activated kiosks



INNOVATION EVENT

FORMAT: Event, Interactive display
CLIENT: PA Consulting
SKILLS: Concept generation, brand application, illustration, UX, project management

BRIEF

Using the PA consulting brand, design an event space and guest experience for an evening with stage panel discussion and interactive exhibition area that both engages visitors (current and potential clients) and also promotes the innovative nature of the company.

RESULTS

As the lead designer, I was tasked with storyboarding the event to include all visual elements and oversee the production of these elements. The evening included multiple areas of the site which where divided into zones - the stage area utilized screens and vinyls with Gobo projections on walls and ceilings; the reception drinks area had wall vinyls, and the after talk networking area included an interactive exhibition.

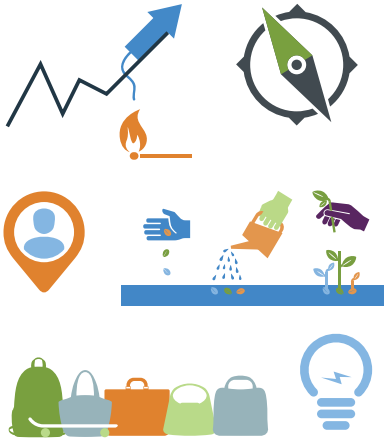
For the exhibition area, which was opened after the inspirational panel discussion, I worked closely with a digital production company. We created a set of interactive elements included three touchscreen wrapped kiosks, each with web based apps. Guests used their event passes to activate the RFID reader, automatically transferring their data into the apps (a questionnaire, quiz and thought challenge). Results live updated into an amalgamated video projection wall throughout the night. This encouraged conversations between the guests to exchange their ideas while keeping the event energy upbeat with the gamification elements.

Case study continued...

Concepts (adhering to brand guidelines)

Colour palette

Imagery style - flat and matt

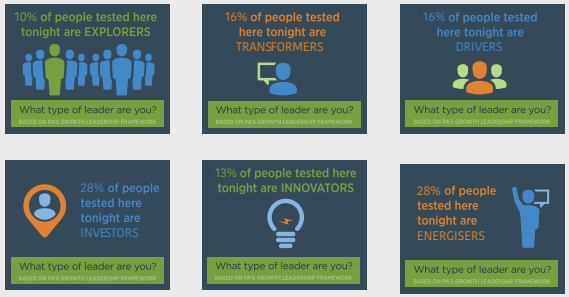


Fonts

Gotham Family:

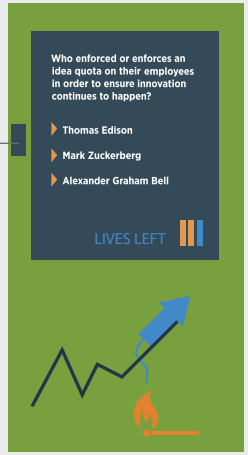
- Gotham Medium
- **Gotham Bold**
- **Gotham Black**
- **Gotham Extra Narrow Bold**

Wireframe for live updating screen wall



Rotations showing 6 pre-set graphics with live updating results, followed by information on each leadership type.

UX for touchscreen kiosks

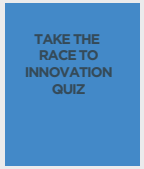


RFID reader

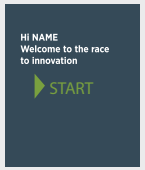
The Race to Innovation

Pub style quiz to test knowledge of innovations throughout history while also promoting innovative PA Consulting projects.

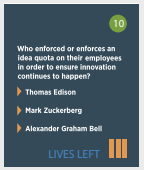
a.

b. 

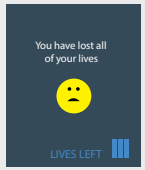
Screens when inactive (alternates between the two):

1. 

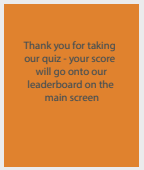
Quiz starts when guest taps their event pass. RFID registers name/ info.

2. 

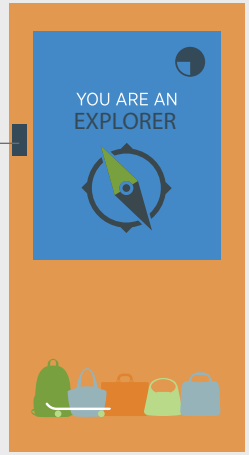
10 seconds to answer question (timer in top right corner counts down).

3. 

Quiz ends when all three lives are lost.

4. 

Final screen prompts guest to check leaderboard live updating wall for score.



RFID reader

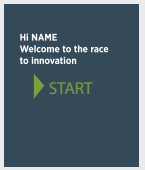
What type of innovator are you?

Multiple choice questions to find out what type of leader you are - Explorer, Innovator, Driver, Investor, Transformer or Energiser.

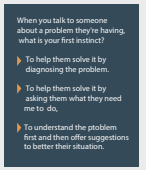
a.

b.

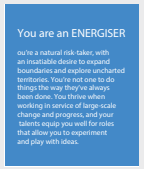
Screens when inactive (alternates between the two):

1. 

Quiz starts when guest taps their event pass. RFID registers name/ info.

2. 

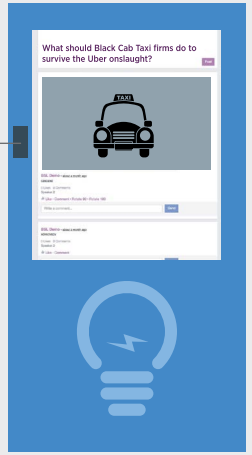
Questions rotate to identify what type of innovator guest is.

3 

Results shown with further information.

4

Last screen shows context of all innovation types.

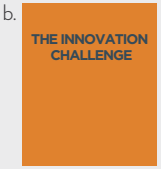


RFID reader

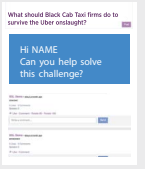
The Innovation Challenge

Crowd-innovating - a series of challenges that provoke visitors to come up with suggestions and innovations.

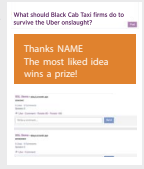
a.

b. 

Screens when inactive (alternates between the two):

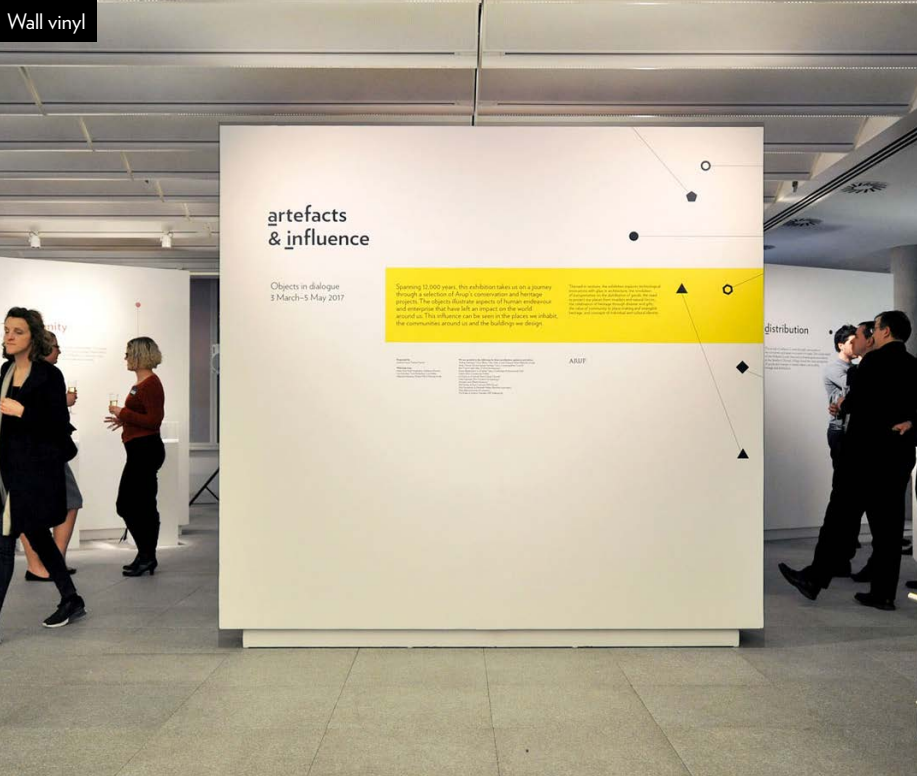
1. 

Challenge starts when guest taps their event pass. RFID registers name/info.

2. 

Guest post their suggestions, which can be liked and commented on.

Wall vinyl

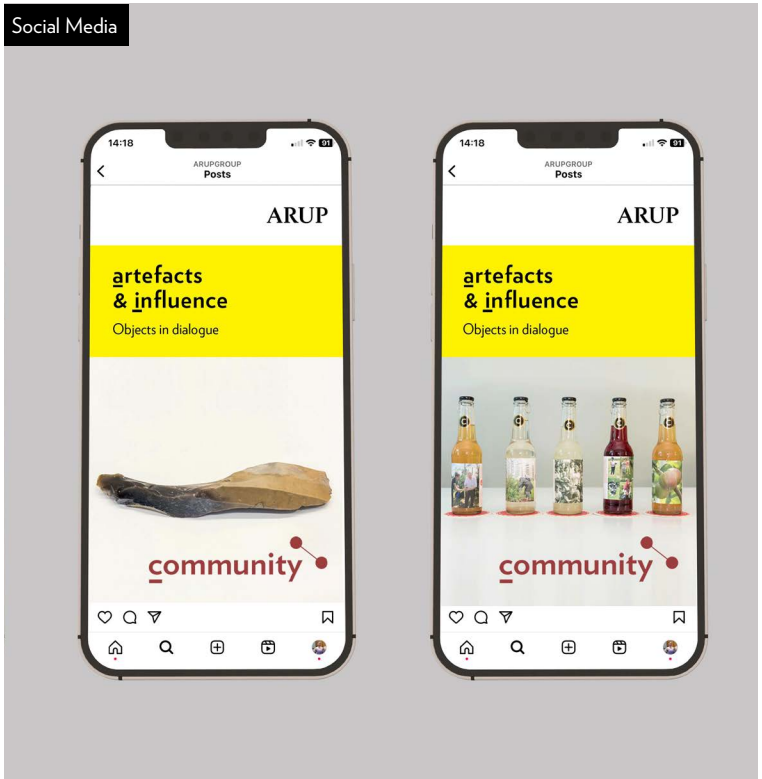


Wall vinyl

Window vinyl

Print promotional collateral

Social Media



ARTEFACTS & INFLUENCE: OBJECTS IN DIALOGUE

FORMAT: Exhibition, wall and window vinyls, print collateral

CLIENT: Arup, Phase 2

SKILLS: Project management, concept generation, guest experience, illustration, editorial layout, delegation and collaboration

BRIEF

Develop a look and feel for an exhibition that illustrates aspects of human endeavour and enterprise that have left an impact on the world around us. Objects featured in this exhibition will need a visual solution that allows viewers to easily absorb the narrative.

RESULTS

I project managed and led the art direction for this exhibition, collaborating with two designers in my team. After developing multiple concepts, a direction was chosen by the stakeholders. This design then needed to be translated into physical and digital space, telling the story of the featured objects in pairs, each a conversation in itself.

I created a 3D plan to showcase the flow and placement of the 12 objects (which included a 4th Century skeleton and a Long blade, c.12,000 BC flint) and the application of the designs to the wall, plinths and windows. Along with the gallery space designer and exhibition curators we plotted out the guest experience, flow and placement of the objects on display.

My team and I then worked up and tested in the space variations of the design concept until all stakeholders were satisfied. The design was adapted and applied to social media assets, posters, brochures and promotional postcards.

The build of the exhibition was a truly collaborative experience with all involved. The many elements came together to create an exhibition that calmly and quietly told the story of the paired objects and their influence on us all.

Case study continued...

Concept guidelines

Colour palette

Principal exhibition colour

Section colours and shapes

Identity

Gifts

Glasshouses

Fortification

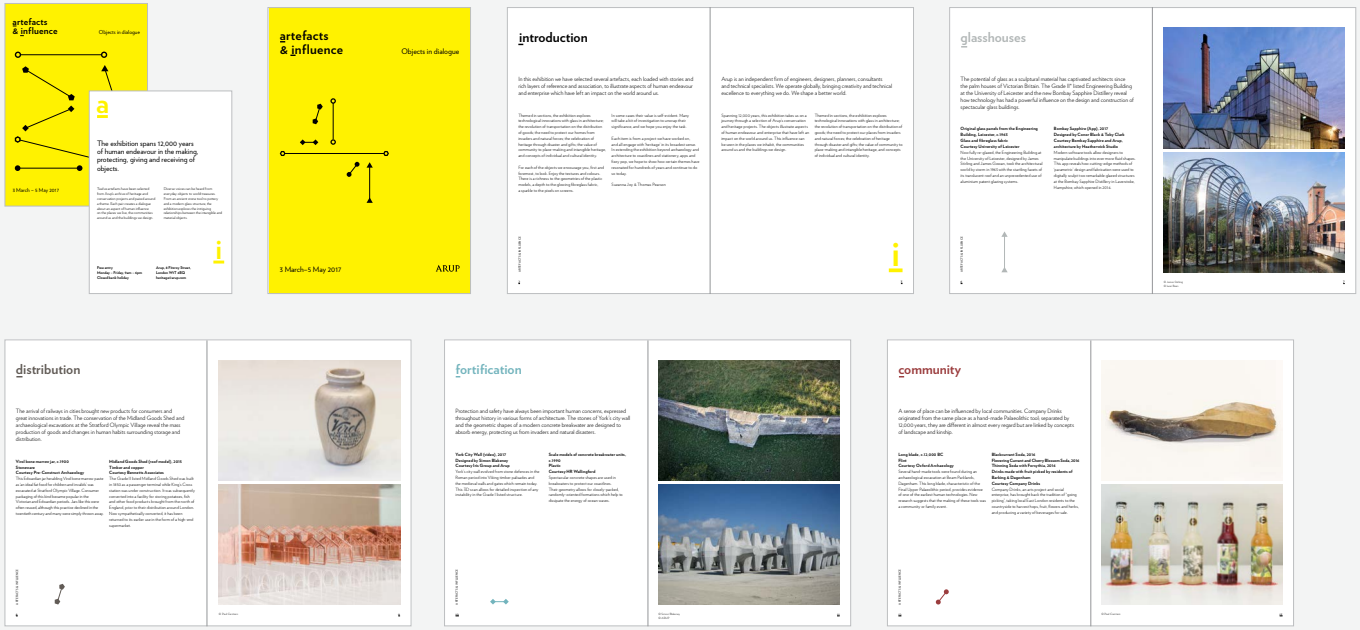
Distribution

Community

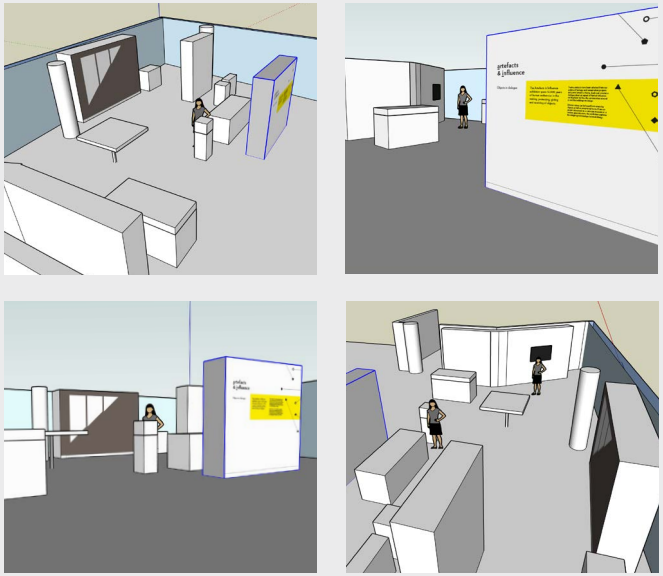
Wordmark

artefacts & influence

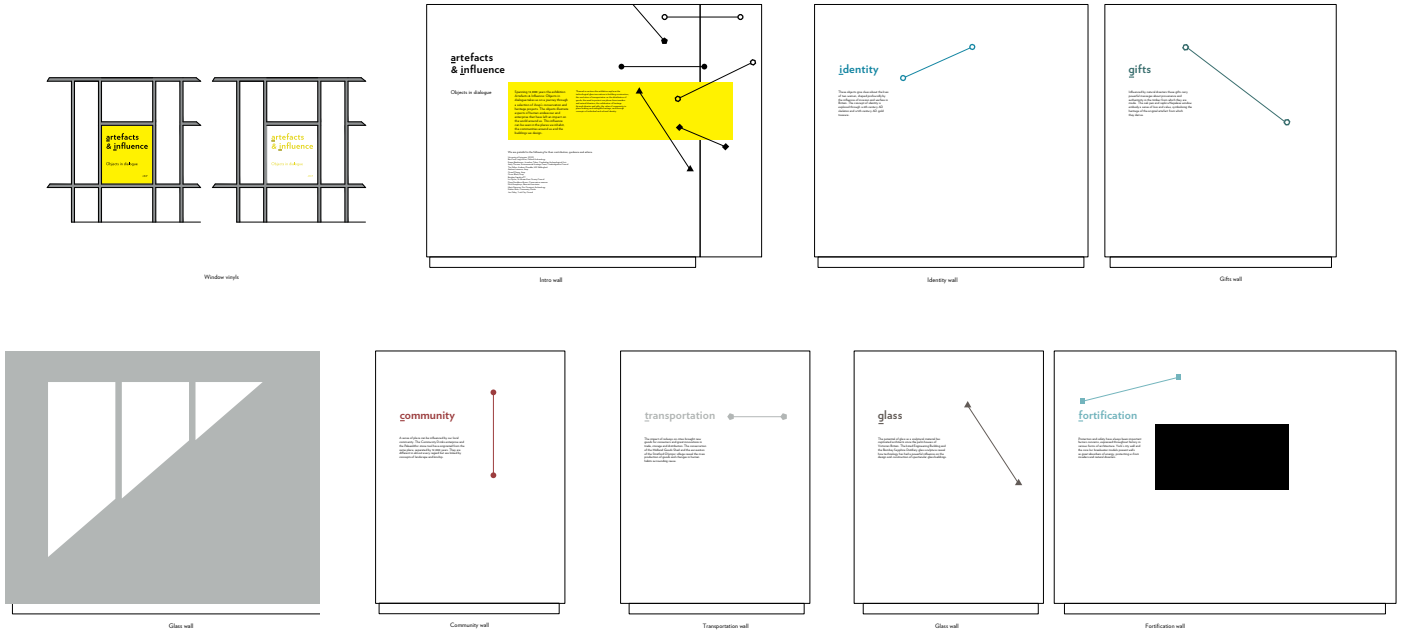
Postcard and brochure spread examples



3D walk through plan

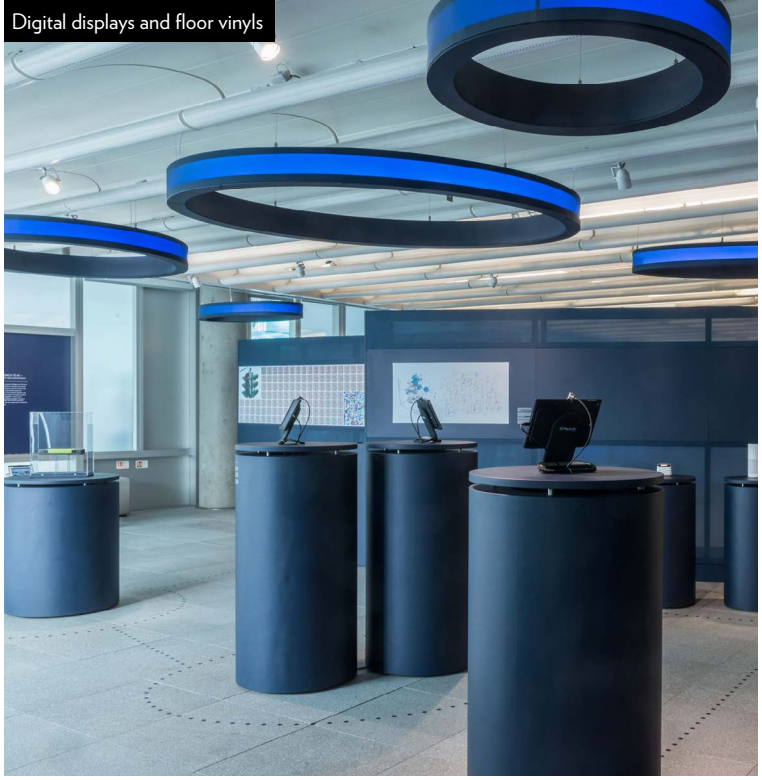


Wall vinyls

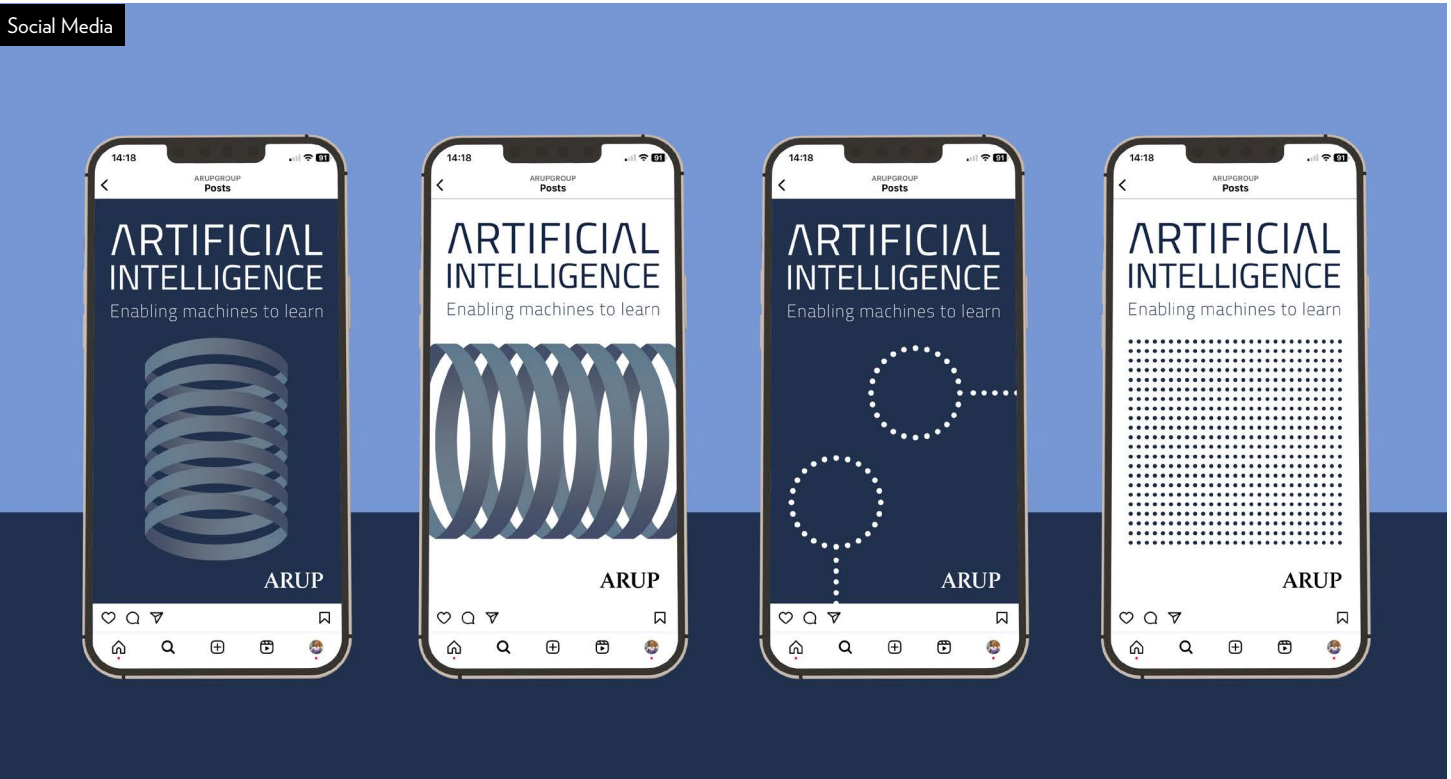


Fabric build with vinyl

Digital displays and floor vinyls



Social Media



ARTIFICIAL INTELLIGENCE - ENABLING MACHINES TO LEARN.

FORMAT: Exhibition design, wall, floor and window vinyls, digital and print collateral

CLIENT: Arup, phase 2

SKILLS: Concept generation, brand application, collaboration

BRIEF

Develop an identity for an exhibition that seeks to stimulate reaction to the hidden revolution caused by machines that learn and adapt. While artificial intelligence started in the 1950s with computers simply executing long lists of instructions, the exhibition highlights the fresh mind-set of AI with Machine Learning.

RESULTS

For this exhibition the colour scheme and floor plan had been finalised, and I was brought in to give the exhibition a design look and feel to apply to the space and accompanying collateral.

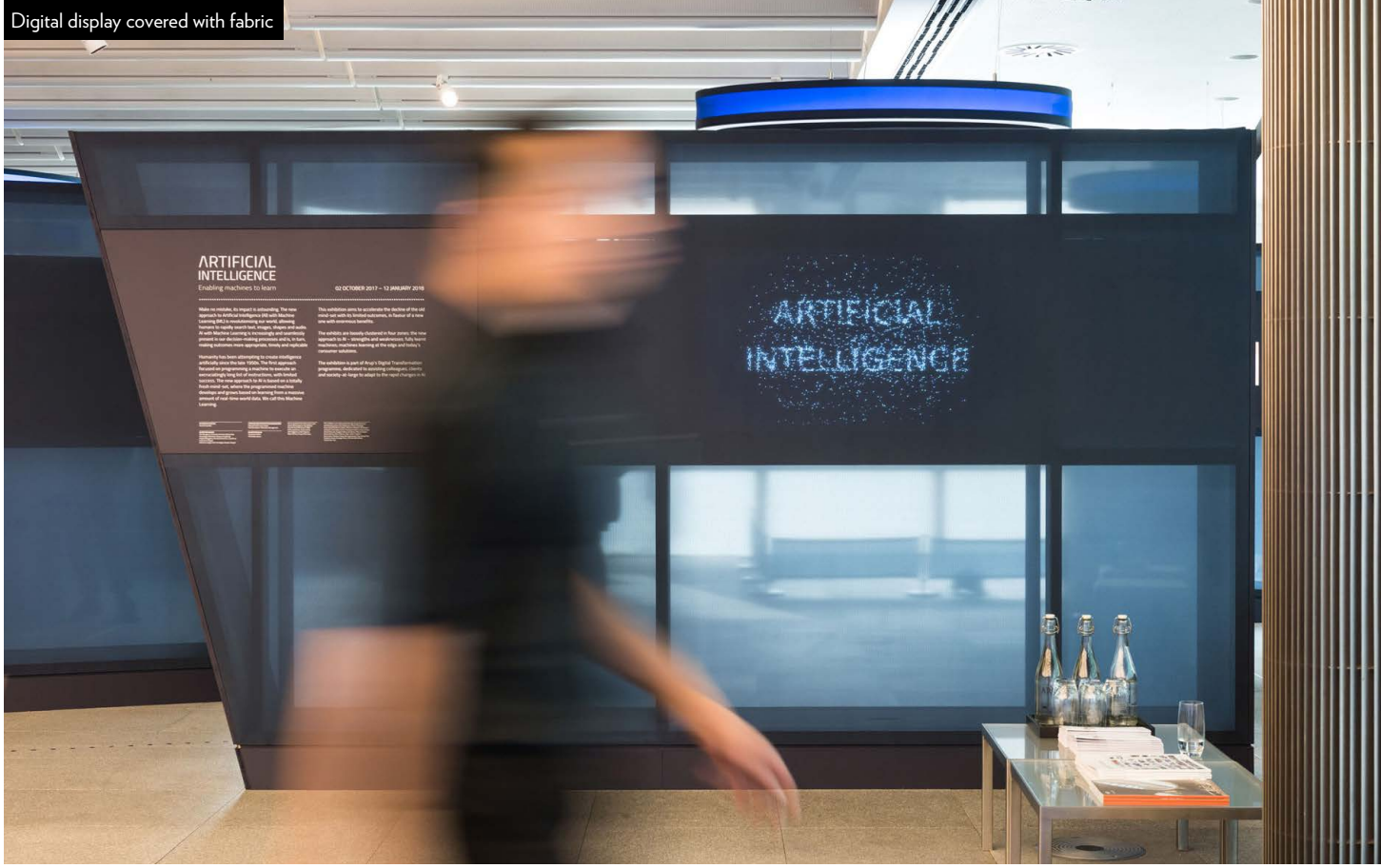
This included a word brand/lock up of the exhibition title, graphic elements such as the wall and floor vinyls that connect the displays sections, and brochures, social media and emails.

Visitors to the exhibition had the chance to experience the new approach to AI, highlighting its strengths and weaknesses. It allowed the visitor to explore the differences between machines that have learned and machines that are learning at the margin - this comprises feedback loops enabling autonomous learning. It also showcased some of today's consumer solutions.

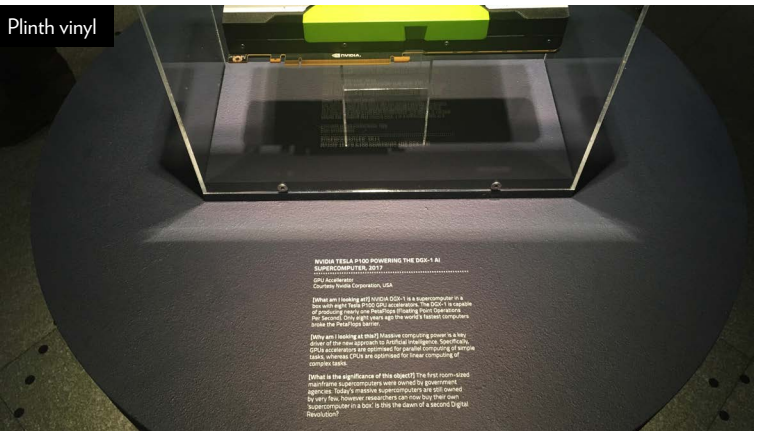
Case study continued...

Evening event

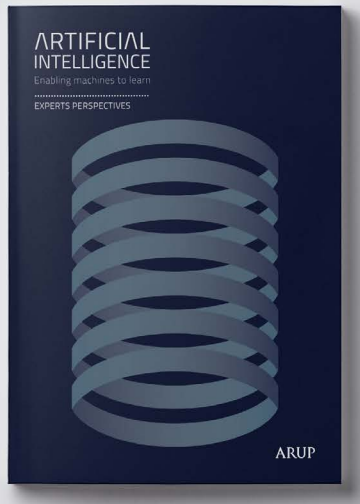
Digital display covered with fabric

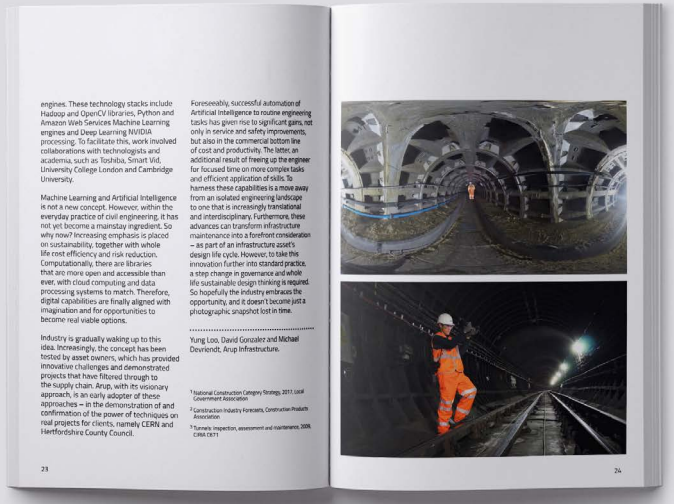


Plinth vinyl



Print exhibition programme



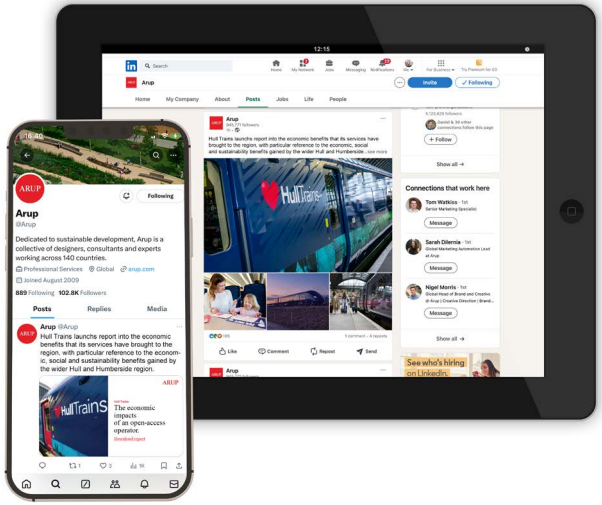


Print report cover

Print report spreads

Report in digital form

Social media assets



HULL TRAINS ECONOMIC IMPACTS

FORMAT: Digital and print report
CLIENT: Arup, Hull Trains
SKILLS: Brand application, editorial layout, infographics,

BRIEF

Using the Arup brand identity, design a report for both digital and print distribution that needs to appeal to the general public with limited technical understanding while also giving detailed information for those in the rail industry. The report investigates the impact of Hull Trains' Open Access services, with particular reference to the economic, social and sustainability benefits gained by the wider Hull and Humberside region.

RESULTS

Using the brand templates as a starting point, this layout was developed further to give it more of an editorial feel for the 60 page final document.

The client (Hull Trains) had a strong set of bespoke photography which added a friendly and welcoming perspective to the subject of the report. Where specific geographical locations where highlighted, I sourced stock imagery.

I used the distinct and comprehensive set of official brand iconography to create mini infographics, and the bespoke charts were developed in a complementary style.

With pull quotes and statistics highlighted for readers who like to skim, and ample white space in the layouts, an easy read of the sometimes very technical information was made possible.

The report was launched at an in-person event with printed reports and simultaneously published online and with accompanied official brand social media assets.

Case study continued...

Bespoke chart

2023

Level 5 'Excellent' Evaluation in ORR Safety Report

In the ORR safety report, a level 5 'excellent' evaluation was given to the way Hull Train's safety team works with frontline teams, and health and safety representatives to achieve collaborative solutions to safety issues through partnership working.

Top Employer of the Year – Women in Rail Award 2023

Hull Trains was praised for the way it encourages a new generation of female leaders in rail and for the commitment it demonstrates to equality, diversity, and inclusion in the workplace.

Golden Spanner Award 2023

Hull Trains has again been recognised with this award due to the reliability of its fleet.

Hull Trains labelled 'Best Place to Work' at Hull Live Business Awards

Hull Trains achieved an 83% employee engagement score, reflecting its ongoing commitment to improving diversity and colleague wellbeing whilst maintaining a strong focus on their customers

2022

'Best in Class' Golden Spanner Award

Hull Trains has been named 'Best in Class' at a national award ceremony to recognise the most reliable fleets in the railway industry.

Hull BID Awards – Outstanding Employee for Louise Mendham

Louise Mendham (the company's Service Delivery Director) named as the city's Outstanding Employee at the annual Hull BID Awards.

National Rail Awards - Outstanding Personal Contribution for Louise Mendham

Louise Mendham (the company's Service Delivery Director) won the Outstanding Personal Contribution Award (Management) for her dedication and leadership in guiding the business through the challenges of lockdowns and re-mobilising it after a period of hibernation.

2017

BeFirst Awards

Hull Trains' team awarded 3 awards for Customer Service, Leadership, and Safety Performance at the multi-national BeFirst Awards in Manchester.

Customer Service Team of the Year at the North of England Transport Awards

This award rewards innovation, excellence and the very best practice throughout the North of England. The Customer Service award celebrates 'outstanding customer service that sets the benchmark for others'.

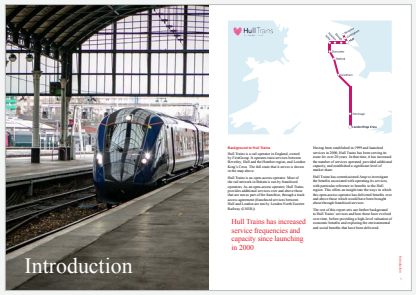
Rail Operator of the Year 2017

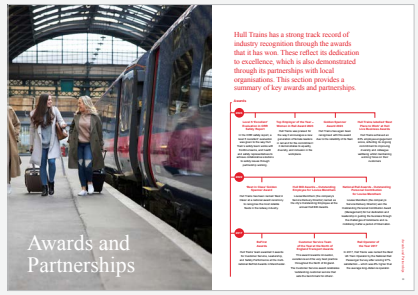
In 2017, Hull Trains was named the Best UK Train Operator by the National Rail Passenger Survey after scoring 97% satisfaction – which was 8% higher than the average long-distance operator.

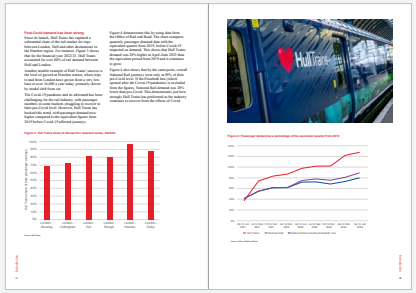
Official brand iconography

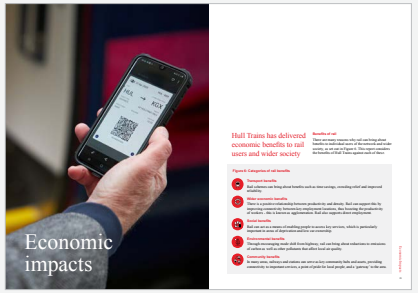
Diagram style (applying official brand)

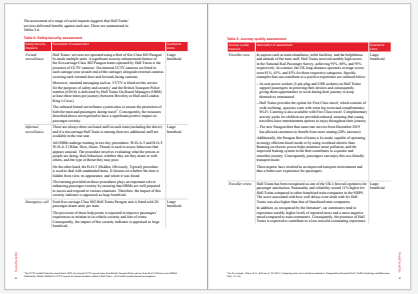
Print report spread examples

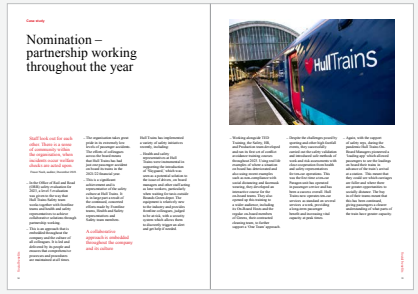


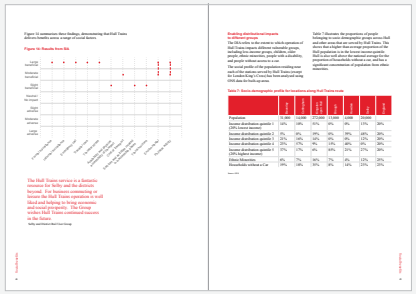


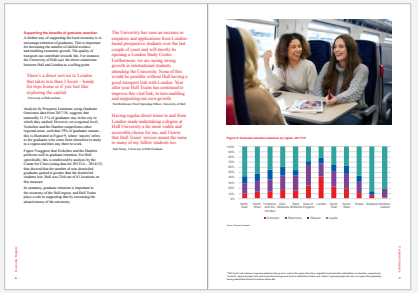


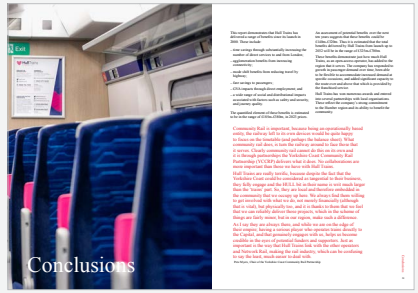












Report in digital form

NATIONAL HIGHWAYS: CONNECTING THE COUNTRY & STRATEGIC ROAD NETWORK INITIAL REPORT

FORMAT: Interactive digital reports

CLIENT: Arup, National Highways

SKILLS: Project management, brand application and development, UX, delegation and collaboration

BRIEF

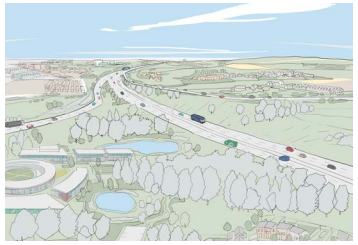
Using the National Highways brand identity, design two interactive digital reports to be distributed to the general UK public via both Gov.Uk (Department for Transport) and National Highways websites. The 'Strategic Road Network Initial Report' summarises National Highways performance, stakeholder insights and condition of the network along with corresponding challenges and opportunities. The 'Connecting the Country' strategic plan introduces the future approach to the Strategic Road Network and explores defining routes by customer needs.

RESULTS

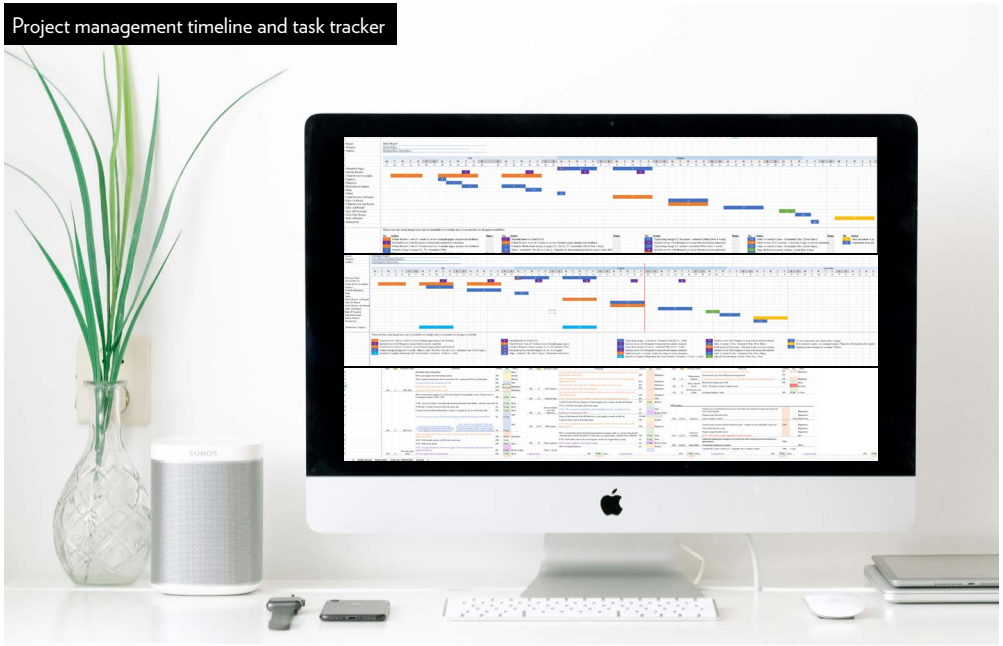
These two interactive documents (180 pages and 70 pages) needed to be produced in a tight timeline. After taking the extensive brief to understand the multiple layers of information to be included, I put together a team of illustrators, artworkers and layout specialists. I tasked them with developing a design system that would work within the client brand guidelines and could accommodate an ever evolving document. We presented our initial concepts to the National Highways inhouse design team, who gave us feedback and advice for our final concepts for the stakeholders. To enable a smooth and orderly process for all involved, I used a central timeline and task assigning tracker to manage the project. This gave us awareness of ours (and each others) responsibilities and progress to make this collaborative project with no bottlenecks or blindspots. The end result was two complementary documents that were informative, easily navigable and digestible to the target audience.

Case study continued...

Commissioned illustrations



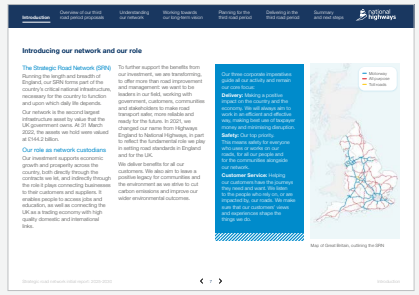
Project management timeline and task tracker

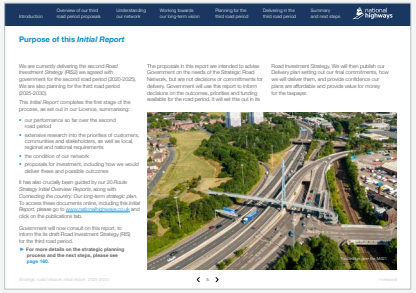


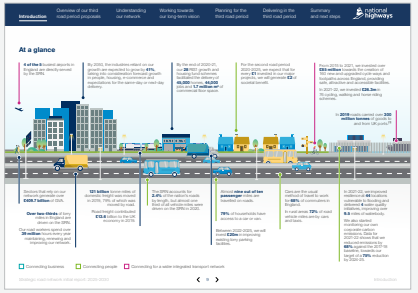
Bespoke style guidelines (adhering to brand)

Commissioned illustrations rough sketches

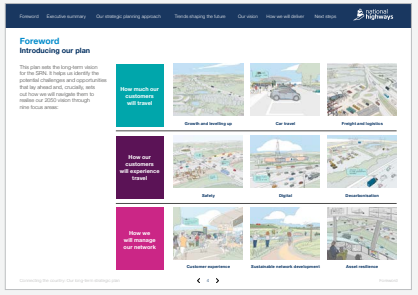
Digital report 1 spread examples







Digital report 2 spread examples

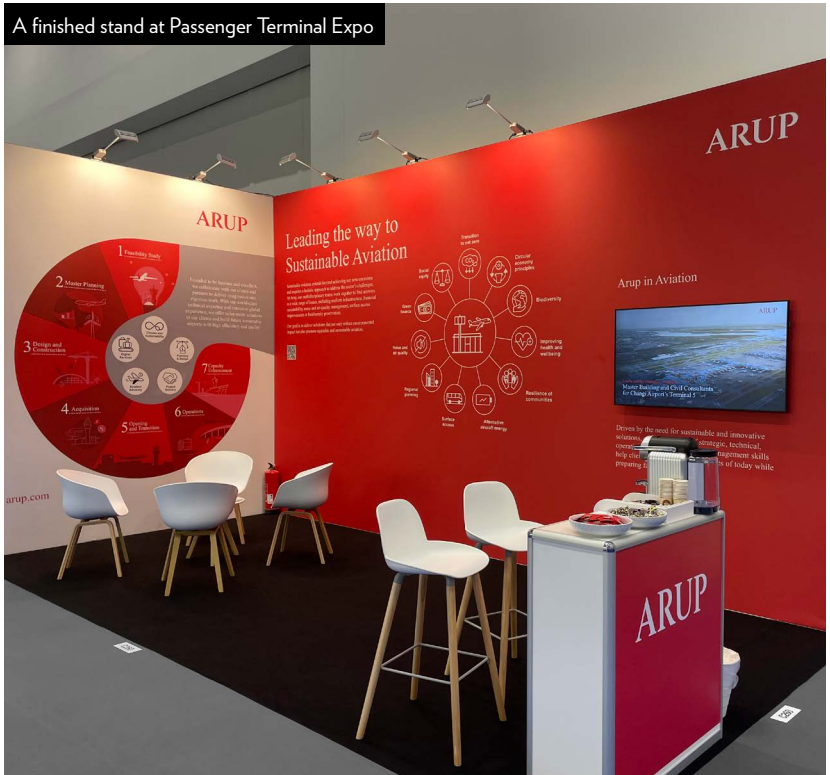


Stand design in mock up stage - Association of University Directors of Estates (AUDE) Conference

A finished stand at Passenger Terminal Expo

Stand design in mock up stage for Interchange UK conference

A finished stand at Passenger Terminal Expo



EVENT STANDS

FORMAT: Exhibition stands

CLIENT: Arup

SKILLS: Project management, concept generation, brand application, illustration, experiential

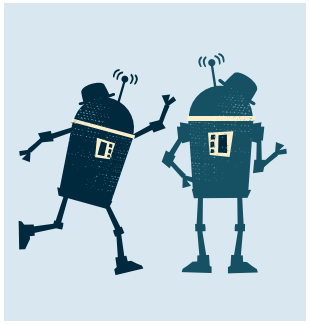
BRIEF

Using the Arup brand identity, design bespoke stands to engage and inform visitors at the exhibitions attended.

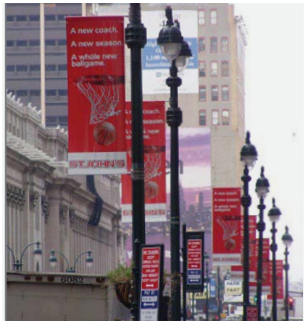
RESULTS

Assessing each exhibition and it's audience, I developed these stand designs using a mix of commissioned illustrations and artwork from existing marketing campaign collateral. This communicates messaging appropriate to the event attendees.

With the Arup brand identity's clean and concise style, each stand uses messaging in a simple way, designed to both attract viewers into it and start conversations. By considering each stands placement in relation to other stands, along with people traffic flow, I developed visual mock ups (ensuring that all furniture elements were considered). Working closely where possible with the event venue production team and my colleagues who managed the stands, I ensured that the on site build and any subsequent challenges could be resolved efficiently.

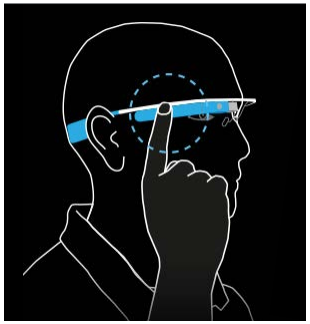


BESPOKE ILLUSTRATION:
PA Consulting,
A Decade of Disruption



OUTDOOR ADVERTISING:
St. Johns University Basketball
Madison Square Garden, New York

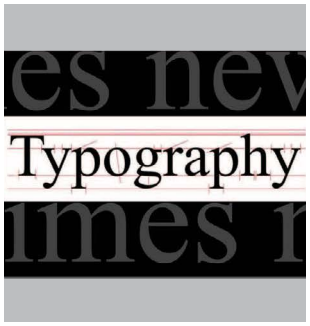
APP AND UX DEVELOPMENT:
Smart watch for Sainsbury's



APP AND UX DEVELOPMENT:
Google Glass user tutorial

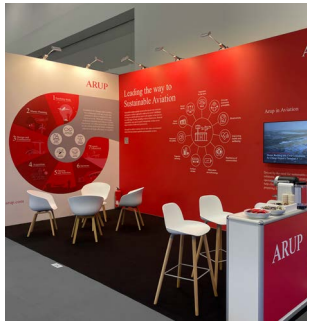
REPORT DESIGN:
PA Consulting

BESPOKE ILLUSTRATION
AND ANIMATION:
PA Consulting, Talent Management



TYPOGRAPHY:
Personal passion project

BRAND IDENTITY:
Sum Sol



EXHIBITION STAND:
Arup

BRAND IDENTITY:
Tanzel Dancewear

PLIÉS AND THANK YOU:
T-shirt designs

ISOMETRIC ILLUSTRATION:
Arup, Aviation accoustics

MISCELLANEOUS DESIGNS

Throughout my career I have had the pleasure of designing with various clients and formats, here are some snapshots of the projects that I hold dear to me. Some for the uniqueness of the challenge, for example the long defunct Google Glass, or the excitement of the exposure, for example the Madison Square Garden campaign for St. John's University. Each and every one of these projects has challenged me, taught me a lesson(s) and reminds me of my journey as a designer - one that I am still on as I continue to learn and grow from new projects and the people around me.