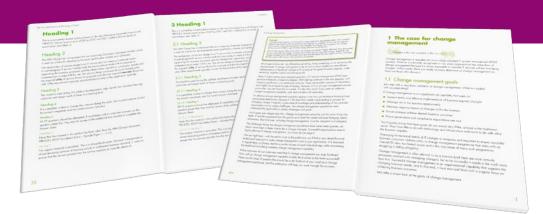
### —SERIES DESIGN-



**Brief:** Design a cover for a book currently being written but it needs to be able to work as part of a series. Present some cover ideas that will work well together and that can be carried on through a variety of titles, number unknown at present.

Secondly create a style for inside of the books which can be carried throughout the whole series including up to 7 heading styles, bullet points, secondary bullet points etc.









Icon design

#### Guidelines







Logo re-brand

Carrying on from the book designs, create accompanying leaflets for each individual book, a small brochure showcasing all of the books, re-design the logo text and eventually create their company guidelines document bringing all of these elements together.



Book series leaflet

# -LAYOUTS-



Ministry of Defence

Disposal Services Authority
Equipment Review 2016

Defence Equipment & Support

Outstanding To the Support

Outstanding T

I have worked on numerous Annual Reports and lengthy documents that require typesetting, re-styling and generally 'jazzing up'.
Consider fonts, colours, layout styles, images and type.

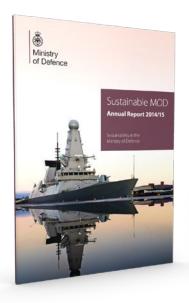
I really enjoyed taking what is seen as a boring document and making it enjoyable to read and want to read.







# -LAYOUTS-



















#### Tri-fold leaflet





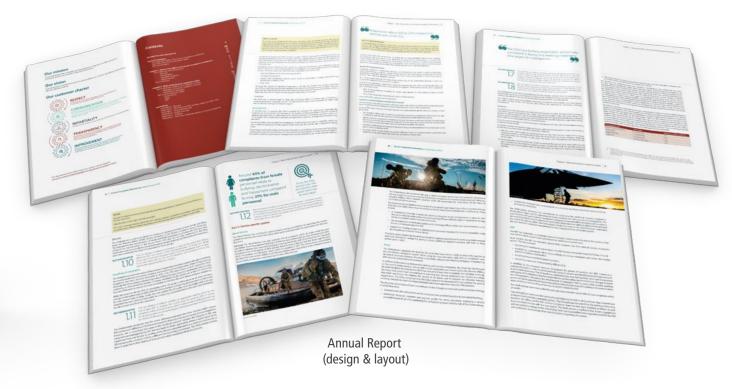


A4 statistics brochure



**Business cards** 

Started by designing a few business cards and leaflets for this client which led on to them wanting us to produce their Annual Report and accompanying statistics brochure, created to try and entice people to then order the annual report. A very enjoyable project working directly with the client.



### - WEB CAMPAIGNS























**Brief:** Supplied are approximately 24 written messages that require a series of illustrations that are simple yet recognisable as part of the same campaign.

They went on to be used on the two biggest social media sites, Facebook and Twitter, highlighting Fire Safety throughout the year.



### — LOGO DESIGN-

**Brief:** Club was founded in 1975 so that could go on the badge maybe. There is no official nickname as such but Horsford has a connection with horses historically. Colours to stay the same. www.horsfordfc.co.uk











A competition was held to redesign the Horsford FC logo, shown to the side here. £100 Chapelfield voucher first prize

My logo was chosen and adapted slightly and will be printed on 27 team shirts and looked at by their 20,000+ Twitter followers and on other social media sites.















**Brief:** Create branding and publications for an upcoming event which follows through on multiple materials to be used on the night of the award ceremony.

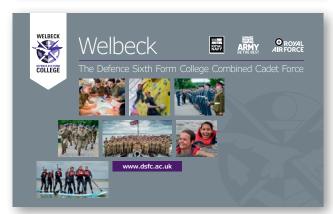
I received thanks on this project from the client



Certificates































A mixture of half page and full page adverts, posters, pull-up banners and even a trailer wrap. All following the client guidelines and all to be consistant and recognisable as Welbeck.









- Do no bite, pick, cut or file your nails
- Avoid heat treatments for a minimum of 24 hours i.e. baths, swimming, saunas etc
- Wash your hands thoroughly when in contact with an SPF products or tinted products
- Do not leave your hands submerged in water for long periods of time
- · Keep your hands moisturised

#### L A Beauty

Beauty by Loraine MGBT MGNT

theguild theguild

Aftercare leaflet 02

#### theguild theguild

Beauty by Loraine MGBT MGNT

Aftercare leaflet 01



**Business** card

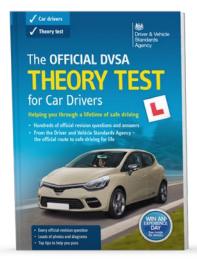
**Brief:** A friend is setting up a beauty company and needs some business cards and leaflets to start. No idea what she wants except to use cobalt blue colour somewhere.

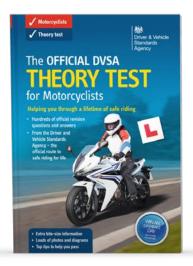
The client was over the moon with her cards and leaflets, I even got a bottle of Gin to say thank you.



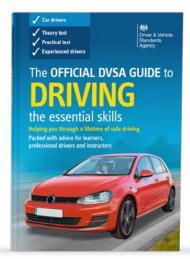
Promotional Discount leaflet

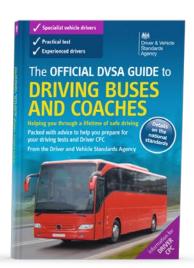
### —ARTWORKING-



















I have amended many DVSA books, covers, DVD covers and leaflets and became the go-to-girl where all amends were sent directly to me to process accurately.

Driver & Vehicle Standards Agency



This job comes in 4-5 times throughout the year. Only a PDF is supplied and we need to replace all of the ellipses in the document, the last one I did had 46 pages to amend. Each page needed to be opened up individually in Illustrator and the dots replaced. I created a template to make this process easier, more accurate and less time consuming for myself and for any other member of the team when picked up in the future.

Delete all of the dots individually, place the templated dots in, line them up from the right of the number and delete the ones not required, the ones that fall behind the text on the left hand side.

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[2005] EWG-CU 999

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R (on the application of Islam) v Secretary of State for the Home Department [2016] EWHC 2491 (Admin)

# —ARTWORKING-





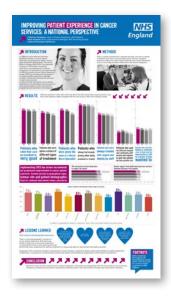
I was specifically asked to amend an important second edition of an important book as I had previously showed how accurate I was and that very few were returned in the next round of amends, unlike others that they have received.



### — INFOGRAPHICS -







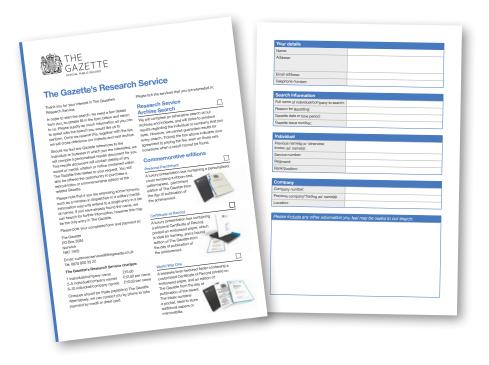






I have worked on many infographics for use on both screen and print working individually and also within the team, discussing along the way ideas so we kept them all consistant.

# —INTERACTIVE FORMS-





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application?  Frou have already spoken to us about your application	Postcode
please give details on a separate sheet and tell us the seleceor number you have given it. We will then be able to select to the information you have already given us and the discussions we have had with you. This will help us to make a decision about your application.	Contact numbers, including the area code Phone Ras Blobile
Occument reference	Enal .
lb Your details	
An individual	Company or corporate organisation name
Please provide your title (Mr. Mar., Mist., and so ork, your Mul. name, the address where you like which the postation and your ineighbate and your insolate number. Please permits only in sound of indicata. He can insue permits only in sound of indicatas. Note that it soons cause the address may be different from where the discharge in sixing please. You can provide further details in a life necessary.  From a provide your company passes and company permits from the provide your company passes and company passes and company passes of the provide your company you are and company you provide your company you are and company you provide your company you are and company you are published to the company you would not not you are published to the company you would not not not you are published to the company you would not not you are published to make your your your your your your your your	If you are applying as a company, this must be the name given at companies is business for individual Company registration number (if ninears).  If you are applying as a corporation organization than is not a limited company, since provide a relocation of your status and bell as the inference you have given the document containing this editions.  Document reference
company, give the address of the registered office. Please also provide the email address of the company secretary as	Ic Details of additional applicants
we will use this to email a copy of the permit and any anaccidate information or motions connected with the permit. Unregistered corporate bodies: Eyou are an an assegnment of caposate body, you will need to give us evidence this you are a legal body and that we can have a permit to you.	We need to provide details of additional applicant it you than a septic task or a PPO with your neighbours, or if you are applying an a group of people, such as a patterniby or a club. Please provide the name of the lead in folkdown sho by filling in the form in the hand includes on a separate wheet the step, fill a man and address or all the other Individuals. Additional applicants will also need to complete the deciration to section it.
he permit. If you are applying for a permit for more than one ordinated for example, horsease you sharp your energie reatment fully with your neighbours, or as a componite operation for the readings, a faithful company, planes give us he name and command details of the main regressentative.  Title (Mr. Mits and so on)  Last same  Last same	Do you want additional people to be named on the permit?  No :  No

About you, continued	2 About your application, continued
d Has someone helped you to fill in this form?	2b Discharge point national grid reference
This may be a family member, a friend or an agent, it will help us if there is someone we can contact if we have any	What is a 13-character national grid reference and how do I find one for my discharge point?
questions about the application. If you do not name anyone here we will contact the person named in 1b. The	A 12-character stational grid reference is two letters. followed by 10 numbers: for example, ST 12345 67890.
	You can find a end reference using the UK Grid Reference
behalf but only the applicant or applicants named in 1b are able to complete the declaration in part 9.	Finder website at www.gridreferencefinder.com
zare at complete the decardation in pair 9.	How to use the grid reference finder
you want us to contact another person not named in 1b you	Enteryour postcode. On the aerial photograph find your
nust provide their details here. This can be a relative or omeone acting as a consultant or an 'agent' for you.	property and try to identify as closely as possible where the point of discharge is. Right-click on this spot and a grid
Title Mr. Miss and so onl	reference will be provided.
Fint name	Glid reference of the discharge point
Lastrame	2c What type of seware treatment system
heiten	(discharge) are you applying for?
iddines	Please indicate on the application form what seware
	treatment system you are using to treat your sewage effluent.
	A septic tank is a simple tank that is usually busied in the
	ground, it has an inflow of sewage from the house and an outflow from the tank. The seeds tank allows solid matter
	to settle in the tank and liquids to flow out. The outflow
	from the septic tank requires further treatment and this is
testande	normally achieved by allowing it to seak into the ground, where bacteria in the soil complete the treatment oncess.
cetact numbers, including the area code	Normal maintenance for a seotic tank would be removal of
Phone I	the accumulated solid matter (sludge) from the bottom of
Eur	the tank. This is known as de-sludging.
Mobile	Package sewage treatment plants (PTPs) are like mini-
Enal	sewage works and produce cleaner effluent than septic tanks, PTPs are more sophisticated than septic tanks and
Enal	
	maintenance. They also accumulate solid matter (sludge)
	that is settled out from the sewage and therefore also require de-sludging. To find out if your PTP meets \$5 12566
About your application	
ta About your seware treatment facility	maintenance instructions. If you are unsure, you must describe the treatment plant as best you can.
Your sevage treatment facility is at the same address as	A drainage field or infiltration system is a series of
ou gave in 15 sick this box.	A drawage need or intritation system is a senies or infiltration piges with holes placed in trenders and
Fnot, please give the name, address and postcode details	arranged so that sewage effluent can be trickled through
1809.	the ground for further treatment. This should not be confused with surface water 'youkaways' which are
ibe name	underground structures, designed to speed the drainage
ddress	discharging sawage efficient (see 64).
	Please Sck one box
	A discharge from a septic tank
	A discharge from a package treatment plant that
	meets 85 12566
ostude	A discharge from a package treatment plant (not known if it meets 85 12566)
	Other (see guidance notes below)

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or permit will include a condition to make sure your small suge discharge in maintained and sure effectively. This is send to within your permit as the general management distion.	Equipm that sm rates wi	ent', published by all businesses refe Il differ depending	apacity for Sewage British Water. We ne to this as sewage y on usage. You shou ume was calculated	commend generation ald provide
is all the things you will need to do to compay with the recall management condition:  Know your treatment system.  Look after and routinely check your system.	Waster	oter Tourstment Sur	tems (Package Plan Roth publications	entrie si Yes
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### — IN-HOUSE DESIGN

































2016































Again I was always the go-to-girl for any in-house HR work, both designing and helping with the organisation of the activities. These included the end of year party poster & tickets, Halloween activities, and Christmas activities to be sent and emailed across the whole of the company.

### — IN-HOUSE DESIGN continued...-









2017





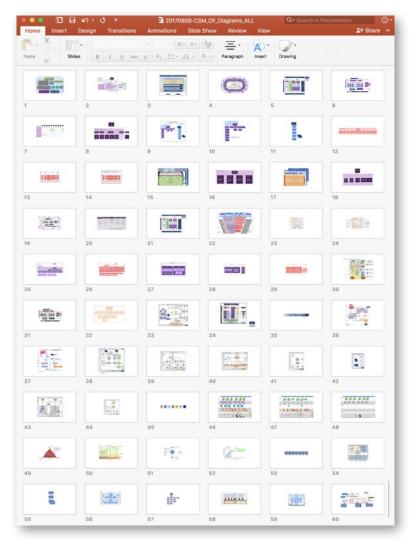




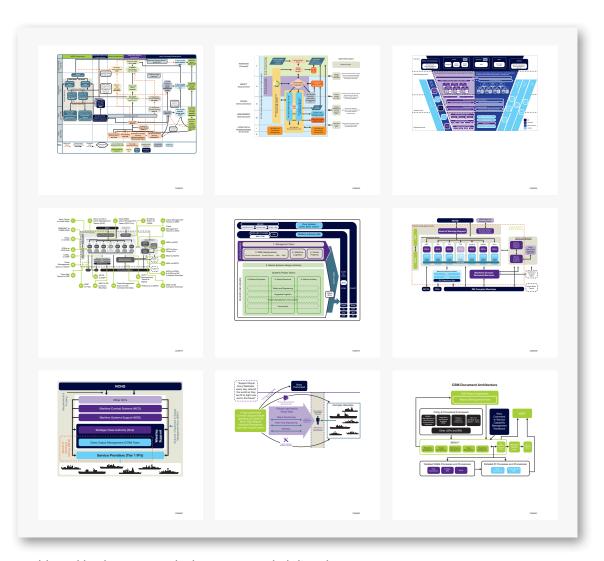




#### —PROJECT MANAGEMENT



Supplied Powerpoint files containing approximately 60 diagrams that needed remaking in InDesign. This task was split between our design team of 5 where I then volunteered to present the diagrams as one collected file and send them to the client to which they



would send back any amends that were needed directly to me. I was then in first-hand contact with the client making amends on all 60 diagrams and in charge of sending them the final files once approved.



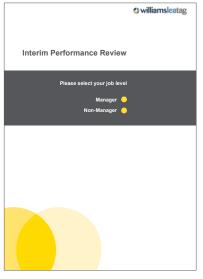


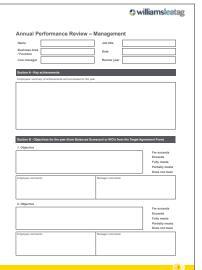
I also took on a similar role for the Health & Safety Executive when the company won the contract and the client required their collection of books to be re-branded; cover logos added, RTP pages amended and consistancy to be deployed throughout the collection.

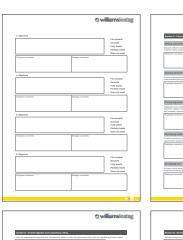
#### RE-DESIGN











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I was approached by the HR team to re-design the company performance review forms following their corporate brand but 'jazzing it up a bit' and also making them interactive.

Four forms were required in total: Annual Review - Management, Annual Review - Non-Management, Interim Review - Management The company were very happy with them.

#### -ARCHANT



10 years or younger? Then do something funny with Appletree Gifts this Comic Relief and you could

win a prize!

**Draw** or **paint** a picture, including at least one red nose and a toy, the funnier the better!

Only £1 to enter

01480 354413

Being a woman in business is about following your heart and going for

The Lobster Pot

There are always shoes

to fill on Jobs24
Let us find the right local job for you

Look local with jobs24ca

whether it's climbing the corporate ladder or startin your own business.

That's the view of Irett Murray of Cambourne, who gave up her job in the fashio industry to pursue her dream of running a cake-makin business.



























British Grand

Prix 2011













01375 391 305 (5 lines) Fax: 01375 383 071

www.CavectraCentre.co.uk



Created many adverts for various newspapers and some magazines, all different shapes and sizes and content.



# -ARCHANT-





As well as working in Ad Production at Archant I was chosen to takeover the production of adverts in the EDP Wedding show guides created for all of the wedding shows held by the EDP throughout the years. I liased with clients directly and produced their ads to exactly how they wanted them and even worked with the layout team to

suggest where the adverts were placed in the show guides so that no two similar exhibitors were next to each other in the guide. I worked at all of the shows over the four years and I loved every second. I am still friends with many of the exhibitors to this day.



#### —PROJECT FEEDBACK-



**-66-**

If you want someone who gives a great service, pays attention to detail, can solve any design problem and does it with a smile, then look no further than Lou! She did sterling work on the DVSA portfolio. Highly recommended!

#### DOMINIC FENN

DVSA Content Manager & Editor EMEA Shared Service Centre Williams Lea Tag

-99-



Thank you Louise for

Thank you, Louise, for the care and attention you took when correcting the page proofs. It's great knowing that I can rely on you to do an excellent job.

#### MICHELE STAPLE

Editorial Manager EMEA Shared Service Centre Williams Lea Tag

-77-



-66-

Thanks for your creativity in creating posters and email banners used to deliver our site messages to staff. Superb!

#### NICKY HARGRAVE

Executive Assistant
Williams Lea Tag

79.



-66-

Louise created the cover designs, page layouts and typeset a brand new series of publications - International Best Practice.

She is very conscientiousness and thorough. To this end I always requested Louise implement corrections, as she always diligent.

#### JULIE POINTER

Service Delivery Executive EMEA Shared Service Centre Williams Lea Tag

-99—



66-

Louise Smith worked flawlessly through HEE Leadership recognition awards. Her work was so well accepted on the award ceremony, WLT received an automatic retention of the following years, which again was a success.

#### Allan WRIGHT

Creative Account Executive
Public Health England
Williams Lea Tag

**-99**-