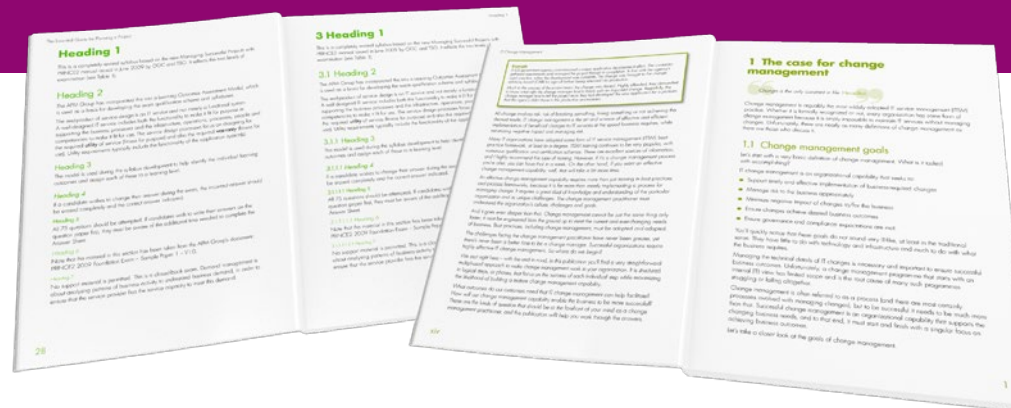


# SERIES DESIGN



**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.



# — BRAND —



Individual book leaflets

Icon design

Guidelines



Logo re-brand

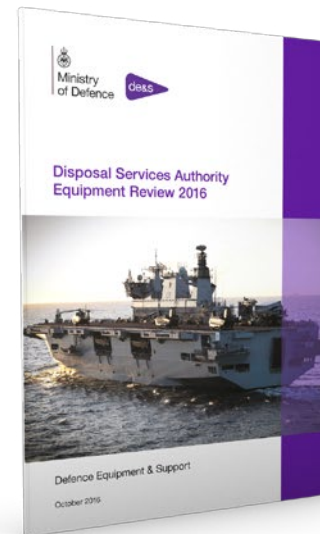
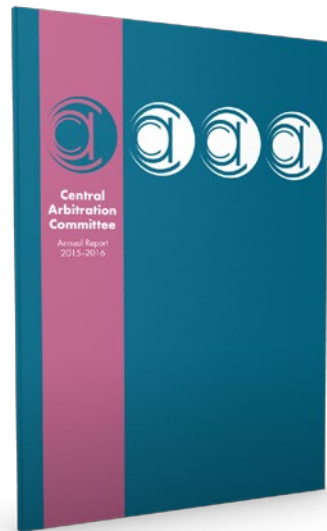
Carrying on from the book designs, create accompanying leaflets for each individual book, a small brochure showcasing all of the books, re-design the logo text and eventually create their company guidelines document bringing all of these elements together.



Book series leaflet



# LAYOUTS



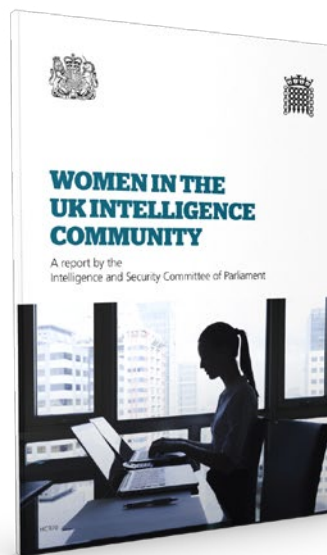
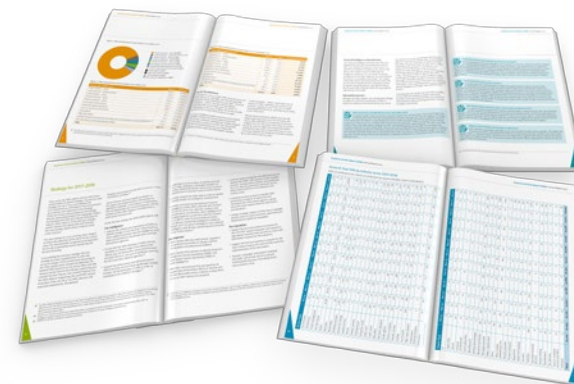
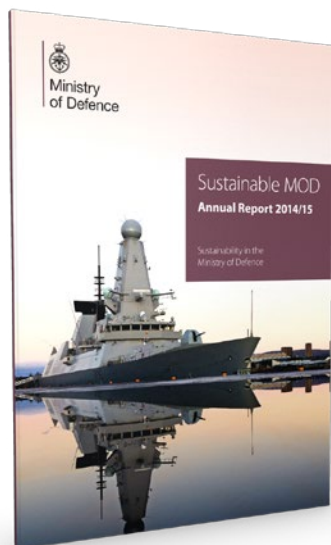
I have worked on numerous Annual Reports and lengthy documents that require typesetting, re-styling and generally 'jazzing up'. Consider fonts, colours, layout styles, images and type.

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





# LAYOUTS

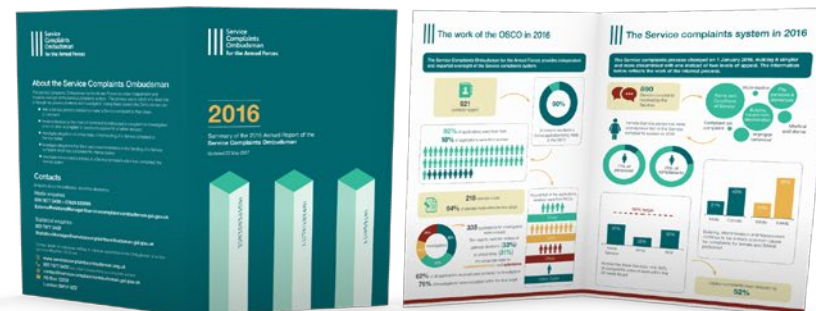




Tri-fold leaflet

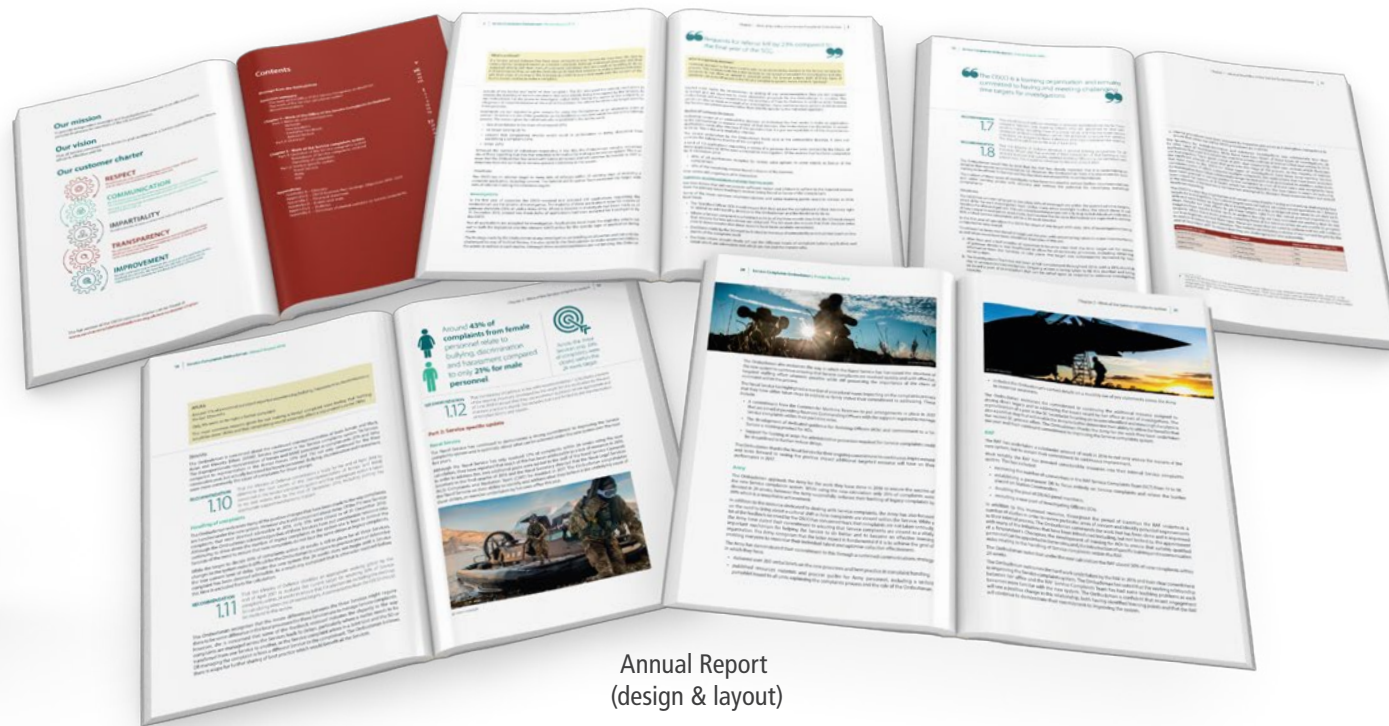


## Business cards



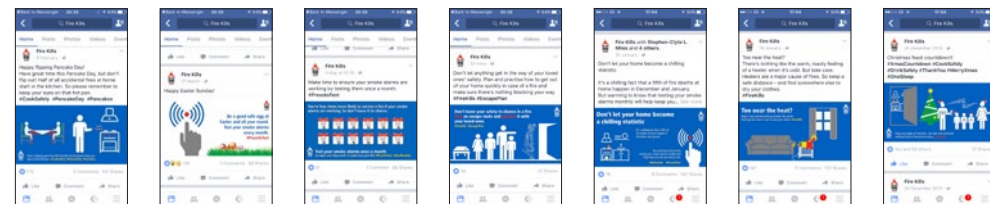
A4 statistics brochure

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.



Annual Report  
(design & layout)

# 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](http://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.







Banner stand



Programme Brochure

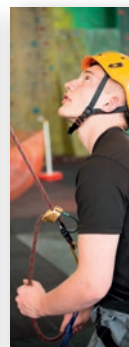
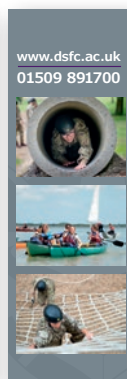
Placecards & table plan



Certificates

**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



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 consistent and recognisable as Welbeck.





**Aftercare for Eyelash extensions**


- Do not allow water/steam to come into contact with the lashes for at least 24 hours
- Do not use mascara or oil based make up remover
- Only use Marvelash Mascara and Oil Free make up removers 48 hours after treatment
- Do not perm eyelashes
- Do not use a mechanical eyelash curler
- Do not rub the eyes when washing face
- Only very gently pat lashes dry if required

---

**L A Beauty**  
Beauty by Loraine MGBT MGNT

**theguild theguild**  
of Beauty Therapists of Nail Technicians

Aftercare leaflet 01



**GelColor Aftercare**

- Use cuticle oil regularly
- Wear rubber gloves for cleaning, gardening & washing
- 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**  
of Beauty Therapists of Nail Technicians

Aftercare leaflet 02

**L A Beauty**  
Beauty by Loraine  
Specialist in Gel Nails  
and Eyelash Extensions

Loraine Allen MGBT MGNT  
07770 613820 / 0208 763 9721  
loraineallen@blueyonder.co.uk  
visit me on facebook  
L.A.Beauty Coulsdon

**theguild theguild**  
of Beauty Therapists of Nail Technicians



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.



**Introductory offer**  
**20% off**  
your first treatment

.....

Recommend  
a friend for  
**20% off**  
a further  
treatment

**L A Beauty**  
Beauty by Loraine MGBT MGNT

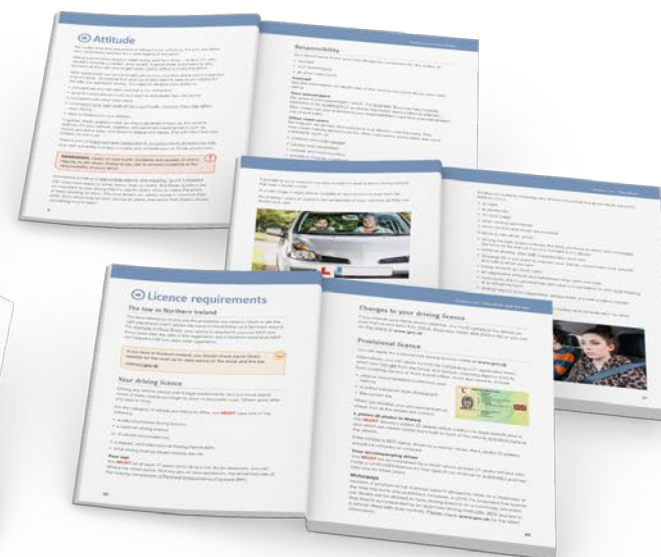
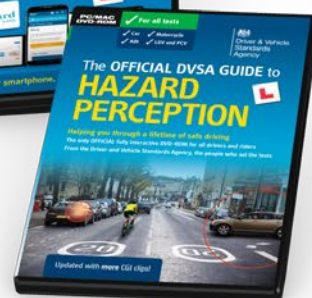
Specialising in **Eyelash extensions**  
(the Guild of Beauty Therapists)  
and **Gel Nails**  
(the Guild of Nail Technicians/OPI trained and products available)

Loraine Allen  
07770 613820 / 0208 763 9721  
loraineallen@blueyonder.co.uk  
visit me on facebook  
**L.A.Beauty Coulsdon**

**theguild theguild**  
of Beauty Therapists of Nail Technicians

Promotional Discount leaflet





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.

## Immigration Appeal Reports

R (on the application of Gabor) v Secretary of State for the Home Department (Reg 29AA Interpretation) [2017] UKUT 287 (AC) ... 133

R (on the application of Robinson) v Secretary of State for the Home Department [2017] EWCA Civ 316 ... 133

ZEI and Others (Decision withdrawn – FIT Rule 17 – considerations) Palestine [2017] UKUT 292 (AC) ... 135

Amirteymour v Secretary of State for the Home Department [2017] EWCA Civ 353 ... 136

Chavez-Vilchez and Others v Raad van bestuur van de Sociale verzekeringsbank and Others (Case C-533/15) CJEU (Grand Chamber) ... 137

Saghi Zia Khan v Secretary of State for the Home Department [2017] EWCA Civ 424 ... 139

R (on the application of MK (a child) by her litigation friend CAED) v Secretary of State for the Home Department [2017] EWHK 1365 (Adm) ... 142

AA (Iraq) v Secretary of State for the Home Department [2017] EWCA Civ 744 ... 149

TPN (FTI appeals – withdrawal Vietnam) [2017] UKUT 293 (AC) ... 149

Sadosky and Another v Secretary of State for the Home Department [2017] EWHK 54 ... 147

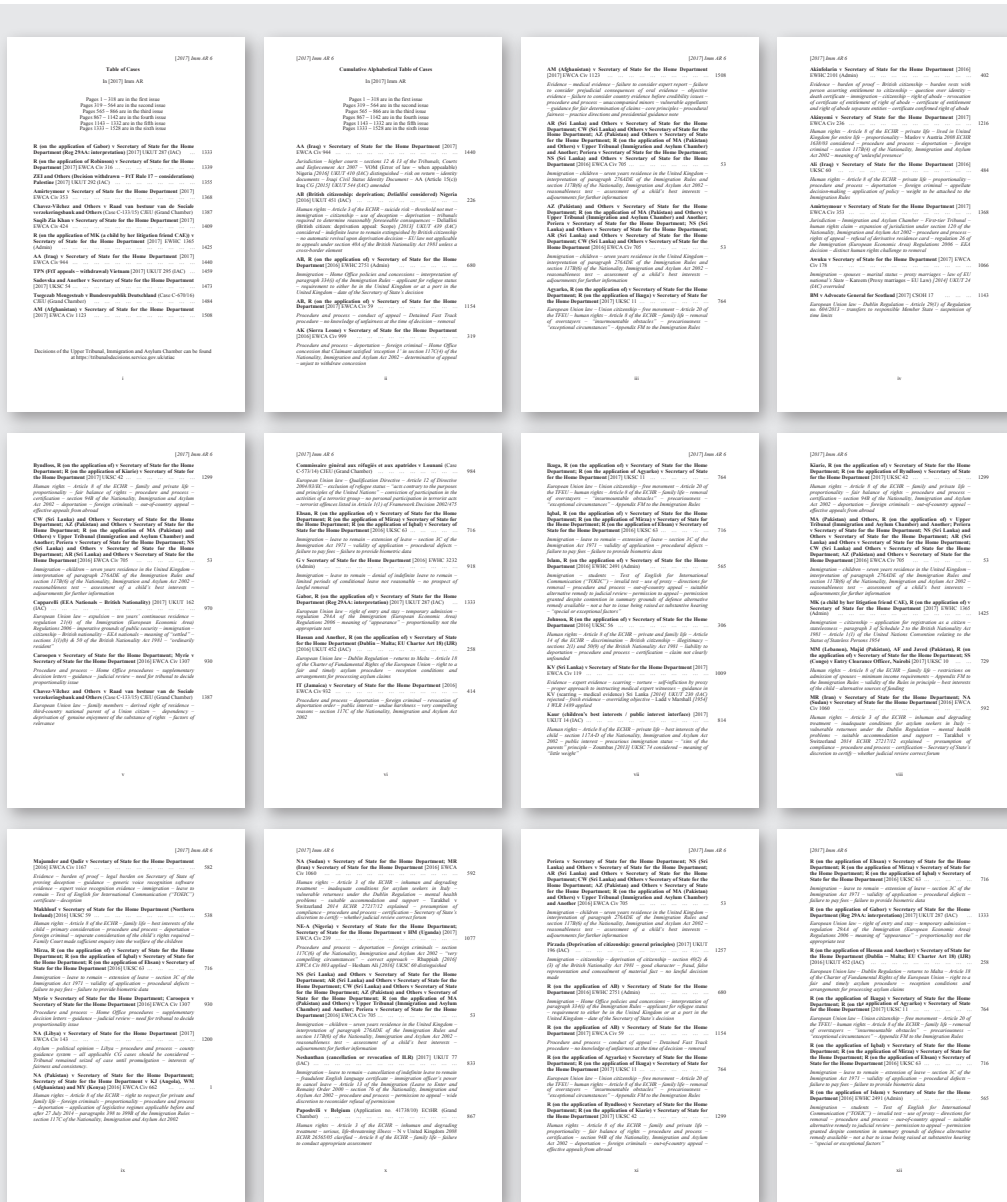
Tegzerab Mengestab v Bundesrepublik Deutschland (Case C-629/16) CJEU (Grand Chamber) ... 164

Amirteymour v Secretary of State for the Home Department [2017] EWCA Civ 353 ... 164

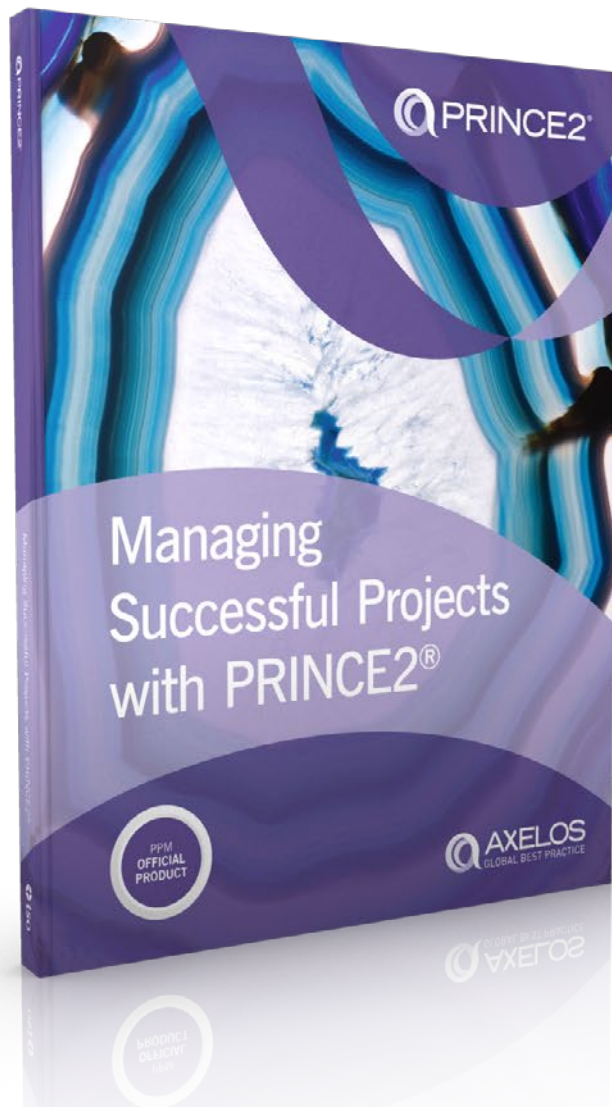
AM (Afghanistan) v Secretary of State for the Home Department [2017] EWCA Civ 1123 ... 164

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.



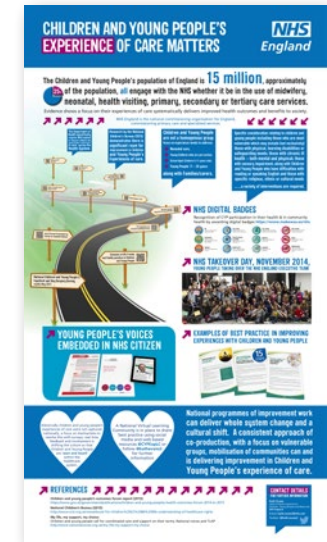
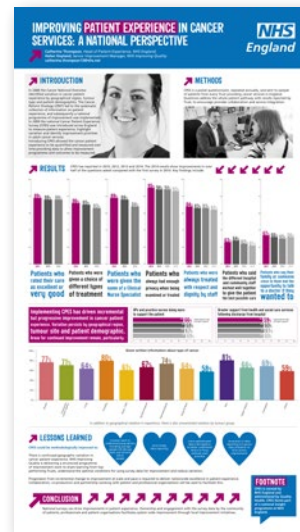
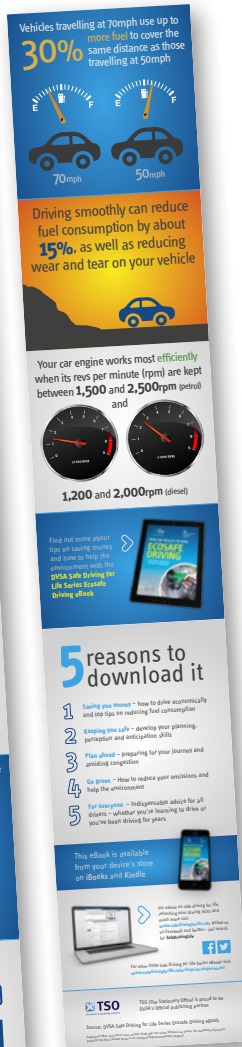




I was specifically asked to amend an important second edition of an important book as I had previously showed how accurate I was and that very few were returned in the next round of amends, unlike others that they have received.



# — 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 consistent.

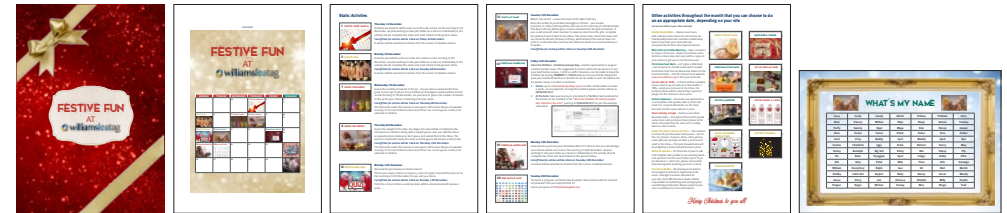




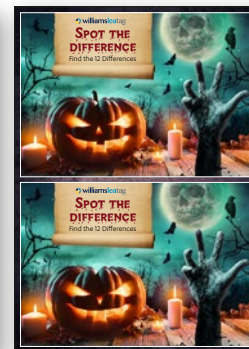
# — IN-HOUSE DESIGN —



2015



2016



2017

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.



**williamsleatag**

## FESTIVE FUN

WEEK 1: Monday 4th - Sunday 10th December

MONDAY	TUESDAY	WEDNESDAY
4 FIND RUDOLPH'S CARROTS	5 NAME THE TEDDY	6 SEASONAL WORDSEARCH
7 DRESS YOUR DESK	8 JEREMY THE MINCE PIE ELF	9 WEEKEND TEAMS
10 GET INVOLVED WITH THE FESTIVITIES AND SUBMIT YOUR ENTRIES BEFORE MONDAY 11th DEC		

*Get Involved With the Festivities*

All entries to this week's activities to be submitted to [seasonalfun@wlt.com](mailto:seasonalfun@wlt.com) by 9am on Monday 11th December. We hope as many of you take part as possible for your chance to win some prezzies before Christmas!

**williamsleatag**

## FESTIVE FUN

WEEK 2: Monday 11th - Sunday 17th December

MONDAY	TUESDAY	WEDNESDAY
11 WINTER CROSSWORD	12 SEASONAL EMOJI QUIZ	13 CHRISTMAS QUIZ
14 END OF YEAR PARTY THE LAWYER	15 DRESS TO IMPRESS	16 WEEKEND TEAMS
17 GET INVOLVED WITH THE FESTIVITIES AND SUBMIT YOUR ENTRIES BEFORE MONDAY 18th DEC		

*Get Involved With the Festivities*

All entries to this week's activities to be submitted to [seasonalfun@wlt.com](mailto:seasonalfun@wlt.com) by 9am on Monday 18th December. We hope as many of you take part as possible for your chance to win some prezzies before Christmas!

**williamsleatag**

## FESTIVE FUN

**FIND RUDOLPH'S CARROTS**  
Poor Rudolph won't be able to see his way through the night sky if he hasn't eaten his carrots, can you help him find them?  
Submit your entry by 9am on Monday 11th December to [seasonalfun@wlt.com](mailto:seasonalfun@wlt.com). All correct entries will be entered into a draw and a winner selected at random.

**NAME THE TEDDY**  
These two bears of different age... arrived in a basket holding two stars but can you guess their names? There will be two winners, select the name that you think suits each bear best, one for the white and one for the brown.  
Submit your entry by 9am on Monday 11th December to [seasonalfun@wlt.com](mailto:seasonalfun@wlt.com). The person who correctly guesses the names will win the set of.

**SEASONAL WORDSEARCH**  
A seasonal word-search will be sent out on the morning of Wednesday 10th December. Submit your entry by 9am on Monday 11th December to [seasonalfun@wlt.com](mailto:seasonalfun@wlt.com). All correct entries will be entered into a draw and a winner selected at random.

**DRESS UP YOUR DESK**  
Get creative and make your space sparkle and shine. Submit your photos to [seasonalfun@wlt.com](mailto:seasonalfun@wlt.com) throughout the day.

**JEREMY THE MINCE PIE ELF**  
Send your Jeremy will be providing you with a festive treat.

**WINTER CROSSWORD**  
Can you solve the clues to complete the cross word?  
A crossword will be sent out on the morning of Monday 11th December. Submit your entry by 9am on Monday 11th December to [seasonalfun@wlt.com](mailto:seasonalfun@wlt.com). All correct entries will be entered into a draw and a winner selected at random.

**SEASONAL EMOJI QUIZ**  
Can you identify the seasonal sayings from the emoji clues?  
The emoji quiz will be sent out on Tuesday 12th December. Submit your entry by 9am on Monday 11th December to [seasonalfun@wlt.com](mailto:seasonalfun@wlt.com). All correct entries will be entered into a draw and a winner selected at random.

**CHRISTMAS QUIZ**  
Test your knowledge of all things festive.  
A quiz will be sent out on the morning of Wednesday 13th December. Submit your entry by 9am on Monday 11th December to [seasonalfun@wlt.com](mailto:seasonalfun@wlt.com). All correct entries will be entered into a draw and a winner selected at random.

**STC PARTY TIME**  
This is a... from 7pm, food from 7pm, 2 free drinks.

**SAVE THE CHILDREN'S CHRISTMAS AWAY DAY / LET ME TAKE AN ELFIE**  
Submit your photos to [seasonalfun@wlt.com](mailto:seasonalfun@wlt.com) throughout the day.

## WINNERS

**FIND RUDOLPH'S CARROT**  
Five people guessed correctly that Rudolph (aka Victoria Redford, aka Red Mince Pie Elf) was eaten into a draw and two winners were picked at random.  
Victoria Redford  
Joni Support Developer  
St. Crispian, Newport

**NAME THE TEDDY**  
We had two guesses for First Team Rudolph (aka Victoria Redford, aka Red Mince Pie Elf) and a winner was picked at random. Rudolph (aka Victoria Redford, aka Red Mince Pie Elf) was eaten into a draw and two winners were picked at random.  
Victoria Redford  
Joni Support Developer  
St. Crispian, Newport

**DRESS YOUR DESK**  
Several of our management team who were here yesterday voted for the best dressed desk and the winner was...  
Front End Development Area

**SEASONAL WORDSEARCH**  
We had a great response to the wordsearch and therefore we have picked two winners.  
Nia Manning  
Electronic Working Administrator  
CNC Development, Newport

**JEREMY THE MINCE PIE ELF**  
We had a great response to the wordsearch and therefore we have picked two winners.  
Nia Manning  
Electronic Working Administrator  
CNC Development, Newport

**WINTER CROSSWORD**  
We had a great response to the wordsearch and therefore we have picked two winners.  
Nia Manning  
Electronic Working Administrator  
CNC Development, Newport

**SEASONAL EMOJI QUIZ**  
We had a great response to the wordsearch and therefore we have picked two winners.  
Nia Manning  
Electronic Working Administrator  
CNC Development, Newport

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We had a great response to the wordsearch and therefore we have picked two winners.  
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CNC Development, Newport

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We had a great response to the wordsearch and therefore we have picked two winners.  
Nia Manning  
Electronic Working Administrator  
CNC Development, Newport

2017

### FIND RUDOLPH'S CARROT

Poor Rudolph won't be able to see his way through the night sky if he hasn't eaten his carrots, can you help him find them?  
Submit your entry by 9am on Monday 11th December to [seasonalfun@wlt.com](mailto:seasonalfun@wlt.com). All correct entries will be entered into a draw and a winner selected at random.

### NAME THE TEDDY

These two bears of different age... arrived in a basket holding two stars. Can you guess their names?  
There will be two winners, select the name that you think suits each bear best, one for the white and one for the brown.  
Submit your entry by 9am on Monday 11th December to [seasonalfun@wlt.com](mailto:seasonalfun@wlt.com).

### SEASONAL WORDSEARCH

A seasonal word-search will be sent out on the morning of Wednesday 10th December. Submit your entry by 9am on Monday 11th December to [seasonalfun@wlt.com](mailto:seasonalfun@wlt.com). All correct entries will be entered into a draw and a winner selected at random.

### JEREMY THE MINCE PIE ELF

Send your Jeremy will be providing you with a festive treat.

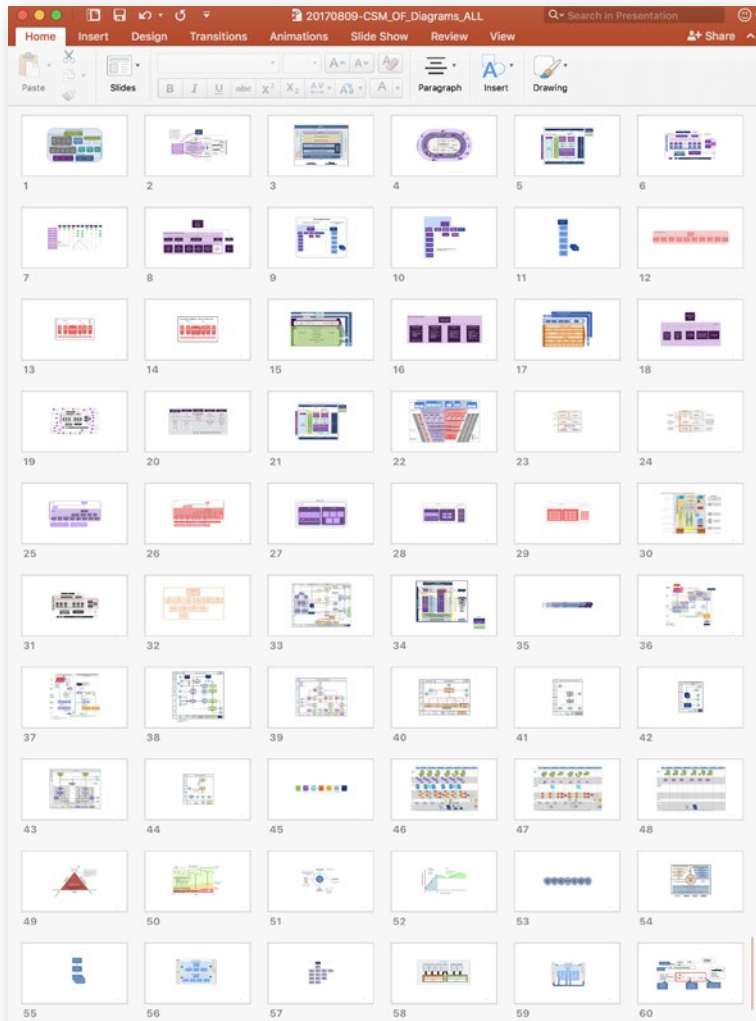
### FESTIVE Emoji Quiz

Can you identify the seasonal sayings from the emoji clues?  
Submit your entry by 9am on Monday 11th December to [seasonalfun@wlt.com](mailto:seasonalfun@wlt.com). All correct entries will be entered into a draw and a winner selected at random.

### SEASONAL CROSSWORD

A crossword will be sent out on the morning of Monday 11th December. Submit your entry by 9am on Monday 11th December to [seasonalfun@wlt.com](mailto:seasonalfun@wlt.com). All correct entries will be entered into a draw and a winner selected at random.

# — 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.



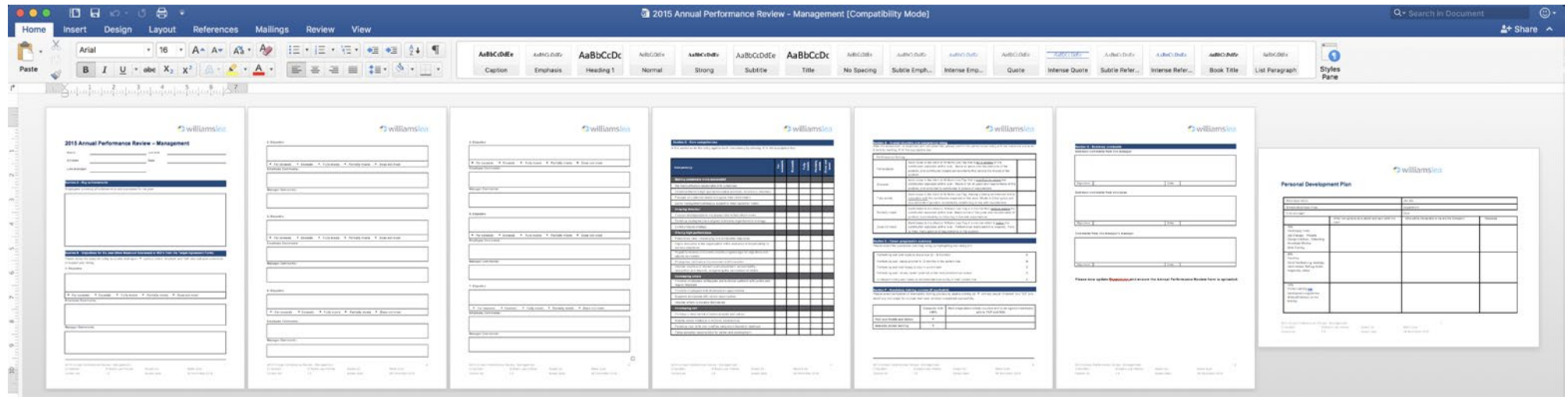
I also took on a similar role for the Health & Safety Executive when the company won the contract and the client required their collection of books to be re-branded; cover logos added, RTP pages amended and consistency to be deployed throughout the collection.



Ministry of Defence



# RE-DESIGN



**Annual Performance Review**

Please select your job level

Manager ☐

Non-Manager ☐

**Interim Performance Review**

Please select your job level

Manager ☐

Non-Manager ☐

**Annual Performance Review – Management**

Name  Job title

Business Area / Function  Date

Line manager  Review year

**Section A: Key achievements**

Employee summary of achievements and successes for the year

**Section B: Objectives for the year (from Balanced Scorecard or KPIs from the Target Agreement Form)**

1. Objective  Far exceeds ☐ Exceeds ☐ Fully meets ☐ Partially meets ☐ Does not meet ☐

Employee comments  Manager comments

2. Objective  Far exceeds ☐ Exceeds ☐ Fully meets ☐ Partially meets ☐ Does not meet ☐

Employee comments  Manager comments

**Section C: Overall performance**

Overall performance for the year

Far exceeds ☐ Exceeds ☐ Fully meets ☐ Partially meets ☐ Does not meet ☐

Employee comments  Manager comments

**Section D: Summary comments**

Summary comments for the year

Far exceeds ☐ Exceeds ☐ Fully meets ☐ Partially meets ☐ Does not meet ☐

Employee comments  Manager comments

**Section E: Overall performance**

Overall performance for the year

Far exceeds ☐ Exceeds ☐ Fully meets ☐ Partially meets ☐ Does not meet ☐

Employee comments  Manager comments

**Section F: Summary comments**

Summary comments for the year

Far exceeds ☐ Exceeds ☐ Fully meets ☐ Partially meets ☐ Does not meet ☐

Employee comments  Manager comments

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, Interim Review - Non-Management

The company were very happy with them.

**luvcake**

Being a woman in business is about following your heart and going for what you are passionate about.

whether it's climbing the corporate ladder or starting your own business. That's the view of Emma Murray of Caribou, who gave up her job in the fashion industry to pursue her dream of running a cake-making business - [www.luvcake.net](http://www.luvcake.net)

"As women, we always look after our families and tend to our needs and dreams as a last priority," she said. "It is very easy to take the plunge and go for your dream, but the satisfaction you get from seeing the fruits of your labour makes up for it."



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Domestic cleaning at a reasonable price. Excellent quality. General household duties. Training service in your home.

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[www.sunshinecleaning.co.uk](http://www.sunshinecleaning.co.uk)

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Your fairytale starts here with our fabulous range of gowns, veils, shoes and beautiful handmade crystal accessories - your complete bridal wardrobe all under one roof.

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Good Garage Scheme

**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 (full £1 goes to Comic Relief). See in store for full details

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40 The Broadway, St Ives  
01480 354413  
[www.appletreegifts.co.uk](http://www.appletreegifts.co.uk)

**The Lobster Pot**

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01354 694777

**Whitliffe PINE**  
01733 204922

**KITCHEN**  
01354 694777

**SHAPERS**  
01354 694777

**March Patisserie Centre**  
01354 694777

**Supreme**  
01354 694777

**Mill Hill Garage**  
01354 694777

**NIGHTLAYER LEEK CO LTD**  
01354 694777

**The Wedding March**  
01354 694777

**PETER BARNES**  
01354 694777

**Bright's Tools & Supplies**  
01354 694777

**COPING & CARING**

**HIBBITT & SONS**  
01223 340608

**COOK BUTCHERS WISBECH LTD**  
01945 583549

**KEVIN MEMORIALS**  
01945 583549

**W & M Travel**  
01733 243948

**Cambridge Mobility**  
01763 848272

**Carters Quality Shoes**  
01223 264930

**CREDIT & DEBIT CARDS ACCEPTED**

**FIESTA - FOCUS ASTRA - CORSA**  
51-09 PLATES

**MONDEO - VECTRA ASTRA - PEUGEOT**  
53-58 PLATES

**FREELANDER - PICASSO**  
7 SEAT KIA - ZAFIRA53-06 PLATES

**Cavectra Centre**  
111-113 LONDON ROAD • GRAYS • ESSEX RM17 5YB  
01375 391 305 (5 lines) Fax: 01375 383 071

**British Grand Prix 2011**

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 liaised 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—



—“—

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

—”—



—“—

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

—”—



—“—

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

—”—



—“—

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

—”—



—“—

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

—”—