portfolio

jeremy **lewis** | creative professional

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contents

hello!

I am a creative professional with expertise in producing high-quality visual materials for both print and digital mediums.

I excel at transforming concepts into visually appealing designs, paying close attention to detail. I collaborate with client services teams, graphic designers, art directors, and marketing teams to ensure the final product aligns with the brand vision and objectives.

Key responsibilities include: layout design, image editing, typography, and preparing artwork for both online and print production.

Using design industry standard software such as Adobe Creative Suite (Photoshop, Illustrator, InDesign, XD), I ensure that every element of a project is pixel-perfect and ready for publication.

I am an integral to the creative process, providing technical expertise needed to bring artistic visions to life while adhering to tight deadlines and maintaining consistency across all visual assets. Not only do I enhance the aesthetic quality of a project but I also ensure its functional success in conveying the intended message to the target audience.

jeremy lewis | creative professional

▸ SOFTWARE
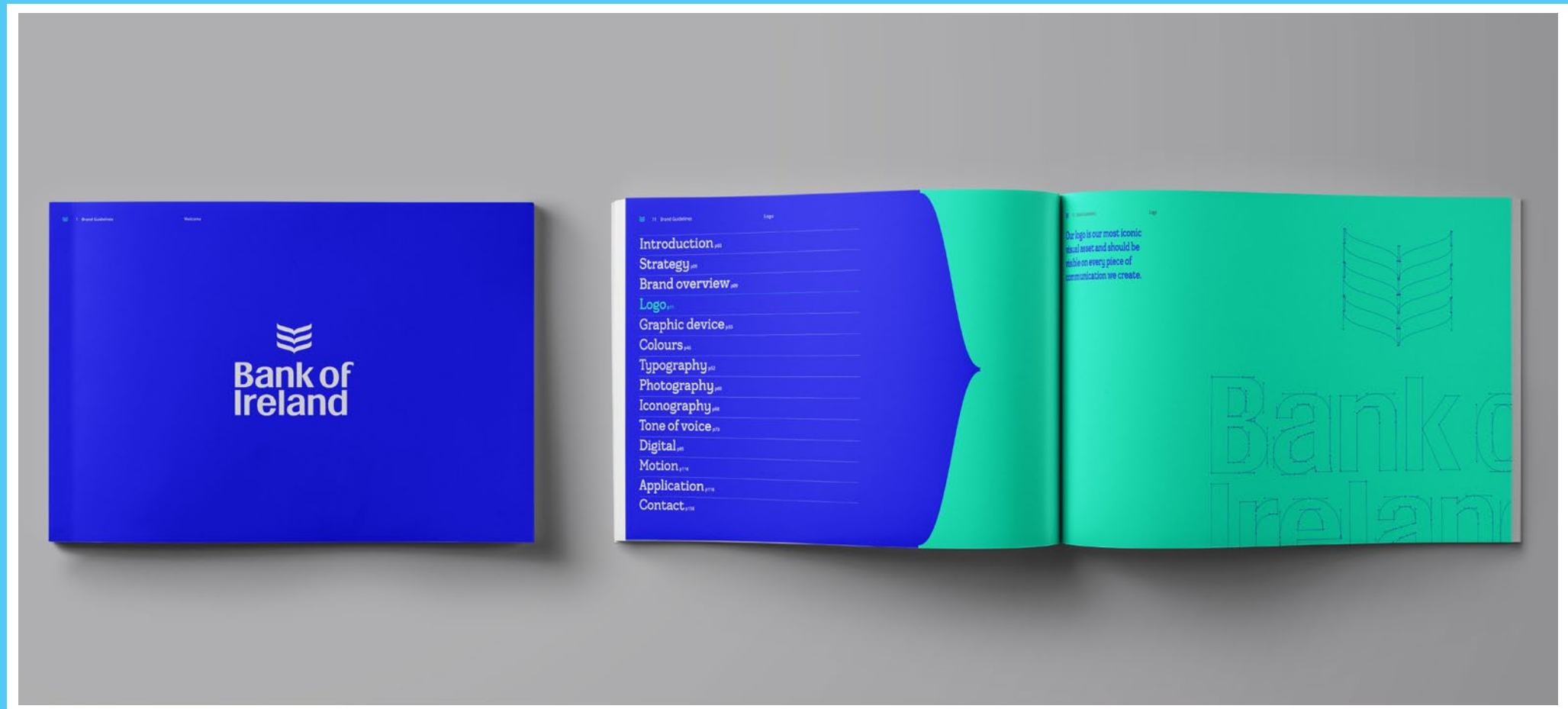
Adobe Creative Suite

Office 365

Other

welcome

corporate i.d.

Corporate identity guidelines tailored to support ongoing campaign efforts.

▶ challenge

Being asked to produce a set of cohesive corporate identity guidelines for the client and other end users to follow involved several important considerations.

▶ solution

Understanding the brand
- Familiarising myself with the brand's identity, values, and audience.
- Reviewing existing assets, e.g., logos, colourways, typography and imagery.

Planning the structure
- Arranging information logically from core elements to detailed applications.

Setting up documents
- Creating a consistent template with grids, margins, and styles.

Design core elements
- Defining logo usage, colour palette(s), typography, and imagery guidelines.

Detail the applications:
- Showing in-situ mockups of brand elements in different mediums, e.g., business cards, websites etc.

Ensuring consistency
- Checking that all design elements are consistent.
- Proof-reading for errors and aligning the language with the client's TOV.

Finalising the document
- Export a high-resolution PDF (print or interactive).
- Packaging all design source files for delivery.

Review and feedback
- Getting client approval and making any necessary final revisions.
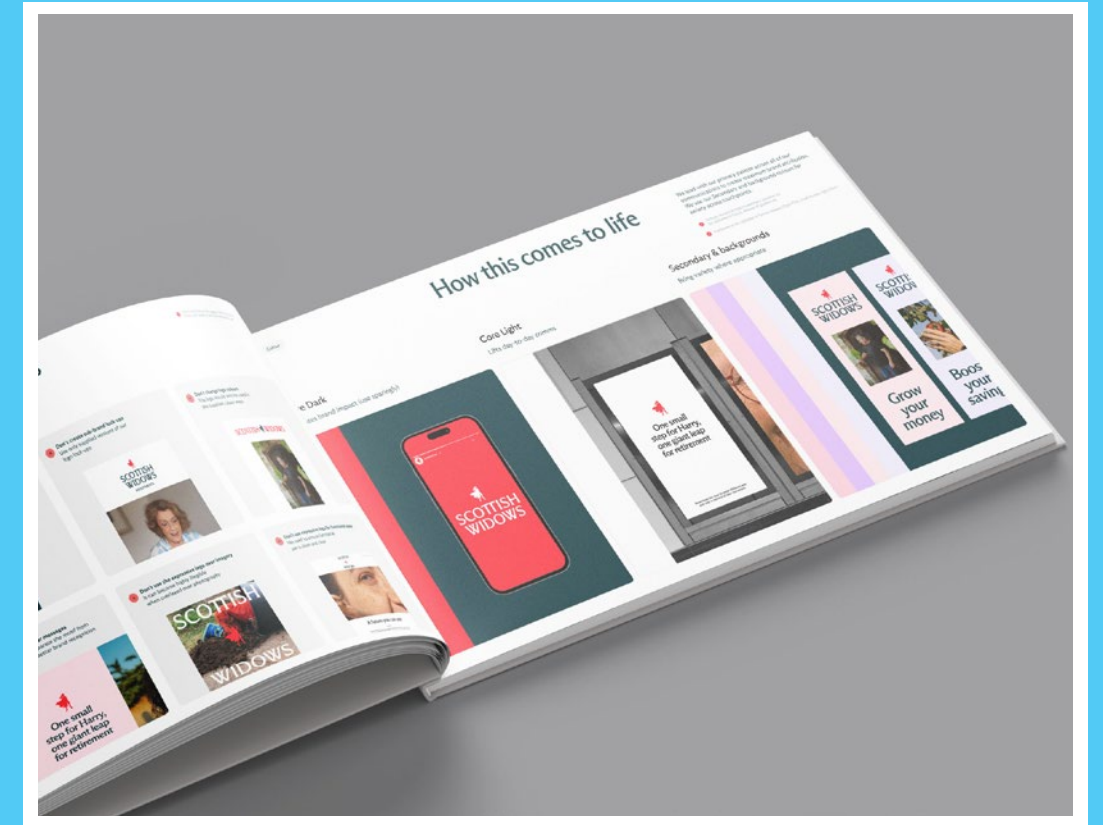
Distributing the guidelines
- Sharing the approved guidelines with stakeholders to ensure consistent brand representation.

branding

These steps ensure that the brand's visual identity is clearly communicated and consistently applied.

brand guidelines

Updates/modifications to existing brand guidelines.

▶ challenge

Modifying existing brand guidelines and developing standalone versions for internal agency use.

▶ solution

Reviewing existing guidelines
- Understanding the current and/or existing guidelines: Analysing the existing brand guidelines to identify key elements such as logos, colours, typography, imagery, and tone of voice.
- Identifying gaps: Determining if there are any missing or outdated elements that need updating or if new components should be added.

Defining agency-specific needs
- Determining internal requirements: Identifying what specific elements are needed for the agency's internal use, such as unique templates, workflows, or communication styles.
- Customising content: Adjusting the guidelines to reflect the agency's internal processes, tools, and preferred practices while staying aligned with the brand's core identity.

Modifying any existing elements
- Updating visuals: Modifying existing logos, colour schemes, and typography to fit the agency's specific context, if necessary.
- Adjusting usage rules: Tailoring the rules for using brand elements, ensuring they meet the agency's internal needs without compromising brand integrity.

Developing new sections
- Creating internal templates: Designing new templates and examples that are relevant to the agency's work, such as presentation slides, internal documents, or email signatures.
- Adding Workflow guidelines: Including sections that detail the internal processes for using and managing brand assets, ensuring smooth collaboration within the agency.

Ensuring consistency
- Cross-checking with original guidelines: Making sure that the modified guidelines still align with the original brand identity to maintain consistency.
- Involving key stakeholders: Getting input from relevant team members or departments to ensure the guidelines meet all internal needs.

Designing the standalone version
- Compiling the document: Bringing together all the modified and new sections into a cohesive standalone document.
- Use consistent formatting: Ensuring that the new document is well-structured and visually aligned with the original brand guidelines.
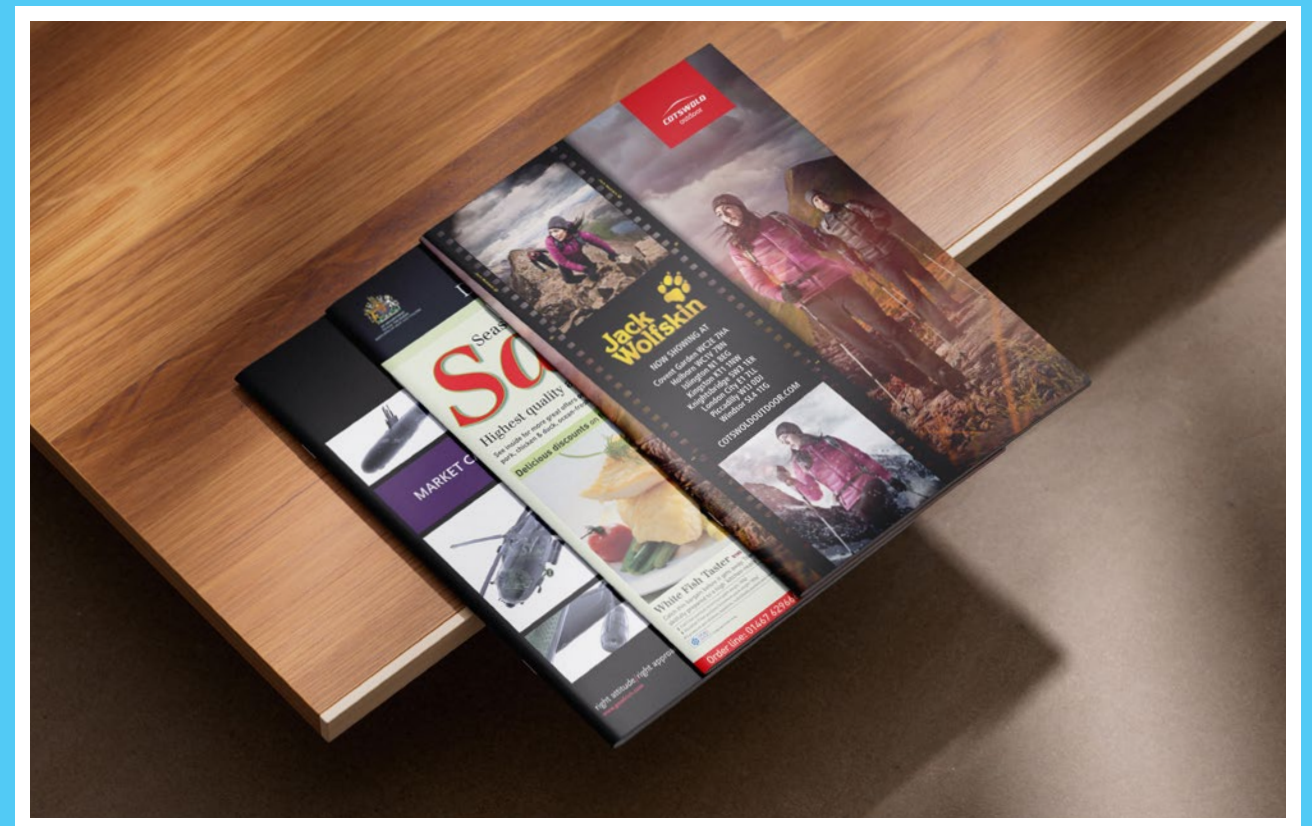
Reviewing and finalising
- Internal reviewing: Having the document reviewed by key stakeholders within the agency for feedback and final approval.
- Making revisions: Implementing any necessary changes based on the review.

Distributing internally
- Sharing the guidelines: Distributing the finalised standalone version to relevant teams within the agency.
- Providing brand training workshop (if necessary): Offering training or guidance on how to use the new guidelines effectively.

branding

These steps ensure that the modified brand guidelines are tailored to the end user's needs, while maintaining the integrity of the corporate original brand.

brochures/magazines

Turning designed layouts into printed and digital outputs, fully artworked and press-ready.

▶ **challenge**

Creating a brochure or magazine from a designer's layouts involves taking the prepared draft designs and turning them into a finished, merchantable product.

▶ **solution**

Receiving the design files
– Obtaining all files: Ensuring that I have all the necessary design files, including layouts, images, fonts, and any other assets.
– Confirming final file formats: Typically, these will be Adobe InDesign files (.INDD), Illustrator files (.AI), or PDFs, along with linked images and fonts (subject to licensing conditions).

Review the layouts
– Checking design consistency: Ensuring the layouts are consistent in terms of margins, grid layouts, typography, colour schemes and branding.
– Verifying content: Double-checking that all content (text and images) is placed correctly and that there are no missing elements.

Pre-press preparation
– Ensuring correct resolution: Making sure all images are at least 300 dpi for mandatory print quality.
– Checking colour profiles: Confirming that the colour mode is set to CMYK for print, not RGB (not relying on the printer to convert via their own software).

Proofreading and final checks
– Proofreading: Doing a final proofread/check of all text for any typos; double spaces or errors.
– Design review: Ensuring that all elements are properly aligned to the original design and that the design adheres to the brand guidelines.

Creating print-ready files
– Exporting as PDF: Exporting the document as a high-resolution, print-ready PDF. Ensuring that fonts are embedded, images are linked, and bleed and crop marks are included. Using standard or default print settings such as PDF/X standards, if the printer has not specified.
– Adding bleed and crop marks: Ensure that the document includes bleed areas (usually 3mm) and crop marks for accurate trimming.
– Packaging files: Using the "Package" feature (if using InDesign) to gather all necessary files (fonts, images, etc.) into one folder, useful if the printer needs the source files - see above ("Export as PDF").

Proofing the design
– Printing a hard copy proof: If possible, printing of a hard copy proof to check for any issues that may not be instantly visible on screen.
– Review digital proof: If a physical proof isn't possible, review a digital proof carefully to ensure accuracy.

Liaising with the printer
– Sending files to printer: Providing print-ready files to a chosen printer, along with any specific instructions.
– Re-confirming specifications: Making sure the printer has all the necessary details, such as paper type, binding style, and quantity.
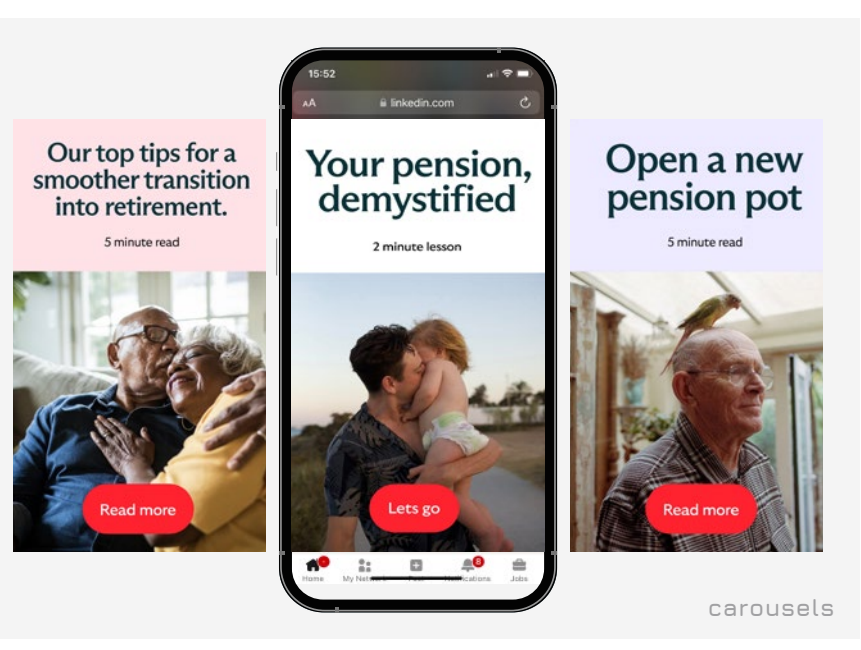
Finalising
– Reviewing printer's proof: Reviewing the printer's proof (physical or digital) and giving final approval before the full print run.
– Making adjustments if needed: If any changes are required, adjusting the artworked files and resending them to the printer.

These steps ensure that errors are spotted and that the printer/supplier has the necessary print-ready artwork for a successful print job.

print

carousels/social media posts
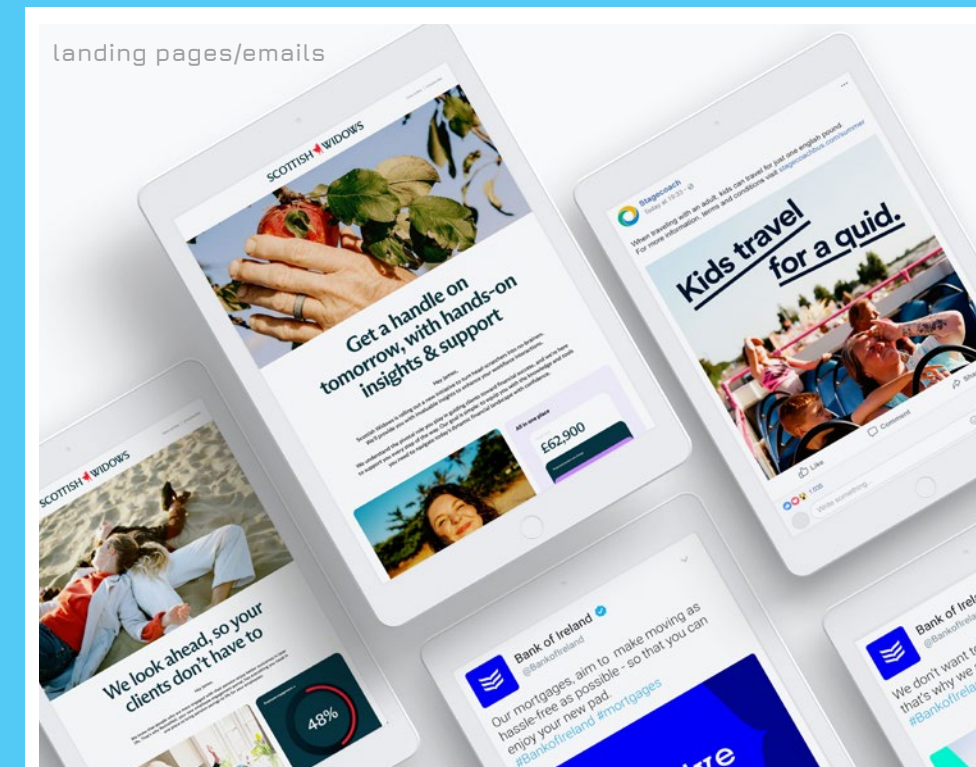# banner ads: skyscrapers/leaderboards/mpus
landing pages/emails

carousels

Designing for social media requires a balance of creativity, strategic thinking, and attention to detail to effectively communicate a brand's message, engage the audience, and achieve specific marketing goals.

landing pages/emails

skyscrapers/leaderboards/mpus
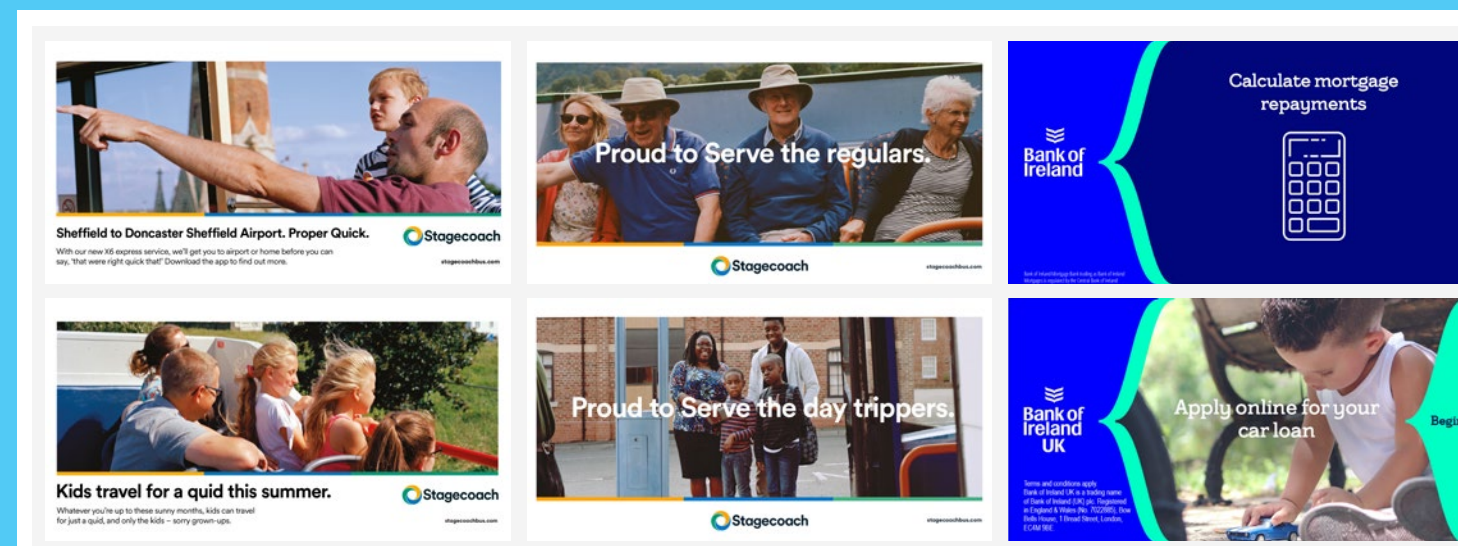
▶ challenge

Consistently refining and updating the design's aesthetics to optimise user engagement, drive traction, and improve SEO performance.

▶ solution

– Designing visually captivating digital assets that align with brand guidelines.

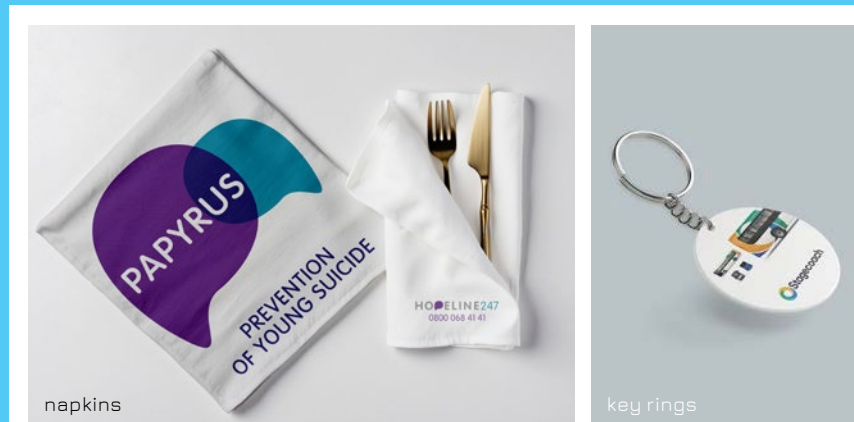

linkedIn shared links/Images

digital

Designing well thought out digital assets will and can significantly benefit the client in a variety of ways, enhancing their overall brand presence and effectiveness in reaching their target audience.
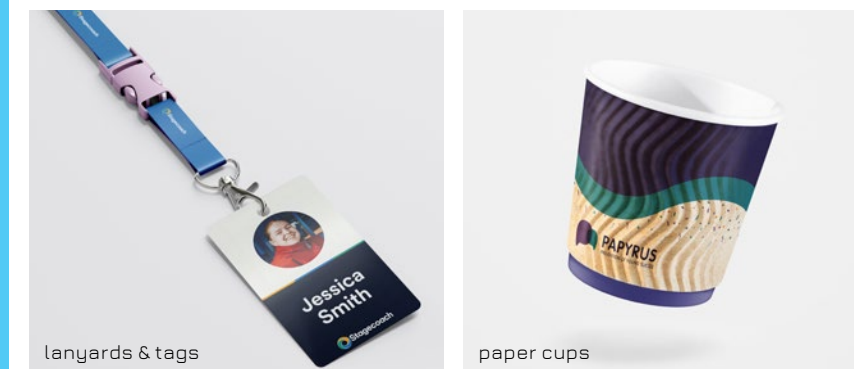
merchandise

napkins

key rings

lanyards & tags

paper cups

caps

apparel:
t-shirt

apparel:
hoodie

Understanding the tastes and preferences of the clients is paramount.

The artwork should always resonate with them.

Considerations should be thought through about the overall purpose of the merchandise, e.g., promotional, resale, or just branding or awareness.
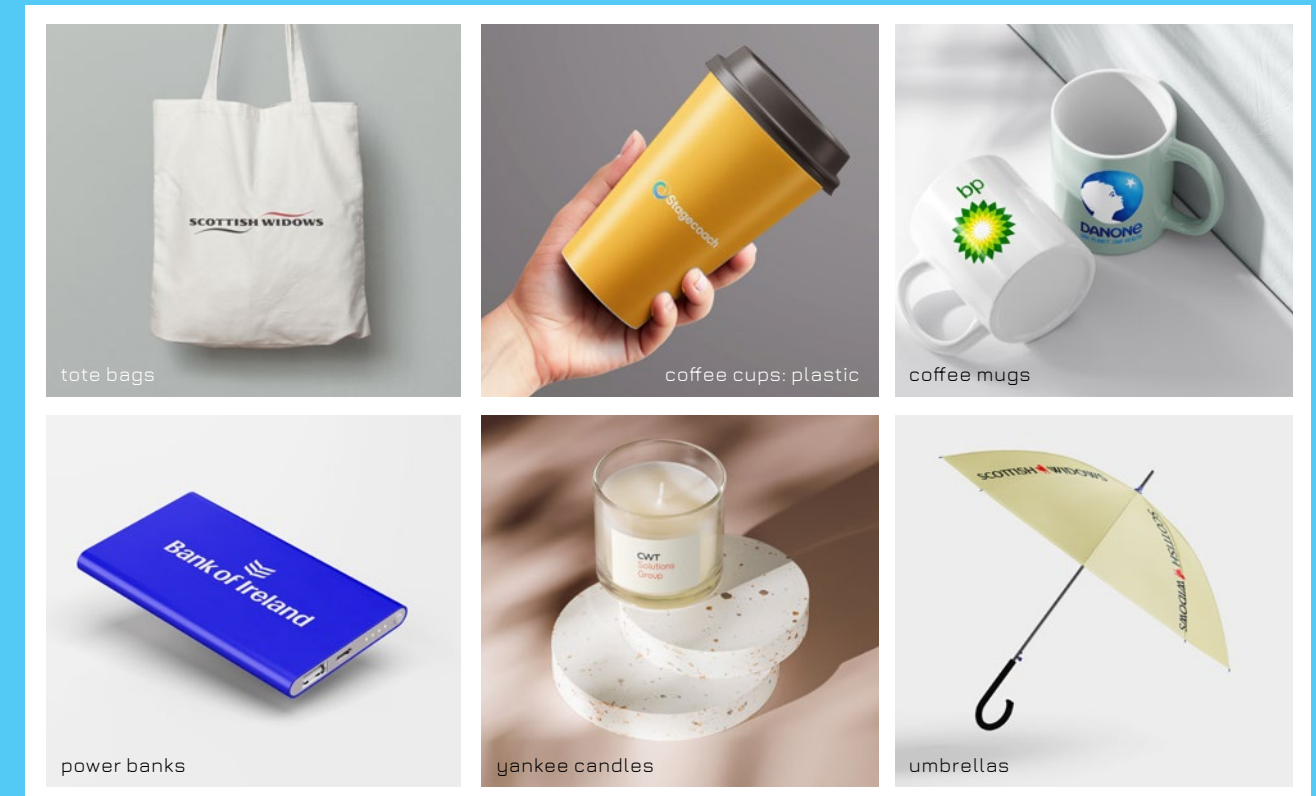
▶ challenge

Ensuring that artwork aligns with the brief and client requirements, whilst reinforcing the brand recognition and loyalty.

Trying not to make things overly complex especially if the budget it tight or modest.

▶ solution

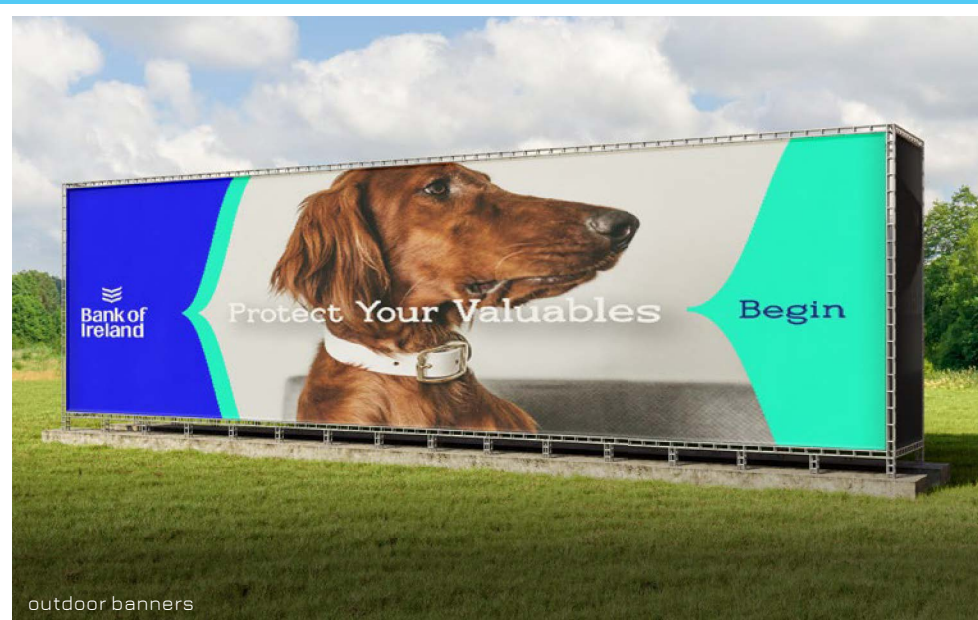It should be visible but not overpowering, maintaining a balance between branding and aesthetics.

– **Versatility:** Create designs that can be easily adapted to various merchandise types, such as T-shirts, mugs, or bags. The artwork should look good on different backgrounds, materials, and product shapes.

– **Material consideration:** Understand the material of the merchandise (e.g., fabric, metal, plastic) as this will affect how the artwork appears. Colours may look different depending on the material's texture and colour.

– **Placement:** Consider where the design will be placed on the merchandise. For example, the design on a T-shirt might be centred on the chest, while on a mug, it might wrap around the surface.

– **Printing techniques:** Choose appropriate printing methods (e.g., screen printing, embroidery, digital printing) based on the merchandise. Each technique has limitations regarding colour range, detail, and durability, so the artwork should be designed with these in mind.

– **Colour mode:** Use the CMYK colour mode for print designs to ensure colours reproduce accurately. Some vibrant colours in RGB mode may not print as intended in CMYK.

– Ensure that all artwork is original or properly licensed. Avoid using copyrighted material unless you have explicit permission.

– **Trademark compliance:** If the merchandise features logos or symbols, ensure they comply with trademark laws and don't infringe on other brands' intellectual property.

– **Mockups:** Create mockups to visualise how the design will look on the actual merchandise. This helps in assessing the design's appearance, placement, and colour accuracy.

tote bags

coffee cups: plastic

coffee mugs

power banks

yankee candles

umbrellas

promotional

By considering these factors, you can create artwork for merchandise that is visually appealing, on-brand, and suitable for the intended audience and purpose.

outdoor banners

floor graphics

This form of advertising typically involves physical media displayed in public spaces, such as billboards, transit ads, street furniture, and other locations frequented by large numbers of people.

OOH advertising is designed to capture the attention of people as they go about their daily activities, making it a powerful tool for brand awareness and messaging.

pull up banners

building graphics

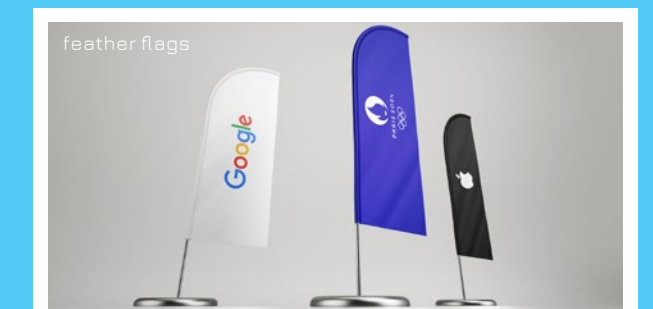► **challenge**

Designing and producing good quality out-of-home (OOH) displays requires careful attention to several key factors to ensure that the ads are visually impactful, clear, and effective at capturing the attention of passers by.

► **solution**

The message should be simple, clear, and easy to read at a glance. Since OOH ads are typically viewed for only a few seconds, clutter should be avoided and the focus should be on one main idea or call to action.

– **Bold, readable text:** Use large, bold fonts that are easy to read from a distance. Ensure that the text contrasts well with the background to enhance legibility.

feather flags

ooh graphics

out-of-home
display advertising

large format

flags

– **High-quality images:** Use high-resolution images or graphics that are visually striking and relevant to the message. The visuals should be able to convey the message quickly, even without reading the text.
– **Bold colours:** Opt for vibrant, contrasting colours that stand out in various lighting conditions. Bold colours can help draw attention to the ad and make it more memorable.
– **Hierarchy of information:** Organise the content with a clear hierarchy, prioritizing the most important information, such as the headline or brand logo. The layout should guide the viewer's eye through the design.
– **Ample white space:** Avoid overcrowding the design. Use white space effectively to make the key elements stand out and ensure the ad is easy to read and visually balanced.
– **Contextual relevance:** Consider where the OOH display will be located and design it to resonate with the local audience or environment. Tailoring the message or imagery to the specific location can increase its relevance and impact.
– **Visibility and viewing distance:** Design the ad with its placement in mind. Whether it's a billboard seen from a highway or a poster in a subway, the size, font, and layout should be appropriate for the viewing distance and angle.

exhibition & events

When producing stands for exhibitions, several critical factors must be considered to ensure that the stand is not only visually appealing but also functional, aligned with a client's brand, and capable of attracting and engaging visitors.
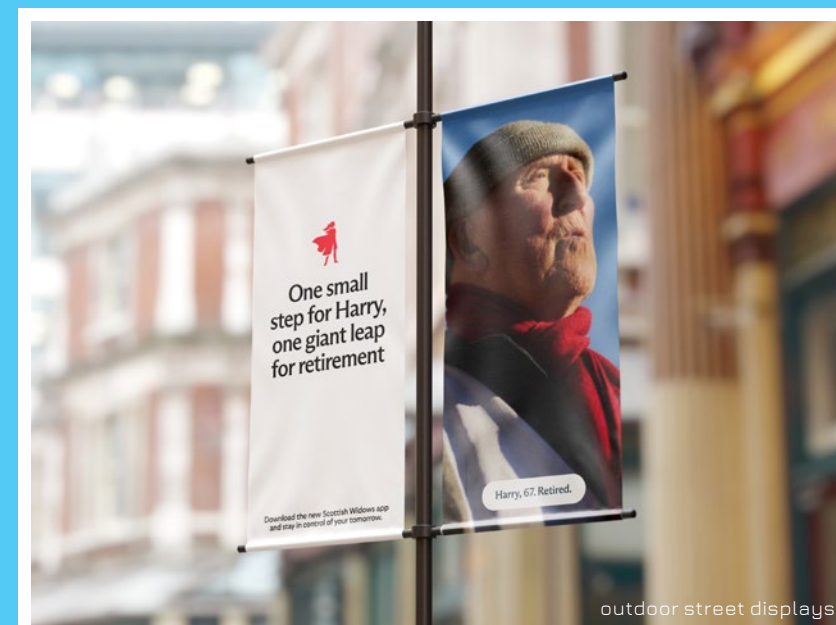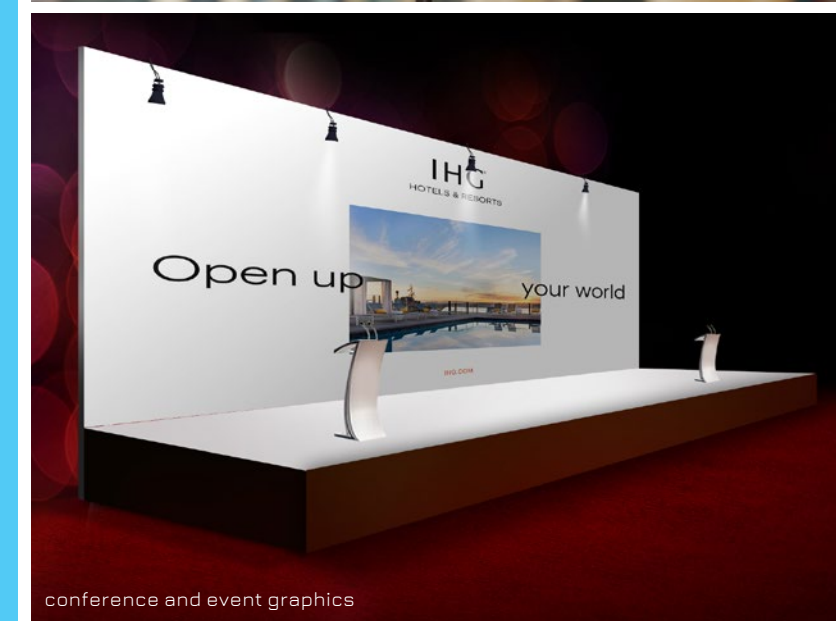

exhibition displays

freestanding
pull-up banners

large format

▶ challenge

By determining the primary goal of the exhibition stand, what is the ultimate aim, showcasing products, generating leads, launching a new product, or enhancing brand awareness? This will influence the design, layout, and content.

▶ solution

- The stand should reflect a brand's identity, incorporating consistent colours, logos, and design elements. A cohesive look helps in reinforcing brand recognition.
- Create a visually striking design that grabs attention. Use bold colours, large graphics, and clear messaging to stand out in a crowded exhibition space.
- Plan the layout to maximise the use of available space. Ensure that the stand is open and inviting, allowing for easy traffic flow and accessibility.
- Consider the height of the stand to ensure visibility from a distance. Tall structures or signage can help draw attention across the exhibition hall.

outdoor street displays

conference and event graphics

By carefully considering these factors, you can produce stands that not only attract attention but also effectively communicates your brand's message, engages visitors, and meets your exhibition goals.

packaging

packaging

packaging

Understanding the tastes and preferences of the clients is paramount.

The artwork should always resonate with them.

Considerations should be thought through about the overall purpose of the merchandise, e.g., promotional, resale, or just branding or awareness.

pos

miscellaneous

By considering these factors, you can create artwork for merchandise that is visually appealing, on-brand, and suitable for the intended audience and purpose.

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Royal College of Art – 2022-23

a n n u a l   r e p o r t   &   a c c o u n t s

Category: Artworking, layout, amendments and final outputs (online/print)

Software: Adobe InDesign; Photoshop & Illustrator.

Project length and timeline: 90+ pages (Portrait) / 4 weeks.

challenge

Modifying existing brand guidelines created by internal design team and developing standalone versions for internal agency use.

solution

Reviewing existing guidelines

– **Understanding the current and/or existing guidelines:** Analysing the existing brand guidelines to identify key elements such as logos, colours, typography, imagery, and tone of voice.

– **Identifying gaps:** Determining if there are any missing or outdated elements that need updating or if new components should be added.

Defining agency-specific needs

– **Determining internal requirements:** Identifying what specific elements are needed for the agency's internal use, such as unique templates, workflows, or communication styles.

– **Customising content:** Adjusting the guidelines to reflect the agency's internal processes, tools, and preferred practices while staying aligned with the brand's core identity.

Modifying any existing elements

– **Updating visuals:** Modifying existing logos, color schemes, and typography to fit the agency's specific context, if necessary.

– **Grid and templates:** Working to and setting up style sheets and grid structures for a comprehensive roll-out across the team.

– **Adjusting usage rules:** Tailoring the rules for using brand elements, ensuring they meet the agency's internal needs without compromising brand integrity.

Ensuring consistency

– **Cross-checking with original guidelines:** Making sure that the modified guidelines still align with the original brand identity to maintain consistency.

– **Involving key stakeholders:** Getting input from relevant team members or departments to ensure the guidelines meet all internal needs.

Royal College of Art
Postgraduate Art & Design

Canon – 2023

annual report & accounts

Category: Artworking, layout, amendments and final outputs (online/print)

Software: Adobe InDesign; Photoshop & Illustrator.

Project length and timeline: 100+ pages (Portrait plus Financial section 60+ pages) / 6-10 weeks

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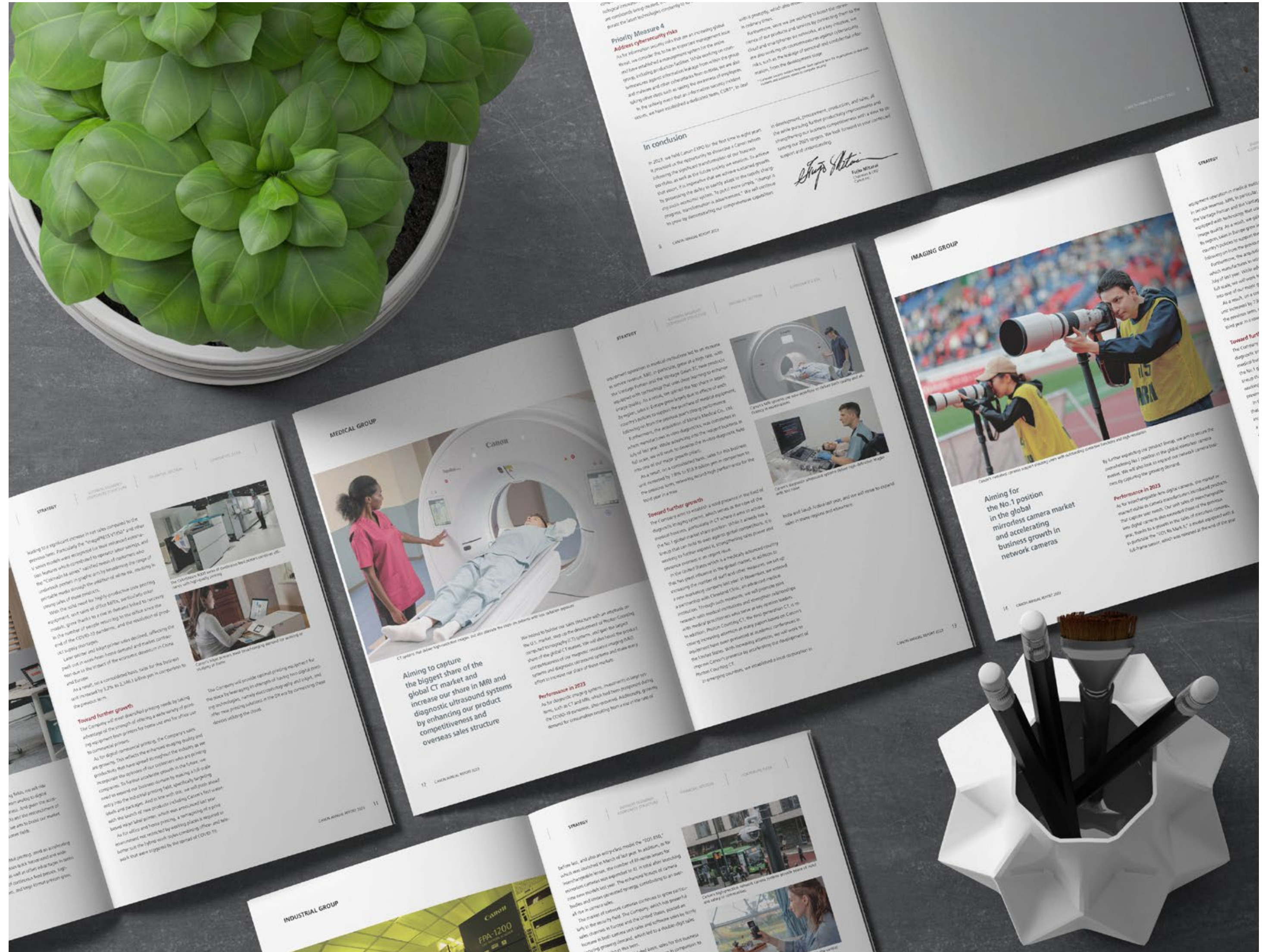
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Canon

Canon – 2023

Heineken – 2023

annual report & accounts

Category: Artworking, layout, amendments and final outputs (online/print)

Software: Adobe InDesign; Photoshop & Illustrator.

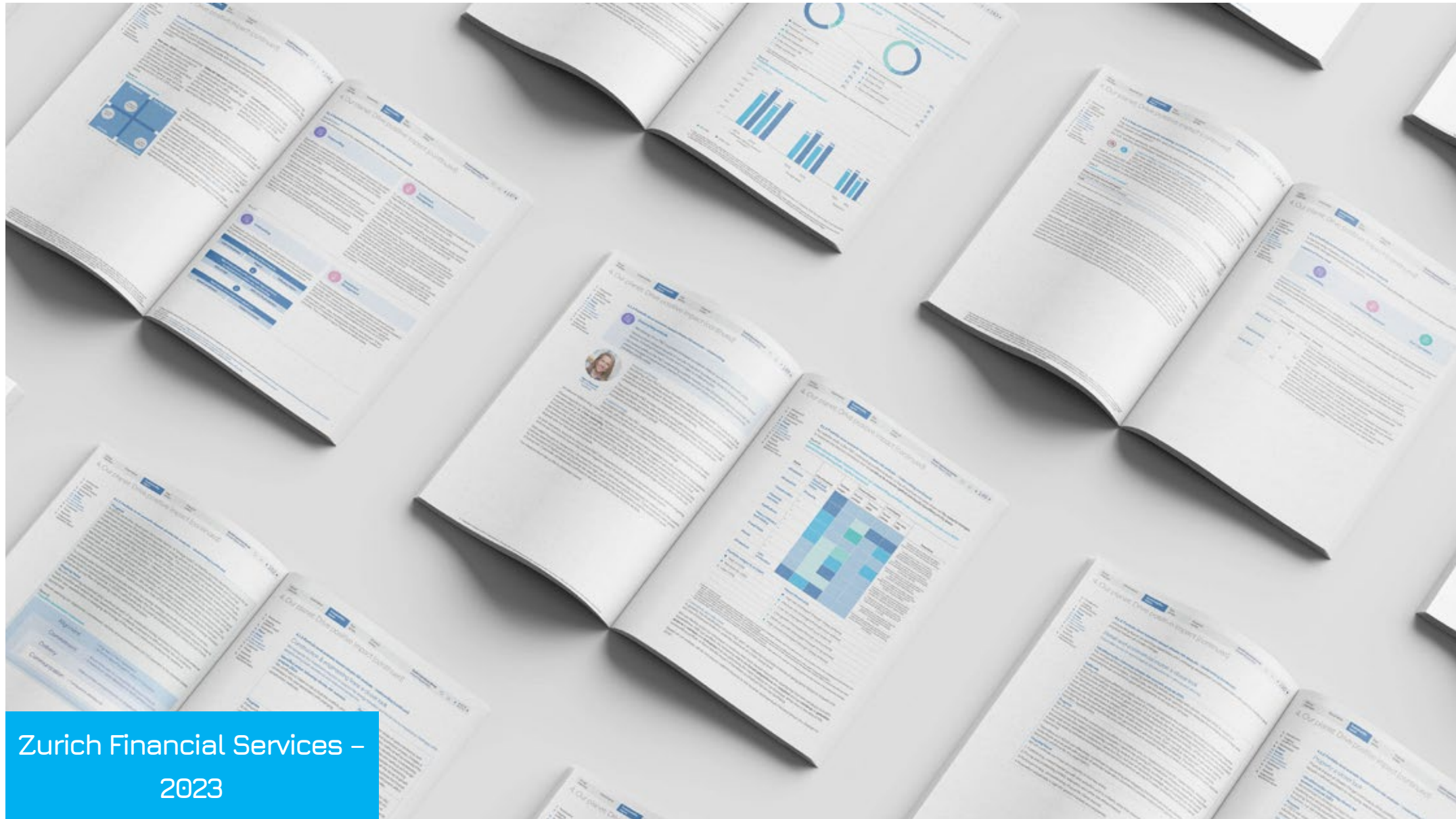**Project length and timeline:** 210+ pages / 12-16 weeks

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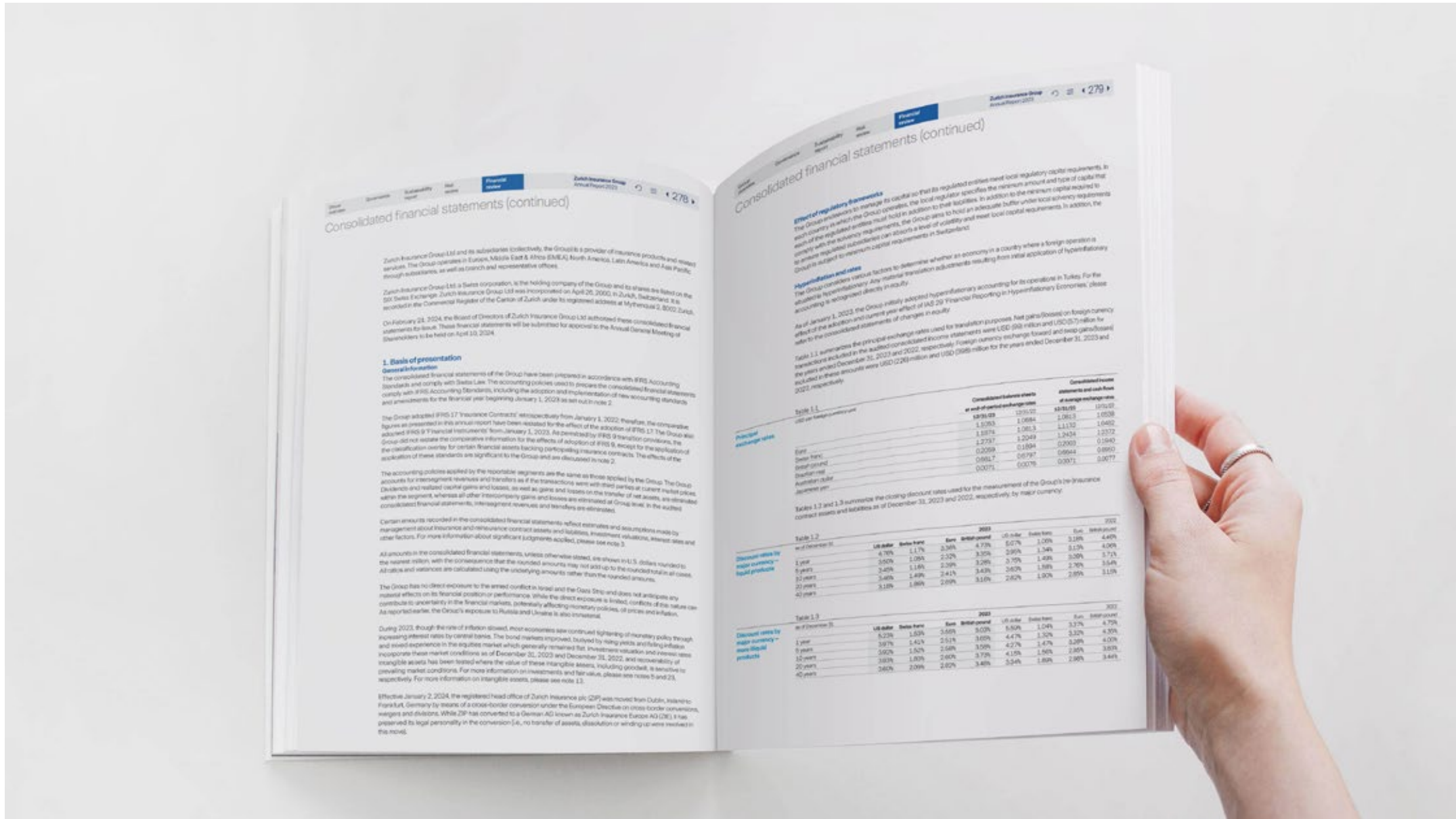**HEINEKEN**

Zurich Financial Services – 2023

annual report & accounts

Category: Artworking, layout, amendments and final outputs (preformatted accounts sections (online/print).

Software: Adobe InDesign; Photoshop & Illustrator.

Project length and timeline: 440+ pages) / (intermittent working amongst a team 20 weeks.

challenge

Modifying existing brand guidelines created by internal design team and developing standalone versions for internal agency use.

solution

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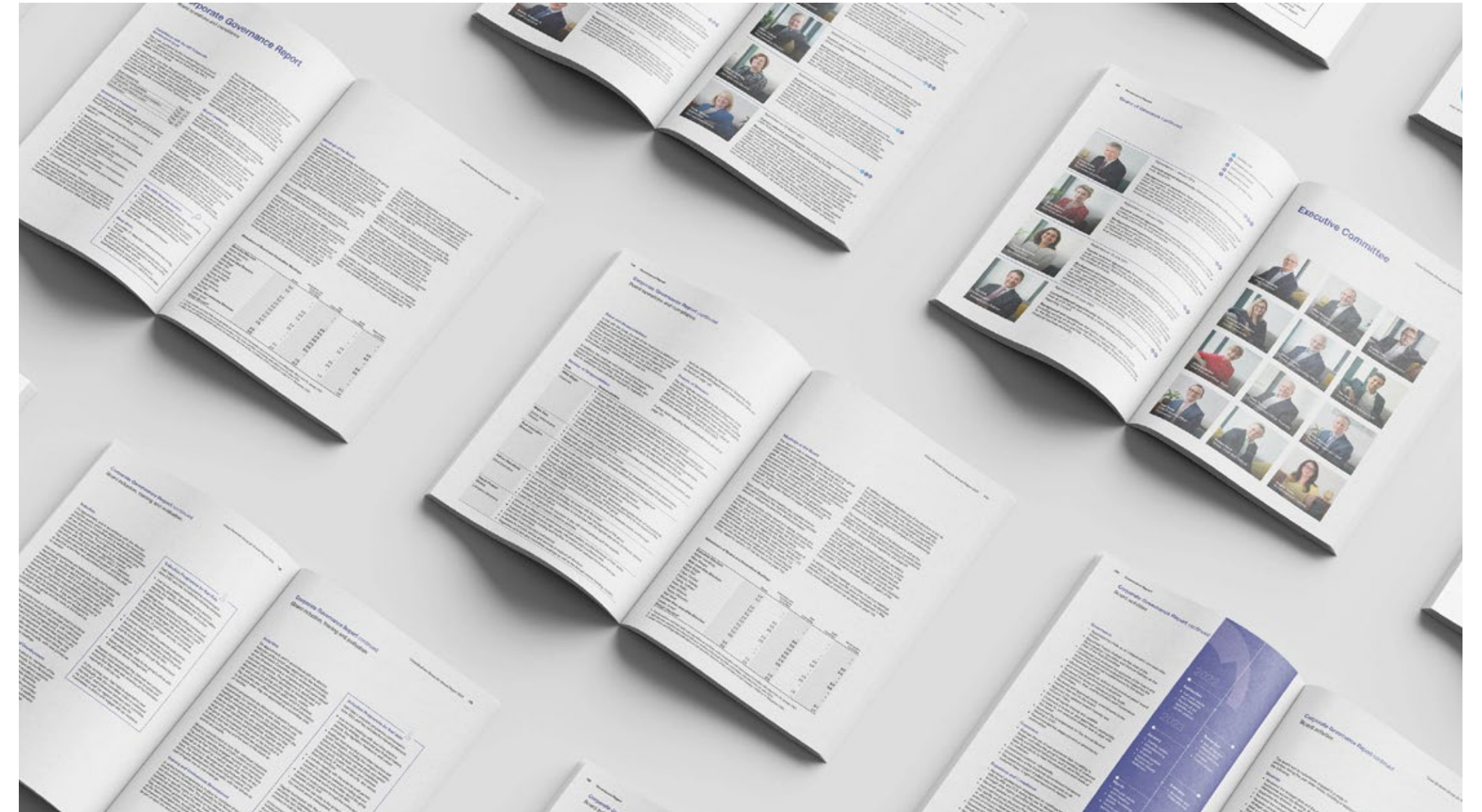**ZURICH**®

Close Brothers – 2023

annual report & accounts

Category: Artworking, layout, amendments and final outputs (online/print)

Software: Adobe InDesign; Photoshop & Illustrator.

Project length and timeline: 260+ pages (Portrait plus online version) / 10-12 weeks.

challenge

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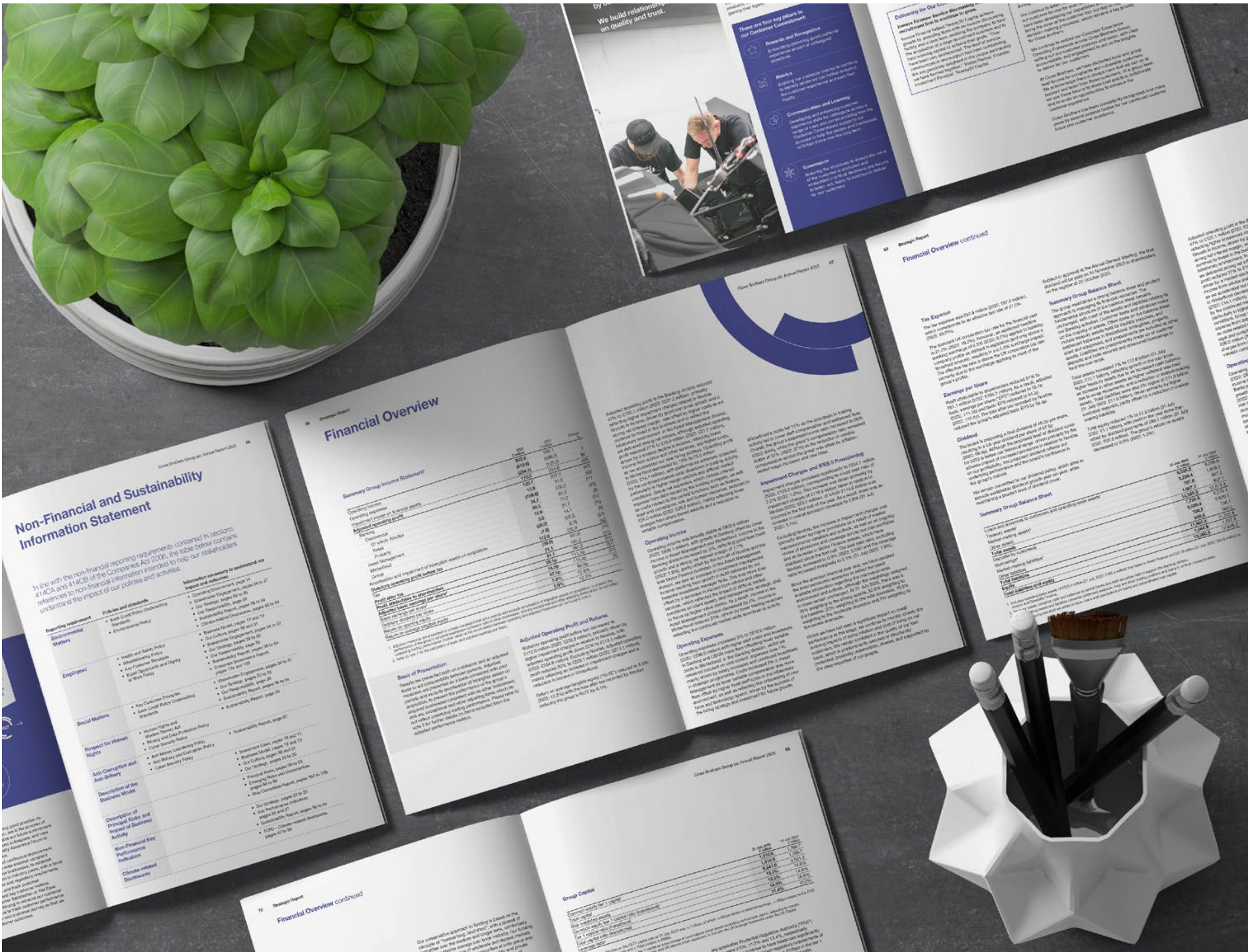
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Close Brothers
Modern Merchant Banking

< ⌂ >

annual report & accounts

Category: Artworking, layout, amendments and final outputs (online/print)

Software: Adobe InDesign; Photoshop & Illustrator.

Project length and timeline: 70+ pages) / 4-6 weeks

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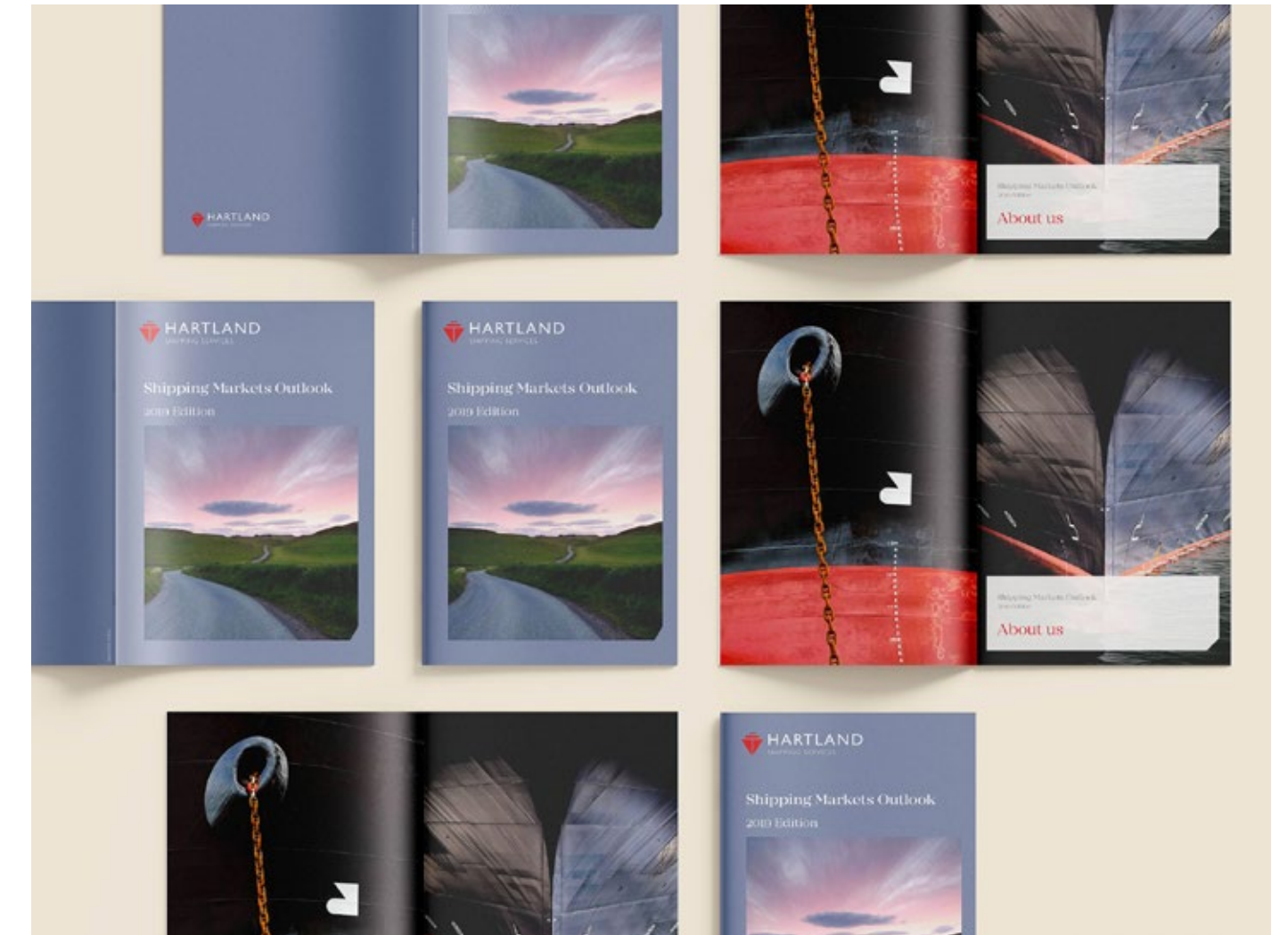### Modifying any existing elements

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HARTLAND SHIPPING SERVICES

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Astra Zeneca –
2022-23

a n n u a l r e p o r t & a c c o u n t s

Category: Artworking, layout, amendments and final outputs (online/print)

Software: Adobe InDesign; Photoshop & Illustrator.

Project length and timeline: 240 pages (Portrait) / 4-10 weeks

challenge

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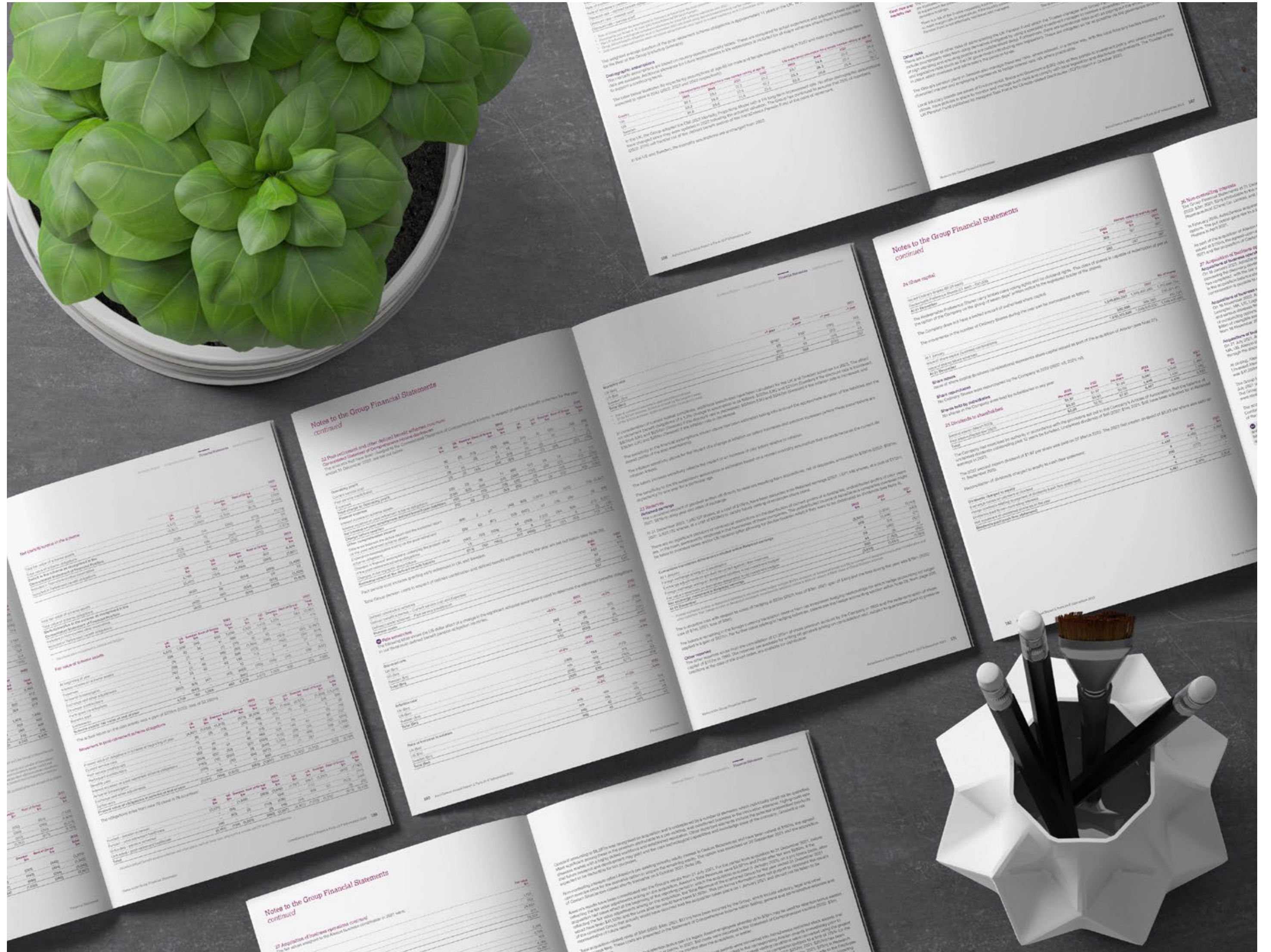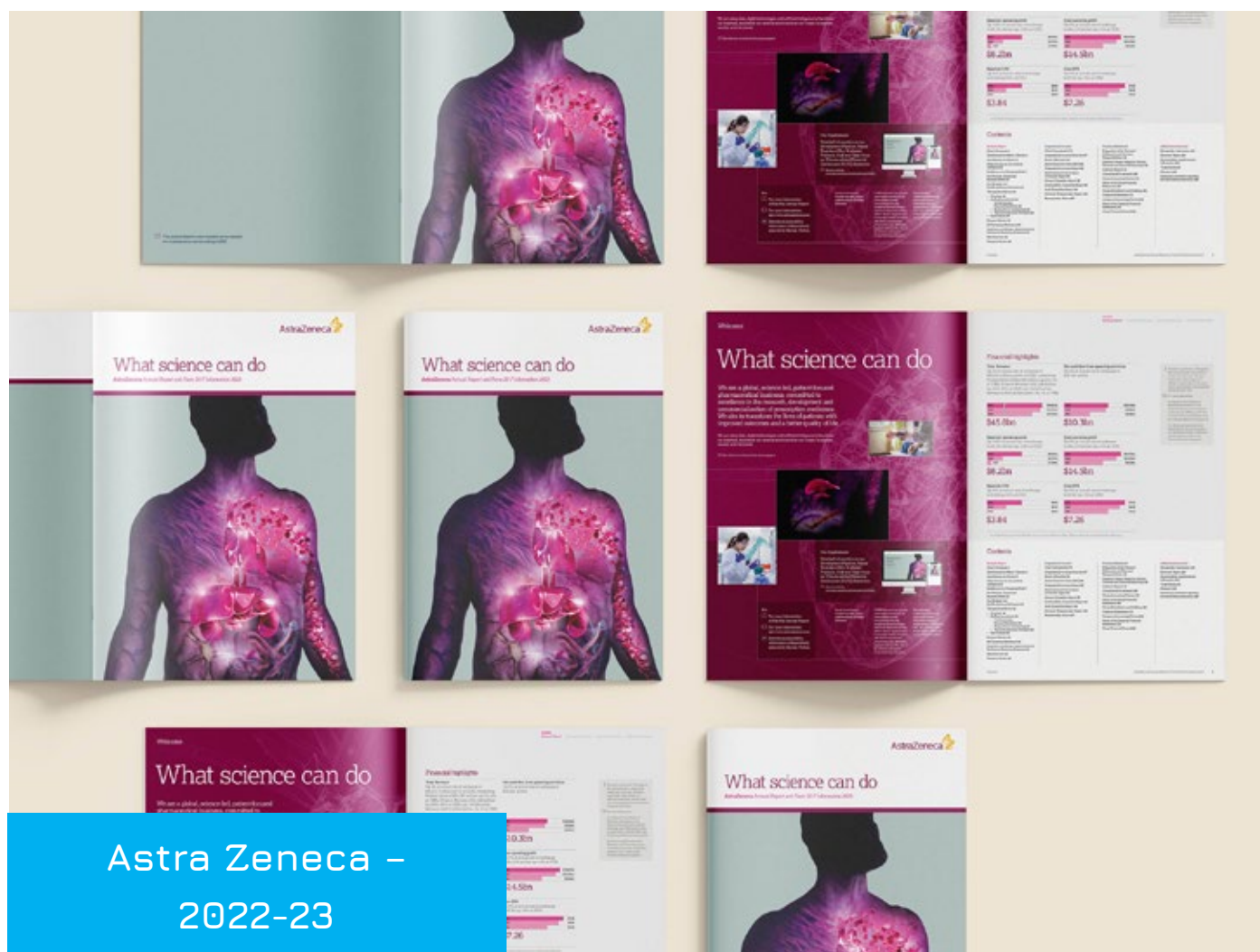### Modifying any existing elements

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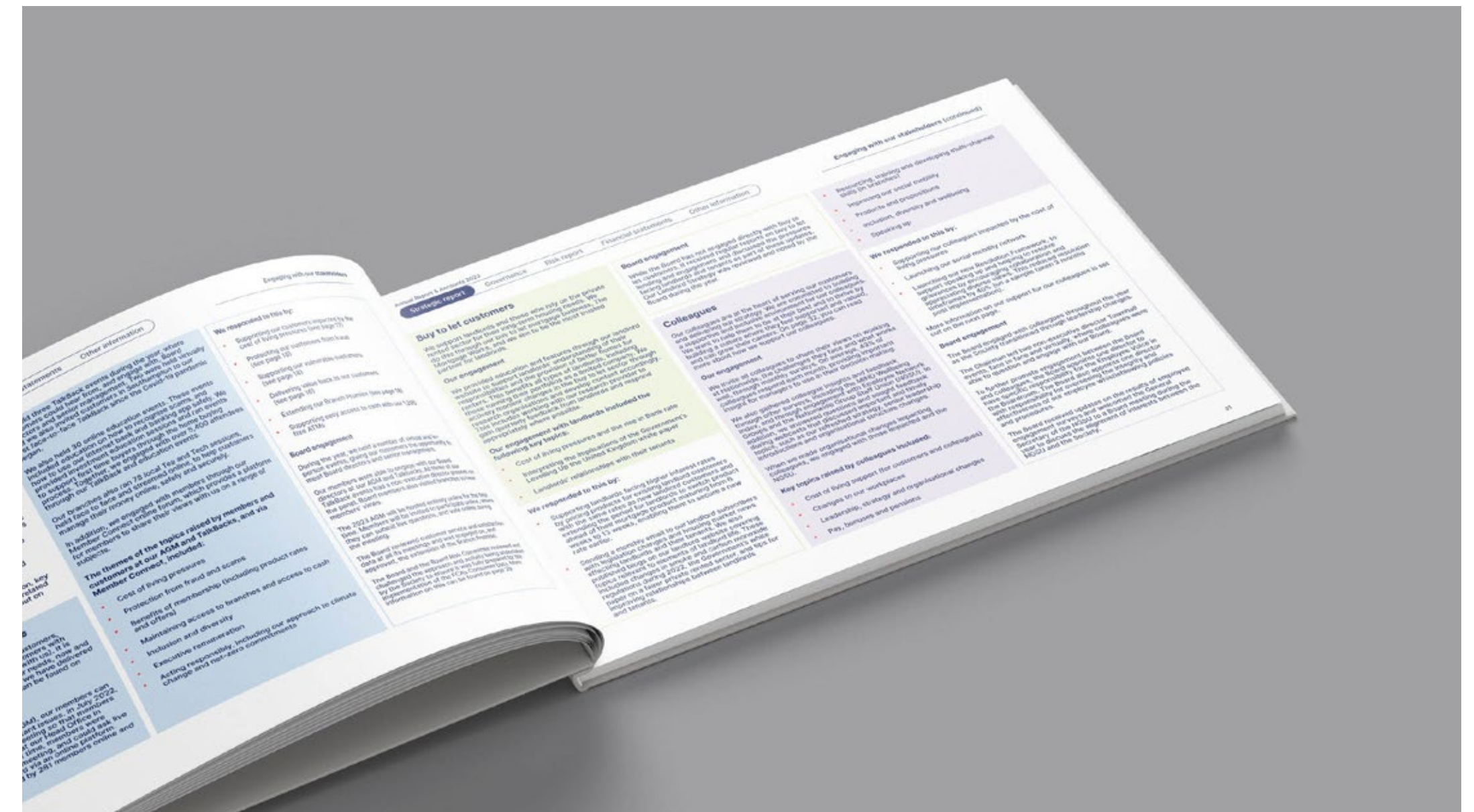
Ensuring consistency

– Cross-checking with original guidelines: Making sure that the modified guidelines still align with the original brand identity to maintain consistency.

– Involving key stakeholders: Getting input from relevant team members or departments to ensure the guidelines meet all internal needs.

AstraZeneca

Astra Zeneca – 2022-23

Nationwide BS – 2023

annual report & accounts

Category: Artworking, layout, amendments and final outputs (online/print)

Software: Adobe InDesign; Photoshop & Illustrator.

Project length and timeline: 320 pages (Portrait) / Split sections amongst 3 team member – 20 weeks

challenge

Modifying existing brand guidelines created by internal design team and developing standalone versions for internal agency use.

solution

Reviewing existing guidelines

– Understanding the current and/or existing guidelines: Analysing the existing brand guidelines to identify key elements such as logos, colours, typography, imagery, and tone of voice.

– Identifying gaps: Determining if there are any missing or outdated elements that need updating or if new components should be added.

Defining agency-specific needs

– Determining internal requirements: Identifying what specific elements are needed for the agency's internal use, such as unique templates, workflows, or communication styles.

– Customising content: Adjusting the guidelines to reflect the agency's internal processes, tools, and preferred practices while staying aligned with the brand's core identity.

Modifying any existing elements

– Updating visuals: Modifying existing logos, color schemes, and typography to fit the agency's specific context, if necessary.

– Grid and templates: Working to and setting up style sheets and grid structures for a comprehensive roll-out across the team.

– Adjusting usage rules: Tailoring the rules for using brand elements, ensuring they meet the agency's internal needs without compromising brand integrity.

Ensuring consistency

– Cross-checking with original guidelines: Making sure that the modified guidelines still align with the original brand identity to maintain consistency.

– Involving key stakeholders: Getting input from relevant team members or departments to ensure the guidelines meet all internal needs.

nationwide

Fujitsu – 2022-23

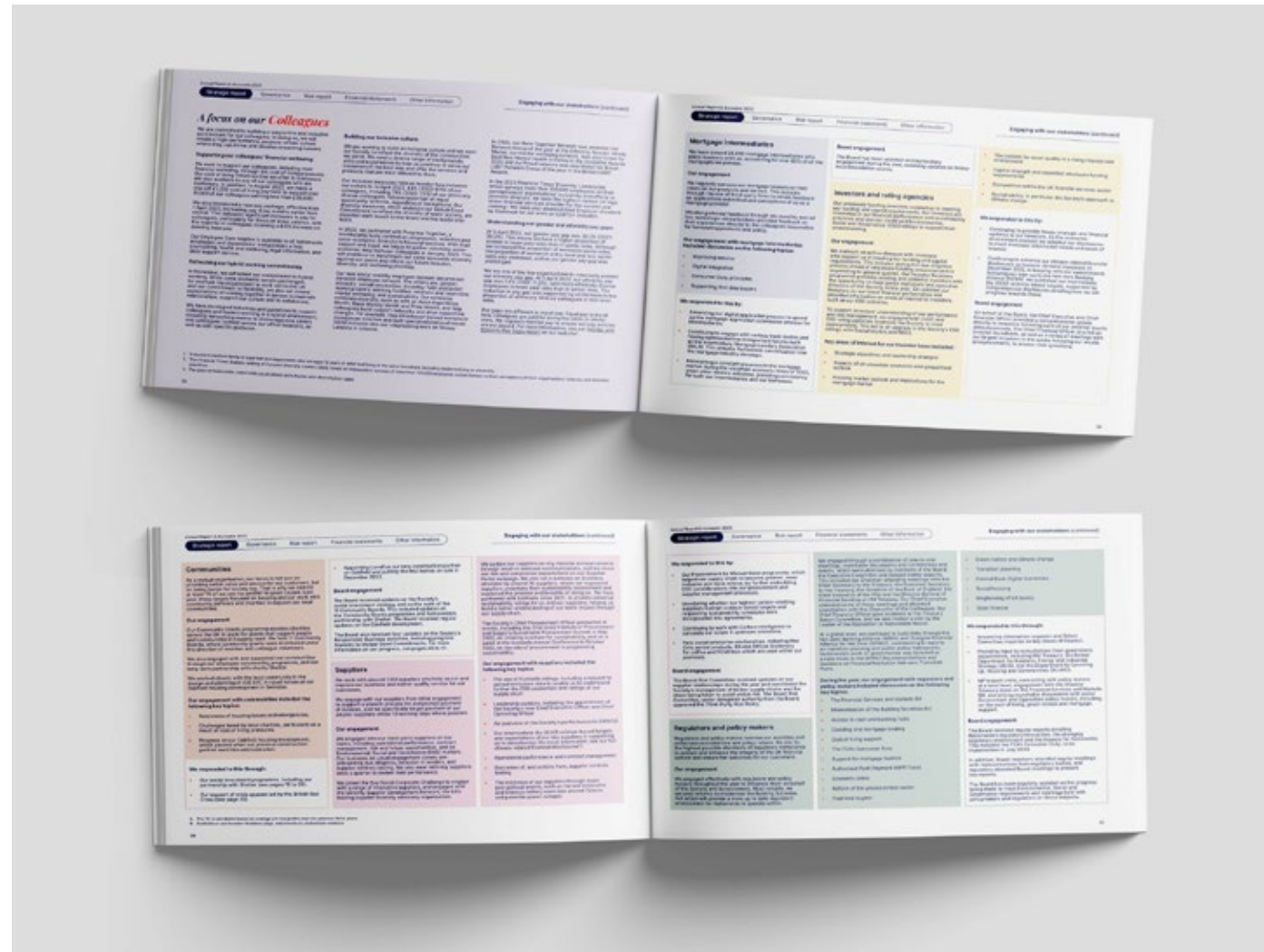# b r a n d   g u i d e l i n e s / g u i d e s

Category: Artworking, layout, amendments and final outputs (online/print).

Software: Adobe InDesign; Photoshop & Illustrator.

Project length and timeline: Numerous sections (Landscape / Split sections amongst 4 team members – 8 weeks

challenge

Modifying existing brand guidelines created by internal design team and developing standalone versions for internal agency use.

solution

Reviewing existing guidelines

– Understanding the current and/or existing guidelines: Analysing the existing brand guidelines to identify key elements such as logos, colours, typography, imagery, and tone of voice.

– Identifying gaps: Determining if there are any missing or outdated elements that need updating or if new components should be added.

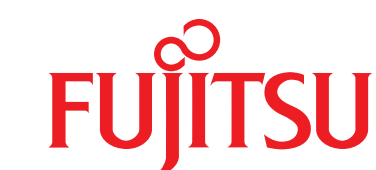### Defining agency-specific needs

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Modifying any existing elements

– Updating visuals: Modifying existing logos, color schemes, and typography to fit the agency's specific context, if necessary.

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Ensuring consistency

– Cross-checking with original guidelines: Making sure that the modified guidelines still align with the original brand identity to maintain consistency.

– Involving key stakeholders: Getting input from relevant team members or departments to ensure the guidelines meet all internal needs.

FUJITSU

Lloyds Register – 2022

brand guidelines/guides

Category: Artworking, layout, amendments and final outputs (online/print)

Software: Adobe InDesign; Photoshop & Illustrator.

Project length and timeline: 50+ pages (Landscape) / 6 weeks.

challenge

Modifying existing brand guidelines created by internal design team and developing standalone versions for internal agency use.

solution

Reviewing existing guidelines

– Understanding the current and/or existing guidelines: Analysing the existing brand guidelines to identify key elements such as logos, colours, typography, imagery, and tone of voice.

– Identifying gaps: Determining if there are any missing or outdated elements that need updating or if new components should be added.

Defining agency-specific needs

– Determining internal requirements: Identifying what specific elements are needed for the agency's internal use, such as unique templates, workflows, or communication styles.

– Customising content: Adjusting the guidelines to reflect the agency's internal processes, tools, and preferred practices while staying aligned with the brand's core identity.

Modifying any existing elements

– Updating visuals: Modifying existing logos, color schemes, and typography to fit the agency's specific context, if necessary.

– Grid and templates: Working to and setting up style sheets and grid structures for a comprehensive roll-out across the team.

– Adjusting usage rules: Tailoring the rules for using brand elements, ensuring they meet the agency's internal needs without compromising brand integrity.

Ensuring consistency

– Cross-checking with original guidelines: Making sure that the modified guidelines still align with the original brand identity to maintain consistency.

– Involving key stakeholders: Getting input from relevant team members or departments to ensure the guidelines meet all internal needs.

XMA – 2021

brand guidelines/guides

Category: Artworking, layout, amendments and final outputs (online/print).

Software: Adobe InDesign; Photoshop & Illustrator.

Project length and timeline: 30-40 pages (Landscape) / 2 weeks; neat files from design team.

challenge

Modifying existing brand guidelines created by internal design team and developing standalone versions for internal agency use.

solution

Reviewing existing guidelines

– Understanding the current and/or existing guidelines: Analysing the existing brand guidelines to identify key elements such as logos, colours, typography, imagery, and tone of voice.

– Identifying gaps: Determining if there are any missing or outdated elements that need updating or if new components should be added.

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portfolio