

PORTFOLIO

KATE HOWE



BRANDING | DESIGN | ILLUSTRATION

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BRANDING | DESIGN | ILLUSTRATION

The following body of work is focused on my experience in Stationery, Product, Branding Corporate, Web & Exhibition. All work is my own. For more information please email me at kate@dippedcreative.com.

KATE HOWE



CLIENTS

Panasonic

Dell

Adobe

Microsoft

DLR London

NHS

RHS Gardens

Samsung

Oracle

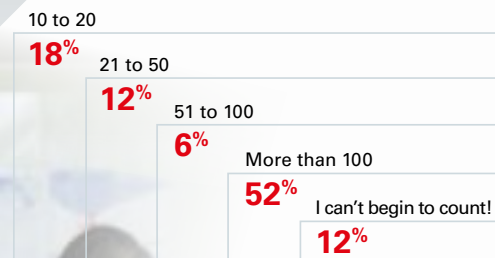
ZTE

Barton Wilmore

Achievers

Elevate Brands

HOW MANY DIFFERENT SUPPLIERS DO YOU ACTIVELY MANAGE?



More than half of those participating in the survey report dealing with more than 100 suppliers; **12%** have lost count completely!

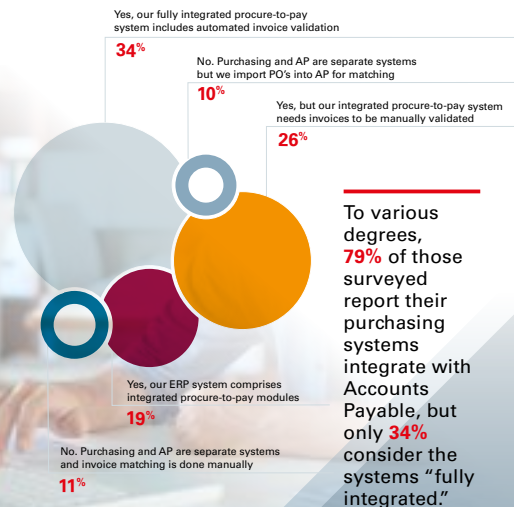
4 Trends in Strategic Procurement

TRENDS IN STRATEGIC PROCUREMENT

Summary Results
February 2018

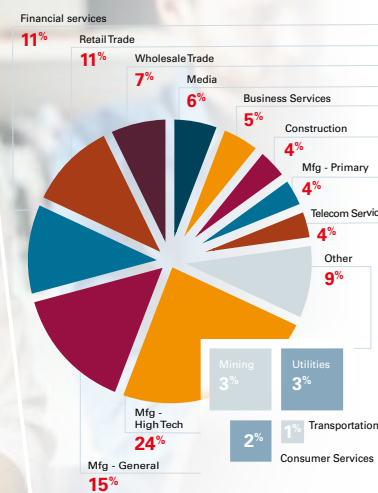
ORACLE

ARE YOUR PURCHASING SYSTEMS INTEGRATED WITH ACCOUNTS PAYABLE?



8 Trends in Strategic Procurement

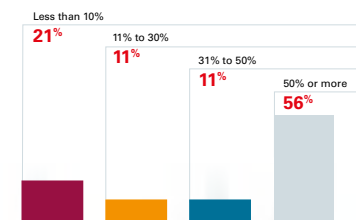
PROFILE OF RESPONDERS: INDUSTRY SECTORS



Responders represent a wide variety of industries.

12 Trends in Strategic Procurement

WHAT PERCENTAGE OF YOUR EMPLOYEE SPEND IS UNDER PROCUREMENT'S MANAGEMENT?



56% of survey respondents report that more than half of all employee spend is managed by Procurement.

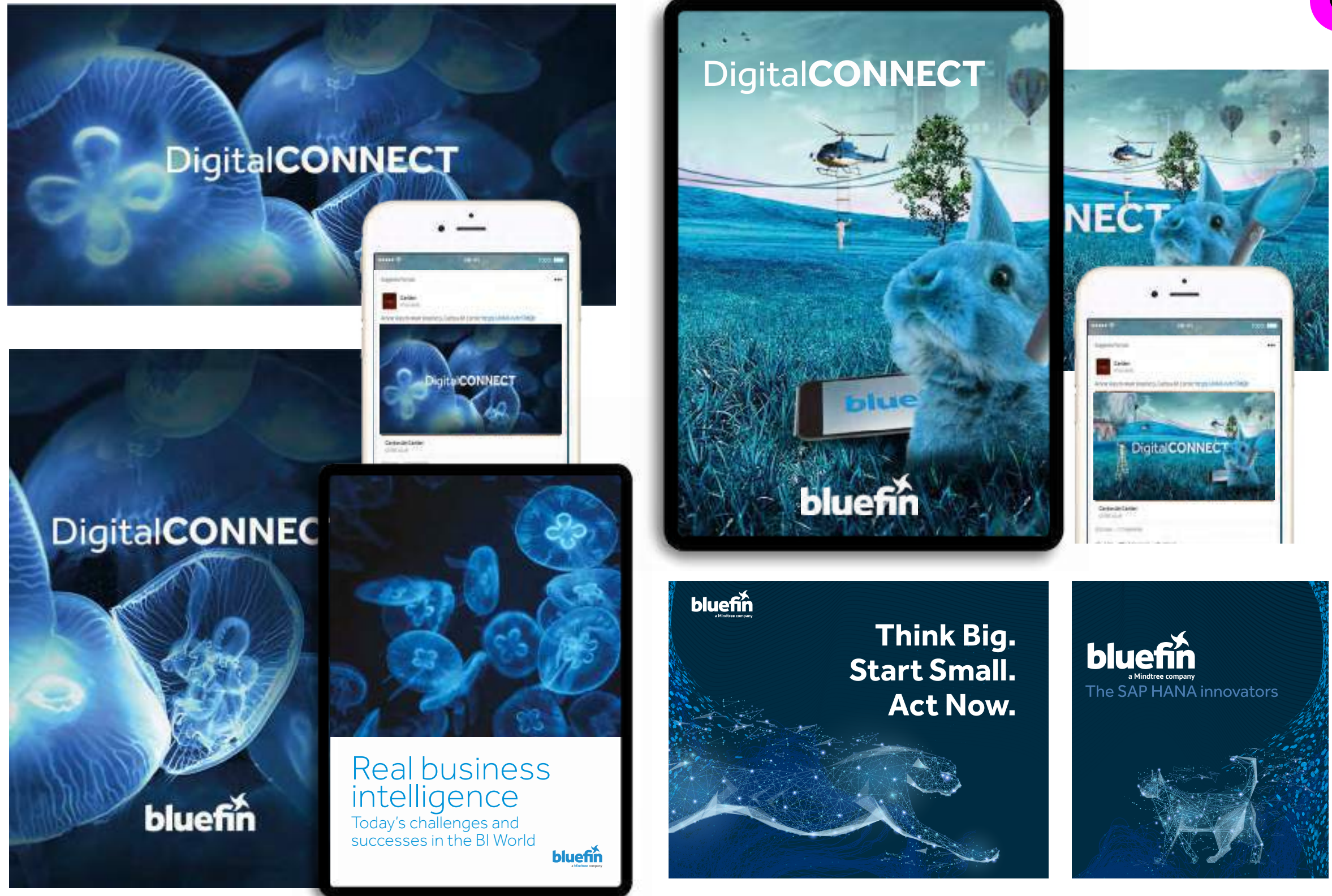
6 Trends in Strategic Procurement

WHAT ARE SOME OF YOUR MOST PROBLEMATIC PROCUREMENT CHALLENGES?



9 Trends in Strategic Procurement

Example pages from interactive PDF – design and artwork for Oracle Trends report. Oracle were looking for a visually interesting solution to engage their customers with some self-proclaimed 'dry' content, while keeping tightly within their brand guidelines.



Concept, design and artwork for BlueFin events including various online advertising campaigns, white papers, event literature and exhibition stands for BlueFin, enhancing their core messages through striking visuals.

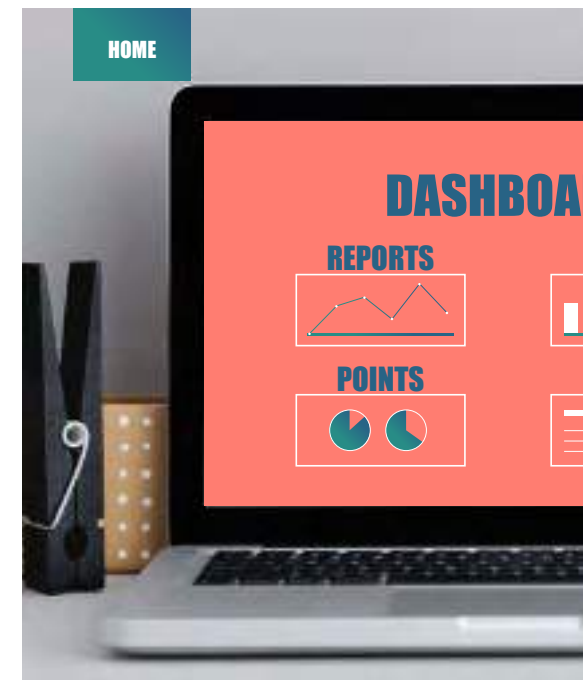
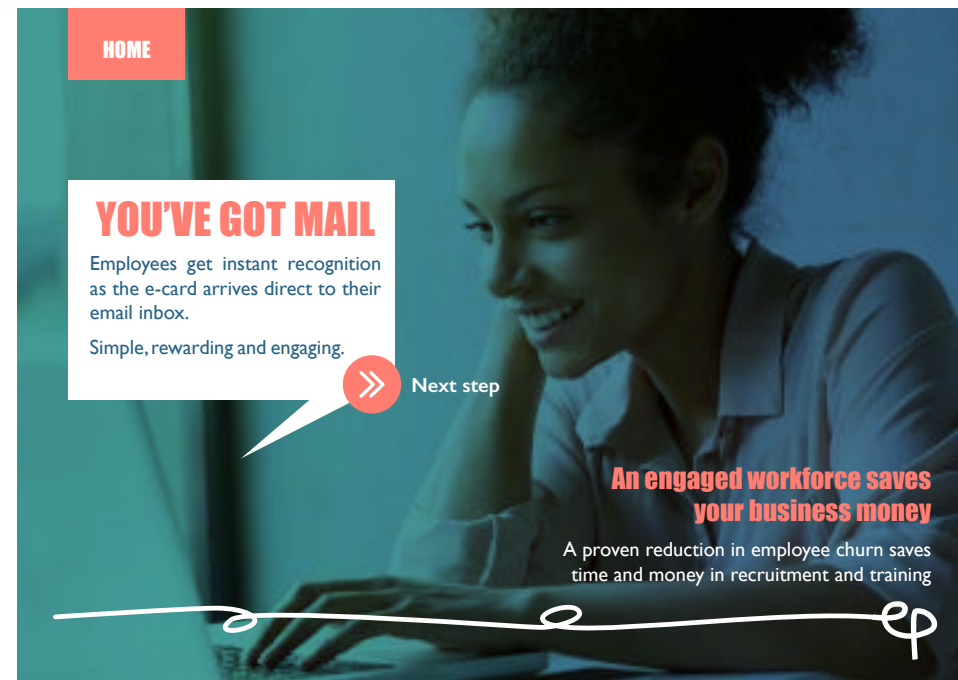
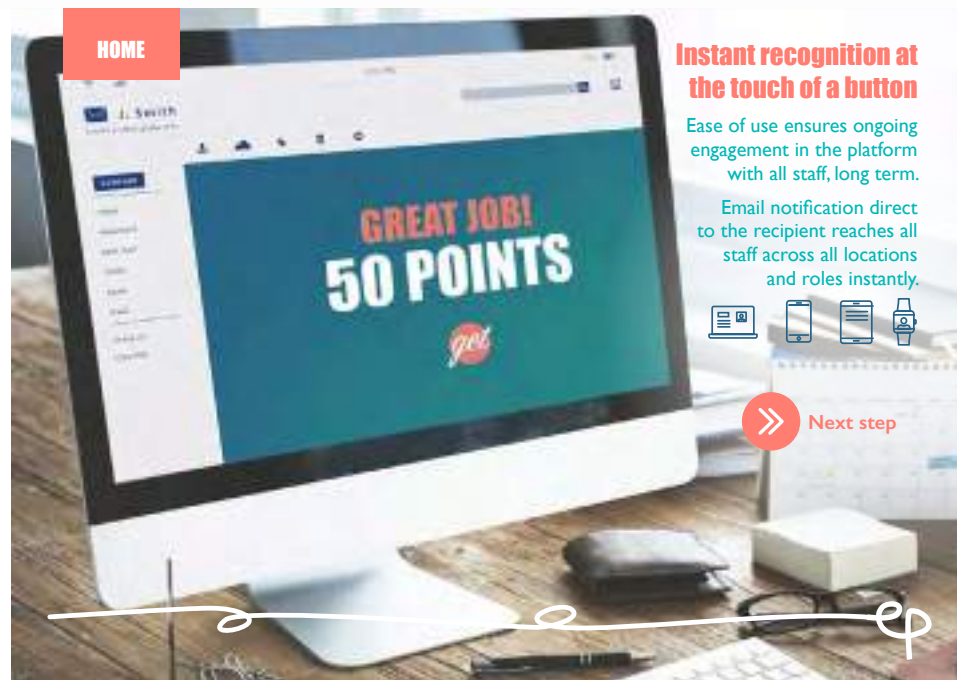
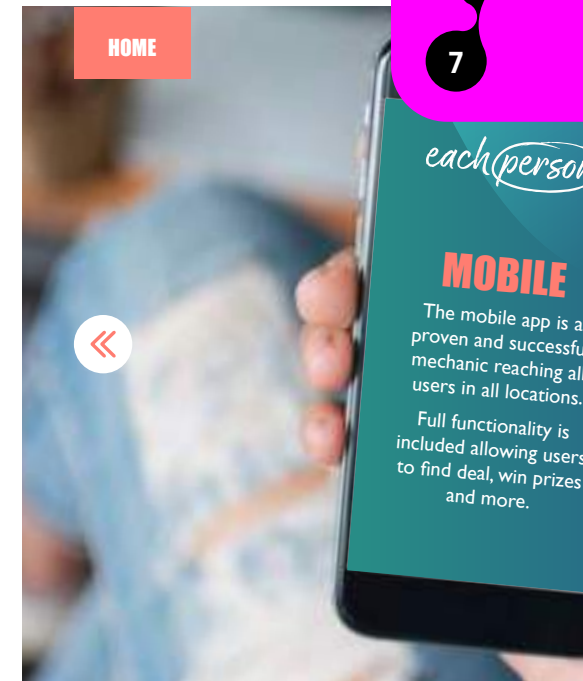
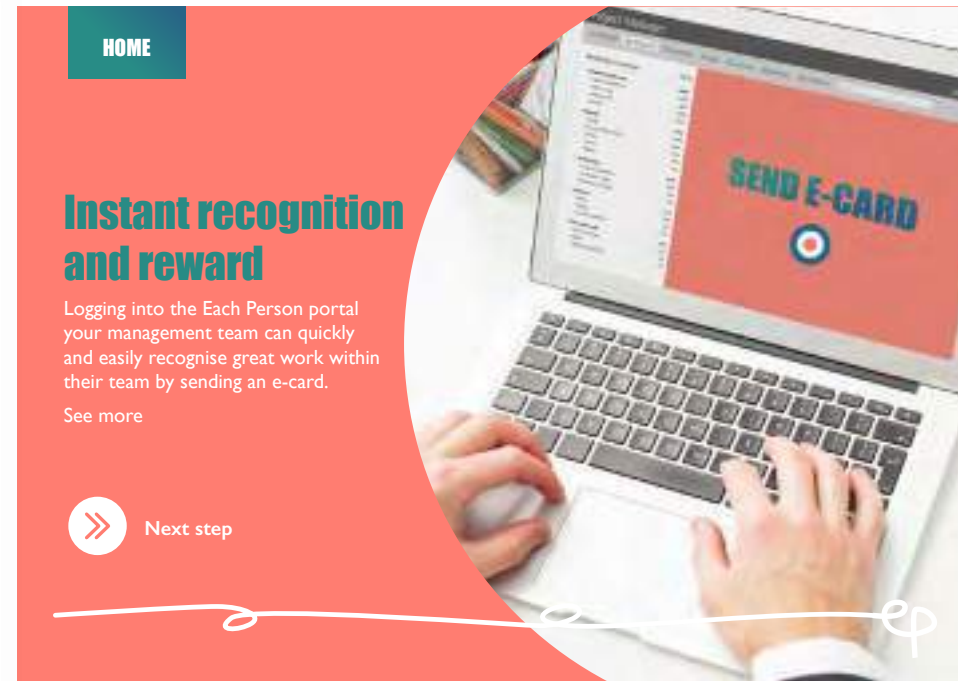
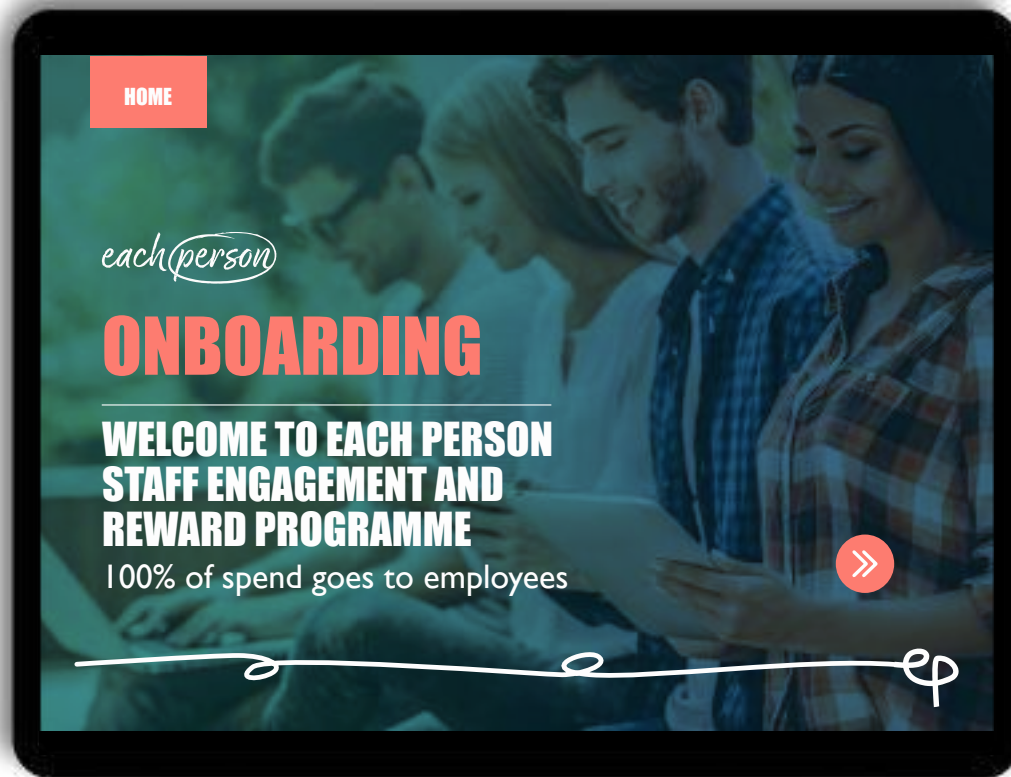
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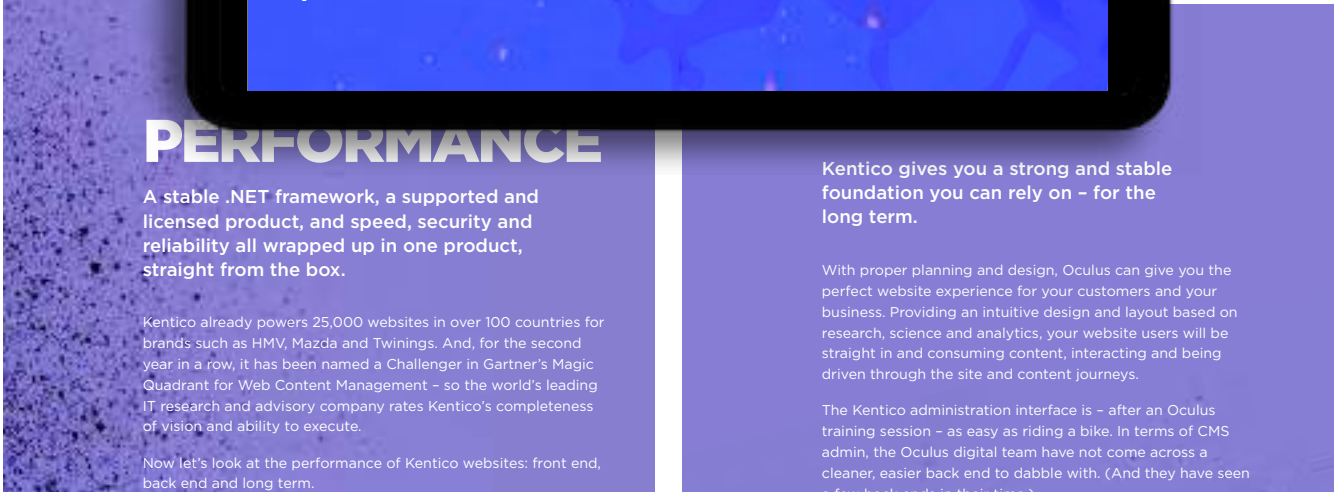
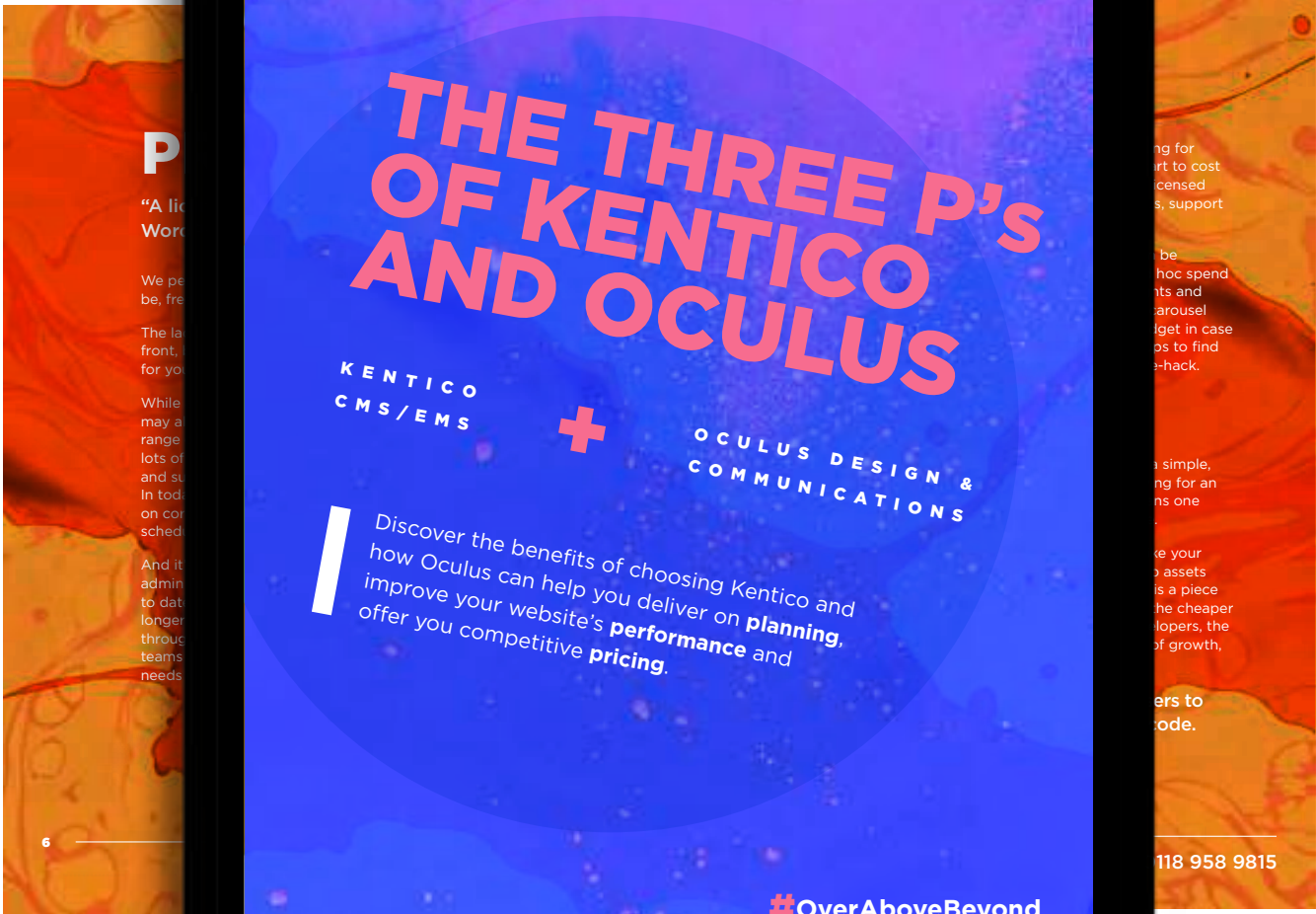
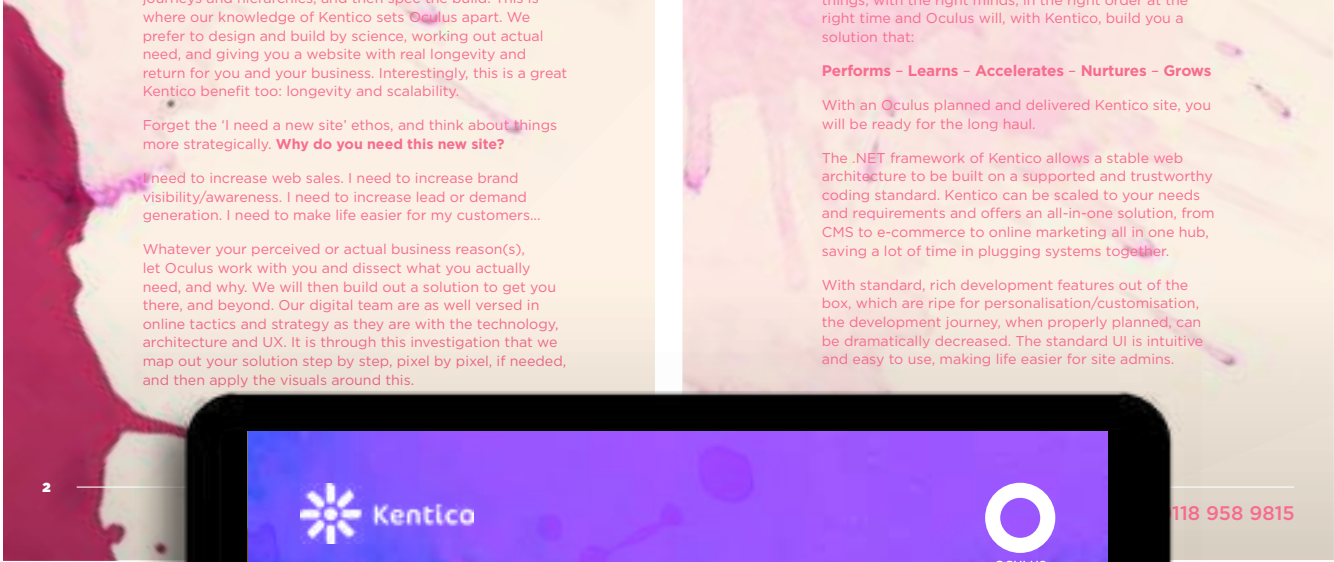
70's style card game design, including concept, design, packaging, dice, through to artwork. These games, sold online, needed to stand out from their competitors in a crowded marketplace, with eye catching designs. Aimed at female 18-50 consumers.



Vegas signage style card game design, including concept, design, custom typography, packaging, spinner, through to artwork. After the success of 'Girls just wanna get drunk' (above), 'Savage' used the same game play, but needed a re-design to appeal to a wider audience... namely to include males!



Example pages from interactive PDF. Branding, design and artwork for IAT's internal onboarding platform.

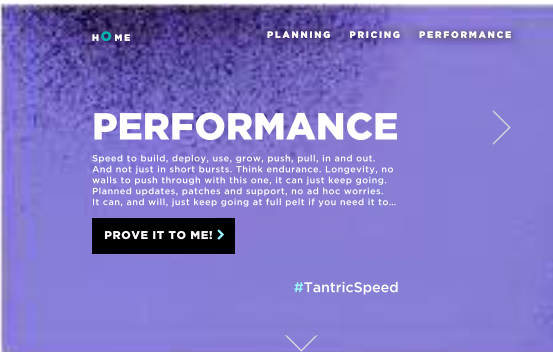
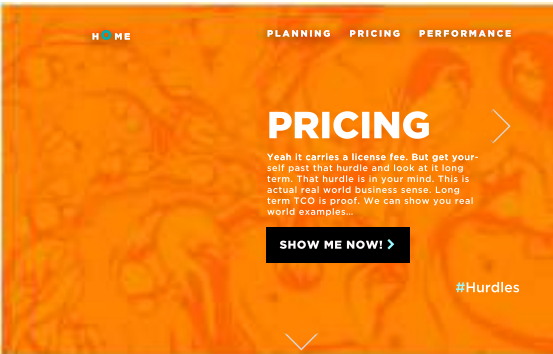
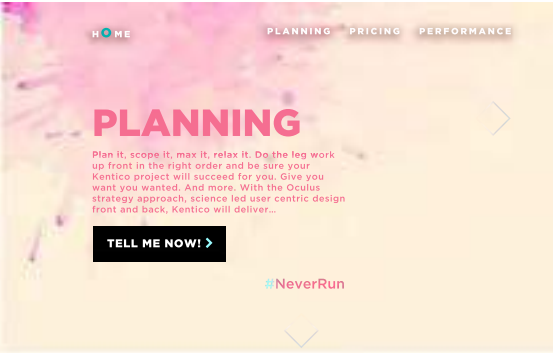
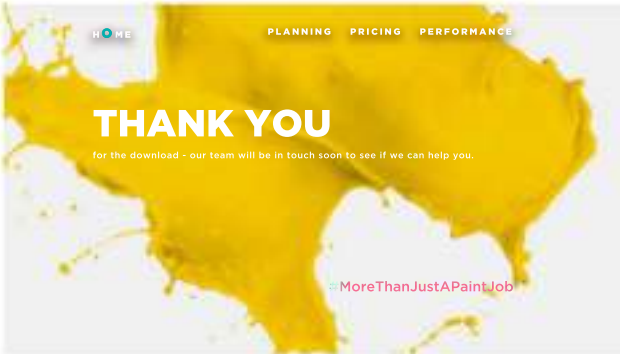
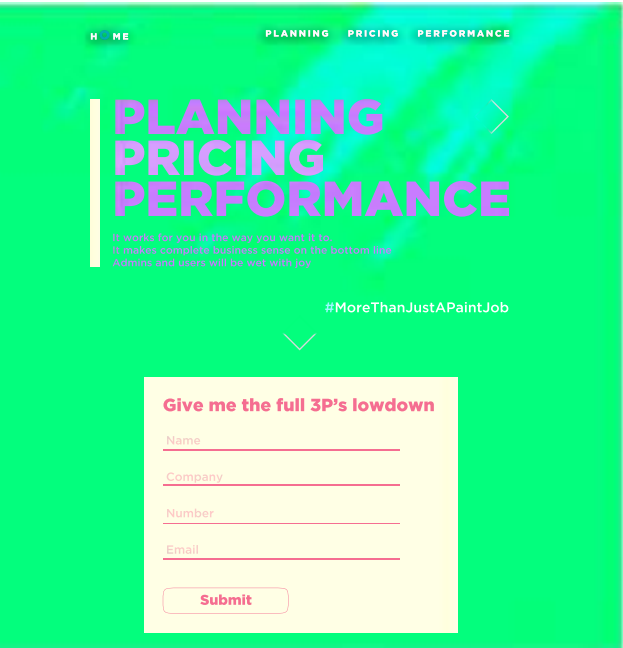
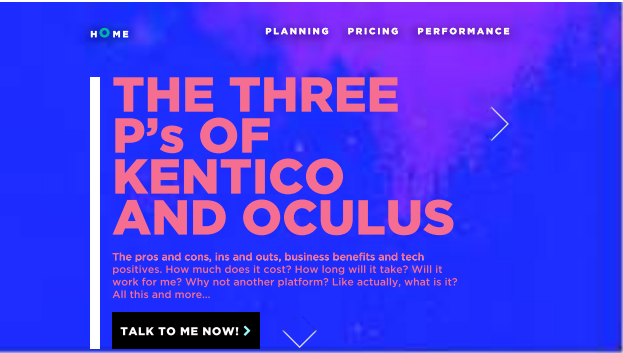


Performs - Learns - Accelerates - Nurtures - Grows

With an Oculus planned and delivered Kentico site, you will be ready for the long haul.

The .NET framework of Kentico allows a stable web architecture to be built on a supported and trustworthy coding standard. Kentico can be scaled to your needs and requirements and offers an all-in-one solution, from CMS to e-commerce to online marketing all in one hub, saving a lot of time in plugging systems together.

With standard, rich development features out of the box, which are ripe for personalisation/customisation, the development journey, when properly planned, can be dramatically decreased. The standard UI is intuitive and easy to use, making life easier for site admins.



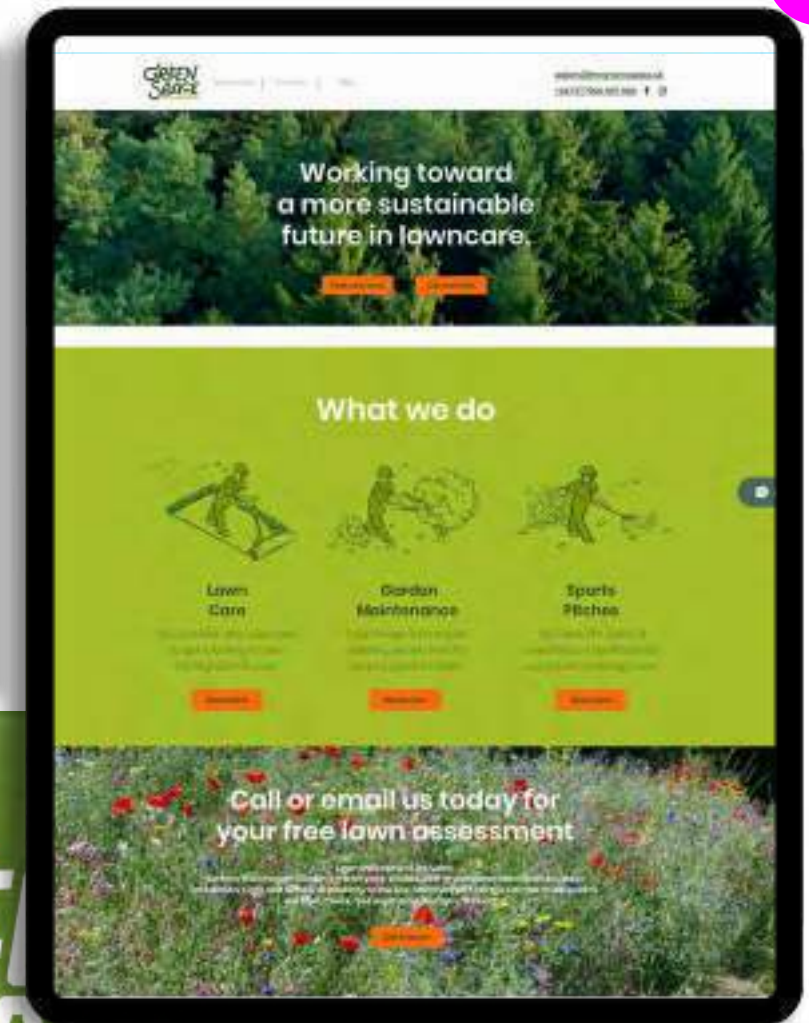
Concept, design and artwork for Oculus agency microsite and eBook campaign for their collaboration with Kentico #NotJustAPaintjob.

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Re-brand for a small building firm looking to move into the eco / passivehaus space. Visual branding and brand strategy including tone and voice, brand story, storytelling, and brand personality. The client had a long heritage in the building space, but was finding more interest from his clients (and himself) in sustainable housing, and wanted to push this angle with his brand refresh. We kept the Peard name as the focus, as it locally held a lot of recognition, but softened and replicated its shape to mimic nature without being too obvious.

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Branding, print literature, social set-up and website for a new garden and lawncare company. Visual branding and brand strategy including tone and voice, brand story, storytelling, and brand personality. The client was looking for an approachable, joyful brand with echo his personality. We included friendly illustrations, a fun logo, and simple colour scheme to achieve these briefing points.

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Design and artwork of infographic for Panasonic website to showcase their range of Toughbook products. The brief was to showcase them as durable, ready to go, and up to the challenge, while highlighting key functions for the 5 chosen professions.

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Branding, website, social set-up, image source and image creation (ai) for a new luxury resin flooring company. The client wanted to convey a feeling of homely luxury and a focus on craftsmanship. As a new company, they didn't have much in the way of past projects, or the budget for photography so we turned to ai. for image creation, which suited beautifully regarding luxury textures and patterns. Helping them find their brand voice through brand strategy workshops was particularly rewarding as Resinology was a fledgling company.

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DON'T IGNORE IT REPORT IT!

There are now even more ways for you to complete an IRF...

- Paper forms
- DLR Metro mobile app
- Online via DLR Metro
- Call the FRMC on 020 7363 9869

WHAT TO REPORT

- SECURITY
- ACCIDENTS, SLIPS, TRIPS AND FALLS
- WELFARE CONCERNS
- WORK-RELATED ILLNESS
- ENVIRONMENTAL ISSUES
- PROCEDURAL IRREGULARITIES
- QUALITY

YOUR time for SAFETY

Find out more at <http://kadworld/IRF>

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A helping hand all the way

There is a Passenger Service Agent on every train to help lend a hand with service information, tickets, general enquiries and making your journey more efficient, safer and easier. Staff are also located at the following stations: Bank, Island Gardens, Culty Sark for Maritime Greenwich, Westfild Avenue and London City Airport. Please don't hesitate to speak to your Passenger Service Agent today, we're here for you.

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Try the DLR network for free.

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Trains run every day:
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Accessible stations across the entire network.

Travel for cheaper during off-peak times: before 6:30, between 9:30 and 16:00, after 19:00. Plus all day at weekends and bank holidays.

Delivering Service Excellence Every Day

4 JUNE 2018

Our new three-year SEED business strategy is being launched on 4 June

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Helping hands around the clock

We have teams of experts working around the clock to ensure the safety and smooth running of our network including: Customer Action Teams, Travel Safe Officers, Mobile Supervisors, British Transport Police. Please don't hesitate to speak to a team member today, we're here for you.

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TRANSPORT FOR LONDON EVERY JOURNEY MATTERS

HSQE achievements for 2015

INTRODUCTION OF PASSENGER ROADSHOWS
A SCHEDULE OF FUTURE ROADSHOWS HAS BEEN DEVELOPED

CARBON AWARENESS TRAINING
ROLLED OUT TO KEY STAFF AND STAKEHOLDERS, INCLUDING DLRL

QUARTERLY OCCUPATIONAL HEALTH FAIRS
FOR STAFF AND CONTRACTORS

ISO 14001 ACCREDITATION
ALIGNING WITH WIDER RAIL INDUSTRY SUPPLIER QUALIFICATIONS SCHEME (RISQS)

INTRODUCTION OF ACHILLES RAIL INDUSTRY SUPPLIER QUALIFICATIONS SCHEME (RISQS)
ALIGNING WITH WIDER RAIL INDUSTRY SUPPLIERS ARE COMPLYING WITH H&S AND ENVIRONMENTAL REGISTRATION

JOINED THE SUPPLIER ETHICAL DATA EXCHANGE (SEDEX)

FLEET OPERATOR RECOGNITION SCHEME (FORS) BRONZE

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30 YEARS

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Key performance achievements

33% IMPROVEMENT IN EMPLOYEE LOST TIME INJURIES

24% REDUCTION IN PASSENGER INJURIES REQUIRING HOSPITAL TREATMENT

95% OF DRIVERS COMPLETED A SAFE URBAN DRIVING COURSE

ZERO WASTE* TO LANDFILL

NO PASSENGER MAJOR INJURIES

43% INCREASE IN INCIDENT REPORTING

7 TONNES REDUCED PAPER CONSUMPTION BY

80% OF WASTE RECYCLED

*FOR NON-HAZARDOUS WASTE

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Viewpoint is here!

COMPLETE THE SURVEY BY 10 JULY 2017

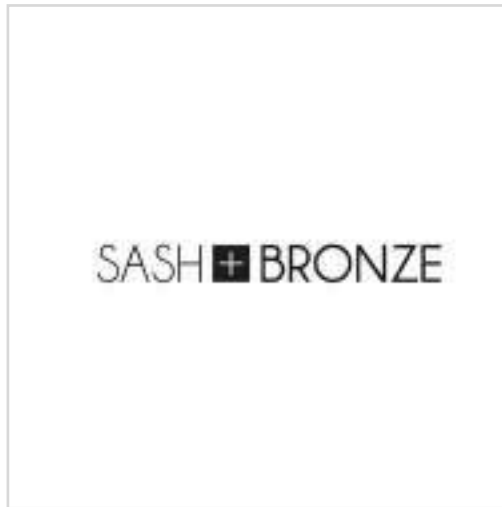
Make a difference by simply answering a few questions about what it's like to work here. Your feedback will be used to make improvements.

For each survey completed £1 will be donated to our partner St Joseph's Hospice. If we reach a 70% response across the business, KAD will donate an additional £1000.

If you have any questions, please speak to your line manager.

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Various illustrative and infographic led posters / print design for DLR. Both internal and external audiences, with varying illustrative styles.



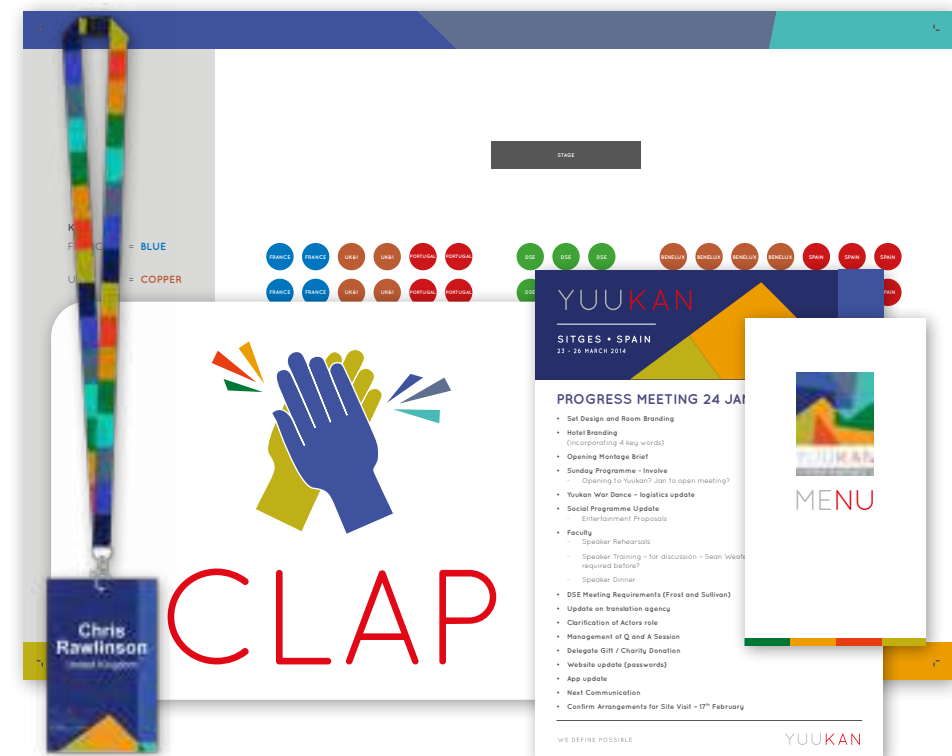
Selection of logos, some designed with branding, some stand alone logo projects.



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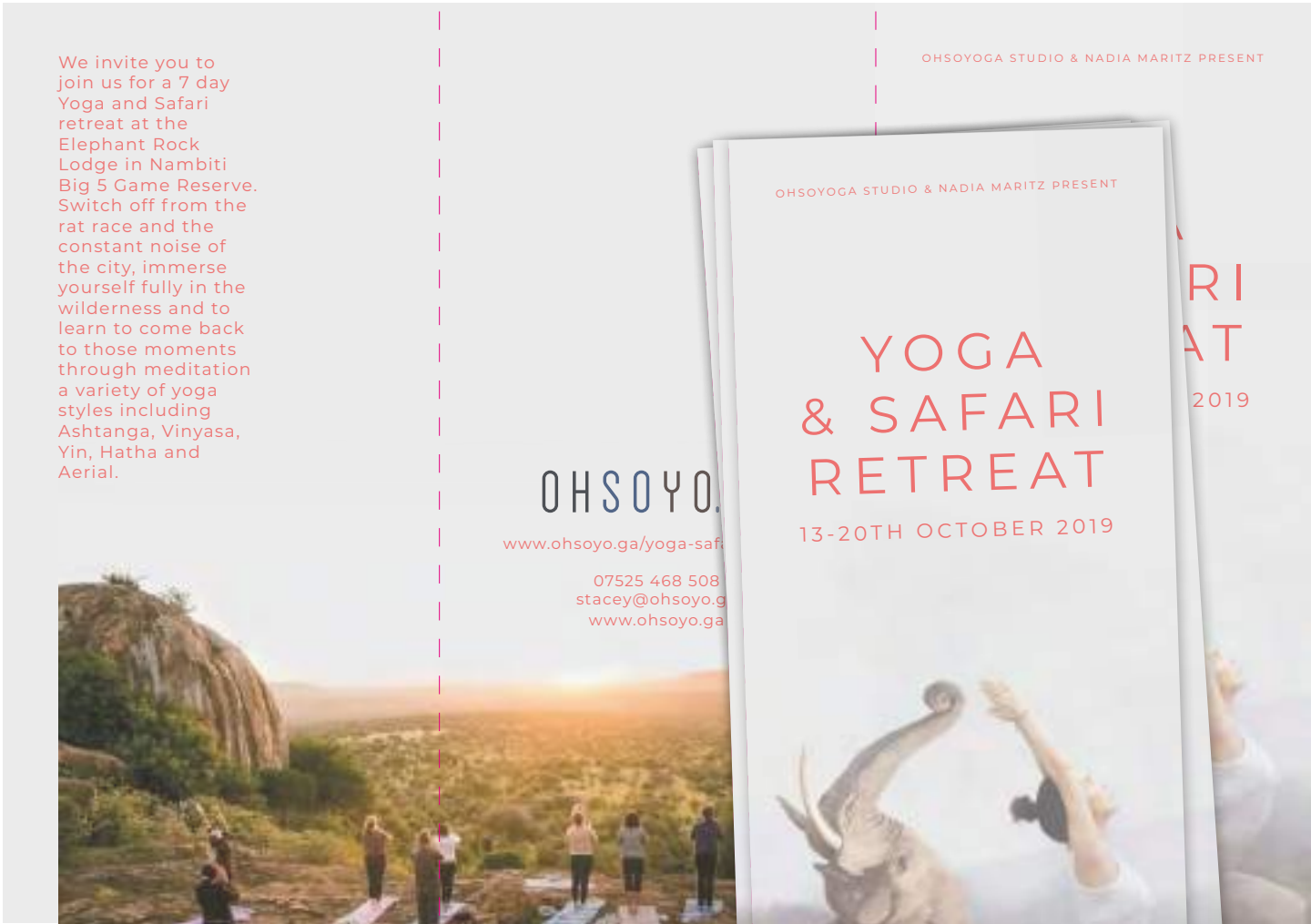
Exhibition stand designs for
Pharma company ConvaTec.



Exhibition
literature
/ branding
for Pharma
company
stand alone
event.



Wedding stationery sets including various designs of 250 page planners, notebooks, calendars, guest books, set boxes, table number cards and photo albums. Products span across 6 country versions in 5 languages. Additionally supported the brand with packaging and social advertising design and artwork. The design shown here has been a best seller for many years on Amazon in various locations. Various designs shown on the following page.



Print literature for yoga brand OhSoYoga – stand-alone logo, design, artwork. Additionally, accompanying literature for yoga retreats.

OH SO
YOGA

OH SO YOGA





Selection of T-shirt designs.
Hand-drawn typography and
illustrations.

Concept, design and artwork for Dell across print, large scale print and online advertising (Tag line – 'Ready to take on the world?').





Coffee table bucket list book. Design, artwork & image sourcing.



Selection of wedding stationery, custom illustrations, calligraphy & design / artwork.

Take that perfect selfie

Put yourself in the picture with 13MP front and rear cameras

- 5 inch HD display
- Qualcomm® Snapdragon™ 425
- 1.4GHz quad-core processor
- 13MP front and rear cameras
- Android™ 6.0 Marshmallow
- 2540mAh battery plus Quick Charge

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SHOOT BEAUTIFUL

SHOOT PROFESSIONAL

AXON 7

BRING SPEED TO LIFE

Charge faster
Quick Charge up to 70% in only 30 minutes

ZTE BLADE A512

ZTE BLADE A512

ZTE BLADE A522

- 5 inch HD display
- Qualcomm® Snapdragon™ 425
- 1.4GHz quad-core processor
- 13MP front and rear cameras
- Android™ 6.0 Marshmallow
- 2540mAh battery plus Quick Charge

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Selection of ZTE adverts. Concept, design, artwork & image sourcing / creation.

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