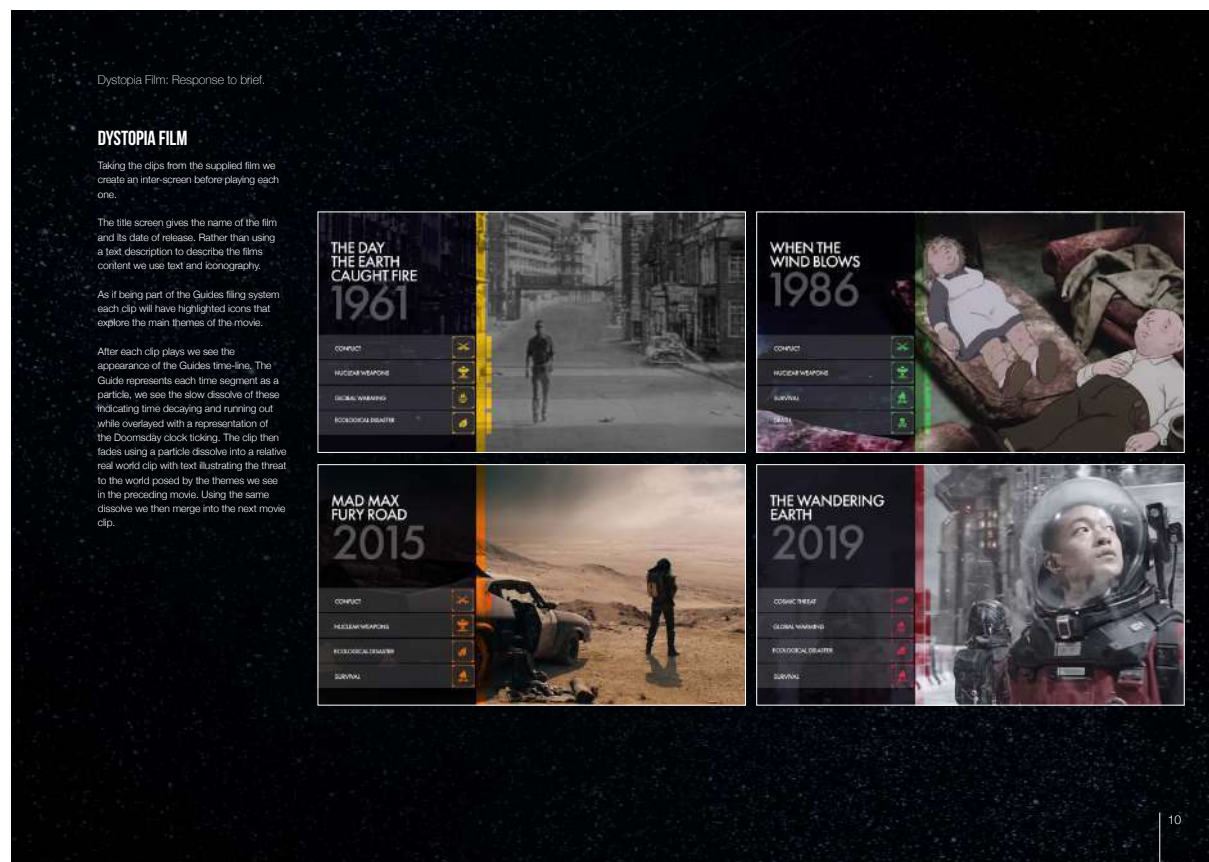
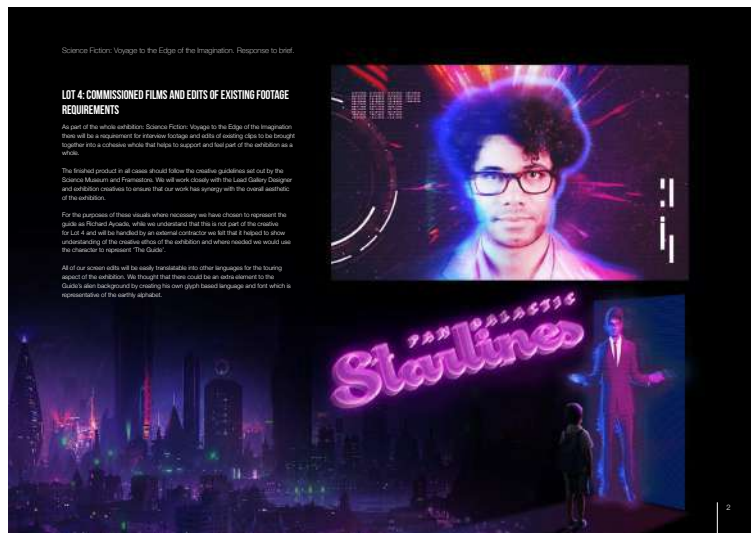
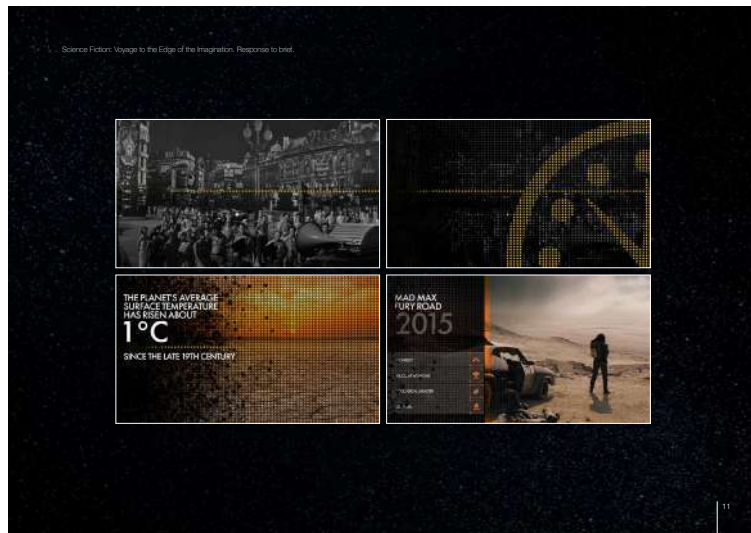


Pitch visuals for the Science Museum Group

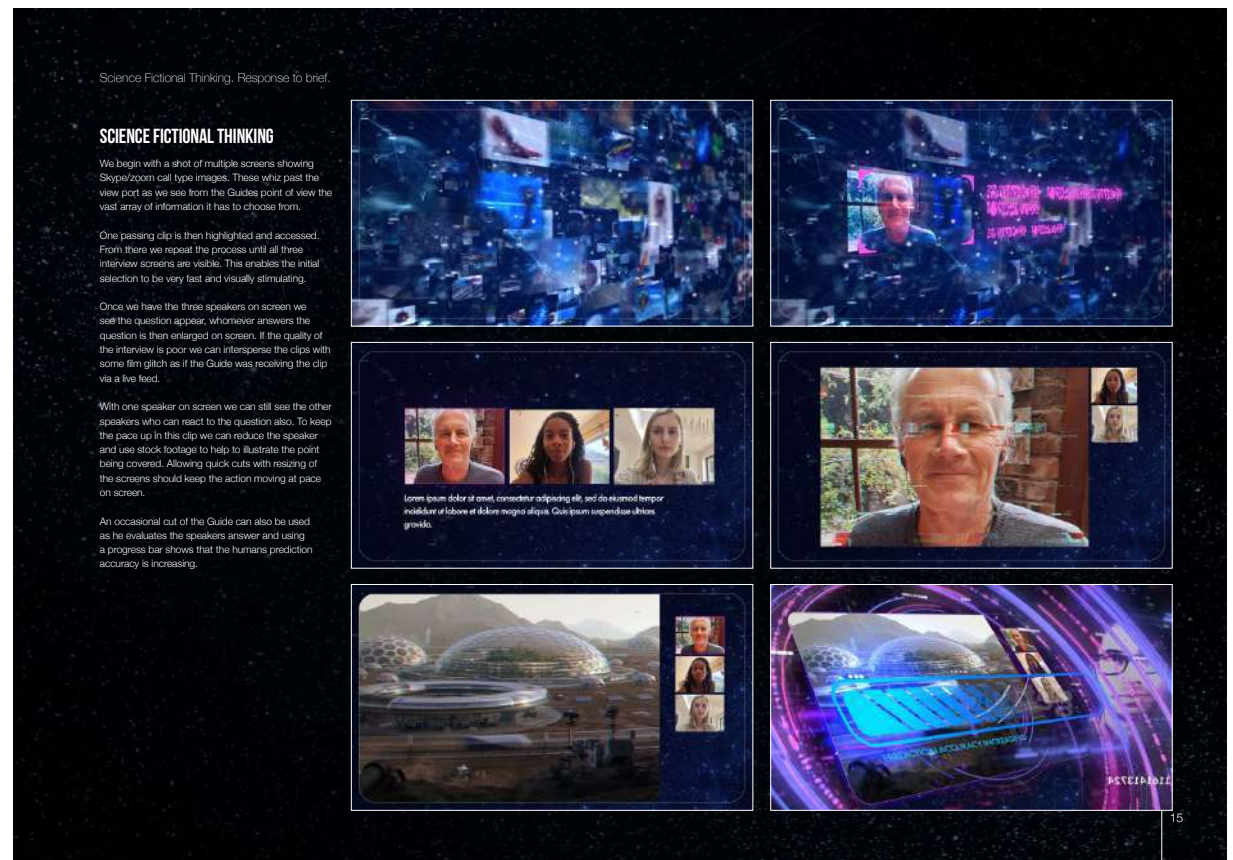
Winning creative for an exhibition focussed on the merging of future science with science fiction.





Pitch visuals for the Science Museum Group

Winning creative for an exhibition focussed on the merging of future science with science fiction.





Digital Marketing Visuals
for CMTV campaign

Images created by myself
in photoshop to promote a
digital marketing campaign
'The triangle of power'

STAND OUT INNOVATION

Having intelligence is one thing – knowing how to apply it is what really counts.

That might seem an obvious thing to say, but the reality is that businesses over the next few years will be presented with an abundance of choice when it comes to data empowerment.

At Pluto7 we're constantly innovating in the way data and intelligence is combined. This can be seen in our ML solutions, which help you deliver big on three core areas of customer engagement:

A quick look at the 'how'

Marketing ML

Outcome: Increase marketing ROI
Key Pluto7 benefits: 3x improvement in click-through rate
90% traffic prediction rate

It's here that we can help you analyze marketing data in real-time to transform prospect and customer engagement with hyper personalization. As a result, you'll enjoy a step change in key metrics, including:

- Customer segmentation – understand buying signals and how to act upon them
- Campaign targeting – sense buying patterns and simplify complex choices
- Content optimization – discover the most appropriate ways to connect with audiences

Sales ML

Outcome: Improve quoting and pipeline efficiency by 80%
Key Pluto7 benefits: 90%-95% forecast accuracy
2x churn reduction

Where we can help you improve quoting and pipeline efficiency by 80%, simplify sales tasks and deliver real-time sales forecasting:

- Revenue forecasting – gain deeper, predictions-based customer insights
- Churn reduction – proactively manage renewals risk throughout your pipeline
- Sentiment analysis – including positive/negative sentiment into pricing and quality

Demand ML

Outcome: 90%-95% forecast accuracy
Key Pluto7 benefits: 50% reduced inventory cost \$1m+ savings per ML model ROI

The solution for managing unpredictable fluctuations in demand, while accelerating your digitization journey on the road to next generation (4.0) manufacturing:

- Workload prediction – allocate resources to anticipated customer demand
- Demand forecasting – manage complex decisions and the planning of product volumes
- Preventative maintenance – improve production efficiency, reduce downtime and cut costs

Preventative Maintenance ML

Outcome: Improve quality, productivity and reduce associated costs
Key Pluto7 benefits: Improve production efficiency from 45% to 80%, reduce downtime and maintain quality

The solution that provides predictive capabilities for forecasting failure and determining the remaining useful life of specific equipment to help reduce:

- Early stage downtimes that reduce available capacity
- Late-stage downtimes that result in quality issues
- Productivity issues on the manufacturing shop floor

Supply ML

Outcome: Reduce inventory carrying costs and improve on-time delivery
Key Pluto7 benefits: 50% reduced inventory cost & secure your supply chain with real-time inventory management

Here we help improve inventory visibility and production planning by providing the predictive capability required to forecast different supply scenarios:

- Calculate the optimized days of inventory for a given set of demands
- Determine the perfect routing for deliveries to help optimize cost efficiencies and maximize on-time fulfilment

**Pluto 7 Brochure
Spreads** A selection of bespoke
illustration pieces
generated with stock
images and 3D elements
for prestige brochure
covering different verticals.

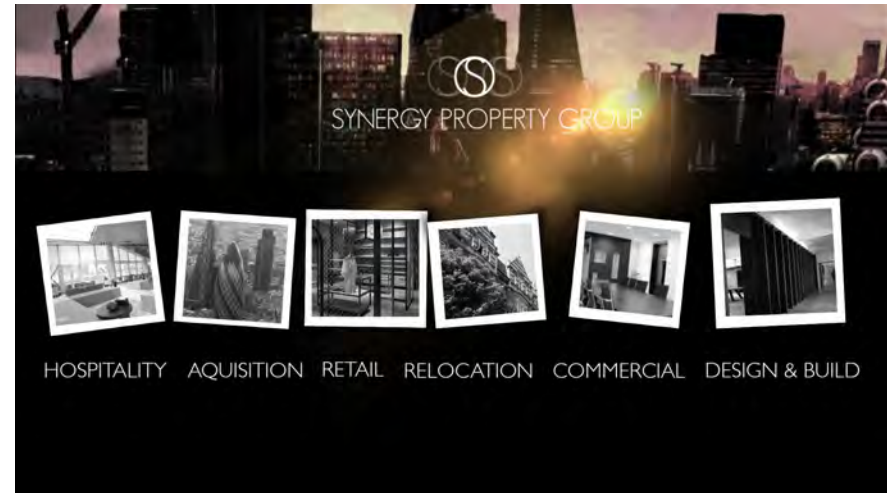
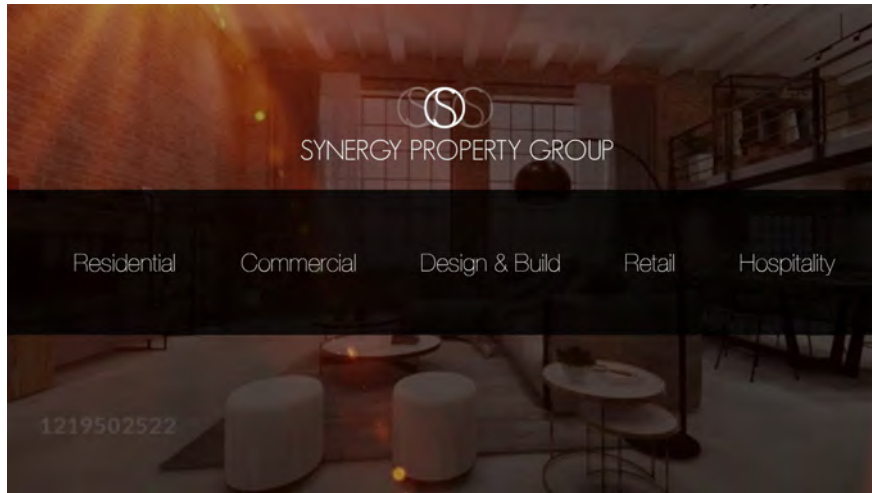


Visuals for web based
animated video for high
end property brand

All images are 3d models,
lit and textured in Blender
by myself



studiomunki



Synergy property group intereactive video for high end property group

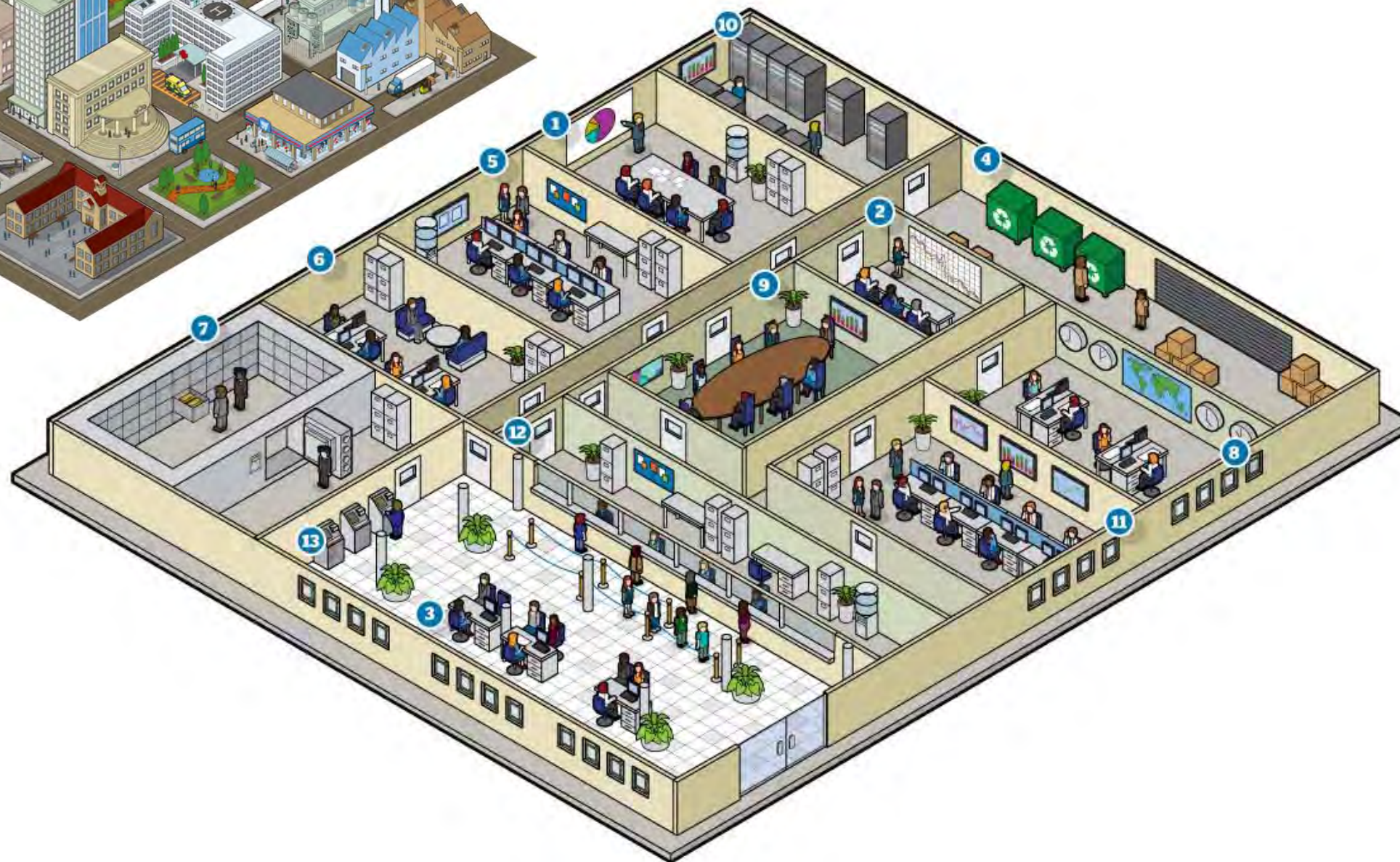


Heidelberg UK UI visuals for interactive video produced for Heidelberg for their product range



Barton Willmore Initial web visuals for large independent reading based design consultancy UI and UX

bartonwillmore.co.uk/



Banking

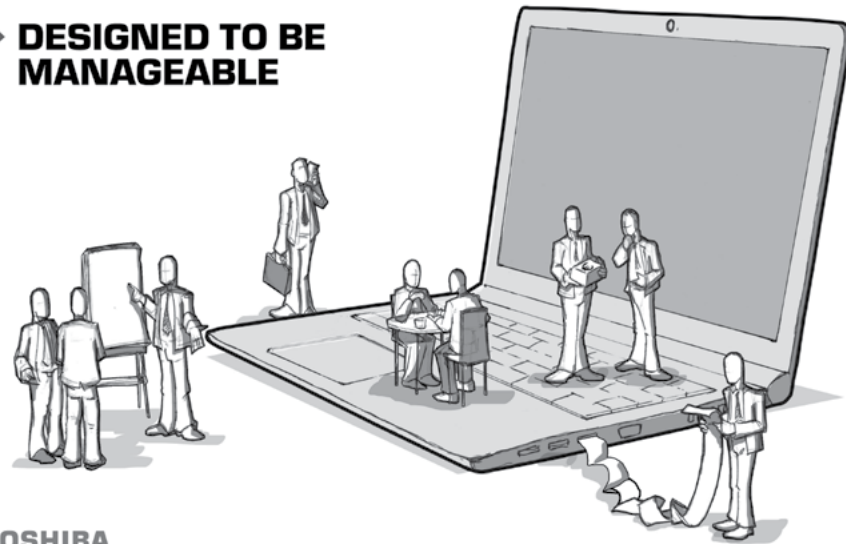
- 1 Strategy, innovation
- 2 Compliance & Risk Management
- 3 Customer Management
- 4 Sustainability
- 5 IT Alignment & Effectiveness
- 6 Support Functions
- 7 Wealth/Asset Management
- 8 Emerging Markets
- 9 Corporate Banking
- 10 Settlement & Interbank
- 11 Trading & Brokerage
- 12 Core Banking Processes
- 13 Payments

Atos Rich Picture Illustrations A series of complex illustrations, from a modular world view each 'zone' could then be expanded in greater detail. Final usage was an interactive PDF that contained illustrations throughout. Zones included 'Banking', 'Healthcare', 'Retail', 'Manufacturing' and many more.



Atos Conversation Starter DM DM Piece as part of the 'now that's a conversation worth having' campaign for Atos. DM Piece is a branded box containing an LP from a range of fictional bands illustrating the 'Formats Change but Function Remains the Same' theme.

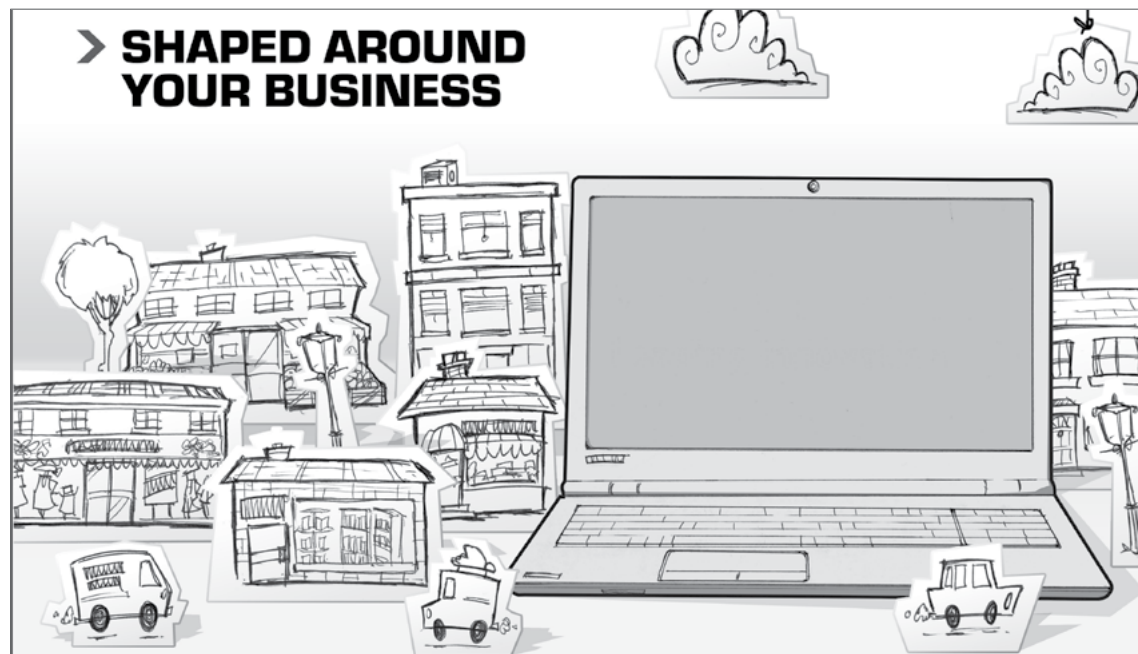
➤ **DESIGNED TO BE
MANAGEABLE**



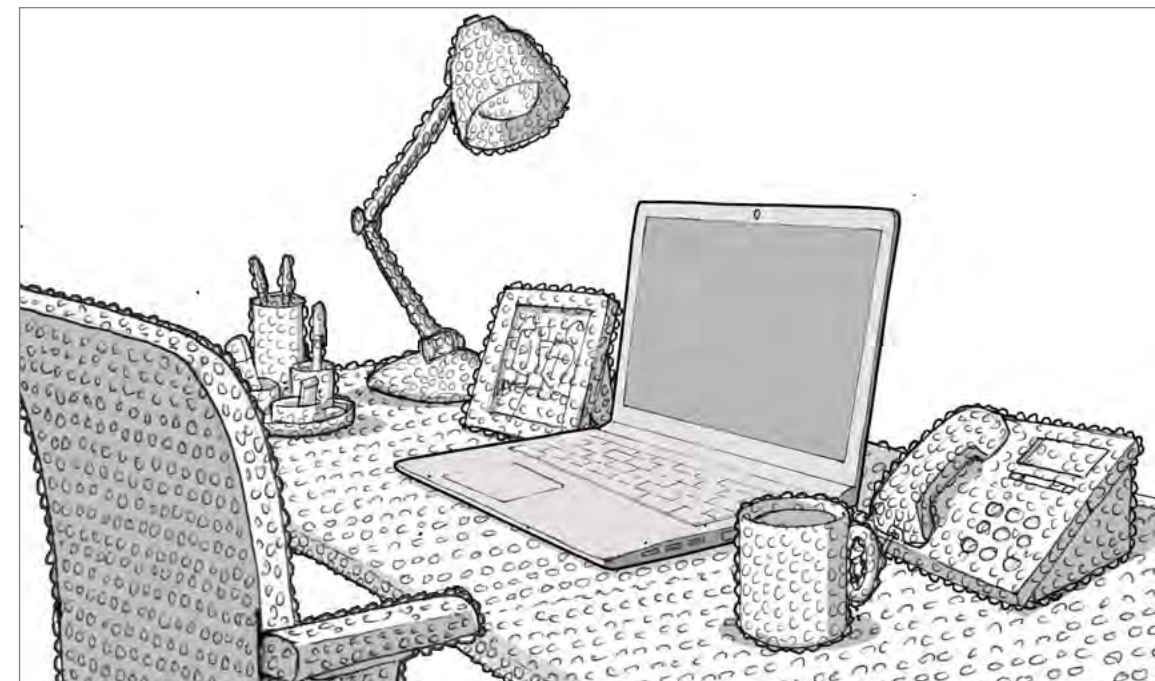
TOSHIBA
Leading Innovation >>> **DESIGNED FOR BUSINESS**



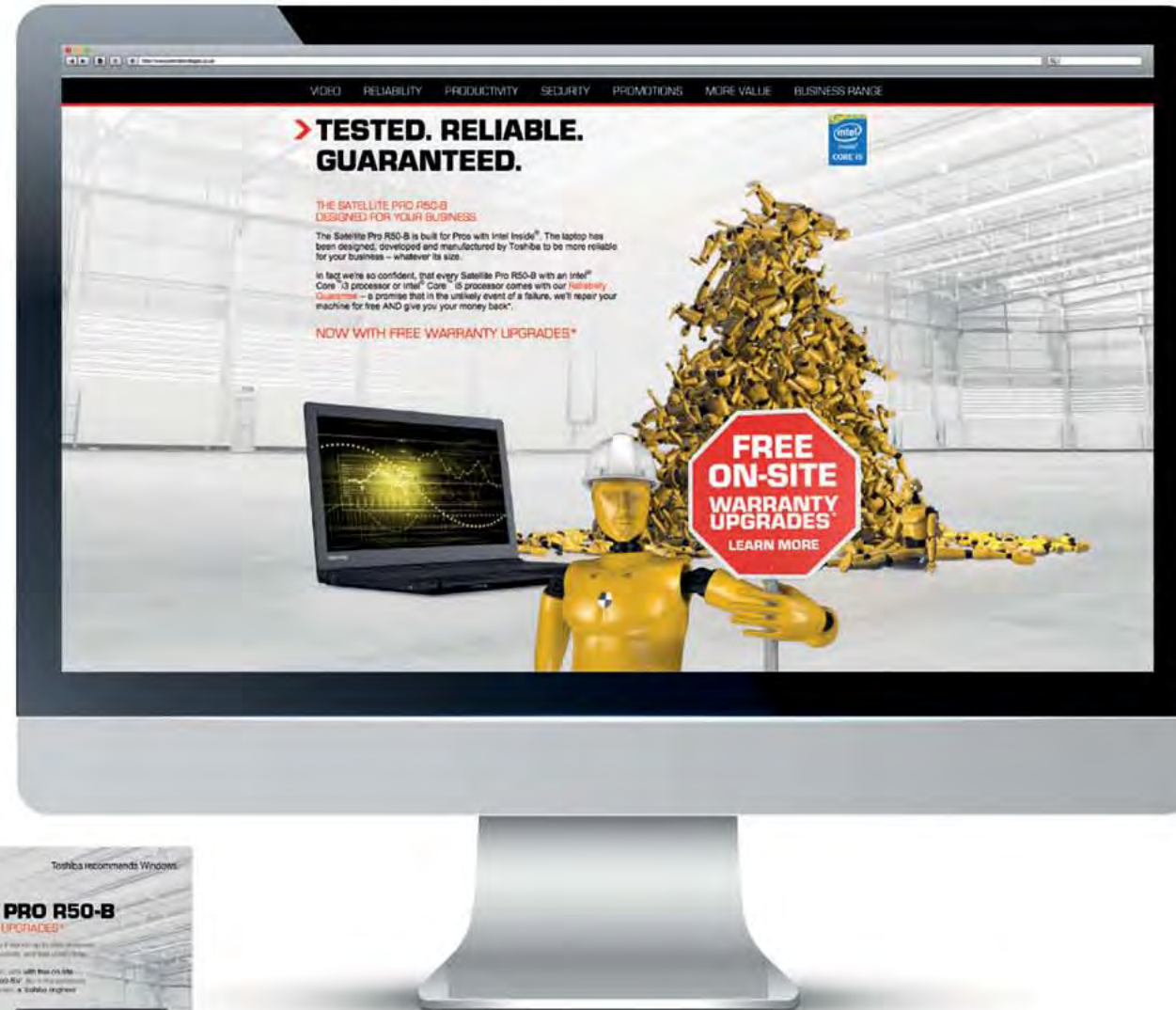
➤ **SHAPED AROUND
YOUR BUSINESS**



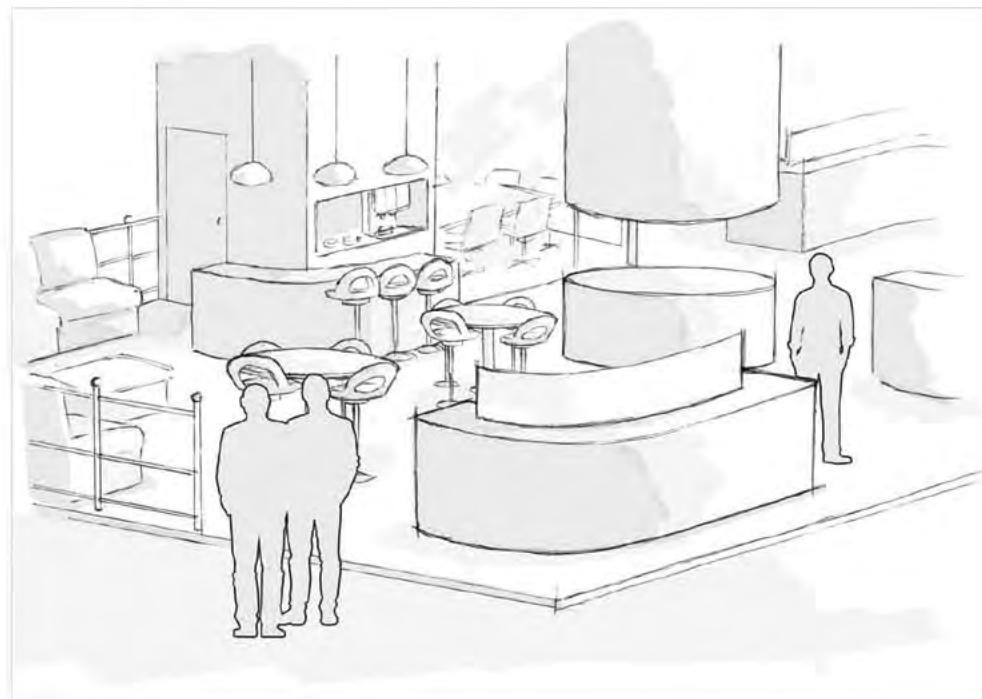
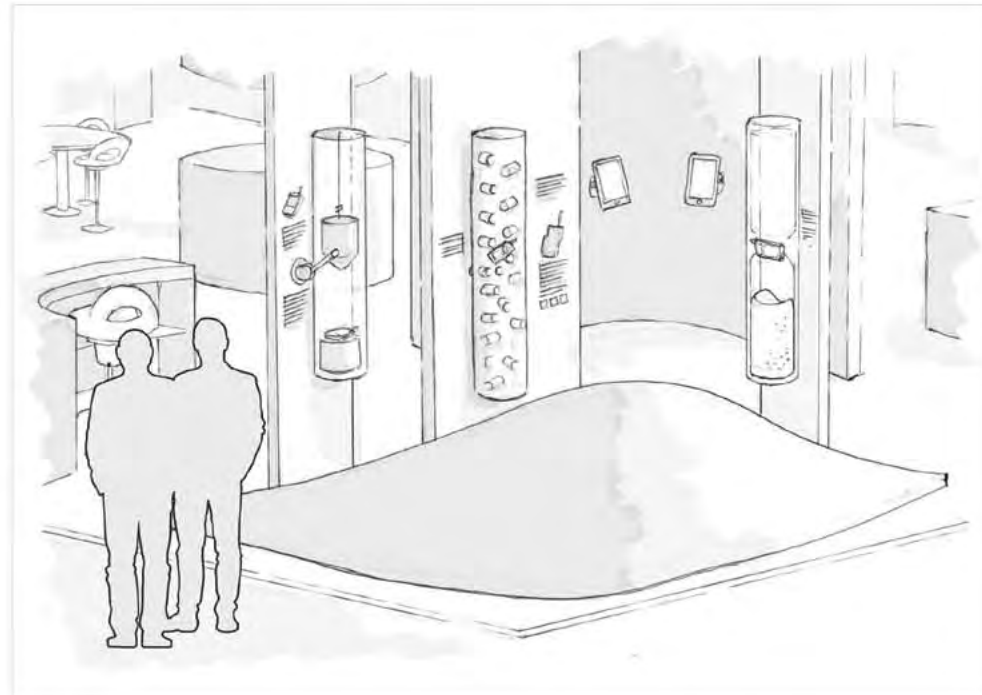
TOSHIBA
Leading Innovation >>> **DESIGNED FOR BUSINESS**



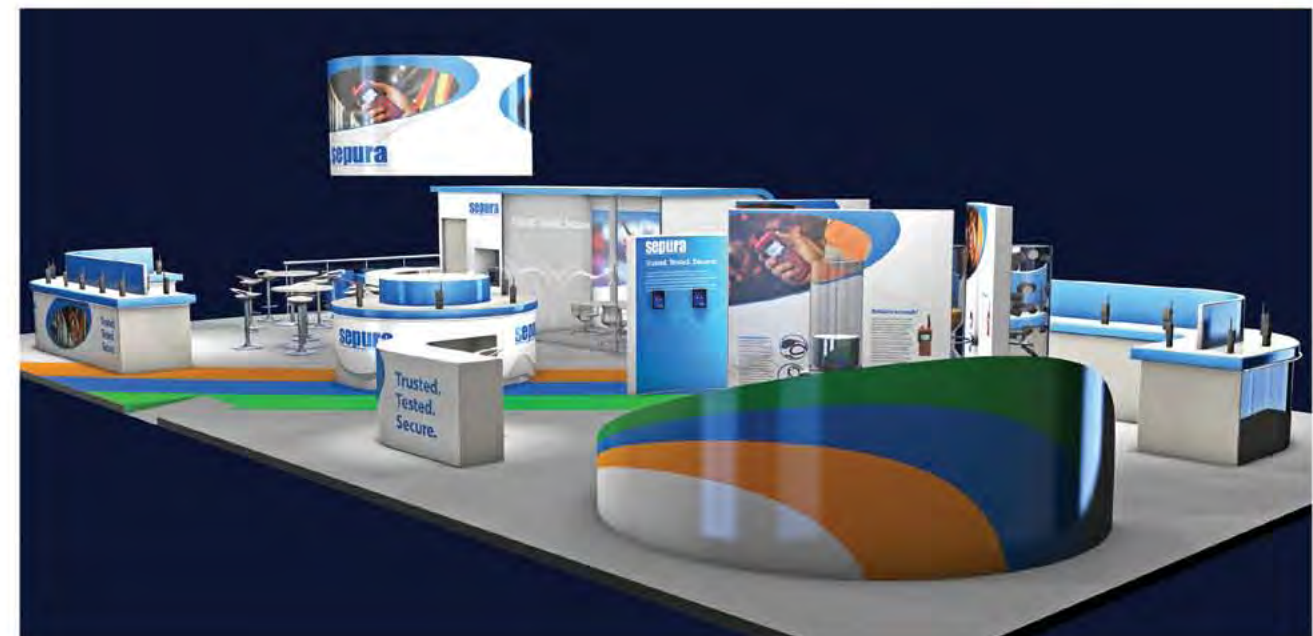
Toshiba R50 Campaign Launch Visuals Pencil scamps finished on Mac to convey initial creative concepts for Toshiba's R50 launch promotional material.

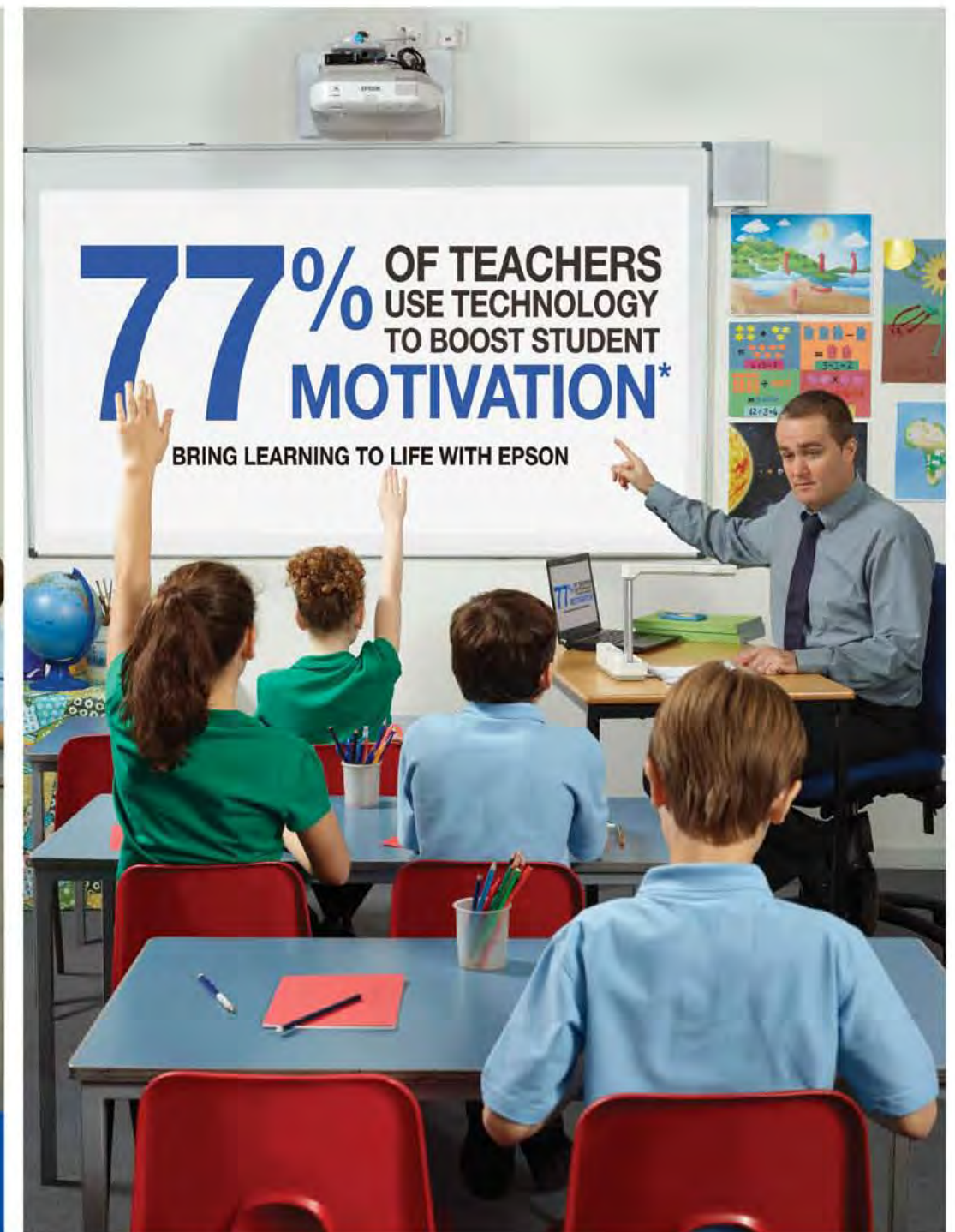
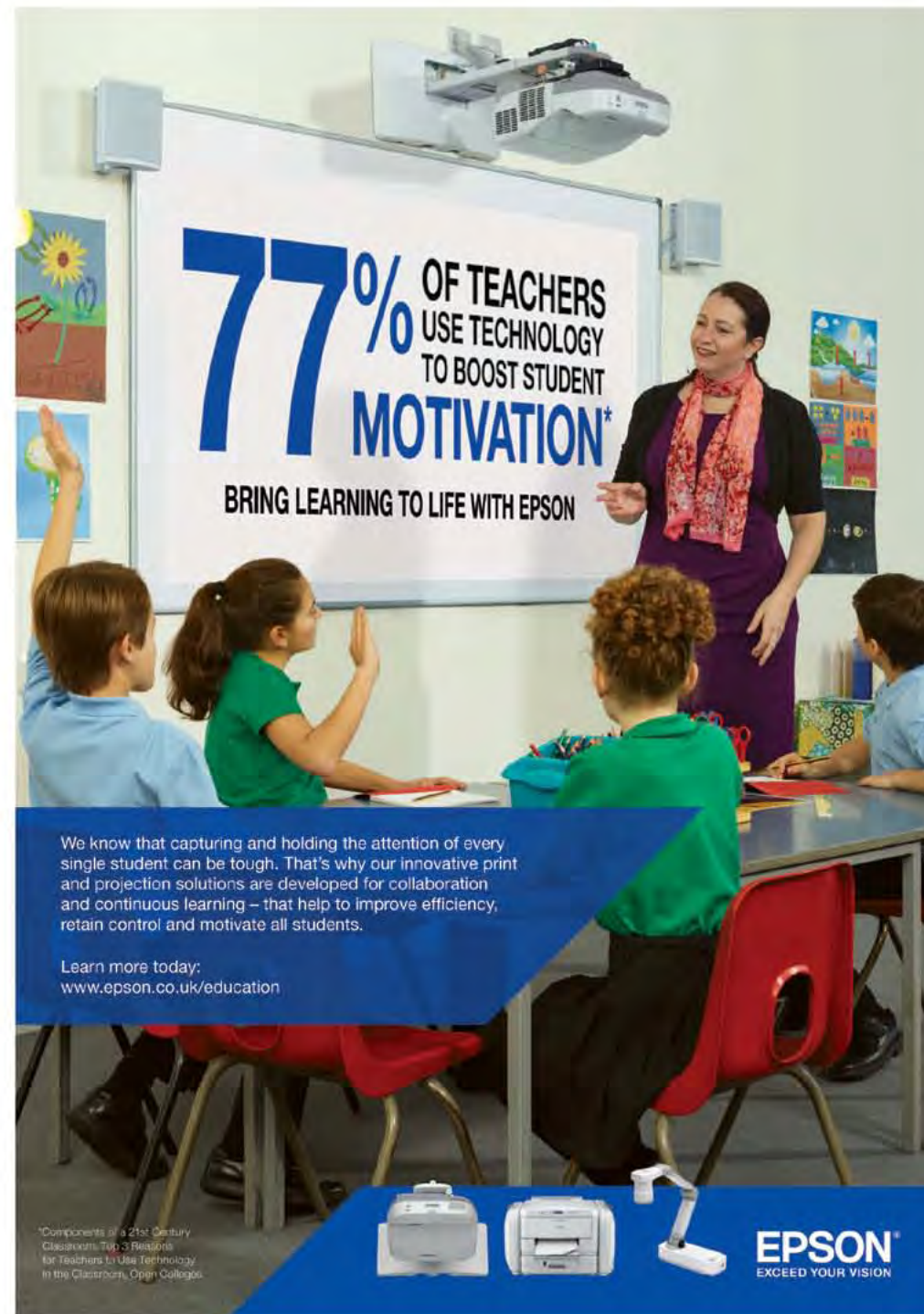
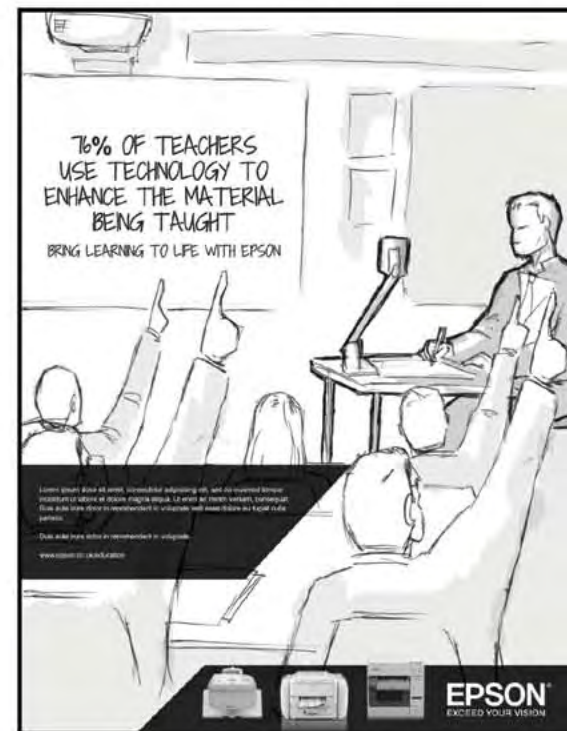
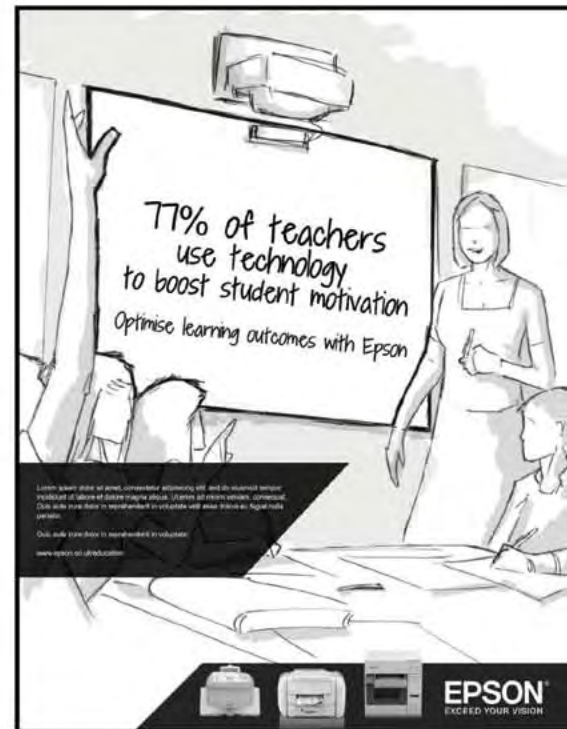


Toshiba R50-Product Launch Final execution of R50 Campaign across microsite, video, web banners and print <<click here to see video>>

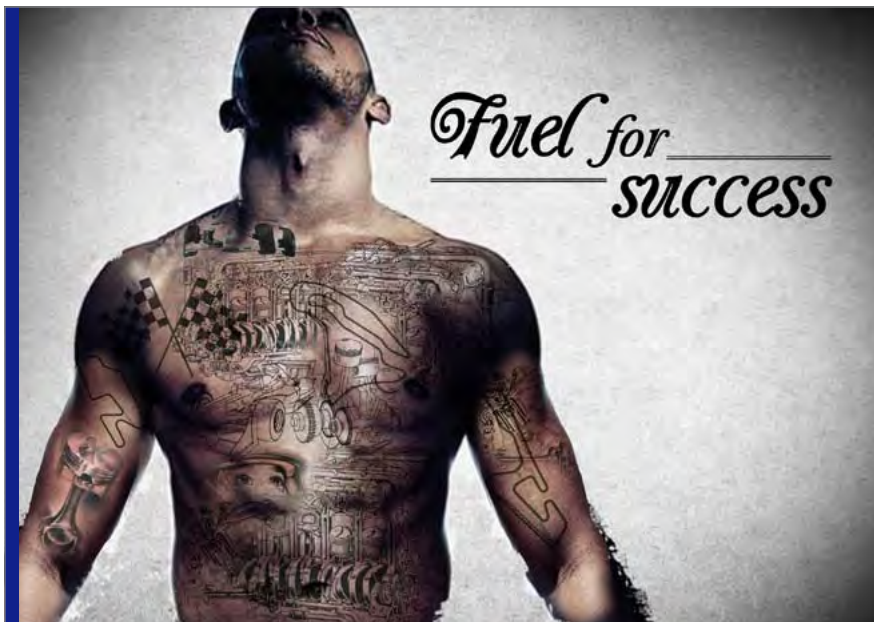


Sapura Stand Visualisation Stand concepts for Sapura exhibition at Using Critical Communications World 2015. Taking concepts through planning stage, liaising with manufacturers and costing. From initial scamps to full 3d visualisation, video and fly through.





Epson Education Press Ads Creating concept visualisations for Press Ad campaign for Epson education products. From scamps, choosing models, working closely with photographer, art directing photoshoot on location with client, art directing photoshoot of projector in studio and overseeing final production of advertisements.



EPSON
EXCEED YOUR VISION F1 Viral Storyboard: **FUEL FOR SUCCESS**

On Screen Text

Scene: 1
We open in a darkened room. In the centre of the room/frame we see Lewis Hamilton stood looking downwards. He is beautifully lit – there's an eerie cool ambience about the environment. We hear the quiet pounding of the beat of our soundtrack begin.

Scene: 2
Suddenly, Lewis's t-shirt flickers in and out of vision, until totally vanished – revealing his bare torso.

Scene: 3
Cut to a close-up of Lewis's right wrist. We slowly pan up the length of his entire arm, taking in the details of his tattoo sleeve

brew
agency

EPSON
EXCEED YOUR VISION F1 Viral Storyboard: **FUEL FOR SUCCESS**

On Screen Text

Scene: 4
As the camera reaches Lewis's shoulder (where his tattoos end), we see fresh ink appear – stemming from his existing work.

Scene: 5
We cut to a mid-shot of Lewis. He looks down at his chest as the ink creeps across it.
(For the majority of our shots, the camera is positioned on a 360-degree dolly rig that tracks very slowly around Lewis to add interest to the piece, with a constant sense of movement.)

Scene: 6
Cut to a macro close-up of the left of Lewis's chest – allowing us to see the intricacies of the new tattoos that are inking themselves across his body*.
The left of his chest becomes covered with symbolic imagery that conveys his move to the Mercedes team in 2013. Following the same style of his existing work, this new artwork includes the circular Mercedes logo, Lewis's helmet design, an animated wheel-spinning F1 tyre with plumes of smoke billowing from it, and the outline of the Hungarian grand prix circuit (his first win with the team).
(For the most part, our frame cuts and tattoo animations stay in time with soundtrack – which builds and increases in volume throughout the video.)
*This visual effect will be achieved using a mixture of 3D modelling and 2D elements in post-production.

brew
agency

Epson F1 Viral Video Concepts Initial concepts for a viral video featuring Lewis Hamilton for Epson. Focusing on Epson and ink cartridges that do not need to be replaced for up to 3 years. Initial concept ideas and video storyboard.

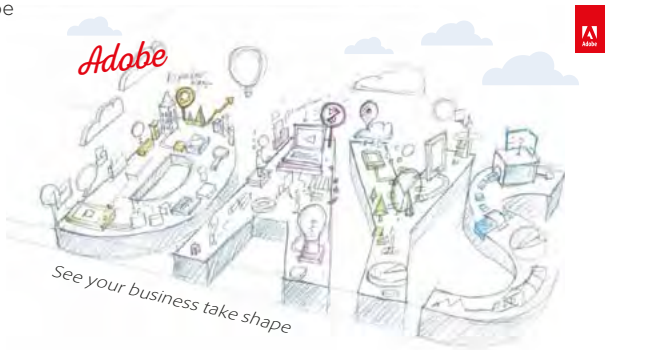
Concept 1

See your business take shape

Campaign concept
An illustrated cityscape that focuses on the word 'Day'. Each section of the illustration shows customers going about their daily business using the Adobe Marketing Cloud core products. Because of the detail and complexity of the information, the style of the illustration could look more like an infographic.

Campaign key messaging
Adobe Days
See your business take shape

Adobe Days
Shaping the way you do business



© 2015 Oracle Design & Communications Limited

Page 2

Concept 3

When business comes together

Campaign concept
A great day is a celebration. Here, the visual look of the branding is eventful, memorial and good for business. This implies that all the tools needed to make a successful business grow are around, suspended in time, when in a second everything comes together in one great day.

Campaign key messaging
Adobe Days
When business comes together



Concept 5

Opportunity world

Campaign concept
An illustrative route to outline the opportunities of an Adobe Day to prospects.

Campaign key messaging
Adobe Days
An opportunity of worlds



Concept 2

Get ready for take off

Campaign concept
Using balloons as great visual icons for celebration, here they are also used to take the customer on a journey. Each balloon would be branded in the colours of the eight Adobe Marketing Cloud products.

Campaign key messaging
Adobe Days
Get ready for take off

Adobe Days
Taking you to greater heights



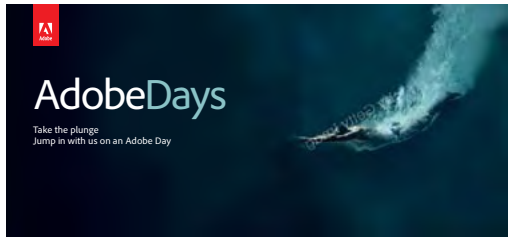
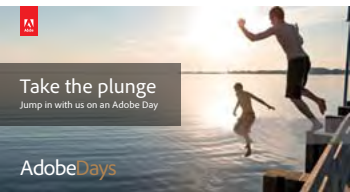
Concept 4

Taking the plunge

Campaign concept
Based on the theory of the customer taking 'the plunge', from being an interested prospect to an approved partner.

Campaign key messaging
Take the plunge
Jump in with us on an Adobe Day

Testing the water?
An Adobe Day gives you the opportunity

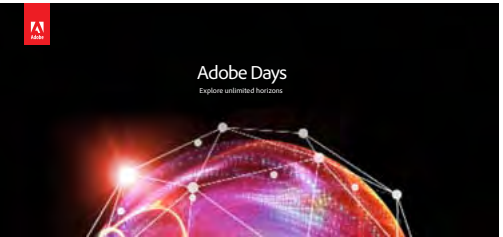
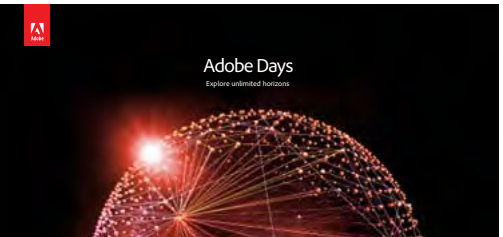


Concept 6

Unlimited horizons

Campaign concept
Uses an abstract spherical image to reflect the connections and data sharing of the Marketing Cloud applications. Coupled with the effect of a stylized sun rising behind the sphere, this implies size and the complexity of the interactions within the data sphere.

Campaign key messaging
Adobe Days
Explore unlimited horizons



Adobe Summer in the City event

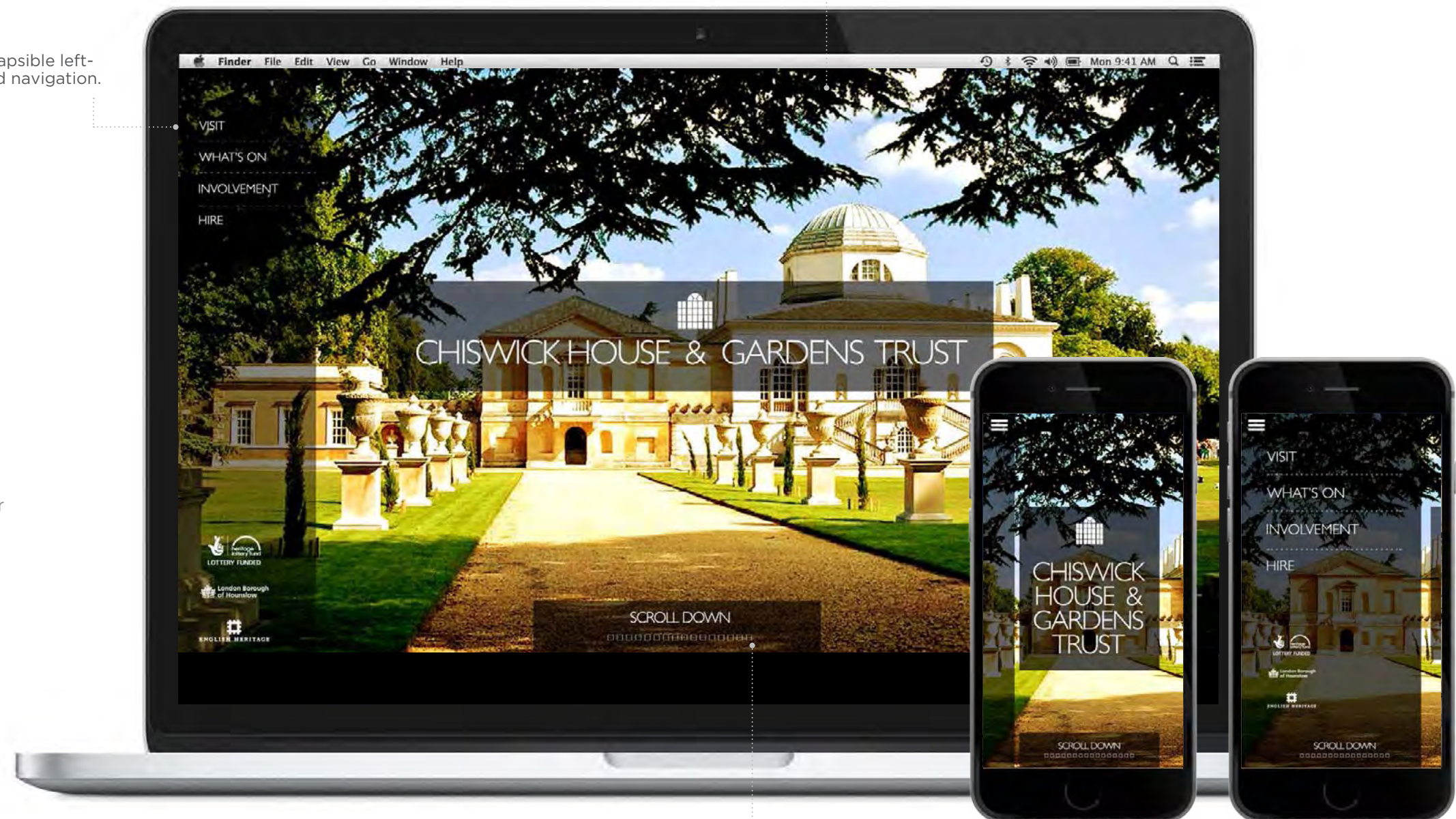
Concept material for Adobe Days. Adobe Days is a meeting between current low revenue Adobe Clients and the Adobe sales team to encourage the prospects to involve and invest more heavily with the Adobe Marketing Suite.

Chiswick House Website and digital identity refresh

New website for Chiswick house, involving full screen images, multi-directional scrolling navigation, modular layout for mobile.

Collapsible left-hand navigation.

Full-screen image.



Scrolling down takes the user on a journey through the House and Gardens. Each page has options to exit the journey and read more information in detail (see overleaf).

Menu is shown in collapsed mode.

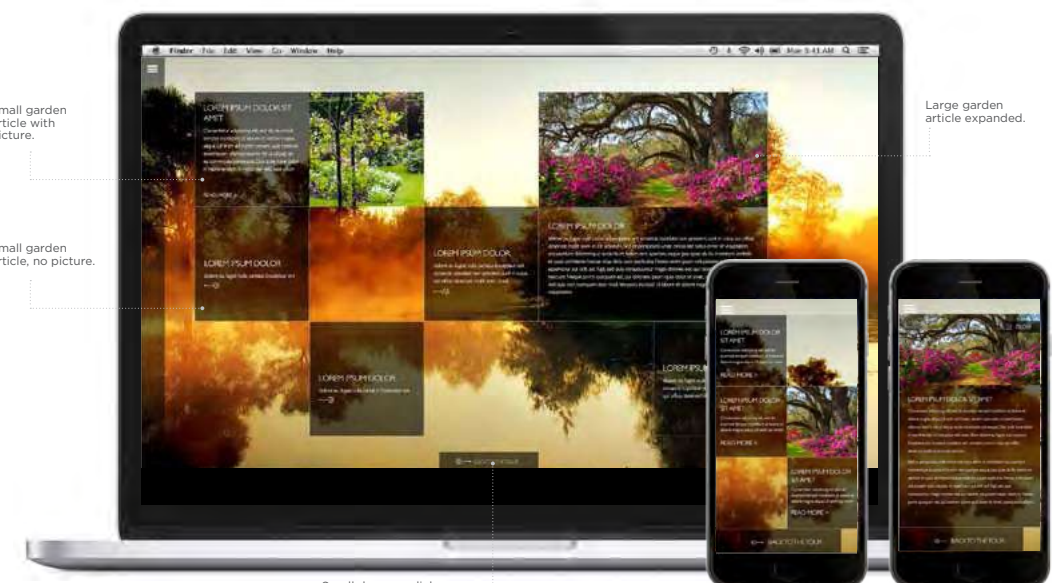
Button to exit the journey and explore the Gardens further.



Small garden article with picture.

Small garden article, no picture.

Large garden article expanded.

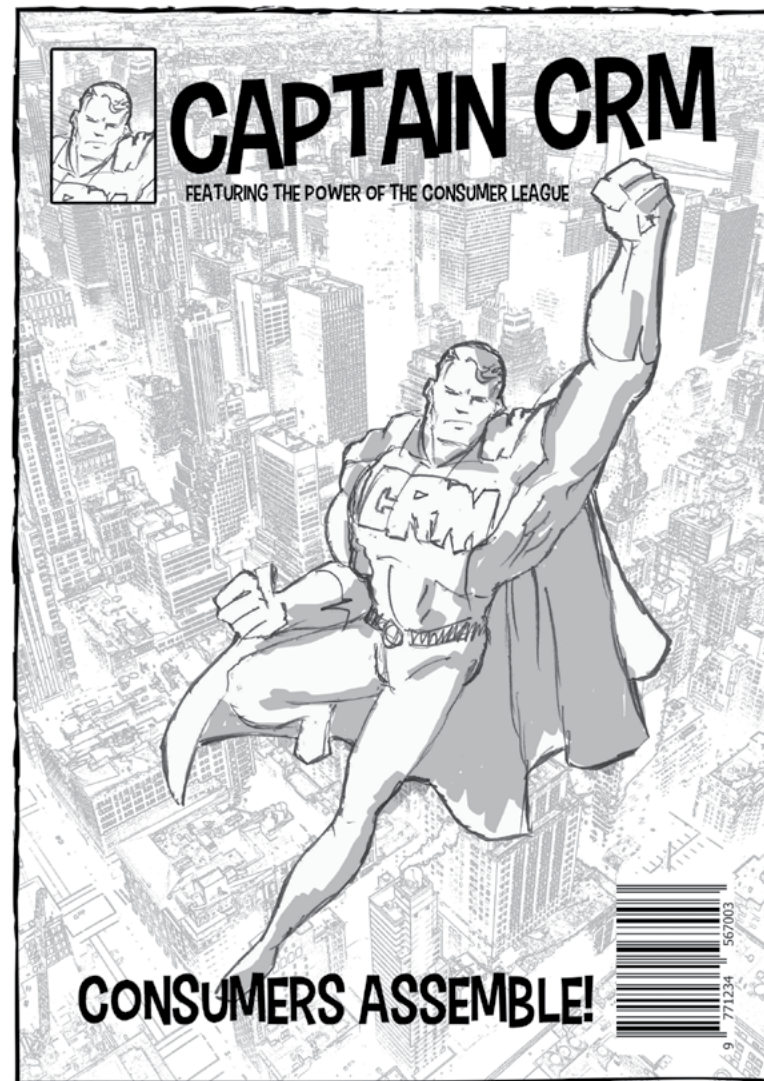


Scroll down or click here to return to the journey.

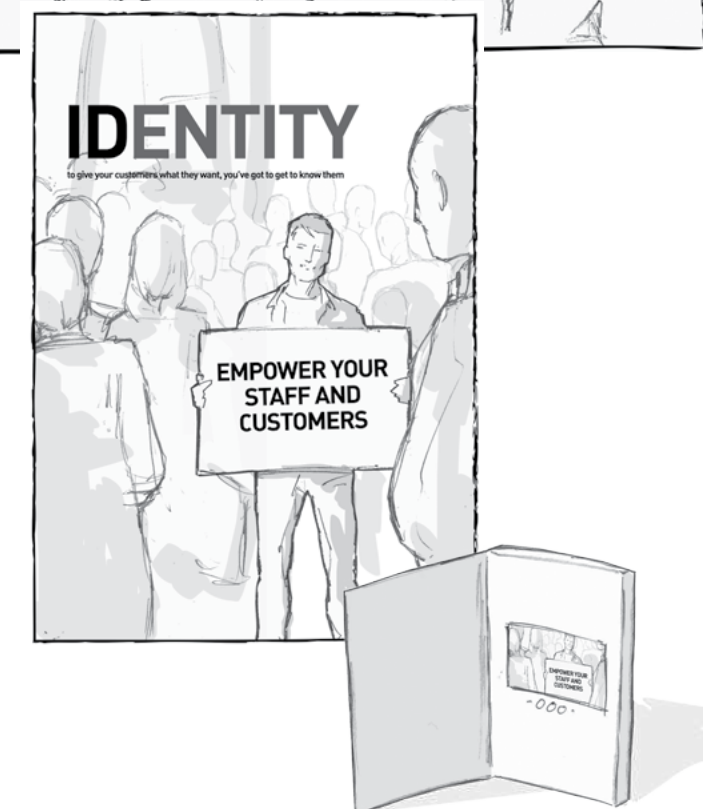
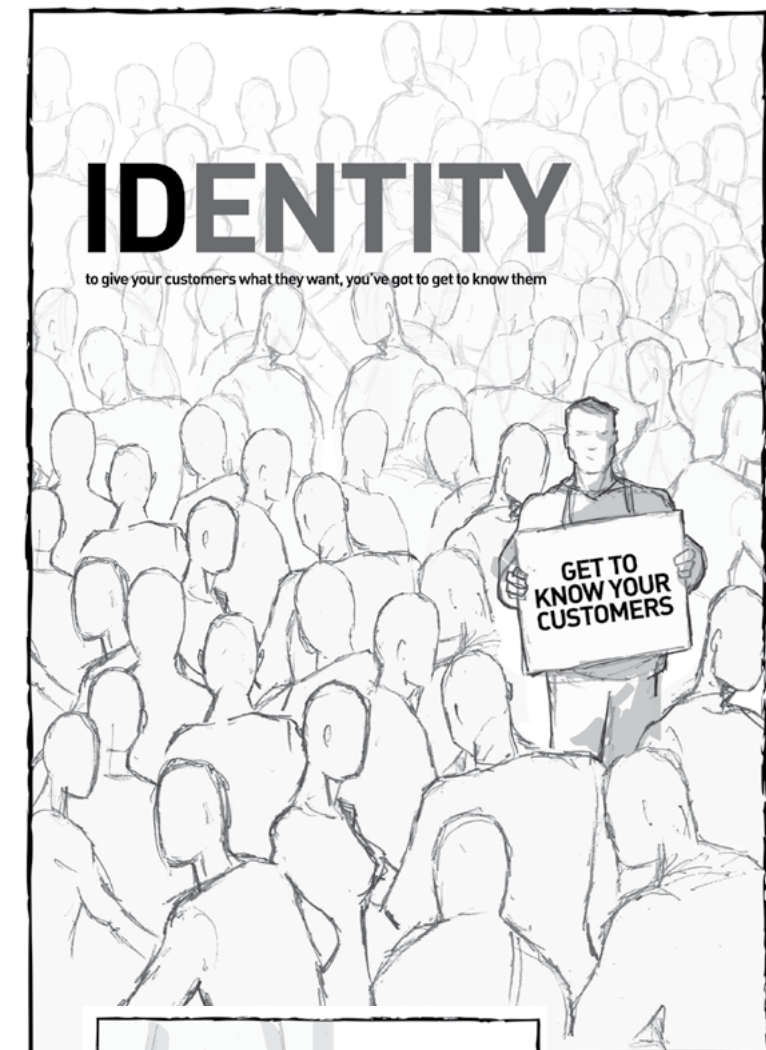


Ad:Tech visual identity 2016 Combining three separate identities into one 3D graphic to retain a different aspect for each keyword whilst bringing the whole identity together as a whole.





K3 CRM Initial concepts for a customer empowerment direct mail piece.
Love your customers
DM

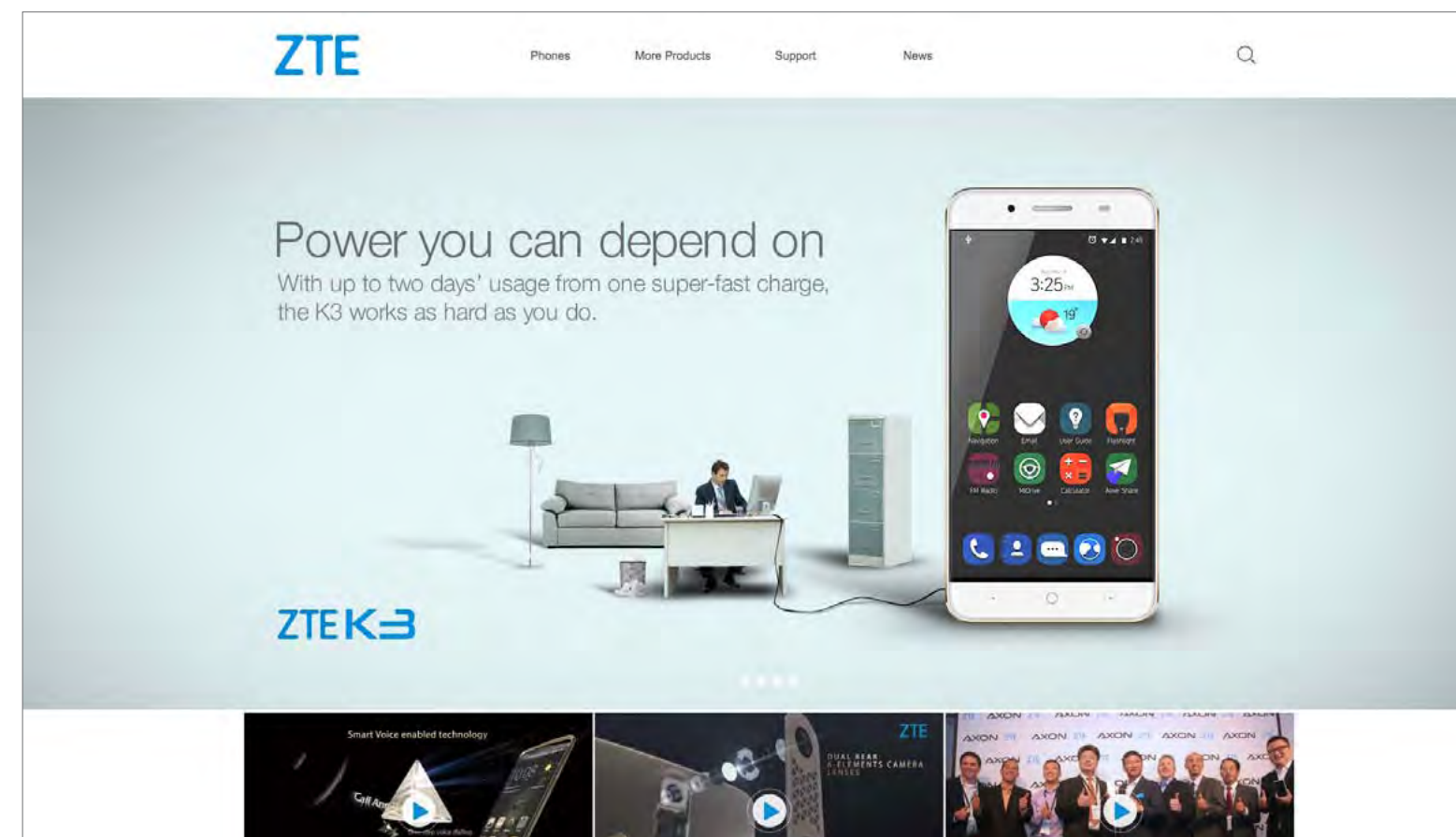
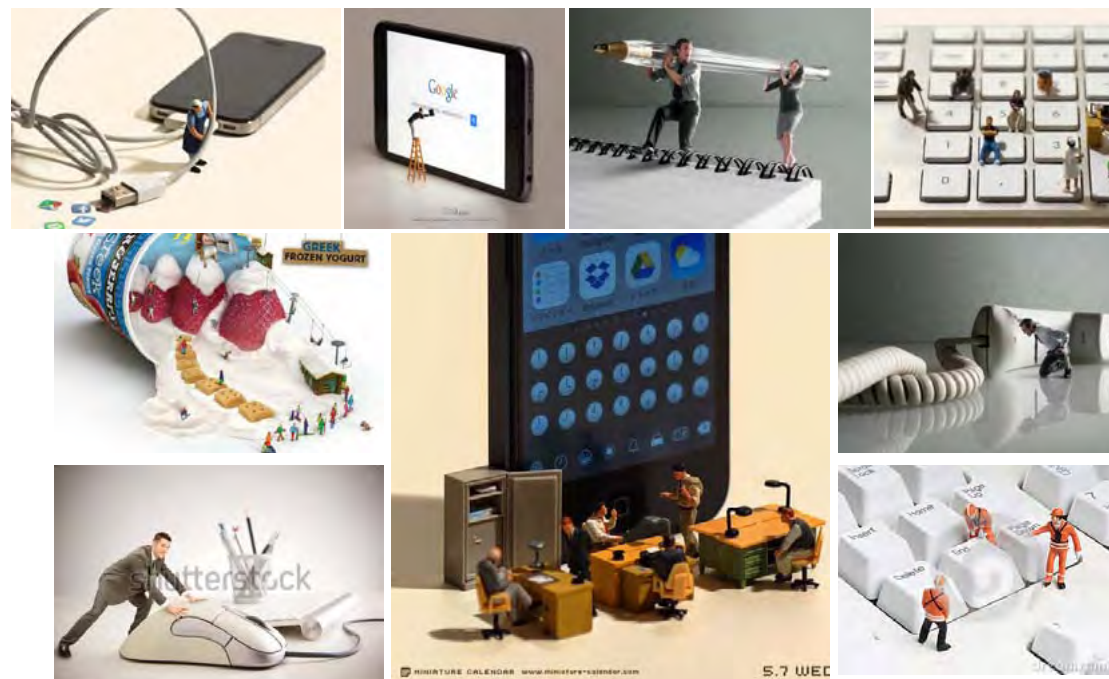
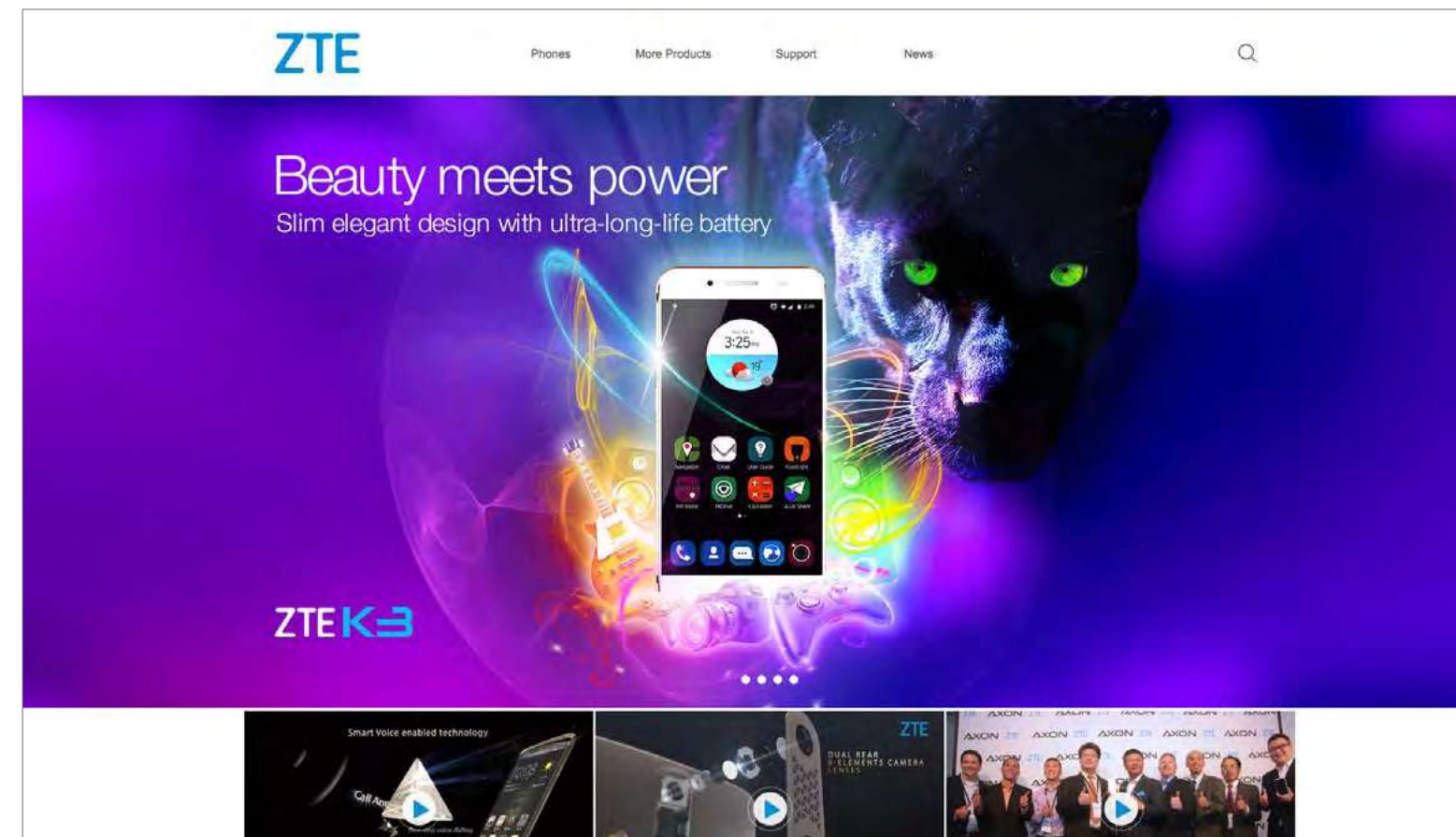
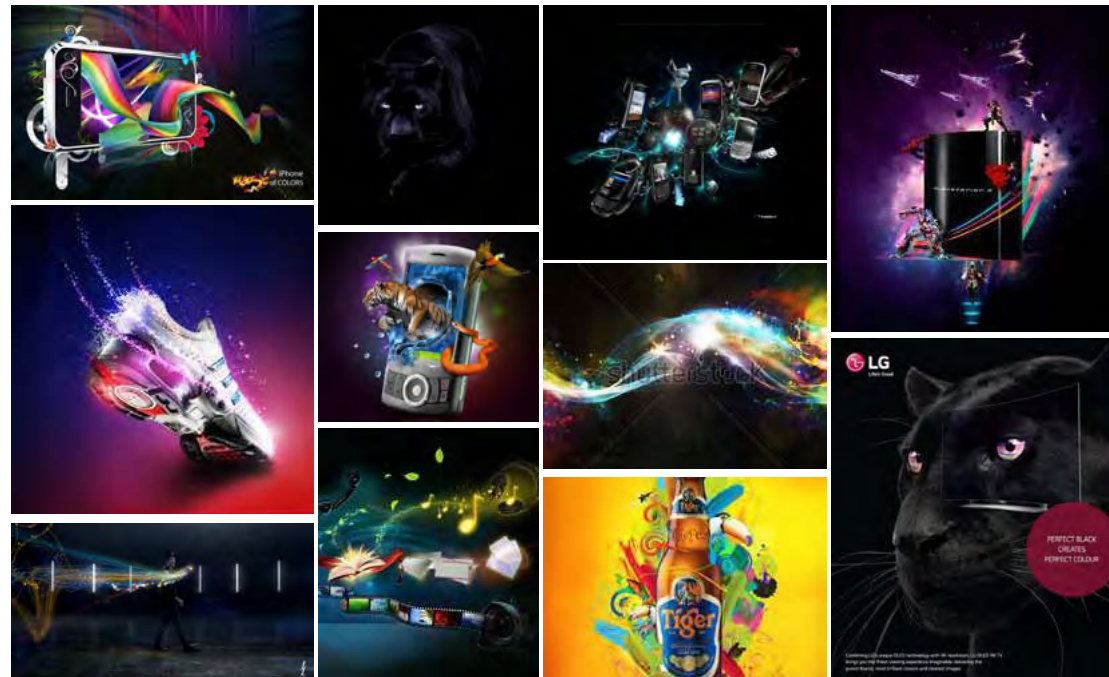




K3 CRM Love your customers
DM Final visuals for Customer Revolution DM. Featuring bespoke DM box, USB giveaway and printed material.



DLR PPE Awareness Campaign Concepts for a campaign to raise awareness of Personal Protection Equipment on the factory/ maintenance floor at Docklands Light Railway.



ZTE K3 Digital campaign Initial concepts and mood boards to communicate to Chinese clients the visual campaign for online promotion of the new K3 Phone.



Personal Personal projects involving digital painting for concept artwork