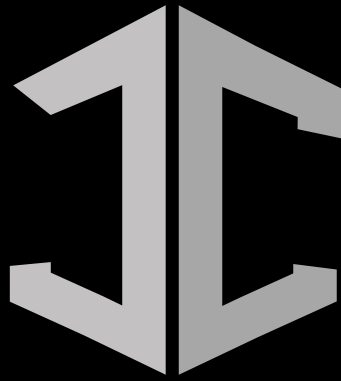




JAY CREATV



JAY CREATV

**Creative Digital Designer**

# Keeping our information safe

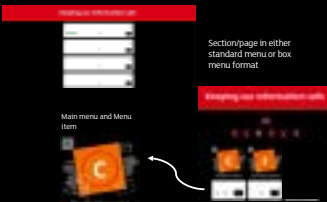
# LEARNING DESIGN

## 1. Data Protection: Keeping our information safe


**Proposed look and feel: Induction KOIS SSC example 1**

Each menu can be accessed in any order and Has a completion status. The pages inside each menu item will have an image indicator to show which letter is being viewed and to also highlight the "Circle of trust" meaning.

Design to be in line with the current induction branding with a combination of doodles and real-life imagery to support the content.



**Proposed look and feel: Induction KOIS SSC example 1**



Modular learning with each letter of 'CIRCLE' containing the content displayed in bite-sized components and media held in one module.

The idea is to bring the 'CIRCLE of trust' acronym to the fore, so colleagues become more familiar with the branding and message, which hasn't landed well in the past, but remains the focal point of the business's approach.

Colleagues work through the letters from the main menu and at the end of each section are presented with a small quiz, rather than having a frustrating knowledge check at the end of the entire module.

(Note: Current offer has quizzes throughout and then a quiz at the end. This also the case in the PowerPoint pack provided by stakeholders)

The need for this module was to refresh the current training. From feedback and evaluation it was outdated, frustrating for colleagues to complete, repetitive and the duration of the module was too long. It consisted of two modules one of which was a yearly refresher. Stakeholders wanted to stick with a similar theme but wasn't too precious about the style. I used a theme that I helped create with an external client for another suite of training.

I was asked to combine two modules and come up with a separate refresher that relayed the same content. But the challenge was to make the navigation more user friendly, accessible and less restricted. I was successful in developing the modules in the new format by creating them in an authoring tool called Evolve. I came up with a character (data protection officer) to bring the content to life, give the module a bit of a back story and engage users.

You can access the full modules below.

[KOIS](#)  
[KOIS Refresher](#)

## 2. Think 25 training



The ask was to optimise the current training to remove frustration for colleagues. Feedback told us that colleagues were struggling to complete the quizzes because of the user experience. There was also a lot of repetition and colleagues were being over trained in areas they didn't need to be which was costing the business money and time. There were five modules that needed creating, three yearly refreshers for different areas of the business, a module that all new starters have to do and a module for colleagues that take payment.

You can access the full modules below.

[Think 25 for all colleagues](#)

[Think 25 Refresher](#)

[Think 25 on the tills](#)



A lift and shift to Articulate Rise with updated content, the requirement was additional updates and to revamp the current module that was originally built in Storyline.

You can access the full module below.

[Sainsbury's Supply Chain](#)

## 3.The Bakery Hub

### Brand guidelines and microsite

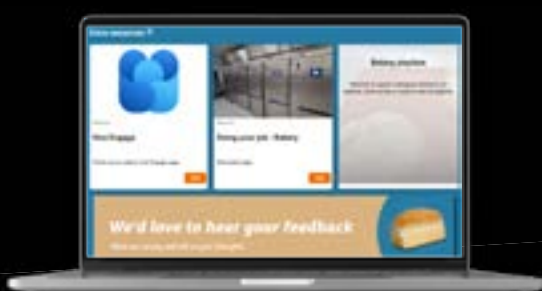


Muffin  
to see



I created a set of brand guidelines for a suite of training and resource materials for in store bakery colleagues. The food and bakery team wanted a central location for colleagues to access training, along with some modules and other helpful resource guides.

Here's a landing page I developed using raw HTML/CSS for the business using the branding. The main challenge was not being able to host content on a platform. I was restricted to using the LMS after previously pushing to try and get server space for the team. Conversations and meetings with the systems team opened up new opportunities to be more creative with the LMS.



# BRANDING

## 1. HNDLLESS



The reason behind HNDLLESS is simple, it's to avoid people touching door handles and spreading bacteria. It's something you see all the time in public places in particular, toilets.

HNDLLESS needed a whole new product design along with a brand identity and a logo. I firstly mocked up 3/4 3D models in Illustrator. The choice was narrowed to 1 and then sent off to be manufactured.

They asked for a simple but bold brand that needed to be minimal and modern. I proposed to go for a dark theme that allowed emphasis on the products, assets and the brand when marketing.





FARADAYS FITNESS CLUB

## 2. FARADAYS FITNESS GYM



Faradays wanted to freshen up of their brand, seeking a more minimalistic and simple style. The branding was all about the font choice and weight. They wanted to stick with the idea of having the 2 F's but without too much detail on the letters which influenced me to play with lines and negative space.

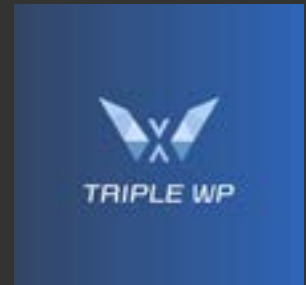




# GRAPHIC DESIGN

## 1. CONCEPTS

Here you'll find some concept design ideas showcasing a range of my graphic design skills.



**TRIPLE WP**

This was from a logo challenge for a start up company. The brief was to design a logo that reflected cutting edge tech, simple with an abbreviation that is obvious to the audience.

The concept includes aspects taken from tech and code. I looked into different approaches that wasn't too complex but easy enough for people to recognise the company's expertise.





Concept design for a cosmetics company. The current logo was boring and not legible. The brief was to create a logo that was eye catching and dynamic enough to be used across multiple platforms.



Flyer designs for social media, comic and sporting events. Using Illustrator and Photoshop to come up with a range of patterns and shapes to compliment the designs.