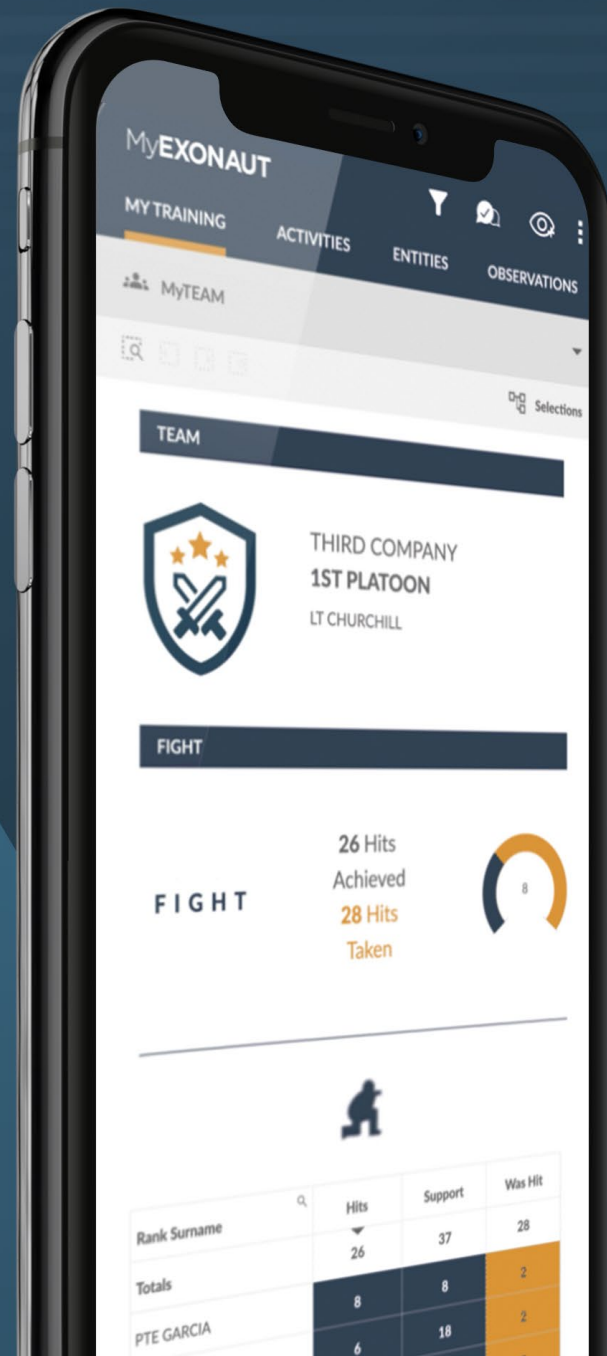


KATE JONES

WORK SAMPLES



## 4C Strategies

As the lead brand and visual designer for a company specialising in training software for the defence and corporate sectors, I produce marketing materials across a wide variety of digital, print and campaigns.

Skills and responsibilities:

- Campaign branding
- Large format branding for events and trade shows
- Literature design and layout
- Social media branding
- Culture and event photography
- Filming and support with animation
- WordPress page build and UX design
- App identity and branding

**1** Check out the BCI World conference campaign in more detail [here](#)

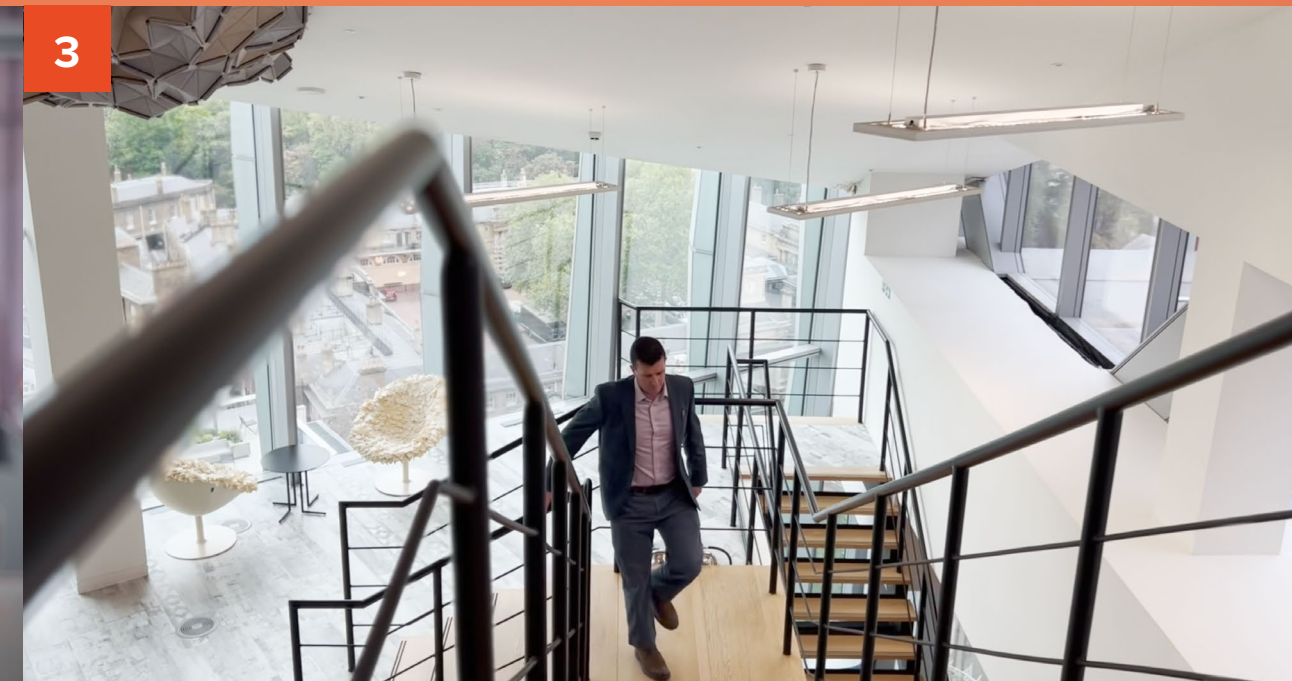
**2** Check out the full video interview on YouTube [here](#)

**3** Check out the video on YouTube [here](#) (I was involved in parts of the filming, production and animation of this video.)

# "You've frozen!"



EXONAUT®



## Sampl Marketing

Marketing communications company specialising in sampling awareness campaigns.

Skills and responsibilities:

- Responsive email design and build
- AfterEffects animation



Have you tried Vin Crowd? Nope? Well now is your chance!

Fancy a tasty, refreshing spritz to take home with you after a long working day? Don't worry, we've got you covered, with two perfectly refreshing VEGAN low-calorie options...

Why not try a crisp strawberry and raspberry based Pink Spritz, or our Fruity Botanical Spritz made from raspberries, wine, juniper and gin?!

FYI, these Spritzers are 100% vegan, available in a 250ml can, and are great for socially distanced outdoor gatherings or to have in the fridge as a treat!



# APEROL SPRITZ

## YOUR APEROL SPRITZ KITS ARE ON THEIR WAY TO YOU TODAY!

When they  
arrive...



1

Let your colleagues know your Aperol Spritz Kits have arrived and where they can go to pick them up.

2

Distribute the Aperol Spritz Kits safely amongst your colleagues.






# Paxton10

## Roadshow UK Tour



Paxton10  
Access Control | Video Management | One System


**EXCLUSIVE FIRST LOOK**



Hi Kate,

Don't miss your chance to come to the Paxton10 Roadshow, the must attend security event of the year.

Bring your building to life with smart credentials, access control, video, software and more hardware than you've ever seen before, on a single Paxton built system.



Our new range of cameras will be demo'd exclusively at the Paxton10 Roadshows. Make sure you're the first to see the new feature rich Paxton10 video management and range of internal and external surveillance cameras.

All new Paxton10 smart credentials! Find out how to use a smartphone or smartwatch as an access token on the new Paxton10 system, using in-built Bluetooth wireless technology. Make access simple.



## Paxton Access

Paxton specialises in designing software and entry products for commercial buildings.

Paxton10

Paxton developed a new security entry system 'Paxton10', and launched this in a series of high profile global events. The products were showcased across the UK and in France, Germany, South Africa and Benelux. Existing installers were invited to experience an exclusive look at the powerful new entry system. The aim of the showcase was for installers to sign up to training, and to ultimately invest in the product.

I was tasked with creating the key branding elements, and briefed supporting designers to implement the digital and print collateral for the campaign launch.

Key collateral I developed from marketing content included:

- Exhibition panel design
- Virtual reality panel design
- Digital and press advertising
- Literature design
- Social media campaigns
- Email campaigns
- Keynote presentations, including animation
- At event photography coverage

The campaign artwork needed to align and adapt effectively with evolving business objectives. So it was essential to keep in constant communication with the marketing communications, content and sales teams, as well as key stakeholders to ensure timely delivery of the campaign.

The shows were heralded as a huge success, due in no small part to the way the branding complemented the exhibition space, combined with the effective and engaging demonstration of the system. The software launch and events generated orders of over £2.4 million from the UK show alone.

Check out additional Paxton branding I've worked on [here](#).



( Together Co )

HOW TO

## DANCEATHON FUNDRAISER

Invite a group of friends to join you on Zoom or HouseParty to demonstrate their best moves to your 80s or 90s playlist. Ask for a £10 'entry fee' to go to Together Co and nominate an 'independent judge' to pick the night's winner. Guaranteed fun!

Every penny, every shout out to Together Co makes a difference with just £10 meaning that someone isolated in Brighton & Hove can get one hour of help

It's easy to give – text TOGETHER CO to 70085 to donate £5, £10 or more, or via [www.iustriving.com/campaign/TogetherCo](http://www.iustriving.com/campaign/TogetherCo)

Fundraising helps make remote catch ups fun – from challenging friends in a quiz to remote danceathons

We want your ideas – let us know what you get up to and help us do even more!

[fundraising@togetherco.org.uk](mailto:fundraising@togetherco.org.uk)

DONATE



## Together Co

As well as volunteering for the NHS as a Responder, I provided branding and design services for Together Co, a Brighton based charity. I created artwork for a series of fundraisers and a virtual festival. This enabled awareness and essential funds to be raised for Together Co's support during the COVID-19 crisis.

Skills and responsibilities:

- Illustration and design
- Digital and print collateral
- Animated gifs

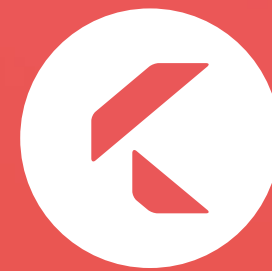
View more of the TogetherFest project [here](#).



## The Hut Group

Lead Designer for retail e-commerce limited edition collectibles. Concept design for high profile brands such as Warner Bros., Netflix and Paramount. Liaised closely with multiple licensing teams and art directed global suppliers simultaneously to keep designs on brand and deliverables on track.





Thank you for taking the time to read  
through this work sampler.

All the best,  
Kate

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