

Portfolio 2023

John Varney

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NHS South West London – Winter COVID-Flu Campaign

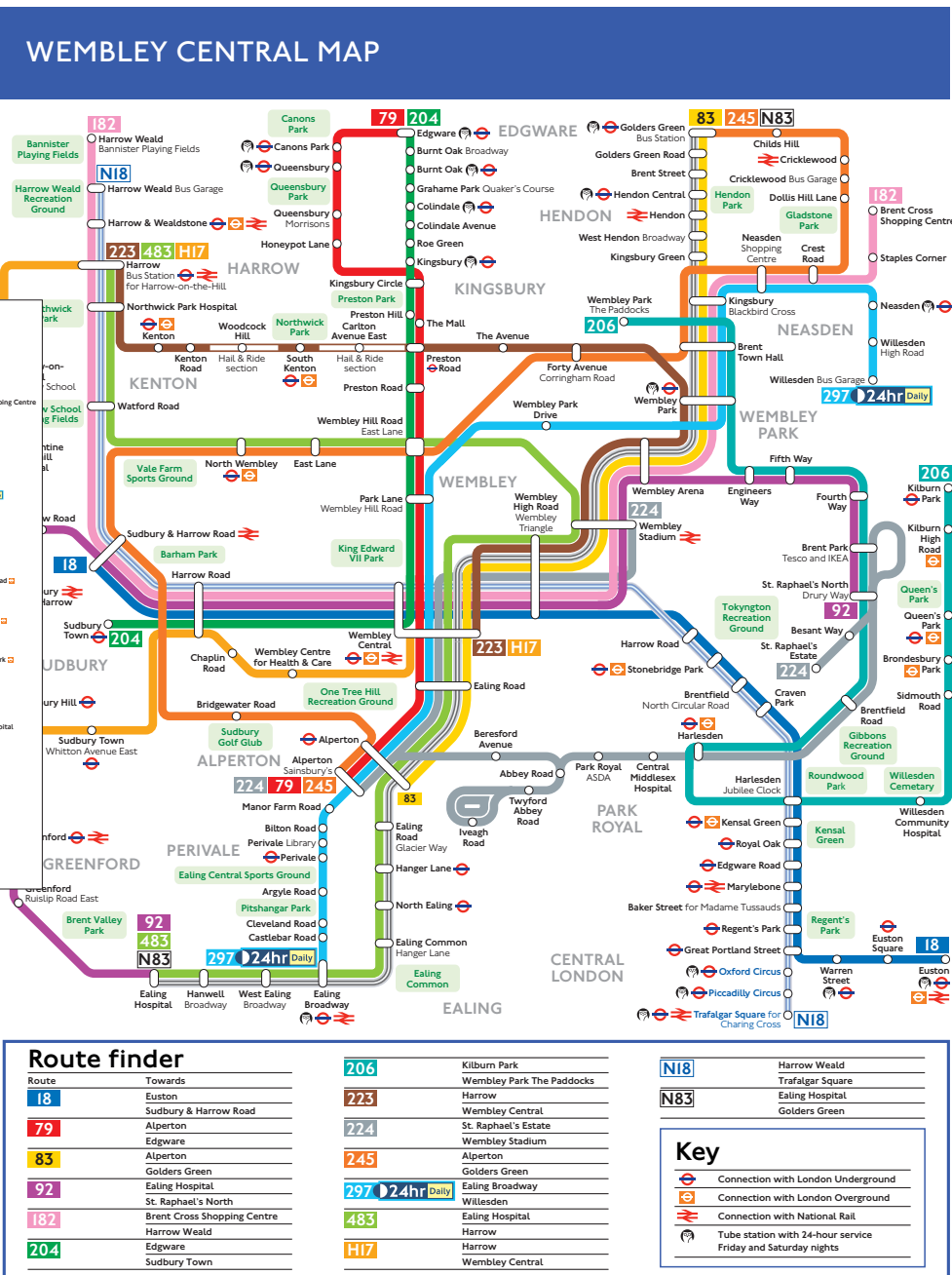
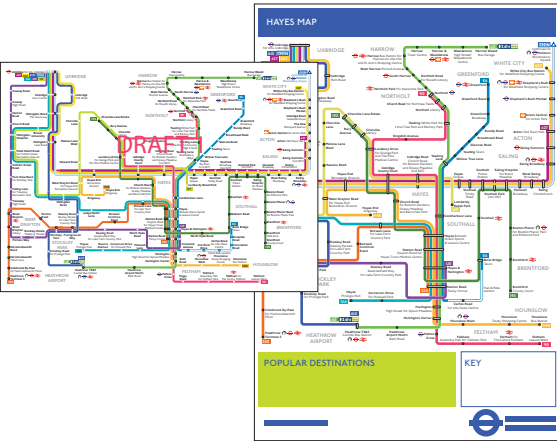
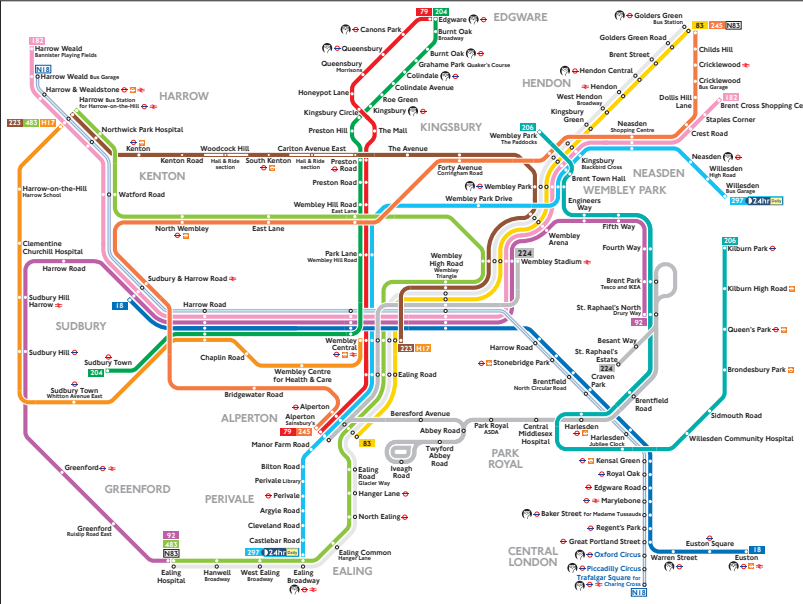
Artwork for posters, banners, ads, flyers etc.
Image retouching, background extending and blurring, semi transparent glows added.



Transport for London.

Creating A4 versions of a selection of regional London bus routes from supplied landscape bus route maps.

It involved working out new layouts and re-drawing in Illustrator to produce easy to read maps in a portrait format with updated styling and adding parks and green spaces along with Route finder and Key.



Revlon | Elizabeth Arden

Forms and report sheets created in InDesign and supplied as PDFs for printing.

Also PDFs had interactive form elements added to them (top right) to enable entering details digitally and some forms were created in Excel (bottom right) to also be used digitally.

REVLON | Elizabeth Arden
NEW YORK

ONE IN BEAUTY

FRAGRANCE CONSULTANT - DAILY SALES REPORT

WEEKLY RETAIL REPORT

Store _____								Weekly Target _____		
Account Manager _____								MTD Achieved _____		
Area Manager _____								MTD Remaining _____		

Week Ending:	Sun	Mon	Tue	Wed	Thu	Fri	Sat	WTD	MTD	YTD
Total hours worked										
Productivity E/F										
Target										
Total Sales LF										
Total Sales TY										
Total Sales % VS LF										
Total Sales % VS Target										
Percentage LF										
Percentage TY										
Percentage % VS LF									%	%
Eight Hour									%	%
Committed									%	%
Other Schedules									%	%
Total Schedules									%	%
Total Foundation									%	%
Total Colours									%	%
Total Fragrances									%	%
Total Units									Units	Units
Total Guests									MTV	MTV
New Products										
E/F									%	%
E/F									%	%
E/F									%	%
E/F									%	%
Total New Products									%	%
Spaced Services									%	%
Spaced Services/No Books									%	%
New Client									%	%
Signed/No Sign									%	%
Return Service Booked									%	%
Initiations									%	%
Purchases/No Purchases									%	%
In Store Ordering								E/F Units	E/F	E/F
Books ACP Redemption								E/F Units	E/F	E/F
Phone/NFO								E/F Units	E/F	E/F
								Units	Units	Units

Weekly Department Ranking			
Dept VS. LF:	EA Ranking	House Above	House Below:
<p>This Week Performance Comments</p> <p>Next Week Strategy</p>			

1 New data capture includes guests recruited with an email address and consent only


2 Excluding any returns

3 Transaction sales from Book Click and Color in store ordering website points


Please complete each morning and send to the Area Manager each Monday

E:\AR\10177 Elizabeth Arden - WCC - AR.indd 1

17/03/2001 10:53


Elizabeth Arden
NEW YORK

ATTENDANCE AND ADDITIONAL WORKING HOURS



Store/Team _____ Month _____

Store Account Number _____ Area _____

All additional hours must be approved in advance by your Elizabeth Arden Area Manager.

- A verification of absence must be submitted for all absences indicated on this form.
- A holiday request form must be submitted for all holidays and submitted by your Area Manager and Department Manager.

This form must be completed correctly, authorized by your Store Department Manager and the white and blue signs returned to your Area Manager within five working days of the end of the month.

Consultant		W/E							W/E							W/E							W/E							W/E							Total additional hours by 1st paid		Total hours time in New						
Name	Employee Number	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat		
Attendance																																													
Normal Working Days (circle)																																													
M Tu W Th F Sa Su																																													
Additional Hours																																													
Contracted/Normal Hours Worked per week																																													
Reason (Rate)																																													

Consultant		W/E							W/E							W/E							W/E							W/E							Total additional hours by 1st paid		Total hours time in New						
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Attendance Legend:

☐ Normal day
 ☐ Nonworking day
 ☐ Time out
 ☐ Holiday
 ☐ Carried over

☐ Absence
 ☐ Unexcused absence
 ☐ 2 or more absences in 12 days

Additional hours:
 BR = Backfiller (Retailer's business)
 CS = Customer Service
 CS-CL = Customer Service - Call Center
 IT = Fieldwork cover
 L = Late night
 T = Additional hours for Training
 F = Fieldwork hours requested by Area Manager
 F = Additional hours for Christmas sales on December 31st
 Any Sunday worked in additional hours
 NDC = Nurses cover, including weekend cover
 P = Customer Package programs, the product launch

Approvals: Store Department Manager _____ Date _____

EA Area Manager _____

Date _____

Distribution: White and Blue - Area Manager Pink - Consultant

L4021147 Elizabeth Arden TKA.indd 1

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Wella Professionals
SS20 Colour Trend Report
Summer Glazing
In association with Zoë Irwin,
Wella Professionals Colour Trend Expert

COT20061 Wella Passionistas AS Postcard landscape.indd 1 25/02/2020 15:24



Wella Professionals
SS20 Colour Trend Report
Summer Glazing
In association with Zoë Irwin,
Wella Professionals Colour Trend Expert

THE INSPIRATION

"This season we're getting off to the French Riviera and Saint Tropez to spend time on the sun-drenched beach of Pampelonne with its crystal blue sea, long stretches of sand and chic beach clubs.

"Drawing on from my last collection these glazing, the idea is to add the 70's, and I'm particularly focusing on my admiration for the offbeat photography of the era with its soft focus dream effect. I love the way sunlight hits the hair from behind giving it an ethereal quality and creating amazing silhouettes. I'm once again enhancing the colours and tones of wheat and dried grasses which were so prevalent in 70's fashion photography. I love the colours of Pampelonne, Burrytail, Fossil and sun-bleached wheat.

"You can see these beautiful tones coming through in the SS20 shades, the Chino, the Miu, the Dakota and the Beldande. My muses are Brigitte Bardot and Monica Vitti, whose hair colour looks so gorgeous, warm and glowing at 60 years old, because of the multi-tonal shades and the seamless way their colour blends."

70's?

Spring through turbulent times, as we've become more nostalgic and documented in fashion over the last few seasons - you can see the 70's featured again in the SS20 shades. We are now looking back to a period of the 70's, to bring an emotional connection with the time.

For the 70's we think of hot summers and wearing goggles down. This time we used documented with images shot in warm hair light. They are also mixed with soft and dreamy hair, and the colours themselves are very comforting, a little of each shade. We automatically are going to colour where we feel happy, warm and nostalgic."

Wella Professionals



mask

Wella Professionals

Coty - Colour Fresh Mask Postcard A5.indd 1 16/10/2020 17:53



Hello Wella Passionistas!

I'm excited to be sharing with you the new collection and palette of colours I shot for Wella Professionals' brand-new glazing campaign PLUS four brand new cool shades from Illumina Color - 10/81, 9/19, 9/59 and 8/93.

When Wella asked me to create a new glazing menu, I could not wait because no one leaves my chair without a glaze, and I love designing new ones.

For this palette I was inspired by the French Riviera and Saint Tropez and my muses were Brigitte Bardot and Monica Vitti - I had such fun playing with different formulations to come up with my final glazes which I've named Bunntail Blonde, Pampelonne Peach and Sienna Sand.

You'll find some of the formulas for the glazes I have created for the campaign on the card enclosed in my beauty box.

I would like to offer you the opportunity to come to London to meet me and some of your fellow Passionistas for a mentoring session over dinner in at Soho House London and an overnight stay in a hotel. All you need to do is:

- 1) Create and name a glaze using Illumina Color
- 2) Post a picture on the Instagram grid with your glaze name and formula tagging @wellahairuk @zoevinhair #illumina glazing
- 3) Feel free to add any behind the scenes pics or videos on Instagram stories too tagging the same as above, the more the better!
- 4) Make sure you upload everything by Friday 27 March 2020.

Enter the challenge as many times as you like! The best three will be chosen by myself the one and only @fergalwella.

I can't wait to see your work and to meet the winners!

Love Zoë xx

makechange

COT20061 Wella Passionistas AS Postcard landscape.indd 2 25/02/2020 15:24

THE TREND - SUMMER GLAZING

"Summer is a big time for blondes and when Wella Professionals asked me to create a glazing palette for my favourite product Illumina Color, it was a dream come true. I spent days mixing shades, including four new cool blonde shades, and coming up with new ones for my glazing palette.

"Glazing or toning as it is also known, is such a huge part of my work with blondes and lightened hair. All of my clients have hair things - Wellpates to strengthen their hair, and a glazing service with Illumina Color. There's no way anyone could leave the salon without a glaze being applied. While my paint painting technique which is the traditional French way to Balayage is beautiful and my clients often say they love their hair already once I've finished this step in their service, they can't believe the difference to their hair once the glaze is applied.

"Glazing is the way to make lightened hair look glossy, chic and helps to illuminate it, especially if you use a product like Illumina Color, which creates sheer, super natural hair colour with incredible shine and luminosity. I think glazing is the biggest step in colour right now because created with the trend for balayage, glazing creates a personalized, bespoke result. You can play with your colour, changing it up or down, depending on the season or your mood."

THE SUMMER GLAZING PALETTE

Pampelonne Sand
Bunntail Blonde
Sienna Sand

ZOË'S THREE STEP SUMMER GLAZING TECHNIQUE

"I colour hair to make it look as natural as possible. I use multiple tones in the hair that blend seamlessly into one another. A girl's not just for the 5 or 6 shades darker than her work, but because of the blending it becomes completely natural."

- 1) Create an overall colour on base
- 2) Lighten the hair using Film Painting technique
- 3) Apply glazes to give the hair warm illumination

Wella Professionals

For more information and interviews and colour appointments with Zoë contact:
Niam Scroggin niamscroggin@yahoo.com or Amy O'Keefe amy_o@pinailuk.com

Wella Professionals



mask

Wella Professionals

Coty - Colour Fresh Mask Postcard A5.indd 2 16/10/2020 17:53

Packaging and folder artwork with cutter guides, spot colour and varnish plates.



HTML emails

Responsive emails coded to display correctly in every email client on every device, Litmus and Email on Acid were used as the testing environments.

Multiple language roll outs are often used which include alternative alphabets including Chinese, Turkish, Russian and Indonesian, plus Arabic and Hebrew which are right to left reading.

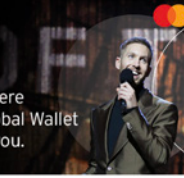
Clients include Citi, HSBC, NHS and many others. Click any of the thumbnails to open the email in a browser.

The image is a formal invitation for an "Investor Seminar 2019" in London. At the top, there is a blue header with the Citigold Wealth Management logo. Below the header is a photograph of two women in business attire; one is holding a tablet. The main text of the invitation is in a serif font. It begins with a personalized salutation "Dear <Title> <Surname>," followed by a paragraph expressing delight in inviting the recipient to an investment seminar at the Stirling Square offices in London's Mayfair district. A decorative flourish separates the introductory text from the heading "YOUR INVITATION," which is in all caps. Below this, another paragraph describes the seminar as an opportunity to learn about Citigold through experts in Portfolio Counselling, Relationship Management, and FX. It further details the event, mentioning a panel discussion with partner fund houses, an exclusive view into Cit's global research, a macroeconomic outlook discussion, and a Q&A session with an investor. The bottom of the invitation features a white background with a light blue border. On the left, there is a calendar icon and the date "16 October". On the right, there is a clock icon and the time "6:30 PM to 9:00 PM". At the very bottom, a small line of text reads "If you can't see this email, please click here."

If you can't see this email, please [click here](#).

Citigroup Private Client

**THE 4th SHOW
BRIT
AWARDS
2020**



Find out where
Citibank Global Wallet
could take you.

[View presentation](#)


Dear «Title» «Surname»,

Here is your chance to win a pair of tickets to one of the hottest events in the 2020 music calendar:

The BRIT Awards 2020 with Mastercard take place on 18 February 2020 at London's O2 arena, and your Citibank Global Wallet can help improve your chances of winning two tickets to experience the magic live.

Every qualifying Citibank Global Wallet transaction made before 14 January 2020 could win you a pair of tickets to the BRITs

£250 and minimum £10.00 spend for summary settlement apply




HOW TO WIN

For more information visit [www.brits.co.uk](#) or [www.citibank.co.uk/brits](#)

If you can't see this email, please [click here](#).

8x8

Finding your feet as an 8x8 Partner: what happens next?



Dear <Partner name>,


It was a pleasure to speak to you the other day, and to welcome you to the 8x8 partner community. The team and I are delighted you've joined us and are here to help you get up and running as quickly as possible. That means setting some dates to guide you through the following steps:


1. As your Channel Account Manager, it's my job to take you on a virtual walk-through of **PartnerExchange**, your one-stop shop for all our partner resources.
2. We'll also introduce you to the different Btl training options available to you and your team (in fact, you can start exploring the **8x8 University** right now).
3. ...as well as our marketing support tools (including Aprimo, Bombora and Btl Advocates).
4. You can also use our **partner toolkit** to start planning your Btl marketing and sales strategy.
5. Finally, be sure to let me know a convenient time to take you through our commission structure.

[Arrange a date](#)


Channel Partners like you are the lifeblood of 8x8. The energy, creativity and passion you bring to the table each day adds something precious to our brand.

with
pass
if you





HSBC



Always use **business platforms**

for **business communications**

Dear colleagues,

We would like to remind you that all colleagues must only use HSBC-approved platforms or devices to conduct or discuss any business activity.

The use of personal messaging platforms puts our customers, HSBC, and our colleagues at risk.

What communication platforms can you use?

Any communication that is sent or received in connection with your work or employment at HSBC must only be done via our **HSBC-approved platforms**, as well as instant-direct messaging social media channels which are accessed through a HSBC-approved account.


Are you looking for more information?

Please review the [Email from Kevin Martin](#), which you received earlier this year. The email provides details about which platforms to use for different types of communications, and also answers some FAQs. You can find more detailed information in our [E-Communications Policy](#) and our [WFO Combined Procedures](#). **B.I. Customer-facing Instant Messaging Channels** and **Direct Mail (DM)** and **electronic Direct Mail (eDM)**, including Push and SMS marketing.

If you are unsure about which platform to use, ask yourself these questions:

- Am I discussing something personal? Use your personal device/account.
- Am I discussing anything to do with my work for or employment at HSBC? Use a HSBC-approved platform.
- Am I talking about business and personal matters at the same time? Stop. Move your activity to do with the business is discussed on a HSBC-approved platform.

Basel
Commitment



HSBC

HSBC

合规商务平台

始终使用合规商务平台

进行业务沟通

各位同事，

我们很荣幸，所有商务只能使用 HSBC 商务的平台或设备开展讨论任何业务活动，使用个人通讯平台将信息传达给 HSBC 同事和董事是不允许的。

我们可以使用什么通讯平台？

任何信息在 HSBC 的工作或工作相关的通讯只能通过通过 HSBC 批准的平台以及 HSBC 批准的即时直接社交媒体设备渠道进行传达。

您需要更多信息吗？

请查看最新信息早时从 Kevin Martin 发送给你的电子邮件。该电子邮件提供了有关用于不同类型设备上的 HSBC 的，并设置了一些使用规则。您可以在我们的“电子通信渠道和我们的”网页中查看。 (HSBC Combined Procedures) 中列出了更多信息。 船上员工使用的即时通讯渠道以及直接邮件 (DM) 和直接电子邮件 (eDM) ，直接消息和 WhatsApp。

如果您不确定该使用哪个平台，请问自己以下问题：

- 我在讨论一个私人问题吗？ 使用您个人的设备电话。
- 我在讨论与 HSBC 的任何问题吗？ 使用 HSBC 批准的平台。
- 我在讨论与同事有关个人私人的事吗？ 停止讨论。 确保在 HSBC 批准的平台上讨论任何业务相关的事。

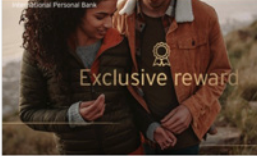
提醒： 使用未批准的渠道进行任何内部或外部的业务通信将被视为违反 HSBC 电子通讯政策的行为，如果不确定此政策相关的任何内容，请联系您的合规经理。

保持警惕，确保合规，保持联系

HSBC

合规商务平台

If you can't see this email, please click [here](#).



Citigold International


Global Personal Bank

Exclusive reward


Dear Ms Harrison,


As a valued Citigold client, we are excited to offer you **another chance** to receive our welcome reward. Simply top up your accounts to \$200,000 or more before 31 December 2019 and maintain the balance for 2 full calendar months and you'll receive one of the three rewards below as a thank you from us.

YOUR CHOICE OF REWARD*





\$50,000 Miles






\$500 on your Harrods Reward Card







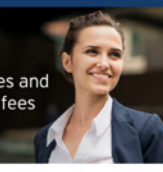
\$500 cash from Citigold



*Terms and conditions apply

You can **double your reward** if you top up your accounts to \$1,000,000 and maintain the balance for 2 full calendar months



Changes to interest rates and investment fees

Dear <ID> <urname>,

As a valued Cit Staff client our aim is to continue offering you competitive interest rates. With the continued low interest rate environment in the UK, we are updating our sterling interest rates to be more in line with the rest of the market while remaining competitive.

From xx February 2020, the interest rate on your Citigold Staff Current Account will **change from 1% gross per annum/AER¹ to 0.5% gross per annum/AER**, which remains a preferential staff rate.

We have also carried out a full review of fees associated to the services we provide to you during an investment trade. Some of these fees will be changing from 1 February 2020 and are detailed below.

TRANSACTION FEES

The Transaction Fee, which is charged in addition to the amount you invest, for the following investment products will change as follows:

	Current Transaction Fee	New Transaction Fee
Mutual Funds	1%	0.50%
Structured Notes	2%	0.50%

if you
want

Linux

Why your business cannot afford to be without immutable backup

An unmissable webinar that could prevent critical data loss
Wednesday 14th December at 11.00am

REGISTER NOW

Dear {FIRSTNAME},

Could you recover your critical company data in the event of a ransomware attack? Can you operate with confidence knowing that a clean copy of your critical data is always available?

With LIMA immutable backups, a process known as "air gapping" segregates them from the main environment, both physically and with respect to credentials. Implementation can happen in as little as two days if you're already using technical solutions from our partner Veeam.

What supports immutability?

- 1) UNIX file systems designed around proprietary file systems and technologies
- 2) No Windows standard access control lists or file permissions
- 3) Easy management with immutability delivered through extensions of existing backup architecture and technology

How to back up data in an era of increasing ransomware and other malicious attacks? Find out how LIMA can take pressure off your internal IT team.

Who will benefit from this expert webinar?

This session has been designed for decision-makers in IT or anyone who are ready to take responsibility and other cyber threats head on.

"Seeing external support from LIMA, with a team that can look at problems like ransomware risk and solve them for us, is really

HSBC

الخدمات
التي تقدمها HSBC

استخدم منصات الأعمال دائماً

إجراء الاتصالات التجارية

الزراعة والأعمال

نود أن نذكركم أن على كل زملائنا استخدام المنصات أو الأدوات التي نستخدمها من قبل HSBC كخطوة أولى في عملية العمل التجاري.

استخدام أي منصات اتصالات تجارية شخصية يُعرض حساباتك و HSBC وزبائننا للخطر.

أي منصات الاتصالات يمكن استخدامها؟
نحن نستخدم أو نوصي باستخدام أدوات و منصات مختلفة مع HSBC. يجب أن تكون هذه منصات معتمدة من قبل HSBC. يمكنك أيضاً استخدام أدوات اتصالات تجارية أخرى مع HSBC، ولكن يجب أن تكون هذه منصات معتمدة من قبل HSBC.

هل نتعاون مع المزيد من المنصات؟

نحرص على أن تكون الأدوات التي نستخدمها لتسهيل العمل التجارية على أعلى مستوى من الأمان والخصوصية. نحن نعمل على توسيع نطاق تعاوننا مع المزيد من المنصات التي نستخدمها مع HSBC. نود أن نذكركم أننا نستخدم أدوات اتصالات تجارية معتمدة من قبل HSBC. نحن نستخدم أيضاً أدوات اتصالات تجارية أخرى مع HSBC، ولكن يجب أن تكون هذه منصات معتمدة من قبل HSBC. نحن نستخدم أيضاً أدوات اتصالات تجارية أخرى مع HSBC، ولكن يجب أن تكون هذه منصات معتمدة من قبل HSBC.

التوقيع على عقد العمل التجاري

إن تتمتع بفرصة العمل في صناعة تعليم استخدامنا، أسوأ استخدام أسوأ استخدام.

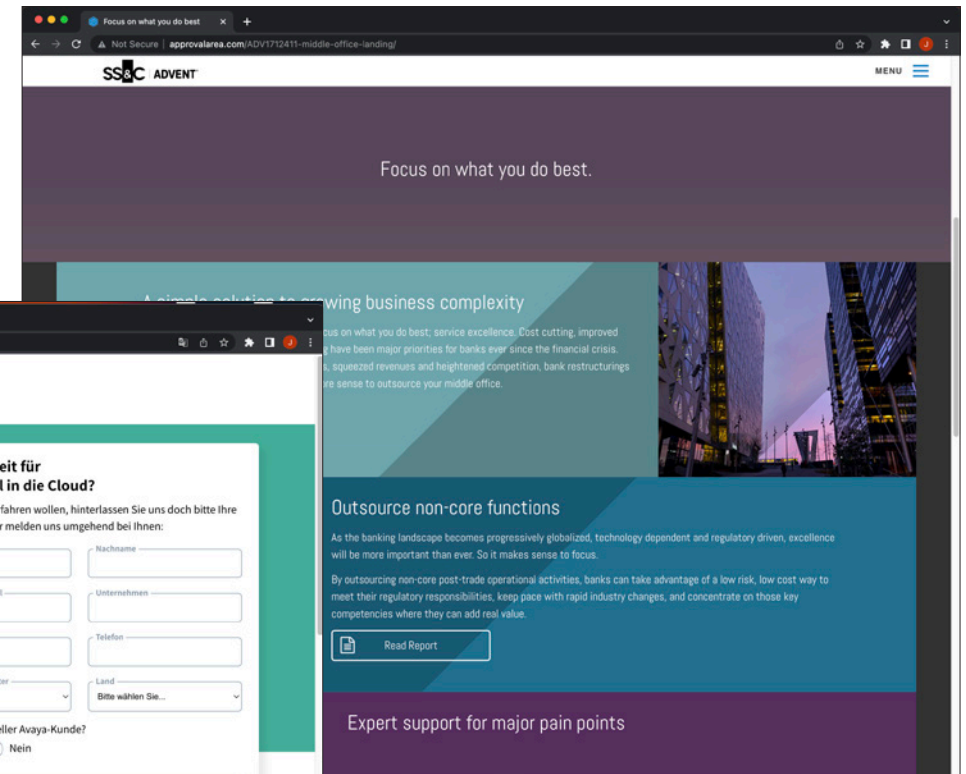
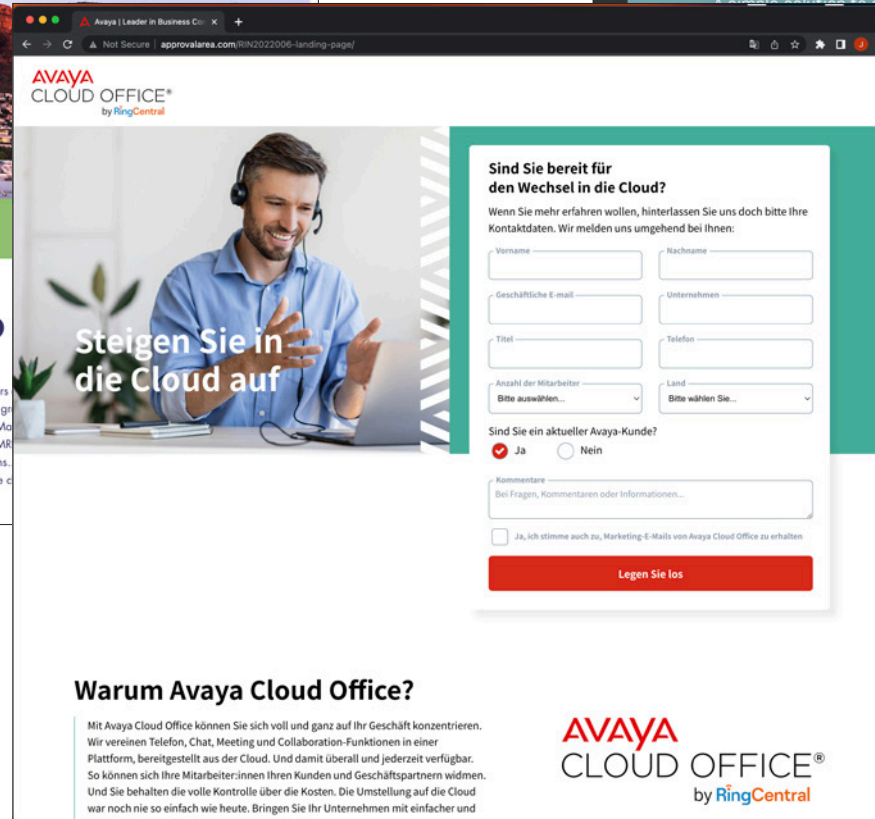
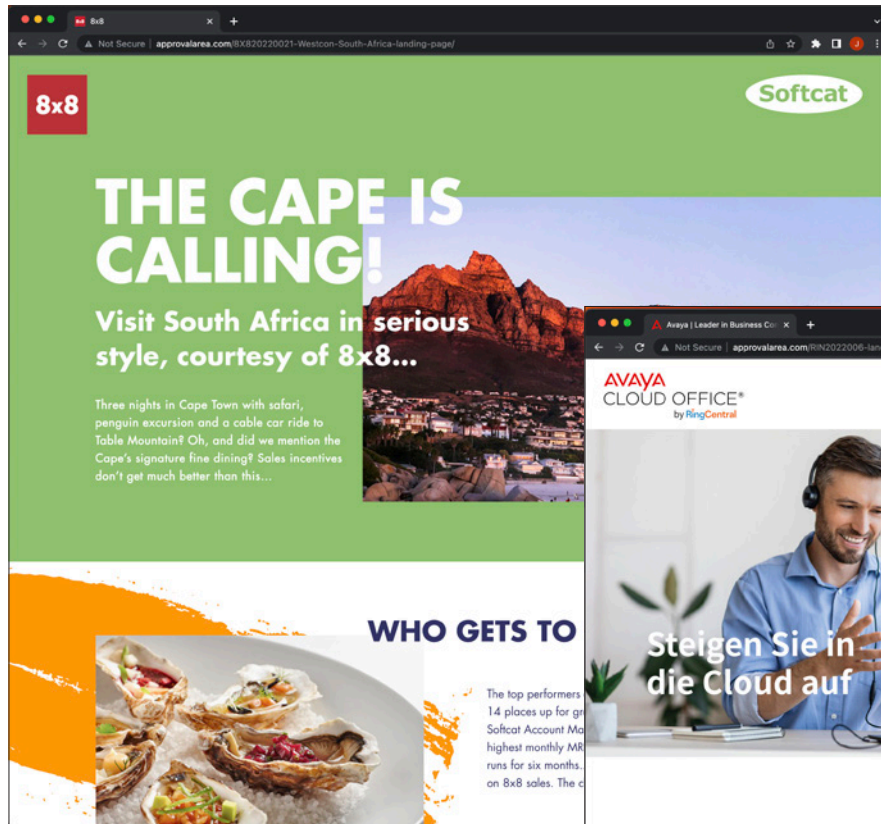
- استخدام أدوات اتصالات تجارية شخصية: استخدام أدوات اتصالات تجارية شخصية.
- استخدام أدوات اتصالات تجارية معتمدة: استخدام أدوات اتصالات تجارية معتمدة.
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Utiliza siempre las plataformas de negocios
para comunicaciones comerciales

Website landing pages

Responsive html/javascript landing pages coded as stand-alone pages for specific promotions, and supplied to website owners and uploaded as additional pages to their website without needing to interact with the existing website.

Click any of the thumbnails to open the page in a browser.



Website banner ads

Coded using CSS animations and javascript to meet hosting website specifications.

Click any banner to see the animation in a browser.



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Feeling unwell?

Answer the questions below to help you find the best option to treat your symptoms.

Who do you want to check symptoms for?

Andrew Lawson

Click to change

Is this a real, current problem or are you just trying out the system?

Help us to identify the real ones so we can make improvements.

Real, current problem

Just trying out the system

Restart

doctorlink
Simply on your side

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Providing NHS services

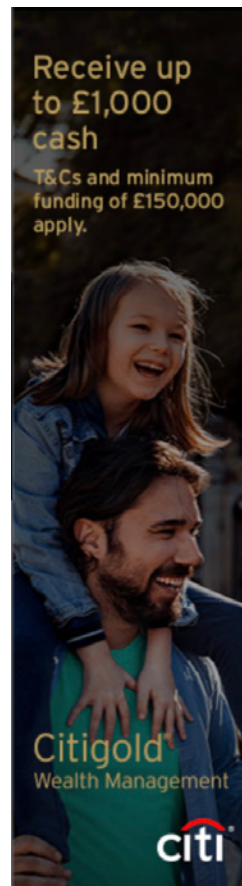


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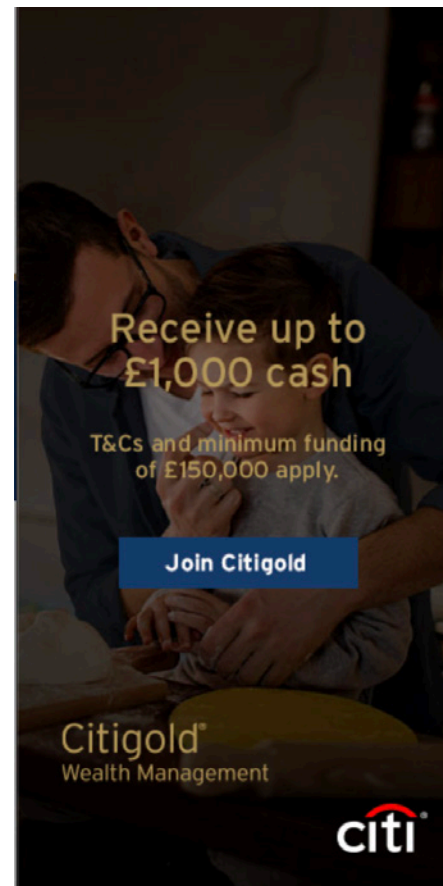
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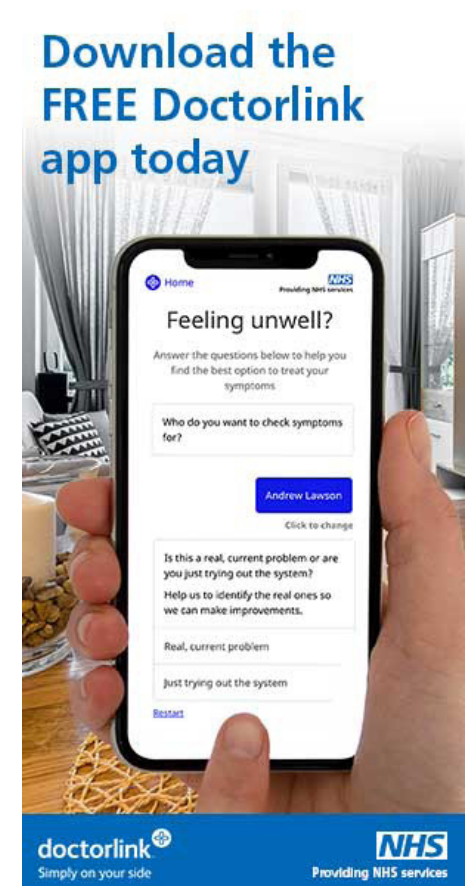
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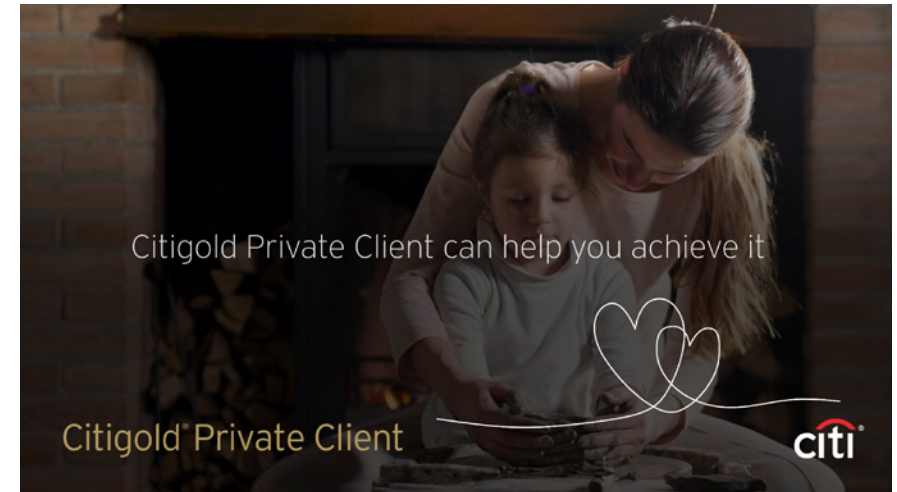
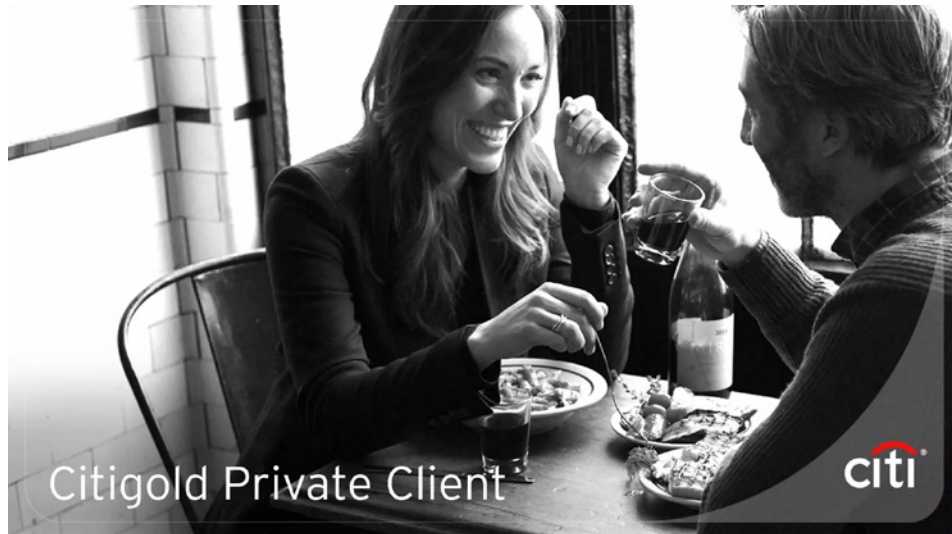
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After Effects video creation

Promotional videos created for use on websites.



Wordpress websites

Websites built in the last two years.

Click any image to see the website. The Sequoia (top right) website is not live yet and opens a development link.

