


portfolio

LUCY REID | SENIOR DESIGNER

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 +44 (0)7941 048694


 Edinburgh, UK

 www.lucyreid.co.uk



reid

hello@lucyreid.co.uk 

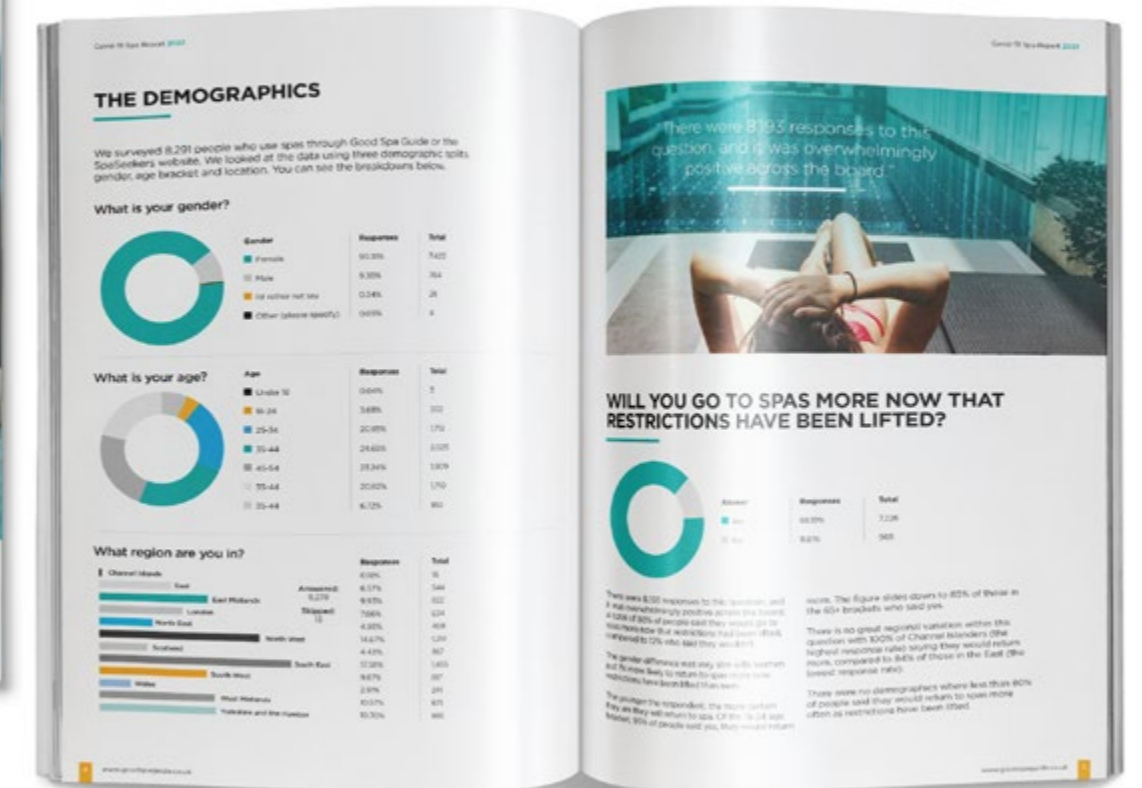
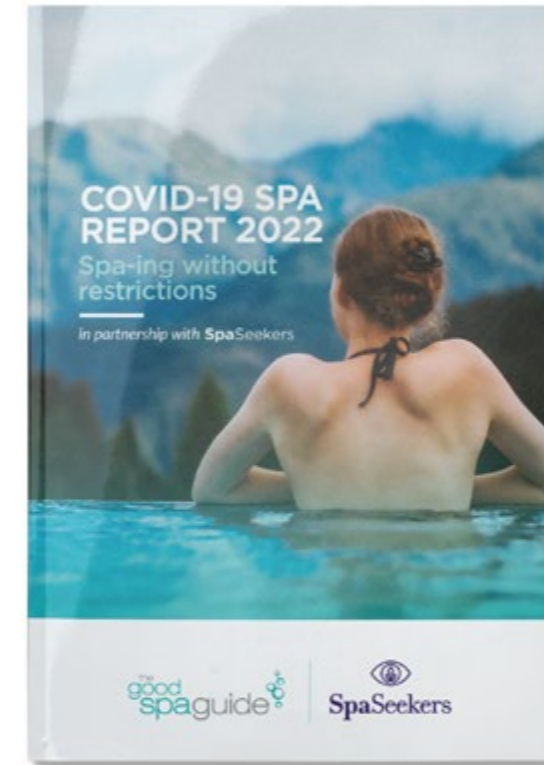
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Edinburgh, UK 

www.lucyreid.co.uk 

- Creative and highly-skilled Senior Designer, with extensive experience in design for print
- Background working in contract publishing, design agencies and strategic content
- Strong typographic and layout skills, with considerable experience in editorial design
- Collaborative and friendly, with excellent interpersonal and communication abilities
- Experienced managing jobs from initial briefing right through to print-ready artwork
- Fully-conversant in Adobe CC InDesign, Photoshop & Illustrator

4	Reports	22	Pitch decks
9	Brochures	23	Adverts
12	Editorial	24	Web/social
21	Infographics	25	Logos



Job: Report design
Client: Rewilding Britain

design & layout | image sourcing | art-working | print preparation

Job: White paper design
Client: The Good Spa Guide

design & layout | image sourcing | graphs | print preparation



Job: Report design
Client: Burness Paull

design & layout | image sourcing | illustration | print preparation



Job: White paper design
Client: Haines Watts

design & layout | image sourcing | art-working | print preparation



OUT OF THE BOX OUR STORY

Europe's leading parcel locker service, making deliveries secure and convenient for millions of customers every day.

Our extensive locker network means that all you have to do is pick a location that works for you, and InPost does the rest. Your parcels are always safe and ready for collection at your convenience, 24/7.

75% Reduction in carbon emissions

Innovative use of digital technology and data analysis makes our business agile and highly responsive."

InPost; delivering better.

OUT OF THE BOX GOVERNANCE

Members of the Management Board

Rafał Brzoska
CEO and founder

Adam Aleksandrowicz
Chief Financial Officer

Michael Rouse
Chief Executive Officer

OUT OF THE BOX DELIVERING BETTER

Secure + Accessible

Sustainable + Convenient

Efficient + Controllable

Innovative + Simple

First + Agile

OUT OF THE BOX INTERNATIONAL

As of 31 December 2020, the Group has a network of 1,478 APMs outside of Poland (1134 in the UK and 344 in Italy).

2.2 (2020) vs **1.9** (2019)

2.3m Total number of parcels delivered in international markets in year ended December 2020

"The total international parcel volume reached 1 million in the fourth quarter of the year."

Job: Annual report design
 Client: Freelance for Emperor
 design & layout | visuals for client presentation



Job: Post-event report
Client: World Chambers Congress

design & layout | image sourcing | art-working | print preparation

Job: Annual report design
Client: Oxbury Bank

design & layout | image sourcing | typesetting | graphs & tables



Job: SYP membership guide
Client: Scottish Youth Parliament

design & layout | image sourcing | art-working | print preparation



Job: Global trends report
Client: HSBC

design & layout | image sourcing | art-working | print preparation



Job: Event brochure
Client: Punit Yatri | Composer
design & layout | image sourcing | art-working | print preparation



Job: Promotional brochure design
Client: Oxbury Bank
design & layout | image sourcing | art-working | print preparation



Job: Estate agency brochure

Client: Clan Gordon

design & layout | image sourcing | art-working | print preparation

Job: Brochure design

Client: Texaport IT Management

design & layout | image sourcing | icon creation | print preparation



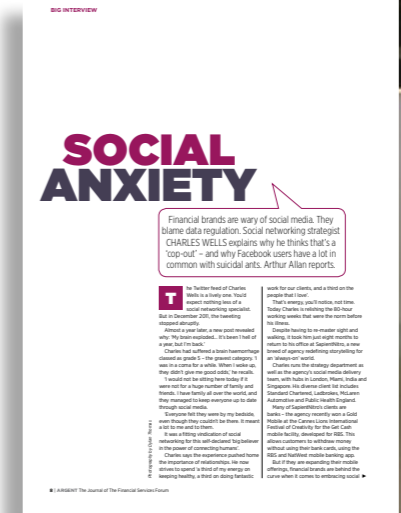
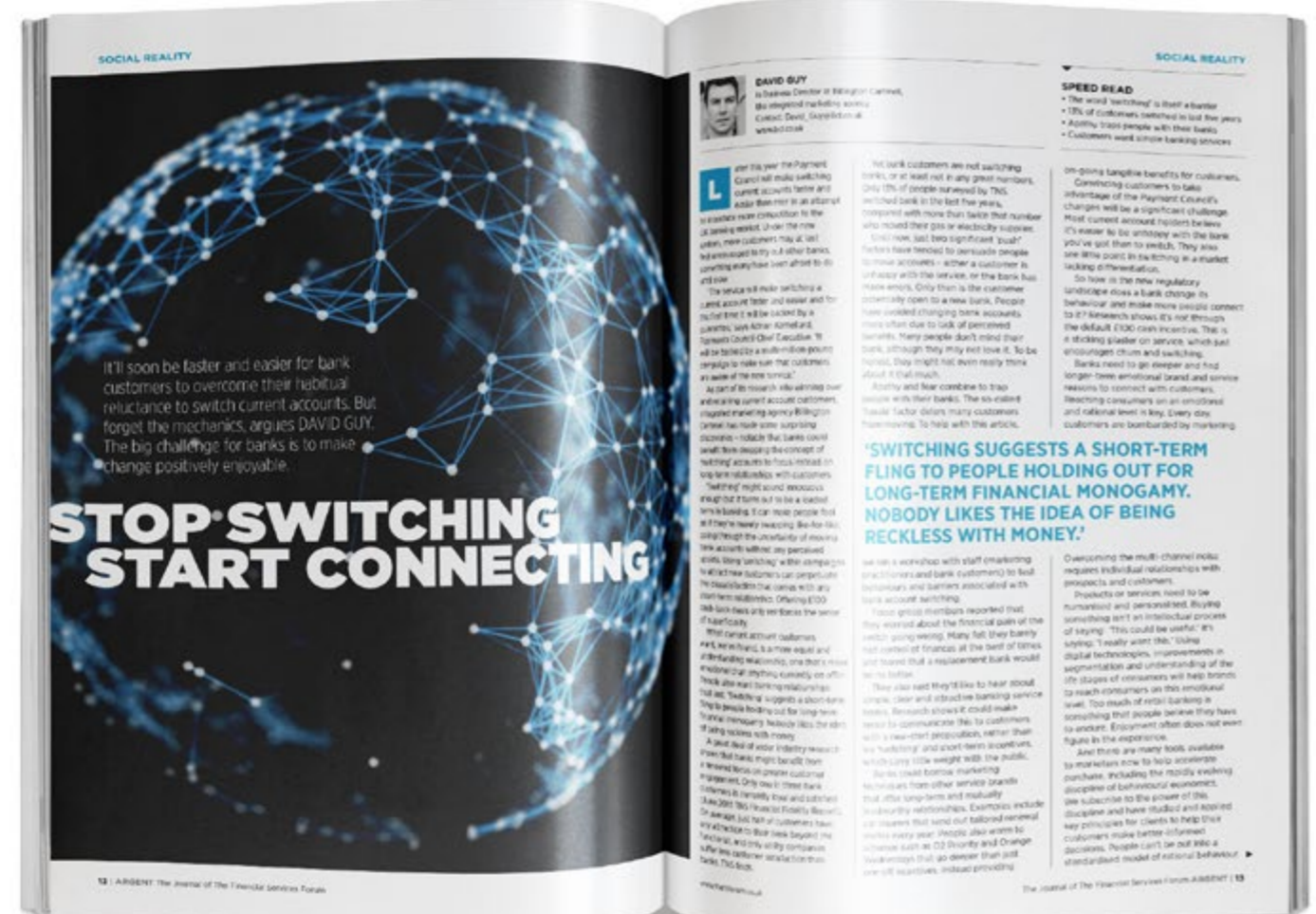
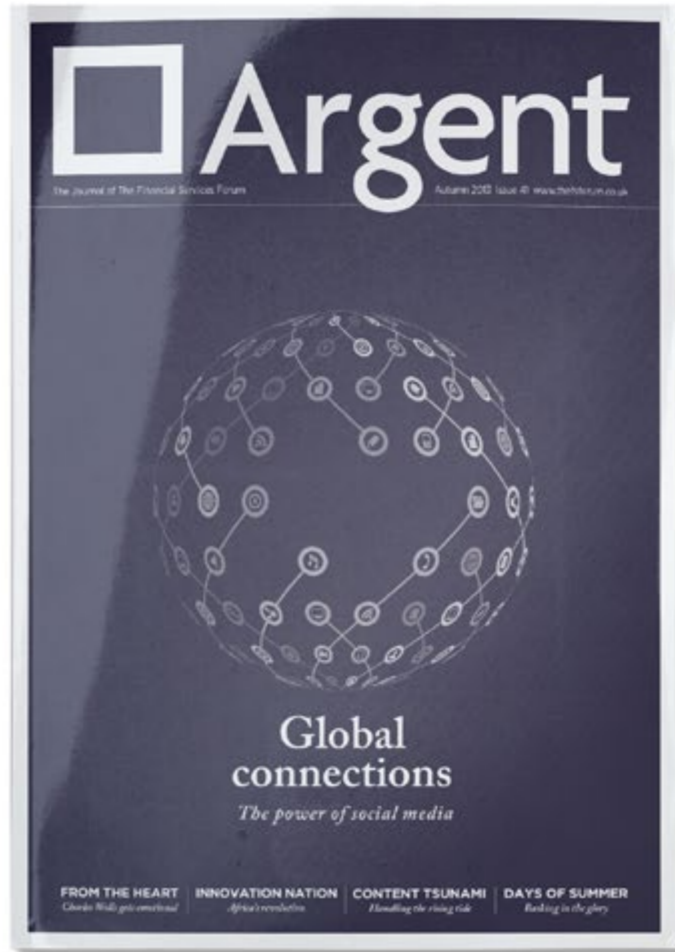
Job: Promotional brochure
Client: The Contact Company

design & layout | image sourcing | art-working | print preparation



Job: Music festival brochure
Client: Music at Paxton

design & layout | image sourcing | art-working | print preparation



Job: Argent Magazine
 Pagination: 52pp
 Client: Financial Services Forum
 design & layout | image sourcing | art-working | print preparation



Job: Wellness Magazine
 Pagination: 116pp
 Client: The Good Spa Guide
 design & layout | image sourcing | art-working | print preparation



Job: Corporate World Magazine
Pagination: 40pp
Client: HSBC
design & layout | image sourcing | art-working | print preparation



Job: Ethical Boardroom Magazine
Pagination: 92pp
Client: Ethical Board Group
art direction | design & layout | image sourcing | art-working | print preparation



Job: Chartered Banker Magazine
 Pagination: 52pp
 Client: The Chartered Banker Institute
 design & layout | image sourcing | art-working | print preparation



Job: Business Sense Grow Magazine
 Pagination: 16pp
 Client: The Royal Bank of Scotland
 design & layout | image sourcing | art-working | print preparation

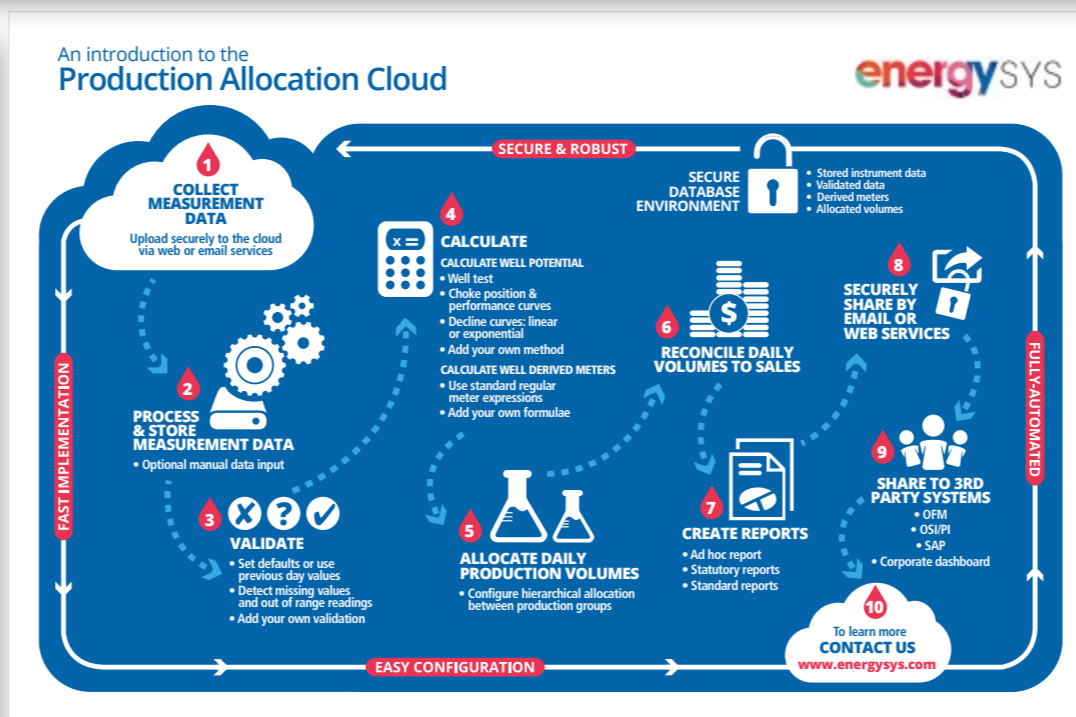
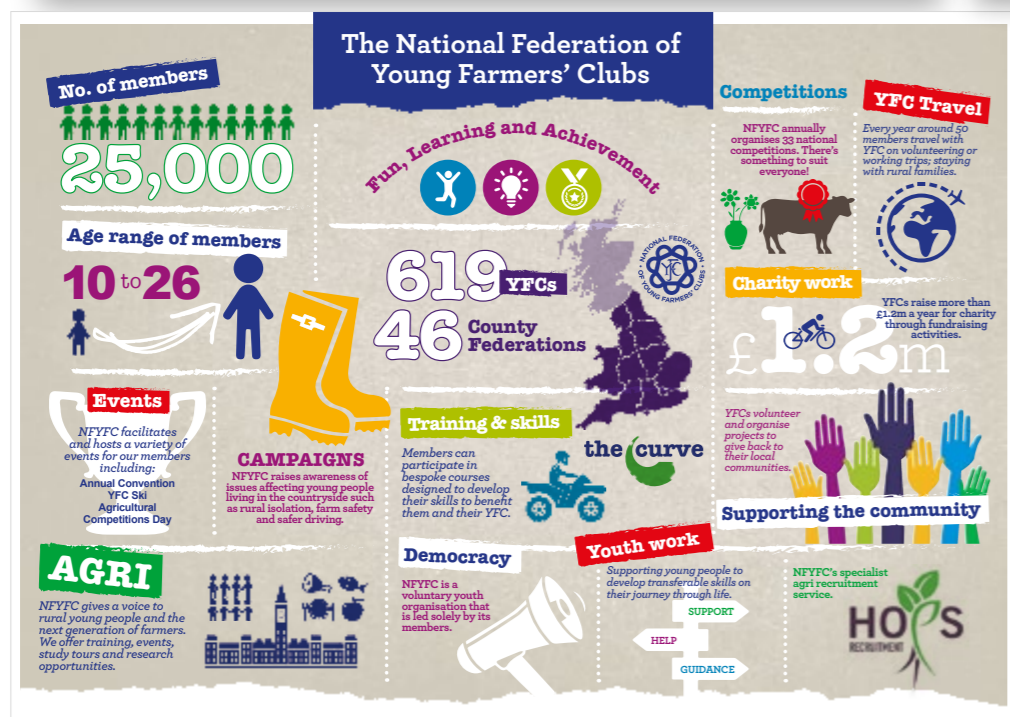
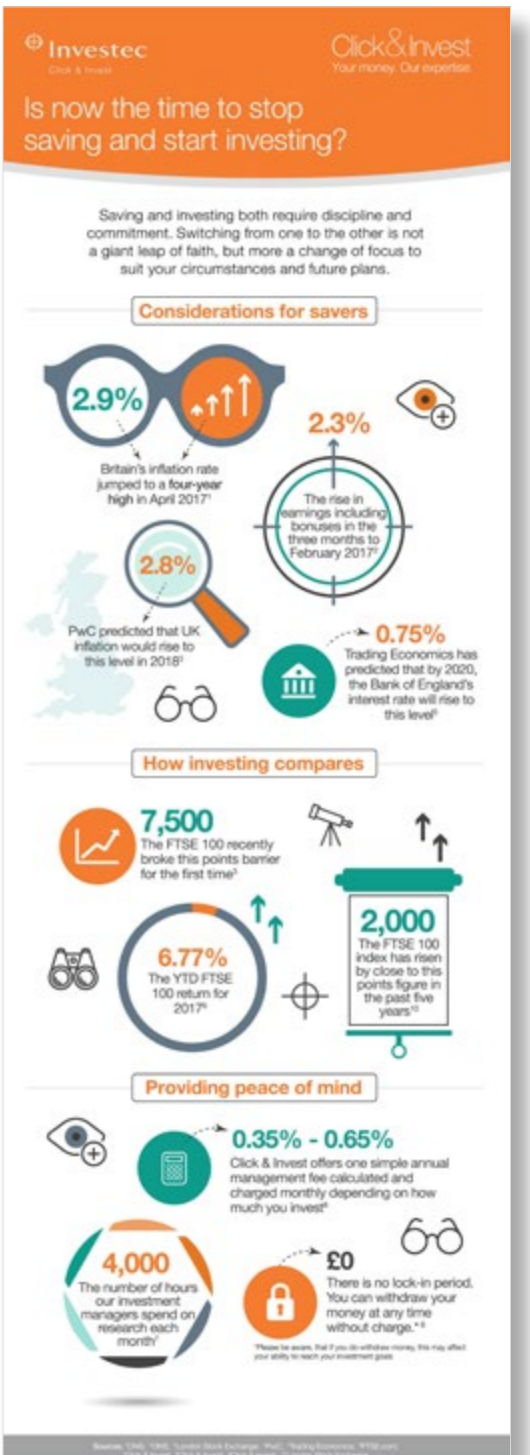
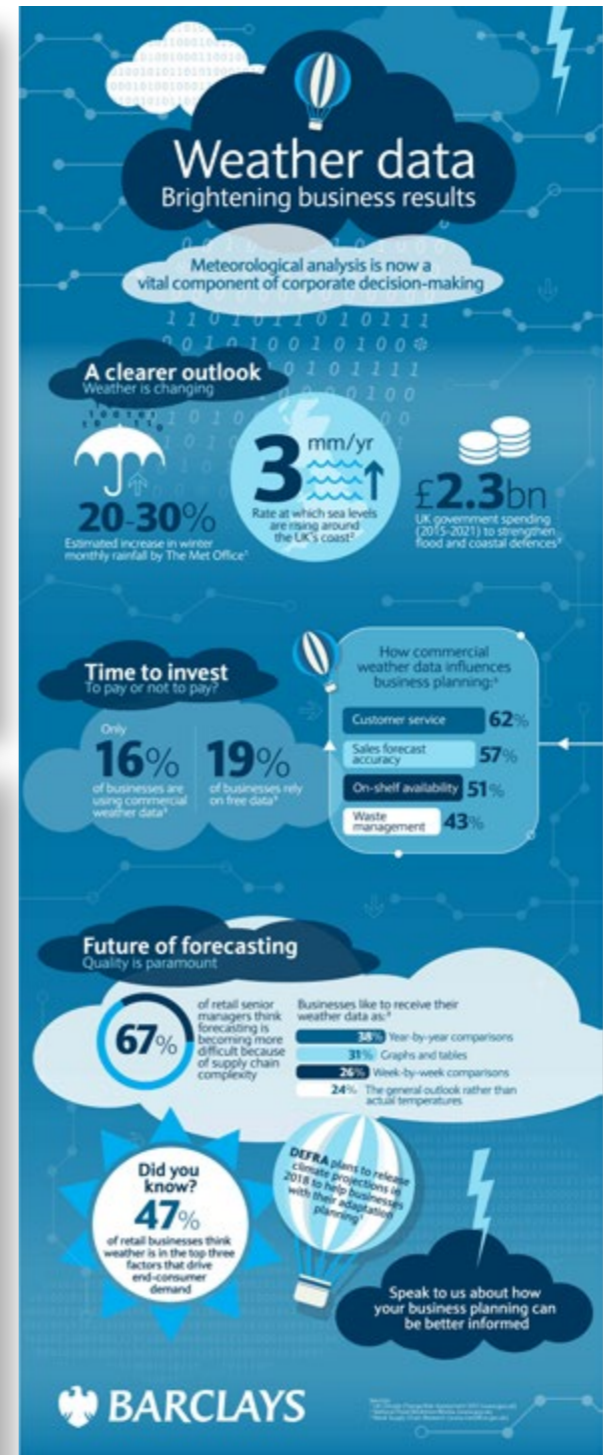
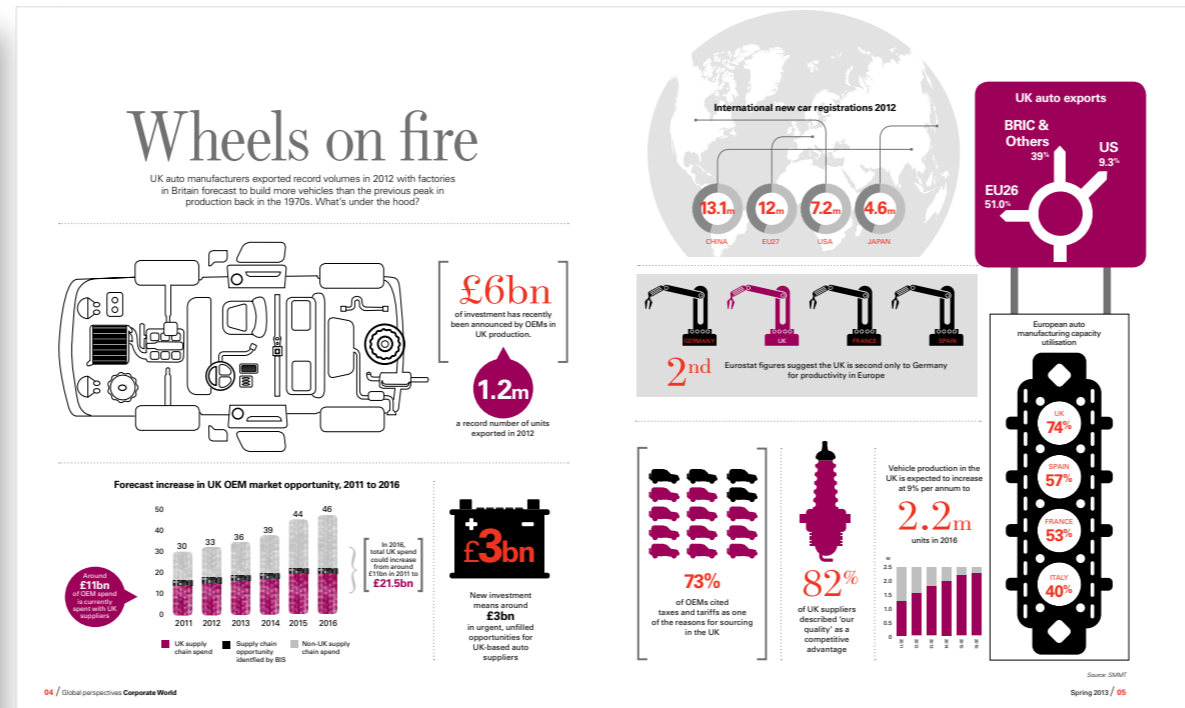
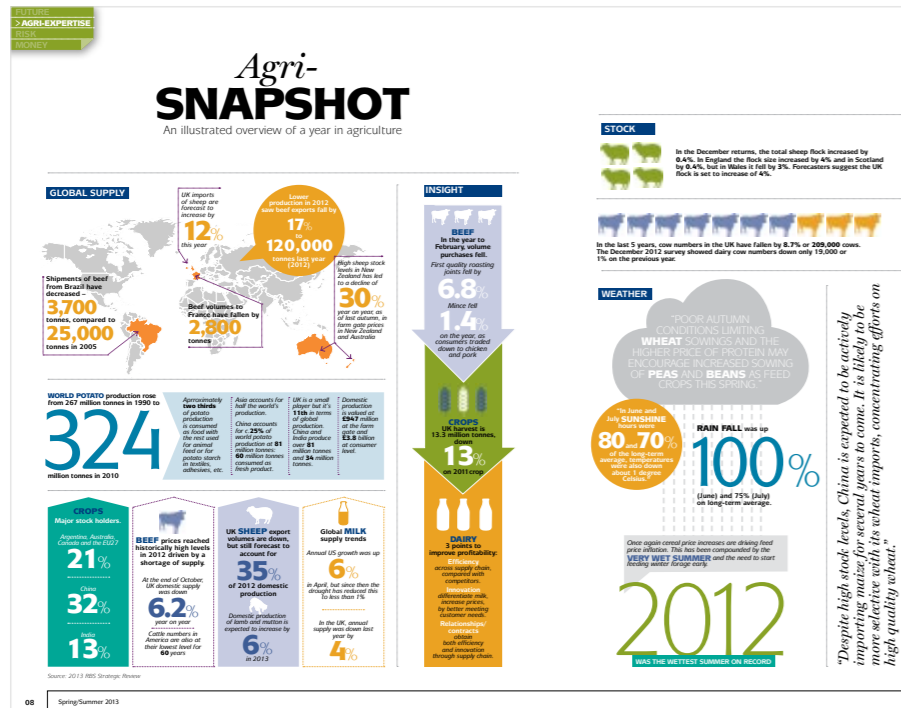


Job: The Heartlander Magazine
 Pagination: 60pp
 Client: Highland Perthshire Media Limited
 art direction | design & layout | image sourcing | art-working | print preparation



Job: The View Magazine
 Pagination: 108pp
 Client: The View Magazine CiC

art direction | design & layout | image sourcing | art-working | print preparation



Carbon Capture
NEW ZEALAND

SEED SERIES INVESTMENT

February 2022

www.carboncapture.co.nz

THINK BIG. ACT WILD.

Help create **The Rewilding Network**, Britain's first learning and action network for people to put rewilding into practice.

REWILDING BRITAIN

vuabl
IMMERSIVE SPACES

MEDIA PACK
www.mondovisione.com

mondovisione
Worldwide Exchange Intelligence

The Concept

Hybrid Carbon Capture + Direct Air Capture technology for New Zealand (with Modular Solar Power add-on) utilizing "All of Air" high value upstream gas components.

MILESTONES

THE EAGLE OWL

Timeline from October 2020 to 2023:

- OCTOBER 2020: THE REWILDING NETWORK LAUNCHES
- NOVEMBER 2020: NEW INTERACTIVE TOOL TO HELP UNDERSTAND GET THE INFORMATION THEY NEED TO SUPPORT VISIBLE REWILDING ACTIONS
- EARLY 2021: REWILDING NETWORK FORUM TO SUPPORT REWILDING ACTIONS
- APRIL 2021: ONLINE ENGAGEMENT TOOL, VIDEO AND NEW LAND USE HELPING APP
- MID 2021: SHARED AND COLLABORATIVE SERVICES FOR EXPERTS AND VOLUNTEERS
- LATE 2021: START TO DELIVER A PROGRAMME OF OPERATIONAL COURSES TO DRIVE AND SUSTAIN
- 2022: 300 MEMBERS
- 2023: THE REWILDING NETWORK IS FINANCIALLY SELF-SUSTAINING

THE SOLUTION

To digitalise a housing organisations stock whilst providing real time analytics and insights.

OUR AUDIENCE

We have built our subscriber base over 20 years based on three principles: our expert knowledge of the financial markets trading ecosystem, the neutrality of our content and our access to opinion-formers.

Geographic breakdown:

- EUROPE: 37.5%
- AMERICA: 32.3%
- ASIA: 6.6%
- AUSTRALASIA: 23.5%

DAC = a better idea

Direct Air Capture and Storage (DAC-S) has long been dismissed as an uneconomical pipe dream

Now the numbers are starting to make sense

Unit removal costs \$94-\$232USD (and dropping)

Current NZU forward buying take or pay agreements \$100-\$175NZD

NZ current spot price \$80NZD

2025 NZU spot carbon price \$300NZD

www.carboncapture.co.nz

WE NEED TO ACT NOW

We hope you're as excited as we are to propel rewilding to the next level.

To discuss this proposal and opportunities for funding and involvement, our chief executive, Rebecca Wrigley, is available on: rebecca.wrigley@rewildingbritain.org.uk

Key project staff for this proposal include:

- Rebecca Wrigley, Rewilding Britain Chief Executive
- Alastair Driver, Rewilding Britain Director
- Sara King, Rewilding Network Lead
- Susan Wright, Rewilding Content Lead

www.rewildingbritain.org.uk

PRIVATE SECTOR SERVICEABLE ADDRESSABLE MARKET

22,145 REAL ESTATE AGENCIES IN THE UK OFFICE FOR NATIONAL STATISTICS

Source: <https://bit.ly/3b3vAcO>

Countrywide PLC (2.7%)

Connells LTD (2.2%)

Savills PLC (2.1%)

LSL Property Service PLC (1.3%)

Countrywide residential Lettings 600 offices nationwide operating under locally recognisable brands, over 74,500 properties under management.

Connells have 1,250 branches with 141,000 properties sold each year lettings business managing 120,000 tenancies

Savills have 122 offices

LSL Property Services have brands including Your Move and Reeds Rains and Marsh & Parsons - 275 branches.

Source: <https://bit.ly/3c3q7Jr>

OUR AUDIENCE by organisation


ORGANISATIONAL TYPE

- Trading Venues 34%
- FinTech/Tech Vendor 11%
- Sell-Side 15%
- Buy-Side 11%
- Information Vendor 8%
- Consultancy 3%
- Regulator 3%
- Post-Trade Provider 3%
- Financial Markets Trade Body 3%
- Media 2%
- Index Provider 1%
- Other 6%

Clients: Carbon Capture NZ, Rewilding Britain, Vuabl, Mondo Visione

Boca Grande
DISCOVER ISLAND LIVING in FLORIDA
Charming | Timeless | Captivating

Nestled along Florida's Gulf Coast on Gasparilla Island, the quaint village of Boca Grande offers a step back into the beauty and serenity of Old Florida. While you will feel a world away once over the bridge, you will find an abundance of leisure activities within easy reach - from fishing, boating and shelling to golfing and tennis. Boca Grande has been bestowed with pristine beaches along the Gulf of Mexico as well as a picturesque walk/bike trail that runs nearly the entire length of the island. Unique museums, cafes and boutiques. Minutes away from the world renowned Coral Creek Club and private jet port.



To discover more about this captivating destination, contact Carol today.
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 CarolStewart@michaelsaunders.com | BocaGrandeBroker.com

Michael Saunders & Company
EST. 1954
 Licensed Real Estate Broker
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 Boca Grande, FL 33921

Your bathroom is about you

We're here to listen and create your ideal bathroom solution

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www.agecare-bathrooms.co.uk

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 bathrooms

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SURYA NAMASKAR
CORK YOGA MAT

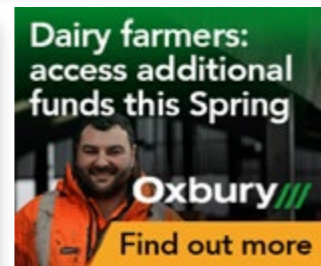
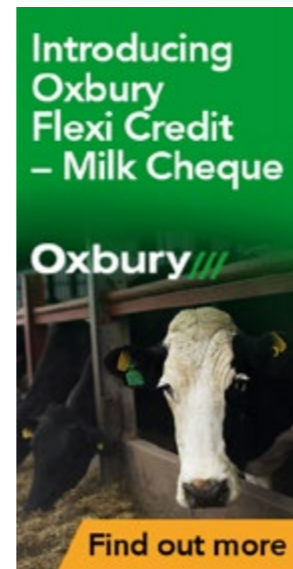
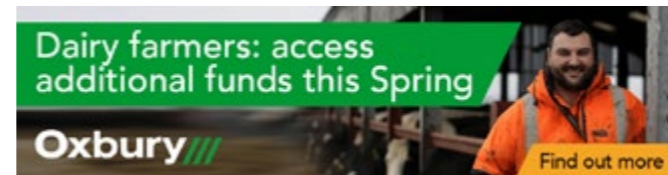
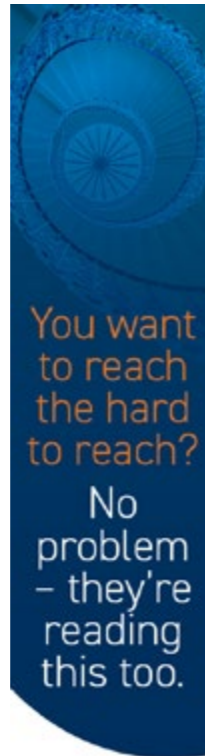
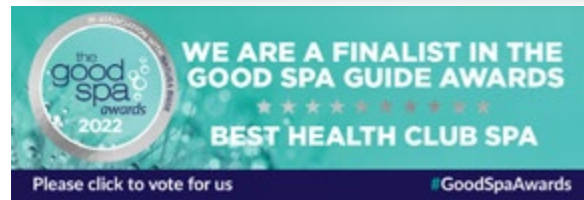


NON-SLIP
 STRONG GRIP
 ECO-FRIENDLY

www.snyogi.com

Job: Magazine adverts

Clients: Michael Saunders & Co, Age Care Bathrooms, Sotheby's International Realty, Surya Namaskar



CLIENTMAP

OUR CHALLENGE WHAT WE DO OUR THINKING ABOUT US

UNLOCK HIGHER VALUE CONVERSATIONS

Equip your front-line to deepen client relationships and unlock greater value.

OUR CHALLENGE

Content marketing fails at the last mile. B2B brands are investing more than \$4.8bn in content marketing! And only 15% will trust your corporate brand messages. Your highest value audiences don't have time to search for your content. And only 15% will trust your corporate brand messages. Yet front line is where trust is built, the brand promise is delivered, and true ROI generated.

WHAT WE DO

- AUDIT AND CONSULTANCY**
 - Audit and benchmark your current campaigns for the front-line
 - Workshops with front line teams
 - Frameworks for front-line advocacy
- FRONT LINE TOOLS**
 - Front-line conversation toolkits
 - Internal Playbooks for brand and product launch campaigns
 - RM Content Portals
- INTERNAL ADVOCACY CAMPAIGNS**
 - Launch internal advocacy campaigns
 - Workshops and training for front-line RMs

OUR THINKING

The Connected Thought Leader. The latest research on front-line advocacy, and how to build your personal Thought Leadership 'brand'.

Job: Web site design
Client: ClientMap

OUR THINKING

The Connected Thought Leader. The latest research on front-line advocacy, and how to build your personal Thought Leadership 'brand'.

- Crack the Thought Leadership code
- 3 surprising predictions on CMO roles in 2020

ABOUT US

We are a passionate team of content strategists, technologists and sales enablement experts. Founded by Caspian Woods, we've spent the last 25 years devising and implementing the content marketing strategies for 30+ of the world's leading B2B and Financial brands. Today we're trusted by global financial brands such as:

HSBC LinkedIn SEI

NAME NAME
Title title title

NAME NAME
Title title title

NAME NAME
Title title title

"This is a testimonial pullquote this is a testimonial pullquote, this is a testimonial pullquote this is a testimonial pullquote this is a testimonial pullquote."

CLIENTMAP

Learn more about our thinking, contact us:

Tel: 0207 859 4059
Mob: 07967 149209
Email: caspian@clientmap.co.uk

FOLLOW US: LinkedIn, Twitter


Job: Various web banners and social media graphics
Client: Good Spa Guide, NYFC, Oxbury Bank Plc



Job: Annual campaign logo design
Client: Scottish Youth Parliament

thank you

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