

ANDREW
HODGSON
DESIGN

PORTFOLIO

Visit andrewhodgsondesign.com to see animated examples of my work

Programmes used:

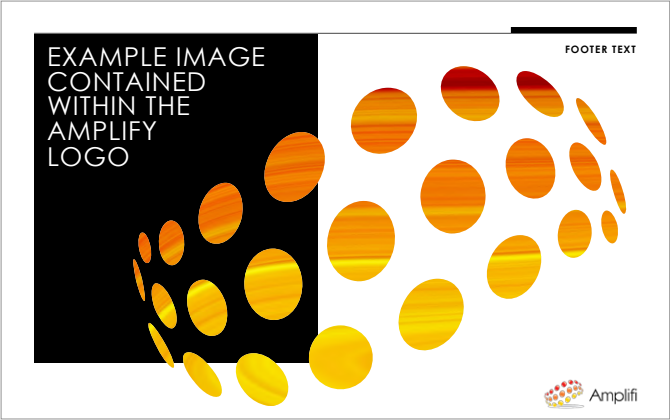
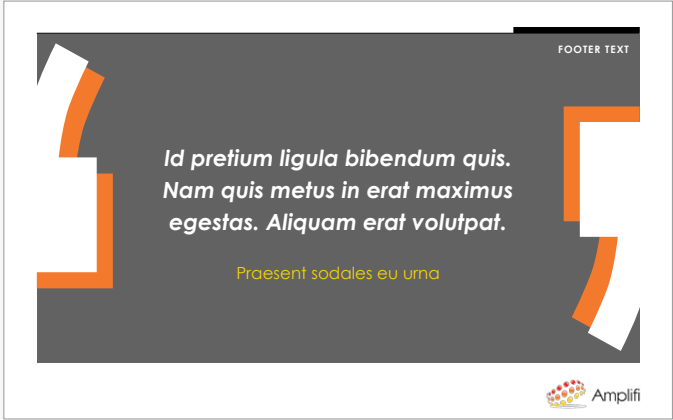
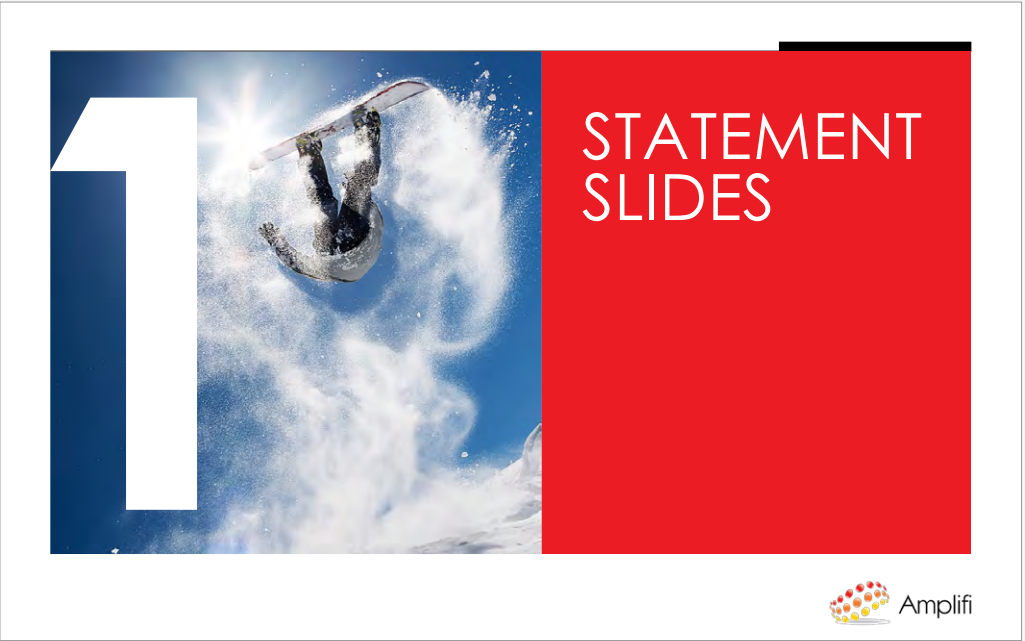
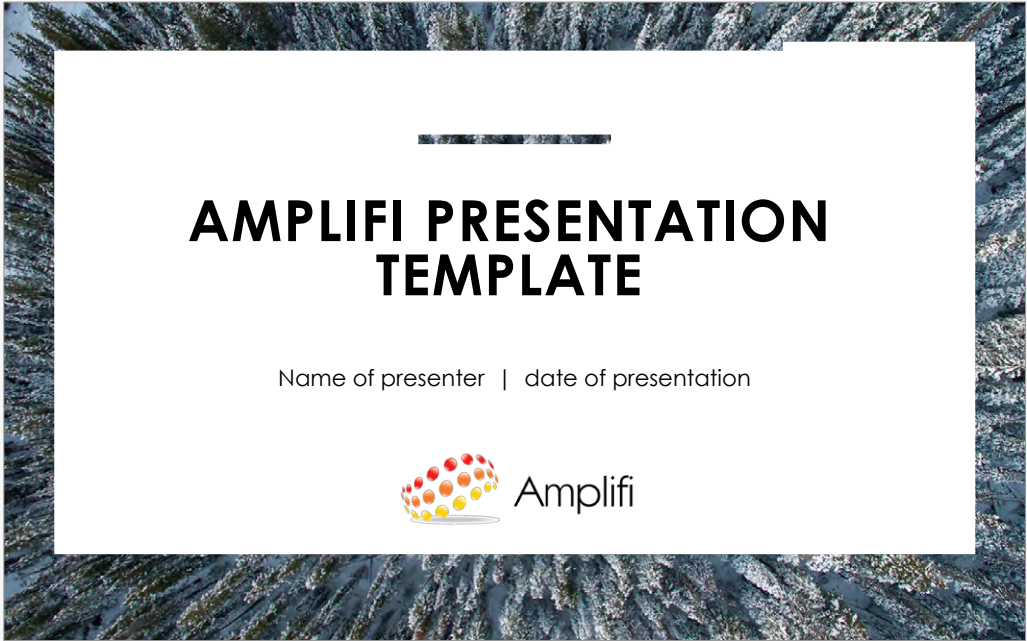


POWERPOINT
TEMPLATE
MEDIA AGENCY

I was asked to design and build a PowerPoint template that was both dynamic and user-friendly.

I worked within their brand guidelines to create simple layouts that incorporated exciting images and impactful typography.

All photography and text remained editable by the user. Text placeholders were pre-formatted with various sentence styles, and replacement images remained masked within the same placeholder shape (or composite shape).



Programmes used:



PDF REPORT

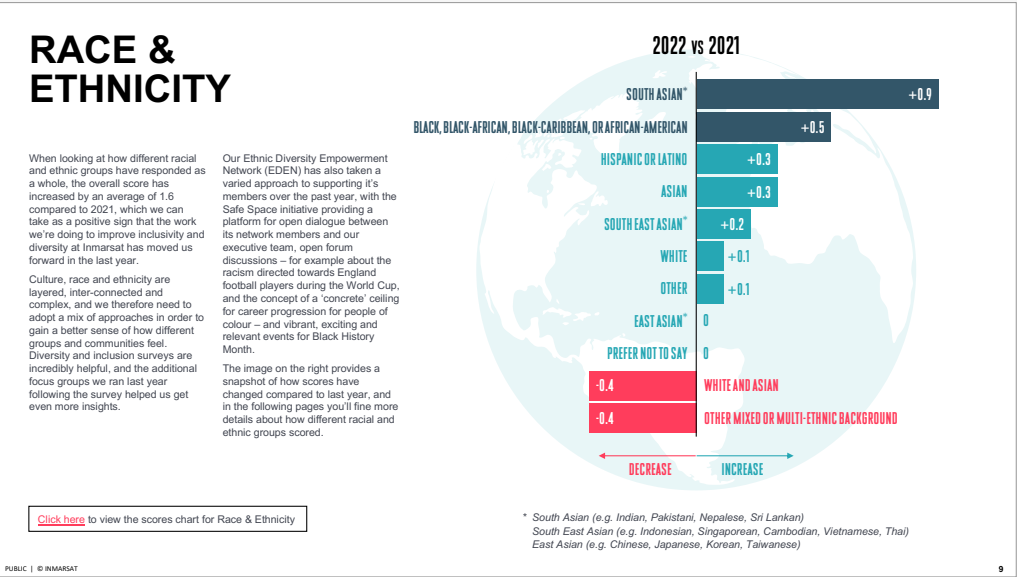
DIVERSITY AND INCLUSION SURVEY RESULTS

This report was published following a company-wide diversity and inclusion survey to provide a summary of the survey results.

The data from the survey was recorded in Excel, from which I produced the infographics.

I worked closely with the content creator to develop this report, producing visuals that were both creative and adhered to brand guidelines.

The entire report was built in PowerPoint, with editable data tables behind each infographic. The final report was exported to PDF.



Programmes used:



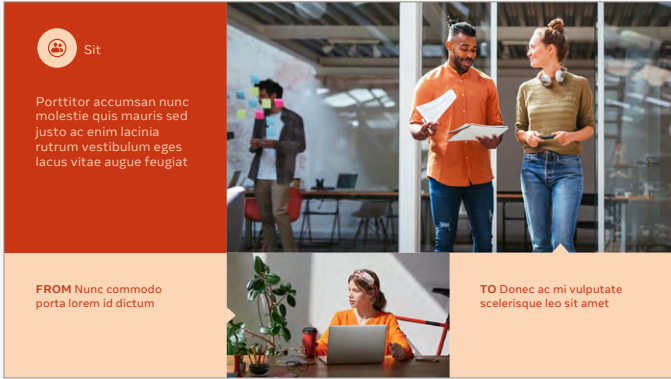
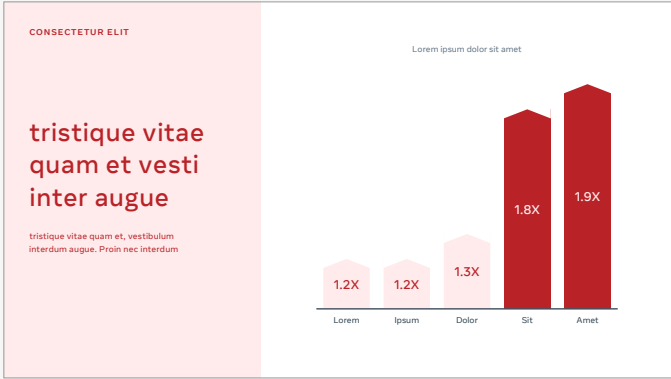
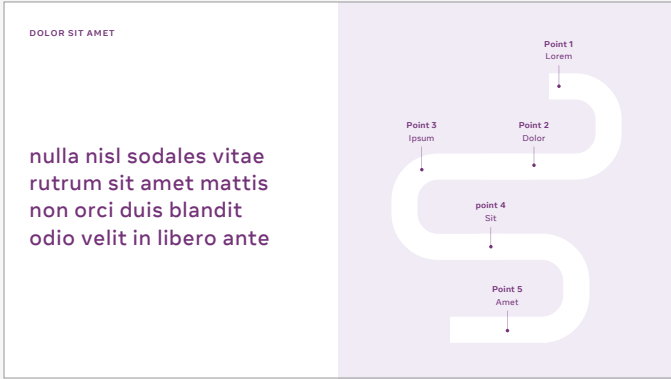
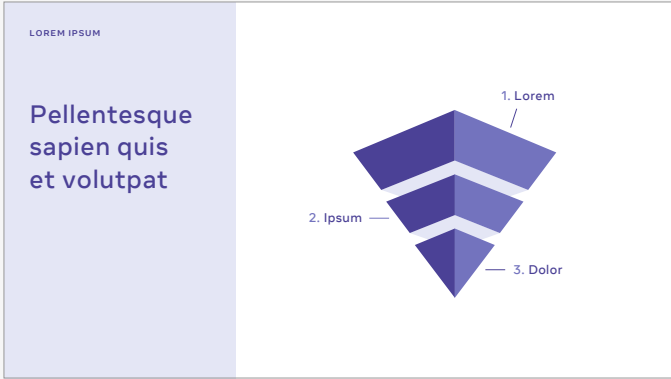
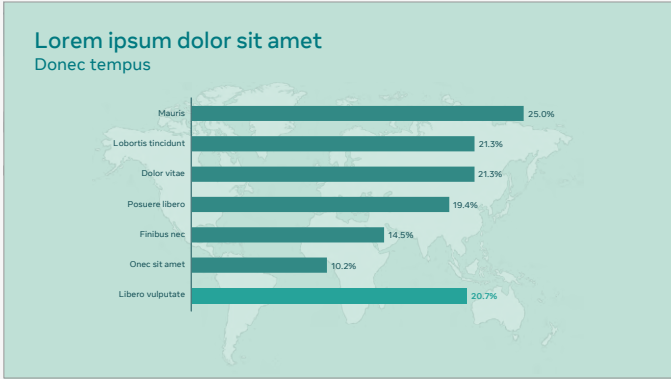
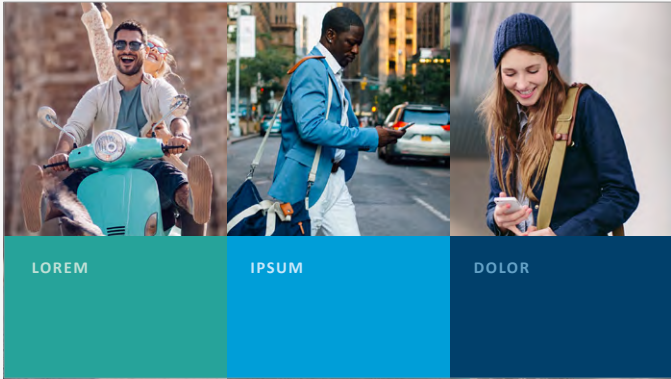
POWERPOINT PRESENTATIONS

TECHNOLOGY CONGLOMERATE

As part of a rebrand, I worked with stakeholders to reimagine their presentations in a new reductive and fluid style.

Presentations were punctuated with colourful photography, which informed the empathetic colour scheme for the content.

Subtle animations and transitions were used to build content into each slide, and connect it to the next.



Programmes used:



ON-SCREEN POSTERS

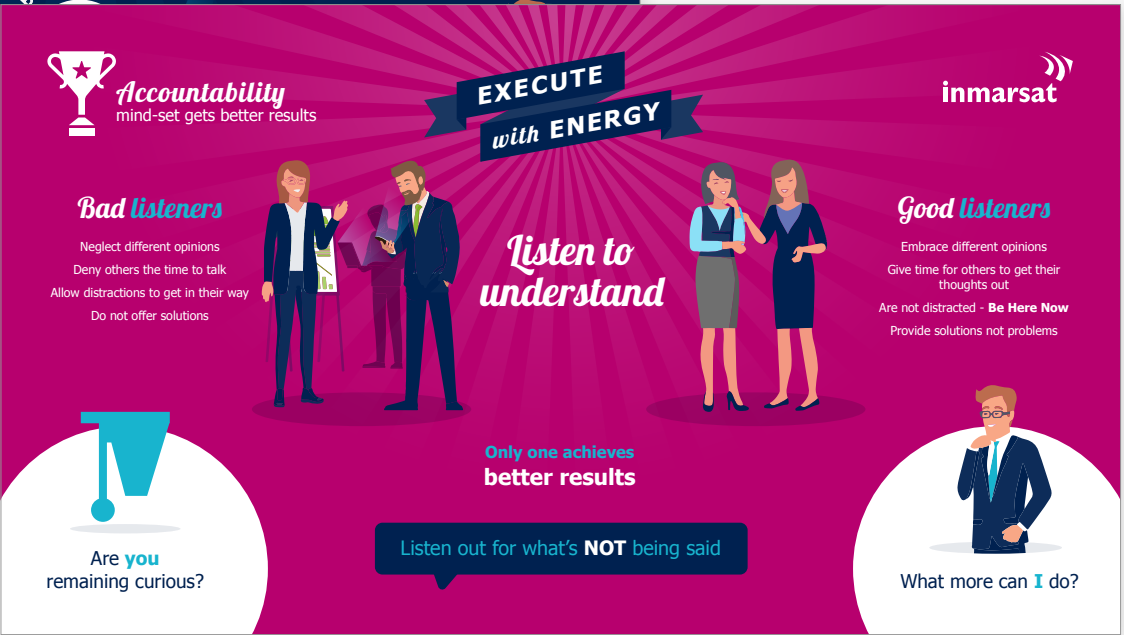
INTERNAL HR CAMPAIGN

I was asked to create a series of infographics to support an HR campaign promoting an accountability mind-set.

The posters were exported as Jpegs for display on large LED screens within the company.

For each poster I was provided with text and a description of the behaviour that needed to be illustrated.

The posters used only colours from the corporate palette, each with a different dominant colour to create variety.



Programmes used:



PDF
MARKETING
GUIDE

I was asked to create an visually engaging marketing guide targeted at retailers looking to attract international shoppers.

The report needed to be in PDF, at a resolution high enough for print, with a file-size small enough to be emailed.

I created a vector-only design to reduce file size, and developed stylised shopper illustrations and infographics to help transform their text-only content into an engaging customer story.

WorldPay™

THE RULES OF ATTRACTION:

How retailers can win more revenue from overseas consumers

TAX FREE SHOPPING IS:

Good for your consumers

They win twice – by getting the discount on brands that are otherwise more expensive in their home country; and, saving on the tax. Combined, this can make their purchases up to 50% cheaper

Good for retailers

They increase spend – a well-managed tax free service will encourage them to visit more often and spend more

A valuable source of revenue that is not price-sensitive, enabling retailers to earn the full margin even when local demand is depressed

Enables retailers to support investment in stores and stock even when local demand is depressed

DID YOU KNOW

The UK is a brand bazaar for global consumers

Tax free shopping, which allows consumers from outside the European Union (EU) to claim back the VAT on their shopping, is a valuable source of revenue for UK retailers, and is growing.

Critical to success is how retailers manage this valuable source of revenue for both themselves and their consumers.

These consumers are coming from both established and emerging economies, and their thirst for well-known brands far outstrips local demand.

30% of Burberry's London store sales are to overseas visitors

Global shoppers spend around four times more than locals at high street retailers (Global Blue based on transactions since 1980)

Demand is strong: Retail prices of many luxury goods are 30% higher in China than in Europe (China Daily)

Global growth of tax-free amount spent in 2012

20%	30%	50%
Japan, Russia, USA	Malaysia, Singapore, Thailand	China
Increase over 20%	Increase over 30%	Increase over 50%

THE TAX-FREE WORLD

Tax free shopping is not just about luxury. It is growing fast outside the traditional high-value and souvenir categories. Shopping is becoming global, with demand for brands at all price levels coming from all over the world.

Strong British brands, such as shoe retailer Clarks, often command a price premium abroad and are much in demand in the UK where prices. British names such as Burberry, Mulberry or Barbour, Thomas Pink, Penhaligon's and Church's shoes, all carry a strong British heritage

London is the second most valuable tax free destination after Paris, by amount spent. And while London attracts a huge proportion of tourist spend, other UK cities benefit too. Edinburgh, York and Bath are all popular, and Bicester Village in Oxfordshire has become a key destination for bargain-hunting tourists.

Top 5 globe shopper nations by Average Spend in Euros

China	875
Malaysia	778
Thailand	765
Indonesia	640
USA	532
Market	485

China's top 3 categories of goods by amount spend

Watches & Jewellery	31%
Fashion & Clothes	29%
Department Stores	23%
Others	17%

Top 5 UK globe shopper nations by Average Spend

Quatar	£1,299
UAE	£1,080
Saudi Arabia	£850
Bahrain	£737
China	£712
Market	£588

Programmes used:

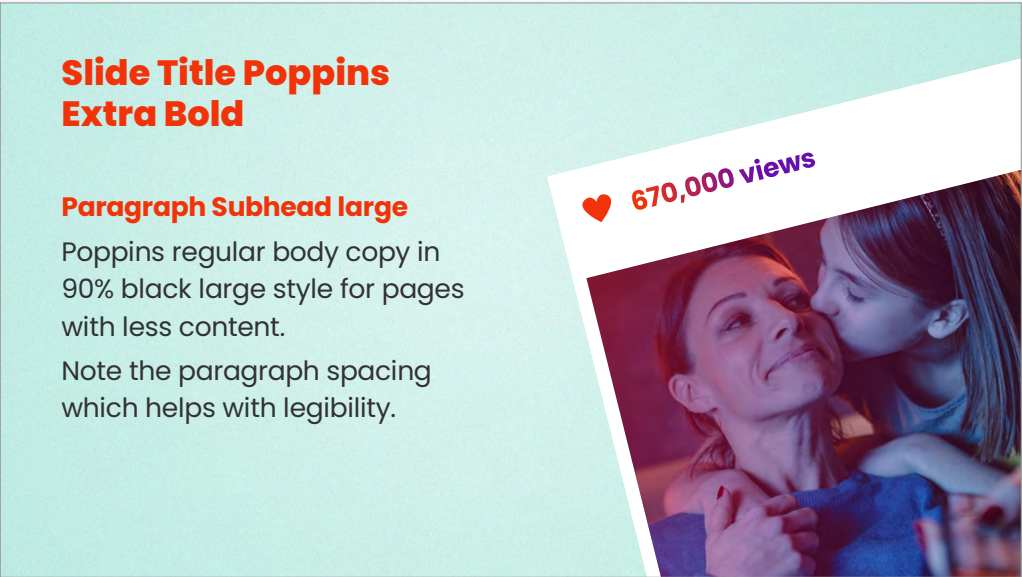
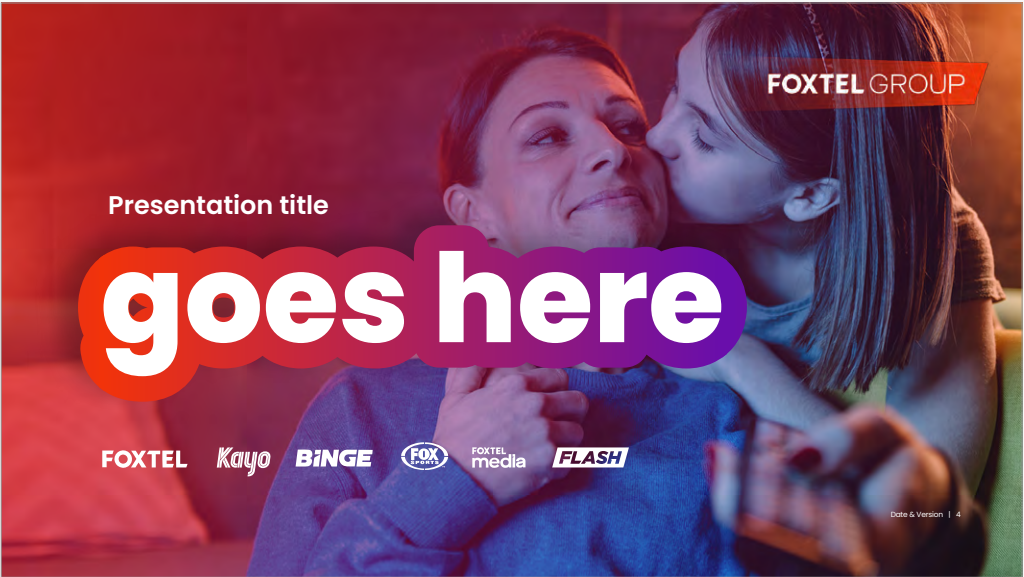


**POWERPOINT
TEMPLATE**
**PAY TELEVISION
COMPANY**

I was asked to create an
editable PowerPoint template
from an existing design
produced in Adobe InDesign.

The template I created was
exactly as per the supplied
artwork, with all text, images
and icons remaining editable.

The font was embedded into
the template, so the client did
not need to install it at their
end. The gradient-outlined
text effect was also preserved
in editable text fields.



Programmes used:



POWERPOINT TEMPLATE

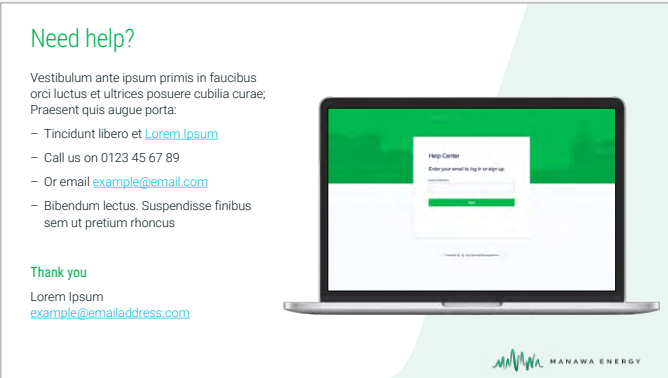
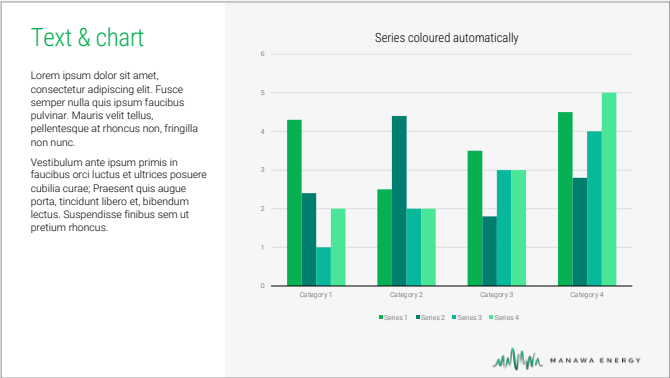
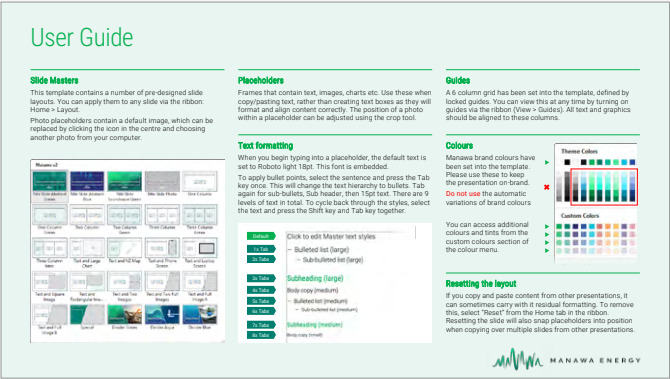
ELECTRICITY GENERATION COMPANY

As part of the company rebrand, I was asked to build their PowerPoint presentation which combines technical information with photographs of their hydro-electric plants and New Zealand landscape.

I used a 6-column layout to create the flexibility needed to accommodate data heavy slides alongside photography.

All text and photography was user-replaceable, and the corporate font was embedded into the template.

In addition to creating custom Theme Colours, I also scripted an additional bespoke colour palette, adding all 40 colour tints defined within the brand guidelines.



Programmes used:



BOOK CREATED IN POWERPOINT RFP RESPONSE

I designed and structured an A4 PowerPoint template that could be easily emailed to markets to complete & return. Once the completed sections were received, I collaborated with the global team to format the content into a cohesive document. The resulting PDF was prepared for printing with precise bleed and crop marks.



Programmes used:



**POWERPOINT
TEMPLATE**
**MORTGAGE
LENDER**

As part of a company rebrand I was asked to design and build a PowerPoint template which could be easily applied to their existing and future presentations.

The triangle pictorial mark was a key feature in their visual identity, which I referenced in bespoke image placeholders and bullet characters.

I also included a toolkit of vector icons and a user guide to highlight features of the new template and promote best-practice formatting.

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Optional text Lorem ipsum sit amet, consectetur adipiscing elit

12 APRIL 2023

Lorem ipsum dolor sit amet, consectetur adipiscing elit

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18

Keyline icons

Icons can be copy/pasted, re-sized and re-coloured

Finance

Concept

Contract

Residential property

Bridging finance

Funeral funds

Property financing

Leisure

Investments

Development / construction loans

Testimonial icon

Managing your cash in retirement (nest egg)

Commercial loans

Regional property insights

1

Client quote

“Donec posuere, lorem eget lacinia porta, eros neque pretium libero, in sodales odio ligula eget elit. Etiam posuere lacus quis lorem euismod, ut varius dui lobortis”.

Client Name

20

Programmes used:



INTERACTIVE PDF CAREER DEVELOPMENT WORKBOOK

I was asked to create a PDF booklet for distrubution across an organisation, that could also be edited by the client for future revisions.

I built the template in PowerPoint and set up the slides as A4 spreads (left and right pages), with formatted placeholders for text and images so both could be replaced easily by the client.

The final workbook was exported as a hi-res PDF, which included links to downloadable content.



Programmes used:



POWERPOINT TEMPLATE

PAYMENT PROVIDER

I designed and built this PowerPoint template for a merchant payment processing services company.

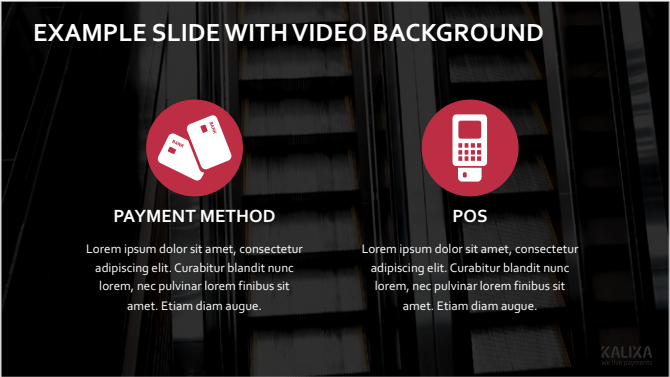
Adhering to brand guidelines I created a series of design layouts incorporating video, photography and icons.

I also included bespoke user guidelines and icon library for use in future presentations.



LOREM IPSUM DOLOR SIT AMET

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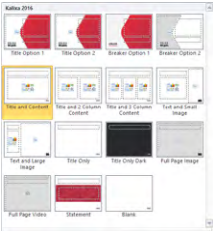


SLIDE LAYOUTS

THIS TEMPLATE CONTAINS A NUMBER OF PREDETERMINED LAYOUT OPTIONS

TO CHANGE THE DESIGN OF THE CURRENT SLIDE:

- Click the 'Home' tab in the ribbon
- In the Slides section, choose 'Layout'
- A drop down menu will appear with all the layouts available in this template
 - Choose an alternative layout by clicking on its thumbnail



WE HOLD OUR OWN EUROPEAN ACQUIRING LICENSE

Unlike many payment businesses and processors Kalixa collects, manages, processes and settles physical money. Our licenses and the FCA regulation allows us to authorize, clear and settle funds for your Visa, MasterCard and Maestro transactions directly, if your legal entity is within the EU 31. We offer a connected multi-channel payments gateway that allows you to accept electronic payments across all your sales channels. This multi-channel capability is unique in the market.



TRANSACTION FLOW
Pre-authorization
Authorization and Clearing
Reversal and Refund
Recurring Transactions
MOTO (Virtual Terminal)



ADDITIONAL SERVICES
Dynamic Narratives
Transaction Dispute
AVS (Address Verification Service)
ASI (Account Status Inquiry)
Our own Card Tokenization solution



REPORTING
Administration
Detailed reports
Track of all transactions



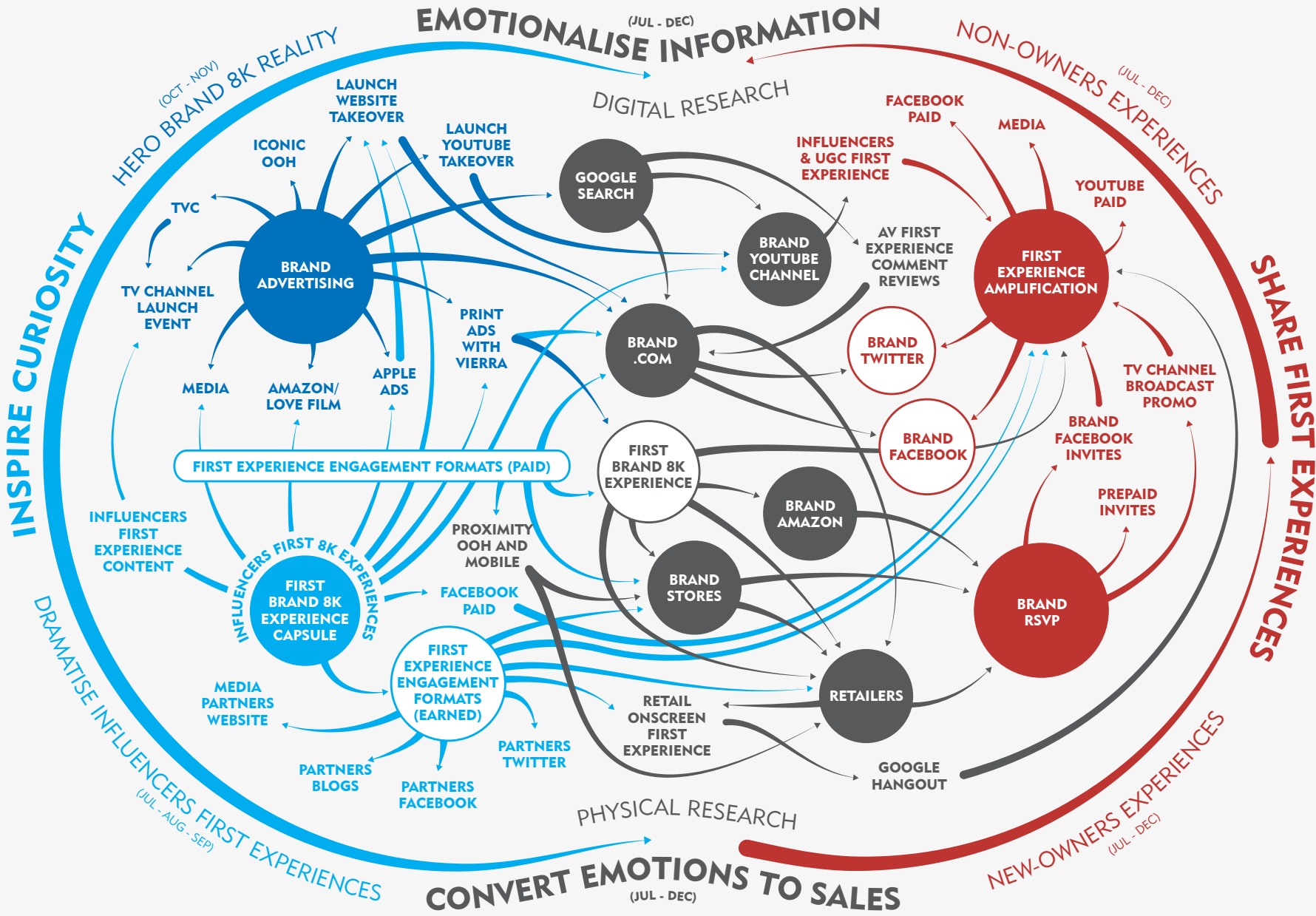
Programmes used:



A1 BOARD ORGANAGRAM

Using Adobe Illustrator, I redrew a hand-drawn 'scribble' into a digital design that visualised a network of fluid connections within an ecosystem, whilst retaining an organic feel.

The final artwork was printed onto an A1 board, and included as a dynamic graphic within a PowerPoint presentation.



Programmes used:

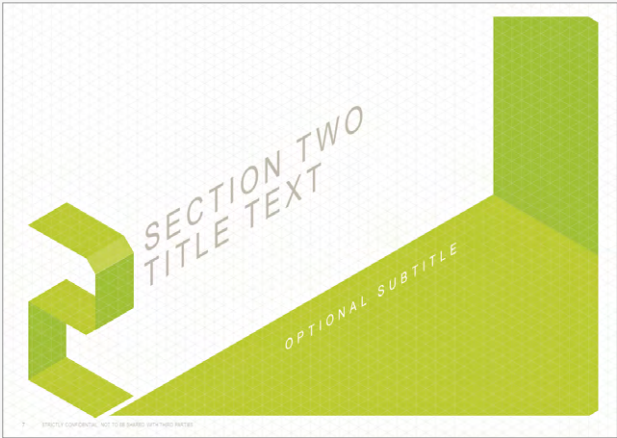
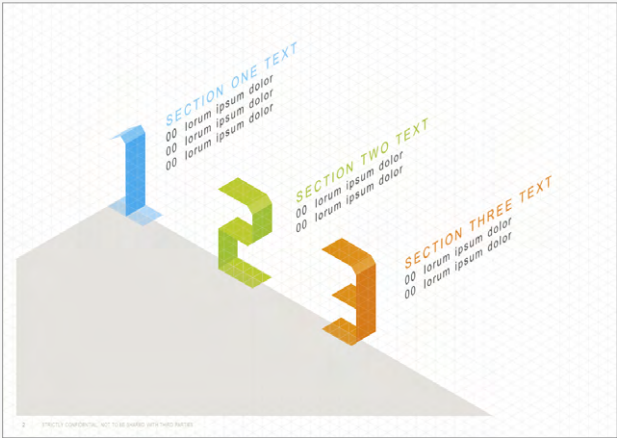
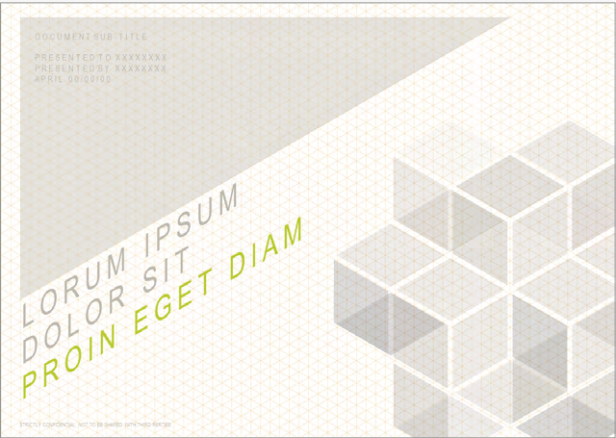
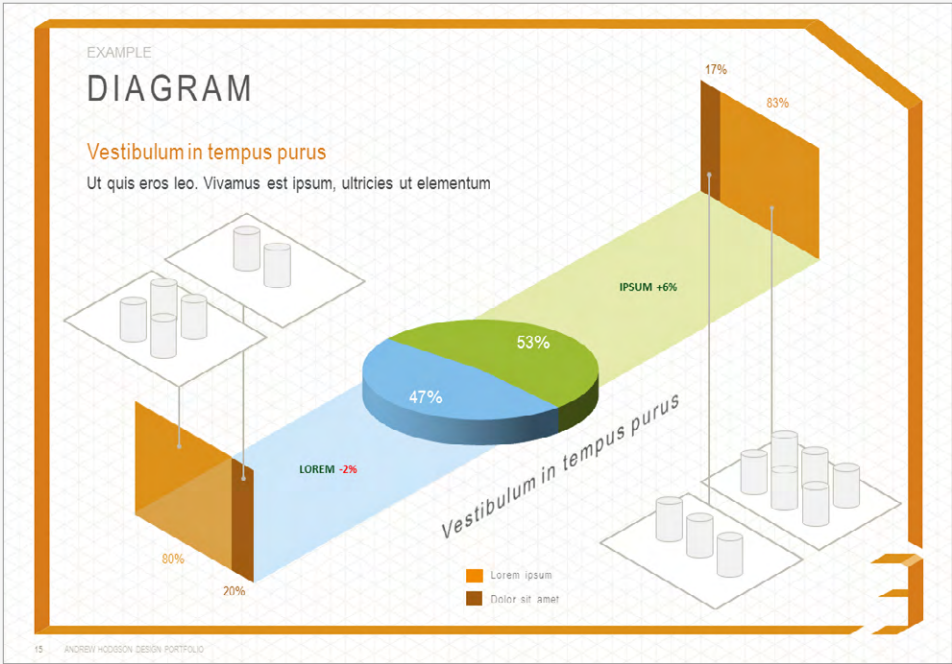
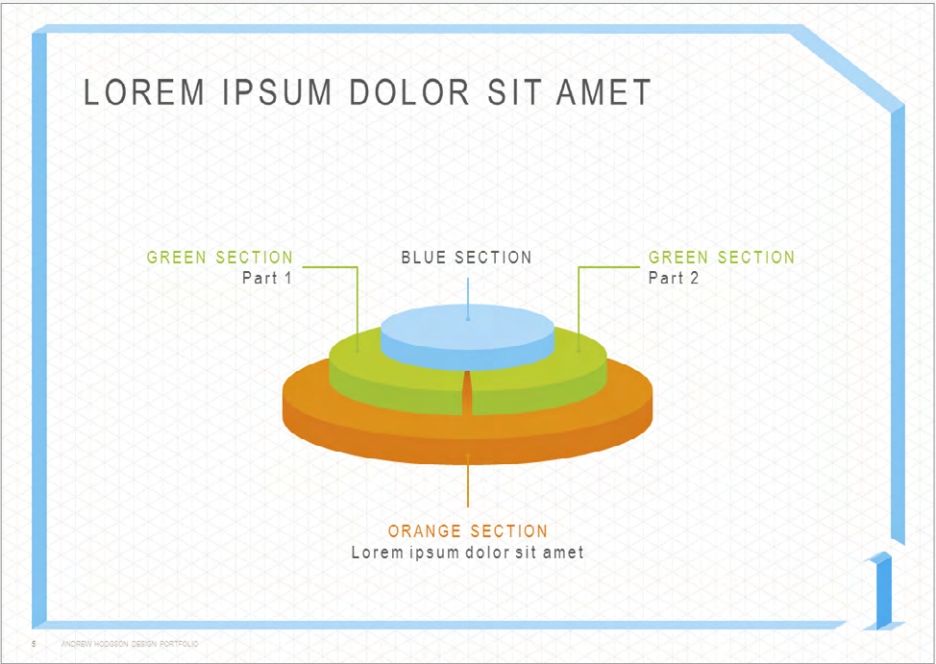


POWERPOINT TEMPLATE AGENCY PITCH

I was asked to create a PowerPoint template and presentation from an evolving isometric design concept. The fonts, graphics and colours were still being finalised but the template build needed to begin to meet a tight deadline.

I built the template integrating theme fonts, styles and colours into all elements of the design, so global changes could easily be applied.

All graphics and text content (including placeholder text set at 60°) remained editable.



Programmes used:



POWERPOINT TEMPLATE & PRESENTATION

RFP RESPONSE

I was tasked with developing an abstract visual concept for an RFP response to a food manufacturing company.

To reference the ingredients of their products, such as corn and rice, I incorporated simplistic shapes coloured with a vibrant palette. Additionally, to highlight the company's dedication to sustainable packaging, I arranged these elements on a cardboard texture.

