

ANDREW  
HODGSON  
DESIGN

PORTFOLIO

Visit [andrewhodgsondesign.com](http://andrewhodgsondesign.com) to see animated examples of my work

Programmes used:

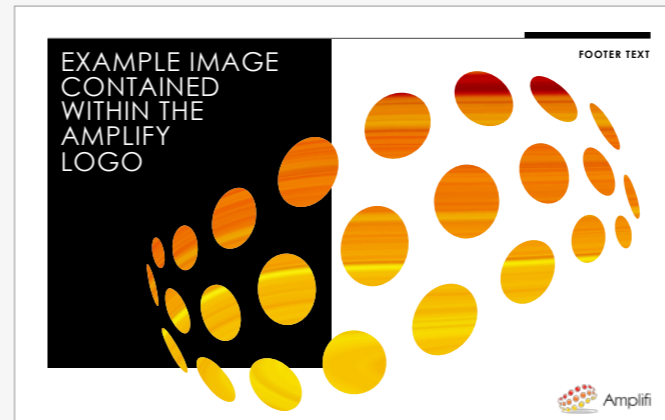
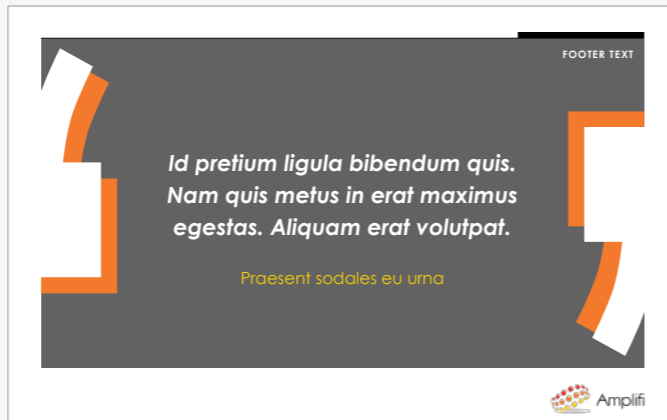
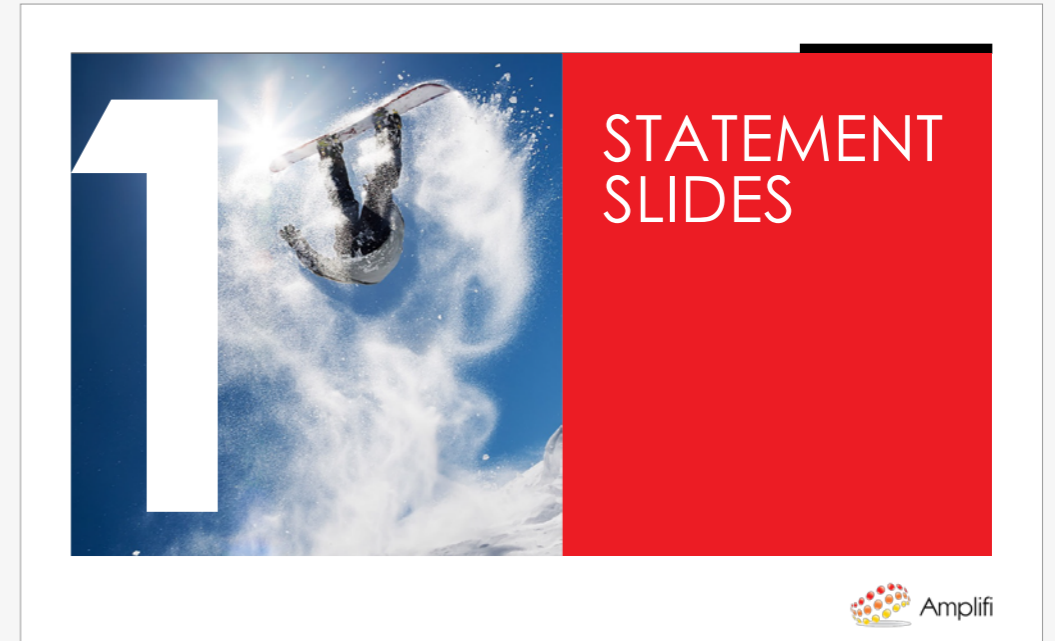


## POWERPOINT TEMPLATE MEDIA AGENCY

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:



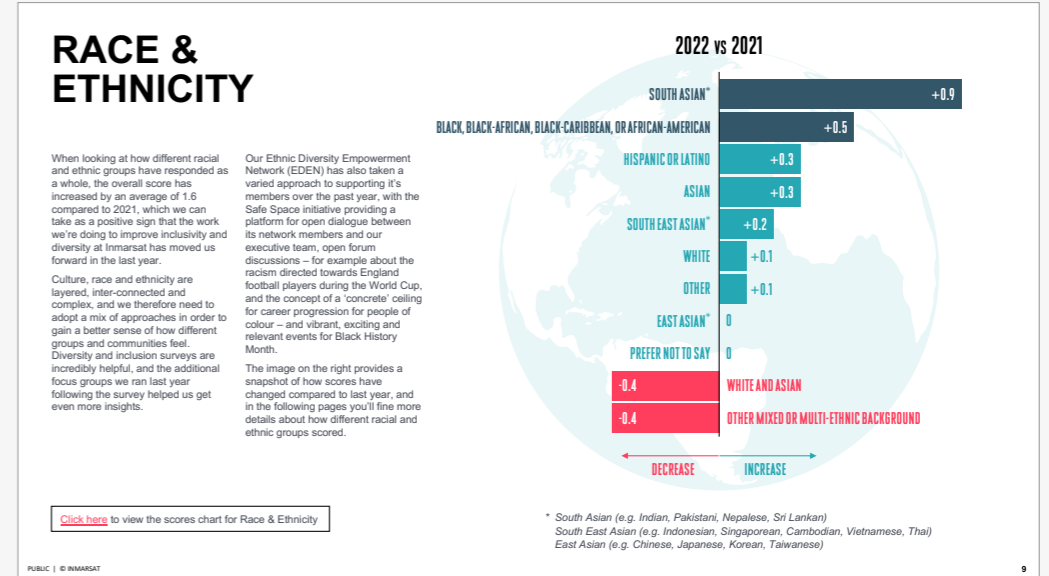
## PDF REPORT DIVERSITY AND INCLUSION SURVEY RESULTS

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

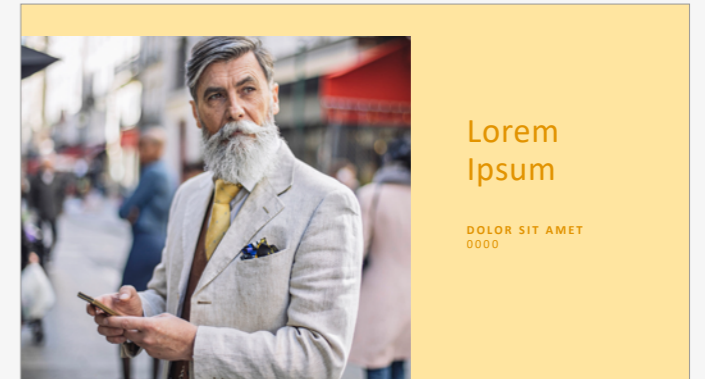
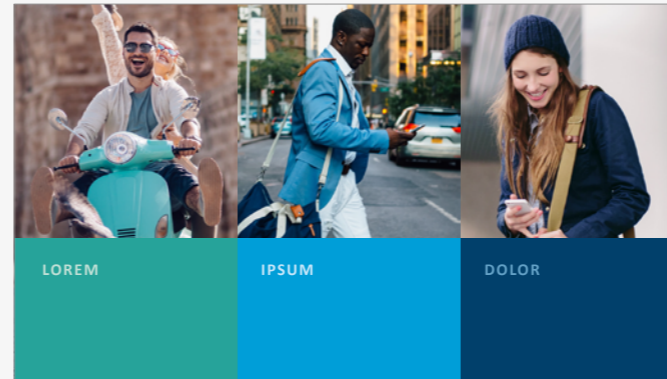
The data from the survey was recorded in Excel, from which I produced the infographics.

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:

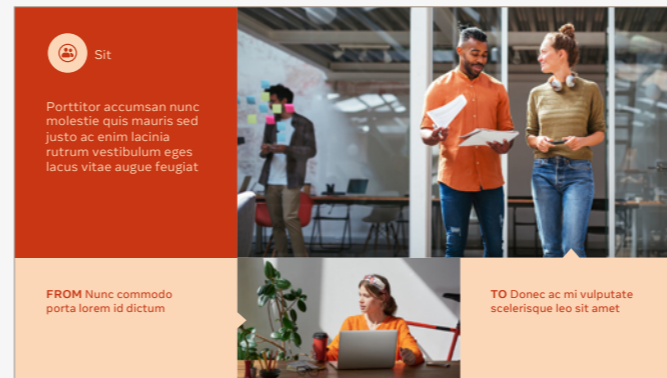
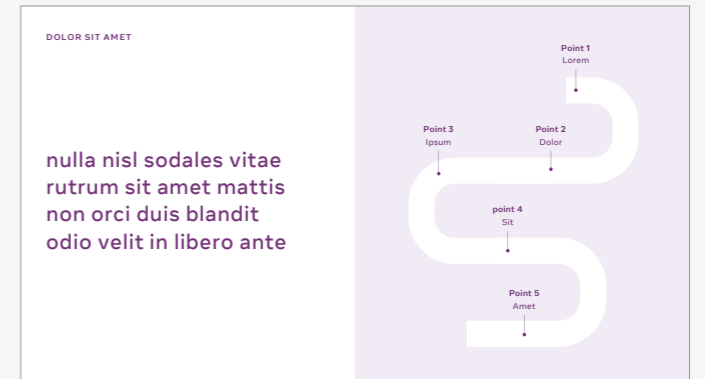
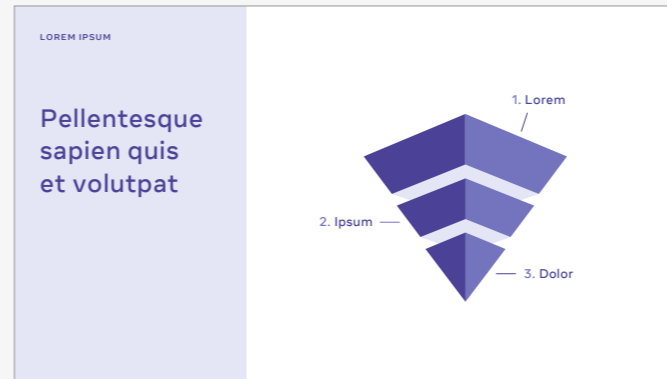
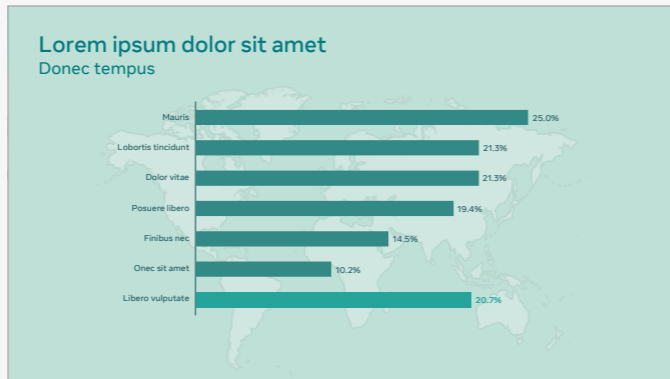


## POWERPOINT PRESENTATIONS TECHNOLOGY CONGLOMERATE

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:



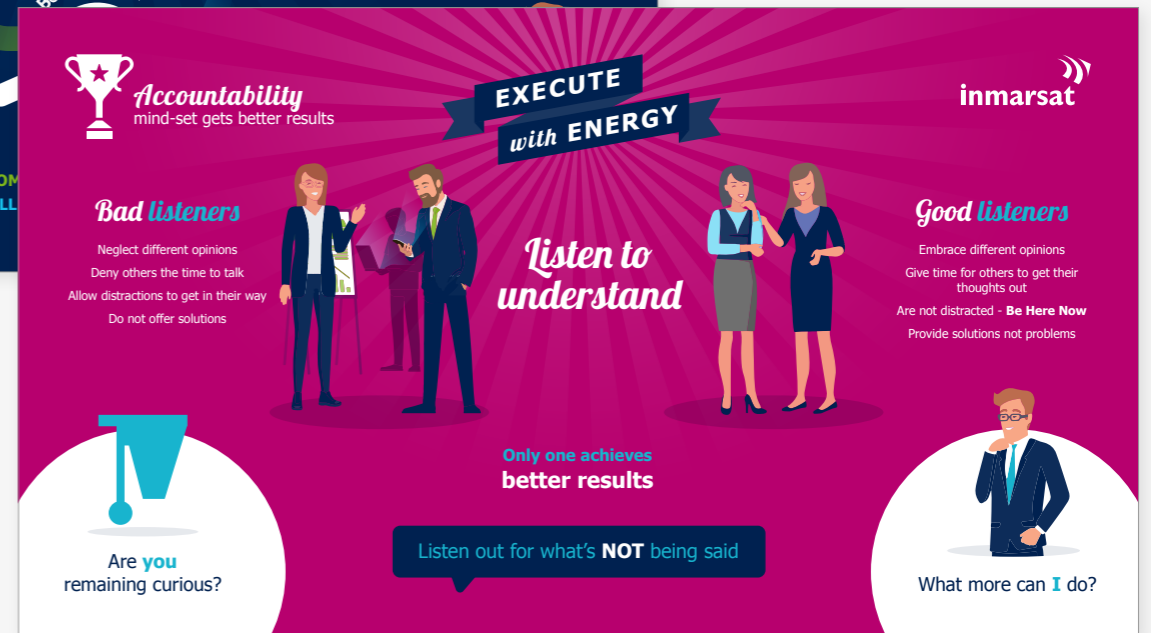
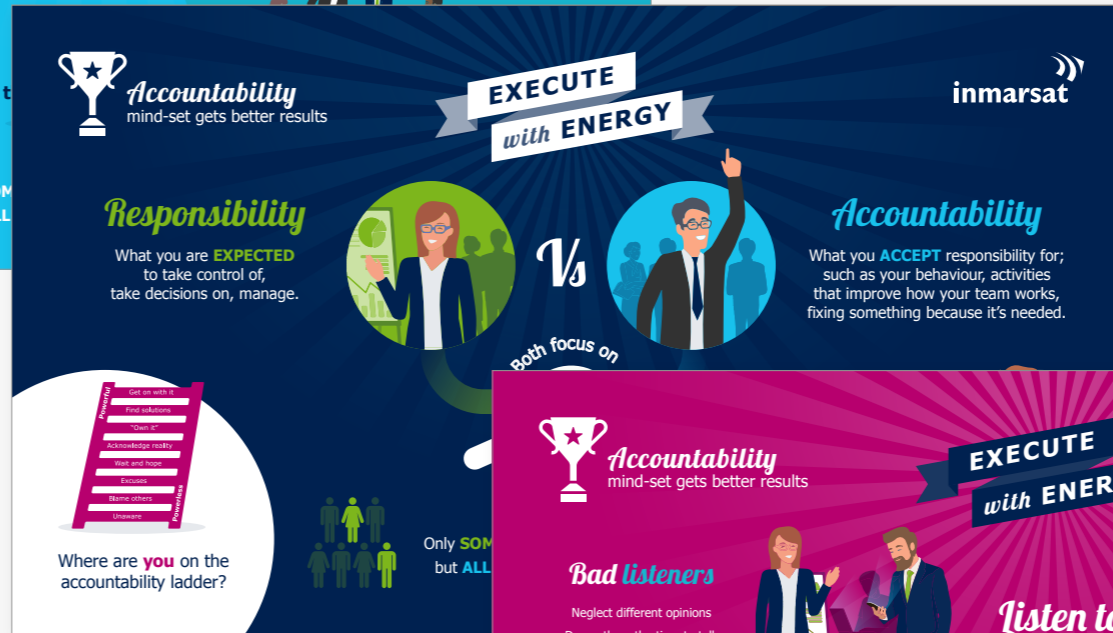
## ON-SCREEN POSTERS INTERNAL HR CAMPAIGN

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 a 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.

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

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)

| Country                       | Increase over 1980 |
|-------------------------------|--------------------|
| China                         | 50%                |
| Malaysia, Singapore, Thailand | 30%                |
| Japan, Russia, USA            | 20%                |

## 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

China 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

| Nation    | 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

| Nation       | Average Spend |
|--------------|---------------|
| Qatar        | £1,299        |
| UAE          | £1,080        |
| Saudi Arabia | £890          |
| Bahrain      | £737          |
| China        | £712          |
| Market       | £588          |

Programmes used:

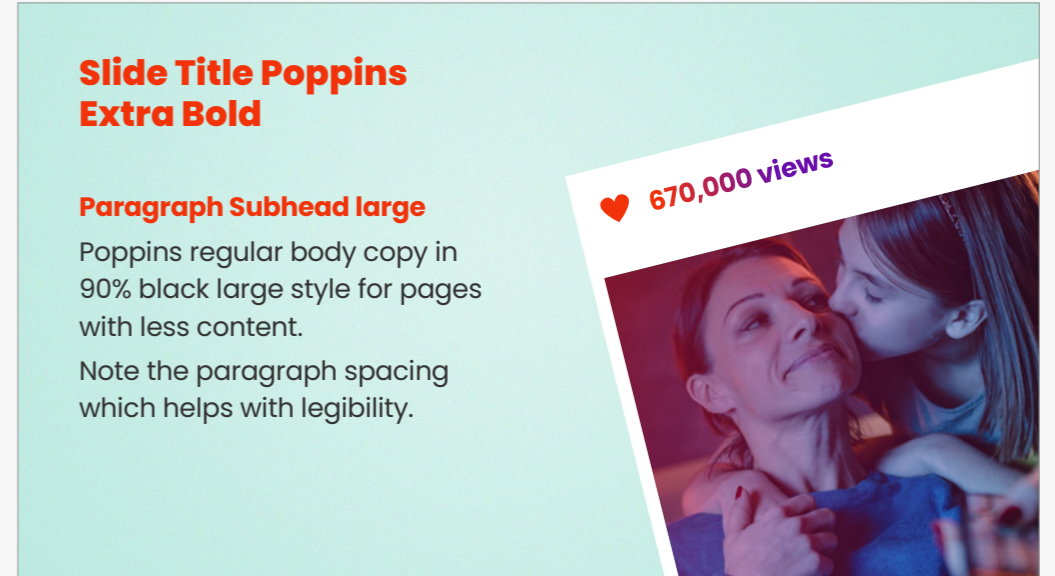
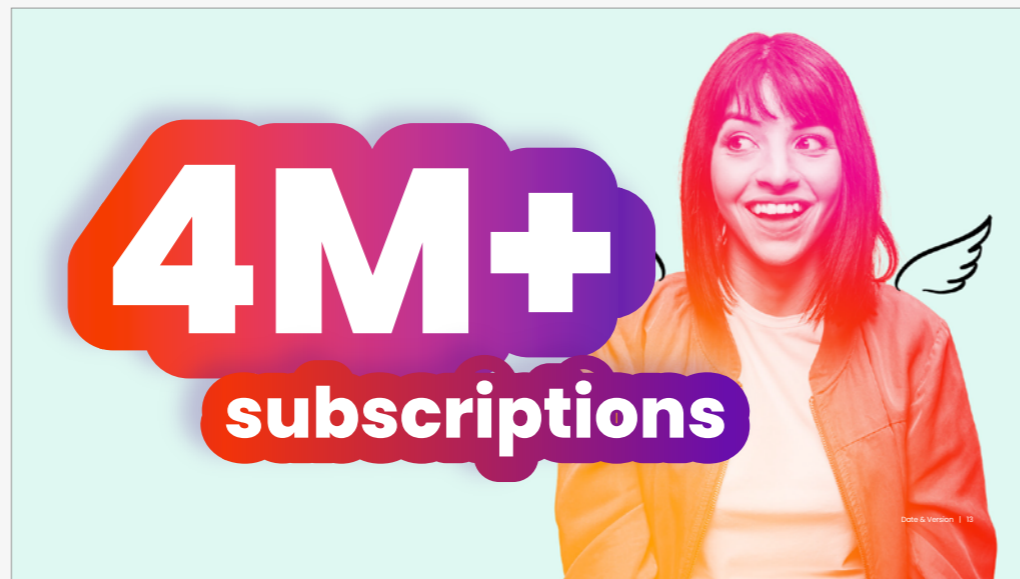
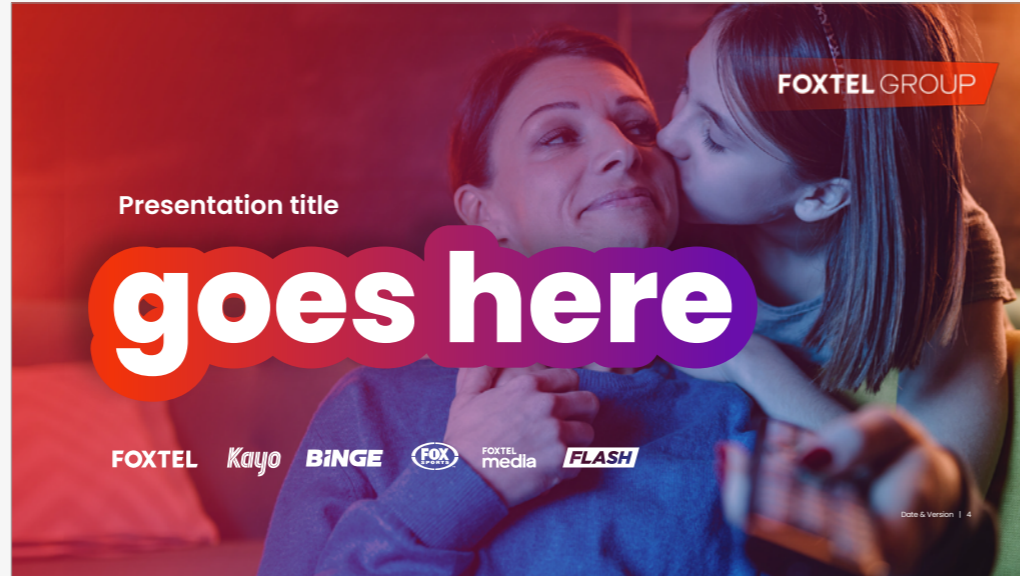


## POWERPOINT TEMPLATE PAY TELEVISION COMPANY

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:



# BOOKLET MEETING TAKE-AWAY

I was asked to design a booklet intended as a take-away from a high profile meeting.

I created a simple 10-part design and colour scheme which ran through the document in an unbroken line, with illustrations throughout to identify each stage of the journey.



## CONTENTS

1. CASTING
2. AGENCY STORY
3. CONTACT STRATEGY
4. TIMELINE
5. ANSWER EVERY QUESTION
6. PRECISION
7. INVOLVED PLANNING
8. SUPPORT
9. BUYING STORY
10. COST

# CASTING

1

## CASTING

A Chemistry Meeting needs real effort, planning and thought. It needs to be treated with the same respect as the pitch itself. It is never enough to show credentials. If a highly descriptive consultant is involved, these meetings will rarely be set up to build chemistry. We are often given long lists of topics to cover off and our responses frequently attempt to answer all of these points in order. None of this makes it especially interesting for the client or builds much Chemistry.

- Refer back to the Intelligence Plan to uncover what we know about the personalities in the room. Build our team based on "who will click with who?"
- Make a decision on what you feel the client wants to hear and see at the meeting and run the chemistry meeting accordingly. Take the opportunity to give your initial thinking on what the client currently does, and what we would do to grow their business.
- Prepare a written piece that answers all of their questions, but what we present/talk about could be very different.

- Find the best way of bringing each member of the team to life (and how they work together), to give the client the feeling of what it would be like to work with you on day-to-day basis. The client should experience how infectious our people are and how passionate they are about the work they do
- Use the Chemistry meeting to get to the bottom of some key issues
  - How will they make their decision, who has a vote?
  - What is it they actually want and need from an agency?
  - What turns them on, their passions?
  - What are the scoring criteria?
  - What are the KPI's they are judged on?
- If you believe we have uncovered a genuine insight, then reveal it now.

### Global Team

- Invest in Chemistry Sessions and treat them as importantly as the Pitch itself
- Limit the number of people attending in an effort to build Chemistry

### Local Team

- Run local sessions along the same lines
- etc



## INVOLVED PLANNING

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### Global Team

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### Local Team

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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.

first mortgage trust

## Lorem ipsum sit amet, consectetur adipiscing elit

Optional text Lorem ipsum sit amet, consectetur adipiscing elit

12 APRIL 2023

### 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

## Lorem ipsum dolor sit amet, consectetur adipiscing elit

- ▶ Large bullets 25pt (first level)
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- ▶ Lobortis a scelerisque et, rhoncus interdum

18

## 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:

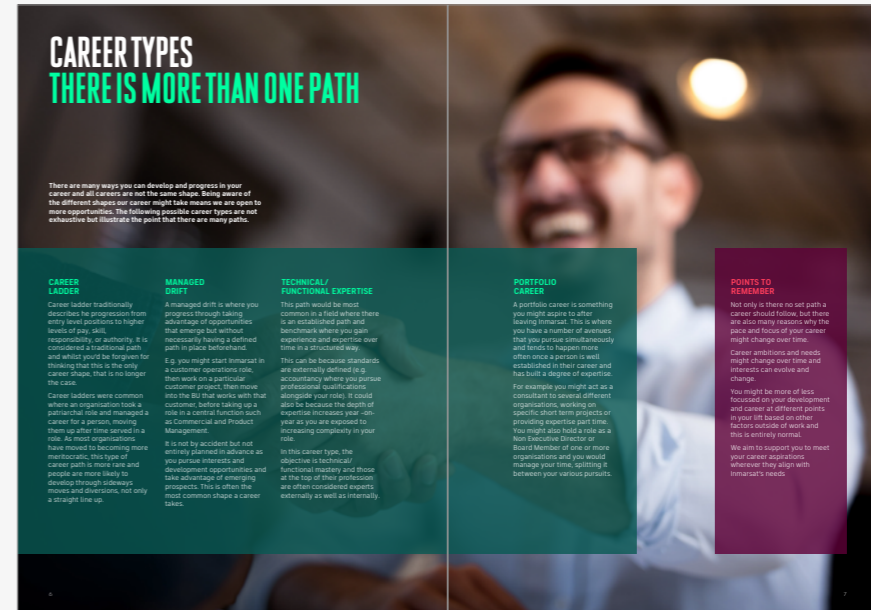


## INTERACTIVE PDF CAREER DEVELOPMENT WORKBOOK

I was asked to create a PDF booklet for distribution 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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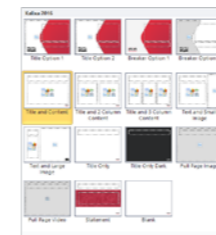


## SLIDE LAYOUTS

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



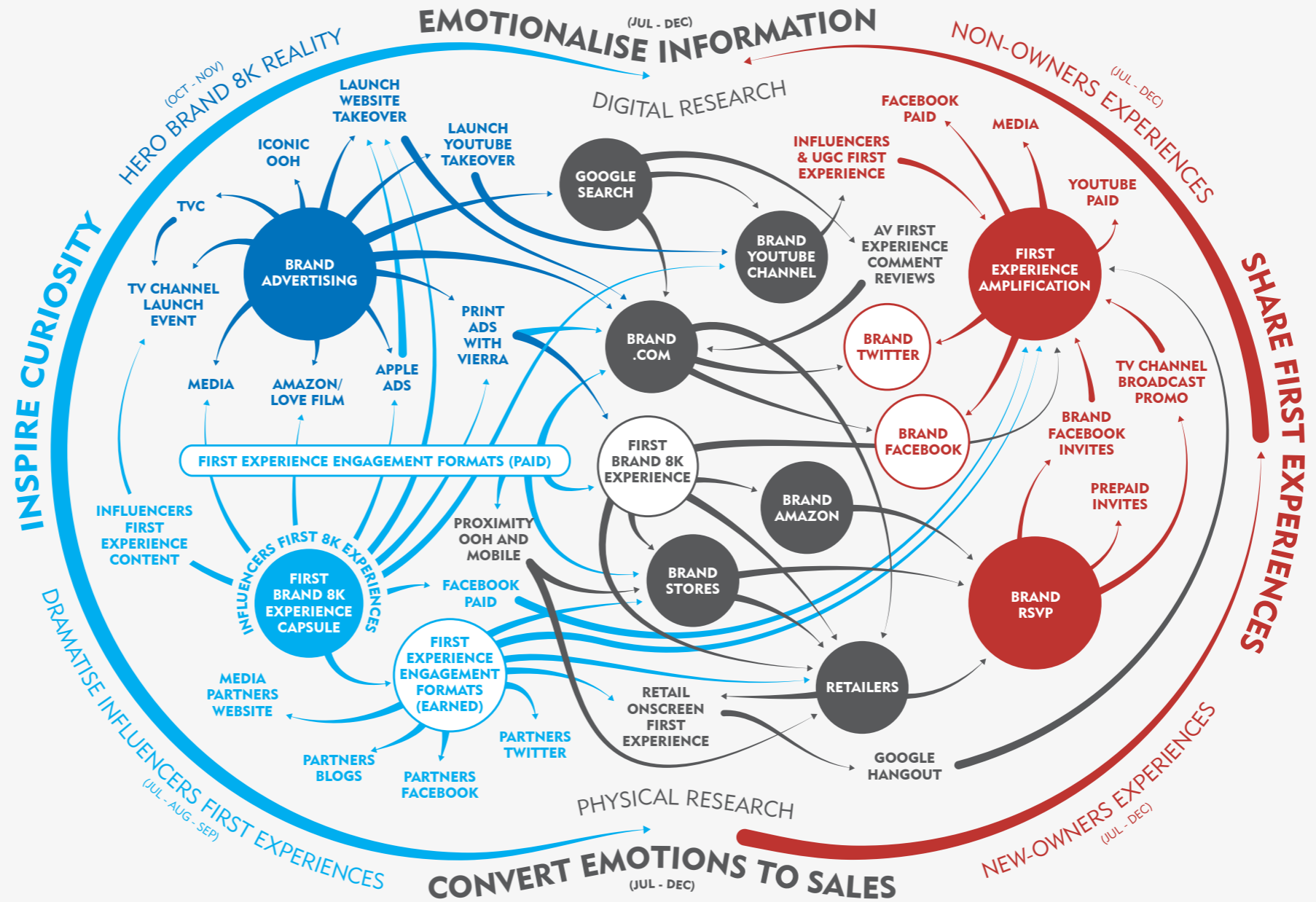
Programmes used:



## 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:



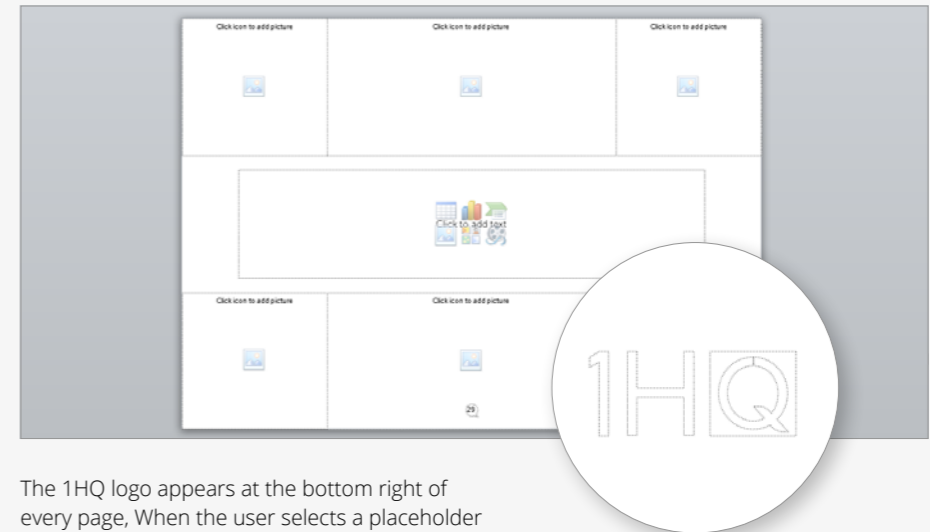
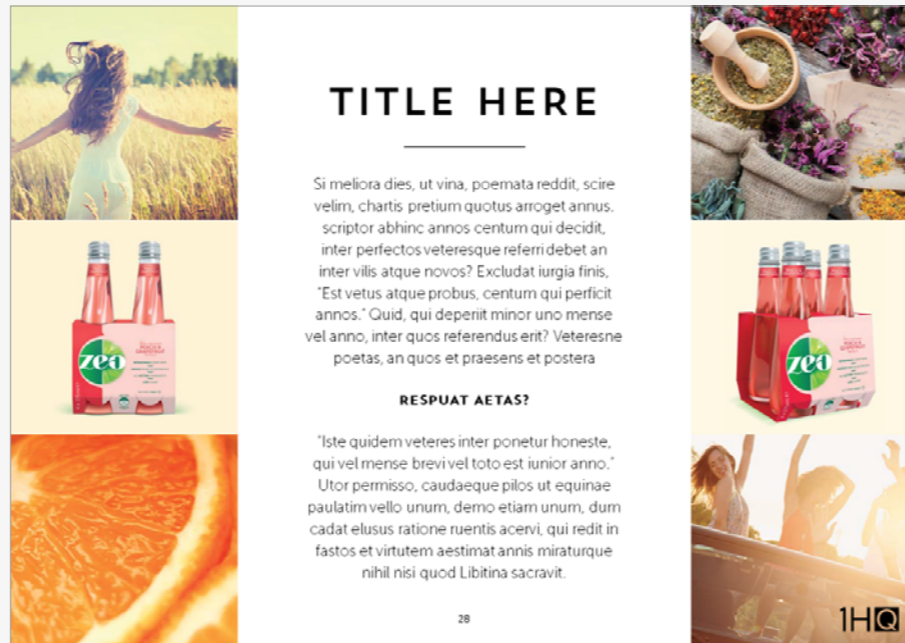
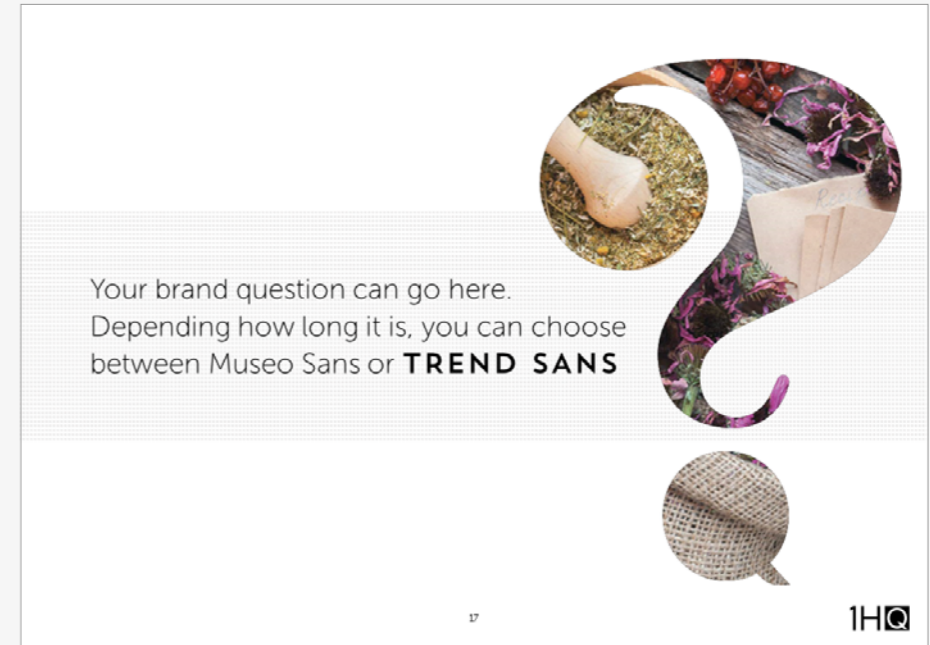
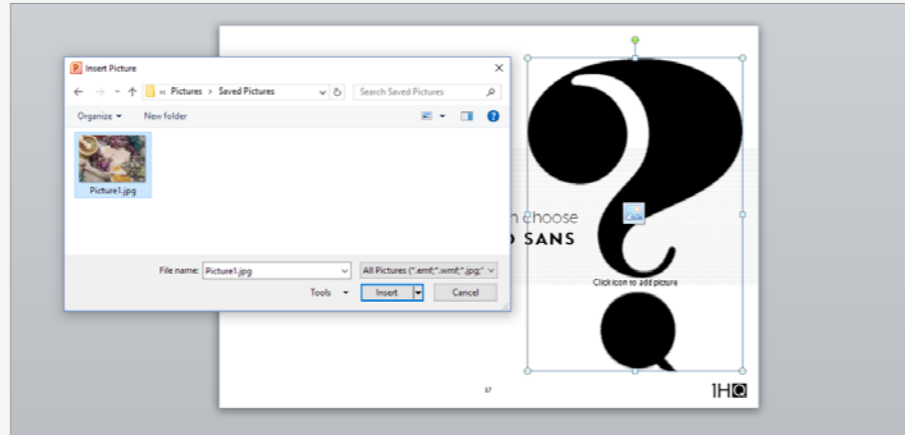
## POWERPOINT TEMPLATE MEDIA AGENCY

My brief was to create a user friendly PowerPoint template from an existing design, incorporating bespoke image placeholder shapes & layouts.

I built the template, recreating exactly the design of the InDesign document but with all images and text editable and replaceable. I also included best practice user notes to make full use of the template's functionality.

I embedded the non-system fonts into the template, so the client did not need to install them on their computers.

The question mark is both a custom autoshape and part of the template. When clicked, the user is prompted to choose a photo which then fills the shape.



The 1HQ logo appears at the bottom right of every page. When the user selects a placeholder that covers the logo and fills with an image, it is automatically masked to display the logo.

Programmes used:

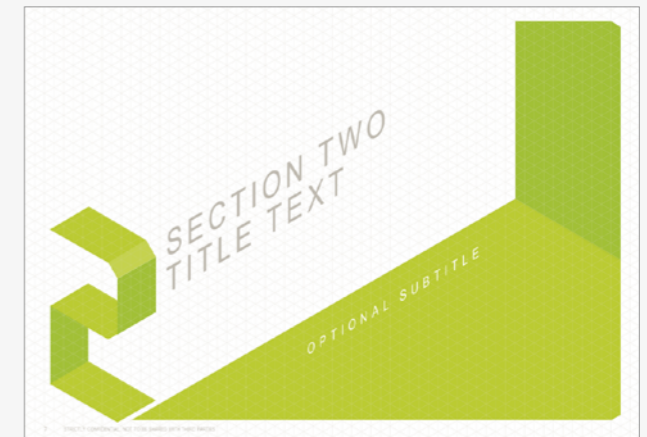
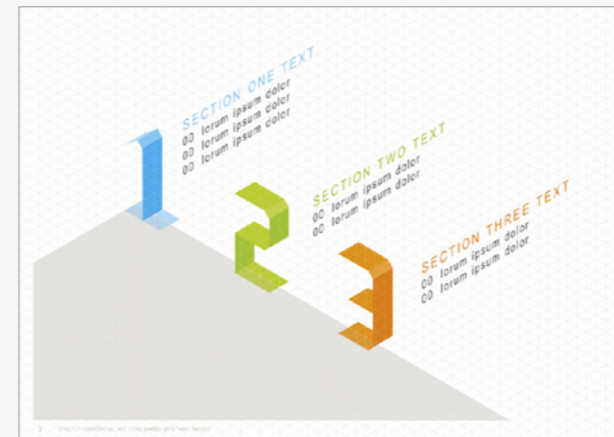
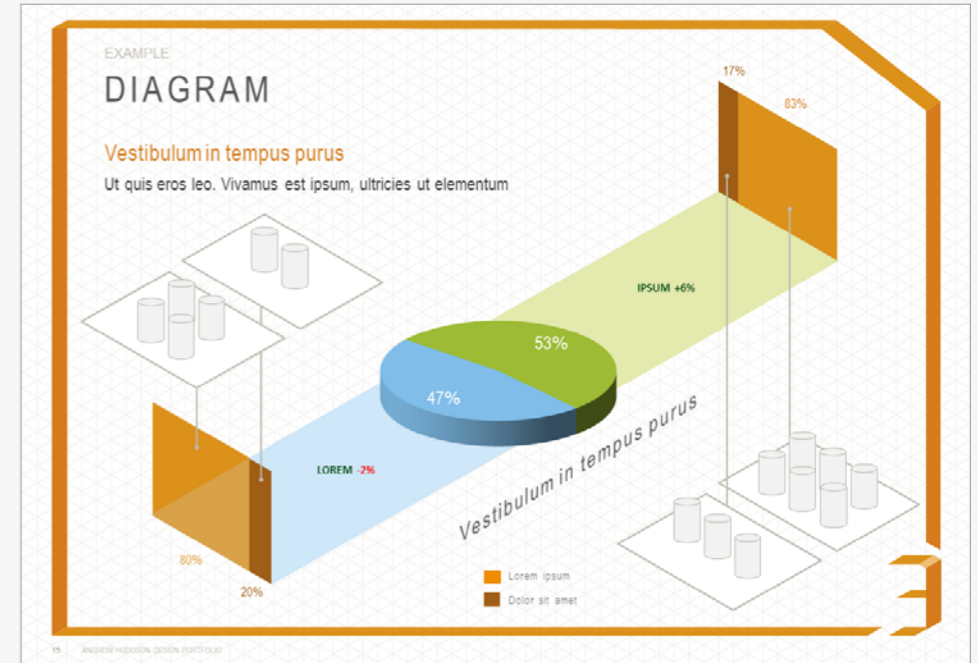
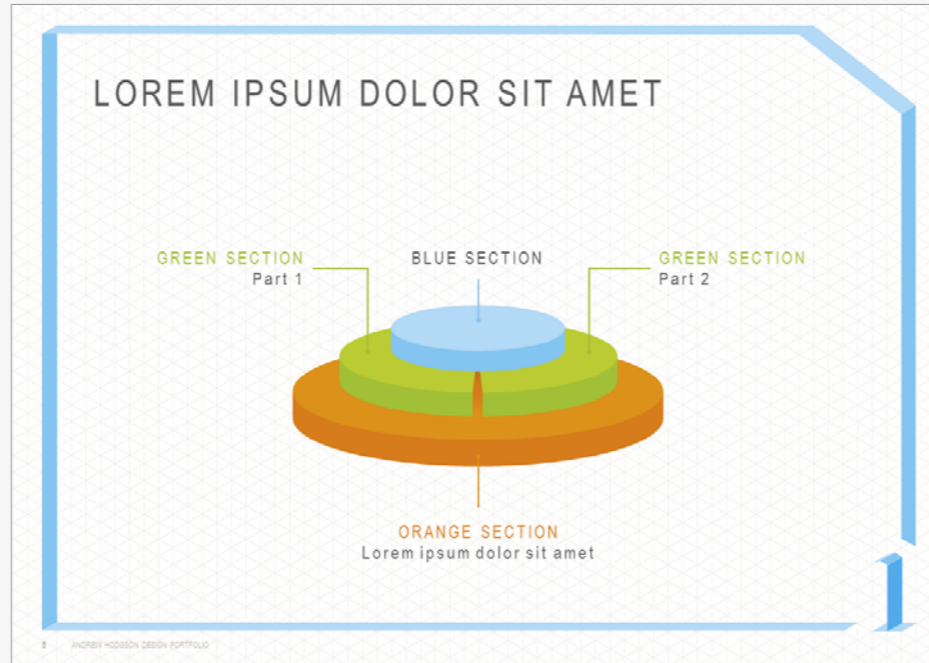


## POWERPOINT TEMPLATE AGENCY PITCH

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.



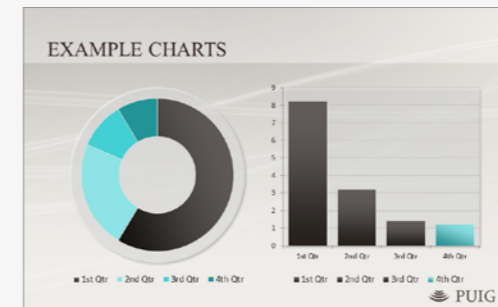
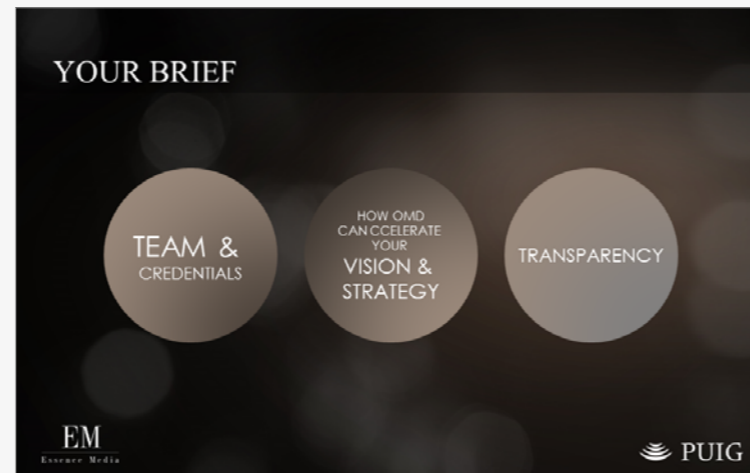
Programmes used:



## POWERPOINT PRESENTATION AGENCY PITCH

I was asked to design and build a PowerPoint template and presentation for a luxury brand pitch.

To evoke a sense of opulence, I incorporated a sophisticated color palette featuring muted tones, and utilized a combination of serif and sans serif fonts. Additionally, I incorporated subtle animations to enhance the luxurious feel. All text and graphics remained fully editable, including the invitation slide.



Programmes used:

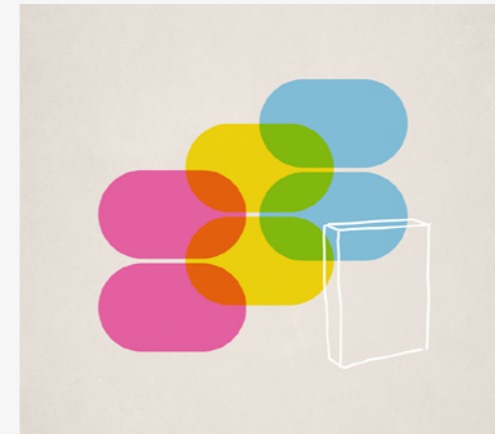


## POWERPOINT TEMPLATE & PRESENTATION

### 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.





Programmes used:



## BOOK CREATED IN POWERPOINT RFP RESPONSE

I designed and structured an A4 PowerPoint template that could be easily emailed to markets for completion and 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.

