

 GARETH SISSONS PORTFOLIO

 GRAPHIC DESIGN, PRINT AND BRANDING

 GAME UI AND UX

 WEBSITES AND INTERACTIVE EXPERIENCES

 3D MOCKUPS AND EVENT SET DESIGN

 CONTACT@WATERGHOST.CO.UK

DESIGN AND DEVELOPMENT
UI UX & GRAPHIC DESIGN



 CLIENT: XBOX DASHBOARD GLOBAL
PROPOSED YEAR ONE CELEBRATION LOGO FOR XBOX
ONES FIRST BIRTHDAY.

DESIGN AND DEVELOPMENT
UI UX & GRAPHIC DESIGN



CLIENT: XBOX DASHBOARD GLOBAL

DESIGN LEAD IN BRINGING AN INTERACTIVE EXPERIENCE
TO XBOX ONE FOR KINECT RIVALS



CLIENT: XBOX DASHBOARD GLOBAL

SUBSCRIPTIONS HUB MENU. THIS WOULD LINK TO VARIOUS CUSTOMER EXPERIENCES AND ADVERTS



Xbox Live Gold

The best multiplayer and service. Play online multiplayer games with friends, use effortless matchmaking via Smart Match, and show off your best moves with Game DVR and Upload Studio.

Go Gold now

Try 1 month of Gold for just € 6.99*

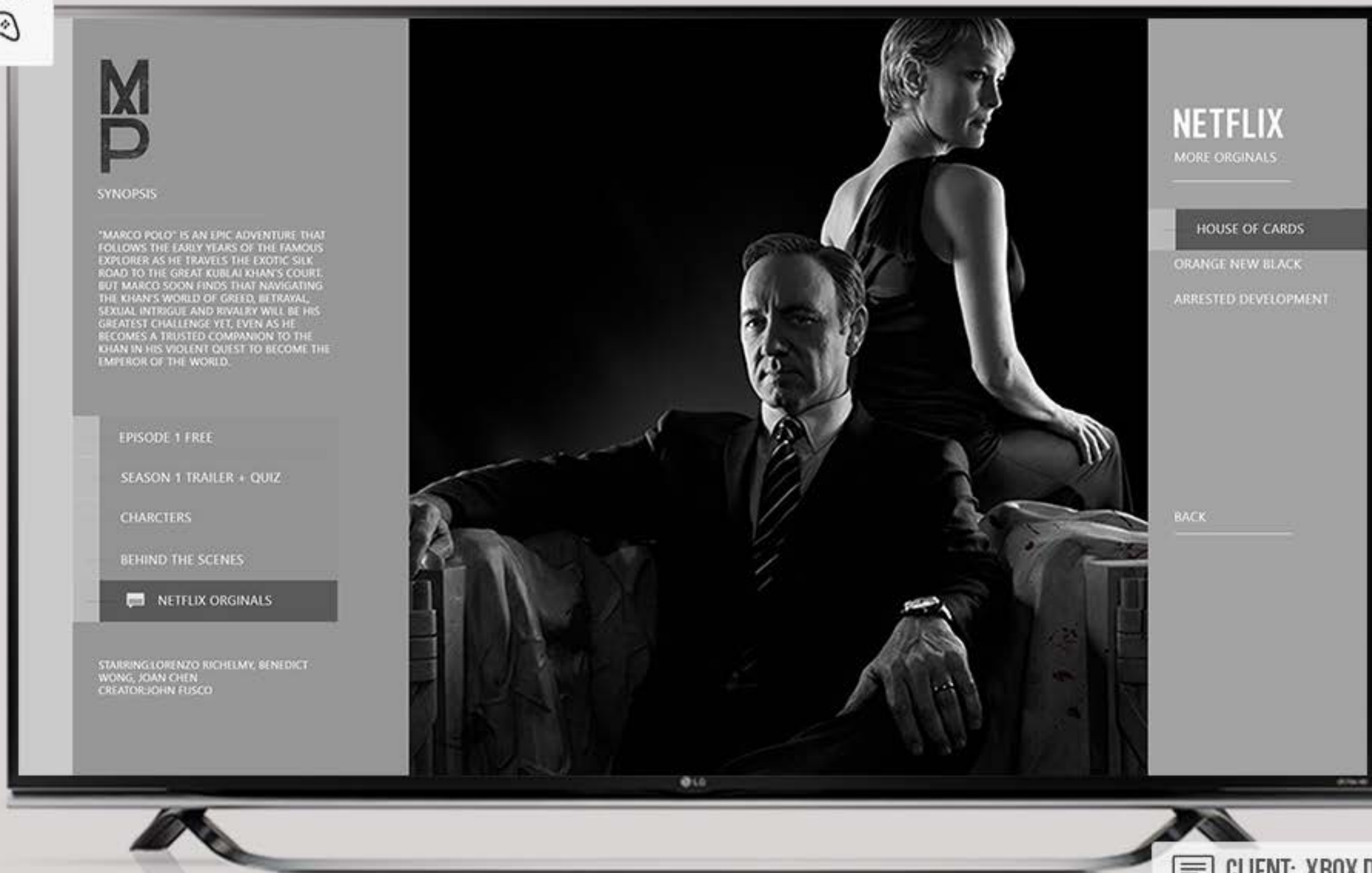
Experience these apps and games on Xbox one



*Games sold separately. Additional subscriptions and/or requirements apply for some features. Game DVR and Upload Studio available in supported games.

CLIENT: XBOX DASHBOARD GLOBAL

ALTERNATIVE SUBSCRIPTIONS HUB MENU. LINKING TO VARIOUS CUSTOMER EXPERIENCES / ADVERTS



MP

SYNOPSIS

"MARCO POLO" IS AN EPIC ADVENTURE THAT FOLLOWS THE EARLY YEARS OF THE FAMOUS EXPLORER AS HE TRAVELS THE EXOTIC SILK ROAD TO THE GREAT KUBLAI KHAN'S COURT. BUT MARCO SOON FINDS THAT NAVIGATING THE KHAN'S WORLD OF GREED, BETRAYAL, SEXUAL INTRIGUE AND RIVALRY WILL BE HIS GREATEST CHALLENGE YET, EVEN AS HE BECOMES A TRUSTED COMPANION TO THE KHAN IN HIS VIOLENT QUEST TO BECOME THE EMPEROR OF THE WORLD.

EPISODE 1 FREE

SEASON 1 TRAILER + QUIZ

CHARCTERS

BEHIND THE SCENES

NETFLIX ORIGINALS

STARRING: LORENZO RICHELMI, BENEDICT WONG, JOAN CHEN
CREATOR: JOHN FUSCO

NETFLIX

MORE ORIGINALS

HOUSE OF CARDS

ORANGE NEW BLACK

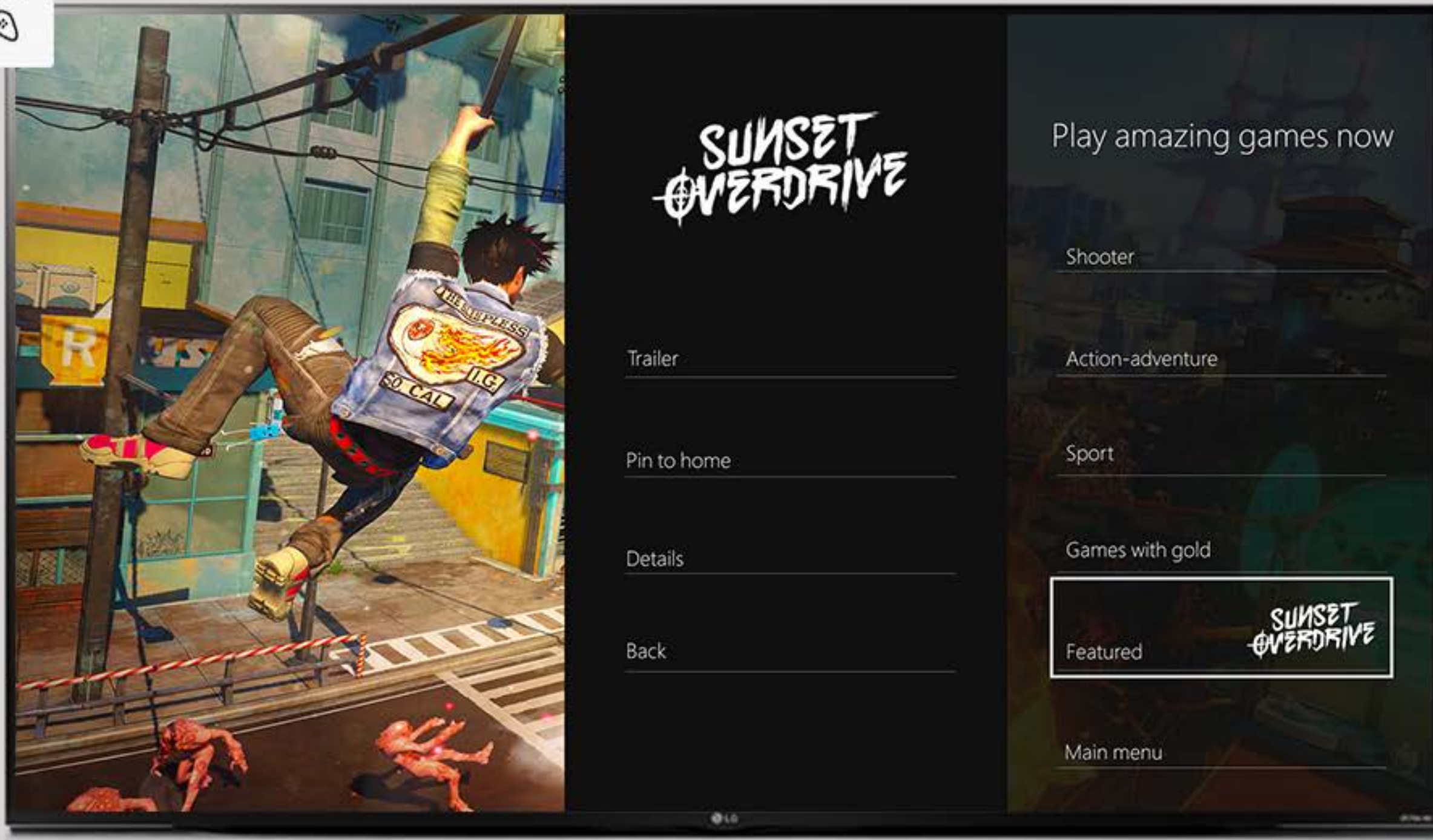
ARRESTED DEVELOPMENT

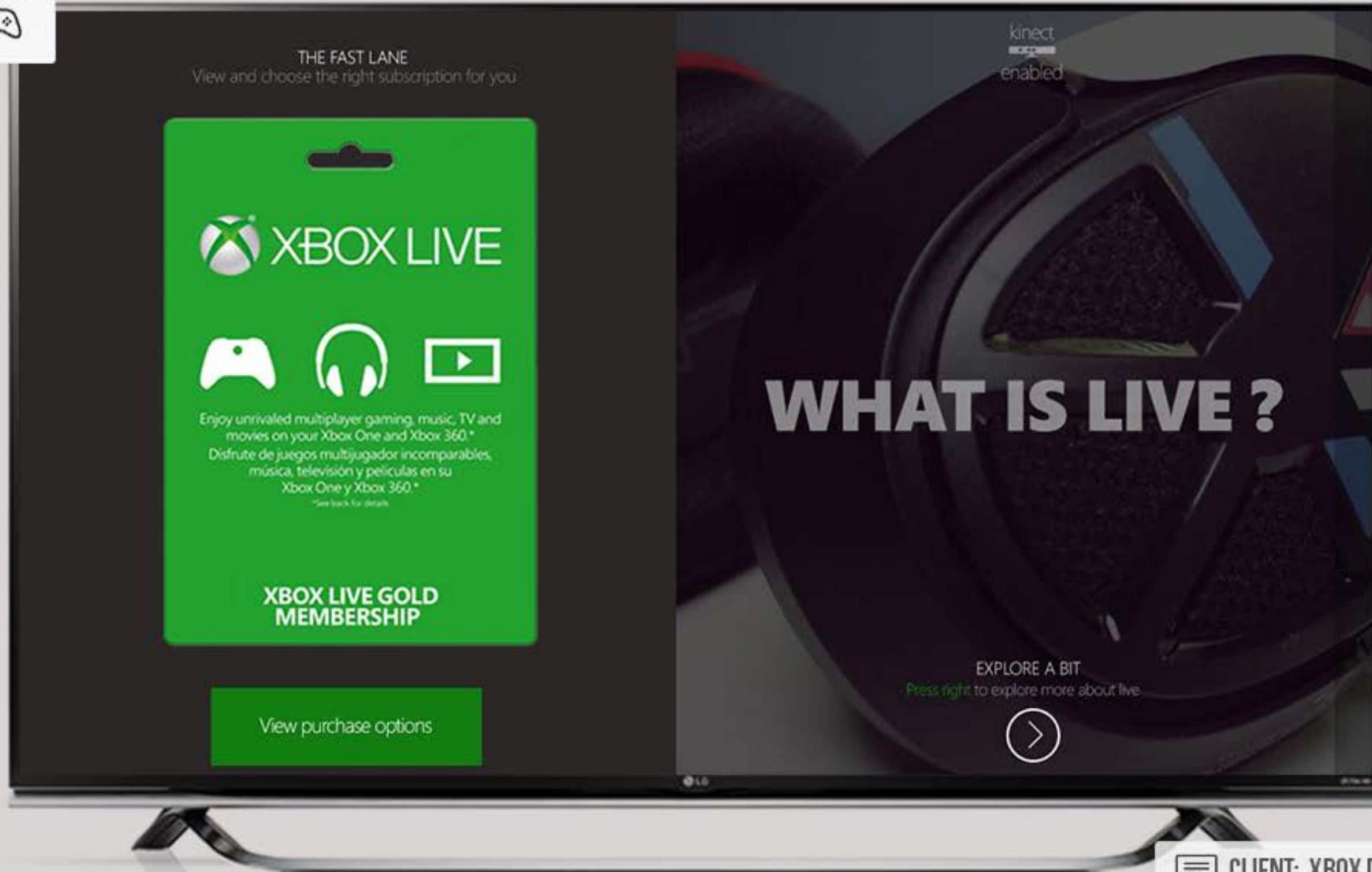
BACK

CLIENT: XBOX DASHBOARD GLOBAL

MENU FOR NETFLIX ADVERT ON XBOX ONE. MARCO POLO & LINK TO OTHER NETFLIX CONTENT







THE FAST LANE
View and choose the right subscription for you

 XBOX LIVE



Enjoy unrivaled multiplayer gaming, music, TV and movies on your Xbox One and Xbox 360.*
Disfrute de juegos multijugador incomparables, música, televisión y películas en su Xbox One y Xbox 360.*
*See back for details.

**XBOX LIVE GOLD
MEMBERSHIP**

View purchase options

kinect
enabled

WHAT IS LIVE ?

EXPLORE A BIT

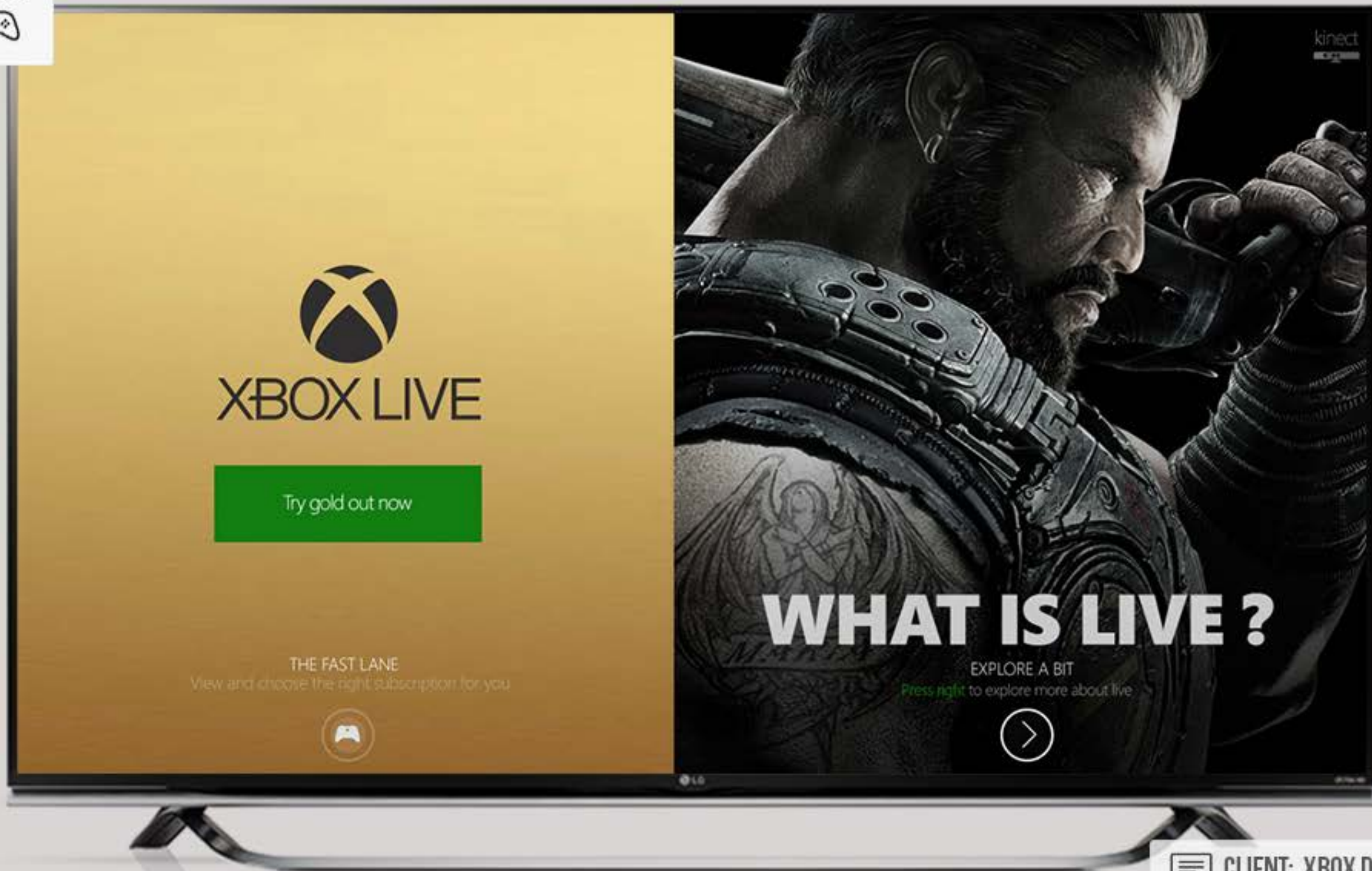
Press right to explore more about live.



 CLIENT: XBOX DASHBOARD GLOBAL

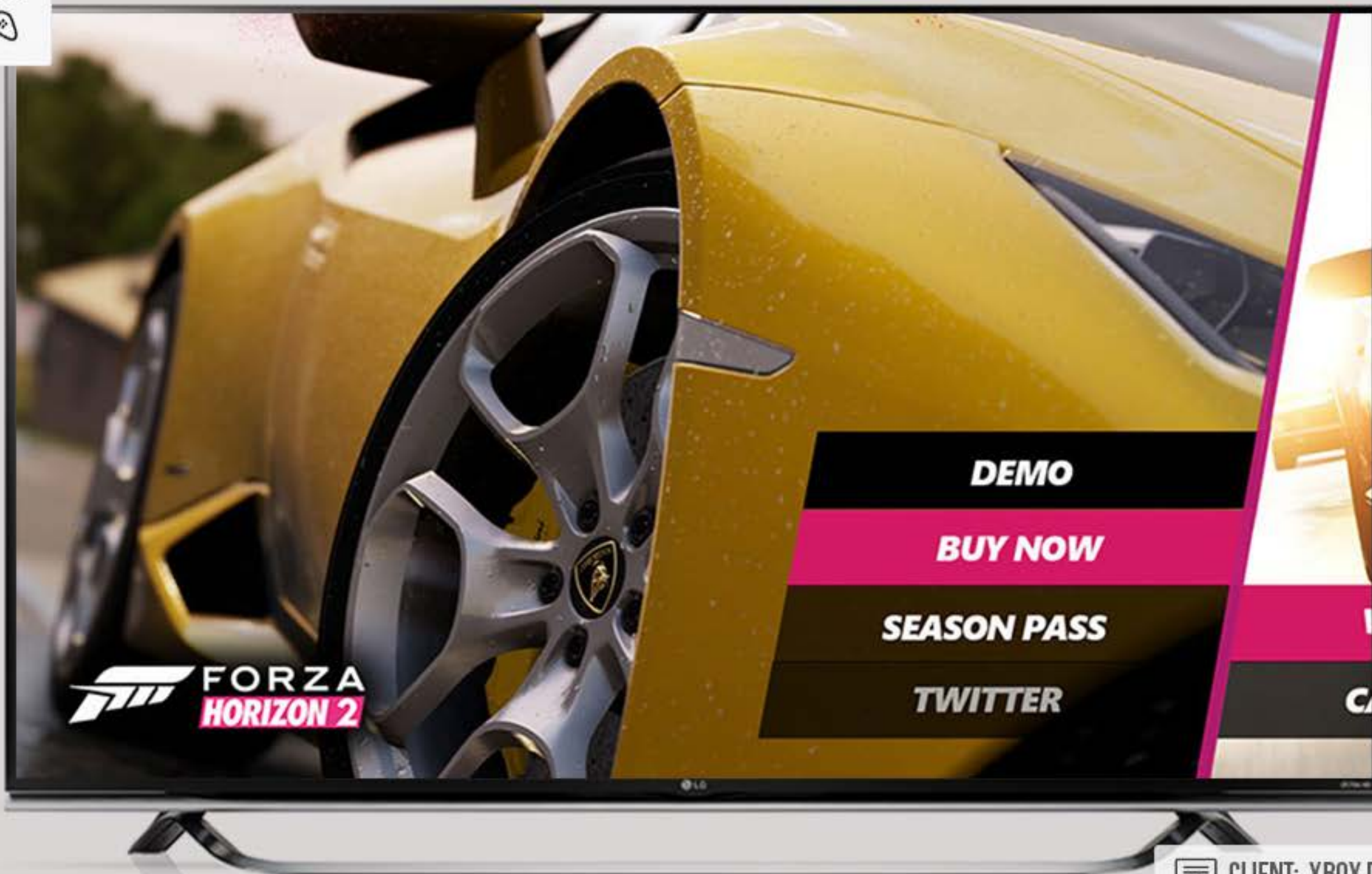
CUSTOMER ENGAGEMENT DESIGNS FOR XBOX LIVE SUBSCRIPTIONS.

DESIGN AND DEVELOPMENT
UI UX & GRAPHIC DESIGN



CLIENT: XBOX DASHBOARD GLOBAL
CUSTOMER ENGAGEMENT DESIGNS FOR XBOX LIVE
SUBSCRIPTIONS.

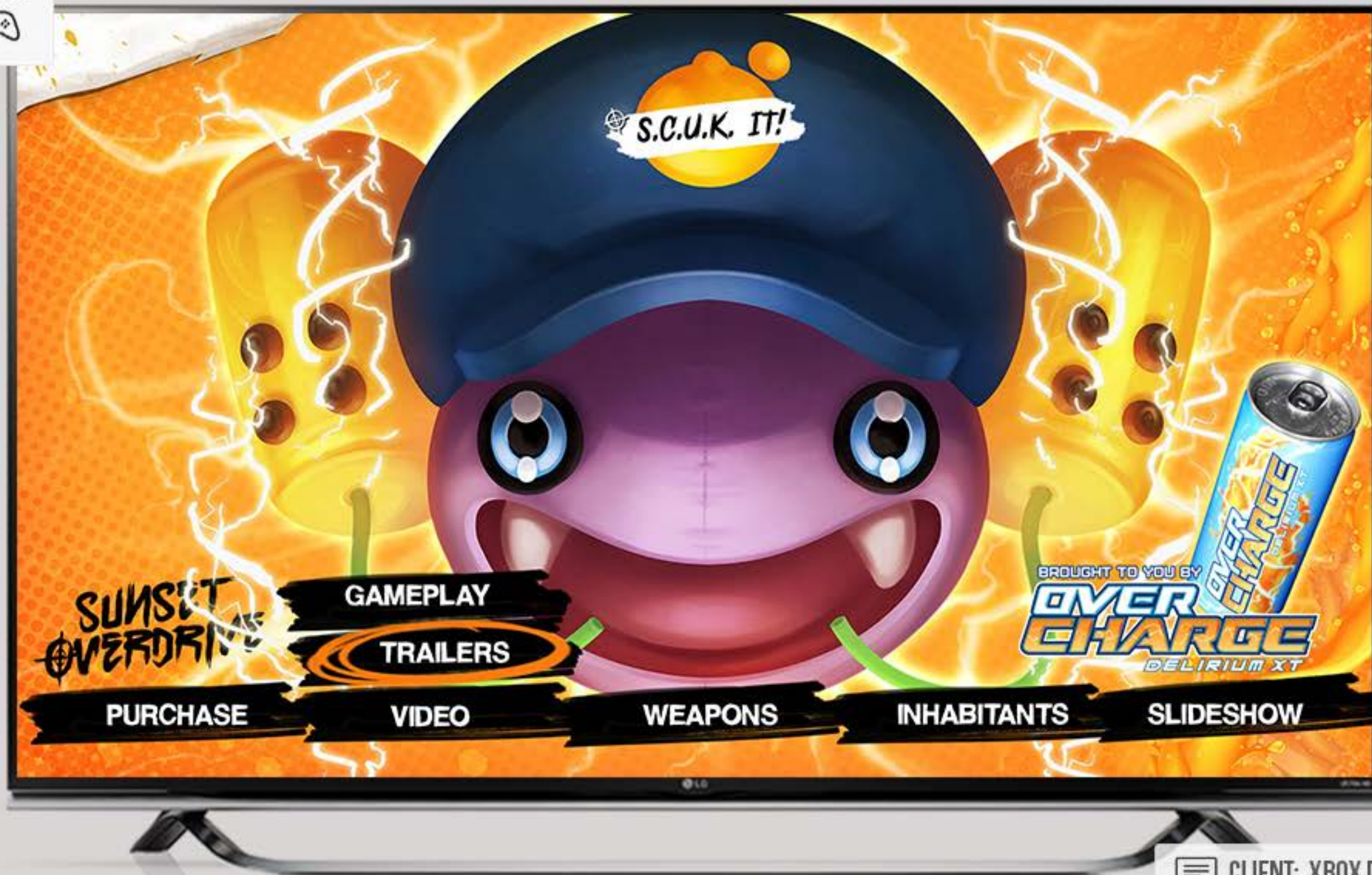
DESIGN AND DEVELOPMENT
UI UX & GRAPHIC DESIGN



 CLIENT: XBOX DASHBOARD GLOBAL

FORZA FUEL CAMPAIGN FOR XBOX. CUSTOMER HUB THAT LINKED TO WIDER ONLINE CAMPAIGN & COMPETITION

DESIGN AND DEVELOPMENT
UI UX & GRAPHIC DESIGN



CLIENT: XBOX DASHBOARD GLOBAL
SUNSET OVERDRIVE ADVERT MENU DESIGN.

ART DIRECTION & BUILD
WEBSITE DESIGN



 CLIENT: BENTLEY

INVITE ONLY FLASH WEBSITE FOR WORLD WIDE DEALER
CONFERENCE SHOWCASING BENTLEYS NEW CAR



CLIENT: GOOGLE & SALESFORCE

DESIGN AND LAYOUT OF WEBSITE FOR CLOUD APPS
MARKETED FOR SMALL TO MEDIUM SIZE BUSINESSES

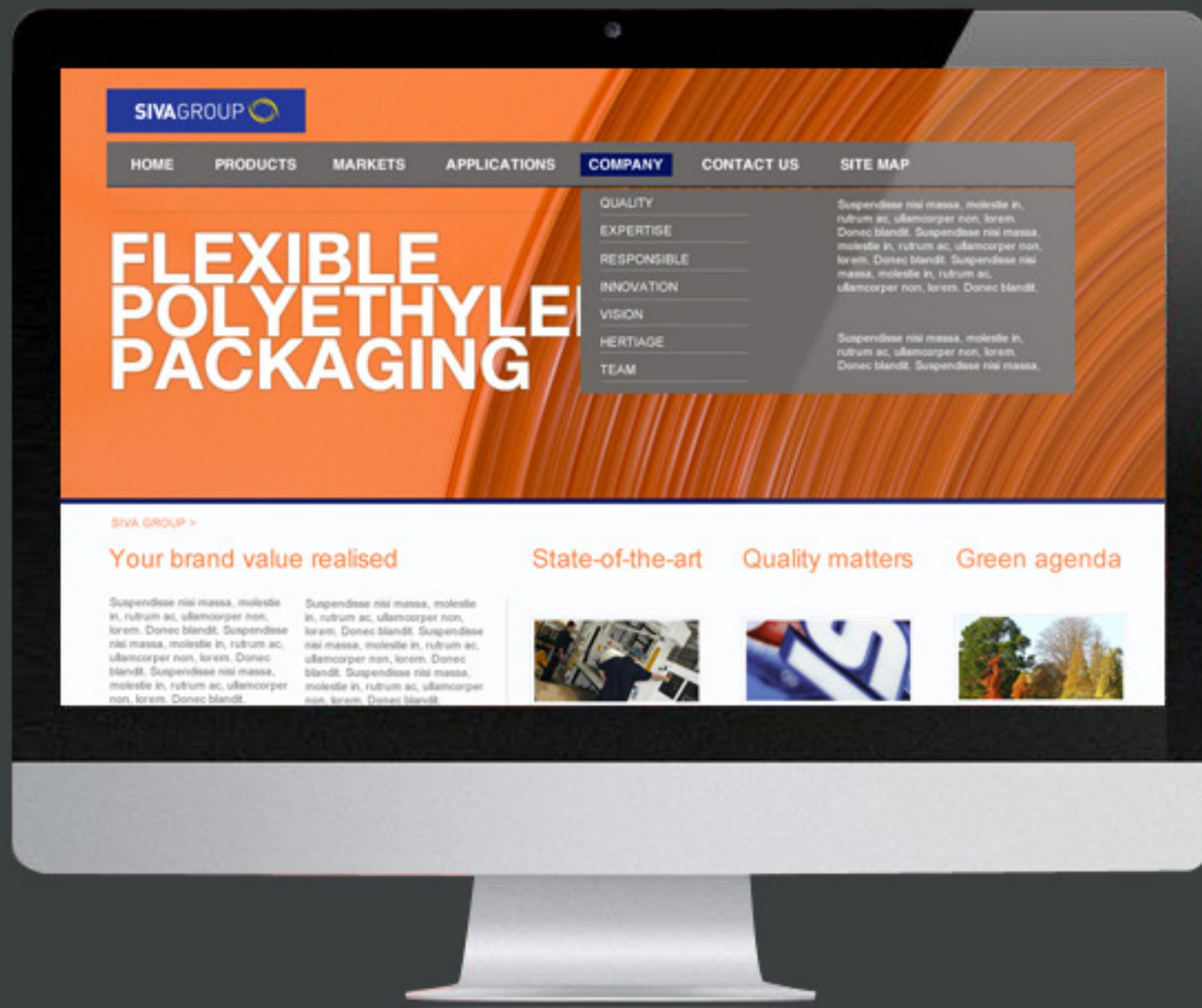
ART DIRECTION & BUILD
WEBSITE DESIGN



 CLIENT: GOOGLE & SALESFORCE

DESIGN AND LAYOUT OF INTERACTIVE FLASH SITE FOR
CLOUD APPS

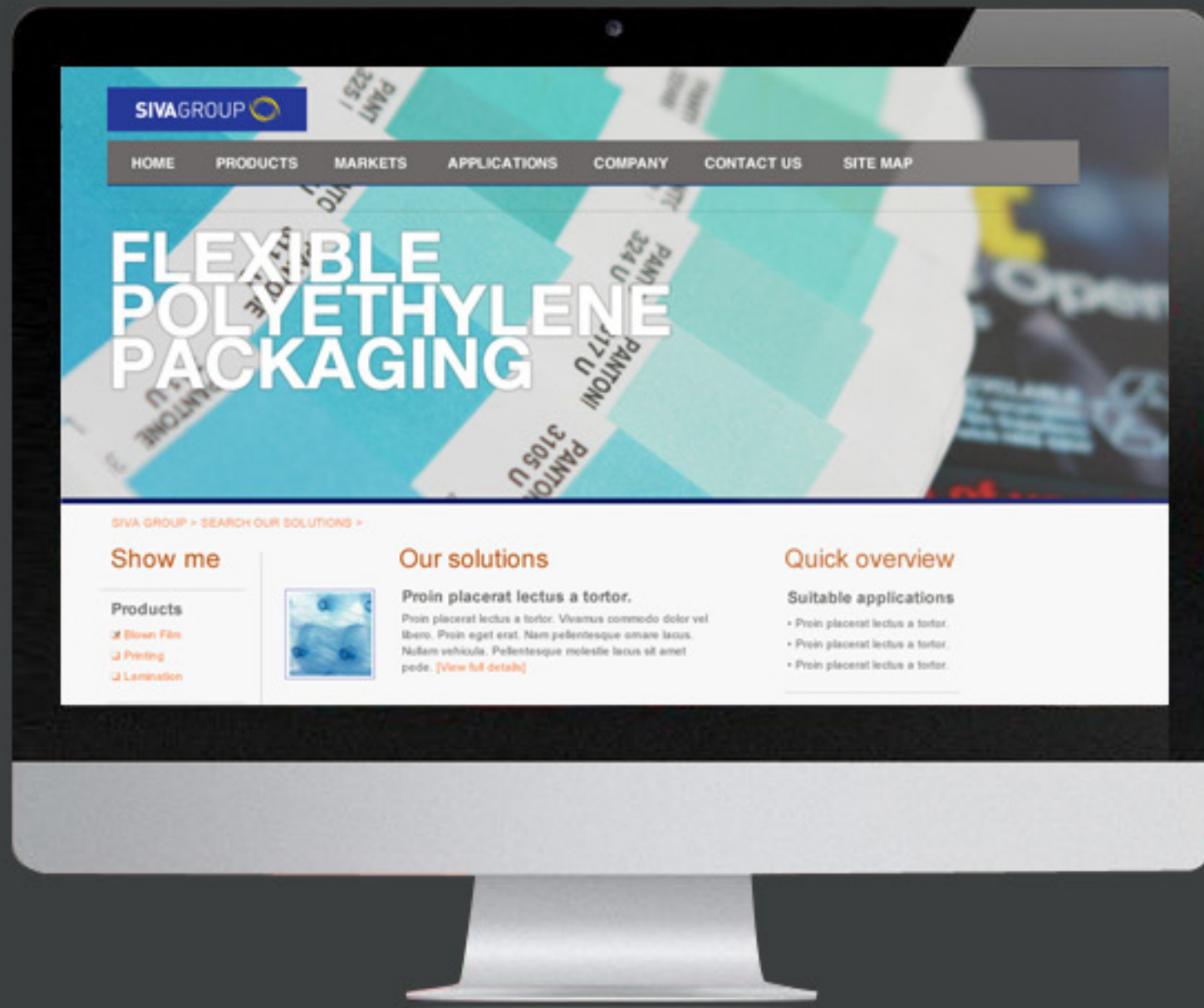
PART OF A TEAM
WEBSITE DESIGN



CLIENT: SIVA PLASTICS

DESIGN AND BUILD OF WEBSITE FOR SIVA PLASTICS. ONE OF THE PROPOSED DESIGNS I CREATED FOR THE CLIENT

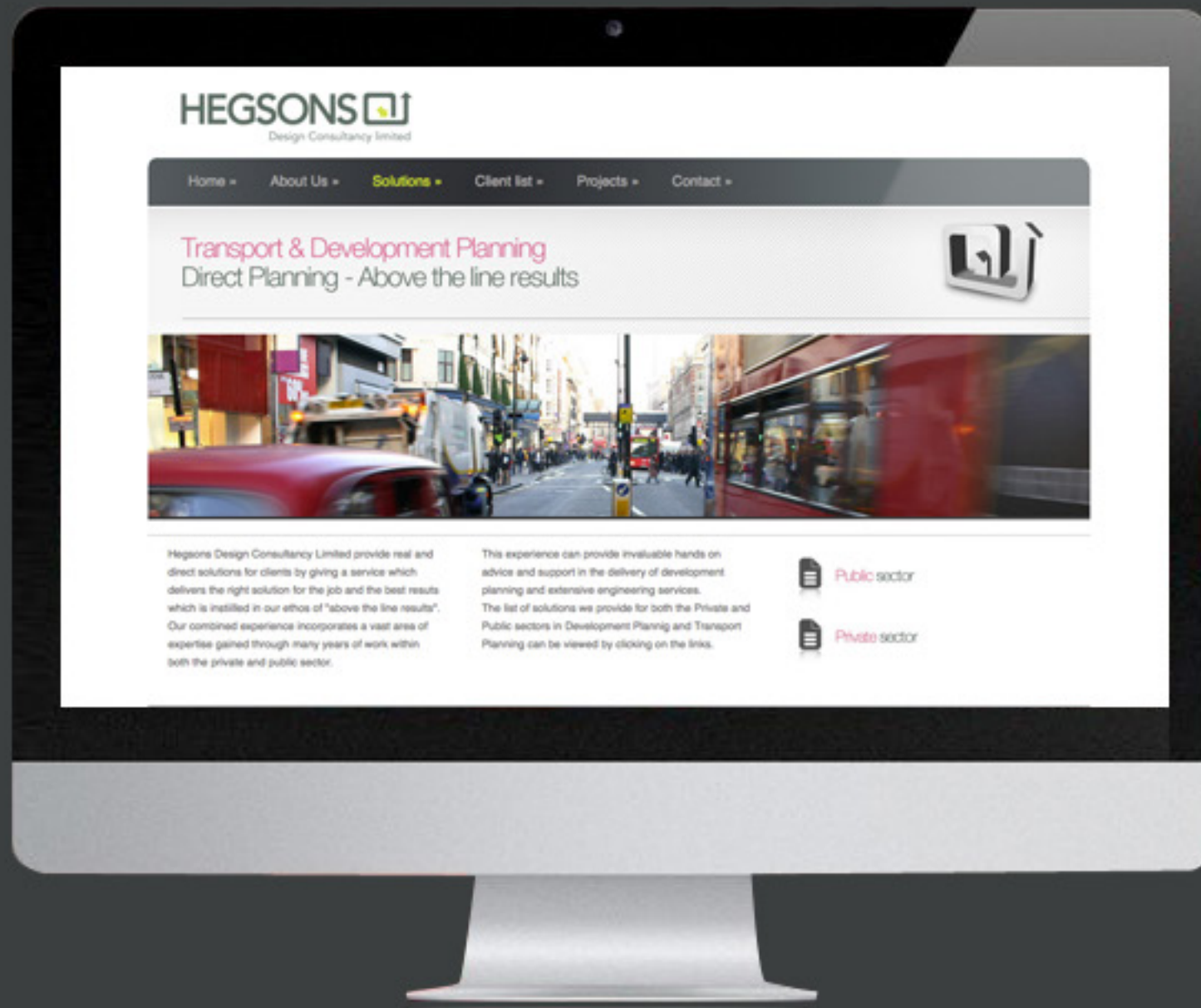
PART OF A TEAM
WEBSITE DESIGN



 CLIENT: SIVA PLASTICS

DESIGN AND BUILD OF WEBSITE FOR SIVA PLASTICS. ONE OF THE PROPOSED DESIGNS I CREATED FOR THE CLIENT

ART DIRECTION & DEVELOP WEBSITE DESIGN



 **CLIENT: HEGSONS**

**DESIGNED LAYOUT AND VISUALS & BUILT HTML FOR A
TRANSPORT PLANNING COMPANY.**

ART DIRECTION & DEVELOP
WEBSITE DESIGN



 CLIENT: BARGARDI

DESIGN AND BUILD OF INTERACTIVE FLASH GAME SITE
FOR EVENT REGISTRATION SITE

LEAD DESIGNER
GRAPHIC DESIGN



New & Tailored



A new way to do events

Events striped and rugged for strategy

CLIENT: MCMENEMY HILL
BROCHURE AND LOGO DESIGN FOR A MARKETING EVENT

LEAD DESIGNER
GRAPHIC DESIGN



 CLIENT: BT

BROCHURE DESIGN FOR BT WHICH WORKS ALONGSIDE
THE NHS WITH INFRASTRUCTURE



BT Health LAN

Bringing it all together

Smarter connections for better health care

Tackling a priority issue

Information management and technology is central to the NHS Operating Framework for 2007-8 and is central to the delivery of healthcare reform.

The government now requires that all healthcare organisations have IMT plans that link explicitly to the successful implementation of national priorities under the Care Record Service.

Specifically, it is clear that this year your organisation must be ready to:

- Achieve national data quality standards
- Implement GP Systems of Choice
- Deploy PAS
- Complete the implementation of PACS
- Roll out the national summary record
- Provide a 24/7 service model based on your current communications infrastructure
- Provide the platform for your organisation to exploit the benefits of NPfIT

So, are you ready? And can we help?

BT Health

BT Health understands your challenges. Our experience in the NHS is second to none. We are responsible for, and are delivering NG, and Spine. We are also the London provider and responsible for many individual trust projects.

And at BT, we also know about transforming a massive national organisation to an entirely different way of working. We've been there ourselves.

Our approach is to work with you to assess the capability of your communications network to meet your care-critical national and local priorities. Only where there is a clear need, will we then recommend an appropriate technology refresh for your organisation.

The offer

We have designed BT Health LAN to meet the evolving needs of the NHS. BT Health LAN can offer you the following benefits.

- A full audit of your existing LAN and IT infrastructure to provide an inventory of equipment and capability.
- Based on this audit, clear advice on whether a technology refresh is required to provide the capability to meet your obligations.
- If you work with us to implement the recommendations, we will then provide a single service level agreement to manage your infrastructure. Providing a single point of contact for all maintenance.
- Flexible and adaptable commercial terms.

In short, we can help you to deliver an infrastructure that is fit for purpose for local applications and ready for the roll out of national centralised applications and IPT voice services. While at the same time reducing the complexity of your IT and LAN infrastructure.

Time to act

Getting started with BT Health LAN involves a clear 5-point plan for the initial engagement.

- We complete an initial audit
- Workshop process to define the journey
- Build the roadmap
- Develop a robust business case
- Implementation

Talk to your Client Business Manager if you want to know more.

BT Health LAN

 CLIENT: BT

BROCHURE DESIGN FOR BT WHICH WORKS ALONGSIDE THE NHS WITH INFRASTRUCTURE

LEAD DESIGNER
GRAPHIC DESIGN



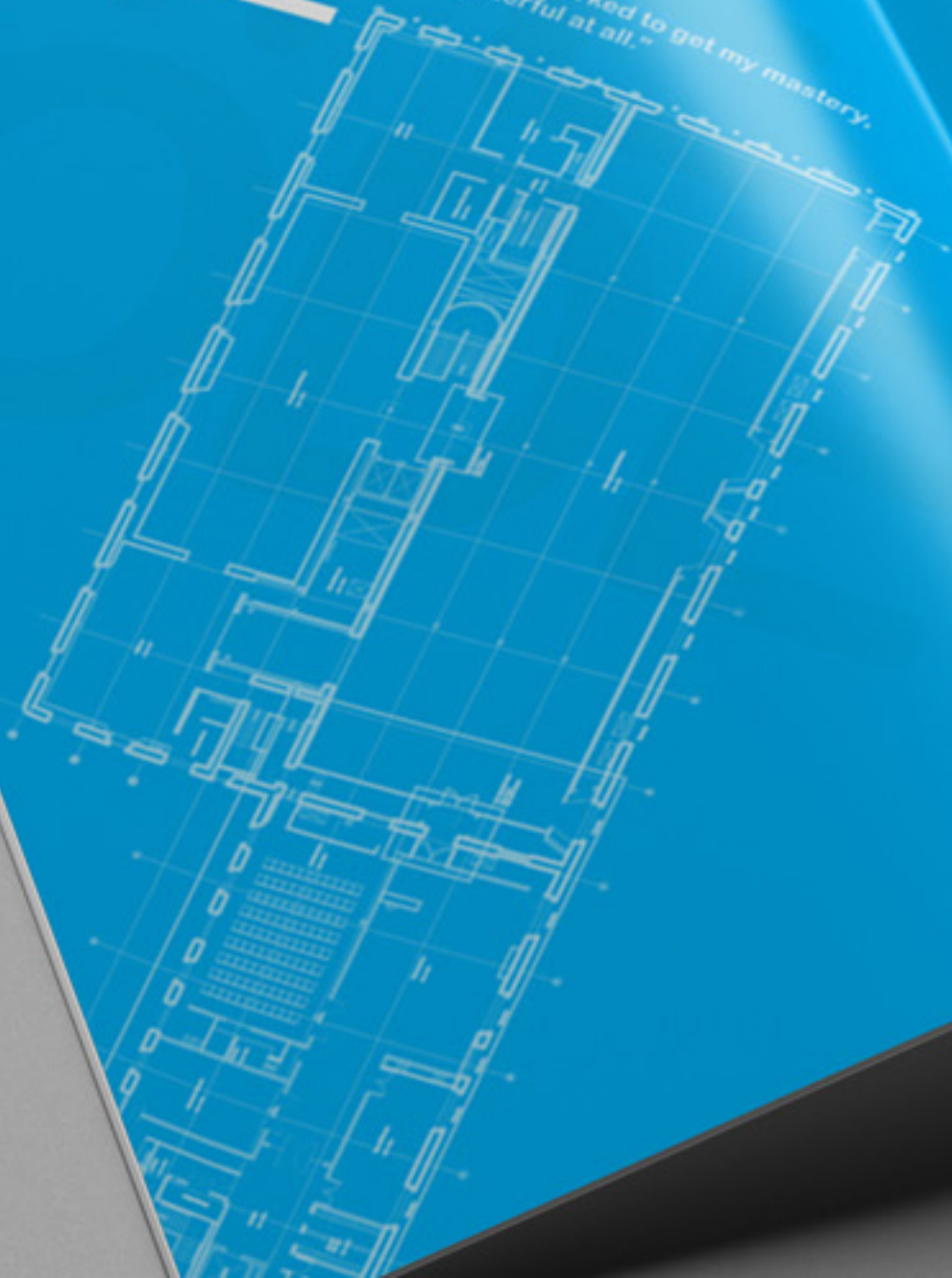
 CLIENT: BT WHOLESAL

EVENT BROCHURE HELD AT THE TATE. THE CLIENT WANT
A HINT OF THE GALLERY ASTHETICS IN THE LAYOUT.

LEAD DESIGNER
GRAPHIC DESIGN



"If people knew how hard I worked to get my mastery,
it wouldn't seem so wonderful at all."
Michaelangelo



Surgeries In addition to our product and topic focused round tables, you can talk over any serious operational or planning concerns on a personal basis at one of our surgeries

Customer service - gaining your feedback on our performance

BT Wholesale's Customer Service Manager (CSM) team helps to improve the service relationship with customers by advising on best use of correct processes and channels, and by supporting customers on specific non-standard issues. The team's broad understanding of BT's products and services means you can get definitive guidance on who to speak to and how to resolve any current or historic service-related issues. Come and meet us today - we want to understand the problems you experience and will be happy to discuss how we can resolve them together.

Sales Engineering

It's good to get independent advice, but all too often it comes at a fairly disguised push on behalf of one manufacturer or another. Our Sales Engineering consultancy services are different. Our Sales Engineers are experts in networked services, CRM, security, voice, business, and IP applications and technologies, and use their technical skills to bring value and benefit to your business.

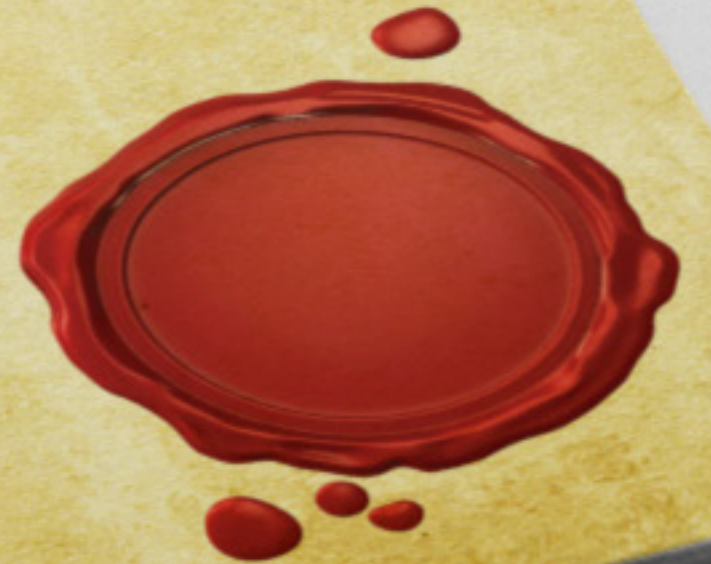
Talk to us about your operational concerns and your plans for the future and we can tailor a workshop to your specific interests and business needs.

BT wholesale
BT LIVERPOOL
TATE
MODERN
SUMMER
SHOWCASE
20

 CLIENT: BT WHOLESALE

EVENT BROCHURE HELD AT THE TATE. THE CLIENT WANT A HINT OF THE GALLERY ASTHETICS IN THE LAYOUT.

PART OF A TEAM
GRAPHIC DESIGN



 CLIENT: GOLDMAN SACHS

PITCH DOCUMENT THAT SET THE STAGE FOR A HUGE
EVENT INVOLVING THE TOWER OF LONDON

PART OF A TEAM
GRAPHIC DESIGN



Chapter 5: The royal welcome

The purpose was to be their standard bearer

and the more they embraced, the more they
and more they embraced, the more they
in the end, they embraced, the more they
Royal Pavilion was.

*"This is a real living, breathing fortress,
it makes the hair on the back of your
neck stand on end."*



 CLIENT: GOLDMAN SACHS

PITCH DOCUMENT THAT SET THE STAGE FOR A HUGE
EVENT INVOLVING THE TOWER OF LONDON

ART DIRECTION
GRAPHIC DESIGN



WOLF
LUST
CAUTION



THE LAST CHAPTER BEFORE DINNER

RIP
SAW

CLIENT: BURTON [CONCEPT PITCH]

BROCHURE DESIGN CONCEPT FOR BURTON SNOWBOARD
LOOK BOOK .

PART OF A TEAM
GRAPHIC DESIGN

A photograph of a Nespresso Citiz coffee machine, which is dark blue and black with a silver coffee cup on top. The machine is positioned in the foreground, slightly to the left of the center. The background is a dramatic, low-angle photograph of a city skyline at sunset or sunrise, with tall buildings silhouetted against a bright, orange and yellow sky. The entire scene is presented as a tri-fold invitation card, with the machine and cityscape image spanning across the three panels. The word 'Citiz' is printed in a white, lowercase, sans-serif font on the dark surface of the machine's base.

Citiz

CLIENT: NESPRESSO

TRI-FOLD INVITE FOR NESPRESSO LAUNCH OF ITS NEW
CITIZ MACHINE IN THE UK

PART OF A TEAM
GRAPHIC DESIGN



CITIZ

Thursday 26th February 2009


6:30pm – 11:00pm, Nespresso Gallery at Altitude, Millbank
Tower, London, SW1P 4QP.

Please hold this date! You and a partner are invited to the
exclusive UK launch of 'Citiz' – the most stylish addition to
Nespresso's coffee machine range.

You will receive your formal invitation in the post towards the
end of this month however, we want to make sure you keep the
date free for an evening of champagne, dinner and some of the
most spectacular views over London.

Venue details

ALTITUDE Broadcasting & Corporate Studios
29th Floor
Millbank Tower
21 - 24 Millbank
London
SW1P 4QP

 CLIENT: NESPRESSO

TRI-FOLD INVITE FOR NESPRESSO LAUNCH OF ITS NEW
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 CLIENT: NESPRESSO

TRI-FOLD INVITE FOR NESPRESSO LAUNCH OF ITS NEW
CITIZ MACHINE IN THE UK

PART OF A TEAM
GRAPHIC DESIGN



 CLIENT: BT MARKETING

RESPONSIBLE FOR DESIGN & LAYOUT OF BROCHURE
SHOWCASING AGENCY & MARKETING PARTNERS



Best customer insight

The winner will demonstrate the best example of uncovering and applying 'solution', where genuine insight has been turned into marketing action and led to a specific business result.

Sponsored by



'Do What You Do Best' The power of an insight to make a difference

BT Business campaign team
BT Retail

Erica Leeke, Barry Louth, Jonathan Wibberley,
TC Miles

The future of BT Business depends on BT being the preferred partner for small and medium enterprises (SMEs) IT and communications services. To achieve this, the team had to demonstrate to customers how BT could benefit their company - a challenge made harder by the diversity of the audience and their lack of engagement in technology itself.

The approach was to reverse the traditional model of communications in the sector. Instead of positioning BT in an organisation as the all powerful catalyst for success an honest reflection of the benefit that BT's solutions can bring, namely enabling customers themselves to be the heroes in their organisations and allowing them to focus on what they went into business for. This was summarised by the thought 'Do what you do best'.

With this insight at the core of the integrated campaign opinions of BT's offering to the SME market have been transformed, increasing brand consideration by 25 percentage points, generating thousands of customer interactions and sales conversations with BT Business and providing focus, momentum and excitement within the organisation.

Global Key Account Marketing

KAM team
BT Global Services

Richard Fitzmaurice, Nina Lees, Samantha Banks,
Peter Lundie, Neil Blakesley

Global Services operate in ever-challenging international markets where competition is rising, customers are becoming more demanding and there is an urgent need to reduce costs and increase margin.

As a result of this demanding environment, the key account marketing (KAM) programme and team was established, designed to focus and create a strategic programme around major accounts by revenue - known as the 'T400'. These 400 customers deliver 78% of Global's corporate and government revenues.

The core aim of this programme was simple - to increase BT's share of wallet by uncovering deep customer insight into the key executive decision makers for these top global accounts, and translate this insight into compelling and profitable customer conversations and business points of view.

A variety of channels were then deployed to engage customers and expand the customer contact base. Since its launch in December 2007, the key account marketing programme has been deployed across the UK, Americas, EMEA and Asia-Pac and has delivered 41 opportunities, 266 new contacts, 171 new conversations/ and £19.6m NIBR.

Automatic Success in Adversity (Digital Vault)

BT Total Broadband team
BT Retail Consumer

Fraser Smeaton, Jenny Bullis, Darren Robertson,
David Still

Through uncovering the insight that customers (despite understanding the importance) fail to back-up precious files regularly, the team was able to position BT's Digital Vault feature as another reason why BT Total Broadband was the most complete, customer-focused broadband available.

By understanding customers' failure to back-up files the team was able to develop a compelling position for the automatic capability of the file back-up feature for the Total Broadband was able to re-assert its position as the most complete broadband provider, despite a previous drop of 10% in BT's share of voice and competitive campaigns from Sky and Virgin, on new 'triple-play' offerings.

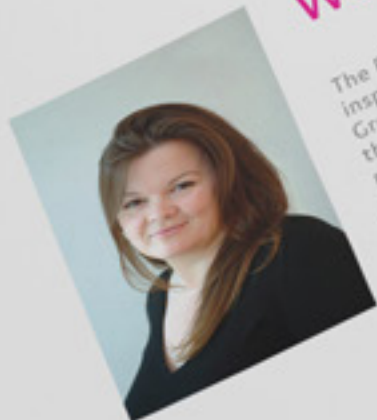
The campaign exceeded its calls target by 20% in the first week and saw broadband installations exceed target by c.30,000. Finally and importantly for a brand that helps people thrive, BT was able to help safeguard the priceless family files of 740,000 households across Britain.

CLIENT: BT MARKETING

RESPONSIBLE FOR DESIGN & LAYOUT OF BROCHURE
SHOWCASING AGENCY & MARKETING PARTNERS



Welcome



The BT Marketing Awards programme was created to inspire and reward marketing excellence across the Group. This year we received over 30 entries across all the awards categories and from all parts of the business, representing a strong body of work and the culmination of months of work by many people.

Tonight we are here to recognise the achievements of all our shortlisted finalists, and to announce the winners in all the awards categories - including the coveted 'Grand Prix' award and 'marketer of the year'.

Our finalists represent the people and projects that have made the most significant, measurable difference to our business and our customers from all the entries submitted - although it was a very tough call on who to select.

I am delighted to be hosting our event and extend a warm welcome and big thank you to all the teams here, our senior BT stakeholders and specially invited guests from our marketing agencies and not forgetting other organisations who have helped us create and deliver the awards programme.

This promises to be an exciting evening.

Suzi Williams
BT Group marketing and brand director

The evening ahead

19:00 to 20:00
20:00 to 23:00

Welcome
Keynote address

Starter
Best customer insight
Best proposition

Main
Marketing effectiveness below £1m
Marketing effectiveness above £1m

Dessert
Corporate reputation
Marcomms effectiveness

Coffee and petit fours
Marketer of the year
Grand Prix

Thank you
Evening closes

Pre-ceremony drinks reception in the Turner Gallery
Gala dinner and awards ceremony

Suzi Williams
Sir Michael Rake

Presented by Kantar
Presented by RKR/M&R

Presented by Agency.com
Presented by OgilvyOne

Presented by Fishburn Hedges
Presented by Vivaki

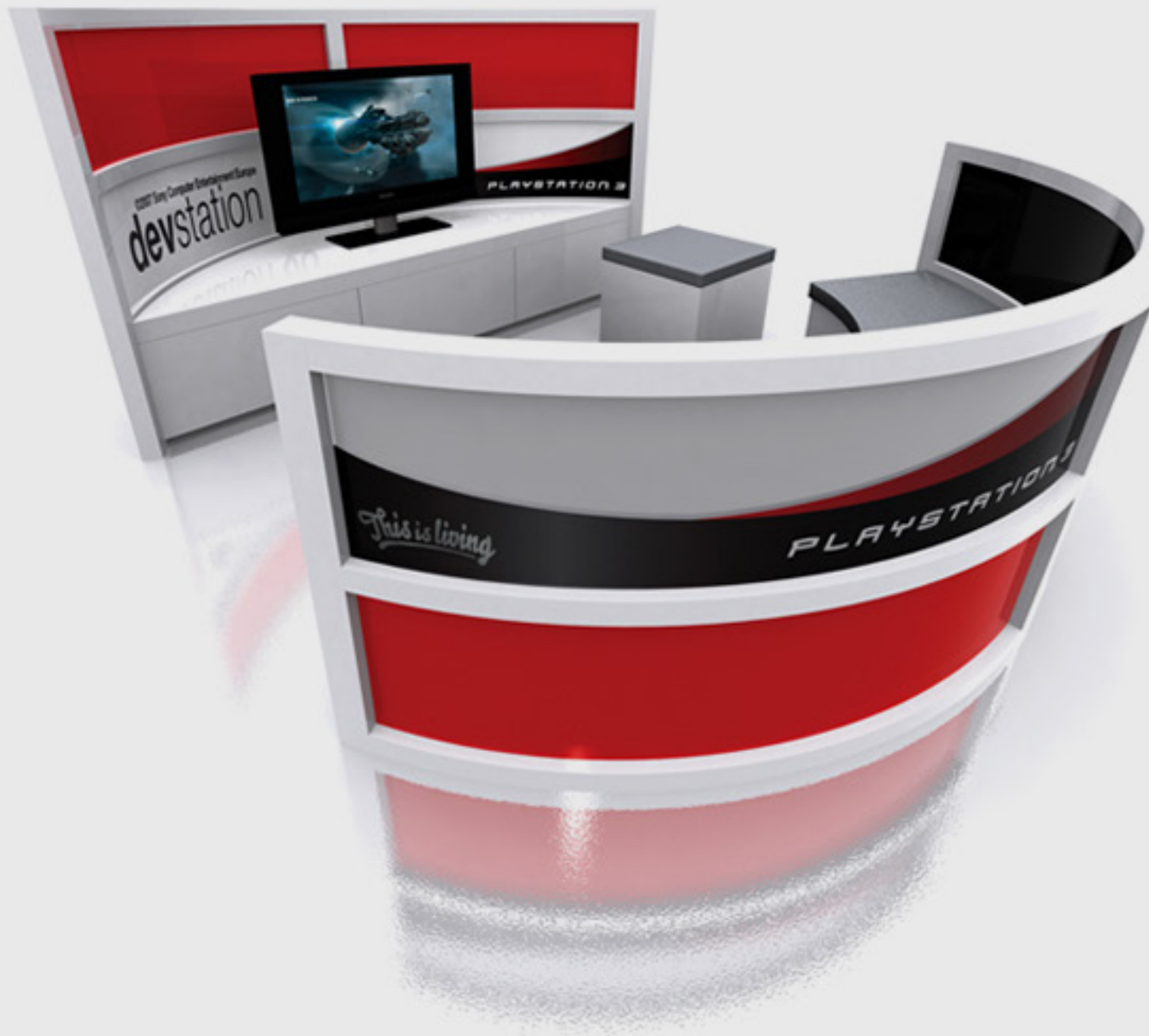
Presented by The Marketing Society
Presented by AMVBBDO

Suzi Williams

CLIENT: BT MARKETING

RESPONSIBLE FOR DESIGN & LAYOUT OF BROCHURE
SHOWCASING AGENCY & MARKETING PARTNERS

DESIGN PRODUCTION
3D MOCKUP AND EVENTS



CLIENT: VARIOUS

A COLLECTION OF 3D MODELS AND LARGE SCALE EVENT
DESIGNS

DESIGN AND DEVELOPMENT
UI UX & GRAPHIC DESIGN




 CLIENT: LIONHEAD

LEAD UI DESIGNER ON ALL MENU SCREENS & MAIN LOGO.
WORKED CLOSELY WITH DEVS AT A TECHNICAL LEVEL.

DESIGN AND DEVELOPMENT
UI UX & GRAPHIC DESIGN



 CLIENT: LIONHEAD

LEAD UI DESIGNER ON ALL MENU SCREENS & MAIN LOGO.
WORKED CLOSELY WITH DEVS AT A TECHNICAL LEVEL.

DESIGN AND DEVELOPMENT
UI UX & GRAPHIC DESIGN



ALL ZOMBIES MUST DIE!



CLIENT: DOUBLE SIX GAMES

LEAD UI DESIGNER ON ALL MENU SCREENS & MAIN LOGO.
WORKED CLOSELY WITH DEVS AT A TECHNICAL LEVEL.

DESIGN AND DEVELOPMENT
UI UX & GRAPHIC DESIGN



STRIKE SUIT

ZERO



 CLIENT: BORN READY GAMES

LEAD UI DESIGNER ON ALL MENU SCREENS & MAIN LOGO.
HELP ESTABLISHED BEGINNINGS OF UI LOOK AND FEEL



 CLIENT: LIONHEAD

LEAD UI DESIGNER ON ALL MENU SCREENS & MAIN LOGO.
EXAMPLE OF EARLY KINECT ICONS CREATED FOR IN GAME

DESIGN AND DEVELOPMENT
UI UX & GRAPHIC DESIGN



CLIENT: BORN READY GAMES

LEAD UI DESIGNER ON ALL MENU SCREENS & MAIN LOGO.
COLLECTION OF MAIN LOGO MOCK UPS.

DESIGN AND DEVELOPMENT
UI UX & GRAPHIC DESIGN



ARM BAND INSIGNERS



CLIENT: BORN READY GAMES

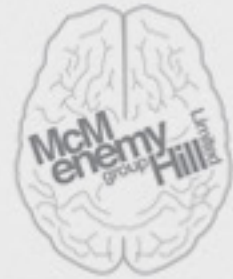
LEAD UI DESIGNER ON ALL MENU SCREENS & MAIN LOGO.
COLLECTION OF IN GAME UI ICON DESIGNS



CLIENT: BORN READY GAMES

LEAD UI DESIGNER ON ALL MENU SCREENS & MAIN LOGO.
COLLECTION OF IN GAME UI ICON DESIGNS

ART DIRECTION
LOGO DESIGN



CLIENT: VARIOUS

A COLLECTION OF LOGOS I HAVE DESIGNED FOR VARIOUS CLIENTS AND JOBS THROUGH THE YEARS

DESIGN AND DEVELOPMENT
UI UX & GRAPHIC DESIGN



 CLIENT: HTML TEMPLATE CREATION

JOHN WICK REDESIGN SHOWCASE OF SELF-CREATED
HTML TEMPLATE.