



RORY IS FAST TO UNDERSTAND
EVERY BRIEF AND VERY
THOROUGH IN DEVELOPING
DESIGN IDEAS THAT DELIVER
ALL THAT'S NEEDED - FROM
BOTH AN AESTHETIC AND
BUSINESS PERSPECTIVE.

POINT A HOTELS

Budget hotel range (formerly Tune Hotels)

WORK COMPLETED AT THEME GROUP

WORK

Ongoing projects for the 7 hotels across London & Glasgow. Community walls - featuring areas for; staff photos, A-list members discounts, 'what's on' and 'leave your mark'. Other projects include Z-cards, posters, breakfast signage, etc.

RESULT

Guests love interacting with the Community walls, some need cleaning on a daily basis to make room for fresh comments! Two more hotels to open in the following months.



VALSPAR PAINT

Budget hotel range (formerly Tune Hotels)

WORK COMPLETED AT THEME GROUP

WORK

Ongoing projects for this high end paint producer. Many varied projects from the chip racks and paint cans below to promotional material and web graphics. Theme were also involved in producing support material for several RFQ's.

RESULT

RFQ's resulted in Valspar being trialed in the Netherlands and then stocked in several stores. The Valspar paint range continues to grow.



AMBER ROCKS

Eddie Jordan's annual charity party to raise money for underprivileged young people

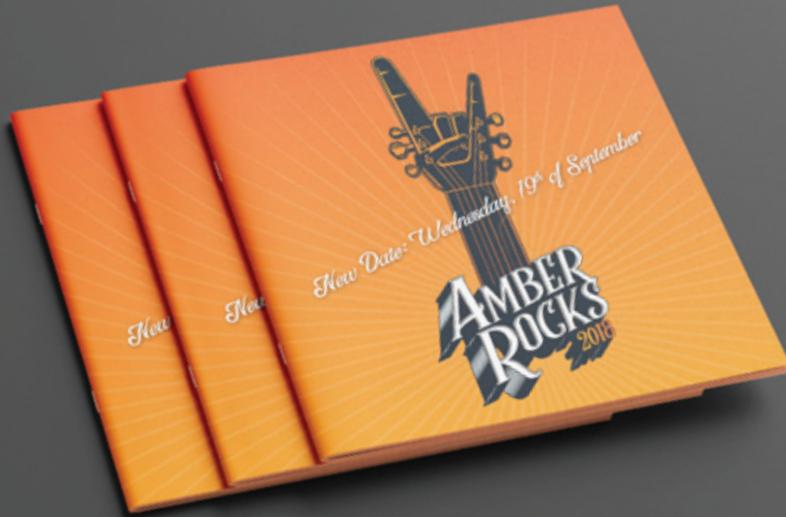
FREELANCE CLIENT

WORK

I have worked for this client over the last several years, producing event graphics, invites, tickets, support graphics as well as a website. One year we even produced some air guitars for the stars to play!

RESULT

The £0.5m needed to run Amber's new residential centre was easily achieved. It never fails to surprise me how much it is possible to raise at these charity auctions when the wealthy are involved.



UNIVERSITY COLLEGE OF ESTATE MANAGEMENT

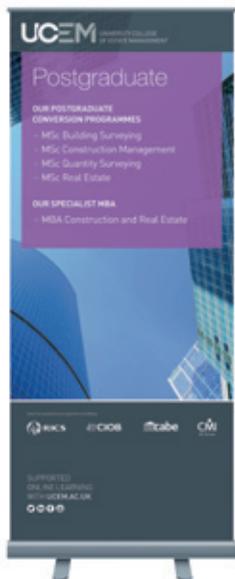
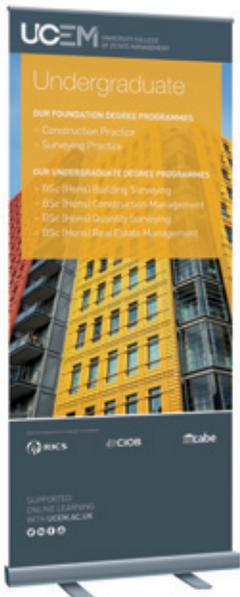
Supported online learning
WORK COMPLETED AT UCEM

WORK

Among other projects I oversaw the re-brand from The College of Estate Management to University College of Estate Management.

RESULT

Worked closely with an external agency to produce a new Corporate Identity. Re-brand was then implemented across all forms of media resulting in an increased presence for The College while student numbers continue to rise.



CEM Student Experience Satisfaction Rates

1-graduate student survey, autumn 2014



UNIVERSITY COLLEGE OF ESTATE MANAGEMENT

Supported online learning
WORK COMPLETED AT UCEM

WORK

Various logos were produced for various projects internally and externally.

RESULT

All logos were warmly received and are still in use.



BEE SUSTAINABLE



CHEESY LUNCHTIMES



PROPERTY PEOPLES NETWORK



ACADEMIC DEVELOPMENT PROGRAMME



3727



JOB SHOP



STUDENT CENTRAL



CEM SAFEGUARDING



UCEM 500 FOR 500

ROUND&ABOUT MAGAZINE

Monthly postcode specific magazine delivered by the Royal Mail WORK COMPLETED AT ROUND&ABOUT MAGAZINE

WORK

Re-designed the magazine in 2010 with ongoing design updates to the magazine and some of their advertisers.

RESULT

During my employment, the magazine added 3 new titles to their portfolio. Going from 188,213 homes receiving the magazine in 2010 to over 289,000 in 2012. The magazine continues to grow and evolve.



INVESCO PERPETUAL PENSIONS

One of the largest independent investment managers in the UK

WORK COMPLETED AT DESIGN DIRECTIONS

WORK

After an initial period of freelancing, I contracted for Design Directions to update all pension documents for one of their clients, Invesco Perpetual.

RESULT

Project ran very smoothly with all involved being very pleased with the outcome. As a result I contracted for Design Directions over the next 2+ years on many projects.



THE BRITISH LUXURY COUNCIL

Promoting British luxury consumer goods
 WORK COMPLETED AT IDEAL SOLUTIONS

WORK

All manner of marketing collateral was undertaken as well as the development of the brand.

RESULT

The BLC were so pleased with what had been produced that they bought the marketing agency I had been working for!

