


## JO BAKER


designer


An experienced and educated graphic designer with natural creative instincts, strong technical competence and attention to detail, I love what I do and I'm passionate about high-quality design. I've been in the design industry for 10 years, obtaining a first-class degree in Graphic Design from the University of Brighton and a wealth of experience during in-house and freelance positions. I'm passionate about perfecting the simplest of details to achieve visual harmony, and over the years I've enjoyed helping a diverse array of businesses connect with their customers through web, branding and print.

You can find me working at my desk with a cuppa using Sketch, Figma or Adobe's Creative Suite, my Spotify groove on and Slack pinging away. In my 'me' time I'm on the piano, keeping up with the latest interior design trends or having a good ol' read of the latest bestseller.

**BA (Hons) 1:1 Graphic Design for  
Digital Media** University of Brighton

 [jo@joannabaker.co.uk](mailto:jo@joannabaker.co.uk)

 07576 411 410

 Eastbourne, East Sussex, UK

 [linkedin.com/in/jo-anna-baker](https://www.linkedin.com/in/jo-anna-baker)

March 2023 - Present

### Graphic Designer, Freelance

As a freelance designer, I have worked primarily on FTCs alongside additional ad-hoc projects, allowing me to broaden my expertise across the digital landscape. I've consistently delivered high-impact design solutions for a variety of clients. My responsibilities have varied depending on the project scope, including:

- Revamping website UI to enhance user engagement and streamline interactions
- Styling user journeys with a focus on navigation and clear feedback systems
- Creating responsive, mobile-first designs tailored for a seamless user experience
- Developing scalable design systems for B2C brands, empowering in-house teams
- Crafting impactful digital visuals for marketing campaigns, driving brand visibility
- Leading the branding process, from logo design to theming, typography and print

October 2021 - March 2023

### Digital Designer, 15gifts

As a digital designer for an ambitious digital product provider in the tech industry, my role involved working with leading telecommunication and media companies in the UK and USA such as Three, Vodafone, EE, T-Mobile and more.

My responsibilities included:

- Creation of pixel-perfect and on-brand UI
- Working closely with UX and Product Managers to conceptualise solutions
- Working with BA's, PO's, QA and Dev teams to ensure quality implementation
- Assisting with creation of and working in Figma based design system
- Improving quality of company Sketch files for developers
- Creating accessible experiences for large audiences
- Creating low and high fidelity interactive prototypes



Sketch



Figma



JIRA



Abstract



InVision



Principle



Photoshop



Illustrator



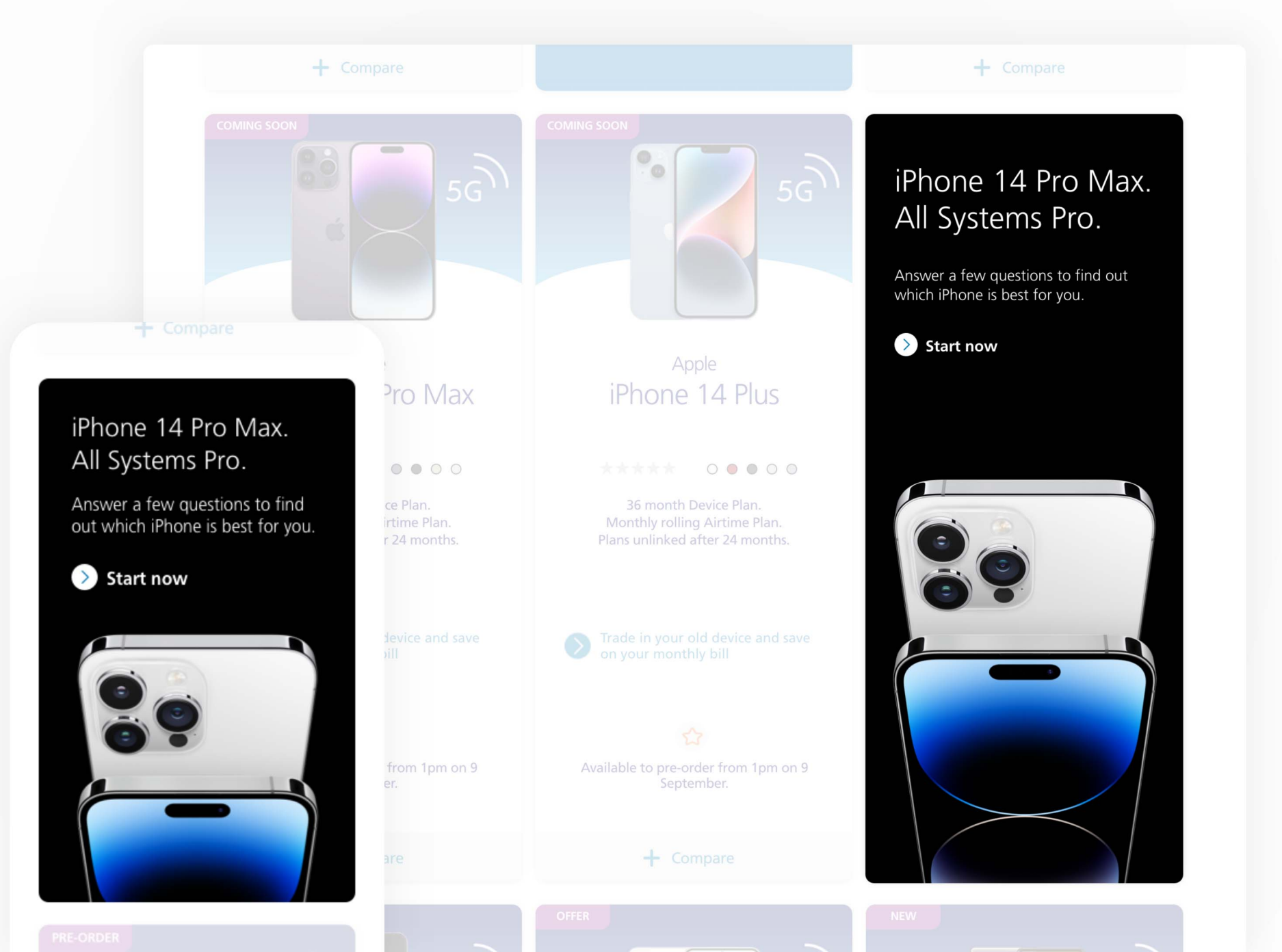
InDesign

August 2015 - October 2021

### Graphic Designer, Opacity Ltd

As a key part of a small team, I worked closely with clients to deliver a wide range of digital and print materials. My duties included:

- Collaborating with customers to determine project scope, pricing and deadlines
- Styling digital materials such as websites, decks, web apps, email campaigns and social media assets
- Designing print materials including brochures and vehicle graphics
- Crafting branding for businesses and individuals across B2B/B2C





## The Apple iPhone 12 Pro is a great match for you! Here's why...

### Your choice

Apple iPhone 12 Pro

### Great match

Motorola Moto E7

### Top alternative

Motorola Moto E7i

## Apple iPhone 12 Pro

### Colour

Black

### Storage

64GB

### Phone payment plan

36 months

### Your edited plan

Phone and plan monthly total  
**£35.00**

### Data

2GB

10GB

25GB

50GB

500GB

Unlimited

### Upfront payment

£0

£49



[Show phone spec](#)

3 months free airspace

Super retina XDR display. Ultra wide angle camera.

Up to 19 hours talk time from a single charge

Quad 12MP + 12MP + 12MP + TOF 3D camera with Sensor-shift Optical Image Stabilisation

IP68 water and dust resistant

6.1 Super Retina XDR Display

### Colour

Black

### Storage

64GB

### Phone payment plan

36 months

### Phone

Apple iPhone 12 Pro  
64GB Black  
36 month contract



£0.00  
Upfront

£18.00  
Monthly

3 months free airspace

### Plan

25GB data  
24 month minimum term

£0.00  
Upfront

£17.00  
Monthly

### Your total

£0.00  
Upfront

£35.00  
Monthly

☐ 12 months ⓘ
 ☒ 24 months

Yours for a great price

25GB + 3 Xtra benefits

Data Monthly  
**25GB £21**

[See what you're saving](#) ▾

Includes ▾

Choose plan

Price includes £10 a month off the standard plan price. Not available in conjunction with any other discount except our Trade-in Guarantee (if applicable).

Yours for a great price

25GB + 3 Xtra benefits + Entertainment

Data Monthly  
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Includes ▾

Choose plan

Price includes £10 a month off the standard plan price. Not available in conjunction with any other discount except our Trade-in Guarantee (if applicable).

Yours for a great price

100GB + 3 Xtra benefits

Data Monthly  
**100GB £24**

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Choose plan

Price includes £10 a month off the standard plan price. Not available in conjunction with any other discount except our Trade-in Guarantee (if applicable).

Choose plan

Not sure which plan to go for?

Answer a few quick questions

Get started

Our top pick

50GB + 4 Xtra benefits

5G Ready

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**50GB £27**

Not sure which plan to go for?

Answer a few quick questions

Get started

Yours for a great price

100GB + 3 Xtra benefits + Entertainment

Data Monthly

Yours for a great price

Unlimited Max + 4 Xtra benefits

Data Monthly  
**Unlimited £30**

Yours for a great price

Unlimited Max + 4 Xtra benefits + Entertainment

Data Monthly



Buttons / CTAs

<div>Primary</div>	Default	<div>Secondary</div>	Default
<div>Primary</div>	Hover	<div>Secondary</div>	Hover
<div>Primary</div>	Focus	<div>Secondary</div>	Focus
<div>Disabled</div>	Disabled	<div>Disabled</div>	Disabled

Buttons / CTAs

<div>Primary</div>	Default	<div>Secondary</div>	Default
<div>Primary</div>	Hover	<div>Secondary</div>	Hover
<div>Primary</div>	Focus	<div>Secondary</div>	Focus
<div>Primary</div>	Disabled	<div>Secondary</div>	Disabled

Buttons / CTAs

<div>Primary</div>	Default	<div>Secondary</div>	Default
<div>Primary</div>	Hover	<div>Secondary</div>	Hover

Back a step

Start again

Question: Asking users for their budget

Subcopy providing more context to the question

£00

Helpful tip:  
Based on XXX, a budget of XXX looks about right

Label

Label

Label

Label

Label

Progress

Back

Next

Accordion Heading

This is a paragraph component... Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam pulvinar sagittis leo, ut condimentum nulla consequat a. Nam dui dolor, auctor in lacinia id, porta et ipsum. Quisque malesuada, arcu a scelerisque feugiat, turpis turpis faucibus felis, vel elementum nisi dui et urna. Nullam sapien diam, convallis vel cursus quis, tempor vitae magna. Suspendisse pellentesque sem id mattis euismod. Vivamus mi augue.

Start again

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This is a paragraph component... Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam pulvinar sagittis leo, ut condimentum nulla consequat a. Nam dui dolor, auctor in lacinia id, porta et ipsum. Quisque malesuada, arcu a scelerisque feugiat, turpis turpis faucibus felis, vel elementum nisi dui et urna. Nullam sapien diam, convallis vel cursus quis, tempor vitae magna. Suspendisse pellentesque sem id mattis euismod. Vivamus mi augue.

Start again

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Back a step

Start again

Start again



# Working hard for the hardest working

Training, development and wellbeing for frontline workers – both individuals and employees within education, care and related sectors.

Our businesses

## Company mission and values

**Our mission is to create greater opportunities for some of the hardest working sectors of society, by providing high-quality, affordable learning, development and wellbeing solutions.**

As a business, our company values – integrity, community and passion – are the foundation of everything we do.

## Leadership

### Senior Management Team

**Ian McClelland**  
*Chief Executive Officer*

**Harriet Lawrence**  
*Chief Operational Officer*

**Ruaridh Macleod**  
*Chief Marketing Officer*

**Lucy Scott**  
*Chief Creative Officer*

**Savannia Flynn-Naidoo**  
*Chief Product Officer*

**Paul Joyce**  
*Chief Commercial Officer*

**Dan Grant**  
*Chief Technical Officer*

### Board

**Ian McClelland**

**Jay Verjee**

**Richard Villiers**

### Advisory Board

**Jay Verjee**

**Richard Villiers**

**Fede Alvarez-Demalde**

**Moshe Davidovich**


**Oliver Thomas**

Connect with us on LinkedIn

## Partnerships and accreditations



Hi Jane Doe,

 You have **2 overdue mandatory courses** to complete.

Organisational Skills for Administrators Certification 50%

 **Mandatory** | Due: **1 day ago** on the 20/12/2023

Continue

Managing Teams Certification 90%

 **Mandatory** | Due: **3 days ago** on the 18/12/2023

Continue

[Log in](#) to complete your courses.

If you require any further assistance please contact our student support –  
[support@staffskillstraining.co.uk](mailto:support@staffskillstraining.co.uk)

We hope that you enjoy your courses



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Access your courses. Enter your login details below.

Username

user@website.com

Password

.....

☒ Stay signed in

[Reset password](#)

Log-in

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Abrasive wheels certification

Module 2. Test - Results



Help

 **Unlucky Steven. You did not pass!**

 Your results

**3/5**  
Answers correct


**60%**  
Total score

**4m 39s**  
Time taken

Your answers

1. Which of the following has the responsibility to reduce wheel breakage? 

2. Who is responsible for the regular inspection of abrasive wheels? 

3. Who is responsible for risk assessments? 

You answered:

• The Employee is responsible for risk assessments

Which of the following is a regulation concerning the use of abrasive wheels? 

↑ My Course Notes

TTRC

TREASURY ROLES AROUND THE  
WORLD

## Current openings

### Treasury Analyst

London | Permanent

Our client is a renowned company with decades of experience in the physical and financial energy and commodities markets. Drawing upon their...

Finance & Tech



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Clarion Housing Group

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**academy+**



NEW SKILLS  
**academy+**

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user@website.com

Password

.....



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Log in



Log in with Google



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## Module Assignments

Module Worksheet ⌚ 30+ mins

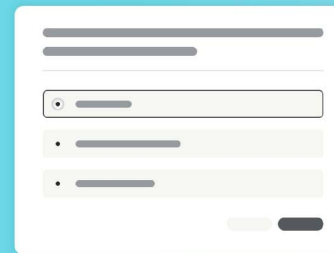
[Download worksheet](#)

### Responsibilities Concerning the Use of Abrasive Wheels

Work your way through this worksheet to see how well you have really done in absorbing the relevant information.

## Well done! You have made it through Module 2.

Take a short test before moving on to the next module.



⌚ 5 mins

### Module Test: Responsibilities Concerning the Use of Abrasive Wheels

Start test

[Help](#)  
[Privacy & Security](#)  
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# Crunch.



## Who We Help

- ✓ Architects
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- ✓ Online retailers
- ✓ Recruitment consultants
- ✓ Startups
- ✓ Whatever your passion is...
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- ✓ Creative freelancers
- ✓ Electricians
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- ✓ Interior designers
- ✓ Plumbers
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- ✓ Switching accountants

Find out more

★★★★★

I recently had an exceptional experience with Crunch, my accountancy practice. From the very start, their services were top-notch. But what stood out was the video call I had with my client manager.

Jonathan Scott  
Trustpilot

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## Trusted by 43,511+ businesses and counting...

Over 16 years of experience, join businesses who have chosen us for top-tier, reliable service — as celebrated by Trustpilot, TechRadar, and Google reviews!



Read our reviews

← from real customers!

Limited Company

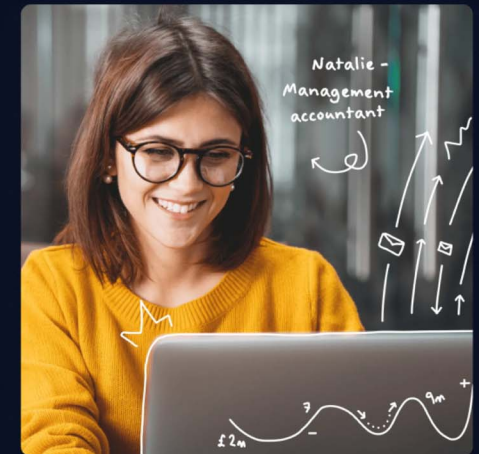
Crunch Enterprise

## Accounting plans for Growing & E-commerce Businesses

Crunch specialises in elevating e-commerce and growing enterprises with essential tools and expertise for launching, scaling, and achieving rapid business growth.

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"Absolutely superb service and tech.  
Makes life easier - highly recommended"

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## We're Here to Rocket Your Business Success.



### Accounting Software

All the accounting software you need is included in our plans. You'll always know what you need to pay every month and we'll set everything up for you.



### Unlimited Expert Advice

Get advice and support from specialists. Our Crunch experts will guide you through and answer those accounting and finance questions.



### Bookkeeping

Say goodbye to end of the month panicking. We collect and accurately match all your documents to your transactions so you can focus on selling.



### Multi Currency

Whether you're selling internationally or importing goods from multiple countries. We make sure that it's all accounted for.



### Bank Connections

Connect your business bank accounts and get your transactions categorised and reconciled each day.



### ACCA Accountants

We provide you with a dedicated accounting expert who knows you and your business and is available for live calls.

See plans



## Best Selling Hot Tubs



Marquis: Signature – The Hollywood

**£12,500** RRP

OR £312.50 PER MONTH\*

4 people 1325L 213 x 213 x 91cm



Marquis: Signature – The Epic

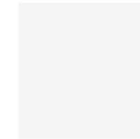
**£11,995** RRP

OR £312.50 PER MONTH\*

4 people 1325L 213 x 213 x 91cm



### Neptune Spas Style Guide



Light Grey  
#F5F5F5



Neptune Blue  
#011732



Light Blue  
#97DAF8



Orange  
#FA6400

#### Folito Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

#### Folito Medium

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

#### Folito Bold

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

### Shop Chemicals and Accessories

At Neptune Spas we provide a full range of chemicals and accessories, so you have everything you need to take care of your hot tub or spa in the future.

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Why choose Neptune Spas?



Hot Tubs Swim Spas Pools

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Neptune  
spas

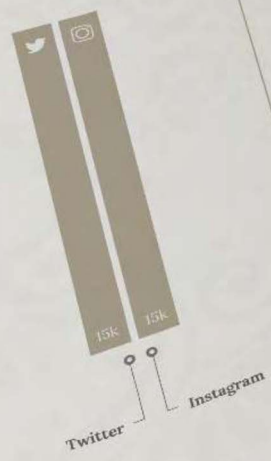
LUXURIA LIFESTYLE  
PREMIUM MAGAZINE & EXCLUSIVE EVENTS



INTERNATIONAL  
2018 MEDIA INFORMATION  
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# SOCIAL MEDIA / GLOBAL BRAND AMBASSADORS

## SOCIAL MEDIA FOLLOWERS

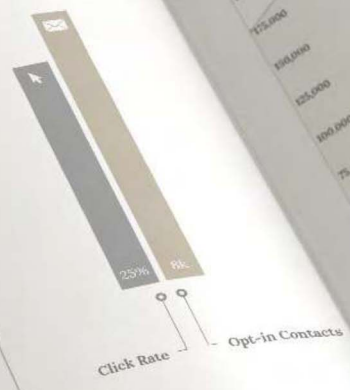


## GLOBAL NETWORK OF LUXURY AMBASSADORS



WITH A LUXURY GLOBAL FOLLOWER REACH OF OVER  
**2,000,000**

## GDPR APPROVED NEWSLETTER



## STATISTICS AND COVERAGE

### SITE TRAFFIC



## GLOBAL LUXURIA LIFESTYLE OFFICES



## INTERNATIONAL EXPOSURE On Multiple Regions MONTHLY IMPRESSIONS Engaging Viewers



## ABOUT LUXURIA LIFESTYLE

### PREMIUM MAGAZINE

Luxuria Lifestyle provides an all-encompassing online guide to the affluent lifestyle, including informative and interesting features and articles on the world's most luxurious products and services, together with industry news and reviews for connoisseurs of luxury, corporate businesses and high-net-worth individuals from around the globe.

Our professional team of editors, writers and contributors travel the world experiencing all that is luxurious, auspicious and indulgent in order to provide our readers with independent unbiased reviews of the best high-end products and services that money can buy. Our international staff are industry insiders who are able to procure up-to-the-minute news for our discerning readers, consistently providing information on forthcoming luxury market activities and opportunities, new products and services, industry insights and exciting global events.

The readership of Luxuria Lifestyle is composed of global affluent private clients and business pioneers who enjoy the finer things in life and favour high-end fashion, travel, dining, automobiles, private jets, yachts, real estate, watches, jewellery and a variety of other luxury goods and lifestyle services.



MASERATI

BENTLEY

Mercedes-Benz

CANALI

BANG & OLUFSEN

FAIRLINE  
YACHTS

Sunseeker

CERRONE

STREGIS

Cartier

One&Only  
HAYMAN ISLAND

JETCRAFT

XXII CARAT  
PALM JEWELLERY

OMEGA

THE WESTIN  
DOHA  
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VACHERON CONSTANTIN

VICEROY  
DOHA EMBASSY • DUBAI

MANGUSTA

McLaren

Lamborghini

LUX HABITAT

Art Basel

MONT  
BLANC

VERBIER  
VALLE D'AOSTA • LA TIGRAIE

EMAAR

PASPALEY

a fin i

DORSETT

roberto cavalli

BOMBARDIER

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The Edge can fix that too

At the end of your working day and don't fancy going to the supermarket? Simply go downstairs to the atrium and select one of many available meals from a digital recipe book. Scan your card, and you're there - The Edge provides all the fresh ingredients you need to get cooking.

This is undoubtedly a concerted effort to encourage healthy eating and whether you're after a small snack or a full meal the efficient, economical and environmentally friendly technology that The Edge provides is unchallenged.





**2016 Urban Land Institute**  
Global Awards for Excellence Winner

**2015 AIA Continental Europe Awards**  
Environmental Design Award

**2015 MIPIM Awards**  
Best Innovative Green Building (Finalist)

**2015 Blueprint Awards**  
Best Sustainable Design Category (Shortlisted)

**2016 BREEAM Award**  
Offices - New Construction

**2016 Your BREEAM Award**  
Winner

**Building Research Establishment, BREEAM**  
"Outstanding" new construction certification:  
"world's most sustainable office building"

**2016 British Expertise International Awards:**  
Outstanding International Architecture Project  
(Shortlisted)

THE INTERNATIONAL BESTSELLER

Don't push

a boy

his face.

My name is August.

I won't describe what I look like.

Whatever you're thinking, it's probably worse.

'Has the power to move hearts and change minds'

**Guardian**

'It wreaks emotional havoc'

**Independent**

'Tremendously uplifting and a novel of all-too-rare power'

**Sunday Express**

'Incredibly charming, brutal and brilliant'

**Observer**

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R.J. PALACIO

WONDER

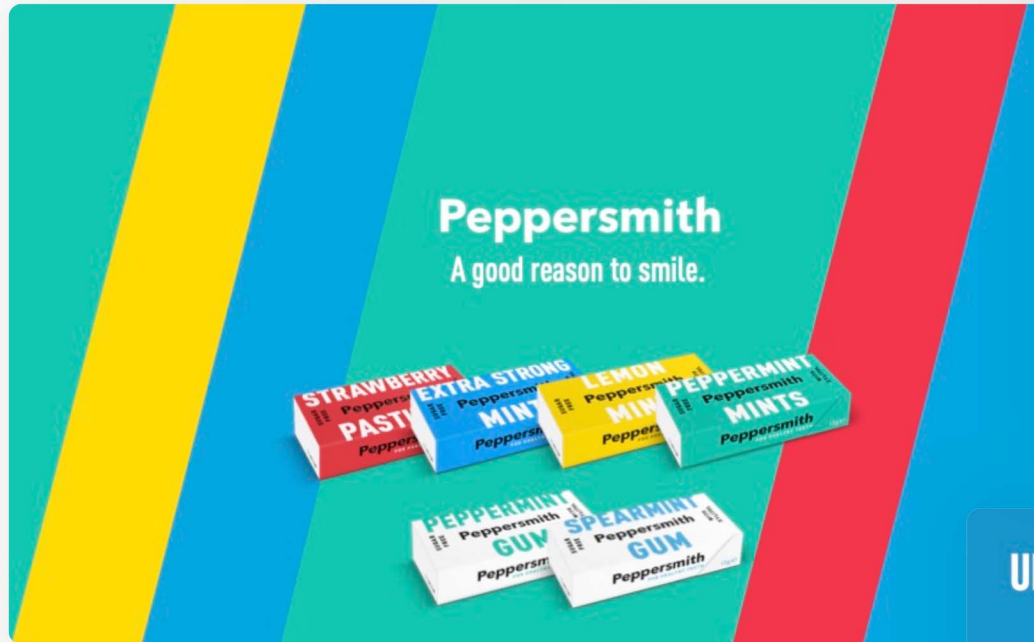


You can't blend in when you were born to stand out.

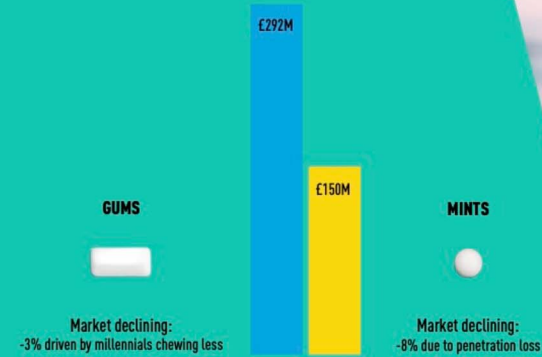
# WONDER

R.J. Palacio

# Peppersmith



## UK MARKET INSIGHTS



Little category innovation

Market leading brands are "mainstream" not premium





Dominated by legacy brands



## UK EVENT ROADSHOW

Reaching over 1 million consumers, showcasing and sampling Peppersmith at county fairs, sports events, food & music festivals and lifestyle shows



			
<b>PREMIUMISATION</b>	<b>DIFFERENTIATED RANGE</b>	<b>INNOVATION</b>	<b>NATURALLY SUGAR FREE</b>
Currently ranged in store and online	Currently ranged in selected stores – not online	Core range recommendation 2020	Core range recommendation 2020