



Mark Jeater Portfolio

Recent UX/UI Projects

DIAGEO



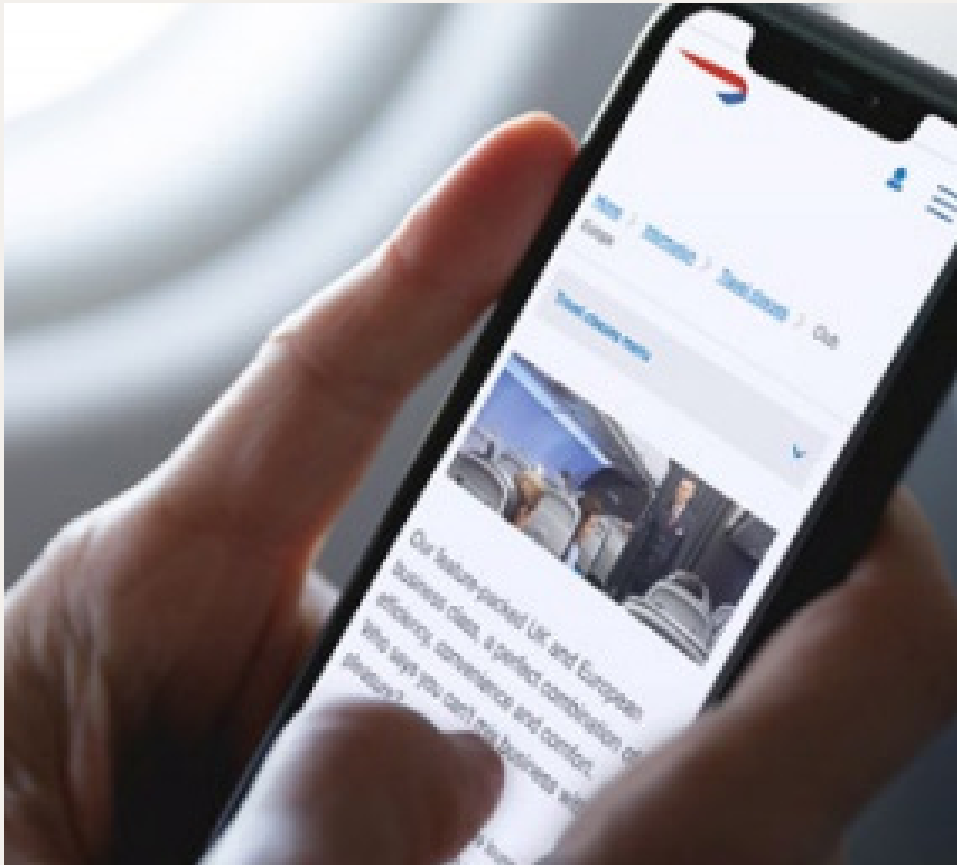
TV
OOH
Micro-sites
Social Media
Experiential

The goal
Get people to enjoy pre-mixed spirits in the home.

The enemy
Beer and wine.

The solution
Perfect for the evening.



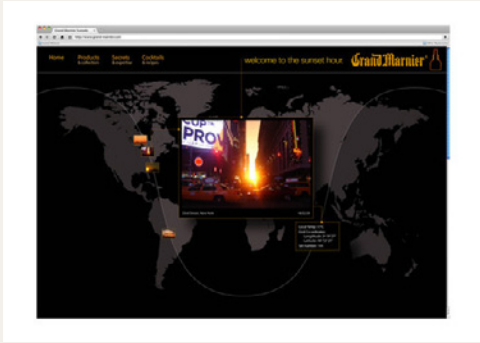
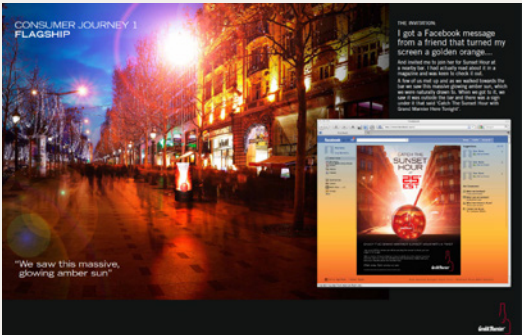


Branding
UI
UX
Booking Screens
TV Screens
Airport Furniture
Wayfinder Signage

The goal
To position BA as the first distinctively British global airline and which embraces diverse cultures around the world.

The enemy
Other international airlines.

The solution
Fly indigenous art created by traditional experts to all 4 corners of the world.



Websites
Micro-sites
Social Media
iPhone App
Experiential

The goal

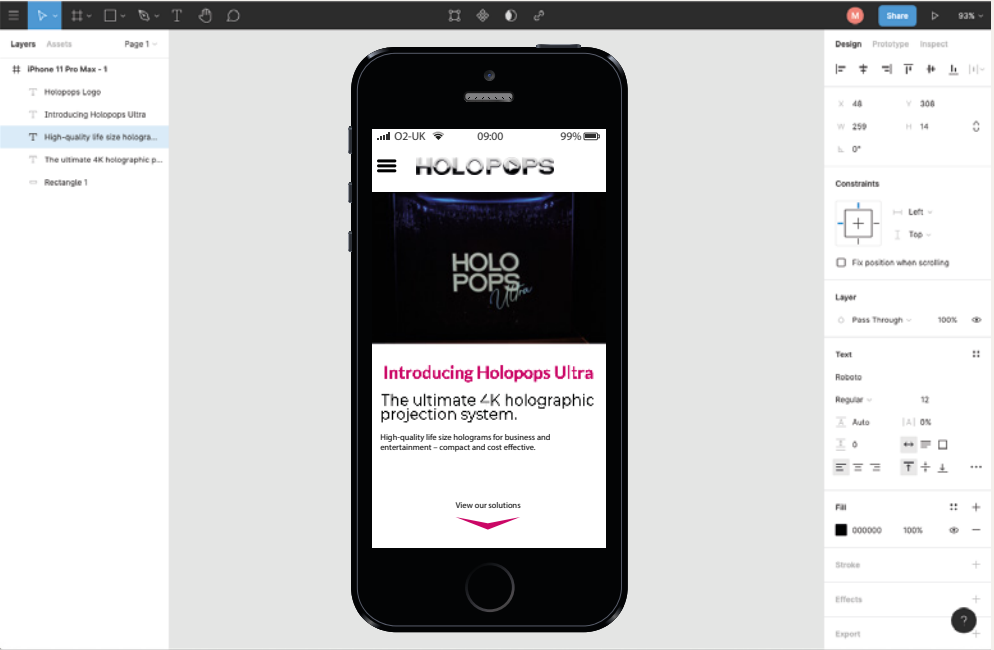
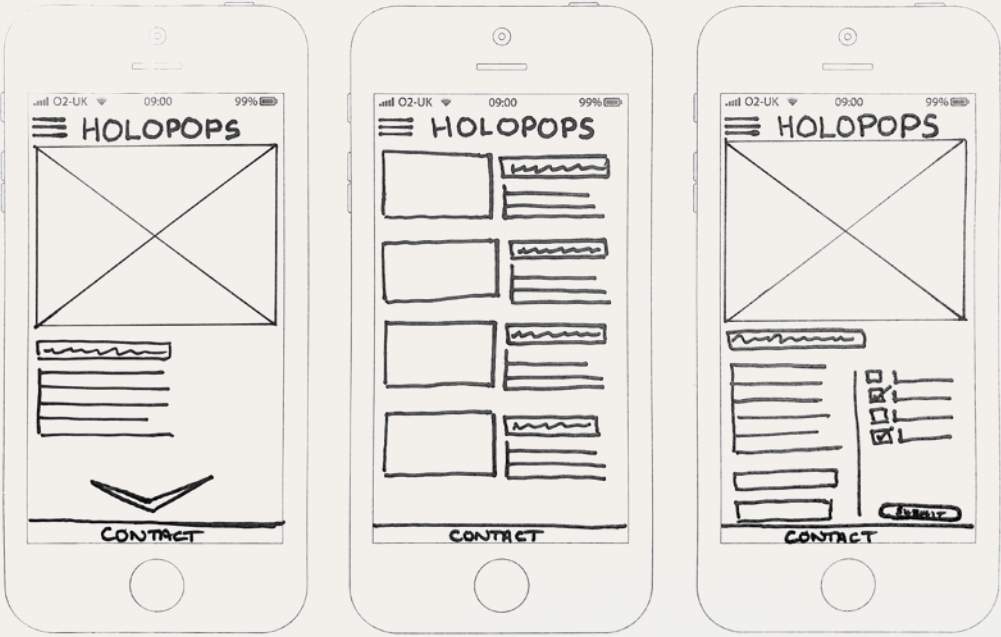
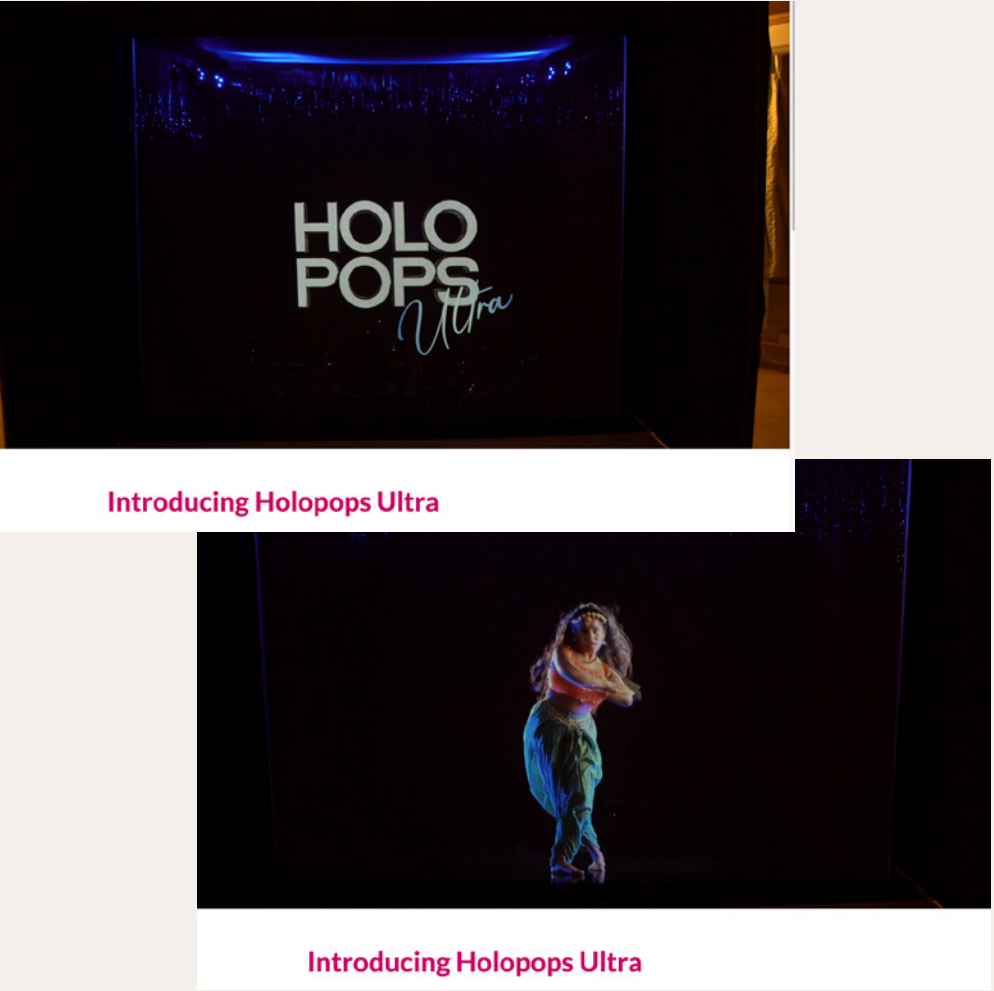
To make Grand Marnier a choice for a longer drink rather than just a Liqueur.

The enemy

Liqueurs.

The solution

We positioned Grand Marnier as a feeling – Welcome to the Sunset Hour – a long drink you look forward to relaxing with at the end of the day.



Websites
Micro-sites
Social Media
iPhone App
3D Content

The client

Holopops is one of 3 brands under the Hologramica umbrella and is an international projection provider that uses a proprietary screen surface to create holographic stage effects (think Frank Sinatra, Tupac, Buddy Holly and Roy Orbison).

The goal

To position Holopops as the goto company for a complete system to display projected holograms to a smaller audience to create engaging displays for events.

The enemy

Musion & the general misunderstanding of exactly how a stage hologram can enhance your presentation or event (see www.hologramica.com for examples).

The solution

To create an identity that “delivers dreams” to the audience, thereby focusing on the result and not the tech.

Recent Branding Projects



Powering risk intelligence



Branding
Social Media
Experiential
Exhibitions

The goal
Re-brand Abioric (the Operational Risk Consortium) to become the brand leaders.

The enemy
ORX, the largest player in the market.

The solution
We re-branded Oric to represent their global status and helped them to first become a challenger brand subsequently we positioned them as brand leaders and industry influencers.





Branding
Social Media
Advertising
Showcases
Pitches

The client

Hologramica is an international projection solution that uses a unique silver-lined net in front of live performers to project special effects or even bring people back to life (think Frank Sinatra, 2Pac, Buddy Holly and Roy Orbison).

The goal

To position Hologramica as the best resource for projected holographic stage and live-action displays.

The enemy

Lack of understanding of the end result.

The solution

Deliver dreams.

Recent Advertising Projects

BORDEAUX WINES



Advertising
Social Media
Pitches

The goal
Make it easier for wine drinkers to choose Bordeaux.

The enemy
New world wines.

The solution
Good Food Would Choose Bordeaux.



**THE WATCH
SHOW
DOLLS
HOUSE**

During the weekend of **28-29 May** Bullring's Lower West Mall will be turned into a beautiful Dolls House and garden. Key summer trends will be brought to life as models emerge from the Dolls House and glide through the garden showcasing this summer's feminine chic. Fashion and make believe collide as stunning pieces and divine gems adorn the stage.

The Show: Dolls House is **free to attend** so ensure you secure one of the best spots on one of the balconies overlooking Bullring's Dolls House for a mesmerising experience or visit **www.browsebullring.co.uk/dollhouse** for your chance to win a VIP experience complete with exclusive seating alongside the catwalk for the best views in the house.

Visit **www.browsebullring.co.uk/dollhouse** to uncover the trends you can expect to see, decide which show time you'd like to attend and discover some unseen behind-the-scenes video footage. Join the Browse: Bullring elite and climb your way through the style ranks to reach the dizzy heights of Style VIP.

BULLRING
BIRMINGHAM

Photography: Kate Davis-Macleod.
Styling: Tilly Hardy at Naked.
Stylists Assistant: Zoe Javier.
Model: Tetyana at Next.
Hair: Zoe Irwin at Frank.
Make-up: Abigail Johnson.



**THE SEASON
HAS EVEN
MORE SPARKLE
AT THE CENTRE.**

**BULLRING
BIRMINGHAM**

www.bullring.co.uk





Advertising
Social Media
Illustration

The goal

To convey that hand cooked crisps taste better than mass-produced alternatives.

The enemy

Walkers etc.

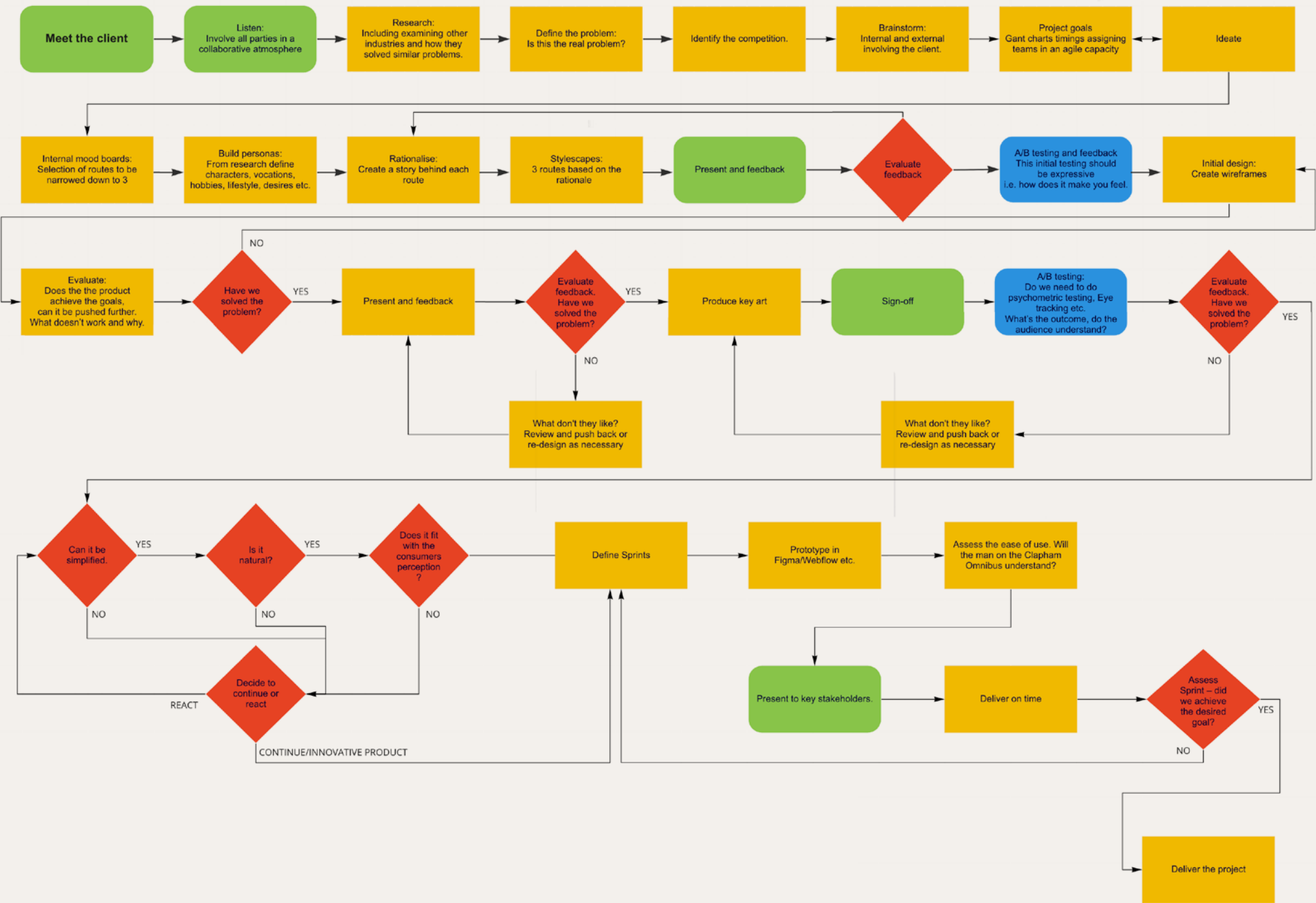
The solution

A range of posters that showcased the ingredients constructed from handprints to highlight that Kettle chips are hand cooked.



My Approach

Outline of a potential UX workflow



Whilst I recognise that every client and project is different, I like to follow a workable flow whereby you meet the client, work collaboratively, find the pain points and the purpose.

Then, I pass on the relevent information to the design teams, create mood boards (internally), convert these into stylescapes (curated designs based on user profiles and overall look and feel) which are then presented to the client with a rationale or story that they can relate to.

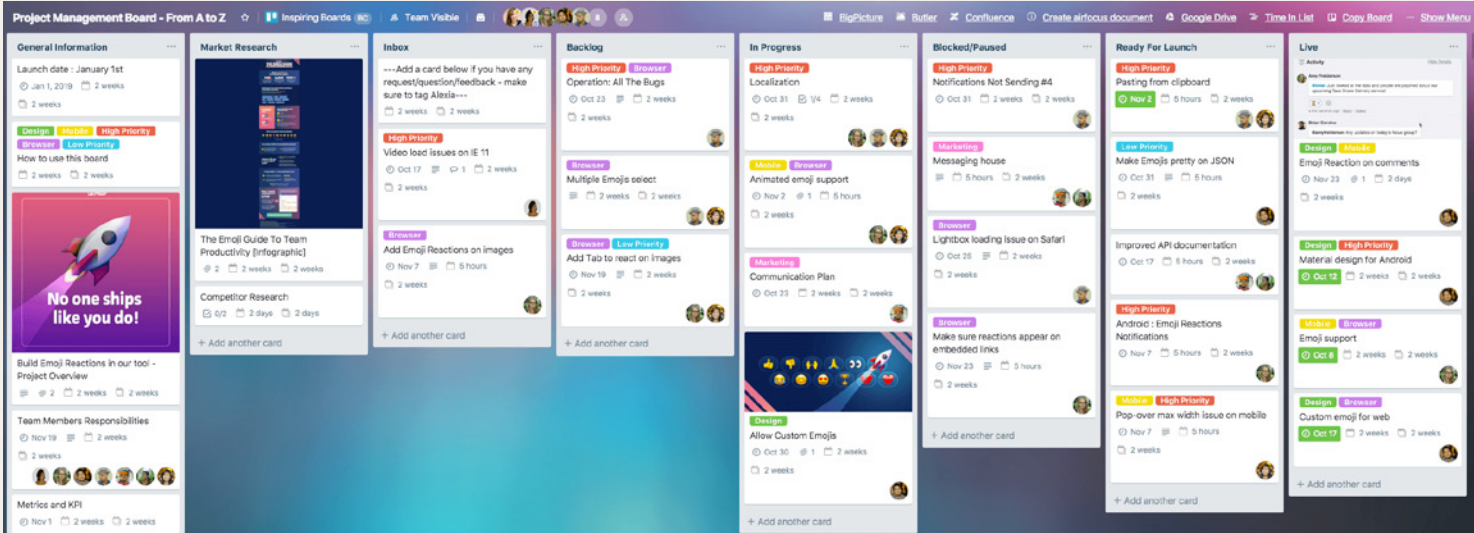
Then come the sprints! What do we need to achieve in this sprint block – analyse the outcome and feedback. Did we do it? Do we need to revisit anything and why. Do we have to pivot or change our approach?

Define the next sprint – what’s the ultimate goal. Do we need more research?

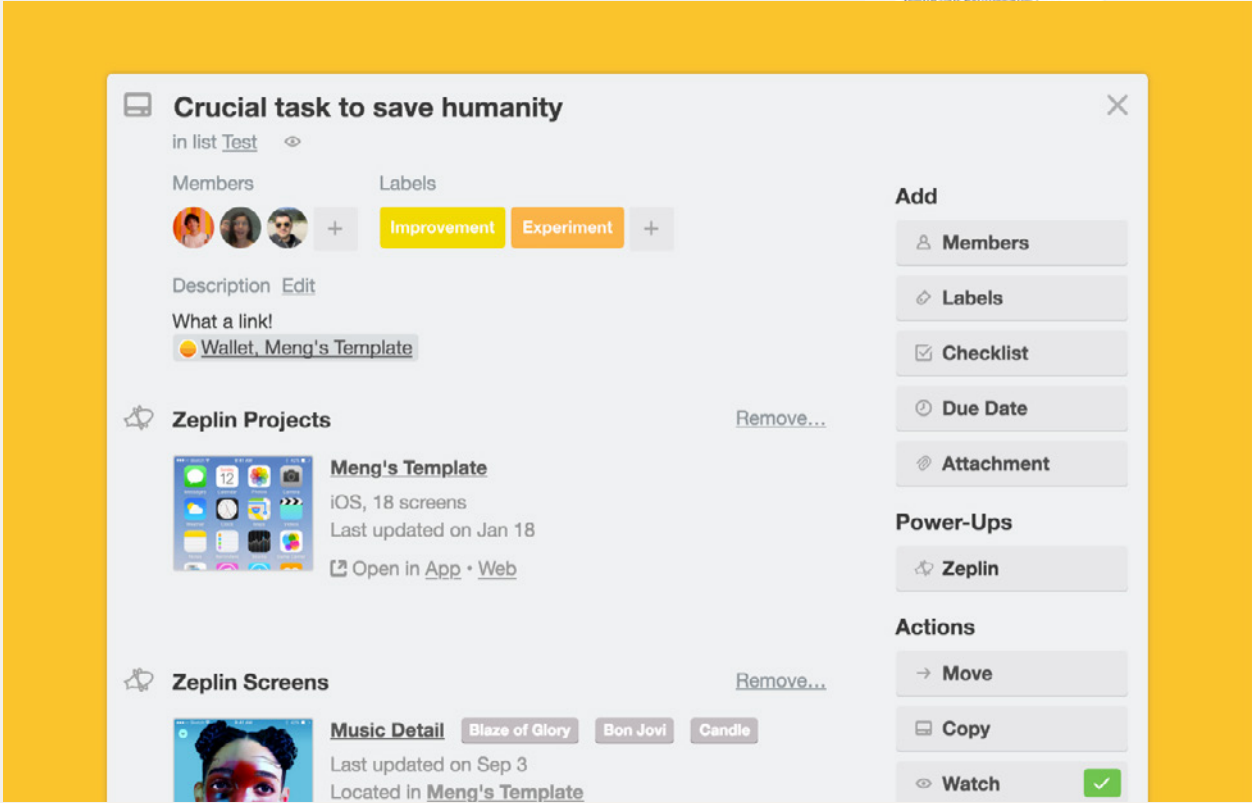
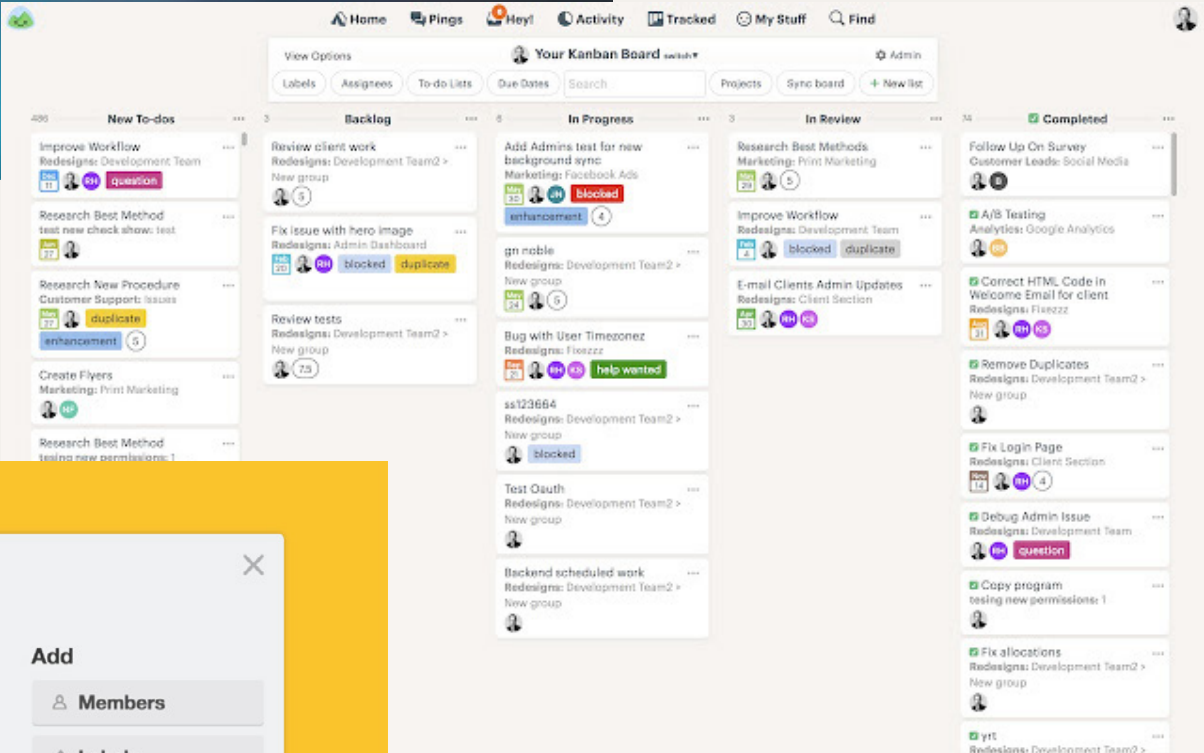
If all that scrutiny works then how do we hand-off to the developers to ensure that the design system and client goals are met?

Luckily, I have HTML, CSS, JS and PHP experience plus I worked in a printers as a 4 colour planner at the start of my career so I speak their language – making it all seamless.

On the left is my ideal work flow diagram.



Whether Trello, Basecamp or Zeplin, there are several ways to ensure cross project and team communication.



Ever since working with Dave Trott and seeing Rory Sutherlands' Ted talk, I have been a firm believer in behavioural economics both in consumer journeys and leadership.

Here's a small selection of advocates and books I have read, and am currently reading. In keeping with my role, I enjoy reading and researching my clients business ie. keeping up to date and continual learning.



Thank you