

RDD

# IMAGINE



*Kate Margolis / Graphic Designer / PDF Portfolio*

# CV

Kate Margolis  
Graphic Designer

W [www.rdd-design.com](http://www.rdd-design.com)

Throughout my career, I have always tried to ensure that the passion and enthusiasm for my work has shone through. Despite my success as an independent designer, I have found that it is through a team that I have achieved my greatest potential.

I have learnt that having a platform to question and further ideas harnesses greater creativity - although realizing creative inspiration doesn't come without its obstacles! Obstacles such as time management and working to tight deadlines are important in any industry, but the foundations and biggest challenges of Design lie in communication.

In all my work, I have relished these challenges and used them to fuel my ambition and maintain my own high standards.

## Awards

CIMTIG 2009 Silver Award Best Consumer Press Ad  
CIMTIG 2009 Silver Award Best Outdoor Campaign  
CIMTIG 2009 Finalist Best Poster Campaign - Winner

## Competitions

D&AD Global Student Awards 07 / [Zenithsexistence.co.uk](http://Zenithsexistence.co.uk)  
RSA / Sustainable Packaging

## Exhibitions

D&AD New Blood presents the work of the best emerging talent 2008

## Education and Qualifications

2005-2008 - BA (hons) Graphic Design, London Middlesex University  
2004-2005 - Foundation The University of the Arts, Chelsea Art and Design  
1997-2004 - A levels St Albans High School for Girls

## Skills

Creative programs include:

Indesign  
Illustrator  
Photoshop  
Dreamweaver  
Adobe Edge  
Flash and Flash Catalyst  
Invision (online software)  
Extensive knowledge of both PC and Mac platform  
Word, Excel and e-mail applications  
Knowledge and interest in contemporary art history and design

## Reference

If you would like a reference, please don't hesitate to ask.

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## **breakupbuddy / Creative Director 12/14 - 07/16**

As the Creative Director for breakupbuddy, my involvement has been to oversee and produce the brand and story behind breakupbuddy. This has then been carried through, working closely with the developing team, to produce an iPhone and Android app worth £400,000. Taking it into fundraising phase 2, I have worked closely with the CEO and founder, to carve, craft and produce every design element surrounding the brand and any UI function, managing a team of developers and other designers/copywriters/project managers.

[www.breakupbuddyapp.com](http://www.breakupbuddyapp.com)

## **re.fresch / Creative 12/13 - 12/14**

Working as the design head of studio@ and the creative within re.fresch, my day to day is balanced by the hundreds of aesthetic elements and technical events required to make designs great, function well, and resonate with users. Working with three of the top business thinkers, I had the opportunity on a day to day basis to experience turning company profiles into infographic journeys, whilst exploring needs for a new identity or digital piece of marketing.

[www.refresch.co.uk](http://www.refresch.co.uk) / [studio.refresch.co.uk](http://studio.refresch.co.uk)

## **The Virtual Forge / Creative Director 12/10 - 12/13**

I lead the design side of the Virtual Forge, including exploring the realms of design through a multitude of innovative and exciting platforms. Gained valuable experience in UI design for Mobile tools and platforms, rich internet application devices and desktop applications. Website design and branding have been key elements within the work, as well as daily management of client expectations.

[www.thevirtualforge.com](http://www.thevirtualforge.com)

## **Law Creative/ Senior Graphic Designer 05/10 - 10/10**

Law Creative provide creative marketing solutions for the hotel, retail and leisure markets. Worked on all aspects of design from advertising, FMCG and POS. Clients included David Lloyd Leisure, IHG Group (consisting of Holiday Inn, Crowne Plaza and InterContinental Hotels, Mecca Bingo and G Casino). These networks have all lead me to work on print through to digital projects.

[www.lawcreative.co.uk](http://www.lawcreative.co.uk)

## **Truly London Advertising Agency / Graphic Designer 06/08 - 11/09**

A London advertising agency specialising in advertising for leisure and travel. Clients included 188Bet, AIG, Isle of Man, Yorkshire Tourist Board, Fred.Olsen Cruises, Port of Dover and more. Worked with a creative team on print, brand identity and as well as daily dealings with the account team to ensure multi-stakeholder management.

[www.trulylondon.co.uk](http://www.trulylondon.co.uk)

## **Other creative positions 08/02 - present**

Ogilvy / Creative Lead

Working on digital creative for American Express and British Airways.

Imagination / Creative Lead

Jaguar Landrover Paris Motor Show 2016 app and subsequent designs for the campaign, including email design and Formula E registration.

MVF / Creative Lead

Social Media creative advertising assets for B2B and B2C.

Pulsar and FACE / Creative Lead

Working closely with the teams to create various digital and print magazines and data driven client decks.

Bookee / Creative Director

Betting app built on the tinder structure. All branding and UI for web and app.

Channel 4 / Freelance Designer

Working on new identity for spin off show called Generation Next.

BMW / Freelance Designer

Responsible for monthly BMW collateral and brand guardian.

MINI BMW / Freelance Designer

Responsible for monthly Mini BMW collateral and brand guardian.



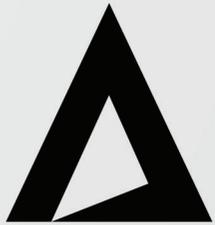
Mercedes-Benz



Holiday Inn



CLIENTS WORKED FOR (not all!)



HOUSE  
*of*  
DANCE



*W*  
**WILL PATRICK**  
wedding photography

**Logos from left to right**

Afterparty: Logo event night based in Ibiza

Ryder: New 50's style boyband

House of Dance: Dance company for 4-16 year olds based up north.

Breakupbuddy: New Social Media app alleviating loneliness

Will Patrick Wedding Photography: Branding design for new photographer

BRAND IDENTITY

The logo for Anchura features the word "Anchura" in a bold, sans-serif font. The letter "A" is stylized with a long, sweeping tail that extends to the left. Below the main text, the tagline "The capacity to excel" is written in a smaller, italicized sans-serif font.

**Anchura**  
*The capacity to excel*

The logo for tapd features the lowercase letters "tapd" in a bold, lowercase, sans-serif font. The letters are closely spaced and have a slightly irregular, hand-drawn feel.The logo for BOOKEE features the word "BOOKEE" in a bold, uppercase, sans-serif font. The final "E" is replaced by a right-pointing chevron symbol (>).

**Logos from left to right**

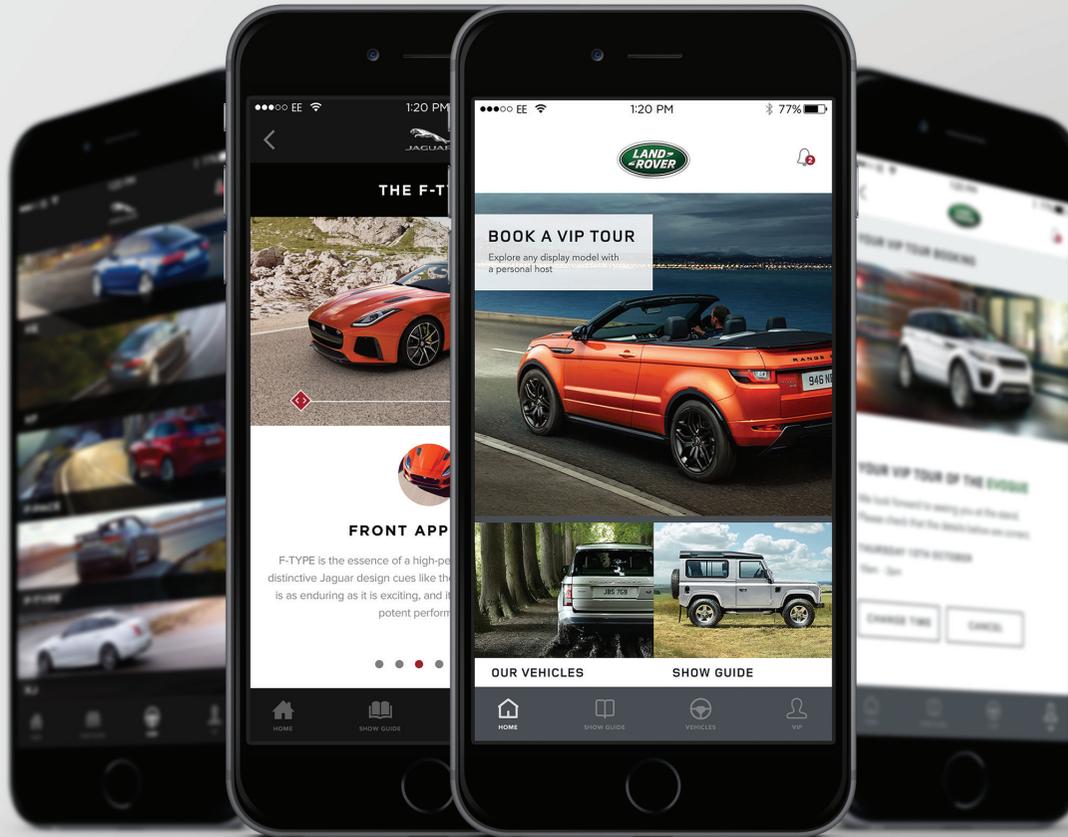
Anchura: Asesors for corporate companies

Alo Solutions: Food and Nutrition Technology logo

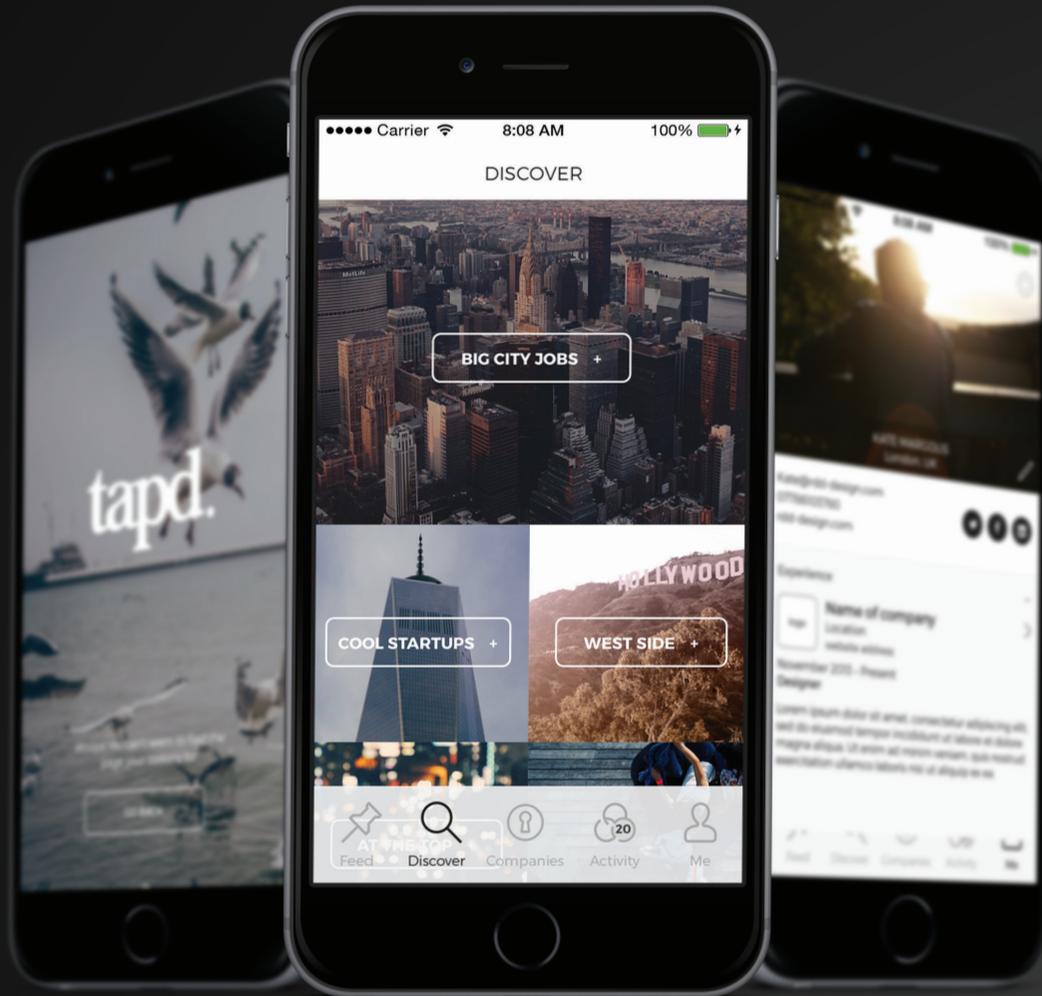
Tapd: US Alumni Jobs Database

Bookee: Tinder for betting

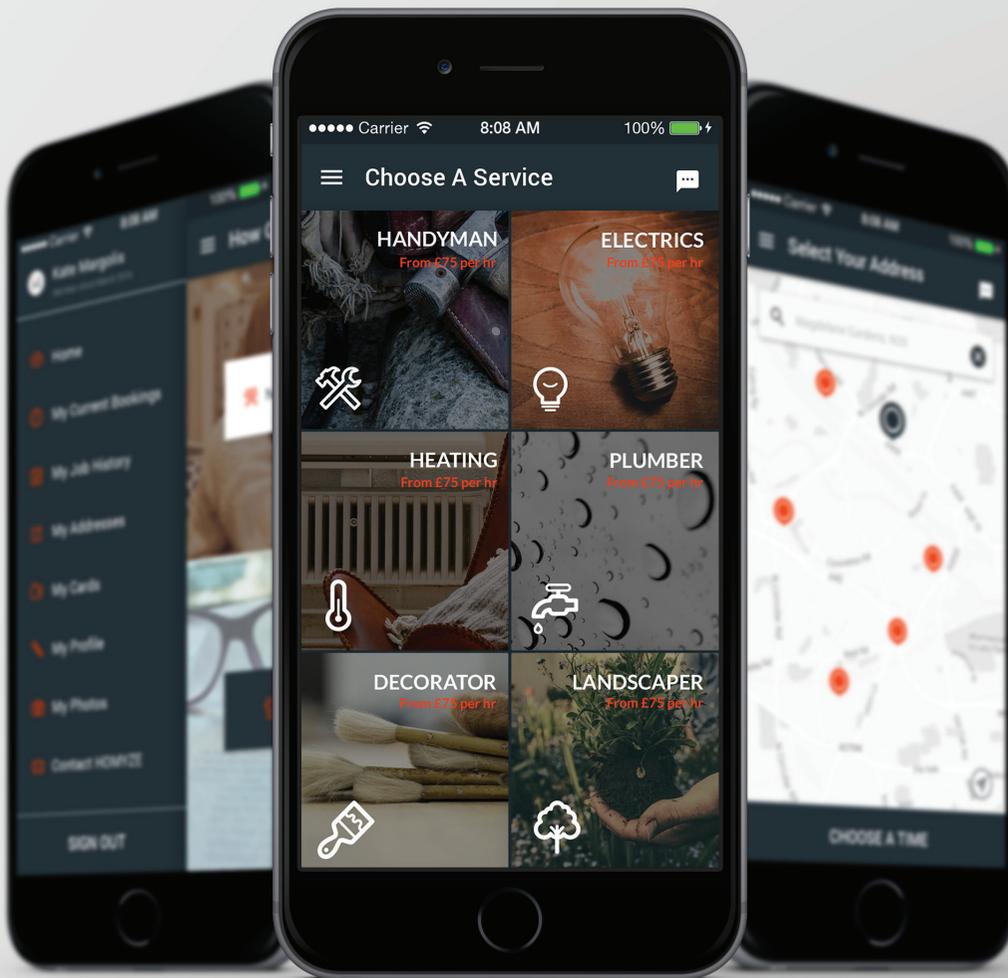
GÅRDSVETERINÄRERNA: Veterinary practise



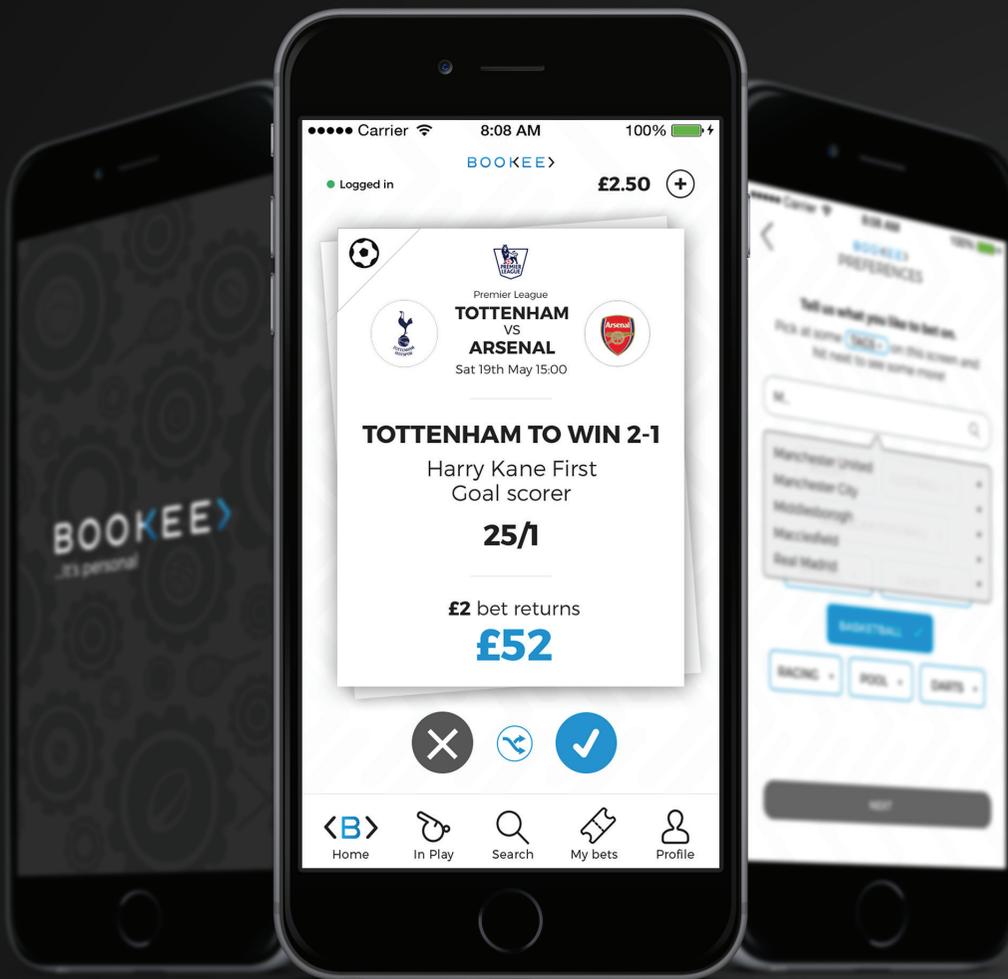
**Jaguar Landrover (Imagination)** / This app was specifically designed to book a VIP tour of the Jaguar or Land Rover cars. Within the app, you can unlock exclusive content about the models by walking up to the car with the phones bluetooth activated, find out your nearest retailer and book a ticket at the Jaguar Formula E Virtual Reality stand.



**TAPD** / A simple alternative to on-campus recruiting. The app lets you book an interview with the tap of a button and match with those who meet your value skills and interests all around the world.



**Homyze** / Homyze is your handyman in an app. If you have a leak, then book a plumber in a matter of moments to your door. Here I helped develop the branding that was already existing into marketing material and most recently a new look and feel for their app, concentrating on a much richer user experience.



**Bookee** / This intuitive app understands that users have different betting preferences and tailors each individuals experience. It shows you bets that are relevant to users and lets you place these bets with the swipe of a finger. It has been nicknamed, the Tinder betting app. I have lead this project from branding to UI design and it is set to launch mid 2016.

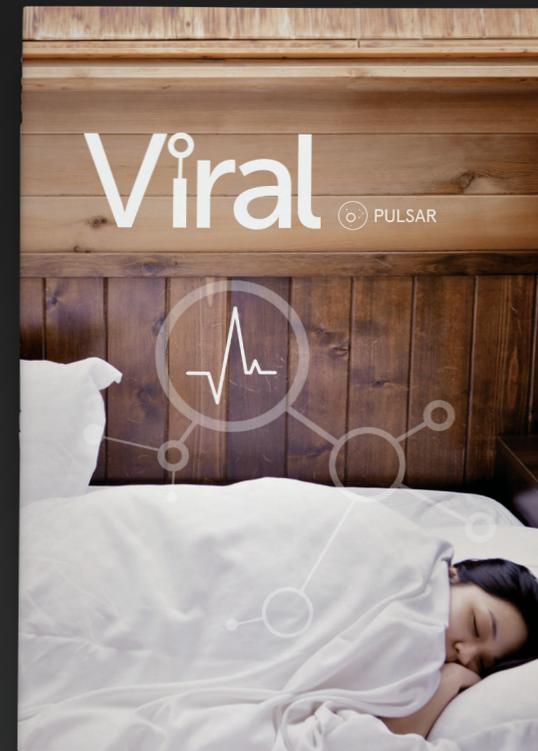


**Breakupbuddy** / This app puts the 'social' back in social media. Before we started wire-framing for BUB, it was key to understand the target audience, so the user interface (UI) was designed to be familiar, simple and intuitive to use. To design the app successfully, emotional response to colour, layout and inclination of the application had to be considered.

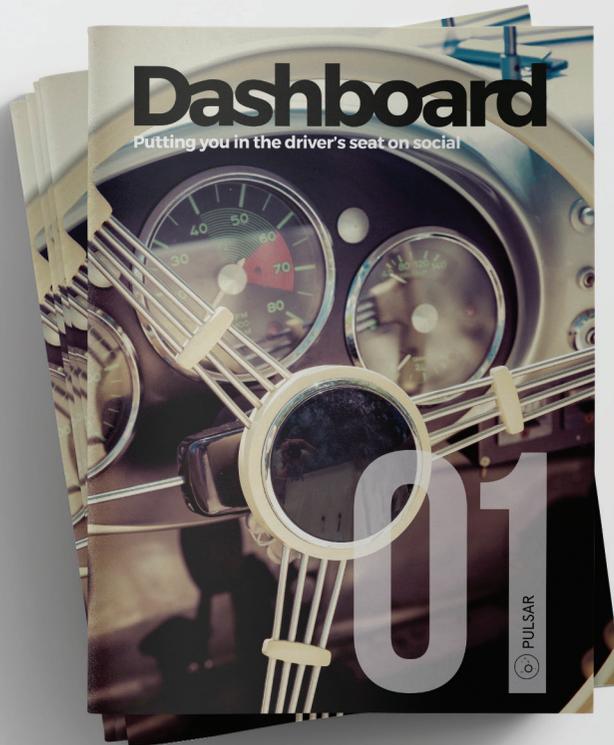
## APP DESIGN



**Breakupbuddy Viral /** Sometimes a breakup can leave you hanging. The breakupbuddy app is designed to alleviate that feeling and connect you with others that may have felt the same. This viral 'Puppet' was conjured up by myself, the BUB CEO and a fantastic new director Bennett Johnson in NYC.



**Print (Pulsar)** / Print design stimulates all of our senses and therefore has dimensions and possibilities that the digital world cannot; textures you can feel, physical spaces you can fill and the fresh smell of ink. Nothing beats the feel of good quality texture on paper on a well crafted and designed business card or brochure. Here is an example of a magazine for Pulsar.



**Title goes here...**

Carrie is a Junior Consultant at Pulsar. She has pursued a career that allows her to discover how people communicate their needs and desires in a globalised media landscape. Having been introduced to consumer insights research methods at a large advertising agency in New York, she continues to use qualitative research and social intelligence practices to discover trends in conversations that reveal a previously unexplored social insight.

**Audi – using the old to showcase the new during super bowl 50**

Audi's avid inclusion of aging male protagonists in its Super Bowl spots has served the brand well for the second time in recent history. The "Commander" spot focuses in on a retired astronaut, initially appearing depressed and lonely, until his son presents him with an Audi R8. The reaction from the retiree lifts him out of his nostalgic depression, with special attention given to the vehicle's incredible acceleration feature set against the backdrop of rockets cutting through the sky. Though snarky viewers were baffled with the concept of a car providing emotional well-being to a forlorn geriatric ("This vehicle will change his life and make him forget all about the fact that he too will die one day!"), there's no dispute about the awe inspired by scenes of space travel. Audi's lunar interest has been well-documented, with its showcases of virtual reality showrooms that allow consumers to envision their Audis cruising on the moon, and Audi's entrance into the Google Lunar XPrize competition. Audi's "Lunar Quattro" Moon rover is anticipated to be one of the most formidable competitors in the Google contest.

It's impossible to ignore the relevant celestial themes brought up in the spot's background song "Starman". The use of a Bowie classic, less than four weeks after his death is met by a polarized audience. Some consider Starman to be a "perfect" musical choice given the cosmic tableau presented in the song, paired with feelings of grief and sadness brought up when considering Bowie's recent death and the aging astronaut's impending one. However, other observers deem the use of Starman to be crass and exploitative, particularly in the UK. "I register my intense disgust at #Audi using a David Bowie song during the #SuperBowl". Audi using a David Bowie track, that's taking the piss and exploiting a little bit surely.

The intensity of emotion displayed by the most vocal spectators helped propel the "Commander" spot to the top of many "best of" lists for Super Bowl 50's most admired commercials.

Search Engine Watch reported that the spot drove the greatest volume of searches among all brands that featured ads during the game, with a historically high proportion of TV ad-driven searches happening on mobile: up from 70% to 82% year over year.

In defiance of detractors who judge the choice of Bowie's Starman, general audience and industry viewers applauded Audi's messaging around inspirational modes of travel. The unexpected use of an aging man as the spokesperson for Audi's improved acceleration feature makes the "Commander" stand out as one of the most impactful commercials of Super Bowl 50.

**“ LOVING AUDI'S #SUPERBOWL50 'THE COMMANDER' AD. NICE DAVID BOWIE 'STARMAN' SOUNDTRACK TOO! ”**

@RidgewayGroup

Pulsar / Print and digital magazine for Social Research Company Pulsar. This magazine was content-driven with analytics and big data from the automotive industry, mainly Audi, BMW and Mercedes.

*W*



**WILL PATRICK**  
wedding photography

willpatrickweddings.com

f i t

**WILL PATRICK**  
WEDDING PHOTOGRAPHY

*W*

*W*

**WILL PATRICK**  
wedding photography

**07731 452 721**  
info@willpatrickweddings.com

f i t

**Will Patrick Weddings** / A prestigious wedding photographer that prides himself on being a fun and relaxed contemporary approach to photographing weddings. With that in mind, the brief was for classy, sophisticated, clean, but also scream 'wedding with a creative twist'.

# ART HEAD + JAZZ SEGMENT



Solorem expe pos doluptatus dolupta temporiam aut qui aturepta vel iliquod iandaer uptatatem quident, quo odit laboreped quatur, se nus voluptur magniet voluptur? Eque maio doluptur molore venimpo rproreperorum facestibus et ut omnihil lorepra samus. Adit et autatemperro quamus vent earum et earcia que corepuda corum, nimaos sum unt, simusap iendem quis



## My name is Yuka



I'm 25 years old. I work as a human resources manager. My life motto is "Be positive". Even when I encounter something negative, I make an effort to turn them into something positive. I feel joy when I am able to really concentrate on doing something that I like. I want to make the best of every minute in my life. I prefer spending time with the limited few who mean a lot to me, rather than hanging out with a group of friends that I'm not particularly close with. I see people lining up in queues for hours to buy things or go to places that are hot in the media. But I like to explore and to find things and places that personally appeal to me.

「反発しているわけではなくて、なんとなく大多数の人とは違う方に興味を持ちます。私が通っていたのは進学校だったが、自己意志で就職した(周りがまだポップスばかりを聴いている中で、ジャズやボサノバにハマったことから始まって、音楽もマイナーな曲を好んで聴いているように思います。)

*I'm not being rebellious. I just find my interest in places different from the majority. I went to a preparatory school but I decided to find a job out of my own will. When my classmates were listening to Pop music, I was into Jazz and bossa nova. And I find myself still favoring minor music.*

lang- Female, 29, Non-streaming



**Spotify (FACE)** / This brief was to give Spotify a strong qualitative look and feel of five different music fans/segments in Japan. The segments needed to be easily distinguishable from one another and information arranged in a consistent format. Icons, key visuals, background images and colour palettes had to be distinguishing amongst each music segment.

ENJOY A  
**CORPORATE**  
MEMBERSHIP  
*with all the trimmings*

**Corporate membership benefits at David Lloyd Leisure**

- No joining fee
- Reduced monthly membership
- Free access to all clubs in UK and Europe

For free information on this exclusive offer and the many benefits that are now available to you within the National Corporate Arrangement visit [davidlloyd.co.uk/xxxxxxxxxx](http://davidlloyd.co.uk/xxxxxxxxxx) or call xxxxxxxxxxxx

**LIFE. Be fit for it**  
DAVIDLLOYD.CO.UK/EMPLOYEEOFFER

Terms and conditions apply. \*Free tennis upgrade offer at selected clubs. Join by 30 June 2010 for a free tennis upgrade until 31 July 2010.

**David Lloyd Leisure Club** / Here is an example of the October Corporate Campaign poster and the direct mail 4-page flyer that accompanied it. Other work included micro websites, small direct mails and banners (internal and external).

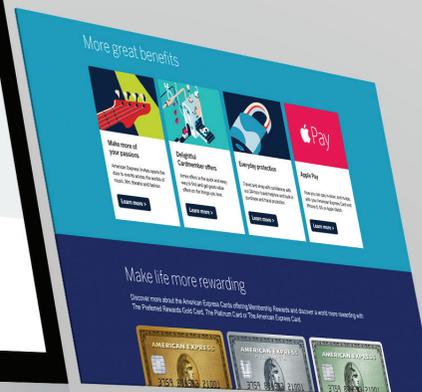
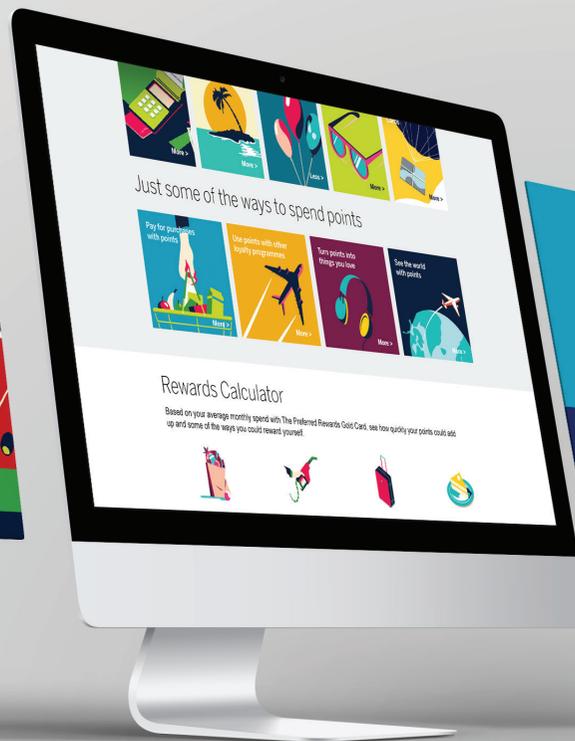




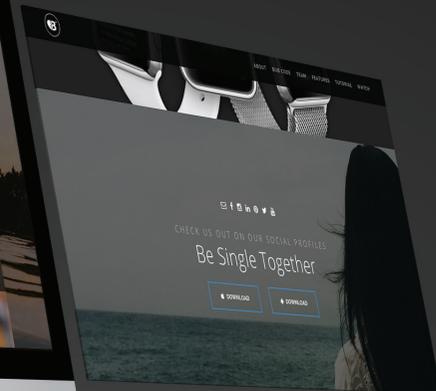
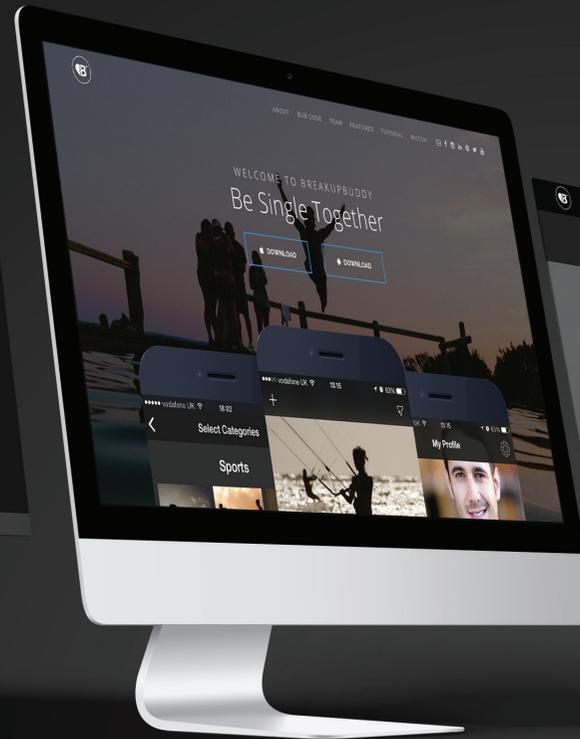
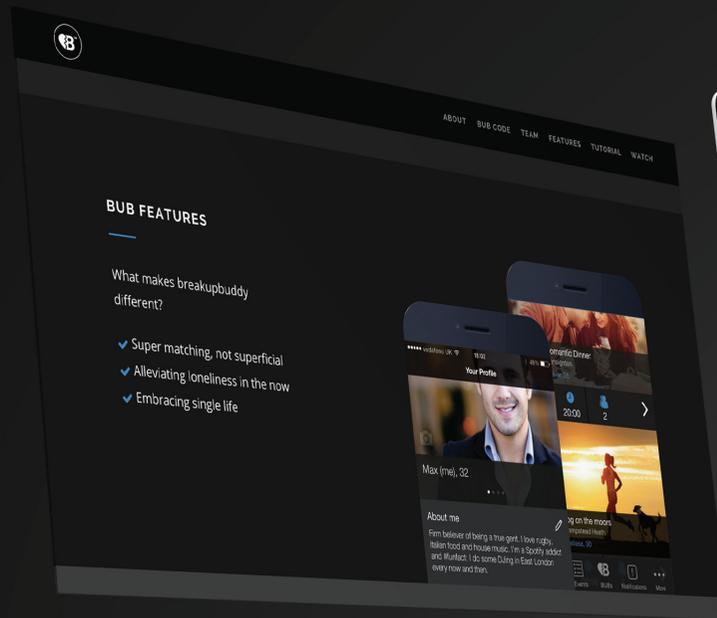
**PPOMM /** Is an innovative, protective, tailored to purpose and organised make-up bag to protect the make-up women invest in daily life. The lack of this product on the shelf to people who aren't make-up artists was missing and the CEO of PPOMM, Michelle Kull has decided to launch this product in late 2016. Both the branding and identity for the product has been developed.



**Auto /** Management portal, where senior leaders and staff can track progress on courses, learn new information about the company and liaise with other employees in a learning environment.

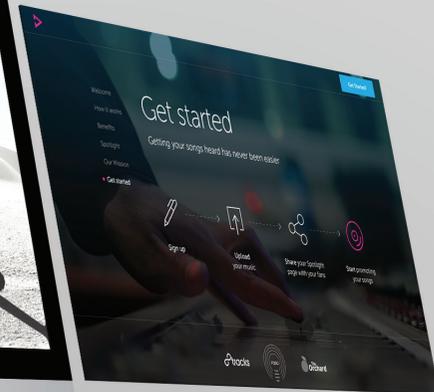
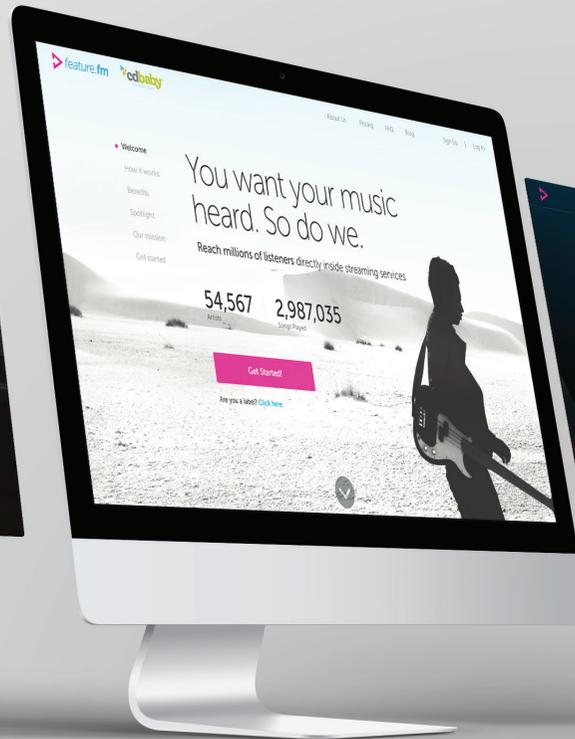
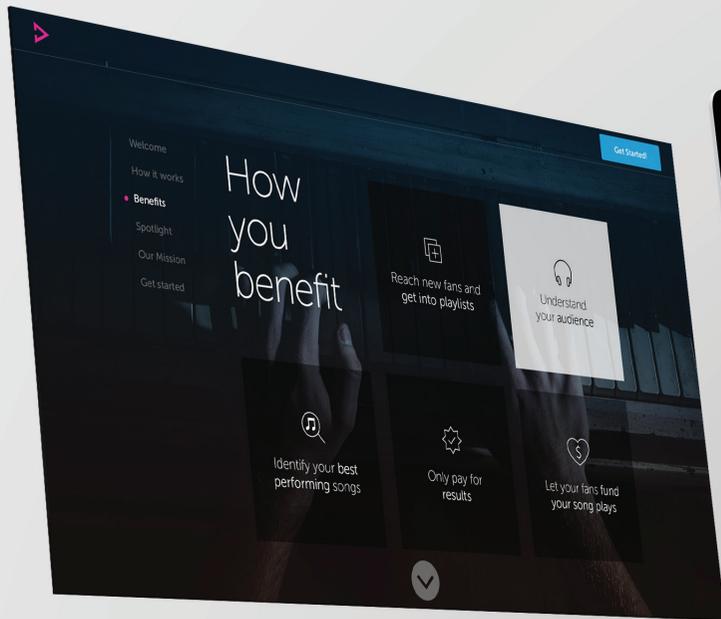


**American Express** / Microsite designed with the new AMEX branding and illustration guidelines for their Membership Rewards® scheme. This site had very specific requirements for roll overs and a Rewards Calculator.



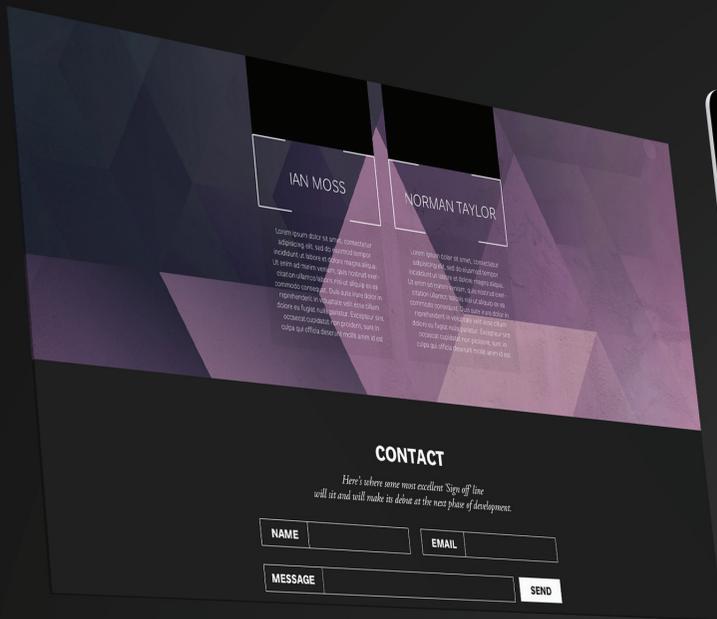
**Breakupbuddy** / Sometimes it's not the person we miss, but the company. With breakupbuddy you can continue to do all the things you love, making single life loveable. The main focal point of the application is the 'Event Feed' and user-friendly design, which creates a pleasant customer experience.

[www.breakupbuddyapp.com](http://www.breakupbuddyapp.com)



**Feature.fm** / An ad platform built exclusively for music and musicians. They play songs to the right audience with their streaming partners. The website was a responsive design purely to explain the why's and how's of feature.fm and their benefits.

[www.feature.fm](http://www.feature.fm)



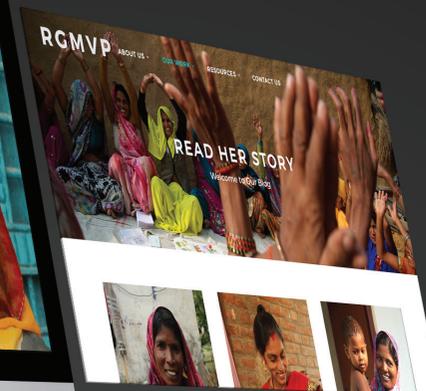
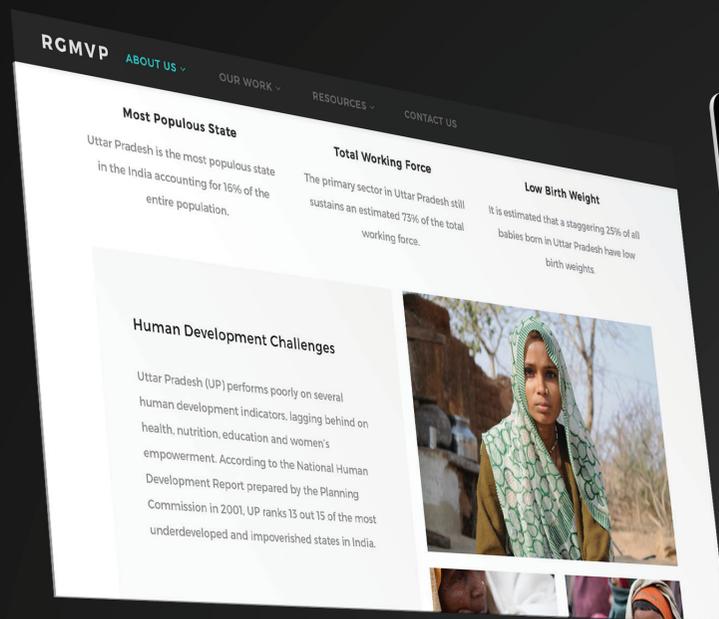
**Avocet Consult** / Project management firm specialising in large-scale commercial development including Heathrow Terminal 2 and Design & build programmes on behalf of IHG in North Africa.

[www.avocetconsult.com](http://www.avocetconsult.com)



**Famous** / A company that specialises in enhancing creative ideas through performance. This website had to be vibrant and convey a sense of movement and fluidity. The contrast of colours on black brought the site and the brand to life.

[www.wearefamous.co.uk](http://www.wearefamous.co.uk)



**RGMVP** / Project management firm specialising in large-scale commercial development including Heathrow Terminal 2 and Design & build programmes on behalf of IHG in North Africa.

[www.rgmvp.org](http://www.rgmvp.org)

