



Mark Jeater Portfolio

Recent UX/UI Projects

DIAGEO



TV
OOH
Micro-sites
Social Media
Experiential

The goal

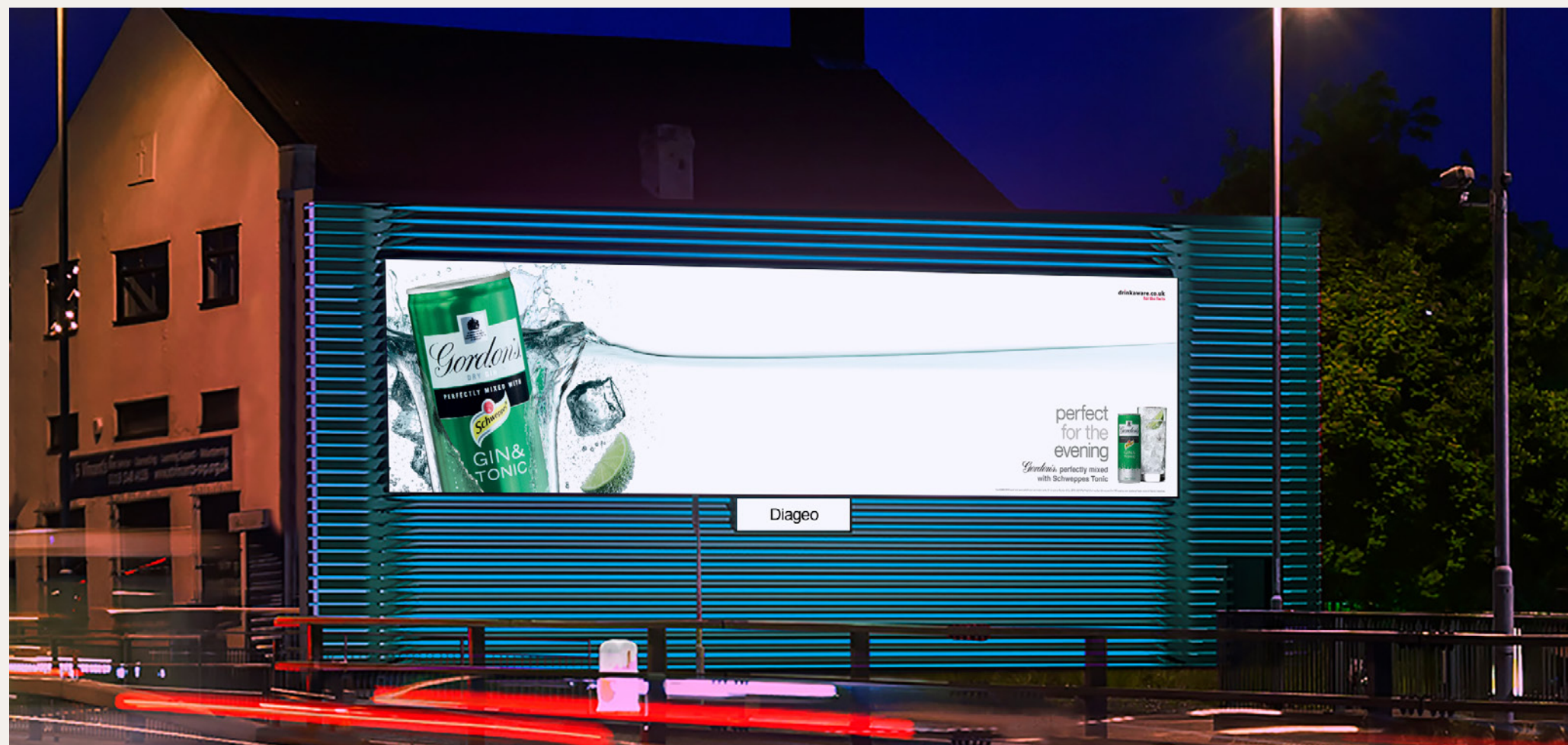
Get people to enjoy pre-mixed spirits in the home.

The enemy

Beer and wine.

The solution

Perfect for the evening.



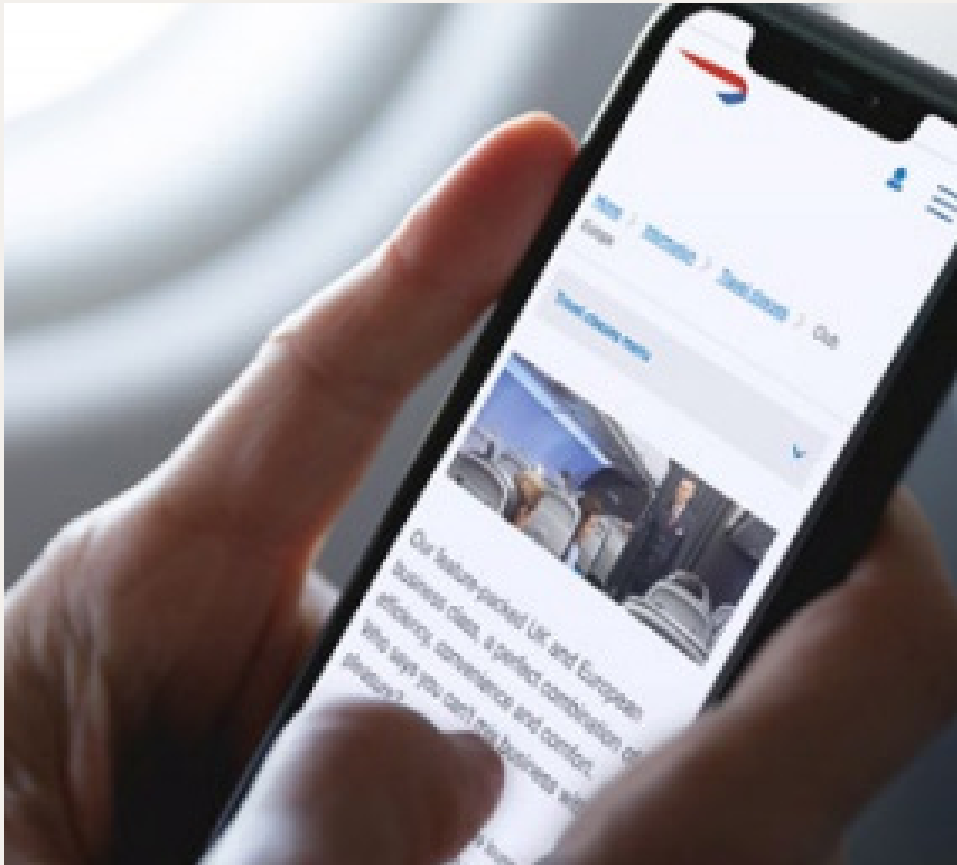


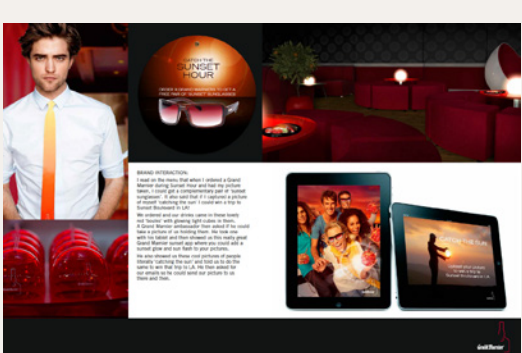
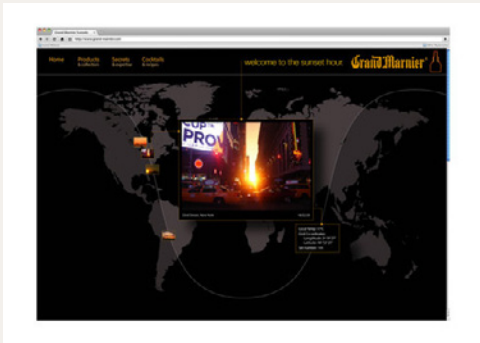
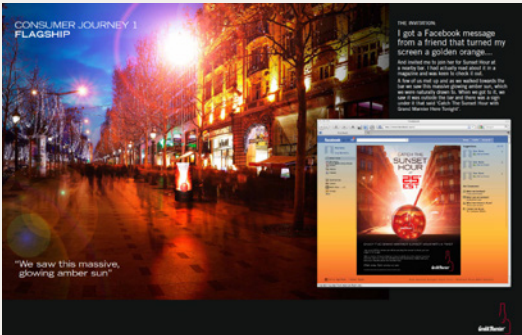
Branding
UI
UX
Booking Screens
TV Screens
Airport Furniture
Wayfinder Signage

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.



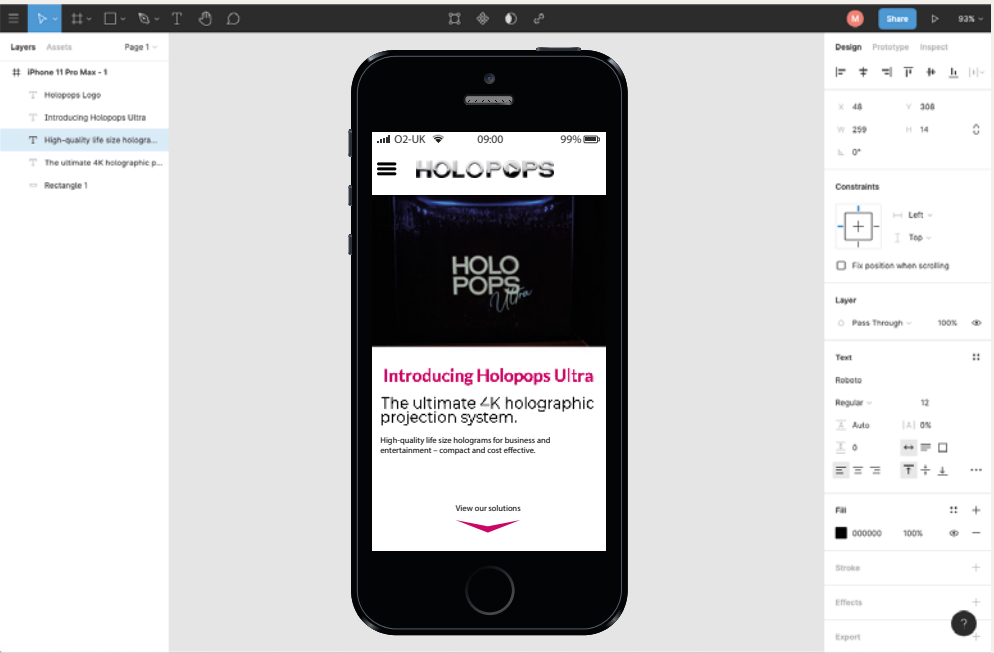
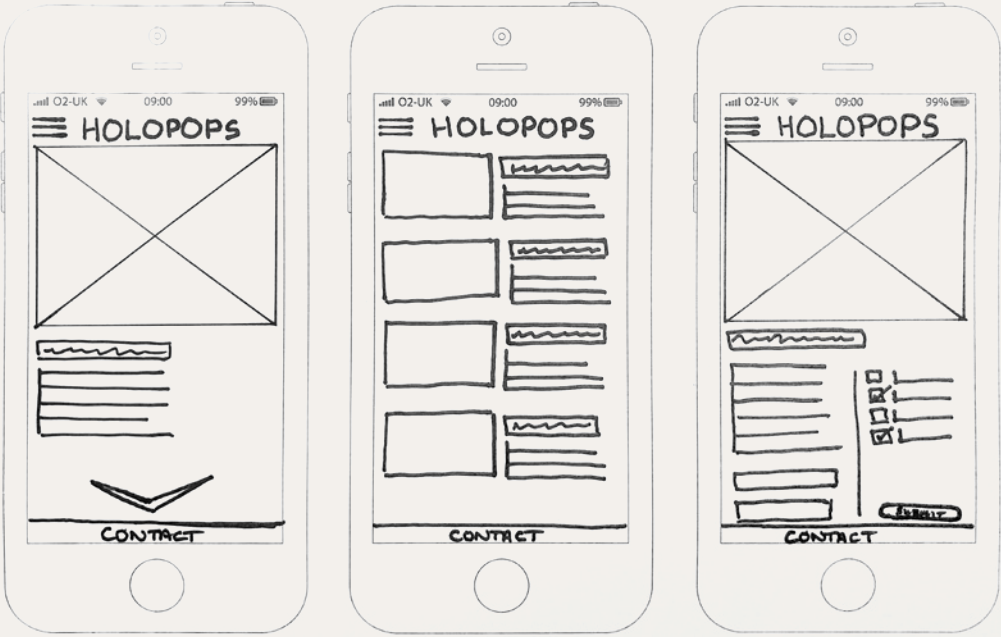
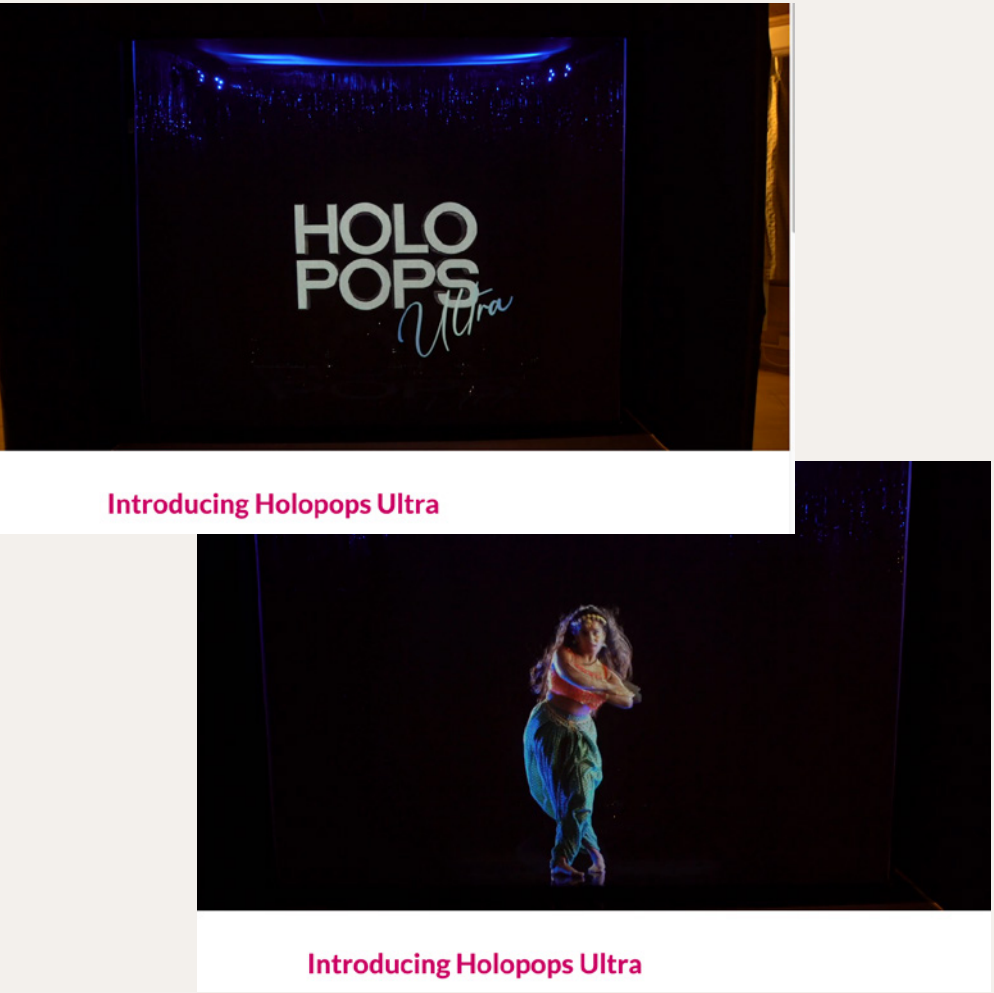


Websites
Micro-sites
Social Media
iPhone App
Experiential

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.



BULLRING BIRMINGHAM

WATCH THE SHOW DOLLS HOUSE

THIS SUMMER AT **BULLRING**
28 – 29 MAY 2011

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.

Prepare to immerse yourself in beautiful flowing fabrics with more than a hint of fairytale romance and take note of the key pieces you’ll be wearing this summer. Enter a dream world of butterflies and blooms, and embrace a splash of colour, fiesta style. The looks will be completed with dreamy hair styling by Regis and effortlessly stunning make-up.

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 view or visit www.browsebullring.co.uk/dollshouse 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/dollshouse 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.



Show times
Saturday 28th May:
11.30am, 1.30pm, 3pm,
5pm, 7pm
Sunday 29th May:
12pm, 2pm, 3.30pm

Top £35 and trousers £45
both by Warehouse at Bullring;
shoes by KG at Kurt Geiger
at Bullring £120;
necklace by Next £12;
bow in hair, stylist’s own.

**BULLRING
BIRMINGHAM**

Photography: Kate Davis-McLeod
Styling: Tilly Hardy at Naked
Stylists: Assistants: Zoe Haver
Models: Victoria at Next
Hair: Zoe Irwin at Frank
Make-up: Abigail Johnson



CHRISTMAS OPENING HOURS	
Open until 10pm weekdays from 1st December.	
Christmas Eve	9am – 6pm
Christmas Day	CLOSED
Boxing Day	9am – 6pm
Tuesday 27th Dec	10am – 6pm
Wednesday 28th Dec	9.30am – 8pm
Thursday 29th Dec	9.30am – 8pm
Friday 30th Dec	9.30am – 8pm
New Years Eve	9am – 6pm
Sun 1st Jan	12pm – 5pm
Monday 2nd Jan	10am – 6pm
From 3rd January, we will return to our usual opening hours.	
Individual store times may vary.	



Branding
Social Media
Advertising
Showcases
Pitches

The goal

To advertise the quarterly changes to the centre and showcase the new Spiceal Street food court.

The enemy

Boring Shopping centres and multi-chain fast-food restaurants.

The solution

To illustrate that the Bullring is the centre of Birmingham.



**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.

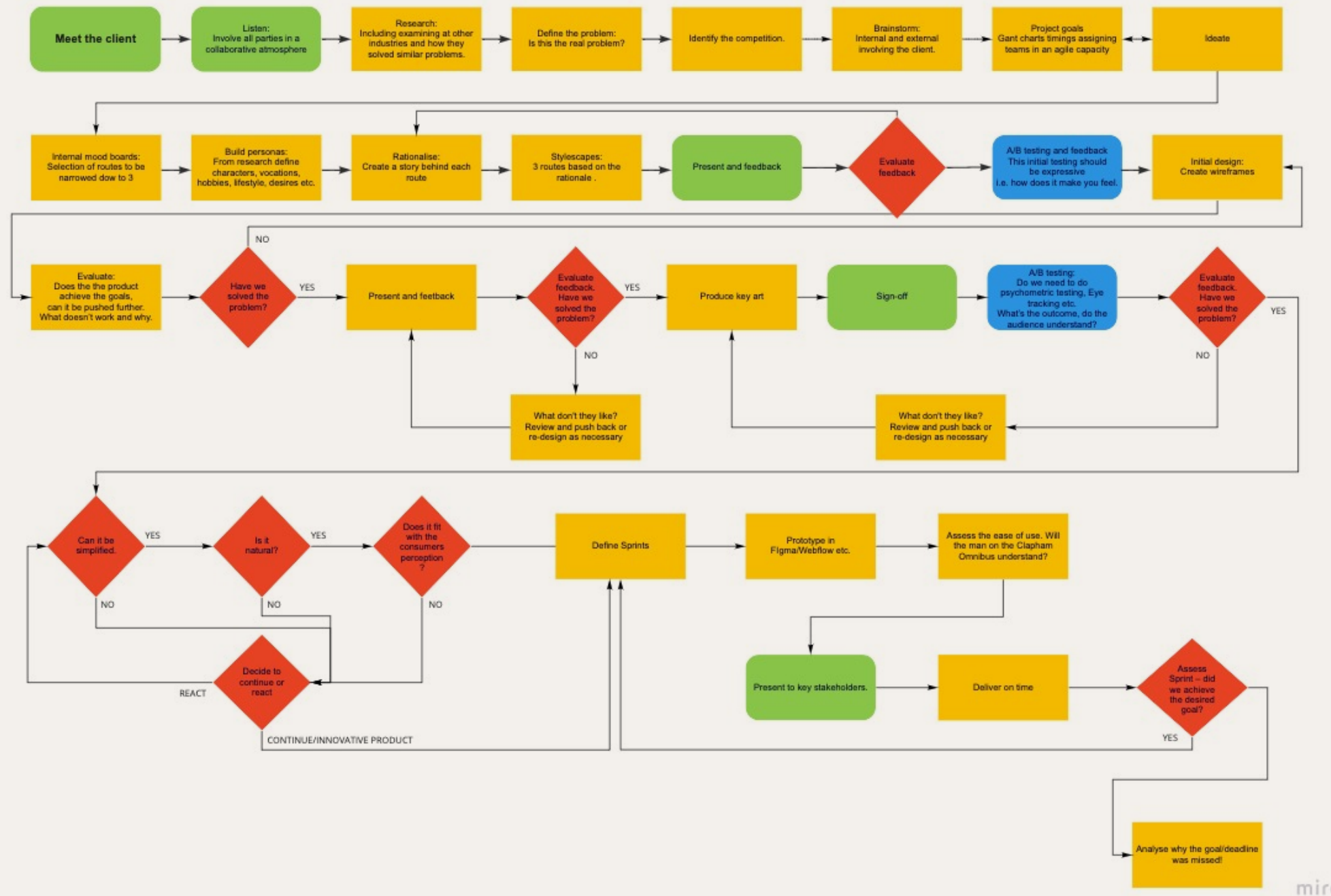


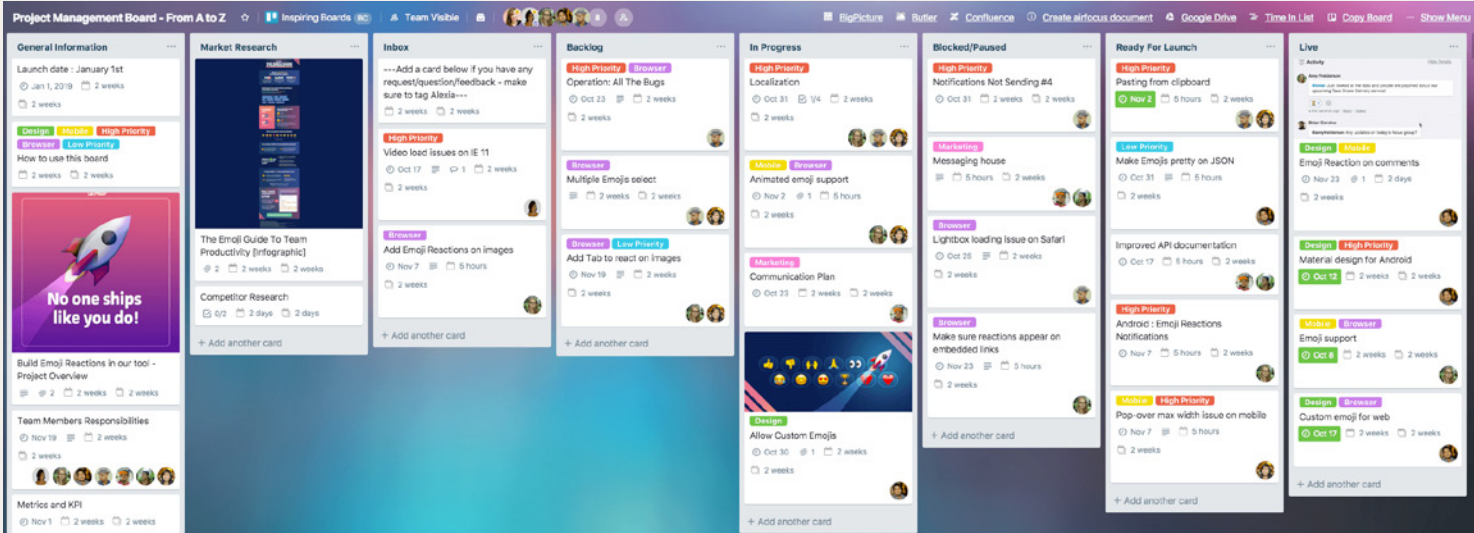
My Approach

Whether Sketch, Figma, Webflow, XD or Illustrator I choose the best workflow for the project.

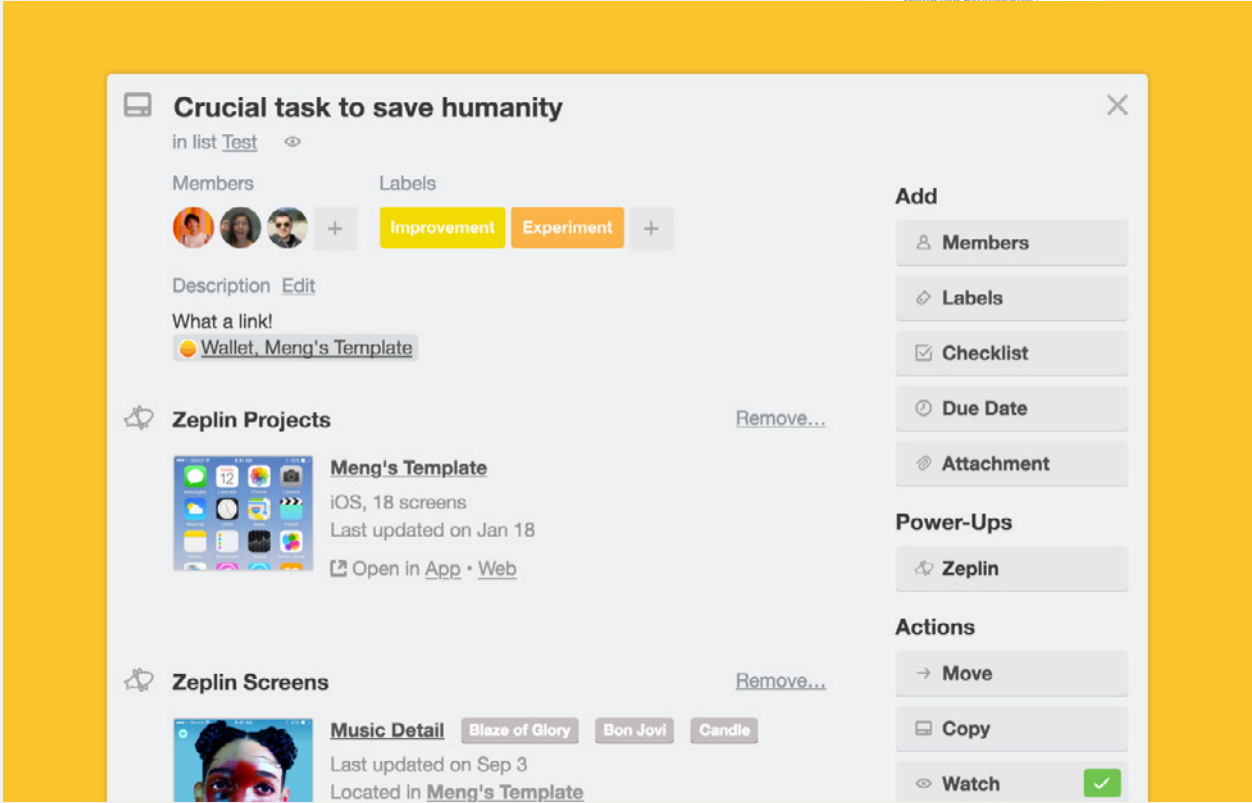
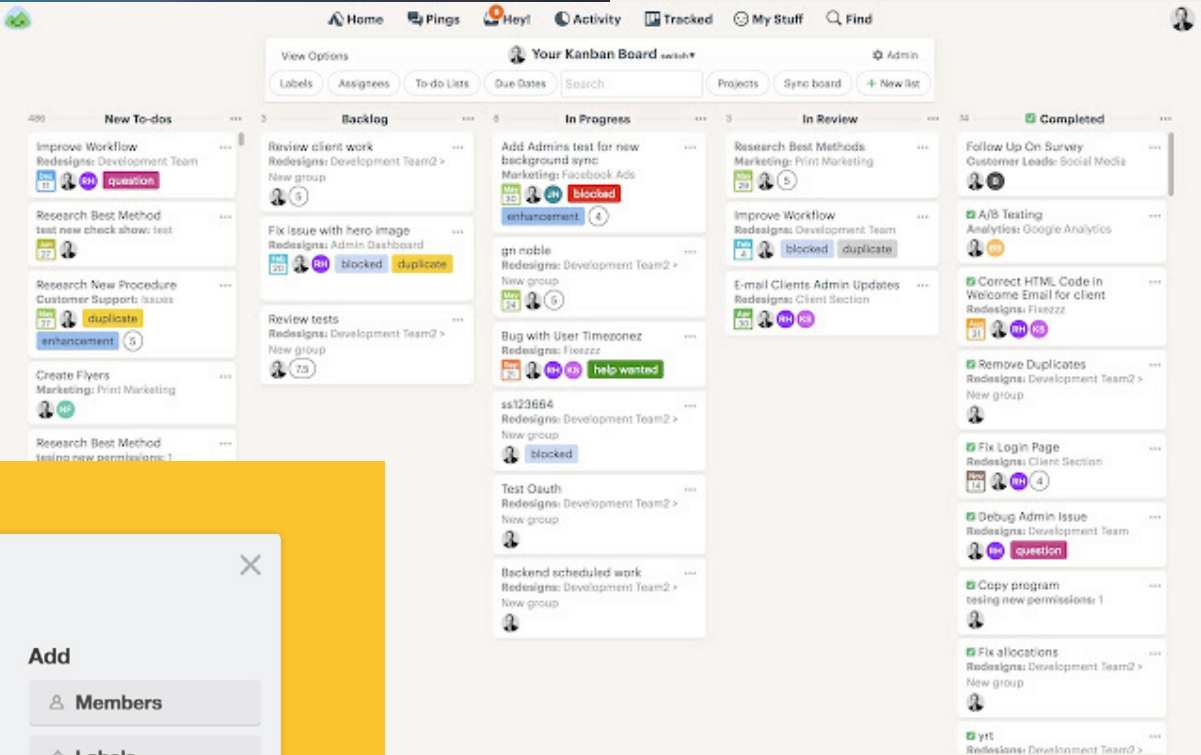
Here is an exmple of a UX workflow – whilst every project is different, I believe that this is a good base for exploring and delivering the project.

Within this I embrace Agile, Sprint, Scrum and other tools that guide the process.





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