

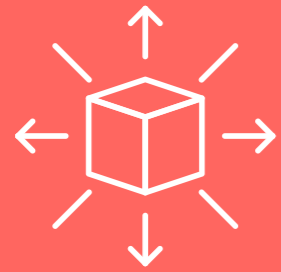


TOM WHITLOCK

CV / PORTFOLIO 2024

An experienced, co-operative and energetic senior designer with a unique background of agency, in-house and academic environments. Delivering informed, effective designs that support and enhance brands across print, web and film. Exceptional project management skills and an enquiry based approach are allied to an excellent working knowledge of all major design packages, particularly the Adobe CC suite, for print, web and film. Experienced in managing teams and delivering 360° campaigns that harness innovative thinking with strategic planning.

Key Skills



Creative Design



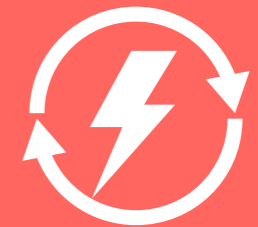
Brief Interpretation



Brand Stewardship



Campaigns



Leadership



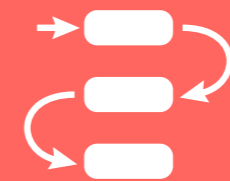
Project Management



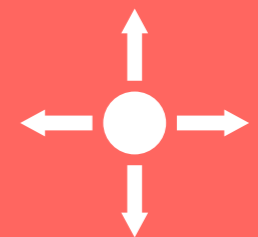
Social engagement



Relationship building



UX Design



Art Direction

Career History

My career to date has been varied, ranging from in-house B2B designer in commercial and public sector environments to working with publishers and agencies with blue chip client lists. Each position I have held has demanded unique challenges and responsibilities, including managing day-to-day studio operations, project leadership and building client relationships.

The Institute for Environmental Analytics

Aug 2021 - Present - Lead designer

As the lead designer at the IEA, I am currently responsible for brand development and stewardship, overseeing internal and client facing communications. The role requires a close working relationship with the CEO and Business development director and external stakeholders to deliver consistent and effective brand messaging through a wide range of promotional materials, including brochures, client acquisition campaigns, pitch documents, exhibition stands and digital assets such as film and social media content, PowerPoint pitch decks as well as website and UX design. A large part of my role at the IEA has been to help scientists translate complex analytical concepts into accessible design, working with external agencies such as The Met Office, and a range of academic institutions in the UK, Middle East and South America.

The Berkshire design company

April 2013 - Aug 2021 - Owner

In this position I worked directly with blue-chip clients such as QinetiQ and The AA as well as start-ups and marketing agencies, helping build and maintain brand messaging following brand guidelines and helping organisations establish their own identities.

During this time I was proud to engage in long term contracts for charities such as Sightsavers and Guide Dogs, supporting their creative communications, producing a wide range of brand focused print and digital campaign collateral to generate engagement, encourage sponsorship, support and promote events and maintain existing stakeholder communication. This took the form of producing medical guides, engagement magazines, legacy campaigns and design for fundraising events including bespoke stands, give-aways and clothing. My role at Guide Dogs also involved leading the roll out of a major re-brand.

Freelance designer

Aug 2010-April 2013

Supporting various marketing agencies by leading creative design output for their clients. This involved providing brand guidance and stewardship for a range of organisations with a range of priorities, helping them understand and manage their brand and its importance in how they operate and evolve.

CIPFA

July 2007 – August 2010 Graphic designer

Working as a part of the new media and design team, my role was as the creative driving force within the department - liaising with clients and suppliers in order to develop forward thinking recruitment campaigns that married effective design for print with the new media strategy. This included planning, management and execution of ideas and overseeing the outsourcing of projects where appropriate. During my time at CIPFA, I dealt with an expansive and diverse range of projects and clients, each with their own specific challenges and each demanding strong project management skills.

FSP Creative

Oct 2006 - June 2007 Senior graphic designer

Working within a creative team managing commercial design projects from brief to completion for a diverse range of clients, demanding the ability to manage projects and quickly switch between brands was key. FSP also pioneered in digital printing technology so we were able to push boundaries in terms of creative output. This role also required overseeing the development of a junior designer, delegating workloads and working closely with the production team to ensure successful project delivery.

GU9 Creative

2004 – 2006 Graphic designer

Working with a variety of Blue Chip, Pan European organisations such as CAT and Babyliss delivering a range of commercial facing printed and digital marketing materials, including product brochures, product launch advertising campaigns, direct mail campaigns, brochures, web sites etc. During my time at GU9 I was also heavily involved in pitching advertising campaigns to clients at executive level, traveling to the Netherlands to build relationships on a regular basis.

Albany Software Ltd (now a part of Bottomline Technologies)

1998 – 2004 Graphic designer

Responsible for the design and production of all printed marketing literature, ranging from advertisements and direct mail campaigns through to packaging and exhibition stands. I also played a leading role in the evolution of the company's corporate identity.

IEA re-brand, web design and product conversion pages

Key Skills

Brand development

Web design

Market messaging

Brief interpretation

Layout ideation and design

Institute for Environmental Analytics

We are working with leading energy sector companies to reduce weather-related investment risk.

[Find out how](#)

Right now, we are helping energy leaders understand how weather variability affects future energy markets.

danse commodities **Orsted** **THE CROWN ESTATE** **UK Research and Innovation**

CIP

Harnessing data can improve your businesses productivity by up to 30%

Our modelling activities are focussed on solving strategic challenges requiring innovative thinking and novel approaches. We can help you quantify the impact of weather and climate.

With access to global meteorological and climate data, satellite-based observations and in-house numerical weather modelling capability, we can provide tailored weather data and technical support.

Advances in digitalisation and remote sensing provide huge potential for enhancing operational performance through data mining and analysis.

[Find out how](#)

The team at the IEA have helped us develop effective solutions that are driving efficiencies and helping us to maximise our revenue from VRE...

energyMetric

Next level solar and wind data modelling

Minimise risk and maximise returns on your project, request a call

[Get your free trial](#)

- Calculate energy yield**
- Perform site assessments**
- Perform accurate yield simulation**

CSIR **gls**

Latest news

Insights

Lakeside Harbour office occupation campaign

Key Skills

Brand development

Creative concepts

Market messaging

Brief interpretation

Layout ideation and design

WHERE GREAT BUSINESSES RUN
A vibrant and versatile office campus with a focus on employee wellbeing

Travel times, wellbeing and work life balance are increasingly driving employee decision making. Choosing the right office for your business matters. Lakeside North Harbour offers a contemporary lifestyle wraparound to the traditional workspace.

Locating your business in our vibrant community will provide an added dimension to your employee benefits and give you competitive advantage when recruiting. If you would like to join the other great businesses running at Lakeside North Harbour, please contact Karen today on **+441 (0) 23 9238 9056** or **karentyrrell@nwgidefern.co.uk**

- Selection of Grade A office space
- Great transport links including shuttle bus
- Open landscape for running and walking
- Children's nursery
- Shops and cafes
- Onsite hotel, gym and leisure facilities

DESTINATION LAKESIDE
NORTH HARBOUR / J12 M27

DESTINATION LAKESIDE
NORTH HARBOUR / J12 M27

WHERE GREAT BUSINESSES RUN

YOUR GUIDED TOUR AWAITS

WHERE GREAT BUSINESSES RUN

- SPACE TO RUN**
Or walk, Lakeside North Harbour is set in over 100 acres of beautiful open space
- SPACE TO LEARN**
Our 250 seater auditorium is an impressive space to deliver those all important presentations
- SPACE TO CARE**
Our on-site nursery provides a happy, safe and secure environment with fully trained and qualified staff.
- SPACE TO SHOP**
Whether it's lunch, a bunch of flowers or a few provisions
- SPACE TO INSPIRE**
The light and spacious campus offers plenty of break-out space
- SPACE TO PARK**
Ample on site parking for staff and visitors
- SPACE TO RELAX**
Coffee shops, cafes and a health and beauty salon
- SPACE TO CONNECT**
A FREE shuttle bus service to local transport hubs
- SPACE TO RE-ENERGISE**
Our on-campus hotel has a state of the art gym and overnight accommodation

DESTINATION LAKESIDE
NORTH HARBOUR / J12 M27

SPACE TO RUN
Or walk, Lakeside North Harbour is set in over 100 acres of beautiful open space

GET MOVING WITH
LAKESIDE NORTH HARBOUR
www.lakesidenorthharbour.com

The Blade office occupation campaign

Key Skills

Brand development

Creative concepts

Market messaging

Brief interpretation

Layout ideation and design

Reading's Most Iconic Building

Want to increase your daily step count?

We've got office space on our 12th floor available.

THE BLADE
FIND US
The Blade
Abbey Square
Reading
RG1 3BD

Lambert Smith Rose
019 208 8803
archie.chitty
07544 801888
achitty@lsh.co.uk
james.moore
07772 064440
jamooore@lsh.co.uk

HASLAM'S
018 921 1517
harrybevins@haslams.co.uk
catherine.le.court.de.billot
018 921 1549
cathermedebillot@haslams.co.uk

hatch
018 922 2200
hatch-re.com
Tom Fletcher
0722 127413
tom@hatch-re.com
Charlie Benn
07932 641363
charlie@hatch-re.com

Reading's Most Iconic Building

The Blade is just 712 steps from Reading Station

That's 5 minutes 52 seconds
Or about 30 calories

THE BLADE
FIND US
The Blade
Abbey Square
Reading
RG1 3BD

Lambert Smith Rose
019 208 8803
archie.chitty
07544 801888
achitty@lsh.co.uk
james.moore
07772 064440
jamooore@lsh.co.uk

HASLAM'S
018 921 1517
harrybevins@haslams.co.uk
catherine.le.court.de.billot
018 921 1549
cathermedebillot@haslams.co.uk

hatch
018 922 2200
hatch-re.com
Tom Fletcher
0722 127413
tom@hatch-re.com
Charlie Benn
07932 641363
charlie@hatch-re.com

Mary Hare Primary School appeal branding and collateral

Key Skills

Brief interpretation

Brand creation

Illustration

Layout ideation and design



IEA energy transition white paper

Key Skills

Brief interpretation

Technical information

Brand creation

Illustration

Layout ideation and design

Institute for
Environmental
Analytics

The role of data in Africa's energy transition

Modelling the evolving
impact of weather
on renewable energy
production

Proceeding with the energy transition

The ultimate goal is the complete decarbonisation of Africa's energy systems, fuelled by clean, renewable supplies. An immediate switch to clean, renewable energy is unrealistic. Large-scale adoption of renewables into an established grid has to be

Key transition challenges for integrating variable renewables

Electricity needs to be supplied respecting strict tolerances for frequency and voltage. The laws of physics require that generation balances exactly with demand at all time-scales, from micro-seconds to seconds, minutes, hours and throughout seasons extending into long-term generation planning over future years and decades. System operators have always needed to account for fluctuating demand and changes in

the production mix due to planned and unplanned down-time in dispatchable generators.

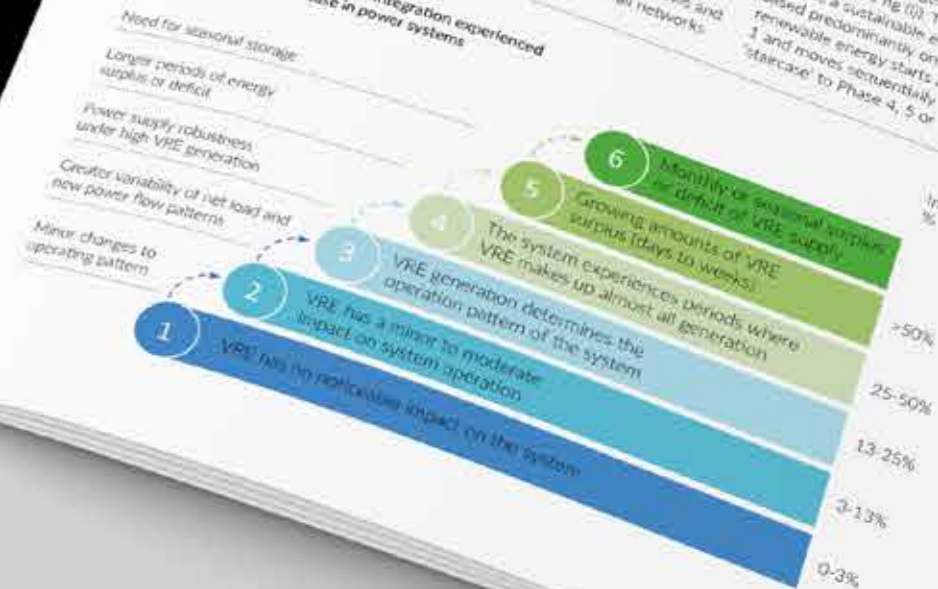
However, increasing the proportion of intermittent weather-driven sources such as wind and solar brings with it additional challenges, as new patterns of generation are introduced that call for improved methods of operational control

The distributed nature of intermittent generation also requires upgrades to account for new power flows and to maintain stability in all networks

from traditional wind and solar and even the local rooftop solar.

The International Energy Agency provides a useful summary of the key challenges and the key challenges towards a sustainable energy system, which is based predominantly on renewable energy starting from Phase 1 and moves sequentially 'staircase' to Phase 4, 5 or

Fig (i) Different phases of system integration experienced as VRE penetrations increase in power systems



Harbour Life magazine

Key Skills

Brief interpretation

Client liaison

Brand development

Layout ideation and design

Artworking

Third party collaboration



Sightsavers materials

Key Skills


Brief interpretation

Art Direction

Brand support


Layout ideation and design

Artworking



Welcome to Sightsavers

Sightsavers Our vision is of a world where no one is blind from avoidable causes and visually impaired people participate equally in society.



www.sightsaversusa.org US Employer Identification Number 31-1740776
Sightsavers International, Inc. is an American 501(c)(3) nonprofit




SSN
Sightsavers News Autumn 2013




The beginning of the end for trachoma

Plus updates from Ghana, Nigeria and India



Sightsavers



Put Us in the Picture



Sightsavers



Limbo material suite

Key Skills

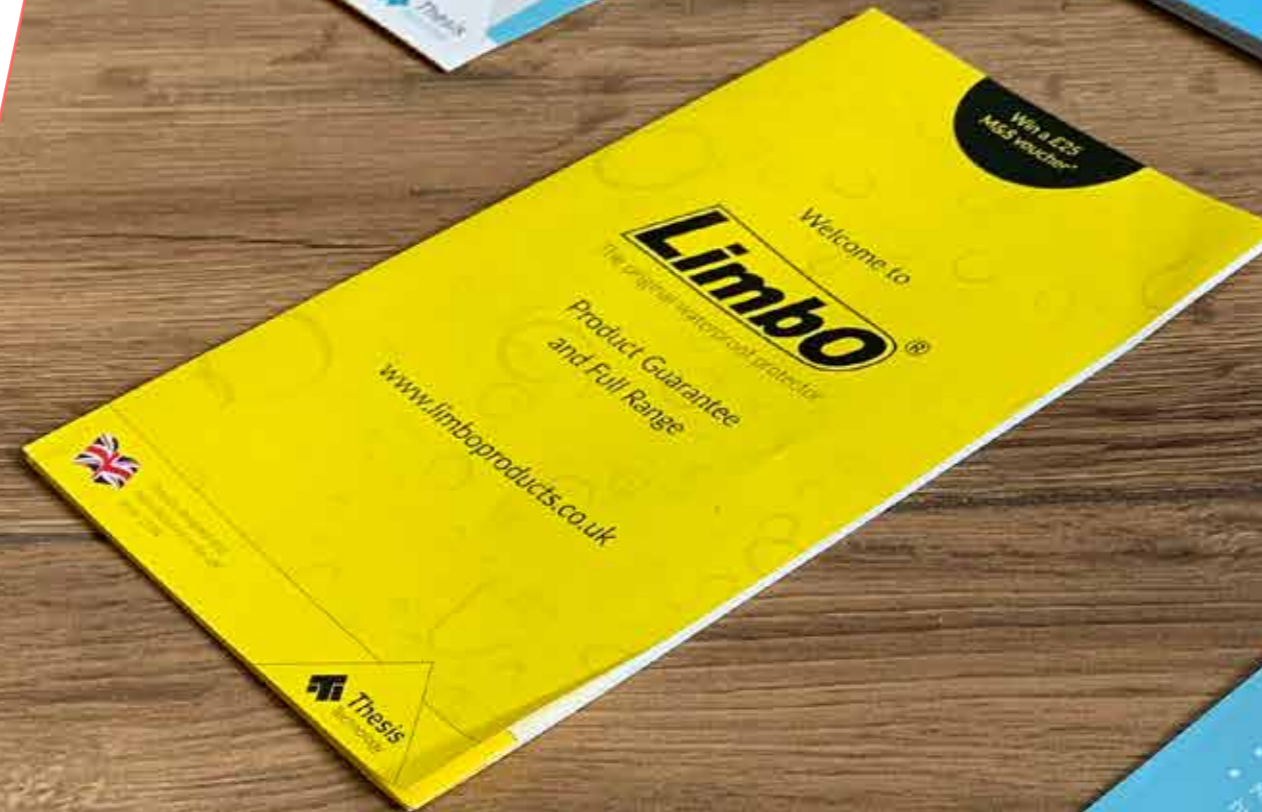
Brief interpretation

Brand development

Layout ideation and design

Artworking

Third party collaboration



The Hub magazine

Key Skills

Brief interpretation

Client liaison

Brand development

Ideation and design

Layout design

Third party collaboration



Viewpoint CSSP Brazil materials

Key Skills

Brief interpretation

Client liaison

Brand development

Magazine design

Web design

Literature

Language versions

Professional body collaboration

Film production



The Fry Group tax guides

Key Skills

Brief interpretation

Client liaison

Image selection

Brand development

Layout ideation and design

Artworking



AA book covers

Key Skills

Brief interpretation

Client liaison

Brand development

Layout ideation and design

Artworking



CIPFA brand development

Key Skills

External agency collaboration

Stakeholder engagement

Brand development and roll out

Photography direction



finance for non-finance professionals

Date	Location	Format	Price
June - November 2009	Bilston, Macclesfield, London, Cardiff & Wex	200-400 delegates	£200 - £500

Purpose
A programme specifically designed to give a wider understanding of the role of local authority finance, with the role of the finance director or service manager in supporting the authority's financial management objectives.

Who will benefit
Senior managers, freelance managers, new finance staff and new recruits in local government.

Learning outcomes
By the end of this course you will gain a comprehensive understanding of:
- How local authority finance is managed
- The role of the finance director or service manager
- The role of the finance director or service manager in supporting the authority's financial management objectives

CIPFA the people in public finance

your journey starts here

All you need to know about studying CIPFA

- Speakers**
- Sean Nolan, Deputy Chief Executive and Director of Corporate Resources, East Sussex County Council
 - Lee Oathwaite, Director of Finance and Information, Derby Healthcare NHS Foundation Trust
 - Jon Thompson, Head of the Government Finance Programme, Director General for Finance at the Ministry of Defence
- Speakers**
- Ravi Sreen, Global Leader, IBM Global Location International, IBM Global Business Services
 - Alan Galt, Director of Resources, Leeds City Council
 - Adam Marshall, Head of Policy and Development of the Centre for Cities
- Chaired by David Brindley, Director, CIPFA Property



Choice Stream 11

Do we want participatory budgeting?

Participatory budgeting is a process where the community votes on how to spend some of the authority's budget. It is a way of involving the community in the decision-making process.

- Speakers**
- Professor George Jones OBE, Director of the Centre for Government and Society, University of Exeter
- Chaired by Dennis Barker, Product Manager, VDA Solutions

The essence of the Finance Programme is to help you understand the role of the finance director or service manager in supporting the authority's financial management objectives. It is a way of involving the community in the decision-making process.

- Speakers**
- Martin Easton, Senior Finance Manager, Birmingham City Council
 - James Lockyer, Director of Education, The Association of Corporate Finance Directors (ACFD)
 - Clare Manning, Executive Director, J.P. Morgan
 - Peter Matza, Head of Public Finance, The Association of Corporate Finance Directors (ACFD)
- Chaired by Mike Griffiths, Managing Director of TIA Ltd



Samsung advertising

Key Skills

Brief interpretation

Brand stewardship

Layout ideation and design

Artworking



SAMSUNG

'Reward Yourself'
and get up to **£300**

When you buy a selected Samsung UHD or FHD Smart TV and an additional Samsung TV or Audio Visual product(s) to receive a cash reward.
Offer runs 16th October – noon 24th December 2014.
Please visit: www.samsung.com/uk/rewardyourself

FREE
UHD Video Pack
when you buy a
selected Samsung
UHD TV.

For more information please visit:
www.samsung.com/uk/uhdvideopack

Please review the full terms and conditions and reward amounts at www.samsung.com/uk/rewardyourself before purchase. Promoter is Samsung Electronics (UK) Limited. Reward of between £75 and £300 available (depending on TV model purchased) when a qualifying Samsung Smart TV is purchased from an authorised retailer and additional Samsung products from the TV/AV range are purchased from the same physical store or website within 28 days of purchasing the TV. Reward paid by cheque or bank transfer by redemption. The TVs included in this promotion are 40" to 65" Samsung H7000/H8000 Series Smart LED TVs and 48" to 65" Samsung HU7500 Series Smart UHD TVs and 55" to 78" Samsung HU7200/HU8200/HU8500 Series Smart Curved UHD TVs. To receive the full Reward amount, the additional Samsung products purchased must cost more than the amount of the Reward. Some retailers excluded, check in-store or online. UK bank account required. UK residents aged 16 or over only. You must wait 14 days after purchasing the TV before claiming and claims must be made within 28 days of the additional products being purchased. TV must be purchased between 16th October 2014 and Noon on 24th December 2014. To claim, go to www.samsung.com/uk/rewardyourself or call 0845 3450907 to receive an application form. We will aim to dispatch cheques or process BACS payment (depending on your chosen payment method) within 28 days of valid claim, although if participation in the promotion exceeds expectations this may take up to 56 days. For further information ask in-store. Purchases used to claim in this promotion cannot be used to claim in any other Samsung promotion.
Free UHD Video Pack. Terms and Conditions apply. For further information on the Free UHD Video Pack please visit: www.samsung.com/uk/uhdvideopack.

Fondera product website

Key Skills

Brand development

Brief interpretation

Art direction

UX design

Layout ideation and design



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