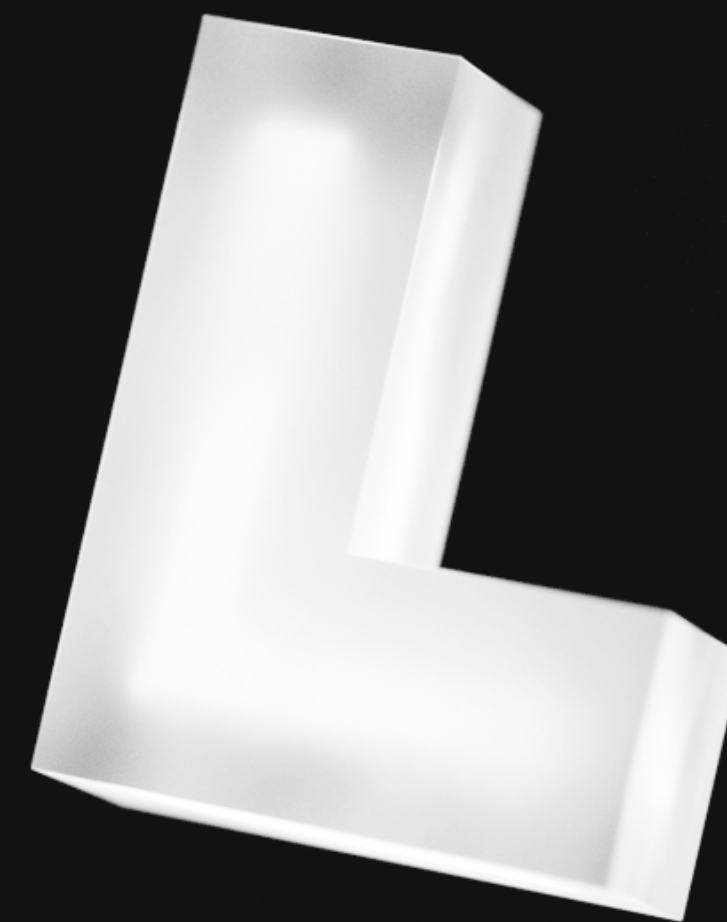


**Lewis  
Llewellyn**





# Steps Count

Creative direction + design

Microsoft approached us to pitch for a new UK programme that would encourage both visitors to and employees of MSN to take some respite from staring at screens and go outside for exercise, creative inspiration, and just general wellbeing.

With just a small team of two (myself and our Creative Director) assigned to the job, we got started developing concepts for posters, web takeovers and app notifications that suggested activities based on current weather (but also looking ahead, so you wouldn't be suggested activities that could get cut short by an impending downpour).





msn

# Step away

from your workspace

**Steps Count!**

Everyday wellbeing,  
one step at a time.

Join the movement at [msn.co.uk/stepscount](https://msn.co.uk/stepscount)

msn

# Step up

your wellbeing

**Steps Count!**

Everyday wellbeing,  
one step at a time.

Join the movement at [msn.co.uk/stepscount](https://msn.co.uk/stepscount)

msn

# Step back

from the screen

**Steps Count!**

Everyday wellbeing,  
one step at a time.

Join the movement at [msn.co.uk/stepscount](https://msn.co.uk/stepscount)



# Sorted

Creative direction, branding + design

I joined Sorted at an exciting time, on the verge of the expansion of their product offering to new markets. To accompany this, they were looking to rebrand themselves away from a strikingly-neon pink and an outdated logomark, to something more fitting of a SaaS company.

Work was already underway with an external agency, but I wasn't convinced the visuals were hitting the mark. Even though the project was nearing to a close, I put forward a proposal to my team that we bring the work in-house and develop the brand ourselves. They agreed, though I was left with a very short time—two days—in which to conceptualise my thoughts and to come up with a pitch of my own.

# Sorted





With motivation more frantic than I've probably had in my entire career so far, I rushed to collate competitor branding and what I believed to be best-in-class industry visuals, select typefaces, and build moodboards of inspiring work.

A beautifully simple-yet-quirky geometric typeface, Rund, from the foundry *Letters From Sweden*, won my heart. It was bold and professional enough to represent a thriving tech brand, but had enough character in its terminals to give the brand a subtle playfulness.

**Confident**  
**delivery**





Inspired by Rund's letterforms (and, as many colleagues have since pointed out, Netflix's *Squid Game*), I set up a series of shapes that would give the brand some easy-to-use distinction.

These simpler shapes would add some visual backdrop to the brand, with some slightly less basic ones representing three key product offerings. The idea was for the shapes to connect together to represent the cohesion between the different product combinations, and suitably worked to form the logomark as well.





After 48 hours of artboards galore (a mess that I won't be showing off here), I spent the remaining few days of the week pitching to my team, then to the senior leadership, and finally to the CEO.

Thankfully, they loved it.

### Main palette

Orange

PRIMARY COLOUR

HEX

#FC835A

CMYK

88 100 107 10

Peach

HEX

#FFBBA9

CMYK

88 170 105 10

Petal

HEX

#FFE5DE

CMYK

88 100 107 10

Brick

HEX

#8F3213

CMYK

28 100 100 30

### Web hierarchy

While this is by no means a comprehensive set of type rules for the website, this does serve as a basic overview of type sizing and usage.

### Fallbacks

Fallback hierarchy should be implemented as follows:

Main:

Rund Text

Fallback 1:

OS System Font\*

Fallback 2:

Arial

\*e.g.

-apple-system, Roboto

Weight: ExtraBold

Size: 60px

Used for: h1

Use delivery to create winning ecommerce experiences.

Weight: SemiBold

Size: 36px

Used for: h2

Trusted by the world's leading retailers and brands.

Weight: SemiBold

Size: 28px

Used for: h3

Delivery experience matters.

Weight: ExtraBold

Size: 22px

Used for: h4

Connect your customers with the best performing carriers.

Weight: Regular

Size: 18px

Used for: p, CTAs

More people are shopping online than ever before. The opportunity is there, but so is the competition.

# Guidelines

Sorted

v01a

May 2022

# Now, here's our refreshed visual identity

(And the building blocks you'll use to create it...)

5





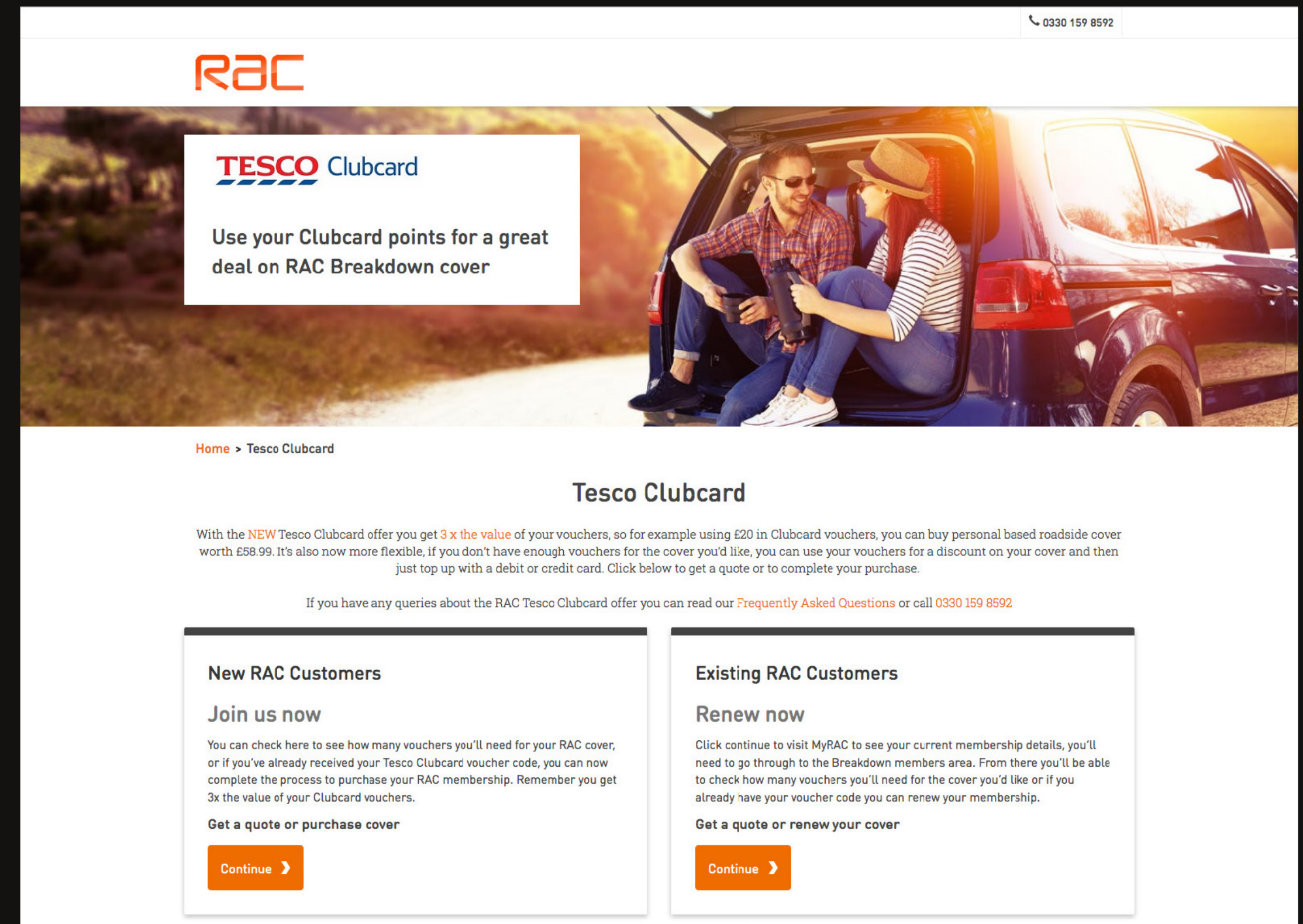
# RAC Tesco Clubcard Journey

Web design + development

Tesco customers had long been able to put their Clubcard points towards the value of their RAC breakdown cover, but changes to the journey between Tesco and its affiliates meant that this process had become confusing and time-consuming, with important information spread across multiple sites (requiring a lot of jumping back and forth).

To help reduce the confusion (and therefore the associated conversion drop-off), I designed and developed a calculator table that would tell Tesco customers visiting the RAC website exactly how many vouchers they'd need to cover the cost of the available cover levels, without having to log in.

OLD





NEW

RAC

0330 159 8592

£10 **TESCO**  
Clubcard

=

£30 **RAC**

Get 3x the value of your  
Tesco Clubcard vouchers

[Home](#) > [Tesco Clubcard](#)

## Tesco Clubcard

With the NEW Tesco Clubcard offer, you get **3x the value** of your vouchers to put towards RAC breakdown cover.  
If you don't have enough vouchers for the cover you want, you can top up the rest with a debit or credit card.

### Get a quote

Using the table below, choose the number of people you'd like to cover to find how many vouchers you'll need.

### Exchange your Clubcard vouchers

Visit the Clubcard site to exchange the correct number of vouchers for **3x discount** on the cover that you want.

### Buy your cover

Choose if you are a new or existing RAC customer below, and purchase cover using the voucher code in your Tesco email.

If you have any questions about the RAC Tesco Clubcard offer, you can read our [Frequently Asked Questions](#) or call **0330 159 8592**

	1	2	3 or more
	RAC price	How many Clubcard vouchers you need	
Roadside Rescue	£58.99	£20	
Roadside & Recovery Rescue	£99.99	£33.50	
Roadside & Recovery & Onward Rescue	£129.99	£43.50	
Roadside & At Home Rescue	£94.99	£32	
Unlimited Rescue	£124.99	£42	
Premier Rescue	£155.98	£52	
<a href="#">Get vouchers</a>			

### Want to top-up your vouchers?

If you don't have enough Clubcard vouchers, or want to use them for something else, you can use vouchers for part of your cover and top up the rest with a debit or credit card.

Remember, your Clubcard vouchers are still worth **3x as much**.

Roadside Rescue	£58.99
<div> <div>£15</div> <div>Clubcard vouchers</div> </div>	<div>=</div> <div> <div>£45</div> <div>RAC discount</div> </div>
Left to pay by card	£13.99

[Get vouchers](#)

Exchanged your Clubcard vouchers?

New customers

Join us now

Join now to get your Breakdown Cover today.

Join now

Existing RAC customers

Renew your cover

Continue and click Breakdown Members to login or register with MyRAC to see your renewal quote.

Continue

This new calculator—along with some friendly iconography—saw the completion rate rise from an all-time low of 51.5% to an all-time high of 71.1%.



# Breakdown Purchasing Journey

UX/UI design


The main goal of any purchasing journey is to allow the customer to get the product they want as quickly and as painlessly as possible.


With just one UX consultant, one UX manager and two designers, we got to work collecting user-testing data, customer research and insights from the development team to begin work on a single-page application that streamlined the breakdown cover buying journey.

Shown here are a few screens during the earlier stages of development.

Landing page


Complete peace of mind when you're covered by the RAC.






Lorem ipsum dolor

Sequi praesentium debitis ex quo quaeat, pariatur iusto asperiores delectus commodi.



Sit amet consectetur

Labore itaque iure quasi animi reprehenderit eos deleniti blanditiis quia officis culpa quas similique.



Adipiscing elit suscipit eveniet

Commodi laborum sapiente dolor voluptatibus nam quidem molestiae tempora, harum accusantium.

TRUSTPILOT

★★★★★

We're the most trusted breakdown provider

We've got 120 years of experience in the breakdown industry and we've developed into one of the UK's most trusted brands.

We're rated 4 out of 5 stars on Trustpilot, making us the most trusted breakdown provider. Have a look at what some of our customers have to say about us.

Excellent

Excellent prompt service with solution to any problems.


Mrs Nicola Richardson ★★★★★

The service received was...

The service received was second to none. The RAC staff were great. They were friendly with superb customer relations.

Mr Ogbu ★★★★★

Show more




1600  
Patrols on the road every day

500  
Parts and tools in our vans

4800  
Vehicles fixed a day

Complete peace of mind when you're covered by the RAC.



Cover you anywhere

All of our membership packages cover you anywhere in the UK, that includes at the roadside and at home.

Doubled night-time patrols

This year we have doubled our night time patrols, so we can come to your rescue quickly whatever the time of day.

4 out of 5 fixed at the roadside

We fix 4 out of 5 cars by the roadside, so you can get back on the road without any stress or hassle.

TRUSTPILOT

★★★★★

We're the most trusted



Chat now

# Add extra people from just £2

Cover anyone in your household as drivers or passengers in any vehicle

1 person  
Included as standard  
✓

2 people  
+ £2 per month  
○

3 people  
+ £4 per month  
○

4 people  
+ £6 per month  
○

5 people  
+ £8 per month  
○

Back

1

2

3

4

Next

RAC

1 person  
£8 per month  
✕

Find out what's included

Terms and conditions

Total cost  
£8

Single-page application

Chat now

Your address  
23 Banner Road, Bristol, Somerset, BS6 5NA  
Edit

Additional people

2nd person Remove

Title  
Mr

First name  
Andrew

Last name  
Weatherall

Date of birth  
21 09 1976

Save details

+ Add another person

Preferences and T&Cs

Back

✓

✓

3

4

RAC

2 people  
£10 per month  
✕

National recovery  
£4 per month  
✕

At Home cover  
FREE  
✕

Key Replace  
FREE  
✕

Find out what's included

Terms and conditions

Total cost  
£14

Monthly

Annually

Payment

Cover start date  
21 09 2017  
Choose for your cover to start within the next 3 months.

How do you want to pay?  

Monthly  
£14 per month

Annually  
£133.97 per year

Continue

If you pay annually the overall price will be lower than 12 monthly payments.

Choose payment method

Back

✓

✓

✓

4

RAC

2 people  
£10 per month  
✕

National recovery  
£4 per month  
✕

At Home cover  
FREE  
✕

Key Replace  
FREE  
✕

Find out what's included

Terms and conditions

Total cost  
£14

Monthly

Annually



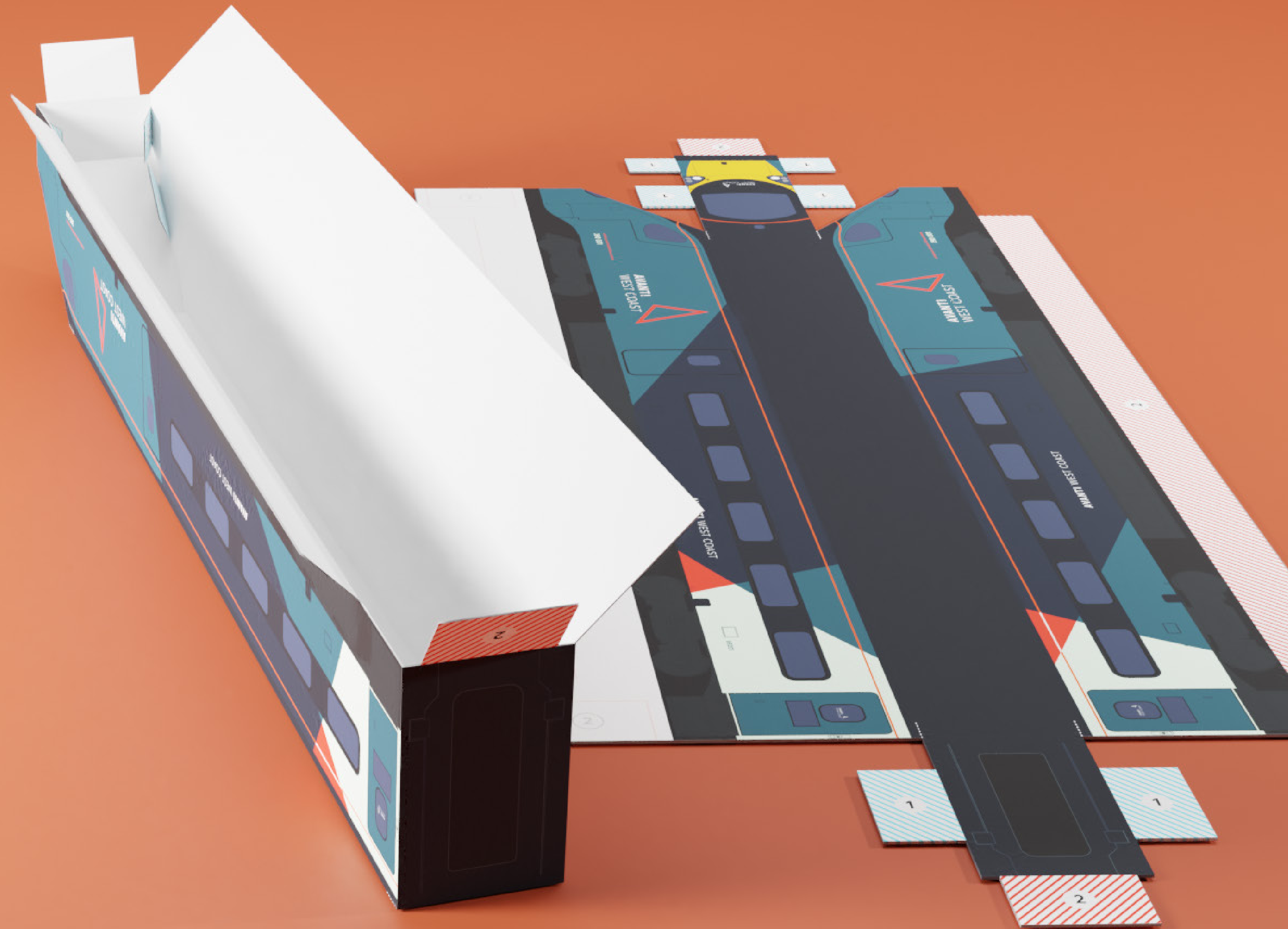
# Avanti Paper Train

Print design + 3D modelling

When you work for a customer engagement agency and a global pandemic restricts your ability to engage with customers, your job becomes slightly challenging.

Whilst waiting for normal service to resume, Avanti wanted a way to engage with customers during a difficult time.

Our previous work aimed at parents and children had been viewed very positively, so we had another idea; a paper Pendolino that could be printed, cut out and coloured in at home. Simple.

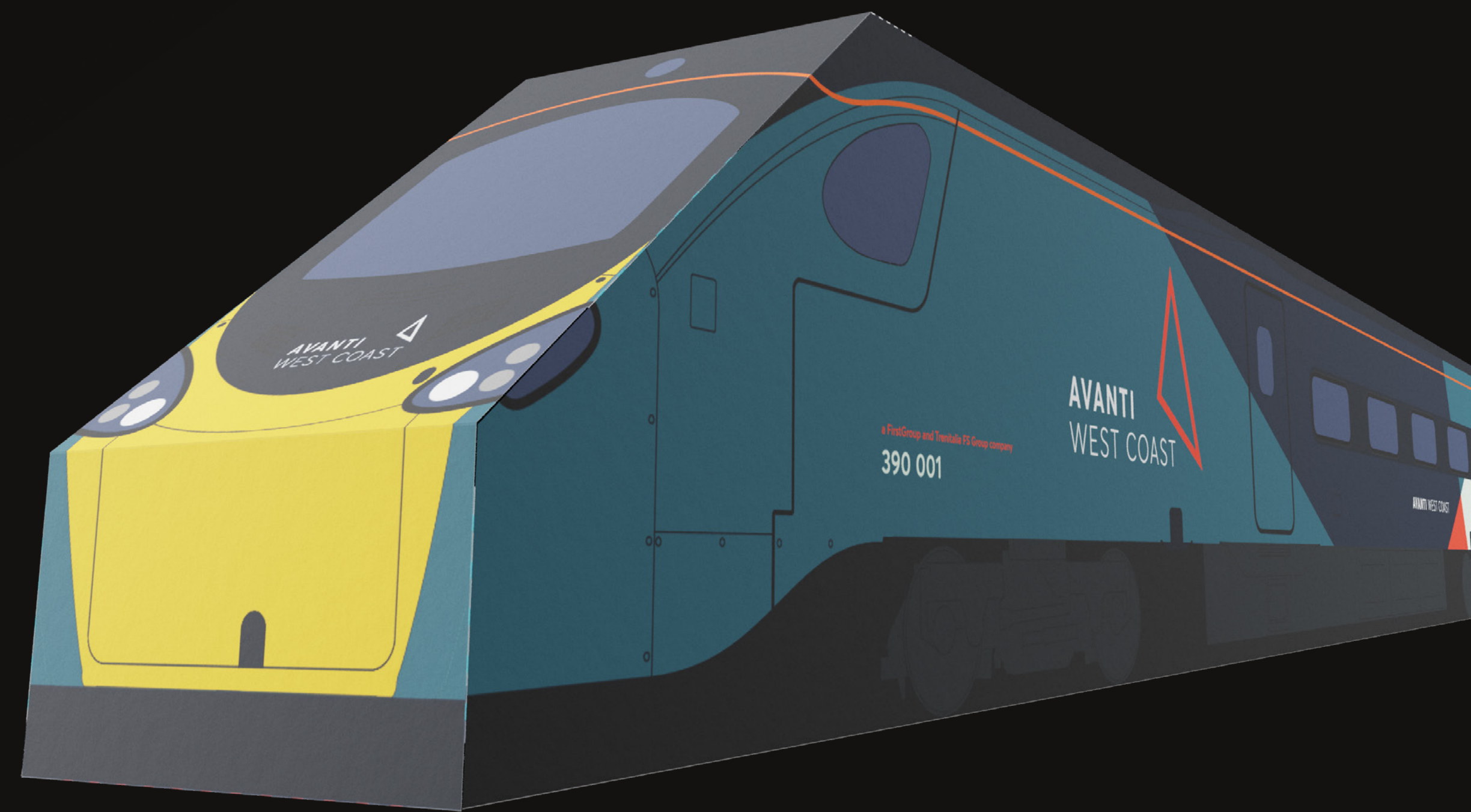






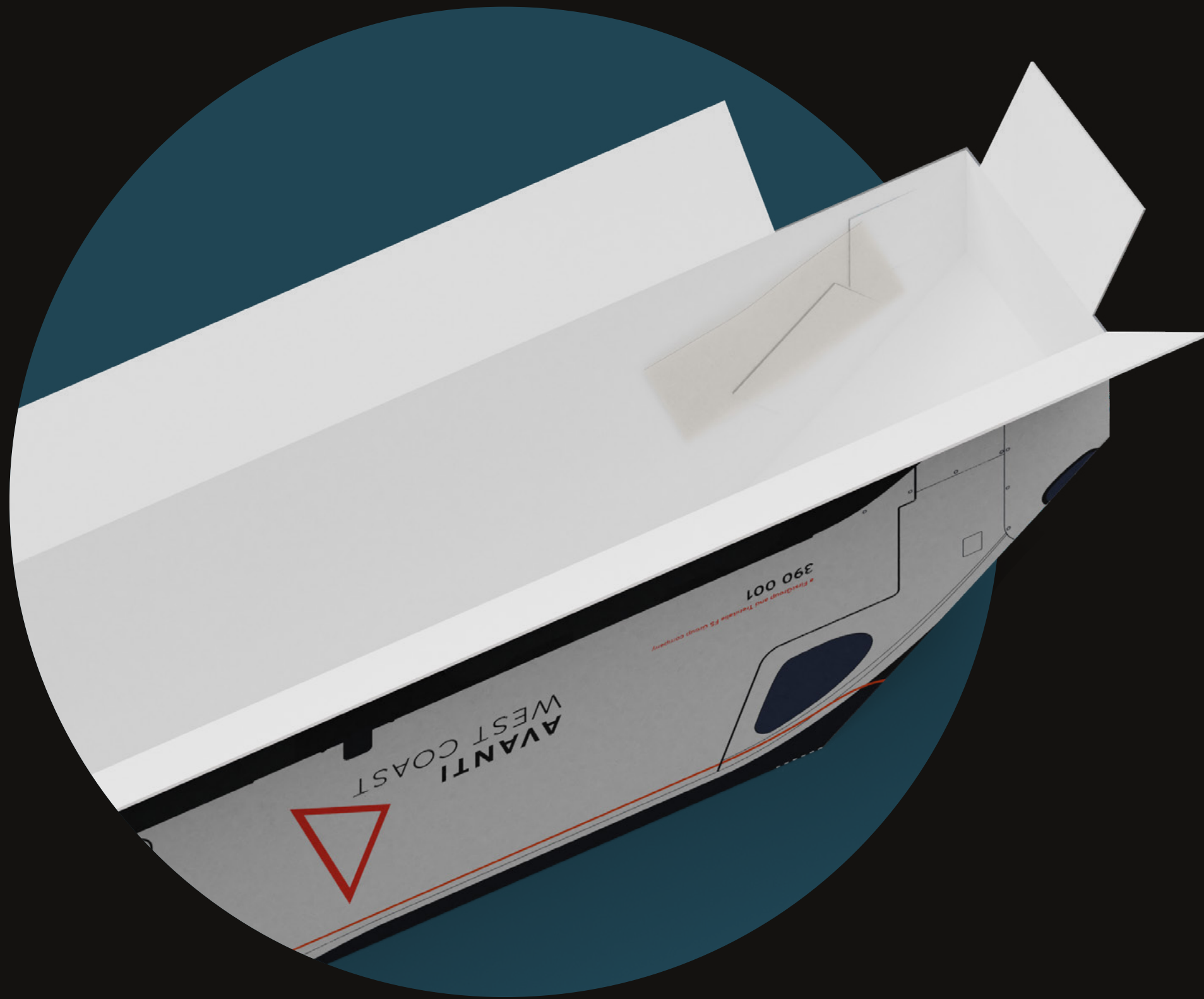
With a tight deadline, no home printer and a very small team (me and the senior account manager), it was certainly a challenge.

We managed to obtain their actual train livery and adapt it in Illustrator for our own purposes, as well as creating a blank template that children could colour in themselves and add drawings of their family and friends to.

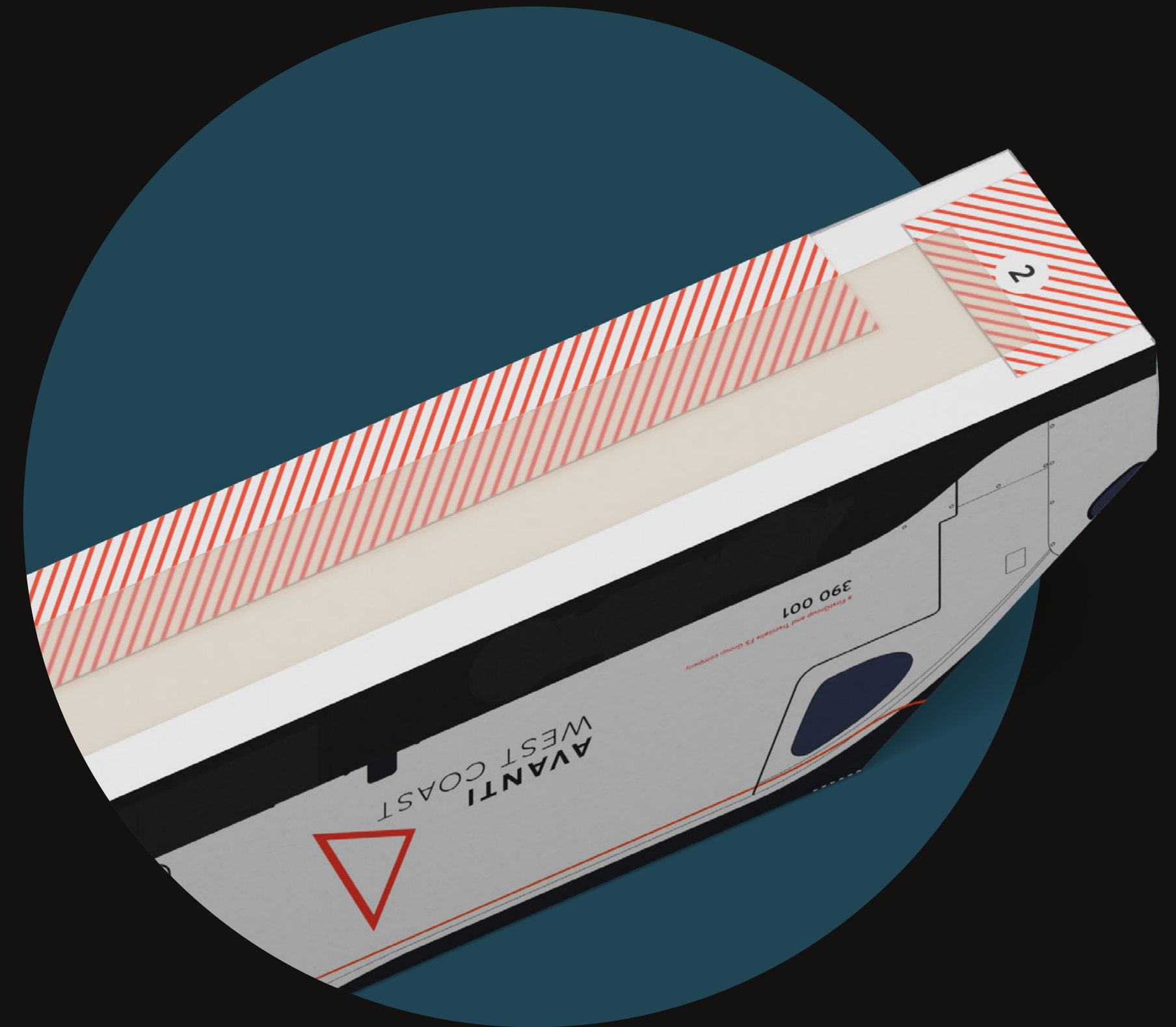




While the original idea was a simple A4 print-out, I also wanted to try my hand at producing some nice 3D visuals that would show the finished product in all its glory. It was not only a chance to test out some of my fairly beginner Blender skills, but it also gave us some nice visuals for use in the email and instruction sheet, as well as allowing us to check that it would actually work once printed.



The clients were very happy (and apparently, their children even more so).



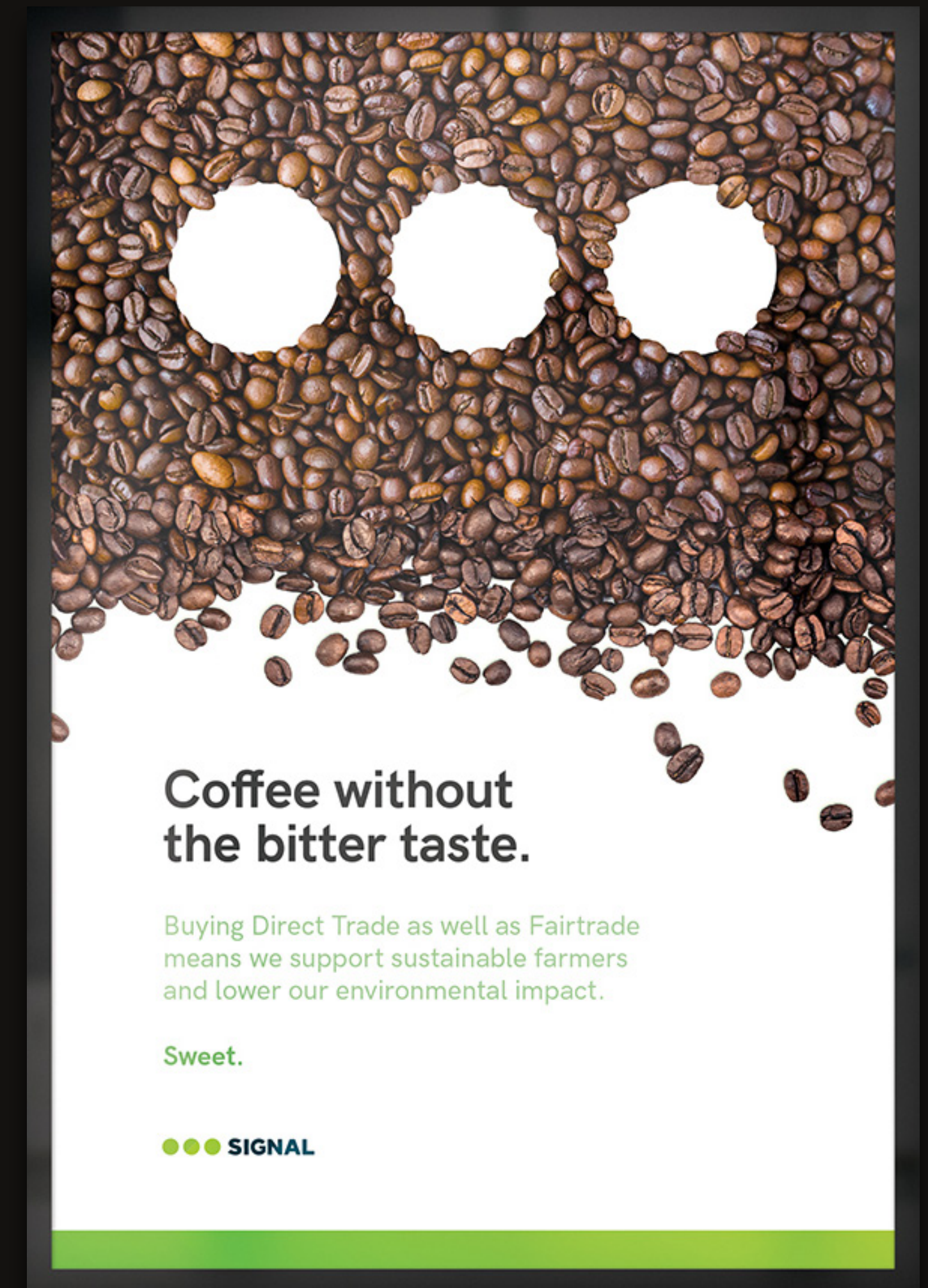
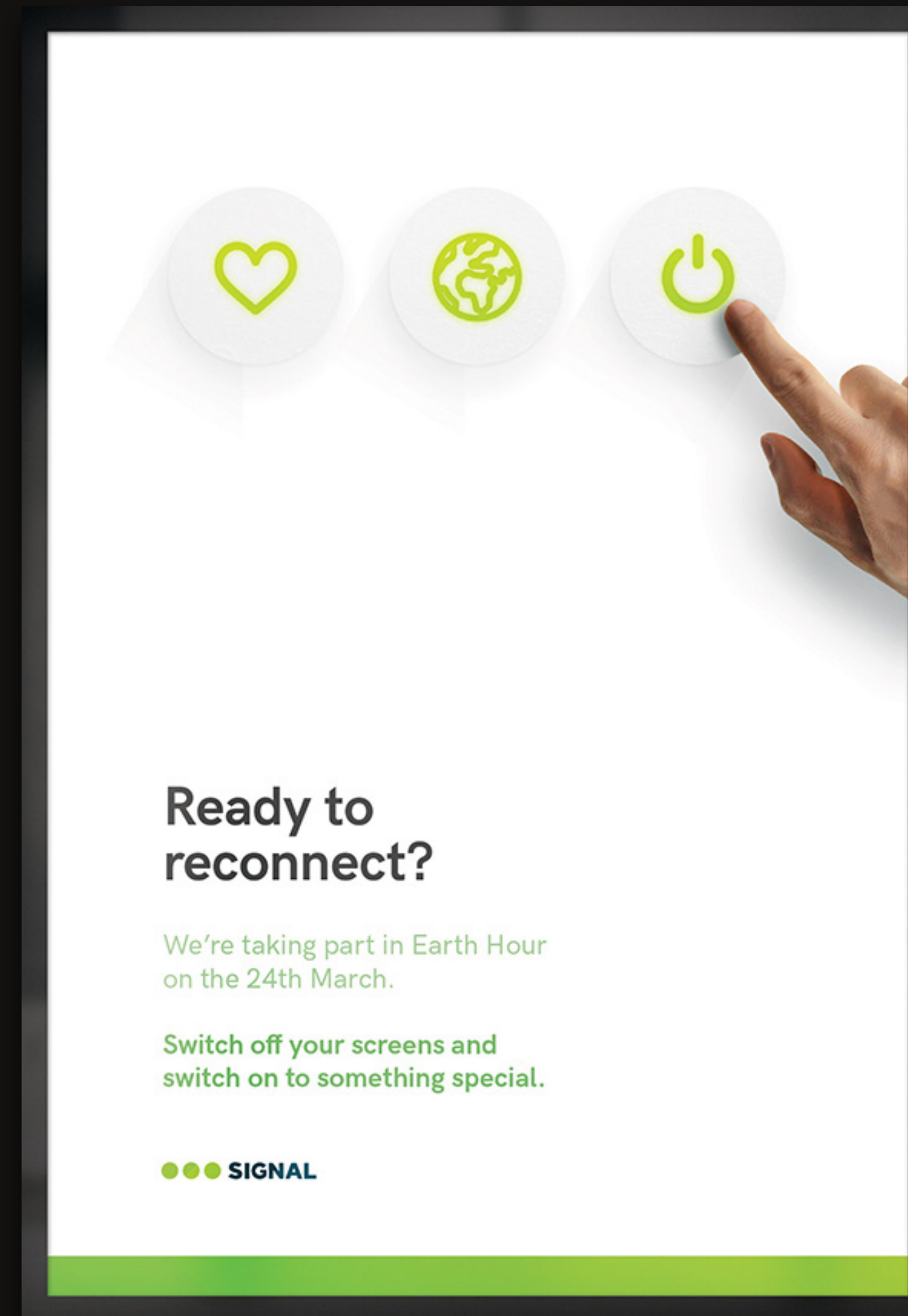


# Signal Environmental

Creative direction + design  
+ copywriting

The environmental team at Signal wanted to promote special events and eco-friendly ways of working.

An obvious start was to utilise the existing agency logo—three red circles. With step one out of the way (nothing says environment like green, eh?), I played around with elements breaking in and out of the circles to give a nice level of depth to the visuals.

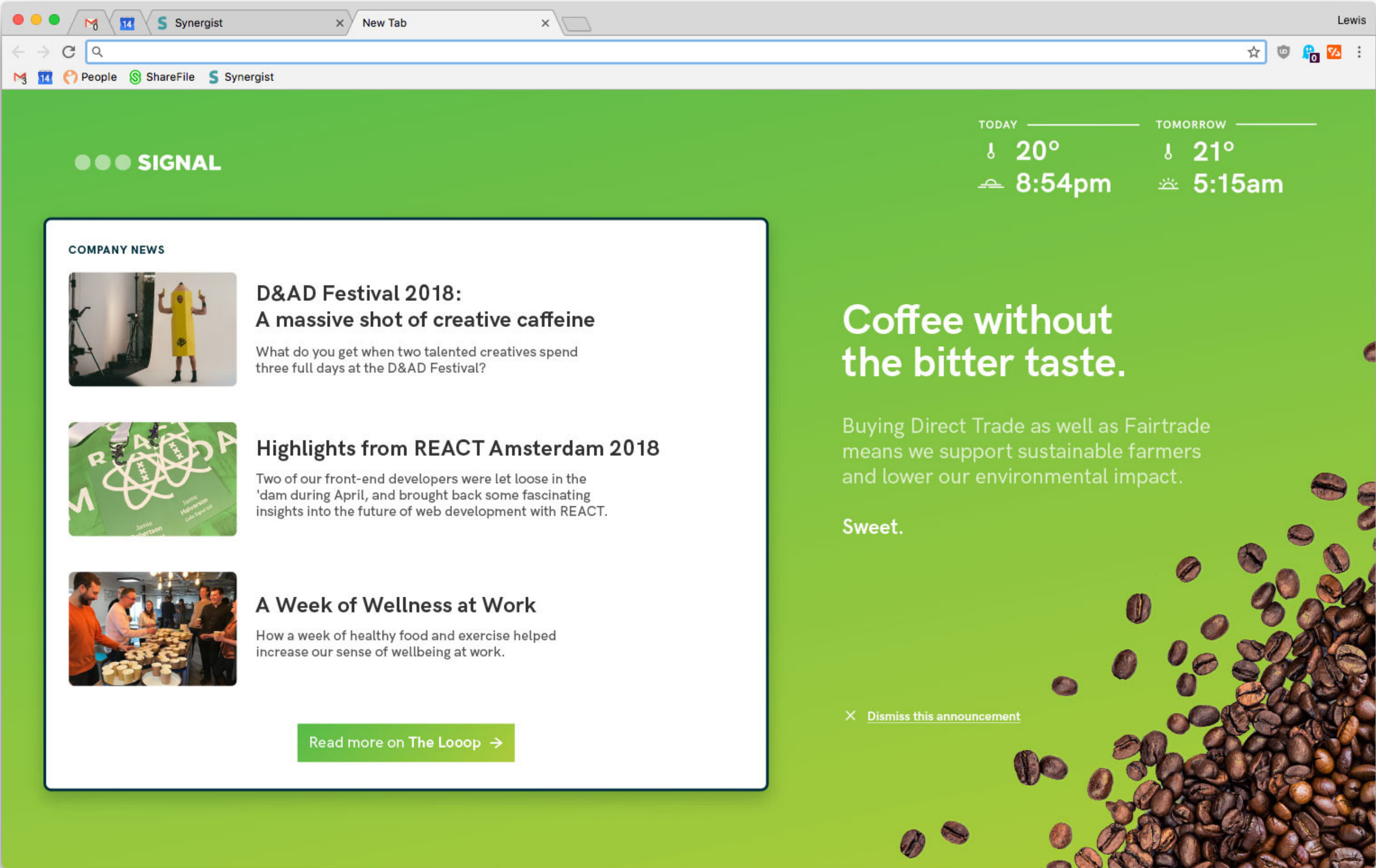








But lovely visuals are one thing; how about something a little more functional? I designed and developed a prototype for a Chrome extension that would replace the new tab page and pull in various curated news articles, as well as broadcast company announcements and weather forecasts.





# Cereal Box Mascot

## Illustration

As much satisfaction as I get from the technical and functional side of design, it accounts for the vast majority of my day-to-day work. The time had come to start pushing myself creatively in my spare time again, as well as putting my work out there for all to see (and critique).

Before that last part could happen though, I needed an avatar. After a few hours playing around with ideas in Procreate, I finally came up with an identity that I was happy with.

As I write this, my Instagram is still in its infancy, but if you wanted to check out my stuff you can find me [@cerealboxmascot](#).





# RAC Advance Badges

Illustration

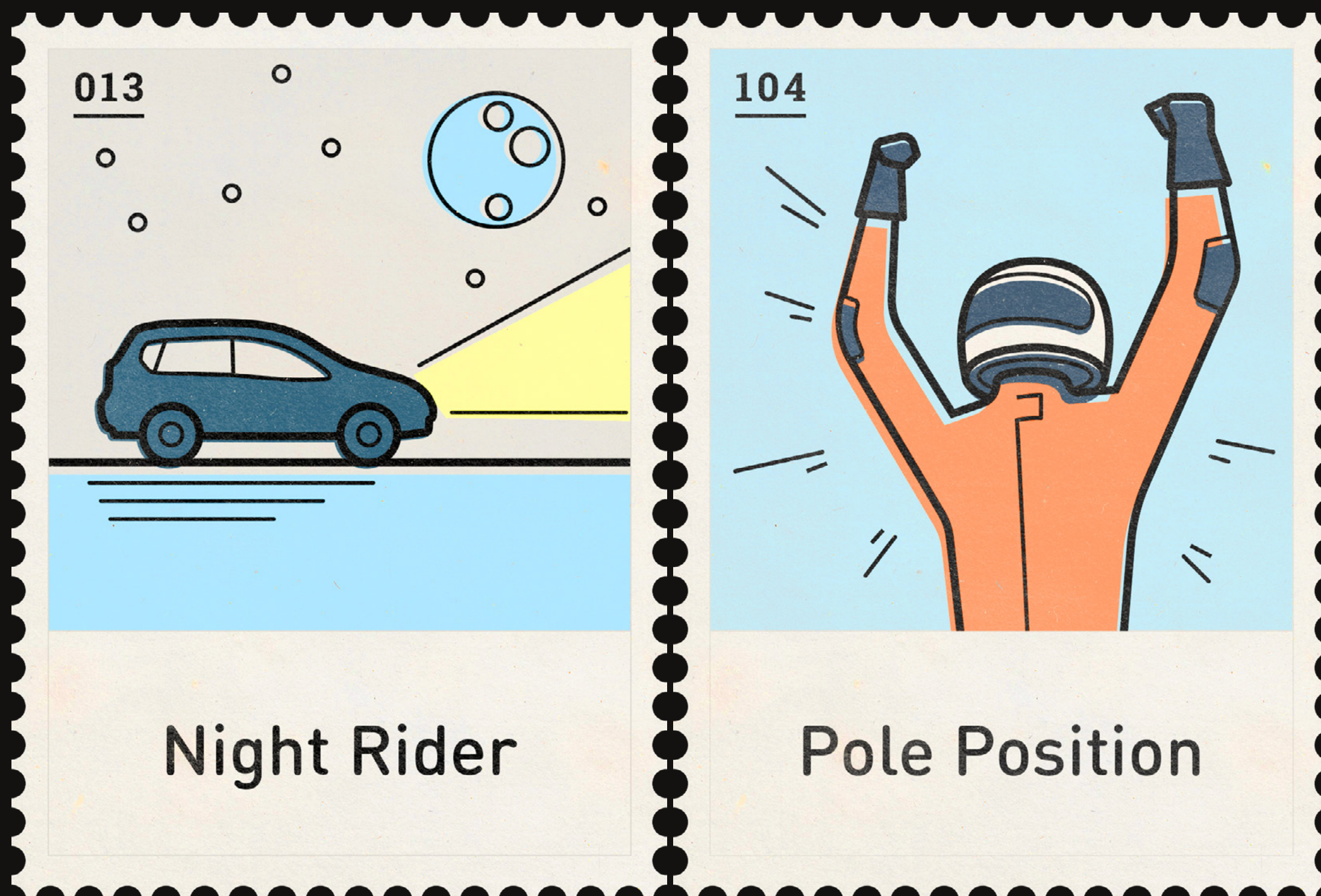


RAC's Advance app allows insurance customers to link to their black box telematics policies to gain further insights into their driving habits.

During its development, we suggested using some of the data to provide users with badges when certain distance or driver score milestones were reached.







I got to work illustrating a few different styles of badge, including some shiny versions for when a milestone was reached consistently, or a special heritage-based goal was achieved (for example, after having driven 208.5 miles—the distance of the first RAC International TT race in 1905).





# Sands of Time

3D modelling + compositing

Network for Migration Matters is a wonderful organisation focused on raising awareness and understanding of migration issues faced around the globe. With the set-up of their new arts programme, NMM Creative Arts, I was kindly asked if I would like to contribute.

Out of the topics available, I chose to create a piece that represented desertification—a consequence of climate change that forces communities out of their homelands as increasingly large areas of land become unusable for farming and habitation.

This piece tries to highlight not only the damage done and its irreversible nature, but also the need to solve climate change with incredible urgency.



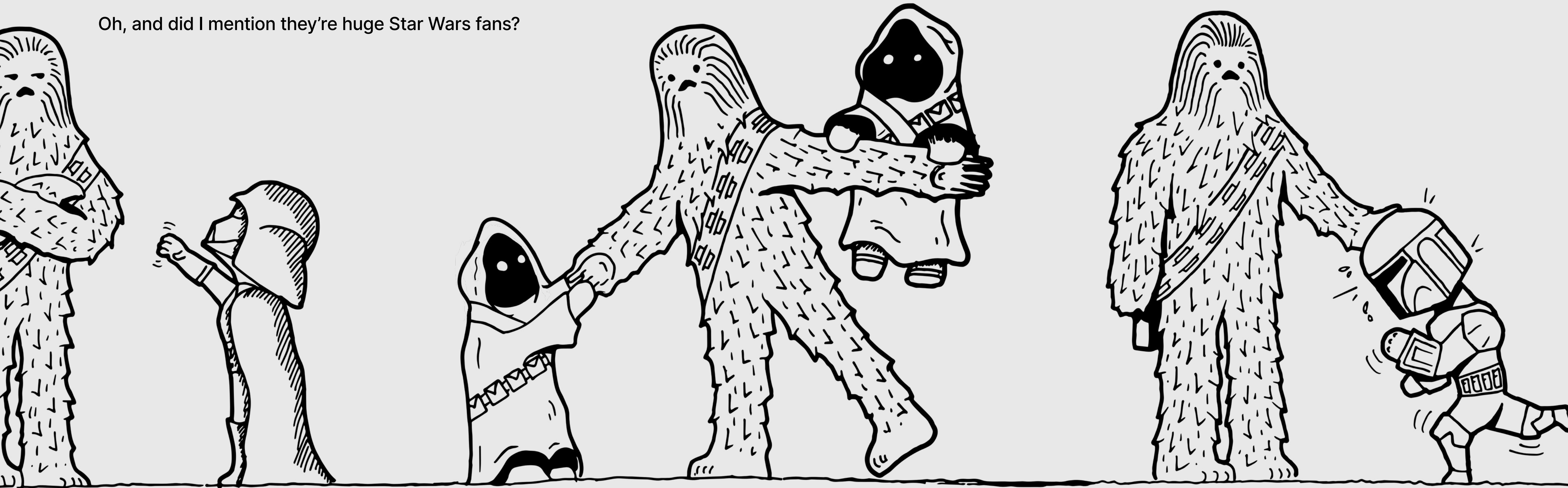


# Wedding illustrations

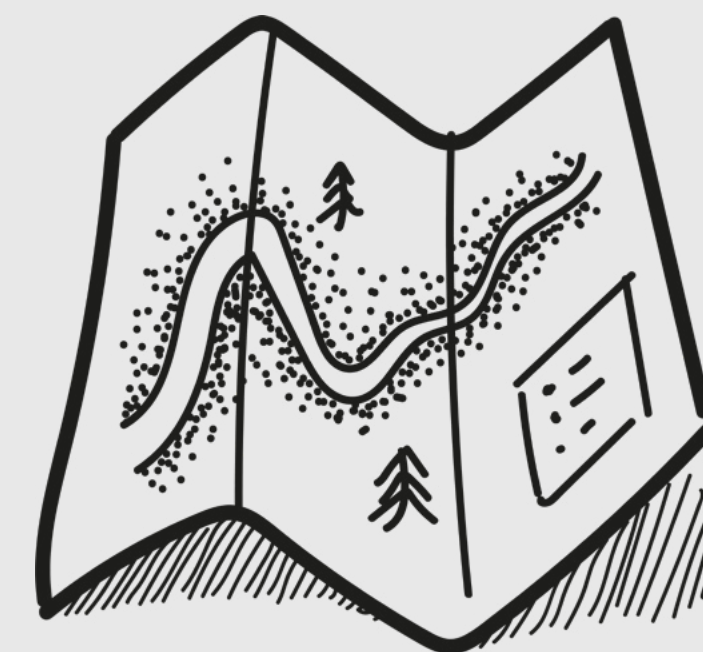
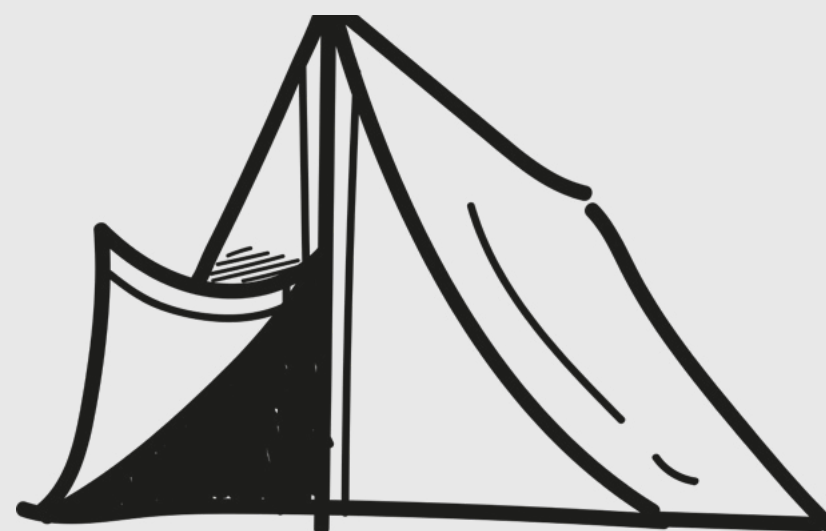
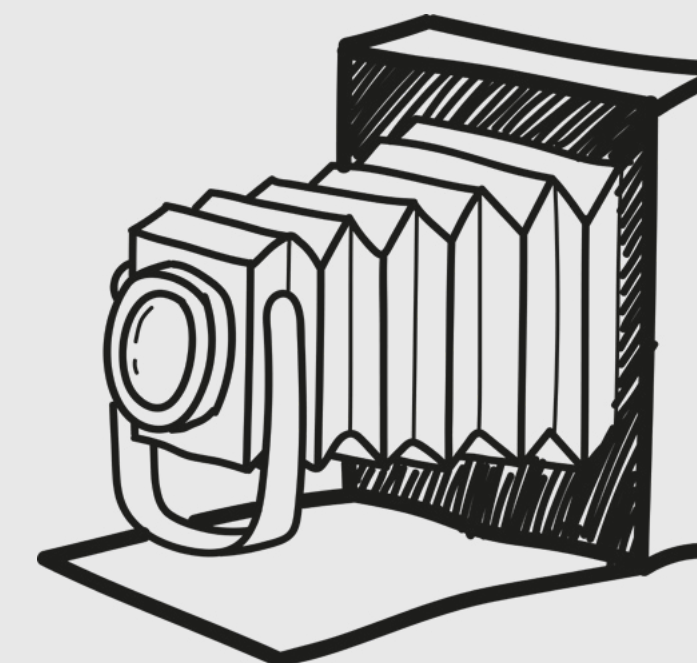
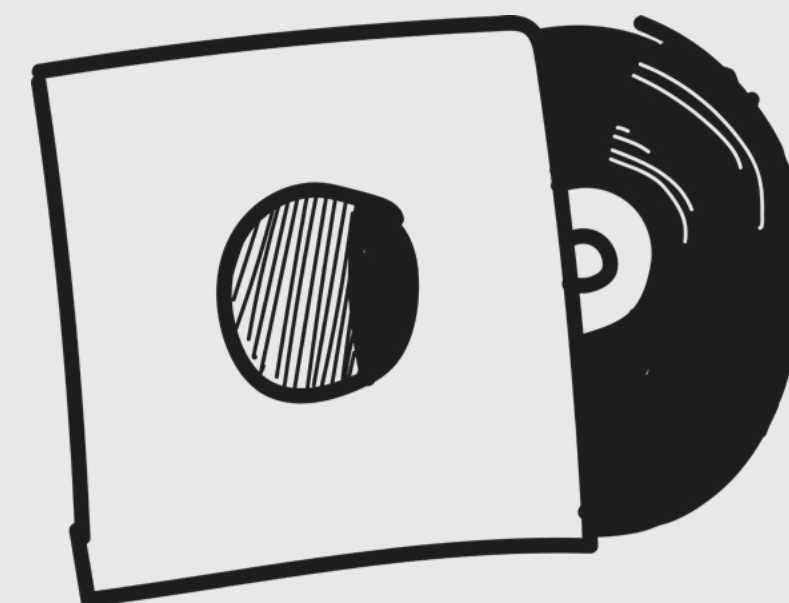
Illustration + print design

When two friends of mine got engaged, they asked for a suite of wedding stationery that would help capture a playful mood, while still looking professional and elegant.

Oh, and did I mention they're huge Star Wars fans?







As well as the Chewy scenes, I also created some smaller illustrations that were used on the invitations to accompany the information about accommodation, meal options and the like.

These, however, were developed and printed before the Star Wars angle was discussed (which is probably not a bad thing—I can't imagine a TIE fighter makes for a great Uber).



# Miscellaneous

The following pages are a collection of various bits done for various projects.

Here are some logos to take a look at, and the rest are some illustrations (to also take a look at).





# RAC x EE Wi-Fi Offer





# Sorted Neuroscience Report

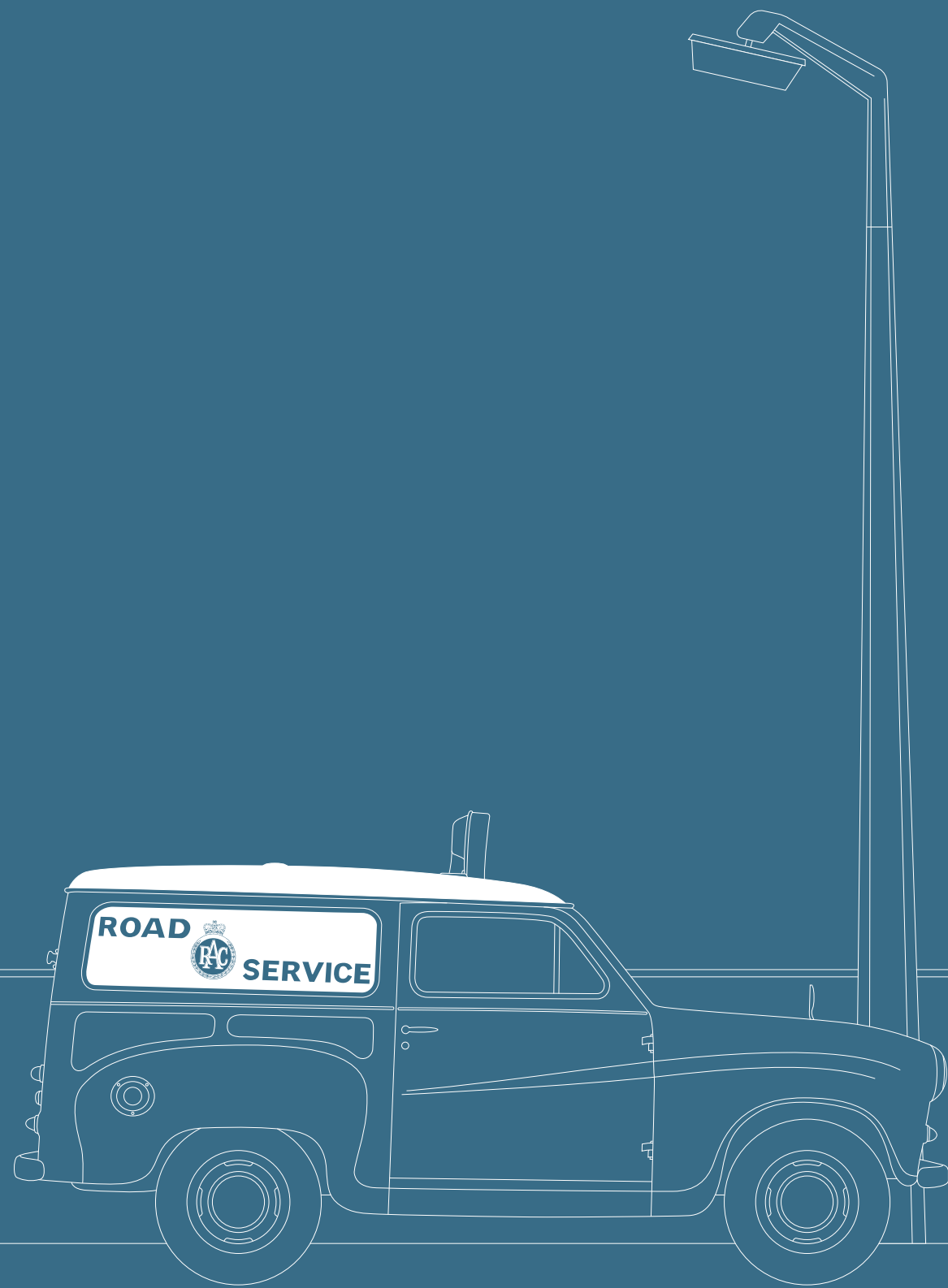






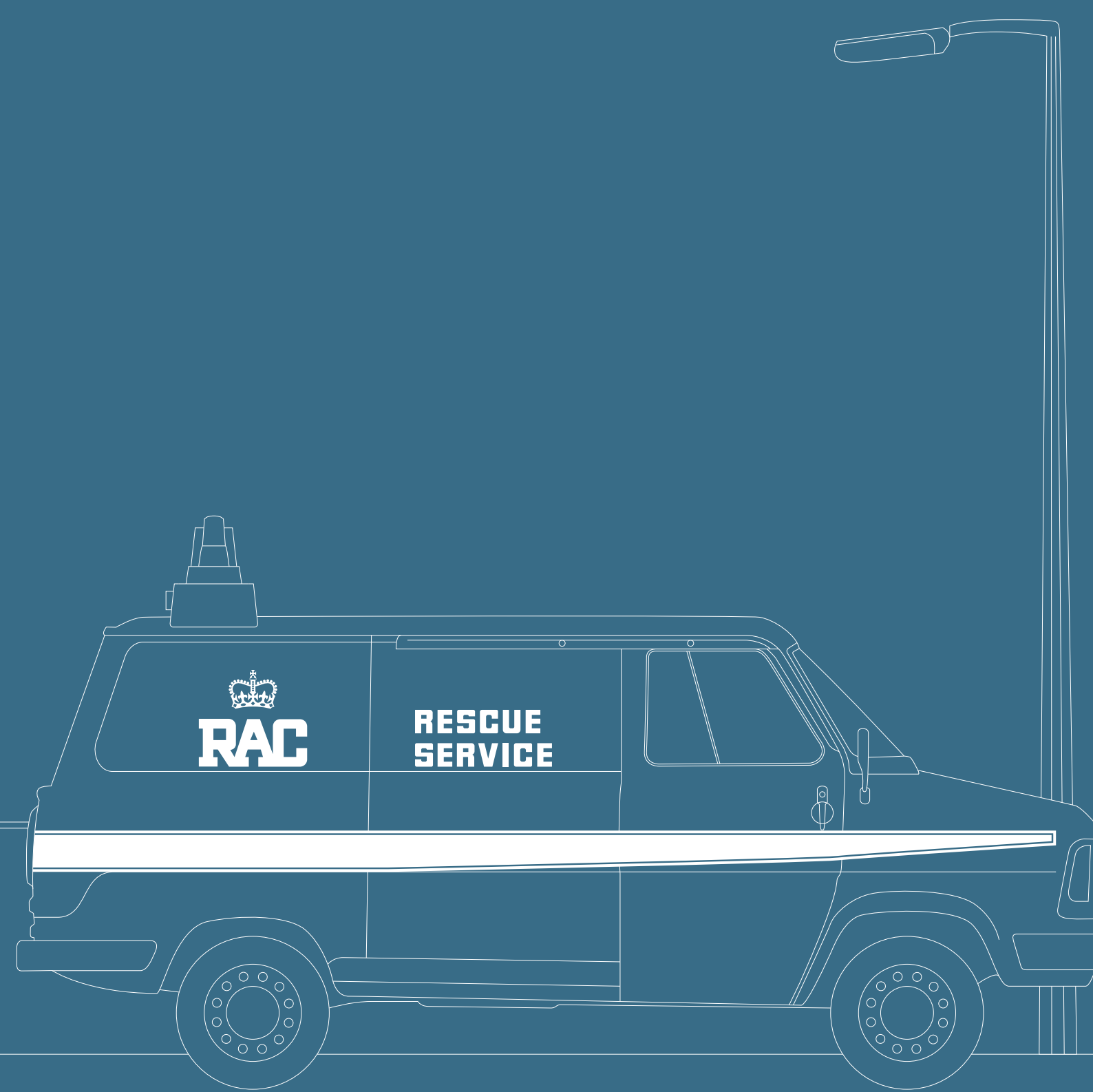


# RAC Heritage Timeline



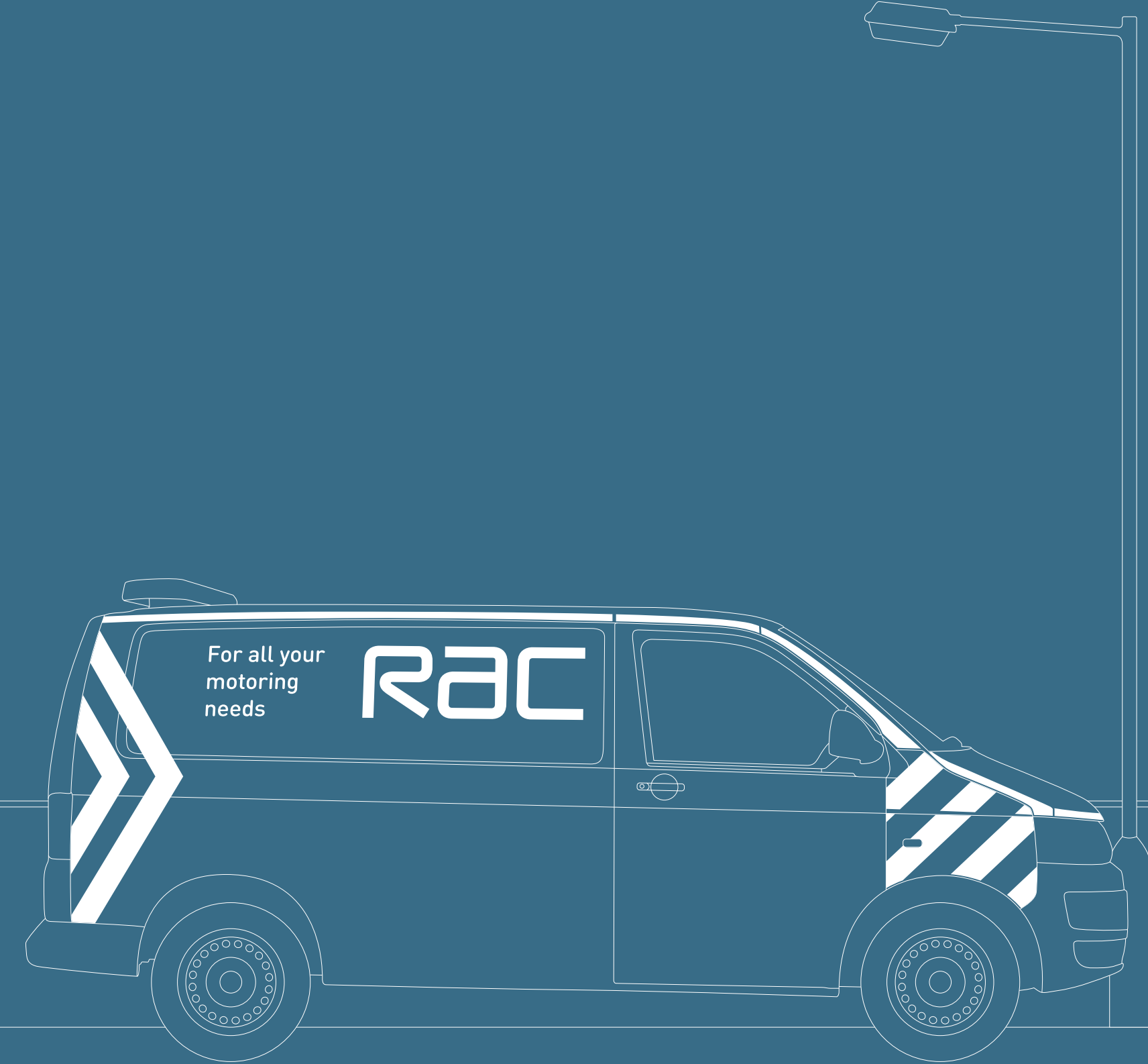
1956

Austin A35 Van



1978

Ford Transit Mark II



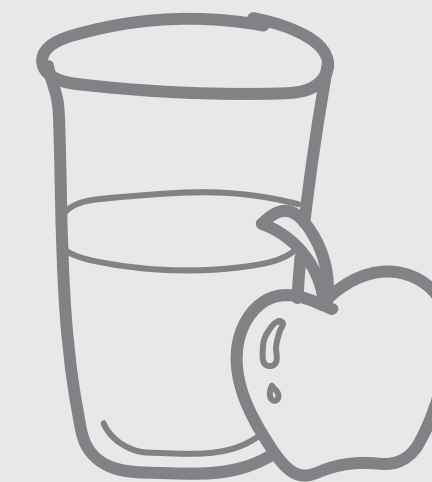
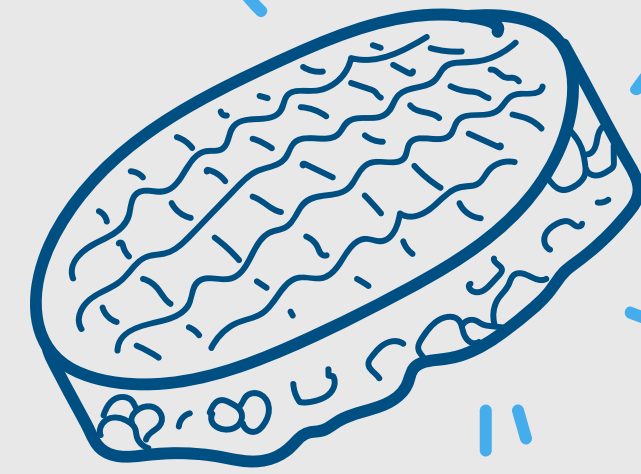
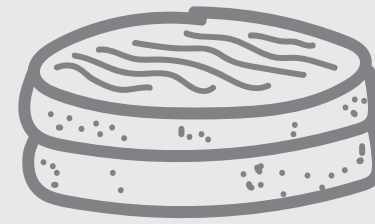
2016

VW Transporter T5





# Vita Coco





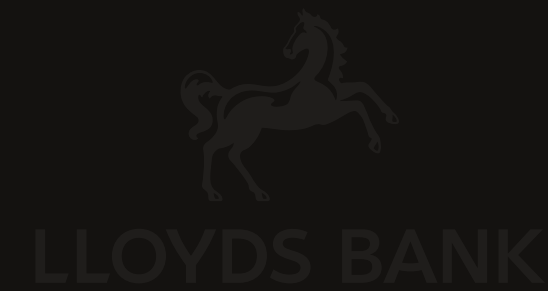
# Personal branding device







DIAGEO



mbna



VOLVO

WINMAU

lewis.j.llewellyn@gmail.com

lewisllewellyn.me

Lewis  
Llewellyn