

hello button

Gabrielle Booth

Graphic Designer | Illustrator

Curriculum vitae	3
Moola Responsive web design Interactive UX Social Media Management	4
FDL Contractors Website refresh	8
Worldwide Brand Development	10
FDL Contractors Website refresh	8
LaurAmour Brand development	12
Elite People Versatile Logo Design	14
Merrehill Avatars Icon design	15
Moolah Forms T&Cs	17
City of Wolverhampton Council Layout and typography	18
Active Fitness Design for print and screen	21
Book Illustration Dossett's Big Adventure School of Fish Disco	23

Graphic Designer | Illustrator

A Worcester University graduate with 2 years of commercial work experience across Graphic Design, and six years of freelance consultancy across a range of digital and printed design. I desire to produce designs that not only benefit the customer, but are accessible and meet the end-user's needs.

Employment

Moola Marketing

Design Director (March 2019 – Present)
Graphic Designer (Dec 2017 – March 2019)

- Working with established businesses and start-ups to create and promote their brand across multiple platforms including logo/brand development, website design, social media, animation, and printed media.
- Interviewing clients and users to develop ideas, agreeing targets and milestones.
- Creating functional designs based on the clients/audience's needs.
- Communicating with print suppliers to deliver on client expectations.
- Diary management, overseeing multiple projects across customers from conception to delivery.
- Team management: Delegating tasks and training Junior team members in graphic design software and principles.

The Boho Creative / Hello Button Freelance Graphic Designer/ Illustrator (Jan 2014 – Present)

- Producing logo and branding designs for local and international organisations.
- Commissioned by Wolverhampton City Council to produce an Introduction into Primary Education booklet
- Illustrated Story books – from storyboard through to print
- Designed, sourced and printed vegan-friendly temporary tattoos.

CEX Wolverhampton Supervisor (Dec 2015 – Nov 2017) Sales Assistant (Sept 2013 – Dec 2015)

- Team task delegation
- Assisting customers with sales and enquiries.
- Managing stock levels, stock checks and transfers
- Setting up displays.
- General running of the store

Key Skills

- Adobe Creative Suite**
- WordPress.
 - InDesign
 - Photoshop
 - Illustrator
 - After Effects
 - HTML (basic)
 - CSS (basic)
 - Microsoft Office Suite.

Education

University of Worcester (2017)
BA (hons) Graphic Design & Illustration 2:1

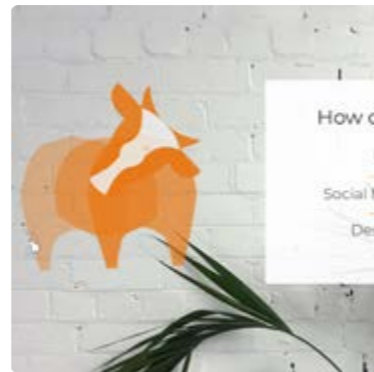
Stafford College (2011 – 2012)
AS Level Photography B
AS Level Graphics B
AS Level Fashion B

Walsall College (2010 – 2011)
Level 3 Foundation Art & Design Merit

Kings C of E (2010)
Multiple GCSE's between A-C

References

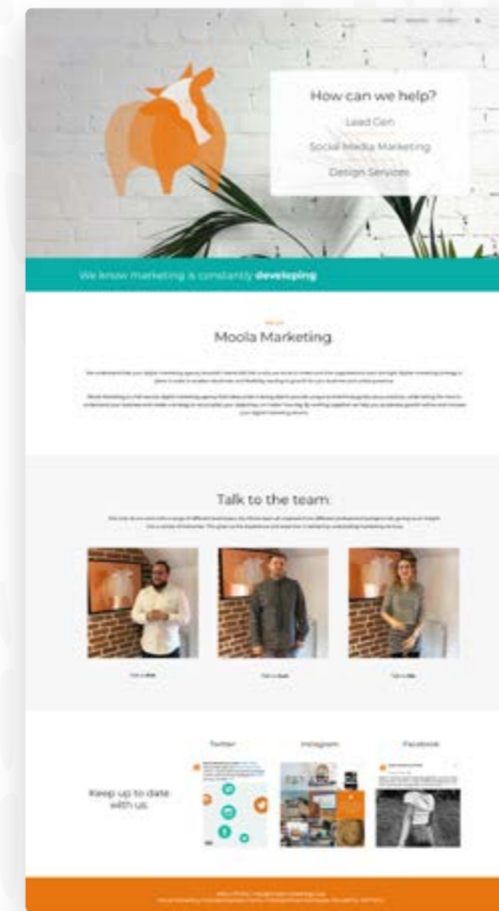
Available on request.



Moola: Responsive web design | Interactive UX

The cow's head follows the cursor giving the user an interactive and memorable experience, the 'meet the team' section reacts to cursor rollover.

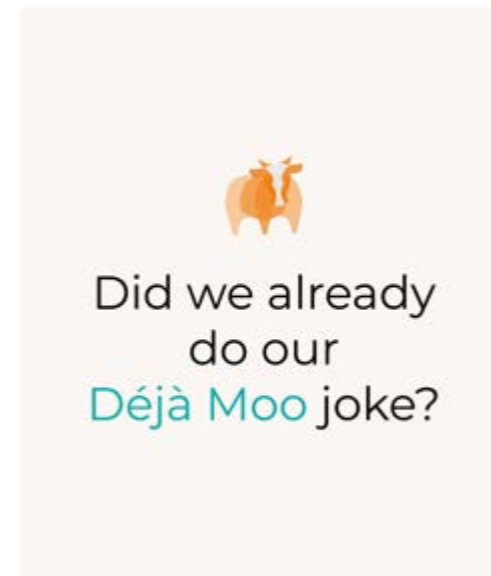
Use of accordions provides sound-bites of information.

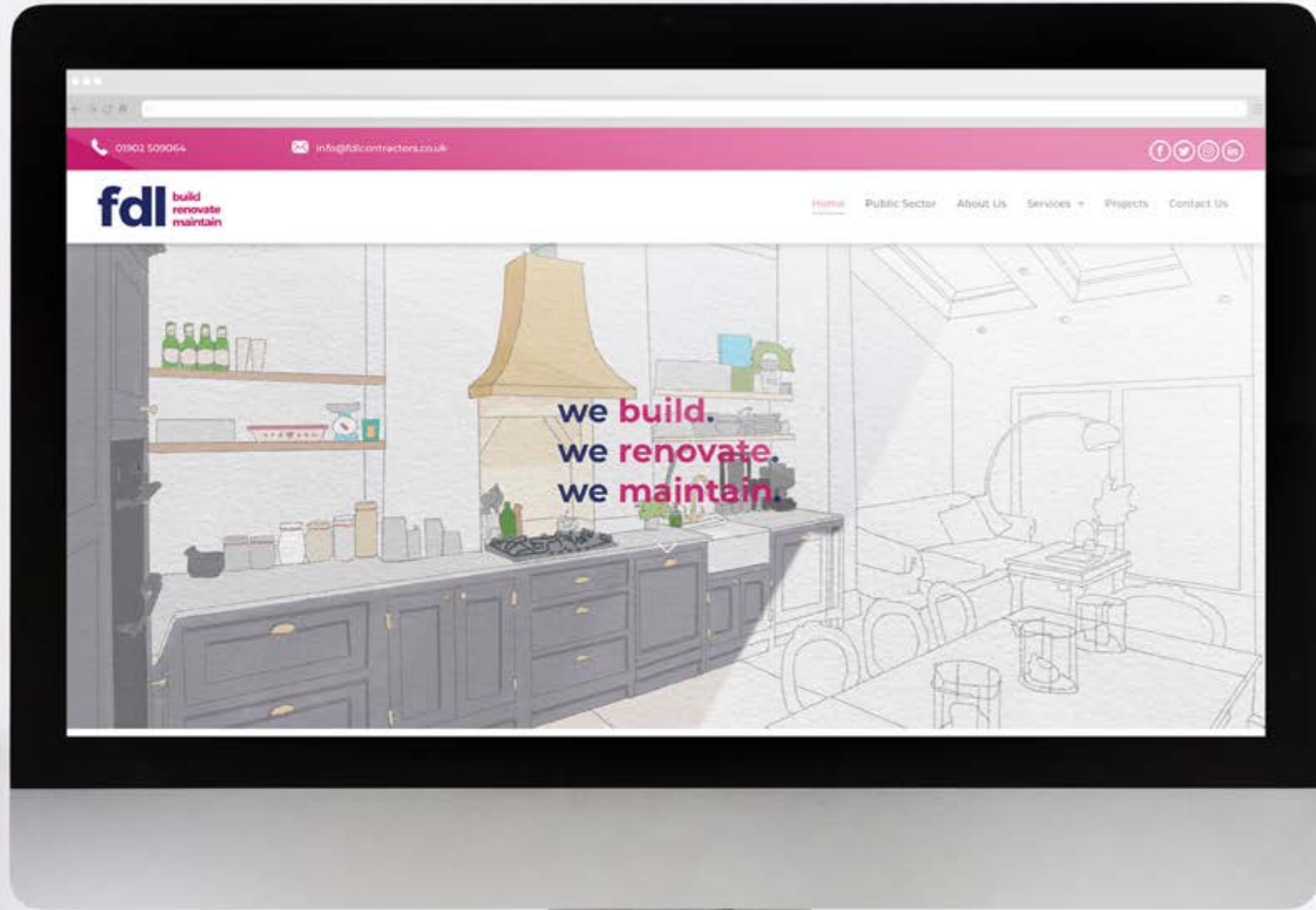




Moola: Social Media Management

Each design has had to be adaptable to suit a range of social media platforms. Promotions are themed around seasonal holidays and awareness days which allows the brand to be reinforced without becoming repetitive.

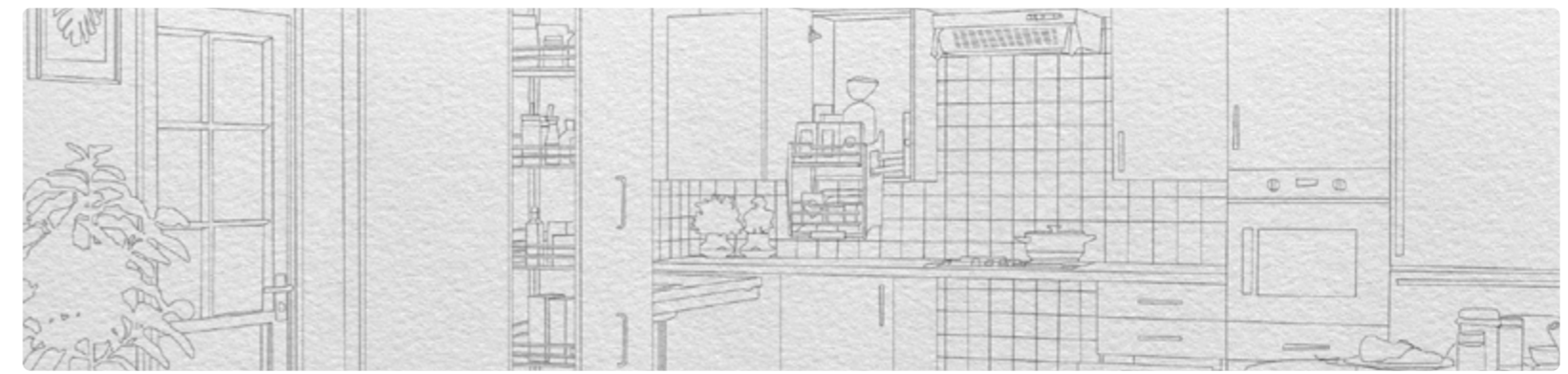


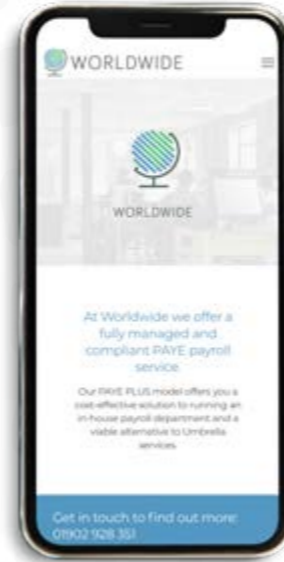
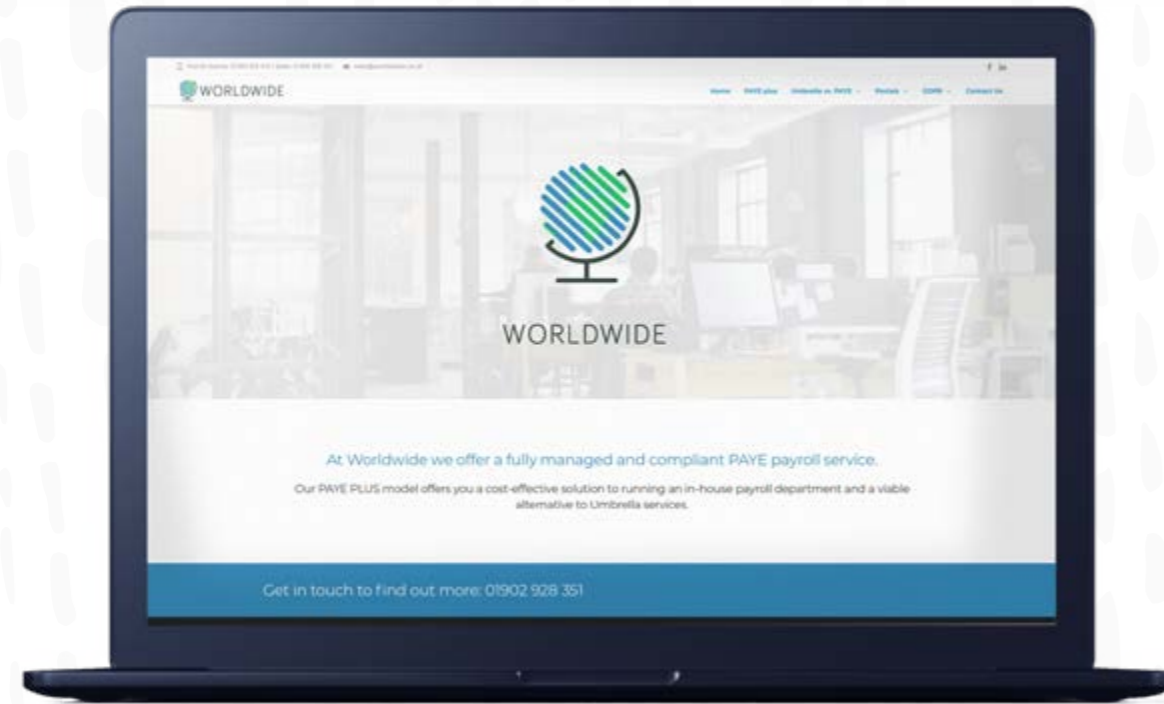


FDL Contractors: Website refresh

Updated design and imagery reflecting the brand values and showcase everything the company has to offer.

I introduced an aspirational element to the existing top-end brand photography, with line drawings which take the viewer from the planning stage through to reality.





Worldwide: Brand development - Screen and print

Logo needed to work as an animation as well as strong in print.

Clean minimal design was needed to simplify complex information for the customer.



UMBRELLA VS PAYE
Highlighting the benefits of PAYE over Umbrella.

PAYE VS UMBRELLA EXAMPLE

	PAYE	UMBRELLA
Gross Income	£35,000	£35,000
Business Expenses	N/A	£8,000
Gross profit	£35,000	£27,000
PI	£4,893.37	£4,410
Tax	£27,106.63	£20,591.39
Take Home Pay	£7,893.37	£6,408.61

WITH PAYE YOU WOULD BE BETTER OFF BY: **£1019.76**

WORLDWIDE
sales@worldwideuk.co.uk
www.worldwideuk.co.uk
01902928351

OUTSOURCED PAYE

PROS:

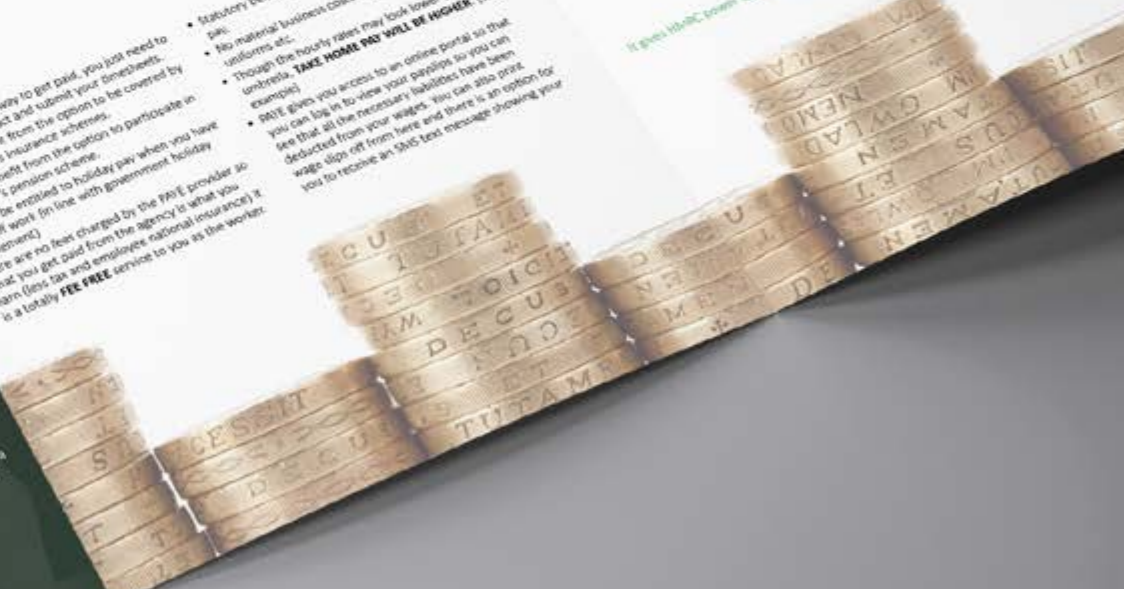
- It is the simplest way to get paid, you just need to sign your contract and submit your timesheets.
- You will benefit from the option to be covered by an employer's insurance scheme.
- You will benefit from the option to participate in employer's pension scheme.
- You will be entitled to holiday pay when you have time off work (in line with government holiday entitlement).
- There are no fees charged by the PAYE provider so what you get paid from the agency is what you earn (less tax and employee national insurance) it is a totally **FREE** service to you as the worker.

CONS:

- Statutory benefits such as maternity pay and sick pay.
- No material business costs: tools, equipment, uniforms etc.
- Though the hourly rates may look lower than umbrella, **TAKE HOME PAY WILL BE HIGHER** (see example).
- PAYE gives you access to an online portal so that you can log in to view your payroll so you can see that all the necessary liabilities have been deducted from your wages. You can also print wage slips off from here and there is an option for you to receive an SMS text message showing your net pay the day before you get paid.

REGULATION 60

As a formal matter of receiving Unpaid PAYE tax, it gives HMRC power to determine the tax that is due from an employer and umbrella.



la

LAURAMOUR
BRIDAL



LaurAmour: Brand Development

Development of the brand from ground up including shop front signage, interior signage, business literature, stationery and web presence.



Elite People: Versatile Logo Design

To stand out in a highly competitive field the client requested an animated logo. Also supplied in full colour and reversible formats for the best impact across all media.



Merrehill: Avatars | Icon design

Each of the Merrehill team were illustrated to provide a human touch to an email marketing company.

Moolah
The Snooty Fox
01944 700554

Scarborough Rd,
Malton,
YO17 6EN

To whom it may concern,

Ectorensipdi natquam quidel eum adoraep ebor sequa nonsequo cultigto officii dolupendim ligue cupias rat earum sedia cona, volores tumquam exped modgnis maio quidebit exerio quis est, si nibuapatur. Nam, suam, qui nemoobora eo dolor adina et in conceat aut maximem facceprior ab intiore icite saniasi inciatet eos eria verum nus nus il ilore estiore de renio.

In comemodi ut officipus dolarem volerat volecto que abstrurtem volorum ratam. Obs doluptur? Qui rempore mod minci dabilibusam nobis vi isit, soluptam ut facepra tumque et, ommodo molesta tam faccum, quos aut east, id et piventotat ni offici tei audam rata niozils aditri quam iam facearu intectol equibis et seditane eum, odit quidipsum vel inctur jutas diamusa nobit faccae con orestor as et ma colam que eiet, tem et omno ligent, utas dendi anur? Quis dolonon, ut lastio et, con comiozila que officia pliquae doluptur, ipstndae restasinum essequam quatium quos reptonovit it audit, cui pero et venime sunt.

Tum dipt pliquibus uliut mincius sendempoum, irimale. Et que acsequisit, a dolono strunt eum harum la corea aut lab lum erum vellam conseq atquam earchici doloribea cona, et renende bitamgulatum sandit et acat volecus ani vel maximi, odito. Nequea sincto officur aut venum rehendessut ulioemp.


Robert Brunidon
Director

Moolah Group, Parkside Business Centre, Holywell Road, Scarborough, Yorkshire, WY7 3DR.
empahng@moolah-group.co.uk | 01944 908 0792

www.moolah.co.uk | 01944 700554



DAVID SMITH
Déjà moo?

PAYROLL VENDOR
01902 267 330 07572 69 68 77
david@moolah-group.co.uk
www.moolah-group.co.uk

Moolah Golf Day
Booking Form

Patchell Park Golf and Country Club, Pittingham, WY6 7YH | 20th June 2019 | 11am 1011 late

Team Name: Email:
Contact: Telephone:

Format of the Day **Accommodation**

Breakfast and Coffee Reception Lunch (12.30pm) Accommodation is available in the Club House or in the Park Hotel at Patchell Park Golf and Country Club. Please contact the Club House for more information.

18 Hole Matchplay Stroke Play 12.30pm Lunch with evening entertainment 12.30pm Dinner with evening entertainment 12.30pm Dinner with evening entertainment

18 Hole Stroke Play 12.30pm Lunch with evening entertainment 12.30pm Dinner with evening entertainment 12.30pm Dinner with evening entertainment

18 Hole Stroke Play 12.30pm Lunch with evening entertainment 12.30pm Dinner with evening entertainment 12.30pm Dinner with evening entertainment

Player's Name	Handicap	Dietary Requirement

Please complete this form and send it to: david@moogah.co.uk

Moolah Group Ltd (MGL)
Standard Terms and Conditions of Business

Moolah Group Ltd, Office 1, Parkside Business Centre, Wakehampton, WY7 3DA and
Parkside Business Centre

IT IS AGREED as follows:

1. DEFINITIONS AND INTERPRETATION

Agreement means the terms and conditions of business set out in this document.
Company means Moolah Group Ltd (MGL).
Agency means the agency which provides the services to the Company.
Agency Services means the services provided by the Agency to the Company.
Client means the person or persons who engage the Agency to provide the Agency Services.
Company means Moolah Group Ltd (MGL).
Personnel means the individuals, firms or incorporated bodies engaged by the Company to provide the Agency Services.
Specified Services means the services specified in the order placed by the Client.

2. MUTUAL OBLIGATIONS

The Agency shall be obliged to provide the Agency Services to the Client in accordance with the terms and conditions of this Agreement.
The Client shall be obliged to pay to the Agency the fee for the Agency Services in accordance with the terms and conditions of this Agreement.
The Agency shall be obliged to provide the Agency Services to the Client in accordance with the terms and conditions of this Agreement.
The Client shall be obliged to pay to the Agency the fee for the Agency Services in accordance with the terms and conditions of this Agreement.

2. COMPANY OBLIGATIONS

The Company shall be obliged to provide the Agency Services to the Client in accordance with the terms and conditions of this Agreement.
The Client shall be obliged to pay to the Company the fee for the Agency Services in accordance with the terms and conditions of this Agreement.
The Company shall be obliged to provide the Agency Services to the Client in accordance with the terms and conditions of this Agreement.
The Client shall be obliged to pay to the Company the fee for the Agency Services in accordance with the terms and conditions of this Agreement.

New Agency Form

Agency Details

Agency Name:
Address Line 1:
Address Line 2:
City:
County:
Post Code:
Company No:
VAT Reg No:
Email Address:
Telephone Number:

Primary Contact Details

Contact First Name:
Contact Surname:
Contact Telephone Number:
Contact Email Address:

Invoicing Details

Invoice First Name:
Invoice Surname:
Invoice Email Address:

Any Questions?
Please email david@moogah.co.uk or call 01902 267 330

Expenses Claim Form

Please complete any relevant sections of the form as accurately as possible and attach any receipts/invoices.

Name: Date:

Purpose:

Travel:

Transport:

Traveling from: Location & Postcode	Traveling to: Location & Postcode	Date:	Time:	Miles / Fare (if relevant) (Pence)

Purchases: Supplies, Print, etc:

Item:	Quantity:	Cost:

Misc: Food, Drink, Other, etc:

Item:	Quantity:	Cost:

Total: Signed:

Office use only

Authorisation (name): Signed:

Amount Paid: Date:



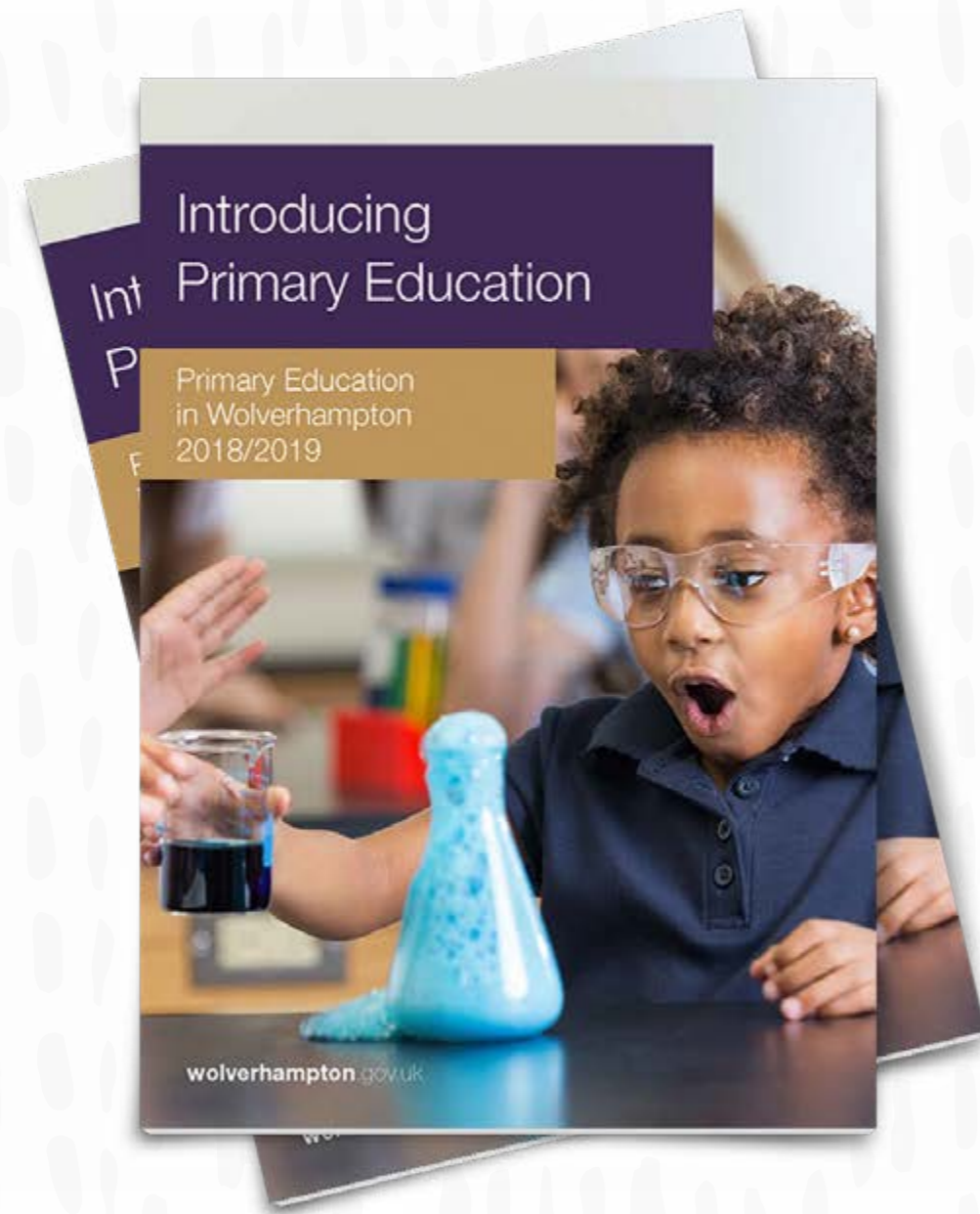
Introducing *Moolah* a new payroll company with **compliance** at its core!

Get in touch to get your payroll *Mooving*

www.moolah-group.co.uk
info@moolah-group.co.uk
01902 267 330

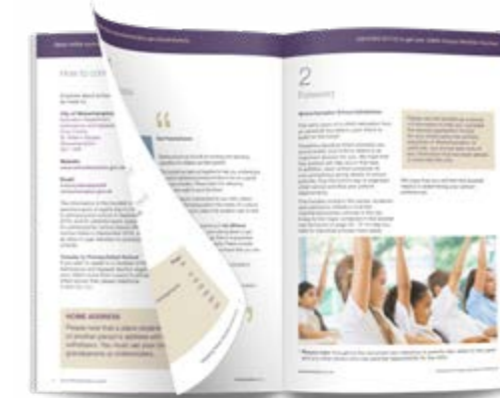
Moolah: Forms | T&Cs

Moolah is the umbrella group over Moola Marketing, and so their brand needed to be recognisably similar while standing apart. A light airy design make complex forms and T&Cs less daunting and more legible.



City of Wolverhampton Council:
Layout and typography

I was tasked with updating City of Wolverhampton Council's Primary Education booklet. Keeping within strict brand guidelines I was required to handle this weighty document, demonstrating my understanding of design for print, style sheets, formatting for ease of use, legibility, readability and typography.



NO JOINING FEE

JOIN NOW & DON'T PAY ANYTHING UNTIL AUGUST

GET JULY FREE + NO JOINING FEE
WHEN YOU SIGN UP BETWEEN 1ST - 18TH JULY

USE CODE FREEJULY

For a **FREE 1 WEEK GUEST PASS** at the club, simply fill in the form below:

TRY BEFORE YOU JOIN FREE WEEK PASS

Two cards can be requested once. Classes must be pre-booked. Must sign health commitment form. Can be used with any of our opening times. Only available for 16 years plus.

First Name Phone

Last Name Email

Tick this box if you do not want to be contacted by email. Check out our privacy policy for more info.

wombourne@activefitnessclub.co.uk | 01902 893900 **ACTIVE FITNESS CLUBS**

TIMETABLE

MONDAY			THURSDAY		
Time	Class	Staff	Time	Class	Staff
9:00 - 9:30	MyHiitZone	Diddy	6:35 - 7:00	AMRAP	Jake
9:30 - 10:30	Legs, Bums & Tums	Georgi	9:15 - 10:00	Spin	Mel
9:35 - 10:30	Spin	Diddy	10:00 - 10:45	AMRAP	Georgi
5:15 - 6:00	Spin	Scott	11:00 - 12:00	Pilates	Claire
5:15 - 6:00	Legs, Bums & Tums	Mollie	5:30 - 6:15	Pump	Mollie
5:30 - 6:00	HITBOX	Jake	6:15 - 7:00	Strong by Zumba	Georgi
6:00 - 7:00	Pump	Mollie	6:15 - 7:00	Spin	Mel
6:15 - 7:00	Spin	Diddy	7:00 - 7:45	Legs, Bums & Tums	Mollie
6:15 - 7:00	Bootcamp	Jake			
7:00 - 8:00	Yoga	Darvni			
7:15 - 8:00	Spin	Mel			

TUESDAY			FRIDAY		
Time	Class	Staff	Time	Class	Staff
6:15 - 7:00	Spin	Larissa	6:15 - 7:00	Spin	Mel
9:15 - 9:50	Spin	Diddy	9:00 - 9:30	Core Conditioning	Jake
10:00 - 11:00	Pump	Mollie	9:30 - 10:30	Spin	Diddy
5:30 - 6:00	MyHiitZone	Scott	9:30 - 10:30	Bootcamp	Jake
6:30 - 6:15	Strong	Dawn	6:00 - 6:45	AMRAP	Larissa
6:15 - 7:00	Spin	Scott	6:15 - 7:15	Pilates	Claire
6:15 - 7:00	Legs, Bums & Tums	Larissa			
6:15 - 7:00	Boxercise	Paul			
7:00 - 7:30	Extreme conditioning	Larissa			
7:15 - 8:00	Spin	Mel			

SATURDAY			SUNDAY		
Time	Class	Staff	Time	Class	Staff
8:00 - 8:45	Legs, Bums & Tums	Dawn	8:30 - 9:30	Strong by Zumba	Kelly
8:45 - 9:15	Spin	Rachel A	9:00 - 9:40	MyHiitZone	Larissa
9:25 - 10:10	Spin	Mel	9:45 - 10:30	Spin	Larissa

WEDNESDAY		
Time	Class	Staff
6:15 - 7:00	MyHiitZone	Georgi
9:30 - 10:30	Spin	Jules
5:15 - 6:00	Extreme Conditioning	Dawn
5:30 - 6:15	MyHiitZone	Larissa
6:15 - 7:00	Spin	Jules
6:00 - 6:55	Zumba	Matt
6:30 - 7:15	BootCamp	Mech
7:00 - 8:00	Power Pilates	Claire
7:15 - 7:45	TRX Transformation	Mech

Contact **01902 893900** for non member bookings. E5 Studio & Spin classes. E6 Yoga & Pilates.

ACTIVE FITNESS CLUBS

SUMMER SHAPE UP FITNESS CLASS TIMETABLE

MONDAY

- 5:00pm - 6:30pm MY HIIT ZONE DIDDY
- 6:15pm - 7:00pm BEACHBODY BOOTCAMP JAKE

TUESDAY

- 5:30pm - 6:15pm MY HIIT ZONE LARISSA
- 6:30pm - 7:15pm BEACHBODY BOOTCAMP MITCH

WEDNESDAY

- 6:15pm - 7:00pm MY HIIT ZONE GEORGI

THURSDAY

- 9:30pm - 10:30pm BEACHBODY BOOTCAMP JAKE
- 10:30pm - 11:15pm MY HIIT ZONE LARISSA

FRIDAY

- 6:00pm - 6:30pm MY HIIT ZONE LARISSA
- 9:30pm - 10:15pm MY HIIT ZONE LARISSA

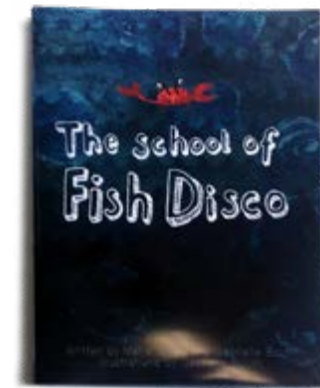
Active Fitness:
Design for print and screen

This layout demonstrates the different approaches needed to communicate the same level information for print and social media, taking into account the user experience with each medium.



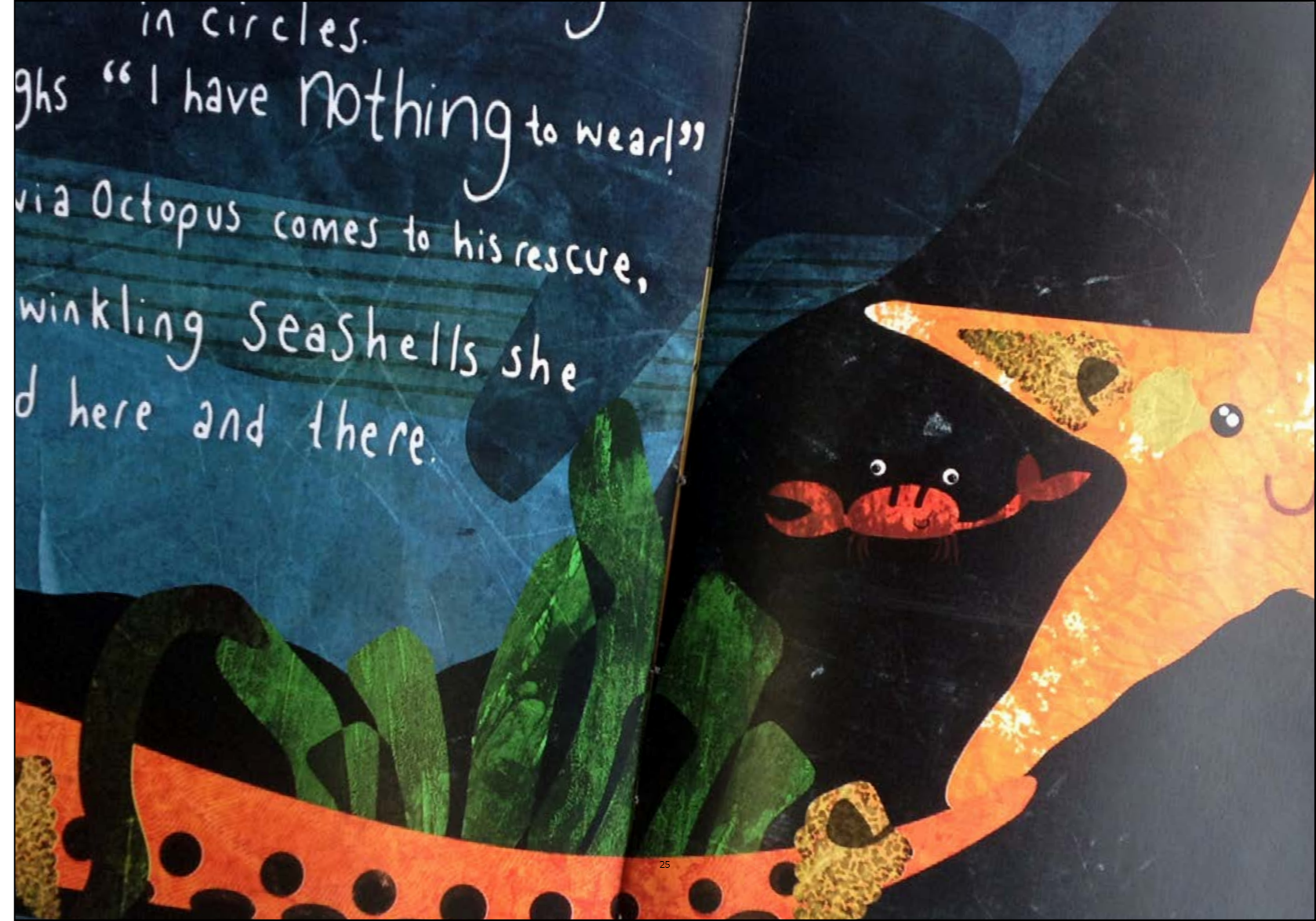
Book Illustration:
Dossett's Big Adventure

Commissioned to produce a children's story book, based on a short brief. Illustrations were created by hand, before being created using the Adobe Suite.



Book Illustration:
School of Fish Disco

University project to produce a children's story book as part of a Narrative Illustration module. Illustrations were created by hand, before being created using the Adobe Suite.



To see more please visit: www.hello-button.com

07578273443 | gabrielle.booth@hotmail.co.uk

hello button