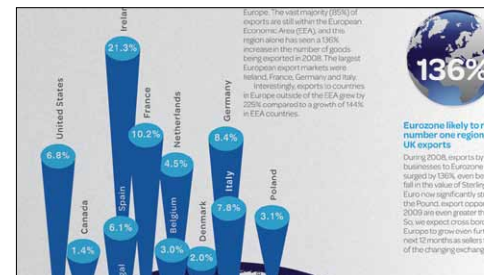
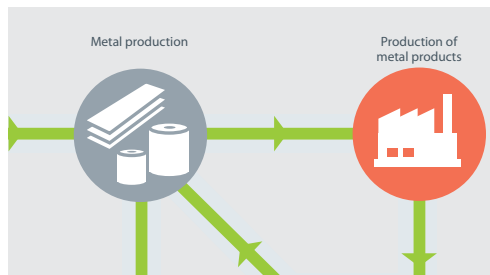
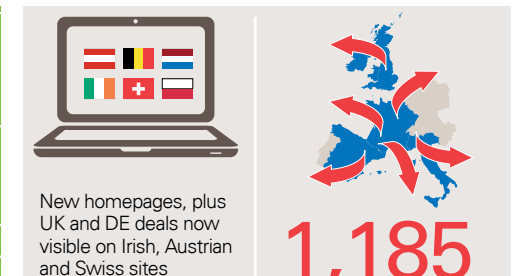


Neil Littman

Infographic portfolio:03_14



More than 50% of smartphone owners use their phones in store for



Client list

BP
Brunswick
Creative London
eBay
Empac
Farraday
Gary Moss
PayPal
Pharmacy Voice
Sinclair Pharma
William Hill
Wedmore Community Power Co-operative

Neil Littman

Infographic portfolio:03_2014

I have been a graphic designer for over 20 years specialising in corporate reporting and other areas of design.

My main experience has been in design for print including annual reports, corporate identity and employee communications. Have also worked on many interactive projects related to the above.

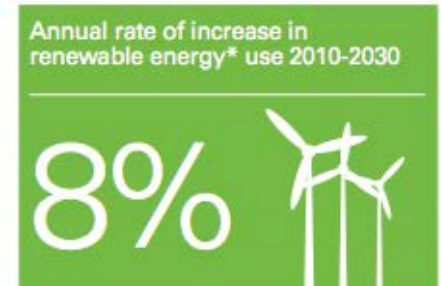
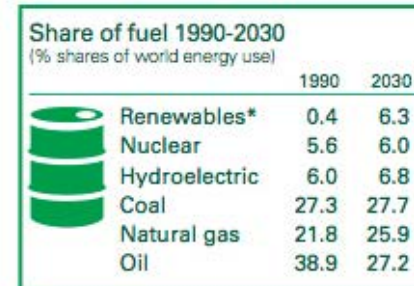
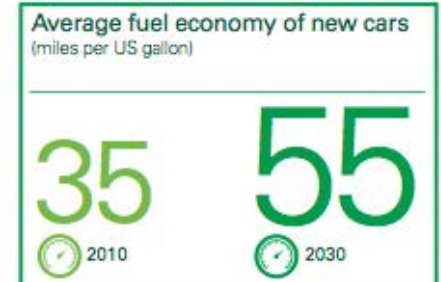
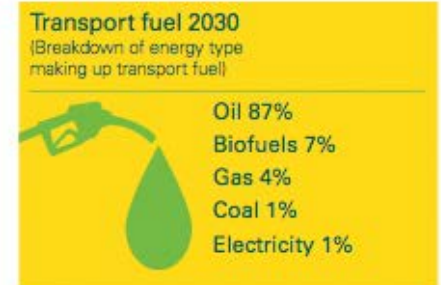
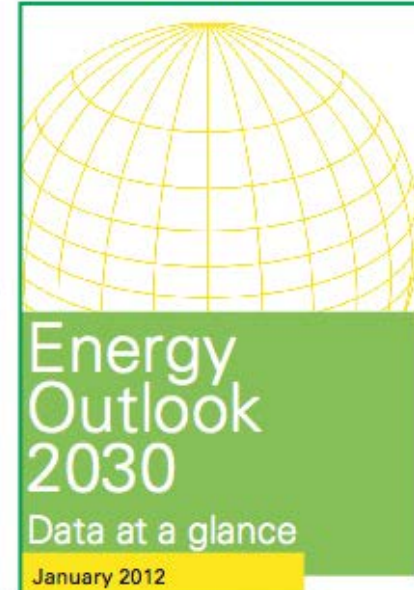
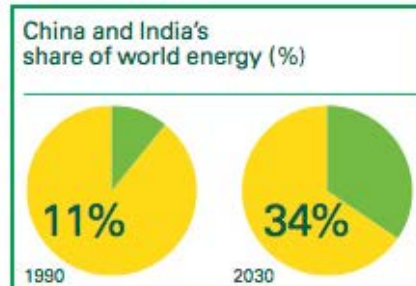
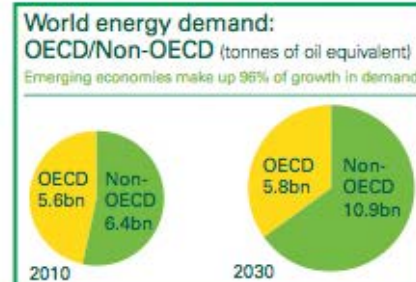
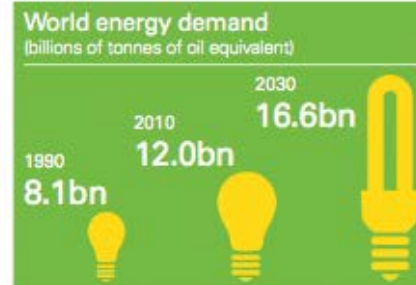
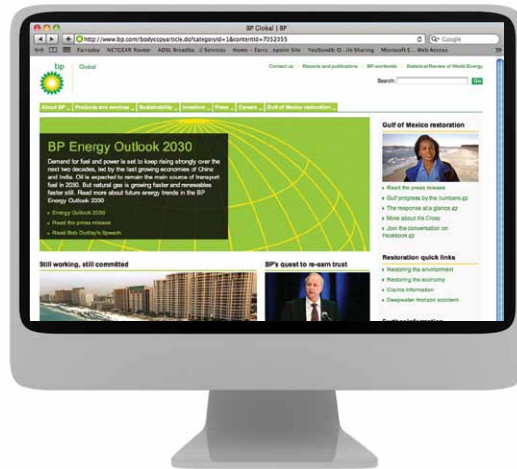
In addition, I have worked in print production and client liaison on several projects both in the UK and internationally, project management, directing corporate videos, writing and designing several corporate identity guidelines, commissioning photography and illustration and art directing photography in the UK and around the world.

Specialist areas:

- Brand identity
- Print design
- Corporate reporting
- CR and sustainability reporting
- Artwork and typesetting
- Print production
- Digital design

BP Energy Outlook 2030

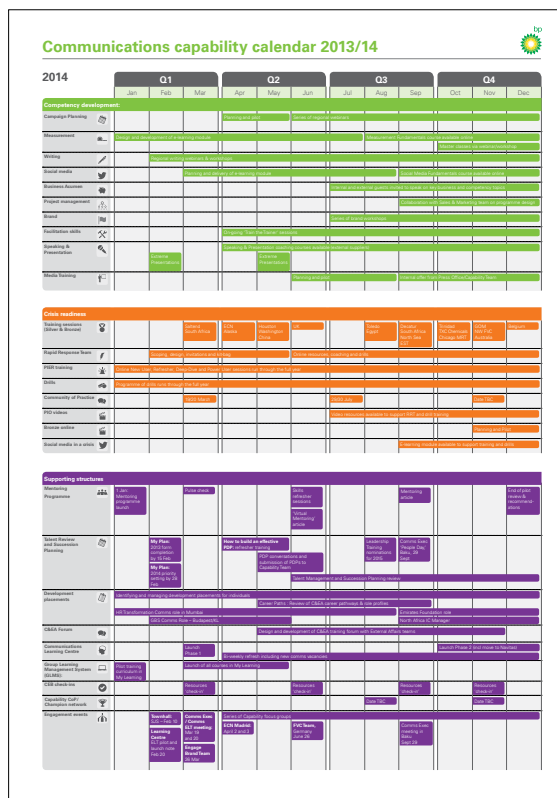
Information graphics showing current and future trends in world energy usage. This was produced in 72 hours from briefing to uploading on the bp.com website to support a launch event.



Projections taken from BP's Energy Outlook 2030. The full report is available at www.bp.com/energyoutlook

*Renewable energy includes biofuels

BP Crisis Communications Training
A series of posters and training aids used worldwide for teaching employees about Crisis Communications issues.



Crisis communications

Global training progress (to June 2014)

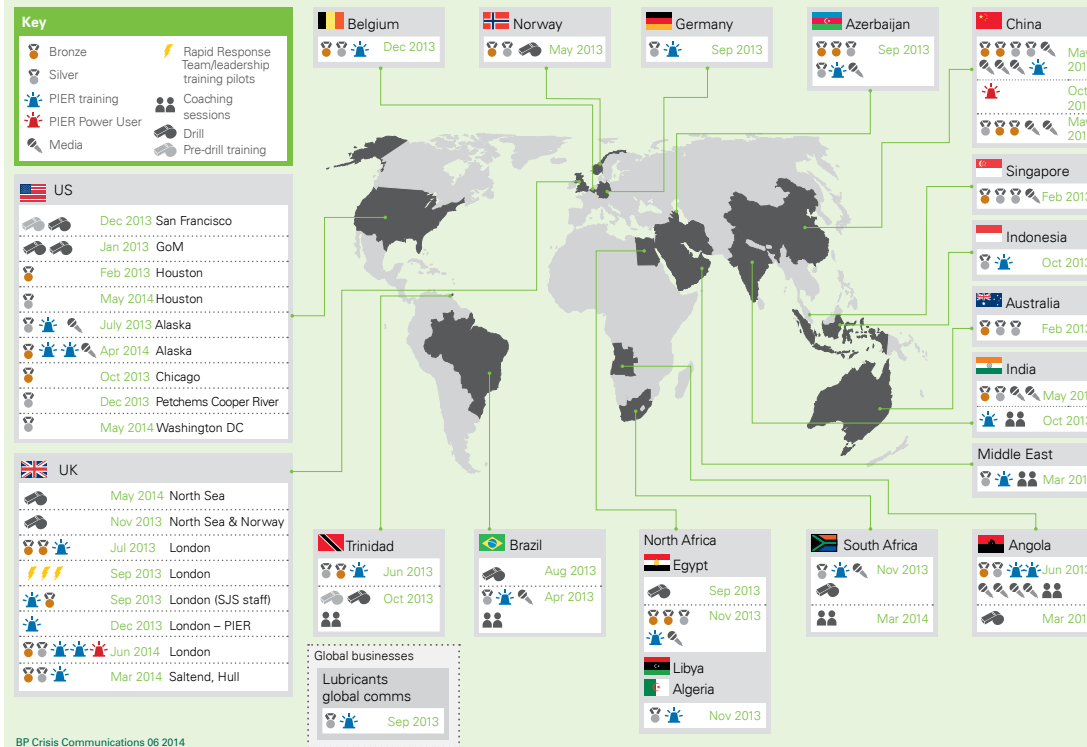
890 Total number of people trained

397 Total number of C&EA professionals trained

105 Total number PIER trained

15 Number of PIER 'power users'

Training programmes completed



BP Crisis Communications 06 2014



PIER Training

PIER Online Training:

1. New user
2. Refresher
3. Deep dives
4. Power user (F2F)

CoP sessions

For Eastern & Western Hemispheres:

- Jul 2013
- Nov 2013
- Mar 2014
- Jul 2014

*including overview of Brazil's Pitanga drill and an Asiana Airlines social media case study.

Resources

Crisis Communications Plan template

DWH and Algeria Lessons Learned

Aide Memoire

Other teams and networks

R&M Comms Team

Remote drill

Dec 2013

Exec Support Team

Drill training and exercise

Dec 2013

Euro Comms Network

Rotterdam and Madrid

Mar 2013

Apr 2014

BP Country Fact sheets
Series of Word templates and icons designed for BP country communications departments to produce their own fact sheets which can be updated.



Month 00 2013
BP MessageBank country factsheet

BP in Angola

Introduction

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Operations

Exploration & Production:

Exploration:
Key exploration areas.
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Oil & gas production:
Share of BP's net production in country's total production (where available).
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List of key producing assets, detailing: asset location, ownership/operator information, daily production.
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LNG production:
Asset location, ownership/operator information, capacity.
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Refining & Marketing:

Refineries:
Location, ownership information, capacity (BP net), products range.
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Retail:
Number of retail sites (own/franchised).
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Lubricants manufacture and marketing:
Plants (location, ownership), brands, sales volumes.
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Petrochemicals manufacture and marketing:
Plants (location, ownership), key markets supplied.
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Marine/aviation business:
Key facts.
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Other businesses:
Alternative energy: wind power/biofuels
Key facts and locations.

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Please follow the relevant BP communications procedure should you wish to share any of the information contained herewith externally.



2013
geBank country factsheet

Angola

Corporate

BP's locations, number of employees.
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People date

Number of BP employees, number of local hires.
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Size of contractor workforce (multiple of BP

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Commercial

BP's annual and/or to date, \$.
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Investment over a period of time, \$.

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BP's annual and/or to date, \$.

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Social

Key community investment projects.
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Top BP issues in the country

Positives

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Negatives

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Contact details

BP Head of Country
Name
email
Telephone

BP Head of Communications
Name,
email
Telephone.

Date of last update dd/mm/yyyy

Presentation materials
The Burberry timeline



Creative London.1
(part of Booz & Co)

Name and creation of brand identity for in house creative team.

Plus various applications both online and in print and sub branding for internal projects.

These projects were produced during a 6 month period when I was acting as mentor and Creative Director to members of the in house design team.

creative.london



Projects shown on this page:

- Logotype
- Personality cards for core members of the team



My Job Postings



Refer a friend

Projects shown on this page:

- Branding for technical support
- Manifesto poster for design team
- Web graphics for intranet

managing the design process

- 1. what is the deadline?**
agree the delivery date
- 2. how long will it take to produce?**
manage the deliverables within the deadline
- 3. managing expectations**
make the most effective use of your time
- 4. what are the key qualities?**
define the issues/key messages
- 5. understand the copy**
is your client communicating effectively?
if not, suggest alternatives and reflect your
understanding of the brief back to them
- 6. concept stage**
start designing concepts

creative.london

Act Mobile

<http://act-mobile.mobi/>

The website is dynamically programmed to reduce in scale to be readable on different devices such as iphones and ipads.s

act mobile [Join MobLab](#)

As we develop new products and services, for our external and internal customers, we need to ask ourselves these key questions:

- How does this service meet the needs of the mobile shopper?
- What is the best way to offer this service on mobile?
- How do we engage and communicate with our mobile users?

Regardless of what area of our business you work in, you can act mobile at some level. You can simply download and explore the eBay app, you can share your thoughts with us, or you become a member of the MobLab.

An item is sold via eBay's global mobile platforms every second

It takes 10 seconds to list a product via a mobile phone

Want to join MobLab?

We are looking for 20 colleagues from across the EU Marketplaces business to join MobLab, a panel of employees who will champion the use of mobile throughout eBay Europe.

As a MobLab member

- You will be amongst the first people to beta-test the latest eBay mobile projects and apps for the EU Mobile Team. One of your first tasks will be to help testing the eBay Android core app. The Mobile team will then broaden the set of apps within the testing set up.
- You will take part in 2-3 special workshops with the Mobile Team throughout September-December 2012.
- You bring a passion to learn more about how eBay uses mobile and a willingness to be an eBay mobile advocate and spread the word.
- You don't have to have outstanding mobile or digital skills.

Use this great opportunity to increase your mobile knowledge, to interact directly with the Mobile team and to strengthen your mobile network.

Apply for MobLab

Name:

Team:

Office location:

☐ I have my people manager's approval to apply for the MobLab

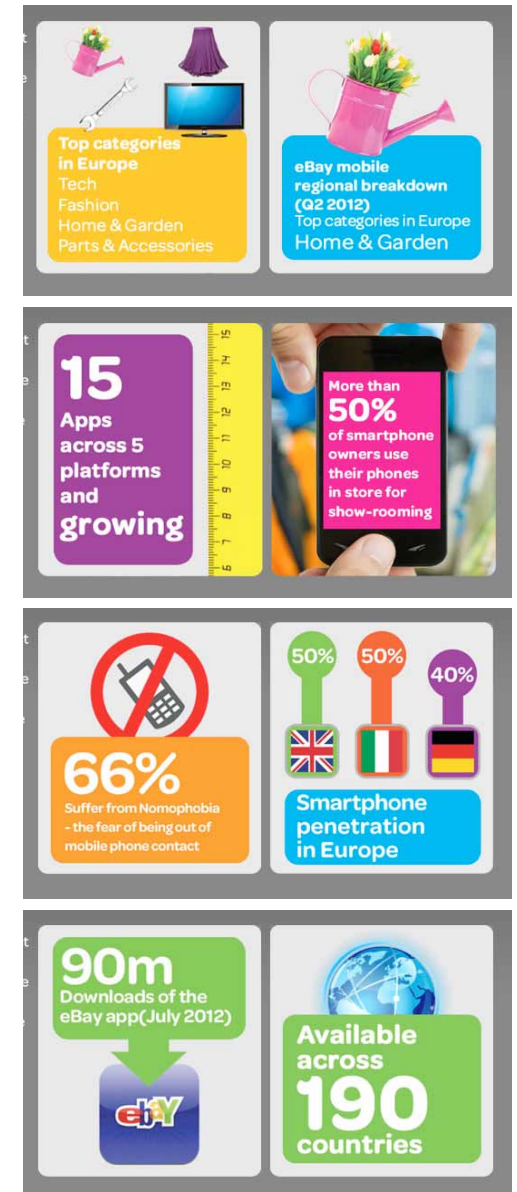
Why would you like to be a member of the MobLab? (in 50 words or less):

What mobile device(s) do you use:

- ☐ iPhone
- ☐ iPad
- ☐ Blackberry
- ☐ Other (please specify):

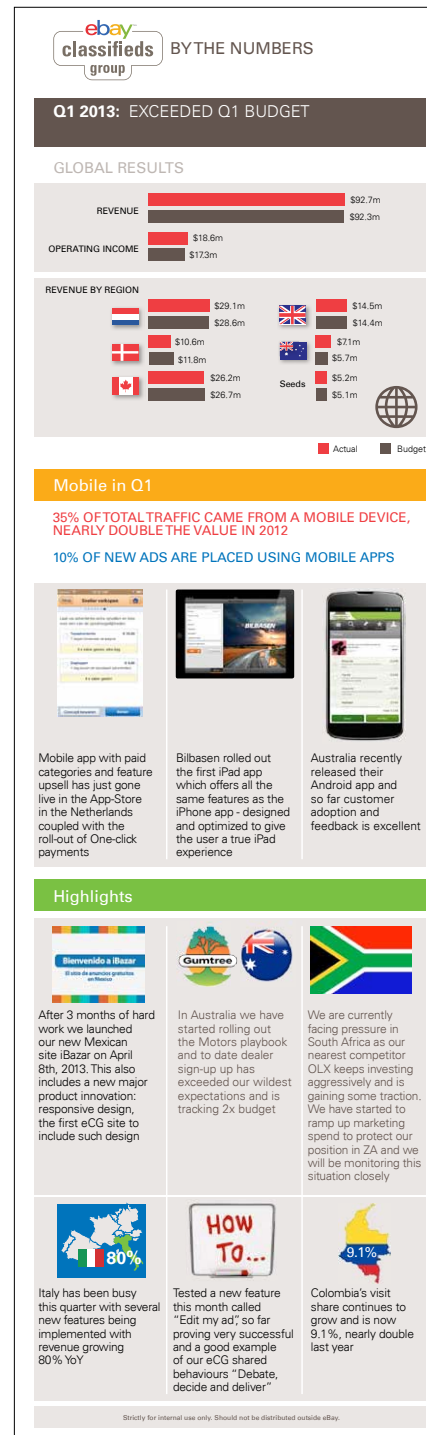
[Submit](#)

Members of the eBay MobLab will be chosen by the Mobile Team and the EU Employee Communication Team. The MobLab 2012 will

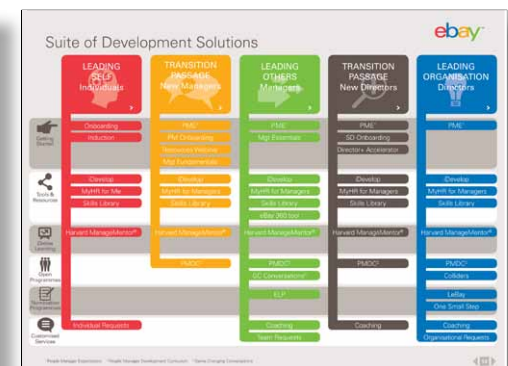
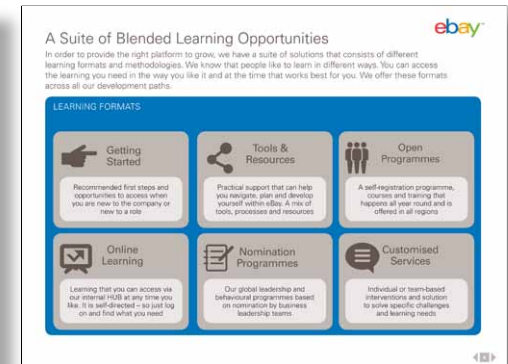
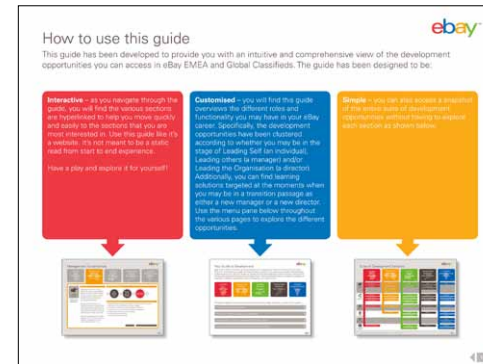
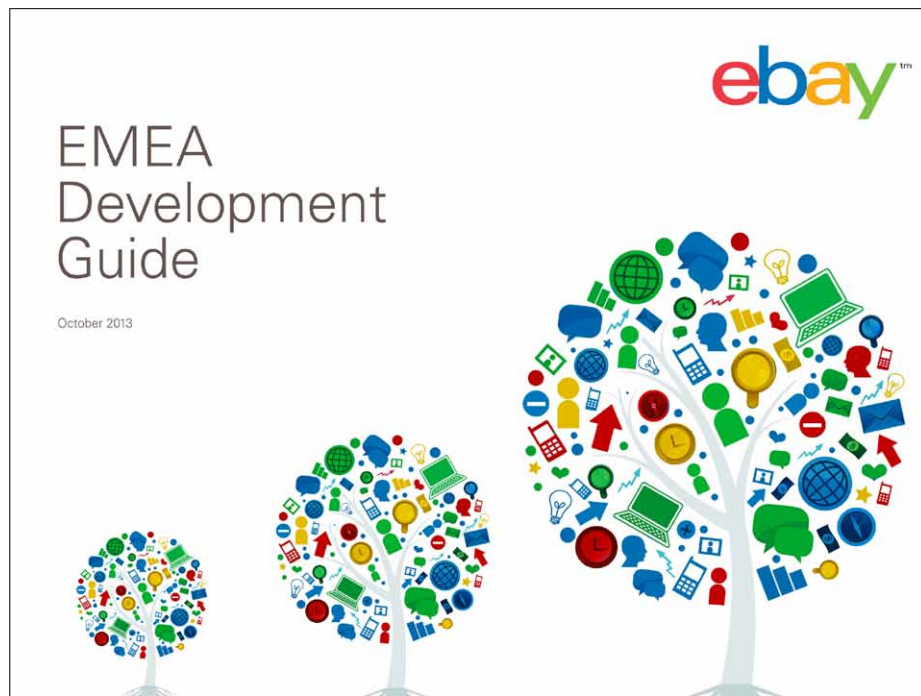


eBay Quarterly results

HTML email newsletters

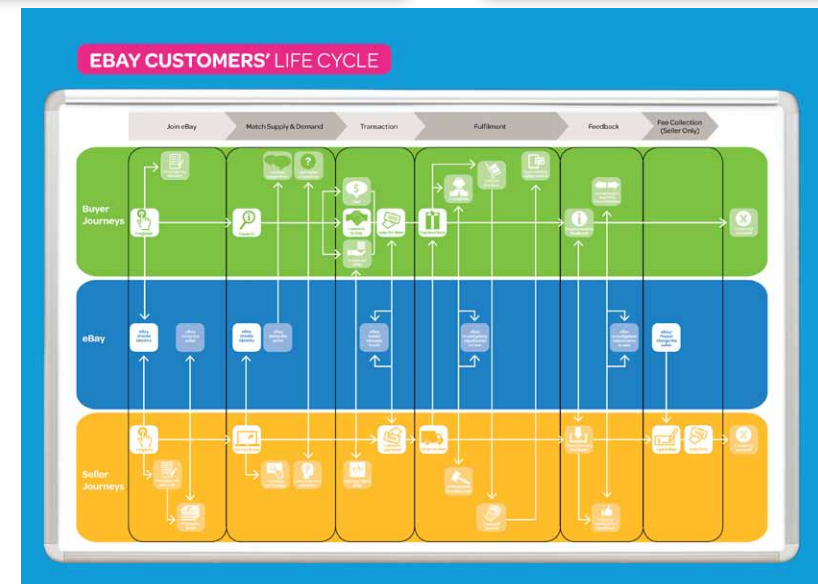
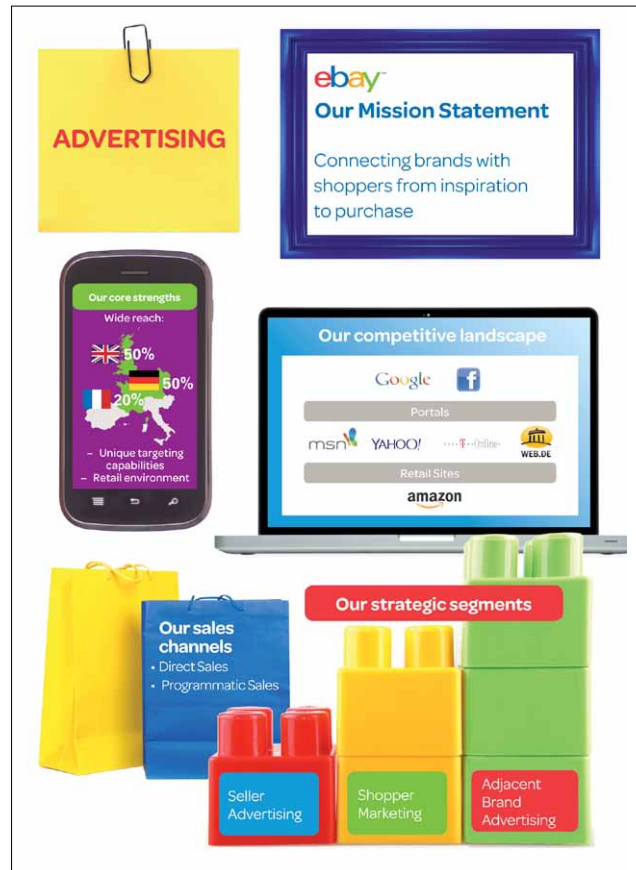


eBay People Management
Leadership project using interactive
PDF as support for employee training
seminars and conferences.



eBay Induction materials.
Selection of presentation
graphics for internal use
at seminars and training
conferences in UK and
Germany.

Produced at farraday.com



Branding and literature for The European Metal Packaging association

Produced at farraday.com



Precious industry

Who we are

Empac (European Metal Packaging) brings together more than 200 companies involved in the manufacture and supply of rigid metal packaging together with their national associations to promote the benefits of metal packaging.

We are proactive on industry issues across this vital sector to ensure that stakeholders fully appreciate how metal packaging contributes to social, environmental and economic objectives demanded throughout the supply chain.

We support over 70,000 employees in 23 European countries using 1.5 million tonnes of metal to produce annually in excess of 70 billion units in steel and aluminium which reach consumers every day of the year.

70,000
Metal packaging employees across Europe

300
Factories producing metal packaging in Europe

70bn
Metal packaging units produced annually in Europe*

15%
Metal packaging share of the European packaging industry*

* From the industry

One strong voice

What we do

Empac acts as a unified voice for the rigid metal packaging industry throughout Europe. We present the views of the industry, make recommendations and voice opinions on the social, environmental and economic issues affecting us.

We promote the metal packaging industry in Europe. We work on a wide range of challenges common to the industry and communicate to stakeholders including policymakers, retailers, customers and other partners on the industry's contribution towards the sustainability of products and its versatility as a packaging material.

We develop sustainability thinking with our members, including position statements and future commitments. We provide them with information and support at a National and European level. We also share good manufacturing practice guidelines through technical committees of acknowledged experts.

We prepare common messages for the industry and create communication programmes, on behalf of our members, for a wide range of stakeholders.

Our vision
To establish metal packaging as a recognised and valuable contributor to sustainability throughout the supply chain and beyond.

Objectives

- As an integral part of Metal Packaging Europe, Empac supports the industry aims to achieve an average European recycling rate of 80% by 2020 by working with relevant stakeholders, thus moving towards our vision of no metal packaging going to landfill.
- Ensure metal packaging is recognised as the foremost packaging choice in Europe.
- Ensure the metal packaging industry positively influences the regulatory agenda.
- Ensure the metal packaging industry speaks consistently with one voice.

5m tonnes
Metal used annually by the European metal packaging industry

* From the industry

Precious metal recycles...

...again and again

Investing in the future

Metal is simple to recycle and the infrastructure is already in place and functioning well across much of Europe. There are economic incentives, ready markets and easy collection options.

Major investments have been made by the industry into recycling infrastructures, which is why Europe improves its recycling rates every year. Additionally, with a competitive and well-developed industry for metal scrap, the economic driver for further increasing recycling are supported by market forces.

Metal Packaging is 100% recyclable. Infinitely, without loss of its inherent properties and therefore a permanent material. In other words, metal packaging can be simply recovered, re-melted and turned into a variety of applications again and again. More than 80% of steel is recycled worldwide* - a leadership position.

The benefits of recycling
Recycling metal saves significant amounts of resources and energy, benefiting the planet at every step.

- Each item of recycled steel packaging saves one and a half times its weight of CO₂. So the more steel is recycled, the more CO₂ emissions are reduced.
- Recycling one tonne of metal scrap can save up to 75% (steel) and up to 95% (aluminium) of the energy required when making steel from iron or primary aluminium from bauxite.

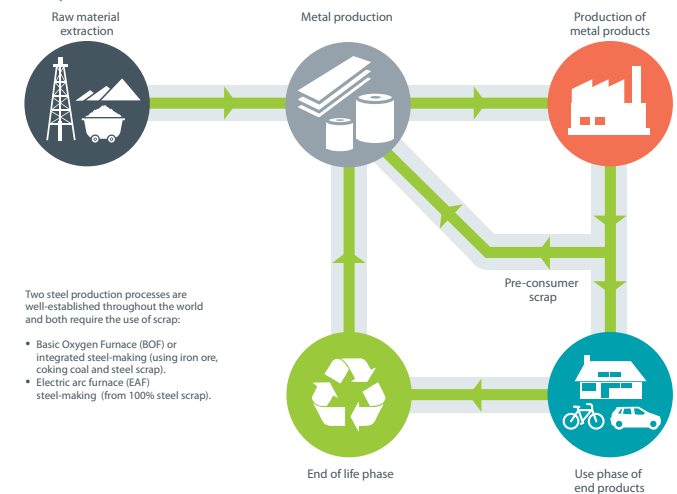
The can you recycle today could become a bicycle or a hedge tomorrow and a can again in the future. The possibilities are endless!

Steel's magnetic and aluminium's eddy current properties make metal packaging a very easy and highly economical packaging method to sort and recover!

* IFRA, EMA, Euromet 2016

* From the industry

Life Cycle Assessment

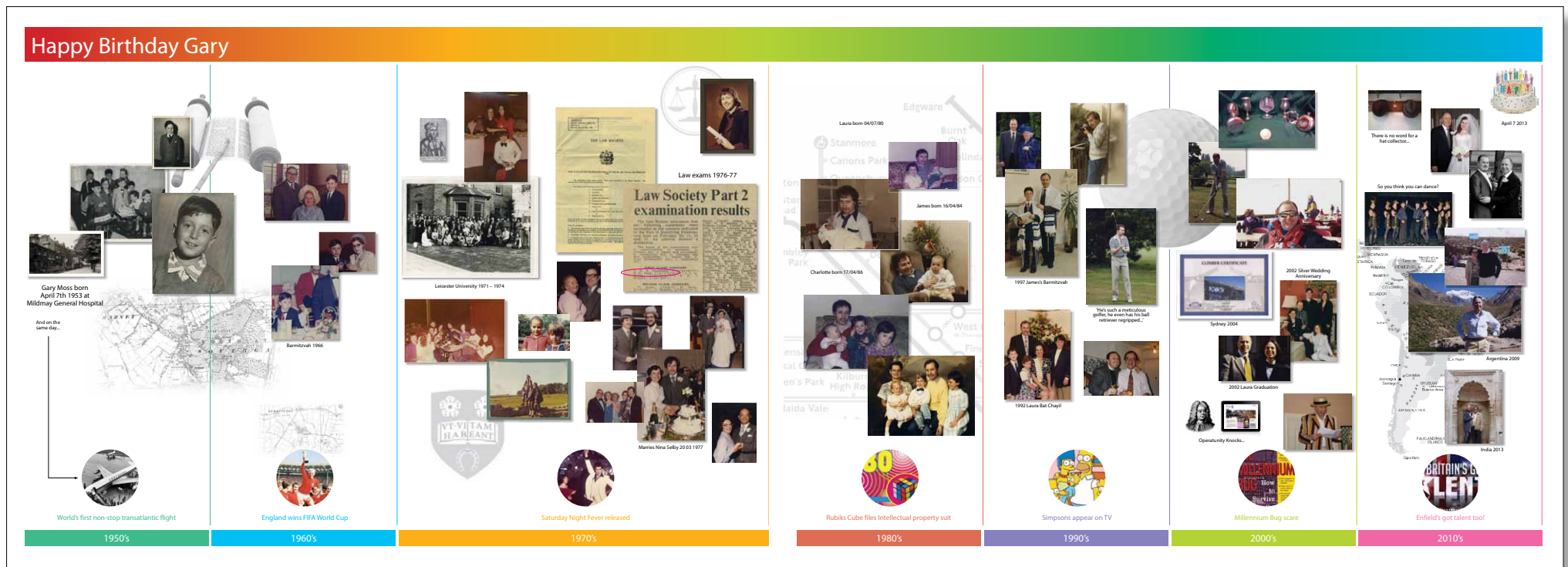


Gary Moss

Personal project:

Timeline to commemorate Gary Moss's 60th birthday celebrations

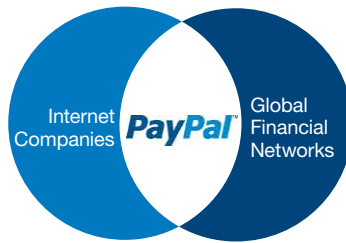
2 x A1 laminated foamex boards





PayPal™

Paypal successfully bridged two worlds



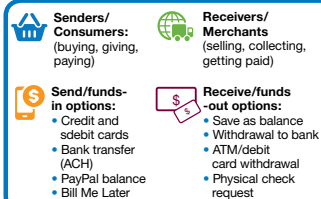
Making traditional payments systems work better online

Powerful partnership with eBay



- Significant percentage of Total Payment Volume (TPV) and revenue
- Large source of consumer and merchant acquisition
- Drives PayPal balances as funding source

How PayPal works



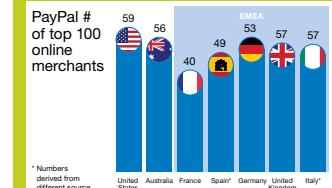
Unmatched competitive advantages



Paypal must transform



Global reach



PayPal's vision and values

Our values



Our vision

Delivering the future of money today...

An essential part of our customer's financial and business lives, enabling secure commerce anytime, anywhere, any way.

Serving merchants large and small



Crack the consumer velocity code



¹ Online market growth based on 12 countries (US, CA, AU, UK, DE, FR, IT, NL, ES, AT, BE, CH) using Forrester online retail and travel estimates.

Contact details

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www.neillittman.com