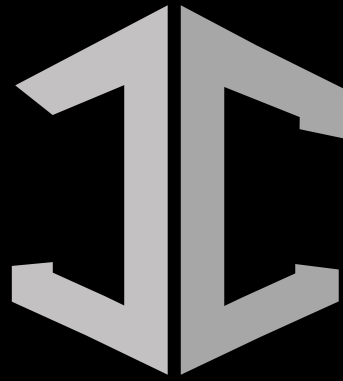





JAY CREATV



JAY CREATV

Creative Digital Designer

2. Think 25 training



Think 25

We have a duty of care to all our customers. That includes making sure age-restricted products don't get into the hands of those who are underage, which may cause them serious harm. This module covers how to apply Think 25 when dealing with customers purchasing age-restricted products.

Do they look younger than 25?

We're not only legally obliged to do this, we also recognise the importance of this as part of our company value to make a positive difference to our communities.

We know how difficult it can be for our colleagues to judge the age of someone in their mid-late teens or early twenties.

Someone who looks 18 could easily be 16, or they could be 20 or 22. It's less likely, however, that they'll be 25.

Judging age is difficult, so we ask all colleagues to check the age of anyone buying restricted products who they believe to be under 25.

Our Think 25 policy helps us prevent age-restricted products getting into the wrong hands.

It's time to check you know your stuff and put your knowledge to the test. Read and answer the 17 questions below. If you get an answer wrong, reveal the hints and re-take the question. Complete all the questions correctly to pass the refresher.

You'll need to complete this Think 25 refresher every 6 months.



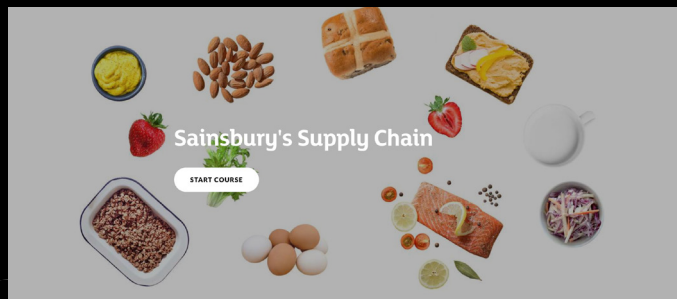
The ask was to optimise the current training to remove frustration for colleagues. Feedback told us that colleagues were struggling to complete the quizzes because of the user experience. There was also a lot of repetition and colleagues were being over trained in areas they didn't need to be which was costing the business money and time. There were five modules that needed creating, three yearly refreshers for different areas of the business, a module that all new starters have to do and a module for colleagues that take payment.

You can access the full modules below.

[Think 25 for all colleagues](#)

[Think 25 Refresher](#)

[Think 25 on the tills](#)



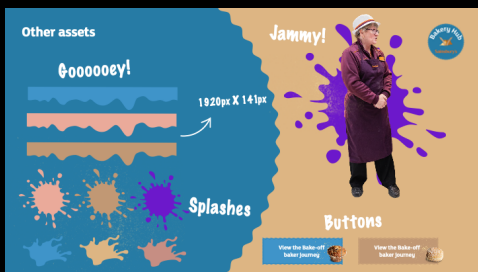
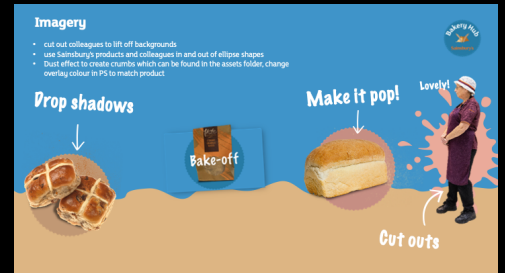
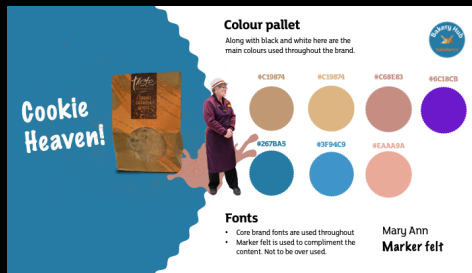
A lift and shift to Articulate Rise with updated content, the requirement was additional updates and to revamp the current module that was originally built in Storyline.

You can access the full module below.

[Sainsbury's Supply Chain](#)

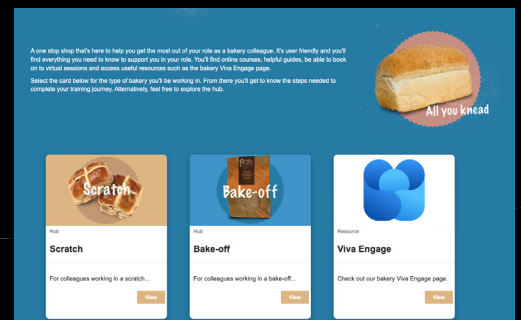
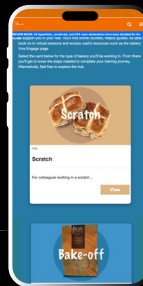
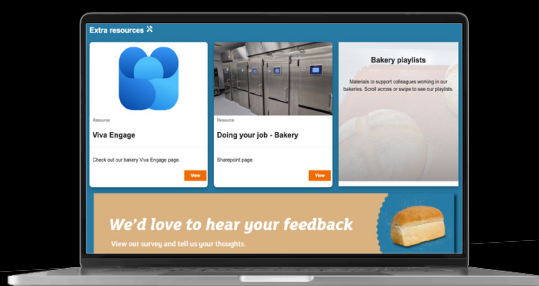
3. The Bakery Hub

Brand guidelines and microsite

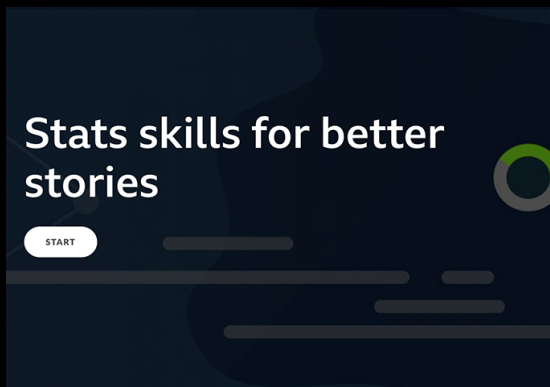


I created a set of brand guidelines for a suite of training and resource materials for in store bakery colleagues. The food and bakery team wanted a central location for colleagues to access training, along with some modules and other helpful resource guides.

Here's a landing page I developed using raw HTML/CSS for the business using the branding. The main challenge was not being able to host content on a platform. I was restricted to using the LMS after previously pushing to try and get server space for the team. Conversations and meetings with the systems team opened up new opportunities to be more creative with the LMS.



3. Data stats



A module I developed in Articulate Rise whilst working at the BBC for colleagues and journalists who handle data. Data stats was built to help journalists find and tell better stories with numbers and data. The module covers five areas which takes colleagues through some of the key skills needed to interpret, report and handle data.

You can access the full module below.

[Data stats](#)

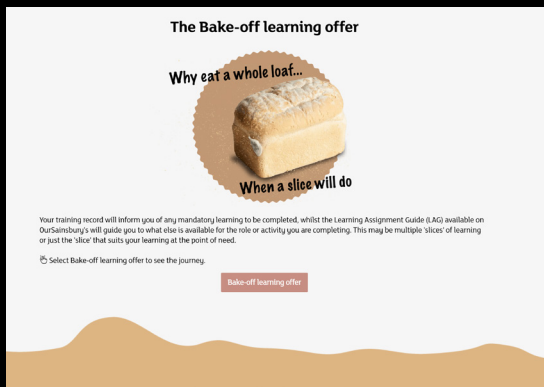
Introduction to Bake-off

Muffin
to see



Slices of joy!

4. Bakery training



Supported with the design and the build for a suite of interactive learning modules for Sainsbury's bakery colleagues to support the transition for stores moving from scratch to bake-off. The modules were developed in Evolve the aim was to deliver impactful and resourcesful content in-line with the Bakery Hub. The look and feel was taken from the bakery branding that I had put together, so the idea was to make the modules look and feel consistent to make colleagues familiar with the whole suite of resources. This was a big improvement from the original offering.

You can access the modules below.

[Bake-off basics](#)

[Food safety](#)

BRANDING

1. HNDLLESS



The reason behind HNDLLESS is simple, it's to avoid people touching door handles and spreading bacteria. It's something you see all the time in public places in particular, toilets.

HNDLLESS needed a whole new product design along with a brand identity and a logo. I firstly mocked up 3/4 3D models in Illustrator. The choice was narrowed to 1 and then sent off to be manufactured.

They asked for a simple but bold brand that needed to be minimal and modern. I proposed to go for a dark theme that allowed emphasis on the products, assets and the brand when marketing.





2. FARADAYS FITNESS GYM



Faradays wanted to freshen up of their brand, seeking a more minimalistic and simple style. The branding was all about the font choice and weight. They wanted to stick with the idea of having the 2 F's but without too much detail on the letters which influenced me to play with lines and negative space.

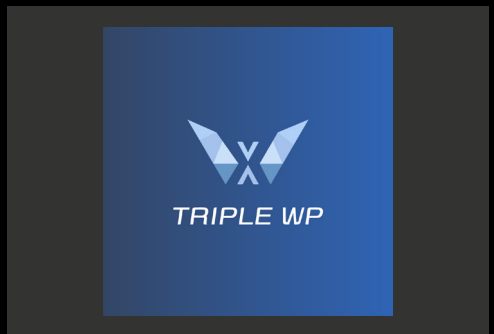
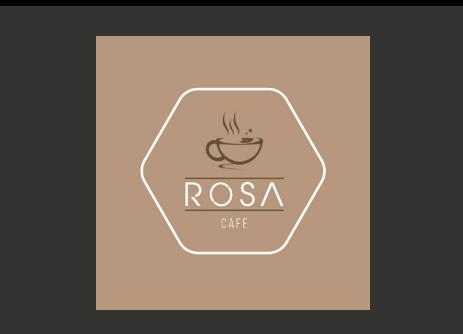
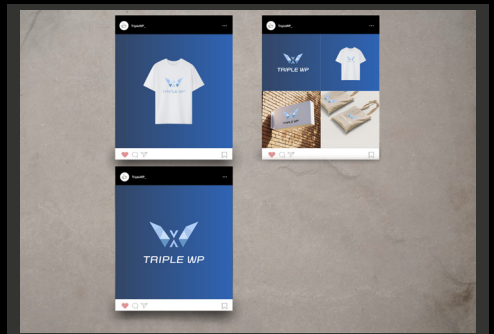
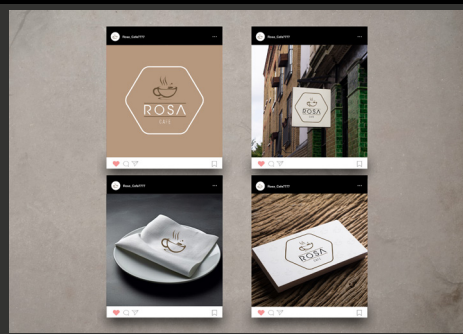
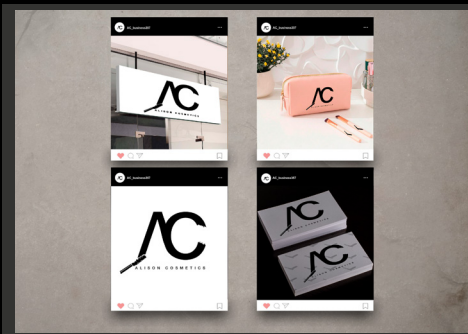


FARADAYS
FITNESS CLUB

GRAPHIC DESIGN

1. CONCEPTS

Here you'll find some concept design ideas showcasing a range of my graphic design skills.



This was from a logo challenge for a start up company. The brief was to design a logo that reflected cutting edge tech, simple with an abbreviation that is obvious to the audience.

The concept includes aspects taken from tech and code. I looked into different approaches that wasn't too complex but easy enough for people to recognise the company's expertise.





Concept design for a cosmetics company. The current logo was boring and not legible. The brief was to create a logo that was eye catching and dynamic enough to be used across multiple platforms.



Flyer designs for social media a comic and sporting events. Using Illustrator and Photoshop to come up with a range of patterns and shapes.