



# Hello there!

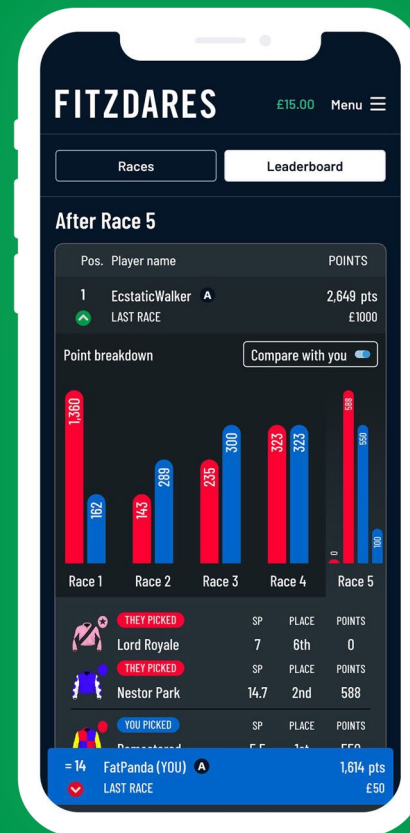
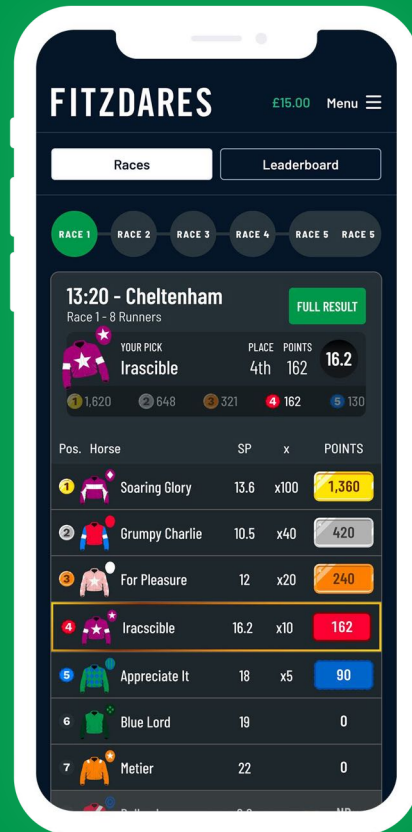
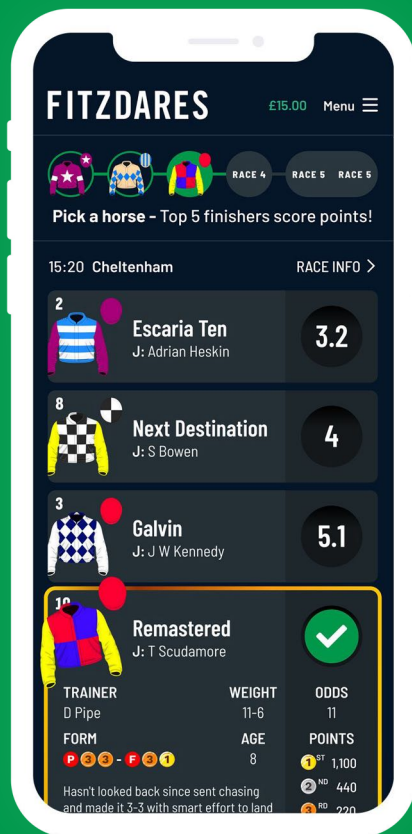
I'm Marc, a multi disciplined & creative designer based in London. Over the past 16+ years I have honed my skills in crafting thoughtful designs with a keen eye for detail, catering to the needs of both start-ups and established corporations.

Here are some examples of my work over the years, if you want to see more in detail lets chat!

# MARC PARTRIDGE



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 [hello@marcpartridge.com](mailto:hello@marcpartridge.com)



# Fantasy Racing Fitzdares

Developing UI/UX designs for a groundbreaking fantasy horse racing game that revolutionises horse betting. Players engage in competitive gameplay on a leaderboard, earning points based on the performance of horses that finish in the top 5.

While introducing a novel concept to the horse racing community, the aim is to maintain a sense of familiarity for those already familiar with the sport.

Product Design • UI • UX •  
Prototyping • Testing • Game Design

*Prototype type available on request.*

# Sign-up Journey

## talkSPORT

I completely redesigned the user journey for the customer sign-up process. Initially, there was a single page with numerous form fields, leading to many users failing at the KYC stage and getting stuck in a loop. I addressed this issue by breaking down the journey into stages, removing unnecessary fields, and implementing a system to contact users who didn't complete the sign-up process.

The image displays the redesigned sign-up journey for talkSPORT, showing a desktop browser view and two mobile phone screens.

**Desktop Browser View:**

- Header:** talkSPORT GAMES logo, "Already got an account? Login" button.
- Main Content:**
  - Three quick steps and you're done!**
    - Create a password
    - Tell us your name
    - Confirm your address
  - Hello! 🙌**  
Let's get your account set up
  - Email address**  
[Input field]
  - Create a password**  
[Input field]
  - Game updates**  
We'd like to let you know the final pot (and your win bonuses and future game offers)
  - [No thanks button]
- Footer:** © Network Gaming 2021, Privacy Policy, Cookie Policy

**Mobile Phone Screens:**

- Screen 1 (Tell us your name):**
  - Progress: 1/3 (Tell us your name)
  - Nice 🙌 Please introduce yourself!
  - First name** [Input field]
  - Last name** [Input field]
  - Display name** [Input field]
  - Date of birth** [18+ icon]  
Day [DD] Month [MM] Year [YYYY]
  - [Next step button]
- Screen 2 (Confirm your address):**
  - Progress: 2/3 (Confirm your address)
  - Thanks Marc, one last step!  
So we can check it's really you 🤖
  - Postcode** [Input field] [Find address button]
  - [Enter address manually](#)
  - Phone number**  
[(+44) dropdown] [Input field]
  - Email preferences**  
talkSPORT would like to keep you informed about special offers, events, promotions, games and information that may be of interest to you.  
[No thanks button] [Yes please button]
  - Betting tips**  
We'd like to let you know about special offers from our betting partner by email.  
[No thanks button] [Yes please button]

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Product Design • Wire framing • UI •  
UX • Prototyping • Design System

# Asset Design

## Network Gaming

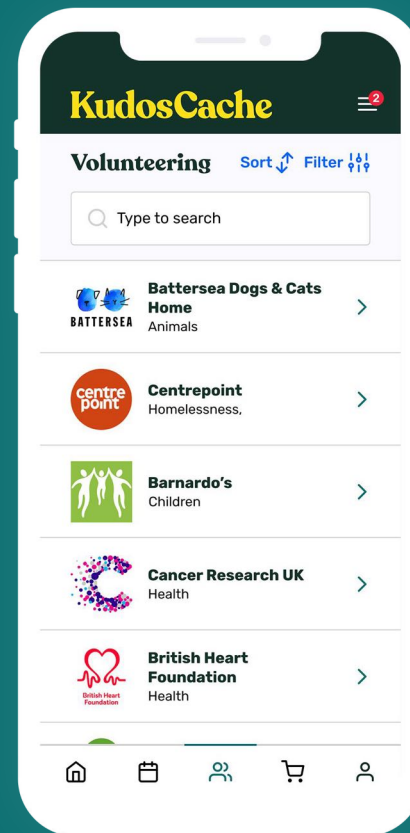
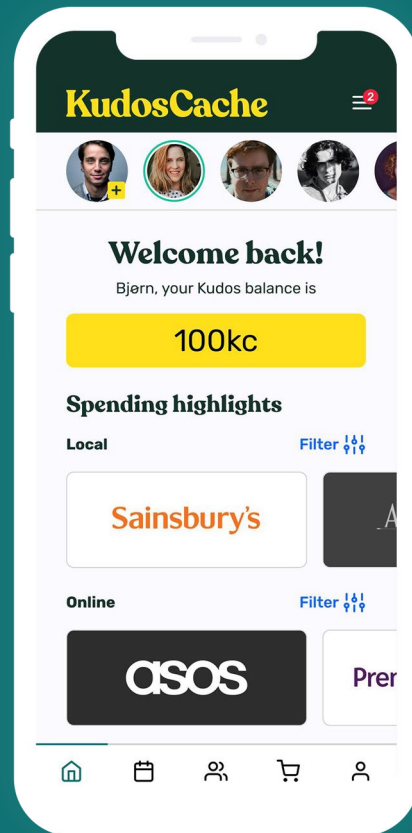
These 24px icons depict the English Premier League teams from the past four seasons. Each season, as teams update their kits, I have the opportunity to delve into creating pixel versions of their kits for NG's fantasy sports games.

Lately, I've been designing games that feature more realistic jerseys, which I've crafted for leagues such as the English Premier League, NFL, NBA, and NHL.



Graphic Design • Icon Design • UI •  
Design System





## Community App KudosCache

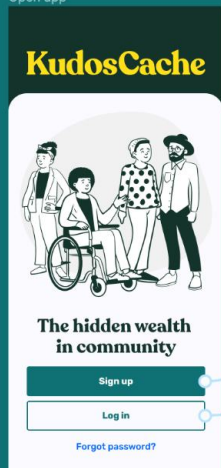
I undertook a freelance project to design and prototype for the startup company KudosCache, which aims to connect charities with individuals willing to share their skills and expertise for causes they care about.

I've been working on developing the brand and design system to support this startup's launch, including creating a working prototype for investment pitches.

Product • UI • UX • Prototyping •  
Design System • Branding

*Prototype type available on request.*

Open app



Create account

The first step of the account creation process. It shows the "Create account" title and a "Log in" link. Below are input fields for Name, Email address, Password, and Confirm password, each with a visibility toggle. A "Create account" button is at the bottom. A small disclaimer at the bottom states: "By signing up, you agree to our Terms. Learn how we collect, use and share your data in our Data Policy and how we use cookies and similar technology in our Cookies Policy."

Create account (name)

The second step, focusing on the Name field. The Name field is pre-filled with "Bjorn Stålhest". The other fields (Email, Password, Confirm password) and the "Create account" button remain visible. The disclaimer is also present.

Create account (email)

The third step, focusing on the Email address field. The Email field is pre-filled with "bjorn.sh.53@gmail.com". The other fields and the "Create account" button remain visible. The disclaimer is also present.

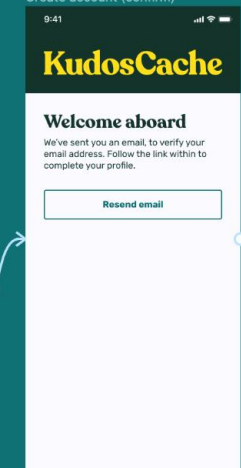
Create account (password)

The fourth step, focusing on the Password field. The Password field is pre-filled with "\*\*\*\*\*". The other fields and the "Create account" button remain visible. The disclaimer is also present.

Create account (confirm)

The fifth step, focusing on the Confirm password field. The Confirm password field is pre-filled with "\*\*\*\*\*". The other fields and the "Create account" button remain visible. The disclaimer is also present.

Create account (confirm)



After Delay

Label

A standard text input field with a placeholder icon and the text "Input".

Label

A text input field with a placeholder icon, the text "Input", and a visibility toggle icon on the right.

Label

A text input field with a placeholder icon and the text "Input", featuring a blue border.

Label

A text input field with a placeholder icon, the text "Input", and a visibility toggle icon on the right, featuring a blue border.

Label

A text input field with a placeholder icon and the text "Input", featuring a red border.

Label

A text input field with a placeholder icon, the text "Input", and a visibility toggle icon on the right, featuring a red border.

Label

Default

Default

Skill +

Skill ✓



Celtic



Candlelight



Elm

Primary

Secondary

Primary

Secondary

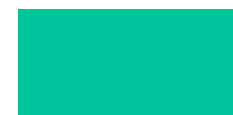
Primary

Secondary

Primary

Secondary

Pure White



Success Green

Titan White



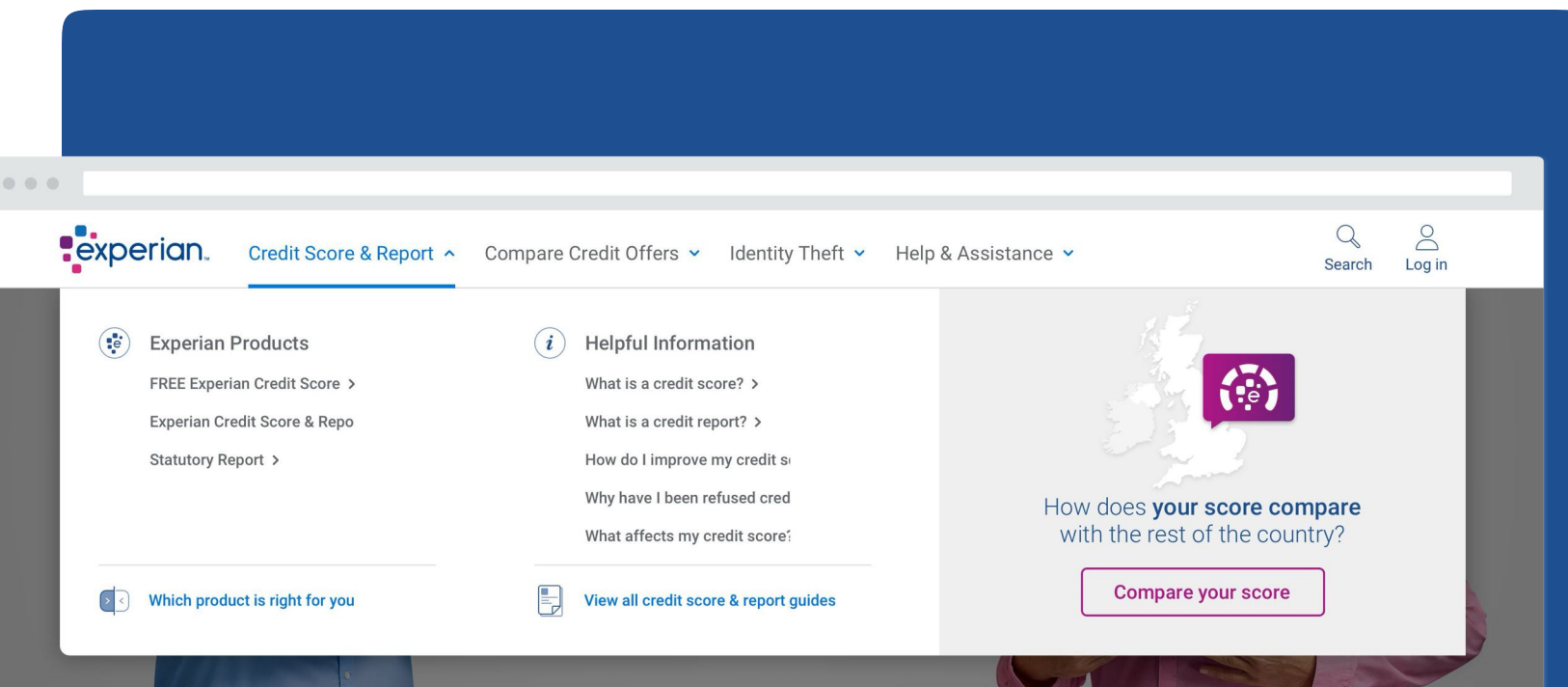
Alert Red

UI Grey



Black

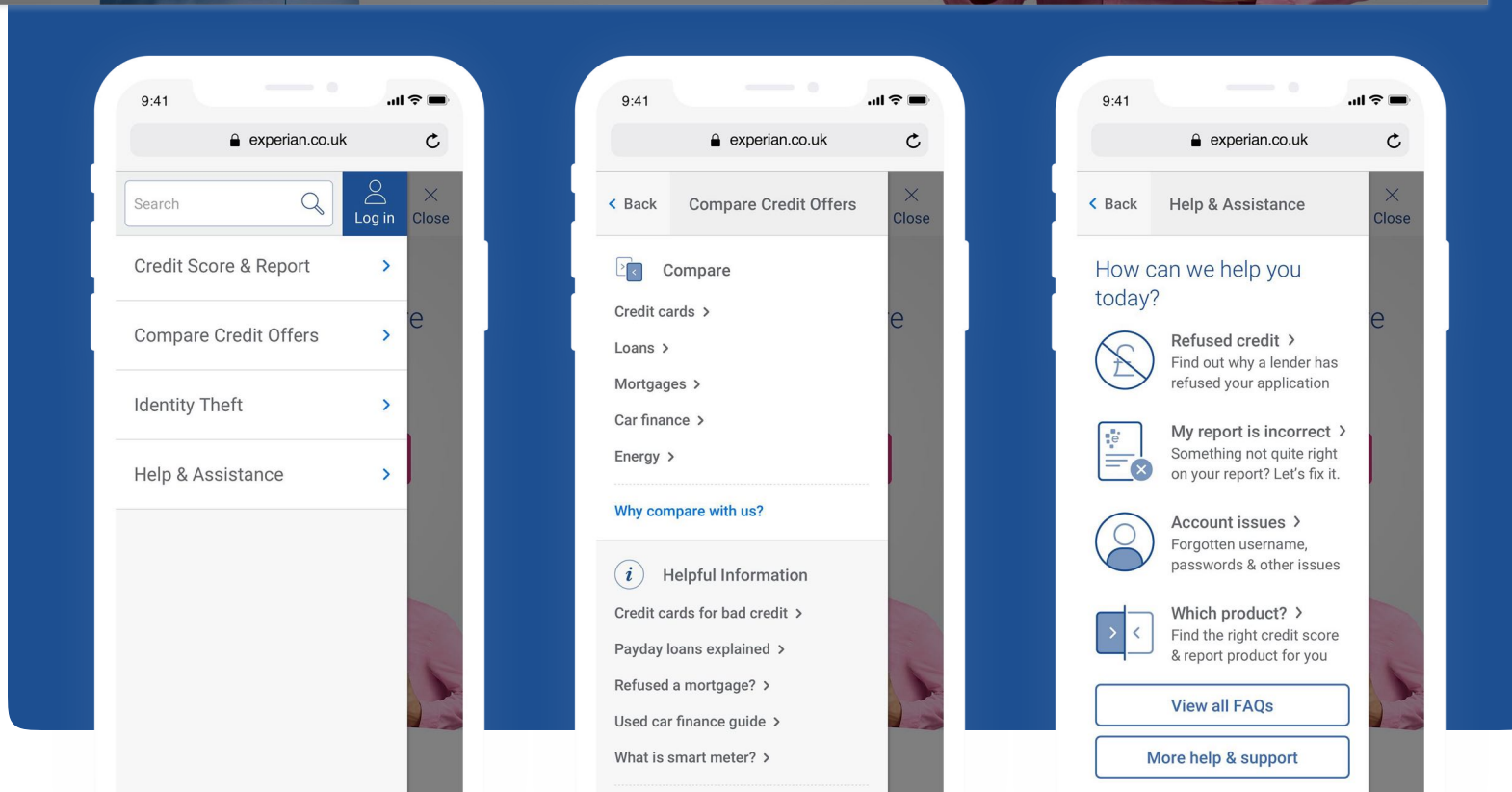




# Navigation Experian

I completely redesigned the navigation of Experian.co.uk after updating the site architecture to enhance its usability on both desktop and mobile platforms. The process involved card sorting and tree testing, which heavily influenced the labelling and layout decisions.

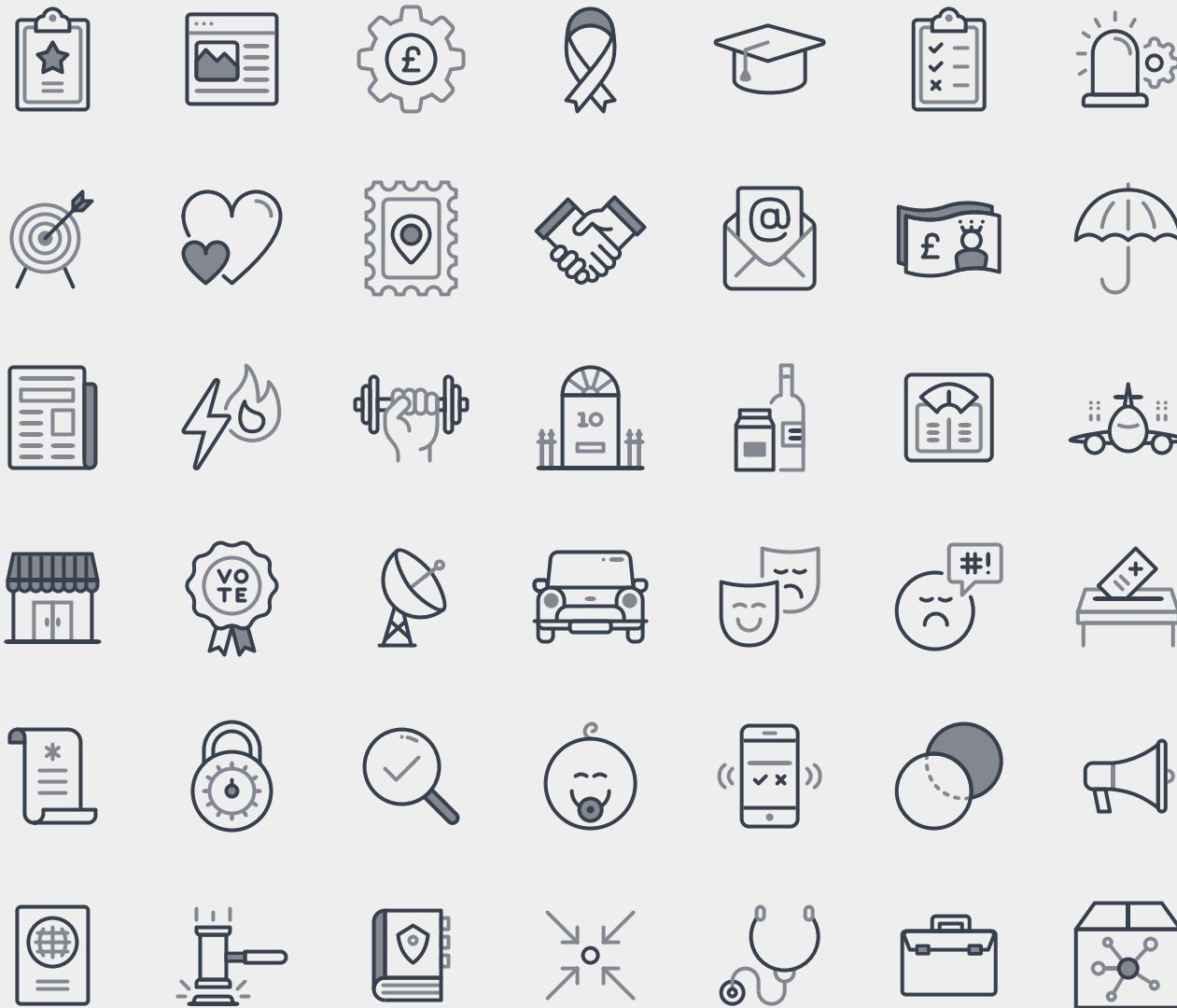
Additionally, I integrated a promotional area to seamlessly highlight current campaigns to users without occupying prime space above the fold. I also crafted a set of icons to support the sub-navigation.

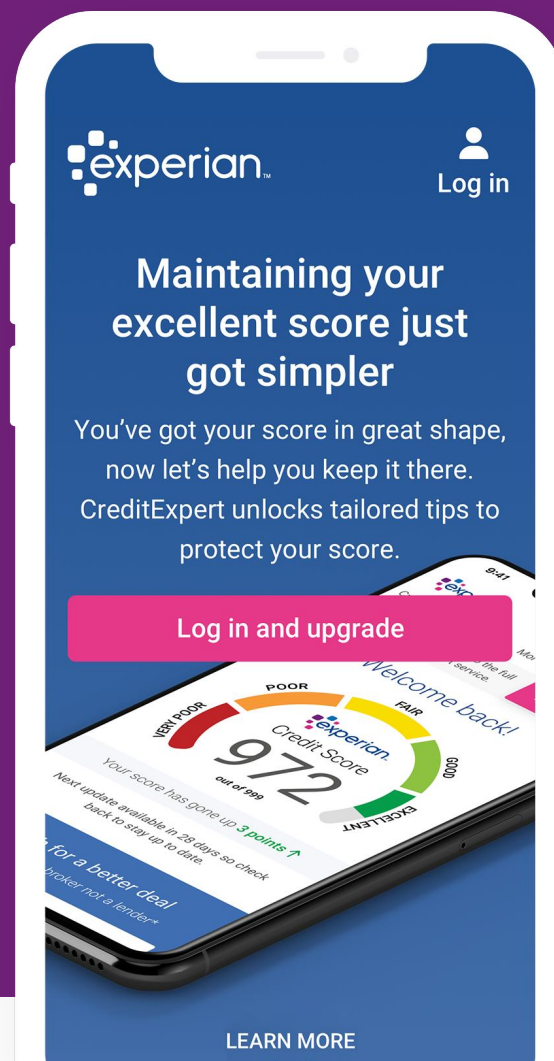
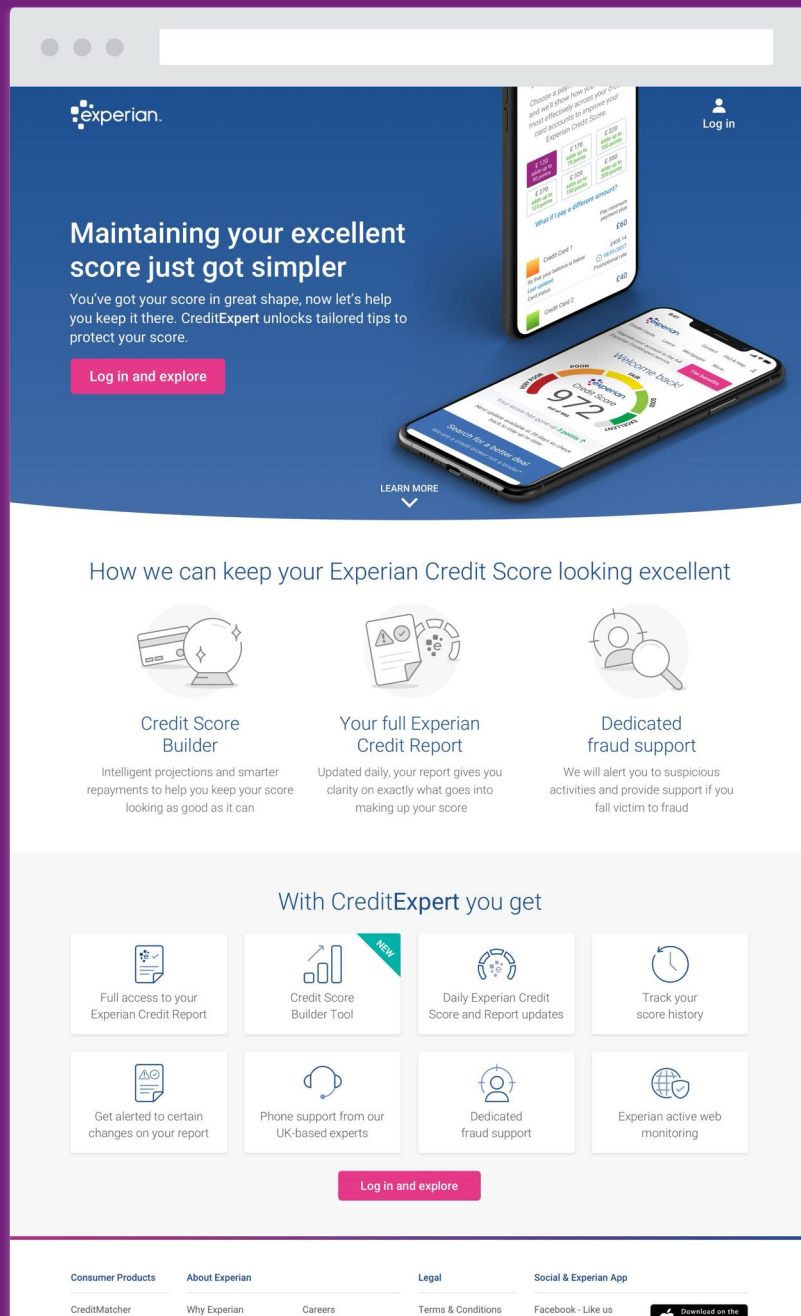


Wire framing • Graphic Design • UI • UX • Testing

I designed a set of icons for Experian.co.uk, covering various topics including automotive, education, insurance, lifestyle, politics, travel, and utilities. Each icon was meticulously crafted on a 64px grid with a 2px stroke, ensuring a pixel-perfect appearance.

Graphic Design • Icon Design • UI





## Landing Page Experian

I designed a PPC landing page aimed at engaging our free and prospective customers, informing them about the advantages of upgrading to a premium account. This landing page played a pivotal role in the launch of our new product feature, 'Credit Score Builder.'

Utilising cookies, the page dynamically changed its copy and images based on the information we already had about the customer. Additionally, I crafted another set of icons specifically for this page.

Landing Page • Graphic Design • UI • UX • Icon Design





## We're almost there!

Please read out the following one time code to your helpdesk agent to complete your online authentication.

One time code

**657837**

## Didn't request this? Please contact us!

If you did not initiate this process please contact the Experian Helpdesk on 0344 481 8192, between 8am and 10pm Monday to Friday and 8am and 5pm Saturdays and Sundays (excluding public holidays).

Kind regards,  
The Experian Team



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This email address is not monitored. If you have any



Login

Karun Comar 12/01/2021

## We're updating our Privacy Policy

We're making some changes to our privacy policy to make it clearer, more comprehensive and easier to understand.

These changes will be effective from the **20th February 2021**, so please have a read through them before this date to make sure that you are happy with the changes.

We have not removed any of your rights or protections that you had when you signed up and those that you get by law still apply.

### The key changes are:



**Marketing** 20/02/21

We have updated our privacy policy to more clearly describe how we use your data for marketing, whether that be when we're sending you marketing communications by email, advertising to you on Google, Facebook and other sites, working with sites such as TopQashback

## Email Design Experian

I designed a set of emails affectionately dubbed 'Project Frank.' Following a slight refresh of the main Experian Consumer site, I updated a suite of emails to ensure consistency in look and feel. These emails were crafted around their own design system, featuring shared components like headers and footers. However, each email had a distinct feel depending on its function—whether it was a service notification, onboarding message, or newsletter. Moreover, I ensured that each email was optimised for both desktop and mobile platforms.

Email Design • Graphic Design • UI •  
Design System • HTML Email

[Login](#)

## Experian World



### What is identity theft?

A lot of today's fraud cases start with identity theft. Find out more about what it is and how it might affect you.

[Read article](#)

## Other news



### Aspernatur enim illum

Dolorum quod assumenda modi atque omnis.

[Basics of car insurance](#)

### Voluptatem mollitia ut

Totam nihil modi repellendus saepe soluta consectetur. Ab autem id provident ex.

[Traveling in 2021](#)

### Reprehenderit placeat facere tenetur

Ut eum et mollitia atque.

[Home renovation](#)

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# Email Design Experian

[Login](#)

Hello Marc,

## Welcome to Experian, we're glad your here!

Heres a few tips to make the most of your brand new Experian account.

[See tips](#)

### A look at your next steps:

- ✓ Sign up for the best credit score in the UK
- ✓ [See your Experian Credit Score](#)
- ✓ Boost your credit score with Experian Boost



### Need some help?

[Visit our help centre](#)

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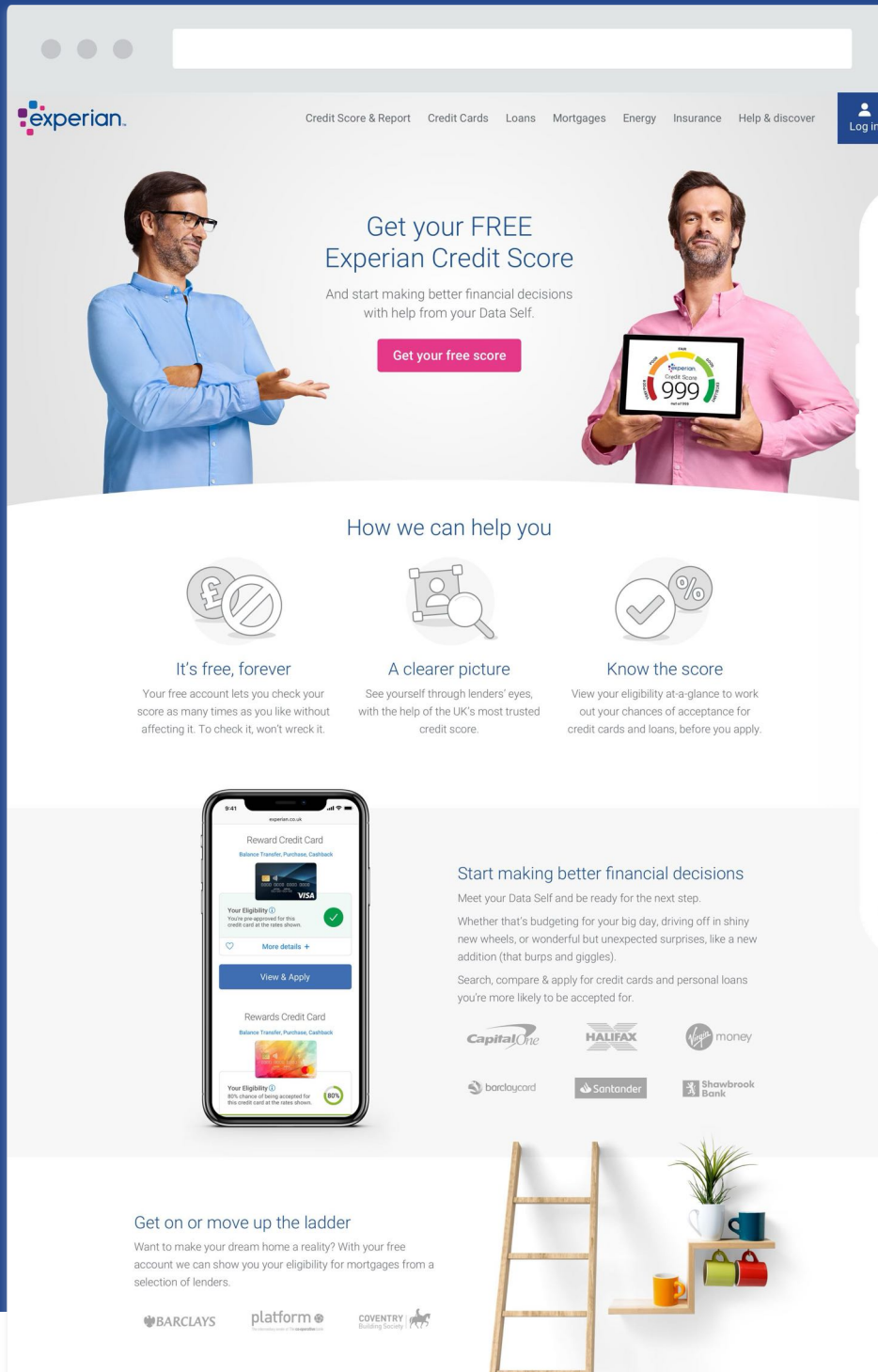
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[View the Experian Terms](#) and here to view the [Experian complaints handling policy](#).

This email was sent to because you have opted in to receive communications from Experian. If you think you have received this e-mail in error, or if you wish to take yourself off the mailing list, [unsubscribe here](#).

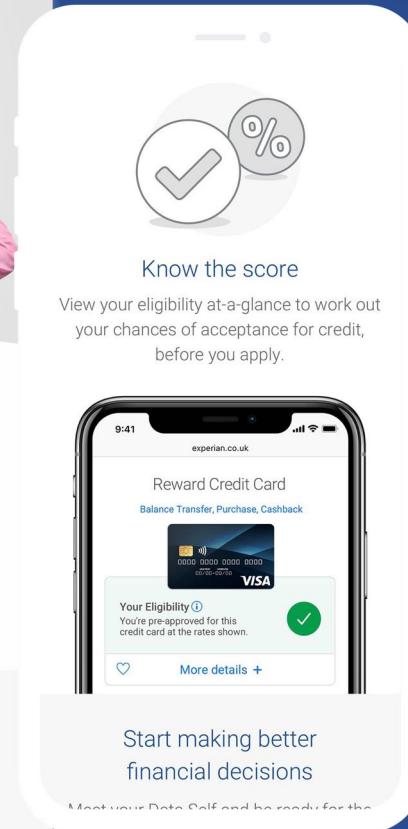




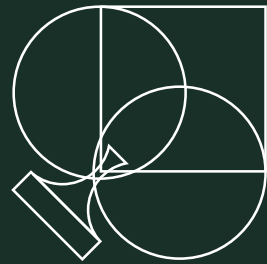
## Home Page Experian

I led the complete redesign of the homepage for Experian.co.uk. The design had to seamlessly incorporate the ongoing Experian campaign 'Data Self,' featuring custom messaging and images.

The revamped page introduced a much cleaner design, highlighting benefits, features, and social proof specifically tailored to Experian's free credit score product.



Landing Page • Wire framing • UI • UX  
• Optimisation



## Poker Branding

### Unibet Open

I led the rebranding effort for the Unibet Open poker tournament, which hosts multiple events across Europe each year. I redesigned the old logo (top), giving it a bolder appearance while preserving its original essence.

Utilising the same typeface for the logo mark helped align it more closely with Unibet's brand at the time. This initiative marked the beginning of creating the entire brand identity and assets for each event.

It remains a project I fondly refer to as my baby.

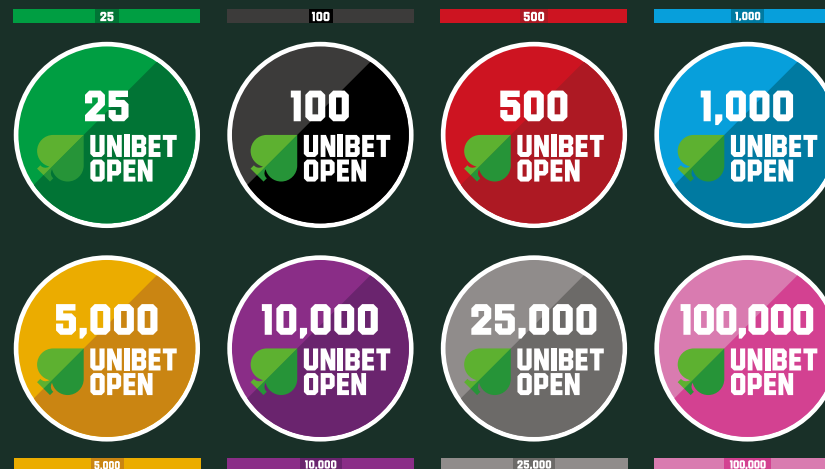
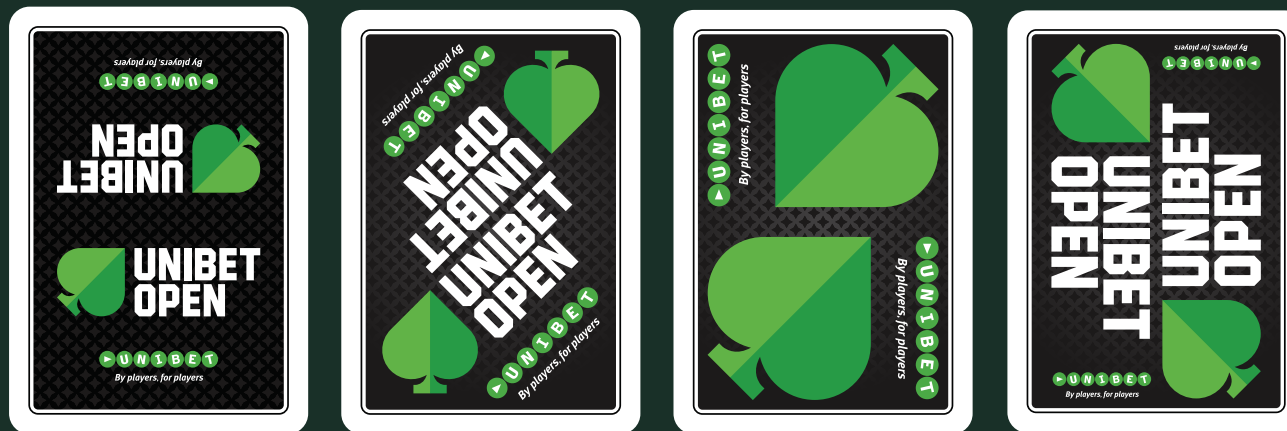
Graphics • Logo • Print • Social • Web  
• TV

# Poker Branding

## Unibet Open

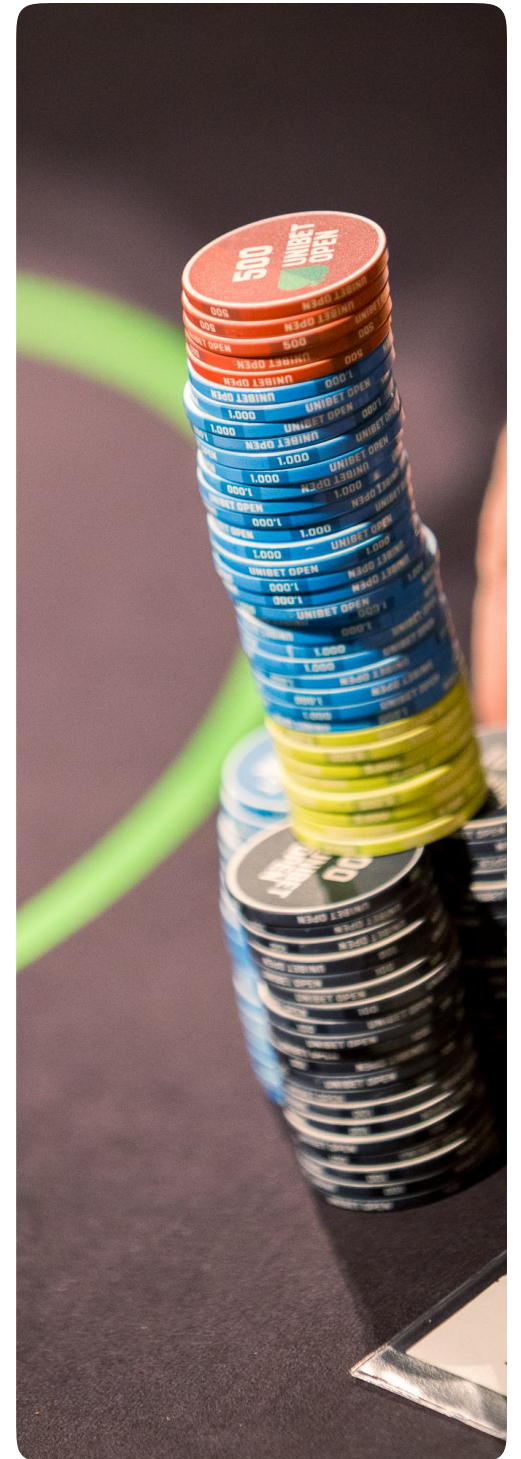
As part of the new Unibet Open branding, I developed a comprehensive suite of graphics for all major event touch points requiring print materials. These encompassed items such as badges, playing cards, winner cheques, poker chips, lanyards, roll-up banners, poker tables, booths, welcome desks, main table sets, and information booklets.

Additionally, during the events, I provided ongoing support with digital imagery for social channels, live blogs, and TV streams as the tournament progressed.



Graphics • Logo • Print • Social • Web  
• TV







# GOOD BYE

A partridge with brown, white, and black plumage and a red beak stands in a field of green grass and small purple flowers. The text "GOOD BYE" is overlaid in large, white, sans-serif capital letters. The word "GOOD" is on the left, and "BYE" is on the right, partially obscured by the partridge's body.

Thanks for stopping by! If you'd like to discuss any projects or simply get to know me better, please don't hesitate to reach out using the following contact details:

📞 (+44)7724288808

✉ [hello@marcpartridge.com](mailto:hello@marcpartridge.com)