

Alex Walker-Wilson

Designer | Brand Consultant

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Portfolio



Alex Walker-Wilson

Brand Consultant & Graphic Designer

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www.pretty-pixels.com

Experience

DS Smith | Design Specialist

July 2025 - Present

Working across a diverse range of retail marketing and POS design projects for major brands including Nestlé, Boots, Mars and PepsiCo, I bring ideas to life in a fast-paced, creatively driven environment. My role involves developing eye-catching in-store displays and adapting brand visuals to work seamlessly within challenging retail spaces, balancing creativity with practical execution.

Biome9 | Graphic Designer

September 2023 - Spring 2025

Currently creating exhibition material for the Crafts exhibition. Also, designer of website graphics and printed materials in illustrator, Figma.

Magnitone | Brand Designer

March 2020 - December 2022

Having Magnitone as a client for 2 years expanded my portfolio as until company takeover, I was in charge of the full brand, from designing all of the social media, video editing in Premiere and Aftereffects, down to creating realistic 3d photoshop product designs + packaging artwork.

Pretty Pixels | Brand Designer

October 08 - Present

Launching Pretty Pixels was a big step as a designer. I had to build confidence to step away from the comfort of having a 9-6 job, and manage my time, and clients perfectly. Within 12 years, I've worked with clients which include Google, Mars, Samsung, Lego, Waitrose, Ecco, Angry Birds, Barbie.

?WHATIF! Innovation | Designer

July 05-08

At ?WHATIF!, I worked alongside other creative designers and innovators. Continuously working within teams to create innovative ideas for products and services. After two years I was given the responsibility of managing a team of publishers.

Skills

Photoshop, Illustrator, Dreamweaver, InDesign, UI Design, Full Adobe creative suite, Fireworks, Word, Excel, PowerPoint, Keynote. HTML, jQuery, HTML5, XML, JavaScript. WordPress, WIX, currently expanding skills in, Figma and WebFlow. Experience in video editing, 3D, illustration.

About Me

My passion lies in achieving perfection, particularly in design, where I excel in creating visually stunning work. I am equally adept at working independently or as part of a team.

I relish challenges and consistently find ways to complete tasks efficiently. I am committed to continuous learning and skill development. For instance, I moved to Barcelona without knowing any Spanish, and I am now fluent in the language.

In my leisure time, I host cocktail events, driven by my enthusiasm for mixology. I have completed several cocktail classes and continue to practice weekly.

Additionally, I have experience as a personal trainer, and I maintain a strong interest in fitness, nutrition, and an active lifestyle, which I pursue daily at the gym.

3D mock ups:

I collaborated with C4D and structural designers to develop impactful display concepts, using rapid mock-ups to communicate ideas clearly and apply key brand elements without the need or time allocated for early-stage 3D modelling.



Front of F1 car with pallets display

front of the car and a backboard

1/2 size F1 car suspended in the middle of two pallets with feature and display
Kit Kat race engineer
chequered flag



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3D mock ups, development:

Producing quick Photoshop and Illustrator mock-ups streamlines experimentation and accelerates development, enabling efficient handover to 3D and structural teams for refinement and production-ready execution.



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POS ideas:

I've contributed to numerous projects where I've utilised brand assets and photography into **impactful in-store concepts**. Working closely with 3D designers, and continuously building my C4D knowledge, I confidently help **shape ideas** and provide the elements needed to realise them in 3D.

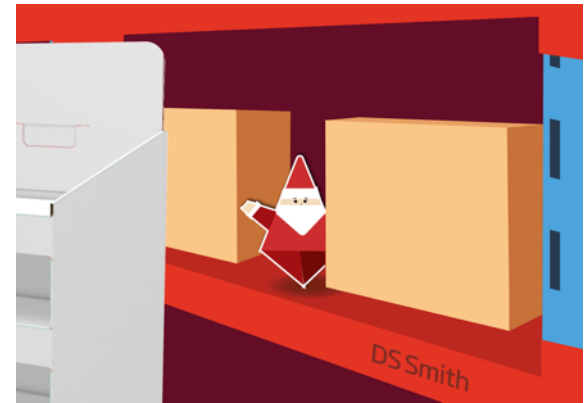
Alongside developing more ambitious concept work, I produce high-quality branded retail visuals at pace (often within one to two hours), enabling clients to clearly visualise how their displays will translate in-store.



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Happy Holidays



Storyboarding:

I enjoy developing animation concepts, creating clear storyboards and preparing assets for Adobe After Effects and Premiere Pro. With strong video editing experience, I understand production capabilities and help streamline workflows for animators delivering multi-format content. While my animation skills are developing, I confidently handle mid level video editing and post-production. For this project, I successfully helped develop a short video which was shared around DS Smith.

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Happy Holidays



Storyboarding:

While my animation skills are developing, I collaborate closely with dedicated animators and illustrators to ensure the highest standard of output. I confidently support projects through mid-level video editing and post-production, focusing my strengths where they add the most value.

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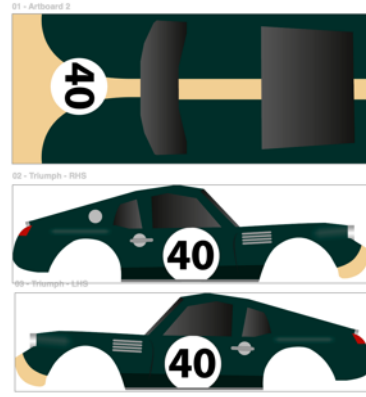
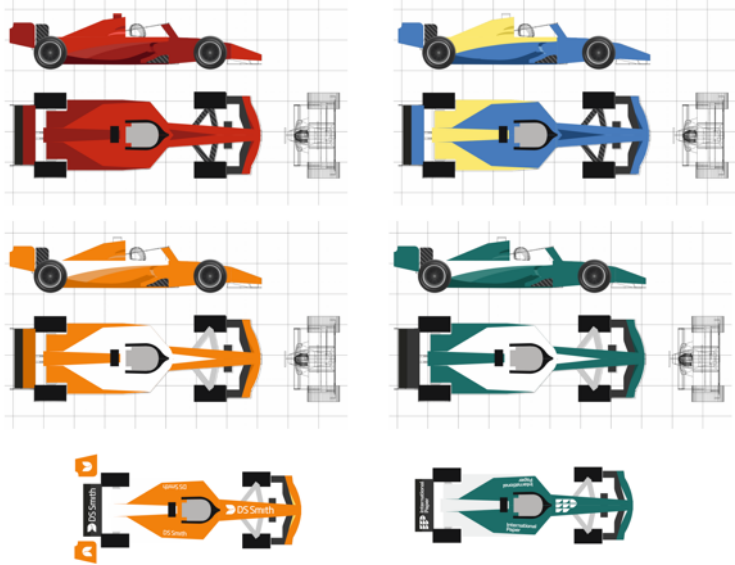


Concept Development:

At DS Smith, I contributed to a project showcasing the company's expertise in paper-based modelling, centred around a concept "infinity table" inspired by classic and Formula 1 cars. I developed mood boards to define the creative direction, explored the structural possibilities of paper engineering, and produced photorealistic mock-ups to visualise the concept.



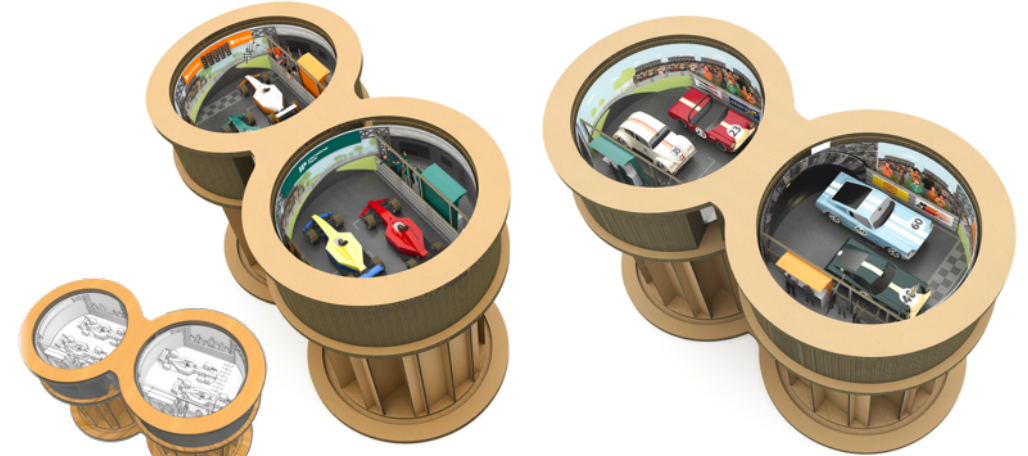
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Asset Creation:

I created, and worked closely alongside the team to create detailed and branded vector artwork and mapped graphics in Illustrator, which were finally applied by a 3D designer to build and render the final table concept.

This project was fast pace, and needed to be instantly available to make accurate, instant and seamless updates to allow smooth execution in C4D, staying responsive and available to help keep the running efficiently.



POS Brainstorming:

Using photoshop and illustrator, I can generate multiple design concepts within constrained spaces 'footprints' within tight timelines, for this project, I collaborated closely with experienced 3D and structural designers to assess feasibility and rapidly adapt ideas into effective display solutions.



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Concept ideas to presentation design:

Skilled in developing ideas from initial mood boards through to clear, presentation-ready concepts. For Soltan, via DS Smith, I helped shape three distinct creative concept themes for in-store displays, beginning with mood boards and supporting their development into full 3D mock-ups.

I also assisted in creating visual elements for a 3D store walkthrough, including floor graphics and shelf displays, helping bring each concept to life in a realistic retail setting.



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HSNF

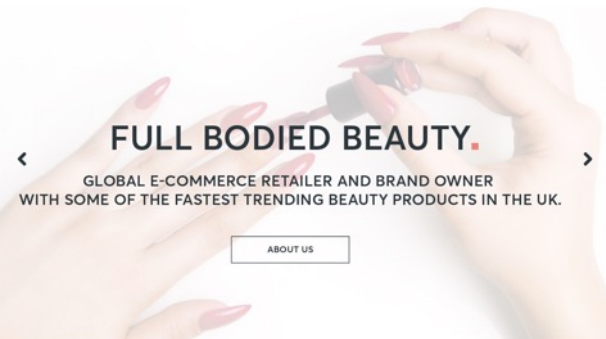
HSNF

HSNF

HSNF

HSNF

ABOUT US BRANDS CAREERS CONTACT US



Looking to buy one of our products? [SHOP NOW](#)



ABOUT US

WHO ARE HSNF

Established in 2009, we are an online retailer and brand owner with a growing portfolio of market-leading, premium cosmetics and beauty products. From our thriving London head office to our tech hubs in Tel Aviv and our Hong Kong innovation Centre, more than a million of our products get delivered to people's homes each year, in more than 20 countries across the globe.

ON-TREND BEAUTY

We live and breathe the beauty trends, from top to toe. Some out of our reach in professional salons, we've stayed true to our core. For over 10 years, our professional quality products have been loved by customers and models, top sellers on Amazon and used by professional salons Europe. And we never stop looking for new trends or finding ways to improve our products.

SMALL TEAM, BIG THINKERS

Our small, hard-working team is made up of passionate, blue-chip and entrepreneurial individuals who love a challenge and aren't afraid to break conventions. Stretching the out of the possible is how we make a name for ourselves and its core to our vision as we keep the business energy flowing and growing.

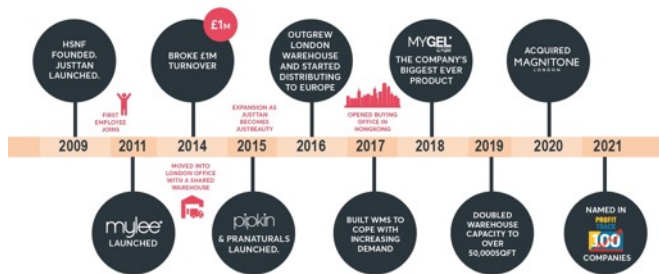
FASTEST TO MARKET

In a world where speed is everything, we thrive on our ability to make cutting-edge premium design products, that enrich our customer's lives, and deliver them faster than for anyone else in our competition. We do this because we use our own supply and distribution chain, which means we're nimble, fast and our IP is protected every step of the way.

Why not grow with us? [CAREERS](#)

Project description:

For this project, the brief was to create a logo and website for HSNF. 5-10 directions were presented, (4 routes for the logo shown here) in which the client was happy to proceed with their preferred choice. The website UI was designed in Adobe Illustrator and XD.



FOUNDERS STORY



BEN WHITE

FOUNDER

Ben left school at 16 and set up first business at aged 18 selling computer parts and software through eBay. After 3 years in the Israeli army, Ben, a natural teacher, got involved in running many early-phase tech start-ups, including early versions of what Facebook and Instagram would go on to become. In 2009, after working in his wife's family salon, Ben spotted an opportunity to sell professional-only salon and hair products to the home market and mobile therapists and HSNF was born. Very quickly, he branched out into self-financing products and other salon treatments, selling products online through eBay and Amazon. In 2011, after the plug was pulled on a partnership with one of their professional suppliers, they began manufacturing their own products, under the brand name Mylee. The rest is history.



DAVID YONATAN

COO

David was born in USA and studied Business Management in Tel Aviv, where he became captivated by eBay selling guides and courses on digital marketing. In his spare time, he searched markets, pop-up shops and wholesale stores looking for anything to sell on or a profit. In 2011, his addiction was netting him £2,000-a-week, and he received a call from Ben. Dropping everything, he moved to London to help Ben on a short term project to set up HSNF's Amazon business. It was David's vision that was instrumental in the decision to start manufacturing Mylee. And the short project has just had it's 10 year anniversary.

Our Beautiful Brands [VIEW](#)

BIOME 9



Project description:
This page shows the final packaging for the supplements, which they client wanted to show a scientific but minimalised output.



Project description:

Biome9. Beautiful Science. For this Pet Health company, Pretty Pixels had the challenge of making science look less technical, and more beautiful. We sourced imagery of cells under a microscope, amongst other things to create visuals which portrayed science whilst looking interesting and beautiful.

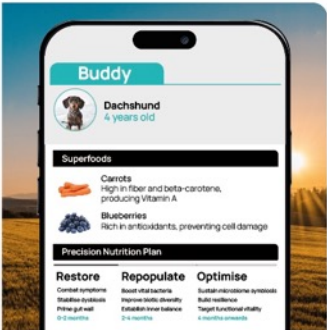
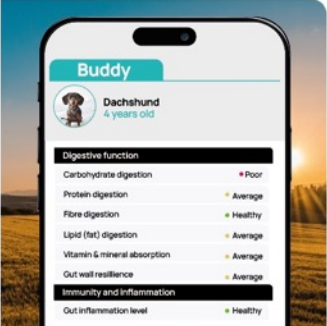
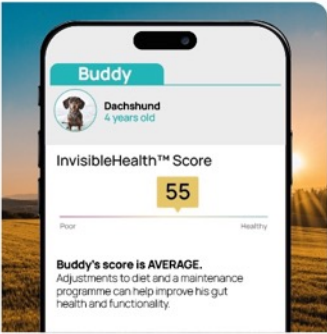
Work included:

Artwork imagery, UI and UX mockups for their web app.

Packaging for their supplements.

Cutter guides and packaging design for their test kits.

3D mock up for their exhibition at the Crufts – London, and created all the large format artwork for print.



Get to know your dog on a whole new level.

A healthy dog wags within.

Good gut health makes a world of difference. Take control of your dog's diet and nutrition to better support their overall health.

- Healthier digestion
- Skin itching & healthy coat
- Reduced inflammation & allergies
- Better joint health
- Improved mood & behaviour
- Lower risk of obesity

One simple test that helps you make smarter, science-backed decisions for your dog's long-term health.

★★★★

"I'm really glad I found this gut health test. I can see a vast improvement already."
Sean (and Sprout)

Order GutDiscovery® Test + Report

Chat



Learn more

View sample report



BIOME 9



Project description:

Complex cutter guides were created and designed to hold a test tube for the user to collect a sample. The artwork contained several layers of complexity, including cut outs, minimal use of glue, and rigidity.

John Lewis Waitrose



Project description:

Pretty Pixels was asked to mock up the interior for a new Waitrose store.

We were only given photos of the empty space, and concept imagery. Textures and interior products were selected to help visualize the space.

John Lewis Waitrose



John Lewis Waitrose



MAGN!TONE

LONDON

During 2021- 2023 Pretty Pixels worked alongside Magnitone London as an Inhouse full time Brand manager and designer

At Magnitone, I had to create a number of campaigns over a range of platforms. Over the following pages, you will see packaging, 3D mockups, social media materials, infographics, icons, illustrations, video editing, photoshop concepts designed and created by me remotely working for Magnitone.

Blank products were often sourced using google, and utilizing Photoshop to apply the Magnitone brand, and quickly mocking up how the product would look if someone was using it, which was vital across many products which didn't yet exist.

I would then create the packaging including the cutter guides, instruction manuals, and all marketing materials to promote the product.







WELL HEELED 2

RECHARGEABLE EXPRESS PEDICURE SYSTEM

Buff away dry, hard and rough skin from feet and heels



Image 1

BROW SHAPING TRIMMING

Noticeably softer, clearer and more even skin after just one use. Use Magnitone Barefaced 2 for the ultimate in personalised cleansing and toning of skin. It keeps excess oils at bay to help control breakouts and reduces dry patches for smooth, soft skin, that is consistently well behaved!

Deep-pore cleansing that goes where no hands can go. At over 300 movements per second, impurities and trapped makeup particles are gently vibrated out of even the most stubborn pores, whilst gently whisking away dead skin cells, for naturally healthier and brighter skin.

BIKINI TRIMMING

Magnitone isn't an extra step, just a better one. 86% of people find their favourite skincare works better with Magnitone! In 60 seconds, it buffs away dead skin cells and empties blocked pores, to allow creams and serums supercharge their way deep into the layers of skin that need the most love.



LED LIGHT

Includes Daily Cleanse + Sensitive modes Plus NEW Toning mode and a Silicone massage head for a post-cleanse, lifting and firming massage. Suitable for all skin types (combination, dry, sensitive and oily).

LONGER LASTING MICRO-CRYSTAL ROLLERS

Just one full charge from any USB Port will keep your brush powered up for over a month! And the Smart Power-Lock will help to prevent unwanted battery drainage when you're jet-setting around the world.

INTERCHANGEABLE HEADS

Barefaced 2 is also waterproof so you can use it in the shower! Just one full charge will keep your brush powered up for over a month! And the Smart Power-Lock will help to prevent unwanted battery drainage when you're jet-setting around the world.

FAST USB RECHARGEABLE

Our Antibacterial bristles are uniquely protected by natural silver-ions. Perfect for protecting skin that is prone to breakouts and for keeping the brush fresh and odour free!



CURVED DESIGN FOR BETTER RESULTS UNDER TOES



360° ROTATION



LONGER LASTING MICRO-CRYSTAL ROLLERS



2X INTERCHANGEABLE ROLLER HEADS INCLUDED (REGULAR & EXTRA BUFF)



FAST USB RECHARGEABLE 1 CHARGE = 60MINS USE



BUILT-IN PRESSURE SENSOR TO PROTECT SKIN





TIME TO TONE IT UP A NOTCH!

MAGNITONE LONDON



LOREM IPSUM

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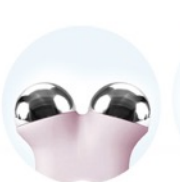
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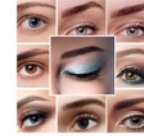
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TIME TO RAISE A FEW EYEBROWS

MAGNITONE LONDON



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TIME TO RAISE A FEW EYEBROWS

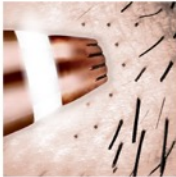
MAGNITONE
LONDON



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MAGNITONE
LONDON



LIGHTUP

NATURAL DAYLIGHT
HD DESKTOP MIRROR

- Dimmable Studio-Bright Daylight LED Light
- Touchscreen On/Off
- 10x Magnifying Mirror Attachment
- Dismantles Completely - Perfect For Travel
- USB Rechargeable 1 Charge Lasts 5 Hours
- Storage Base To Hold Makeup
- Shatterproof HD Glass
- 360° Degree Rotation, 180° Degree Tilt



MAGNITONE LightUp RRP £30
Available at magnitone.co.uk



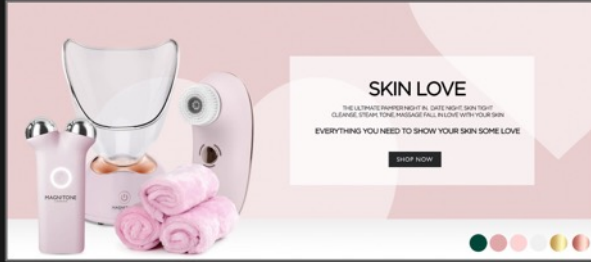




I regularly adapted stock imagery by compositing products into models' hands, creating engaging and playful usage visuals suitable for campaign and retail applications.



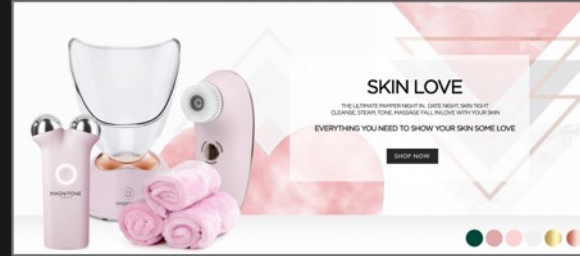
Artboard 1



Artboard 2



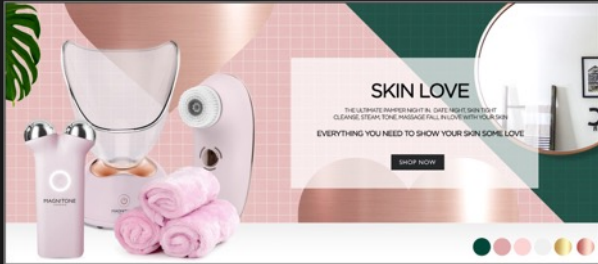
Artboard 1



Artboard 2



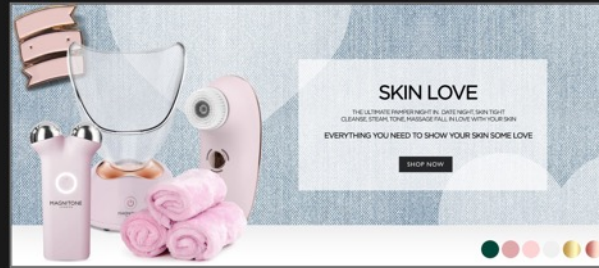
Artboard 1



Artboard 2

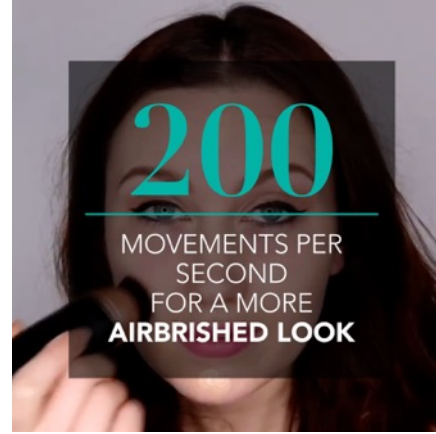


Artboard 1



Artboard 2



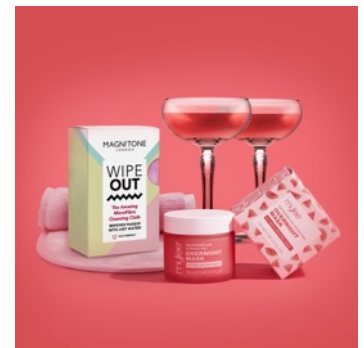




MAGNITONE LONDON

BLACK FRIDAY
SAVE UP TO
50%

Pay later with **Klarna.**



MAGNITONE LONDON

BLACK FRIDAY
SAVE
£80

SHOP NOW

Project description continued:

Abstract typography was explored, to try help give a sense of luxury / simplicity and beauty for the brand. But also played with a Bold Statement logo.

The letters 'H', 'S', 'N', and 'F' are rendered in a classic serif font. Each letter is filled with a different color: 'H' is pink, 'S' is teal, 'N' is orange, and 'F' is light green.

The letters 'H', 'S', 'N', and 'F' are rendered in a black serif font. The 'N' and 'F' have a unique, slightly irregular or 'hand-drawn' quality to their forms.

The letters 'H', 'S', 'N', and 'F' are rendered in a bold, black and white, stylized font. The 'N' is filled with a red-to-white gradient.

The letters 'H', 'S', 'N', and 'F' are rendered in a bold, black and white, sans-serif font. The 'N' has a white profile cutout on its right side.

The letters 'H', 'S', 'N', and 'F' are rendered in a bold, black and white, sans-serif font. A small red square is positioned at the bottom right of the 'F'.

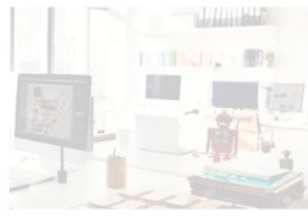
The letters 'H', 'S', 'N', and 'F' are rendered in a bold, black and white, sans-serif font. The entire logo is set against a dark grey background with a red shadow effect at the bottom.

Project description continued:
 HSNF own several brands, so part of the challenge was to take each of their brands to display on the same page but make it still look like part of the HSNF family.

An introductory animation was keyframed and created with Adobe after effects, which I then converted into a small file sized GIF and displayed on the loading screen of the website.



CAREERS



We're always on the lookout for brilliant people to join our eternally restless team of big thinkers. If you think you'd like to join us, either browse our open positions or drop us an email to careers@hsnf.co.uk

DON'T BE SHY... YOU + US COULD BE THE NEXT BIG THING!

We are an Equal Opportunities Employer and welcome applications from all sections of the community. All candidates will be considered equally, however, unfortunately we are unable to offer sponsorship at the moment.

<p>LONDON JOB TITLE Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh... READ MORE...</p>	<p>NEW YORK JOB TITLE Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh... READ MORE...</p>	<p>TEL AVIV JOB TITLE Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh... READ MORE...</p>	<p>TEL AVIV JOB TITLE Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh... READ MORE...</p>
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CONTACT US

<p>LONDON UK Head Office: 139-141 Pembroke Rd, London, N10 2JL, United Kingdom +44 20 8365 5858 hello@hsnf.co.uk</p>	<p>TEL AVIV Tel Aviv Head Office: Hamastrim 10 Herzliya, 4872541, Israel +44 20 8365 5858 telaviv@hsnf.co.uk</p>	<p>HONG KONG Hong Kong Head Office: 139-141 Pembroke Rd, London, N10 2JL, United Kingdom +44 20 8365 5858 hongkong@hsnf.co.uk</p>
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For Press enquiries please contact: press@hsnf.co.uk
 For customer Service Enquiries, please refer to our individual brand sites

OUR BRANDS

mylee
 High end salon nails at home. Market leading range of UV lamps and innovative gels, toos and colours, designed for on-trend nails and longer lasting finishes.
[SHOP NOW](#)

PRĀNATURALS
 NATURAL SKINCARE MADE SIMPLE
 100% Clean Skincare - Organic, natural, pure and ethically sourced products. Each PrāNaturals products contains only one hero ingredient; each uniquely formulated to treat a different skin concern, such as scars, wrinkles, sun damage and more.
[SHOP NOW](#)

MAGNITONE
 LONDON
 Award-winning Vibe-Sonic™ Cleansing Brushes, Microcurrent Facial Toning, Eco Cleansing Cloths, Hair Removal Tools & Vegan Skincare - Easy to use, harnessing the skin's natural energy and designed to leave you feeling brighter, tighter, cleaner and smoother, from the very first use.
[SHOP NOW](#)

pipkin
 Pipkin brings the highest quality global superfoods right into your cupboard. Beginning life with the highest standards of organic coconut oil and cocoa butter, Pipkin now offers a growing range of health-focused superfoods.
[SHOP NOW](#)

JOLEE
 The best of natural Korean beauty treatments, manufactured in the UK, Jolee brings a revolutionary product range from Dry Sheet Masks, weekly skin treatments, LED therapy and hot & cold toners.
[SHOP NOW](#)

HARLEY STREET CARE
 Partnering with London's leading nursing care agency, Harley Street Care is an exclusive line of health, personal and protective care products such as first aid kits, personal health devices, rubbing alcohol and more.
[SHOP NOW](#)

ECO TAN
 Sunless spray-tanning used by professionals across the globe. EcoTan products are made with the best ingredients for perfect golden tanning results. The range includes professional and at home airspray tanning solutions.
[SHOP NOW](#)

JUSTBEAUTY
 .CO.UK
 Online retailer specialising in professional beauty, haircare, nails and skincare. JustBeauty supplies a full range of professional quality products at affordable prices.
[SHOP NOW](#)

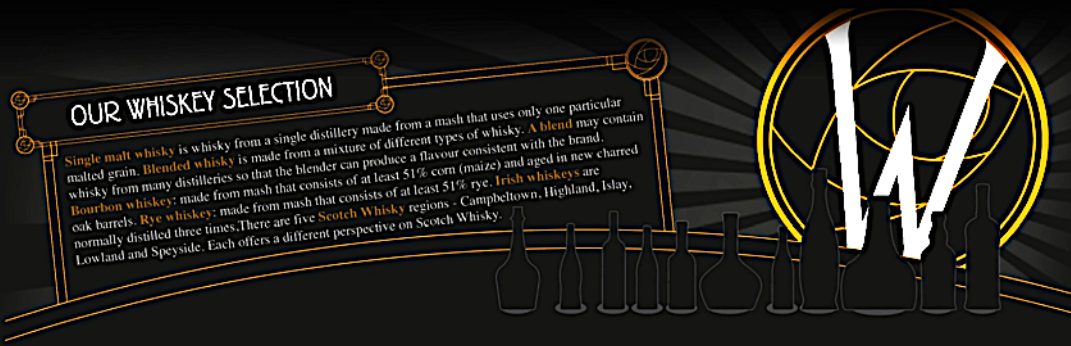
Project description:

La Whiskeria. Barcelona's largest Whisky Cocktail Bar. With over 1200 different whiskies to try, Created the Branding for the Barcelona's largest Whiskey Bar
Website allowed customers to buy vouchers/ Book Events/ Showcase Cocktails / Research Whiskey Database.

Social marketing materials were created almost weekly to promote events & special offers.
Email campaign material (flyers) were designed to send out.

Other fun material such as Coasters/ QR blocks / Maps were created.





1. Select Whiskey Type

Select an option

2. Choose Whiskey...

Select an option

“Whiskey”
[ˈʊskiː] Gaelic Word

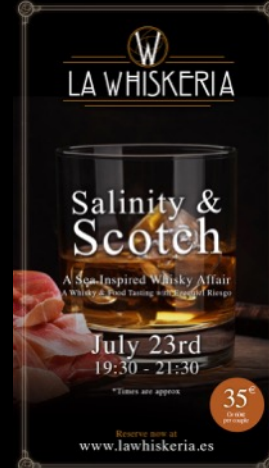
Whisky comes from the Gaelic word which reads ‘uisge beatha’, which then became ‘uski’, ‘uisge beatha’ translates as ‘water of life’.

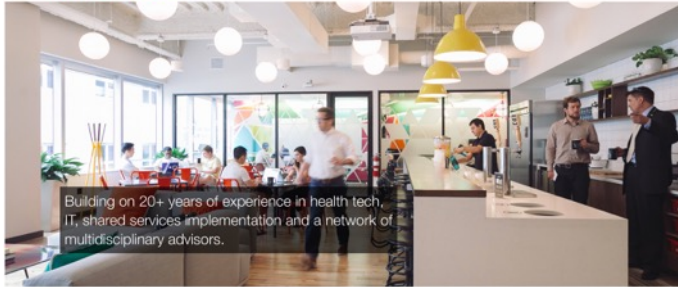
[View Whisky Menu \(PDF\)](#)

EN · ES



Drinks Coaster
Using the Barcelona skyline, a coaster was designed to be a keepsake that customers could keep as a souvenir.





Building on 20+ years of experience in health tech, IT, shared services implementation and a network of multidisciplinary advisors.

SeedLink SL, C/Balmes 7, 2A, 08007 Barcelona, Spain, Direct Line: +34 937 330 305

WHAT WE DO

Our services include Incubation, Hosting & Support, and Funding Growth

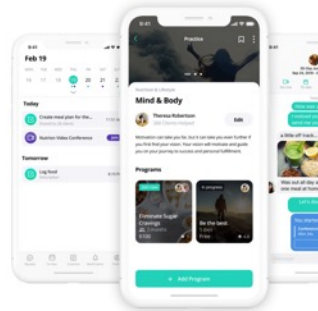


drd Your Coach Health

Health and Wellness coach practice management solution that enables coaches to holistically lead their clients, connecting mind, body and soul through behavior modification and accountability tools towards outcomes.

The easiest way to lead your existing clients and find new ones. Set up group and individual programs, accept payments, sign contracts - everything needed to run a successful practice. Never miss a deadline for you or your client. Please join us on the health coaching revolution!

For more information yourcoach.health



drd VOLV

Volv is a Digital Health & Life-Sciences enables its customers and partners to take advantage of the latest developments in technology and data science, to be better able to discover the insights from diverse data that they need to drive for better outcomes.

Our mission is to speed science, reduce the cost of healthcare, and so enhance the economic output and well-being for all. Focusing across the R&D & Commercial spectrum we provide core products, platforms and solutions as well as new services based on specific customer needs using AI and cutting edge Data Science capabilities.

For more information volv.global



CONTACT US



SeedLink SL
contact@seedlink.health
 Direct Line: +34 937 330 305
 C/Balmes 7, 2A, 08007 Barcelona, Spain

Name *

Email *

Message

Submit

THE TEAM

Who we are



Yacine Bouamrioune
 Co-Founder & Director

Founder and CEO of SeedLink Group (1996). Doing the right thing - for clients, employees and community - is his principle and a strong embedded within SeedLink's history and culture. His motto of "work hard" is at the heart of SeedLink's culture where today all employees carry out this philosophy. SeedLink provides a in person service to help clients and employees achieving their goals. SeedLink is co-owned by SeedLink Group.



Tim Juergens
 Co-Founder & General Manager

Senior leader with passion for innovation and value creation in health and care. Main focus on digital health and therapeutics solutions. True believer into value based health care. 20+ years of international pharma and diagnostics experience, covering commercial, market access, solution development and general management roles in several European countries as well as globally.



Julita Cuquerella
 Operations Manager

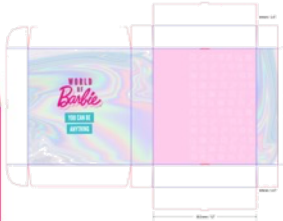
Focused on giving the best solutions to our clients and on solving any administrative and operational problem. She is in charge of coordinating our Shared Services team and Catalogue and adapting it to the needs of each client. She holds three university degrees and a Master's in management development.

WORLD OF Barbie

Project description:

For an live event in Los Angeles, Pretty Pixels/ briefed by Kilburn Media, was asked by Mattel to create some designs of apparel which would appeal to a slightly older crowd (12+).





Project description:

In the children's section of the event, there was interactive activities in which they could customize the Barbie dolls. Pretty Pixels was asked to design how the boxes of clothing would look.



BESPOKE STRATEGIES

Financial Intelligence is not limited to managing threats and uncovering financial impropriety, it also plays a pivotal role in assessing and generating opportunities.

Oculus Financial Intelligence has a Specialist Case Management Team focusing on all aspects of resolution and strategy whether it is a fraud investigation, a company acquisition or managing an individual's profile in a foreign market. The core strengths of the Specialist Case Management Team is its broad composition of skills and experience alongside its flexibility in responding to personal or corporate threats and opportunities regardless of region or industry. Regional and sectorial expertise also means clients receive accurate and timely advice so opportunities do not turn into crises through deals and transactions being completed in inappropriate ways.

The team comprises of specialists from a broad set of fields including government, legal, security, financial, communication and politics and is tailored to meet clients' precise requirements.

THE TEAM

Brian Kay QC
Legal, International Criminal Law, Law Enforcement

Brian Kay QC is the Chairman and co-founder of Oculus and Head of the Executive Director of British Film, London. He is a leading international trial lawyer with a global reputation having been involved in several landmark cases responsible for establishing modern international criminal law including the first trial at the Yugoslav Tribunal. He was the former President of British Diplomatic Missions, the trial of the CEO of the President of France, Silvio Berlusconi, the first ever wide application of international law and completion in complex multi-jurisdictional commercial cases and transactions.

Janis Chalmers
Financial, Investments and Wealth Management

Janis is the CEO and co-founder of Oculus Financial Intelligence Ltd. He qualified as a chartered accountant with PwC and post qualification had a successful low stage career that in professional investment management and more recently in the intelligence field. Janis has a value investor not a trend follower and applies this broad-thinking edge to the intelligence world. His career spans over 20 years and he has advised on professional relationships are invaluable to Oculus and its clients.

Richard Prestor
Crisis and Commercial Legal

Richard's legal career has focused on advising ultra-high net worth clients, institutions and banks on complex financial restructuring, dispute and investigations, other trading offshore jurisdictions. Oculus clients also benefit from Richard's experience spanning from decades working on the legal matters in the City of London including the protection of assets, the recovery of personal assets, claims against the insolvent banks and the SPV, the manipulation of labor, interest rate swap, derivatives, the recovery of assets, the recovery of personal assets, claims against financial products, FA manipulation claims and investigations, asset tracing, housing disputes, enforcement actions and the seizure of commercial assets and banks.

General Sir Barney White-Spunner
Security and Strategy

General Sir Barney White-Spunner KCB, CBE served in the British Army for thirty five years, finishing as Chief Commander. He has extensive experience in the Middle East, Africa and now leading both British and multi-national forces. Most recently he was Chairman of the Board of the United Kingdom Contingent Command, the United Kingdom's largest military formation. He is an honorary member of the French Foreign Legion and holds the US Legion of Merit.

Introduction

An end-to-end solution for taxis across the globe

\$200m in funding

+35,000 daily orders

400% growth yoy

24 cities

+1,000 enterprise accounts (UK)

1 GetTaxi ride every second

10 million users

250 employees

GetTaxi for Business

Employee app linked to account

Web portal for bookings and account management

99% SLA on future bookings and an avg. pickup time of 5 minutes

Fixed Prices on journeys over 10 kilometers

Corporate credit card solution or Account option with 14 days credit

Dedicated account manager Comprehensive analytics on spend and service

24/7 Customer Care 0207 428 2222

mention me

What is Mention Me?

mention me is the only social listening and sentiment analysis tool that works on all of the features you need to make informed a business and our team work alongside you to determine how to unlock the potential of the channel for your business.

We start by installing our software and a business team to share how and the channel will work for you and the numbers you can expect to deliver from a social media program.

100 over 100 exciting brands have chosen to work with us...

UP & RUNNING FAST
Add 2 tags to get going

BUILT IN OPTIMISATION
A/B testing and segmentation

SHARE OPTIONS
Full suite of channels inc. by name

EXPERTISE ON TAP
No need to ever leave mention

2015 in numbers

600k mentions in the referral traffic

800k mentions in the referral traffic

300% increase in a year

25% increase in the referral traffic

£1M+ in the referral traffic

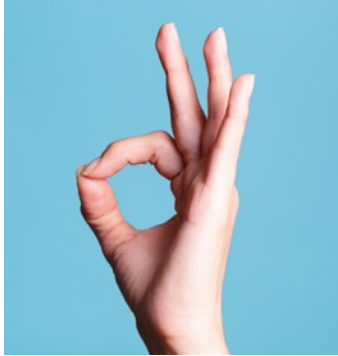
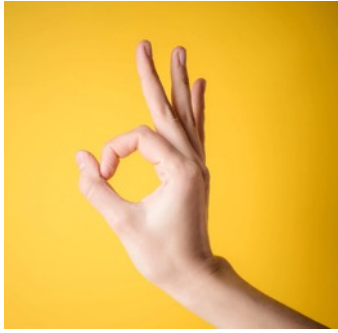
35% increase in the referral traffic

Project description:
The next two pages contain jobs in which I had to take existing branding and create websites / keynote/ and infographics based on logos and colours supplied by the client.

mention me

600k people have shared a Mention Me referral offer

800k friends introduced to new brands thanks to Mention Me



deskover

deskover

deskover

deskover

Project description:

Deskover, a low budget European co-working company asked us to assist on creating a logo for them. The brief they supplied was to make the 'd' look like the 'ok' symbol. But without looking too much like the emoji.



ONLY THE COMMITTED

Project description:

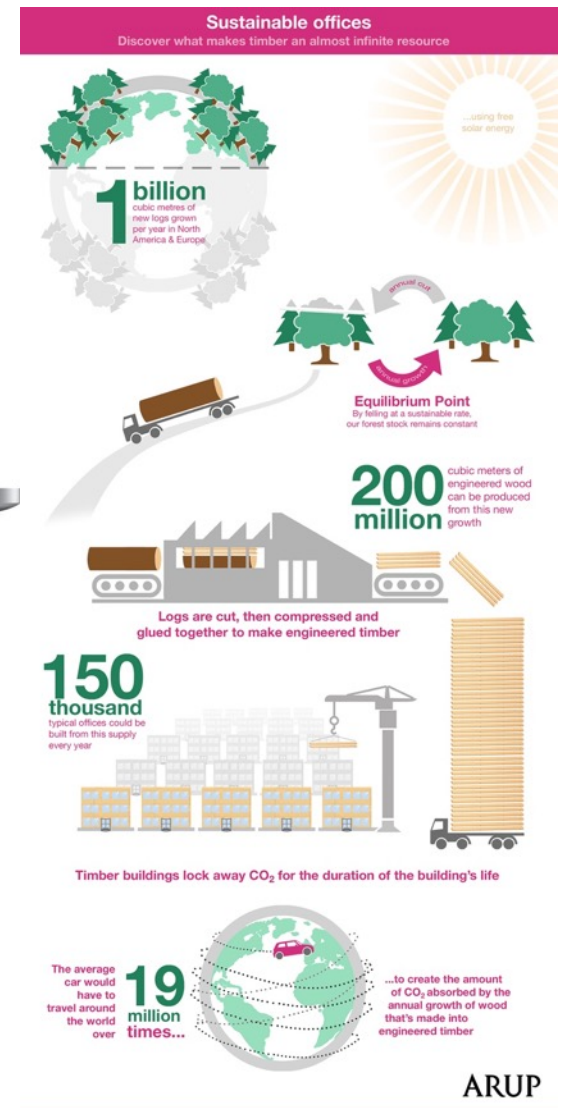
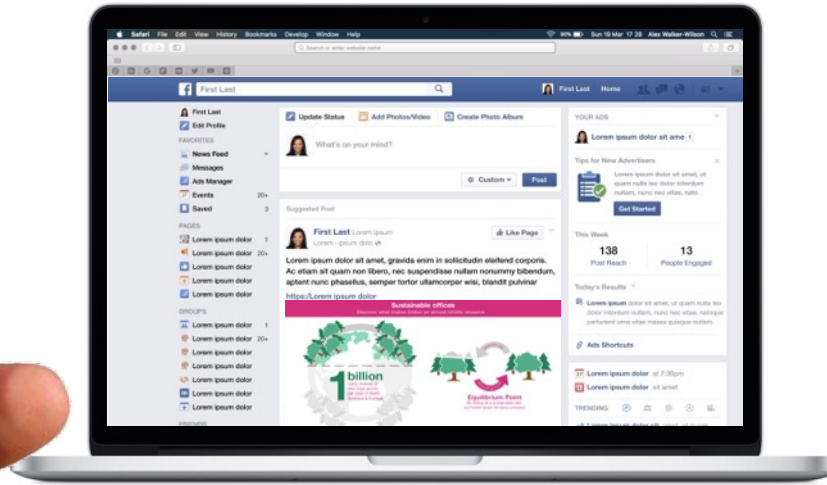
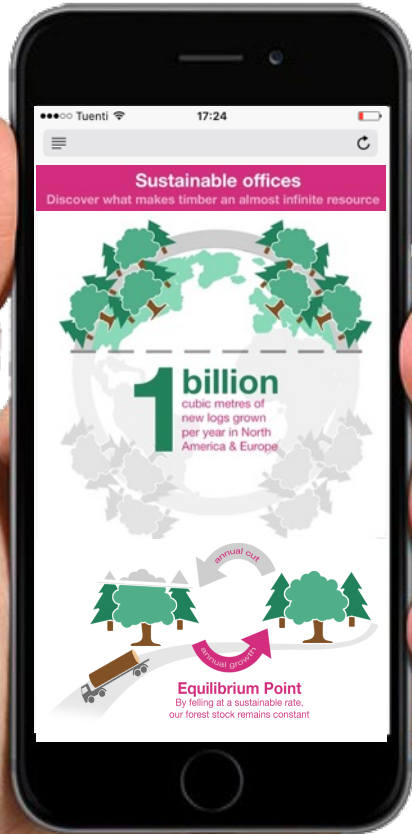
For the England Rugby Team, working with Synergy, I had to create a Twitter campaign for the reveal of the Rugby Kit. The challenge was to play with transparencies of PNGs so by default the image would display only certain elements of the kit, but once clicked on, the rest of the kit plus stadium background elements are revealed.



England
Rugby

Project description:

For Arup, I had to create an infographic to be displayed across their social platforms. The artwork was created in Adobe Illustrator.





ANGRY BIRDS™

Project description:

For a live stage event, Pretty Pixels designed the logo for 'Angry Birds Live – The Slingshot Adventure'. Also a 1 pager was created to publicize the event. This one pager was requested in PowerPoint so it was editable by the clients last minute, but to look as fun as possible.

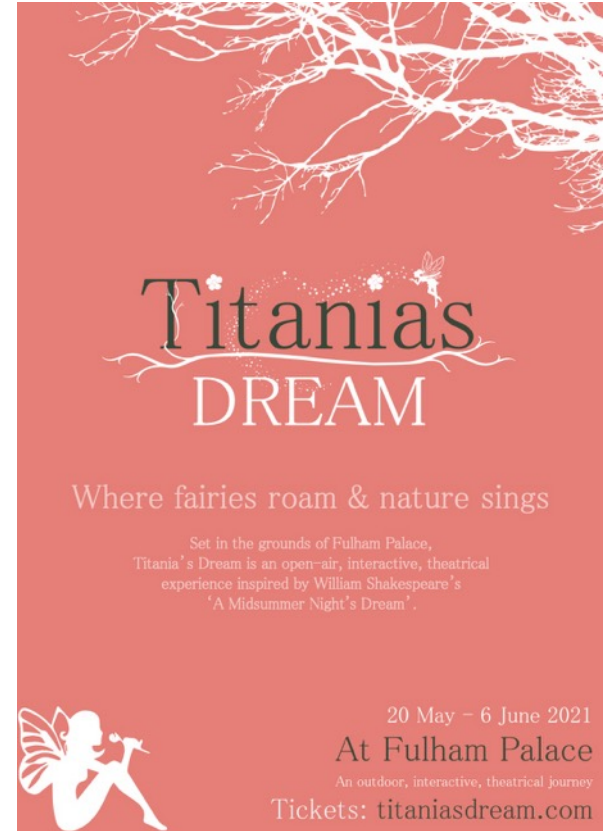


Titanias DREAM



Project description:

Logo and brand materials created for an interactive theatrical experience taking place at Fulham Palace in May 2021. The brief was to create a fun brand which would appeal to adults and children.



Project description:

Here are a selection of mood boards created in which I had to take photos or notes for the project and display them in a visual way to present to the team. I usually use Pinterest to gather inspiration before a project starts and create mood boards in Photoshop.

MY CANVAS

MY FACE IS MY ART. I CAN DECIDE WHAT I WANT TO SHOW, HIDE, PORTRAY, WHEN AND HOW I LIKE, FOR AS LONG AS I LIKE.

How do we bring the make-up finish & results to skincare?

NATURAL ← **LIGHT TOUCH** → **MEDIUM TOUCH** → **FULL ON COVER** → **UNNATURAL**

LIGHT TOUCH
In an attempt to create an effortlessly flawless NATURAL COVER with BLURRING TECHNOLOGY to cover problems & reduce the pore size. LIGHT REFLECTION and optics

MEDIUM TOUCH
COLOUR INFUSION & COLOUR CANCELING - to correct and camouflage colour problems

FULL ON COVER
Advance the cover feeding LONG LASTING perfection achieved by PERMANENT MAKE-UP in discrete colour management

I put a lot of effort in making my skin appear effortlessly natural.

I found the perfect base that's like cream, foundation that covers & camouflages all colour problems I have

I want to look like, with thick eye lashes, big eyes and perfectly white porcelain flawless that doesn't fade

Marketing ITMINS

MY CANVAS FULL ON

CONSUMER & TRENDS

HIGHLY CRAFTED

Porcelain Doll
44.99/50.00/55.00/60.00/65.00/70.00/75.00/80.00/85.00/90.00/95.00/100.00

Innocence

Facade

Permanent make-up

TECHNOLOGY & CLAIMS

Long lasting
WHAT LONG LASTING IS
It means the product can still be permeable with the next face wash. It is popular claim in products like mascara, lipstick, foundation and eye cream etc.

TECHNOLOGY
These ingredients which keep the pigment particles, and provide long lasting wear and better care all over long lasting penetration

WHY DOES IT?
It's all about the quality, and wear it can be applied to skin care.

HOWEVER THERE ARE SOME RISKS
Sensory compromise and effectiveness

FINISHED COMING FORWARD
It is a big innovation, need and complete claim handling. It's the only technology long lasting product with patented sensory that makes it stand out.

CASE STUDIES

30 GLEAM EFFECTS

STAGE MAKE UP

GAMILY THERE LIP LINER

COLOUR BROW SECURITY SHAMPOO

SEMI-PERMANENT MAKE-UP - TATTOO

LASH ENHANCEMENT

MAGIC VELVET CREAM

REBELLION DESIGNER LIPGLOSS

Marketing ITMINS

FURNITURE

LAB STRATEGIC INNOVATION

ecco

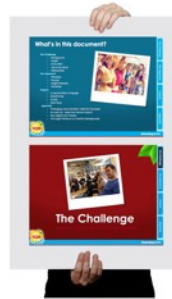
PRODUCT / MATERIAL CUES

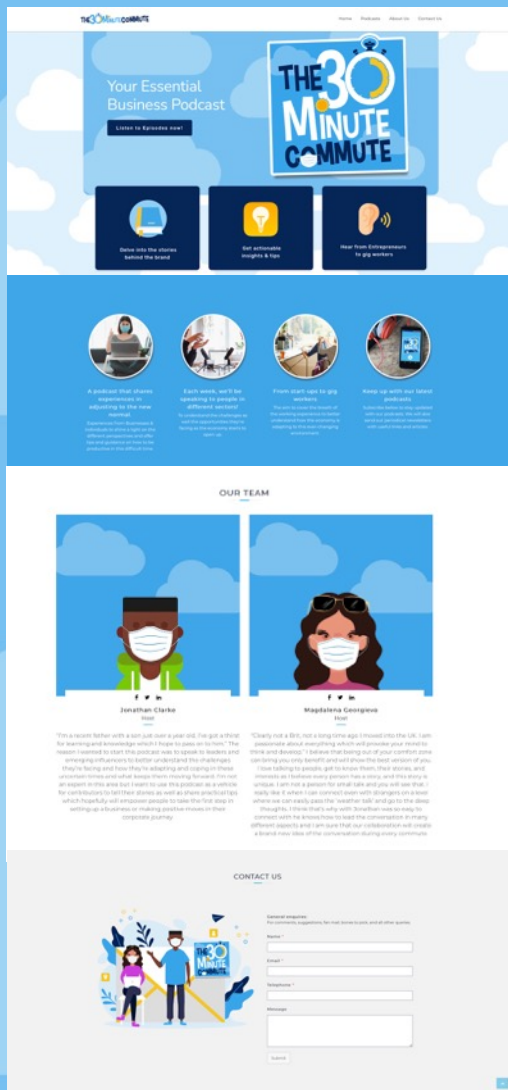
LAB STRATEGIC INNOVATION

ecco



Project description:
Here are a range of Keynote and PowerPoint documents I've created over the past few years for Unilever, Coke, Samsung, Mars and other large corporate companies to write up reports but make them visually appealing.





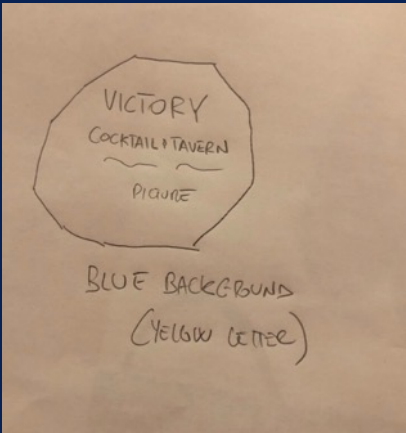
Project description:

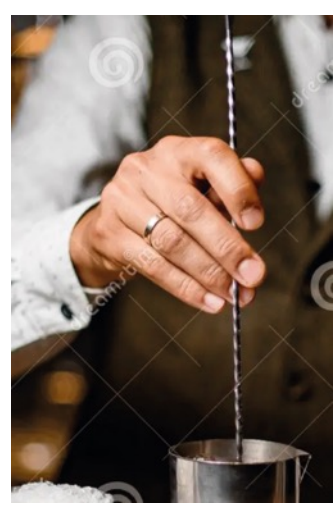
Was asked by a small team to create a logo, and website for a podcast to give people advice during the Covid-19 pandemic.



Project description:

Victory, Barcelona. A bar which wanted to capture the classic English pub vibe, but offer high class cocktails – contacted Pretty Pixels to design a logo for the establishment. The brief, which only contained a rough sketch of a 'Octagon' (or similar) minimal text and a 'Picture' which later was explained to have a vintage 'Englishman' illustration was passed to Pretty Pixels on a piece of paper. A few designs were created, and the final logo was used on the Bar front, menus, coasters, website and social media.





Project description:
More logo development work.
The brief only contained a photo of the hand position and bar spoon, plus the name of the business.





Project description:
Re-Branding for Epoch. This page shows the original 'red' logo. The client insisted that they wanted a softer look, and a design which reflected communication or 'flow of conversation'.



+ F7 a (top) and b (bottom) – Same as F6, but colour variations



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PRETTY PIXELS

PRETTY PIXELS

PRETTY PIXELS



Pretty Pixels

PRETTY PIXELS